

An Introduction

An end-to-end event management and customised designing company –

- Providing solutions to meet your business vision and marketing strategies
- Capturing the essence of a brand, understanding product positioning and objectives is what Catalyst aims to achieve
- From event conceptualisation to execution; complete design and print solutions to meet your corporate needs.

Event Services

- Conferences, Seminars and Panel Discussion
- Channel Management Programmes
- Brand and Product Launches
- Awards Night and Fashion Shows
- School Contact Programmes
- Road shows and Mall Promotions
- Off sites and Team-building Workshops across the globe
- Exhibition Designing and Fabrication including international markets

Allied Services

- Hospitality Management
- Selection and Training of On-Ground Manpower
- Venue and Travel Co-ordination
- Artiste Management
- Corporate Gifting
- Corporate Films

Catalyst Disciplines

- ✓ Event Marketing
- ✓ Promotion Marketing
- ✓ Sponsorship Marketing
- ✓ Retail Marketing
- ✓ Entertainment Marketing

Promotions

- Idea here is to activate demand
- Make your demand idea quantifiable...monitor return on investment and find a solution

- Footfall Generation and management
- Customer Monitoring
- Database Collation
- Feedback Management
- Sales Promotion

Visual Merchandising

- In-store Communication (Brand positioning) and Sampling
- Staff Training and Education
- Out of store communication (in vicinity of store)
- Merchandising solutions
- Shop-in-Shop
- Experience Stores (Brand and Chain)
- Category Management

Exhibitions

Over a period of time Catalyst has successfully conceptualized and executed some of the most exciting exhibitions/ stalls for their clients

From concepts to design skills to execution and to effective monitoring...

- 3D Booth Design
- Fabrication
- Electricals & Fittings
- Audio-Visuals
- Furniture & Accessories
- Elevation Drawings
- 3D Walkthroughs
- Panel & Brochure Designing
- Corporate AV
- Logistic Support
- Overall supervision
- Hospitality & Registration
- Customised Giveaways

A FEW KEY BRANDS AND WORK DONE

BRAND	ACTIVITY
TATA CAPITAL LTD.	Annual Conference 2011
CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS (CIMA)	Global Business Challenge (India League)
BIRLA SUN LIFE ASSET MANAGEMENT	Launch of Aditya Birla Financial Services (ABFS) Privilege Club in 5 cities
FIRESTONE-NIRAV MODI LINE OF JEWELLERY	Fashion Show and Exclusive Showcase of the collection
GERMAN REMEDIES (A DIVISION OF ZYDUS CADILA)	Annual Awards Star Nite alongwith entertainment
PHOENIX MARKET CITY	Launching Phoenix Market City Kurla to brokers and investors
IREE - UPTOWN	Property Launch in Delhi
ORIFLAME	Press Conference with Sales Engagements
ORIFLAME	Annual Felicitation Ceremony for 6500 invitees
LONDON BULLION MARKET ASSOCIATION (LBMA)	Conference for delegates with excursions and thematic evenings
J.P. MORGAN ASSET MANAGEMENT	Press Conference
MAYA ACADEMY OF ADVANCED CINEMATICS (MAAC)	Annual Business Partners Meet
BIRLA SUN LIFE MUTUAL FUND	15 years of Wealth Creation Celebrations across 20 cities
TILDA RICELAND	Brand Launch, mall, RWA and corporate activations
KRUGER	FMCG- Brand Launch and Consumer engagements
VERIZON BUSINESS	Booth designing and Fabrication at Retchcon and Lavasa

MUMBAI | DELHI | KOLKATA | BENGALURU | CHENNAI | HYDERABAD

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