

RELIANCE Communications

Anil Dhirubhai Ambani Group

Background: Reliance Communications is India's largest private sector information and communications company offering data and voice solutions. Recently Reliance has launched Reliance Netconnect Broadband+ - the fastest in wireless internet services.

Objective: Reliance wanted to offer demo of the High Speed Data card to a large no. of prospective customer – corporates as well as employees. A corporate park with multiple companies offers such platform where many people could get a demo and leads may be generated..

Execution: They used a pop up stand and a laptop to give the demo of the high speed data card. The stall had product brochure for information dissemination. Trainer promoters were also stationed at the table to answer customer queries, for people interested in finding out more about the product.

Venue: Dynasty Park, Mumbai



Reliance Communications



The promotion proved extremely successful and was the ideal location with a perfect target market.

“An activity at a Corporate Park gave me a platform to target larger no. of customers and that too serious customer, in a shorter span of time. In addition to giving larger no. of demos we were also able to spend some quality time with senior people and make an entry into other companies as well.”

Amit Agrawal, Marketing Manager - Reliance Communications.