



Special Edition magazine of Platinum Incentives & Events (P) Ltd. For private circulation only

RACING AHEAD

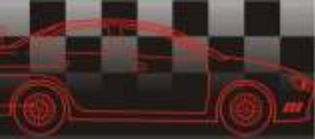
In Times of Slow Down



07 Years of Growth

Platinum Celebrates 07th Year in June





Sushil Wadhwa
Mg Dir. & CEO
Platinum Incentives & Events (P) Ltd

Maintaining growth during recession and slowdown...

The year 2008 saw a recession in countries like USA, UK, Germany, Japan, Singapore, Australia etc and a slowdown in growth economies like India and China. This also caused a crash in the stock markets worldwide and a big slow-down in the real estate segment.

The good news is India is only experiencing a slow down and with a stable government now at the center; it's only a matter of a few months before the economy starts gaining momentum in India. Most experts predict that the economy would get better from Sep 2009 and will be back on the growth path from 2010.

The current tone that had caused an unproductive "stop all meetings, events and incentives" reaction seems to be changing for the better as more and more companies realize that during economic slowdowns, they must make a greater effort to motivate their employees, cultivate customers and keep competitors at bay. Planned correctly a MICE (Meetings, Incentives, Conferences & Events) Program can be a powerful tool that can help meet these objectives.

The importance and value of events, incentives and travel in helping businesses succeed is undeniable. Incentive travel and motivational events have the power to reward higher performance, ensure effective communications to customers or staff, improve customer service, spur innovation through enhanced collaboration and improve employee and channel partner engagement. Now more than ever, companies are battling to retain their top sales talent and customers. Increasing loyalty and commitment of employees and customers, and retaining talent, are all proven outcomes of these investments.

Please feel free to discuss with us how your budgets for MICE can be planned more cost effectively and yet have the impact that you expect from it to effectively further your business interests.

Our new divisions 'PLATINUM INDIA', dedicated to India inbound business tourism; 'PLATINUM WORLD WEDDINGS', committed to make weddings an 'Experience beyond Extraordinary' and to show that one could do spectacular weddings not just in India, but anywhere in the world; and 'PLATINUM LUXURY HOLIDAYS', to help our clients plan their holidays and special interest trips viz. chasing the F1 Circuit or following the Single Malt trail etc are eager to serve you.

We look forward to your continued support and patronage as always...

Luxurious Beach Wedding



Perurail through historical Machu Picchu



Experience India Like Never Before





The Buzz

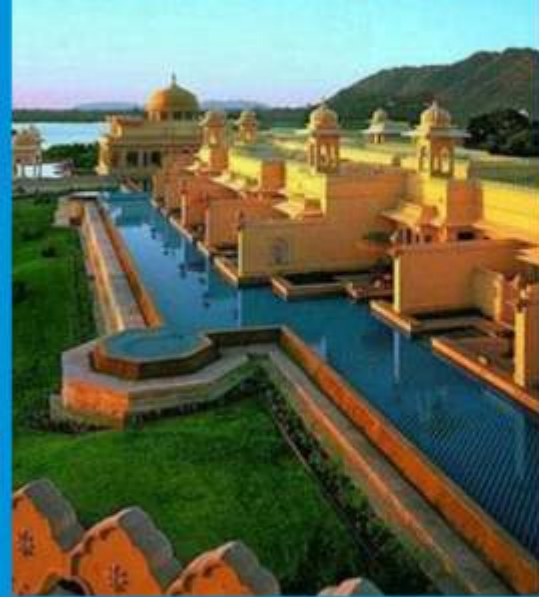
The first half of 2009 has luckily been a decent period for us with a good number of projects being handled. Understanding the need to low cost yet high impact solutions we have taken the lead to work on reduced margins and get lower rates from our partners' viz. hotel, airlines and other suppliers giving a direct benefit to our clients. We managed some spectacular projects in locations ranging from Udaipur, Bangalore, Aamby Valley and Malaysia.

Celebration!!

We complete 7 successful years of being the best in business!

One of our esteemed client's gave us another opportunity to serve them and we organized a conference for them at the luxurious Oberoi Udaivilas, Udaipur, which was appreciated by all delegates.

The Oberoi Udaivilas, Udaipur



The BUZZ

London Bridge



Our Mg Dir & CEO, Mr. Sushil Wadhwa was invited to London for the "Global Pursuits" by Marriott event in Jan, where all Marriott properties from around the world were showcased.

In Feb, he was invited to AIME 2009 in Melbourne. Besides the official meetings he met with Brett Hollis of Big Stick Adventures who gave him the opportunity to experience a unique experience that can be offered to top achievers by driving a Lamborghini Gallardo Spyder on the Albert Park Race Track just a week before the F1!!



Brett Hollis & Sushil

April saw him going to Fiji Islands for the Starwood Hotels Asia Pacific MICE Advisory Board Meet. The event turned out to be an educative and enjoyable affair. The highlight of the trip was a crash course in golf by Pro-golfer Vijay Singh's brother Krishna Singh!! The beautiful islands like Likuliku and Malamala were a sight to behold and the Sheraton Fiji Resort a great place to stay!!

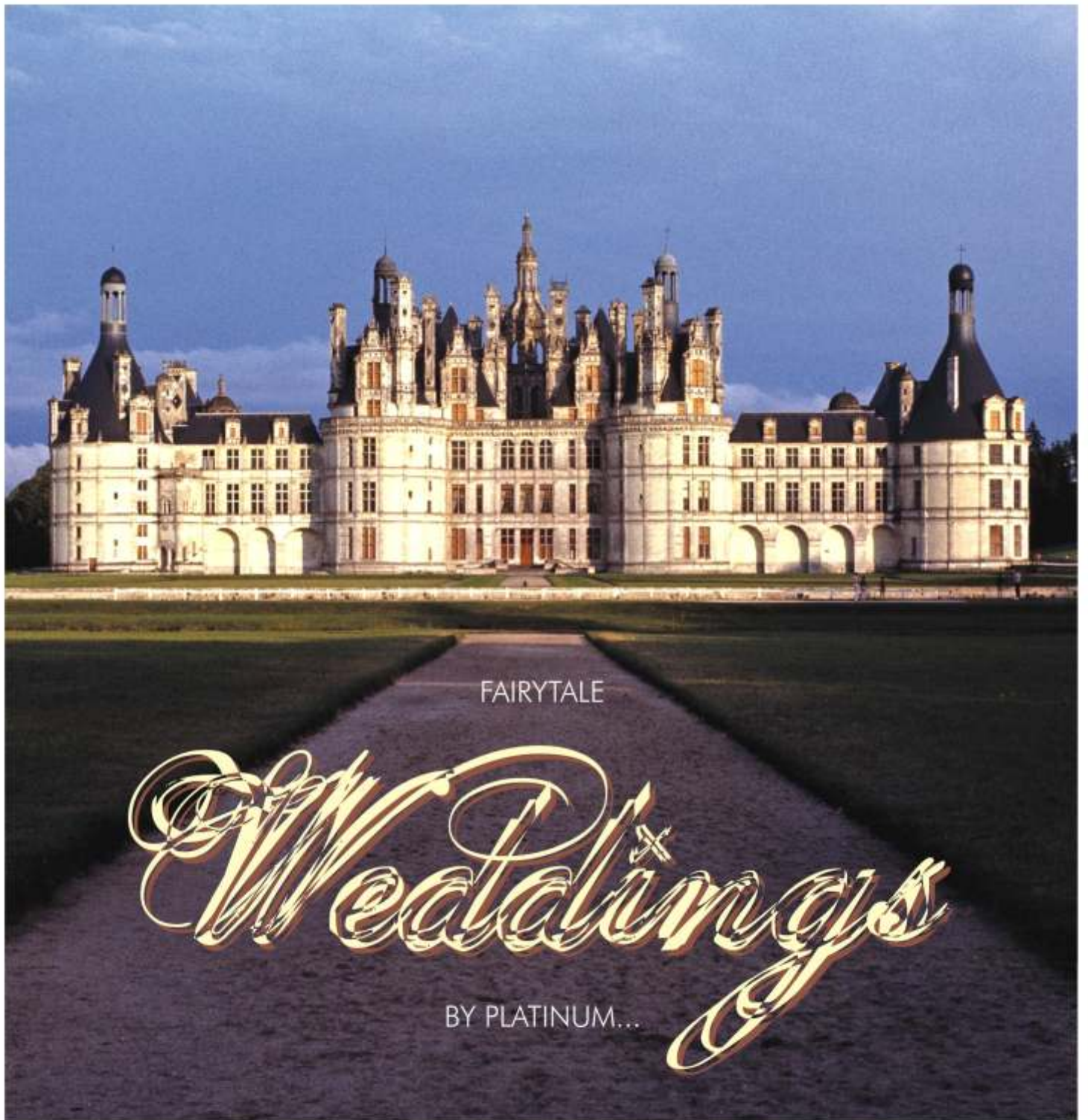
The exciting experience can incorporate a combination of high end sports cars viz. Lamborghinis, Ferraris, Aston Martins and superbikes viz. Ducatis, Harley Davidson and Helicopters with a unique storyline and activity for a large group of achievers. This is guaranteed to be a hit with your top performers!!



Sushil Wadhwa playing Golf in Fiji



Bula! Malti & Sushil Wadhwa with some co-members of the Starwood MICE Advisory Board at Liku Liku Island Resort, Fiji



FAIRYTALE

Weddings

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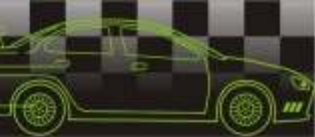
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ONE CALL AWAY

A division of Platinum Incentives & Events (P) Ltd. (An ISO 9001 : 2000 Certified Company)



Event Name : 22nd Technology Meet & 10th year Celebration

No. Of Pax : 200

Venue : Aamby Valley Lonavala

Objective : Coming together of all Association Members

Event : Aamby Valley as a destination has so much to offer & it just did that for this meet. All the members received Royal welcome with Dhol-Manjira band & arti-tikka ceremony. The purpose of this meet was to celebrate the completion of 10 years of the Association. The Gala night on Day 1 witnessed Subhangi & her troupe dancing to the Bollywood numbers mesmerizing the members present. The members put on their dancing shoes and danced with the troupe until the wee hours. Next day was a relaxed one with spouses having a opportunity to decorate their hands with Mehendi & some Nail art. Their better halves in the meantime kept themselves busy with the Putting



The Exotic Aamby Vally City - Venue for the 22nd Technology Meet



K L Batra addressing speech



Delegates group for 22nd Technology Meet

Hostesses in cowboy outfits serving shooters



U. N. Bhosh (Chairman - IADC) addressing speech



Vikram Ghorpade anchoring the event

Verdict : Platinum created an exciting platform for all the members to come together and enjoy themselves to the Ultimate.



Subhangi Sawant & troupe enlightened the evening

Event Name : Bharti Axa Life Insurance Shooting Stars Meet '09

No. Of Pax : 159

Venue : Golden Palms, Bengaluru

Objective : To Celebrate & Reward the Advisors for their performance

Event : The Cosmopolitan city of Bengaluru was home to the Bharti Axa Shooting stars Meet. Held at the Picturesque Golden Palms Resort & Spa, the advisors had a fun filled tour along with serious business discussions hand in hand. The Awards night on the first day was power packed with the performance by Sasho and group. The Russian dance troupe clad in their bright & beautiful costumes too added glamour to the night with their entertaining dance sequences. The next day saw the group engage in team building activities at the GP Village. It surely was an entertaining & interactive session! victims of this terrible act. We salute the bravery of umbai Police and NSG wh gave up their lives to protect us.



The Beautiful Golden Palms Resort & Spa



Sasho & group rocking the party



Rohit Malik with a winner



Spouses having a gala time



Rishin & Pankaj in high spirits



Shooting Stars saying Cheerz!!!

Verdict : Well organized & executed.



Event Name : Bharti Axa Life Insurance HOD Challengers Meet '09

No. Of Pax : 65

Venue : Aamby Valley Lonavala

Objective : Employees Appreciation & Entertainment

Event : Aamby Valley proved to be the perfect location for holding the HOD Challengers Meet 2009 that was action packed and kept all the employees on their toes and asking for more. Day 1 was filled with adventure activities. The jungle safari gypsy took the guests on a roller coaster ride through the dense jungle while on the other hand; many were going topsy-turvy in the Zorbing ball being pushed over from a hill top. The night was brought alive by various juggling & mimic acts for the gala dinner. Post the business session on the next day, the afternoon was dedicated towards the water sports activities like Jet-Skiing, Banana boat rides, master craft, inflated boats and others. A terrible act. We salute the bravery of Mumbai Police and NSG who gave up their lives to protect us.

The Exotic Aamby Vally City -
Venue for the Challengers Meet



Clients experience a Topsy Turvy Ride during the Zorbing activity

Rohit Malik Awarding the Achievers



Crusing on silent waters of the man made lake in Aamby Valley



The Triumphant Challengers pose

Verdict : It surely was fun to watch people topple over Banana boats & rolling over inside the Zorbing ball. The event objective was achieved & Platinum gets one more star in its collection.



SOME

Journeys

CAN NOT BE DESCRIBED IN WORDS...



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Birthday Cruise



Birthday Party Boat



Vivek cutting his birthday cake

Event Name : Vivek Kamalani's Birthday Cruise

No. Of Pax : 25

Venue : Party Cruise Boat of Gateway of India

Objective : To celebrate Vivek's birthday in style and surprise his family with a cruise party.

Event : An evening full of fun & togetherness was planned on board the evening cruise at the Gateway of India. Good food, music & time out with close ones were the highlight to make this a perfect birthday party. This 4 hrs cruise party surely created a memorable experience for everyone present on board.



Vivek & family enjoying dancing away



Vivek enjoying the party with wife

Verdict : This was the best birthday party I have ever had. My family was totally surprised and very thrilled with the whole experience. Thanks to Team Platinum for making it a very special occasion.



Anand Arc

Event Name : Weld India Expo

Venue : Bombay Exhibition Center - Mumbai

Objective : Exhibition to showcase they are the leaders in this industry

Event : Platinum had designed a Stall for Anand Arc Ltd. The Main attraction of the Stall was it had Giant Spool Built. The stall was customized in a dynamic manner. The Objective to Showcase that Anand Arc Ltd. are the Leaders in the Industry was achieved.

Verdict : The event really went well. Everybody commented about the design and was one of the attractions at the expo.



Dynamic Stall showcasing the leaders in the industry



The main attraction Giant Spool Built





Event Name : IDBI FORTIS Study Tour '09

No. Of Pax : 55

Venue : Genting-Kuala Lumpur, Malaysia

Objective : Motivation & Incentive for Qualifiers

Event : Malaysia, the city of Sky Scrapers & Cultural diversity was the ideal way to motivate & thank all the qualifiers for their efforts. The itinerary was filled with sightseeing, shopping & outdoor activities to make sure everyone makes the most of it. Day 1 in Genting was entertaining as the delegates experienced thrilling outdoor rides at the Genting theme park. The second day at KL was reserved for sightseeing & shopping. From tranquil temples & glorious gardens to bustling markets, the guests saw them all. The gala night at KL towers was the highlight of the event wherein everyone present had a ball of a time.



The Berjaya Times Square Hotel -
Official Venue for this Prestigious Study Tour

IDBI Fortis



Clients pay close attention to the informative guide talk



Clients pose during the shopping tour
at Suria KLCC

Verdict : Trip was carefully planned & all requirements were well taken care off!!



Group photo with Petronas Towers
in the backdrop

Incredible India

KERALA



Experience **India**
like never before

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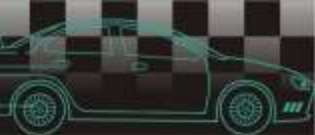
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DESTINATION MANAGEMENT

CONFERENCES & CONVENTIONS

WEDDINGS

A division of Platinum Incentives & Events (P) Ltd. (An ISO 9001 : 2000 Certified Company)



Event Name : Emerging Market Forum

No. Of Pax : 200

Venue : Taj Lands End - Mumbai
Taj Palace - Delhi

Objective : To Recognize and Felicitate the Winners at IDFC

Event : The 4th EMF was held in Mumbai and Delhi. Platinum is proud to be the official M.I.C.E. partner of this high profile event. The event was designed over 5 days divided in Mumbai & Delhi. Guests list had biggies of the Political world like Hon. Chief Minister of Gujarat Narendra Modi, Hon. Chief Minister of Delhi Sheila Dixit, Dept Chairman planning commission Mr. Montek Singh Aluwalia, Ex. RBI Governor Bimal Jalan and there were the biggies of world politics Mr. Fox Vicente, His Excellency Benedicto Francisco, Mr. Ramos Fidel and the list can go on and on. The event was covered by ND TV. The discussions were surly informative and the thought was how to take the emerging India further in the global market.



Shri Narendra Modi (CM - Gujarat) addresses the forum with Harinder Koli & Rajiv Lall by his side



Vicente Fox Quesada (Ex President of Mexico)



Montek Singh Ahluwalia & Rajiv Lall with others pay key attention during the ongoing forum



Smt. Sheila Dikshit (CM - Delhi) along with other key note speakers addresses the attendees



The prestigious forum in progress at the Taj, Mumbai



Indu Sahani making a point as the day progresses



Fidel Valdez Ramos (Ex President of the Philippines)



Harinder Kohli, (CEO - Emerging Market Forum) along with other discussants addressing the media



Rocking performance by the Drums of India band keeps the Gala Night alive

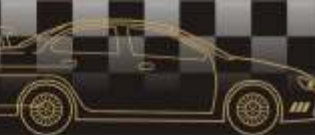


Leaders come together for a group picture



The team that made it happen

Verdict : Platinum created an exciting platform for all the members to come together and enjoy themselves to the Ultimate.



Event Name : Citi Treasury offsite '09

No. Of Pax : 100

Venue : Taj Village - Goa

Objective : Offsite for Elite Clients of Citi Group

Event : Taj Village (Goa) proved to be the ultimate venue for this offsite. The delegates were welcomed by Seranaders in "Goan Traditional" manner. Post lunch the delegates enjoyed the team bonding with Citi Olympics games followed by gala dinner which featured a celebrity magician Magic Edmundo and a lively performance by the gorgeous Russian Dancers. The second day started with a business conference after which the delegates were taken to a Cruise Casino i.e. Casino Royale to try their hands on some casino games like Blackjack, Roulette and make a pound out of a penny. In the evening the delegates burned the dance floor with a power packed performance by Rodney and his group.



Taj Holiday Village - Goa



Citi Olympics at Taj Village Lawn



Tashwinder Singh addressing the conference



Ashish Bajaj interacting with the delegates



Group picture at Taj Fort Aguada pool side



Rodney in Action!!

Verdict : All the delegates had a remarkable time for two nights and three days to a meticulously planned event.

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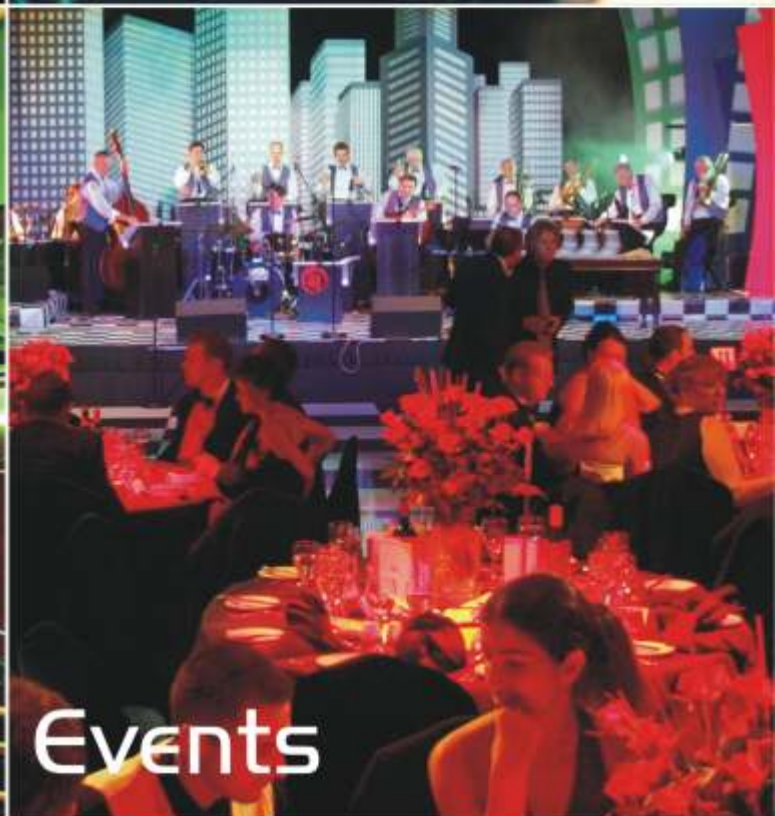
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Events

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