



Seminar On

Resins - Today & Tomorrow - IX

“Marketing Mantras for Resins & Chemicals”

**VARIETY OF FINISHES, DULL, MATT & SHINING !
IRMA MEMBERS PROVIDE, RESINS FOR EVERY COATING !!**

Thursday 5th & Friday 6th June 2014

Venue: Fariyas Hotel, Lonavala



Indian Resins Manufacturers' Association

C/o. Gargi Engineering Enterprises Pvt. Ltd.

DX-9, T.T.C. Industrial Area, Off Belapur Road, Shirvane, Navi Mumbai - 400 705

Telefax: 91-22-27616003; Mob.: 9867087531; Email: info@irmaonline.org

RESINS - TODAY & TOMORROW - IX

“Marketing Mantras for Resins & Chemicals”

Dear Sir,

Further to our communication regarding the forthcoming Seminar on "Resins - Today & Tomorrow - IX, the seminar is planned on Thursday 5th & Friday the 6th June 2014. The theme of the seminar is "Marketing Mantras for Resins & Chemicals" which we trust is the need of the time.

Marketing is a word, which sounds very easy for a lay man, as they call it in hindi "Bayien Haath Ka Khel hai,"

But those who are in the business field, will agree with me that the most difficult part of any business is marketing. One can purchase technology and also borrow funds for setting up a business, but getting the product marketed, neither can be barrowed nor purchased. Yes, we have to learn the marketing by ourselves and for this we have to grab all the opportunities which come on our way and teach us tricks of the trade.

Considering this, IRMA has come out with an proposal to conduct a Seminar dedicated to marketing not only for Resins but also for Chemicals so that it benefits not only the ordinary members but also our associated members and others who attend it. The Seminar will cover the marketing aspects for both domestic as well as exports to other Countries. For exports the expert speakers from organizations like Capexil and Chemexil will be invited.

We are going to bring out a Souvenir-cum-Members Directory, and we request the Members to update their business/contact details.

For the first time since inception of IRMA, we are going to have Seminar outside Mumbai. So, let's have an outing to Lonavala for enriching our knowledge as well as having a fun-time with family and friends.

Looking forward to the pleasure of welcoming you at the Seminar at Fariyas Hotel, Lonavala on 5th & 6th June 2014.

Yours Truly,

Dr. Prashant Samant
President

Ashok Goklani
Convenor

Anil Agrawal
Co-Convener

AN APPEAL FOR SPONSORSHIP

Organising Seminars for the benefit of its members and others who attend it, has been the customary for IRMA.

This year, we are taking our Seminar a step further, by proposing it to be held in Fariyas Hotel, Lonavala on Thursady 5th & Friday 6th June 2014.

We are sure that this event will benefit all the delegates and also take IRMA to greater heights.

We all know that, funds are prime factor for organising such an event and hence we appeal to you for making a whole hearted contribution for this cause.

Also please do attend the Seminar with spouse, to make it a business-cum-pleasure event.

Yours sincerely,

Finance committee members

D. G Parikh

Ashok Mehta

Bhupenendra Sakaria

Siddarth Shah

Anil Agrawal

Tentative Programme

Date: Thursday 5th & Friday 6th June 2014
Venue: Hotel Fariyas, Lonavala

Thursday 5th June 2014:
 09.00 a.m. : Registration
 11.00 a.m. - 12.30 p.m. : Inaugural Session
 12.30 -1.00 p.m. : Lunch
 01.30 - 3.00 p.m. : Session I
 03.00 -3.20 p.m. : Tea Break
 03.30 - 5.30 p.m. : Session II
 05.30 - 6.30 p.m. : Buyer/Seller meet
 (Group discussion)
 07.00 p.m. onwards : Entertainment,
 Networking & Dinner

Friday 6th June 2014:
 07.00 - 10.00 a.m. : Breakfast
 12.00 Noon : Checkout

Recap of 2012 seminar



ADVERTISEMENT BOOKING FORM

Dear Sir,

Please book the following advertisements for the "Souvenir-cum-Members' Directory" being brought out during the Seminar on "Resins Today and Tomorrow - IX" on Thursday 5th & Friday 6th June 2014.

Front Cover : Rs. 30,000.00
Front Gate Fold : Rs. 40,000.00
Back Cover : Rs. 20,000.00
Inside Front Cover : Rs. 15,000.00
Inside Back Cover : Rs. 15,000.00
First Page : Rs. 12,000.00
Book Mark : Rs. 10,000.00
Full Page (Four Colour) : Rs. 7,000.00

Final cut size of the magazine : 21.5 cms x 27.5 cms
 Full page : 18 cms x 24 cms
 Full page bleed : 22 cms x 28.5 cms
 (limit text matter within 19 cms x 25.5 cms)

We are enclosing herewith the following:

Demand Draft/Cheque No. _____ Date: _____ for Rs. _____

drawn on _____ in

favour of "INDIAN RESINS MANUFACTURERS' ASSOCIATION"

Art Work / Positive etc. Written matter

Thanking you,

Yours truly

Signature _____ (with stamp)

Name of the Person _____

Designation _____

Name of the Company _____

Address _____

Tel.: _____



**Registration Form For
IRMA SEMINAR IX
MUMBAI**

FOR OFFICE USE ONLY

RECD. ON

NUMBER

Date: Thursday 5th & Friday 6th 2014

Venue: Fariyas Hotel, Lonavala

NAME OF DELEGATES
1
2
3
4

NAME & ADDRESS OF COMPANY
Tel.:
Email:

Outstation delegates are requested to send delegate fees by **Demand Draft only**

Delegate Fees

For IRMA MEMBERS

Rs. 4500/- per delegate

Rs. 7500/- per delegate with spouse

For NON-MEMBERS

Rs. 5000/- per delegate

Rs. 8000/- per delegate with spouse

Enclosed Cash / Demand Draft / Cheque No. _____ Date: _____ for

Rs. _____ drawn on _____ in favour

of INDIAN RESINS MANUFACTURERS' ASSOCIATION

Signature (with stamp)

Name:

Date:

Please send your Registration / Advertisement Booking form duly filled to

Indian Resins Manufacturers' Association

C/o. Gargi Engineering Enterprises Pvt. Ltd.

DX-9, T.T.C. Industrial Area, Off Belapur Road, Shirvane, Navi Mumbai - 400 705

Telefax: 91-22-27616003; Mob.: 9867087531; Email: info@irmaonline.org

