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Actimedia PR bags Arrow, Fratelli & Limeroad.com

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Company Brief

Bengaluru, January 31, 2013

ActiMedia Private Limited India's first lifestyle PR agency, has made aggressive moves over the last few months and announced a series of new account wins.

On the back of accounts such as Ruosh Shoes, Inkfruit.com, and Yogurberry, the agency has bagged additional clients – Arrow, Fratelli Wines and Limeroad.com.

The Agency team is very upbeat and confident. "We are very fortunate to start 2013 with a bang and that our efforts are being recognized by clients. We have very strong credentials in the lifestyle and luxury PR industry, and it was only a matter of time before we consolidated our position. We have grown our team and are firmly focused on delivering long-term value to our clients," says, Amitabh Saxena, Director ActiMedia.

Spotting the need and opportunity in the total marketing services area, ActiMedia has also geared up to offer consultancy on end-to-end solutions for clients. Amitabh says, "We look at ourselves as an extension of the client's marketing team, and that allows us to contribute to the client's overall business." A number of clients today seek advice on how to create opportunities that can be successfully leveraged in the media and that is a key input that ActiMedia provides.

On the back of several long-term relationships that ActiMedia already enjoys such as L'Oreal India, Puma India, Celio, Lee, Patchi Chocolates, Sahara Star Mumbai, Hyatt Regency Pune, Forevermark, Gitanjali and Platinum Guild of India, amongst several others; the agency is poised to make further business additions very soon. "We have a dedicated and completely charged up team which is our key asset at ActiMedia. Happy people make for good business," says Amitabh about his success mantra.

Established in 1998, Actimedia is India's first lifestyle PR agency with practices in beauty, fashion, sports lifestyle and hospitality. Headquartered in Mumbai, ActiMedia has offices in New Delhi, Bangalore, Pune and a partner office in Chennai.

Kindly let me know if you need any further information.

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Source: Airtel

Led by the women employees of Airtel Madhya Pradesh and Chhattisgarh, The Airtel Smart Women Safe Women was a unique initiative to promote the mobile phone as a device to safe guard the working women and female students of Indore against the increasing concerns on women safety.

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