

# Advertising is the life of trade...

feel it here!

We'll scale  
even the most  
dizzying height



if it means  
service to you!

## With the Release of Maiden Newsletter Adinn Reaches Another Milestone

Today Adinn, the loyal promoter and trusted partner of your business, reaches yet another significant milestone with the publication of its first ever Newsletter! Aptly titled READ, with stress on 'AD' for obvious reasons, the monthly publication will highlight the indoor events, the men and women behind your creative and innovative advertising campaigns and above all your valuable opinion and insights.

For many years, Adinn Advertising Services has felt the increasing need to publish a Newsletter to keep you informed of the new trends and developments under our roof, and

maintain a stronger and steadier connection between you and us, so that together we could rise and shine. With this latest initiative, Adinn has taken just that important step to reassure how sensitive we are to your marketing needs. READ, in other words, will be your window to Adinn.

Editor of the Newsletter, Sathish Kumar, who is also Creative Director at Adinn, and his team trust that the launch of READ will be warmly received by you, and cordially invite you to send feedback and suggestions to : mail@adinn.co.in

Message from Chairman

### We've just kicked off...

It is a matter of pride to be associated with the release of the Company's maiden Newsletter—READ. I take this opportunity to congratulate the Editor and the creative team for laying the foundation to build a bridge between Adinn and the valued clientele base through this excellent medium of communication!

As a Company that has grown by leaps and bounds, and has recorded several significant accomplishments since its humble beginnings in 1999, this need was a long overdue. Nevertheless, I am more excited than

anybody to see the release of the Newsletter which will share our inside story with the loyal clients. I extend my full support and wish you great success in your endeavor!

P. Ramesh  
Chairman



## BREAK FREE!

An unadvertised  
product is like a beautiful girl  
who's confined to four walls!



## A Newsletter is Like a See-through Kitchen

Our first Newsletter--**READ**--is now in your hands, with both written and graphic content to further enlighten your experience with Adinn. The monthly feature would keep you abreast of the in-house news and events, almost



Sathish Kumar L.  
Editor

providing you with a pair of binoculars to have a glimpse of Adinn from any distance. In a couple of months, in keeping with the ecological concerns, we intend to do away with the print version of the Newsletter and go online, thereby reaching out to you easily anywhere anytime.

If the purpose of Newsletter is to inform about the in-house developments, then it can be roughly compared to a see-through restaurant kitchen where everything is open to the scrutiny of the customer who sees and feels how his order is being processed in keeping with his culinary requirements. In the bargain, the customer not only acquaints himself with the process, but also develops trust, understanding and appreciation for the Chef and the restaurant at large if things are done to meet his expectations. Needless to elaborate, our Newsletter will do just the same while opening a wide window to the inside of Adinn.

Like the see-through kitchen that hides nothing from the customer's gaze, the maiden issue of READ spreads a literary feast to savor your intellectual taste buds, with new features, pictures, creative ads, cartoon, valuable information etc.

So, there's every reason for our loyal clients to READ!

### Think About It!

**"Avoiding Advertising to save money is like stopping the watch to save time."**

**Keep advertising...**

# Two-Day Summer Workshop Boosts Employee Leadership Skills



**Pause to Pose** : Mr. Ramesh, Chairman (center) with the employees who attended the Two-day Summer Workshop Conducted by Mr. G. Subramanian, Business Consultant and noted Motivational Speaker.

A two-day Workshop held over the weekend of Saturday May 14 and Sunday May 15 turned out to be a mid-summer day's dream for the 40 odd employees who needed a respite from the monotony of daily routine, not to mention the

sweltering heat of the Madurai Sun. "It was a refreshing, learning experience, and I enjoyed every bit of the workshop, which was held in a fun-filled atmosphere," said N.S. Elango, Head - Printing Dept. at Adinn.

Titled 'Management By Objectives(MBO)', the training workshop, conducted by G. Subramanian, Business Consultant and noted Motivational Speaker, not only helped boost the performance and leadership skills of the employees but also provided tips for the management to identify the right approach to focus on achievable goals.

Commenting on the success of the workshop, Ramesh, Chairman of Adinn, said that following the workshop a renewed spirit of enthusiasm, improved leadership skills and deepening of commitment can be seen among the employees.



Adinn administrative building is a prominent landmark in south India's commercial landscape.

**Adinn office staff:** Men and women who transform all the creative and innovative ideas into elegant visual content.



# New Web Design Unit to Meet Corporate Needs Under One Roof



**Our gifted hands that weave the web:** Talented Designers create state-of-art web sites for top-notch corporate houses.

With Adinn setting up a fully-fledged Website Designing unit, all our valued clients are in for a pleasant and easy website designing experience. Apart from designing of new websites, the new unit which came into existence in June this year intends to provide redesign services, and add a greater online presence to the existing websites of the organizations and concerns of our clients, both big and small.

According to Ramesh, Chairman of Ad Inn, the reason for diversification is to provide state-of-art website designing service to the valued clients who look for total solutions to their corporate needs under one roof.

For more details on the subject, please call on our **Toll Free no: 1800 103 1819**

## Time Limits for Paper Ads

S.No	News Paper	Time Limit	Day Limit	For All Edition
1	Dinamalar	On or before 5 PM (Madurai Edition)	before 1 day of release date (Madurai Edition)	before one day of release & before
2	Dinakaran			
3	Dinamani			
4	Dinathanthi			
5	Indian Express	On or before 3 PM (Madurai Edition)	before 1 day of release date (Madurai Edition)	1 PM
6	Times of India			
7	The Hindu			

### The Hindu

S.No	News Paper	Time Limit	Day Limit
1	<b>Metro Plus</b>	before 2 day of release date	2 PM to 6 PM
2	<b>Classified</b>	before 4 working days from the release date	
3	<b>Opportunity</b>	before 2 working days from the release date	

## Total Solutions

For all your advertising needs

**Roadshow: Adinn on Wheels:** Adinn's emergence as the undisputed king of Roadshow in South India, with a fleet 70 vehicles, is a rare achievement in the history of Indian advertising agency. 'Mobile exhibitions', as they are popularly called, the Roadshow is a hit with the Indian consumer as it showcases all facets of latest products and events. Besides, it comes in search of the consumer to the doorstep while allowing him the luxury of 'touch & feel' experience. Adinn is proud to have the lion's share of India's 'Roadshow' business!

**Out of Home(OOH):** Adinn's OOH ads are created with the aim of grabbing the attention or inviting a glance from the ever-moving and busy consumer populace in Indian cities. Our experience in this category of advertising has given us cutting-edge advantage over others.

**Event:** Adinn has established itself as a leader of Event management and Advertising because of its enviable capacity and capability in organizing any event, meeting the highest of industry's standards.

**Signages:** Ever since its inception, Adinn has grown from strength to strength thanks to its powerful signage industry that has made adinn a conspicuous presence in public domain.

**Media:** Apart from the creative advertisements for Newspapers, journals and magazines, Adinn's electronic media wing creates digital ads and produces TV commercials.

**Web design:** Blessed with a talented pool of creative designers, over a short period of time, Adinn has carved a niche for itself as a professional website designing agency.



**Adinn factory:** The place where men and machinery churn out some of the most attractive ad creations such as OOH, Signages, Roadshow, Inshop, etc.,

**Flexo Printing:** The state-of-art printing machines keep the banner of Adinn flying high with its creative output.



## Important Contacts at Adinn

Total Solutions : 98940 80044  
Outdoor : 90034 11111  
Roadshow : 99444 85010  
Signage : 98940 85128  
Media : 98430 85122  
Events : 98947 85132  
Web Design : 90037 78679  
Phone : 0452 - 4351225  
Toll Free No: 1800 103 1819  
Email ID : mail@adinn.co.in  
Web Site : www.adinn.co.in

## Available Outdoor Options

- Hoarding
- Wall Site
- Traffic Signals
- Traffic Gantry
- Traffic Island
- Pole Kiosk
- Police Umbrella
- Centre Median
- Tree Branding
- Bus Branding
- Barricade Branding
- Bus Shelters
- Signage Displays

## Major Cities For Outdoor Advertising

- Madurai
- Chennai
- Coimbatore
- Trichy
- Salem
- Tuticorin
- Hosur
- Karur
- Kanyakumari
- Pondicherry
- Villupuram
- Karaikudi
- Kadaloor
- Kanchipuram
- Kumbakonam
- Kodaikanal

## 'Art of Living' Adds Color to Adinn's Corporate Existence

Dr. S. Chitra Devi, Manager – HR  
Have you ever wondered what it would be like to blend ancient yogic wisdom with your corporate philosophy? Ask our dynamic Chairman, Ramesh, and he would give you a lecture on the amazing transformation the techniques of the Art of Living have brought about in our Company in recent times.

To put in a nutshell, the ancient yogic wisdom adapted to the requirements of our souls living in fast-paced, complex, modern societies forms the basis of 'Art of Living'. The techniques of the Art of Living course are so successful that it is recognized by the United Nations and scores of multinational companies too have it on their annual HRD agenda.

Our Company gives such importance



**A whiff of Fresh Air to breathe**  
Participants at a Yoga exercise session to harmonize body, mind and soul.

to 'Art of Living' that it is a requisite for every employee to complete the Basic Course of Art of Living--Sudarshan Kriya (the breath of life). With the Company sponsoring all the employees to pursue the Basic



When We Say Thanks to Our Beloved Clients!

We Do Open Our Mouths This Big!

Course, the way we do things at Ad Inn have undergone a sea change.

What is Sudarshan Kriya? The Sudarshan Kriya, a powerful rhythmic breathing technique that facilitates physical, mental, emotional, and social well-being is an integral part of the Art of Living programs. It is today universally acclaimed for its effectiveness in eliminating stress, and bringing one completely into the present moment. As HH Sri Sri Ravi Shankar puts it, the Sudarshan Kriya came to him like an inspiration to bridge the gap between the worlds of inner silence, and outer expression of life.

According to him, Nature is replete with various rhythms, and cycles - day follows night, night follows day, seasons come and go. Similarly, there are biological rhythms to our bodies, minds, and emotions. When these rhythms are in sync, we feel a sense of harmony, and well-being. When stress or illness throws them out of order, we experience discomfort, and discontent and feel upset, and unhappy. Sudarshan Kriya helps recover the lost process and rhythm.

'Sudarshan Kriya' can be expanded as follows: 'Su'

means proper, 'darshan' means vision, and 'Kriya' is a purifying practice. The Sudarshan Kriya is therefore a purifying practice, whereby one receives a proper vision of one's true self. This unique breathing practice is a potent energizer. Every cell becomes fully oxygenated, and flooded with new life, bringing a sense of joy in the moment. And when we feel good about ourselves, love flows naturally in all our relationships with others. No wonder the Sudarshan Kriya Course has added color, new values and a spiritual dimension to the performance of employees at Adinn.



### Taking Time off to Relax

Performing Yoga at office to relieve stress. An expert Yoga instructor conducted the session.

Outdoor Cloth Banner  
Flex Arches  
Police Umbrella  
Traffic Signals  
Hoarding  
Role Kiosks  
Wall Painting  
Wall Graphics

Roadshow  
Bus Shelter  
Gantry  
Signal Post  
Traffic Island  
Traffic Arch  
Centre Median  
Digital Flex Printings

Signage/Inshop  
Flex Banner  
Flex Board  
SAV  
Digital Sticker  
Eco Solvent  
Oneway Vision  
Clear Sheet

Promotional Materials:  
Canopy  
Umbrella  
Key Chains  
T-shirt  
Cap  
Pens  
Much More

Media Ad  
TV Commercial (Production & Release)  
Paper / Magazine Ads  
FM Radio  
Event Management  
Product Launch  
Musical Event  
Fashion Shows etc.,

Offset Printing  
Leaflets  
Danglers / Wobblers  
Steamers / Bunting  
Pamphlets  
Brochures  
Invitation  
Posters

**Adinn**  
Advertising Services Pvt. Ltd.