

*India InfoMedia*  
Perception Management Resources



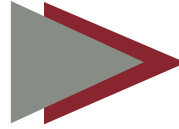
# Perception

may not always mirror reality.

Often, it is the **Perspective**

that dictates perception.





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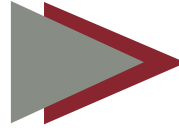
# The complete picture



## About us

Lasting perceptions are created by presenting the complete picture skillfully. Instances abound, where businesses edged past the similarly placed competitors through strategic communication.

Ever since its inception in 1993, India InfoMedia has developed a deep reservoir of communication knowledge across a gamut of industries and sectors. Shaw Wallace, ITC, Apollo Tyres, Glaxo Smithkline, IMG, Jumbo Group, Kyndal India, Aventis Pharma and SABMiller are some of the organizations that the firm has assisted in strategic communication both through mass and direct media for overall corporate perception build-up, crisis communication, issue and brand management.



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Truth  
*well*  
told



## Services

India InfoMedia is a full-service perception management practice with well acclaimed editorial, analytical, media relations and strategy skills.

### **Crisis & Issue Management**

As one of India's most experienced issue management and crisis communication firms, it has helped clients emerge from a variety of crises situations with their reputation and businesses intact.

### **Media Relations**

Trust and confidence of the media won over the years as a credible, comprehensive and timely source of information is one of India InfoMedia's biggest assets today that can be leveraged for effective media relations strategy.

### **Government Relations**

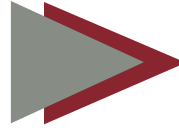
Direct interaction with governmental institutions is an area that assumes importance both in public affairs and corporate affairs management. India InfoMedia has a symbiotic alliance with one of India's best known government relations firms.

### **Personality Profiling**

More often than not, the perception of the person occupying the corner office impinges upon the public perception of the organisation. For a perception management company that is an important area to focus upon.

### **Media Training**

Media can be an ally in reaching desired messages to the target audiences. However, understanding media psychology and principles of communication is a must for any fruitful media interaction. India InfoMedia has executed communication training sessions for top management of ENRON, ITC, Shaw Wallace, Intelligroup Asia and many other organisations.



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**Crisis** could be  
**opportunity,**  
if only one could see....

**beyond**

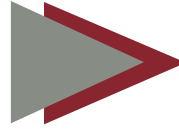


## Expertise

All companies – large or small, publicly traded or privately held – are prone to crisis and face issues in a dynamic economic environment. From financial, stakeholder and employee conflicts to safety and environmental emergencies, an organization must be prepared to respond swiftly and effectively.

Proper crisis preparedness and management can protect a company's reputation, brand equity and market share, as well as the confidence of all internal and external audiences.

Over the years, India InfoMedia has been involved with some of the most riveting corporate crises/ issues in the country. These include board room crises at some of the top corporates, crises emanating from employee unrest and issues such as advertising restrictions on sensitive products like alcoholic beverages and tobacco.

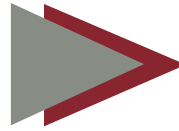


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Redefining  
**perception**  
management



Overview  
Differentiators  
Skill-set  
Practice areas  
Case Studies  
Clientele  
People



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## Overview

Strategic communication makes a world of difference to stakeholder perception and thereby to the overall success of a business. Ever since inception in 1992, India InfoMedia has endeavored to creatively engage critical stakeholder communities - the business associates; the regulators; the legislators; the employees and above all the consumers through strategic communication.

Owing to sensitive nature of most of its assignments, India InfoMedia has centralised operations with a dedicated team based at New Delhi and an effective networking with media and other resources all over the country. In view of its distinctive working, the practice has been able to offer highly effective as well as cost effective solutions. In a world of transitory client-agency relationships, most of India InfoMedia's clients have continued to depend upon its expertise for many years, leading to better understanding of issues and consequently, better performance. India InfoMedia believes in working on select, substantial and strategic assignments.

India InfoMedia has rendered services for clients across the sectors including Alcoholic Beverage, Tobacco, Automotive Tyres, FMCG and Pharmaceuticals.

## Skill set

### **Media Relations**

In-depth understanding of the Indian mass media and professional equations fostered through years of mutually beneficial association are India InfoMedia's most valued assets. With increasing specialization in mass media, the interest areas and needs of information are diverse. India InfoMedia understands the respective specialized needs of various media and has resources specialising in writing for business media, lifestyle media and sports media.

### **Editorials**

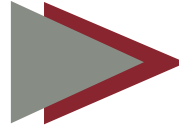
For its editorial strengths, India InfoMedia is being extensively used by its clients for preparing CEO addresses, corporate brochures, communication to shareholders and house magazines

### **Strategising**

India InfoMedia's strategic communications to the regulators particularly in respect of sensitive industries have helped its clients in eliciting desired response to issues.

### **Business environment monitoring**

With crumbling of trade barriers and advancement in communication through internet, world is your marketplace has become a reality. As a result, the information needs of Indian corporates have increased manifold. Simultaneously, the sources of information have also increased. India InfoMedia has developed skills and technology to effectively monitor the development in a particular industry or domain.



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## Differentiators

Ability to create valuable editorial input for media and clients  
Acute understanding of media psychology  
High degree of credibility amongst vast network of business and general media spread across all the important centres.

## Practice areas

### **Issue /crisis management**

Corporate crises of various hues and dimensions, industry issues such as liquor prohibition, regulation of liquor and cigarette advertising, punitive taxation on products are some of the issues that India InfoMedia has managed nationally through successful use of mass and direct media. In many cases, the special challenge was that the project sponsor did not want to be publicly identified with the issue/ cause, yet wanted results.

### **Brand image management**

India InfoMedia has handled brand communication across lifestyle, fashion, alcoholic beverages, health and amusement categories. India InfoMedia has actively assisted the clients in creating appropriate events and excitement around the brands leading to top-of-the-mind recall for the brand and extensive media visibility. Particularly in view of restrictions on advertising across industries like alcoholic beverages, tobacco and pharmaceuticals, India InfoMedia has imaginatively used public relations as a medium for transferring brand experience.

### **Brand categories handled**

#### **Spirits**

*Antiquity Rare Premium Whisky*  
(India's largest selling super premium whisky brand)

#### **White Mischief Vodka**

(India's largest selling vodka brand)

#### **Vladivar**

Europe's popular vodka brand

#### **Royal Challenge Whisky**

(India's only millionaire premium whisky brand)

#### **Director's Special Whisky**

(India's second largest brand in the overall whisky category)

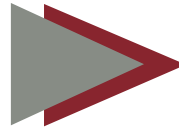
#### **Beer**

*Haywards 5000*

(India's largest selling strong beer brand)

*Haywards 2000*

*Royal Challenge Premium Lager*



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## **Brand categories handled**

### **Malted Food Drinks**

*Horlicks*

*Mother's Horlicks*

*Boost*

### **Passenger Radials**

*Amazer Steel Radial*

*Amazer XL*

### **Haute Couture**

*Circa (Western collection by Indian designers)*

### **Amusement Station**

*Funkie Orbits (India's tallest indoor play station for kids)*

### **Pharmaceuticals**

*Rabipur : Rabies Vaccine*

*Frisium : Anti epilepsy drug*

*Amaryl : Low risk anti-diabetes*

*Allegra : Non-sedating anti-allergic*

*Tavanic : Broad spectrum anti-bacterial*

*Arava : Anti-rheumatic drug*

**(International formulations launched in India by Aventis Pharma)**

### **Software**

*WinCA accounting package*

### **Personalities**

*Mrs. V M Chhabria*

*Ms. Komal C Wazir*

*Mr. Onkar S Kanwar*

*Mr. Shiv Khera*

### **Communication Training**

India InfoMedia's customised training modules encompass:

Principles of communication

Understanding media psychology

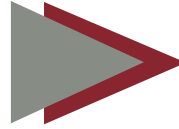
Media Do's and Don'ts

Media handling tools

India InfoMedia has already handled communication training sessions for, among others, ENRON, ITC, Shaw Wallace and Intelligroup Asia.

### **Corporate Affairs management**

India InfoMedia is an associate of one of India's largest corporate affairs management firm with strengths in intelligence, policy modulation and networking at all levels in government. The association has led to unique synergies that could be leveraged for micro management of government and media relation for higher value delivery.



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### **Personality profiling**

Personality profiling is fast emerging as a specialised field. Many of the well known persons in the social-scape today enjoy an image that has been carefully constructed over the years. In corporate scenario, more often than not, the perception of the person occupying the corner office impinges upon the public perception of the organisation. For a perception management company like India InfoMedia that is an important area to focus upon.

### **Media monitoring & related services**

India InfoMedia prepares weekly reports on various industry segments sourcing information from print media, internet, TV and industry chambers. The report on a particular segment act as a single time-efficient guide covering relevant issues like advertising/ marketing strategies, corporate moves, policy issues, brand launches, M&A activities, regulatory environment and other areas.

Leading players in the industry including ITC Foods, Mars Inc, Heinz, Du Pont, Bacardi-Martini, Brown-Forman, Phillip Morris and a few international management consultants are subscribing to the customised reports.

### **Highlights of the service:**

Comprehensive- coverage in print, TV and Internet domain

Widest array of sources – 70 dailies (across the country), 40 periodicals and 10 news channels

Daily mailers through e-mail (news as it appears from four centers in the country – Mumbai, Delhi, Kolkata & Bangalore)

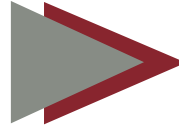
Prefatory notes to weekly reports (go through, get through format)

Ready availability of clips of past two years (storage on sturdy SQL based data management software for efficient storage and easy retrieval at a future date)

## Clientele

The clients India InfoMedia has worked for over the years include:

- Reliance Industries
- Jumbo Group
- Shaw Wallace & Co
- Ranbaxy Laboratories
- ITC
- Apollo Tyres
- Aventis Pharma
- SABMiller (World's second largest beer company)
- IMG (World's largest sports marketing company)



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- Dunlop India
- Kyndal India
- Falcon Tyres
- Gordon Woodroffe
- Narmada Gelatines
- Hindustan Dorr Oliver
- Mather + Platt
- OCL India
- Glaxo Smithkline Consumer Healthcare
- Touch & Glow Spa (Delhi & Kolkata)

## The People

### **Harsimron S Sandhu**

Promoter and chief executive of India InfoMedia, Harsimron (46), is one of the wellknown names in the field of perception management practice in India.

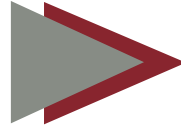
A six-year intense association with Pepsi, as the multinational was battling for a toehold in India, sharpened Harsimron's skills in issue management. It were these skills which he leveraged successfully first as director and head of the resource centre at Indian Public Affairs Network (PR wing of India's largest advertising conglomerate, JWT) and then as chief executive of India InfoMedia.

Over the years he has value-added the PR business of a number of Indian and multinational entities. These include Pepsi, Boeing, Citibank NA, Dunlop, Hewlett Packard, Aventis, GlaxoSmith-Kline, Whyte & Mackay, Star TV, Hindustan Lever; ITC, Ranbaxy Laboratories, Shaw Wallace, Jumbo Group, Apollo Tyres, OCL India and Godrej.

### **Ajoy K Das**

A media professional for over 27 years with experience in some of the country's leading publishing brands like Financial Express, Business Today, Reuters and The Economic Times. In his 14 years with the Economic Times during which Ajoy was the Chief of Bureau, he honed his skills in reportage across industries ranging from steel, non-ferrous metals, mining, consumer electronics, energy, capital market and foreign trade policies. He also led a team of professionals to conceive and develop high quality content for readers across spectrum of industry. He was also instrumental in setting up the editorial operations in eastern India for Daily News & Analysis.

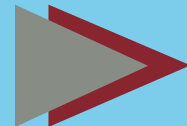
Having travelled widely across South East Asia, Europe and US to cover events and conferences in steel, financial and consumer electronics sectors, he has been able to consistently analyse and communicate developments in Indian business and industry against the global backdrop.



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InfoMedia's frontline executives are post graduates in mass communication and/or public relations with varying degrees of exposure in diverse aspects of public relations management. A dedicated team of information management professionals is involved in environment tracking (media, industry chambers, government sources etc.) of areas of India infoMedia's interest.

- Storage of information on a sturdy data management software with indexing for easy retrieval
- Media profiling
- Media reportage evaluation (checking programme efficacy)
- Media database management



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