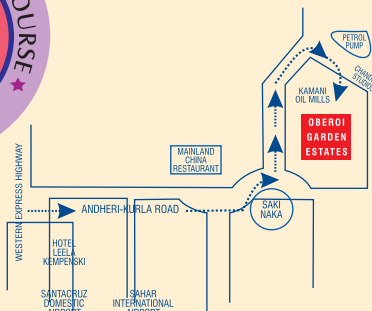


# THE ONE-DAY SAMSIIKA® BRAND MANAGEMENT CERTIFICATE COURSE®

## Nomination Form

The Director  
 SAMSIIKA® Academy of Brand Management®  
 4117/8/9, Oberoi Garden Estates  
 4th Floor, C Wing, Near Chandivli Studios, Powai  
 Off Sakivihar Road, Andheri (E), Mumbai 400 072  
 Tel (022) 28477700/01, (022) 28470214/15  
 Fax (022) 28477699 E-mail : enquiry@samsika.com



Estd. 1995

Madam

The following representatives of our company \_\_\_\_\_  
 will attend the One-day SAMSIIKA® Brand Management Certificate Course® on :

Tick appropriate box

Schedule (April 2014- March 2015)		
Day	Course Date	Last date for registration
<input type="checkbox"/>	Tuesday, 29th April, 2014	Tuesday, 15th April, 2014
<input type="checkbox"/>	Thursday, 31st July, 2014	Thursday, 17th July, 2014
<input type="checkbox"/>	Tuesday, 30th September, 2014	Tuesday, 16th September, 2014
<input type="checkbox"/>	Thursday, 30th October, 2014	Thursday, 16th October, 2014
<input type="checkbox"/>	Tuesday, 30th December 2014	Tuesday, 16th December, 2014
<input type="checkbox"/>	Tuesday, 31st March, 2015	Tuesday, 17th March, 2015

Name \_\_\_\_\_

Designation \_\_\_\_\_

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_  
 4 \_\_\_\_\_

Our Cheque/Demand Draft No \_\_\_\_\_ for ₹ \_\_\_\_\_  
 drawn in favour of **Samsika Marketing Consultants Pvt Ltd** is enclosed.

We have noted that the amount is non-refundable.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_

### POSITIVE FEEDBACK ON MRS ASHA KAPOOR'S TRAINING

Many thanks to Mrs Asha Kapoor for a wonderful opening to today's training session. It was a great training session.

- Pradip Jadhav, Navneet Publications

Mrs Asha Kapoor was particularly useful in helping us to deal with tension, and to address anxiety and phobias.

- Vikas Zutshi, Panacea Biotec

Mrs Asha Kapoor's session on Cognition, Conation and Affect helped us understand positive and negative behaviour. It taught us to deal with phobias and fears.

- Satyajit Bhatt, Panacea Biotec

I liked the positive attitude session presented by Mrs Asha Kapoor. The presentation skills part was excellent.

- Praveen Srivastava, Navneet Publications

Mrs. Asha's session was also very useful

- Sony Mathew, Unichem



Mrs Asha Kapoor's module on how to increase concentration while doing sales presentations was really helpful.

- Shailendra Punde, Navneet Publications

I liked Mrs Asha Kapoor's session where mental toughness is discussed. As sales persons we are always under high pressure or tension. This creates lots of problems both in family life and professionally. Through this programme I learnt how to be happy and keep others happy also. If I am without tension, I can increase my productivity by 100% so my area will achieve the company's target

- Jayanta Guha, Panacea Biotec

More testimonials overleaf on how SAB training programmes have helped corporates

There are only 40 seats for each One-day SAMSIIKA® Brand Management Certificate Course™. Book soon to avoid disappointment. Send in your Nomination Form now along with your Cheque/DD drawn in favour of Samsika Marketing Consultants Pvt Ltd

#### Fees A - CORPORATE

- ₹ 9,900 per participant per day plus (Service Tax and Education Cess as applicable).
- For 3 or more participants from the same company registered on the same day, there will be a concessional rate of ₹ 9,400 per participant per day plus (Service Tax and Education Cess as applicable).
- For 10 or more participants from the same company registered on the same day, there will be a concessional rate of ₹ 9,000 per participant per day plus (Service Tax and Education Cess as applicable)

#### Fees B -

#### STUDENT CONCESSION\*

- ₹ 9,400 per student per day (a saving of ₹ 500 per student) plus (Service Tax and Education Cess as applicable)
- For 3 or more students from the same institute registered on the same day, there will be a concessional rate of ₹ 8,900 per student per day plus (Service Tax and Education Cess as applicable)
- For 10 or more students from the same institute registered on the same day, there will be a concessional rate of ₹ 8,500 per participant per day plus (Service Tax and Education Cess as applicable)

\* Note : Please hand over a copy of your Identity Card to avail of student concession.



## POSITIVE FEEDBACK ON BRAND GURU JAGDEEP KAPOOR'S TRAINING

Companies that have benefitted from the SAB (SAMSIKA® Academy of Brand Management) training programmes have this to say :



Corporate  
Brand & Sales Management  
**55,000**



Managers & MBAs  
trained

<p>Lots of case examples to illustrate various concepts and points. Very participative and interactive. - <b>Birla Sunlife Asset Management</b></p>			
	<p>The delegates who attended the training have given us a lot of positive feedback. - <b>The British Council</b></p>	<p>My people picked up interesting pointers from the presentation on how to go about achieving more share of the consumer's mind and heart. All of us found Jagdeep Kapoor's comments very relevant to our business. - <b>Tetrapak</b></p>	
<p>Well structured. Simplification of the highest order. Learning is actionable. - <b>Grasim-Cements</b></p>			
<p>Encouragement to express free opinions or views. Explained in a manner understood by marketing and non-marketing personnel. - <b>Hindalco</b></p>		<p>The wit and humour of Jagdeep Kapoor in putting his point across to the audience — excellent! The presenter, Mr Kapoor was very well prepared. He was very lively, interactive and gave live examples. - <b>Rolta</b></p>	<p>The training was quite captivating and each one in the audience enjoyed Jagdeep Kapoor's session. - <b>Searle (I) Ltd</b></p>
	<p>Simplicity, interactiveness and humour. The concepts were conveyed in an easy to understand as well as easy to implement manner. - <b>Indal</b></p>		<p>A great, positive way of forcing us to think out of the box. This programme is a great motivator Excellent presentation coupled with real life examples. - <b>Aptech</b></p>
<p>The simple and lucid language of the training programme, prepared in the modular pattern, is the most efficient Astra. — <b>Monginis</b></p>			<p>The training was practical and down to earth with live examples. Such training should be part of an ongoing process. — <b>Mother Dairy</b></p>
	<p>The training was both exhilarating and educative — <b>World Trade Centre</b></p>		<p>The participants found Jagdeep Kapoor's session on Brand Positioning enjoyable, informative and useful. — <b>Bombay University Commerce Professors</b></p>
<p>The training was practical and down to earth with live examples. Such training should be part of an ongoing process. — <b>Mother Dairy</b></p>			<p>Jagdeep Kapoor's clarity of thought and humility were unparalleled. How simply he explained the complex subject of brand building! — <b>Bombay Chartered Accountants Society</b></p>
<p>Openness of the trainer. Wide and vast experience. Good and relevant examples. — <b>Graviera Suitings</b></p>			<p>The best thing I liked about this training session is that it was conducted and organised in a very systematic and correct manner. All the activities were conducted very smoothly. — <b>Navneet</b></p>
<p>All the participants of the workshop expressed a deep sense of satisfaction at the way Jagdeep Kapoor exposed them to subject which was assigned to him and he answered the queries raised by them during the session. — <b>Bombay Chamber of Commerce &amp; Industry</b></p>		<p>Precise and crisp talk with relevant examples. Very simple, methodical, easy to implement and easy to remember. — <b>IPCA</b></p>	<p>Crisp to the point presentation for easy understanding. Simple to understand modules. Practical and Implementable to the Pharma Industry and in Particular — <b>Unichem</b></p>
			<p>I am yet to meet a man with such clear brand and marketing fundamentals. — <b>Atco</b></p>