

The making of  
**indian giants** Sep 2007

Special Management Program with Harry Beckwith

*The Keys to Marketing Breakthroughs*

Mumbai – 6<sup>th</sup> September 2007  
Bangalore – 7<sup>th</sup> September 2007



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World Class Speaker and Business Teacher

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# About K Capital

## **LEAD, DEVELOP, AND GROW YOUR ORGANIZATION – K Capital Services**

- ❑ Provides a platform for knowledge sharing and networking for the professionals from various vertical industries.
- ❑ Our business workshops is designed to leave a lasting impact business organization.
- ❑ “The Making of Indian Giants” is a platform to hear from some of the world-renowned speakers and business thinkers to help companies to address their business challenges and improve business performance.

### **Objective**

- Organize high end knowledge seminars & conferences
- Ensure participation from high profile executives and key decision makers across various verticals at “The Making of Indian Giants”
- To help partner promote their memberships & generate leads from Indian business fraternity.

# Background

The first series of “Making of Indian Giants” hosted by K Capital featuring the renowned Management Guru, Verne Harnish in May 2007.

Around 600+ senior executive & business professionals attended this workshop in Mumbai, Bangalore, Hyderabad & Delhi.

## **Testimonials by attendees**

“Good Program. Keep it up.”

-Yuvraj Agarwal, Chief Marketing Officer, Laqshay

“Good Organizing Effort. Great initiative”

-P R Narasimha Rao, Managing Director, Alliance Consulting.

“Good Program Arranged. Effective for Indian Entrepreneurs. Keep It up”

-M S Bhagwat, Director, M Tech Innovations

“Very well organized, Good subject”

-V Subramaniam, CIO, Otis Elevator

“Great effort, Good show.”

-Girish Mallpani, CEO, Maheshwari Group

## Past Attendees List

9i Solutions	<b>Bajaj Capital</b>	Carolx Foundation	<b>Dr Batra's Clinic</b>	GISIL
ABC Consultants	Baring Equity Partners	CAS Weighing India	<b>Dr Reddy's Laboratories</b>	Global Legal Associates
Ace Designers	BCGI wireless	<b>Kanakia Spaces</b>	Dynamic Logistis	Global Trade Finance
Acuity Software Solutions	<b>Bennett Coleman &amp; Co</b>	Client Associates	Eastern Power Distribution	Gorlas Group
Advanced Enzyme Technologies	Bevcon Wayors	<b>Clover technologies</b>	<b>Emerson Network Power India</b>	Gujarat Organics
Ahuja Group	Bharti Telesoft	CNBC - TV 18	EMRI	Gujarat Reclaim
Albatross Finechem	Bhartiya Enterprises	Coil Company	Enkay Condominiums	Gulbrandsen
Alliance IT Consulting	Biological E	Communicate2com	<b>Ernst &amp; Young India</b>	IDC India
Aluplex India	<b>Birla Sun Life Securities</b>	<b>Computer Associates</b>	Eurokids International	IIM
Amity Business School	Bit & Byte Communication	Controls & Switchgear Group	Eurolife Healthcare	Indian Genomix Private
ANU'S LABORATORIES	Biz Os Software	Cordys R&D	Executive Recruiters Association	Indian Navy
APSRTC	BNI Training Services	Corporate Bounteez	Fainger Leser Valves	Indo Count Industries
AristaLaos Strategic Solutions	Bombay Fluid System Components	Cramstercom	Falcon Technologies	Indu Projects
Arrow International	Bombay Management Association	Creamline Dairy Products	FIE	Infotech Enterprises
Ashiana Housing & Finance	Build Way Enterprise	<b>CRISIL</b>	Fiori Creations	<b>Inox Air Products</b>
Asian Market securities	Business Standard	Criston Infotech	Flex	Integr8 IT
Astrowix India Project Solutions	Cadence Design System India	Cybage Software	<b>Forbes Marshall</b>	Intellisight India
Avantel Softech	Camel Bidi	Dainik Bhaskar	International Tractors	Lovely Public School
Avanti Feeds	<b>Cap Gemini Consulting India</b>	Datamatics	Force ITES	Intouch Solutions
Axiom Energy	CAPEIC Institue	Divyam Knitwears	<b>GE Healthcare</b>	Invensys Development Centre

## Past Attendees List

Iridium Interactive	Malpani Group	NIC	Rahul Cargo	Stellar Search & Selection	<b>VSNL</b>
Jaquar & Company	Manford Allianz	Nihilent Technologies	Read Worthy Publication	Sun Jewels International	Vikram Overseas
<b>JM Morgan Stanely</b>	Matrix India	Nova Electronics	Riverbank Studios	Supervac Products	<b>VIP Industries</b>
<b>Jumbo King Foods</b>	Matrix PR	Ortel Communications	Roha Dye chem	Synapse Communications	Virtusa
Kambala Hospitality	Mavcomm Consulting	<b>Otis Elevator</b>	Roulac India Investment	Systime Computer Systems	Visista Risk Management Services
Kemoratherepic	Medusind	Outdoor Media Integrated	S Chand & Co	<b>Tata Consultancy Services</b>	Wadhwa Constructions
Kenexa Technologies	Medwin Hospital	P T Pure Testing Software	Safepack Industries	Tech Mahindra	Wig Brothers
Kenwood Mercantile	Mehta Jewellery	Pali Hills Tourist Hotel	Samkrg Pistons	The Supreme Industries	<b>Wipro Infotech</b>
Knoah Solutions	<b>Microsoft</b>	Pande Associates Inc	Samudra Software	Third Eye Consultancy	<b>Wockhardt</b>
<b>KPIT Cummins</b>	<b>MIRC Electronics</b>	Pangea3	Sangfroid Industries	TIE	Zicom
Kraheja Universal	Mitsui OSK Lines	PC Solutions	<b>Satyam Computers</b>	Trashco Dubai	
Kriti Industries	Mobile2Win	Pfizer	<b>Set India</b>	Tyco Healthcare	
KRYFS	Modak Cables	Pragati Offset Printers	Shriram Pistons & Rings	Ultimedia E-solutions	
Kumar Builders	Muvtons Castors	Prithvi Information	Shukal International	Neterwala Group	
L G Electronics	Nagarjuna Hospital	Progressive Infotech	Sierra Atlantic	Uni Deritend	
Laqshya	NASSCOM	Promantra Synergy	SIMS	Uni Style Images	
Locuz Enterprise	Pyxis Systems	Sona Mobility Services	<b>United Phosphorous</b>	UnitedHealth Group	
NDTV	Neilsoft	Quad One Technologies	Skypack India	Universal Spices	
M & B Footwear	Neuralit IT	Qualcomm	Snowcem paints	Vasanta Tools	

# Overview

The Second series of “Making of Indian Giants” featuring Harry Beckwith – The Marketing Guru in September 2007.

- ❖ He is the world’s leading authority on Marketing Techniques & author of Best selling book, **SELLING THE INVISIBLE**.
- ❖ Harry Beckwith is considered to be one of the top 10 Marketing Gurus in the world
- ❖ He has led major marketing initiatives for 23 Fortune 200 companies, including Merck, IBM, General Motors and Fidelity Investments.
- ❖ He is also the partner of Beckwith Partners whose clients include Microsoft, Service Partner, ADP, Merck, Hewlett Packard, and State Farms.
- ❖ His first book, **Selling the Invisible**, recently was named one of the top ten business and management books of all time.

# Sponsorship Opportunities

## Why Sponsor?

- Share knowledge & network with professional from various vertical industries.
- Building and strengthening your company brand through effective visibility
- Showcase your company as an extraordinary perspective for educating the next generation of business leaders in India.
- It's a place where business contacts are made and where business gets done.
- It's an event of substance a gathering of top level management of the companies.
- It offers sponsorship packages that create a year-round advantage, offering value far beyond the actual event itself.

Keeping in mind the above points we have laid down our efforts towards achieving the same.



# Marketing & Media Campaign

**Direct mailing:** The conference brochure carrying your company logo will be mailed out to the target audience.

**Worldwide awareness:** Promotion of the event through speaker's weekly insight newsletters posted to executives worldwide.

**Adverts & press releases:** The event will have around a ray of advertisements in the national daily newspapers and business newspapers.

**Online Media:** The event Ads will be displayed on our online media partner websites for a period of one month prior the event.

**Search Engine Marketing:** Gaining maximum amount of hits and visibility through tie ups and advertisements with the search engines.

**Internet:** The conference website will be updated constantly with news about the conference and will be displaying the press releases that the event would be having.

**Email & fax marketing:** Weekly mailing campaigns to our target audience internally and through our tie up with nationwide business associations. Appx 50000 database.

**Press relations:** Tie up with top notch PR firm for very effective PR campaign

# Target Audience

## Designation Profiles:

MDs  
CEOs  
Presidents  
VPs  
GMs  
Senior Managers  
Profit Centre Heads,  
Brand and Product Heads  
Branch Heads  
Entrepreneurs  
Account Group Heads  
Anyone with Sales, Marketing or client service responsibility

## Industry Verticals:

Banking and Financial Services firms & Insurance Companies  
Advertising agencies,  
Media companies,  
Retail chains,  
Shipping,  
Hospitality and Airlines,  
Healthcare,  
Professional services firms  
IT/ITES/BPO companies,  
Many associations of Small Businesses  
Sole Proprietors (Financial planners, Designers & Architects and Retailers)

## Geography

Asia, USA, Middle East, UK & Europe



# Sponsorship Packages

**PLATINUM SPONSORSHIP**

**DIAMOND SPONSOR**

**GOLD SPONSOR**

**BAG SPONSOR**

**EVENT COLLATERAL/DOCUMENTATION SPONSOR**

**NETWORKING LUNCH SPONSOR**

**COFFEE / TEA BREAK SPONSOR**



## Contact Details

If you are interested in taking up any of these sponsorship opportunities or like to discuss the sponsorship in more details please feel free to contact:

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*Just like they say ....  
"Behind every successful man, there is a woman"..... Similarly, "Behind every successful Event, there is a  
successful Partner"*

THANK YOU