



## Profile - Pragma Communication

Pragma Communication is a public relations outfit. As the name suggests, "Pragma" is derived from the word "Pragmatic" and resolves to being guided by practical experience and observation more than theory. The essence and drive behind Pragma Communication is to help its clients maintain a strong public image. This is achieved by means of a strategic PR initiative that will be derived specifically for each client.

Be it any company, Public Relations, drives a company's strategy and will determine in large part how well it will be perceived, understood and respected by its stakeholders, employees and externally. A plan of strategic PR initiatives will help enhance awareness and build on the existing brand image for our clients, amongst the target audience that their business demands. This would be achieved primarily by channelization of information in the online, print and electronic media, on an ongoing basis, supplemented with strategic mix of processes like organizing press conferences, carrying articles, periodic distribution of press releases, one-to-one press interviews with the media etc.

As an extension to online communication, we offer our clients, who have an online presence, value added service of keyword-based as well as site-targeted ad campaigns. This when clubbed with another value service of web analytics for traffic inflow analysis, provides a very compelling value proposition to our clients.

### Services offered

Pragma offers services in the areas of Public Relation & Corporate Image Management, with focus on media relations. We have also evolved Pragma in the Web analytics & online keyword-based and site-targeted marketing space. By means of this expertise, we're able to offer our clients a compelling value proposition for enhancing their web presence as well. The key objectives achieved by these initiatives would be:

- Creating a strong brand recall.
- Helping attract and retain the best skills in the industry.
- Helping enhance recognition, by the target audience, around business focus and areas of expertise.

### Short Term Engagements

#### • ANZ Operations & Technology Pvt. Ltd.



ANZ Operations and Technology Pvt. Ltd., is an integral part of Australia and New Zealand Banking Group Limited. The group has assets of over US\$ 200 billion and annual profits of over US\$ 2 billion. The Bangalore centre has been supporting technology for ANZ for over 16 years across 37 countries. As part of living the Corporate Social Responsibility (CSR), ANZ Operations and Technology Pvt. Ltd. organizes a yearly, rolling trophy event, called "ANZ Champion's Cup", an inter-corporate women's throw-ball tournament. Women from the corporate world, all over Bangalore, can be seen in a different role altogether. Pragma handled "Media Relations" for the event in 2006 & 2007. Print, online as well as electronic media was covered.

#### • Orange County Resorts & Hotels Ltd.



Orange County Resorts is a brand name created by Orange County Resorts & Hotels Ltd., which is a Public Limited Company. In the year 1994, the company opened Orange County Resort - Coorg, a holiday resort targeted at families. The Group has built up a strong reputation for ethical business practices and uncompromising values. Today the organization has over Rs. 100 crores in net assets. Orange County Resorts tied-up with Pragma to organize a press conference on 25th September 2007 announcing the launch of their new resort at Kabini and handle the "Media Relations" for the event. Print, Online as well as Electronic media was targeted.

#### • Schneider Electric India Pvt. Ltd.



Schneider Electric India Pvt. Ltd (SEI) in India is a 100% subsidiary of Schneider Electric Industries SAS, a global leader in the field of Electrical Distribution, Industrial Control & Automation. With sales more than Euros 13.7 billion and a strong force of 112,000 employees and market supremacy in over 190 countries worldwide. Innovation Challenge is an initiative by SEI to encourage the budding engineering talent in India. The idea behind this contest is to make students think "out of the box" and come up with solutions towards the different issues related to Energy & Automation sector. Pragma handled the media release around this contest in year 2007. The objective Pragma wishes to achieve for SEI is to position it as a company that provides young people with the resources to succeed by supporting and encouraging young minds and stimulating thought processes towards solutions.

## ◆ TOTAL Hypermarket & Mall - Jubilant Group's retail arm



TOTAL hypermarket & mall is the retail venture of the Jubilant Group. Launched in November 2006, TOTAL has two outlets in Bangalore, at Madiwala and Mysore Road. The hypermarket offers the best variety and value on products such as Apparel & footwear, Consumer electronics & IT products, Fresh Fruits & Vegetables, Fresh Fish, Meat & Poultry, Staples & Groceries, Baker's Factory - Fresh Bakery, Garma Garam - Fresh Home Made Food, FMCG - Processed Foods & Non Foods, Furniture, Home furnishings etc. Each TOTAL outlet has a brand mall which offers shoppers a wide variety of brands to choose from. TOTAL Hypermarket & mall was to announce its unique initiative called Ladies Day Out. Pragma handled the media relations around this promotion. The objective Pragma achieved for TOTAL was a positioning as a retail company that wants to enhance the total shopping experience of the shoppers, rather than just sell stuff and that it wanted people to make informed choices while shopping.

## ◆ Indus International School - Bangalore



The first Indus International School was established in July 2003 at Sarjapur, Bangalore, by the Indus Trust. The school currently has over 825 students from across 28 countries. This School provides a completely balanced environment focused on shaping children into leaders of tomorrow. Indus International School is the only full-spectrum International Baccalaureate (IB) School in Bangalore. Indus International School (IIS) and Singapore International Foundation (SIF) were to announce the inauguration of their pilot project of the Vocational Training Programme for 71 students from Sardar Vallabhbhai Patel School. This was to be held at Indus International School's Sports Complex on the Sarjapur Road, Bangalore. The pilot was to be inaugurated by the chief guest Lt. Gen (Retd) Arjun Ray, CEO of the Indus Trust and guest of honour Ms. Margaret Thevarakom, Assistant Director, International Voluntarism, Singapore International Foundation. Pragma front ended the PR function for the inauguration event. The objective Pragma wished to achieve for Indus School was to reinforce the thought Indus School carries towards initiating unique ventures to nurture leadership. Objective was also to create and sustain the right mindshare amongst Indus School's target audience and to highlight its support towards effective education.

## ◆ GEA Ecoflex



GEA Group AG, the Global Engineering Alliance has over 250 companies under its umbrella with over Euro 5.2 billion turnover and with more than 19,500 employees worldwide. Founded as GEA Luftkuehler in 1922 the company is a front runner in engineering and technology and conglomerates pioneering expertise through its divisional companies. The Process Equipment Division provides innovative and reliable solutions in the field of heat transfer. GEA created EcoFlex in 1995 to focus on gasketed and welded plate heat exchangers under the Ecoflex name. GEA Ecoflex has been present in India since the year 2000 and has grown to become a leading supplier of Plate Heat Exchangers in the country. Each subsidiary of GEA benefits from know-how of strong alliances within the group thus being cost effective and customer oriented.

## ◆ Gokak Textiles Limited



Established in 1887, Gokak Mills today is a part of the Forbes group, acquired by The Shapoorji Pallonji Group (A USD 2.5 Billion Premier Business Group in India) in January 2002. It is well known for its quality products and has been exporting textile goods to various European and American countries right from its inception. Having over 295 products in their product range, they produce yarn for use in Knitting, Weaving, Braiding, Tufting applications besides yarn for hosiery and woven apparel fabric. In the field of industrial fabrics, they have State-Of-The-Art air jet 'Dornier' looms, Sulzer rapier looms and NP looms. 90 percent of the fabric produced is exported to Europe, America and Australia. The fabrics are mainly used in Military, Automotive and other high tech applications. GTL is a ISO 9001-2000 and ISO 14002 certified Company. Besides they have a license to produce Oeko-Tex Standard 100, Organic Cotton and Supima Certified products.

## Current Strategic Engagements

### ◆ EDS Technologies



EDS Technologies Pvt. Ltd. is a leading provider of PLM and visual simulation software solutions in India. With over 10 years of industry experience and strong partnership with IBM PLM / Dassault Systemes - EDS Technologies has emerged as an no.1 PLM player in India with more than 600 customer base from various industry segments - automotive, aerospace, heavy industries, research, defense and engineering service providers, supporting more than 2000 PLM installations across the country.

### ◆ Stratify Software - An Iron Mountain Company



Stratify is one of the largest providers of eDiscovery services for the legal and compliance markets. It was founded in September 1999 and started as 'PurpleYogi', a provider of Information Retrieval (Taxonomy and Categorization). In 2001 it moved into the Electronic Data Discovery and was renamed as Stratify. It is among the Top 4 e-discovery vendors in US.



#### ◆ SVP Group

SVP Builders India Ltd. is a 2000-crore real-estate development company with its interest concentrated in the National Capital Region (NCR). SVP builders count amongst the market leaders for constructing residential and commercial spaces with 100% occupancy. SVP provides quality life through luxurious, yet convenient residential and commercial spaces that are epitomes of innovation and extensive research.



#### ◆ Metis ERC (India) Pvt. Ltd.

Metis ERC India Pvt. Ltd. is a group company of R&M Associates. R&M Associates has built its reputation over the last 33 years by achieving excellence in end-to-end human resource consulting. Metis, founded in 2006, is a result of their conscientious decision to generate the best for the training needs of organizations. It provides Human Resource Development solutions to organizations. The concept of Metis was born as a result of the need in today's economy for an empowered, visionary, proficient manpower.



#### ◆ MAXrad SOFTWARE (India) Pvt. Ltd

MAXrad SOFTWARE (India) Pvt. Ltd provides the engineering industries with complete up-to-date support and solution. MAXSOFT came into existence with a clear vision to cater high-end Computer Aided Engineering (CAE) solutions. It is headquartered in Bangalore with its branch offices in New Delhi & Pune. MAXSOFT is an ISO 9001:2000 certified; leading technology-driven organization, dedicated to the computer aided engineering (CAE) solutions for the industry verticals: Automotives, Aerospace & Defense technologies. A professionally managed company, MAXSOFT brings the strong inheritance in the technological domains and consists of a team of vibrant & challenging technocrats, who are keen to listen to the customers and offer the impeccable solutions.



#### ◆ My Duniya Networks (P) Limited

MyDuniya is about beyond Voice service platform for the mobile pervasive world. Experience the power of "simple messages that make a difference". MyDuniya, headed by K.Ganapathy Subramanian as its Founder & CEO, was founded in 2006 with a vision to empower consumers and enterprises to communicate beyond voice. MyDuniya provides convenience SMS applications for consumers and enable enterprises to interact with their customers. The company is headquartered in Bangalore. This platform harmonises the power of the web and reach of the mobile phones to deliver personalised services. With over 260 million mobile phones and growing at a rapid pace, many convenience services that are traditionally delivered/accessed through web or other means can be extended to the mobile world.



#### ◆ OnTrac

OnTrac (a brand of Qbar Technologies Pvt. Ltd.) - is the first Company to provide corporate training on Operations management and people management, to Midlevel managers/Teamleaders in BPO industry. This was established by senior managers from the IT/ITES and Education industries with the objective of helping companies optimize their investments in training and employee development. OnTrac is headquartered in Bangalore, India and has cross border delivery capabilities. OnTrac has successfully served a geographically diverse set of clients in 5 countries including India, China, Malaysia, Philippines and Sri Lanka. The company started with a focus on developing and delivering training programs for operations in the services industry.



#### ◆ Aurigo Software Pvt Ltd

Aurigo Software Technologies Inc. delivers software products and solutions for automating critical processes in the infrastructure management lifecycle including estimating, managing and inspecting large construction projects including highways, ports, bridges and SEZs (Special Economic Zones). Aurigo's Products and solutions include its flagship suite Aurigo Brix™ 5.0, connectors to Microsoft Dynamics™ AX and customization services around these products and platforms. Aurigo's product Brix 5.0 automates the critical processes of project cost estimation, contract management and field inspection using web 2.0 technologies and has integration connectors with Microsoft Project and Microsoft Dynamics™ AX. The combined solution of Aurigo Brix™ 5.0 and Microsoft Dynamics™ AX makes for a very powerful ERP solution for the construction Industry.

#### ◆ Endeavour Software Technologies



Endeavour Software Technologies, is an ISO 9001-2000 certified company founded in 2002 by four engineers from IIT Kanpur India. Endeavour is a software development company that provides niche application development services with primary focus on Enterprise, Banking and Mobility. It helps extend the wired application to the wireless space. Over the last 6 years it has provided cutting edge solutions to global businesses out of its development center in Bangalore and offices at London & Austin. Endeavour is passionate about their services and has the agility to move fast, breaking new ground everyday, be it technology or business domain expertise or customer relationship.

## Management Team

### **Preeti Gupta**, Co-Founder Director

Preeti is a post-graduate in Management, with a specialization in Marketing and International Business from Symbiosis - Pune. She has been in the arena of Marketing and Public Relations for about half a decade. During this time, she has served in the roles of Marketing, Business Development and gained expertise in the width and depth of Public Relations. The last immediate position held by Preeti in 2005, was with Pressman Advertising & Marketing Pvt. Ltd. as a Senior Manager, where she handled public relations for various organizations like Rational Software (acquired by IBM), C-COR Solutions, Metric Stream etc. Her roles and responsibilities at Pressman included Client Servicing, which comprised of defining PR objectives and making strategic plan of action for her clients, and Business Development, where she was responsible for tapping the market to gain business for Pressman. This exposure encouraged Preeti to launch Pragma Communication in July 2006, as a banner for her PR operations.

Preeti on  <http://www.linkedin.com/in/preetiig>

### **Rohit Gupta**, Co-Founder Director

Rohit is a Computer Science major from Priyadarshini College of Computer Sciences (PCCS), Noida. He has been in the IT industry with Wipro Global R&D and Hewlett-Packard respectively, for more than a decade. His roles spanned across being developer on core software components including HP-UX (Hewlett-Packard's Unix) to leading development teams, architecting solutions and taking these new solutions to HP clients, in essence handling pre-sales, sales and marketing of these products. In his last recent stint with HP, Rohit created a value proposition around increasing adoption of HP products and technology in server virtualization space. Pragma is Rohit's second entrepreneurial venture, the earlier being in 1996, in the form of Megasyms Computers - a system integration company catering to software and system requirements of the SME segment. In Pragma, Rohit brings in strategy, business development skills, technology, processes and is directly responsible for enhancing Pragma's overall brand recall.

Rohit on  <http://www.linkedin.com/in/grohit>

## Corporate Headquarter & Contact

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