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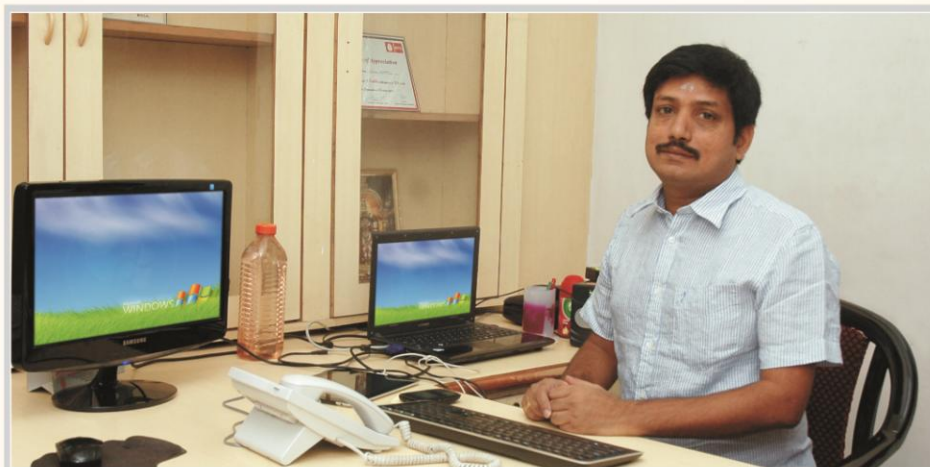
With Restructuring Process Aiming to Inject more Professionalism Adinn Operations Poised for New Heights

With the new COO setting his eyes on the new horizons, Adinn has announced large-scale restructuring in its organization to inject more professionalism and meet the demands of the constantly changing marketing landscape. Activations, Amplification, Art & Creative, International Business Acquisition & Operations, Strategic Alliance & Partnership, Purchase & Vendor Management, Finance & Accounts, Systems Admin, and HR & Admin are the new Strategic Business Units (SBU) in Adinn's new organizational chart.

Explaining the rationale behind the restructuring process, Mr. Senthil K. Naidu, COO of Adinn, says, "Adinn is undergoing a strategic administrative restructuring process to put appropriate systems, procedure and resources in place and raise overall delivery standards. Under the new structure all entities and activities would be processed professionally."

According to the COO, who has several accolades under his hat and is a keen business strategist, the traditional departments such as Signage, Events, Road show, etc. have been brought under the purview of the Activations Division, headed by Mr. Mathews. The new SBU, which enjoys more flexibility and greater degree of independence in the decision-making process, is set up to deliver a full range of specialist services and solutions.

The erstwhile outfits that managed mass media namely Newspapers, FM Radio, Television and Outdoor Ads have come under the umbrella of



Sitting pretty at the pinnacle
Chairman Ramesh, with his cool-headed approach to everything in life has helped him turn a dream into reality-Adinn.

the Amplification Division, headed by Mr. Lakshman. The new SBU has been vested with ample powers to create and manage new avenues in the media business.

Mr. Tilbin, endowed with multifarious talents, is heading the Art & Customize Creative Division which churns out exclusive creative designs. The SBU also oversees digital creations and animations.

Adinn's fledgling international business acquisition & operations wing, headed by Mr. Vinoth, has been set up with the aim to tapping the vast reservoir of Creative and

Design Outsourcing process. The new SBU has already made inroads, albeit in small measure, into the creative designing markets in Australia and Dubai.

Among other SBUs formed under the new structure, Purchase & Vendor Management, headed by Mr. Thirumurugan; Finance, & Accounts, headed by Mr. Karthik; Systems Admin, by Mr. Stelious Fernando; and HR & Admin, headed by Mr. Saravanan, are expected to give new impetus and inject professionalism to the overall operations of Adinn Advertising Service.



Deliver you more



Family of

FRESH & **ASSURED**
IDEAS & DELIVERY

Roadshow - Adinn on Wheels : Adinn's emergence as the undisputed king of Roadshow in South India, with a fleet of 85 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.

Events : 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.

News in Brief

READ- Change of Guard

Adinn Chief Operating Officer, Mr. Senthil K. Naidu, has

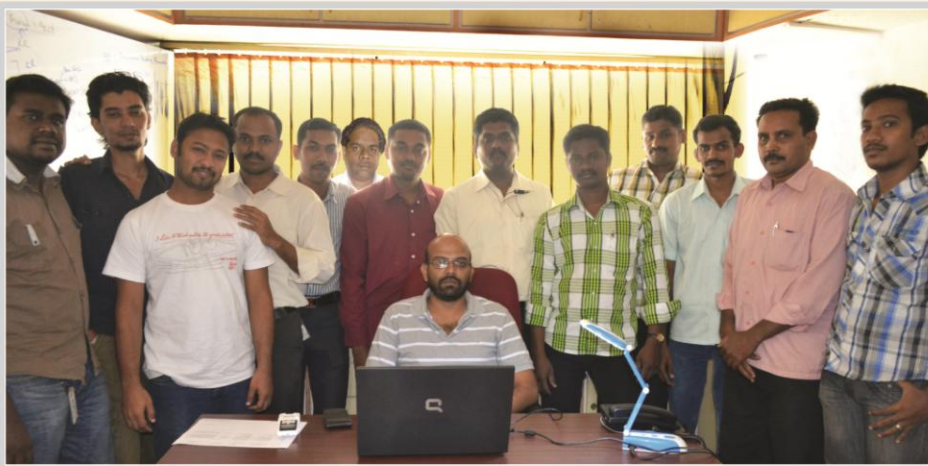
assumed additional responsibilities as editor of the Newsletter - READ effective November, 2011. Mr. Senthil's background in the field of mass media will come in handy for the Newsletter.



Important Contacts at Adinn

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Toll Free No. 1800 103 1819



The COO & Co.: Heads of newly set up Strategic Business Units and other departments pose for a photo with the new Chief Operating Officer, Mr. Senthil K. Naidu(Seated) at his office. The new COO has triggered a restructuring process in the overall administrative set up of Adinn Advertising Services

While Converting Onlookers and Bystanders to Consumers Outdoor Advertising Unit Makes Adinn Omnipresent

The Outdoor (OOH) Advertising Unit is the public face of Adinn Advertising Services. Armed with numerous outdoor media such as Hoardings, Wall sites, Signage display units, Ad Poles, Traffic arches, and you name any outdoor media in the ad industry, the Outdoor Unit boasts of 750 outdoor advertising sites and spaces in highly visible and prominent locations across Tamil Nadu that disseminate the important message of our clients.

"The strategic locations selected by our Unit make the most impressionable impact on the target



audiences about the products and services of our clients," says Mr. Lakshman, who heads the Outdoor Advertising Unit at Adinn.

With the online presence via www.adinnoutdoors.com website, which highlights A-Z information about outdoor advertising options, things have become easier and

smoother for the operations of the Outdoor Advertising Unit. Mr. Lakshman stresses that online booking facility has saved time for the valued clients.

He boasts that the Unit has the urgent and competence to meet any Immediate requirement of a client in any part of Tamil Nadu within short notice.

Keeping a tight grip over the 'on the go' masses through creative visuals and innovative techniques, the Outdoor Unit continues to convert onlookers, sidewalkers and bystanders to willing consumers with its rich experience and expertise in the most popular advertising media Outdoor Advertising in the world.



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

New Teams to Reach Out to Rural Consumer Masses, the Bottom of the pyramid.

In a bid to tap the vast potential of the rural consumer masses whose purchasing power is increasing by the day with the rapid growth of the Indian economy, Adinn has set up a new Strategic Business Unit to penetrate deeper into the rural consumer market, under the mission statement of Mr. P Ramesh, Adinn's Chairman.

Mr. Senthil K. Naidu, Adinn's COO, who is fine-tuning the administration and operations, explains what fuelled the interest on the new avenue. "No advertiser can afford to ignore the 70% of India's consumers who live in villages. In order to tap the vast rural market potential, we have set up a new SBU to send Rural Marketing Teams to un-reached villages with the products and services of our clients."

Mr. Senthil said "There is a general tendency to equate rural India to BoP market, here are some of the consumption numbers that will blow your mind, 46% of the soft drinks sales happen in the rural areas, Rural India accounts for 49% of motorcycle sales, Rural India accounts for 59% of Cigarettes sales, 53% of FMCG sales happen



Guided monument at Ramnad:

The futuristically designed building which houses K. R. Thangamaligai is a landmark in Ramnad Town. K. R. Thangamaligai, our valued client, is testimony to the successful efforts of the Rural Marketing Team.

at Rural India, Talcum powder is used by more than 25% of rural India, Lipsticks are used by more than 11% of the rural women and less than 22% of the urban women, Close to 10% of Maruti Suzuki's sales come from the rural market, Hero Honda, on its part, had 50% of its sales coming from rural market in FY'09, Rural India has a large consuming class with 41% of India's middle-class and

Elite delight for Adinn RMT

The Adinn wings are playing all the buttons of the advertising piano. The past decade of advertising industry presents a wide change and set a new trend for the public. Adinn also grown and strengthen themselves through the period with its corporate presence. The experience keeps the nerves beating with larger speed and we made our self to cover the entire pyramid.



With the bag full of the top-half, Adinn is targeting the bottom half now. The process is delighted by Rural Marketing Association of India (RMAI) with the rigorous procedure of being us to an elite Corporate Member.

58% of the total disposable income accounting for consumption, By 2012 rural India will consume over 60% of the goods produced in the country, and finally In another 20 years, rural Indian Market will be larger than the total consumer markets in countries such as South Korea or Canada today, & almost over 3 times the size of today's urban Indian market"

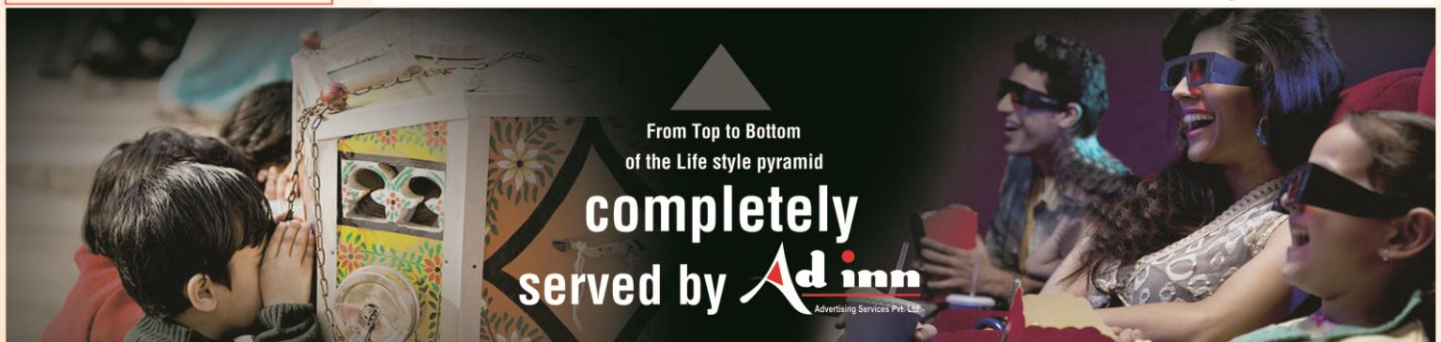
He further explains the enormity of the rural market and exudes confidence on the opportunities that lie ahead for Adinn's clients with the latest initiative.

Having already established business contacts in the villages surrounding Theni, Dindigul, Tirunelveli, Ramnad, Tuticorin and Nagercoil, the Rural Marketing Teams (RMT) have shown impressive growth and promise. In Ramnad alone the advertising concepts and campaigns based on low-cost budgets have come in for praise from clients such as KR Thangamaligai, Abirami Silks, Anandham Silks, Mahindra Two-Wheeler Showroom-BNR Motors, and Gushi Beach. With Akila Jewelers

in Theni and Vasavi Jewelers in Dindigul in the bag of Adinn advertising services, the RMTs are making inroads into a highly potential rural market segment in Tamil Nadu. The Rural Marketing Teams are expected to redefine parameters and add a new dimension to the growth strategy of Adinn.

RMAI is a national industry body with a membership base of more than 70 companies that promotes the cause of promoting rural marketing. With 12.2% of the world's population, rural India represents the single largest potential market and accounts for 53% of FMCGs and 59% of durables sale in India. The rural market has therefore become vital for the growth of most companies.

Adinn works over the rural to make your brand stronger in the mind of strong India.



The Cross Bar News...

Crossing the water

The International Business Acquisition & Operations divisions of Adinn is the highlight show of the month. The operations are started with Exator trading Comapny LLC, A Dubai based construction chemical manufactures (Visit excaterdubai.com). The process is on the flow by pitching various clients in Australia and Dubai.

The Team of International Business Acquisition & Operations is headed by Mr. M Vinoth from business administration background with a fruitful experience working for the overseas. His talent in 3D graphics and Animations are stay on the heights always.

The technical team is also supported for the massive effort led by Mr. Stelious Fernando, who filled with lots of international Experience while he worked as a technical trainer in Sutherland Global Services and Arisen Technologies for UK and US related process.

As Google Offers Free Web space for SMEs Adinn has Good Reason to be Proud of its Vision

When Google announced free offer of web space for one-year for Small and Medium Enterprises (SME) at the beginning of November this year, Adinn had every reason to be proud of its foresight and vision.

It was almost a year ago that Adinn's Chairman, Mr. Ramesh, announced free limited web space and expertise for valued SME clients while launching its full-fledged Web Designing division as part of its Total Solutions concept to address all client requirements. A year into its Web Designing operations Adinn has made significant achievements in the field.

Graphic designing, Corporate Logo creation, Flash Animation, Dynamic Page creation are part of the Web Designing process. Adinn has already forayed into international operations in the Creative Design outsourcing.

With a dedicated server and a team of IT experts and Web Designers at its disposal Adinn Advertising Services offers a range of Web related services and applications that include Designing, Development and Maintenance of websites.

Diwali Celebrated at Adinn with Enthusiasm



Diwali was celebrated at the Adinn premises with the employees assembling in all enthusiasm at the entrance of the office for bursting of firecrackers to herald the dawn of the festival of lights, just when the Sun rays were disappearing through the patchy monsoon clouds over Madurai.

Following the deafening sounds of firecrackers, not to mention the air and noise pollution, the office routine came to a grinding halt, and everyone was engrossed in Diwali celebrations. When the office closed for the day, the entire workforce, regardless of religious affiliation, rushed to greet their colleagues and the higher ups, including Chairman Ramesh. It was indeed a memorable precursor to Diwali 2011!

let your
product
stand out
among others

with
Total Solutions
For all your advertising needs

Outdoor
Cloth Banner
Flex Arches
Police Umbrella
Traffic Signals
Hoarding
Pole 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 / Wobbler
Steamers / Bunting
Pamphlets
Brochures
Invitation
Posters

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