



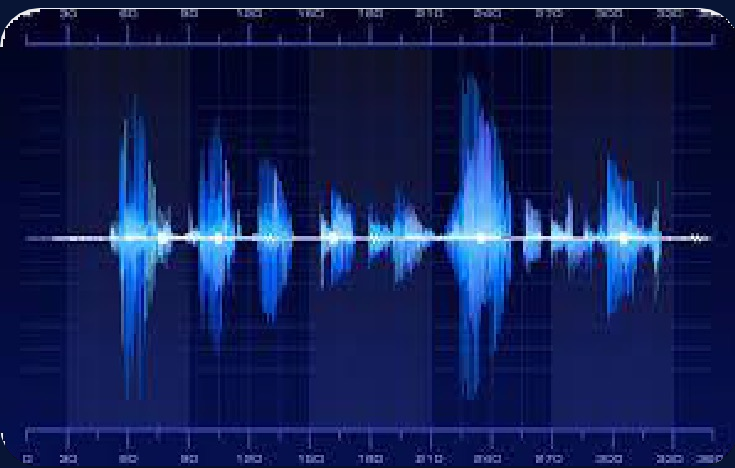
# INTRODUCTION

Event Mechanics delivers a holistic, **360-degree brand** experience that engages, inspires, and empowers our clients and their customers

We work with our network **across India** to create immersive and integrated communication and entertainment solutions.

Our brand communication interface is highly targeted, creatively hardwired and fully integrated with the brand vision.

At **Event Mechanics** , We Create “Brand Experience”





# WHAT Event Mechanics IS TODAY :

# 2024

## HISTORY

**14+** YEARS IN  
BUSINESS

INDIA'S  
AND **LARGEST**  
LEADING BRAND ACTIVATION  
AGENCY

★ ★ ★ ★ ★  
BRAND ACTIVATION  
SPECIAL PROJECTS

## WORK

Corporate Events Special Events  
Activation Exhibition



MUMBAI  
DELHI  
BANGLORE  
HYDERABAD

INTERNATIONAL  
PRESENCE

SOUTH AFRICA,  
GERMANY, ITALY  
FRANCE, LONDON

A CLIENT BASE THAT INCLUDES  
**INDIA'S LEADING**  
MULTINATIONAL AND CORPORATE  
HOUSES, GOVERNMENT MISITRIES

**20+**  
WIZZES  
ACROSS

**INTEGRATED**  
EVENT  
INFRASTRUCTURE



**SOUND, LIGHT,  
VIDEO & DÉCOR.**

# Core Strengths



**RELATIONSHIPS**



**BRAND BUILDING**



**CREATIVITY**



**TECHNICAL EXPERTISE**



**SCALE OF OPERATIONS**



Lets have a glance on the work...





# Jubilant Chairpersons' Awards-2024



Jubilant, a leading Indian conglomerate, is proud to announce its first-ever Chairperson's Awards. This prestigious initiative recognizes and celebrates outstanding leadership within the organization across various business segments. The Jubilant Chairperson's Awards program signifies the company's commitment to nurturing and rewarding exceptional leadership talent. By recognizing and celebrating outstanding leaders, Jubilant paves the way for a brighter future filled with continued innovation and growth.



# HP – AI Laptops Launch-2024



## HP Unveils Future of Computing with AI-Powered Laptops at Grand Media Launch

Hewlett-Packard (HP) recently hosted a grand media launch event to unveil its newest line of AI-powered laptops. The event, held in New Delhi on 3<sup>rd</sup> May 2024, generated significant buzz among tech enthusiasts and industry professionals.

With this launch, HP has positioned itself at the forefront of AI-powered computing. These intelligent laptops promise to transform the way we interact with technology, making it more intuitive, efficient, and secure.  
[pen\\_spark](#)





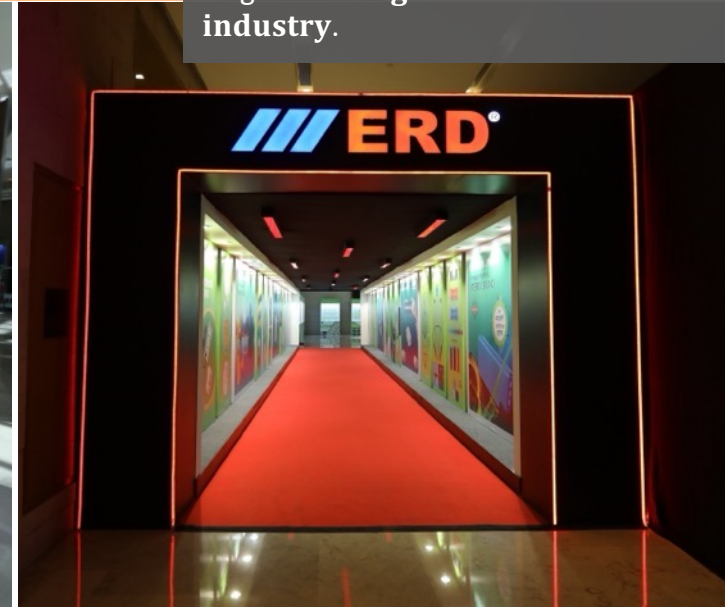
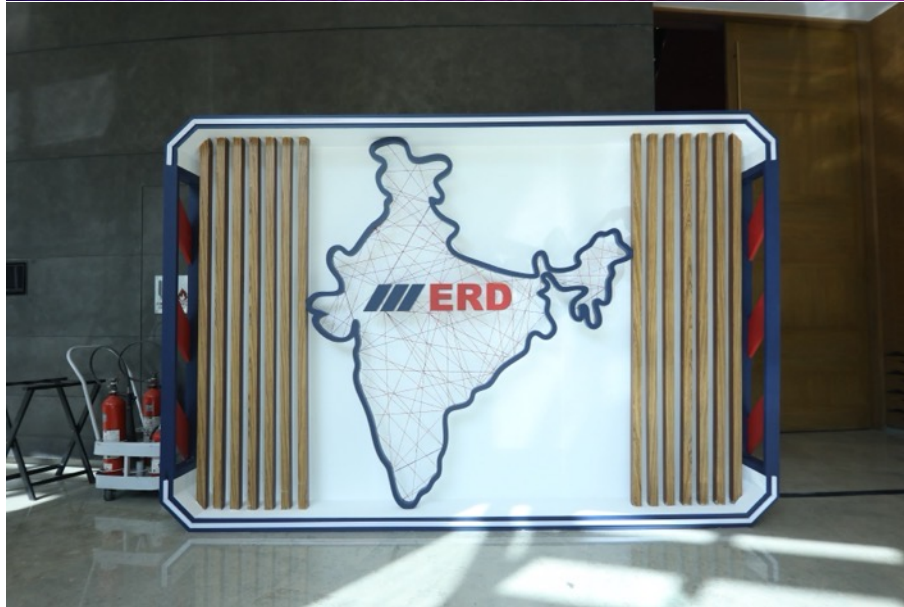
# ERD – Business Conclave 2024



## ERD Conclave 2024

With an impressive turnout of 800 National Distributor's in the Andaz Aerocity, Delhi. ERD team came together to witness ERD's latest product range and unveil the future vision of ERD.

Dr. Harshvardhan Jain, a renowned business coach and motivational speaker, took the stage to inspire and empower the audience with his valuable insights and strategies for success. From networking opportunities to innovative ideas, the event was a hub of knowledge exchange and collaboration, setting the stage for a brighter future in the industry.





# IOC – P&BD 30 Years Celebration



On 27<sup>th</sup> Jan 2024, Indian Oil Corporation Limited proudly celebrated the 30th anniversary of its Projects and Business Development (P&BD) division. This milestone marks three decades of relentless innovation, strategic growth, and dedicated service to the nation. The P&BD division has been the cornerstone of Indian Oil's expansion, propelling the company to new heights and solidifying its status as a leader in the energy sector.



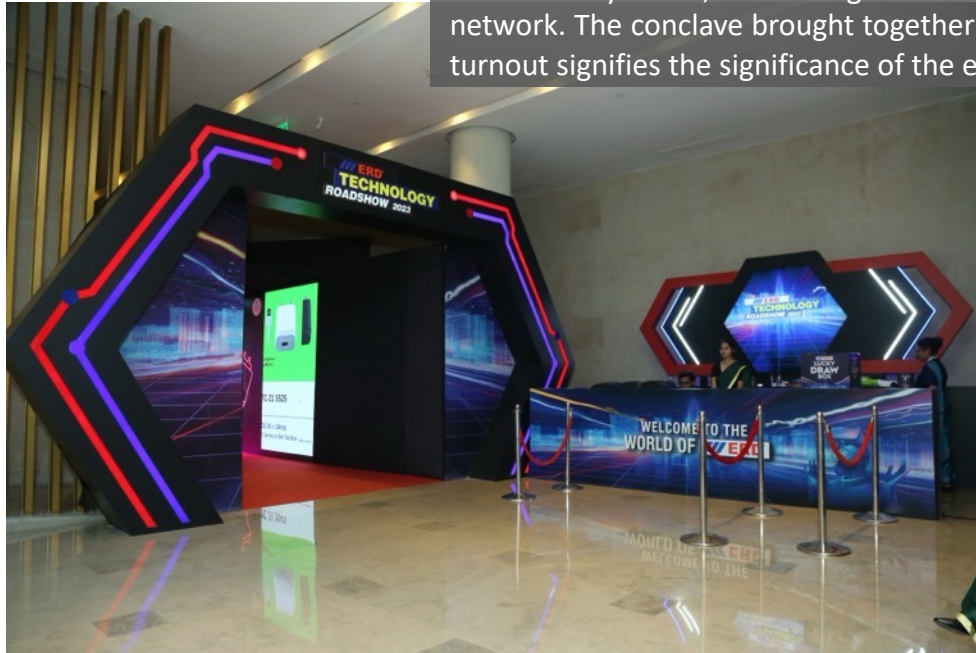


# ERD – Business Conclave 2023



## ERD Group Strengthens Dealer Network at its 2023 Business Conclave

On 23<sup>rd</sup> April 2023, the ERD Group, a leading Indian manufacturer of mobile phone accessories, hosted its grand Business Conclave at Hotel Andaz, New Delhi. This two-day event, held alongside the Grand Technology Roadshow, served as a platform to connect with and strengthen relationships with their dealer network. The conclave brought together over 600 dealers from across India, representing states like Maharashtra, Karnataka, and Tamil Nadu. This impressive turnout signifies the significance of the event for ERD in fostering a strong distribution network.





# IOC Green Energy Summit



## IndianOil Charts Path to a Greener Future at Green Energy Summit

In March 2023, IndianOil, hosted the inaugural IndianOil Green Energy Summit. The summit served as a platform for the company to unveil its ambitious plans for driving India's transition to clean energy. This strategic move aimed to streamline efforts and accelerate expansion across various sustainable energy sectors.





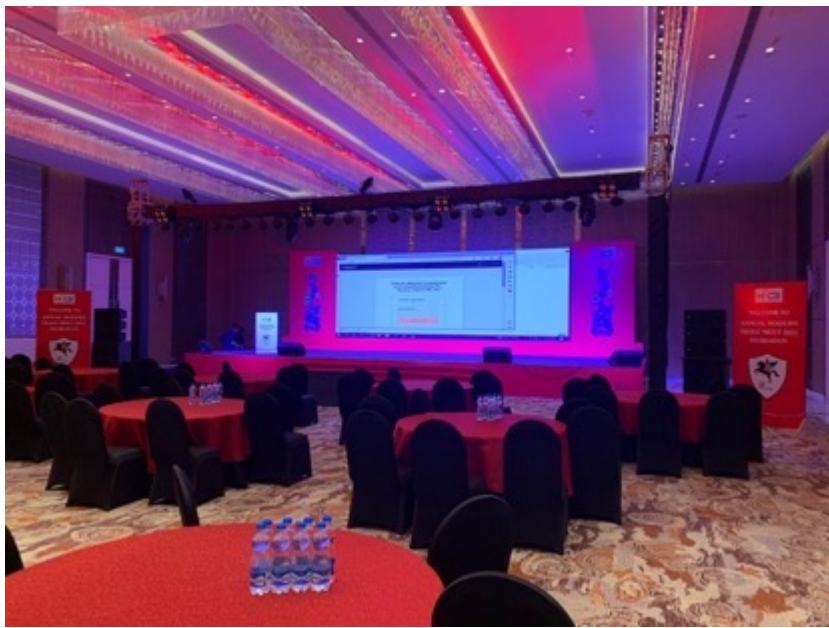
# IOCL Petro Chemical Conclave



IndianOil, a leading Indian energy company, organized the 7th Petrochemical Conclave in New Delhi on December 17, 2022. This prestigious event brought together industry experts, government officials, and key stakeholders to discuss the future of India's petrochemical sector. The conclave centered around the theme "India's Petchem Future: Sustainable and Aatmanirbhar" (Self-Reliant). With its focus on innovation, collaboration, and environmental responsibility, IndianOil aims to play a leading role in propelling India towards a self-reliant and eco-friendly petrochemical sector.



# Coco Cola Annual Meet – Modern Trade





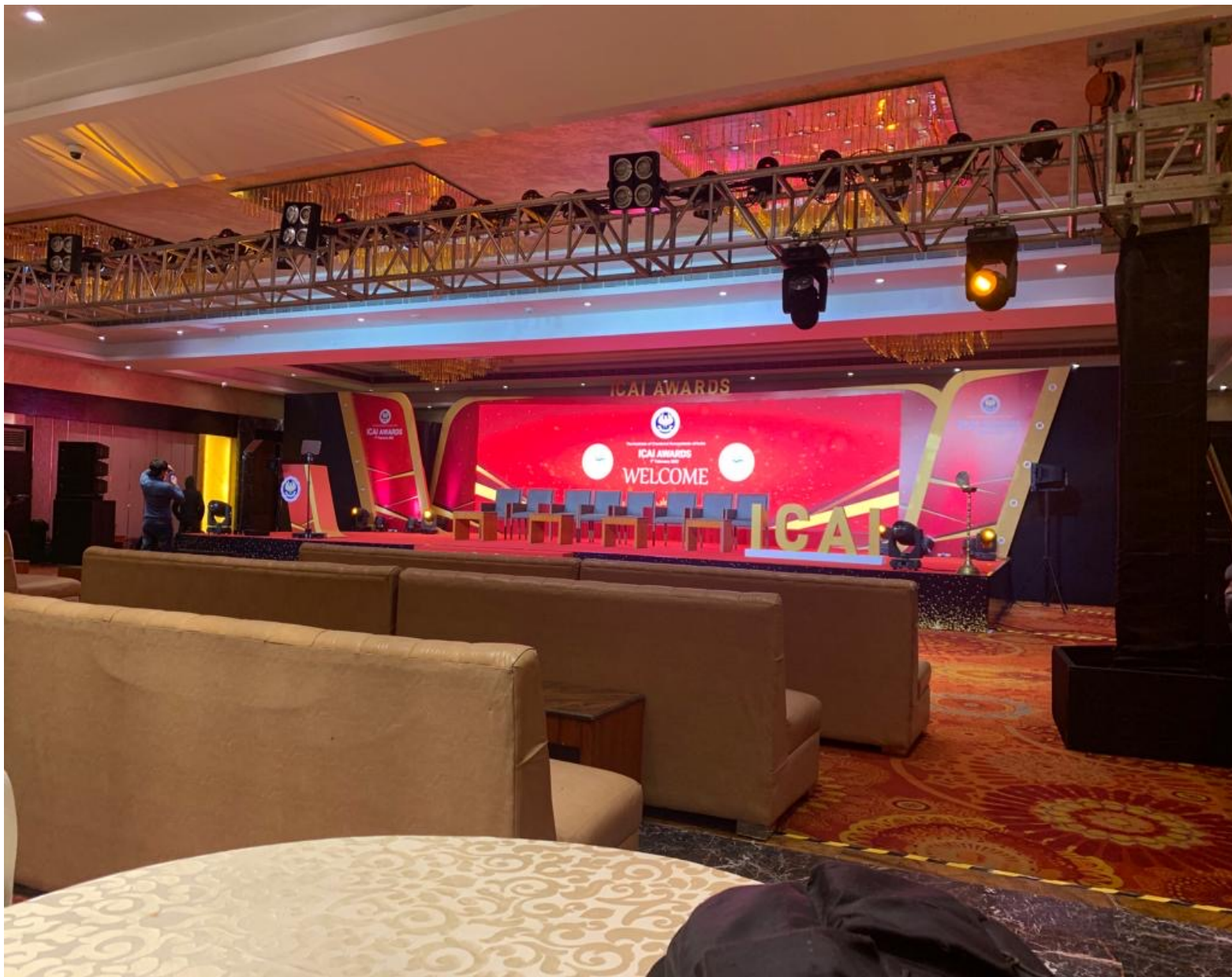
# ICAI Excellence Awards – 2022-23



The Institute of Chartered Accountants of India (ICAI) recently concluded its prestigious ICAI Awards for Excellence in Financial Reporting for the financial year 2022-23. This annual event recognizes and celebrates companies that demonstrate exceptional commitment to transparency and accountability through their financial reporting practices. The ICAI Awards for Excellence in Financial Reporting stand as a significant initiative for promoting a culture of transparency and accountability within Indian businesses. By recognizing exceptional financial reporting practices, the ICAI contributes towards a more robust and trustworthy financial system in India.



# ICAI Excellence Awards - 2021





# Creator Day Event – Hotel Sunday





# Wella Kromatic 2.0

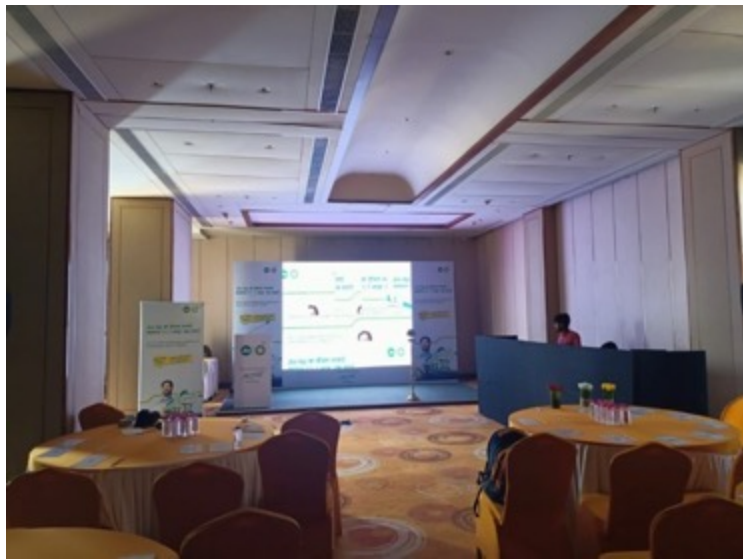




# Jio – BP



## Multi City Dealers Meet





# Bajaj Allianz – PMFBY (Rabi Season)



Unnamed Road, Hingoniya, Rajasthan 305406, India  
Hingoniya  
Rajasthan  
India

2020-12-16(Wed) 12:58



Main Rd, Bharja Nadi, Rajasthan 322027, India  
Bharja Nadi  
Rajasthan  
India

2020-11-29(Sun) 11:35(AM)

23°C  
73°F



Bhimmal - Raniwara Rd, Kotra, Rajasthan 343039, India  
Kotra  
Rajasthan  
India

2020-11-26(Thu) 02:41(PM)



27°C  
81°F



Kota - Bapawar Rd, Roopahera, Rajasthan 325602, India  
Roopahera  
Rajasthan  
India

2020-11-29(Sun) 10:17(am)

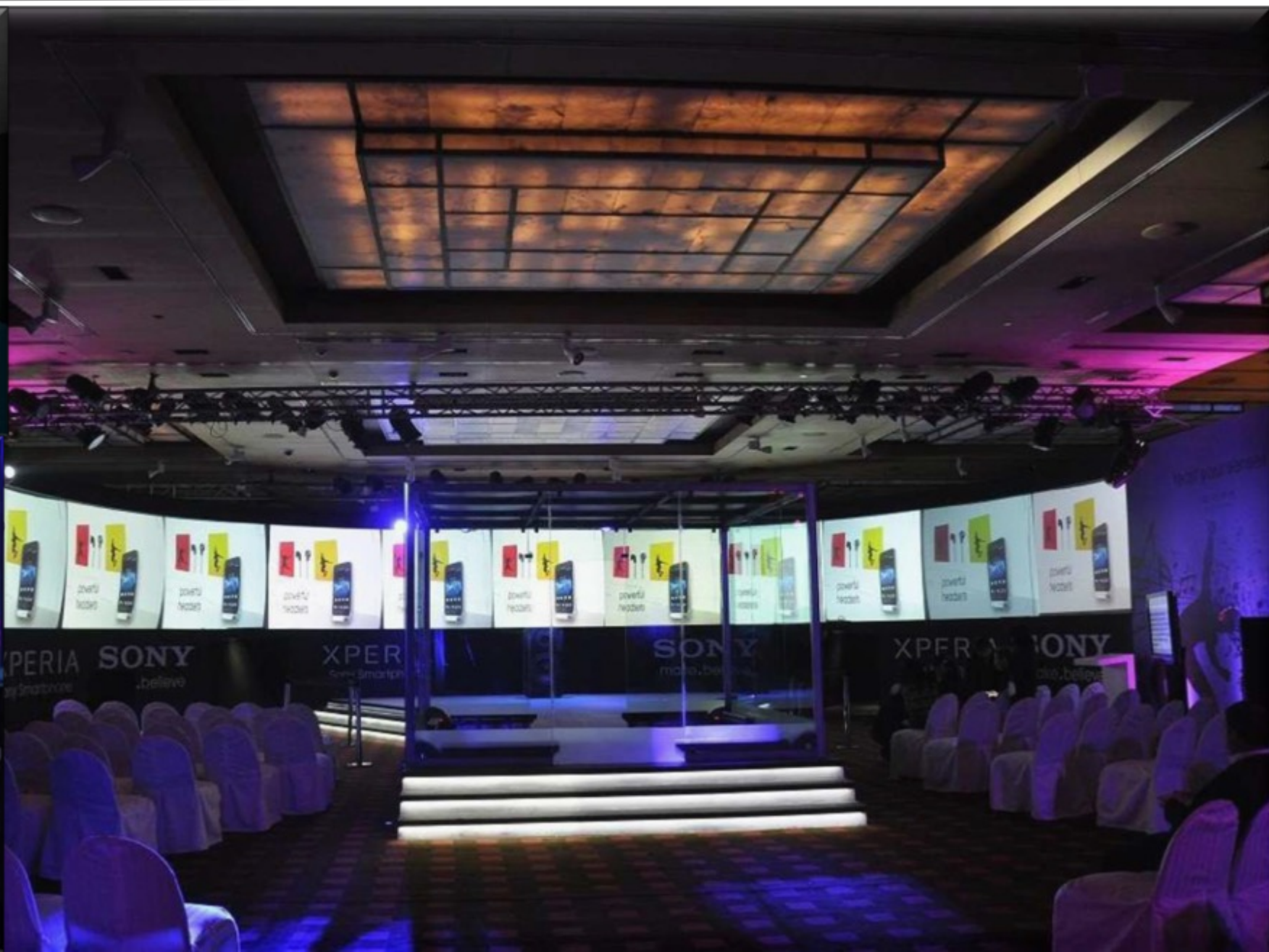


Latitude: 26.529412  
Longitude: 74.729511  
Elevation: 458.59m  
Accuracy: 3.2m  
Azimuth: 39° (NE)  
Pitch: 4.6°  
Time: 24-11-2020 13:11  
Bharani village aijmer

Powered by Aarav



# Sony – Plan and Executed 270 degree watch





# CocaCola Branding

## Brand Agenda

### For getting in Youngster

We met them at their colleges to make them **experience the joy of the festival** season through **coke** and enable it with **Happiness Machine**

open happiness™



One of the most successful integrated campaign of Coke till date

- 12,000 registrants | 6% CTR | 100,000+ YouTube Views
- 20,000+ Coke Sampled | 1500+ Gifts dispensed
- 6000 got free minutes to talk home on their mobile
- Positive PR & Online Chatter
- 800 - a lifetime supply of coke
- 20 lucky ones were taken home!

Brand Coke- Happiness – Surprise – Joy – Youth – - On ground – Last mile

Clients feedback "Activity concluded to the last mile"...



open happiness™

The Brand to share the air of Happiness via a soulful 'idea' in India

The Happiness Machine!



HM @ DAV Chandigarh



HM @ BDK DAV Marissa

Students got an amazing surprise!



Thapar University, Patiala



HM @ Lovely University Jaipur

The Happiness Machine!



- 50 colleges across India
- 75k students exposed to the engagement on Ground



# Duracell Marathon

•Final Marathon Flag Off done by **Mandira Bedi & David Abraham** Duracell Marketing Director of Middle East & India in Connaught Palace on 25<sup>th</sup> March 2018





# Mountain Dew on Ground Campaign / 4 City



**Over 50 thousand  
sampling done 50  
thousand plus  
registrations**





# Delhi Government Activations

## DELHI TOURISM - 32<sup>ND</sup> GARDEN FESTIVAL



## AMBUJA & ACC – CEMENT AWARDS Distribution





# Glimpse of Corporate Events & Activations

ONGC - Petrotech



VM-WARE –EDGE BUSINESS INNOVATIONTOUR



Tata Stryder – Awards Night



Doscon Entertainment Night



# Exhibitions Arena

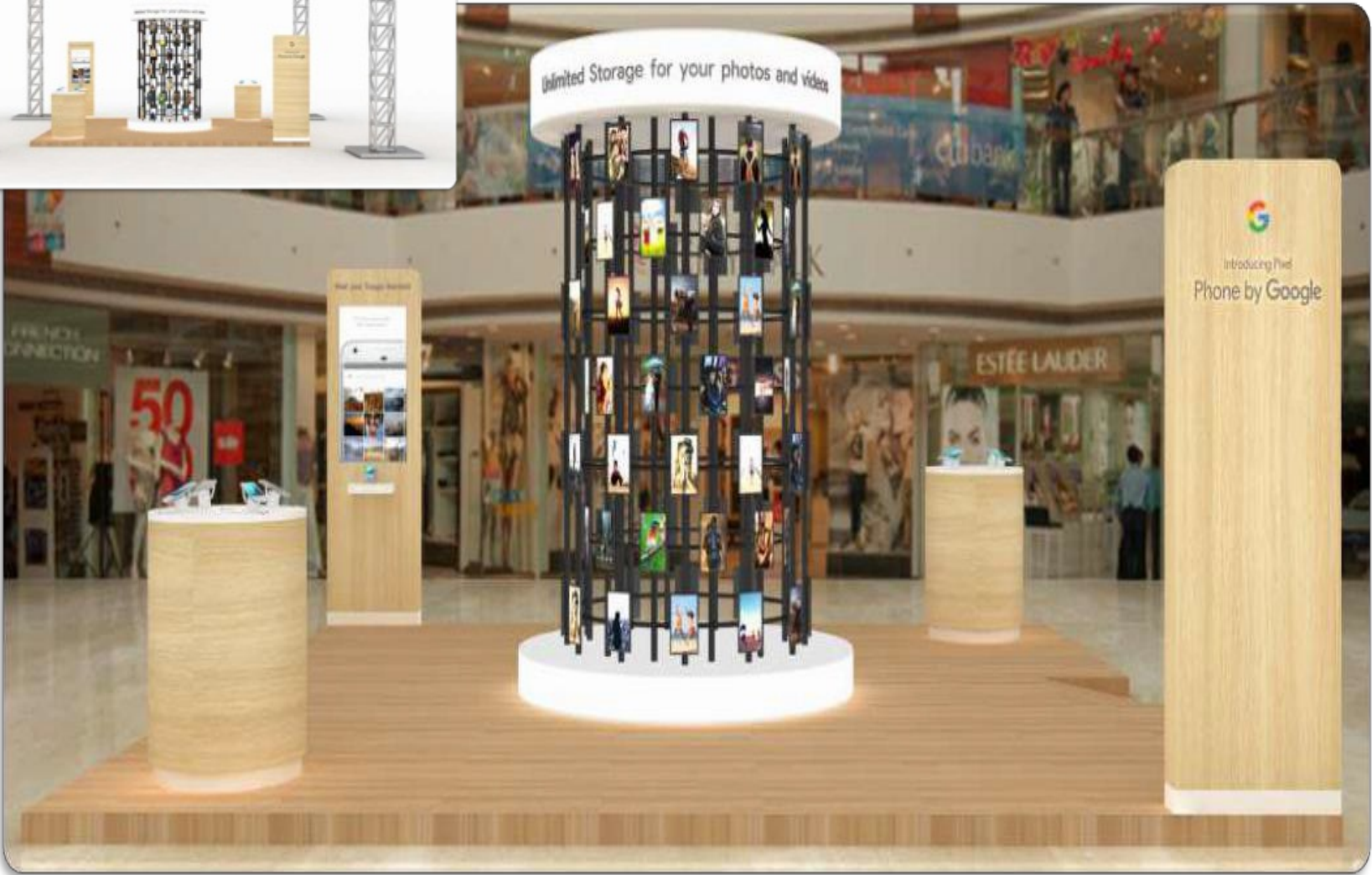
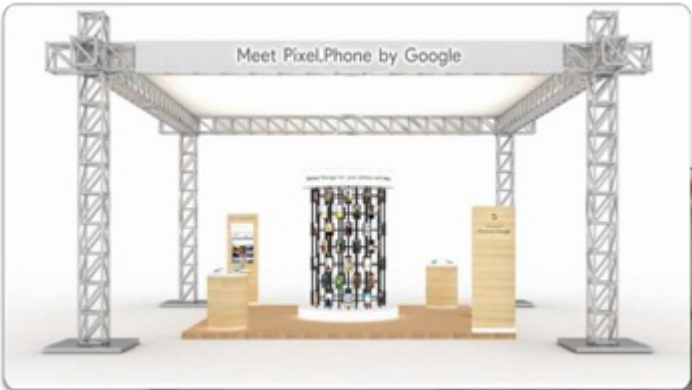


# Exhibitions set up for Brand Promotion





# Google Pixel 2 - Multi-City Launch







# Brand Promotion

# Promotions



**Special Celebrities**



**Events**



# Special Celebrities Events





## Client Overview / Brand Alliances



## For Event Enquiry

Mr Gaurav Chhabra

Ph No : +919818422722

Email : [gaurav@eventmechanics.co.in](mailto:gaurav@eventmechanics.co.in)

Looking for collaboration  
with you soon..!!

Thank you..!!

### Conditions

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