



**Background:** The Company has been setup in the year 2005 with Headquarter at Kolkata, India to serve Music Industry, especially the Indian Musicians to make them available the world leading Musical Instrument and sound system brands like Roland, BOSS, Edirol, Cakewalk and Peavey in India with after sale service facilities. Roland, BOSS, Edirol, and Peavey are the world leader in the design, manufacture and distribution of electronic musical instruments and sound systems including keyboard and synthesizer, guitar products, electronic percussion kits, digital recording equipment, amplifiers and audio processing devices.

**Mission:** To promote Roland V-Drums and other instruments and increase the sale of Roland Digital Piano by displaying the Product among the mass audience.

**Execution:** Displayed various instruments among the walk-ins in the Mall.

**Products:** E-09, TD-4k, HPI-6S, Cube Street, Micro Cube were demonstrated to the interested customers. Live Performance was given by Roland Rock Band using **Products:** KC-550, VE-20, DR-30, and Cube 15 X

**Venue:** Mani Square Mall, Kolkata (weekend activity)



**Response:** Experienced a footfall of 12000 plus during the activity. V-Drums were promoted among the mass audience. Many Children up to the age of 18 showed there interest as it helps them to learn by themselves and also allows practicing anytime anywhere. Parents also agreed that this kit will be very suitable for their kids as it is very compact and can also be used for soundless practice. E-09 was also liked by the People those who were already using Casio or Yamaha, they found Price bit high but also agreed that is much more superior. We made people sing with Roland DR-30 and VE-20. We made several Changes while they were singing like Female Voice, added Harmony, Delay Reverb. They liked these Function very much and told that to know more about VE-20 they will visit Roland Showroom. Some High Society People tried out their Hands on Roland Digital Piano HPI 6S; they will also visit our Showroom for checking other Roland Piano too.

Furthermore, we Thank SpaceandPeople Staff for rendering us the opportunity making experience enjoyable and profitable.

**Vivek Singhania**  
Sales and Mktg. Manager