

VENTURES

Advertising Pvt. Ltd.



Selected 2011-13



Name of the Director: Mr. Chetan Shah

Established : 21st May 1985

Products: Advertising Agency.

History: Mr. Chetan's father worked as a Media Manager in Averest Advertising agency. He himself worked as an intern in the same media house for 3 years when in college. He pursued his diploma from Xavier's College. This is a family-owned business. Currently their turnover is 25 crores. They have 9 branches all over India.

Achievements: 25 crores turnover. Member of INS (Indian Newspaper Society) since 1990 hence have tremendous honor and credibility in the media industry. They are one of the top 15 advertising



agency in the government sector. The logo they created for their client, Asia Plastic Forum won the Best Logo Award. They did a 5-Ad



Campaign with Indian models for CIBA (Switzerland), manufacturer of specialty chemicals limited. Their biggest achievement has been the loyalty of their clientele who have been with them since 1985 (Jyoti Structures Limited, Silkina Shirts, Walecha Engineers etc)



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PRINT TV RADIO PR EVENTS INTERNET ADVERTISING MULTIMEDIA

Market: Their core strength is Government & PSU's sector. The client list boasts of names like ONGC, HPCL, Mazgaon Dock, Khadi & Village Industry, Goa Tourism, Banks, etc. Apart from them, they have clients like Kingfisher training, Casino Royale (Goa), Godrej, Arcasia International, etc.

Recent Developments: They have developed a portal for online advertisement which would benefit every businessman who aspires to expand his business to the remotest part of the country.

Promotions: Word of mouth, Client to client, EDM's, Banner ads on various websites, Google-AdWords, newspaper ads.

Exansion Plans: planning to start 4 new branches in 2011-12. The Chennai branch will be operational on 5th April 2011 and the other three will be at Bhubhaneshwar, Guwahati, and Goa. The new target cities will be Ahmedabad, Lucknow and Jaipur.

Recreational facilities for staff members: they have a strength of 40 employees. Recreation comes in the form of 45 days of Paid leaves.



Success mantras: Hardwork, dedication, consistency.

Brand values: Aggresiveness, maintaining client-relationship, honesty, quality.

Corporate social respon-sibility: Donations to trusts for education & medicines of the needy.

Great things you didn't know about them: Honesty is their policy, Clean business is what they practice.

Also a firm believer in Forgive and Forget. Also, never conceits defeat.

