

IMPRESSIONS

A bi-monthly peek into the world of PRHUB & MindSpark

PRHUB HANDLES WARREN BUFFETT'S FIRST EVER PRESS CONFERENCE ON HIS MAIDEN VISIT

For Team PRHUB, it was a feather in the cap and a matter of pride that it handled the first ever formal press conference of **Warren E Buffett, Chairman and CEO, Berkshire Hathaway** on his maiden visit to India in Bangalore. We organized the press conference in 3 days notice and it turned out to be one of the most memorable press conferences for the team. It also touched a milestone for the largest ever press conference for us as a firm with over 140 print and TV journalists in attendance. The cream of Indian journalism from across the spectrum was present well in advance at the venue and many of the channels telecast it live from the venue. Must add, the team was completely bowled over by the candor, humor and down to earth answers of the Sage of Omaha.



KICKS-OFF VISIBILITY CAMPAIGN IN SMART GRID ARENA FOR IEEE-SA

It is one of the most prestigious mandates of promoting in India the SmartGrid expertise and standards offering of IEEE-SA, the standards organization of IEEE, the world's foremost professional technical association. And the team has done a creditable job of having the campaign to a quick and effective start. First was the pre-release for the Mumbai

workshop held on February 10th. A strategic press briefing followed in Delhi which was addressed by a panel of IEEE-SA experts and was well attended and almost all the journalists who attended the briefing ended up writing about it in some form or the other. A release on the formation of the IEEE Standards Interest Group (SIG) for India with

SmartGrid as the key area of focus followed the briefing. Not to mention a couple of releases and multiple article placement opportunities over and above that.

TWO PRESS CONFERENCES FOR WIND POWER INDIA 2011



PRHUB organized the two press conferences – in Bangalore and Chennai within a fortnight on behalf of WISE with the theme as "WIND POWER INDIA 2011- TO CHART ROADMAP FOR ADDITIONAL 50 GW BY 2020'. Both the press conferences were well attended with a sprinkling of print and trade media.

PRESS CONFERENCE FOR SANKARA EYE HOSPITAL AROUND GLAUCOMA WEEK

Team PRHUB handled a press-conference for Sankara Eye Hospital, India's leading community eye care hospitals, where an announcement of a mass awareness and educational campaign on early detection and treatment of Glaucoma coinciding with the fourth annual World

Glaucoma Week between March 6th-13th, 2011 was made. The press-conference was addressed by Dr. Meena Menon - Head of the Glaucoma Services at Sankara & N B Jayaprakash, Director, Dignity Foundation, Bangalore. With over 32 media representatives from leading

English dailies, Vernaculars and Electronic Media in attendance and decent coverage across leading publications including electronic media, the event was a resounding success.

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ACTION BYTES

INTERVIEWS FOR VISITING CHAIRMAN & CEO OF MICROCHIP

Team PRHUB organized select interviews with a leading business daily, a business magazine and a leading technology magazine for Steve Sanghi, President, CEO and Chairman of the Board of Microchip on his visit to Bangalore to present the keynote at the ISA Vision Summit. Steve also took time to present scholarships to students from IIT Chennai, IIT Delhi, NIT Kurukshetra, PES College (Bangalore), Manipal Institute of Technology

(Karnataka), SDM Institute of Technology (Ujire), Nam Chand College of Engineering (Panipat) and K. J. Somaiya College of Engineering (Mumbai). We also announced through a press release Microchip's first scholarship awards program in India to recognize budding talent in embedded systems design and electronic

engineering and provide upcoming talent the opportunity to work on the latest technology in embedded architecture. Education has always been one of the key focus areas for Microchip Technology Inc., a leading provider of microcontroller, analog and Flash-IP solutions.



HIGH OCTANE WORK FOR LIBA

It has been raining coverage for one of our key clients LIBA, among the top 10 b-schools in the country. Chrysalis 2011 – their annual cultural and management fest and the fourth edition of Mindful Leadership Competition 2011 on the theme "Empowering Women Entrepreneurs: Wake-up call for India Inc." held in partnership with University

of Dayton got significant coverage across including key mainline English dailies. The b-school was also chosen to participate in the post-budget show of UTVi-Bloomberg and quoted in key dailies in their post budget coverage. Their IT implementation and usage was the focus of a full page article in Dataquest.

Mindful Leadership Competition

The fourth edition of Chrysalis 2011, the annual cultural and management fest of LIBA, was held on April 15-16, 2011. The event was a grand success and was attended by over 1000 students and faculty members. The competition was held in the auditorium of LIBA and was a great success. The event was held in partnership with University of Dayton and was a great success. The event was held in partnership with University of Dayton and was a great success.

INTERVIEWS AND PRESS RELEASE FOR VISITING PRESIDENT OF PITNEY BOWES BUSINESS INSIGHT

We organized interviews with PTI, IANS and Indian Express for John O'Hara, the visiting President of Pitney Bowes Business Insight, the software arm of the NYSE listed Pitney Bowes Inc. The report filed by PTI got widely picked up

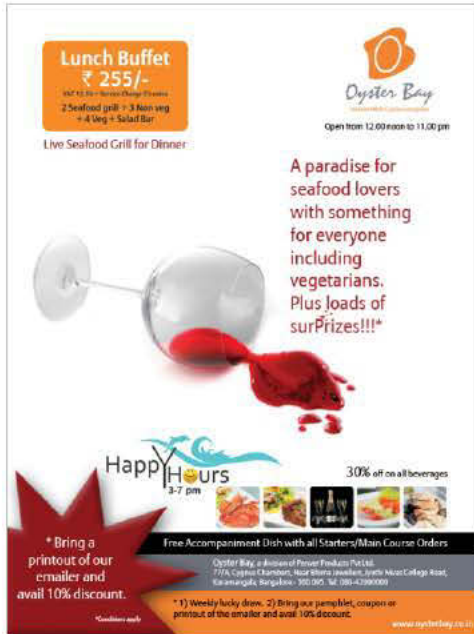
across print and online and Indian Express did an anchor story in its business page with his photograph. A release on the channel partners meet where the visiting President delivered the keynote was also significantly covered in

the channel media. The team is also looking at a placement in the visiting executive column of a leading business magazine. The assignment was confirmed and executed in a span of five days.

NEW SIGN-UPS - Indiaproperty.com, the property portal of Consim Info. Pvt. Ltd, the parent company behind bharatmatrimony.com and many other leading portals

HERE IS A SNEAK PEAK OFF VERSE AND INTERESTING PROJECTS CARRIED OUT AT MINDSPARK IN THE LAST TWO MONTHS.

COMPLETE CAMPAIGN FOR OYSTERBAY NEW CASUAL DINING SEAFOOD RESTAURANT CUM LOUNGE BAR IN KORAMANGALA



Lunch Buffet ₹ 255/-
 1st & 2nd Course (Choose 2)
 2 Seafood Grill - 3 Non veg
 + 4 Veg + Salad Bar

Live Seafood Grill for Dinner

Oyster Bay
 Open from 12.00 noon to 11.00 pm

A paradise for seafood lovers with something for everyone including vegetarians. Plus loads of surPrizes!!!*

Happy Hours 3-7 pm
 30% off on all beverages

* Bring a printout of our emailer and avail 10% discount.

Free Accompaniment Dish with all Starters/Main Course Orders

Oyster Bay, a Division of Power Products Pvt Ltd,
 77/8, Calicut Bypass, Near Bharu Junction, Jyoti Mool College Road,
 Koramangala, Bangalore - 560 095. Tel: 088-42380099

* 1) Weekly lucky draw, 2) Bring our pamphlet, coupon or printout of the emailer and avail 10% discount.

www.oysterbay.co.in



High Tea 3-7 pm

Oyster Bay

Happy Hours 3-7 pm
 Live Seafood Grill for Dinner

Lunch Buffet ₹ 255/-



Oyster Bay

Restaurant Menu



Oyster Bay

Bar Menu

Happy Hours 3-7 pm
 30% Discount on All Beverages



Oyster Bay

Gift Voucher



Oyster Bay

Lunch Buffet 255/-



Oyster Bay

Gift Voucher

@ MINDSPARK

A INNOVATIVE WEBSITE FOR OZONETEL



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Redefining telephony on Cloud

Know more about 'Kookoo'-India's first based telephony platform & its own 'Twilio'...

7 reasons every SME should look at Ozonetel?

Why Cloud Telephony Services

Internet Penetration in India is low at 40 million users whereas there are 740 million mobile & landline users. 20% of the Indian population are outside the metro relying on voice as the basic communication tool to interface with businesses - big or small or government. These are SMEs/SMBs out there serving customers with their products and services. Keeping Indian market open doors and size in mind, Ozonetel pioneered the evolution of Cloud Telephony Services (CTS) over PSTN/Wireless networks unlike others who offer the same predominantly on P networks. Independently developed and proven, the company's suite of voice products include: Virtual PBX, hosted PMS, Unified Customer Interaction Management, Voice logs, Business recording, etc. Business suite team in less than 5 days to 1000s of calls on PAN India basis, that has an OPCS model without having to worry about CAPEx and technology obsolescence and support needed which is normally in the case in on-premise hardware and software to manage enterprise telephony. Once businesses experience cloud telephony, they quickly become indispensable as they remove the limitations of the current PBX and contact center equipment placed in offices and still gives them complete control, creating enormous value. Be it toll, toll or g2c, businesses can reach out to 740 million diverse consumers in multiple languages and scale their revenues.

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AVAYA | pci

Carve | Siba | Mita | Pivotal | others

VECTOR CONSULTING PRESENTATION



VECTOR CONSULTING
 Building growth in our customers

Transformative Experiences

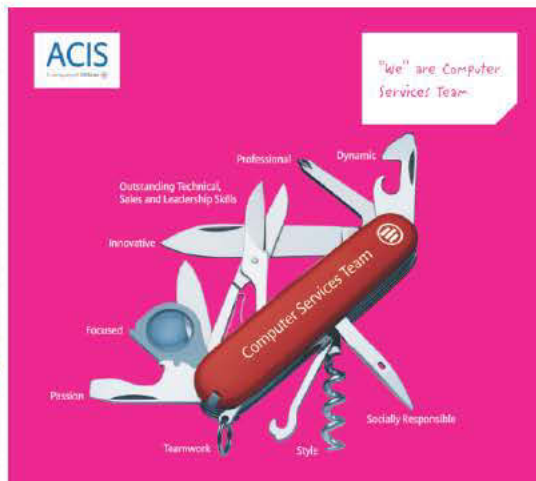
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ACIS INTERNAL BRANDING CAMPAIGN A WEBSITE FOR TAG



@ MINDSPARK



WE ARE HIRING....



We are looking for 8 plus freshers across Bangalore, Chennai and Delhi; one manager in Chennai, experienced entry level professionals in Bangalore and Chennai; experienced content writer in Bangalore and a HR professional to be based in Bangalore. If you know someone who fits or is interested please do mail sonam@prhub.com

@ PRHUB EMPLOYEE OF THE MONTH



December

Shruthi

As we march into the month of April, it feels that New Year has left us in the blink of an eye. As usual, everyone seems to be engrossed in his/her new challenges, growing workload across teams and so forth. And in the midst of hectic daily work and numerous meetings, some of our executives have done remarkably well in the month of January, February



January

Prachi

and March. We are happy to share that **Shruthi Bojamma** has been adjudged as Employee of the Month for December. She has been nominated earlier but missed the honors by a whisker. Enthusiastic and a quick learner, Shruthi has been consistently doing good work for her clients over the months including the month she has been chosen for.



February

Akansha

Prachi Gupta takes the honors as Employee of the month for January for her good work on Marlabs among other clients. Prachi is flexible and is open to inputs and feedback, which she learns from. **Akansha Bokadia** is the employee of the month for February for her good work across three press conferences for various clients.