



credentials

WHO
ARE WE?

we see through inimitable
VISION !



we craft

STRATEGIES!



we turn out
DREAMS
into REALITY !



we create

LIVE

EXPERIENCES !





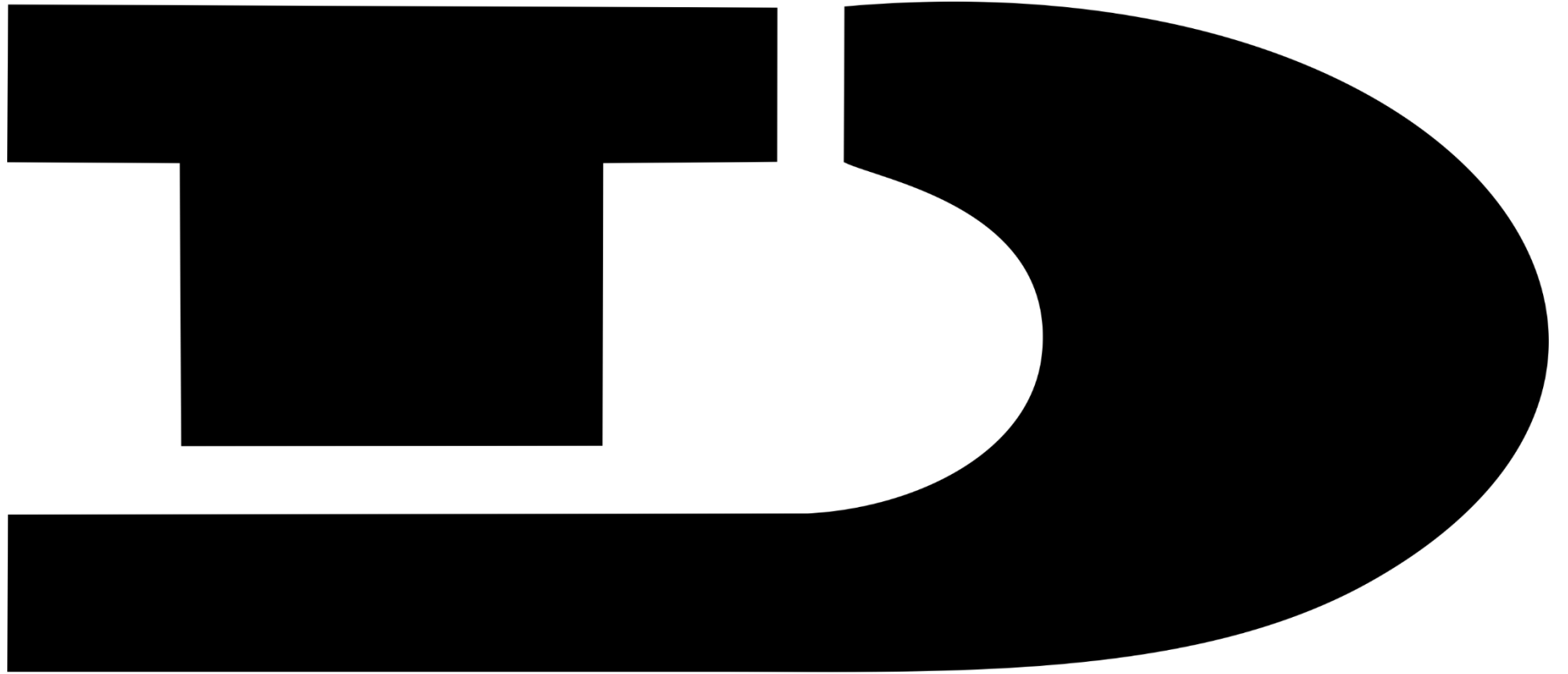
we nurture
GROWTH !



and...

we bridge the gaps between **BRANDS**
and **CONSUMERS...**

WE
ARE



TIE DO INTEGRATED MARKETING SERVICES PVT. LTD.

As our name suggests, we at Tie Do believe in **weaving relations amidst our clients and the potential consumers**

With a team of experts, Tie Do excels in offering its clients a whole new array of **customized event solutions, with exactly the kind of assurance for productivity, efficiency, gratification and vigor one desires**

WHY



One-Stop-Solution Provider



Strong Global connect



Competitive Costs



Team of Experts



Client-centric Approach



Innovation at each level



Vision

UNPARALLED

To become exclusive builders of an unmatched event experience



FRONT RUNNERS

To emerge as globally leading event service providers



RELIABLE

To become the most trusted event companion in the world



Our Presence

We have our offices in **India, Nepal & Dubai**. We along with our associate partners have the capability to reach out to over **big and small towns globally**



NEPAL

Address: Sim Sim Marga,
Lakhechaur, Mid Baneshwore,
Kathmandu

DUBAI

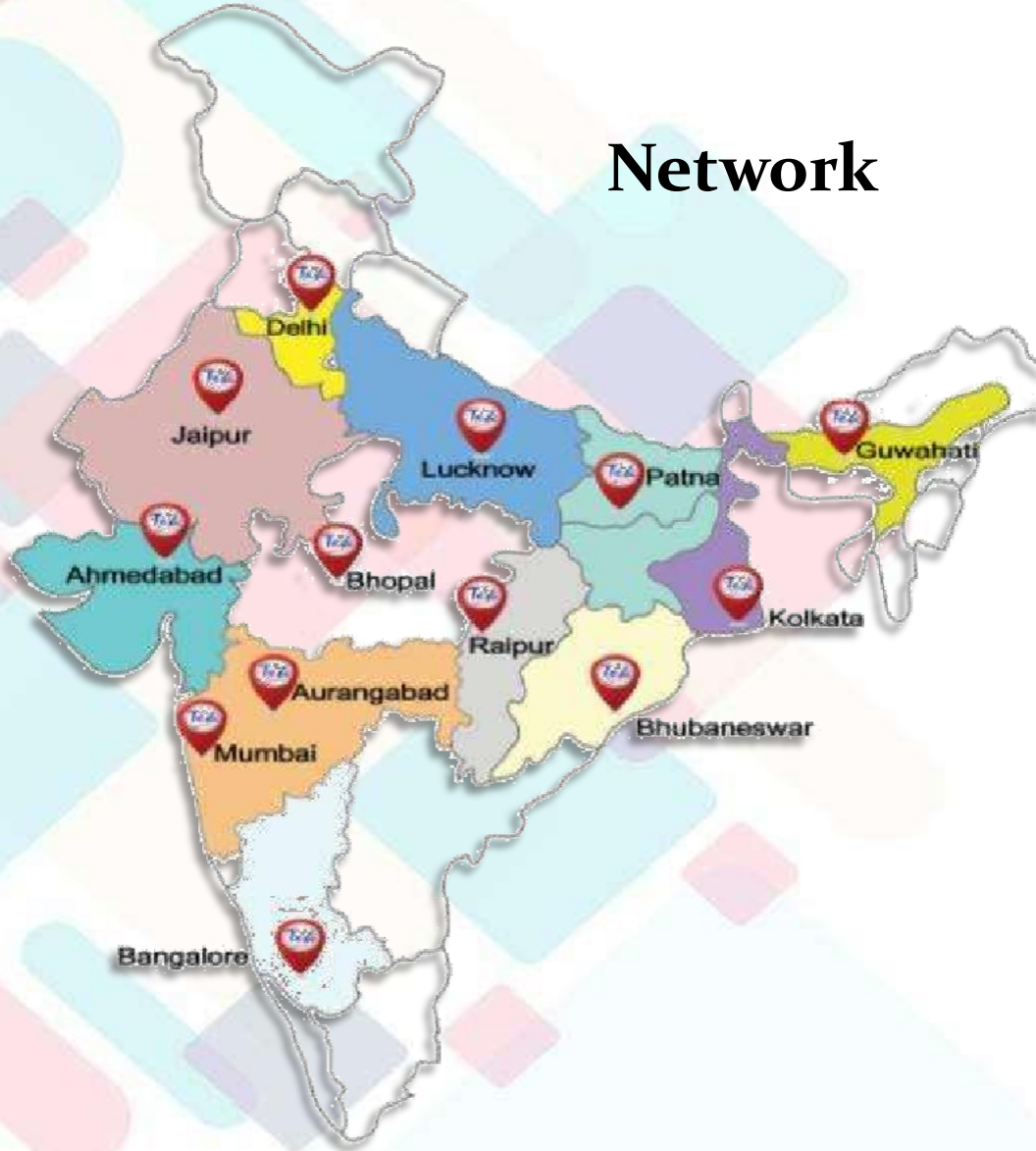
Address: I1-248D,
Ajman Free Zone,
Ajman

INDIA

Address: E-50,
Basement, Sector 3,
Noida-201301

Branches & Catchments

Network



▪ Delhi

Haryana Punjab
H.P. U.K. J. K.

▪ Lucknow:

Uttar Pradesh

▪ Patna:

Bihar Jharkhand

▪ Kolkata:

West Bengal

▪ Bhubaneswar:

Orissa

▪ Bhopal:

Madhya Pradesh

▪ Bengaluru:

Karnataka Andhra Pradesh
Kerala Tamil Nadu

▪ Mumbai & Aurangabad:

Maharashtra
Goa

▪ Ahmadabad:

Gujarat

▪ Jaipur:

Rajasthan

Operational Hubs:

▪ Guwahati:

North Eastern States

▪ Raipur:

Chhattisgarh

OUR TEAM

A team of people is shown working together to assemble a large structure of colorful puzzle pieces. The pieces are arranged in a grid pattern, with some pieces being placed or adjusted by individuals. The background is a cityscape with tall buildings. The overall scene is a metaphor for teamwork and collaboration.

Expertise is a gradual process of perfection!!!

Each individual that forms the backbone of TIE DO comes with a qualification that exceeds market requirements

The TIE DO structure allows its client to be confident that in the absence of one member a corresponding team member is capable of executing the job required

Each member is adequately equipped with the skill and knowledge to undertake and execute projects globally

PARVEZ JAMAL



Core Skills: Event & Experiential – Strategy & Ideation, Planning, Execution and Client Servicing

Across a span of 20 years Parvez has been a rolling stone gathering some shine and lot of moss of much variety in India and the UAE.

Armed with a degree in Management & over 25 years of experience in marketing services, Parvez has worked with leading brands across the categories. Have consistently created ideas that creates active conversation & consumer engagement across all possible touch points through specialized Events & Brand Activation

Creating break through strategies, laying down process, executing and enabling the transition from traditional marketing communication to effective marketing for some of the leading brands like Volvo, Airtel, Goodyear Tires, Reckitt Benckiser, Alcatel Lucent & Mahindra Retail

With a portfolio of over 500+ events and few awards in his kitty has done events in most parts of the world.

SHAHVEZ AKHTER

He started his career in BTL industry with Solutions in 2002 as Assistant Project Manager. Moved to ICONS in 2005 and thereafter,, he joined Euro RSCG in 2007.

Learnt the art of managing operation in BTL industry which most of the times is managing crisis. Having mastered the skill of operations & also production. He moved to IES Madison in 2011 & worked there till 2016. In 2016, he moved to Akkado (Unit of Color Palette Pvt. Ltd.).

His best quality lies in the fact that client is always at ease when he is controlling the things. He love the challenges & like to take things in his strides Some of the clients that he worked with are Kohler India, Prism Cement, Asian Paints, Cadbury, Mars India, Muthoot Finance Corp, TATA Docomo, Bharti Airtel, Volvo, HDFC Bank, etc.



PRIYANKA MAIKHURI



Priyanka started her career as an experiential marketing professional in 2010 just after completing her post graduate diploma in Event Management & Public Relations. After having spent 8 years in the industry, she thought of taking a new challenge by moving to entrepreneurial route.

During her initial years, she worked with Innobuzz Marketing Solutions from 2010-2011 & Craftsman Solutions from 2011-2015 where she was handling conceptualization, visualization, client servicing and operations profiles. There after she moved to Akkado (Unit of Color Palette Pvt. Ltd.) in 2015 where she worked with clients on various integrated marketing projects.

Over the year she has worked with organizations like Kohler India, Prism Cement, HT, Sab Miller, Panasonic, Bharti Airtel, Samsung, Experion Developers, Philips, Roca, etc.

MOHIT BAJAJ



He is graduated from Delhi University. Started Career with fashion modeling. Cadbury photoshoot ads his path to event industry. More then 12 + years of experience in hard core operations. Very strong negotiation and manpower driven projects. Must have pan India database to execute any jobs pan India. Before landing to TDIMS he has worked with Madison & Akkado. Worked with 200 plus events and activations Pan India as well overseas also. Client worked with Cadbury India, Nestle, Utkarsh bank, Kohler , Prism Cement, Tata AIG, ICICI bank etc.

DIPENDRA TRIPATHI



Dipendra has started his career 12 years ago and over the years he has become an integral resource of the events industry by sheer hard work and the ability to learn.

Executing events for eminent brands like Roca, Philips, Bharti Airtel, Orient Electric, Kohler India, Prism Cement, Vodafone, Philips, etc. among others, gave him the right exposure and expertise to manage events across the world with great efficiency.

Dipendra is a graduate in Bachelor of Arts from Delhi University and has done Post Graduate Diploma in Event Management & Public Relations from EMDI Institute of Event Management.

ANKUR GUPTA



Btech ECE (2007-2011) - UPTU – Engineering, Always love to do Innovations . He has 10 years plus experience in tech driven projects . Application Development (Web | Mobile | ecommerce App Development | UI UX Strategy).Brand Marketing (Experiential Campaigns | BTL Lead Generation Campaigns | Branding - Profiling).Application Development (Web | Mobile | eCommerce App Development | UI UX Strategy).Content Development (2D | 3D | Explainer Videos | Concept AD Shoot & Editing with Scripts).Digital Marketing (Sales Booster with Lead generation | SEM | Google Analytics | Influencer | Trend marketing | SEO / AdWords / Performance Marketing Strategies | Affiliate Marketing

AJAY KAURAV



8+ years of progressive experience designing 360-degree brand marketing & communication strategies in integrated marketing communications, specifically in media strategy & planning, advertising, campaign planning and commercial experience in brand management. Thought-leader and strategic manager experienced at managing BTL/ATL & digital & social campaigns, special projects, national promotional campaigns, merchandising, trade marketing, product positioning, demand forecasting, and other activation. Data analysing and campaign analysing, specifically MQL/SQL experience at managing paid campaigns. He has done **PGDM (MBA) – IIMT School Of Management Gurgaon Masters in Commerce – Finance, DAVV University .**

CHARANJIT SINGH



Charanjit Singh a Civil Engineer from Institute of Engineers started his carrier with Nestle India Ltd. & left Nestle from the post of Area Sales Manager after working for 13 years & started his own Artist Management Company & is associated with TDIMS since 2018 and handling the artist requirements of TDIMS. His company has done more than 1000 events of all levels as artist management company nationally & internationally. Worked with all agencies and most of client like Honda, HCL, LG, Microsoft, Airtel, Kohler, ICICI Lombard, Toyota, Delhi Gymkhana, Audi, Rotary Club, FICCI, BPCL, Ispat Industries, Hindustan Times, Franchise India, Hero Honda, Hindware India Ltd

HARMEET BEDI



He is graduated from Delhi and done is design and get his design skills in Photoshop , MAC , Animations in Delhi only and have 15 + years of experience working with different agencies like EURO RSCD /Calypso events/ Trident Exhibitions Pvt ltd finally landed at TDIMS to head its creative devison . Super skills in design ideation to keep in mind its on ground implementation and costing



approach

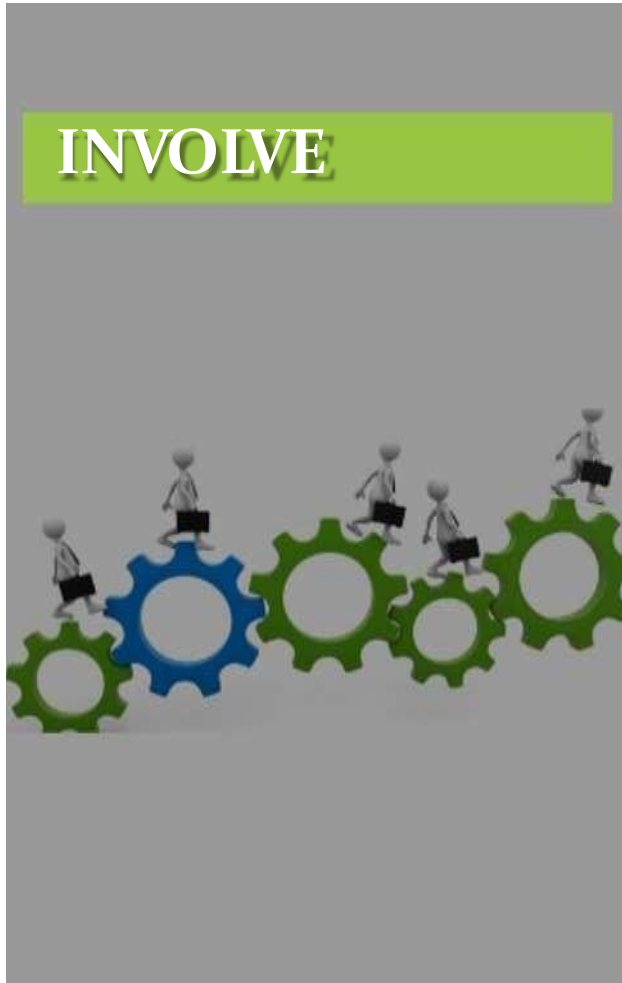
INNOVATE



INTERACT



INVOLVE



INFLUENCE



OUR SPECIALIZATIONS

EVENTS



- Corporate Events
- Seminars & Conferences
- Launch Events
- Employee/ Dealer Meets
- R&R Events
- Family Day Events

ACTIVATION PROGRAM



- Consumer Connect Program – Mall Activation, Road Show
- Focus Group Promotion – School/ College Activation, RWA Activation, Corporate Activation, Gyms/ Clubs Activation

EXHIBITION



- Exhibition Conceptualization & Management
- Stall Designing & Fabrication

BRANDING



- Retail Branding
- OOH
- Collaterals

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SNAPSHOT

PAN India Events

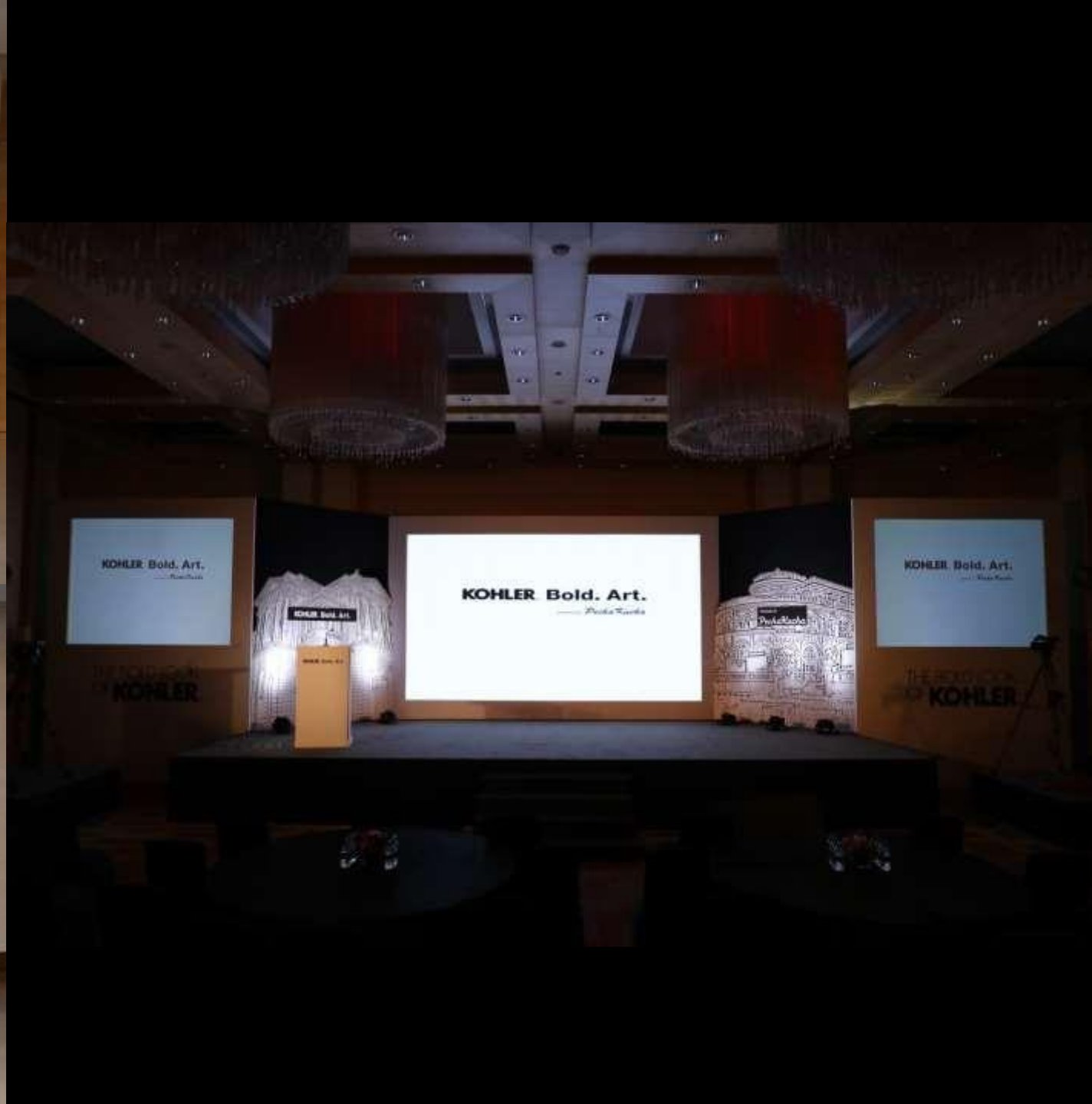




CLIENT {KOHLER INDIA}

EVENT {PECHA KUCHA SERIES}

CITY {CHENNAI}



REGISTRATION & EVENT PICTURES



SPEAKER PRESENTATION SESSION



GUEST SPEAKERS SHIVAN & NARESH



Q&A and FELICITATION SESSION





CLIENT {KOHLER INDIA}

EVENT {CHANNEL PARTNERS MEET 2018 – 4 CONSECUTIVE DAYS}

CITY {DELHI}



RFID REGISTRATION



SET-UP & DISPLAY UNITS





DISPLAY UNITS





SPEAKER PRESENTATION SESSION



PRODUCT UNVEILING



RFID PRODCUT LIKE BUDDY



PERCUSSIONIST & DJ





CLIENT {KOHLER INDIA}

EVENT {PECHA KUCHA SERIES}

CITY {PUNE}



SPEAKER PRESENTATION SESSION



Q&A and FELICITATION SESSION





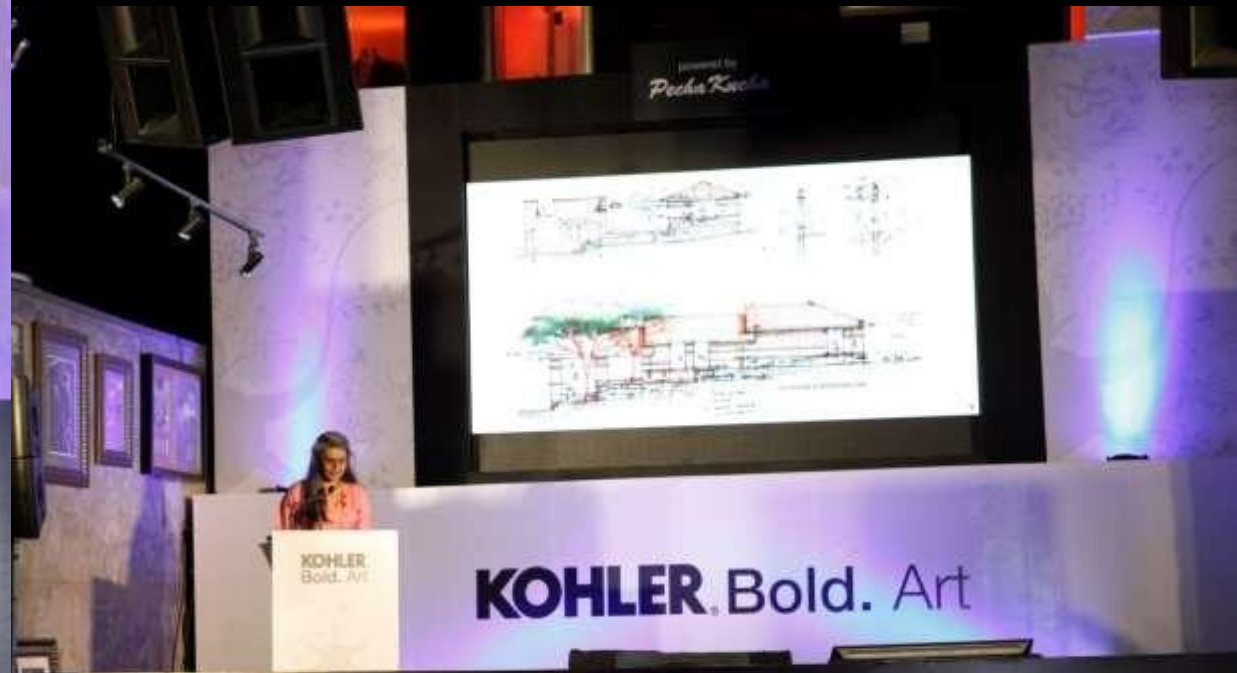
CLIENT {KOHLER INDIA}

EVENT {WOMEN'S DAY CELEBRATION - PECHA KUCHA SERIES}

CITY {MUMBAI}



SPEAKER PRESENTATION SESSION



GUEST SPEAKER PRESENTATION SESSION





CLIENT {TATA COMMUNICATIONS}

EXHIBITION {LEADERSHIP PROGRAMME}



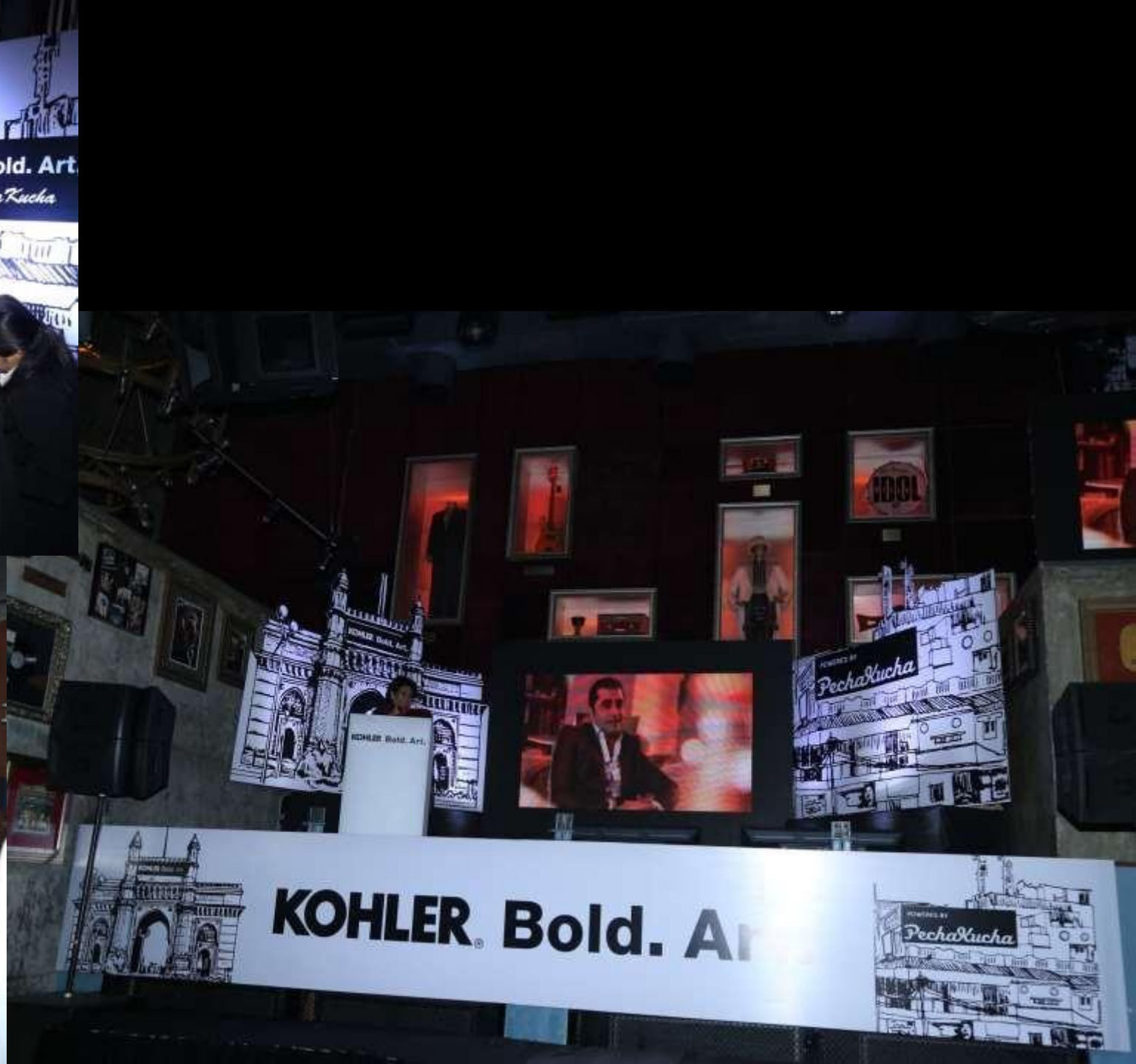




CLIENT {KOHLER INDIA}

EVENT {PECHA KUCHA SERIES}

CITY {MUMBAI}



SPEAKER PRESENTATION SESSION





CLIENT {KOHLER INDIA}

EVENT {SHOW & TELL SERIES}

CITIES {MUMBAI}

REGISTRATION & STAGE DESIGN



MOCK UPS



SPEAKER SESSION



KOHLER. Bold. Art.



KOHLER. Bold. Art.

ENTERTAINMENT





CLIENT {DIRECTORATE GENERAL OF HYDROCARBONS}

**EVENT {LAUNCH OF NATIONAL DATA REPOSITORY & OPEN
ACREAGE LICENSING PROGRAMME, THE ASHOK, NEW DELHI}**

ENTRANCE & REGISTRATION



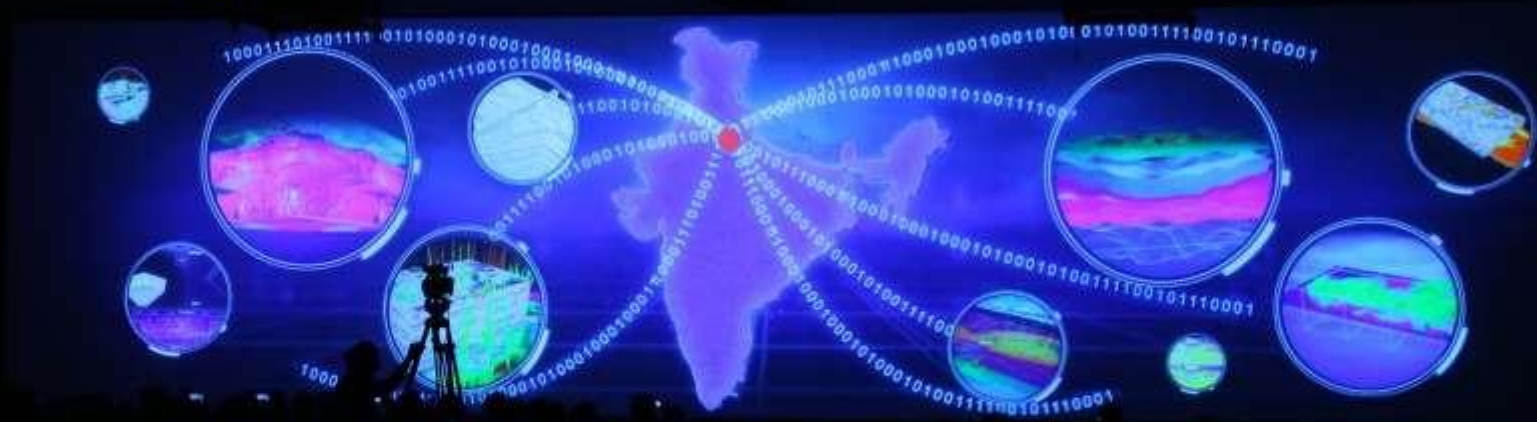
STANDEES & BRANDING



STAGE DESIGN



WEB LAUNCH & 3D MAPPING





CLIENT {KOHLER INDIA}

EVENT {SHOW & TELL SERIES}

CITIES {BANGALORE}

REGISTRATION & STAGE DESIGN





MOCK UPS



PRESENTATION & ENTERTAINMENT



FELICITATION





CLIENT {KOHLER INDIA}

EVENT {SHOW & TELL SERIES}

CITIES {CHANDIGARH}



REGISTRATION, DISPLAY & STAGE DESIGN



MOCK UPS



FELICITATION & ENTERTAINMENT





CLIENT {DIRECTORATE GENERAL OF HYDROCARBONS}

**EVENT {DISCOVERED SMALL FIELD BID ROUND : 2016, SIGNING
OF CONTRACTS, NEW DELHI}**

REGISTRATION & STAGE DESIGN





WEB LAUNCH & CONTRACT SIGNING CEREMONY





CLIENT {FUNDAYS ENTERTAINMENT ZONE}

EVENT {CHRISTMAS CELEBRATION}

CITY {DELHI}







CLIENT {KOHLER INDIA}

EVENT {PECHA KUCHA SERIES}

CITIES {DELHI & HYDERABAD}

KOHLER Bold. Art.

presented by *Pecha Kucha*

PRESENTED BY
Pecha Kucha



KOHLER Bold. Art.

KOHLER

SPEAKER PRESENTATION SESSION





CLIENT {KOHLER INDIA}

EVENT {EWD SERIES}

CITIES {BANGALORE, MUMBAI, CHENNAI & NEW DELHI}







SNAPSHOT

Exhibitions

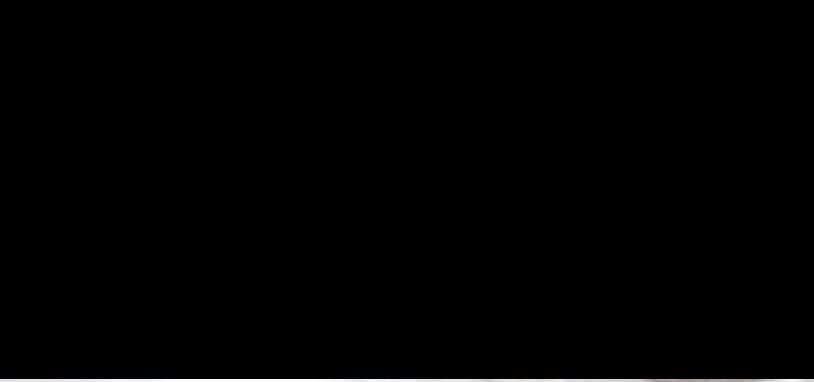


CLIENT {STEELBIRD}
EXHIBITION {AUTO EXPO 2018}
STALL SIZE { 108 sq. mtr. }



CLIENT {KOHLER}
EXHIBITION {19th ARCASIA FORUM JAIPUR}
STALL SIZE { 260 sq. mtr. }





CLIENT {STEELBIRD}
EXHIBITION {NADA AUTO SHOW 2017 NEPAL}
STALL SIZE { 24 sq. mtr.}



CLIENT {SILVER PALACE}
EXHIBITION {JEWELLERY EXHIBITION TRIVANDRUM}
STALL SIZE { 48 sq. mtr.}



CLIENT {ZTE}

EXHIBITION {BRICS INDIA EXHIBITION, PRAGATI MAIDAN, NEW DELHI}

STALL SIZE { 203 sq. mtr. }

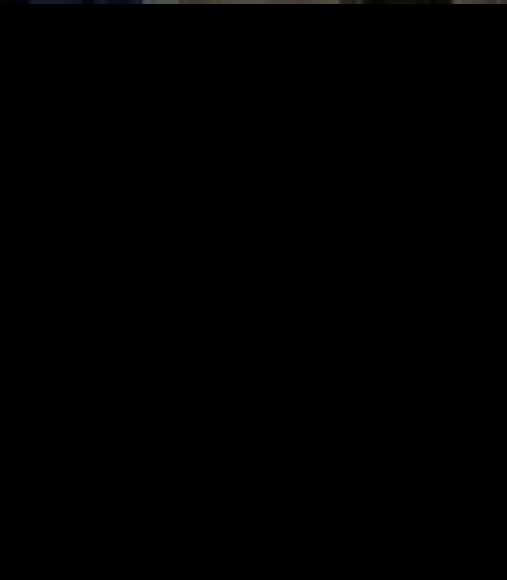




**360 DEGREE
PHOTO
BOOTH**



CLIENT {MITUTOYO}
EXHIBITION {IMTEX, BIEC, BANGALORE}
STALL SIZE { 72 sq. mtr.}



CLIENT {MITUTOYO}
EXHIBITION {DIEMOULD, BIEC, BANGALORE}
STALL SIZE { 84 sq. mtr.}



CLIENT {WELLNESS PATHCARE}
WORK {OFFICE DÉCOR, GURGAON}
STALL SIZE { 1400 sq. ft.}





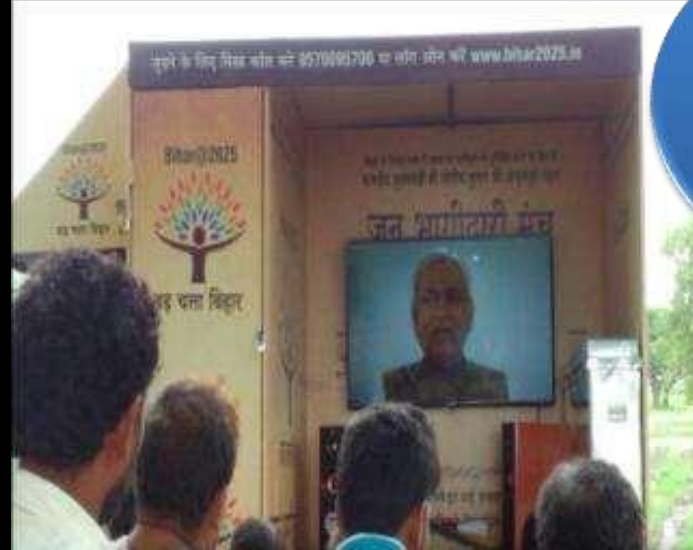


SNAPSHOT

Activations &
Promotions



INTERACTIVE MEDIA CAMPAIGN



Van Activity

MELAs



INTERACTIVE MEDIA CAMPAIGN



Display &
Demos

Canopy/
Kiosks



INTERACTIVE MEDIA CAMPAIGN



Door to
Door
Activity

School/
College
Activity



INTERACTIVE MEDIA CAMPAIGN



Apartment
Activity

Film
Festivals



INTERACTIVE MEDIA CAMPAIGN

Mall / Shop Activity



- ❑ “Special Focus upon any particular brand in any multi-brand shop / mall – fetches customers attention in a different way”
- ❑ Impact is at the higher end because the thing is taking place at the point of purchase

SOCIAL ACTIVATION

Social
Marketing



Awareness
Camps



SOCIAL ACTIVATION



Counseling

Training of Trainers (TOT) Workshop



SOCIAL ACTIVATION



Health
Camps

Special
Projects



LIVE - INFOTAINMENT



Folk Shows

Street Play



LIVE - INFOTAINMENT



Magic & Puppet Shows

Stunt & Stilt Performers



STATIC MEDIA



Merchandising

- ❑ This attempt is towards branding of any common sales counter through own brand's POP materials & proper placement of own products - to attract & fetch the attention of visitors & buyers
- ❑ It affects buying decision in a positive way – JO DIHKTA HAI WO BIKTA HAI

ENTERTAINMENT SHOWS



Celebrity Shows

Launch & Inaugural



ENTERTAINMENT SHOWS

Corporate Meets

CRM Events



ENTERTAINMENT SHOWS



Official
Picnic

Dealers /
Retailers
Meet



ENTERTAINMENT SHOWS



Road Shows

Community Meets



ENTERTAINMENT SHOWS



Talent/
Quiz
Shows

Launch
Carnival



ENTERTAINMENT SHOWS

Special Events



- We do conduct events on Special Occasions. Something, **OUT OF THE BOX** is thought in such events
- Live Group Band, Male/ Female Performers, Famous Anchors host the evening and make it a limelight show

SNAPSHOT

Pan India Branding



NAVIN HOSPITAL – 100 BOARDS INSTALLATION



**OLA 3200 AUTO
HOODS
INSTALLATION -
INDORE**



VIVO



OPPO



OPPO



MARVEL



ACRYLIC CUBES



ITC LIMITED

Covered 500 Outlets in & UP
Installed 500 outlets in Delhi &
NCR on a regular interval



OMRON HEALTHCARE OUTLET BOARD

100 Shop Delhi 75 Shop Haryana
100 Shop Up 60 Punjab



ITC LIMITED





Wall & Shop Painting



Tin Plating





**Unipole
&
Roadside
Branding**

**Vehicle
Branding**





Bus Shelter Branding

Dealer Boards



Mobile Hoarding





**DHABA
Branding**

**Mall &
Shop
Branding**



GOWARDHAN



Shahvez Akhter
Founder

Parvez Jamal
Managing Partner

'Charanjit Singh
Artist Director

**Priyanka
Karanwar**
Client service

Tanya Bansal
Senior Manager

Jaya Singh
Senior Manager

Mohit Bajaj
Manager Projects

Raj Singh
Operations

Mohammad Salim
Manager

Ravi
*Operation
Executive*

Ankur Gupta
Digital Head

Ajay Kaurav
Head AV

Mithu Chatterji
Manager Content

Harmeet Bedi
Creative Head

Sunil Kumar
Sr. 2 D Designer

Mohd Gulzar
Senior 3D designer



THANK YOU!

WE LOOK FORWARD TO HEARING FROM YOU



GIVE US YOUR VALUABLE FEEDBACK

You can talk to us on +91 8800888678
Or you can send us your feedback by e-mail to:
tiedomarketingservices@gmail.com
We look forward to hearing from you.