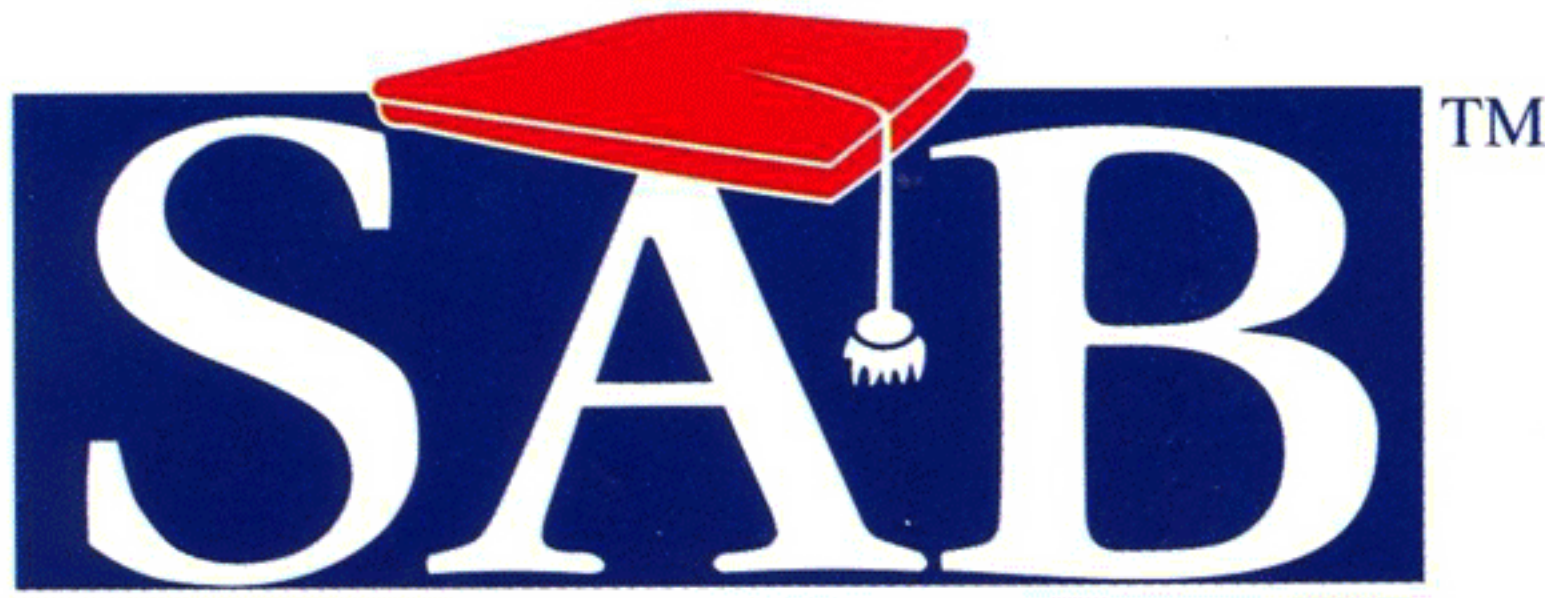


14th Anniversary Year



Samsika Academy of Brand Management



Mrs Asha Kapoor - Director, SAB™, has put in over 41 years in the field of education. A double post-graduate with specialisation in Behavioural Psychology and Languages like English & French, Mrs. Asha Kapoor's rich and varied experience helps immeasurably in understanding the intricacies of consumer behaviour.



World-class brand training centre comes of age

The birth of the Samsika® Academy of Brand Management (SAB™) was admittedly altruistic. The man who had successfully built a plethora of brands felt he wanted "to give something back to the profession that had given him so much."

Like all good ideas, SAB™ too took root and instantaneously blossomed.

The academy has two objectives:

One, to formulate young minds and teach them the secrets of building winning brands. And the other to make available the wealth of experience that Jagdeep Kapoor has gleaned from decades of brand building so that the sales and marketing personnel of corporations can flower to full potential.

On the first front, SAB™ is a designer school for brand marketing studies. Basic and Advanced courses

in integrated brand management are offered. Here, theory and practice are brought to the student on a single platter so that he can divine the complexities of the marketplace even while absorbing the theory.

Corporate training, on the other hand, consists of specially designed modules that drive home the secrets of building brands that can rule the market.

Interspersed with valid, real life examples, Jagdeep Kapoor

sharpens the claws of the marketing force, enabling them to grab greater market share. He elucidates on the finer points of leadership and its relation to the brand.

SAB™ has played host to multinationals and some of India's biggest conglomerates and trained them successfully.



Schedule (April 2009 - March 2010)		
Day	Course Date	Last date for registration
Thursday	30 th April, 2009	Wednesday, 15 th April, 2009
Wednesday	29 th July, 2009	Wednesday, 15 th July, 2009
Monday	31 st August, 2009	Monday, 17 th August, 2009
Tuesday	29 th September, 2009	Tuesday, 15 th September, 2009
Tuesday	29 th December, 2009	Tuesday, 15 th December, 2009
Monday	29 th March, 2010	Monday, 15 th February, 2010

Timings : 8:30 a.m - 5:30 p.m

SAMSIKA
MARKETING
CONSULTANTS
PVT.LTD.
WE BUILD WINNING BRANDS™
14th Anniversary Year



Published by:
Mrs. Asha Kapoor, Director - Samsika
Academy of Brand Management on behalf of
Samsika Marketing Consultants Pvt. Ltd.



Brand Guru, Jagdeep Kapoor's 9th New Bestselling Book

Do you sometimes feel that you have not been able to achieve fully what you are capable of? Do you sometimes feel that if only your approach was not negative or tentative, you could have done better in your life and your career? Whether in cricket, life, or Brand Sales you need to excel.

1800 Runs Brand Sale Khel Mein is an attempt to acquaint sales people with hurdles that might come their way and the constructive steps that need to be taken to overcome these very obstacles. The 11 Strategies serve as a practical guide to achieve success in Brand Sales. Right from identifying dreams, anticipating bouncers and applying masterstrokes, the author with his wide practical experience and conceptual clarity makes Brand Sales target a much less daunting prospect.

In an interesting manner, the author takes you through the failures and depressions of the CAN'T

Team and the successes and enthusiasm of the ANT team, wherein each of the 11 members of the ANT team; whether GALLANT or OBSERVANT, RELEVANT or TRIUMPHANT, teach you 11 ways to SCOREMORE in life, cricket and Brand Sales. The unique and powerful concept of 1800 Runs Brand Sale Khel mein would help you to think and execute your full potential both internally and externally. So, go ahead and SCOREMORE in life.

Jagdeep Kapoor, is the Chairman and Managing Director of Samsika Marketing Consultants Pvt. Ltd., Mumbai, a leading strategic marketing consultancy, celebrating its Fourteenth anniversary year, with an impressive list of clients drawn from both



multinational and Indian firms. He has worked on a large number of brands including Carrier, OTIS, Navneet, Halls, Mother Dairy, Seven Seas Seacod, Monginis, Frooti, Cinthol, Nirma, M-Seal, Fevicryl, Aptech, Arena, Fevicol, Bailey, Anchor, Panacea Biotec, Safal, Listerine, Ddamas, Nakshatra, Asmi, Sangini, Hiranandani, Motilal Oswal, Wizcraft, Balrampur Chini, Garware, Tetrapak, FedEx, Blue Dart, Himalayan Natural Water and Orchid.

Widely considered to be a Brand Guru, Jagdeep Kapoor is a prolific writer and has authored several Best Sellers including 27 Brand Practices and Brand Seg'mentation. He is credited with the publication of over 1602 articles in newspapers and magazines such as the Economic Times, The Afternoon, Business Today, The Hindu Business, Business Standard and Deccan Herald. He has regularly conducted programmes on television and has anchored the popular marketing show Dream Merchants'. He is a visiting faculty member at the Jamnalal Bajaj Institute of Management Studies, Mumbai, of which he is also an alumnus.

Corporate training to build winning brands

Brand strategy workshops are an integral part of corporate training at Samsika® Academy of Brand Management (SAB™). Some of the biggest business houses send their dynamic brand and marketing teams for fine tuning so that they can understand the brand building process better.

FEEDBACK

"It was extremely useful. The structured method of brand building was unique. Such a complicated subject was made to look so simple and easy. The modular method was helpful. One can take what one can absorb and practise - one or more at a time - to suit oneself."

— Aditya Birla Group.



Mr Jagdeep Kapoor clarifies on brand building concepts



The brains trust of the Aditya Birla Group with Mr Jagdeep Kapoor

CINTHOL

FEEDBACK

"The session helped us to know common things which we were regularly doing wrong but were unaware of, Mr Kapoor helped us know them in detail. The training programme was very fruitful as it helped us brush up skills which we were not utilising in a better way."

— Godrej Soaps



Mr Jagdeep Kapoor shares the secrets of building winning brands with Unichem Laboratories



Mr Jagdeep Kapoor & Mrs Asha Kapoor with the Managing Director of Unichem Laboratories

FEEDBACK

"Key concepts were illustrated in a most lucid manner. The sessions were very interactive with a high focus on diverse industry examples. It gave an insight into actual brand building."

— Unichem Laboratories Ltd.

"The personality of Mr Kapoor, the oratory, the presentation skills, the lively and down to earth examples — were very stimulating. A brand needs to be brought up like a child with love, care and understanding. It was a wonderful, comprehensive, logical and interactive training session."

— Bluestar Ltd.



The Godrej team with Mr Jagdeep Kapoor after an interactive session



FEEDBACK

"(The training) helped us to know the mistakes made by the salesperson in the market in handling different types of customers. Sales persons were addressed at their level with easy to understand examples. (The training) gave us very good ideas to improve ourselves, to improve our style of work and productivity."

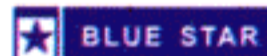
— Pidilite



Fevicol sales team learns the realities of the marketplace



Mr Jagdeep Kapoor explains the finer points of brand building to Blue Star executives.



"We like the way the most complicated things were presented in a simple way. We liked the friendly and open discussion and the positive and interactive mode of this brand training."

— Panacea Biotec

FEEDBACK



The Panacea Biotec sales team after a training session with Brand Guru Jagdeep Kapoor



SAMSIKA® TRAINING PROGRAMMES™

In addition to Brand Management programmes, Samsika® Academy of Brand Management™ also conducts Sales Training & Customer Service Training programmes for corporates

Samsika® Sales Training Programmes

- Samsika® Sales Systems™
- Samsika® Avoid Sales Mistakes Module™
- Samsika® Buying Signals Module™
- Samsika® How to Close a Sale™ Module™
- Samsika® Telemarketing Module™
- Samsika® All Sales - No Jazz Module™
- Samsika® Sales Mock Calls Module™
- Samsika® Module for Handling Objections™
- Samsika® Product Story Module™
- Samsika® Territory Planning Module™
- Samsika® How to Appoint a Distributor Module™
- Samsika® Test Your Negotiation Potential Module™

Samsika® Customer Service Training Programmes

- Samsika® Customer Service Quality Module™
- Samsika® Customer Service Standards Module™
- Samsika® Customer Service Attitudes & Skills Module™
- Samsika® Relationship Marketing Modules™
 - a) Samsika® Sambandh, nahin to Sab Bandh Module™
 - b) Samsika® Rishthey Module™

FEEDBACK

"It was an interactive session on various aspects related to marketing. The participants benefited immensely from the talk and this would help them in devising appropriate strategies for business growth and development."

— Stock Holding Corporation of India Ltd.

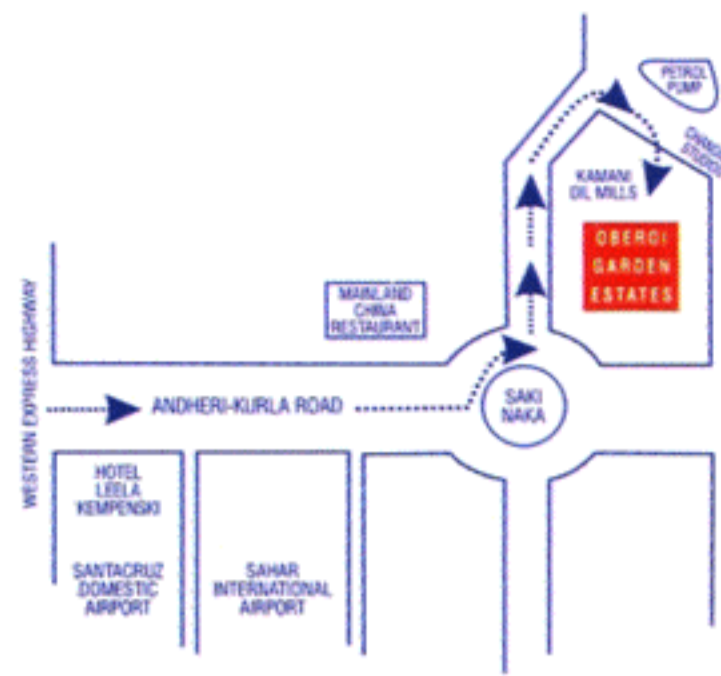


Stock Holding Corporation staffers listen in rapt attention to Mr Jagdeep Kapoor

THE ONE-DAY SAMSIKA® BRAND MANAGEMENT CERTIFICATE COURSE™

Nomination Form

The Director
Samsika® 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 : jkapoor@samsika.com



Madam

The following representatives of our company _____
will attend the One-day Samsika® Brand Management Certificate Course™ on :

Tick appropriate box

Day	Course Date	Last date for registration
<input type="checkbox"/> Thursday	30 th April, 2009	Wednesday, 15 th April, 2009
<input type="checkbox"/> Wednesday	29 th July, 2009	Wednesday, 15 th July, 2009
<input type="checkbox"/> Monday	31 st August, 2009	Monday, 17 th August, 2009
<input type="checkbox"/> Tuesday	29 th September, 2009	Tuesday, 15 th September, 2009
<input type="checkbox"/> Tuesday	29 th December, 2009	Tuesday, 15 th December, 2009
<input type="checkbox"/> Monday	29 th March, 2010	Monday, 15 th February, 2010

Name	Designation
1 _____	_____
2 _____	_____
3 _____	_____
4 _____	_____

Our Cheque/Demand Draft No _____ for Rs _____
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 Biotech

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 Biotech

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 Biotech



SAMSIKA®
MARKETING
CONSULTANTS
PVT.LTD.

WE BUILD WINNING BRANDS™

14th Anniversary Year

There are only 40 seats for each One-day Samsika® 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

- Rs 6,900 per participant per day plus service tax at 12% plus Education Cess at 3%. Rs 6,900 + 12% = Rs 828 + 3% Education Cess = Rs 24.84 (3% of 12% service tax).

Thus the total fees payable would be Rs 7752.84 (Rupees Seven Thousand Seven Hundred Fifty Two and Eighty Four paise).

- For 3 or more participants from the same company registered on the same day, there will be a concessional rate of Rs 6,400 per participant per day plus service tax at 12% plus Education Cess at 3%. Rs 6,400 + 12% = Rs 768 + 3% Education Cess = Rs 23.04 (3% of 12% service tax).

Thus the total fees payable would be Rs 7191.04 (Rupees Seven Thousand One Hundred Ninety One and Four paise).

- For 10 or more participants from the same company registered on the same day, there will be a concessional rate of Rs 6,000 per participant per day plus service tax at 12% plus Education Cess at 3%. Rs 6,000 + 12% = Rs 720 + 3% Educational Cess = Rs 21.60 (3% of 12% service tax).

Thus the total fees payable would be Rs 6741.60 (Rupees Six Thousand Seven Hundred Forty One and Sixty paise).

Fees B - Student Concession*

- Rs 6,400 per student per day (a saving of Rs 500 per student) plus service tax at 12% plus Education Cess at 3%. Rs. 6,400 + 12% = Rs 768 + 3% Education Cess = Rs 23.04 (3% of 12% service tax).

Thus the total fees payable would be Rs 7191.04 (Rupees Seven Thousand One Hundred Ninety One and Four paise).

- For 3 or more students from the same institute registered on the same day, there will be a concessional rate of Rs 5,900 per student per day (a saving of Rs 1,000 per student) plus service tax at 12% plus Education Cess at 3%. Rs 5,900 + 12% = Rs 708 + 3% Education Cess = Rs 21.24 (3% of 12% service tax). Thus the total fees payable would be Rs 6629.24 (Rupees Six Thousand Six Hundred Twenty Nine and Twenty Four paise)

- For 10 or more students from the same institute registered on the same day, there will be a concessional rate of Rs 5,500 per participant per day (a saving of Rs 1,400 per student) plus service tax at 12% plus Education Cess at 3%. Rs 5,500 + 12% = Rs 660 + 3% Education Cess = Rs 19.80 (3% of 12% service tax). Thus the total fees payable would be Rs 6179.80 (Rupees Six Thousand One Hundred Seventy Nine and Eighty paise).

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

More testimonials overleaf on how SAB training programmes have helped corporates



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
45,000
SAMSIKA®
MARKETING
CONSULTANTS
Managers & MBAs
trained

<p>Lots of case examples to illustrate various concepts and points. Very participative and interactive. - Birla Sunlife Asset Management</p>			
	<p>The delegates who attended the training have given us a lot of positive feedback. - The British Council</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. - Tetrapak</p>	
<p>Well structured. Simplification of the highest order. Learning is actionable. - Grasim-Cements</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. - Rolta</p>	
<p>Encouragement to express free opinions or views. Explained in a manner understood by marketing and non-marketing personnel. - Hindalco</p>			<p>The training was quite captivating and each one in the audience enjoyed Jagdeep Kapoor's session. - Searle (I) Ltd</p>
	<p>Simplicity, interactiveness and humour. The concepts were conveyed in an easy to understand as well as easy to implement manner. - Indal</p>		
<p>The simple and lucid language of the training programme, prepared in the modular pattern, is the most efficient Astra. — Monginis</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. - Aptech</p>
<p>The training was practical and down to earth with live examples. Such training should be part of an ongoing process. — Mother Dairy</p>	<p>The training was both exhilarating and educative — World Trade Centre</p>		<p>Jagdeep Kapoor's clarity of thought and humility were unparalleled. How simply he explained the complex subject of brand building! — Bombay Chartered Accountants Society</p>
	<p>The participants found Jagdeep Kapoor's session on Brand Positioning enjoyable, informative and useful. — Bombay University Commerce Professors</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. — Navneet</p>
<p>Openness of the trainer. Wide and vast experience. Good and relevant examples. — Graviera Suitings</p>		<p>Precise and crisp talk with relevant examples. Very simple, methodical, easy to implement and easy to remember. — IPCA</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. — Bombay Chamber of Commerce & Industry</p>			<p>I am yet to meet a man with such clear brand and marketing fundamentals. — Atco</p>
		<p>Crisp to the point presentation for easy understanding. Simple to understand modules. Practical and Implementable to the Pharma Industry and in Particular — Unichem</p>	