In Focus:
Coke Studio@MTV returns in a fresh new avatar p 23
PUMA and NH7 go old school with vinyl p 27
Airtel and Manchester United kick off hunt for soccer stars p 30
Wild Ones splashes Delhi with poolside fun p 34

Market Pulse:
“Moët Hennessy – bringing luxury to the masses” p 38
Gaurav Bhatia, Moët Hennessy India
India and the exhibition industry - a tale of growth p 40
K. V. Rajan, ITEI Group

Brian Tellis, Farokh Balsara and Ambika Soni unveil the cover page of the industry’s first white paper

EEMA gives industry its first white paper
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An extremely important aspect we tend to think little about when planning or even in retrospection of an event is the dialogue that results from the networking amongst consumers of an experience.

No doubt, we all wonder how people will react to the experience. But, the positive affirmation of the message by virtue of an in-depth discussion amongst consumers of the experience should surely not be underestimated.

And this is truest for a conference. EEMA’s annual convention culminated, as expected, with much success. There were great speakers, super topics, and much learning, but what of the discussions that were taking place on the sidelines of the sessions? In the pre-function areas of the banquet room, over lunch, at the bar during the evening receptions.

Mind you, this isn’t a reference to the gossip exchanged as a result of the coming together of heads of companies that are doing little but competing on every other day beyond the days of EEMAGINE. This is a reference to positive dialogue, intentional and unintentional, that results when you fuel an intelligent lot of people with the right message through the right experience.

It’s a rare occasion for the experiential marketing industry to be the prime target audience of an experience. So it’s important to take notes beyond the sessions, especially for the organizers, in this case EEMA. What better way to design the next experience than to base them on ideas exchanged and expectations built at the current one?
**Event Briefs 06 - 11**
Promo Power | MICE | Live | Sports Rush | Media Active

**Industry Watch 12 - 13**
Destination | Events | Developments | Venues

**In Focus 23 - 37**
Coke Studio@MTV returns in a fresh new avatar

PUMA and NH7 go old school with vinyl

Airtel and Manchester United kick off hunt for soccer stars

Wild Ones splashes Delhi with poolside fun

**Cover Story 14 - 18**
EEMA gives industry its first white paper

**Market Pulse 38 - 41**
“Moët Hennessy – one of the finer things of life”
Gaurav Bhatia
Marketing Director, Moët Hennessy India

“India and the exhibition industry – a tale of growth”
K. V. Rajan
Chairman, ITEI Group

**Also Featured**
EEMAGINE 2012 changes and prepares

The year of the Dragon...for India

RoshanDaan

**Glimpses 57 - 61**
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Lamborghini’s Aventador and Gallardo visit Ahmedabad and Surat

‘Lamborghini Visita Del Gujarat’ saw Lamborghini’s Aventador and Gallardo being showcased on July 1 at YMCA International Centre, Ahmedabad, and July 5 at The Grand Bhagwati Hotel, Surat. The events were organised by Lamborghini India’s dealers, Auto Hangar India, and executed by Wild Dreams Media and Communication. Close to 200 people were engaged through these events.

Mohan Mariwala, MD, Auto Hangar India said: “The Lamborghini Visita del Gujarat is an extension of the brand’s intent to cater to the markets of Gujarat with the range of Super Luxury Sports Cars of Lamborghini.”

Sanjay Pareek, President, Percept OOH said: “The primary aim has been reaching out to the core target audience using a local folk art form that enhances communication of the product features. Since folk artists lure a large audience, interweaving the communication in a folk medium ensures a higher connect and aids in brand recall.”

Executive Event executes Onam On-The-Go

A multi-city engagement activity was conducted in Mumbai, Chennai, Bangalore and Delhi, celebrating the spirit of Onam. The Malayala Manorama initiative, Onam-On-The-Go, was managed by Executive Events. The event took place from July 17 to 27, covering over 100 advertising agencies across the four cities. Malayala Manorama aspired to establish a better connect with the ad agencies through this engagement.

Raju Kannampuzha, MD, Executive Events said: “We have worked with Malayala Manorama earlier and with the kind of experience we mutually shared, we were keen on winning this national bid which was to be executed simultaneously across four cities in India.”

Encompass executes media launch of the Renault Duster

Post the official showcase at the Delhi Auto Expo 2012, Renault formally launched its second SUV, the Renault Duster, across nine cities from July 4 to 10. These launch events were executed by Encompass, who also conducted the launch event of two of Renault’s three cars.

Zashank Bhatia, Manager Client Servicing, Encompass said: “This being Renault’s most aspirational product offering, the duster with its beautiful design and innovative technology is set to create a brand new segment for itself, separating itself from the crowd. It was a great privilege to be invited to be part of a landmark launch by Renault and be a continuing part of Renault’s journey in India.”

European themed festival ‘Europa Calling’ returns to Growel’s 101 Mall

Everything Goes! Communications has announced the second edition of the month long European themed festival, Europa Calling II, at Growel’s 101 Mall in Kandivali, Mumbai. Taking place from July 14 to Aug. 15, this festival coincides with the on-going sale season. A highlight of this edition is a new introduction: a 3D Pavement Art Display - which is being showcased in India for the first time.

Vjay Dewan, Chief Creative Guardian, Everything Goes! Communications said: “We received an overwhelming response for Europa Calling last year. The mall witnessed more than 7 lakh footfalls during the festival and retailers recorded the highest sales. Hence, we decided to launch the second season with double the fun and excitement.”

Mahindra launches new vehicle in Three Wheeler Cargo Vehicle category

Mahindra & Mahindra has launched a new vehicle in the Three Wheeler Cargo Vehicle category; the Alfa Plus. Percept OOH has been appointed to execute an OOH and on-ground campaign, titled ‘Bade Fayde ke liye bade Alfa’, currently underway in Madhya Pradesh and Chhattisgarh, having been completed in Maharashtra.

Sanjay Pareek, President, Percept OOH said: “The primary aim has been reaching out to the core target audience using a local folk art form that enhances communication of the product features. Since folk artists lure a large audience, interweaving the communication in a folk medium ensures a higher connect and aids in brand recall.”

Mahindra launches new vehicle in Three Wheeler Cargo Vehicle category

LG Electronics launched a ongoing state of the art ‘LG Lifestyle and Service on Wheels’ campaign in December 2011. This campaign is being executed on ground by RC&M. The bus went to Mumbai in June, and will go to Kerala for Onam and the north around Diwali.

Priya Monga, Business Head, RC&M said: “Exhibiting the premium LG products, the lifestyle lounge in bus serves as the perfect tool to enter the consideration set of the target group and leverage their loyalties for the brand, giving LG a competitive edge.”

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Promo Power

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Promo Power
Encompass executes its first Asian Paints SPA Offsite

The Asian Paints Super Premium Applicator (SPA) Offsite took place from July 3 to 7 in Srinagar. Prior to the offsite, a gala night was organised in Delhi on July 2 at The Westin, Gurgaon, where the applicators were felicitated. This event marked the first year of Encompass’ execution of the SPA offsite for Asian Paints. The theme was ‘League of Champions - LOC’.

Zonovia Masood, Sr. Manager Client Servicing, Encompass said: “We had a just about one month to ideate on a thematic and the treatment we would give to the event which would make the applicators feel part of a grand celebration. We were able to achieve and deliver so as we share similar creative synergies as the brand, Asian Paints.”

Ernst & Young Strategic Growth Forum to be held in September

Ernst & Young will gather inspirational trailblazers and business leaders at the Renaissance Convention Center Hotel in Mumbai from Sept. 6 to 8 for the second edition of Ernst & Young Strategic Growth Forum (SGF) India.

Farokh Balsara, Markets Leader India, Ernst & Young said: “High performing organizations are increasingly growing into exploring new markets, while also building capabilities for sustaining profitable growth. SGF India 2012 provides an excellent opportunity to gain these insights, to know firsthand about other emerging markets, and to forge relationships which will help succeed in these economies.”

Executive Events organizes Peps Annual Dealers Meet 2012 -2013

The Peps Annual Dealers Meet was held at Ramoji Film City in Hyderabad, and Le Meridien Hotel in Bangalore and Coimbatore on June 16, June 30 and July 7, respectively. The Kerala chapter is due to be held in Coimbatore again in September between 700 and 1,000 people attended the event in each city. Peps is a manufacturer of mattresses and bedding supplies.

Raju Kannampuzha, MD, Executive Events said: “We received the mandate to manage this event because our technical and creative inputs were preferred over other agencies, along with our previous successful experience with the show. We’re proud to manage the event for the second time.”

Phase 1 executes Microsoft India GTSC FY13 Kick off meeting

The Microsoft India GTSC FY13 Kick off meeting, took place on July 4 at Vivanta by Taj at Yeshwanthpur, Bangalore, and was executed by Phase 1 Events & Entertainment. The theme for the event was ‘Chorus’, with the byline ‘One Team. One Voice’. The event also saw the launch of an anthem by the employees for the employees.

Sanjeev Pasricha, CEO & MD, CS Direkt Events & Exhibitions said: “We have been associated with Canon for many years now. It’s not just about managing the event anymore, it is about providing an experience that speaks about the brand.”
Third Mirchi Music Awards South announced

The Mirchi Music Awards South 2011 will take place on Aug. 4 in Hyderabad, and will bring together the film music fraternity from across Tamil Nadu, Andhra Pradesh, Karnataka and Kerala, for the third time. This year, there will be 13 awards across categories in each language for the films released in 2011.

Hamsalekha, Chairman of the Kannada jury, veteran lyricist and music director, said: “It is surprising that in a country where music lies in every aspect of life and is a very big part of our films, music was not being given due recognition. It is very heartening that Radio Mirchi has pioneered this effort for the last few years.”

Thank God It’s Rock on Friday returns for its second season

ArtistAloud.com has launched the second season of its Thank God It’s Rock on Friday property to give rock bands a chance to join the halls of fame. Starting July 13, with Neha Bhasin and Something Relevant, ArtistAloud.com is featuring a half hour series every Friday for a month. 40 artists will come together, with each being featured for 15 minutes.

Soumini Paul, AVP, ArtistAloud.com said: “After the incredible success of the first season, we noticed an insatiable demand for TGIRF and hence, launched our second season. With this season, we promise fans more music, more stories and a whole lot of rock and roll.”

Sean Paul set to make his maiden visit to India this November

Multi platinum selling artist and Grammy award winner, Sean Paul will make his debut tour to India in November. The concert will take place during the festival of lights, incorporating the spirit of Diwali in its décor. Blue Note Entertainment will be managing this multi city tour in India. This gig will mark their entry into the concert space.

Prashant Kumar, Director Operations, Blue Note Entertainment stated: “India is a huge market for international artists and we aim to capitalize on this opportunity by delivering professionally managed concerts that appeal to the modern youth. Sean Paul has done much more than any other dancehall artist to bring the dedicated sound of Kingston to new audiences around the world.”

Celebrate music, friendship and coffee with Friendship Jam 2012

Barista Lavazza has invited its patrons to jam and jive this Friendship Day, with Friendship Jam 2012. Begun on July 16 and planned as a simple acoustic singing competition, the event invites performers to play the guitar and sing a song of their choice in any language and genre. Once entries are received, qualifying rounds will take place at a Barista Lavazza outlet.

Nilanjan Bhattacharya, COO, India and SAARC, Barista Lavazza said: “The events are being organized in Mumbai, Kolkata, Bangalore and Delhi. Next year, we plan to expand it to cities beyond just the metros. It’s been just four years since the beginning of this event and every year, we see a rise in its popularity.”

Thyme, VH1 and Radio One bring New Noise Experience to India

Thyme Advertising has teamed up with VH1, 94.3 Radio One, and music magazine Euphoric, to bring a new EDM initiative, New Noise Experience. This initiative will feature 12 international DJs touring three major cities over the next 12 months. For the maiden leg of the initiative, internationally acclaimed, Guinness record holder DJ Billy Nasty from London came to Delhi, Pune and Bangalore from July 27 to 29.

Fahime Khan, Director, Thyme Advertising said: “New Noise Experience was conceptualised by Thyme to bring EDM to fans all over India by giving them some of the top international acts both from India and around the world. The young and old shall form the target audience as this kind of music cuts across age groups.”

Metal band Korn to tour India in September

Two-time Grammy winner Korn has confirmed its first India tour in September. Brought by Mooz Entertainment, the metal band will play in Gurgaon, Mumbai and Bengaluru. Mooz Entertainment expects crowds of around 60,000 across the cities.

Karamjeet Singh, Senior VP, Mooz Entertainment said: “We are living in exciting times where we’re able to connect with the world in a very up close way whenever we want, and Mooz is translating this viability into music too. Music lovers can look forward to a world quality concert experience, starting with Korn this September.”
Sportscraft organizes 23rd Monsoon Scooter Rally

Organised by Sportscraft and sponsored by Gulf Oil Corp. Ltd. for the 11th consecutive time, the 23rd Monsoon Scooter Rally took place in Mumbai on July 8. This annual rally was targeted towards anyone with a passion for the sport and engaged around 40 people from various states, who came together and ride scooters on the streets of Navi Mumbai.

The competitive stages of the race, which began at Our Lady’s Home in Parel in the morning and ended at K-Star Hotel in Belapur in the afternoon, gave the contestants a chance to showcase their talents. Covering a distance of 80 kms, the track was divided into the competitive sector and the transport sector.

Bajaj Allianz returns with third season of Junior Football Camp

Bajaj Allianz is organizing the third season of its Junior Football Camp in 120 cities, including Mumbai, Chandigarh, Delhi, Pune, Bangalore, Hyderabad, Kolkata, Kerala, and cities in the north east. The city finale for Mumbai was held on July 15 at MSSA Azaad Maidan.

Alex Ambrose, Jury Member, Junior Football Camp said: “We are happy that Bajaj Allianz has offered this opportunity for youngsters to showcase their passion for football. The exposure at the Bajaj Allianz Junior Football Camp will give them a once in a lifetime opportunity that they should make the most of, especially those looking to pursue football at a professional level.”

Airtel Delhi Half Marathon 2012 opens for registrations

The 2012 edition of the Airtel Delhi Half Marathon (ADHM) is poised to return. Bearing the theme, ‘Make Friends with Delhi’, ADHM 2012 will take place on Sept. 30, and will be flagged off under the aegis of the Athletics Federation of India. With Bharti Airtel as the title sponsor, the marathon will be promoted by Procam International.

Bharat Bambawale, Director Global Brand, Bharti Airtel said: “We are always looking for new ways of being relevant to this target group and what could be a better way of engaging with them than sports and Friendship? Dedicated to the spirit of friendship, we invite all ‘Dilike friends’ to participate again in large numbers to make this the biggest and best year for the Half Marathon.”

Standard Chartered Mumbai Marathon returns for its 10th edition

Standard Chartered ushers in the tenth year of the Mumbai Marathon, scheduled to take place on Jan. 20, 2013. Promoters Procam International announced that this year will feature an increase in the Indian prize fund equivalent to USD 10,000 which will benefit the Indian athletes in the full marathon.

“With the completion of 10 years, the Standard Chartered Mumbai Marathon has certainly gone the distance,” said Sunil Kaushal, Regional CEO, Standard Chartered Bank. “The Marathon stands for so much of what we believe in: going the distance for our clients, for the industry, for the community; in other words, being ‘Here for good’.”

Callaway Golf India organises Callaway Hex Black Tour Challenge

Callaway Golf India, on July 10, organized the Callaway Hex Black Tour Challenge at the Hyderabad Golf Association (HGA) in Hyderabad. Concurrent with the tournament, Callaway Golf India launched its new Hex Black Tour Golf Ball. The event witnessed the presence of more than 100 golfers of Hyderabad and some honorary committee members of the HGA.

Vivek Mehta, Country Head, Callaway Golf India said: “Hyderabad has always been very receptive to new technologies and this time too, we are extremely positive that our revolutionary Hex Black Tour Ball will receive a tremendous response from the golfers of Hyderabad.”

Sahara India Pariwar picks up Lucknow franchise of HIL

Sahara India Pariwar has become one of the prime franchisees of the Hockey India League, which is to be started by Hockey India. The business conglomerate and prime promoter of sports in India announced in Lucknow on July 23 that it will own the Lucknow franchise. Sahara India Pariwar intends to encourage young talent of the sport, thereby giving them a platform to nurture their skills under the supervision of talented sportsmen.

Subrata Roy Sahara, Managing Worker & Chairman, Sahara India Pariwar said: “By taking up this franchise, we are sure that fresh talent will be identified at the city and regional level, who in turn will bring laurels to our beloved nation.”
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Conde Nast Traveller Readers’ Travel Awards opens for entries

Conde Nast Traveller has opened votes for the annual Conde Nast Traveller Readers’ Travel Awards 2012, recognized internationally as a benchmark for excellence in the travel and tourism industry. Entries were open until July 31 and the award winning destinations, hotels, and airlines, among other categories, will be announced at an awards ceremony later in the year.

Divia Thani Daswani, Editor, Conde Nast Traveller India said: “We were overwhelmed by the response the awards received in their first edition in India. These awards are widely acknowledged as the most prestigious awards in the travel industry. We look forward to an even greater response this year, given the increased reach of the magazine and the growing appetite for luxury travel.”

Comedy Central promotes new show, Hot in Cleveland

Viacom18’s Comedy Central is conducting a month long marketing campaign from July 16 to introduce their show, Hot in Cleveland. In its effort to create awareness about the show, the channel has tied up with Rubys and Café Coffee Day to conduct promotional activities.

Ferzad Palia, Senior VP and GM English Entertainment, Viacom 18 said: “Our endeavour is to treat viewers to some of the best comedy shows available. Associations with various brands are very relevant touch points for a show like Hot in Cleveland to tap the right target audience; hence, we’ve rolled out a focused marketing approach to promote the show.”

94.3 Radio One partners Dignity Foundation to launch Music Healers

94.3 Radio One teamed up with Dignity Foundation to launch Music Healers, aimed at spreading cheer through music to the elderly population living in old age homes across the city.

Shyju Varkey, Station Head, Bangalore and National Marketing Head, 94.3 Radio One said: “Old age is supposed to herald one’s second childhood. But with the joint family system breaking up, the elderly are often left to fend for themselves. On the other hand, we’ve noticed a large wellspring of youngsters wanting to give back to society, without being too sure of the avenues open to them. We thought we’d combine the two, using the therapeutic abilities of music to bridge them.”

Bindass promotes brand new show ‘Fear Less’

UTV Bindass has launched a new show, Fear Less, which aired on the channel on July 7. Powered by Woodland, Fear Less is a reality show that features participants who combat their worst fears and overcome them with the help of a friend. To promote the show, an artificial rock-climbing activity was organised at Ambience Mall, Gurgaon, on July 7. Collective Heads was roped in by Bindass to execute this activity.

Kunal Mukherjee, Marketing Director, UTV & Bindass Networks said: “We chose Collective Heads as they had done a similar activation for us a long time back and it had turned out to be really good. Hence, we stuck with them for this one as well.”

Chennai Live is back with the third edition of Band Hunt

Chennai Live 104.8 FM is back with the third edition of Band Hunt. The registration process began from July 20 and the last date is Aug. 15. The competition is open to regional bands from other cities as well. The channel is expecting around 200 registrations in the semi professional category, 100 from each city, and around 25 bands will be selected for the semi finals to be held in Chennai.

Chennai Live COO Prem Kumar said: “This is one of our biggest properties and this year, we have invested a huge amount in the talent hunt. Last year, we received a number of entries from many other cities. We aim to take one step at a time and have thus launched the property in Bangalore this year.”

Radio Mirchi and Toyota Etios Liva partner for Lift Kara De

Radio Mirchi and Toyota Etios Liva have come together for the fourth season of ‘Lift Kara De’, which aims to give Mumbaikars a respite from the monsoons by offering free transportation on specific routes. Starting July 23, this month long activity will help the commuters reach their destinations. By tuning in, the listeners get information on the Radio Mirchi branded cars making rounds on specific routes. The commuter has to spot the car and get a ride.

Preeti Nihalani, Cluster Head, Radio Mirchi Mumbai, said: “The ‘Lift Kara De’ initiative is back to give hapless commuters some benefits. We are happy to associate with Toyota Etios Liva which is sending five brand new cars to help Mirchi in this cause.”
**Destination**

**Gujarat – a sports event hub?**

Having laid claim to making the state a preferred destination for the Indian industry, Gujarat’s Chief Minister Narendra Modi now intends to also make it a sports events hub.

While inaugurating the 29th Sub Junior National Aquatic Championship 2012, Modi pointed out that sports is among the biggest industries, with business running into trillions of dollars, and hence, Gujarat is keen to promote sports tourism by hosting sports events.

**Dormant projects revival by Goa government to boost tourism**

According to industry sources, in order to boost the growth of the tourism industry, the Goa government is trying to push through some projects, many of which have been dormant for years.

These projects include a viewing tower at Calangute, an oceanarium at Baga, open air entertainment zones at Baga and Benaulim, a golf course in Tiracol and another in South Goa, and a convention centre with a five star hotel at Kesarval, Verna. The government also has plans to introduce hop on hop off buses to visit one beach after another.

**India and the UAE to sign MoU for tourism promotion**

The near future will see an MoU being signed between India and the UAE, along with a joint meeting of stakeholders from both countries, before announcing a road map to double the two way flow of tourists. This was revealed by Subodh Kant Sahai, Minister for Tourism, Govt of India, during a road show organised in Dubai to promote India tourism in the Middle East.

Sahai said that N. K. Lokesh, Indian Ambassador to the UAE, is working out the details of the proposed MoU, and will create an India UAE Tourism Promotion Forum with representation from hotels and tour operators to double the inbound and outbound tourist flow from both countries.

**Bhutan tourism’s initiative to benefit Indian tourism sector**

Tour operators in India are finding opportunity in Bhutan’s new initiative to increase its tourism royalty by changing its entire tourism tariff framework. The initiative is expected to increase foreign tourist footfalls in both countries. A proposal to increase the royalty and withdraw the minimum limit of the tariff is underway. This will attract more budget tourists, claimed R. Basu, Chief advisor of Eastern Himalayan Tour and Travel Operators Association (EHTTOA).

Basu said: “Tourists mostly enter Bhutan through India. In addition, a large number of guests to Bhutan prefer touching adjoining Himalayan circuits in India or Nepal too. Naturally, higher footfalls in Bhutan means increased foreign tourists arrival at India and business gain for Indian tour operators.”

**The rupee and Indian tourism – an inverse relationship**

According to tourism industry officials, the falling rupee has led to increased interest from leisure travelers. "Because of the falling rupee, the interest in Indian destinations has risen. We have seen more searches done for India from Southeast Asian countries and London," said Jackson Fernandez, GM for India for travel search engine Wego.

Conversely, the fall has forced outbound Indian tourists to hunt for even the smallest discounts to stay within the budget. In comparison, the outbound Indian traveler has begun to search for cheaper flights and different categories of hotels.

**Events**

**4th Rural Marketing Strategies Conference**

The conference for rural marketers took place from July 18 to 20 at Hotel Novotel, Mumbai, and was attended by 79 delegates from different corporate houses. The idea was to establish a cost effective reach model and pry into the rural consumer behaviour to optimize the potential.

**SETE 2012 in September**

The Sports and Events Tourism Exchange 2012 is scheduled to be held at the ICC Durban, South Africa, from Sept. 12 to 14. The SETE conference seeks to build on the evolving relationship between India and South Africa by providing a commercial platform to discuss the core issues affecting the future direction of the global events and sports tourism market.

**EMVIE Awards to be held in September**

The Ad Club Bombay’s EMVIE Awards is scheduled to be held on Sept. 3 at the Ball Room, Taj Lands End in Mumbai. Now in its 12th year, it is India’s most prestigious media awards and celebrates the greatest breakthrough innovations in Indian media.

**3rd CMO Asia Awards**

The third CMO Asia Awards for Excellence in Branding & Marketing, hosted by World Brand Congress and World CSR Day, took place on July 19 at Park Royal in Singapore. As part of these awards, CMO Asia’s Event Industry Awards honoured the best services in the event management space. This year, over 65 countries took part in the awards.

**APPIES 2012 witnesses record entries across Asia Pacific**

The APPIES 2012, on July 26 and 27 at the National University of Singapore Society, saw a 25 per cent growth in the overall entries submitted. This year, the APPIES witnessed a record number of entries across the Asia Pacific, with campaigns for 48 global brands making the shortlist for the gold medal.
Marriott International announces its first hotel in Sri Lanka

Marriott International has signed an agreement with Weligama Hotel Properties Ltd. to open a hotel in Sri Lanka, the Weligama Bay Marriott Resort & Spa 2014. The 200 room, 11 storey property will be operated under the Marriott Hotels & Resorts brand.

Simon Cooper, President & MD, Marriott, Asia Pacific said: “Sri Lanka is a destination that has great potential and opportunity and we hope to capitalize on that and establish a strong presence in the country.” With around 640 sq.m. of flexible ballroom space, the hotel should prove extremely popular in the MICE market.

Grand Hyatt in Kochi

Hyatt Hotels Corporation has announced that Hyatt affiliates signed management agreements to open the Grand Hyatt Kochi in India. Scheduled to open in early 2017, the 250 room property will be located on Bolgatty Island, and will offer over 60,000 sq.ft. of meeting and event space, including a 26,000 sq.ft. ballroom.

“The new agreements being announced, along with the previously announced properties under development, demonstrate growing confidence among owners and developers in the strength of Hyatt-branded hotels in India,” said Mark Hoplamazian, President and CEO, Hyatt Hotels Corporation.

New Waterfront Conference Facilities at The Sebel Pier One Sydney Hotel

The Sebel Pier One Sydney Hotel, one of the premier over water Sydney hotels, is embarking on an extensive renovation of its conference and event space. Upon completion, this renovation will position it as one of Sydney’s finest MICE venues.

Called HarbourWatch, the new function space will be a good location for cocktail parties, product launches, conferences, events and gala lunches and dinners. At full capacity, HarbourWatch can cater to up to 168 people cabaret style, 220 banquet style, 300 theatre style, and 440 people cocktail style airconditioned, the centre will be equipped with modern facilities and will be able to host international conferences and large scale exhibitions.

New conference facilities to open in Swiss Alps

Andermatt Swiss Alps, a tourist resort currently under development, upon completion will feature six four- and five-star hotels, alongside a convention centre catering to up to 600 people.

A total of 844 rooms will be available, alongside extensive leisure facilities. The first hotel, the Chedi Andermatt, is scheduled to open at the end of 2013.

Mohegan Sun at Pocono Downs to add hotel and convention center

Mohegan Sun at Pocono Downs, an entertainment, gaming, shopping and dining destinations in Pennsylvania, has announced plans to add a seven storey, 238 room Hotel and Convention Center. Dubbed ‘Project Escape’, it is anticipated to be completed by the end of 2013.

Project Escape’s convention center will be roughly 20,000 sf.ft. and will be suited to a number of special events, meetings, concerts and more. With divisible space, the convention center will be able to accommodate different sized groups up to 800 for seated banquets. The space can even be converted into a concert venue, holding up 1,500 seats.

SOI Live expands east with office in Orissa

SOI Live Marketing and Events, which had entered the eastern market a year ago with an office in Salt Lake, Kolkata, expanded with an office in Bhubaneswar, Orissa, in July. With the new office, SOI Live will have full fledged operations coverage in the east, north, west and central states of India.

Wizcraft promoters launch Sports One

The promoters of Wizcraft International are entering the sports arena with Sports One. Sports One aims to be seen as a medium to embody Indian talent on an international platform, as well as develop the quality of sports in India. Their services will hence, be offered across geographies.

Rachnoutsav Events Academy and Leeds University to collaborate

Rachnoutsav Events Academy, Hyderabad, and Leeds Metropolitan University, UK, have signed an MoU in order to collaborate in an academic partnership to advance and support the sustainable growth of the event and wedding planning industry.

Impact launches carnival property to market brands

Impact Communications launched its new marketing initiative, Caarvan, to help marketers leverage the small town markets across India. To be conducted in two phases, Caarvan will cover western, central and eastern Uttar Pradesh in the months of September and October.

Manuj Agarwal returns to Percept as Percept Live CEO

Percept Ltd has announced the launch of Percept Live, a new global entertainment venture. Manuj Agarwal has been appointed CEO of Percept Live and will be responsible for providing strategic direction to Percept’s IP business.
EEMA gives industry its first white paper

The report pegs the industry’s size to be larger than both the radio and OOH industries.

By Karan Iyer

The business of experiences: The Indian events and activation industry

As part the fifth edition of Event & Entertainment Management Association (EEMA) India’s annual convention, EEMAGINE 2012, the first ever white paper on the events and activations industry was released. Amidst the seminars and panel discussions, the convention witnessed a historic moment of sorts for the events and experiential marketing industry overall as this white paper, prepared by Ernst & Young, is the first report done in India which focuses exclusively on the industry.

The white paper was formally inaugurated at Kingdom of Dreams, before the EEMAX Awards, by Minister of Information and Broadcast, Ambika Soni. Also participating in the inauguration were Farokh Balsara, Media and Entertainment industry leader, Europe, Middle East, India and Africa, Ernst and Young; and Brian Tellis, President of EEMA.

While the figures revealed surprised many in good and bad ways, it’s almost certain that given a larger and more defined sample size, the finding would vary. In order to get a more realistic view of the industry, in our view, it would also be necessary to treat all experiential marketers as one, and not segregate just the event and activation agencies from this group. Nonetheless, the first step towards this industry getting a defined identity is still a very encouraging step. And the most delightful part is, that we now have a number! We have a response to the repetitive question. How large is the experiential marketing industry in India? Even if we have to qualify our response by stating this only includes the organized sector.

Putting a number on the industry

To prepare the white paper, inputs from 32 event agency heads/owners, 10 media houses and 11 CMOs was taken. The sample size for the study excluded TV/film production companies, in-house event divisions within brands and MICE divisions of travel companies. The report pegs the size of the organised portion of the events and activations industry at Rs. 2,800 crore in 2011-2012. The industry has grown at over 20 per cent during the last two years and is expected to grow to Rs. 4,375 crore by 2013-2014, according to the report. The industry beats both radio and OOH in terms of...
size, and this is just the organized sector. The unorganized sector could be as large or even larger than the organized portion of the industry. According to the estimates of the survey respondents, the organized sector accounts for around 40 per cent of the total events industry.

**Growing up**

The report states that the expected growth rate of the industry is 17 per cent year-on-year overall, but the organized sector should grow up to 25 per cent year-on-year in the next few years. The growth drivers for the industry are increased BTL spends, intellectual properties (IP), regional growth, sports properties and costs.

Elaborating on the growth drivers, the report states that marketers plan to increase the proportion of their BTL spends from their current 17.8 per cent to 19.6 per cent by 2013–2014. Also, industry leaders are of the opinion that growth will be driven by development of IPs around sports, which is in a nascent stage in India; digital activation, which is becoming an integral part of all B2C properties; and properties which target rural audiences; following the increased spends which marketers are undertaking in tier-II and tier-III cities. According to respondents of the report’s survey, IPs contributed just 1 per cent of total events conducted by the respondents, but contributed a whopping 14% of their revenue.

The total number of events delivered grew 24 per cent in 2011–2012 as compared to 2010–2011 – and growth was noted across managed events, activation and IP. The number of IPs doubled in terms of share of total events from 1 per cent to 2 per cent, while the main growth was noted in managed events, which increased its share from 65 per cent to 70 per cent of total events conducted.

The report also highlights that with regional media companies growing exponentially, they are going to need on-ground initiatives to support and activate them. The report also emphasizes on the opportunity in sport properties of the kind of sports that have inexpensive rights and can be amplified abundantly with the right media channels. Talking about costs, the report states that the costs in the industry are skewed towards variable costs; this is a good indication that in time, the general costs involved in creating an event will increase, thereby positively affecting the toplines of companies.

**What’s troubling you?**

The report also highlights the challenges facing the industry which include infrastructure, talent acquisition, inability to demonstrate ROI, and a cumbersome tax structure.

The events and activation industry in India has seen the lowest transaction activity among all segments of the media and entertainment sector due to its small size, highly person dependent nature and absence of bankable IPs. As companies grow and cross the Rs. 100 crore size, bring about increased transparency, build niche capabilities, and become more corporatized, this is set to change. While, in the near term, mergers and acquisitions are likely to be funded through internal accruals, private equity and strategic investors can be interested in the medium and long term.

**Challenges for the industry**

According to the report, most marketers indicated that they are likely to increase their expenditure on events and activations if the return on their spends could be demonstrated to their CEOs in a standard manner. However, due to the unique nature of each event, there is no universally accepted standard today to measure the return on events and activation spends. The industry needs to define standards to measure performance against key client expectations and implement the same uniformly to increase marketer confidence.

The report also highlights the need to rationalize state taxes, mainly entertainment tax, to a uniform percentage. Entertainment tax rates are extremely high in some states, which makes events financially unviable. Ticketed events have fared extremely poorly in India due to high taxes, and there is a need for a tax waiver/ holiday for five years to give a boost to the live entertainment segment of the industry.
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Another point highlighted was that payroll comprises 13 per cent of total costs, which is higher than the other segments of the Indian media and entertainment sector. These costs are expected to remain disproportionately high until the issues related to the lack of skilled talent, high attrition rates, and absence of adequate education options are addressed.

**Finance and Risk**

Most event companies perform some degree of risk management around properties executed by them, but many tend to rely on the experience of their teams. Formal risk assessments are seldom performed due to the increased costs related to the same, which many sponsors and clients are not willing to bear, but the events and activation agency is required to manage.

The financial summaries received from surveyed respondents indicated a sound and profitable business model, largely de-risked through advances received from customers. Earnings before interest, depreciation, taxes and amortization (EBIDTA) figures show that the current profit margin, on average, stood at around 19 per cent of total revenues.

**The way ahead**

Following the report, the next step will be to continue the research, further probing into the various aspects of the industry, study rural vs. urban, and what is growing and at what pace. Efforts will be taken to try and encourage focus on the other aspects/other revenue sources for the event industry which are events/activations built for the consumer rather than...

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“We now have a formal identity. We can engage in dialogue with the relevant authorities because, as an industry, we now have shape, size and personality, thanks to the report.”

Brian Tellis
President, EEMA

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Steps towards measuring return on investment
the marketer. IPs will be of great focus going forward since building IPs are not dependant on third parties.

The report also proposed steps toward measurement of return on investment including defining objectives, setting numeric targets for events, measuring performance, and report and course correct. Ernst and Young and EEMA will determine how each objective can be measured and feed that information back to the industry so that measurements can begin.

Speaking about the report, Brian Tellis, President of EEMA said: “As an industry, we cannot move forward unless we do research on who we are by way of functionality, size, potential and potential effectiveness of what we do.” He added: “We now have a formal identity. We can engage in dialogue with the relevant authorities because, as an industry, we now have shape, size and personality, thanks to the report. In my opinion, Rs. 2,800 crore, in my estimate is just 37 per cent of the organized sector of the events and activations industry. There is still the entire unorganized sector which is still unaccounted for.”

Speaking at the inauguration, Ambika Soni highlighted her agreement with the report on the potential that the industry has in the country. Soni acknowledged the importance of the role of an event manager in today’s scenario and therefore the need for a professional industry. She also stressed on the potential that events have to bring in tourism from across the globe and encouraged the industry to seriously consider this aspect. Soni also assured her support in presenting to the finance ministry the acute issues of taxation faced by the industry.

Ambika Soni
Minister of Information and Broadcast

“The industry has the potential to attract tourism and MICE to the country from across the globe and needs to seriously consider this aspect”

Unveiling of the white paper

The other side of the coin

The report is the first of its kind in India that attempts to dig into the events and activations industry. However, it seems to be representative of the 32 companies surveyed rather than the industry at large. Beyond the limitation of not getting too many responses, there is some limitation to the segmentation and focus on the various sectors of the experiential marketing industry, be it large format events, activations, MICE, sport events, and so on. There were mixed reactions among EEMA members to the report, with many feeling that the sample size was too small and many also feeling that the industry size should be much larger. However, there were many members who hadn’t participated in the study themselves!

The report only includes the figures that contribute to the turnovers of event/activation agencies, whereas an extremely crucial and significant portion of the experiential marketing industry is event and activation properties owned and operated by other industries, like media. The report reflects the size and thereby the strength and power that event companies have in the country, but by no means is it representative of the power and abundant use of experiential marketing as a medium in India.

But, as they say, the first steps are the most important in building the foundation to a larger, greater study. Besides, the industry, as we all know, is large, diverse and fragmented, and only continuous effort towards improvement and collation of more and more accurate data will get us to the numbers we so strongly believe we already represent!
Gen then, Gen now, Gen next

Two days at an event convention can leave you quite fazed. It is a task to keep the attention of people who are always waiting for a crisis to happen or for a client to call, but EEMA tried its best. In the midst of this, I came across a vast cross section of the event industry.

Meet Miss Sunshine – 22 years of age, she has sparkly eyes and is only two years young in the industry, as she tells me. High on the rush of adrenalin that the work demands and secure in her job at her agency, she is dreaming big. She entered the industry due to the glamour but now hopes to create some of the bigger shows that attracted her to the business itself. As an aside, she has lost 10 kgs in the first six months of her job. Sick of handling artist tantrums and demands for advances, she cannot fathom why they won’t just take her word for it when she says they will get paid. Having been an artiste myself and at the receiving end of this “Don’t worry, ho jayega”, I don’t have the heart to tell her that I could build a small fortune from the un-kept promises of many. But one thing is clear, she needs to get her daily dose of live entertainment. The virus is in her blood.

Gen Now is a mix of smart, suave operators and a bunch of bravehearts. The first have tempered their personality with knowledge, learning and experience. The second exist in the business only due to their personality and a certain ability to get things done. They are the ones who smirk when sunshine eyes spins her dreams. They know the reality of zero weekends, 17-day tours to small towns, and no variable pay. In short, they are thankful for a job that suits their personality and passion, even if it’s a thankless one. The second bunch of Gen Now asks for a seat at the table, works smart not hard, and believes in values.

And then there is Gen Then..Gen yesterday – some riding the crest to the future, others hopelessly clinging to the past. Some grumble about attrition, of ideas being stolen, of no employee loyalty, and no tax sops. Others worry about growth, accreditation, and international repute. Everyone has an opinion. Everyone has aspirations.

Yet while then worries about talent, now (which is the present talent) worries about their future too, while next is still in the honeymoon phase of the marriage to this new industry.

I don’t think it’s too difficult. The generation today asks what’s in it for me? Are you worth my time? Will you engage, educate and entertain me?

In short, what are we doing for the brand of event management? Repute can be earned for what we do by simple steps. Broadcasting our successes, sharing best practices with CMOs and marketing divisions, engaging with ancillary industries like the rural forum, print and digital media, etc.

For those who have already spent more than five years here, these are some simple lessons: Learn to say no and then reason why you say it with a client. Work smart. Lead from the front. Share your experiences. Go out and teach.

For the ones on top, the Gen then….Let go! Make your job redundant and reinvent your role so you can do new things. Be a beacon for talent, be a symbol of ethics, be a futurist. Invent the next event practice!! Share your learning and your earnings.

And as I contemplate all this, I cannot forget a few huddles I have also seen. These are the veterans. They grumble much, greet a little, guzzle the most, and mostly talk of the good old days.

Stop feeling sorry for yourself. You once had stars in your eyes. Stop living in the GOOD OLD DAYS, make the new ones GREAT! So that Gen NOW and NEXT stay sparkly eyed.

Roshan Abbas is a slasher by profession, having had seven careers related to media. Abbas’ experience ranges from radio, theatre, television, event management, being an MC, a film director and a writer. He spends his time looking for gyaan, and shares some on experiential marketing in this column, each month, exclusively for ExM Magazine...
The year of the Dragon...for India

The 2012 PMAA Dragons of Asia awards held in Kuala Lumpur witnessed 20 of the 50 Dragons awarded to Indian campaigns.

By Karan Iyer

The 2012 PMAA Dragons of Asia awards were held on July 26 in Kuala Lumpur, Malaysia. A number of Indian agencies won Gold Dragons at the awards. This year, the awards witnessed a 25% increase in the number of entries by Indian agencies.

Commenting on the entries from Indian agencies, Mike Da Silva, Director, PMAA Dragons of Asia, told ExM that the quality of the Indian campaigns dominated the awards this year, with 20 of the 50 Dragons awarded to Indian campaigns.

“This was the same number as last year, out of 51 Awards,” he added. Da Silva noted that last year, Indian campaigns won seven Gold Dragons, eight Silver Dragons and five Bronze Dragons, and this year, Indian campaigns received seven Gold Dragons, seven Silver Dragons and six Bronze Dragons.

Ambika Sharma, MD and CEO, Pulp Strategy, and Pawan Bansal, COO, Jagran Solutions, were part of the jury panel at the PMAA 2012. Commenting on her experience this year and the insights gained, Sharma said: “This year saw the largest number of entries ever received in the Dragons from across Asia, including India. I was fortunate to be privy to some excellent work from across the continent. The quality of work was an eye opener. The entries this year showed a strong element of integration, and social media made a strong presence felt across a lot of the entries. The emphasis was on reaching the consumers at multiple touch points to increase engagement. There was an increased result orientation as well.”

The Gold Dragons of India

Pulp Strategy Communications won the Gold Dragon in the Best Integrated Communications Campaign category for its ‘I Love You Guys’ campaign for Microsoft Windows Phone. Microsoft India was launching the first Windows Phone 7 and wanted to create awareness and bring to life the people centric message of Windows Phone in a crowded market. The Pulp Strategy team created the I Love You Guys campaign which promoted the culturally relevant ideas of camaraderie and Bollywood.

Elaborating on their wins, Ambika Sharma, Managing Director & CEO, Pulp Strategy said: “Pulp Strategy won six recognitions, including three metals and three Orders of Merit. Microsoft India’s Campaign ‘I Love You Guys’ for Windows Phone won us a Gold in the category Best Integrated Communications Campaign and a silver in the category Best Digital Promotion Marketing Campaign. Learn with Yahoo New to NET campaign won a Bronze in the category Best Consumer Activity Generating Short or Long Term Brand Loyalty.”

Hungama Digital Media Entertainment won two Gold Dragons – one in the Best Innovative Idea or Concept category and the other in the Best Campaign in India category – for its Maruti Suzuki Cricket Stock Exchange campaign. The objective was to create a promotion which addresses the Maruti Suzuki brand credibility and generates high levels of engagement. The agency created a unique concept which combined stock market trading and cricket, directed at cricket lovers, during the Champions League T20 Series. Cricket Stock Exchange was a virtual trading game which worked like the real stock market. 24 hours a day, players could trade shares of their favourite cricketers and teams from the Champions League T20. Mobile connect users also became part of the Cricket Stock Exchange community, which soon became possibly ‘the largest cricketing community’ online. The Cricket Stock Exchange website currently boasts over 1.5 lakh registered users.

Solutions Integrated Marketing Services won the Gold Dragon in the Best Brand Building Campaign category for its Hip Apps campaign for Samsung India Electronics. Samsung sought to build preference for its smartphones among prospective customers. As more youngsters hooked on to exciting apps, Solutions Integrated took the opportunity to create HIP APPS, a one stop destination for exciting Android Apps. The website saw 80 lakh visits, an increase of 147% visits.

Phase 1 Events & Entertainment received the Gold Dragon in the Best B2B Campaign category for the Titan Bam campaign for Titan Industries. Titan planned to congratulate its trade partners and employees for their contributions towards its success at its annual Business Associate Meet (B.A.M.), an offsite sales-conference. Phase 1 planned the theme around films and stardom, calling it ‘Gold Class – Starring The Titans’, referring to the
“What struck me as being different from the Indian entries this year was the effort spent on involving a number of techniques and communication methods within their executions and how seamless these inclusions have become.”

audience as the star cast for the company’s blockbuster performance. The campaign also used several short films as part of the overall collateral material, which was rolled out to the audience at different points in the campaign, to keep with the feel of films. Titan’s senior leadership team became involved in the campaign in a fun, lighthearted way.

DDB Mudramax got a Gold Dragon in the Best Activity Generating Short or Long Term Brand Loyalty category for its LG Mobile Army campaign for LG Mobile Phones. LG tasked DDB Mudramax to develop a communication platform which would cut across the media clutter present at the Cricket World Cup. LG Mobiles offered 50 cricket fans the chance: to watch World Cup matches live in stadiums, simply by showing their passion for cricket in front of the camera as a part of the LG Mobile Army. The LG Mobile Army grabbed free TV coverage during matches. More than 1.8 lakh fans joined the LG page on Facebook and over 50,000 fans sent video clips to audition for the LG Mobile Army.

JWT Mumbai won the Gold Dragon in the Best Product Launch or Relaunch category for its Small Change, Big Compliments campaign for Kellogg India. Kellogg’s Special K firmly established itself in the Indian market with its two week challenge. Its insightful communication resonated with the Indian women. However, the two week challenge also became the strongest association with the brand. To widen the brand relevance, the new strategy advocated a small habit change of having a Special K breakfast everyday that led to proud husbands complimenting their wives more often. Kellogg’s Special K created a paradigm shift by transforming the weight management journey into a pleasurable and rewarding one.

Jagrani Solutions received the Gold Dragon in the Best Cause Charity or Corporate Responsibility Campaign category for its Dabur Odmos Mosquito Free Movement conducted for Dabur India. Dabur India was looking at new markets for growth and volumes for its Odmos Mosquito Repellent Lotion. Jagran Solutions identified the urban slum population in New Delhi with similar demographics of the core target group. A social initiative, called Mosquito Free Movement, was created to distribute the product to this new market. Flip charts, street plays and banners were used as reach out mediums. The activation reached a new set of consumers relevant to the product. The activation covered four large slums in New Delhi with a small budget of Rs. 49,400.

The Year of the Dragon for India

The Gold Dragon for the Best Promotion Marketing Campaign in Asia went to Heineken for its Christmas campaign in Singapore that involved the world’s first Christmas tree powered by social media friendship. The campaign also won the Best in Singapore Dragon.

This year, the awards witnessed the introduction of the Dragons of Malaysia, in partnership with Marketing Magazine, as a plan to recognise more local agencies. All winning campaigns were judged locally and then again in the Dragons of Asia, with 50 Gold, Silver and Bronze winners now taking part in the 2012 MAA Worldwide GLOBES.

“This year, we launched the Dragons of Malaysia in an effort to recognise more agencies in their own countries. We far exceeded our entry expectations. In fact, the total entries this year reached just over 500,” Da Silva told ExM. “We are now in talks to launch several more country programmes next year. We just need to coordinate timings with the GLOBES.”

“This year, the Dragons received more campaigns which were far more focused on sales tasks and included multiple layers of activation,” Da Silva added. “50 Gold, Silver and Bronze Dragons, including 20 Indian Dragons, are now competing against winners from programmes run in Brazil, Argentina, USA, Canada, UK, Europe, Israel, Russia and Australia. The winners of the GLOBES representing the best of the best in the world will be announced in Chicago in late October.”

Contemplating the entries that impressed her the most, Sharma told ExM: “Unilever Fun Fair 2011: Breeze Laundry Powder by Riverorchid Cambodia was the most memorable for me. The objectives for the campaign were so focused and the scale it covered to achieve those objectives was commendable. It was a campaign which was conducted in conditions and scenarios that are close to what we face in India; this made the campaign stand out for me.”

Speaking about the quality of entries from Indian campaigns, Da Silva said: “This year the Indian agencies were extremely strong in measurable results. The entries provided far more detail and wherever possible, included multiple execution techniques.” He added: “What struck me as being different from the Indian entries this year was the effort spent on involving a number of techniques and communication methods within their executions and how seamless these inclusions (traditional POS & Media, Websites, Mobile, Facebook) have become. I was pleased to see more entries which included solid results, not just numbers of Facebook ‘likes’ or hits on a website.”
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INDIA’S PREMIERE ARTIST ◆ CELEBRITY ◆ TALENT (ACT™) BRAND
Coke Studio@MTV returns in a fresh new avatar

Coke Studio is back with its second season and a new flavour to satiate different music genres.
By Parita Modi

Creating a medley of live recordings and performances, Coke Studio provides a platform to exhibit talent and creativity. The show brings together influences and elements from traditional eastern, modern western and regionally inspired music.

The second season was announced on June 27 in New Delhi and telecast from July 7 every Saturday on MTV. This year, Coke Studio has gone one step ahead and collaborated with Doordarshan to broadcast its episodes as well. This initiative was incorporated in order to reach a much larger audience ensuring wider coverage. Speaking on the arrangement, Tripurari Sharan, Director General, Doordarshan, said: “When Coke Studio grooved the music lovers of Pakistan on their unique music why not we Indians get a chance to relish the joy of spellbinding music?” He further added: “DD has a legacy to broadcast a good music and now it’s our responsibility to continue the same. Keeping that in mind, we have decided to give Coke Studio a larger platform so that this kind of rhythmic extravaganza reaches to the larger masses.”

Explosion of harmonies

This season’s Coke Studio will have a new producer guiding each episode, providing an assortment of musical experiences to choose from. Musicians and artists from different genres have synergized their music combined with flow of creative energies. This season witnesses musical geniuses like Amit Trivedi, Karsh Kale, Shantanu Moitra, Nitin Sawhney, Clinton Cerejo, Hitesh Sonik, Ehsaan & Loy creating magic with their entourage of artists and songs.

Speaking about the initiative, Wasim Basir, Director, Integrated Marketing
Communication, Coca-Cola India & South West Asia, said: “Music has no boundaries and this is the core idea behind Coke Studio @ MTV. Some of India’s most talented musicians have come together at a common platform, driven by a common cause to celebrate the pure joy and happiness of music. Season II is built on the response and feedback to Season I and we are hoping that music lovers would relate to this coming together of different genres.” He further added, “I would also like to take this opportunity to thank each of the music producers, under whose stewardship Coke Studio Season-II has taken shape and aspires to reach the next level.”

Tech Speak

For a music show of this magnitude, the technical solutions employed have to be nothing short of perfection, and this is where the best technicians and engineers come in. Working on Coke Studio, the right sound quality on the floor along with capturing the music on multi track machines are prerequisites, both of which go hand in hand. SOUND.COM, which was contracted by Flying Carpet Productions for Coke Studio, provided audio and monitoring solutions for the show. The company handled the on-shoot sound requirements in association with Ashish Manchanda, Director, Flying Carpet Productions. Alongside monitoring the imperative details, SOUND.COM had to manage the multi-split lines to the multi track recorders, a task which is crucial for the smooth functioning of the show.
Commenting on the critical particulars required for the same, Warren D’Souza, Managing Director, SOUND.COM, said: “The most unique aspect of the show technically, has been to get the most distinct sound and for that we have used very high quality mic-preamps to record each channel. We have captured this extremely well on tape, so now the rest is only left to the way it is mixed for television.”

Besides this, it is also vitally important as to how the rehearsal sound is pre-executed since it is the building block of the artist’s comfort level, before they go live. For this, SOUND.COM focused heavily on the success of the tech shoots. This gave the artists the necessary lift to concentrate solely on their performances without any technical disturbances.

Having been previously associated with MTV for MTV Unplugged and other on-ground events, SOUND.COM found the foray into this musical format relatively less challenging. They migrated to headphones from the usual unplugged in-ear monitor set up for the show.

Speaking about the key focal points, D’Souza further added: “The focus has been about the tone and we wanted to eclipse whatever has been done in the past in terms of audio quality for TV. This had to be sonically a benchmark audio production.”

The show was recorded by Grammy Winning engineer Stephen Fitzmaurice and Manchanda. The mixes were done by Fitzmaurice at The Pierce Rooms, London, and by Manchanda at Flying Carpet Productions, Mumbai. Mastering was done by Bunt Stafford-Clark at The Pierce Rooms. Manchanda said: “We aimed at creating a larger than life sound experience with the application of the latest sound equipments and specialized skill sets which is our area of expertise.”

Manchanda, the audio director of Coke Studio season 2, is a well noted mixing and recording engineer, remixer and music producer, who has an impressive repertoire of work to his credit.

Musical brilliance

All in all, the second season of Coke Studio@MTV has taken the nation by storm with its attempt at redefining and reinventing the boundaries music has to offer. The best of best artists uniting to invigorate soulful music with their sheer brilliance provides for the new seasoning required to add that dash of spice and excitement. The show will conclude on Sept. 8 bidding goodbye to yet another intense musical voyage.
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PUMA and NH7 go old school with vinyl

The two brands got together to launch PUMA Loves Vinyl to revive the love for analog sound.

By Dharm Patel

PUMA, has come together with NH7, a platform for independent music in India, to give music fans a reason to celebrate with PUMA Loves Vinyl. The two brands came together to revive the love for analog sound by creating a compilation album pressed on a special 12 inch vinyl record. The album features seven Indian indie artists – Gaurav Raina of Midival Punditz, Karsh Kale, Ankur & The Ghalat Family, Tough On Tobacco, The Supersonics, Reggae Rajahs and Dualist Inquiry – who have created new, original music for the vinyl record.

Talking to ExM about how this property came to be, Rajiv Mehta, Managing Director, PUMA India & South East Asia, said: “This initiative was conceptualized in-house at PUMA. We were inspired by the microgroove sessions at Zenzi in Bombay conducted by NH7, and so we collaborated with them to create the PUMA Loves Vinyl property. The objective is to appeal to the creative expressionists and hipster community in India who are passionate about music. Vinyl is making a comeback amongst this audience and we thought this would be the best way to connect with them on an emotional level.”

This is not the first time PUMA has come up with a big initiative, having also done Pink Project with Ashley Tisdale, which is a fight against breast cancer. NH7 have also brought world’s number one DJ David Guetta to India earlier this year.

Vintage Vinyl

NH7 and PUMA are big fans of vinyl. The format, though now well past its heyday, takes the audience back to the time when the experience of listening to music involved a physical connection to the medium, a feeling nearly lost in the MP3 era. The vinyl is also known as the LP (Long Play), or long-playing microgroove record and is a format for phonograph (gramophone) records, an analog sound storage medium.

Over the last few years, vinyl has seen a resurgence worldwide and artists around the world are putting out their albums and singles on vinyl again. PUMA and NH7 were keen on working with emerging artists. Vinyl is seeing renewed interest in India, which could make PUMA’s limited edition LP a collector’s item for music lovers. What used to be a standard for the music industry, vinyl has since become a niche subculture. With
PUMA Loves Vinyl, the brand celebrates the renaissance of analog with true music lovers.

Talking about the initiative and the use of vinyl as part of the property, Mehta said: “This initiative exemplifies our mission of becoming the most desirable sport lifestyle brand. PUMA has always attempted to be different and ahead of trend, and PUMA Loves Vinyl is no exception. To experience the true physicality of music, one has to go back to the LP and a true music lover knows a record’s worth. The artists are the best in the business and we aim to own the vinyl space with this campaign.”

The artists loved the idea of recording original songs on a vinyl record as this had never been done in India before. When asked about using vinyl, Dualist Inquiry, a band which performed at the event, mentioned that “it is like fine dining versus fast food.”

Explaining why a sports brand like PUMA decided to get involved with music, Mehta said: “We knew we wanted to get into the music space to connect with our audience but also do it differently. Music is an essential part of every night out, hence we conceptualized the PUMA Loves Vinyl platform as part of the larger PUMA social campaign – which celebrates those epic nights out with friends and commemorates the after-hours athletes. This initiative exemplifies our mission of becoming the most desirable sport lifestyle brand. PUMA brings fun and irreverence to the sports sphere with the launch of ‘PUMA Social,’ a campaign bringing together after-hours athletes from around the world. We came up with the idea of getting artists to record a vinyl as no other brand has thought of this before and we wanted to be the first ones to explore this area. Many other brands associate with music in some way but no other brand has carved out such a niche and differentiated.

The Gig

To kick off the project, a special free gig was staged at Mehboob Studio in Mumbai. Hundreds of music fanatics turned up to witness the gig when PUMA Loves Vinyl opened its doors at an offbeat, converted warehouse which was transformed into a joyous, energized hub of music, dance, art and after-hours revelry. In a night where music was the intoxicant, five artists tore it up on stage, playing original sets for their raucous fans and setting their turntables on fire.

The event started at around with a special vinyl-only set by rayG, who took the growing crowd at the venue through some of his favourite vinyl records of the past few decades and introduced vinyl newcomers to the art of DJing using vinyl. DJs these days use CDs, laptops, digital turntables and assorted digital equipment in their performances. He was followed by performances from Reggae Rajahs, Tough on Tobacco, Ankur & The Ghatal Family, The Supersonics and Dualist Inquiry who closed the night. The event was unanimously well received and after trending on Twitter in India for nearly the entirety of a day, it trended worldwide for some time as well. Nearly 1,200 people attended the event.

The evening also included LP cover design contests and competitive games like foosball, darts and ping pong. The décor at the venue was mainly vinyl inspired art installations which were created using old vinyls. The highlight of the installations was the PUMA cat. A store selling PUMA clothes, shoes and accessories was also set up at the venue.

This campaign saw seven of the biggest and most talented bands from across the country collaborating with PUMA to create a limited edition vinyl record featuring original PUMA Social songs, each of whom created a track inspired by PUMA Social. PUMA decided to put seven Indian independent artists on a specially pressed 12” LP. The seven artists recorded seven new songs which are now in the process of being mastered and pressed on the special LP.
IN FOCUS

The project will also see special vinyl listening sessions and acoustic sets in PUMA stores across the country in the coming few months. PUMA is also inviting entries from interested creative types to design the cover art for the LP. Over the next few weeks there will be a showcase of some incredible vinyl collections of some vinyl collectors where PUMA will talk to them about their love for the format. Digital agency Jack In The Box worked on executing the digital campaign.

On producing the event with NH7, Harshad Chavan, MD, Cream Events, said: “PUMA wanted to create a destination for music lovers who understand the nuances of music. Cream Events has been associated with PUMA for three and a half years now, implementing each of their events, and they trust us to come up with innovative ideas and, more importantly, implement them with panache. I am proud to have delivered to PUMA what they wanted - utter pandemonium.”

Speaking about the promotions for the campaign, Mehta said: “We haven’t spent any money on ATL promotions, but are heavily promoting the idea through our strong digital network, online influencers, creative expressionists, etc. Moreover, we are holding an album cover design project to encourage designers, illustrators, etc., to submit their entries. Five winning entries will become the Vinyl album cover. The event has also generated a lot of buzz in terms of PR.” Smaller gigs featuring individual bands from the record will also take place at key PUMA stores in Delhi and Mumbai, wherein the final LP will be given away.

Arjun S Ravi, Co-founder, NH7, said: “PUMA Loves Vinyl is a fantastic project that we’re proud to be involved with. Being fans of the format ourselves, we’re really stoked that PUMA shares our love for it and supports independent artists from India.”
Airtel and Manchester United

tick off hunt for soccer stars

Airtel’s Rising Stars is India’s largest under-16 soccer talent hunt which will give 12 promising youngsters the chance to train with Manchester United Soccer School and kick-off a career in professional football.

By Dharm Patel

Cricket may be the most popular sport in India, but soccer is definitely close second. Telecom major Bharti Airtel on June 26 announced the kick-off of Airtel Rising Stars, which is India’s largest under-16 soccer talent hunt.

The initiative was launched in association with soccer club Manchester United. It is a rigorous scouting program that will cover 16 cities across India with about 700 footballers per city and choose 12 talented footballers who will get the chance to attend a week long training camp with the Manchester United Academy team in Old Trafford, England. This program is being conducted concurrently in Bangladesh and Sri Lanka.

This announcement was made at a press conference held in the presence of Manchester United football legend Dwight Yorke, who is also the international ambassador of Airtel Rising Stars; Sanjay Kapoor, Deputy CEO, Bharti Airtel; as well as ace footballer and the national brand ambassador of Airtel Rising Stars, Sunil Chhetri. This three-month long talent hunt will be conducted with the support of the respective state and district football associations. Participants will be registering through their schools and online.

Kick Off!

The Airtel Rising Stars program kicked off on July 14, and is a three-month long talent hunt which will involve participation from over 10,000 young soccer players across 16 cities in India, namely Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Goa, Ahmedabad, Chandigarh, Lucknow, Jaipur, Kochi, Calicut, Shillong and Guwahati. The unique format of the program will ensure that all players get an equal opportunity to showcase their skills through a series of selection criteria. They will be overseen by renowned and officially certified coaches in each centre, where they will be selected based on parameters including physical attributes, individual skills, techniques and match performances. They will be tested on all aspects like mental and social in addition to the technical, tactical and physical abilities as a player.

The talent hunt will be held in Delhi and Lucknow on July 14, Jaipur and Shillong on July 21, Ahmedabad and Kolkata on July 28, Mumbai and Hyderabad on Aug. 4, Chennai and Pune on Aug. 11, Kochi and Goa on Aug. 18, Bangalore and Calicut on Aug. 25, and Chandigarh and Guwahati on Sept. 1.

Richard Arnold
Commercial Director,
Manchester United

“With about 35 million Manchester United followers in India, I have no doubt that we will see equally talented individuals too.”
This conditioning camp will also include diet and nutrition sessions and a special motivational session by India’s top footballer – Sunil Chhetri. They will also be identified on basis of field sense and desire. Players will be tested on abilities as per the Manchester United Scouting Manual which will include, balance, co-ordination, body shape, technique, ability to create space and time, position sense, understanding responsibilities, positivity, attempts, will, appreciation, respect, attitude, behaviour, discipline, communication, enthusiasm and fair play.

After registration, the players reach the audition centre in their cities, where on the first day, 120 players will be selected from each city. On the second day, three players from each of the cities will be selected. These 48 players will enter the semis and train with Chhetri. Finally, the top 12 selected from the 48 will train for seven days at the Manchester United Soccer School.

Players Behind the Scene

The on-ground execution of Airtel Rising Stars has been entrusted to sports marketing and leisure management company, Procam International. Commenting on the association and execution, Ajit Ravindran, Vice President – Business Development & Relationship Management, Procam International, said: “We promote the Delhi Half Marathon, the Coca-Cola Cricket Cup and the Mahindra Youth Football Challenge. We would like to believe that this record made us the choice to manage India’s largest football talent scouting program, Airtel Rising Stars. To professionally manage, execute and deliver the program on ground across 16 cities, which involves structuring the format, short listing local coaches and delivering 48 of the top talent for coaches from Manchester United to choose from, will broadly constitute as Procam’s responsibilities. The camp will be conducted in conjunction with relevant associations, who will reach out to schools to solicit registrations. Procam will ensure that the collation of data and the actual selection trials are carried out seamlessly.”

Commenting on the event, Sanjay Kapoor, Deputy CEO, Airtel, said: “Followed by over 1.6 billion fans worldwide, soccer is a cult sport amongst youngsters across the globe. In fact, millions in the Indian subcontinent closely follow the game and aspire to play alongside professional soccer players. Given the mass appeal of football and a large youth population, we are uniquely positioned to tap and nurture young soccer talent. Aimed at recognizing and training such talent, we are today excited to launch Airtel Rising Stars as a hunt for the best under-16 soccer players across India, Bangladesh and Sri Lanka. As a game, soccer represents the principles of team play and friendship · thus making it a perfect fit for brand Airtel. We see the initiative as an exciting strategic step towards strengthening our brand positioning and appeal to the youth.”

In 2009, Bharti Airtel had announced its tie-up with Manchester United to bring a variety of benefits for Airtel’s football loving customers in India. As part of this association, Airtel customers across India have been enjoying exclusive access to Manchester United football content as well as money-can’t-buy match experiences. The Airtel Rising Stars program is an extension of this long term association between Airtel and Manchester United.

Speaking about the association with Airtel, Manchester United’s Commercial Director, Richard Arnold, said: “We are very pleased to associate with the Airtel Rising Stars program in India and look forward to working closely with a number of extremely talented players. With 35 million Manchester United followers, India is one of our fastest growing fan bases and I have no doubt that we will see equally talented individuals in this country. The program is one of the largest of its kind in India and it is a great opportunity for us to work with these talented players in order to coach them on how to play the Manchester United way.”
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Wild Ones splashes Delhi with poolside fun

The initiative, a combined brainchild of One Up Productions and P3P E Ventures, is a bi-monthly event slated to take place in Delhi until September.

By Parita Modi

With sweltering heat overpowering the senses, what better way can one find refuge than taking a cooling dip in one of the hottest pool events of the month. A slice of paradise coupled with a privileged playground for party animals is what Wild Ones promised to offer and delivered.

Wild Ones, a combined brainchild of One Up Productions and P3P E Ventures Pvt. Ltd., is a bi-monthly event that is slated to take place in Delhi until September. With the success of the first two editions, held on June 23 and July 14, respectively, the third edition held on July 28 turned out well with a roaring response.

Keeping a metro focused outlook, Wild Ones is geared up to penetrate cities like Mumbai and Bangalore, changing the party scene along its route. Aqua - The Park Delhi, which is famous for hosting such parties, was the chosen venue for this event.

Rated as the 'Bar with best ambience' by Times Night Out Guide, Aqua was the natural pick for the Delhi edition. The luxurious and modern pool deck created the perfect ambience entrapping the mind with its indulgence.

Play the music DJ!

Inspired by the parties and festivities conducted in Miami and other cities of the world, One Up Productions and P3P Ventures strived to take Wild Ones a step forward, matching international standards. Latest technology was employed that created an unforgettable experience for the guests. Fog machines, inflatables, fire throwers, lasers and much more were specially installed to create the quintessential appeal.

The stand out at the party was the 3.7 mm LED wall that was erected behind the DJ console. Captivating visuals that synchronized with the musical beats led the audience to a euphoric journey. Spectacular LED geometric patterns that were both vivid and...
dramatic were displayed on the wall.

If that wasn’t the crowd pleaser, then the set played by famous DJs such as DJ Kunal and Rummy Sharma, along with VJ Knightvision in the first edition, as well as DJ KJ from Mumbai and DJ Gaurav in the second edition enthralled all. DJ Kamya, who has groovy repertoire of Commercial House, Progressive House and minimal Tech to her credit, is scheduled to play some foot tapping beats for the third edition.

Pooling it together

Commenting on this unique concept, Utkarsh Bansal, Director, P3P E Ventures said: “It’s summertime and everyone is looking forward to pool parties. We thought of doing these pool parties by combining different elements to make it more exciting for consumers and differentiating ourselves from other such parties. We have partnered with One Up Productions for the Wild One series to implement best light, sound and technology to be used at pool parties for the first time.”

Bacardi was brought on board as event sponsor since the brand identifies well with this property lending value and recognition. Magazine partner FHM collaborated with One Up Productions and P3P E Ventures for this initiative offering post event coverage. This tie up was much necessary to market the property as well as to create buzz.

With social media gaining tremendous importance, a separate Facebook page ‘Wild Ones @ Aqua with DJ Kamya’ was created for promotional reasons. E-mailers were sent out extending invitations.

Speaking about the marketing of the event, Ayush Bansal, Director, P3P E Ventures, said: “We have partnered with FHM magazine for post coverage of the parties. We are also

Models present at the venue adding to the glamour quotient
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Female models were invited to grace the event with their presence and up the glamour power by a few notches. A party special contest which involved gifting the two hottest girls at Wild Ones with exclusive FHM features was well received. The winners will feature in the August edition of FHM.

Commenting on the future plans chalked out for Wild Ones, Wadhwa said: “We plan to take Wild Ones pool parties across all the metros. Very soon we will be doing the same concept in Mumbai, Pune and Jaipur on a larger scale.”

Crowd pullers

Around fifteen atomic 3,000 watt strobes were used to add to the wow quotient of the party. These strobes belonged to the same set that was used for international gigs such as the Pitbull concert in India. For achieving special effects, installations like Antari bubble machines, hazer machines and brand new PR lighting beams were placed out.

Two cages with built-in shower panels were created where dancers who were flown down, mesmerized the guests with their fabulous performances. Moreover three, six watt Laserworld lasers were directed towards the pool to create a laser cage effect.

Bartenders in themed outfits served Cuban cocktails, complimenting the atmosphere of the evening. BBQs, burgers and steak dominated the food section, blending with the setting. Drinking games got the party started as people let go of their inhibitions, embracing the party with style. Pool volley ball and sliding water games were designed to keep the guests entertained. Cabanas stationed at the venue were havens for people who preferred to relax over a couple of drinks. Water guns were given out to the guests as party props.

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Not one to miss

The sprawling venue combined with best elements of Delhi nightlife and supreme poolside amenities was a definite formula for fun and great times. Wild Ones beckoned all the party goers to soak in this exciting project and party like a rock star. And on that note, rub on sexTrum, book a cabana and indulge in one of the best pool parties of the season.
Moët Hennessy India Pvt. Ltd. is part of the world’s leading luxury goods group, Moët Hennessy Louis Vuitton (LVMH), with a turnover of €15.3 billion in 2006. Moët Hennessy India was incorporated in India on April 1, 2001. The company has undertaken bulk imports and ex-bonded warehouse sales in the Indian market since July 2001.

The company’s brands available in the country today are champagnes like Dom Pérignon, Moët & Chandon, Krug, Veuve Clicquot Ponsardin; cognacs like Hennessy XO, Hennessy VSOP and Hennessy VS; vodkas like Chopin and Belvedere in its macerated expressions - Cytrus and Pomarańcza; Glenmorangie, Single Highland Malt Scotch Whisky; and Ardbeg, The Ultimate Single Islay Malt Scotch Whisky. The company also has a portfolio of wines, namely Green Point, Terrazas, Cape Mentelle and Cloudy Bay, as well as agency brands that the company represents in the Indian market, namely Casa Lapostolle.

In an interview with ExM, Gaurav Bhatia, Marketing Director, Moët Hennessy India, discusses the brand’s marketing strategy in India and connecting with the target audience.

How have BTL activations contributed to the growth of Moët Hennessy in India?

Moët Hennessy began operations in India in 2001 and since then, has focused on familiarizing the existing and potential luxury consumers with the varied nuances of its portfolio of brands. This comprises of champagnes (Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug), vodka (Belvedere), cognac (Hennessy), single malts (Glenmorangie, Ardbeg), and New World wines (Cloudy Bay, Lapostolle). BTL activations have helped us communicate directly with the consumer in real time and thereby convey the legacy and distinctive features of each brand.

Who exactly is the brand’s target audience and how are they engaged?
Our target audience is presently the quintessential urban luxury consumer with a penchant to experience the finer things in life. Today, with higher disposable incomes and access to information about brands, this group is steadily increasing in number.

Moët Hennessy India lays a lot of emphasis on creativity and innovation and it is our endeavour to not just offer the target audience a great product, but also share an experience that makes a brand relevant to the consumer. Besides presenting the company's international platforms to India, we also use visits by international winemakers and brand ambassadors to convey new concepts and create engagement opportunities for our consumers.

One of our most successful BTL campaigns has been with Hennessy Cognac in the digital space. With Hennessy, it has been our endeavour to take cognac from the traditional manner in which it is drunk – in a balloon glass, as an after-dinner drink – and introduce it in the form of long-drinks at the coolest bars in Bangalore and Chennai.

In keeping with this, we introduced ‘Hennessy artistry’, an international platform, in both cities. Hennessy artistry is one of the most sought-after events to have ever hit the world. From LA to Paris to Singapore and Malaysia, and now in India, these parties have been conceptualized to present a contemporary platform that is both chic and edgy. Enlightening the taste buds, Hennessy artistry is a guide to how people drink Hennessy VS around the globe - with a mix of the classic and the contemporary. One can enjoy Hennessy with water or soda, over ice, or with a splash of ginger ale, orange juice or apple juice.

To support this, we’ve seeded conversations about ‘the art of mixing’ via our micro-site, mixing.hennessyartistry.in, and through our Facebook page, www.facebook.com/hennessyartistryindia. Since we’re trying to introduce an all-new way of drinking cognac, our digital activations have stayed relevant to the contemporary consumer. Hence, instead of only talking about why one should try a Hennessy long-drink, we discuss music, alternative cultures, and creative inspirations; thus engaging the consumer in a conversation with the platform.

**Perceived as a luxury brand, how does Moët Hennessy intend to widen its reach and increase consumer connect? Can strategies as applicable internationally be executed in India?**

India is one of the most heterogeneous markets, not only in South East Asia, but in the world. It is possibly the only country in the world where consumer behaviour varies within a city! While this is certainly a challenge, it is this diversity that makes India one of the most interesting markets to present our portfolio in. As a result, we have created innovative, tailor-made experiences based on who we’re reaching out to – tasting and appreciation sessions for the new, aspiring consumer, presenting carefully crafted service rituals for champagne-lovers at a night-club, and so on.

**What was the objective of the mixology initiative? How do initiatives such as the luxury mixology sessions promote the brand?**

With the ‘Belvedere ReConstructed’ programme, we decided to tap the bartending community in Mumbai and New Delhi and demystify the concept of molecular mixology for them. While Indians are pretty familiar with molecular gastronomy, the idea of drinking a cocktail with ‘foams’, ‘airs’ and ‘spheres’ could be quite intimidating initially. The Belvedere ReConstructed training session was aimed at educating the bartender about the nuances of the concept, so as to build their confidence in not only working with the techniques of molecular mixology, but also while explaining the cocktail to the consumer across the bar.
“India and the exhibition industry – a tale of growth”

International Trade Exhibitions Events Pvt. Ltd. (ITEE), a part of ITE Group Plc, organises around 180 trade exhibitions and conferences each year in 11 countries.

With the active support of 23 offices worldwide, ITE Group has a successful history of organising leading events for the construction, building and interiors industries in fast-developing markets such as Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Ukraine and Uzbekistan.

In an interview with ExM, Ambassador K. V. Rajan, Chairman, ITEI Group, the Indian arm of ITE Group, deliberates on the exhibition industry in India and its future.

How has the exhibitions industry grown over the years? Where does it stand in comparison to the international exhibitions industry?

The exhibition industry has shown a consistent growth of 9.6 per cent over the years. Today, there are 650 trade shows in India with a turnover of $262 million in 2012. It is also driving other allied industries like stall construction. The estimated size of the stall construction industry is circa Rs. 900 crores.

Globally, the exhibition industry has grown at a rate of 2.6 per cent. North America and Europe are the leading exhibition markets in terms of venue and saleable space. In Asia, China is the leading exhibition market, comprising of 55 per cent of the Asian market.

India contributes to 4.9 per cent of the Asian market, but has shown a steady and
robust growth rate. We have to admit that we are far behind China. But that means great potential for rapid growth.

**What are the various elements that go into the creation of an exhibition or conference space?**

Exhibitions and conferences can be organized at indoor or outdoor venues. For the outdoor venues, the setup is done using hangars, and in indoor venues, the setup is done using octanom/pre-fabricated structures.

Typically, a B2B platform facilitates a face-to-face interaction between the trade visitors and exhibitors or delegates. The platform is used for knowledge transfers and intensive industry interactions. The platform is used for networking with the industry leaders, enhancing business transactions and branding opportunities.

**What kind of technology is used in setting up an exhibition space? How has it improved over the years?**

Exhibition organisers should have capable vendors with a proven track record on its panel for a successful conduct of the exhibition. Exhibition organisers have to depend on the infrastructure of the venue for setting up the exhibitions. The ability of the venue to facilitate the logistics of the products to be displayed at the exhibition is critical towards successful organizing of an exhibition. The power backup and a capable freight forwarding agency is of paramount importance for the setup of any exhibition. Contingency management during the exhibition again plays a critical role for the exhibition setup.

Typically, an exhibition organizer should be a single window for exhibitors to facilitate hassle free logistics for the exhibitors. This takes care of the major concerns of the exhibitors.

**What are the current international trends in exhibition stall technology? Where does India stand in the same?**

Internationally, stalls are being constructed using octanom and pre-fabricated systems. However, the Indian industry is quite innovative in adopting new concepts for designing of the stand by using wood, glass and recycled material. Standards in India can be improved by adopting upcoming technologies of reusable and recyclable display material.

**Which are some of the biggest exhibition events that ITEI has worked on?**

ITEI has been working on many upcoming as well as established shows. Paperex is the world’s biggest exhibition in the paper industry and is a biennial event. MMMM 2012 is also a biennial event targeted at minerals, metals, metallurgy and materials and is India’s biggest exhibition in the sector. Delhi Build, Delhi Interiors, Roof India, Hand Tools and Fastener Expo, and Resource India, to name a few, are other events organized by ITEI and ITEE. ITEI’s world class infrastructure, years of expertise and strong service orientation have provided a cutting edge in the competition.

**In the coming years, how is the industry projected to grow? How will ITEI evolve to meet the changing circumstances?**

The Indian exhibition industry is poised for an impressive growth rate of 9.6 per cent and is expected to touch $314 million by 2014. ITEI has decided to tap this huge market by increasing and diversifying its show portfolio. We have increased our show portfolio to 17 well acclaimed exhibitions. ITEI has recently opened offices in Chennai, Mumbai and Coimbatore to tap the regional markets also, and to extend its reach to regional markets in India.
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Every year, the events and experiential marketing industry takes a three-day break from its hectic routine of ideating, planning, managing and executing so that its members can come together for the purpose of meeting each other and taking a pause to observe the industry as a whole, its growth and to mull over its future. This three-day break, better known as EEMAGINE, not only gives the industry members a strong perspective to the current and future scenario, but also some time for this 24/7 working industry to relax and enjoy themselves.

The fifth edition of Event & Entertainment Management Association (EEMA) India’s annual convention, EEMAGINE 2012 took place from July 28 to 30 at Leela Kempinski in Gurgaon. The first day of the convention saw industry members convene for the annual general meeting, elections and the open house. The second and third days of the conference witnessed seminars and discussions by prominent personalities relevant to the industry. On the third day of the convention, a white paper prepared by Ernst & Young was launched. The white paper is the first report done in India which focuses exclusively on the events and experiential marketing industry. Besides the white paper, the ‘Small Steps Towards Sustainability’, a joint initiative by EEMA and EVENTFAQS, in collaboration with CSR India, was presented on the third day.

What’s New?

This year, EEMAGINE witnessed a number of new introductions. An exhibition, called the EEMA Exhibition, was held alongside the convention. The exhibition served as a platform for content providers and vendors for event management agencies. Participants at the exhibition included tourism boards, hotel chains, prominent caterers and artist management companies. The exhibition gave a unique opportunity to industry partners and artists who are closely associated with the events and experiential marketing industry to showcase their products, services and newer projections in technology directly to their clientele.

In addition, in partnership with 24 Frames, EEMAGINE 2012 was webcast live for the first time. The annual convention also introduced its EEMAGINE anthem this year. Each member attending the event was also handed out identity cards integrated with RFID chips during registration. These ID cards helped members to post customised messages regarding EEMAGINE on their Facebook walls. Also, a 63 inch LFD screen with EEMAGINE graphic as a photo frame was placed at the venue that allowed members to take photos and post them on their Facebook walls with their ID cards.
Day One

Brian Tellis, Chairman of Fountainhead Promotions and Events, was re-elected as President of EEMA. Also, members of EEMA’s national executive committee were announced, with Atul Nath, MD, Candid Marketing, appointed as Executive Vice President; Rajesh Verma, MD, CRI Events, as General Secretary; and Rajiv Jain, Director, Rashi Entertainment, as Treasurer. In addition, Tabassum Modi, Director, Krayon Events; Mandeep Singh, CEO and MD, CPM India; Siddharth Ganeriwala, Founder & Director, Aura Integrated Solutions; were each appointed as Secretary. Roshan Abbas, MD, Encompass Events, and Sameer Tobaccowala, CEO, Shobiz Experiential Communications, were named as Patrons.

Talking about the first day of EEMAGINE and the annual general meeting, Tellis, President of EEMA, told ExM: “Day one and the AGM was very encouraging. The attendance firstly was very encouraging and beyond that, the quality and abundance of inputs was great. The greatest difference this year was that everyone tried to add value with their participation instead of just complaining of what wasn’t happening or could be better. A great sense of comradery, both social as well as professional.”

The National Committee announced at EEMAGINE

Day Two

The second day of the convention witnessed sessions on various topics. The opening session of the convention saw Tellis discussing the focus areas of EEMA in the coming year which included education, standard practices, dealing with the government on various areas, and taking brand EEMA forward with strong PR efforts, among other things.

Media personality and event manager, Roshan Abbas, opened the conference, discussing the role of an event manager and the client-agency relationship. Abbas put forth some crucial questions to the audience, “What is the role of the event manager? Are they pain managers? The one’s that take the bullet? Are you just a vendor or are you creating value? How many of your clients will wait for you to have time? Is it time to change the client agency relationship?” He emphasized on the need for event managers to change because clients have changed. He noted that event managers need to change from being reactive to clients to being proactive to an audience. “Change is recognizing an important social trend, so give it to the customer what they want in their way. Move from being reactive to a client to proactive to an audience,” said Abbas.

He also discussed the importance of gathering data from activations, combining digital and events, and treating employees as the most important asset. “Collect data from every activation, you’d be the richest consumer contact company. Treat your employees as your most important asset. Change from being performers/exhibitors of talent to finding the talent, train talent and retain talent. They’re your only, biggest asset. So change the way you see your job. Find yourself to replace you in your own organization.” He also recommended that EEMA hire a CEO who is accountable and reports back to the association. Abbas also suggested getting an Agency On Record status and emphasized on the need to collaborate.

Painting the Future

Following Abbas, the first session was ‘Thinking Tomorrow’, conducted by Vahid Mehrinfar, Founder & Chief, Vahid Associates Brand Futurists. Mehrinfar began his session with, “If you’re comfortable, you’re not going to make it! Comfort and Ambition do not go together. My Motto: To Become...Not Be.” With this statement, Mehrinfar made the audience to get up and change their seats in order to display discomfort. He discussed the need to get out of comfort zones, emphasizing the need to move from being content to curiosity. “When you want to change, you have to evoke imaginary participation to ensure what we say we should do, actually happens. Assimilate virtual consensus, live in that world, develop techniques, develop a silent dialogue with your audience. Pre-empt what will happen till the very end,” Mehrinfar told the audience. “Everyday we encounter that complex thing called expectations (the greed factor). What dominates
BEST SIGNATURE EVENT
CLEAN INDIA CAMPAIGN.
AT EEMAX AWARDS 2012
expectation? The future is the only sphere that dominates expectation. It’s the only place where all expectation is parked. When you can envision the future you strategise accordingly and become a profound person. The future is a white canvas, its not messed up yet. You can manifest whatever you want on it. I don’t believe in benchmarking, it’s based on statistics, I believe in bench-trending. Learn how to paint into the future before starting to do your own thing. And marketing does that, it tries to influence the future. So, marketing is competing with divinity.”

Mehrinfar emphasized on the need to lead and not get stuck in the rat race. He noted that the entertainment business is about bringing the future into reality, seeing the end before the beginning and making it the ‘now’ reality. “Let’s not just embrace the future, let’s abduct it before it arrives to our favour. Go beyond events and entertainment, create icons for people to walk up to. Design platforms that help names turn into heroes.”

**How Kool!**

The second day of the convention also witnessed a session called ‘Be the Change’ by TV and film producer Ekta Kapoor. She spoke about the changes in content of GEC, based on small, internal understandings of society, where programming and shows created by her were first based on traditional Indian society values and later, moved to more urban problems/realities of society. Then came the realization of how entertainment was also about larger than life entertainment which was achieved through films.

“Break the rules. It’s a very important aspect. If you follow the rules, you’ll achieve success, and if you break rules and even fail, you’ll still set learning for an industry that you flourish from. If I didn’t break rules, I’d be attached to clichés that were attached to me, being a child of a star, a youngster, a girl. While television is the safer and probably the more money making business for us, we had to move to films, so we can own our own IP, which was not possible with television, but something we really wanted to do,” Kapoor told the audience.

She also spoke about the importance of on-ground activation to promote movies. “Promoting Kya Super Kool Hai Hum gave us the ground reality and ground acceptance of the film. Ground activation is almost as important as electronic media. We get to know what dialogues work, which songs work, and modulate our promotions. We’ve broken records with opening viewer numbers, and we can definitely attribute that to the experience we’ve created on-ground. Research will tell you what the audience wants, instinct will tell you what the audience needs, so you have to tap the need before it becomes a want to stay ahead of your competitors. That’s the reason I becomes a viewer before starting any program/film, so I understand what the needs are.”

You’ve been Empanelled

A panel discussion with CMOs was also conducted on the kind of change they would like to see in event agencies. Moderated by Anurag Batra, CEO, exchange4media, the panel included Ranvijit Singh, CMO, HP India; Lloyd Mathias, Founder & Director, GreenBean Ventures Pvt. Ltd.; Neeraj Sanan, EVP, MCCS; and Sameer Tobaccowala, CEO, Showbiz. Each of the panelists first made a presentation about the importance of integrated media approach and the changing value of experiential. The discussion that followed dealt with some apparent problems in the client-agency relationships like dealing with procurement teams, clients not maintaining sustained/long term relationships with their event/experiential partners, and the issue of clients still treating event companies as vendors and not partners, among other things.
Danielle Barclay talks experiential marketing

Changing Experience

There was also a session by Danielle Barclay, MD, TRO Australia, who talked about overall experiential marketing, what comprises a good campaign, the changing consumer behaviour, and the importance of the digital aspect in a campaign. “What is experiential? Good campaigns have the consumer in the centre, creative and innovative compelling consumer evangelism and change,” Barclay told the audience, showcasing points based which one can show the benefits of a campaign. Barclay explained, with examples of campaigns and their messages, how each aspect of a successful campaign was achieved. These points included meaningful benefit, one-to-one engagement, authenticity, memorable, empowering, relevant communications and innovation.

“The changing consumer is driving the change, the digital consumer. So marketers need to work so much harder. The old consumer was thinking about the lowest price and now they ask about the total value. There is no campaign that can be successful without digital. Digital can be used by establishing an open dialogue, generating awareness and PR, building momentum and attendance, encouraging sharing of experience, and measuring and tracking results,” said Barclay.

He also noted that retail experiential is moving from transactional to sensory. Trends that are leading to the change in the retail space are virtual stores, the use of the digital medium and technology to enhance the experience, interactive windows, and store-in-store.

Success Mantra

Finally, the second day witnessed a session on ‘Mantras to Success’ by Martin Da Costa, CEO, 70 EMG, who discussed the importance of having good quality content, the challenges that the industry faces, and how they will determine the success of its future. “The future is about content that consumers want to consume. Given my experience with managing the Goafest for the last three years, I can say that if you thought event managers have problems with clients, you don’t want to know what’s going on in the advertising industry. At least, we’re not creating content for media that may well be obsolete. We also have challenges and how we face them will determine the future.” Da Costa listed avoiding corruption, supporting suppliers, relations with clients and talent as both challenges as well as success mantras for event managers.

Martin Da Costa gives the mantras of success

Day Three

The final day of the convention witnessed a session on ‘Rural Opportunity’ by Pradeep Kashyap, Founder and CEO, MART. The session was followed by a panel discussion moderated by Roshan Abbas. Headlined ‘What it means for us’, the panel discussion involved next generation employees of four different companies coming together to discuss the issues they
Also featured
believe the industry faces and throw light on some great ideas for the growth and progress of the industry.

The panel discussion revolved over challenges like finding a work-life balance, lack of personal time and appreciation, especially at companies in the promotion/activation business, where weekends are the main working/project days.

The panel also discussed about the issue of variable pay and suggestions of ESOPs were put forth to retain employees, especially those employees who have stayed long enough with an agency. Employees need more reason to stay back rather than move to another agency that offers a higher pay check.

Appreciation and respect as an acknowledgement of work was raised as a need of the hour, especially since people in the industry make a lot of compromise on the personal front. Finally, more opportunities to progress within an organisation and clear growth path were points put forth for improvement.

Following the session and panel discussion, Jitten Veer Bhasin, Managing Partner, CSR India, took to the stage to present ‘Small Steps Towards Sustainability’. Bhasin highlighted the acute issues faced by the globe and our economy due to our ecological footprint. He highlighted that sustainability challenges are being faced equally by every company in the industry, therefore every company must transcend boundaries of competition and come together on the same platform to jointly address these challenges.

EEMAX Awards

The convention finally wrapped up with the EEMAX Awards at the Kingdom of Dreams in Gurgaon. The white paper was formally inaugurated at the Kingdom of Dreams before the EEMAX Awards by Minister of Information and Broadcast, Ambika Soni. Also participating in the inauguration were Farokh Balsara, Media and Entertainment industry leader, Europe, Middle East, India and Africa, Ernst and Young; and Tellis.

This year, the EEMAX Awards witnessed a list of celebrities. Actor Boman Irani and television celebrity Mandira Bedi hosted the awards this year. The audience was enthralled by highlights from Kingdom of Dream’s signature shows like Zangoora and Jhumroo, as well as performance by Midival Punditz. There was also a unique singing performance by female trio
Manasi Scott, Suchitra Pillai and Suzanne D’mello. Nargis Fakri performed a Bollywood dance act, courtesy of KWAN. The awards show was produced, created and managed by Wizcraft International Entertainment Pvt. Ltd.

EEMAX 2012 was the fourth edition of the awards which recognises exemplary work in the events and experiential marketing space, with 21 gold, 26 silver and 19 bronze awards handed out across 22 categories. These categories were Best Signature Event, Best Sporting Event, Best Public & Outdoor Event, Best Live Televised Event, Best New Event or Activation Property, Best Product Launch Event, Best Conference, Best Wedding, Best Exhibition Design, Best CSR / Environmental Initiative, Best Road Show of the year, Best Mall Promotion, Best Consumer Activation Program, Best School Contact Program, Best Product Launch Activation Program, Best Use of Technology in an Event, Best use of Digital Marketing for an Event or Activation, Best International Event, Best Internal Communication Campaign / Event, Best Integrated Communication Program, Best In-store Promotion, and Best Dealer Activation Program.

Wizcraft International received seven awards, the most number of awards at EEMAX this year. This consisted of two gold, three silver and two bronze awards. Candid Marketing took second place with six awards - two gold, three silver and one bronze. Cineyug Films, Encompass, Fountainhead Promotions & Events, and Krayon Entertainment each won five awards at EEMAX. G2Rams India and Showtime Events each won four awards.

While no single agency won the most number of gold awards at the EEMAX, Wizcraft, Candid Marketing, Cineyug Films, and Krayon Entertainment each won two gold awards at the EEMAX 2012.

Wizcraft International won the gold award in the Best International Event and Best Use of Technology in an Event categories. Candid Marketing won the gold award in the Best use of Digital Marketing for an Event or Activation and Best Integrated Communication Program categories. Cineyug won the gold award in the Best Live Televised Event and Best New Event or Activation Property categories. Krayon Entertainment won the gold award in the Best Consumer Activation Program and Best School Contact Program categories.

Other gold award winners were BEEP Experience Management, Bellset Entertainment, E-Factor Entertainment, Encompass, Fountainhead Promotions & Events, G2 Rams India, Impressario Event Management, Innobuzz Marketing Solutions, Jagran Solutions, Midas Next, Showtime Events, Vibgyor Brand Services, and Wow Events.

Candid Marketing won all three awards - gold, silver and bronze - in the Best use of Digital Marketing for an Event or Activation category. A Special Contribution Award was given to Cineyug Films for creative content and show production in Bollywood. Modern Stage Service was the technical partner of the EEMAX Conference 2012 and was also awarded for Outstanding Display of Products and Services during EEMAGINE. The latest sound, projection and lighting technologies were provided to the event by Modern Stage Service.
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Satyajit Ramdas Padhye is a Gen-Next “Ventriloquist and Puppeteer” and the Finalist of India’s Got Talent, a reality show on Colors. He has learnt this art from his father Ramdas Padhye. He has also assisted his father for Tata Sky AD with Aamir Khan. Satyajit with his razor sharp wit & rib-tickling humor, can breathe life into any event with his hilarious and wacky characters. He was also invited on Kaun Banega Crorepati to exhibit his talent where he opened the episode with Mr. Amitabh Bachchan.

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She has sung many hit songs like ‘Ho Gayi Hai Mohabbat’. Her first Bollywood song ‘Sajna Aa Bhi Jaa’ is still a rage. Her path breaking song ‘Zinda Hoon Main’ has been a huge hit. Among others she has also sung for films like Sunday (Kashmakash), Maharathi, the National Award winning 1971, Woodstock Villa and many others. Her recent album ‘My Free Spirit’ was Number One on the Radio Mirchi charts.

Shibani is the first artist to do a Web-concert in India produced by Artistaloud.com. She is also the pioneer artist to have sung in an animation film called ‘Ashoka The Hero’, along with featuring in its animated avtaar!!

In 2010 Shibani enthralled the audiences with her performance at the opening ceremony of the Commonwealth games in India at the Jawaharlal Nehru Stadium. The singer endorses Yamaha guitars and is currently on a 10 city tour to promote her band Sojourne, which is a mix of genre like Sufi, Jazz and Rock Music!!
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BIG Tamil Melody Awards
The BIG Tamil Melody Awards, produced and conceptualized by 92.7 BIG FM, was held at the Sri Mutha Venkatsubba Rao concert hall in Chennai. The awards show felicitated the finest talents in music industry for the year 2012.

World Music Festival
Radio Mirchi’s World Music Festival culminated in a concert with rock band Indian Ocean and singer Shefali Alvares at Hard Rock Café in Mumbai. The performance was preceded by Radio Mirchi’s World Music Festival, which celebrated music from various genres and its influence on Bollywood songs.
Red Bull X-Fighters Jams
Considered one of the world’s most exciting motorcross events, Red Bull X-Fighters Jams is a series of worldwide exhibitions which travels across the globe giving fans a taste of the World Tour. The event saw the world’s best freestyle motocross riders performing stunts on the India Gate Lawns in New Delhi.

Sab Ke Anokhe Awards
SAB TV held the first edition of ‘Kabhi na dekhe, Kabhi na sune, Sabse anokhe - Sab Ke Anokhe Awards’ at NCPA, Mumbai. Sab Ke Anokhe Awards was conceptualized to recognize SAB TV stars for their creative performances and create a stronger audience connect. The evening saw awards being given out in 19 different categories, designed with a twist. The production requirements for the show was taken care of by Optimystix.
Bangalore Fashion Week

The seventh edition of the Bangalore Fashion Week (BFW) took place from July 26 to 29. Dream Merchants is the event management company that produces and executes the event. The Bangalore Fashion Week included over 30 fashion designer shows, and four lifestyle parties.
IIFA Celebrations

Wizcraft International Entertainment - Middle East and Kingdom of Dreams celebrated the success of the IIFA with an exclusive screening of excerpts from the IIFA Awards presentation ceremony at the IIFA Celebrations event at The Ritz Carlton, Dubai International Financial Centre, on July 6. Prior to the screening, Indian designer Masaba Gupta and Dubai based designer Varoin Manwah showcased a special IIFA Glitterati fashion segment.

Cover Girl Night Party

Luxury vodka brand Artic, in collaboration with Maxim magazine, hosted the Cover Girl Night Party on July 23 at Firangi Paani, Mumbai. In line with its glamorous avatar, the party witnessed the presence of fashionistas, chic socialites and the crème de la crème of the city. The event was executed by Apex Entertainment.
Guard Your Angel
TOI and MSD Pharmaceuticals launched an initiative called ‘Guard Your Angel: Meri Beti Meri Duty’ at DLF Emporio in Delhi. The initiative urges women to protect themselves and their daughters against cervical cancer. The initiative saw a panel discussion on cervical cancer at NCUI auditorium and a fashion walk organized at DLF Emporio Mall, which saw Bollywood celebrities and eminent personalities walking the ramp.
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Established in 2006, Kyoorius DesignYatra is now in its 8th edition and has attracted over 10,000 people so far. It is India’s first and largest visual communications event and amongst the top 3 annual design events in the world.

The theme for Kyoorius DesignYatra 2012 is “The Divide”, providing a platform to examine the issues dividing the creative output of the industry, and discovering insights and resolutions, over the three days of the conference.

August 30 has been designated as a special focus day on DIGITAL — the space where digital meets traditional design.

visit www.designyatra.com for conference information and registration details.