Decoding small budget on-ground campaigns

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you have an idea?
we like a challenge...
come test our limits...
It’s all happening here

In the times when minimalist suggests affluence and there’s more meaning in the unsaid, there’s no wonder that marketers expect more from less! Don’t mistake this for a ‘limited budget’ -- the ultimate excuse for agencies that lack innovative ideas. This usually means for every rupee to have a greater effect on consumers by means of an innovative solution. And the agencies that are doing this right, would not agree more!

Obviously its not in every scenario that less yields more. But identifying the objectives that can be achieved through this model, is not only a high for the marketer, but for the industry that constantly pushes ‘experiential’ as the most effective medium.

Leaders are taking up such challenges to raise the bar of the industry and strive at exceeding the expectation of the client while delivering more bang from every buck. But some others are still struggling to justify that their efforts are worthy of a fee altogether!

In an industry filled with contradictions, which end of the spectrum do you find yourself?
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Perfume Station promotes new range with mall activations
Perfume Station organised mall promotions for its new range of perfumes on Aug. 18 and 19 at Celebration Mall in Udaipur. Sparky Wire Events & Entertainment was appointed to carry out the promotions. Sandeep Kapoor, CEO, Perfume Station said: “The Archie perfume’s promotion was consumer interactive, which involved making the consumer interested in our brand and it helped in creating brand awareness for our perfumes. These kinds of events will certainly help in promoting brands locally and they prove to be very effective amongst the target audiences.”

Kores conducts mall promotions all over India
Kores conducted mall promotions in six malls in six different cities simultaneously on Aug. 15. SpaceandPeople was appointed to execute the promotions. These promotions are held every year on Aug. 15 in the same cities, and is the third time it took place. More than 2,000 children were engaged in the activities.
Paresh Khivasera, MD, SpaceandPeople India said: “Kores has beautifully designed children engagement activities across different malls, which are always conducted during Independence Day. With a great footfall in the malls on this day, it helps the brand promotion to a great extent. As per the feedback from the shopping centers, the activation in all six cities has been a huge success and we are looking forward to strengthening our relationship with Kores in the future as well.”

POGO launches school contact program for Chhota Bheem
Over 5 lakh students from 550 schools across six cities were part of POGO’s school contact program, Chhota Bheem ka Fatafat Formula. The program aimed to make children just like Chhota Bheem: strong, smart and secure. From July 23 to Aug. 30, this initiative trained young school children in basic self-defence techniques to protect themselves and those around them. Fountainhead Events & Promotions and Imagine Networks helped POGO execute the events on-ground across all six cities.
Dhawal Karkar, Director, Marketing & PR, Turner International India said: “The idea was not only to entertain kids but to teach them simple techniques to protect themselves and their friends from harmful situations, just like Chhota Bheem. School contact programs are an excellent platform to bridge the gap between kids and their favourite channel and cartoons.”

Candid Marketing takes ‘M-Seal Save Water, Stop Leakage’ to Chennai
Chennai was the selected destination for the ‘M-Seal Save Water, Stop Leakage’ campaign. This campaign, which began on Aug. 7 and is still underway, is being executed on-ground by Candid Marketing. It is targeted at children aged nine to 16 years, who volunteer for the cause of saving water.
Amrita Kumar, Managing Partner, Candid Marketing said: “Here, the challenge was to get inside households to check water leakages. We strategically chose children as leaders who could go door-to-door and also be an inspiration to highlight the importance of the cause. We are already witnessing remarkable participation by kids for this campaign.”

Philips markets BodyGroom, creating new style revolution for men
Philips began a male-oriented consumer engagement campaign initiative has employed experiential marketing in Delhi and other key cities in Punjab, West Bengal and Karnataka.
Aarushi Agarwal, Directo Marketing Personal Care, Consumer Lifestyle, Philips India said: “A new age product like Philips BodyGroom calls for new age marketing. Hence, the concept of multi touch point, multi faceted activations; a live touch and feel experience for the shopper, an exploratory online experience for the experimenter, and a mobile demonstration unit to increase outreach.”

Coke re-launches new and improved RimZim
August witnessed the return of the popular drink RimZim, a noted brand in the Coca-Cola beverage portfolio. RimZim has been relaunched as part of a pilot project in certain parts of North India. Extensive experiential sampling activities are taking place for consumers to taste and rate the product.
Debabrata Mukherjee, VP, Strategy and Innovations, Coca-Cola India said: “RimZim has been formulated keeping in mind the particular Indian preference for spice and masala. The entire brand campaign is best explained by the tagline ‘har sip main masala’. The word masala transcends food and beverages, and epitomizes the melting pot called India. It is an explanation of what we experience, an assault on the senses.”
Moksh executes Vodafone IMAD event in Lucknow

Moksh Advertising and Events conceptualized and executed the Vodafone IMAD event, an employee felicitation activity, on Aug. 1 at Vivanta by Taj, Lucknow. The entire evening revolved around the Quick Gun Murugun theme, which was embedded in the setup elements and the activities that were conducted. IMAD, which stands for I Made a Difference, was specially crafted to encourage Vodafone employees and appreciate their efforts.

Piyush Misra, Executive Director, Moksh Advertising and Events said: “The event IMAD is for winners, the stars of Vodafone UP East. The aim was to make them feel happy and special and that is what we delivered. Every individual must get his own piece of cake and should work hard and party harder.”

ING India organizes tenth edition of Grand Slam

ING India organized the tenth edition of ING Grand Slam in Phuket and Bangkok. The convention took place from Aug. 7 to 11, with approximately 250 people in attendance. The convention is conducted every year to reward and recognize the sales fraternity for their contribution and achievements. The event was executed by Stir, with Journeys & Destinations India Pvt. Ltd. coming on-board as the touring partner.

Kenneth Chen, Director, Stir said: “This was the second time that Grand Slam was held in Thailand. This proved to the greatest challenge, as it was a destination that had no novelty value and, in the scheme of things, is not a premium destination. Hence, we had to ensure that every single touch point was a completely different and fresh experience for the employees.”

Fine Food India returns to Delhi for the second time

Diversified Communications brings to the country the second edition of Fine Food India. The event will take place at Pragati Maidan, New Delhi, from Sept. 17 to 19. Touted as one of the latest international food, drinks, bakery and equipment trade events, it will receive participation from varied industries segments.

Paul Phelan, International Director, Diversified Communications India said: “The inaugural Fine Food India 2011 was a great success with 138 exhibitors from 17 countries trading with 3,445 visitors and we are certain that this year’s exhibition will draw in a huge success.”

Impresario executes CREDAI’s 25th Kerala Property Show

The 25th edition of the CREDAI property show, titled Kerala Property Show, took place from Aug. 3 to 5 at Jawaharlal Nehru International Stadium at Kaloor, Kochi. CREDAI is deemed to be the biggest and most popular property expo in the entire state. This event was executed by Impresario Event Management. As many as 40 reputed builders and six financial institutions participated in the event, which housed 73 stalls.

Harish Babu, MD, Impresario said: “As usual, the organizers made it a point to showcase a diverse product range to suit every taste and budget. As it was the NRI season and a huge number of Non-Resident Keralites were back in their home town, the show was crowded for all the three days.” Around 5,000 people attended.

Celebrating Vivaha 2012 comes to Mumbai

Said to be India’s largest wedding exhibition, Celebrating Vivaha 2012 took place at JW Marriott in Mumbai from Aug. 31 to Sept. 2. Celebrating Vivaha is a property of Vintage Publications and this is its 10th year. Apart from brides and grooms, the exhibition is also aimed at fashion artists, designers, caterers, travel service providers, venue managers, etc.

Tarun Sarda, CEO, Celebrating Vivaha said: “Experience the hues of tradition with nuances of modernity to make you or your dear one’s wedding truly majestic and memorable. Things were fresh and haute off the drawing board; we had the best and biggest brands with their finest collections under one roof.”

Times Ascent powers The Times of India HR Forum

The Times Group’s annual property, The Times Of India HR Forum, powered by Times Ascent, took place on Aug. 23 at ITC Parel, Mumbai. The Times of India HR Forum was conceptualized with the objective of empowering the dynamic HR workforce, bringing together industry experts on a common platform to discuss the opportunities and issues pertaining to the Indian HR industry.

Fifth in the series, this year’s HR Forum bore the theme of ‘Writing India’s Skill Story’, with an objective of bridging the skill gap and capturing an unbiased opinion from the finest minds in the HR industry. An audience of about 120 attended the session.
Sunburn forays into the international arena with Sunburn, Colombo 2012

Percept’s Sunburn Festival is venturing into the global arena for the first time. Percept has announced its partnership with the Citrus Group, Sri Lanka’s fastest growing leisure group, to bring to Sri Lanka Sunburn’s first international event. Sunburn, Colombo 2012 will be held the CH&FC Grounds in Colombo on Oct. 6. This will be the first musical extravaganza in Sri Lanka to be endorsed by VH1.

Karan Singh, Global CEO, Sunburn said: “The Sunburn Festival is not just about music. It is our opportunity to reach the prime youth of Sri Lanka by bringing to them what they love best. For Sunburn, Sri Lanka was the obvious choice when venturing into overseas performances as we see it as the next growth opportunity in terms of building an active fan base.”

Bacardi NH7 Weekender returns with its third edition

Presented by Bacardi and Only Much Louder (OML), Bacardi NH7 Weekender will host its third edition in three cities this year; in Delhi on Oct. 13 and 14, in Pune from Nov. 2 to 4, and in Bangalore on Dec. 15 and 16. Claiming to host over 200 artists, the musical extravaganza will have six stages this year, dedicated to different music genres. 60 pre-parties will be conducted across the three cities promoting the gala.

Vijay Nair, CEO, OML said: “The response to Bacardi NH7 Weekender last year was quite overwhelming and was something we never expected. We are bringing acts from all over the world to Pune, Delhi and Bangalore and can’t wait to initiate new people into the NH7 experience.”

16th ‘Live From The Console’ returns to Mehboob Studios

Sony Music’s Day 1 and Oranjuice Entertainment returned with another edition of ‘Live From The Console at Rowson’s Reserve Smooth Spaces’. This monthly gathering of young bands took place on Aug. 25 at Mehboob Studios, Bandra, Mumbai. This property has seen 15 editions thus far, with 40 artists having been showcased.

Owen Roncon, Director, Oranjuice Entertainment said: “I think we’ve just about scratched the surface of the indie music scene, there’s so much more to come and I just hope we get to hang on for the ride. This year, we hope to take Live From The Console multi-city and hopefully, end up in Goa with a big version of the same vibe at the end of the year.”

Delhi set to host its first international film festival

Celebrating 100 years of Delhi and Indian Cinema, the first Delhi International Film Festival (DIFF) will take place from Dec. 21 to 27. The festival will host a variety of international films and noteworthy art at Siri Fort and NDMC Convention Centre. Organized by The Social Circle, DIFF will showcase around 150 film entries coming from 70 countries.

Ram Kishore Parcha, President, DIFF 2012 said: “DIFF 2012 was conceptualized with the aim of giving recognition to the art of cinema by creating awareness about good films, artists and writers and as such, the role of media in supporting this initiative is extremely pivotal. With 92.7 BIG FM as the supporting partner, we are confident of being successful in our endeavour.”

All Things Nice organizes Twisted Decadence across Mumbai

Twisted Decadence, an All Things Nice property, has been launched across Mumbai. The second round is to take place at Olive on Sept. 26. With the aim of adding to the dining experience, it brings to India the European-based experiential cuisine movement of eating a multi-course meal while blindfolded or in a blacked-out room creating new sensorial experiences.

Nikhil Agarwal, Sommelier & Director, All Things Nice, said: “The idea is to offer a unique dining experience and to reveal the power of our sense of smell and taste by cutting out distractions. We want people to taste ingredients, the delicate flavours in their food and drink; to experience taste.”
Karbonn Mobiles replaces Nokia as title sponsor for CLT20

Karbonn Mobiles has replaced Nokia as the title sponsor of the Champions League T20 cricket tournament. ESPN Star Sports, the commercial partner for the Champions League T20 tournament, will be organising the fourth edition of the event in South Africa. Karbonn Mobiles signed the deal on Aug. 7 with ESPN STAR Sports.

Sudhir Hasija, Chairman, Karbonn Mobiles said: “Our association with the most popular sports of the subcontinent has proved to be a great platform to reach out to the audience, thus giving the brand an opportunity to connect with the consumers on a massive scale. The association with CLT20 is a matter of great pride for Karbonn Mobiles and it gives us a platform to create constructive fan engagement and generate a buzz around the brands Karbonn and CLT20.”

PVR bluO announces fourth Pin Strike bowling tournament

Presented by Lufthansa, Pin Strike returns with its fourth edition organized by PVR bluO Entertainment. The bowling tournament for corporates will take place every Thursday from Aug. 30 until Oct. 4. The property has been crafted as a stress buster for the corporate world, where companies can send in two entries each comprising a group of four people for the competition.

Gautam Dutta, CEO, PVR bluO Entertainment said: “The annual corporate bowling tournament has a special significance for all of us at PVR bluO as bowling is a stress buster and a sport that promotes bonding among working professionals. This year the tournament is also being held at our 26-lane centre at Vasant Kunj as well.”

5th StanChart Indoor Corporate Soccer Championship begins

Saran Sports organised the 5th Standard Chartered Indoor Corporate Soccer Championship at the Central Railway Multipurpose Complex in Parel, Mumbai, on Aug. 4 and 5. The tournament brought together over 64 of Mumbai’s leading corporate houses. The tournament was sponsored by Standard Chartered Bank and co-sponsored by Vodafone.

Sanjiv Saran Mehra, Founder and CEO, Saran Sports said: “The Indoor Corporate Soccer Championship serves as the ideal platform for the busy executives to be away from the pressures of workplace in a relaxed environment.”

Bharti Airtel organizes second edition of Airtel Hyderabad Marathon

Organized by Bharti Airtel and Hyderabad Runners, the Airtel Hyderabad Marathon 2012 took place on Aug. 26 with over 3,500 participants. The event was organized by Vitamin Entertainment (Vitamin E), who were associated with the previous edition as well. The marathon raised over Rs. 14 lakhs towards various charity groups.

With this being the second season of Airtel Hyderabad Marathon, the mandate given to Vitamin E was to raise the bar and deliver the best. Airtel was keen to set new benchmarks and establish a quality event. “As the trusted event agency for Airtel, we had the confidence to deliver just that in the right measure,” said Balaji Viswanathan, Director, Vitamin Entertainment.

FICCI’s TURF returns for fourth edition

FICCI’s TURF 2012, the fourth Global Sports Summit and FICCI Sports Awards, will take place on Oct. 18 and 19 in New Delhi. The Summit will comprise a conference, an exhibition, and Business to Business and Business to Government meetings.

This event is in keeping with FICCI’s belief that sports development can take an accelerated growth path with more of India Inc. taking a stake in the sector. To nurture the contribution of sports to the Indian economy, the sports awards felicitate the individuals and organizations who have led the way and brought glory to the nation.
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UTV Bindass takes Superdude on-ground

UTV Bindass is back with the second season of Superstud in a fresh, new avatar titled 'Superdude'. This season featured, for the first time, on-ground live auditions, which were conducted by actors Ashmit Patel and Neha Dhupia. The Chandigarh, Delhi and Mumbai round of auditions took place on Aug. 10, 12 and 17 respectively. Around 13 participants were chosen from the three cities to contest for the coveted title of Superdude.

Kunal Mukherjee, Director, Marketing, UTV and Bindass Networks said: “For the first time, Superdude took the route of on-ground auditions. In its first season, the auditions were undertaken through call to entry format. This season, Ashmit Patel traveled to each city to personally handpick the super dudes. Likewise, there are few surprise elements in the show, hence taking Superstud to the next level. It is now called Superdude!”

Radio City 91.1 FM announces return of Radio City Super Singer

Radio City 91.1 FM on Aug. 27 announced the return of Radio City Super Singer with its fourth season. Presented by TVS and powered by Benadryl, this annual hunt for singing talent is now extended across 20 cities. This season, besides conventional audition options, Radio City has enabled auditions through its Facebook page and PlanetRadioCity website.

Apurva Purohit, CEO, Radio City 91.1 FM, said: “Radio City Super Singer has grown significantly over the last four years to become a launch pad for aspiring singers from different parts of the country. It is a moment of pride for us as we bring this opportunity for all our listeners across all 20 stations this year.”

Cartoon Network promotes Oggy and the Cockroaches

The marketing strategy for the show involved a multi platform approach. Fountainhead Events & Promotions helped Turner International execute the campaign, which started on July 16 and ended on Aug. 31. The highlight was the school contact program, ‘Oggy Di New House Party!', which engaged 5 lakh students across eight cities.

Dhawal Katkar, Director, Marketing & PR, Turner International India said: “This show is an important acquisition for Cartoon Network across the Asia Pacific region. Our aim is to increase awareness and build recall that the show is now airing on Cartoon Network.”

Mid Day launches its online Bollywood portal Fully Filmi

Mid Day launched its new website, www.fullyfilmi.com, which gives the latest on the various facets of Bollywood and Indian cinema, on Aug. 9 at Novotel hotel in Mumbai, on the occasion of Mid Day’s 33rd anniversary celebrations. Cynosure Events executed the launch event.

Janhavi Samant, Editor, www.fullyfilmi.com said: “Fully Filmi will go one step further than just entertainment news. It will not only bring film buffs the hottest news and events from B-town, but will also bring fans closer to their stars and the filmi world. In a nutshell, it aims to reveal facets of Bollywood and Indian cinema you didn’t know existed.”

9XM launches branding activity 9XM Happytizers

9XM has tied up with 40 restaurants across Mumbai for its campaign, 9XM Happytizers. The activity, which is being conducted to connect with its viewers, started on Aug. 15 and will run for about three months. This branding activity provides the fans with the company of the 9XM’s popular animated characters, Bade and Chote, at their favourite eating joints.

Kapil Sharma, VP, Marketing, 9X Media Group said: “The key objective of our marketing initiatives is to bring the 9XM experience of music and humour closer to our fans and advertisers across multiple touch points.”

92.7 BIG FM’s BIG Disha rolls out in three states

92.7 BIG FM is all set to take the company’s ambitious BIG Disha initiative to over 6 lakh rural youth across India. BIG Disha is an education based rural marketing programme, offering critical career counseling that helps empower the small town youth to make informed career decisions, basis their interest and personality. The initiative has been rolled out in Bihar, Uttar Pradesh and Madhya Pradesh from July 20, while the Gujarat and West Bengal leg was rolled out in August.

A company spokesperson said: “Education is considered to be the single most important element to help bridge the rural and urban divide, and our initiative through BIG Disha is to empower the youth to informed career choices. While we amplify these effectively through our radio and television network, we offer an excellent platform for marketers to ride on.”
### Destinations

#### HKTB to attract India’s MICE business

The Hong Kong Tourism Board (HKTB) aims to capitalise on India’s positive market potential and economic outlook. In the Indian market, the tourism market will continue its focus on New Delhi and Mumbai, while extending its efforts to Chennai and Bangalore as well.

Sunil Puri, India representative, HKTB said: “The key segments that we will focus on are youth and family. HKTB will also step up its promotions in India for the MICE business, especially the corporate meetings and incentive segments.”

#### Bangkok sees buoyancy in MICE and business travel

Besides its perennial appeal for those who love luxury, gourmet dining, shopping and Thai hospitality, Bangkok is becoming a firm favourite for business travellers as well.

In the first few months of 2012, visitor numbers from Australia to Thailand grew by 10.33 per cent to reach 354,646; growth which was reflected in total business traveller numbers as well. The strong Australian dollar is a key factor in driving up demand for Bangkok as a destination for key meetings, incentives, exhibitions, conferences and events.

#### Chennai set to catch MICE traffic

Chennai will soon join the ranks of cities that are preferred MICE destinations globally. Giving Chennai an edge is its sea port, which allows goods for large exhibitions to be shipped easily. The MICE segment is regarded as the most lucrative as it returns the highest value per visitor per day. Growth in India has immense scope as currently, the country only accounts for one per cent of the worldwide MICE industry.

Helping the process will be the city’s latest hotel property, the Grand Chola, a luxury hotel from the ITC group that is ready for launch. “It is heartening to know that Chennai will now have a landmark property which could enhance the profile of the city, not only as a tourist destination but also as an international convention destination,” said T.T. Srinivasaraghavan, President, Madras Chamber of Commerce & Industry.

#### Thailand ranked among top three regional business destinations in first half

According to Accor Asia Pacific, the first half of the year saw Thailand featuring among the top three regional destinations for foreign business travellers. Malaysia was the biggest source of business visitors to the Kingdom at 49 per cent, followed by Singapore at 47 per cent, Hong Kong at 32 per cent, India at 26 per cent, and mainland China and Indonesia at 20 per cent each.

The third annual Accor Asia-Pacific Business Traveller Research interviewed over 2,500 people from nine Asia-Pacific locations. In the second half, 48 per cent of business travellers are expected from Malaysia, 32 from Hong Kong and 25 per cent from India.

#### South Africa Tourism road shows return with two new cities

South Africa Tourism held a series of road shows across four cities in India in the first week of September, which aimed to highlight the Indian market’s significance to South Africa and increase the business tourism opportunities between them. These road shows were targeted at suppliers, South African representatives and travel agents, and focused on various products including travel destinations and adventure spots in South Africa.

Hanneli Slabber, Country Head, South African Tourism, India said: “We visited two new cities, Kolkata and Ahmedabad There is immense potential in these two geographies and hence, we decided to tap these markets, along with Mumbai and New Delhi.”

### Events

#### Conventions India Conclave 2012 and Future Leaders Forum

ICPB organised its seventh Conventions India Conclave in conjunction with India’s first Future Leaders Forum from Aug. 21 to 23, at India Expo Centre & Mart NCR, Delhi. The FLF was organised by the IMEX Group, MPI and MCI.

#### Twelfth CII Marketing Summit 2012

Bearing the theme ‘Marketing to a Billion’, the summit took place on Aug. 27 and 28 at Hyatt Regency in Mumbai. Under this theme, the summit focussed on ‘understanding’, ‘communicating, and ‘reaching out’ to a billion customers.

#### Meetings Africa 2013

Meetings Africa 2013 is considered the only business events show of its kind to attend in Africa. Owned by South African Tourism and taking place at Sandton Convention Centre, Johannesburg, on Feb. 19 and 20, Meetings Africa will showcase the diverse offering of services and products in Southern Africa to local and international buyers.

#### Kyoorius DesignYatra returns with its eighth edition

Said to be India’s largest communications conference, the eighth edition of the Kyoorius DesignYatra returned as a three-day conference from Aug. 30 to Sept. 1 at the Grand Hyatt in Goa. The theme for was ‘The Divide’, providing a platform to examine the issues dividing the creative output of the industry and discovering insights and resolutions.

#### Ad:tech Bangalore slated for September end

ad:tech, the interactive advertising and technology conference and exhibition, is coming to the Sheraton, Bangalore on Sept. 27. This event serves as a forum which allows brands, agencies, publishers, technology providers, VCs and digital entrepreneurs to connect with each other. It also supports the exchange of ideas, new practices, emerging models and expert opinions.
Venues

Largest convention facility in region at Novotel Visakhapatnam Varun Beach

The property, located on the RK Beach, comes with the largest convention facility in the region, with banqueting space of over 40,000 sft. This is the single largest column-free banquet hall, capable of accommodating 1,200 people, with multiple breakaway meeting spaces and two unique outdoor venues.

Also implemented at Novotel Visakhapatnam Varun Beach for the first time is the Eureka Meeting Room, a next generation style of meeting space with futuristic customized modular furniture for power meetings, and three-piece furniture which is easily movable and can be rearranged for any seating arrangement.

MTDC to set up convention centre in Nashik

The Maharashtra Tourism Development Corporation is planning to set up an international level convention centre in Nashik, with the intention of attracting companies from across India to the city and promoting tourism. The convention centre will reportedly have residential and conference facilities, with a capacity to accommodate more than 1,000 people.

Pradnya Bade Misal, Regional Manager, MTDC said: “Our main objective in setting up an international level convention centre is to attract companies from all over the country to Nashik by way of providing facilities to conduct training programmes for employees.”

Government planning international convention centre in Mohali

According to the Punjab government’s plan, the near future will see Mohali being turned into a trade expo hub. The state government is contemplating setting up a state-of-the-art international convention centre spread over 60 acres of land, near the Mohali International Airport, on the lines of Greater Noida.

A first of its kind in North India, the convention centre will seat over 5,000, and the hotel is expected to have at least 300 rooms. Besides that, there will be covered and uncovered spaces for expos, a conference hall, a hotel, resorts, exporter offices, and parking spaces.

Kolkata to see new convention center and auditorium

West Bengal Chief Minister Mamata Banerjee has announced the setting up of an international convention centre and an auditorium, along the lines of Science City, in the metropolis soon. “Kolkata will have a Science City-type auditorium and an international convention centre at Alipore,” Banerjee said.

She said that three acres of land have been identified where the centre, named after poet Dwijendra Lal Roy, would come up. While one would located be at Srirampur in Hooghly district, the other one would come up at Dabgram near Siliguri in North Bengal.

Shimla to see a modern convention centre in the near future

Word has it that Shimla is going to have a modern convention centre, with a seating capacity of over 1,500. This centre will also house a big auditorium, a shopping arcade, and food courts in aesthetic ‘Pahari’ architecture. This convention centre will be located at Kiarighat and is likely to come up within the next four years.

“The need of having a convention centre in the state was being felt as over 50 conferences were being held in Shimla during a calendar year,” Prem Kumar Dhumal, Chief Minister, Government of Himachal Pradesh said. Dhumal also said that he hoped the new facility would boost tourist arrivals to Shimla and the surrounding areas by two per cent.

Developments

New show features at Sydney Event Showcase

The Sydney Event Showcase on Aug. 15 and 16 saw new show features as part of the strategy to engage event buyers. These included the Interactive Kitchen, Party After Dark, the Entertainment Showcase, and Australia’s Event Master Class Seminars.

Showtime ramps up employee care

Showtime Group announced a tie-up with Max and Apollo Hospitals for free comprehensive executive health checkups for its employees under the ‘Your Health is Your Wealth’ program. This addition to the comprehensive health program aims to be another follow-through in keeping with Showtime’s ethos of “We are a family”.

The EMVIES 2012 launches Band Baja Competition

The EMVIES 2012 saw the launch of the Band Baja Competition among media agencies and media companies. The Band Baja Awards showcased the best of musical talent among media agencies and media companies. The finalists performed at the EMVIES 2012 finale night on Sept. 3 at the Taj Lands End, Mumbai.

Pulp Strategy launches mobile app for its clients

Pulp Strategy launched a Layar based mobile app, available for Android and iphone users. This app adds digital content to printed media, adding a new dimension to experiential marketing campaigns. Pulp Strategy is integrating the app in their campaigns, and offers a white label solution wherein the app is named after the brand.

i9 Media launches rural marketing mag

India has its first rural marketing magazine, courtesy of i9 Media, to cater to the $500 billion Indian rural market. The magazine, Rural & Marketing, will provide factual, analytical and all inclusive information and insight on rural India.
The Commonwealth Games, the IIFA Awards, the Filmfare Awards, and those nationwide massive promotional campaigns that strive to shock, awe and impress; it is difficult to not stand up and take notice of such works. From elaborate setups and dazzling performances to celebrities and massive audiences, these events and campaigns create strong brand recall and garner considerable attention. The one thing that is common in all such grand events and campaigns is the budget behind it. Larger budgets give event agencies the opportunity to present activations on a large scale. The larger the budgets, the more elaborate and eye-catching campaigns can be made.

Sanjay Kaul, CEO, Impact Communications, told ExM that a “high decibel event or a loaded version of an activity will definitely have more impact on top of the mind of the target group so higher budget will play a role.” Siddhartha Chaturvedi, CEO, Event Crafter, also agrees that budget does play a part in creating the overall effect that a campaign envisions. “A plan can get elaborate in the aspects of scalability, technological innovation, creating multiple touch-points (reach), adding special elements like experiential involvement with the TG, iconic representation through opinion leader endorsements and integrated media. The bigger the budgets, the escalation of the plan and its variables find that much more scope.

Decoding small budget on-ground campaigns

While nobody can deny the fact that a large budget helps, but does a bigger budget necessarily mean a good BTL campaign? Can on-ground campaigns with a smaller budget have the same level of reach and impact? Many believe that there is more to success of a campaign than the budget, which is part of the whole package.

Agreeing to the importance of a large budget, Chaturvedi also added that “a bigger budget or a grander reach or vice-versa does not necessarily ensure that the generated response would result in giving the brand its numbers with regard to product endorsement or market share. It’s more to do with instant result generation while the
If the objectives of the campaign are defined and a model is devised that integrates instant result monitoring, the better would be the chances of the campaign really gaining the effect.

Chaturvedi also noted that a good idea has the ability to make or break a campaign. “The effect of a particular campaign inherently depends upon its ability to connect with the target audience and talk of end-user benefits. The big idea is what really matters. If the idea has the quality and content that can generate the results instantly, the overall effect of the campaign would be encouraging. The scale of reach in relation to a particular campaign needs innovation, breaking away from tradition formats and integrating digital media as an outreach tool are the call of the day.”

The cost factor

So, how expensive are on-ground campaigns? Can a figure be put to the average cost of a mall activation or a roadshow, are flash mobs more costly than product samplings? Unfortunately, given the various factors that are involved in on-ground activations, most industry players believe it is not possible to place a generalised average cost for any sort of BTL activity.

Aneil Deepak, Head of Idea, Planning & Creative, DDB MudraMax, told ExM the costing of an on-ground campaign is similar to an average approximate cost spent on a vacation, as the “costs vary by destination, type of hotel, number of people, travel options, etc.” Bansal was of the similar opinion, “Average cost of an on-ground promotion depends on a lot of strategic parameters such as selection of touch point, target group profiling and the engaging acts. It therefore keeps fluctuating from campaign to campaign. The mall rentals differ from one mall to another depending upon the quality and number of
promotion is being carried out (in terms of venue rentals), the geography (state, region, cities where the campaign runs – for the same campaign you’ll find yourself paying more in a particular geography and much lesser in another), cost of manpower, cost of production it all varies. The timing of the campaign is again a big factor; you’ll pay more to run a campaign on a special occasion or during the festive season as compared to the other days.”

Meanwhile, Pande is of the opinion that the only certain cost elements are the rentals, which depends on the venue, and license. “The other costs vary hugely with the idea that is being executed. The cost for each on ground promotion also varies with the elements on the list and the size/duration of the project. It can cost anything between 10K (street acts, product sampling, etc.) to 10 lakhs (exhibitions, roadshows, flash mobs, etc). Permission costs and venue rentals are usually elements that increase the cost of execution.”

Kaul also agreed that there is no standardization of cost per contact across various on-ground mediums or platforms. “For example sampling could be least expensive compared to an exhibition stall, similarly a mall activation could cost the client higher than a road show or a street play. Actually selection of such interception platforms or mediums is necessitated by client’s communication objectives and profile of target audience.”

Qualitative view

Given the fact that the average cost of on-ground promotional activations cannot be standardized due to the various factors that add or reduce to the total cost, the cost of campaigns are dependent on the idea, objective, target audience and reach. Having said that, a campaign’s quality is something cannot be compromised irrespective of the budget. So, can BTL campaigns be made cost effective, yet effective. Deepak believes that campaigns need to strike a balance of sorts when it comes to cost. “Cost effective doesn’t mean we end up in a 6x6 kiosk. Your consumer has options, why should he spend time with your brand! What’s the Return on Time that your experience will give him? It doesn’t have to be a luxurious setting, but it needn’t be a pauper’s palace either,” Deepak told ExM.

Besides finding a middle path, new innovative communication methods may also be a way to ensure campaigns remain cost effective and yet impactful. Chaturvedi believes “if we want to keep the campaign cost effective and yet ensure that the campaign’s quality and the overall effect are not compromised, we’ll have to find new ways to communicate. Gaining innovative insights and creating options that serve our purpose is the way to go. We are witnessing a surge in the integration of digital innovation and guerrilla marketing in the on-ground campaigns. The reason for such inclusions in the overall campaign plan is just for the reason that these mediums are really cost effective and have the potential of creating a substantial impact.” Sharing the same sentiment, Kaul told ExM: “Creative and out-of-box thinking is the simple answer. One can focus more on designing an activation that is more engaging than adding frills. Use of technology can also help reduce the costs and ensure uniformity in communication.”

Meanwhile, Bansal sees the effective use of consumer touch points as a way for brands to effectively reach out to consumers without splurging some big bucks. “The core objective of on-ground campaigns is to extend the brand to consumer and create relevance in his/her life. This can surely be done in cost effective manner with a focused strategy in mind.” He added: “A prospective consumer could be touched by the brand at many places; we call it consumer touch points. Selection of touch point helps in making the campaign cost effective without compromising on the quality. For example, a working executive in metro could be tapped at comparatively expensive touch point of mall whereas the same person could be touched with brand communication at toll plaza, corporate hubs which are comparatively less expensive places. Overall, it completely depends on the strategic route that a marketer is taking to reach to its consumer.”
**Factoring in the costs**

Being cost effective and yet effective in terms of quality is no easy task, especially since putting a number on the average cost of a BTL activity is not possible. Although cost figures are out of the question, there are factors that can cause the cost of a BTL activation to increase.

Bansal noted that cost factors vary from campaign to campaign. "If an on-ground activation program involves multiple permissions then it could be the most expensive factor in that campaign or if a campaign involves the latest technology to engage the target group, then that could be the most expensive factor," he added. "The expensive factors could be moulded in a manner to be positive for the brand and could be used for better reach if a strategy is at place."

Kaul believes that agencies having a thorough understanding and operational expertise can anticipate better and avoid unnecessary cost overheads. He advised that "in-house infrastructure or ability to do local sourcing can remove cost layers." Both Shah and Chaturvedi highlight that the most expensive factors are the most basic ones. While Shah lists mode of travel and manpower as the expensive factors, Chaturvedi lists manpower, venue rentals and licenses. "Manpower, a daily cost that goes into some thousands and varies with the quality of people used for a campaign. The venue rentals (malls charge a mammoth sum on a daily basis again for carrying out your promotions) and the countless permissions and licenses that you need to obtain before your campaigns actually gets the chance to go on-ground also makes a heavy dent in the entire costing of the campaign. We as an industry are still voicing our concerns and maybe one fine day we actually get to see an authoritative single window system in place that makes life easier for us."

Meanwhile, Pande believes that depending on the format of the campaign one can come across major expenses on elements like liasioning/permissions, venue rentals, etc. Both Pande and Deepak agree that the use of new and cutting edge technology can be an expensive factor to conventional promotions.

**Tying the shoe strings in the budget**

So, what things does one have to keep in check in order to ensure that a campaign remains cost effective? Kaul opines, "At times there are unavoidable cost heads and clients have to invest a basic minimum in an on-ground campaign. So, need is to maximize the interception numbers and minimize spill over." Deepak believes that campaigns should focus on the idea, "What’s the soul? Focus on cracking a good idea. Don’t get bogged down by the embellishments."

If a good idea is the soul of a campaign, how the idea is executed definitely takes the next highest priority. Bansal told ExM: "The most important thing in the business of on-ground activation is establishing consumer connect with the brand so an effective strategy needs to be put up first; rest all keeps changing. A consumer engagement platform that could be transported to multiple locations to cover maximum people saves a lot of money, an acquired technology extended to multiple platforms to attain wider reach increases the campaign reach altogether. Therefore, the focus should be to cater to maximum number of people with an activation property in order to increase return on investment which in turn will make the campaign cost effective. Economies of scale do work."

Meanwhile, Chaturvedi cautions about going overboard with manpower. "If the campaign can be handled and maintained by a given number of people, there is no point increasing the cost of the campaign by adding up more people for whatever support they are meant to provide." He also warned against stretching the duration of a campaign more than what it can actually give back in terms of results. "A balanced approach in terms of duration and out-reach needs to be established at the planning level itself. Increasing a fixed cost such as a promotional unit or additional set-up production eventually curtails
the overall cost if a campaign is looking at encompassing various touch-points as simultaneous promotions would ultimately give us the benefit of cutting down on the daily costs that we incur and would also lessen the cost of permissions and licenses.”

Putting both points – the idea and the execution strategy – together, Shah told ExM that once an agency forms an habit of calculating touch point costs on the basis of the idea, the concept will automatically get refined as they would be able to see various options. Citing an example, Shah said: “A shampoo brand did trial shampoos in a mall in Mumbai through an agency. The brand managers were very excited with the activity and happy also. I could see their excitement while they were sharing. The idea was good. I then made them calculate the entire cost of the activity and the number of shampoos done. The shampoo cost came to a whopping Rs. 600 plus per target customer. I then said, now look at the options. Immediately they jumped and said we could have done much more with this kind of per person money.”

Listing out some pointers that would help avoid unnecessary costs, Pande said: “Judicious selection of activation space/location, since the rentals in major cities is fairly steep. Aim for a modular set up, in case the activation is going to be a long running one. Consider a buy versus rent option for expensive rental equipment over longer periods. Use of expensive merchandise can be avoided.”

The techno effect

Among the various factors that can increase the cost of a BTL campaign, technology does have a role to play. With the world gone digital, online platforms play a significant role in engaging consumers for brands. There is also the use of 3D technology and augmented technology during on-ground campaigns to attract and enhance the experience of target audiences. While technology has its benefits for BTL campaigns, it does come with a price tag. However, can technology be used to help keep campaigns cost effective? The opinion is quite mixed.

Agreeing that digital and social media has come up in a big manner and it is positively affecting all businesses, Bansal said: “Digital media surely can help in making an on-ground activation cost effective. Digital and social media has the great power of virality which make the brand impression to multiply many folds thus increasing the return on investment. Currently, the online technology used in brand activations is a little on expensive side but with the growing demand and the power to engage target group will surely bring it down and make it amongst the cost effective means to reach through on-ground promotions.”

Chaturvedi believes that technology can make an immense impact since the addition of a digital aspect can turn a campaign into a mass out-reach program and helps create a cost-effective communication model which has the target audience staying informed and responsive on a daily basis. “The digital medium is a more controlled and impressive way to both educate and entertain your TG and thus a substantial brand benefit is created. Creating a digital platform would help the campaign cut down upon a number of value additions and parallel media integration and at the same time turn your campaign into a global event,” Chaturvedi told ExM.

Pande also agrees that digital can play an important role in keeping on-ground campaigns cost effective. “It can be effectively used to generate the pre-buzz about the activation thereby ensure good participation and visibility for the on-ground campaign. Depending on the activation, it can also be used effectively for amplification during the campaign using social media, etc. Lastly, it should be used to power a viral campaign based on the actual on-ground execution.”

Sanjay Kaul
CEO, Impact Communications

“At times there are unavoidable cost heads and clients have to invest a basic minimum in an on-ground campaign. So, need is to maximize the interception numbers and minimize spill over.”

Ganesh Pande
Partner, Collective Heads

“The core of a effective activation is a good and relevant idea. The first step to getting an activation right is to get the ideation right. Effect and reach are a function of the execution and therefore the budgets.”
Both Kaul and Shah strongly believe that technology can facilitate the reduction in cost of campaigns. “Use of mobile technology, social media and software can help reduce costs drastically. Agencies have already started doing interesting stuff with digital and we will see more innovation in this space in coming days,” Kaul told ExM. Meanwhile, Shah said: “Digital marketing

inclusion depends on the objective and TG. Yes, where ever digital media can be deployed, the touch point cost lowers down drastically.”

However, Deepak cautions that there are no guarantees that the addition of technology might lower the cost of a campaign or make it effective in terms of impact and that the success will depend on the idea. “There are no guarantees. People look for badge value before sharing stuff. If your idea has it, then you are giving it wings.”

Brands Speak

Bharti Airtel
Recently, telecom major Airtel conducted a small budget campaign called Airtel Lakshya which was the brand’s effort to reach out to the remote rural areas of Rajasthan. The proposed campaign was to run in the entire rural territory of Rajasthan covering six circles. Talking about the concept and impact of the campaign, Sudipto Chowdhury, CEO, Airtel Rajasthan, told ExM that the underlying idea was to reach out and penetrate the remote areas in Rajasthan where there is a potential market for Airtel’s products. He noted that the brand wanted the model to be self sufficient.

The campaign involved training unemployed locals who would then promote Airtel products on bikes in the local areas. The campaign provided these locals a minimum earning of about Rs. 4,000 per month, while increasing the brand’s reach into these markets. “Most bikes were self sufficient within the first two months of the campaign. Our cost was the fabrication for the bikes and the investment in the initial two-three months,” Chowdhury told ExM. “We started with 25 bikes and now have around 100 bikes promoting Airtel products.”

Talking about whether campaigns with small budgets can be effective in terms of reach and impact, Chowdhury believes that small budget campaigns involving one-to-one interactions with consumers are more effective, and the addition of local people to engage the potential consumers only enhances a campaign’s impact. “The important thing to remember is to make your budget work effectively,” said Chowdhury. Listing the aspects that a small budget campaign needs to have in order to be effective, Chowdhury highlighted that such campaigns need to have a mode of communication that is intensively engaging on a one-to-one basis with the target audience, and a 360 degree fulfilment of all consumer requirements at the venue itself.

Highlighting what campaigns need to avoid in order to remain cost effective, Chowdhury said that campaigns need to avoid unnecessary spending on ornamentation and fabrication to attract crowds and instead “should find ways to take the promotions to the people rather than expect them to come to you.” He also noted that campaigns “need to ensure that there is a closure mechanism at the venue itself.”

Tata Motors
Tata Motors recently conducted the Tata Magic Ramgarh Mein Magic campaign, which was a brand promotion done to promote Tata Magic with the target audience as a comfortable and reliable four wheeler for rural public transportation. The campaign used innovative communication mediums like a Bollywood style animated interactive movie
which communicated a range product features and technical aspects of Tata Magic.

Talking about the campaign, Harini Sivasankaran, Marketing Manager - SCV Passenger, Tata Motors, told ExM: “We spent less than Rs. 3 lakhs, one time cost on developing the communication tool that was used across the country. The tool was highly cost effective as it helped to reach large numbers, was highly engaging and resulted in generating good number of prospects.” She further elaborated: “While taking insights into our TG (auto drivers) it was revealed that they had a huge influence of Bollywood in their daily lives. So we developed an innovative tool for the campaign - An interactive animation capsule woven around a Bollywood theme. Our product story was communicated in an interesting manner thus resulted in high engagement hence was instant hit with TG.”

Taking about the effectiveness of small budget campaigns, Sivasankaran told ExM that “large budgets will definitely help achieve higher reach but not necessarily high impact. High impact can be achieved with low budgets too, provided the campaign invokes interest of the target group.” She believes that there is no thumb rule as to what elements need to be present in a cost effective campaign to make it effective and that each marketing campaign necessitates a different approach. “Product category, TG, geography, competition, etc., will primarily influence the campaign strategy, however to ensure cost-effectiveness one needs think differently. Digital intervention and use of technology can help reduce costs.” Speaking about what should be avoided in order to ensure that an overall campaign remains cost effective, Sivasankaran said: “Some basics, the campaign should not be cluttered with multiple activities and avoid spill over. Go for pilot prior to scale up.”

David and Goliath

Okay, it’s not exactly a David vs. Goliath scenario since it’s not a competition, but it is a David and Goliath story with a twist of lemon. While a large budget always makes it easy to conduct campaigns that are elaborate and glamorous, the impact, reach and success is not guaranteed. And, there is also that little matter of the massive moolah on the line. A campaign with a small budget can be as effective as a big ticket campaign, as long as one has a sound idea and execution strategy. From the macros like the mode of communication, the consumer touch points and digital aspects to the micors like manpower, venue and permissions, each aspect has to integrate in perfect harmony to ensure a campaign remains cost effective, without compromising on quality. The effort put behind every campaign is tremendous, irrespective of the budget, and it takes additional effort to ensure that the execution of an idea remains within a budget, especially if it’s small budget. After all, it’s about getting a bigger bang for your buck.
How many times do you see a defeated servicing person enter through your office doors or look at you with glazed eyes at an event, sigh and say, “Don’t shoot me, that’s the way THEY wanted it.”

Who is this THEY? At the client’s end, it is mostly an individual driving the project. The process normally begins with a junior, and we move up the ladder over weeks, only to find in the final meeting, that the head honcho wants something completely different. Something you had suggested in the first place. Good clients avoid this by having a meeting with all the key individuals in the room. In which case, from day one, you are off to a flying start. Insist on it if possible. You must have a voice in the room, for many believe that silent nods are the secret morse code of client servicing.

But if the Gods are truly not on your side, you may be faced with a committee. Don’t get me wrong; there are committees that work. But very often, I have found that they are a collection of stakeholders ready to drive a stake into your idea. A good committee commits to a decision; a bad one vacillates. A good one asks informed questions; a bad one often interrupts. A good one adds to your idea; a bad one distracts from it. I have recently been a part of a great working committee meeting. The brief was clear, the expectations were well laid out and we were empowered to make the right choices. I have also been to a few where we were asked why we needed steps to get onto a stage (It was a 6-foot high public stage), power backups (the location was remote and needed a dedicated power line), additional lighting (the event was for TV and face lighting was critical).

But this is not a complaint against committees. This is about the shift of power or the realization that very often, you are not given the power at all.

When you go to a bank, do you show them how to do banking? When you get into an aircraft, do you go into the cockpit and say, “here let me into the driving seat”? These are skills learnt over time, driven by process. And so are ours. But somehow, when it comes to our work, everyone believes there is a better way and they know it. Since the outcome impacts a mood or a sentiment, it is taken lightly.

“What are we domain experts on?” people often scoff and ask. Well, let me say, in the shifting world where the consumer is king and has multiple ways to show it, we are the ones who spend maximum time with them. We are the movers of serotonin. We are the jumper of pulses, we are the energy boost before a grueling day in the field, and we are the image makers that drive the sale. For in the business of live engagement, we spend most of our time not behind a desk conjuring up scenarios but handling live scenarios. We are the custodians of the consumer’s experience.

Then how can we relinquish control so quickly? On artists and inventory? On timelines and design? On manpower and quality? At some point, we need to be able to justify what we offer and explain the significance of the item being discussed.

Yet, we enter the room with the misplaced adage that the client is always right! And then you are left with the poor sound system, the artist who doesn’t work with the crowd, and the idea that they were so in love with and hate so quickly.

Remember, the client is not your customer, the audience is. They are the ultimate yardstick of judgment. In places where you do not know the internal customer, defer to the client and jointly form the strategy; you still know the medium better. In public events, show your understanding of the audience. Spend more time on your understanding of the consumer than on the playlist of the artist. Explain the power of technology in customer engagement instead of offering its cheapest available variant.

Wrestle back the power. We must be equals in the room. Or else, you can go back to looking with glazed eyes as the event unravels and say, “Don’t shoot me, THEY wanted it!”
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A unique BTL activation you would do to brand association with the Olympics

Roshan Abbas  
Managing Director, Encompass

The activation will be different for different clients. We need to find where the brand, the consumer and the sport intersect! For an oil and gas company client, we would have taken the Indian athletes taking part in the Olympics and measured their exercise routine on fuel bands and then pitted the common Indian to be as good as our Olympians. In essence, everyone appreciates the effort behind an Olympic champion. Imagine malls, schools, colleges, corporate houses contesting to be as good as Saina Nehwal, Mary Kom, Vijay Kumar, Vijender Singh! Our clients name would be used with the tagline: XXX fuels the spirit of every Indian Olympian.

For an audio company client, we would have taken sounds from the Olympics and our Indian Olympians when training and created a huge soundscape, one that people could hear across the country at activations and events. People would have to identify the sounds in the soundscape. The intrigue of the sounds would make this activation huge on social media and would be a contest as well. No better way of proving the audio quality of our client.

Anupam Bansal  
Executive Director, Liberty Group

We at Liberty provide innovative market solutions to sustain customer interest in our product portfolio. Liberty Group would like to partner with Olympics in India as an official footwear partner. The Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories throughout the world. As the official footwear arm of the event, we may look at providing customized sport shoes to all sportsmen. While engaging with sportsmen, we should have a larger focus on audience, and engage them to a more active lifestyle. We at Liberty will bring new perspective to sports and fitness by offering products designed with passion, wisdom and innovation.
Olympics is a proud moment for any country. The evoking feelings of patriotism would be abuzz if the Olympics would come to India and us being a society obsessed with 'Atithi Devo Bhava' we would perhaps be equally concerned about winning medals as much as keeping the city clean. Or, keeping traffic organised. While many marketers would try to out shout, Volvo cars would prefer to get the on-ground activation done in a Silent Performer.

The objective would be to enable spectators to reach venues on time. Volvo Cars would propose to have qualified, trained traffic marshals (wearing Volvo branded outfit) across the city at strategic points which will ease traffic flow. The fact is, traffic marshals currently are NOT the best equipped to ease traffic flow in India. So, we would have LED screens 1-2 kms before the toll plaza showing live traffic actions. Marshals would connect on walkie-talkie with each other and diversions would take place 500 meters before a bottle neck. The outcome would be pleasant feelings endowed by the brand. Volvo cars lives upto its expectations of being a responsible marquee.

With cricket being a sport that dwarves all other disciplines to the sidelines in India, it is extremely essential for the associated brand to create awareness and following for the event happening in India to gain mileage.

The concept of MEN IN BLUE – Create awareness about the various sports featuring in Olympics through a clutter-breaking road show. We portray cricketers promoting other sports to grab audience attention and imagination. So, we have talent dressed in Indian team cricket jerseys but carrying accessories like boxing gloves, football, tennis racquet, archery bow, etc., thereby highlighting the other sports. These men in blue will talk to the target audience about various sports and also distribute the branded Olympic games schedule cards. The road show will travel to various malls, colleges, hangouts and other high footfall locations and carry out disruptive activation at all these places while driving the brand communication forward.
Taking a brandview of Lakme Fashion Week

Volvo and DHL were co-sponsors, while Usha was the official partner and introduced Usha Talent Box this year.

By Dharm Patel

Kareena Kapoor with Pankaj & Nidhi Ahuja at the Grand Finale

The Lakme Fashion Week (LFW) is jointly organized by Lakme, a prominent cosmetics and beauty services brand in India, and IMG Reliance, a joint venture between IMG and Reliance Industries. LFW is organized twice every year, once during the summer and once during the winter season. The LFW Winter/Festive 2012 was held from Aug. 3 to Aug. 7 at Grand Hyatt Hotel, Mumbai. LFW has been conceived and created with a vision to ‘Redefine the future of fashion and integrate India into the global fashion world.’

With so many sponsors and brands presenting the LFW, this year ExM looked into three brands, their contributions and involvement in this prominent fashion week. Volvo and DHL were the co-sponsors, while Usha was the official partner since they had their new addition this year – Usha Talent Box.

Sewing up Talent Box at LFW

Usha is famous for its range of sewing machines and for providing creative sewing and design education to customers for over 75 years. Pan India, the company has a network of 2,500 sewing machine selling points, 60 company shops, 1,000 Usha sewing schools, and over 200 company promoters who provide free home sewing machine demonstrations and services. Given its long history of contribution in the field of sewing,
design and creativity; Usha associated as the official partner of the Lakme Fashion Week Winter/Festive 2012, and the official sponsor of the Lakme Fashion Week Talent Box, a forum that promotes young talent in the fashion industry. This is the first year that Usha was involved with the LFW. About 13 models walked the ramp at the Talent Box wearing designs of 18 designers.

Commenting on the association, Chhaya Shriram, Director, Usha International, said: “Usha is essentially promoting design and creativity through sewing, and Usha sewing machines allow for quality sewing, design and creativity which are essential requirements for designers, design students and the likes. We feel the association between Lakme Fashion Week and Usha is a natural synergy, which links together all constituencies of people who define exploration of creativity through sewing and design.”

A custom made fashion show ramp was created for Usha Talent Box. The ramp began with a large backdrop with the Usha Lakme Fashion Week logo unit, setting the stage for the Usha Talent Box. It showcased 18 emerging designers from across India including Isabelle Mittal, Sonaakshi Raaj, Felix Bendish, Ken Ferns, among others. Models like Samantha Singh, Anita Kumar, Chantelle Anderson, Arjita Roy, among others, walked the ramp. All Usha Talent Box shows were held at a time when there was no showing in the main LFW show area, thereby ensuring good audience and media participation.

Usha used the highly concentrated congregation point of LFW with regards to designers, assistant designers, design students, fashion followers, fashion editors, fashion publishers, fashion personalities and the likes to its advantage by having various experiential zones. The brand setup an around the clock installation of its high end Usha Janome computerized embroidery machine at the front entry point of LFW, with continuous live embroidery demonstrations – everyone could see and experience the wow factor of these machines.

Usha also put up an elaborate stall at LFW to represent Usha Janome sewing machines, with live demonstrations by sewing experts; a TV screen showing an animated film about the product; and a colorful mini version installation of the Usha Hab store with full display of sequins, ribbons, buttons, sewing accessories, sewing machines, along with an entire range of explanatory leaflets and fliers. The company held a detailed hour long workshop on its high end Usha Janome machine, targeted toward designers, design students and fashion enthusiasts at the Usha Talent Box venue. The brand also held an Usha – Lakme Fashion Week press conference which was attended by eminent designers such as Massabha Gupta, and emerging designers such as Felix Bendish. The press conference included a quick demonstration of the Usha Janome machines.

Essentially, the objective of Usha’s participation at the LFW was to inform designers, design students and the fashion industry in totality of Usha’s wide range of sewing machines. They also conducted a detailed survey of the captive audience of designers at LFW, with regards to designer requirements and usages with regards to Usha sewing machines. The results will help Usha address market issues more effectively.

Bringing icons together

‘Icons of Luxury’ is the coming together of two iconic brands – Volvo Cars and designer Ritu Beri. A heady mix of style and sophistication, Volvo Cars and Beri joined hands to redefine contemporary design with a collection inspired from the
IN FOCUS
quintessential fashion icon - Marilyn
Monroe. Celebrating the spirit of today’s
woman, Icons of Luxury brought to life
the Swedish carmaker’s ethos – ‘Designed
Around You’. It symbolizes luxury and
royalty, a close connection with Volvo’s
royal heritage with the Swedish Royal
Family. It mirrors Volvo’s perfect balance
between art and technology, beautifully
modeled designs which are strong and
gearied with latest technologies in the
luxury automaker’s beautiful set of wheels.
The vibrancy which Beri expressed at the
show is the modern Scandinavian avatar of
Volvo cars. Recreating the era of Marilyn
Monroe, Beri’s collection was dedicated
to the women of today who live a jet age
lifestyle. The show opened and closed with
super model, Jesse Randhawa. Volvo Cars
presented Icons of Luxury by Beri on the
inaugural day of LFW.

Volvo’s brand philosophy of
Designed Around You is in essence
putting people first and building safety,
quality, environment, Scandinavian design
and luxury around them. So, when IMG
Reliance gave Volvo the opportunity to
associate with the crème de la crème of
fashion platforms, the LFW, it was a very
simple decision for the brand to take.

Fashion as a platform has progressed in a desired manner from their perspective
and the company was looking at fashion as a strategic springboard to enhance the brand’s
equity among high net-worth individuals in India.

It was important for a Scandinavian luxury marquee to associate with an
international label and Beri’s styling sense reflected both the royal heritage and modern
cues which silhouettes the styling and comfort that Volvo cars express. Another strategic
reason for choosing Beri was her appeal with the modern affluent woman, who is a key
influencer in the purchase decision for luxury cars.

Volvo established its presence in India in 2007 and has since then worked intensively
to market the Swedish brand in the country. Volvo Cars currently markets products
through dealerships in New Delhi, Mumbai, Chandigarh, Coimbatore, Hyderabad, Chennai, Kochi and Pune. Volvo has made a significant impact internationally and in
India by winning several coveted awards for its design and style.

Beri’s collection featured the dazzling ‘Blu Jacket’ which craftily interweaves Volvo
Cars’ Scandinavian sophistication and Beri’s uber-chic craftwork. She has created the
jacket for the final winners from India to play at the World Final Volvo World Golf
Challenge 2012. The Blu Jacket is inspired by Volvo Car’s brand philosophy – Designed
Around You. The jacket is intrinsically simple without any unnecessary fussy details. Ritu
Beri chose the color blue from the Volvo logo and believes the color aptly reflects the
royal style of Volvo.

Describing how LFW helped leverage the brand, Sudeep Narayan, Director,
Marketing and PR, Volvo Auto India, said: “The response we got from Lakme Fashion
Week was very encouraging. For Volvo Cars, it is an ideal engagement activity with HNIs
in Mumbai, but from a PR perspective, the coverage is pan-India and we are taking this
forward with Ritu Beri to showcase her Icons of Luxury collection at all our showrooms
during the festive season. Thereby, our customers and prospects in the eight cities we
currently cover also get to see the collection and interact with the designer. During
August, we are also doing a co-promotion across 40+ Lakme Salons that are company
owned wherein one lucky winner gets an evening dress designed by Ritu Beri. This is our
first foray into fashion and we have, from a marketing standpoint, achieved quite a lot. As
the Volvo Marquee makes further inroads into fashion, you will see many more initiatives
pre-show, during the show, and post-show being executed.”

Sudeep Narayan
Marketing and PR Director,
Volvo Auto India

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Icons of Luxury, presented by Volvo, designed by Ritu Beri

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“DHL has been servicing the fashion, textile and apparel industry for over three decades now and our customers include both large retail groups with complex distribution requirements as well as small independent fashion boutiques.”

Logistical partnership

DHL Express has been associated with LFW for the last six years. The partnership showcases DHL’s commitment and expertise to the fashion and apparels fraternity.

Commenting about the association, R. S. Subramanian, Country Manager, India, DHL Express, said: “DHL has been servicing the fashion, textile and apparel industry for over three decades now and our customers include both large retail groups with complex distribution requirements as well as small, independent fashion boutiques requiring a one-off service. Within this partnership DHL positions itself as the leading logistics company for the fashion industry – providing speedy customized logistics solutions to meet the demands of the sector. For the 2012 Lakme Fashion Week Winter/Festive Season, DHL presented young and creative designers Shivan and Narresh and Swapnil Shinde who unveiled an exclusive collection on DHL’s brand value of ‘SPEED.’ In the past, DHL has also presented designers Little Shilpa, Narendra Kumar, Kallol Dutta at LFW.”

DHL’s association with LFW is part of the global sponsorship that DHL has with IMG fashion weeks around the world in 14 cities, including Berlin, Paris, Milan, London, New York City, Tokyo, Zurich, Mexico City, Moscow, Toronto, Istanbul, Miami, Sydney and Mumbai.”

DHL is the official logistics partner for 30 fashion weeks which means in a year they bring one fashion week event every two weeks. With an international network spanning 220 countries and territories, DHL provides smooth logistics solutions from material purchasing to sampling, to quality control, warehousing and direct delivery to retailers and boutiques across the globe. Since most garment production is concentrated in Asia and Eastern Europe, complex international shipping instructions and customs regulations have to be complied with, and this is DHL’s expertise.

Overall, it was yet another fine show by the designers and models. Brands like VEEV, TRESemme, Blender’s Pride, Forever Jewellery, among others, presented various collections. Himalayan and Gen Next Designers also participated. LFW also celebrated Indian Textile Day with knowledge sharing workshops. This year saw LFW pave the way for new talent as well. The grand finale saw the actor Kareena Kapoor walk the ramp for sensational collections by Kallol Dutta and Pankaj-Nidhi.
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Battle of the DJs at Red Bull Thre3style

The global DJ contest completed its Indian leg in August with an intensive focus on quality of participants.

By Dharm Patel

Red Bull’s global annual property, Thre3style, partnered with Submerge for the Indian leg of the world series. Taking place in 21 countries around the world, this DJ contest is all about celebrating innovation behind the decks, with DJs battling for a place at the 2012 Red Bull Thre3style International Final to be held in Chicago in September.

The contest began three years ago as a Tuesday night experiment at a small club in Canada and has evolved today into an international competition, with India, the USA, Brazil, Netherlands, Australia, Bolivia, Jamaica, Argentina, Azerbaijan, Chile, Canada, Colombia, Japan, Egypt, New Zealand, Paraguay, South Korea, Russia, Poland, South Africa and Spain taking part. It started earlier this year, with the Indian leg taking place in August.

Red Bull Thre3style is a contest that focuses on party-rocking skills and is guaranteed to send the international DJing scene spinning like a record on a turntable. Contesting DJs must play a set no longer or shorter than 15 minutes and must incorporate three different styles of music, irrespective of the genre. The DJs are judged on their track selection, technical skills, creativity, stage presence, audience response and most importantly their ability to bring the house down.

All participants are judged by a panel of professional party starting DJs with much experience in the industry. And, while technical ability is very important, if a DJ cannot rock the house and get the dance floor rolling, they don’t stand a chance of winning the Red Bull Thre3style competition. Red Bull Thre3style is a contest that inspires not only the guy with the records, but the audience, who want to see more tricks, more drops, more scratching, making it a competition like no other.

The world finals will be held in September in Chicago and promises five consecutive nights of euphoria as 21 of the world’s best record spinners go head to head to vie for the Red Bull Thre3style crown. The road to Chicago is not an easy one, with two rounds of qualifiers – regional and national. Chicago, a city immersed in musical legend, where masters of blues, house and hip hop have tread, makes it the perfect city for the global stage. Last year’s finals were in Vancouver, where India was represented by Kolkata’s DJ Dippy.
Commenting on the event, a spokesperson from Red Bull India said: “Red Bull Thre3Style underlines the fun loving aspect of Red Bull while also working with the DJ community to give a platform to upcoming DJs to take things to the next level, including going overseas to compete with some of the winners from the national Red Bull Thre3Style events across the world. Our venue partners provided the perfect platforms to host the city events successfully. The nature and choice of the tracks changed from country to country, but the set up and the rules remained the same across the world. Modifications and adjustments were made to accommodate the preferences of the venue partners, but apart from that most of the set up remained the same. The goal for Red Bull India was to activate the relevant DJ community which was achieved through a partnership with EDM experts Submerge. Red Bull Thre3Style is about working out the best mix of three genres of music within the space of 15 minutes with a primary aim to get everybody in the party moving. This aspect makes it different from other DJ contests. This is an event based on finding and rewarding the one DJ who’ll get everybody on to the dance floor and keep them there.”

Howdy Partner

This year, Red Bull has partnered with Submerge to help shortlist the DJs for the city qualifiers. Submerge executed the event with regards to choosing the judging talent, conducting the short listing process and managing the participants on-ground. Speaking about their association with the event, Arnold Wilson, Marketing, Business Development & Operations, Submerge Entertainment, said: “We’ve carefully chosen headlining acts and judges that would understand all aspects of being a DJ who is eventually supposed to bring the house down/rock the club. This time we’ve added one more level to the property by including a ‘call for entries’ level. This enabled everyone to participate in Red Bull Thre3Style from across the country, thus giving every budding DJ the opportunity to represent India at the Chicago finals. The ‘call for entries’ process was also monitored by extremely experienced DJs from the industry.”

DJs were asked to register and send their entries (mixtapes) to Submerge by July 28, post which, they were selected on the basis of the overall quality of their submissions. About 60 entries came in through the various regions. They were shortlisted for the final eight entries from each of the four cities. These eight DJs were called for the regional finals which took place in Mumbai at F-Mumba on Aug. 8, Delhi at Jynxx on Aug. 22, Kolkata at Plush on Aug. 18 and Bangalore at Love Shack on Aug. 12. Entries were
IN FOCUS

received from Goa, Pune, Chennai, Ahmedabad, Indore, Jaipur, Hyderabad and other cities as well.

Participants from Mumbai were judged by Nawed Khan, Bangalore by Vachan Chinapa, Kolkata by Sanjay Dutta, and New Delhi by Ash Roy, founding member of Jalebee Cartel. The national finals will be judged by Nikhil Chinapa and DJ Pearl. Last year saw the competition going to six cities, as compared to four this year. Commenting on the same, the Red Bull spokesperson said: “This year, the number of cities was reduced to focus on the quality of DJs and enhance the experience of the consumers. So, the big change from 2011 has been the change in the level of competition and hopefully, the enjoyment of the party people.”

Setting the groove

The event flow was pretty much the same for every city. The evening would start with the resident DJ of the club playing a groovy set for approximately an hour, post which Shweta Salve, the host for Red Bull Thre3style, would brief everyone about the contest, gratification, rules and introduce the judges. During the day, slots were chosen and, as per that format, the first contestant would start with a 15 minute clock put on screens, monitors and LED walls wherever possible. As the first contestant reaches the end of his 15 minutes, he would be informed as well as the next contestant would be signalled to setup his equipment on the adjacent console. Post the eight contestants, the headlining act who was also one of the judges would take over for a short tight set. By the end of the night, scores were tallied and a winner was announced by Shweta Salve and the judges.

The event promotions were being led through PR and social media. The competition also worked with DJ networks and connected with several core communities, including Submerge. It was promoted through Submerge and Red Bull’s digital presence like their own websites, Facebook pages and Twitter handles. A strong PR campaign along with newsletters and forum discussions was also part of the promotions. All the clubs/venues involved with the property were also involved with driving footfalls for the event.

Arnold Wilson
Marketing, Business Development & Operations, Submerge Entertainment

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McDowell’s No.1 KWC brings friendship element to second edition

An addition to this year is the group of friends contest, which promises to build new ties and strengthen old bonds of camaraderie.

By Parita Modi

With the nation conducting fashionable karaoke nights across pubs and restaurants in cities, karaoke has truly arrived and made its presence felt in the Indian entertainment space. The interactive music box has been an instant hit with the Indian audience and is being used as a mandatory tool, promising enjoyable times.

Truly global!

Keeping up with the same rhythm is the Karaoke World Championship, which is considered as one of the most prestigious karaoke events of the world, bringing together music lovers from across 30 countries. An annual fete since 2003, Karaoke World Championship has constantly delivered aspiring singers with a global platform to showcase their talent and to give the crowd an unforgettable experience. The Karaoke World Championship member countries include Spain, China, Australia, Austria, the UK, the USA, Canada, Finland, Germany and many more, with the host country being Finland, where the grand global finale is slated to be conducted.

The core program of the Karaoke World Championships 2012 will be held from Nov. 28 to Dec. 1 at Holiday Club Saimaa in Lappeenranta, Finland. The Indian edition of the competition, which is sponsored by McDowell’s No.1 and Nokia Lumia, will help scout talent possibilities across the nation, choosing two finalists, male and female, as Indian representatives for the grand finale. McDowell’s No.1 Karaoke World Championship is co-produced by Nash Events and Savio D’Sa, a prominent Karaoke Jockey who has been instrumental in changing the face of karaoke in India.

Let the trials begin

The contest format is split into four levels viz. venue trials, venue trial finale, zonal Finale and the Indian Finale, with contestants climbing up the ladder in the same order. The venue trials, which began on June 18, is taking place at the grass root level where the sessions are being conducted at partner outlets in cities like NCR, Chandigarh, Kolkata, Shillong, Jaipur, Guwahati, Patna, Indore, Hyderabad, Bangalore, Chennai, Mumbai, Pune, Nagpur and Goa. The jury consists of acclaimed celebrities and professional singers who will judge the participants based on their singing ability, showmanship, stage presence and originality. The auditions will culminate in the month of September with the top 24 zonal finalists competing for the coveted title of India’s Karaoke World Champion 2012 at the Indian

Lalit Kewalramani
Director,
Nash Events

“The giant leap that this platform offers, from the local bar to Finland, is one that should not be missed.”
Grand Finale on Oct. 7 at Canvas, Mumbai.

Speaking about the initiative, Lalit Kewalramani, Director, Nash Events, said: “The challenging aspect of the entire execution was to cover over 150 trials in 15 cities across 30 venues and manage them according to the pre-decided schedule without any disruptions. McDowell’s No. 1 Karaoke World Championship is a great chance for amateurs to display their talent on an international level. The giant leap that this platform offers, from the local bar to Finland, is one that should not be missed.”

Recently appointed McDowell’s brand ambassadors, Farhan Akhtar, VJ Purab Kohli, Cyrus Sahukar and Meiyang Chang, will be actively involved in this event. Chang will also judge the contestants, along with local judges in different cities across the country. Commenting on the recent growth observed in karaoke’s popularity, Savio D’Sa, Co-Producer of Karaoke World Championship Indian Trials, said: “As a die-hard fanatic of karaoke, I have observed that there is immense potential in India on the western music front that has extremely minimal platforms where this generation can showcase their talent. Karaoke World Championship Indian Trials is that platform for these aspiring stars. Karaoke has emerged over the past decade to be India’s most rejuvenating and socializing form of entertainment in bars and clubs. You will see the most common faces that trail the Karaoke Nights which makes the atmosphere more familiar, friendly and homely. With my experience of hosting karaoke since 2002, the remarkable feature is that the glass cracking singers get the loudest round of applause and it’s their sporting spirit and come back that makes Karaoke Nights more fun.”

The newbie

This year, a special group of friends round sponsored by United Spirits Ltd., has been organized. The qualification process for this group karaoke performance will be the same as that for the remaining McDowell’s No. 1 Karaoke World Championship participants. The group of four friends will move from the venue trials to the grand finale shooting out their best performances. The winning team from the Indian finale will be awarded with a paid trip to Finland where they will cheer the Karaoke World Championship Indian winners.

Dosti ka No. 1 platform

Title sponsor, McDowell’s No. 1, considers Karaoke World Championship as the ideal opportunity for friends to get together, celebrate and rejoice the karaoke experience. To provide the aspirants with a global stage to perform and make India proud is one of the primary targets of McDowell’s No. 1.

Speaking about the new addition, John Mathew, AVP, Marketing, United Spirits Ltd., said: “McDowell’s No 1 represents the social aspirations of today’s youth who value and cherish friendship and believe in spending quality time with their friends. Thus, as part of our on going initiative to build and create unique platforms for our customers, which would allow them to celebrate the spirit of friendship, McDowell’s No. 1 Karaoke Friendzy emerged.”

He also added: “The property is an extension to some of the biggest and most successful activations done by Mc Dowell’s which have brought alive the promise of Dosti Ka No 1 Spirit. While this is a first of its kind platform, the brand has been successfully doing multi city musicals with Bryan Adams, Enrique, and Bollywood music directors like Shankar, Ehsaan and Loy, Vishal and Shekhar. Through this activity, we are alleviating the connect between Dosti Ka No.1 Spirit and the spirit of friendship which is synonymous with karaoke. McDowell’s No. 1 Karaoke World Championship is a platform for friends

On-going auditions for McDowell’s No.1 Karaoke World Championship
to get together, have fun and karaoke and get a chance to be a part of Karaoke World Championship.”

**Powered by Nokia Lumia**

Along with title sponsor McDowell’s No 1, Nokia Lumia is the event sponsor for McDowell’s No 1 Karaoke World Championship India. With the competition being a great platform for connecting people from all walks of life, Nokia believes in the opportunity the show gives to aspiring singers and enthusiasts who are beckoned to participate irrespective of their professional training history.

Commenting on the association with this initiative, Viral Oza, Director-Marketing, Nokia India, said: “Nokia has constantly endeavoured to deliver newer and unique ways of enabling young people to stay connected and keep their bonds alive. With Nokia Lumia, we have always tried to create amazing and exciting moments for our consumers, especially the youth. The partnership with Karaoke World Championship is a very natural offshoot of our belief that music has the magic to connect people across diverse genres and create amazing moments in everyday life. What better way to celebrate this spirit than coming together over this championship. For us, associations go beyond just mere sponsorship opportunities, it’s about seamlessly blending into, and heightening the experience offered by the core property. Thus, the zonal finals and the grand finale of the Indian chapter of the Karaoke World Championship will actually see contestants competing one round selecting and singing songs from our karaoke collection from the Nokia Music Store using the Nokia Lumia 900.”

He further added: “The championship enables music aficionados to experience the diverse collection of over 45 lakh songs across 26 genres from the Nokia Music Store using the Nokia Lumina range of devices and our karaoke app. The association with Karaoke World Championship provides us the perfect platform to reach out to music lovers with our offering of DRM free music which means you can share, transfer or set any song as a ringtone – absolutely free of cost.”

**The winner takes all**

Winners of the Indian leg of the Karaoke World Championship will win Rs. 18 lakh worth of prizes. They will also be awarded with an all expense paid trip to Finland where they will be given the opportunity to represent India in the Karaoke World Championship finals. This will be accompanied by goodies from McDowell’s No. 1 and Roland, the associate partner. A McDowell’s No 1 Karaoke World Championship 2012 Indian Championship Trophy and certificate will be handed over to the winning contestants. The qualifiers will be given gift hampers from McDowell’s No. 1, along with trophies and certificates. With something for everyone, McDowell’s No. 1 Karaoke World Championship promises good times, great talent and a grand experience.
The Wedding Design Co. partners with DLF Emporio for The Wedding Atelier 2012

The second chapter of the wedding showcase took place from Aug. 24 to 26 at DLF Emporio.

By Parita Modi

The setup and decorations at The Wedding Atelier

The Wedding Design Co. and DLF Emporio came together to organise the second chapter of The Wedding Atelier at the DLF Emporio in Delhi from Aug. 24 to 26. The idea was to showcase various indulgences that make the wedding preparations and the wedding day extraordinary. The aim of the wedding showcase was to reach a larger market with wedding management services which include design, logistics, hospitality, gifting and packaging, etc.

Talking about the event, Vandana Mohan, Managing Director, The Wedding Design Co., said: “It was a great experience as this was the first time that The Wedding Design Company hosted The Wedding Atelier in collaboration with a partner, DLF Emporio. The event scale was larger since it was hosted at The Emporio, a popular destination for all wedding shopping.”

This year, The Wedding Atelier witnessed the introduction of The WDC Pop Up store, a retail platform for various design creations by The Wedding Design Co. The idea was to take it online and offer products from décor elements to flowers, cushions, props, etc. On display were wedding cakes and hampers from The Oberoi Patisserie & Delicatessen, floral jewellery and mehndi. Make-up artist Vipul Bhagat showcased bridal make up. The event saw sessions by experts from the wedding industry like Vandana Mohan, Rohit Bal and Vipul Bhagat.

There was a special showcase called ‘Rarest of Rare’ and participating were various in-house Indian designers and international brands offering bespoke wedding trousseau to exquisite jewellery. Commenting about the setup, Mohan said: “As a design team, we proposed a floral theme and worked together with an international floral designer, Rob Van Helden, to create a magnificent installation in shades of green and white.”

Ms. Dinaz Madhukar
Vice President,
DLF Emporio

“The Wedding Atelier had a very positive feedback from both our tenants and our customers. The tenants benefited from higher footfalls and sales in their respective stores from a fresh customer base. While our customers benefited from an experience of a lifetime, where to be weds got creative and exciting ideas for their wedding planning.”
Commenting on the wedding exposition, Dinaz Madhukar, VP, DLF Emporio, said: “The Wedding Atelier was a majestic wedding exposition that amalgamated the sensuality and grandeur of the Indian wedding. Consulting at the exhibition were widely renowned wedding experts including internationally celebrated floral designer Rob Van Helden, expert makeup artist Vipul Bhagat, bespoke wedding cakes from the Oberoi Patisserie among others…and of course complete wedding planning services by WDC. Therefore creating the perfect one stop destination, where one would find everything one needs for their wedding. The Wedding Atelier had a very positive feedback from both our tenants and our customers. The tenants benefited from higher footfalls and sales in their respective stores from a fresh customer base. While our customers benefited from an experience of a lifetime, where to be weds got creative and exciting ideas for their wedding planning.”

Talking about the partnership between The Wedding Design Co. and DLF Emporio, Mohan said: “DLF Emporio houses the most number of international brands, and top Indian couturiers and designers. It has become a popular destination for people looking at shopping for their weddings. With, The Wedding Design Company, being a leader in wedding design and planning, the partnership seemed like a good fit. No wedding shopping list is complete without exquisite designer wear or accessories and DLF Emporio being a host to the best in the field, the association was logical.”

The Wedding Design Co. and DLF Emporio created awareness about the event on a pan India level. Advertisements about the event were placed in various mainline newspapers in cities across the country a week before the event. Social media was also significantly leveraged as a platform to promote the event to the target audience. Commenting on the attendance, Mohan said: “We aimed at attracting anyone that was looking at getting married in the coming year or has a wedding in their family in the near future. We had curious visitors that were collecting information with a long term plan. On the first day there were about 8,000 attendees and over the weekend the number went up to 10,000.”

Vandana Mohan
Managing Director,
The Wedding Design Company and Backstage Productions

“It was a great experience as this was the first time that The Wedding Design Company hosted The Wedding Atelier in collaboration with a partner, DLF Emporio. The event scale was larger since it was hosted at The Emporio, a popular destination for all wedding shopping.”
“A change in name, but Max Life is still the same”

Max Life Insurance is a joint venture between Max India Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max India is a leading Indian multi-business corporate, while Mitsui Sumitomo Insurance is a member of MS&AD Insurance Group, which is currently amongst the top 10 general insurers in the world. Max Life Insurance offers comprehensive life insurance and retirement solutions for long-term savings and protection to over 30 lakh customers through a diversified distribution network spread across more than 1,000 cities. The distribution is based on three pillars – agency distribution, bancassurance and partnership distribution. In the financial year 2011-12, Max Life Insurance ranked fourth among private life insurers with a market share of 8.6 per cent.

In a conversation with ExM, Anisha Motwani, Director and Chief Marketing Officer, Max Life Insurance, discussed Max Life’s change in brand identity and the journey up ahead.

What strategy has been taken up to market the new brand identity, Max Life Insurance?

Our business and long-term strategy will remain the same, which has been designed to communicate two key messages – reassure and reaffirm. We reassure our customers that everything is just the same for them – no change in their policies, no change in our processes or our manner of working, and no change in the people they deal with; and reaffirm our commitment to continue to excel and strive to become the most admired life insurance company in India.

We will continue to strengthen our key differentiators of quality agency distribution, diversified distribution model, products to drive long-term savings and protection, customer centric approach to business to ensure high customer retention visible in conservation ratio/persistency while improving efficiency and productivity for a sustainable profitable growth.

How does the new identity differ from Max New York Life?

In the past, Max India had a joint venture with New York Life. Their stake has now been bought by Mitsui Sumitomo Insurance, a member of MS & AD Group, which is among the leading general insurers in the world. The new identity is borne out of the strong, 25-year old heritage of “Max” brand. Max India Ltd. is a multi-business corporate with a strong history of entrepreneurship that is driven by the vision to create service excellence in its businesses.

What kind of on-ground promotions are being done to promote the new

Anisha Motwani
Director and Chief Marketing Officer,
Max Life Insurance
identity to the target customers?

The most visible and long-term on-ground property is our company’s office signage. Our spread of 209 offices across the country translates into strong visibility of the new identity. In addition, we have placed 1 lakh ‘No parking’ boards in 40 cities and RWA branding in 36 cities with the new branding.

All our agents, advisors and corporate distribution partners have been fully informed and engaged throughout our transition journey and have been trained to address any query regarding the change from customers or prospects. They have been equipped with new business cards, revamped guide books, training manuals, and an agent portal, along with a new corporate brochure that reflects the company’s philosophy.

What kind of a strategy is the brand adopting to change the consumers recognition from the old logo to the new one?

A host of initiatives have been actioned to make consumers aware of the new identity, starting with a national TV campaign that carries forward our strong brand equity by continuing the ‘Aapke Sachche Advisor’ series of ads with a new story. The signoff clearly drives home the message of reassurance “Wohi company, wohi log, wohi bharosa, bas pechaan nayi”.

Personalized communication has also been sent out to all our active customers via letters, emails and SMS, informing them about the change and communicating our ‘reaffirm’ and ‘reassure’ messages. All customer-facing collateral has been redesigned; such as policy packs, IT applications, renewal letters, and premium reminders.

We also have a dedicated call center, where all the executives have been trained to handle any query that comes to them related to this change; while our website seeks to inform and educate with a special message from the CEO, a comprehensive list of FAQs to refer to, and engaging videos.

What strategy is Max Life adopting to maintain and grow its brand position?

We strongly believe that growth will happen as long as we stay the course on our strategy - that of providing long-term savings and protection to customers through our comprehensive life insurance and retirement solutions. We will continue to be financially stable, backed with an able and experienced investment team, and follow our customer-centric approach model that is focused on advice based sales and quality service.
A little over a month ago, in keeping with the complete restructuring of its businesses, Percept Ltd. announced the launch of Percept Live, a new global entertainment venture with a capital outlay of Rs. 200 crores. This investment will be used in creating innovative intellectual properties (IPs) with global appeal as well as scaling up of existing IPs.

The Percept Live business includes all the IPs created and owned by the Percept Group. Some of the renowned IPs owned by Percept Ltd. include Sunburn, Fight Nights, Bollywood Live, Lost Music Festival, Fan Football Championship, Champions of the World, and Windsong Music Festival.

Manuj Agarwal returned to Percept to don the role of CEO of Percept Live. He is responsible for providing strategic direction to Percept’s IP business.

In a conversation with ExM, Manuj Agarwal, discusses the new venture, what it means for Percept and the existing IPs, and the future direction.

**What kind of impact, is the corporate restructuring going to have on Percept’s existing IPs?**

The restructuring will help us consolidate all existing IPs under one roof and have a special team of people with ground level expertise in conceptualizing and executing these IPs. This will help the IPs to constantly evolve and introduce newer contemporary elements every time. There is constant erosion in dynamics change and growth in the entertainment and media industry, and this specialized vertical would enable Percept Live to bring greater focus, synergy, efficiencies and diversity in its service offerings. It will also help us explore a seamless partnership with the existing and old business associates from the Percept IMC stable, as our national and international IPs will offer them interesting avenues to connect with their audiences.

**What is the objective of putting all of Percept’s IPs under Percept Live?**
The major idea of combining all the IPs under Percept Live is to restructure its entertainment, content and services businesses. The Percept Live business will include all the IPs created and owned by the Percept Group - including IPs in the live entertainment, sports, celebrity management, digital, and media space. The Indian media and entertainment sector has witnessed rapid expansion in the past decade and is set to grow at a phenomenal compounded annual growth rate of 15 per cent per annum over the next five years to reach Rs. 1.5 trillion by 2016. The whole idea was to launch a dedicated vertical with a specialized team to cater to this high growth domain. The focus of this vertical is twofold - to strengthen and evolve the existing IPs in India and replicate them globally; and to introduce more IPs and also explore options of replicating, partnering and acquiring existing and newer IPs globally.

What strategies do you plan to employ to grow the existing IPs and develop and launch new ones?

We are very focused on our roadmap for this vertical. We will operate only in the following sectors - the live entertainment, sports, celebrity management, digital, and media space. After successfully executing Sunburn in Goa for four years, early this year, we held Sunburn in Mumbai. In October, we are organizing Sunburn in Colombo, Sri Lanka and New Delhi for the first time. We have already acquired rights for Sunburn to be held in Jakarta, Russia, Mexico, and Dubai, and discussions are in various stages for the same to be executed there very soon.

After an exciting series of Fight Nights in Pune, New Delhi, and Raipur, we are looking to replicate Fight Night in Dubai, the UK, South Asia, and South Africa from early next year. We will take lead boxers from India to participate in these bouts. The second edition of Champions of the World, our other IP which we introduced during the last World Cup with winning captains coming together, will be executed in March 2013, at the end of 100 years of completion of Indian cinema, where we will have prolific filmmakers and film stars from the world of cinema coming together to celebrate and commemorate the same.

We will also extend Champions of the World to other sports like cricket and boxing, as well as to the areas of entertainment and music. After a successful stint of Bollywood Live in Pune, we are planning to take it to Las Vegas, Macau, Singapore, etc., wherein it will be a live show of Bollywood dance and music for the discerning audiences.

IPs are becoming the next ‘it’ thing. Over the next few years, where does Percept Live intend to position itself in India and internationally?

IPs are definitely in a buoyant phase. Though there have been existing IPs in the market, they have not been able to constantly adapt and evolve to cater to the discerning audiences in their subsequent editions. Percept has been in the business of ideas for more than two decades and IP is only an extension of our creative output which we have been mastering and delivering to all our clients. Every edition of Sunburn is different from the earlier ones, be it in the ambience, the theme, the talent line-up, or anything else. The same has been the case with our Fight Nights. We strongly believe in offering entertainment in a tailor-made package to our consumers. Within the next five years, we plan to be the biggest IP creators in India and the fifth largest internationally.
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This beauty queen has communicated her presence and grabbed your attention through various mediums, be it scorching the runways with her oomph, or being the girl next door in the TV spot, or as the voice that mesmerized you at an event.

Rupali Suri, the Gladrag's Megamodel Hunt winner, has dabbled in all spaces to create a niche for herself appearing in print campaigns, television commercials, and features. She is a name to reckon with in the world of live anchoring, and has hosted big tickets shows to top end corporate events.

Model, Anchor, Actor. She flits through all her passions with great success.

Rupali Suri
Anchor

E: surirupali07@gmail.com | M: +91 98204 02063 | W: www.rupalisuri.com
Arunima Bhattacharya is a live performer who has appeared on popular music reality shows such as Sa Re Ga Ma and FameX. A versatile singer who can sing anything from latest Bollywood chartbusters to soulful Ghazal classics.

Some of the corporate brands whose events have been spiced up by Arunima’s performance include Reliance, Asian Paints, Pantaloons, Kurl-On, Idea Mobile, Future Group, JayPee Group and several other top Indian and Foreign companies.

Arunima is also the lead vocalist of ‘SUR’, a fusion band that plays Indian folk songs with a blend of jazz, funk and ethnic Indian sounds. They recently enthralled the audience at Blue Frog with their high energy performance and unique sound.

Watch Arunima’s popular videos ‘Yara sili sili’ and ‘Kinna Sona’ on youtube.

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Naveen Kumar
Is the main flautist for the leading film composers in India including Oscar winner, AR Rahman.

Bandish Projekt
Resonates the musicality of Mayur Narvekar - composer, producer, DJ, remixer, performer and multi-instrumentalist.

Vivek Rajagopalan
Combining Carnatic, Hindustani, jazz, folk, electronic and drum-n-bass, Vivek creates sounds that are edgy & international.

Voctronica
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shibani kashyap
PLAYBACK SINGER | PERFORMER

Hansika: +91 98205 32855 | hansika@angelproductions.in | Mamta: +91 98101 23774 | info@shibanikashyap.com
Lawman Pg3 Asian Super Model

Asian Super Model 2012, a leading model hunt conducted annually in China, was partnered by The Ramp in collaboration with China Bentley Cultural Development Beijing. The Indian edition of the Lawman Pg3 Asian Super Model contest took place on Aug. 3 at Hotel The Grand, Delhi. The Asian grand finale will take place in China in September.

Life Ok celebrates Azaadi

In honour of Independence day, Cineyug Worldwide executed an “Azaadi event” for Star Network’s Life Ok channel at RK Studio in Chembur, Mumbai. Cineyug was responsible for directing, managing and executing the event. The event centred around independence - both the pre- and post-independence periods.
Royal Stag IQuation Corporate Cup Quiz 2012

The Royal Stag IQuation Corporate Cup Quiz 2012, a corporate quiz on business and lifestyle, was held at ITC Sonar Kolkata on Aug. 10. The quiz was produced and executed by EMG Events, incorporating the spirit of Olympic fever. The quiz was introduced in 1999 by EMG Events, and has since been organised in Delhi and Kolkata. The quiz saw participation from 29 corporate teams. The Delhi leg will take place at Taj Vivanta in September.

Red Bull Flight Club

Red Bull’s international dance property, Flight Club, was launched in India for the first time, in association with Submerge. The property involves gigs in Europe and, as part of the dance property, two international DJs - Hayley Parsons and Paul Hamilton - and an Indian DJ - Nawed Khan - performed on Aug. 3 at Royalty, Mumbai. Around 600 people attended the event.
Unleash the power of Style

Unleash The Power Of Style, a fashion show with attire designed by Beena Kannan, MD of Seematti Silk, was executed by Razmindz Experiential Communications & Entertainment at Le Meridien Hotel, Cochin, on Aug. 9. Presented by Mercedes Benz, the show was powered by Rajasree Motors. The fashion show witnessed attendance by about 900 people, who were mainly selected customers of Seematti Silk and Rajasree Motors.
Sound of the Soul
Krishnendu Sen, in association with singer Saapna Mukerjee, and Fiery Tiger Production organised ‘Sound of The Soul’ on Aug. 21 at St. Andrews in Bandra, Mumbai. This by-invitation-only musical event was executed by Cineyug Media & Entertainment. 800 people, consisting of clients and friends, attended the event. The sound solutions for the event was provided by Creative Audio Solutions and lights by Jagmag Electronics.

Nitya Nritya 2012
Bengaluru hosted the 26th Annual Dance festival by Nupura Dance School, Nitya Nritya 2012. This three-day classical dance festival was held between Aug. 18 and 20. Music and dance lovers were treated to recitals from eminent dancers over the three days.
CREDAI Real Estate Awards
On Aug. 11, the CREDAI Awards 2012 took place at Grand Hyatt in Kalina, Mumbai. GoBananas and Fountainhead Promotions & Events executed the event. The CREDAI Awards have been conceptualized to felicitate the best works of developers in various categories of urban and non-urban development. The event saw performances by Kareena Kapoor, Malaika Arora Khan, Neha Dhupia, Sameera Reddy and Mohit Chauhan.
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