



**BRAND
INDIA
SUMMIT**



27-28 Oct, 2016 | Vivanta By Taj, Cuffe Parade, Mumbai

BRAND INDIA SUMMIT 2016



Celebrate the Success of
India as a Brand

BRAND INDIA SUMMIT

For the First Time in India

Witness the biggest and the largest celebration of
Indian origin brands that are truly global

www.brandindiasummit.com

BRIEF - BRAND INDIA SUMMIT

BRAND INDIA SUMMIT unfolds the saga of the success of 100% “**Swadeshi Brands**”.

The Brands that Make India proud will be presented in the form of a case study.

The Summit offers an extraordinary opportunity to present Brand India like never before.




When it comes to Innovation,
People talk of USA

When it comes to Engineering Excellence,
People talk of Japan & Germany

When it comes to Fashion,
People talk of France & Italy

HOW ABOUT INDIA?



Do you know an Indian brand with no formal management skills and zero technical assistance; that surpassed the Global Standards in terms of Quality set by Six Sigma; and is working for the last 126 years????




MUMBAI KA DABBAWALA



Do you know the biggest Indian Brand in fashion segment which is named after the French Word for Goddess Lakshmi and the brand was started by another iconic brand Mr. J.R.D. Tata?




LAKMÉ




Do you know the Indian Brand in the Healthcare Industry that started with an initial capital of Rs. 2 lakhs in the year 1995 and now has a market-cap worth half a billion by now. It has broken all the records in the history of Indian IPO. The IPO was Oversubscribed by 75 times.



THYROCARE




Most of the international media often paints India's image as
that of a poor country,
If that was so, Britishers would not have ruled this Nation for
200 Years
If that was so, Mohammad of Ghazni would not have invaded
India for 17 times



India has been a rich nation since the advent of human civilization and has been a true giver for centuries to the rest of the world but with no conscious effort to build its brand image globally.

We wish to make a humble start to build the image of India as a brand that has been a gift to the world letting people know the true stories of India that makes India a Super Power, called Brand India.



Want to hear out more about the incredible stories behind Indian Brands
and Brand India?
Do join us at the

BRAND INDIA SUMMIT

2016

THEME

An Attempt to Showcase Success of Indian Brands on One Forum that is closely linked to

“Make in India”

“Stand-Up India”

“Start-Up India”

We present Amazing Facts of India & Amazing Indians.

CONFERENCE FORMAT

Success Stories from

Technology and Innovation

Private Sector

Co-operative Sector

Public Sector

Governance

Education

Rural Marketing

Digital India

Social Entrepreneurs

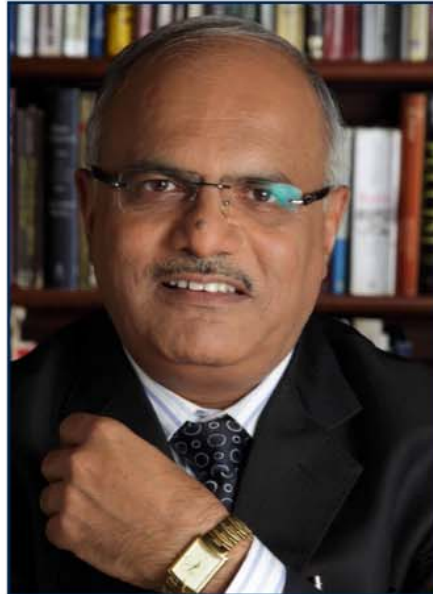
ATTENDEES

**The MDs, CEOs, CFOs, Directors and Chiefs of
Corporate Communication from Private and
Public Companies, PSU's, Banks & FIs, Media,
PR Agencies, Start Up & Creative Minds and
Indians Proud of their Motherland.**

OTHER SPEAKERS



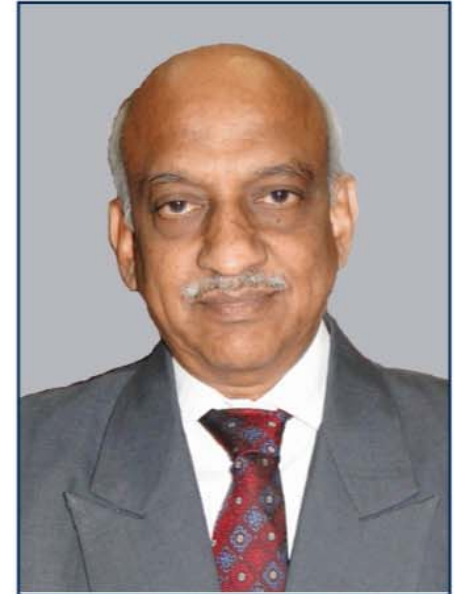
Sri Sri Ravishankar*
Founder Art of living



Dr. Vinay Sahasrabudde
Hon'ble MP (Rajya Sabha)
National Vice president BJP



Shri Prakash Javadekar
Hon'ble Minister of
Human Resource Development
Government of India



Mr. A S Kiran Kumar
Chairman - ISRO

EMINENER SPEAKERS



Mr. R. S. Sodhi
MD, Amul India



Mr. Hanmant Rao Gaikwad
Chairman-MD, BVG (I) Ltd



Dr A Velumani
Founder, Chairman & CEO,
Thyrocare



Mr. Maheshwar Sahu
Chairman,
Gujarat CSR Authority

EMINENER SPEAKERS



Mr. Piyush Pandey
Brand Guru



Mr. Sam Balsara
Brand Guru



Mr. Bharat Dabholkar
Brand Guru

EVENT- BRAND INDIA SUMMIT

Date: 27th and 28th October 2016

Venue: Hotel Vivanta By Taj, Cuffe Parade, Mumbai

Sri Sri Ravi Shankar*, Founder, Art of Living

Shri Vinay Sahasrabudde, Hon'ble MP (Rajya Sabha) National Vice President, BJP

Shri Prakash Javadekar, Hon'ble Minister of Human Resource Development

Mr. Maheshwar Sahu, Chairman, Gujarat CSR Authority (GCSRA)

Mr. A S Kiran Kumar, Chairman, ISRO

Mr. Piyush Pandey, Executive Chairman, O&M

Mr. Sam Balsara, CMD – Madison

Mr. Bharat Dabholkar, Ad Guru

Mr. R. S. Sodhi, MD, Amul India Ltd.

Dr. A. Velumani, Founder & CMD, Thyrocare

Mr. Nitish Jain, Chairman, SP Jain Institute Intl Management

Mr. H R Gaikwad, CMD, BVG,

Mr. Lorenzo Brufani, Founder & Director, Competence Communications, Milano, Italy

Mr. Solly Moeng, MD, DonValley – Marketing & Brand Communication Consultancy, South Africa

Mr. Zhao Dali, Secretary General, CIPRA, China

International delegates will be visiting India to attend the summit and discuss Brand India

SOCIAL MEDIA AND DIGITAL VISIBILITY

Brand visibility in social media and e-mail campaign through:

- 85000+ ABCI Database
- 75000+ International Professionals and Leaders of Communication Industry from across the globe

GLIMPSES OF FEW PAST EVENTS BY ABCI



INVESTMENT

Members Rs. 15,000

Non-Members Rs. 17,500

**(including summit and
56th annual awards)**



ABOUT ABCI

ABCI is the India's largest non-profit organization for business communication professionals since 1956-57 as IAIE and later renamed in 1982 as ABCI. It builds the Business Communication and the public relations profession in three core areas: Advancing the Profession, Strengthening the Society and Establishing Global Leadership. It's nearly 1,000 members represent business and industry, technology, counseling firms, government, associations, and hospitals, schools for communications, professional services firms and non-profit organizations.
www.abci.in

ABOUT BRAND INDIA SUMMIT

BIS 2016 intends to expand the definition and positioning of Brand India from being merely a cultural and tourist destination to one with a rich history and tradition fostered in innovation, scientific curiosity, creativity and technology. It brings together well known personalities from the fields of business, education, medicine, spirituality and politics on an international platform. It is being organised by Association of Business Communicators of India (ABCI) and is the brainchild of Yogesh Joshi and Saurabh Uboweja.
www.brandindiasummit.com



ABOUT YOGESH JOSHI

Yogesh Joshi is the President of the Association of Business Communicators of India (ABCI), India's leading non-profit organisation for business communication professionals. He has been a part of Communication Industry for over 34 years. A post-graduate in mass communications, Yogesh is a celebrity figure in the profession of PR & Corporate Communications in India. He is the Chairman of the World Communication Forum (WCF), an annual convention held in Davos, Switzerland, and oversees the communication for WCF in India and South East Asia.



ABOUT SAURABH UBOWEJA

Saurabh Uboweja is a well-recognized international expert on branding and is the Founder, CEO and Chief Brand Strategist at Brands of Desire, Asia's leading brand consultancy. His area of expertise is brand and communication strategy with special focus on creating new brand value and strengthening brand image using a structured approach to branding. Saurabh has worked with some of the most recognized Indian and global brands in his 9 years of industry experience and is a member of the Executive Committee of World Communication Forum Association (WCFA) in Davos, Switzerland.



Write to
info@brandindiasummit.com

or call
Yogesh Joshi - +91 9819199888
Saurabh Uboweja - +919873570277

We owe a lot to the **Indians**

who taught us how to count, without which
no worthwhile scientific discovery could have been made.

- Albert Einstein



Thank You