

**Kamal Singh**

Director

Centre for Management Development

AIMA/AP/BS/2009

September 7, 2009

**Mr Manish Handa**

Global Head, CMD & CEO

KIIM INTERNATIONAL

Suite-2-Krishna

Link Road

Sukhwani Udyan, PCMC,

PUNE - 411033

Dear Mr Handa,

### AIMA 4th NATIONAL BRAND SUMMIT

**THEME : "MAKING INDIAN BRANDS GLOBAL: TAKING THE BATTLE OUT"**

**9-10 OCTOBER, 2009, HOTEL TAJ PRESIDENT, MUMBAI**

You would agree that the economy at large and markets in particular are facing tremendous global pressures. Indian brands particularly need to orient globally if these have to survive and grow. The brand challenge today is a big one and companies need to respond with innovative strategies. Under the present economic situation, how does one maximize and monetize the value of the brand on a global scale.

Recognizing these imperatives, AIMA has planned its 4th National Brand Summit on the crucial theme **"Making Indian Brands Global: Taking the Battle Out"** on **9-10 October, 2009** at **Hotel Taj President, Mumbai**. **Mr Harish Bijoor**, the undisputed numero uno Brand Guru of India has agreed to steer the initiative as Summit Director. The Summit will show-cases brand effort across categories and lay down success mantras through a careful weaving of the theoretical format of branding with real-time market-place action.

Another highlight of the Summit will be presentation of the first **AIMA-R K Swamy High Performance Brand of the year Award**.

Some of the best minds from the world of marketing and brands combining cutting edge theory with a wealth of hard gained practical experience will examine the theme from every possible angle during the course of the Summit.

Knowing your deep commitment to making your brand global, I am writing to request you to nominate middle to senior level Business / Marketing Managers / Corporate Communications / Brand Managers from your organization who could interact with best minds to attain collective wisdom on building Brands that create history. A window to the event is enclosed for your perusal.

Looking forward to early confirmation of your participation.

With warm regards,

Yours sincerely,



**KAMAL SINGH**