

Press Release

Dickenson Media Private Limited - the birth of a different kind of B2B Events Company



Dickenson Intellinetics Private Limited announces the formation of a new media company to serve the growing needs of corporate and event producers of B2B events in India. Called "Dickenson Media Private Limited (DMPL)", the 100% subsidiary comprises of 10 professionals made up of existing members and 7 newly recruited seasoned professionals. Apart from the dedicated team for DMPL, the company is supported by 35 other staff members of its parent company in the functions of research, creative services, PR, administration, finance and event engineering. Through DMPL, the management is placing special focus in growing its B2B events portfolio by 200% in the very first year itself. Apart from the IVCJ franchise of 10 events, DMPL has already bagged 2 major large scale international events to be hosted in India, and defined 6 additional in-house engineered events for the fiscal year 2009/10. DMPL has already positioned itself as one of India's leading independent providers and promoters of strategic conferences, professional training, in-company training, B2B solutions and on-line information.

The basic objectives behind DMPL events are to provide the fastest, most lucrative platforms for its clients and delegates to stay abreast with the current issues in various business circles. With an economy that is sustaining the global downturn relatively better than most markets, exhibition companies all over the world realise the need to participate in markets such as India and China. To achieve this, they will need to work alongside reliable local partners that can deliver a successful B2B platform. For such global clients, DMPL plans to replicate the shared knowledge and best practices with local improvisation. Further, DMPL also intends to be responsible for organising and providing management support system for conferences on sectors such as, Private Equity, Real Estate, Infrastructure and Healthcare, IT, Finance, Cleantech Technology, Banking, Energy and other Corporate Communications related events. The aim and philosophy behind each of the forums will be to create a truly interactive environment, designed to maximise discussion and debate.

What are the USPs that DMPL brings to the table? According to director, **Ms. Simi Saha**, *“One of the key differentiating factors behind DMPL is that we work off our high quality in-house databases and can satisfy our clients from the early stages of ideation to the full responsibility of execution. What’s more, we specialise in also bringing money to the table by securing meaningful sponsorships for our clients. Finally, I believe that our uncompromising credence in delivering quality in everything we do will serve as a key differentiating factor.”*

Talking about the future plans of the company, the newly appointed CEO of the company, **Mr. Yogesh Vyas** says, *“We also aim to position ourselves as India’s number one provider of end-to-end solutions in conferences and exhibition. While we will always look to grow our business on our home turf, our expansion plans in the near term will include deals in Dubai and Singapore.”*

For more information on the company, visit: www.dickensonmedia.com

About Dickenson Intellinetics Private Limited:

Dickenson Intellinetics (P) Limited is a leading provider of communication services and specialist information to the global professional and commercial communities via research, publishing, events and executive training. For more information log on to: **www.dickensonworld.com**.

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