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IBG NEWS LETTER

Issue No. 1/2013-2014

#name#

Membership No. : #surname#

#company#

IBG MEMBERSHIP

We are sure you regularly get our event updates; and you may have attended our events too.

IBG events have proved to be smash hits from the inception till date. IBG has great plans for Members going forward.

If your IBG Membership fees for the year April, 2013 to March, 2014 is due, kindly pay by 15th April, 2013.

HURRY UP!!!

Few days left to avail of the low rate of IBG Annual Membership Fees as there will be an upward revision of fees annually after 15th April, 2013 for all the categories, eg. For Individual Members the annual fees of Rs. 3372/- will be Rs. 5618/-. So please take advantage of the current structure before that date.

In case you are still not a Member, kindly fill up the attached **IBG Membership Form** and mail it back to deepika@ibg.org.in or click on the link to fill the form online,
http://www.ibg.org.in/membership_form.html

PFA the **IBG Membership Fee Structure** or click on <http://www.ibg.org.in/pdf/IBGMembership-Fees.pdf>.
The cheque may please be made in the name of "India Business Group" & for Direct Online Payment, click on <http://www.ibg.org.in/payment.html>

MEMBERSHIP CATEGORIES:

1.) INDIVIDUAL MEMBERS

You can become an Individual Members with ANNUAL MEMBERSHIP FEES (FROM APRIL, 2013 TO March, 2014) of Rs. 3372/-.

Spouses & Youth Members (Upto the Age of 30) can benefit with the ANNUAL MEMBERSHIP FEES (FROM APRIL,

IBG HAS EXCITING NEW OFFERS FOR ITS MEMBERS

1. You win 6 months free extension to your IBG Membership on getting 2 new paid Members
2. You get free entry for monthly IBG Speaker-Networking Cocktails Event on getting 3 paid Guests along for the same event

SPONSORSHIP / ADVERTISING OPPORTUNITIES

In case you would like to advertise in this news letter at nominal rates please write to us at ibg@ibg.org.in **IBG NewsLetter goes to over 25000 people**

To view sponsorship & advertising details and rates click here

http://www.ibg.org.in/pdf/AdvtgAndSponsorship_041012.pdf

INTERNATIONAL MEMBERSHIP BENEFITS

International Individuals / International Companies joining India Business Group (IBG) will benefit with instant access to IBG Members. IBG is one of the most active business chamber in the country.

To know more, click on

<http://www.ibg.org.in/international-membership-benefits.html>



Log on to Live Chat Room  on the website for Members and connect, meet, mix and succeed with Members together.

2013 TO March, 2014) of Rs. 1686/- .

2.) MICRO, SMALL & MEDIUM ENTERPRISES

You can register your Company as a Member with the liberty of 2 Member Representatives with ANNUAL MEMBERSHIP FEES (FROM APRIL, 2013 TO March, 2014) of Rs. 5618/- .

3.) COMPANIES WITH TURNOVER OF MORE THAN 50 CR.

You can register your Company as a Member with the liberty of 3 Member Representatives with ANNUAL MEMBERSHIP FEES (FROM APRIL, 2013 TO March, 2014) of Rs. 11236/- .

4.) NATIONAL MEMBERS (OUTSIDE MUMBAI)

Any Individual or a Company outside Mumbai can register themselves as Members with ANNUAL MEMBERSHIP FEES (FROM APRIL, 2013 TO March, 2014) of Rs. 2247/- .

5.) INTERNATIONAL MEMBERSHIP

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<http://www.ibg.org.in/international-membership-benefits.html>

a.) Foreign Individuals (for Individual Members and Companies with turnover below \$ Ten Million) can register with ANNUAL MEMBERSHIP FEES (FROM APRIL, 2013 TO March, 2014) of \$100 (All Incl).

b.) Foreign Companies (For Companies with turnover of more than \$ Ten Million) can register with the liberty of 2 Member Representatives with ANNUAL MEMBERSHIP FEES (FROM APRIL, 2013 TO March, 2014) of \$300 (All Incl).

WOW (WORLD OF WOMEN)



We circulate one or more Women Entrepreneur's / Professional's (from IBG Members) story on our Monthly Newsletter and also set a platform for her / them to present at one of our events.

In February we had published stories of MS. KIRAN KANDE and MS. VARSHA BHOWAD in our Newsletter and circulated to over 25000 people.

This Month's Story:

1. MS. LARA WHITTINGTON

ADVERTISEMENTS

GOURMET COMPANY



info@gourmetco.in

www.gourmetco.in

HYATT HOTELS & RESORTS



www.hyatt.com

HYATT (IBG CORPORATE RATES IN SOUTHWEST ASIA)

IBG has entered into deal with Hyatt International South West Asia Limited, a Member of Hyatt Hotels Corporation, who presents corporate rates at Hyatt hotels in Southwest Asia.

Other room categories are available upon request. Kindly note that room types are subject to availability at the time of booking.

IBG Members will be able to make a reservation in any of the properties listed by mentioning IBG during the reservation process to take advantage of the corporate rates.

For Corporate Rates details and procedure click on the link given below:

<http://ibg.org.in/pdf/Hyatt%20hotels.pdf>

For details and terms and conditions mail to nica.geronimo@hyatt.com with copy to ibg@ibg.org.in

KEYS HOTELS



www.keyshotels.com



That's Entertainment!

British singer/songwriter and actress Marcie Mycroft (also known as Lara Whittington) recently recorded her first album and is already enjoying relative local online success. From an Anglo-Indian background (Marcie's father was born in Kolkata), and having worked for many years in Marketing and E-Commerce for large International UK based companies, Marcie realises the importance of product and brand identity in creating discrete product images for both her acting and singing careers. As a professionally trained Marketer she is using the power of social networking to build a fan and contact base that will ultimately also see her as the 'Entertainer' she aspires to be. She cites reading Theodore Levitt's famous paper on 'Marketing Myopia' for the Harvard Business Review as a key influence in how she markets herself as a 'product'. Levitt questioned Hollywood's myopia in defining their business as 'making movies' when they should have been in the much broader 'entertainment industry'.

As Marcie loves Music and Acting equally she feels the proportion of time she invests in each discipline will be for others to decide, and her future direction will naturally evolve, as she continues to pursue audition opportunities for Film and TV roles and live appearances as a singer. To date Marcie, as 'Lara Whittington' has appeared in short films and most recently in a small role in a low budget feature film, 'Through the Lens', due for release this year, but she also undertakes ongoing training as time and budgets allow, most particularly in method acting with acclaimed US teacher Jack Waltzer.

Marcie started playing guitar at 15, wrote her first songs as soon as she had learned a few chords and played in local bands on the touring circuit in the UK, playing some reputable venues in London and Birmingham. As she describes in her website she then had "so many other strings to my bow that took over and a few other issues to deal with, that for the last stupid number of years music took a back seat, even though it was always my first love". Despite not seriously playing for over five years, a recent holiday to Croatia re-ignited her musical flame and she came home with song ideas and melodies for a complete

KEYS HOTELS (Discount of 30-50%)

IBG has entered into deal with Keys Hotels, a Unit of Bergguen Hotels Pvt. Ltd., who provides accommodation in Key Business and Leisure destinations.

For details and procedure click on the link given below:

<http://www.ibg.org.in/pdf/deal-desc-keys.pdf>

For details and terms and conditions mail to divya.patil@keyshotels.com with copy to ibg@ibg.org.in.

Glimpses of February 2013 Event

February – Speaker-Networking Cocktails Evening



debut album. 'Partially Estranged Babygirl' evolved from a bit of fun singing in her bedroom to a dedicated project and final product. On her album Marcie sings all vocals, plays all the instruments and mixed and produced it at her studio in Cambridgeshire in the UK. Technically she feels she has much to learn, and the album was not made in a professionally recognised studio, but as a demonstration first product she is happy that her songs sound "pretty much as they sounded in my head" when they appeared like a dream to her on holiday!

Marcie's absolute musical idol is Alanis Morissette but she lists Garbage, Vanessa Carlton, Paramore, Pink, and Avril Lavigne as similar major influences on her musical style.

Marcie's music is available online at:

<http://www.reverbnation.com/marciemycroft> and on her official website <http://www.marciemycroft.com>

Both include links to her Facebook page. She hopes there will be many more 'Likes' and fans of her music to add to her growing reputation, as she works on her live performance set to "get back out there and make as many new friends as I can!"

References:

Marketing Myopia, Wikipedia,
http://en.wikipedia.org/wiki/Marketing_myopia
[Levitt, T. (1960). "Marketing Myopia". Harvard Business Review]

If you are also interested, kindly send us your story / details in about 100 words with your company's web link to deepika@ibg.org.in and get noticed on our Monthly Newsletter & the 'THE POTBOILER' Networking Event.

You may bring in other women along to participate in our programmes and also the women entrepreneurs / professionals you know who would like to join IBG.

GLOBAL CORPORATE AWARDS, NEW YORK 2013

The Global Corporate Awards is a unique initiative to recognize, applaud and salute those achievers and leaders who made their mark!

For further details & if you want to be recognized for what you have accomplished and achieved, send your details to the Board of Jury by filling in the Online

Form in the below links:

http://ibg.org.in/pdf/links/GlobalCorporateAwards_Newsletter.pdf

http://ibg.org.in/pdf/links/Global_Corporate_Awards-2013,-New-York.pdf

For any query, contact

info@globalcorporateawards.com,

asapra17360@yahoo.com,

globalawards04@gmail.com

MEMBER'S TRADE ENQUIRY

A Turkish company called Bogazici Enteral which is trading enteral nutrition products for inpatients and out-patients.

Bogazici Enteral is currently looking for a decent distributor in India for a long term business co-operation for Indian Market.

Click on the below links to find all the introductory documents for both company and the products for your perusal.

http://ibg.org.in/pdf/links/Foods_brochure.pdf

http://ibg.org.in/pdf/links/Company_information_letter.pdf

http://ibg.org.in/pdf/links/Company_brochure.pdf

Indian Companies who are interested in a long term business co-operation with Bogazici Enteral, are requested to contact directly to Mr. Hamdi Guner, Export Manager of Bogazici Enteral for any queries through the contact details below:

H. Hamdi GUNER

Export Manager

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M:+90 533 744 95 61

hamdi.guner@bogazicienteral.com

www.bogazicienteral.com

www.encircle-turkey.com

LUCKY DRAW PRIZES

Would you like to give some prize at the Lucky Draw from the visiting cards dropped in the visiting card bowl? Please mail to deepika@ibg.org.in for details. You would get great

mileage in the event flyer sent to over 15000 people.

DEALS FOR BENEFIT OF IBG MEMBERS

Disclaimer

IBG does not assume any financial responsibility in the deals brought to the benefit of IBG Members. All dealings with the respective vendors/bodies will be direct with the vendors under reference to IBG only for purpose of confirmation of IBG Member to the vendor.

TRADE OPPORTUNITIES

IBG Members are welcome to send us details of Buy/Sell they wish to post here. This notification goes to all Members and about 25000 contacts in our database and also to our Cooperating Chambers world wise and Consulates / Embassies who represent countries around the world.

WE WELCOME YOUR VIEWS

We welcome views of Members to make this news bulletin more useful to IBG Members in particular and businesses at large. Your interest in India Business Group (IBG) is highly appreciated.

Dated : 10th April, 2013

IBG Team

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In case you do not wish to receive mails from IBG, please reply back with the word “**Remove**” in the subject line.