



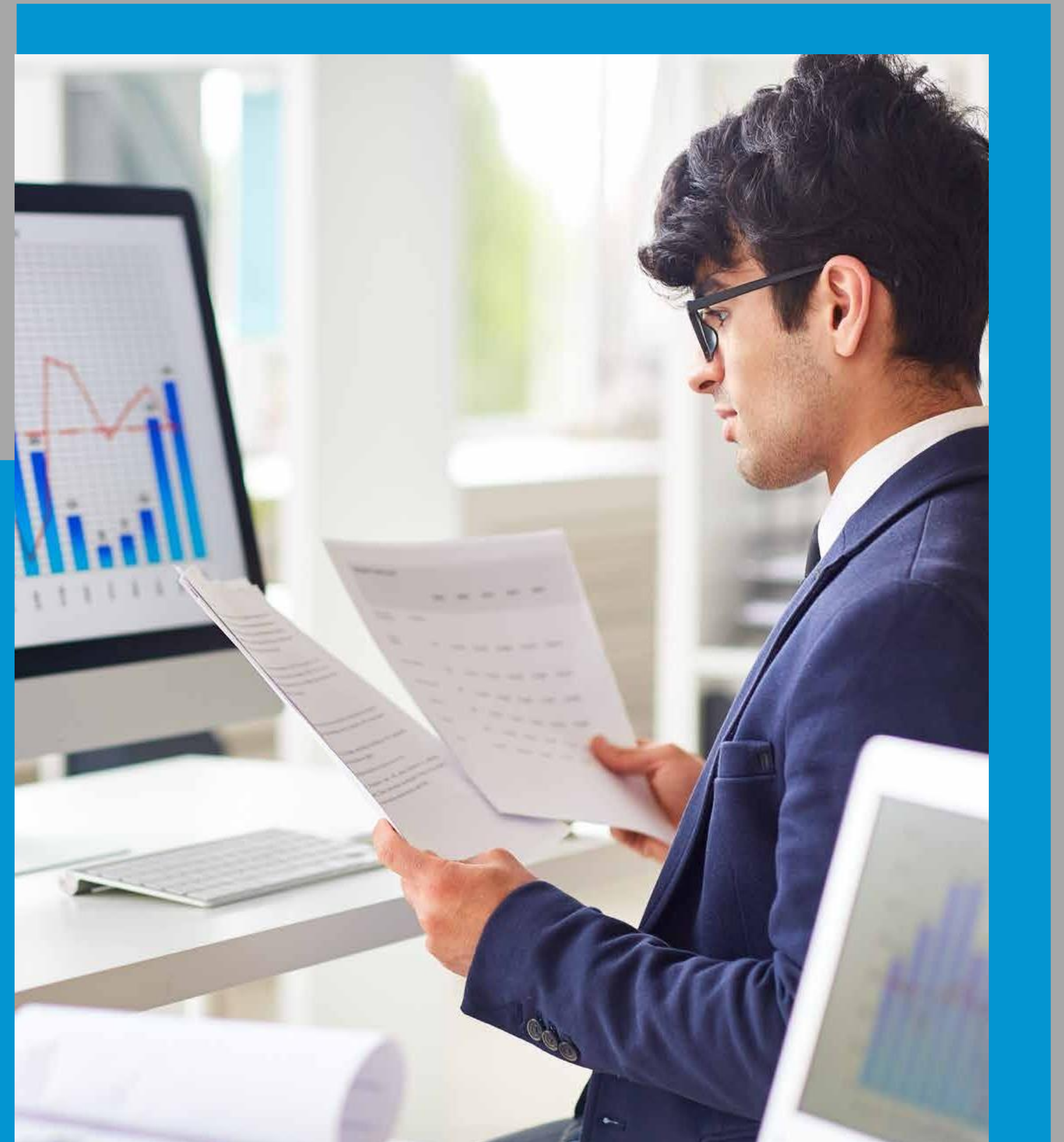
UNFOLDING A BRAND STORY



ABOUT BLUE MONK

It is not just about communication. It is reinforcing the product in the market place with an impact. Blue Monk is a Public Relations and Brand Communicating Agency creating marketing and Public Relations Strategies for the effective Brand Messages.

Started by Dr.Suryakant Mishra, Blue Monk is A flock of communications professionals with a sharp mind creating engaging Communications at play. With plan A, plan B, and plan C under our belt, we are famous for Burning midnight oil over cups of coffee to develop innovative marketing blueprints.

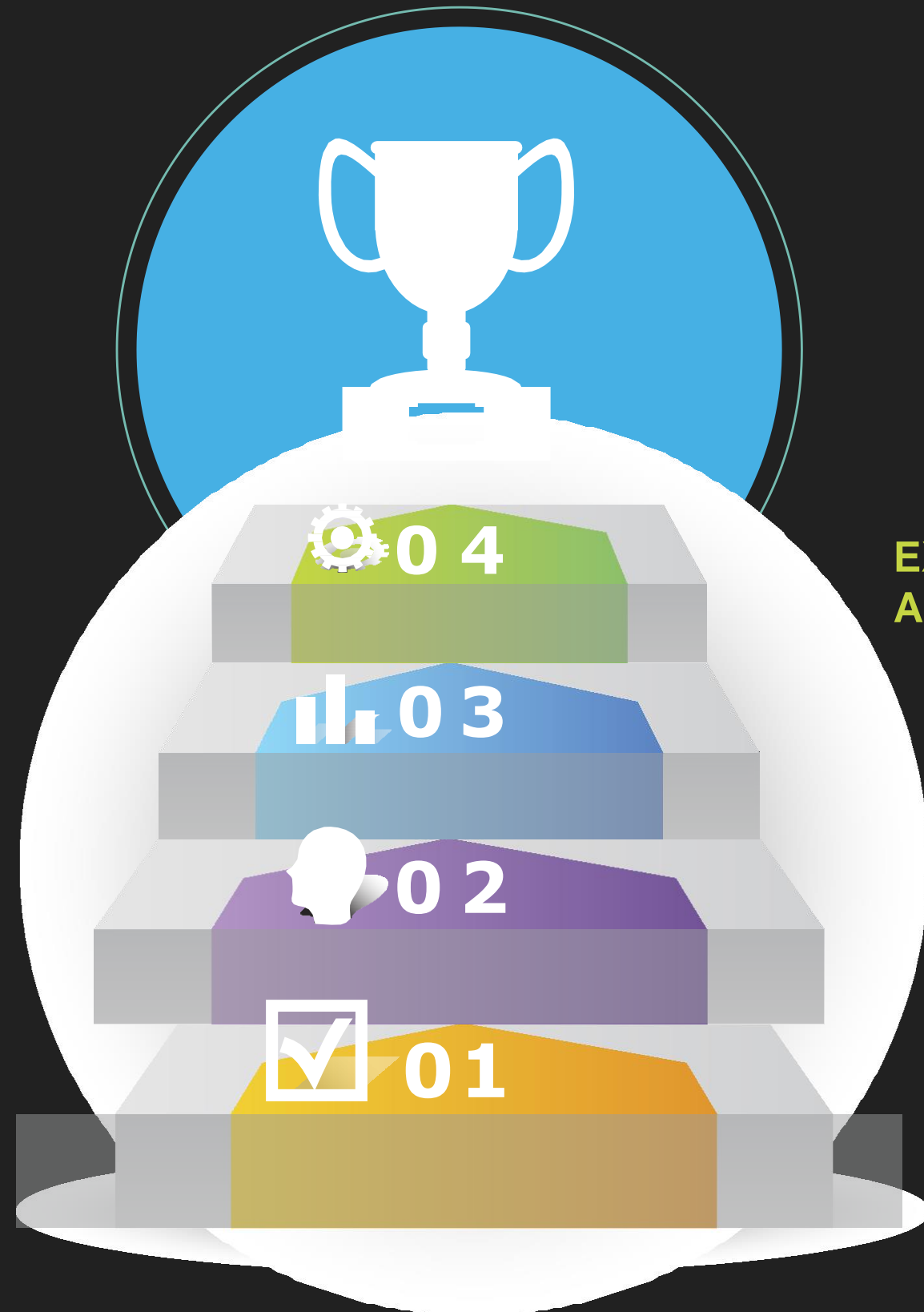


OUR MISSION

Our profoundly experienced and creative team centres around providing your product or brand the uplift it needs. We use the most innovative ideas in the business to get the outcomes you're searching for. A stand-out mix of methodology, communication and creative flair drives our team to create powerful and compelling content for the right audience. Our mission at Blue Monk is to serve our clients as their dedicated business partner.



OUR APPROACH



**EXTEND &
AMPLIFY**

**CUSTOMIZE
AND LOCALIZE**

**SEED STRATEGIC
MEDIA**

**DEVELOP
COLLATERALS**

KEY ASSETS



THE ADVOCATES
Blue Monk Merchants



THE IMPORTANCE
Local Market Statistics



THE IMPACT
Increases Productivity, Saves
Money And Time

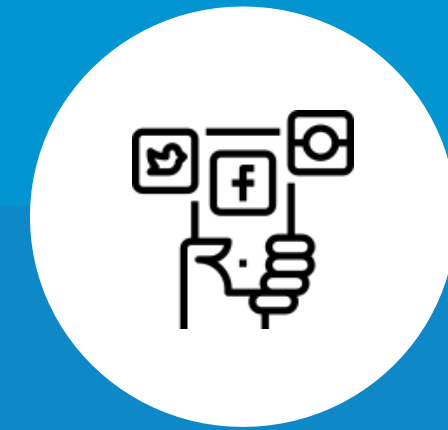
WHAT WE DO



PUBLIC
RELATION
SERVICES



BRANDING &
MARKETING
STRATEGIES



DIGITAL
MARKETING
SERVICES



SOCIAL
MEDIA
MARKETING



WEBSITE
DESIGN &
DEVELOPMENT



EVENT
MANAGEMENT
SERVICES



CONTENT
MARKETING
STRATEGIES



SECTORS

-  EDUCATION
-  HEALTHCARE
-  RETAIL
-  MEDIA & ENTERTAINMENT
-  TELECOMMUNICATIONS
-  PHARMACEUTICAL
-  TRAVEL AND HOSPITALITY
-  BANKING & FINANCE

SO HOW DO WE GO ABOUT IT

(Visual – Relationship Building Meetings)



Increase Credibility
& Brand Equity

Increase channels of
communication with
stakeholders



Create Awareness
& Visibility

Position the companies
as partners in building
the organisations



Build Thought
Leadership

Bring out leadership
through events &
relevant forums





WHOM WE CATER

HEALTH & WELLNESS

- Hospital
- Associations
- Pharmaceutical Cos
- Pharm Tech
- Labs

CORPORATE & FINANCIAL

- Start-Ups
- E-Coms
- Mobile Wallets
- Digital Disruptors

BRAND & CONSUMER

- FMCGs
- Education
- NGOs
- CSRs
- IPCs

TELECOM & TECHNOLOGY

- Banking
- Insurance
- Fintech
- Mutual Funds
- NBFCs
- PEs

INNER CIRCLE OF MEDIA

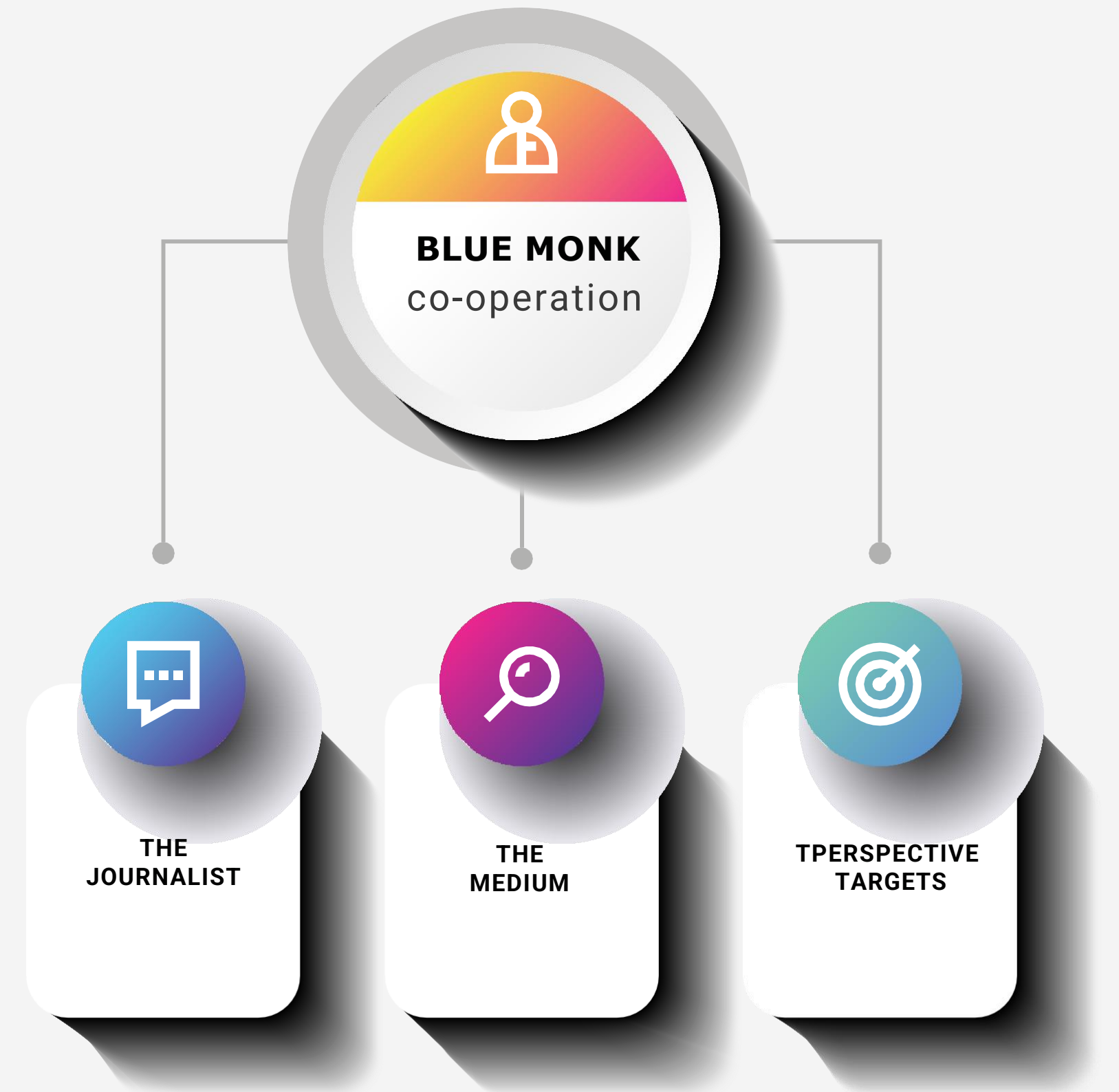
(Visual – The Journalists , Respective Targets)

Creating an Inner Circle of key journalists Writing on the sectors

- Identifying key journalists
- Media type and group - CAT A, B, C
- How they are Disposed towards the companies
- Positive | Neutral | Negative
- Set up an engagement schedule & service pack
- Engage with media writing on the sectors prolifically on a regular basis.

OUTCOME

- Stronger engagement with the target media
- Helpline enhance credibility and recall



CRISIS MANAGEMENT IN THE MEDIA

Communicating proactively with confidence and transparency in times of crisis minimises damage to corporate reputation. Our seasoned communications experts are equipped with the experience and understanding to help you prepare for and, when needed, respond effectively to unforeseen issues and crisis situations!

- 📌 Identifying and Accessing Vulnerabilities
- 🗨️ Preventing a Crisis from Occurring
- 📅 Communications during and after Crisis
- 📖 Monitoring, Evaluating and Making Adjustments



MEDIA TRAINING SESSIONS OFFERED

We provide a comprehensive learning centre of excellence that uses proprietary Knowledge, concepts, Insights and skill to facilitate training for senior executives in organizations and associations in the areas of media communication, public relations, corporate social responsibility, social media and marketing.





NEW AGE MEDIA

The Magic we create

Create Better Brands

Help organizations big or small to Create Better Brands.

Website Ranked

Get your Website Ranked on initial pages of Google search.

Listen and Analyze

Listen and Analyze what people are talking about your brand.

Analyze keywords

Analyze keywords that is relevant for your brand.



CONTENT WRITING

We provide you with a wide spectrum of editorial, research, design and knowledge advisory services that give you an edge. It is driven by a specialised team of writers, visualizers and secondary research professionals. Together, the team delivers content for internal and external communication across formats.

THOUGHT LEADERSHIP ARTICLES

- Articles
- Leadership Blogs
- Speeches
- Positions Papers
- Case Studies

PUBLIC RELATION CAMPAIGNS

In the real world, public relations are more than sharing the press releases. It is more about sharing the stories that one wants to tell. It requires a pinch of creative tactics, a hint of inspired strategies, and a boatload of facts. Since there are so many ingredients in PR, no two campaigns ever look the same. One may find the very ancient method of media placement working for some businesses while for others you may see more modern forms of communicating with the stakeholders.



BIRLA SUN LIFE INSURANCE

Aditya Birla Group is a leading conglomerate having business in Manufacturing, Textiles, Telecom etc. However, when the company was entering the Financial Services along with Sun Life Financial at a time when India was skeptical of MNCs, the brand's challenge was to create a positive image across all the stakeholders. The task to steer clear of controversies; focus on positioning the brand as the leading financial services company in India offering various products in the financial sector.

The brand's strengths were showcased to reinforce its commitment to the country, along with an effective public relations program. The objective was to position the company as a pioneer and leader in the financial services sector in India. As a result, Birla Sun Life was perceived as a reliable and trust worthy partner and became synonymous with some of the the latest and most advanced technological innovations in the financial sector.



MAHINDRA & MAHINDRA

Mahindra & Mahindra wanted to establish its image as a global company offering world class products in the international auto market. When competition launched high-decibel PR activities, an entire PR campaign with a specific set of communication material was created which would place emphasis on Mahindra's global accomplishments.

These were customized according to the global palate and highlighted the exemplary service standards of the group. The value behind the brand was strongly positioned. This gradually built the popularity of the brand at the global level and helped it expand its base across various locations in the world.



NCDEX

National Commodities and Derivatives Exchange is the third largest agricultural exchange in the world. The objective was to communicate to the stakeholders about the commitment of the exchange to promoting a healthy platform for the farmers aimed at their socio economic development. This was done after conducting a media perception audit which highlighted the level of awareness about the exchange in the media.

Along with media training programmes as well as the customer contact initiatives, a proactive and positive image was created about the exchange. Today; NCDEX is renowned for its expertise and contribution for the welfare of the farmers and has created its own brand value and positioning in the market.



MAHYCO

With over fifty years of legacy, the Mahyco Group is a respected family-led conservative business entity in the realm of Biotech in India. There was a need to strike a balance between the brands of Mahyco and raise its corporate profile. The need for Mahyco to be known as a contemporary brand that offers through BT products and their consumption while retaining its quality with a modern approach. This corporate profiling was emphasized through outreach programmes at the national and local levels with CII, FICCI, ASSOCHAM, Rotary and Lion clubs.

Foundation was created with a credible panel of spokespersons for a consumer interface in rural areas, as tremendous media potential outside metros was also recognized. Through leadership and corporate profiling programmes Mahyco was able to build a more contemporary image with a focus on promoting non-intrusive health perceptions, and standing for well-being/ good health.



MAGMA FINCORP

Magma Fincorp is a leading Non-Banking financial services company offering its services in the semi urban and rural areas. The objective was project the brand as 'exciting' as compared to traditional forms of retail. There was also a need to focus on the growing importance of online sale as a serious retail option.

The process followed was to demystify the buying experience for users, and helped build a favourable image for brand Magma. An extensive media outreach programme was created to reach out to the various locations where Magma had its presence. The brand image was reinforced as a significant player amongst the NBFC players in the country.



EUREKA FORBES

Eureka Forbes has grown to become a world leader and a pioneer in the water purifying business in the country. Through the involvement of channel partners, the superior and world class features of Eureka Forbes was showcased. The objective was to reinforce the capabilities and the technological superiority of the product for the Indian market.

Media recognised Eureka Forbes as a powerful player in the water purifying market. Eureka Forbes was positioned as the key industry driver of the technologies, from production to consumption.



GATI

GATI is a leading player in the cargo business. It revolutionised the process of courier services from designing to execution. The challenges faced by the brand were of a lesser connect in the B2C segment as compared to a B2B.

The strategy offered was to demystify and de-jargonise the technicality associated with the solutions offered by the company. The brand its technology as well as the key spokespersons of the brand were highlighted along with focus on highlighting the brand in the various industry platforms.



HealthTotal

Real • Simple • Scientific

HEALTH TOTAL

Health Total wanted to establish itself as one of the leading health care brand in India, and create visibility for the urban, educated class staying in the metros. The objective was to gain traction with the younger target audience as well.

To address the PR objectives, a set of media activities were conceptualized and implemented through a high decibel campaign to create awareness around Health Total and its unique offerings for the customers.

OUR CULTURE



WORKSPACE

The workspace that has been created & nurtured by the Founding members of Blue Monk creates an unwaveringly professional environment.



PEOPLE

No matter what, we sternly believe in giving equal status to every member in the corporate hierarchy of the Blue Monk family.

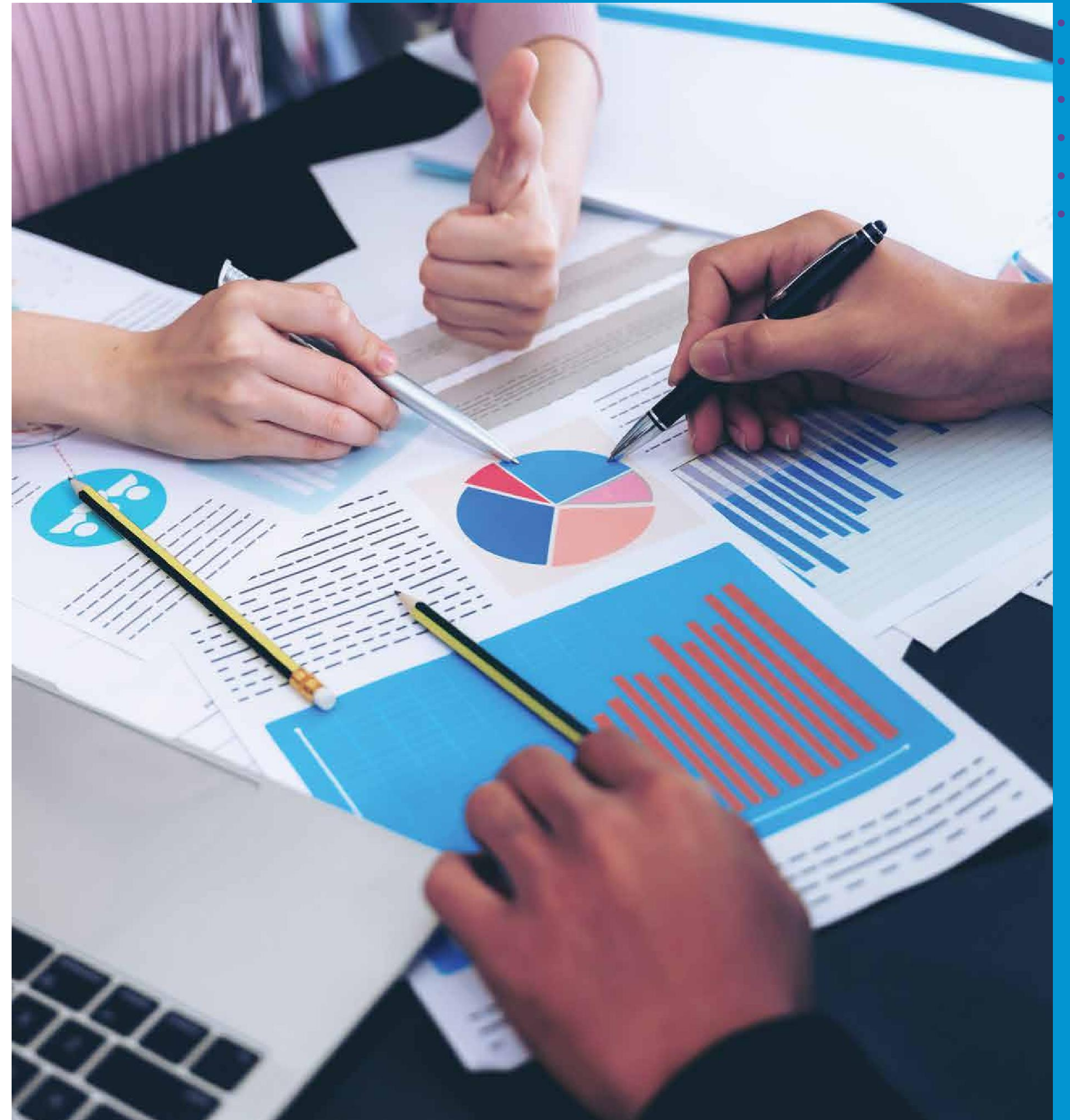


BELIEF

We believe that goal motivates, values guide, and habits define. These are the qualities that guide us each day.

WORK ETHICS

At Blue Monk, we obligate ourselves to honesty, transparency and individual accountability in our work. The Blue Monk team is driven by true passion for marketing methodology, possible outcomes, digital innovation and customer's outcomes. At the vanguard of our industry, we help our customers in deriving genuine outcomes by setting the pace of digital marketing, communication and personal relations through our progressive and marketing strategies.





AWARDS AND RECOGNITION

We strongly believe that actions speak louder than words, which is why we strive to be an organization where people can achieve their targets through our efforts and inputs with total honesty and transparency. We work towards uplifting your brand and company through our focused, flexible and strategic approach. This helps in creating a better experience for our customers in driving growth and making their business stronger.



DR.SURYAKANT MISHRA

Founder & CEO

Founder and CEO of BlueMonk Communications, Suryakant leads the team. Before the entrepreneurial venture, Suryakant was heading the corporate communications function at Magma Fincorp, amongst the top five NBFCs in India. In his twenty plus years' experience in the PR industry, he has worked in PR agencies like Abacus Public Relations, Corporate Voice and IPAN handling some of the prominent brands like Eureka Forbes, Kinetic Engineering, GATI, Birla Sun Life Insurance, NCDEX, Mahyco, Mahindra & Mahindra, Rediff.com and Geetanjali Jewelers. He has been able to develop and maintain strong relationships with senior level journalists and has the expertise in strategic communication, reputation management, crisis management and investor communications.

Suryakant did his Masters and M.Phil. from Delhi University followed by a Post Graduate Diploma in Mass Communications from the prestigious Indian Institute of Mass Communications (IIMC). He has also completed an executive programme in management from the Indian Institute of Management, Indore (IIMI) and a certificate course in Brand Communications from XLRI. He has also done his PhD in management from Mumbai University. Suryakant is actively involved in various industry associations like CII, FICCI, ASSOCHAM, IMC and BMA and has been a part of their various committees.

ASHU MEHROTRA

PARTNER-CLIENT SERVICING



With Bluemonk as a partner handling the client servicing since the beginning of 2019. He has over 25 years plus experience in Media relations and Marketing. His direct responsibilities include lead generation and management, client acquisition and engagement, targeted media planning and execution, and team mentoring and training. A brand strategist to the core, he has a proven expertise in conceptualizing brand marketing plans, commissioning research, and consulting clients on competitive analysis, product pricing, and media and PR strategy.

He has worked at ADATA Technology (India) as the National Marketing Manager for five years, where he spearheaded the India launch of ADATA's LED Lighting products and ensured high-impact brand communication across channels including TV, Print, Radio, Web, Social, PR, Direct Mailers, Events, Collateral, Sponsorships and Internal Communications. During his rich, 25+ years of career, he has played important roles in operations and business strategy, establishing symbiotic relationships with clients and market influencers, at top companies including D-Link (India) Ltd, Neoteric Infomatique Ltd, Rashi Peripherals, Jasubhai Digital Media, Nextgen Publishing Ltd, and a host of other software and hardware resellers during the initial days of his career.

TESTIMONIALS



AJAY DAS

All round a professional and pleasant service, responsive and work is done to a high level. Recommended.



SURAJ HANDEL

Great job! We really had a good time working with Blue Monk Media. They were courteous and helpful and took care of our every need, even when we asked a lot from them. Very reasonable with price as well!



AMIYA KUMAR

The guys at Blue Monk are true professionals and a pleasure to work with. If you're looking for friendly, professional designers that get the job done, call Blue Monk.



K.JAY DAS

Blue Monk Team is a joy to work with - perceptive and able to accept a challenge, define a client's business "problem" and present striking and valuable solutions.

OUR NATIONAL FOOTPRINT

Presence in over 100 cities in India through
associate network



NORTH

Agra | Ajmer | Allahabad | Bareilly | Chandigarh | Dehradun | Gorakhpur | Jailsamer | Jaipur | Jalandhar | Jammu | Jodhpur | Kanpur | Kota | Lucknow | Ludhiana | Meerut | Patiala | Shimla | Udaipur | Varanasi

CENTRAL AND EAST

Bhopal | Dispur | Guwahati | Indore | Jabalpur | Chattisgarh | Jamshedpur | Patna | Raipur | Aizwal | Gangtok | Imphal | Itanagar | Shillong

SOUTH

Calicut | Chennai | Cochin | Coimbatore | Kottayam | Thiruvananthapuram | Madurai | Trichy | Salem | Vizag | Vishakapatnam | Mysore | Mangalore

WEST

Ahmedabad | Aurangabad | Baroda | Goa | Kolhapur | Kutch/Bhuj | Rajkot | Nasik | Nagpur | Sholapur | Surat | Solapur | Akola



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