

Credentials

Committed to take care of your communication needs

Our Philosophy

Our philosophy underpins our approach to every engagement and is founded on 3 principles:

Maintaining a competitive advantage requires an evidence-based understanding of those who influence the fortunes of a client's business, including the public at large.

Effective communications models and reputational management require a holistic, channel neutral and multidisciplinary approach, with an emphasis on the new media reshaping our world.

Success requires a pragmatic approach. Strategy should be rooted in practicality and execution should be derived from strategy.



Our Service



Our strategies with refreshing new ideas, systematic approaches are guided by a team of dedicated experts in the area of Public and Media Relations. Our proactive and hands on approach assures you get the best out of a given situation time and again! After all your “Net Work is your Net Worth”!!

Our team at Kindlewood Communications are stalwarts and result driven professionals with years of experience in the Media and PR domain. Tricks of the trade and a structured Detailed Road map to be the leaders in the market is the sole driving force at “Kindlewood Communications”

Services we offer



Corporate Image Building



Media Relations



Crisis Management/
Communications



Media Training



Digital PR



Media Tracking and Research



Event Management

Corporate image Building



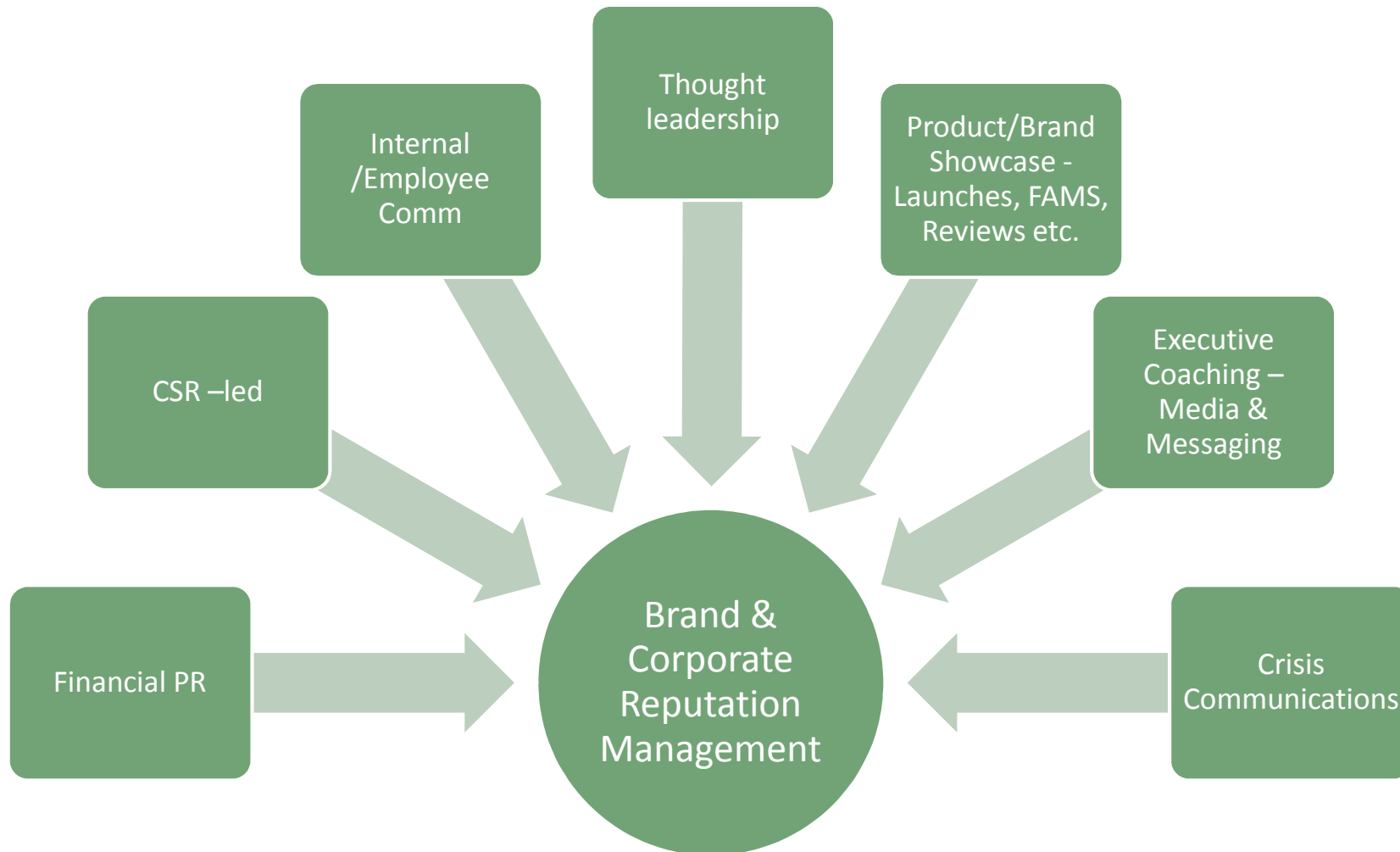
Today, when your Image is scrutinized with a fine tooth comb, it is of paramount importance that you not only put your best foot forward, but you put it forward correctly and relate your brand image with the ever growing needs of the Industry.

To build your image and keep you in Focus to the correct segment is of utmost importance to us. Your company's branding needs to hit the correct segment all the time.

We believe in creating a lasting impression the very first time!

Your brand is what your recognition becomes; this is where we, at **Kindlewood Communications** excel in, for we know just what you need and where you need to be through the strongest mediums possible!!!

Providing insight-driven, cross-platform and grassroots PR solutions for your Brand PR & Corporate Reputation Management ...



Media Relations



Today, the World of Media fits into your palm or your back pocket, we at **Kindlewood Communications** welcome whole heartedly that progress.

Our team of experts in the field of media are well versed in keeping your brand at “**Eyeball**” level all the time, you evolve and benefit from our years of Excellence derived by delivering correctly through our sources and relations in the Media world.

Fire fighting and brand consciousness requires a seamless flow of information within the media world. We assure you in this area, we are unparalleled.

Key Strengths -Media Relations Muscle

Media Network & Distribution:

- Extensive database across business & corporate , vertical specific & feature media. Active database of over 1000 journalists pan-India
- Relationships with print media across-the-board – at beat, city and senior editor levels .
 - A media resource at Kindlewood Communications focuses on electronic media - monitoring opportunities and platforms in various channels across business , news and features.
 - Focus on building media relationships to encourage fact-based reporting.
 - Editorial participation – through tracking of calendars

Monitoring : All coverage tracked & measured

Media Training/Spokesperson Training

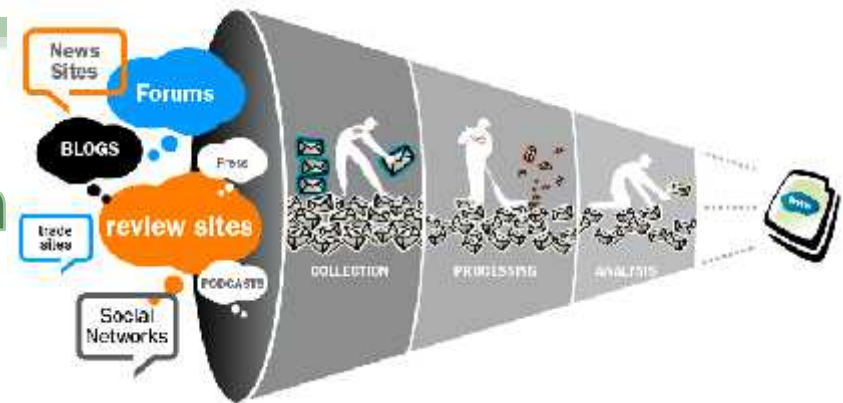


At Kindewood Communications media and spokesperson Training is given a lot of importance, for it is our professional media training that shall help translate your potential into a powerful, meaningful message to the world to hear and take notice of.

Our professionals are trained by the best and have access to the deepest resources the world of multimedia has offered. Our Trainers have intensive media training sessions which help you deliver your message, in the best possible manner be it the television or medium of the radio.

Our hands on training sessions include interview situations, broadcast setting situations and sharpening of delivering messages for the most impactful affect! Our Trainers and Media coaches are the best in the business!

Media Tracking and Research



The world of media tracking requires a day to day follow up on various aspects after the release of your Pitch.

This is where our real work actually starts and this is what separates us from the pack, our learned media trackers are constantly on the go to pick up the changing market scenario and the affect your pitch is having, modifications, real time feedback and identifying, analyzing and correctly using the market information helps us to improve your branding and correctly guiding you for future endeavours.

Correct documentation and analyzed feedback, compounded with corrective measures shall propel us forward to greater height and farther reaches. **Kindlewood Communications** recognises this area of specialization and masters this area of feedback study!

Digital PR

Gone are the days of a single news release and the little satisfaction it derived. Today we can Share news exponentially just at the click of a well place snippet!!!

At Kindewood Communications we understand perfectly well the power of the Search Engine, Social Media and Customer Service. We help blend all these three to form a powerful tool to catapult your firm to greater success.

Today the Key Word everywhere is "CONNECT".

We at Kindewood Communications understand that a little better than the rest!



Crisis Management/Communications

In today's world nothing escapes the attention of the market. In the undesirable scenario of a crisis, we at [Kindlewood Communications](#) are masters at Crisis Management and Good Media relations, we make sure your brand does not take a hit with structured clippings and footings at timely media intervals make sure your brand does not slip from its position.

Managing a Crisis is an art and we have mastered the art of fire fighting quietly, efficiently and professionally over the years. Our years of hands on media experience ensures that you and your brand retain its standing at all costs.



Event Management

Event management at [Kindlewood Communications](#) is all about letting you enjoy the moment as we take the time to get to know clients and offer's a totally unique experience that are a true reflection of their own unique and individual style.

From small intimate gatherings to large and lavish affairs our team has participated in event planning and execution which range in every genre .

Passionate about what we do, we strive to ensure all our celebrations are exceptional. We work with a strictly limited number of private clients each year and our goal and philosophy are simple: to help you plan and create a memorable celebration that will exceed your expectations.



Event Management

Our event managers can assist in all areas of the planning and running of events...

Our CORE Sectors

IT & Technology



Real Estate



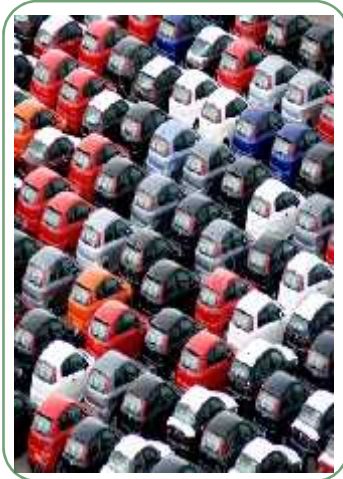
Education



Art, Culture & Entertainment



Healthcare & Wellness



Automobiles



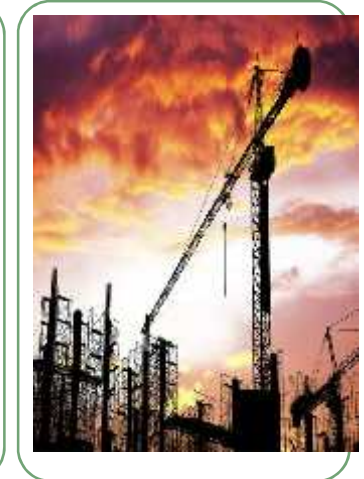
Sports



FMCG



Tourism



Infrastructure

Clients that Team at Kindlewood has Serviced



Service level *commitment*

- **24/7 availability in an emergency**

- **E-mail response to clients within six hours**

- **Quick response to urgent telephone enquiries**

- **An agreed plan with defined measurables**

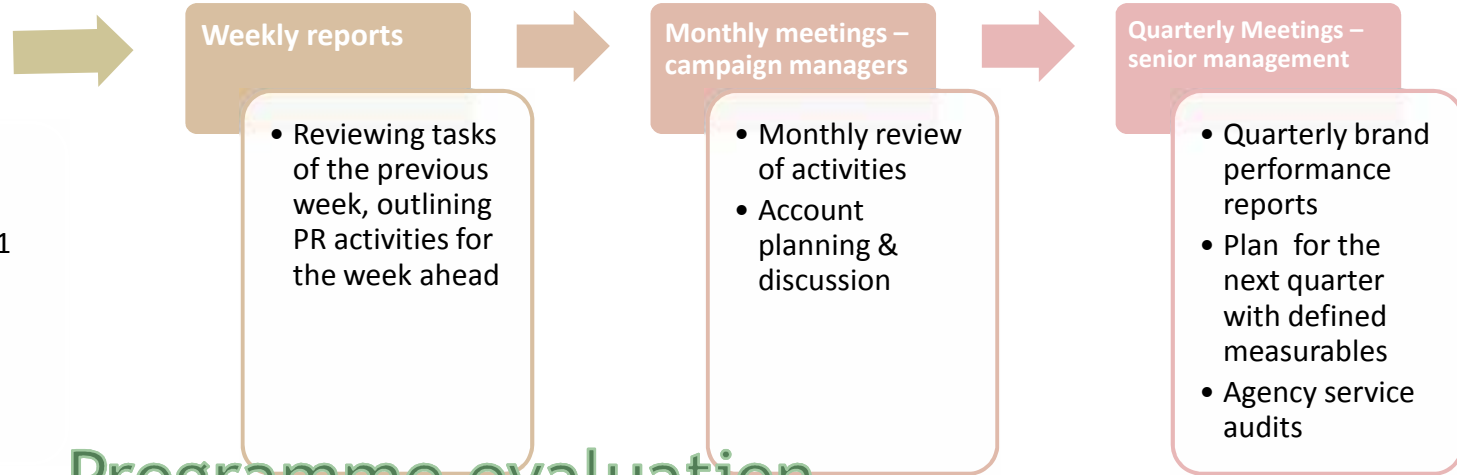
- **Regular status meeting**

- **Written monthly reports detailing progress against the plan within the first week of the following month**

- **Quarterly strategy reviews and impact assessment meetings with senior management**

Our real time execution process...

- Reportage on you as well as competition
- Regional updates by 1 pm



Programme evaluation

Media analysis and PR evaluation

- Against yourself
- Against your competition

Measures we use....	
Quantitative	Qualitative
Frequency, reach	Tone
Source, date, Audience	Messages communicated
Byline, Article type	Positioning on issues
Spokesperson quoted	Reputational Attributes
Visual/Graphic	Impact Score
Extent of mention	
Prominence of mention	
Exclusive/shared	

We also provide

- Campaign Audit- Which initiatives and/or campaigns that worked
- Message Audit – How well were the key messages covered/reported – frequency & clarity ; Tone of voice – positive, neutral, negative
- Media Audit- Importance/relevance of publication;
- Placement in the publication and size of article
- Competitor Audit - How you benchmark against your competitors / peers

MAKING IT WORK ACROSS MARKETS



Our reach - extensive and effective



Corp Office - Noida

Primary Service Centres:

- Banglore
- Chennai
- Hyderabad
- Nagpur
- Delhi
- Gurgaon
- Faridabad

Associate Network:

80+ cities across the country

Snapshot of coverage's of our current clients



DataWind

बंद देवी अंशु 19 अक्टूबर 2011

अमर उजाला

काशीबा

161.19	52	70
53.10	660	10

सस्ते टैबलेट से ई-लर्निंग में योगदान दे रहा डाटाविंड

डेटाविंड कंपनी ने सस्ते टैबलेट से ई-लर्निंग में योगदान दे रहा है। यह टैबलेट को स्कूलों और कॉलेजों में इस्तेमाल के लिए उपयुक्त है।



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AmarUjala

DATAWIND SHIPPED THE NEW PRODUCTION OF TABLET
Amritsar: DataWind Inc. a provider of low cost internet connectivity and wireless web access products, has shipped the first 80,000 internet-enabled tablets and smart phones from its new production facility that

The Pioneer

majority of the products in India. DataWind has taken a major step in the direction of realising Prime Minister Narendra Modi's Vision of 'Make in India'

लेक इन इंडिया कार्यक्रम के तहत कंपनी बिहार में कारखाना लगाएगी

डाटाविंड हजार रुपये में स्मार्टफोन लाएगी

सस्ता फोन

नई दिल्ली: डाटाविंड कंपनी ने सस्ते स्मार्टफोन लाने का इरादा जताया है। यह फोन हजार रुपये में उपलब्ध होगा।

जीमों को लेकर होड़

नई दिल्ली: डाटाविंड कंपनी ने सस्ते स्मार्टफोन लाने का इरादा जताया है। यह फोन हजार रुपये में उपलब्ध होगा।



Hindustan

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स्मार्टफोन का बाजार और रोजगार

नई दिल्ली: डाटाविंड कंपनी ने सस्ते स्मार्टफोन लाने का इरादा जताया है। यह फोन हजार रुपये में उपलब्ध होगा।

Datawind to Open 2 More Manufacturing Units in India

NEW DELHI: Low-cost mobile device maker Datawind will add two more manufacturing units in the country in next six months to meet local requirements as the company has started im-

Economic Times

schemes and taxes now in place have made it beneficial for mobile devices firms to Make in India and Datawind is no exception," said Datawind president and CEO Suneet Singh Tuli.

Datawind to open 2 more plants

Low-cost mobile device maker Datawind will

Business Standard

local requirements.

Datawind to open plants in India

Low-cost mobile device maker Datawind will add two more manufacturing units in India

Financial Chronicle

importing finished products from China. The company plans to set up one unit in the southern and another in eastern India.

Sir Peter Cook visit to India

Sunday Standard



ON PAPER & Beyond its Folds
British architect Sir Peter Cook discusses 50 of his drawings in Delhi's Gallery Space. There's only one man in the world who can do this. He's Sir Peter Cook, the British architect who has spent his life creating some of the most iconic buildings in the world. In a recent visit to India, he shared his insights on architecture and design with a group of enthusiasts at Gallery Space in Delhi. The event featured a collection of 50 of his drawings, showcasing his unique style and vision. Sir Peter Cook, a pioneer of the New Brutalism movement, discussed his work and the challenges of architectural design. He emphasized the importance of understanding the local context and the needs of the community. The event was a great success, with many attendees gaining valuable insights into the world of architecture.



The hypothetical builder

The hypothetical builder is a concept that explores the possibilities of architecture. It is a thought experiment that asks what would happen if a builder were to create a building without any constraints. This concept is explored in a series of drawings and a photograph of a man in a white lab coat standing in a gallery. The drawings show various architectural forms and structures, illustrating the potential of the hypothetical builder. The photograph shows the man, who is likely the author of the concept, standing in a gallery space, possibly presenting his work. The overall theme is the exploration of architectural possibilities and the role of the builder in creating a better world.

Business Standard Weekend



THE ART OF BUILDING

The art of building is a complex and multifaceted discipline. It involves the creative use of materials and techniques to create structures that are both functional and aesthetically pleasing. This art is explored in a series of drawings and a photograph of a man in a white lab coat standing in a gallery. The drawings show various architectural forms and structures, illustrating the potential of the art of building. The photograph shows the man, who is likely the author of the concept, standing in a gallery space, possibly presenting his work. The overall theme is the exploration of architectural possibilities and the role of the builder in creating a better world.

Mint Lounge

1st International Qawwali Festival – Taali HO Curtain Raiser Coverage 1

First Int'l Qawwali Festival in Delhi

NEW DELHI: Delhi is gearing up for a feast of qawwali with singers from across the world set to arrive here for an event that claims to be the first International Qawwali Festival. Singers from India and Pakistan presented soulful renditions of sufi music at India Islamic Centre here recently providing a glimpse of the festival titled 'Taali Ho,' which aims to reinforce a notion that music is not restricted to any borders. The festival will be held from February 12-14 next year. **PTI**

Ht Edge

Pak artistes give a glimpse of what to expect at first Qawwali fest in Delhi

SLAMSHU KHURANA
NEW DELHI REPORTER

DELHI, 13th Feb (ANI) — Pak artists, including Farzana, have performed at the first Qawwali festival in Delhi. The artists presented soulful renditions of qawwali songs in a grand manner. The artists performed at the India Islamic Centre here recently providing a glimpse of the festival titled 'Taali Ho,' which aims to reinforce a notion that music is not restricted to any borders. The festival will be held from February 12-14 next year.



Farzana (left) and Abu Muhammad (right) perform at first Qawwali festival in Delhi Saturday.

"We are very happy to perform here and we are looking forward to the first Qawwali festival in Delhi. We will be performing at the India Islamic Centre here recently providing a glimpse of the festival titled 'Taali Ho,' which aims to reinforce a notion that music is not restricted to any borders. The festival will be held from February 12-14 next year.

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Indian Express

Winds of change

Qawwali, then and now

Representation of qawwali in Bollywood is not new. Farzana, who has been associated with the Delhi Qawwali Festival, whose music can be traced to the form of one of the modern disciples of Amir Khusrau. This music has contributed to the cultural life of the city. The Delhi Qawwali Festival is a very large event. People can take their share of it.



SOULFUL: Farzana Ayaz believes qawwali is a spiritual entertainment.

enough, but its potential was, people started to find a way to make it entertaining. In addition, it explains that qawwali is not only a spiritual entertainment, it is a very large event. People can take their share of it.

Qawwali is not only about the melody and harmony, but also about the lyrics. The lyrics are very important. People can take their share of it.

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Deccan Herald -
Metrolife



Qawwali legends Farzana Ayaz and Abu Muhammad tell us that the art form is much misunderstood, and that in its true form, qawwali has a deep spiritual connect.

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Asian Age – Delhi

DELHI TO HOST FIRST International Qawwali Festival 2016



DELHI is gearing up for a feast of Qawwali with singers from across the world set to arrive here for an event that claims to be the first International Qawwali Festival. Singers from India and Pakistan presented soulful renditions of sufi music at India Islamic Centre here recently providing a glimpse of the festival titled 'Taali Ho,' which aims to reinforce a notion that music is not restricted to any borders. The festival will be held from February 12-14 next year.



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Millennium Post

Raas Rang- World Flute Festival 2015

World Flute festival to host international musicians

10-Sept-15

Musicians from 16 countries including Hungary, Spain, Switzerland, Estonia, Lithuania and India are set to kick off the sixth edition of the World Flute Festival 'Raas Rang' from here tomorrow. The event is being organised by the Krishna Prasad Charitable Trust in collaboration with the ICCR. Renowned founder of the trust Anan Bhattaraj says there is a "musical renaissance" happening in India. "A fusion of digital music, one can see a re-birth of pure music. If we examine the vocals of musicians like Arjun Singh, a south great, we are getting a re-birth of music," says Bhattaraj.

PT

The musician points out that the flute is the cheapest but extremely inflexible instrument.

'Raas Rang', says organisers the Krishna Prasad Charitable Trust. Further, there are many world-class flutists in India.

Judith says observed that flutes for the instrument. "When I bought it, it was a good sign," digital medium.



Notes of revival

The World Flute Festival hopes to bring a revival of the instrument, writes Manoj Kumar.

of the instrument and the fact that it is one of the few instruments that is not being played in India. This is why digital music has been more attractive to people. However, these instruments are still being played in India. The World Flute Festival hopes to bring a revival of the instrument, writes Manoj Kumar.

then started with the flute. Hungary, Spain, Switzerland, Estonia, Lithuania and India are set to kick off the sixth edition of the World Flute Festival 'Raas Rang' from here tomorrow. The event is being organised by the Krishna Prasad Charitable Trust in collaboration with the ICCR.



The flute, since time immemorial, has been associated with Lord Krishna. Playing it while playing his transcendental flute would also capture the essence of his life. It is said that he, there was the symbol of freedom.

The soul of music

The sixth episode of the World Flute Festival concluded recently. The man behind it, ARUN...



to the flute is 30. We run a programme called 'Sanskrit in Sanskrit', we actually promote the children who are interested in learning the instrument from great teachers. So far, we have sponsored 14 children who are learning from veteran flutists like Shri. Hari Prasad Chaurasia, Shri. Chaurasia and Pandit Pravin Gokhale. These students are doing very well. In fact, one of the students, who was sponsored by our organisation, is now going to Bejoor College of Music. There are youngsters who are taking keen interest in flute playing. It is growing today and tomorrow, it will grow even more."

Sunday Standard



Flute MAGIC

The flute has many uses, from playing in the orchestra to being used in the most intimate of settings. It is a versatile instrument that can be played in a variety of styles. The flute has many uses, from playing in the orchestra to being used in the most intimate of settings. It is a versatile instrument that can be played in a variety of styles.

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When asked about the honours he has seen over the years, Bhattaraj said, "The flute is a very dignified instrument with two or three hours performance."

The Pioneer

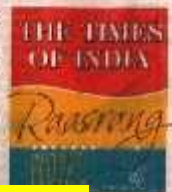
This year the festival saw participation of musicians from seven countries - Japan, Hungary, Spain, Switzerland, Belarus, Lithuania and India.



MUSICAL PERFORMERS: Flautists performing on the stage during the World Flute Festival.

Flautists unite to play a rhythm divine

Now Delhi: For a flautist, there is no platform as exciting as the annual Raas Rang World Flute Festival held in Delhi in November. This year, the festival has a gathering of Indian flute players, connoisseurs of the instrument and international flautists who play various styles of flutes.



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The Times of India

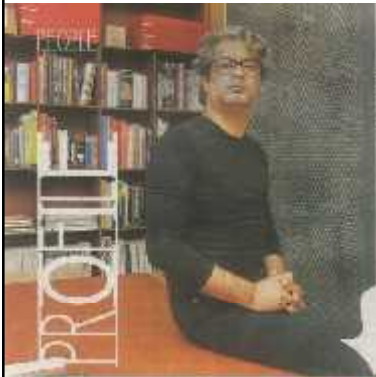
The Times of India

The Times of India is an instrument that is truly being played in the most intimate of settings. It is a versatile instrument that can be played in a variety of styles.

Architect Akshat Bhatt

The Sunday Standard

The Telegraph



Constructing dreams

As architect Akshat Bhatt is moving on from his growing design and construction business...

It is not surprising that Akshat Bhatt is a man who is always looking for the next challenge. He has been involved in a wide range of projects, from residential to commercial, and has a reputation for being a creative and innovative architect. His work has been featured in several publications, and he has received numerous awards for his design and construction work.

As he moves on from his current business, Bhatt is looking for new opportunities to grow and expand his practice. He is currently exploring various options, including starting a new firm or joining an established one. He is confident that his experience and skills will be in high demand in the coming years.



The building's design is a blend of traditional and modern architectural styles. It features a prominent glass facade that reflects the surrounding environment. The interior is spacious and well-lit, with a focus on natural light and ventilation. The building is a testament to Bhatt's commitment to sustainable and innovative design.



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As a result, the building is a prime example of modern architecture. It is a testament to Bhatt's commitment to sustainable and innovative design. The building's design is a blend of traditional and modern architectural styles. It features a prominent glass facade that reflects the surrounding environment.

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I don't know what it is about the way I've changed in the last few years. I've always been a bit of a dreamer, but now I'm more of a doer. I've started my own architecture firm, and I'm working on some really exciting projects. It's a lot of hard work, but it's also a lot of fun. I'm really enjoying the challenge of creating something new and innovative. I'm also enjoying the opportunity to work with some of the best talent in the industry. It's a great feeling to be part of a team that is pushing the boundaries of what's possible in architecture.



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To Those For Whom To Be is to Build

Akshat Bhatt, founder of Architecture Discipline, feels dialogue, with the self and the other, fills oxygen and imagination into brick and mortar



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Gateforum

GATE tutorials now on a pen drive

OUR BUREAU
GATEFORUM, which of-
fers coaching for GATE
admission, has recently
launched a series of
tutorials covering the entire
GATE syllabus and compre-
hensive e-study material in
PDF format. GATE re-
sources containing GATE
video solutions, post GATE
admission guide, interviews
with toppers etc. It is easy
to use and helpful for stu-
dents in smaller cities and
towns. The best thing about
Gdrive is that it does not re-
quire any special software
to be installed on the com-
puter. It can be accessed
anytime and anywhere.
India, after AIEEE with
9.01 lakh test takers for
GATE 2015. GATE aspirants
in engineering
disciplines are also eligible
for the award of Junior re-
search fellowship in CSIR
laboratories.

The Hans India



గేట్ అభ్యర్థుల కోసం 'జే డ్రైవ్'

గేట్ అభ్యర్థుల కోసం 'జే డ్రైవ్' అనే ప్రాజెక్టును గేట్ ఫోరం వారు ప్రారంభించారు. ఈ ప్రాజెక్టులో గేట్ అభ్యర్థుల కోసం అన్ని విధాలా సహకారాలు అందించబడుతున్నాయి. గేట్ అభ్యర్థుల కోసం అన్ని విధాలా సహకారాలు అందించబడుతున్నాయి. గేట్ అభ్యర్థుల కోసం అన్ని విధాలా సహకారాలు అందించబడుతున్నాయి.

Sakshi



Smart way out through GATE exam

Most of the engineering students who wish to pursue ME or MTECH have to pass Graduate Aptitude Test in Engineering (GATE) exam to qualify for the seat. To make the process easy for the students, GATEFORUM has initiated a project to provide study material to students offline so that students who stay in the smaller cities can use it easily. The lessons would be updated periodically via internet. Gdrive is part of GATEFORUM's GO GREEN initiative, where we encourage students to think beyond physical books. The material in the pendrive will include video lectures and will consist of e-study material in pdf formats. Also, it subsists post gate admission guide, previous year's papers, assessment tests.

The details of the Gdrive can be found at www.gateforum.com or by calling 040 44664244

The New Indian Express

విద్యార్థులకు జే డ్రైవ్ ను ఆవిష్కరించిన అభిజిత్ చౌదరి

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Andhra Prabha

Siasat

క్రమంలో పేనేట్ చేసు తిలకించండి

జే డ్రైవ్ ను ఆవిష్కరించిన గేట్ ఫోరం

GATEFORUM
Leading in GATE Preparation

Surya

గేట్ امتحان کی تیاری کے لیے جی ڈرائیو متعارف

گٹ امتحان کی تیاری کے لیے جی ڈرائیو متعارف

Andhra Bhoomi

Senior Team at Kindewood Communications



Sunita Budhiraja

Founder Director and CEO

With her 4 decades of unparalleled experience in the field of Public and Media Relations Sunita has combined expertise in this area to excel in the services offered at Kindlewood Communications.

Experience

Well known in media circles, Sunita has led large and medium sized PR teams both in Public and Private Sectors. She has worked as the Corporate Communications Head for PSUs like MMTC and RINL & Vizag Steel Plant, where she spearheaded PR/Media campaigns including effective crisis or issues management.

Her contribution in image management of large organizations like Shaw Wallace, UB Group, Nagarjuna Group, Ozone Group and Perot systems is well acknowledged.

In her role as COO of Lexicon PR Sunita effectively strategised and executed PR for companies like Jubilant Food Works, Dr Oetker, Timex, DataWind, Bhartiya Group amongst others.

Sunita Budhiraja is also a renowned Hindi poet and author with 10 books to her credit. She has also edited Coffee Table books about Karnataka, Andhra Pradesh and Dr Vijay Mallya. Her works have been translated in English, Rumanian and Telugu.

Sunita has done her Master's in Journalism and Hindi, Post graduate Diploma in Public Relations, Advanced Diploma in French language.



For - Business Association

Cell- +91 9971588200

Email -
sunita@kindlewoodcommunications.in



Bhupesh Joshi

Consulting Director

Bhupesh Joshi is the Consulting Director at Kindlewood Communications. Well known in media circles, Bhupesh has led large and medium sized communications teams specially in sectors like Education, Healthcare and Social Responsibility. His contribution in the field is well accredited.

Experience

Bhupesh has more than 15 years of experience in the communications industry. Having completed his MA in Communication Management at the University of Technology, Sydney, he has worked both in India and abroad. He was part of a media and civil society initiative of the European Commission in 2007-2008. He has been doing active media advocacy on women and child rights issues and has been attending forums created by several networks in the South Asian region.



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Devanshu Tandon

Senior Accounts Associate, Client Servicing

Devanshu Is Senior Accounts Associate in Kindlewood Communications, Noida. He leads client servicing teams. He has been involved in the implementation of PR plans, developing and establishing media relations, organizing and coordinating Media events, documentation of editorial material and participating in new business development.

Experience

With several years of experience in the PR industry, Devanshu has worked on clients like Toyota Kirloskar Motors, JCB India, Hitachi, BJP Pradesh Unit, La Trobe University, Apollo Tyres, Hyundai Motor India, Sony TV, GateForum, Domino's, Electro Motive Diesel, DataWind amongst others.

Devanshu has a Bachelor's degree in Mass communications from JIMS and has completed MSc in Advertising and Public Relation and MBA in Marketing & PR.



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PriyankaJaitly

Senior Accounts Associate, Client Servicing

Priyanka is Senior Accounts Associate in Kindlewood Communications, Noida. She leads a client servicing team. She has been involved in the implementation of PR plans, developing and establishing media relations, organizing and coordinating Media events, documentation of editorial material and participating in new business development.

Experience

With nearly three years of experience in the PR industry, Priyanka has worked on clients like Discovery Channel, TLC, Discovery Kids Le Meridian, Westin, Studio Creo, Denver, Palmers, Unnati Fortune, DLF Foundation, Naturals, PXV amongst others...

Priyanka has a PG in Mass Communication from Amity University.



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Thank you

Kindlewood Communications
702, Wave Silver Tower,
Sector 18, Noida 201301



www.kindlewoodcommunications.in; business@kindlewoodcommunications.in