

redefine

www.redefine.in

REDEFINE

CONNECTIONS. NETWORK. PROGRESS



MARKETING. COMMUNICATION

NEW DELHI | BENGALURU | MUMBAI | KOLKATA

REDEFINE
HAS BEEN
SHORTLISTED
AS ONE OF
THE 20 MOST
PROMISING EVENT
MANAGEMENT
ORGANISATION

SILICON INDIA
SEPTEMBER 2014

GROW

Each of us as an element in the larger network have a power to fire up the universe. As we align ourselves with the higher objective, we often do surprise ourselves by our ability to do good. To work wonders.

As an end-to-end marketing enterprise, ReDefine understands the power of the market and also the sublime instinct honed by discipline, instinct and knowledge. The market is huge and daunting. Especially in the Indian context. To grow and expand we have built up on our understanding in the context of the modern times.

By closely aligning ourselves with the client and their immediate and long term objectives, we create a bouquet of solutions. Solutions that reflect well through the passage of time. Services that augment and optimise valuable resources. Results which minimise wastage of time and money.

With insights into the working of both Indian and International organisations we are bullish on our future. In which we have the power to do maximum good to the maximum people.



Shri Kapil Dev, the magnetic World Cup Cricket winning Captain of India and the ace all-rounder at an event organised by us.

POWER

RESONATE

For a young enterprise like ours, it is essential that we create an impact and enter into an enduring relationship with each and every dialogue we establish. Our work must resonate. With the client and the end user. So that the benefits keep translating themselves, growing, gathering force, way into the future.

We are six years young and proud of it. In this time, all of us with Redefine, have used our collective experiences to forge our dreams into a living reality. Our enterprise has been well appreciated and our strengths show in the rather enviable clientele we have built.

THE 3-STEP PROCESS TO SUCCESS

CONNECT ENGAGE BUILD

- 1 CONNECT WITH THE CLIENT
- 2 ENGAGE THEM WITH YOUR BRAND AND PRODUCTS
- 3 BUILD LONG-TERM RELATIONSHIPS



The presence of an inspirational leader and speaker at an event of which we are a part of is a moment of joy and pride for us.

Mr. Pawan Munjal, the Chairman and CEO of The Hero Group at a convention on industrial design, organised by Dassault Systems, will always be remembered by us. To aspire and reach the top.



Shri Naveen Patnaik, the Honourable Chief Minister of Odisha inaugurating the E-Odisha Summit, Odisha

PRESENCE

With offices in India's four mega-cities and presence across sub-continent, our network has proven itself as a front ranking marketing firm. A firm that understands the brief and then creates paradigms and process flows well suited to its objectives. We bring focus, clarity and illumination to the table. That is our mantra and that is what we offer to each and every esteemed organisation that chooses us to work with them.

Success. In Time. Interconnected.
Within the Age of Excellence.



EXPANSE



ReDefine like all new age companies reaches out to the world across all platforms. Well versed with contemporary process flows, new age paradigms and the multiverse of global media, we work to create best solutions and fits for each brief that we handle. We understand rich media.

Armed with the strengths and power of the organisations we represent, our communication strategies and outreach are honed to create optimum impact. Most of our clients work in the rarefied zones of technology with far reaching relevance and evolutionary appeal. Their connect across the sub-continent is focussed and forms instant understanding.

A meeting of minds often translates in the creation of opportunities beneficial for the client-server relationship. Our ability to be the bridge establishes deep connections Our multi-dimensional skill packages and precise, diligent adherence to best practices norms further adds to ReDefine's core competence and power. We seek the expanse. Within which we can flourish and grow. Together. Positive.

LIVECOM

CREATING BRAND EXPERIENCE
THROUGH INTEGRATED
COMMUNICATION
& EVENTS



EVENT MANAGEMENT AND
BRAND ACTIVATION SERVICES

EVENT CONCEPT & DESIGN

CONFERENCES & SEMINARS

DEALER-VENDOR MEETS

ANNUAL USER MEETS

PRODUCT LAUNCHES

PRESS CONFERENCES

AWARD CEREMONIES

TRAINING & TEAM DEVELOPMENT

MALL PROMOTIONS

SCHOOL CONTACT PROGRAMS

CORPORATE CONTACT PROGRAMS

MODERN TRADE ACTIVATION

RWA ACTIVATION

MERCHANDISING PROGRAMS

ROAD SHOWS

MYSTERY SHOPPER PROGRAMS

EMPLOYEE ENGAGEMENT



DILIGENCE

One small error, seemingly insignificant, gets magnified in time. Within big organisations they lead to inadvertent, fractious consequences. With each brief we establish due diligence protocols that must yield intended results. Along with raised expectations, significant resources in personnel and material are tied to our partnerships. We are aware and we create processes for economy and efficiency.

Time and again we have shown required alacrity and focus in the execution of a given brief. We have created and hosted events on behalf of our clients not only in the big metropolises but also the second and third tier cities, which are brimming with possibilities. Across the spectrum.

With a diligent core team which can quickly form the right infrastructure in people and resources, ReDefine has a proven track to be in top form through multi-city operations. Speed with precision is our motto through all our endeavours.

As the scales of our operations have expanded so has our ability and ideal to be in synchronicity with the rather enviable list of blue chip corporates we have as our client base.



DEMANDCOM

HELPS YOU CONNECT WITH YOUR CUSTOMER



OUTBOUND MARKETING SERVICES

- TELEMARKETING
- LEAD GENERATION
- APPOINTMENT SETTING
- FOCUSED DEMAND GENERATION EVENTS
- DATA MANAGEMENT
- PROSPECT/CUSTOMER DATA PROFILING
- COMPETITION PROFILING



DESIGN

Each of our client has dedicated years in creating and forging a unique brand identity. The interest of their brand and its right propagation is of utmost importance to us. From the dissemination of their creatives across the rich media to *in situ* brand placement, we are primed to set the right stage, within the right environment.

Right and appropriate design is key to the growth of all entities, individuals and corporates alike. We at ReDefine are wedded to the essential principles of form, function and design. We take pride in our association with each esteemed client of ours. From Communication to Printing to MultiScreen Displays, we seek and find the best. So that we all can excel. Collectively.



RIGHT AND APPROPRIATE DESIGN IS KEY TO THE GROWTH OF ALL ENTITIES, INDIVIDUALS AND CORPORATES ALIKE



DIGICOM

INTEGRATED COMMUNICATION FOR THE DIGITAL WORLD



INBOUND MARKETING SERVICES

SEARCH ENGINE OPTIMIZATION

VIRAL MARKETING

SOCIAL MEDIA MARKETING

EMAIL MARKETING

WEBSITE DESIGNING

SUCCESS

We at ReDefine are in for the long term. Six years on we have created an enviable roster. Of clients, associates, partners and allies. Each one special, each blessed with unique aptitude and flourishes. As we have consistently sought success and found it, we are convinced that we have the zeal, enthusiasm and discipline to stay on top, as one of the sincerest and able marketing team. In India and Abroad.

We like all successful, process driven organisations see ourselves as a creative force, second to none. A force that conceptualises, designs, creates campaigns that seek and find benefit and value. For all of us, individually and collectively.



SIX YEARS ON WE HAVE CREATED AN ENVIABLE ROSTER. OF CLIENTS, ASSOCIATES, PARTNERS AND ALLIES. EACH ONE SPECIAL, EACH BLESSED WITH UNIQUE APTITUDE AND FLOURISHES

COMMUNITYCOM

COMMUNITY FOCUSED COMMUNICATION AND STRATEGIC SOLUTIONS



FOCUSED COMMUNITY

EDUCONNECT

FOR INSTITUTES, STUDENTS AND BRANDS

HEALTHCARECONNECT

CONNECTING HEALTHCARE BRANDS WITH CONSUMERS

SME SEGMENT-SMBCONNECT

STARTUP ECOSYSTEM - STARTUPCONNECTION



"Great Work!! Really appreciate your effort towards making this possible".

Jayanthi Sethuraman

Head - Marketing & Alliance,
Fujitsu India Private Limited
(On being awarded the 2nd prize for
ONGC Explotech Stall at Dehradun)

"The event was a great success and I have had some wonderful comments from people. When I am next delivering an event in India, I will use you again. Thank you for making my event a Success".

Jill Armitstead

CMICS Programme Leader -
My Customer Challenge Cup, BT Global

"Thanks for your 24 X 7 support & work done so far. I appreciate the Commitment & Dedication of your entire team towards your customers from the bottom of my heart".

Amol Mane

Territory Technical Manager - West & South,
Dassault Systèmes India

"It was indeed a great effort and execution from ReDefine Marcom for all our SAP events. All the requirements were fulfilled perfectly and the expectations were met with professionalism, quality of services and punctuality. For organizations like ours, a partner like ReDefine would definitely add value in promotional and marketing events. Thank you for a great job."

Sridhar Nandivada

Asst. Vice President - Marketing,
vCentric Technologies, Hyderabad

"We have worked with Redefine for different marketing assignments including events, cold-calling campaigns, EDMs etc. Experience of working with ReDefine has always been great! Sandipan is a thorough professional. He and his team accepts challenging assignments and delivers in best possible manner. Looking forward to work with ReDefine and his team on many more marketing assignments."

Amit Nagarseker

AGM - Marketing,
Highbar Technologies

TESTIMONIALS

Excellent show put together by all,
Thanks to ReDefine team for putting their
best efforts in making it a success...

Sachin Vig,

Partner Manager, SAP India

Greetings from Vodafone!! It was a pleasure partnering with you during the recent events at Coimbatore, Pondicherry & Chennai.

I would like to highlight few of the positives:

The biggest highlight was the time management. The entire audience was in the venue 10 minutes before the start of the event for all 3 locations. The expected audience turnout was also above the speculated number. The audience was interactive and participative. The guest speakers at Coimbatore and Pondicherry were very good especially Mr. A Muruganatham, M.D. - Jayaashree Industries and Dr. Uma Chandrasekaran, Puducherry University. Vodafone was well supported with respect to Registration desk set up, and other necessary arrangements.

Ashu Kapoor, (APR)

Vodafone India

CLIENTS

BOSCH	MICROSOFT
BRITISH TELECOM	N COMPUTING
DASSAULT SYSTEMES	POLYCOM
DELL	SAMSUNG
DULUX	SAP
FLIPKART	SONATA
FUJITSU	TALLY
GO DADDY	TATA DOCOMO
INTUIT	TELENOR
	VODAFONE



PRISM

PURPOSE

A thorough understanding of the project outlays the framework required for further steps

RESEARCH

Scanning the business environment helps us gain a complete and in-depth understanding of the issue.

IDEA

Coming up with an idea that can be developed into sustainable solution.

SOLUTION

Implementing idea to create a practical and sustainable solution.

MEASUREMENT

Mapping results against the objectives set to calculate ROI for the entire project

3S DASSAULT SYSTEMES | The 3DEXPERIENCE® Company

SUSTAIN THE FUTURE



ENERGY



WE ARE COMMITTED TO CREATING THE RIGHT SYNERGIES. OF SCALE, SKILL AND SOPHISTICATION.

THIS IS HOW WE WILL GROW.
IN TIME. FOREVER





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SUCCESS REDEFINED

India has rapidly bridged the digital divide and stands on the forefront of the ever transforming technology paradigm. With its enterprising, curious and industrious population, the nation has carved out an identity, singular and spectacular.

Its multi-dimensional, demographically rich market has profound capabilities to keep reaching out for all positive developments. We at Redefine have embraced this affirmation and have sought to grow and expand with the market, propelled by technology in all its rich dimensions.

Like all successful enterprises we have worked hard with precise knowledge systems and process flows to find progress with all who chose to work with us. We are proud of the rather rich basket of clients we have in the short space of six years. Bound to grow with a clear vision for the future Redefine seeks to keep defining and growing in time, with order and correct practices.

Redefine Marcom

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MARKETING. COMMUNICATION