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“AMOUR BY NEERA” is her offering of a new directory on design. Her ability to put together unusually as well as with ease and her experienced eye for detail bring together many diverse looks and genres in interiors. Working on each detail studying balance color functionality and commercial appeal , never been done before Show will open new vistas.

Creating customized party or events decor , doing designer, branded apartments and homes makeovers as well as taking the barrier one notch higher. It will make available various options.

## NEERA NATH

After forty years in the field/as a professional NEERA NATH dreamt of (since a decade) curating and creating a beautiful chic and visually stunning design show amalgamating all aspects of interiors decor. She has been working at it for a year carefully collecting what caught her sharp designers eye and creating compositions /installations that would sell in entirety.

In her career apart from top French designers she was also on Rohit Bal's creative team for weddings. She collaborated with NIFT since its inception . Also her export business took her work to top European and American buyers. Trifed as well as the golden eye project were some others.



## Shabnam Singhal

Shabnam Singhal is a graduate in Economics having over 15 years of experience in product development and marketing in varied fields of the group companies such as trading, marketing and product development for Biotech International Ltd. Youngest member of Bureau of Indian Standard (BIS), GOI in Textile Committee and a convener of the ISO/TC38 Plenary, China to represent 18 countries on behalf of BIS India.

Having incepted SIRIUS in a luxury real estate marketing management firm in 2009 which is engaged in leasing, interiors, project management and building retail concepts Recently she has been awarded by Star Realty 2011-12: Lords of the Land. She has been chaired as speaker in Conferences like ISCF, GRI, Asia Retail Congress IRF, East Indian Retail, Luxurion World etc. Also, she has been attended international conferences like World Retail Congress, Berlin, WWD CEO RETAIL SUMMIT at Hotel Plaza, New York.



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An end-to-end solution provider for all facets of luxury real estate, Sirius D&E is headquartered in the capital city and led by a team of young and energetic professionals, driven by their passion for excellence and supported by vast knowledge and hands-on experience.

Pioneers in developing exotic retail destinations, high-end luxury malls and stunning residencies, we are differentiated by our 360 degree approach which enables us to cater to all the needs of our clients under one roof.

Predominantly servicing the premium and plush brands, our offerings includes:

Conceptualization | Planning | Positioning & Staging | Retail Marketing Strategy | Construction | Architecture & Interiors | Mergers & Acquisition Consultancy | Private Equity & Structure Debt | Realty Asset Consultancy | Managing Realty Assets

Spanning the country's opulent realty market place through its branch offices in Delhi, South Mumbai and Bangalore, Sirius D&E has spread its wings far and wide and is highly acclaimed for delivering the most prestigious realty projects in India and abroad.

Transforming spaces to exuberant realty assets!



**RETAIL  
MANAGEMENT**



**EVENT  
MANAGEMENT**



**REDEVELOPMENT**



**IT SOLUTIONS**



**PRIVATE EQUITY**



**MARKETING &  
BRAND BUILDING**



**RETAIL  
CONSULTANCY**



**DEVELOPMENT  
ADVISORY**



**PRE-LEASING**



**MALL  
MANAGEMENT**



**FACILITY  
MANAGEMENT**



The key objective of our proposed association would be to create a buzz in media about the event. The agency will work on generating features- pre event, event and post event. The agency will also recommend blogger collaborations for the brand property.

- Event
- Select specific timings for media to arrive at the venue and do a curated media walk about and take them through the exhibition
- Interviews and media bytes with journalists at the event



- Pre Event
- Creative invites/ media gifts to be shared- the idea is to generate social media buzz and have them post about the event on their handles using relevant hash tags.
- Possible tie up with two or three leading bloggers as the potential partner for the pre event shoot
- Listings with leading newspapers and portals leading up to the event
- Profiling of Ms. Neera Nath on the basis of the event



- Dissemination of Post Event press release
- Follow up on features Post event coverage
- MEDIA INVITES



## MEDIA AMPLIFICATION PLAN



### MEDIA INVITES

Invitations to media for the event should ideally be sent two weeks prior to the event. This way they can have a one to one interaction with the spokespeople, as well as attend the event.



BLOGGERS  
AT THE SHOWS POST & LIVE



BROADCASTER ON BOARD



NEWSPAPERS & MAGAZINES



DIGITAL PLATFORMS



NEWS CHANNELS

## Newspaper Partner Options

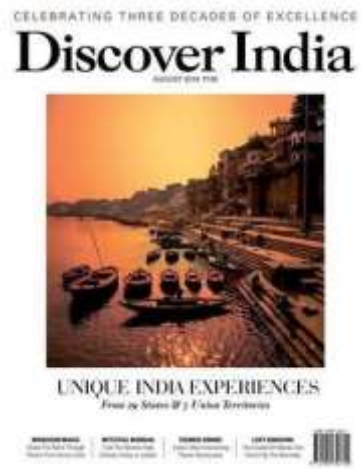
### Newspaper Partner Deliverables-

- 3 pre event inserts for call in entries
- 1 insert on the day of the event to announce the event
- 1 post event advertorial

## Magazine Partner Options

### Magazine Partner Deliverables

- 2 pre event full page advertorial
- 1 post event full page advertorial



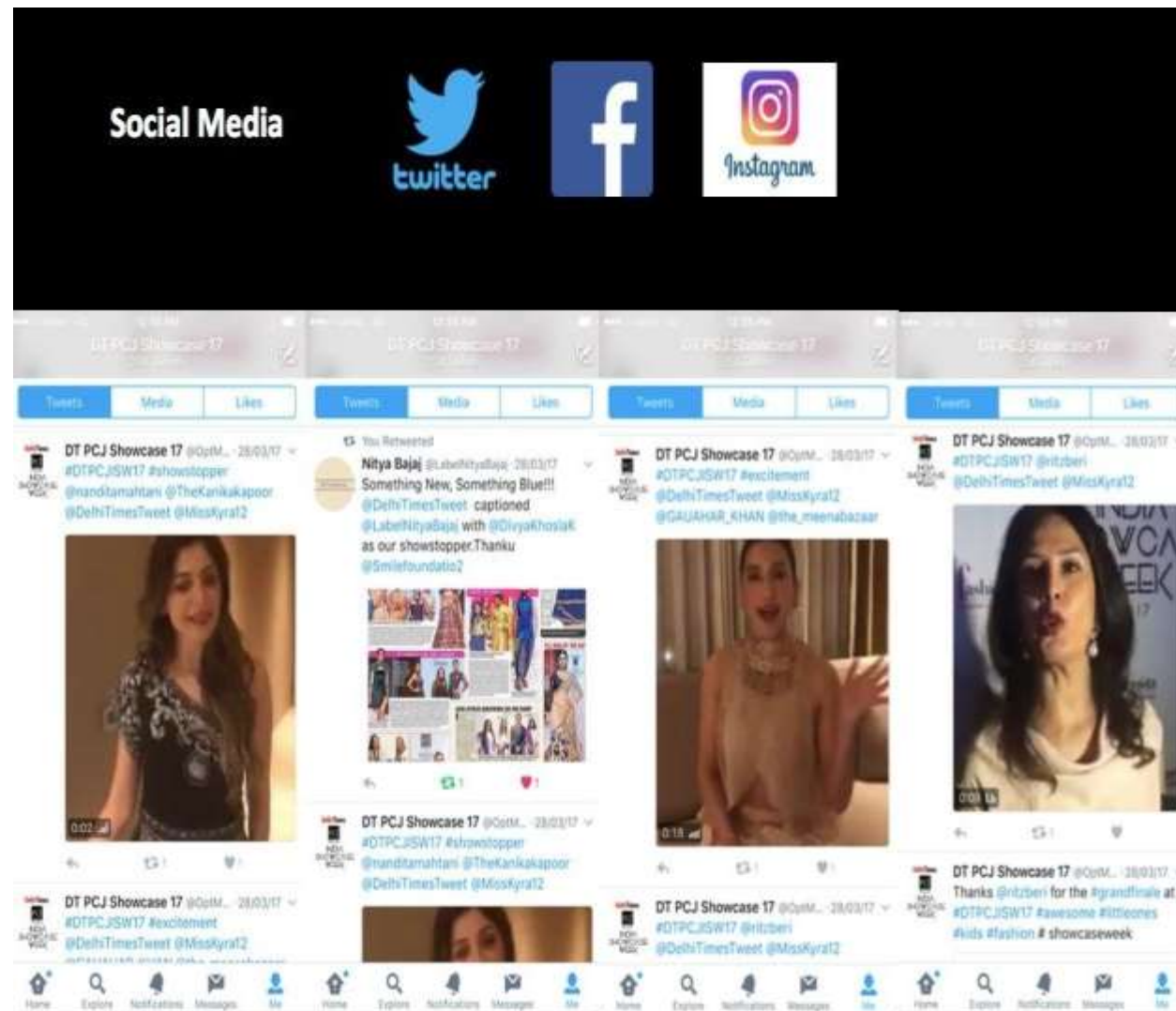
## OBJECTIVE

Attract —>Engage —>Bond

- ❖ Build on existing brandimage
- ❖ Build awareness for the different products available



- **Facebook Offers:** Facebook Offers are a type of Facebook ad, but they work a bit differently than a traditional Facebook Ad. These can be set up directly from the Facebook Page, and also published on Instagram.
- **Exclusive promotions on Social Media Pages:** Send an emailer to customers to ask to like social media pages, as they will have access to information that you don't share anywhere else.
- **Giveaways:** Run a giveaway on Instagram to increase both brand awareness and the size of your community. For the giveaway have your Instagram followers comment on why they want to win the item in the photo and then tag three of their friends that would want the gift as well. (Who will often comment and tag another three friends!). They get to win a product and attend the exclusive closed door event.
- Weekly planned posts on fb and Instagram to increase engagement and create content for the property





PRESENTS BY

“AMOUR BY NEERA”

POWERED BY

IN ASSOCIATION WITH

Associate 1  
Beauty

Associate 2  
Wellness

Associate 3  
Fashion

Associate 4  
Luxury

◆ **PRESENTING**

INR 20 Lakhs ('Presents')

◆ **POWERED BY**

INR 15 Lakhs

◆ **ASSOCIATE PARTNERS**

*(Travel, Hospitality etc.)*

INR 5 Lakhs

◆ **PROMOTIONAL PARTNERS**

INR 2 Lakhs



- Direct Association with the event
- Brand Logo on the invitation cards
- Logo in print advertisements in newspaper (3 pre event inserts for call in entries + 1 insert on day of the event + 1 post event advertorial + 3 full pages in Mid Day)
- Logo in print advertisements in magazine (1 pre event insert for call in entry + 1 post event advertorial)
- Logo in all promotional materials ( 1 month promotion in hoardings across Delhi/NCR + promotions across 140 outlets of Barista pan India)
- Logo on the center backdrop of the stage
- 20 exclusive VIP invites for the show
- **Announcement by the compere at the venue**
- **Intensive brand visibility at the venue**
- **Logo on the backdrop at the pre event press conference**
- **A spokesperson from company can be at the dais at the press conference**
- **Photo ops with the contestants on ramp**
- **90 seconds of FCT for the title sponsor**
- **Space in the pre function area for a product display**
- **Two minutes of company's AV to be played at the event**
- **Photo ops with the guests at the pre- function area**
- **Coverage of the event by local media and news channels**
- **Association with the event title :**  
**E.g. : XXX presents "AMOUR BY NEERA"**

- **Direct Association with the event**
- **Brand Logo on the invitation cards**
- **Logo in print advertisements in newspaper (3 pre event inserts for call in entries + 1 insert on day of the event + 1 post event advertorial + 3 full pages in Mid Day)**
- **Logo in print advertisements in magazine (1 pre event insert for call in entry + 1 post event advertorial)**
- **Logo in all promotional materials ( 1 month promotion in hoardings across Delhi/NCR + promotions across 140 outlets of Barista pan India)**
- **Logo on the center backdrop of the stage**
- **15 exclusive VIP invites for the show**
- **Announcement by the compere at the venue**
- **Logo on the backdrop at the pre event press conference**

- **Photo ops with the contestants on ramp**
- **60 seconds of FCT for the powered by sponsor**
- **Two minutes of company’s AV to be played at the event**
- **Coverage of the event by local media and news channels**
- **Association with the event title :**
  - **E.g. : XXX presents “AMOUR BY NEERA” powered by YYY**





- **Direct Association with the event**
- **Brand Logo on the invitation cards**
- **Logo in print advertisements in newspaper (3 pre event inserts for call in entries + 1 insert on day of the event + 1 post event advertorial + 3 full pages in Mid Day)**
- **Logo in print advertisements in magazine (1 pre event insert for call in entry + 1 post event advertorial)**
- **Logo in all promotional materials ( 1 month promotion in hoardings across Delhi/NCR + promotions across 140 outlets of Barista pan India)**
- **Logo on the side wings of the stage**
- **8 invites for the show**



- Press
- Ambassadors/Bureaucrats
- Advertising Gurus
- Fashion photographers
- Corporate Honchos
- Page 3 opinion makers
- Interior Designers



The Sunday Guardian Mail Today  
The Sunday Standard The Hindu  
The Pioneer  
Millennium Post Asian Age  
Mint Indian Express  
DNA

## MEDIA LIST



Digi print Under lit canvas with glitter letters of company name/logo.



Green 3 d cubes with roses/florals encrusted as company name /logo.

Multicolor with tall jars with crystal lettering of company name/logo. By left of main hall.



Jeweled 2 arches with same jeweled/stones studded letters of company/logo. In dead center main hall.









## CONNECT WITH US

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