



Promotional Activity for April 2008

Fair Schedule:

Sunday, 13 April	Mumbai	Hotel Hilton Towers
Wednesday, 16 April	Cochin	Taj Residency Hotel, Ernakulam
Sunday, 20 April	New Delhi	Taj Mahal Hotel, Mansingh Road

Newspaper adverts in all 3 cities

Mumbai:

Newspaper	Date
Education Times	7 April
Bombay Times	11 April
Bombay Times	12 April
Mid-Day	12 April

Cochin:

Newspaper	Date
Malayala Manorama	14 April
Malayala Manorama	15 April
Education Plus (Kerala + Tamil Nadu)	14 April
New India Express (Coimbatore + Cochin)	12 April

New Delhi:

Newspaper	Date
Education Times	14 April
Delhi Times	18 April
Delhi Times	19 April
HT City (Delhi)	17 April
Mid Day	18 April
HT Horizon	16 April

- **Café Coffee Day:** 12 outlets each in Delhi & Mumbai have been identified for the campaign. Posters and tent cards with fair details are being displayed for 1 month prior to the fair as part of the promotions.
- **Yahoo! Campaign:** Impressions on yahoo India and yahoo mail are planned one month prior to the fair as part of the promotional strategy. The demographics based on age, city, etc have been specified to yahoo. The online banners will be visible in Delhi, Mumbai & Cochin.
- **Cochin Billboards:** are being used as part of the outdoor campaign. Saju from Jubeerich Consultancy has taken the responsibility of managing them locally. The billboards/banners will be put up at key intersections in Cochin & Kottayam
- **PR Agency:** Perfect Relations has been appointed as the new PR agency for this fair.

