



beep experience management pvt ltd



Because experience matters

We're an award winning brand experience agency best known for event & experiential marketing, integrated campaigns, employee engagement and public events. We also excel at trade shows & exhibits, sponsorship activation, digital & content marketing and AV films.

Yep, we're multi-channel, multi-discipline and just plain multi-talented.



We are your brand custodians

We are a collective of passionate people with a range of complementary skills and experiences. From strategists and creative technologists to event managers and experience designers. We're happy to have been a part of the success stories of some of the most prominent brands in the country.

We are best known for

Event experiences: Brand & product launches, meetings & conferences, annual days & employee engagements, lifestyle events & live concerts, exhibitions & tradeshow and global MICE.

Experiential marketing: Consumer engagements, stunts/viral marketing, sponsorship activations and social media integration.

Integrated campaigns: Brand communication, strategy, content design, digital marketing and films.



A red carpet event with stanchions and bright spotlights.

You will love our approach

- Strategy** : Research, insights & planning
- Creative** : Ideation & design
- Story telling** : Content creation, film & creative tech
- Production** : Space & experience design
- Evaluation** : Campaigns with quantifiable / measurable ROIs

Brands that adore us

NOKIA

PayPal

 **Microsoft**



Xiaomi

3M


airtel

 **PEPSICO**



amazon

 **ASHOK LEYLAND**
Aapki Jeet. Hamari Jeet.

**THE TIMES
OF INDIA**


HONDA

Deloitte.

Cognizant

verizon✓

 **TOYOTA**

 **NIPPON
PAINT**


BACARDI

SAMSUNG

 **ascendas
SINGBRIDGE**

vivo

 **VISA**


THE HINDU GROUP

 **ozonegroup**
THE ONES THAT COUNT


விஜய்




Dalmia
Bharat Group

FEMINA


Our Expertise. Your Joy.

 **Sun Life**

Our fair share of fame

2010

BRONZE - EEMAX
PAYPAL
Best Internal
Communication / Event

2011

GOLD - EEMAX
PAYPAL
Best Internal
Communication / Event

2012

GOLD - EEMAX
NOKIA
Best Product Launch
Activation Program

SILVER - EEMAX
VK STORE
Best Space Design

2013

BRONZE - EEMAX
PAYPAL
Best Internal
Communication / Event

2014

GOLD - EEMAX
TATA DOCOMO
Best New IP

SILVER - WOW
KOTAK
Exhibition presence /
Stall of the year

2016

SILVER - WOW
AMAZON KINDLE
On-ground Promotion
Of The Year For
Sales Volume

BLACK DRAGON
DRAGONS OF ASIA
QuikrCars
Best Small Budget Campaign

2017

SILVER - WOW
DATSUN REDI-GO
Exhibition presence /
Stall of the year

2018

GOLD - EEMAX
CUEMATH PYTHAGORAS FEST
Best School or Youth Activation

SILVER - EEMAX
ARUNA & THE RAGING SUN
Best Safety Initiative

SILVER - EEMAX
NOKIA #WelcomeHome
Best Dealer Activation

BRONZE - EEMAX
ARUNA & THE RAGING SUN
Best CSR Event or Activation

2019

SILVER - EEMAX
NOKIA 8.1 GOES TO COLLEGE
Best Youth / College Activation

SILVER - EEMAX
DATSUN TALKING RED-GO
Best Mall / In-Store Activation

BRONZE - EEMAX
DATSUN TALKING RED-GO
Best Consumer Activation

BRONZE - EEMAX
PAYPAL EUPHORIA
Best Internal
Communication / Event



**We do some
beeping
good work**



Brief

Conceptualize, curate and design an event for the launch of Trump Towers in Delhi NCR. The event was to be opulent and glitzy, a trademark of the Trump brand which would wow even the star studded guest list. The takeaway would be the magnificence and luxury of Trump Towers.

Concept & execution

The launch of Trump Towers in Delhi NCR witnessed the presence of Donald Trump Jr. and Former Miss Universe Lara Dutta. The event also showcased a portrait of Donald Trump Jr. A gala dinner was organized in association with our partners Alchemist Marketing & Talent Solutions. Opulent sets flowing with black and gold made a statement of luxury at every touch point.

Result

The event was a resounding success in terms of curation, execution and client satisfaction. The star studded guest list was amazed by the magnificently luxurious event experience.





Brief

Put together and execute the prestigious India Today Conclave (South), a gathering of some of the finest minds from different walks of life.

Concept & execution

The event was held at ITC Grand Chola, Chennai. This was the first India Today Conclave held in the South and at Chennai. With a star-studded guest list and an amazingly well-designed and managed event, we executed the conclave to perfection. We set a benchmark even by the highest standards set by India Today.

Result

A glittering star-studded event filled with the finest minds from all walks of life. A-List stars, heads of major political parties and a grand execution ensured the best media coverage of the conclave.



ARUNA AND THE RAGING SUN

The British Arts Council,
England

Brief

With a mandate to showcase a huge spectacle for the audience, The British Arts Council, England collaborated with us to produce Aruna and the Raging Sun, as a part of the UK-India Year of Culture. This event was to only involve differently abled performers.

Concept & execution

Over 170 artists and a gigantic puppet were involved in the stage performances. The event was free, open to the public, and we curated a contemporary performance showcasing the efforts and sheer magnitude of the acts.

Result

Government officials and other dignitaries attending were impressed to witness this first of its kind large scale experience in the city was Lady Willingdon Grounds by the Marina beach. People were in awe of what differently abled people can do and we hope the crowd was inspired enough to go out and face their own challenges and fears. The event was a runaway success winning us multiple awards.



EEMAX

SILVER - EEMAX 2018

ARUNA & THE RAGING SUN
Best Safety Initiative



EEMAX

BRONZE - EEMAX 2018

ARUNA & THE RAGING SUN
Best CSR Event or Activation

Play Video





Brief

Cuemath, a home-based math learning program decided to inspire kids, parents and teachers to rediscover the world of maths. To expose the target group to a beyond school world of fun math.

Concept & execution

Every 100 years August 15th turns into a Pythagoras theorem equation. On August 15, 2017 this phenomenon occurred again and we used it to build a pythagoras festival experience where we helped Cuemath demonstrate how they help teach math in a fun way.

Result

An award winning experience that was very well received by kids, teachers and parents alike. 2500 people attended the event and it was a stellar success considering the creative output, the award winning design and the very well thought out activities like fun games and contests hosted by an actor dressed as Pythagoras.



EEMAX

GOLD - EEMAX 2018

CUEMATH PYTHAGORAS FEST
Best School or Youth Activation

Play Video





redi-GO

Brief

In 2017, redi-GO marked Datsun's debut in the entry-level hatchback segment where it had plenty of competition from well-established names. In 2018, the company launched Datsun Go and Go+, both of which had enhanced features in comparison to other cars in the segment. We were asked to come up with a ground-breaking pan-India activation which would create a significant impact in the market.

Concept & execution

The Talking Car. An idea that's won us many awards. We got the Datsun display cars to interact in real-time with consumers, explain its own features, making the whole experience engaging and interactive with funny conversations that made people smile!

Result

After the success of our pilot activity, the execution was scaled across 17 cities and 34 malls. We got RJ's to talk in a computerized voice through speakers inside display cars. The idea was appreciated and awarded across the board.



EEMAX

SILVER - EEMAX

DATSUN TALKING RED-GO
Best Mall / In-Store Activation



EEMAX

BRONZE - EEMAX

DATSUN TALKING RED-GO
Best Consumer Activation



SILVER - WOW

DATSUN REDI-GO
Exhibition presence /
Stall of the year

Play Video





Brief

HMSI 3F is the 3rd two-wheeler factory of Honda in India and is the largest two wheeler manufacturing plant in the world. The brief was to come up with a spectacular celebration of the factory having completed five years of operation in India.

Concept & execution

Since the client wanted to showcase cultural aspects from across the country, we carefully chose elements from different styles of architecture from across the country. The entertainment was also curated to showcase performance arts from various parts of the country. A spectacularly grand event ensued.

Result

The proceeds of the day kept the crowd entertained and they were talking about it for days to come. The complete revamp of the factory premises into a cultural carnival zone remains one of our most prized experiences.



Cognizant

DIGITAL
INNOVATION TOUR

Brief

Cognizant Technology Solutions, being one of India's leading digital innovation centres (ISG) in Chennai decided to host a digital innovation tour for all their enterprise clients.

Concept & execution

Executives of 20 major companies visited Cognizant's CKC facility to learn more about the latest advances in AI, Blockchain, RPA, Cyber security, IoT among other things covering the latest developments in the digital business landscape. The activities, stalls and engagements delighted the audience.

Result

A highly successful experience that helped CTS reach out to the top executives of major clients and help them understand the cutting-edge technologies they were using to work on ground-breaking solutions in the digital space.





Brief

Identify unique touch points to promote Kindle e-readers and to give customers an experience of the product in a live setting.

Concept & execution

A lot of people like to read in-flight. With nothing else to distract them, this was a perfect opportunity to introduce Kindle e-readers to customers. With DGCA loosening regulations and allowing passengers to keep devices ON during flights, it was the perfect opportunity for us to promote the devices. The entire experience was available on a pre-book module. Customers who booked tickets with Air Asia were sent messages encouraging them to pre-book kindles.

Result

Around 6500 customers pre-booked their kindle experience in-flight. The campaign was highlighted during the Amazon Global Marketing Summit and won an internal award for the Most Innovative Marketing Campaign.



SILVER - WOW
AMAZON KINDLE
On-ground Promotion
Of The Year For
Sales Volume



Brief

Hindu as a brand has always catered to the well-read, discerning set of audience. To strengthen this relationship, they wanted us to curate an exclusive event which even this set of crowd would aspire to be part of.

Concept & execution

We added an India leg to the Asia tour of world music icon Anoushka Shankar. The concept series called The Anoushka Shankar Project was a contemporary interpretation of the Indian Classical Music.

Result

The technically demanding event was handled flawlessly by our technical team and the audience was mesmerised by the brilliance of this world renowned performer.





Brief

International Tech Park Chennai (ITPC) wanted us to come up with new ideas for their annual Healthy Lifestyle and Sports Meet. Over 30 companies from the tech park would participate in this annual event

Concept & execution

We created a spectacular sports meet experience in a theme that was well designed and executed. The participants enthusiastic about various sports such as Volleyball, Badminton, Throw Ball, Chess, Carrom, Laser Tag, VR Games and other track and field games.

Result

The event saw a turnout of more than 1500 participants from 30 companies within the tech park. It promoted camaraderie and enhanced the work-live-play balance for employees of companies' house at Ascendas IT parks. The Champions Trophy went to BA Continuum India Pvt. Ltd.



NOKIA

#WelcomeHome

Brief

Nokia was re-entering the Indian market after a long gap. They wanted to make sure it was with a bag. The event had to stir up nostalgia and also pave the way for a bright and promising future.

Concept & execution

With a theme that said “welcome home”, we created a fabulous launch experience for former and new dealers of Nokia who were getting together after a long time. Fond memories were generated and the dealers committed to support the legendary brand 100%.

Result

An event filled with nostalgia and one which turned into an amazing get-together for all former Nokia dealers. The tone was set and the dealers went on to establish Nokia as a formidable brand all over again.



EEMAX

SILVER - EEMAX 2018

NOKIA #WelcomeHome
Best Dealer Activation

Play Video





Brief

Celebrate PayPal’s annual day and to give employees a break from their routine grind and stress with lots of fun activities & awards at the Annual day evening.

Concept & execution

We brought alive the theme using innovative an quirky décor. From colorful slinkies to pshycedelic décor! Innovative stage acts and a fun senior leadership entry set the tone to the festivities of the evening! Awards section of the event recognized stellar performances over the last 12 months. The evening ended with a performance by Airtel super singer finalists.

Result

The employees had a great time at the PayPal Annual day (Euphoria) as the theme really connected with the diverse audience at company and took back great memories. The event won us an eemax 2019 in the space of “best internal communication” category.



eemax

BRONZE - EEMAX 2019

PAYPAL EUPHORIA
Best Internal
Communication / Event





Brief

Conceptualise and execute the launch of Nippon Paint's Kidz Paint product. The mascot for this product, The Superhero Blobby also had to be launched. The USPs of the product also needed to be highlighted. The venue shortlisted was ITC Grand Chola, Chennai.

Concept & Execution

A well curated and designed experience, we recreated the look and feel of the interiors of a kid's room on large scale. The stage was made to look like a kid's bedroom with props. Winners of the superhero contest were awarded at the event. There was also a thematic product zone and demo zones that showcased each of the USPs.

Result

The participants admired the rich and vibrant use of colours in the event. Colours really do fill people with joy. And of course, the newest superhero in town "blobby" was a huge hit with everyone.



INDIA'S MUSIC SENSATION

ARIJIT SINGH

LIVE IN CONCERT

Brief

The idea was to launch beep's very own entertainment IP ENCORE, a first of its kind platform to bring in leading talent from the Indian music industry to Chennai for a series of live concerts annually.

Concept & execution

A print media heavy large scale outdoor concert to launch the same with India's singing sensation Arijit Singh.

Result

A historic event in Chennai, a houseful concert sold out two days before the show and had more than 8000 attendees. A first in Chennai for a Bollywood artist!



Play Video





Brief

Create a common platform to felicitate and honour academicians, industrialists, top colleges and their managements. The brief also involved curating forums to discuss ideas on developing the education sector in India.

Concept & execution

In one of the finest examples of perfect curation and design of a client's IP, we brought together luminaries such as academicians, senior corporate leaders, research specialists and more to a series of two illustrious panel discussions on Education in India conducted in Tamil Nadu & Karnataka respectively.

Result

A successful series of events and an experience that went on to spawn more hugely successful editions. The panel discussions at the events threw light on a lot of challenges and solutions to tackle them on a common platform. The format became so popular that the same concept was extended by the client into the healthcare sector as well.



vivo V11|V11 Pro

vivo V15 | V15 Pro

Brief

Organize and execute the launch of Vivo V7+, a trending new flagship smartphone that was expected to widely trump the market in terms of sales.

Concept & execution

The look and feel of the event was designed with the brand colours of Vivo. Prior to the event, the guests were engaged with the photo ops and demo zones. Celebrity emcee, Ramya Subramanian hosted the event. A digital lucky draw was held where 5 winners were given Vivo phones including the V7+. The phone launch sequence was a split screen launch followed by a ramp walk by models with the phone. The guests were entertained with a spectacular dance performance by Nanda Dance Company.

Result

The launch event was successful and was hugely appreciated by both the team from VIVO and the dealers present at the event.





Brief

Toyota organizes Ekiden (Japanese for relay race on the road) every year to promote fitness and an active lifestyle amongst its employees. This happens globally across all countries where Toyota is present. The winning team from each country travels to Japan to participate in the global finals. We were tasked with managing the India leg.

Concept & execution

The theme for this year was “Too Fit To Quit”. We recorded videos of fitness enthusiasts from across all age groups and promoted it to encourage participation. 565 teams of 8 people each participated in the run. A special fitness zone was created this year to challenge them on various tasks like push-ups, skipping etc. The event ended with felicitation of the winners and a lucky dip for all participants.

Result

An exceptionally brilliant event hugely appreciated by the clients. We were also very happy at accolades pouring in from the participants praising us for organizing everything really well.



NOKIA

BE **INKKREDIBLE**

Brief
Activate Nokia's sponsorship with Kolkata night riders and use the association to demo their products and also sign up fans.

Concept & execution
A bespoke campaign called BE InKKRedibles was created! The campaign was integrated with stadium branding and across multiple consumer activations.

Result
The fans loved the strategic placements and the strong KKR vibe the elements gave to the whole stadium. We managed to leverage the love of KKR fans at the matches and made them strongly associate Nokia with KKR and cricket.





Brief

PayPal was moving into their new office in Bangalore. Everyone was excited and we were asked to come up with a facility launch experience that would be out of this world.

Concept & execution

We designed a logo with various icons stacked to look like a giant location icon representing the new location of PayPal in Bangalore. On event day, there were celebrations and a grand unveil of a huge banner with the logo to indicate PayPal having arrived.

Result

A very creatively designed and curated event, everyone at PayPal was in love with the way the launch went, especially the folk dancers who kept everyone entertained in the course of the event.





Brief

Every year Toyota organizes a Kannada Habba (festival) to celebrate the rich legacy, heritage and culture of Karnataka. This year's event was special as it was the first time families of employees were invited to participate. This made the crowd swell to about 14,000 people. 2018 also marked the 150th anniversary of Jayachamarajendra Wadiyar's birth. To commemorate that, it was decided that we would celebrate "the contributions of Wadiyar Dynasty to the state of Karnataka".

Concept & execution

The stage was designed to recreate the Mysore Palace. Other parts of the event area showcased the contributions of the Wadiyar Dynasty. The current Maharaja of Mysore, Hon. YKC Wadiyar graced the occasion and spoke about his ancestors' contributions to the state and his life in the palace.

Result

Despite the current Maharaja being just a Titular King, the love and adoration people still have for the royal family was displayed in the overwhelming response from the crowd. It was very gratifying when the Mahraja commented we recreated the palace ambiance in a fraction of the cost it took to build the real one.





Brief

KITEC is a competition held to find and award the best Volvo Truck and Bus Technicians from across India. The brief was to create an event that was exciting, relevant and engaged all the stakeholders in a quest for technical superiority.

Concept & execution

Volvo Truck and Bus technicians went through multiple rounds in the competition testing their core skillsets. The final round was conducted in the Volvo Factory at Hosakote where multiple truck and bus technician teams competed for the championship.

Result

A brilliantly executed event that was also a huge PR win for Volvo Trucks. We managed to bring together delegates, customers, technicians and the media in a wonderful competition that motivated and inspired all stakeholders.





Brief

To launch all the flagship properties of M3M over one year across the Gurugram region.

Concept & execution

Each launch was customized to reflect the persona of the property. The design language and event experience was superlative. The audience largely comprised of the channel partners from the real estate space who got to witness the brand finesse with a touch of class.

Result

Relationships with partners grew in strength. M3M became synonymous with projects of luxury and scale. Every event was appreciated by all partners as a precedent was set in the real estate space for B2B events.





Brief

To launch a new variant of ACC cement for their trader partners in Karnataka and recognise and reward key partners for their performance.

Concept & execution

A tech designed set using LED blocks that had content and visuals mapped to the T. A drone was deployed to launch the mock of a cement bag representing the new variant. This was the first time that something this innovative was done in this space for a cement brand.

Result

The overall event experience cemented a positive brand recall with the partners resulting in a trade buzz and a top of the mind brand preference within the competition.





Brief

To create a luxury experience stall for Kotak Prime at the Auto-car performance show 2013 conducted at MMRDA grounds, Mumbai.

Concept & execution

Our idea of “5 senses”, a sensory experience for visitors to stimulate each of their senses: 'Sight'- Visually stunning structure with a dual lighting system. 'Hearing' -Pianist with a grand piano. 'Taste' - Rich chocolates and gourmet cookies. 'Touch'- Posh cars' test drive. 'Smell'- Eco-cent technology equipped stall releasing floral fumes.

Result

Visitors had an unprecedented luxury experience like never before. The stall went on to win the award for the 'Best Stall Experience' at the Expo.



SILVER - WOW

KOTAK
Exhibition presence /
Stall of the year



Brief

To innovatively design, create and manage the Hyundai zone at the AutoCar Performance Expo 2014.

Concept & execution

To establish the new positioning of the brand in the audience's minds with the "Modern Premium" factor. An elaborate zone was designed based on Hyundai's Fluidic concept. It was a contemporary and plush space with interesting engagements for existing Hyundai owners. A separate zone was created for the Hyundai Genesis and contained a miniature model of the car.

Result

The space we created succeeded in attracting attention, footfall and elaborately reflected the message Hyundai wanted to send out. The focus was on the international standards Hyundai adheres to and the high quality cars they manufacture. The engagements were exciting and both the audience and clients appreciated the outcome.



Management is here, look busy



● jai mundra | managing director

brands worked on:

NOKIA, PAYPAL, THE HINDU,
FORD, APPLE, TIMES OF INDIA

expertise:

creative, strategy, planning and
management



● ashish daga | coo

brands worked on:

AMAZON, QUIKR, PEPSICO, NOKIA
MARUTI, ITC, TVS, CAVINKARE,
TATA, SAB MILLER

expertise:

strategy, operations, planning,
execution



● kamlesh jhabakk | ceo

brands worked on:

DALMIA, SAMSUNG, RIM, NISSAN, HYUNDAI,
YAMAHA, COGNIZANT

expertise:

business relations, strategy, team lead

We're easy to find, hard to forget



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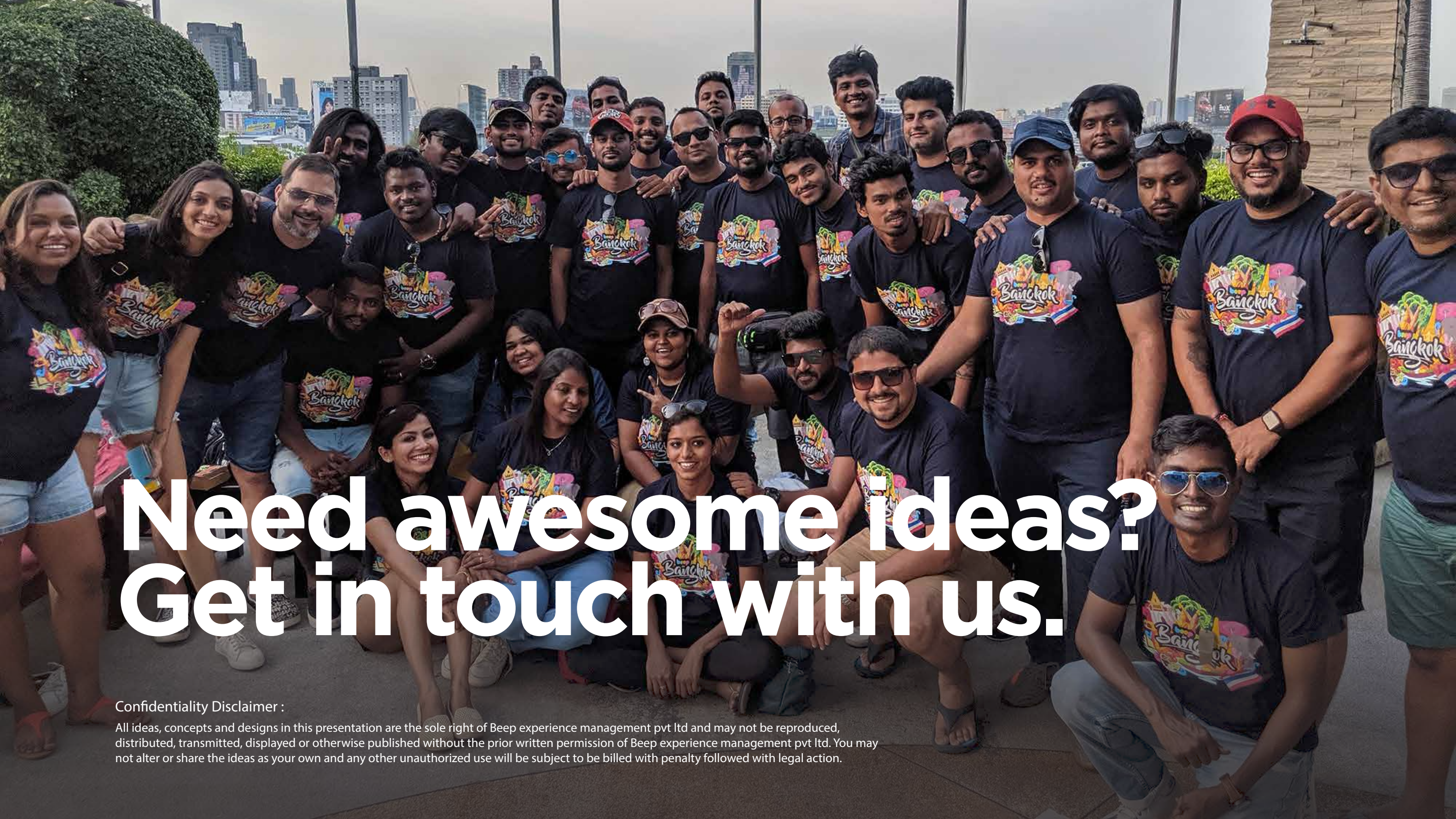
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