

Tantraa Eventainers

Private Limited

Company Profile



Company Legal Standing

- **Incorporated** under the new name “Tantraa Eventainers” in September 2008
- **Registered** under the Corporate Law of India, namely, “The Companies Act 1956”
- The Events business was carried out under the name of “**Eventz Enterprise Integrated**” – a Partnership Firm, prior to the formation of the Private Limited Company ie. 2004 – 2008
- PAN No. AADCT0460B (**Unique ID**)

Managing Director – Mr. Chandraneel Jaderia

- Strong Educational Qualifications with 4 Master Degrees incl. MBA in Finance & Graduation in International Trade & Event Management.
- +9 years Event Management Experience with expertise in Client Servicing, Costs, Concepts, Artists & Vendors
- 10 years of Corporate Exposure incl. Foreign Business Development & International Trade.
- Work – Experience as Country Head, of doing business with the US Base in Doha, State of Qatar.
- Centre Head for National Institute of Event Management (NIEM, Hyderabad) for 3 years.
- Consultancy for Event Team @ Ramoji Film City
- Guest Lectures @ NIEM, EMDI, RISE & MBA Org's
- The Person Synergizing the System as a whole

Director – Ms. Priyadarshani Doshi

- Highly Qualified in Fine Applied Arts, with **Masters in Fine Arts (Visual Communication)**, from Memphis College of Art, Tennessee, USA. (1991)
- 18 years of hard-core experience in **Graphic Designing** and Events related work.
- 5 years of Work Experience with leading Magazine “**Business India**” as **Visualizer** + Other Works.
- The person who blends ideas, data & inputs into concepts to the clients satisfaction.

Production Associate – Sanjay De Souza

- Sound Engineering Education and Hard core **Technical Back ground.**
- **28+ years of 360degree Exposure** in the Event Production & Project Operations Field.
- Thorough in **handling Legal licenses, Government Permissions, Statutory Requirements & Permits** for Events.
- Specialization in Light, Sound and Talents.

Tantraa – The Geography

- **Sales Office in Mumbai, India**
 - 3 Employees + 28 Support Team
- Registered **Corporate Office** in Hyderabad, India
 - 5 Employees + 22 Project Support Team.
- **Associate-Partner in Pune, India**
 - 7 Employees + 16 Support Team
- **Long term Associates** in cities of New Delhi, Chennai, Kolkata and Bangalore
- **Artist Management Supply** Reach in all major cities in India, from North to South

Company Objectives

- To create Event Properties thro' tie up with Int'l Shows & Exhibitions and blend it to the Indian Scenario, in association with Potential Sponsors
- To carry on in India or elsewhere the business to conceptualize, produce, conduct and execute activities related to events, promotions and entertainment on its own or for clients.
- To hire or recruit and maintain performing skilled artists, talents either from India or elsewhere.
- To print, publish, distribute, sell events and industry related magazines other publications.
- To establish, run and maintain training institutions to impart training in event management, artistic skills, talents, modeling, acting courses.

Current Company Focus

- Promote **Unique Events like never seen before** in India, to enrich the experience of the public
- To **Enhance the core effective value** of various Local Events blended with Global Entertainers (thus the name Eventainers)
- Focus on **Thematic Events** on a higher Scale
- Organize **exclusive Shows** such as Expositions, Exhibitions and Trade Fairs in India
- Hunt for, Train, **Promote Rare Talents** for Performances in India & Abroad

Business Advisors

- Dr. Hoshi Bhiwandiwalla, Dean & Director of **National Institute of Event Management @ Mumbai**
- Mr. Pratap Pandit, Marketing **Consultant @ Mumbai** (Ex- Reliance / Big Cinema – Marketing Head)
- Mr. Rohit Lodhi, **Corporate Communication Consultant @ Mumbai** (Ex- Ad Agency)
- Mr. Dilip Bam, Communications Expert, **Management Consultant**, Professor, BikeGuru and Guinness Book Record Holder @ Pune
- Mr. P. Viswanadh, **CA @ Hyderabad**

Reference Contacts - A

- Ms. Elizabeth Kauffman: American Center Director @ US Consulate General, Mumbai.
- Mr. Ashish Braganza: Vice President -Business Planning & Strategy @ Accenture Customer Contact Services, Bangalore.
- Dr. Anand Venkateswaran – Associate Professor @ North Eastern University, Boston

Reference Contacts - B

- Mr. Nikhil Karnik: Vice President & Head – Sales Management @ Franklin Templeton Asset Management India Private Ltd, Mumbai.
- Mr. Paras Johar, Account Director (Ford Motors), @ J. Walter Thompson (JWT), Gurgaon.

Individual Support for Tantraa

- Mr. Pritam A. Doshi, **Managing Director – PAE Limited @ Mumbai.**
- Mr. Arvind Vohra, **Director & Partner @ Gionee Syntech Technology Pvt. Ltd., New Delhi**
- Dr. Anand Venkateswaran, **Associate Professor of Finance @ Northeastern University @ Boston, USA**
- Dr. Santosh Kothari, **Leading Homeopath Consultant & Practitioner @ Pune**

Tantraa Clients (Direct & Outsourced)

- GMR Airports
- GVK Hotels (Taj Krishna)
- Biosensors Ltd.
- Lufthansa India
- Pennar Industries Ltd
- HSBC (Support)
- Siemens India
- Gulf Air
- CRI Events
- Pennar Group
- Jeep Thrills Club
- Carlsberg India
- Asianet TV
- Nestle Nutrition
- Reliance Big Flix
- GE Aviation
- Red Bull India Ltd.
- Suzlon Ltd.
- DNA Entertainment Networks
- Zoom TV
- Pantaloons Group
- Novotel Hotels (Accor)
- Lanco Industries
- Saberis Opticians
- ITC Sheraton
- Mahindra & Mahindra
- Vodafone
- Emcure Pharma
- Maruti Suzuki Ltd.
- Hyderabad Duty Free
- Salesforce Hyd
- Westin Hotels

Tantraa – More Clients

- **US Consulate**, Mumbai
- American Alumni Association, Mumbai
- Ogilvy & Mather (**O&M**), Mumbai
- J. Walter Thompson (**JWT**), Chennai
- **Accenture** India, Hyderabad
- **Dell** Computers, Hyderabad
- **IBM** India, Hyderabad
- **Qualcomm** Hyderabad
- **CSC** India, Hyderabad
- **Indo-American** Cancer Society
- **Microsoft** India, Hyderabad
- **Motorola** India, Hyderabad
- **AIG** (Tata) Insurance India, Mumbai
- **Carlsberg**, Hyderabad

Large Audience Events

- Corporate Annual Events – 1200 to 3500 pax
 - GMR / Accenture / Qualcomm / Westin / Novotel
- New Year Eve Events – 800 to 1500 pax
 - Westin Mindspace / Taj Deccan
- Airport Opening Event – 27000 pax
 - Hyderabad Airport by GMR Group
- Foreign Delegation Conference – 2800 pax
 - Asian Development Bank
- Sports Events – 15000 to 45000 pax
 - IPL 7 CLT20 @ Hyd

Authentic Theme Party Events

- **Arabian Nites** – 2011 31st Party @ Westin
- **Hawaiian** Theme – Annual Day 2011 @ Novotel
- **Retro** Theme – 2010 31st Party @ Westin, Hyd
- **Village** Theme – Pre Wedding Party @ Alankrita
- **Masquerade** Theme – Private Party
- **North-East-West-South (NEWS)** Theme, Novotel
- **Nizami** Theme – ADB Party @ Falaknuma
- **Carnival** Theme @ Westin for Annual Day
- **Birthday** Themes – Space, Wonderland, Noddy, Cinderella, Jungle, Glow, Sports, Nursery

Large Scale Sports Event (2009)

- Indian Premier League (IPL) @ Hyderabad in 2010 and 2011
- Airtel Champions League T20 (CLT20) in 2009, Hyd
- No of Spectators: 25000 to 45000 in Stadium Setting
- Executed various eventing requirements.
 - Branding inside and outside stadium
 - Artists Management – Anchor & DJ
 - Creatives & Printing – Flex, Signages, Fliers, etc
 - Road show for 40 days in the Twin City
 - Glow Sign Boards Entry Arch's & Boxes
 - Ticket Sales Kiosk @ Airport & other Outlets
 - E-Redemption Counter (Online Ticket booking)
 - Manpower & Ticket Validations

Project Event - ORAT (2007-08)

- Operation Readiness & Airport Transfer (ORAT) for GMR Hyderabad Int'l Airport (RGI Airport) – Simulation Exercises
- Responsible for - Logistics, Mock Passengers, Catering, Baggage Crew, Co-Ordination, Etc.
- 7 month long Simulation Trials
- Worked with Munich Int'l Airport Team
- Assist Customs & Immigration, Security, Airlines, Ground Handlers, Airport Staff, etc.
- Large Scale Integration of Green Field Airport System and Cross Board Networking

Massive Scale Event – 23March08

- **Commissioning Day** Event of RGI Airport in Hyderabad – 1st Flight Touch Down event, Photo Opp Areas, Manpower, Merchandise, Artists, Décor, Floral, Commemorative Coins, LED Screens, Hostesses, etc.
- 24 Hour long intense Event
- **27000 Passengers** – Welcoming & Send Off
- 154 In and Out Bound Flights + Crew + Pilots
- 150 Hostesses & 350 Manpower Services
- Instant Photograph “Encounters” – 4 nos
- 50 Tribal Drummer and other Artists.

Asian Development Bank Event (2007)

- **Finance Minister of India's Dinner** & Gala Nite for **ADB** delegations from across Asia – Welcoming Theme, Illumination & Lighting, Indian Theme Décor and Ambience, Fashion Show, India Showcase, Theme Cuisine Counters, Costumes, Manpower, Printing Peripherals, Fuel Management, F&B Support, Infrastructure, Light & Sound, etc.
- **1800 Foreign Delegates** (2700 total no of Guests)
- Delegates from **64 Asian Countries**
- 16 Cuisine Counters Set Up & Manning
- 55000 sq ft. Cooking Arena & Mobile Toilets
- Pan-India Artists, Tribal Dancers, Models, etc
- Pyrotechnic set up & Massive Screen Projection

Contact Information

- Tantraa Eventainers Private Limited
- Regd Office: A1 Mount Banjara, Road No.12, Banjara Hills, Hyderabad – 400034, Andhra Pradesh, India
- Sales Office: 2A Windcliffe, 50D Peddar Road, Mumbai – 400026, Maharashtra, India
- Telephone: ++91 40 23399982
- Cellular: ++91 9246249949 / 9821619659
- Email: chandraneel@tantraa-eventainers.com
- Website: www.tantraa-eventainers.com



THANK YOU

Tantraa Eventainers
Pvt. Ltd.

