

A PROFILE OF



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MelCole Public Relations

24, Feroze Gandhi Road, Lajpat Nagar-III, New Delhi 110 024, INDIA
Tel: 91-11-29834428, 29833118 Fax: 91-11-29831976 E-mail: delhi@melcole.com

INTRODUCTION

Established over two decades ago, MelCole is India's leading independent professional PR agency, encompassing over 50 years of active PR practice and communications experience, reflected in a team of highly competent professionals who have not only been a part of the genesis of the PR movement in India, but have actively spearheaded it to a large extent.

MelCole is well established in all major cities of India with representatives in specific work interest areas. This network of offices translates into a distinct quality of service that remains consistent anywhere in India or around the world. MelCole encompasses over 50 years of active PR practice and experience reflected in a team of highly competent professionals. This core group advises on strategy and planning while an equally effective operations group executes the plan to detail, offering its clients not just counseling but operational expertise as well.

MelCole has, in the last over two decades, accumulated a range of experience so diverse; it is already unmatched in the Indian subcontinent. It offers solutions that have been honed and tested in the Indian environment and therefore, are more successful and more resilient.

EXPERTISE AREAS

Over the years, MelCole has developed niche expertise in:

- Technology PR
- Crisis Management
- Concept Marketing Support
- Development PR
- Healthcare
- Corporate Communications
- Media Management
- Integrated Communications
- Strategy Counselling & Consultancy
- Public Affairs.

MelCole has dedicated servicing groups across offices located in major Indian cities to provide PR/communications support to clients. Today, MelCole is an 'agency of choice' with a client list that is literally who's who of whole gamut of industry and business.

SERVICES

Corporate Communications

The face of corporate India has changed since the wave of liberalisation strategically altered the fundamentals of traditional businesses, greeting the MNCs while replacing the traditional attire altogether by a new corporate suit. With these changing equations and practices, the company wakes upto new realisation and in such case the Public Relations Agency smoothens its transformation. As the conscience keeper of the organisation, MelCole partners the corporate vision, reflecting the mind of the leaders to the internal as well as external environment, and representing the corporate culture and ethos in all its positive dimensions.

This approach of handling organisational changes by foreseeing the change and its reactions and managing them in conformity to the management objectives allows MelCole to contribute its expertise and help steer the Company towards achieving corporate citizenship and defining its role on their industrial horizon, find a platform and play a leadership role.

Reputation Management

In today's business world, reputation as a good, caring and responsible corporate citizen is an imperative. But more important is to project the performance particularly through all media. We associate with the companies to carry out their image-building activities. Repositioning, refurbishing and restructuring image is one of the hardest tasks in a PR agency's repertoire, and MelCole offers a helping hand to achieve the same in the most professional way.

Stakeholder & Internal Communication

The first form of communication in an organisation is with its investor and internal publics or the employees. Safeguarding and managing their interests in accordance to the management's perspective is difficult yet important. MelCole has successfully carried out the same to strengthen the association between the parties where employees or investors have been brought around to see the growth plans of an organisation, as their own growth prospects.

PR for Apex Industry & Trade organization

MelCole has pioneered Industry Association PR in the country. Some of the prominent organizations to which MelCole directly provided Public Affairs support have been:

- Indian Vanaspati Producers Organization (IVPO)
- Indian Sugar Mills Association (ISMA)
- North Indian Confederation of Sugar Mills (NICSM)
- All India Small Paper Mills Association (AISPMA)
- Federation of Indian Publishers (FIP)
- Cement Manufacturers' Association (CMA)
- Manufacturers' Association for Information Technology (MAIT)
- Express Industry Council of India (EICI) etc.

Press Off-sites

Press Offsite events are very effective communication opportunity for sharing strategy shifts, new initiatives and plans etc. in an informal environment between the corporates and the media. Spread over a few consecutive days these events are held on excursions where key media interacts with the corporate executives in a relaxed atmosphere. MelCole has over the years fine-tuned this genre of media interaction and developed it almost into an art for enduring relationship between corporations and the media.

Support for Company or Product & Concept Launches

MelCole has provided custom-designed communication and PR support for various brands and product launches after market analysis and due diligence and consumer perception and competitor analysis. Memorable launches include the launch of the consumer electronics brand Sony in India. MelCole also helped to launch:

- The first tele-shopping network
- The first DTP systems
- The launch of first intelligent city
- The first bar-coding technology
- ... & many more!

Public Affairs & Public Consultation

As a more responsive and socially aware citizenry awakens in India, public awareness campaigns such as that of Lions Club International 'SightFirst' on prevention of blindness and 'Youth Quest' programmes have begun to occupy a position of prominence in MelCole's repertoire. Environment campaigns like 'Save The Tree' and assisting mega-projects like power plants in obtaining public approval for locations have added a new dimension and meaning to MelColes public affairs profile.

MelCole also supported Vision 2020: The Right to Sight, a world wide concerted effort to eliminate avoidable blindness by the year 2020. The programme involved an active participation of UN agencies, governments, eye care organisations, health professionals, philanthropic institutions and individuals working together to achieve the goal by 2020. Similarly, we assisted ORBIS in their activities in India. ORBIS is a non-profit charitable organisation dedicated to fighting avoidable blindness worldwide.

Training

MelCole with its vast fund of knowledge and experience in Public Relations & Public Affairs, is eminently qualified to impart training in Public Relations and Public Affairs. Such training can take the form of on-the-job training for media and servicing executives, training senior management personnel for developing an appreciation of PR, NGOs and community service organisations who have grass root public interaction.

In addition, MelCole specializes in conducting media-handling training for the spokespersons of different organizations. These orientation programs help the organizations to train their spokespersons to face media with confidence during press conferences, one-on-one interviews and other such occasions.

MelCole has carried out training programs for managers for companies like Federal Express, Weston Electronics, MTNL, HP-ISO, Tektronix, Subex etc., trained spokespersons for a number of companies like De-Nocil and developed PR appreciation courses and trained NGOs like Lions Clubs in PR tools and techniques.

Research & Editorial Writing

With the advent of the knowledge economy, sifting relevant information has become a primary and a major activity. Whether we are writing text for an article for placement in a publication, a speech for our client or developing background information for the media, research is a fundamental part of our business.

MelCole has on its staff, editorial writers with experience in writing and editing materials for use in specialized media, including technical publications. Through a panel of advisors, comprising senior journalists and editors in specific industry segments, MelCole is able to offer its clients best-in-class editorial support. MelCole creates and maintains databases on various segments of the industry as well as the media that covers these industries. These databases, help our professionals conduct effective out-reach programs for our clients.

**SCOPE OF OTHER
ACTIVITIES**

- (i) Ongoing Strategic Counseling
- (ii) News Bureau Service
- (iii) News Releases
- (iv) One-On-One Interviews
- (v) Media Monitoring / Monthly Report
- (vi) Article Placements
- (vii) Ongoing Event Watch & Positioning Opportunities
- (viii) Media Briefings/Press Conferences
- (ix) Special Projects (support for exhibitions, conferences, customer events media off-sites, facility visits etc.)

**MELCOLE
TOP MANAGEMENT
TEAM**

MelCole has the unique distinction of being a child of the first awakenings of the PR movement in India. Beginning thus, it has imbibed concepts and practices that have evolved over decades in the collective experience of its Directors and Consultants, which have been measured against the yardstick of international standards and effectiveness.

To complement age and wisdom, MelCole's younger partners continue to impart the stamina and zeal required to perform the most intricate PR operations with finesse and flair. That this sensitive balance is indeed achieved in the constituents of MelCole is evident in the trust that clients continue to repose in its management year after year.

M. L. Kaul, Consultant

With experience spanning five decades, Mr. Kaul is one of the leading PR professionals of the country. His grasp of strategy and public affairs, coupled with an in-depth understanding of the media has enabled MelCole to deliver success after success. PR campaigns strategised and spearheaded by Mr. Kaul, form material for winning case studies and valuable body of knowledge on Indian experience of PR. He has participated in several national and international professional conferences and seminars. He has been Director of various media companies and is also Mentor of Mudra Institute of Communication Ahmedabad (MICA).

Mr. Kaul retired as Adl. Director, PR, with ONGC in 1985. Later on, founded, MelCole PR, along with his partners and led the company till March 2004.

Praveen Rikhy, Managing Director

Praveen has over 25 years experience in active PR practice, leading the strategy team. At MelCole, Praveen started the country's first specialized technology practice and is responsible for its leading position in this market segment. With experience in economic research and analysis and understanding of the dynamics of industry and business in the country, Praveen helps provide a practical business dimension to PR campaigns developed at MelCole. Praveen started her working career with a leading chamber of commerce and also worked with the Indian Newspaper Society.

Abhinav Kaul, Director

Abhinav started his career as a journalist. He heads the media interaction division at MelCole. He has over 20 years of experience in media management and has to his credit and some of the largest media conferences in India.

Rohit Srivastava, Executive Director

Rohit has an experience of nearly 20 years spanning IT, software and marketing areas. He has been a software professional, a direct marketer and has handled operations. Before joining MelCole, Rohit was with the Globsyn Group (Kolkata), an IT education and services company, where he had extensively worked on brand management, corporate communications and business strategy. An engineer and MBA, Rohit brings in the technology edge into the MelCole team, with focus on brand management and strategy.

Rohit heads the Technology Practice at MelCole.

Sanjay Kaul, Consultant

Sanjay started his professional life as an advertising professional with HTA (the Indian arm of J. Walter Thompson). He subsequently shifted to marketing communications and brand management, an area in which he has been consulting for over 20 years. He conceptualized and edited India's first premier brand magazine, ARCADE for over 5 years.

Sanjay takes an active interest in consumer and citizen rights and also runs an NGO that takes up causes of public interest and good governance.

**SELECT LIST OF PAST
& PRESENT CLIENTS**

Advantec Network Systems	Duet Technologies
Aditya Auto	Dow Chemicals International
AGIO Group (Singapore)	Edutech 2007
Altos India Limited	E.I. DuPont India
Amity Soft Technologies	Embedded System Conference (CMP Media)
Ansal Group of Companies	Embassy of the State of Kuwait (New Delhi)
AST Computer (Middle East)	Embraer Aviation
Apeejay Education Society	ERNI
Aperto Networks	Express Industry Council of India
AstraZeneca PLC.	Financial Technologies
Athens 2004 Olympics: Delhi Torch Relay	E Symmetrix Technologies
Aurigane	FedEx Express
Assam Company Limited	First Flight Courier
Auto Track	Globalstar India Satellite Service
Agrochemicals Policy Group	Globsyn Technologies
Bay Packets Technologies	Globus Spirits
Best-Western Surya Hotel	Haryana Community Forestry Project
Breakthrough Television	Hewlett Packard -India Software Operation (HP-ISO)
Bhushan Steel & Strips Ltd	Herman Miller
Blue Coat	HMA Group of Companies
Brocade Systems	iPolicy Networks
BDP International	illycaffè S.p.A.
Cement Manufacturers' Association	Indian Sugar Mills Association (ISMA)
Conexant Systems Inc.	ISACA
Consolidated Electric Power Asia (CEPA)	IDEB
Cosmo Films	Jasubhai Media Group
Coin Exhibition "MUDRA"	Kodak India (Health Imaging Division)
Climate Savers Computing Initiative	Kida Media India (Spacetoon)
DCM Limited	Lions Clubs International
Dee's Home Shopping Network	Linux Aisa
Delta Airlines	
Delta Innovative Enterprises (Deltagram)	
Dishnet DSL	

Manufacturers' Association for Information Technology (MAIT)	Samsonite Corporation
Manugistics Group	Seagate Technology
META Group	Sifybaron Net Devices
Midas Communication Technologies	SISA
Million Dollar Round Table	SolidWorks
Molex Premise Networks	SONY Corporation
Micro Star International	SOS Children's Villages of India
Neptune Solutions	Speedera Networks
New Bridge Networks	SQC (Software Quality Center)
New York Stock Exchange	Sybase Inc.
Novell Software Development (India)	Synergy Login/Globsyn Technologies
Oberoi Hotels	Syntel Inc.
Orbis India	Scalene Cybernetics
Ontario Minister of Economic Development and Trade-Canada	Sujana Group
OSS Air Management	Tektronix India
Pertech Computers Ltd. (PCL)	Trident Group
Pharmacia & Upjohn India	Trigyn Technologies
PHDCCI	Tupperware
Polaroid India	Techshare
PSI Data Systems	Tempur
Pitney Bowes	United Airlines
QAD Inc. / QAD Asia Pacific	VeriFone India
RAD Data Communication	Voith AG
Rockwell International Corporation	Vivus
SabMiller	Wyeth Pharmaceuticals
SafeScript	ZDNet India
Satyam Infoway	

CLIENTS SPEAK

"...The recognition that we receive among our peers today and the attention that we draw from prospective customers for our software products would not have been possible but for the singular effort of MelCole in creating a brand equity for the company..."

Prahlad Suresh, Managing Director, Manhattan Associates Software India (P) Ltd

"...Seagate considers MelCole not only as a close associate but more as strategic business partner. In fact after working experience with MelCole in India for almost 5 years, we have switched to MelCole's exclusive affiliate, Ketchum Network of PR agencies in the region - Thailand, Malaysia, China & Hong Kong..."

Joyce See, Director, Public Relations, Asia Pacific, Seagate Technology International

"...Your approach to the press, the Parliamentarians and the Consumer Organizations proved helpful in building bridges of understanding between the industry and the opinion leadership..."

B.L.Jaju, Chairman, Indian Vanaspati Producers Association

"...I have been working with MelCole for 7 years now. I have found MelCole quite dedicated - not only in terms of doing a good job but also for trying to develop themselves, that is a significant point of difference between MelCole and other companies, not only in India but even globally ..."

Bikram Dasgupta, Chairman & CEO, Globsyn Technologies Limited

"...You are a very good professional and we are pleased to have you associated with our work..."

Jasu Shah, Chairman & President, Jasubhai Group

"...MelCole has been working with us since the inception of our company - They have supported us for all our PR needs in Delhi, Bombay and Bangalore. What I appreciate most is their sense of urgency, because in this business one never has a week's notice for anything ..."

Suresh Rajpal, CEO & President, Trigyn Technologies Ltd. (Ex President, HP India)

"... I sincerely appreciate all your efforts over the years and thank you for helping me make Rockwell's international communications program a model for other corporations to emulate..."

William D. Mellon, Vice President, Public Relations, Rockwell International Corporation

"...Another important thing that I have noticed is the branch network of MelCole and its reach across the country. Any place that we have wanted to have press events, press conference, they are able to do so even at very short notice. They have been of tremendous support..."

R. Kothandraman, Managing Director, Delta Innovative Enterprises Ltd.

"...The press coverage and the event management were very well managed and the data that you gathered was thorough and concise, and was presented in a professional manner. I believe your contribution significantly enhanced ORBIS's mission to fight avoidable blindness in India and would like to wish you all the best for all your future endeavors."

Dr. G. V. Rao, Country Director – India, ORBIS International

"... MelCole has shown deep understanding of requirement of SOS being leading Non-Government Organization and has been able to target audience of relevance to our work. We expect long term association with MelCole Public Relations to enhance the brand of SOS Children's Villages of India all over the country and in the world."

Pradeep Singh, National Director, SOS Children's Villages of India

"...MelCole strategies really established FedEx in the media. This shows up in the research surveys that we do – FedEx's top of mind and spontaneous awareness has increased dramatically and we owe a lot of that to the public relations exercises spearheaded by MelCole..."

Birender Ahluwalia, Marketing Manager – India, FedEx Express

"...It is clearly evident MelCole PR is the best public relations agency in India..."

David C. Benton, Manager of PR, Globalstar

"...We have been working with MelCole Public Relations for the past 4 years in India and we share a perfect working relationship....."

MelCole has brought in a great value to our business through their strategic approach....."

Their biggest asset is their excellent team that is ever-enthusiastic and pro-active in initiating new projects and assignments to grow our business. Thanks to their vast experience with diverse industries....,

We enjoy a healthy visibility and media relations which is the key to our business success..."

Praveen C. Rajgopal General Manager Marketing, India Cluster, Care Stream Health India Pvt.Ltd.

"... Thanks for your excellent work is getting the word out about our exhibition. We could not have done it without you..."

Eames Demetrios, Director, Eames Office and Consultant, Herman Miller

"...Great job in India regarding the release of the ADR trading volume data....that is just the kind of story that we need. In this extremely challenging operating environment, we found a kernel of positive news, that was re-purposed for press and distributed by MelCole in India. Excellent job....Believe it or not, this really helps us with our competitive positioning, and helps keeps customers "in their seats..."

Christiaan Brakman,
NYSE Euronext Director, Media Relations

.....received the media coverage and analysis Report of the "Coin Exhibition". (MUDRA)..... With your efforts Pitampura Dilli Haat was projected in a positive way in the print & electronic media..... We appreciate the efforts put in by your company look forward to many events in association with your company.....

K.B.Sharma
Chief Manager (Delhi Tourism & Transportation Development Corporation Ltd.)

".....It was a pleasure working with MelCole during Breakthrough's Tri Continental Film Festival on Human Rights. The media support by MelCole was particularly of great value and contributed towards creating mass awareness with the desired response. The Festival was a great success with a large and diverse audience participation particularly in Delhi, Mumbai and Bangalore where MelCole had a role to play in creating mass awareness....."

Alika Khosla
Associate Director
Breakthrough

"...Working with MelCole has been a fruitful collaboration in the real sense of the word. We are pleased to say that we have complete faith and trust in your ability to deliver. Looking forward to many more years of working with you in the same rhythm."

Tony Yang
Managing Director
Micro Star International, India

**MELCOLE OFFICES
IN INDIA**

New Delhi:
24, Feroze Gandhi Road
Lajpat Nagar - III
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Phone: 91-11-2983 4428, 2983 3118
Fax: 91-11-2983 1976
E-mail:delhi@melcole.com

Bangalore:
408-A, Mittal Towers
6, M.G. Road
Bangalore – 560 001, INDIA
Phone: 91-80-2559 1604
Fax: 91-80-2559 8462
E-mail:bangalore@melcole.com

Mumbai:
911, "B" Wing, Sagar Tech Plaza
Andheri-Kurla Road, Saki Naka, Andheri-E
Mumbai – 400 072, INDIA
Phone: 91-22-28508995
Fax: 91-22-28507949
E-mail: mumbai@melcole.com