

Held in Mumbai ahead of the film's streaming release, a 3-day long grand experience was delivered.

In the presence of Joe Russo, Anthony Russo, Dhanush, and other Bollywood personalities, the event marked the arrival of Russos in India along with the debut of Dhanush in Hollywood.

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|---|---|--|--|
| <ul style="list-style-type: none"> ● A Red-Carpet event with an exclusive Premiere of the movie. | <ul style="list-style-type: none"> ● Covered by an invite only guest list for the Media & paparazzi. | <ul style="list-style-type: none"> ● Curated a microsite for fan engagement contest. A few lucky fans got exclusive access to the event. | <ul style="list-style-type: none"> ● SS. Rajamouli blessed the moment with his presence by dialing in virtually for the press conference. |
| <ul style="list-style-type: none"> ● In the presence of the directors of The Gray Man, Captain America: Winter Soldier & the critically acclaimed Avengers: Infinity War & End game. Also present from the cast of the movie, our very own Indian Super hero - Dhanush | <ul style="list-style-type: none"> ● Fans that earned exclusive tickets to the event through microsite engagement. | <ul style="list-style-type: none"> ● Treating the structure as a blank canvas, a complete makeover was done to the venue to make it a premium screening facility - each design element was inspired from the movie. | <ul style="list-style-type: none"> ● International media dialed in virtually for a special interaction with the Russo Brothers & Dhanush. |
| <ul style="list-style-type: none"> ● Marked with the presence of around 20 Bollywood industry taste makers such as - Vicky Kaushal, Jacqueline Fernandez & Randeeep Hooda & many more | | <ul style="list-style-type: none"> ● Designing, formulating & then fabricating a global standard theatre that seated 200 pax. | |
| <ul style="list-style-type: none"> ● The experience was also open to social media influencers who covered the glamour of the event. | | <ul style="list-style-type: none"> ● An exclusive press conference for the media at St. Regis hotel. | |



Famous studios saw a complete transformation in structure over the 5 days of fabrication. Ideas & concepts – All came to life along with the precise execution of layouts & logistics on the day of the premiere. Every element being picked up from the movie, The Gray Man world was recreated, immersing the guests in an experience like no other.



St. Regis Hotel, Mumbai



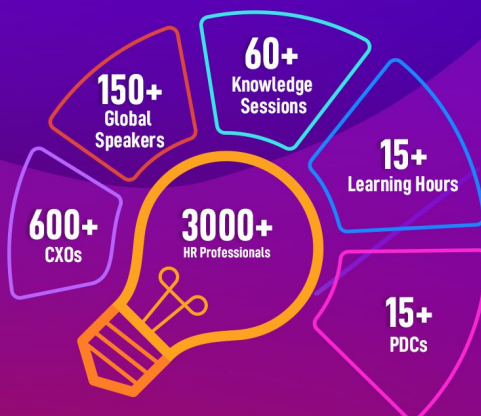
Taj Palace, New Delhi

SHRM India Annual Conference 2022 encouraged the industry to join the forces to

CAUSE THE EFF▶CT

that WE want to see at the workplace.

In this time of rapid change, SHRM India Annual Conference 2022 was planned to equip the industry to navigate the future with knowledge and confidence.



THE CONFERENCE HIGHLIGHTS

- **25+ Keynote Sessions** each day on Actionable learnings, practical tools and cutting-edge innovation to drive positive change at the workplace
- The event witnessed close up of global thought leaders & experts like Ram Charan, Anita Bhogle and more along with celebrity motivational speakers like Ajinkya Rahane and Mandira Bedi
- **Parallely running 6 concurrent sessions**, workshops and masterclass with carefully curated sessions on topics that impact the work, worker and workplace
- **Running flow of 3000+ attendees** at the indoor and outdoor set-up of exposition to gain access to **100+ solution providers** showcasing a wide range of innovative HR products & services in
- **A Glamorous Awards Evening** congratulating the top achievers through **36+ awards**



75TH ANNIVERSARY



SHRM INDIA ANNUAL

CONFERENCE & EXPO 2023



#SHRMIAC23 EMBRACING THE FUTURE



As SHRM celebrates **75 years of making a positive difference** towards ensuring better workplaces and a better world, **IAC 23** was designed to create an ecosystem to lead and drive change, curated experiences to challenge the status quo and drive innovation.

THE CONFERENCE HIGHLIGHTS

- GLOBAL GATHERING: HR PRACTITIONERS, BUSINESS LEADERS, CXOS, ACADEMIA, AND STARTUPS.
- INSPIRATIONAL SPEAKERS: **SHIVAKUMAR** - CONFERENCE CHAIRPERSON, **JIM LINK** - CHRO, SHRM THOUGHT LEADER AND MORE.
- BREATHTAKING OPENING: A MESMERIZING, STERILIZED DANCE ACT TO KICK OFF THE CONFERENCE.
- IMMERSIVE CONTENT: MESMERISING LED CONTENT EXPERIENCES THAT BROUGHT THE CONFERENCE TO LIFE.
- CELEBRITY APPEARANCE: **HARNAAZ KAUR SANDHU**, AS SESSION SPEAKER, AND **KANAN GILL**, AS A HOST AND STAND-UP COMEDIAN AWARDS.
- DIVERSE AGENDA: **6+** CONCURRENT SESSIONS, WORKSHOPS, AND MASTERCLASSES.



NETWORKING & COLLABORATION: **5600+** RUNNING ATTENDEES AND **90+** TOP BRANDS AT INDOOR AND OUTDOOR EXPOSITION SET-UP.

GLAMOROUS AWARDS TO HONOR TOP ACHIEVERS.

MASSIVE PRODUCTION WITH **12000+SQFT** PRINTING, **30+** CUSTOMISED FABRICATED SET-UP, SIMULTANEOUS SESSION MANAGEMENT FOR **9+** HALLS, INNOVATIVE INSTALLATIONS, AND MORE.





Sify Annual Summit 2023

The first in-person event in three years served as the perfect platform for Sify to launch their next phase of business transformation, with the theme **Sify 4.0: The Digital Bridge for Transformation.**



Event Venue
Grand Hyatt, Goa



Hosted at the picturesque location of Goa, the **two-day summit** began with a bang with a high-octane performance on the **Oscar-winning song 'Naatu Naatu'** and served as the perfect precursor to the launch of Sify 4.0.



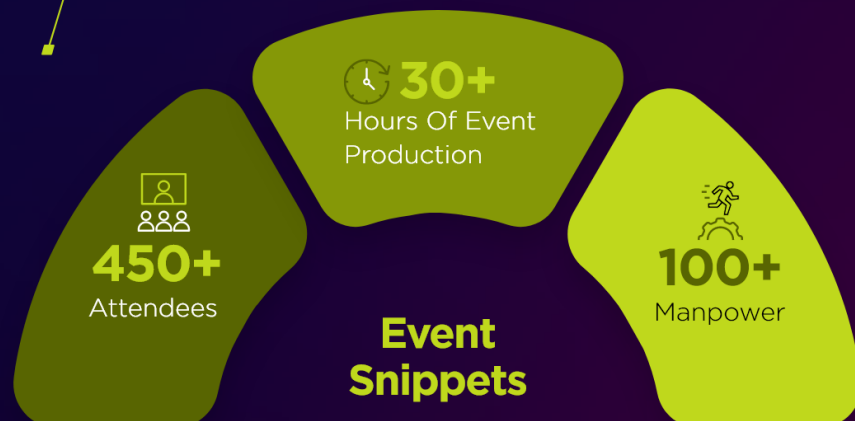
This was followed by the keynote session by **Sify's Chairman & Managing Director, Raju Vegesna and Chief Executive Officer, Kamal Nath**. Following this were **customers sessions** and the day concluded with a warm **welcome dinner**.



The second day began with a revitalizing **yoga session**, followed by engaging partner sessions. The evening culminated on a high with awards ceremony and a disco-themed gala dinner.



Ensuring a seamless experience, we designed an **exclusive web application** featuring day-wise agenda, details on Masterclass sessions, speaker details and chat feature.





XCELERATE THE INNOVATION

CXO EXECUTIVE SUMMIT 2022

Hyatt Centric Candolim, Goa

In The Presence of
BMC's Top Leadership



Celebrating Tech
through BMC
Innovations Zone



Action Packed
Performance by
the Goa based
UZO band



Attended by CXOs
& CIOs of India's
Leading
Organizations



Mind Boggling
Performance by
the Bedazzling
Karan Singh
Magic

The Annual **BMC India CXO Executive** Event, a two-day conference where technology leaders came together to celebrate togetherness and chart a roadmap for the future. An exclusive event with networking opportunities and insightful discussions to run while reinventing your business.

The event was filled with insightful sessions, thought provoking discussions along with the famous **Karan Singh Magic** bedazzling the audience with his tricks!



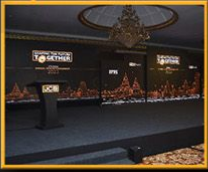
After the conference we saw **BMC customers & employees** coming together to form new alliances and nurture old ones.

The employees also enjoyed **Cricket by the Beach** as they indulged in meaningful conversations during their quarterly business review.





Always looking
for a better way



The JCB dealer family gathered in Mahabalipuram, Chennai for the Annual Dealership Conference 2022 to sustain, broaden, and strengthen the vision of **SHAPING THE FUTURE TOGETHER.**

Each day was jam-packed with several engagements & the right amount of entertainment. The JCB ADC'22 has been quoted as a **"memorable experience"** by the dealers who missed the personal gathering experience for the past two years.

A two-day event that kept the audience engaged & engrossed in different segments such as the **Awards Night, Business Conference & Gala Night.**

High octane dance performances by **Zenith Dance Troupe** and a mesmerizing Sand art storytelling segment by India's Got Talent Finalist **Vivek Patil** had the audience in awe. To wrap up, we had **Gaur Gopal Das** impart a few pearls of wisdom whilst having the audience in chuckles.

The Gala Night, set against the serene backdrop of the sea, left the dealers mesmerized. Kick starting with an interactive mixology session, the guests experienced a bespoke flea market, live caricature artists & fire jugglers. The night was further brought to life by the **highlight performance from the one & only Sukhwinder Singh!**



Attended by the **top leadership of JCB**



In the presence of **George Bamford**
from the JCB lineage



Over **60 dealers** from across the
country



Celebrating the top **33 awardees**
of 2021



Star studded acts by **Vivek Patil, Zenith Dance Troupe & Gaur Gopal Das**



Exclusive set by star performer
Sukhwinder Singh



INAUGURAL NATIONAL ADVISOR MEET

Taj Aravali
Resort & Spa,
Udaipur

150+
Attendees

MULTI-CITY
Travel Hubs

SHORT TIME
Horizon

SCOPE

End-to-End Event Management
Engagement & Entertainment
Creative Design & Delivery
Event Communication
Thematic Gala Dinner

When HDFC Ergo and Apollo Munich decided to announce their merger into what's now the second largest private health insurer in India, they wanted to do so with a band! But with an almost impossible deadline for everything from conceptualizing to planning to execution, they needed a miracle - luckily they came to us!



WE DELIVERED

A beautiful event concept
Clear & intuitive event comms
Exciting attendee engagements
A majestic event experience - truly royal
Chetan Bhagat, a literary super-star, as a speaker for the closing
Logistics, management and execution that can only be described in one way - simply flawless!



Lenovo ThinkStation PX
Launch Event

Themed **'Think Anything, Make Everything'**, the event marked the launch of
Lenovo's cutting-edge workstations.



Event Venue
**Pullman, New Delhi,
Aerocity**



Majorel orchestrated the exclusive
unveiling of Lenovo's flagship
products PX, P5 and P7 to perfection.



The exceptionally managed evening
hosted distinguished leaders from
Lenovo as well as from Intel and NVIDIA.



Key
Highlights



100+
Media Attendees



50+
Partner Attendees



180+
Customer Attendees



300+
Registrations For
Audience Generation



16
Exclusive
1:1 CXO Connects

Event Snippets



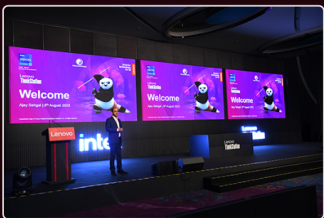
Registration & Check-In



Demo Zone



Media + Partners + Customers



Speaker Session



Lenovo ThinkStation PX Launch

Lenovo Sustainability Summit

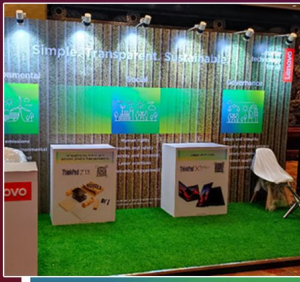
Simple. Transparent. Sustainable.

Smarter
technology
for all

Lenovo

📍 Hyatt Regency, Delhi

Based on the specific requirement to create a booth on the line of sustainability, Majorel designed the space using ecofriendly products to construct the booth, along with designing various branding collaterals aligned to this theme.



Lenovo ET Cloud Summit

Intelligent Transformations

📍 The Westin Mumbai Garden City

Majorel designed a booth for Lenovo to showcase how flexible IT Solutions from pocket to cloud are delivered as a service.



Lenovo OEM Solutions

📍 Chennai | Mumbai | Delhi



Booths were designed to allow guests to see and experience how automation is applied in unique real-life situations in industry 4.0. It was essentially a showcase for advanced technology and automation solutions in various industrial scenarios.

At the one set up in Jio World Convention, Mumbai, the booth served the dual purpose of exhibiting Lenovo's latest offering - ThinkStation PX range of products - PX, P7 and P5.

THE ASK:

CREATE A PROMINENT PRESENCE OF CRESTRON AT **INFOCOMM INDIA 2023**, ESTABLISHING THEM AS A KEY PLAYER IN SHAPING THE FUTURE OF LEARNING AND WORKSPACE TECHNOLOGY.

PROMOTE THE PARTICIPATION USING SOCIAL MEDIA AND WEB PROMOTIONS

DRIVE BOOTH VISITS AND PARTICIPATION TO INCREASE FOOTFALL IN THE BOOTH

THE SOLUTION:

- BOOTH DESIGN AND MANAGEMENT FOR CRESTRON WHICH MATCHES THE GLOBAL COMMUNICATION AND DISPLAY STANDARDS OF CRESTRON WORLDWIDE
- LIVE DEMOS, INSIGHTFUL SESSIONS WITH INDUSTRY EXPERTS AND PRODUCT DISPLAYS ENABLING TRANSFORMATION OF WORKPLACE INTO HYBRID AND DIGITAL WORKPLACES





NEW DELHI

A GRAND EVENT TO ACKNOWLEDGE THE TALENT, HARD WORK AND DEDICATION THAT MAKE ACHIEVEMENTS OF THE WORKFORCE OF JUBILANT SHINE BRIGHT AT **JUBILANT CHAIRMEN'S ANNUAL AWARDS**



AS JUBILANT CELEBRATED **THEIR LEGACY AND HONORED** THEIR RICH TALENT, WE PLAYED A KEY ROLE IN CURATING AN EXTRAORDINARY EXPERIENCE FOR THEM, **CURATING AN EVENING TO REMEMBER**

THE AWARD HIGHLIGHTS

- **GLOBAL REACH:** UNITING THE WORKFORCE OF JUBILANT FROM OVER **10 COUNTRIES**
- **RECOGNIZING EXCELLENCE:** **170+** GLAMOROUS AWARDS CELEBRATING TOP ACHIEVERS
- **BREAKING BOUNDARIES:** THE AWARDS NIGHT WENT GLOBAL, REACHING AUDIENCES WORLDWIDE AS IT STREAMED SEAMLESSLY ONLINE, UNITING VIEWERS FROM EVERY CORNER OF THE GLOBE IN CELEBRATION
- **STAR-STUDDED EVENING:** MOTIVATIONAL SESSION BY **BOMAN IRANI** AND **CYRUS SAHUKAR** AS THE HOST



- **MESMERIZING THE AUDIENCE:** **4 STELLAR PERFORMANCES** THROUGHOUT THE EVENT, WITH THE DRUM CIRCLE DELIVERING A BREATHTAKING GRAND FINALE!
- **ELEVATING INSPIRATION:** ENGAGING FIRESIDE CHAT AND POWERFUL MOTIVATIONAL SPEECHES
- **AN IMMERSIVE EXPERIENCE:** DIVE INTO INTERACTIVE ENGAGEMENTS WITH OUR MESSAGE WALL, MEMORY WALL, MAGAZINE COVER PHOTO OP, AND 360° PHOTO OP, MAKING EVERY MOMENT UNFORGETTABLE





Adobe TP Annual Day 2024

We put together a rejuvenating and immersive Hawaiian experience for the employees of the Adobe process at Teleperformance.

May 11, 2024 | Bel-La Monde

The Adobe TP family celebrated in style at their annual bash, the Adobe TP Annual Day 2024. Transported to a tropical paradise with the Hawaiian-themed extravaganza 'Tropical Trail', where we reimagined Hawaii as a fantasy that channelled the vibrant palette of Adobe and TP's design ethos. The guests were greeted by eye-catching décor, tall palm trees, and an overall laid-back island vibe.

'I love Adobe' surfboards and colourful lei garlands welcomed the attendees, who were treated to refreshing coconut water upon arrival. Relaxing beach chairs, set against a backdrop perfect for a magical sunset photo op and the Adobe Firefly photo booth, kept everyone engaged, as did the riveting dance and rap performances that kept the audience at the edge of their seats.

Event Highlights:

400+
attendees

04
foot-tapping
performances

18
awards
presented

Vibrant creatives all generated
by Adobe Firefly



Salesforce Path to Trusted AI Experiential

Salesforce's Path to Trusted AI Experiential, an invitation-only in-person event for select leaders from prominent enterprises. An exclusive event to witness the evolution of AI applications across enterprises and experience first-hand Salesforce's integrated, intelligent, automated, and open platform, Einstein1.

Deep insights and expert opinions on the state of AI were provided from Salesforce, NASSCOM, and various industry leaders.

Who was this event for?

Leaders from Sales, Service, Marketing, and IT who are driving AI-led transformation within their companies.

To explore how to leverage the power of AI for enterprise with trust, with Salesforce's breakthrough innovations.



Across 3 Cities:



Bangalore

2nd May, 2024, Conrad



Mumbai

7th May, 2024, Taj Santacruz



Delhi

10th May, 2024, Roseate House

1

1,900+

Delivered Registrations by us as part of the Audience Generation campaign

2

700+

Customer Attendees across 3 cities

3

450+

Responses Collected on the post event AI Survey



Sify Connect Partner & Customer Innovation Summit 2024

A fortnight-long series of events were planned and executed for one of the largest integrated ICT solutions and services provider in India.

April 1-13, 2024 | Multi-city event

The **Sify Customer & Partner Connect Innovation Summit 2024** started with a Townhall where the company's Chairman and Managing Director, Raju Vegesna, on the occasion of Sify completing 25 years in the business, unveiled the ambitious Sify T25 Campaign. The campaign drew a parallel between the T20 cricket format and the game of sales.

The event ensured participation from over 400+ attendees across India through two-way online communication, even though the on-ground event took place in Chennai.



Following this townhall, employee workshops were conducted onground across five cities: Noida, Mumbai, Bangalore, Kolkata, and Chennai.

These one-day events motivated employees with team and logo revelations.



The final destination was Mumbai, where a three-day event held at JW Marriott Sahar offered back-to-back insightful sessions by subject matter experts from Sify leadership, their partners and customers.

Project Highlights

8 Events
executed in
12 Days
Pan India

On-ground
events at
6 Cities

1,200+
attendees
across formats
PAN India

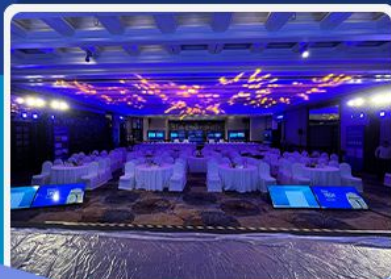


ConnectedDigitalOps: Driving the Future with AI & Data

The second edition of the BMC Tech Summit was hosted at the Hyatt Regency Delhi, May 2024.

The summit was a perfect intersection of ideas and opportunity, brimming with immersive and collaborative experiences and hands-on demos in real time through the BMC Innovation Labs showcase, proving to be the connecting ground for tech experts and industry influencers to truly change the Digital Ops landscape.

Featuring powerful keynotes & industry insights from tech luminaries, the highlight of the event was an interactive fireside chat with none other than Cricket Hall of Famer: Javagal Srinath, which proved to be the perfect culminating session for yet another successful Tech Summit for BMC!





Celebrating Excellence!

TP Star Awards (H2 & Annual 2023)

The Annual TP Star awards was a multi-city action packed celebratory extravaganza which honoured and recognised the TP Heroes who shone the brightest.

Event Highlights

11
Cities

30+
Venues

3000+
Awards

40+
Performances

1500+
people in attendance

The TP Star Awards featured a hybrid format, blending in-person ceremonies across multiple cities with a two-way interactive digital platform. This setup allowed attendees to participate remotely and engage with the event in real-time, enhancing accessibility and engagement.

