



Catalyst
for uncommon ideas

Our Work

Lead Clients

NDTV

 **BARCLAYS**


A JOINT VENTURE WITH  **ICICI** INSURANCE


**UTV
NETWORK**


Why go anywhere else


Fever 104 FM
IT'S ALL ABOUT THE MUSIC


**TATA
AIG
INSURANCE**
WITH YOU ALWAYS


carzonrent


SDIPA
Have faith. Will dance™


Hindustan Times
Let there be light


FCH


Mastek


**Balaji
Telefilms Ltd.**


**TATA
indicom**

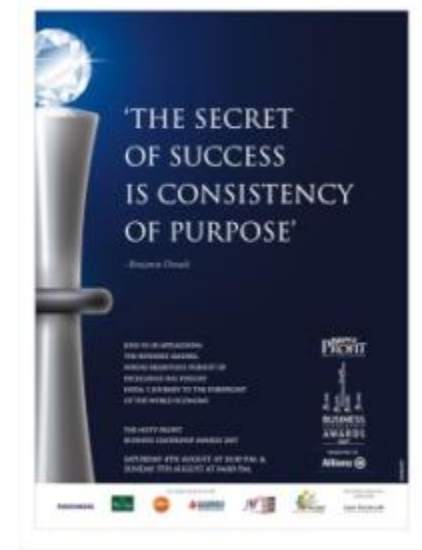

FIMI
**Federation of
Indian Mineral
Industries**

NDTV Media

General Election 2009
Press Ad



NDTV Media



Collateral done for their varied product / divisions / events.

Featured here is a brochure and an ad for NDTV Business Leadership Awards 2006.

NDTV Media

ARE YOU ABUSING THE FASTEST GROWING MEDIUM OF ADVERTISING?

The Internet is the perfect platform for brand building. Through its vast reach, creatively engaging form, OTS and top of the mind recall, it can create an accurate perception of your brand amongst its target audience. You would not hesitate to spend a sizable chunk of your media budget on hoardings, TV spots, print ads and radio jingles. But when it comes to giving the internet its due, why are you using its superior ability to provide measurability and interactivity to abuse the very medium?

ISSUED IN PUBLIC INTEREST



For advertising opportunities, e-mail digital@ndtvmedia.com

Shouldn't your
Brand Manager be
sacked for asking
for a CPL based deal
on internet?



If the brand manager for a leading Toothpaste brand asks for CPL based deal to advertise on internet, shouldn't he be sacked? An FMCG product like toothpaste is not an impulse purchase. It is a part of the monthly shopping list for every household. It should be advertised on the internet for the brand recall that the medium provides. With a reach of over 46 mn, it is a great medium to build your brand to create an accurate brand perception among your target audiences. Being seen on the internet by your audiences will give your brand a premium image and show that the brand has evolved.

ISSUED IN PUBLIC INTEREST



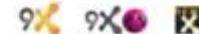
For advertising opportunities, e-mail digital@ndtvmedia.com

Mr. CEO, here are
5 questions you need to
ask your Brand Manager:

1. Do you have an internet strategy?
2. How are brands built on the internet?
3. What are the advantages of the internet?
4. What are the limitations of the internet?
5. How does the internet score over traditional media?

Brand managers need to log in to all the possibilities of the internet. And refresh their conceptions of the new media with some online knowledge of what the internet is now making possible. Because if they don't, they will be forced to sit helplessly and watch as your competitors download oodles of brand equity. Because they saw what your brand manager didn't see.

ISSUED IN PUBLIC INTEREST



For advertising opportunities, e-mail digital@ndtvmedia.com

EDM campaign done for NDTV Media and Microsoft Advertising to promote Internet Advertising

NDTV Media

A Brand Manager's guide to looking *stupid*.

- 1 Proudly wear red shoes to work
- 2 Pointedly pick your nose in public
- 3 Pompously demand CPL led deals on online advertising

When you don't demand CPL led deals on hoardings, print ads, radio jingles or TV spots, why are you demanding CPL led deals on internet advertising? The internet is for brand-building, getting your brand seen, and giving your brand that 'cutting-edge' patina. Through its vast reach, creatively engaging form, OTS, top of the mind recall, interactivity and customization, it offers you the ultimate platform for brand building. So get your basics right, dear Brand Manager, and don't get caught looking like you're just not up to speed on what works, how it works and why it works.

ISSUED IN PUBLIC INTEREST

Microsoft Advertising NDTV MEDIA

facebook mySafaricom msn egyptianair.com Windows Live DESKTOP TV

9X 9X 9X

For advertising opportunities, e-mail digitalsales@ndtvmedia.com

IT'S THE GOOSE THAT LAYS THE GOLDEN EGG. DON'T KILL IT.

The internet is quite like the goose that laid the golden egg. Through its creatively engaging form, its vast reach, OTS and ability to create top of the mind recall, it provides you with the perfect platform for brand building. Still why are you trotting this opportunity and not including internet in your plan and if it is then why are we using its superior ability to provide measurability and interactivity to abuse the very medium?

ISSUED IN PUBLIC INTEREST

Microsoft Advertising NDTV MEDIA

facebook mySafaricom msn egyptianair.com Windows Live DESKTOP TV

9X 9X 9X

For advertising opportunities, e-mail digitalsales@ndtvmedia.com

SOME BRAND MANAGERS CAN BE CLUELESS.

The internet is a unique platform for brand building that offers you a high reach, OTS, is creatively engaging and allows the consumers to interact with your brand. However, are you exploiting this opportunity by trying to buy CPM / CPL / CPC deals and ignoring the brand building opportunities that internet has to offer? Are you missing out on the bigger picture?

ISSUED IN PUBLIC INTEREST

Microsoft Advertising NDTV MEDIA

facebook mySafaricom msn egyptianair.com Windows Live DESKTOP TV

9X 9X 9X

For advertising opportunities, e-mail digitalsales@ndtvmedia.com

EDM campaign done for NDTV Media and Microsoft Advertising to promote Internet Advertising

NDTV Media

ज़िंदगी में साहस, मनोबल और विश्वास की
ऐसी अनोखी आपबीती कहानियाँ
जिन्हें देखते ही आप कह उठेंगे... सलाम ज़िंदगी !



सलाम ज़िंदगी

वेबिअड काजमा को मुलकमान करारो हूरो खुश देरो खोजो से भिन्नीमे कलिन से कलिन
वसिरेयतिरो का इह सलाम से साथ सामना किया ।

शुक्रवार रात ८:०० बजे
शनिवार दोपहर २:०० बजे

**NDTV
इंडिया**
साथ रहो जो साथ दिखाए

HERE'S YOUR TICKET TO BE
AN AD EXPERT
IN THREE WEEKS STRAIGHT.

CLIO

Watch the extensive coverage of Clio 2007 on
All About Ads on NDTV Profit, where some of the biggest
names in the ad world will tell you what drives them and
keeps their grey cells ticking.

All About Ads, Sundays at 2:00 pm & 9:30 pm

ALL ABOUT ADS

NDTV PROFIT
India's No. 1 Business News Channel.

www.ndtvprofit.com



VROOM
INTO THE PLACE
WHERE THE WORLD'S
MOST DESIRABLE
MACHINES ROAR
TO LIFE.



Tune into Another Ferrari Summer

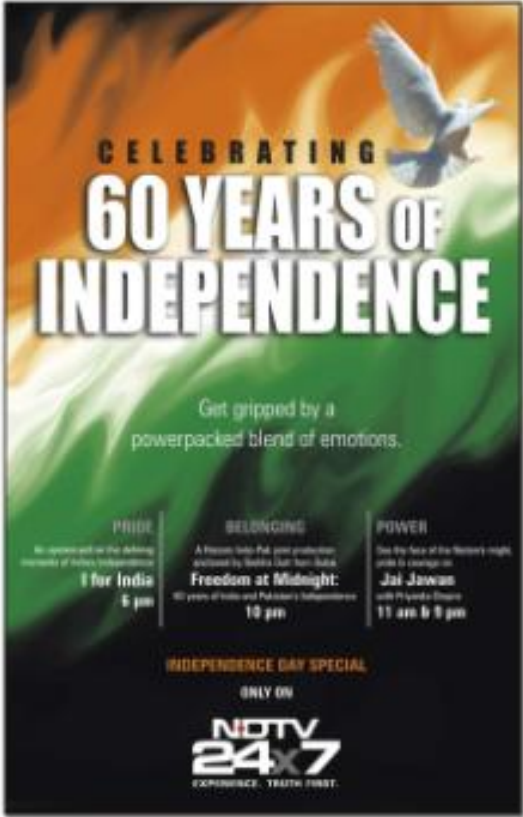
Enter your seatbelts. You are entering driving risk. The cars, Ferrari Formula 1 and others, come into you to the world, Italy. The car is a world where the world's greatest drivers go, the Ferrari are tested. Test driver Formula 1 and the Ferrari F-430 Super, 1000 horsepower, and Superformance at the Ferrari Test Track. The cars are also where the world's greatest drivers (like Juan Manuel Fangio and Michael Schumacher) have tested. They're also the club, already!

Saturday 11:00 pm Sunday 8:30 pm only on

NDTV 24x7
EXPERIENCE. TRUTH FIRST.

Press Ads for various NDTV Network properties

NDTV Media



**CELEBRATING
60 YEARS OF
INDEPENDENCE**

Get gripped by a
powerpacked blend of emotions.

PRIOR	BELONGING	POWER
Be gripped by the defining moments of India's Independence	A Person India Put your production anchored by Rekha Jain from India	See the face of the Nation's might, pride & courage in
1 for India	Freedom at Midnight:	Jai Jawan
6 pm	90 years of India and Pakistan's Independence	with Piyush Dhanraj
	10 pm	11 am & 8 pm

INDEPENDENCE DAY SPECIAL
ONLY ON
NDTV 24x7
EXPERIENCE. TRUTH FIRST.



Two and two
can make five.

25

When Corporate India
meets
Non Profit India.

Airtel
PRESENTS
UNCOMMON GROUND
with Rekha Maheshwari

With 200+ personalities, Rekha Maheshwari anchors an electrifying 8 part series which, fueling dialogue between the Corporate India and Non Profit India, is the challenge that redefines.

With distinguished guests like Mahesh Anand I. D. R. K. Pachauri, Anand Mahindra, Madhu Parashar, T. G. Shrivastava, Suresh Kulkarni, among others, this series, UNCOMMON GROUND, promises to be the most powerful platform for the two worlds to meet.

NDTV 24x7
EXPERIENCE. TRUTH FIRST.
SUNDAYS, 9.30 PM



**ONE COMMON ISSUE
TWO UNCOMMON MINDS**

Airtel
PRESENTS
UNCOMMON GROUND
with Rekha Maheshwari

Writer and anchor Rekha Maheshwari anchors an electrifying episode of UNCOMMON GROUND, fueling dialogue between industrialist Anand Mahindra and social activist Madhu Parashar on the land rights issue that challenges India.

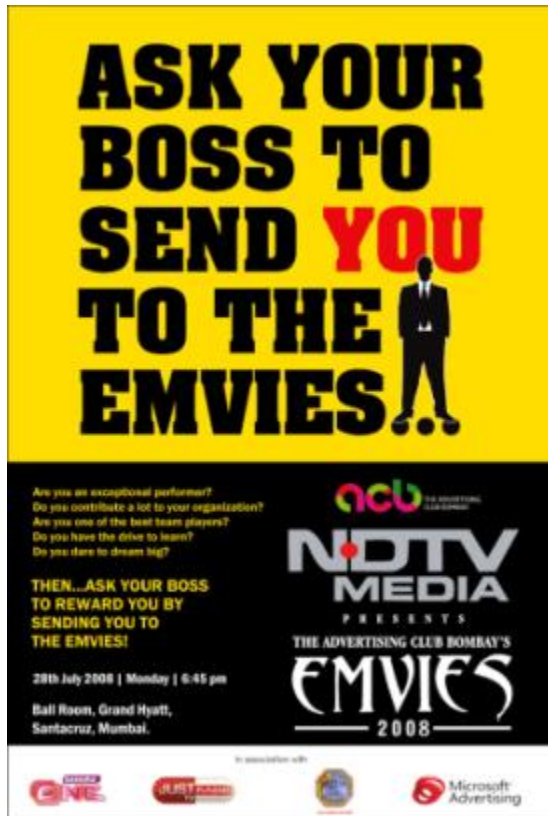
Sunday, 3rd August at 9:30 pm
Monday, 4th August at 3:30 pm

NDTV 24x7
EXPERIENCE. TRUTH FIRST.

Presented by: **Airtel**, **NOKIA**, **TATA**, **COCA-COLA**, **INDIAN AIR FORCE**, **INDIAN AIR FORCE**, **INDIAN AIR FORCE**

Press Ads for various NDTV Network properties

NDTV Media



ASK YOUR BOSS TO SEND YOU TO THE EMVIES!

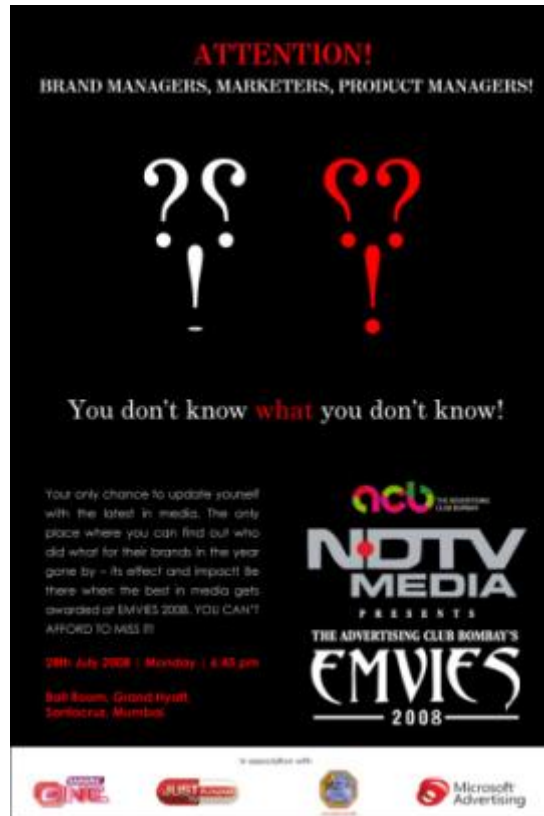
Are you an exceptional performer?
Do you contribute a lot to your organization?
Are you one of the best team players?
Do you have the drive to learn?
Do you dare to dream big?

THEN...ASK YOUR BOSS TO REWARD YOU BY SENDING YOU TO THE EMVIES!

28th July 2008 | Monday | 6:45 pm
Ball Room, Grand Hyatt, Santacruz, Mumbai.

NDTV MEDIA PRESENTS THE ADVERTISING CLUB BOMBAY'S EMVIES 2008

In association with: CINE, JURY, Microsoft Advertising



ATTENTION!
BRAND MANAGERS, MARKETERS, PRODUCT MANAGERS!

?? ??

You don't know **what** you don't know!

Your only chance to update yourself with the latest in media. The only place where you can find out who did what for their brands in the year gone by - its effect and impact! Be there when the best in media gets awarded at EMVIES 2008. YOU CAN'T AFFORD TO MISS IT!

28th July 2008 | Monday | 6:45 pm
Ball Room, Grand Hyatt, Santacruz, Mumbai.

NDTV MEDIA PRESENTS THE ADVERTISING CLUB BOMBAY'S EMVIES 2008

In association with: CINE, JURY, Microsoft Advertising



Below 30 years of age and aspire to create a buzz within the media circles?

NDTV GOOD TIMES presents

THE YOUNG MEDIA TURKS CONTEST

NDTV Good Times brings to you a golden opportunity to rub shoulders with the who's who of the media industry at the EMVIES 2008, honouring excellence in the business of media!

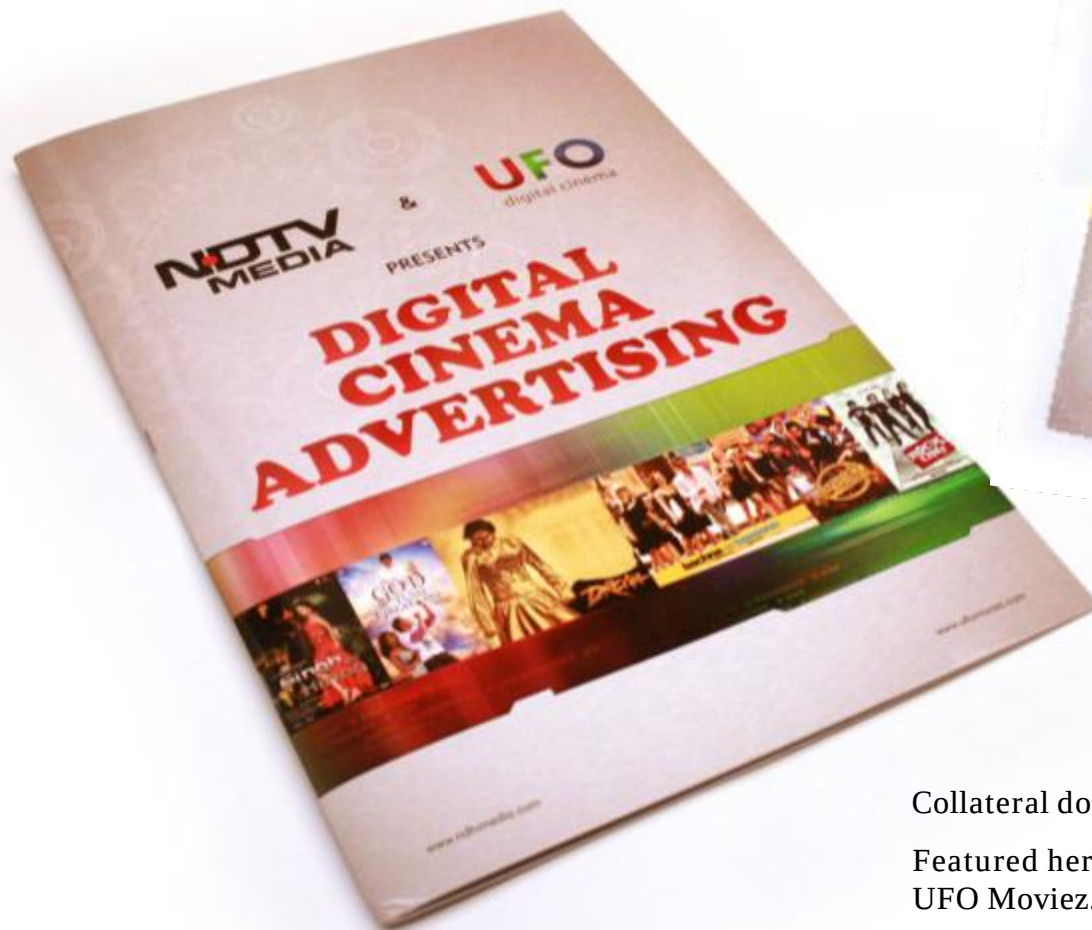
[CLICK HERE TO PARTICIPATE IN THE YOUNG MEDIA TURKS CONTEST!](#)

15 lucky winners of the contest win an all-expense paid-trip to Mumbai to attend the EMVIES 2008.

CONTEST CLOSES 24th JULY '08. YOU CANNOT AFFORD TO MISS IT!

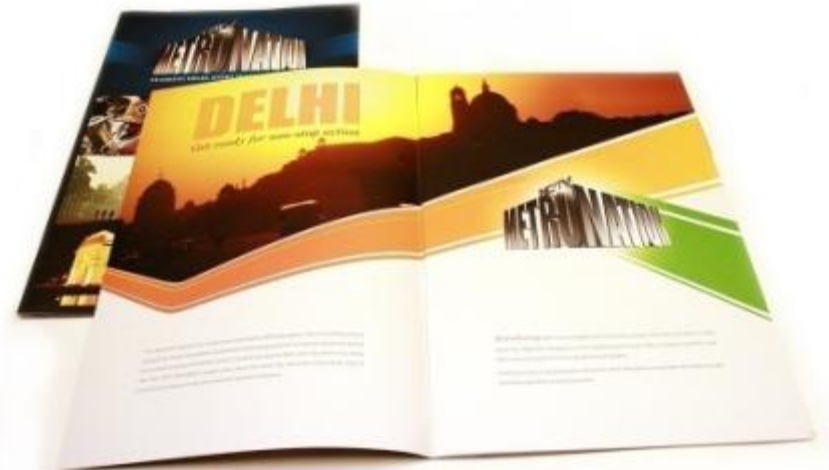
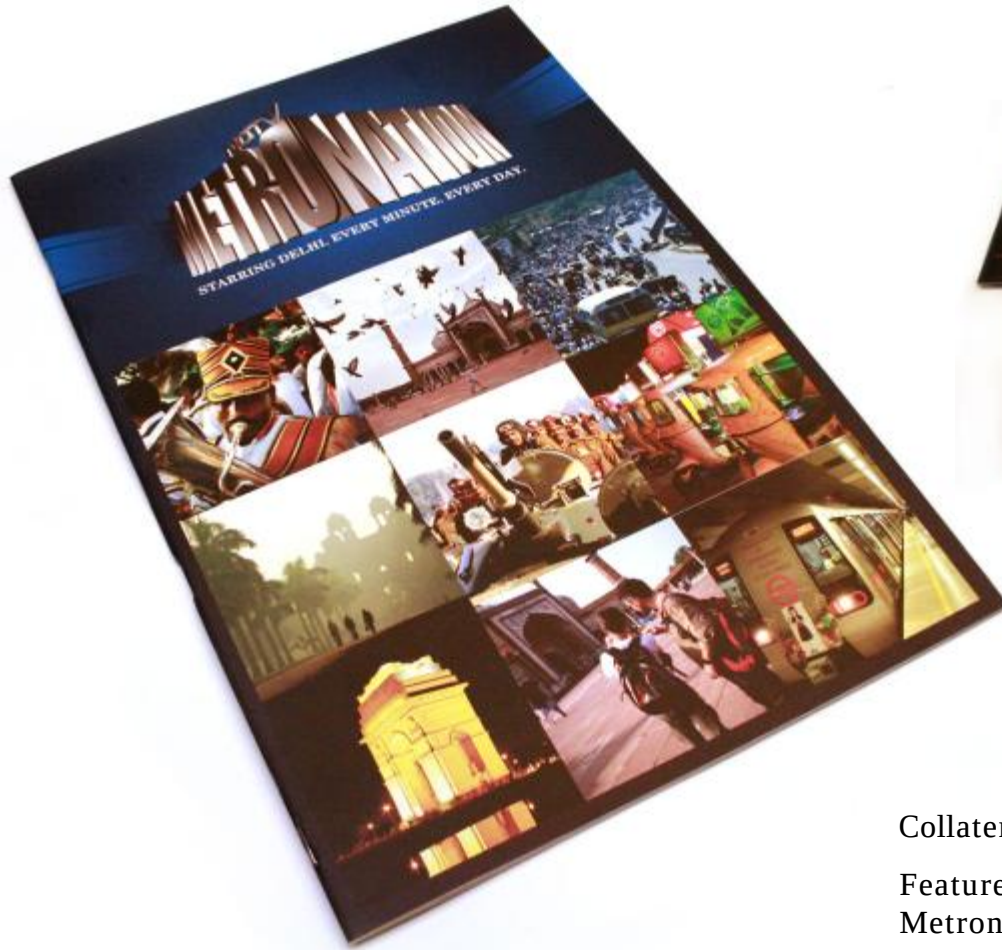
E-mailer campaign for the EMVIES 2008 event.

NDTV Media



Collateral done for their varied product / divisions / events.
Featured here is a brochure for their NDTV Media division -
UFO Moviez.

NDTV Media



Collateral done for their varied product / divisions / events.
Featured here is a brochure for their Delhi channel NDTV
Metronation.

Barclays Bank

BARCLAYS



A tiny part of your salary can provide a complete education for her.

A small donation of Rs. 250 every month, to a charitable cause of your choice can give a life a brighter tomorrow to look towards.

For further details please contact your Corporate Sustainability Manager - GivingPlan@barclays.co.in.

Donations can be made starting from Rs.250/- and above.

Your contribution is **assured** for life.



CSO

BARCLAYS



A tiny part of your salary can put a roof over their heads.

A small donation of Rs. 250 every month, to a charitable cause of your choice can give a life a brighter tomorrow to look towards.

For further details please contact your Corporate Sustainability Manager - GivingPlan@barclays.co.in.

Donations can be made starting from Rs.250/- and above.

Your contribution is **assured** for life.



CSO

BARCLAYS



A tiny part of your salary can put a whole new wag in his tail.

A small donation of Rs. 250 every month, to a charitable cause of your choice can give a life a brighter tomorrow to look towards.

For further details please contact your Corporate Sustainability Manager - GivingPlan@barclays.co.in.

Donations can be made starting from Rs.250/- and above.

Your contribution is **assured** for life.



CSO

Campaign for Barclays Payroll Giving Program

Barclays Bank



"Together we can Gift a smile.
Please come forward to make
this a success."

Samir Bhatia
MD, India and India Ocean

"You can brighten their lives
every month. The gift is yours,
the smiles are theirs."

Archana Shiroor
Head HR, India and India Ocean



For details, please contact Community Manager - Gururaj Rao at Gururaj.rao@barclays.com

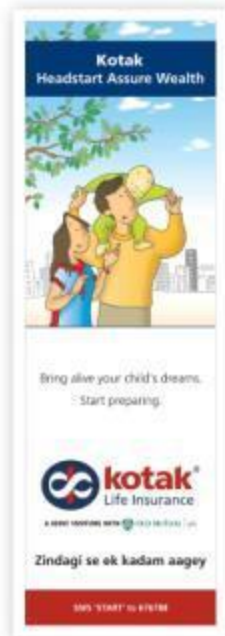


Kotak Mahindra Old Mutual Life Insurance Ltd.



Some snapshots of the space design project done for their Corporate HO at Wadala.

Kotak Mahindra Old Mutual Life Insurance Ltd.



Various Event Collaterals for their varied products.

Kotak Mahindra Old Mutual Life Insurance Ltd.



Creative ideas executed for their various internal promotional tools like the Smart Advantage 'Power of one' contest prize featured here.

Kotak Mahindra Old Mutual Life Insurance Ltd.

A JOINT VENTURE WITH HDFC MUTUAL FUND

6050 5000*
SMS KLIFE TO 5676788

*6050 5000 - Toll number (toll-free) Bangalore, Chennai, New Delhi, Hyderabad, Kolkata, Mumbai & Pune
Kolkata 100 - toll number (toll-free), Bhopal, Chandigarh, Coimbatore, Cuttack, Dehradun, Guwahati, Jaipur, Kanpur, Nagpur & Pune

Headlight Chai Plan includes Kotak Headlight Active Wealth Plan - VIN 1070204/01 (Single Life and VIN 1070205/01 (Joint Life), Term Plan - HAWP1 and Kotak Headlight Future Protect - VIN 1070207/01 (Single Life and VIN 1070208/01 (Joint Life), Kanpur - HAWP1.

Kotak Retirement Advantage Plan - VIN 1070206/01 Term Plan - HAWP1, Kotak Term Plan - VIN 1070201/02 Term Plan - HAWP1, Kotak Preferred Term Plan - VIN 1070203/02 Term Plan - HAWP1, Kotak Preferred Term Plan - VIN 1070204/02 Term Plan - HAWP1, Kotak Preferred Term Plan - VIN 1070205/02 Term Plan - HAWP1, Kotak Preferred Term Plan - VIN 1070206/02 Term Plan - HAWP1, Kotak Preferred Term Plan - VIN 1070207/02 Term Plan - HAWP1, Kotak Preferred Term Plan - VIN 1070208/02 Term Plan - HAWP1.

Investment in Kotak Life Insurance Products is subject to market risk. The value of the investment may go up or down based on the performance of the fund and factors influencing the capital markets and is not guaranteed. The Kotak Life Insurance Products are different from traditional insurance products and are subject to the risk factors. The premium paid in Kotak Life Insurance Products are subject to investment risk associated with capital markets and the value of the unit may go up or down based on the performance of the fund and factors influencing the capital markets and is not guaranteed. Kotak Life Insurance is only the name of the Insurance Company and Kotak Headlight Future Protect Plan / Kotak Headlight Active Wealth Plan / Kotak Retirement Advantage Plan / Kotak Term Plan / Kotak Preferred Term Plan are only the names of the Kotak Life Insurance products and do not in any way indicate the quality of the product, its future prospects or returns. For more details on the factors, terms and conditions please read sales brochure carefully before concluding a sale.

www.kotaklifeinsurance.com

Good Better

A JOINT VENTURE WITH HDFC MUTUAL FUND

Best

**Rates
Kotak
Life Insurance
Plans
Among the
best in the
Industry.**

[illegible]

BTL communication like brochure, E-mailers done for their varied products / accomplishments.

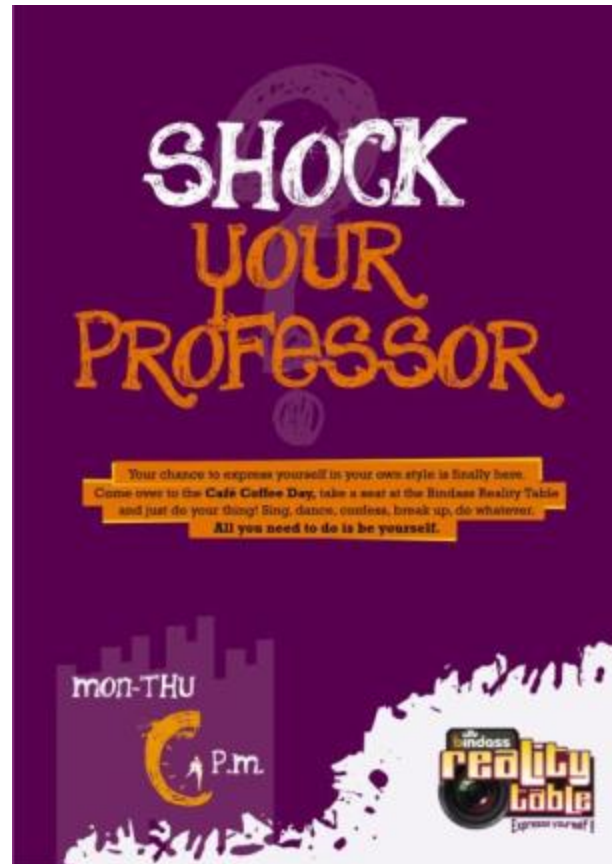
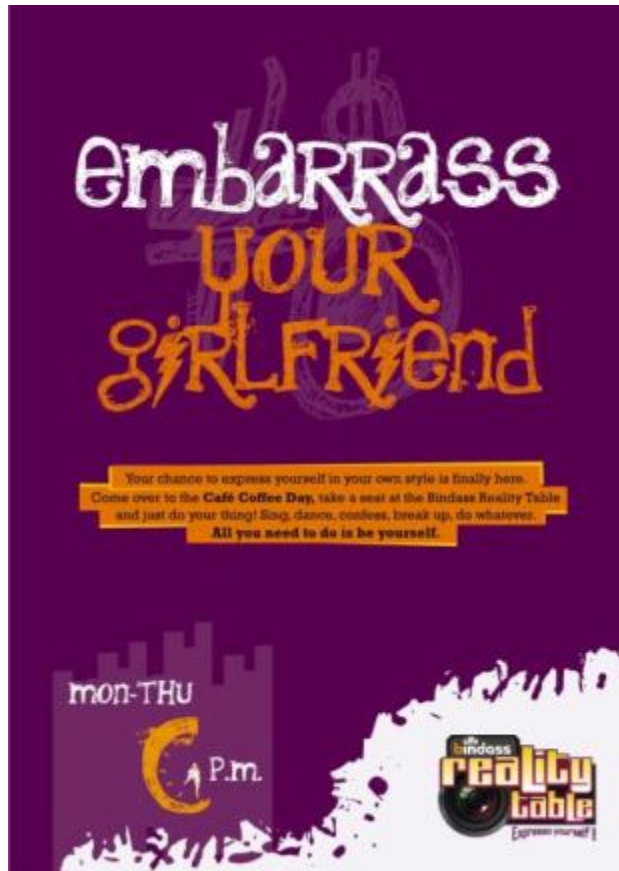
Featured here is a creative idea executed (brochure) to communicate their no. 1 Ranking in the Insurance industry by Outlook Money.

UTV Network



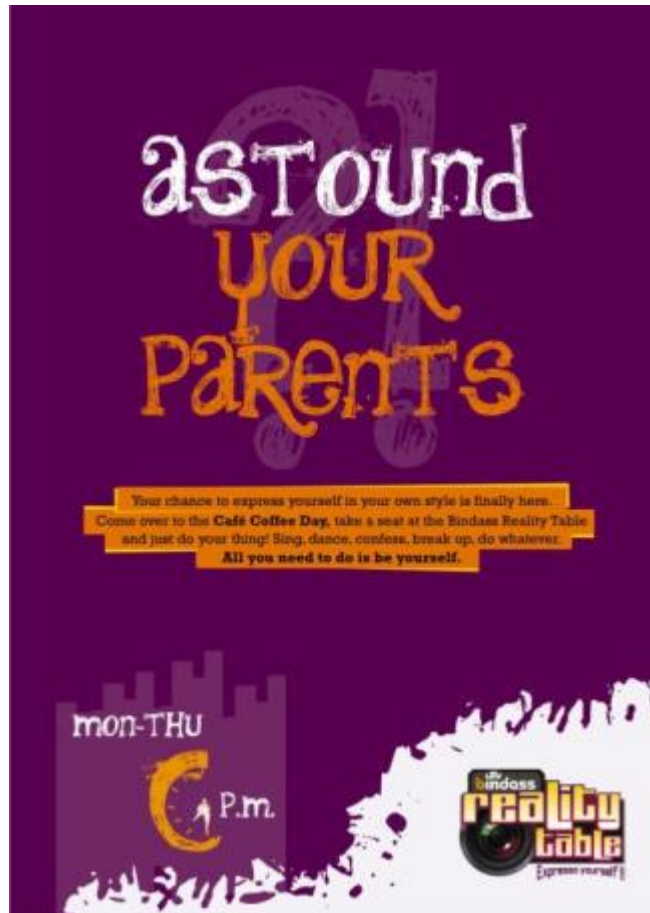
DM kit for Trade

UTV Network



Press ad campaign for Bindass Reality Table show

UTV Network



Press ad campaign for Bindass Reality Table show

UTV Network

Blue is the colour of the season



SUNSILK bindass Blue Carpet

Starts 17th April, Fri 7 pm

bindass
tv • movies • events • web • mobile

www.bindass.tv

CW
Entertainment

Log on to www.bindass.tv/bluecarpet as Blue is the next big thing

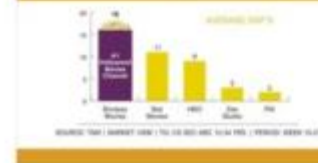
UTV

Ahem! Us!



HOLLYWOOD MOVIES BUFFS SWEAR BY US.

bindass movies
APUN KA HOLLYWOOD



To reach the Bindass generation, call:

Bindass Studio - Vice President & National Head - Sales +91 9800147976
Carla Carla Miranda - Region Head West +91 9800147976
Pooja Chandra - Region Head North +91 9801130131
Madhu Prasad - Region Head South +91 9800147976

Press and trade ad for Bindass

UTV Network

Bindass Movies FPC mailers



Tata Teleservices (Maharashtra) Limited (TTML)



A vertical poster with a blue background. On the left, a yellow traffic light is tilted, with three green circular lights. The top light says 'SURF', the middle 'SAVE', and the bottom 'ENJOY'. To the right of the traffic light, the text 'Web surfing for 40 P/MB' is written in white. At the bottom, a yellow banner contains the text 'Now surf the web at an unbelievable price of only 40p per MB with Tata Indicom's Go Data Card.' Below this, the Tata Indicom logo is shown. At the very bottom, the number '9220012345' is displayed, followed by 'PREPAID MOBILE SERVICES' and 'www.tataindicom.com'. A small Tata logo is in the top right corner.

TATA

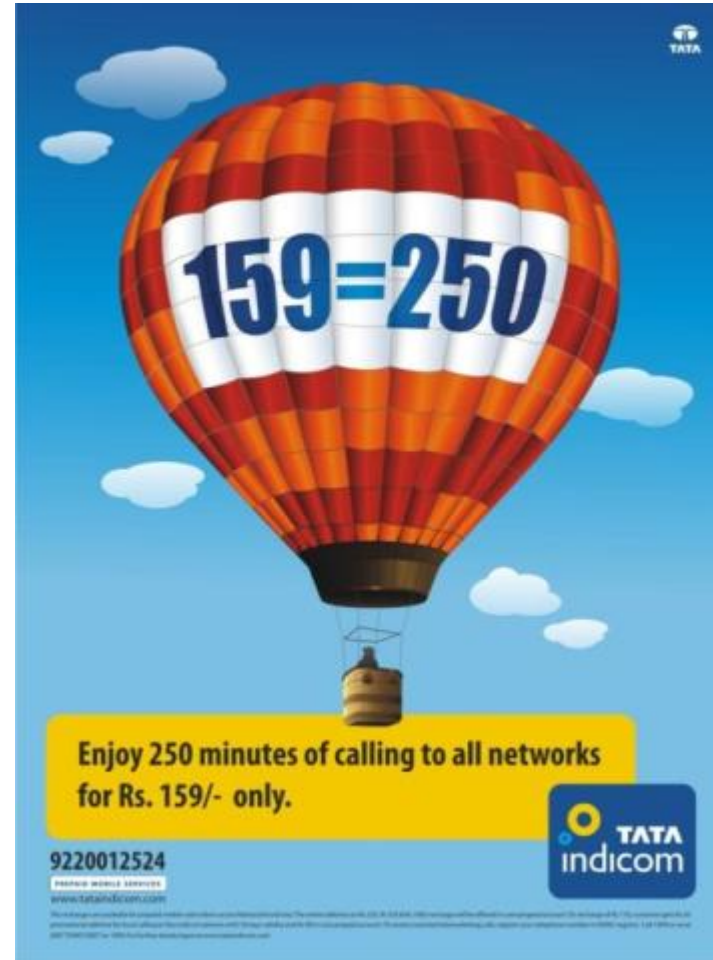
SURF
SAVE
ENJOY

Web surfing
for 40 P/MB

Now surf the web at an unbelievable price of only
40p per MB with Tata Indicom's Go Data Card.

TATA
indicom

9220012345
PREPAID MOBILE SERVICES
www.tataindicom.com



A vertical poster with a blue background. In the center, a hot air balloon with orange and white stripes is floating. The text '159=250' is written on the balloon in large blue letters. Below the balloon, a yellow banner contains the text 'Enjoy 250 minutes of calling to all networks for Rs. 159/- only.' Below this, the Tata Indicom logo is shown. At the very bottom, the number '9220012524' is displayed, followed by 'PREPAID MOBILE SERVICES' and 'www.tataindicom.com'. A small Tata logo is in the top right corner.

TATA

159=250

Enjoy 250 minutes of calling to all networks
for Rs. 159/- only.

TATA
indicom

9220012524
PREPAID MOBILE SERVICES
www.tataindicom.com

Posters

Tata Teleservices (Maharashtra) Limited (TTML)



A green and yellow poster for the 'Scratch2Fly' offer. The word 'HOW' is written in large, white, 3D letters, with 'WILL' and '2011' in smaller letters. A small icon of a mobile phone with a smiley face is next to it. The text 'Your mobile is now your ticket to the IPL finals.' is in the center. Below it, 'TATA Indicom presents' is written in small letters, followed by 'Scratch2Fly' in large, bold letters, and 'OFFER' in smaller letters. A yellow box at the bottom contains the text: 'Buy a TATA Indicom mobile handset, scratch a card and win a chance to fly to South Africa to watch the IPL finals. Lots of other exciting prizes in store.' The number '9220008282' is at the bottom left, and the 'TATA indicom' logo is at the bottom right.

HOW WILL 2011

Your mobile is now your ticket to the IPL finals.

TATA Indicom presents

Scratch2Fly

OFFER

Buy a TATA Indicom mobile handset, scratch a card and win a chance to fly to South Africa to watch the IPL finals. Lots of other exciting prizes in store.

9220008282

POSTPAID DATA SERVICES

www.tataindicom.com

TATA indicom



A red and yellow poster for the 'Unlimited 222' plan. It features a close-up of a person's face with their mouth wide open, as if shouting. The word 'UNLIMITED!' is written in large, bold, yellow letters, with '222' in smaller letters. The text 'HOW MUCH CAN YOU TALK IN 222?' is written in the top right corner. Below the image, a yellow box contains the text: 'Now get free unlimited Tata-to-Tata local calling with Unlimited 222 plan.' The number '9220012524' is at the bottom left, and the 'TATA indicom' logo is at the bottom right.

HOW MUCH CAN YOU TALK IN 222?

UNLIMITED!

Now get free unlimited Tata-to-Tata local calling with Unlimited 222 plan.

9220012524

PREPAID MOBILE SERVICES

www.tataindicom.com

TATA indicom

Posters

Tata Teleservices (Maharashtra) Limited (TTML)



Ab Radio phone pe bolte raho.

bolte raho!

Buy the Radio Phone and get the Bolte Raho Pack absolutely FREE. So now talk for just 1p/sec.

Am-TM
Long Battery
Speakers

Rs. 1499/-

TATA indicom

92200 12524



TALK GLOBAL. PAY LOCAL.

NEW YORK SINGAPORE CANADA

Now call U.S.A., Singapore & Canada at **Re.1/min.**

TATA indicom

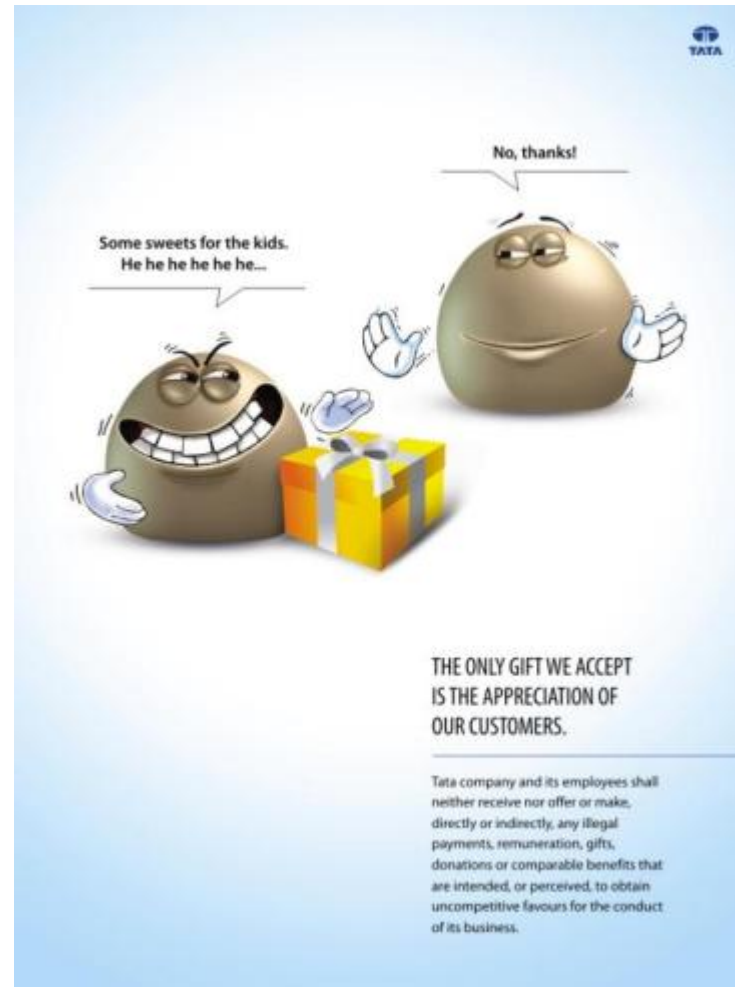
92200 12524

PREMIUM MOBILE SERVICES

This offer is available on prepayment of Rs. 500 for prepaid mobile subscription users. Minimum of 1 Day. Minimum offer of Rs. 100 per day for U.S.A., Canada & Singapore. Valid only 4 p.m. to 11 p.m. for 10 days from the date of recharge. Contacted offer. For further details visit www.tataindicom.com. To avoid unwanted information rights, register your telephone number in RNDI, register a call center and 92200 12524. A.S. 1.8.10.

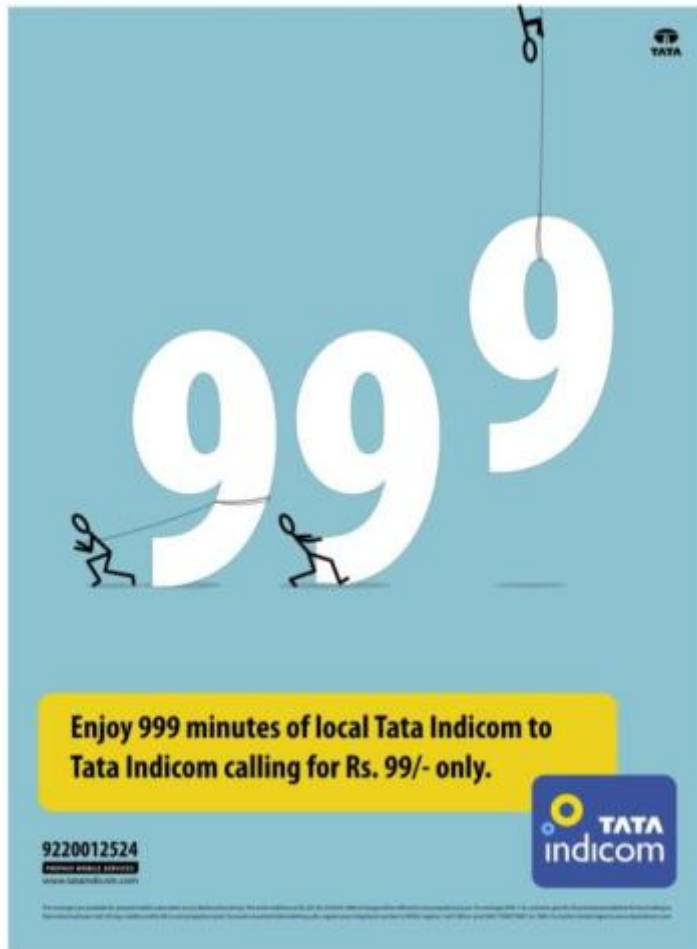
Outdoors

Tata Teleservices (Maharashtra) Limited (TTML)



Posters

Tata Teleservices (Maharashtra) Limited (TTML)



A light blue advertisement for Tata Indicom. The number '999' is written in large white font. Two small stick figures are shown at the base of the first two '9's, appearing to be pulling on a rope that extends upwards to a small figure hanging from the top of the third '9'. The Tata logo is in the top right corner.

Enjoy 999 minutes of local Tata Indicom to Tata Indicom calling for Rs. 99/- only.

9220012524
TATA indicom

The services are available only on prepaid mobile numbers under the Indicom service. The price mentioned is for 999 minutes. The actual price may vary depending on the service. The price is for 999 minutes. The actual price may vary depending on the service. The price is for 999 minutes. The actual price may vary depending on the service.



A blue advertisement for Tata Indicom. The number '99' is written in large white font. Inside the first '9', the text 'LOCAL 40 p/min' is written. Inside the second '9', the text 'STD 50 p/min' is written. The Tata logo is in the top right corner.

Enjoy 40p/min local tariff and 50p/min STD tariff for Rs.99/- only.

9220012524
TATA indicom

The services are available only on prepaid mobile numbers under the Indicom service. The price mentioned is for 40p/min local and 50p/min STD. The actual price may vary depending on the service. The price is for 40p/min local and 50p/min STD. The actual price may vary depending on the service. The price is for 40p/min local and 50p/min STD. The actual price may vary depending on the service.

Tata Teleservices (Maharashtra) Limited (TTML)

[illegible]



501010

Now you can
subscribe to
amazing services
for your phone
just by calling
on a Single
Toll Free Number!!

501010



Voice packs

ENGLISHSEEKHO: Access shortcode-129222, access charge 60p/min, pack price Rs20/month

MusicStation: Access code 12913, access charge 60p/min, pack price Rs30 for 30days with Free inbound 30min, after that Top up of Rs10 for 10min.

CricketOnVoice: Access code 129291, access charge 60p/min, pack price Rs49/month



Welcome tunes

Make your callers listen to your favorite songs instead of the boring ring ring. Download songs, dialogues and many more.

Hindi Special Tunes

Marathi Special Tunes



SMS subs

NewsOnSMS: Daily news alerts, 2 times a day, Rs.30/month (Source: NDTV)

JokesOnSMS: Daily 1 joke alert, Rs.30/month

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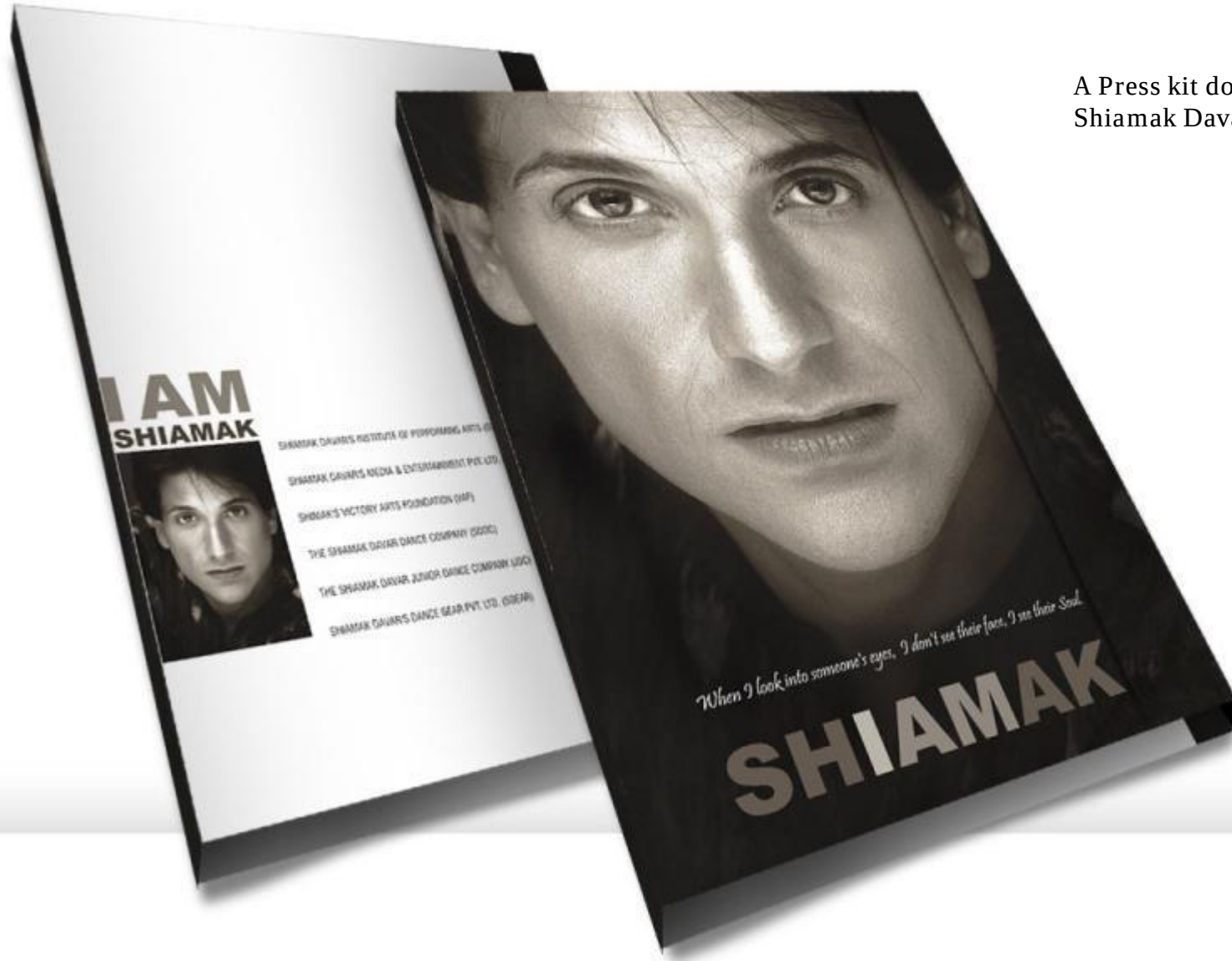
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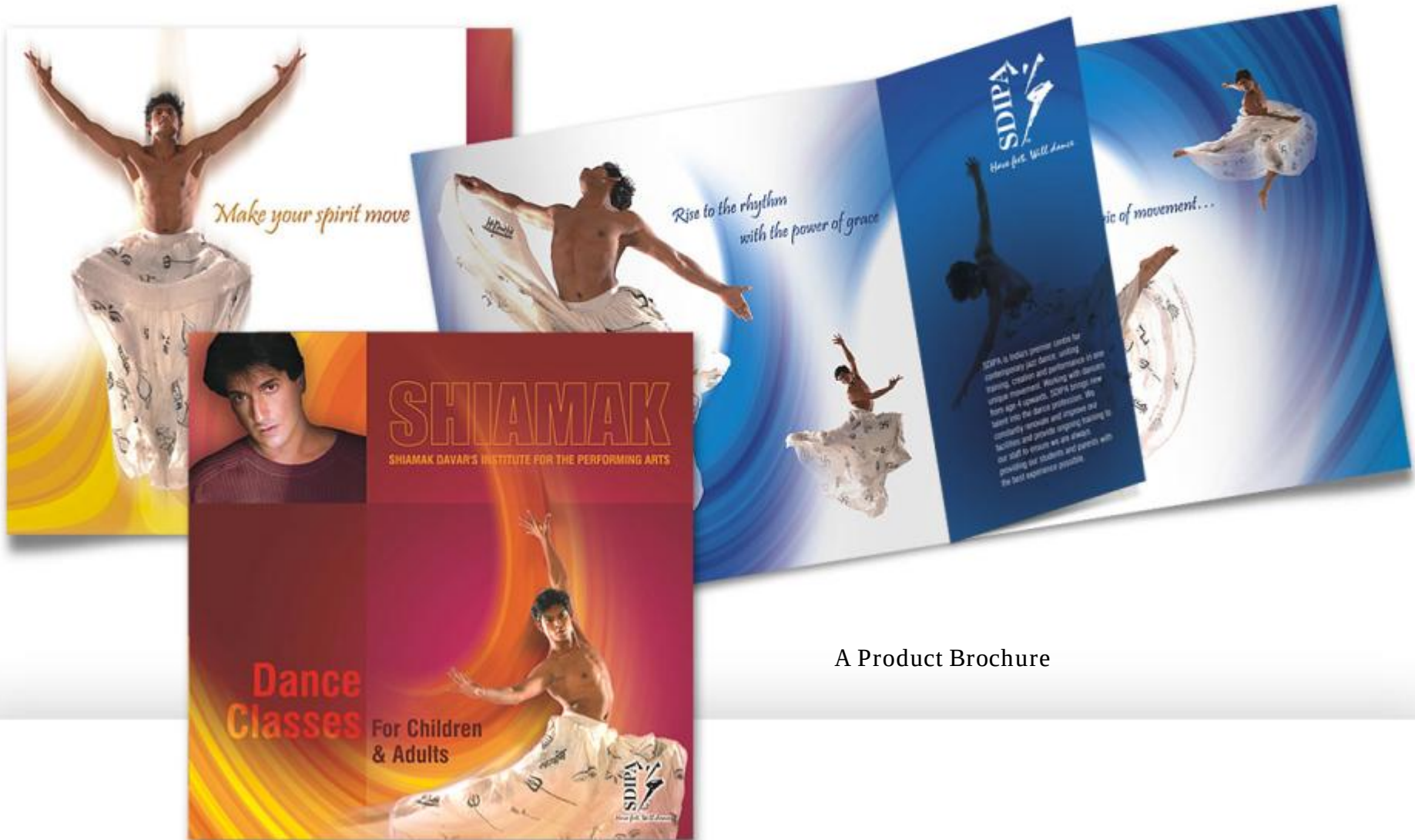


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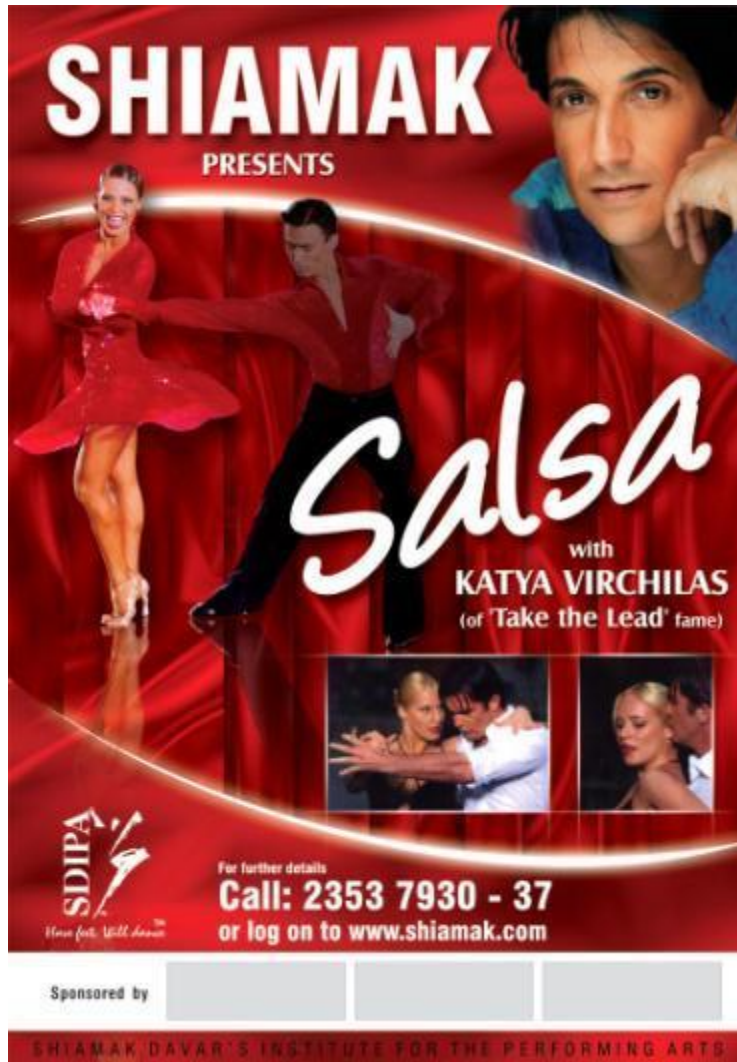
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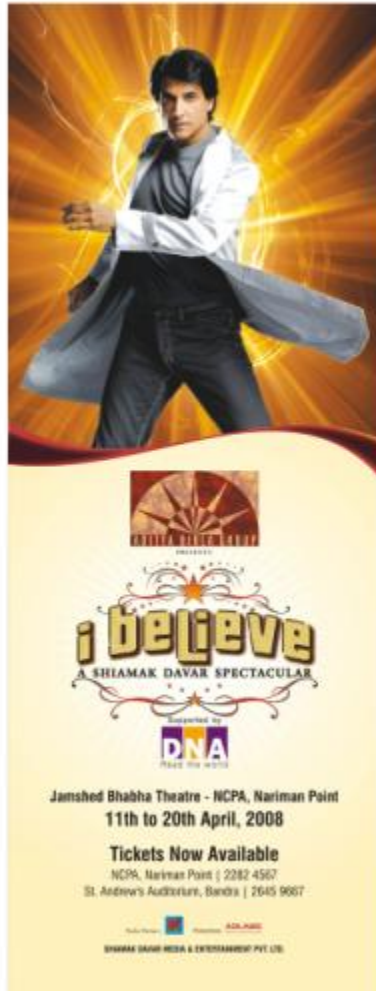
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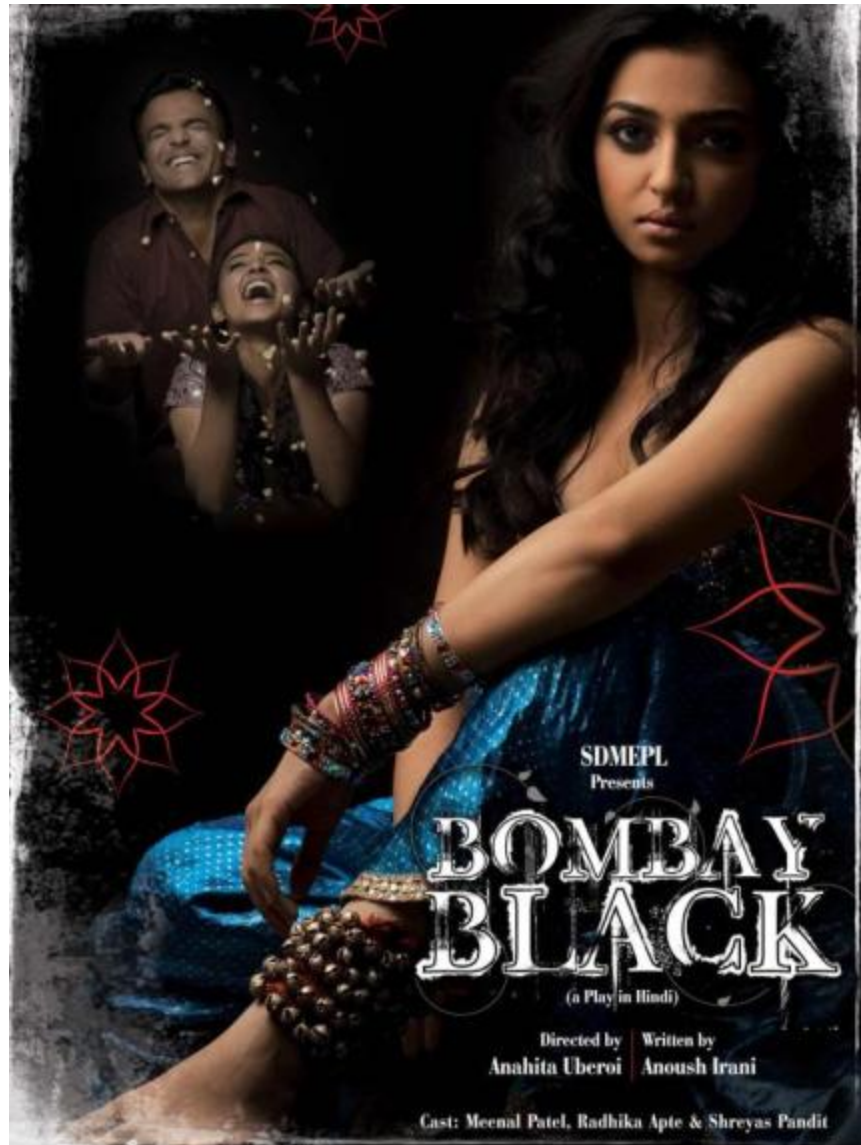
Ads for their various dance courses.

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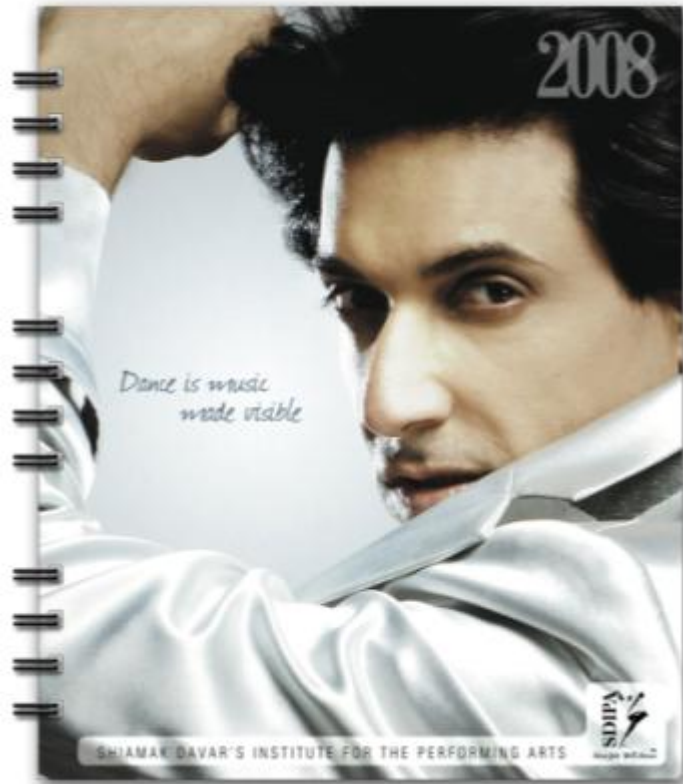
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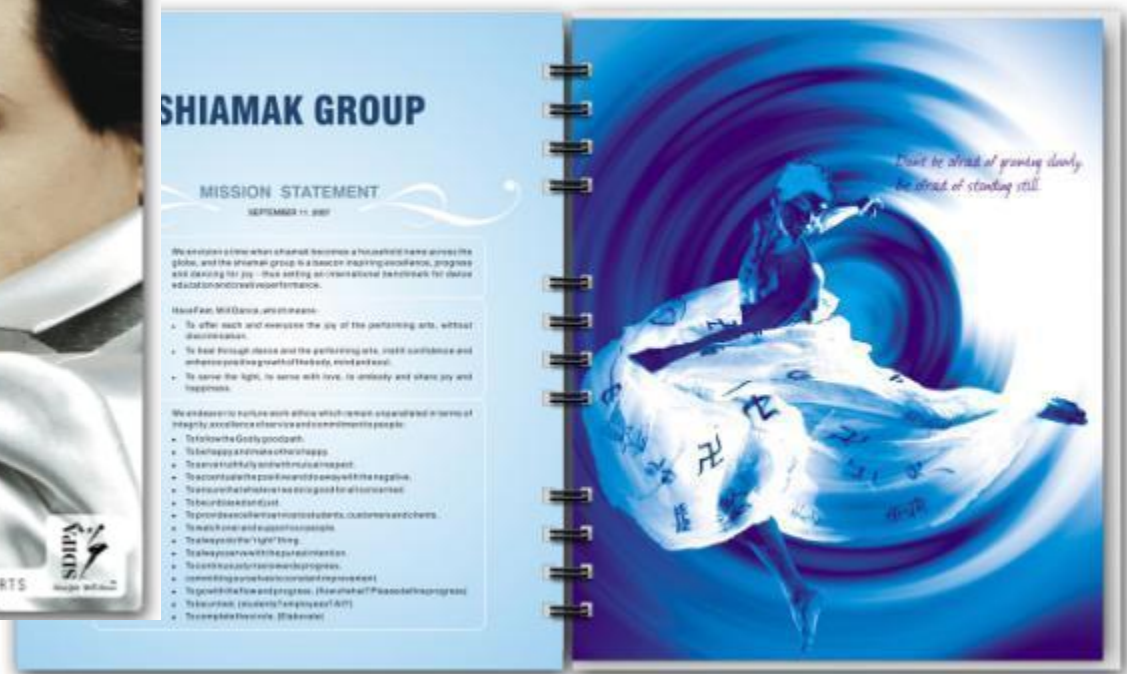


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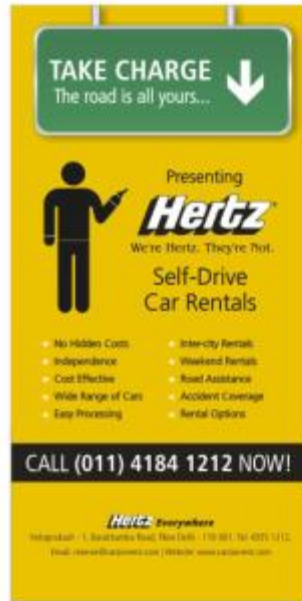
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Koottukaari

On  at 9.00 pm (Mon-Fri)
Starting 15th Sept

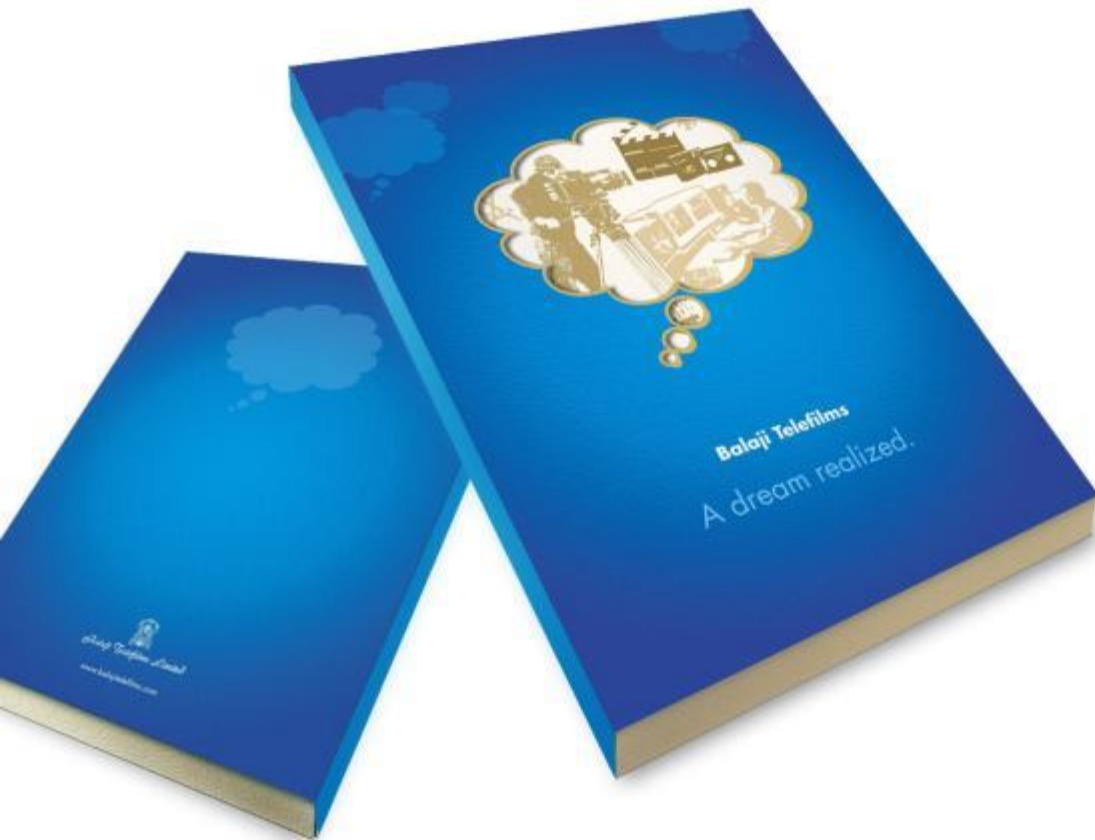
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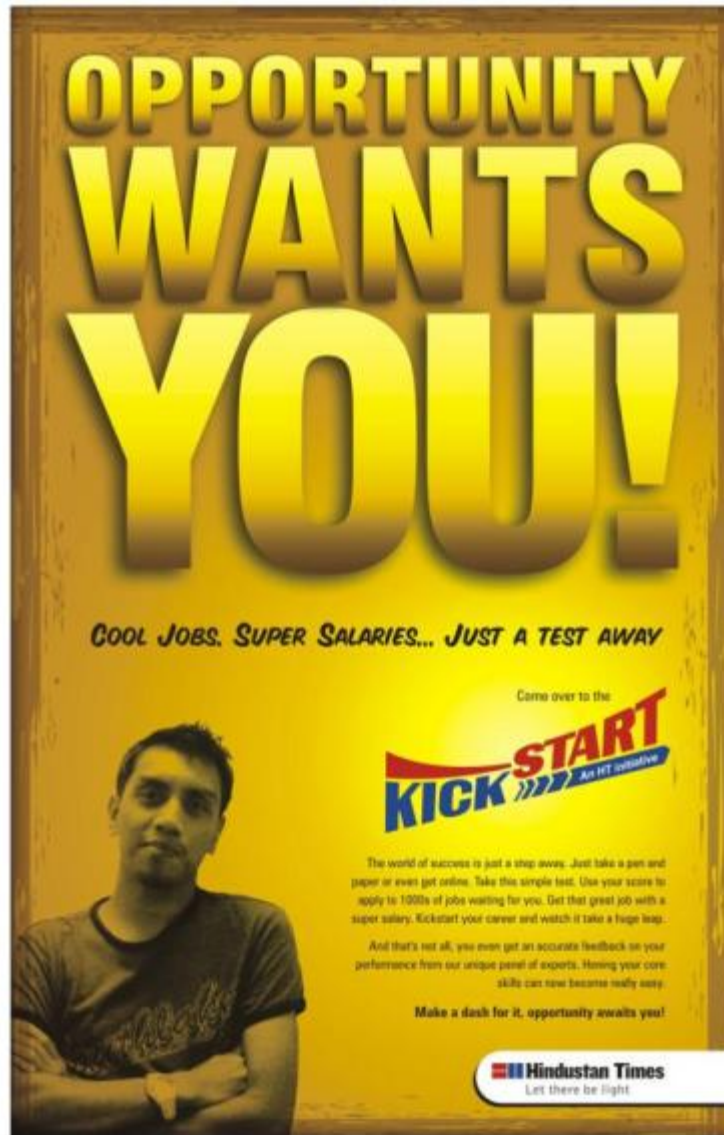
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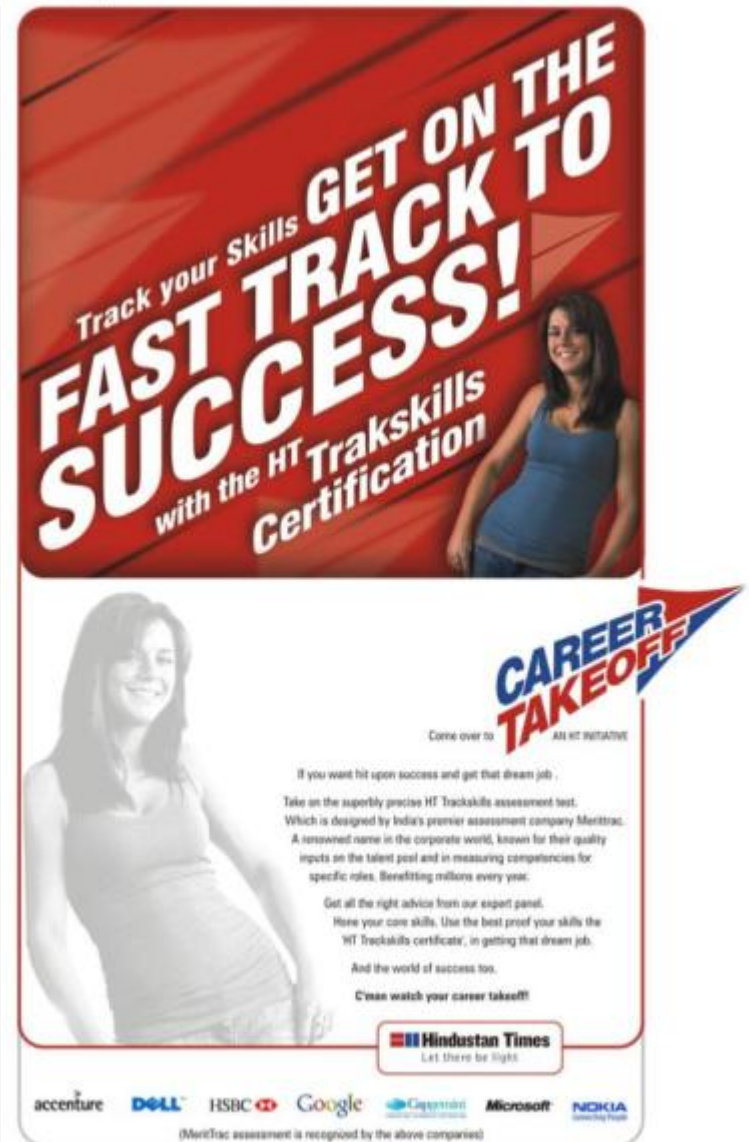
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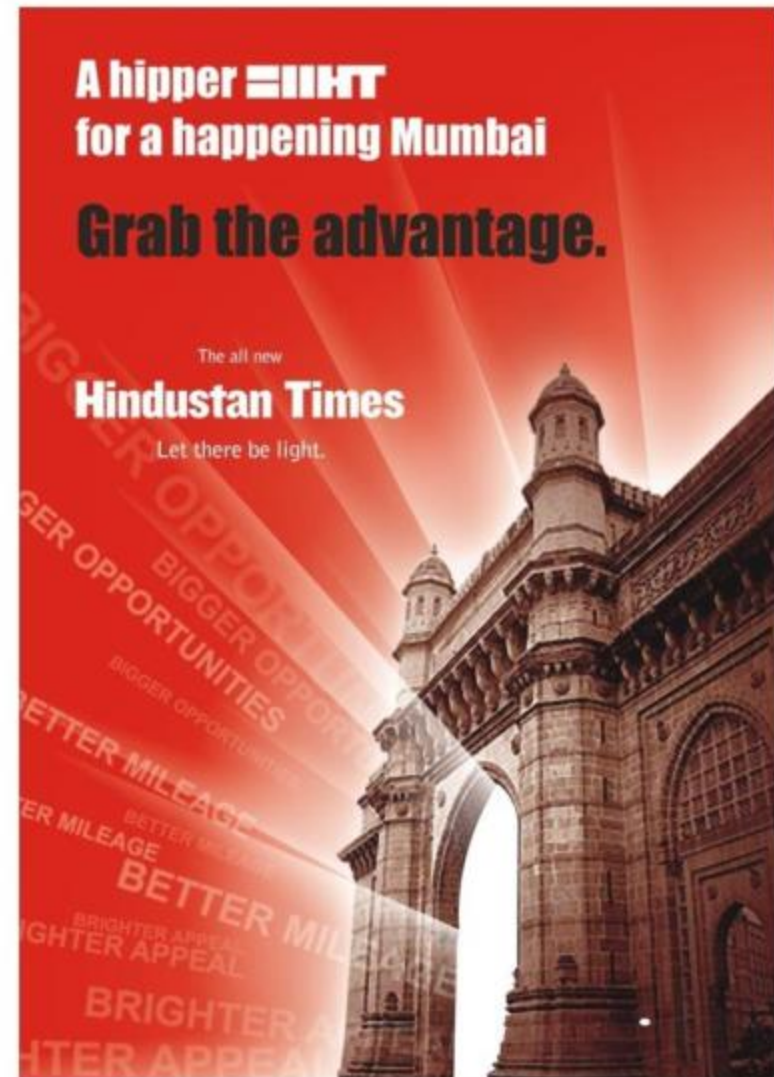
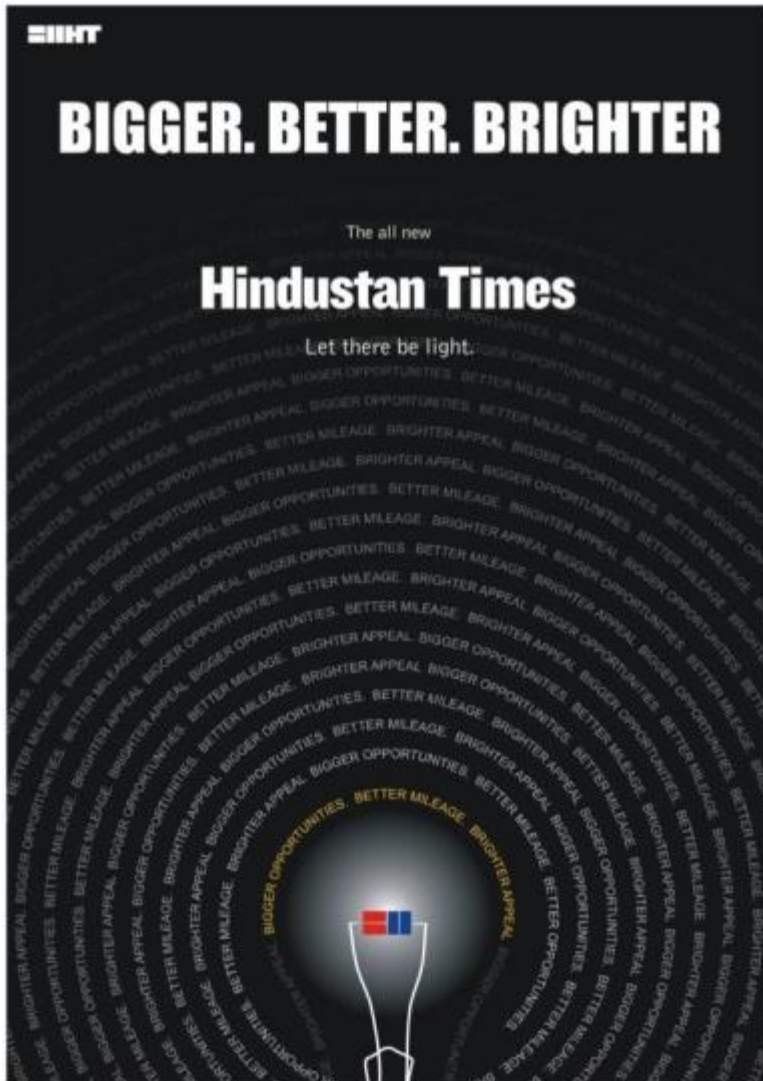
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It's all about Love Songs for those who love songs.

To send a Fever Singing Telegram* SMS
<FVD> <Your loved one's locality> to 4242
from 9th-13th February '07

The logo features a red circle with a white antenna on top, containing the text 'Fever 104 FM'. Below it is a red rectangular box with the words 'SINGING TELEGRAM' in white, bold, sans-serif capital letters. At the bottom of the box, in a smaller font, is the tagline 'Love Songs for those who love songs'.

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Express your Love at her Doorstep!
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This Valentine, presenting Pedro - The Love God,
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Get Pedro to sing to your love at her doorstep.
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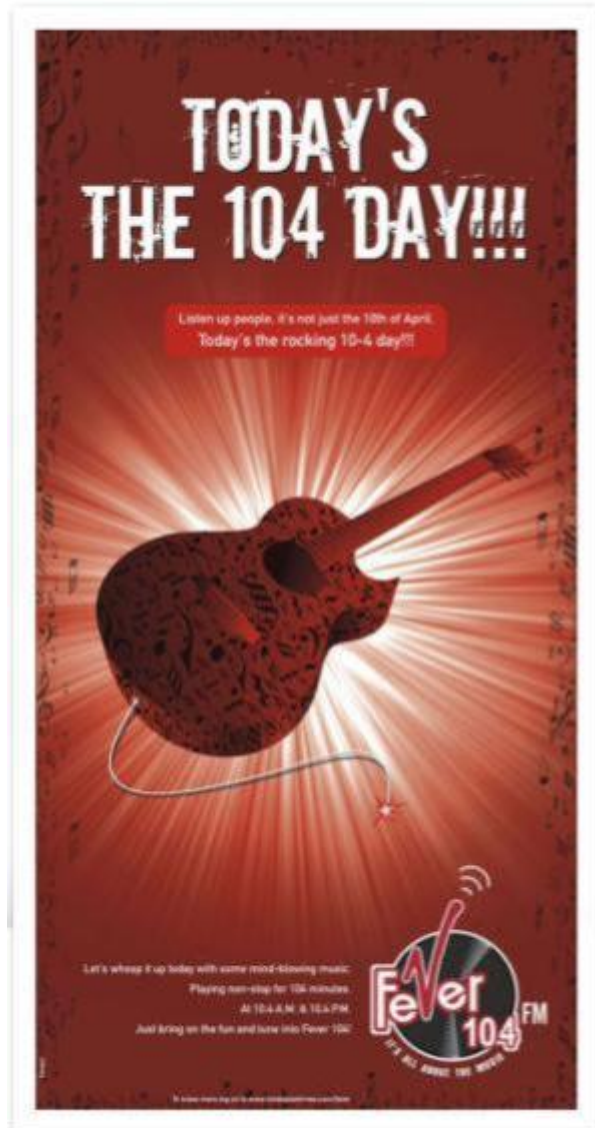
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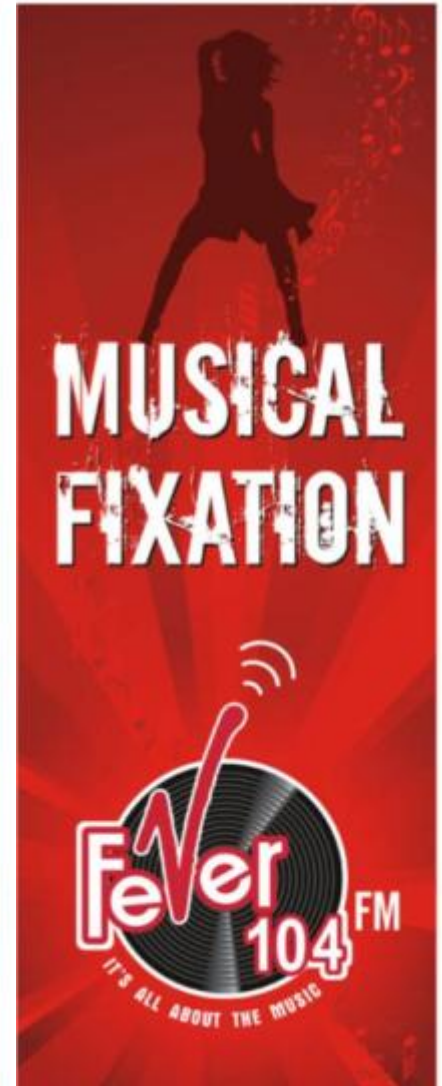
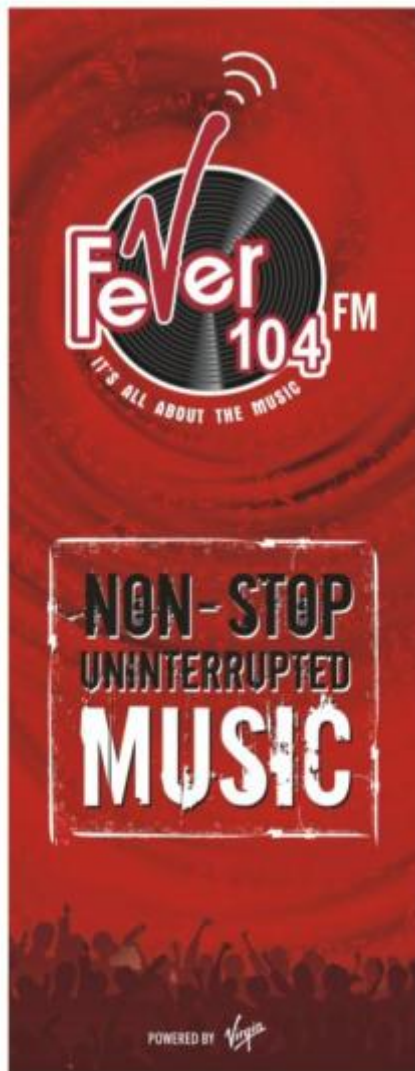
Fever 104 FM

Activation stalls



Fever 104 FM

Event Standees



When the facts get inflated, the truth can cost us dearly.



Our country faces the very real threat of crippling inflation, and we have to be doubly careful. Our economy is still growing, our industries must be competitive and our people cannot afford to have their buying power eroded. Inflation will cripple the economy and paralyze the markets. The rising price of steel has become a critical issue. Steel is a critical industry and must take its responsibility seriously. An explanation is being propagated that the current high cost of steel is inevitable because of 'the increase in the cost of iron ore'. This is not true, and the facts will prove this. It is critical to correct steel prices quickly. It will save the Indian economy and spare the common man.

A RAW DEAL FOR RAW MATERIALS

Iron ore cannot be a factor in the current high steel prices. Here are the facts:

1. Iron ore has been in abundant supply for the last 3 years.

2006-07 production: 181 million tonnes.

2007-08 production: 207 million tonnes.

India's iron ore exports have stabilised at 93 MT.

India already has a iron ore opening stock of 44 MT.

138 MT* is readily available out of which

domestic requirement of iron ore is around 88 MT.

* (207 MT production + 44 MT surplus - 93 MT exports)

There is a remaining iron ore surplus of 70 MT.

2. The increase in logistics and transportation costs does NOT warrant the steep increase in steel prices, for producers with 'captive' mines.

- Over 30% of the steel producers have their own 'captive' iron ore and coal mines. The economics of captive supply (including cheaper 'internal' transportation) spare them any increased costs. This adds up to a saving in the cost of production for them. In fact, the market price of iron ore has no impact on them.
- Iron ore constitutes around 1.3% to 2% of the total cost of steel for steelplants who have captive mines.

Iron ore therefore cannot impact steel production costs by all that much.

Simply put, Indian-made steel need not cost what it costs today. The price can easily be reduced, at no loss to the producers.

IRON ORE EXPORTS — A COMPULSION

Mining and generating lump ore creates 'finer', which consist of 70-72% of total iron ore production. Since 'finer' are more they must be properly evaluated or sold — they cannot be stored.

84% of iron ore exports consist of these 'finer', which have no domestic demand. Through these 'finer' are available to domestic steel producers, there are hardly any taken so exporting them is a necessity.

Indeed, these exports bring in valuable foreign exchange, create and sustain critical employment and solve a major environmental dilemma.

Any restrictions on the export of 'finer' will compel a drastic reduction in the production of lump ore required by secondary steel producers. These producers, who procure iron ore from the merchant iron ore producers, lead the steel industry's growth.

Export restrictions will result in lower steel production, a further rise in inflation and unemployment in the mining and secondary steel sectors.

An entirely unnecessary crisis can be avoided by NOT placing export restrictions on the iron-ore industry.

A CATASTROPHIC CASCADE

Major Indian industries are already buying foreign steel, itself a huge loss in precious foreign exchange.

Industries that depend on steel, like the forging industry, and the people working in them, are severely affected.

When steel costs more than it should, the effects are disastrous to all the makers of steel products.

And to the common man, who ultimately has to pay for them.

WHY STEEL NEED NOT COST MORE

With India's rapid growth, the demand for steel has far outstripped supply.

India is now compelled to buy foreign steel, something that has never happened before.

Of course, foreign steel is expensive because it reflects the cost of expensive manufacture as well as long-distance transportation.

Indian-made steel has now pegged its selling price to the higher cost of landed steel — a decision taken by just a few Indian producers.

There is absolutely no justification for doing this.

Indeed, Indian steel should cost less because it benefits from many economies of 'home' production, and it does not have to be transported to India.

The explanation that the 'high cost of iron ore' is a contributing factor to the high price of Indian-made steel is completely untrue.

The facts are clear:

1. Iron ore is in plentiful supply.
2. India has a surplus of iron ore.
3. The cost of iron ore cannot make a drastic difference to the cost of finished steel.

In the current economic climate, with inflation looming large, the steel industry has the power to help avoid a situation that will drain India's financial resources and cause many hardships to the common man.

It makes no sense to harm our economy. Because that will only harm us.

FIMI RESPECTFULLY SUBMITS THE FOLLOWING APPEAL TO THE INDIAN GOVERNMENT, OUR RESPECTED POLICY MAKERS AND STEEL MANUFACTURERS:

- Import duty on steel and other input materials should be abolished to allow free import of these.
- Excise duties on steel and other input material should be reduced as much as possible to promote production.
 - Indian steel prices should be India-friendly and should not be equal to the price of landed steel.
- Steel exports should be restricted by imposing 25% export duties on all steel products so that it will be available for domestic use.



Issued in the public interest by

**Federation of
Indian Mineral Industries**

Only the truth has the power to deflate inflation.



At this moment, our country faces the real threat of inflation. We have to be twice as careful. Our economy is growing, our industries have to be competitive and our people cannot afford to have their buying power eroded. Inflation would cripple our economy and paralyze the markets. Of the many issues that need to be addressed, two are of special importance:

- The price of steel. Steel, being a critical industry, has a very important role and an even more urgent responsibility. At this moment, the steel industry has increased its prices and is attributing it to 'the increase in the cost of iron ore'. The facts will prove that this is not true. Steel prices must be corrected quickly if the Indian economy and the common man must benefit.
- A 10 fold increase in the royalty on iron ore is under consideration. This will increase cost of steel even more, and precipitate a rise in inflation. This increase must be abandoned immediately.

IRON ORE CANNOT BE A FACTOR IN INCREASED STEEL PRICES

1. Iron ore has been in abundant supply.

- After meeting the entire demand of the domestic steel industry, of 88 million tons, and exporting 93 million tons (consisting of 84% 'finex') there is still a surplus of around 70 million tons of iron ore during the FY 2007-08.
- New Reserves: 3141 million tons of haematite iron ore resources between years 2000 to 2005 which is 8 times of the production during the same period.

2. Over 35% of the steel producers have their own 'captive' iron ore and coal mines.

- The economies of captive supply (including cheaper 'internal' transportation) offset them any increased costs.
- In fact, the market price of iron ore and coal has no impact on them.
- Iron ore constitutes around 2% of the total cost of steel for them.
- Iron ore therefore cannot impact steel production costs by all that much.
- The price can easily be reduced, at no loss to the producers.

Steel producers have increased steel prices several times citing increase in iron ore and coal prices, which, in fact have not affected steel producers having captive mines.

IRON ORE EXPORTS—A COMPLUSION

- Mining and generating lump ore creates 'finex', which consists of 70-72% of total iron ore production.
- 84% of iron ore exports consist of these 'finex', which have no domestic demand.
- 'Finex' cannot be stored as they create environmental hazards.

Any attempt to restrict export of iron ore either through export duty or quantitative restrictions will have a negative impact.

- It will lower steel production from the secondary steel sector as overall production of iron ore will fall, along with the lump ore required by secondary steel producers.
- The growth in Indian steel has come only from secondary producers (whose share in steel production increased from 30% in 2001 to 95% in 2006) procuring iron ore from the merchant iron ore producers.
- It will create unemployment in the mining and secondary steel plants.
- It will force the storage of 'finex', causing environmental hazards.
- India will lose its share in international market to other competing countries.
- It will disturb the balance of trade with China.
- It will cause a rise in inflation.

Keeping these in mind, there should not be any increase in the export duty of iron ore.

WHY STEEL NEED NOT COST MORE

Indian-made steel has pegged its selling price to the higher cost of landed steel—a decision taken by but a few Indian producers.

There is absolutely no justification for doing this.

- Indian steel should cost less because it benefits from many economies of 'finex' production and it does not have to be transported to India.
- Foreign steel is expensive because it reflects the cost of expensive manufacture as well as long-distance transportation.
- In fact, there is no justification for the increase in steel prices by producers having captive mines of iron ore, coal and coking coal.
- Over 35% of steel producers have captive iron ore and coal mines and are not affected by change in iron ore and coal prices whether domestic or international.
- Over 25% of steel producers procure iron ore under long term contracts with largest iron ore mining company in India, which is a Government of India undertaking.

CREATING FURTHER INFLATIONARY PRESSURE

- Surcharge of Rs. 300/ton on steel with effect from 1st April 2008.
- Frequent and steep increase in Railway freight—300% in last 3 years.
- 10% ad valorem royalty on iron ore (10 times increase) is in the offing.
- Increase in export duty on iron ore which is under consideration.

The steel industry has the power to avoid a situation that will harm our economy. Because this situation, in the long run, will only harm us.

FIMI RESPECTFULLY SUBMITS THE FOLLOWING APPEAL TO THE INDIAN GOVERNMENT, OUR RESPECTED POLICY MAKERS AND STEEL MANUFACTURERS.

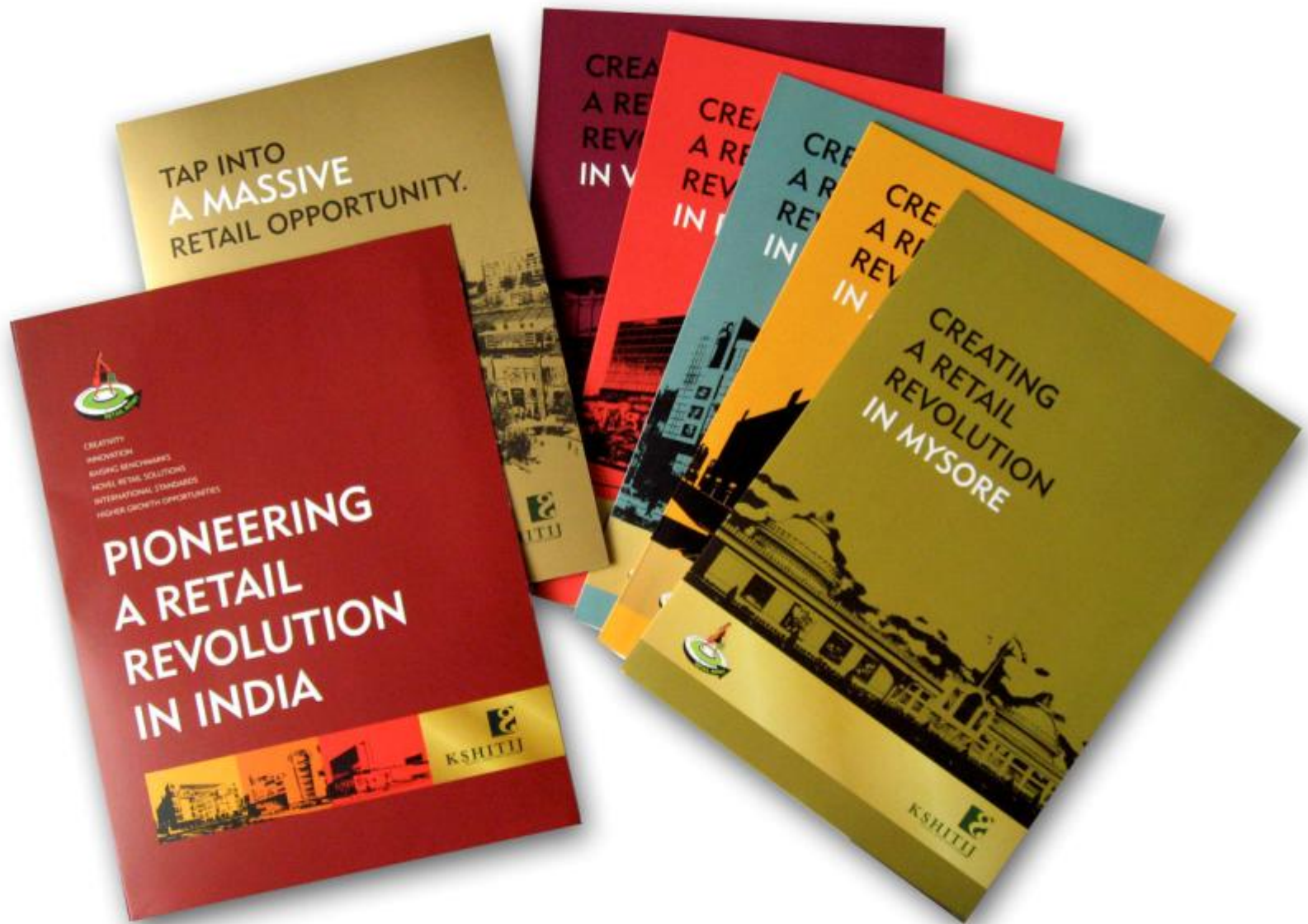
- Import duty on all steel products and all input materials should be abolished.
 - Excise duties on steel and other input material should be reduced.
 - Steel exports should be stopped.
- Impose 25% export duties on all steel products.
- The ten times increase in the Royalty on iron ore should be reconsidered.
 - No increase in export duty on iron ore.
- Indian steel prices should be India-friendly and should not be equal to the price of landed steel.

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DON'T JUST STAND THERE. DO SOMETHING!

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Topic of the month: IT SOLUTION TO FIGHT TERROR

Last date for entries: 31st Dec, 2008

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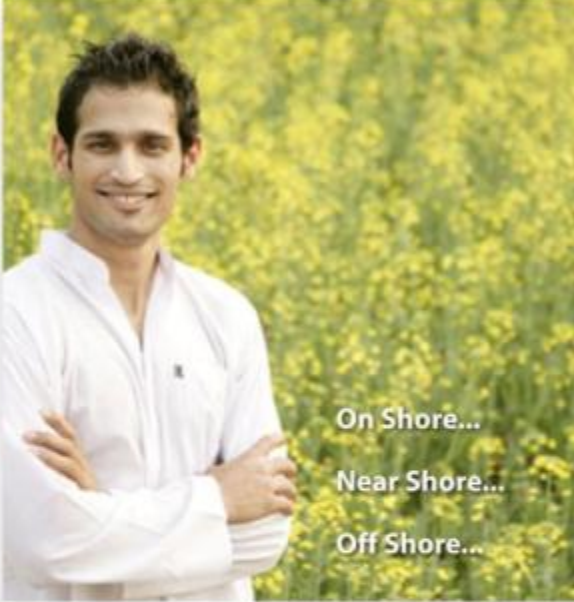
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A NEW MODE OF
BUSINESS PROCESS
OUTSOURCING ECOSYSTEM
AT YOUR DISPOSAL...
THAT BESTOWS SIGNIFICANT.

RuralShores
Countryside  Nationwide

THE PEOPLE

Ed Engelbrecht
Chairman and Managing Member (Chairman's Office)
Atlanta, Georgia

David E. King
Chairman, Board of Directors
Atlanta, Georgia

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CEO (CEO's Office)
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J. A. Ryan
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RuralShores
Countrywide Real Estate

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COST SAVINGS

COMPLETE INFORMATION PROTECTION

GUARANTEED SERVICE LEVELS

COMMITTED WORKFORCE

BUSINESS CONTINUITY

VALUE PROPOSITION

• Best-in-class service level and price point
• One-stop, end-to-end solution that has
• Low-risk, low-cost, and high-quality
• Service level and price point

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SERVICES OFFERED

- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business
- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business

INDUSTRY VERTICALS

- Banking
- Insurance
- Retail
- Healthcare
- Manufacturing
- Government
- Education
- Energy
- Telecommunications
- Media
- Entertainment
- Sports
- Hospitality
- Food
- Retail
- Healthcare
- Manufacturing
- Government
- Education
- Energy
- Telecommunications
- Media
- Entertainment
- Sports
- Hospitality
- Food

Businesses are increasingly looking for a way to protect their information and ensure that their data is secure. This is especially true for businesses that are in the financial services industry, where the stakes are high. The good news is that there are many ways to protect your data, and we can help you choose the right one for your business. We offer a range of services, from basic security to advanced threat detection, and we can help you implement them in a way that is easy for your staff. We also offer training and consulting services to help you understand the risks and how to mitigate them. Our goal is to help you protect your data and ensure that your business is secure.

VISION

Our vision is to be the leading provider of information security services in the world. We want to be the company that everyone turns to when they need help protecting their data. We want to be the company that everyone trusts with their most sensitive information.

MISSION

Our mission is to protect our customers' data and ensure that their business is secure. We want to be the company that everyone turns to when they need help protecting their data. We want to be the company that everyone trusts with their most sensitive information.

STRATEGIC PRIORITIES

- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business
- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business

MARKETING PRIORITIES

- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business
- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business

FINANCIAL PRIORITIES

- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business
- IT Infrastructure
- Network
- Security
- Storage
- Cloud
- Data
- Analytics
- Business

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graph TD
    A[Business Solutions] --> B[SME]
    A --> C[CORPORATE]
    A --> D[GOVERNMENT]
    
```

SME	CORPORATE	GOVERNMENT
• IT Infrastructure	• IT Infrastructure	• IT Infrastructure
• Network	• Network	• Network
• Security	• Security	• Security
• Storage	• Storage	• Storage
• Cloud	• Cloud	• Cloud
• Data	• Data	• Data
• Analytics	• Analytics	• Analytics
• Business	• Business	• Business

Brochure

Tata AIG General Insurance



Call Centre branding

Tata AIG General Insurance

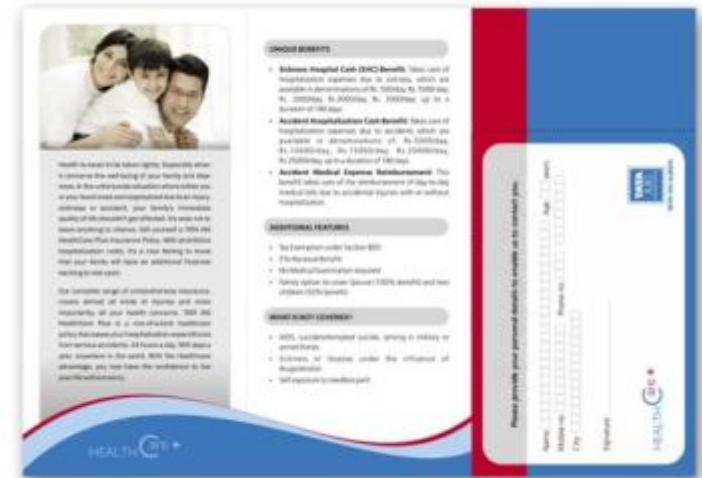


Call Centre branding Posters

Tata AIG General Insurance



Direct Mailers

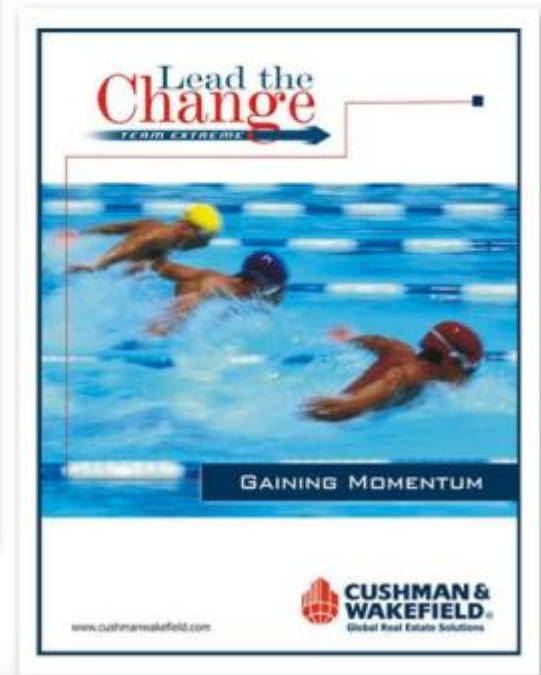
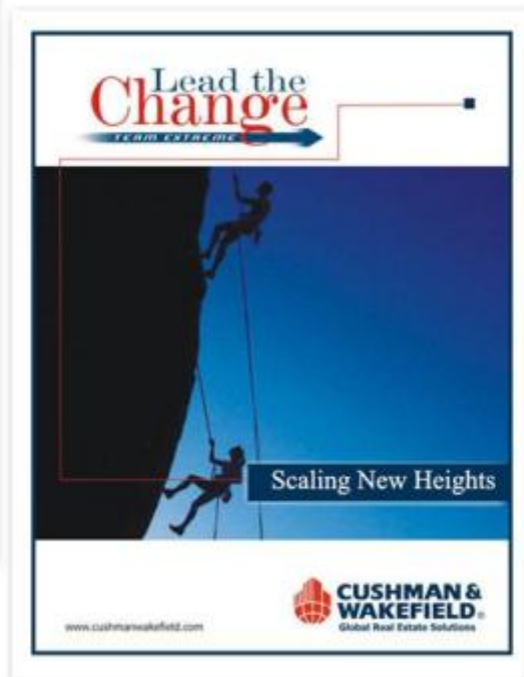
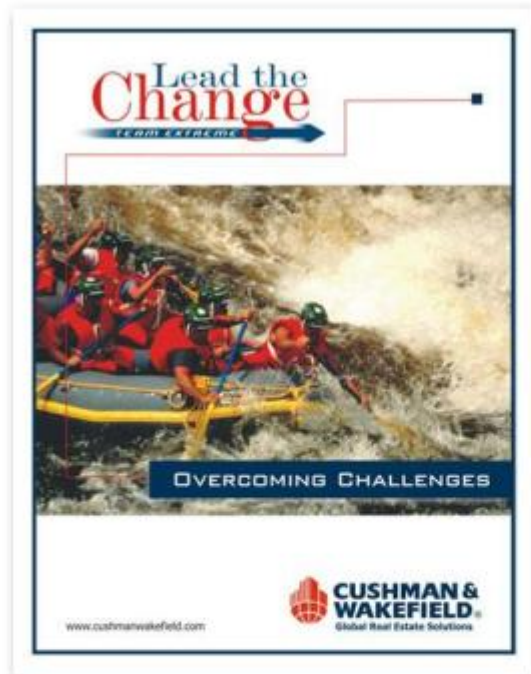


Cushman & Wakefield



Corporate branding

Cushman & Wakefield



Internal branding posters

IDEA Cellular Ltd



Annual report

Masala Munch and Wraps & Rolls



Logo identity and collaterals

Jasubhai Digital Media



Event collaterals

Hind Terminal



Exhibition stall

Thank You

Catalyst
for uncommon ideas