



impressioné

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



Back to back media events for Hannover Milano Fairs – January 24th in Chennai and 25th in Bangalore

The PRHUB team organized two back to back press conferences for Hannover Milano fairs - one of our longstanding clients on the 24th and 25th of January in Chennai and Bangalore respectively. The team advised the client on the overall theme/context in which EMO Hannover 2011 - the world's leading trade fair for Metal Working Technology could be announced. Dr. Andreas Gruchow, Member of the Board, Deutsche Messe AG and S J Patil, Managing Director of India addressed both events with Dr. Wilfried Schaefer, Executive Director, German



Machine Tool Builders' Association (VDW) joining in Bangalore. Both witnessed good turnout and decent coverage post the event.

Media relations for Marlabs India

The past two months have seen multiple things being done for Marlabs India, the Indian arm of US\$110 million Marlabs Inc. which again is one of our longstanding clients. It included getting them quoted in one of the special stories done as part of Business Today's special issue of 'Best companies to work for'. The quote comes right at the beginning of

the story alongside Infosys. The key message of Marlabs being a mid-sized firm and thus able to provide techies challenging opportunities also coming through. Besides this, we issued two releases – one on Marlabs to strengthen its Cloud Computing Practice & Mobile Offerings Hosts Microsoft Developer Conference 2011 and another on Marlabs Partnering with Information Builders for GridInsight - a Smart Grid Data Analytics Solution.

Sankara Eye Hospital

We handled media for two announcements of Sankara. The first one was on the partnership with Geuder AG to set up training center in Bangalore for Surgeons, Paramedical Staff and Industry professionals, a first in Asia. The center was inaugurated by A.S Rathore, Additional Director General, Ophthalmology and National Program for control of Blindness. The Hindu, Hindu Business Line, Deccan Chronicle, Vijay Karnataka, Prajavani and Hosadigantha picked up the release well. The second was on Bangalore ranking highest in state's road accidents and vision problems among drivers, which was the theme of the free eye screening camp for city's drivers organized by Sankara Eye Hospital as part of 'Road Safety Week' in which over 370 drivers were screened for vision problems. The screening

Road safety rests on good vision

Frequent glare and bright light strain the eyes of the driver

Staff Reporter

BANGALORE: To highlight the fact that good vision and eye care play a critical role in ensuring better road safety, Sankara Eye Hospital observed its 22nd Road Safety Week from January 1.

Eye screening camps

As part of the exercise, which underlined the importance of spreading awareness amongst all road users – including pedestrians and schoolchildren – the hospital conducted free comprehensive eye screening camps for drivers and employees of various government and private organisations.

Significant numbers

Over 370 drivers of buses, cars and other utility vehicles were screened for vision problems. "The screening showed that 14 per cent of the drivers screened had a significant visual defect and five per cent of them had surgical conditions requiring treat-

Eye care tips for safe driving



- ▶ If you have prescription glasses, be sure you always wear them
- ▶ Wear good sunglasses to protect your eyes from the sun's glare
- ▶ Good sunglasses will also screen out harmful ultraviolet radiation
- ▶ Ensure your windshield is always clean and scratch-free, both inside and outside

ment," the release said. Those who suffered from visual problems and wore either prescribed glasses or advised a detailed examination. Drivers who had no clue

about the importance of eye health and good eye health practices were educated on these issues. "Drivers form a vulnerable and unique group of workers

with high dependence on vision. This is because of long and irregular working hours, high degree of strain on eyes while driving, frequent problem of glare and bright light, high frequency of upset on highways and high frequency of night driving," Y. Unnikrishnan, the Hospital's Chief Medical Officer, said in a press release.

"That apart, casual and irresponsible driving – seen among others adds strain to the work these drivers perform, he said.

Crucial reflex

It is important to have a clear and comfortable vision while driving. "Even the simplest reactions can take 0.4 seconds."

The eyes control most of your movements and decisions while driving. With good vision and visual comfort you can drive safely by maintaining concentration. Vision problems are usually worse at night, increasing the risk in driving," the doctor added.

showed 15% of the drivers having a significant visual defect. Significant coverage was provided by The Hindu and Deccan Chronicle



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- ▶ Media Relations
- ▶ Social Media
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- ▶ Content
- ▶ Design

Geodesic Techniques

Multiple activities were done for the growing pioneer of steel-intensive infrastructure in India with an article initiated with EPC World on steel structures, profiling of Srinidhi Anantharaman, Managing Director, Geodesic Techniques with People & Management and a release on one of their major wins.



TIE-Chennai

The Chennai team successfully handled a press conference held to announce the new leadership team at the helm led by Lakshmi Narayan, Vice-chairman of Cognizant technology Solutions as the President, for the chapter for the next two terms. Attended by over 25 journalists, the conference resulted in extensive coverage in New Indian Express, The Hindu, Times of India, Deccan Chronicle, Eenadu, Vaartha, Rajasthan Patrika and more.

VLSI 2011

PRHUB handled a successful and targeted mandate for the organizers of VLSI 2011 – the largest such international event for the VLSI segment in India held at the pristine IIT-Madras campus for five days from January 2nd. The mandate included pre-release on the event and coverage of the inauguration and inviting media to a briefing by the dignitaries and the organizing chairman of the event post the inaugural. Both were handled well leading to extensive coverage. Thomas H. Lee (Professor, Stanford University), Praveen Vishakantiah (President, Intel India) were the dignitaries who addressed the press alongside Prof. Kamakoti, General Co-Chair of the



conference and Professor, Department of Computer Science & Engineering, IIT-M.

Magma Design Automation

Magma Design Automation, another of the longstanding clients of PRHUB, were the Silicon Sponsors for VLSI 2011, the highest level of sponsorship. PRHUB organized a press briefing on the 4th of January 2011 at the event venue which was addressed by Rajeev Madhavan, Chairman &

CEO, Magma Design Automation Inc. and Alok Mehrotra, Managing Director, Magma design Automation India. The briefing was attended by over 22 key journalists and got visibility for Magma as a company playing a role in the development of electronic design ecosystem in India.

Action bytes

Manipal K-12

We organized at very short notice (3 days) an outstanding press conference on 27th January 2011 in Hyderabad for Manipal K-12 to announce their new school in Hyderabad besides expansion plans. Over 35 journalists attended the formal inaugural of the school replicated at the hotel followed by spokespersons interaction with the media. The coverage was extensive – print alone saw over 13 impressions Indian Express, Hindu Business Line, Business Standard Hindi Milap, Prajashakti, Andhra Jyoti, Eenadu, Sakshi, Andhra Bhoomi, Visalandhra among others over and



above multiple impressions online.

New sign-ups



The year began on a promising note for PRHUB with five major sign-ups:



- FREUDENBERG

We have been signed on an annual retainer by the multi-billion dollar group which is also among the largest family owned businesses in Europe to be its PR firm in India for 2011.



- IEEE

IEEE-SA- The standards association of the world's largest technical professional association has signed with us on an annual retainer to promote their smart grid presence and standards in the Indian market



- MarketSimplified

INXS – A fast growing, high potential mobile platform developer has signed with us on an annual retainer to promote their flagship Market Simplified mobile trading platform



- LIBA

One of the leading Indian b-schools and the only one to figure in the top 10 other than IIM-Bangalore has signed with us on an annual retainer to promote their brand



- Wise

WISE (World Institute of Sustainable Energy) – to handle Wind Power India 2011, the Indian arm of the worldwide pre-eminent event for wind energy and the largest event with international participation in India for the wind industry.

We are hiring....

We are looking for freshers and senior professionals (Managers and Senior Managers) both in Bangalore and Chennai for PRHUB and one Manager and a writer cum editor for MindSpark (based in Bangalore). If you know someone who fits or is interested please do mail sonam@prhub.com



Here is a sneak peak off verse and interesting projects carried out at MindSpark's in the last two months.

ACIS-Internal or environmental branding campaign

We did some really interesting, short notice internal or environmental branding campaign for the new facility of computer service unit of ACIS in Technopark, Trivandrum besides the same for the retail unit of the captive unit for Allianz, one of the world's largest insurance companies. An area we are acquiring significant specialization in.



Oyster Bay campaign

From concept to launch campaign for a new casual dining seafood restaurant chain which opened its flagship outlet at Koramangala in Bangalore.

Table mats



Hoarding



Restaurant menu card



TRS Newsletter

External newsletter for one of our newer clients pioneering use of technology in education content and assessments.



VLSI stall design for Magma

Designed to give the lounge look and also a cost-effective but sleek way to utilize the large space within tight budgets.

