

Advertisement India.com

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W.Y.S.I.W.Y.G.

Advertising Pvt. Ltd.

THE **ADVERTISEMENTINDIA.COM**

IS A PROPERTY OF W.Y.S.I.W.Y.G

ADVERTISING PVT. LTD.

The Organization

W.Y.S.I.W.Y.G. is an Award Winning Advertising Agency providing total communication solutions based in Lucknow. The company is reckoned amongst the best advertising agencies in North India.

We currently service clients from virtually every sector of commerce and industry. Our client roster includes more than 200 progressive organizations. Our annual turnover is about Rs.10 million.

We are unique in our commitment to helping our clients re-invent their organizations, enhance their visibility and create a lasting value, thereby reaping rich dividends.

The Vision

There is a fundamental difference between what the eye can see and what the mind can envisage. The acumen to look ahead and beyond the obvious is what we term as vision, a mental picture of how we imagine the final product to be and the understanding of how and what steps would be implemented today, in order to create that best product. This is the essence of our expertise.

Vision is the art of seeing the invisible. And that is what we thrive on.

The Origins

The origins of W.Y.S.I.W.Y.G. were very humble. A visionary young man with stars in his eyes, determination in his mind and no funds started out in 1993 and never looked back. Keeping in mind a conscious approach, he expanded his activities brick by brick.

It was Mr. Roopesh Agrawal whose appreciation of the importance of advertising in today's world led to the birth of W.Y.S.I.W.Y.G.

Competencies

❖ Advertising

- ◆ Newspaper Ads
- ◆ Electronic (TV, Radio) Media Ads

Advertising remains the core business for W.Y.S.I.W.Y.G.. We excel in print media and electronic media advertisements.

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❖ Unique Web Site

We have launched a new unique website which caters to the clients located in any corner of the world.

The main features of the website are:

◆ E-Booking

- The clients can book their advertisement
- online. They also get an idea about □□
- the advertisement and also the budget.

◆ Quick Response

- The moment a client gets in touch and
- gives his requirements, he is referred □□ back within 24 hrs with proposals.

◆ Help line/ do it your self

- The clients are given tips on how to write effective advertisements. The site □□
- also provides them with various abbreviations normally used in the
- advertisement world.

◆ Easy Payment

- The payment can be remitted through the net , Credit Card, Debit Card, □□□
- e-banking or through a multinational bank.

◆ Media Guidance

- We provide free of cost media guidance so that the advertisements reach the □□
- right clientele.

The site has been received very well by clients located in diverse locations such as UK, Mauritius, Kenya etc.



❖ Event Management

- ◆ Product Promotion
- ◆ Dealer Meets
- ◆ Road Shows
- ◆ Fashion Shows
- ◆ Tele-Calling

W.Y.S.I.W.Y.G. has over the years developed extensive expertise in the field of Event Management. Today we offer complete service from start to finish in this arena.

❖ Public Relations

- ◆ Press Conference
- ◆ Press Release
- ◆ Image Promotion
- ◆ Liaison

We provide complete range of PR support to our clients. Be it organizing a Press Conference, issuing Press Release, Liaison or Image Promotion.

Infrastructure / Team

We function out of a fully automated spacious and modern state-of-the-art office at a very convenient location in Lucknow. With adequate multimedia and graphic aids / tools support we develop every concept in-house. The core team members who carry out the various functions of the company are:-

- ◆ S.S. Agrawal 58 years ████████ MD
- ◆ Roopesh Agrawal 34 years ████████ Director and Creative Head
- ◆ Manisha Agrawal 30 years ████████ Director
- ◆ Rajeev Mehrotra 29 years ████████ Client Servicing Executive

In addition we also maintain a large free-lance consultant's base that provides service as and when required.

As a policy, every project is assigned to a 'Lead Member' who leads the team to successfully complete the job.

Accomplishments

◆ **Press Conferences** have been organized for

- ☐☐ Air India, BBC World, Lucknow Eye Bank, Blow Plast Ltd. (Moderna ☐☐ Chairs), Film Institute of eMITS, International Institute for Special
- ☐☐ Education (IISE), Vivekanand Polyclinic, Syndicate Bank, Harmain ☐☐☐ Hospital

◆ **Seminars** have been organized for

- ☐☐ Intel, ACI (Seagate hard disks), Lotus

◆ **Road Shows** have been organized for

- ☐☐ Ranbaxy, Microsoft, Ozone Ayurvedic (NOMARKS)

◆ **Fashion Shows** have been organized for

- ☐☐ International Institute of Fashion Technology (IIFT). New Delhi

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Accomplishments

◆ Event Management



CREDIT CAMP in Lucknow in Year 2003
Client: **Syndicate Bank**



OPENING CEREMONY in Lucknow in year 2003
Client : **Film Institute (FleMITS)**
A division of **IISE**



INTEL BUSINESS ADVANTAGE SEMINAR
in Lucknow & Bhopal in year 2004
Client : **Intel**



FASHION SHOW in Kathmandu in year 2002
Client : **IIFT, New Delhi**

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Awards

Growth is the focal agenda of any budding, successful enterprise. As we grew we were appreciated and conferred with a few awards:



HIGHEST PERFORMANCE
in
TIMES CLASSIFIED
since 1997 till today



TIMES SPACE CENTRE
of The Year
1999-2000



DAINIK JAGRAN
Award winning ad booking
centre of Lucknow since 2000
till today

Clients

Some of the esteemed organizations on our client roster are:

- International Institute for Special Education (IISE)
- Epson India Ltd.
- Madhu India Ltd.
- APCO Constructions Pvt. Ltd.
- LIC Housing Finance Ltd.
- Balrampur Chini Mills Ltd.
- Central Academy
- Academy for Fashion Careers
- Army Public School
- Bajaj Allianz Life Insurance Co. Ltd.
- Diamond Tours & Travels Inc.
- Encardio-Rite Electronics Pvt. Ltd.
- ICFAI
- Indian Institute of Commerce & Trade
- Indian Institute of Pharmaceutical Marketing
- Indian Overseas Bank
- Hawkins Cookers Limited
- Lokbeta Pharma (India) Pvt Ltd.
- Mayo Medical Centre Pvt. Ltd.
- Microtex India Ltd.
- Mind Moksha Education Pvt. Ltd.
- IITC Organic India Pvt. Ltd.

Clients

- Reymount Commodities Pvt. Ltd.
- Syndicate Bank
- Sagar Institute Of Technology & Management
- Student Connect International Ltd.
- TAMEC Pvt. Ltd.
- U.P. Postal Primary Co-Operative Bank Ltd.
- Self Employed Women's Association, Lucknow
- Tractors and Farm Equipment Ltd. (TAFE, Chennai)
- Awadh Gramin Bank
- Elan Pharma (India) Pvt. Ltd.
- Franco India Pharma Pvt. Ltd.
- Kriti Prakashan Pvt. Ltd.
- Lucknow Cancer Institute
- NOVA Hospital Pvt. Ltd.
- Valecha Engineering Ltd.
- Aastha Old Age Home

◆ Overseas Clients

- CBS Pacific Ltd., Hongkong
- Lansbridge University, Canada
- Kingston College, Canada
- Statpack Industries Ltd., Kenya
- The Ashling Tara Hotel, UK

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W.Y.S.I.W.Y.G. Advertising Pvt. Ltd.

24 HOUR HELPLINE NUMBERS

Toll Free No: +1800 180 5544, Pin - 1234

Call/SMS: +91 98 1029 3243

Support: info@advertisementindia.in

Sales: sales@advertisementindia.in

Website: www.advertisementindia.com

Delhi & NCR

Call/SMS: +91 98 1029 3243

+91 99 7198 5015

Email: delhi@advertisementindia.in

Address: 519, 5th Floor, Inder Prakash
Building,
Barakhambha Road,
Connaught Place
New Delhi - 110001

◆ Free doorstep payment collection facility
in Delhi & NCR*

U.P & Uttarakhand

Phone: +91-522-2394659, 4002691

Mobile: +91 99 3535 7575

Fax: +91-522-2398037

Email: upuk@advertisementindia.in

Address: 4/291, 2nd Floor,
Vivek Khand,
Gomti Nagar,
Lucknow - 226 010,
U.P. - INDIA

Mumbai

Call/SMS: +91 97 6987 5375

Email: mumbai@advertisementindia.in

Internet Messenger ID's

 advertisementindia@yahoo.co.in

 advertisementindia@gmail.com

 advertisementindia@hotmail.com

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