



Graphisads
360° Advertising Solutions

All-in-one Solution for your **Growth**

Our verticals for specialised services:



Giving a 'distinct mileage' through best media buying

We have decades of hardcore expertise and experience of devising marketing strategies for effective media buying to let advertisers achieve their targets. It covers print, radio, television, online and the outdoor (Out of Home) media.

Today, we stand as a full-fledged media conglomerate having widest media expertise, with professionals having experience in working with multi-national ad agencies.

A multifaceted personality

Mukesh Gupta, Chairman, Graphisads Limited, set off his journey in 1976 in the field of Advertising by starting Rashtriya Advertising with zero investment. Very soon, the days of struggle and challenges led to a phase of consolidation, achieved through hard work, sincerity and keen business acumen.

In 1997, he took over Graphisads. He introduced re-invention and innovation across all verticals, be it the organizational set up, client servicing, creative and innovations, media buying, and marketing strategies.

His energy and zest are constant sources of motivation for the team. He believes in 'Value for Money', which means maximizing publicity output in minimum budget. It is his belief, that no matter how small the campaign is, the communication should achieve the twin objectives of 'Attention' and 'Retention.' Today, Graphisads is among top advertising companies in North India.

An established dimension of his personality is the deep concern for various social issues and profound respect for Bhartiya Art & Culture. He is ever enthusiastic to promote that and extends every support in his might.

A respected voice of media fraternity, his honorary association outspreads across Business, Social and



Cultural circles. He is very active in Outdoor Advertisers Association, The PHD Chamber of Commerce & Industry. In this capacity, he regularly takes up Media related issues at different forums of the Government.

He has visited several countries in many business delegations.

Graphisads owes its growing success to his exemplary values, insightful guidance, and inspiring leadership. He gets along comfortably with all... be it Bollywood celebrities, influential politicians, who's who of different fields, and fellow businessmen.

Currently, he is the Additional Director of the Swarnim Bharat Foundation (Swadeshi Jagran Manch) to promote Swadeshi and help in employment generation.



Leading from the Front...

Alok Gupta, Director of the Company, is a young and energetic professional, Graduate in Business Studies from Birmingham (UK). Subsequently, he did his Post Graduation from SP Jain Institute, Mumbai specializing in Family Managed Business. He Keeps on doing various short-term courses to enhance and upgrade his knowledge base.

With an experience of more than 15 years, he has brought in accountability and professionalism in all functions of the organization. The professional team handles all the work in the organization and systems are in place, which has helped the Company to expand the operations into new verticals. He firmly believes in working with professionals, as that is the way forward for any business. "The Management's role should be to manage and that is what professionals do better, the promoters should set the company vision and align all to it" is his mantra.

He is connected with various associations like the CII, the PHD Chamber of Commerce and Industry, the Entrepreneurs Organization (EO), Indian Angel Network,

Round Table India, the Delhi Advertising Club et al.

He recently received the Exchange4Media's 40 under 40 awards for top professionals in Outdoor Industry, Top 50 Marketing Minds of the Country by Realty Plus – 2021, Agency Reporter's 40 under 40 – 2021.

He is an active Angel Investor with an aim to incubate new businesses that are of social relevance, and make sure they contribute to the nation's growth.



'Passion' for being creative, being distinct

Creativity in advertising should 'create' impact and deliver concrete results. Our Creative Team is well-versed with this approach, and works hard to develop 'creatives' that can sell the products/services while creating exclusive brand equity. Understanding the product and clients' expectations from it, we create communication with relevance to consumer behaviour and target audience.

Our creative achievements span across Central and State Governments, PSUs, Education, Real Estate, Retail, FMCG clients and much more.



Creative Services

- In-house Creative Team of more than 35 creative minds.
- Combination of top-end machines with the best brains.
- Exclusive team looking after print production jobs like Brochures, Coffee Table Books, Annual Reports, Calendars, Greeting Cards, etc.

MEGA OPPORTUNITY!
YEDA
invite applications for allotment of
MILK & VEGETABLE BOOTH
Plots at Sector-18 & 20

Right to Choose: 1. Dairy Cooperative Societies of State Government/Government of India
2. Dairy Cooperative Societies/Member of National Cooperative Dairy Federation of India Limited (NCDFI)

| Scheme Opens: 14.01.2024 | Open/Under Scheme | Project Cost: Market Scheme | HOW TO APPLY |
|----------------------------|-------------------|-----------------------------|--|
| 1. Milk & Vegetable Booth | 1 | 200 | 1. The application along with the requisite documents will be submitted online through website: www.yamunaeexpresswayauthority.com |
| 2. Milk & Vegetable Booth | 2 | 200 | 2. To know more, refer to the brochure which can be downloaded from our website. |
| 3. Milk & Vegetable Booth | 3 | 200 | 3. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 4. Milk & Vegetable Booth | 4 | 200 | 4. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 5. Milk & Vegetable Booth | 5 | 200 | 5. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 6. Milk & Vegetable Booth | 6 | 200 | 6. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 7. Milk & Vegetable Booth | 7 | 200 | 7. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 8. Milk & Vegetable Booth | 8 | 200 | 8. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 9. Milk & Vegetable Booth | 9 | 200 | 9. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 10. Milk & Vegetable Booth | 10 | 200 | 10. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 11. Milk & Vegetable Booth | 11 | 200 | 11. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 12. Milk & Vegetable Booth | 12 | 200 | 12. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 13. Milk & Vegetable Booth | 13 | 200 | 13. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 14. Milk & Vegetable Booth | 14 | 200 | 14. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 15. Milk & Vegetable Booth | 15 | 200 | 15. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 16. Milk & Vegetable Booth | 16 | 200 | 16. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 17. Milk & Vegetable Booth | 17 | 200 | 17. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 18. Milk & Vegetable Booth | 18 | 200 | 18. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 19. Milk & Vegetable Booth | 19 | 200 | 19. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 20. Milk & Vegetable Booth | 20 | 200 | 20. For more information, visit the website: www.yamunaeexpresswayauthority.com |
| 21. Milk & Vegetable Booth | 21 | 200 | 21. For more information, visit the website: www.yamunaeexpresswayauthority.com |

Yamuna Expressway Industrial Development Authority
(G.P. Government Undertaking)
1st Floor, Commercial Complex, Block-F-11, Sector-1, Greater Noida (201306), Dist. Greater Noida, U.P.
☎ Phone: 1800-180-8294 • Website: www.yamunaeexpresswayauthority.com

फसल बीमा कराओ सुरक्षा कवच पाओ
कृषि बीमा योजना

भारत का गौतम-भारत मंडप
भारत का गौतम-भारत मंडप

ITPO
International Trade Promotion Organisation

नये भारत के निर्माण में नये भारत की पहचान में हम भी हैं साथ में
आयकर विभाग का कर्मदान

आयकर विभाग
केंद्रीय प्रत्यक्ष कर बोर्ड

Pradhan Mantri - Annadata Aay Samrakshan Abhiyan

Dr. A.K. Das

Courtesy of PM's Office in Support of Price

Pradhan Mantri - Annadata Aay Samrakshan Abhiyan

First Revised Edition (2018)

Price: Rs. 100/-

Price: Rs. 100/-

Price: Rs. 100/-

A Publication of the Ministry of Agriculture, Government of India

New Delhi, India

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स्वदेशी मेला

हवावल्लभन की ओर... भारत

वावा खड़क सिंह मार्ग, कनॉट प्लेस, एंपोरिया कॉम्प्लेक्स, नई दिल्ली

12 से 21 जनवरी • प्रवेश नि: शुल्क

प्रातः 11.00 से रात्रि 9.00 बजे

आयोजक: स्वर्णिम भारतवर्ष फाउंडेशन • स्वदेशी जागरण मंच 8527 999 336



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DELHI DEVELOPMENT AUTHORITY

PUBLIC NOTICE

Opening of limited number of Tenure (3 and 5 years)

playing rights/membership for Qutab Golf Course





Delhi Development Authority offers limited number of Tenure (3 and 5 years) playing rights for Qutab Golf Course. Public Enquiry Number: 286-2665, 10067

3 and 5 years playing rights are being offered in the following categories:-

1. **INDIVIDUALS** (Others for govt. servants could be those who are full pay and administrative services are at least from first Commissioner's rank. Others individuals who are offering the 3 and 5 years rights in any playing rights (Should have played at DDA already with effect from 21/04/2005).
2. **INDIVIDUALS** who have been awarded certificate from other golf courses.
3. **Other applicants:**
 - Employees, Institutional, Foreigners (3 and 5 years rights are not available for playing rights in this category).
 - Others who had applied for playing rights in category 1 and are not interested to apply for playing rights in category 2.
 - Those who are interested in applying for playing rights in category 1 and 2.

For details, kindly visit DDA's website: http://dda.gov.in/public_notice

Commissioner (Sports)





For more details
visit page
www.dda.gov.in

For details visit DDA's website: [www.dda.gov.in](http://dda.gov.in) or Call No: 286-2665, 10067

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Khadi

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9th-31st October 2023

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Khadi & Village Industries Commission
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Mumbai - 400089

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LOCAL

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आप खरीदें, हमें बढ़ावा दें

एक नए डीलर-उप ही तुमको लें...

80% अधिक कमाई का
चैलेंज!

अरोड़ा
हर कदम
पर...»



अब कमाई करो
₹ 80,000

₹ 1.50
₹ 99,999

अब कमाई करो
₹ 1.50
₹ 99,999

ये है योद्धा
**XENON
YODHA**
1.50 CR, 1.50 CR, 1.50 CR

अब डीलर के लिए नए डीलर लें... 80% अधिक कमाई का चैलेंज!

अब डीलर के लिए नए डीलर लें... 80% अधिक कमाई का चैलेंज!

अब डीलर के लिए नए डीलर लें... 80% अधिक कमाई का चैलेंज!

**SAVING ELECTRICITY
IS MORE THAN
SAVING MONEY**

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New Generation

www.bhaskar.com, www.bhaskarnews.com, www.bhaskar.com/energy



The GATE to Engineer a GREAT Career



Engineering Executive Trainees-2020 through GATE-2020

NTPC Limited, India's largest power conglomerate with an assets liability of US\$ 708 MM is presently conducting in 14th of the country's electricity sector. Commensurate with the country's growth strategies, NTPC has embarked upon an ambitious plan to attain a total installed capacity of 33,000 MW by 2032. NTPC has been allotted 100 seats in the 1st round for recruitment for its major subsidiary South India to Work stations and Executive Trainees. In line with its tradition of merit, NTPC is adopting progressive, engineering and technical power recruits exclusively with Medical Admission, strong in engineering disciplines of **Electrical, Mechanical, Civil** and **metallurgical** and also in **Computer Science** (20%).

Selection Process

Step 1: All shortlisted eligible candidates are required to appear for GATE-2020 Candidates will be allowed to bid for their relative priority based on the GATE-2020 score and rank and this requirement. Detailed information regarding GATE-2020 is available on the website <http://gate.upto.nptel.ac.in>

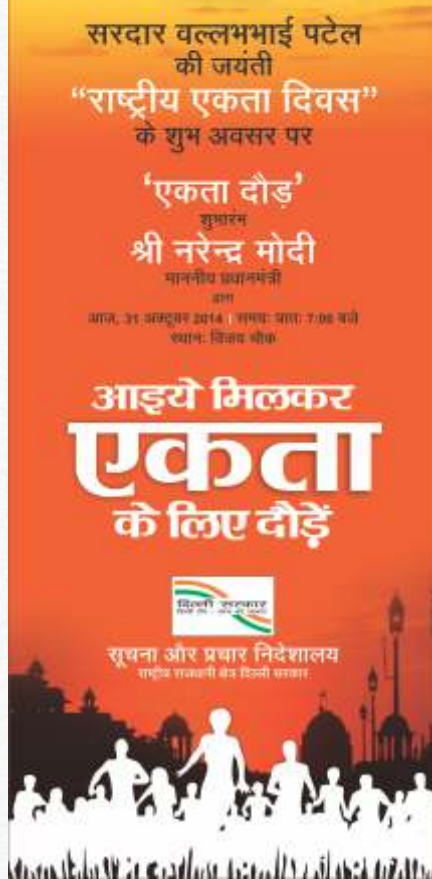
Step 2: Candidates need to apply online for the post of ET Trainees after getting their GATE-2020 Registration Number by visiting www.nptel.ac.in. The Online Registration process will commence on 01.08.2020.

Important Dates

| | |
|---|------------|
| Commencement of Online Application for GATE-2020 | 05.08.2020 |
| Last Date of Online Application for GATE-2020 | 30.08.2020 |
| Commencement of Online Registration of applications for candidates for NPTC | 01.09.2020 |
| Last date for Online Registration of applications for candidates for NPTC | 30.09.2020 |

NTPC Limited
National Thermal Power Corporation
NTPC Limited, New Delhi-110002, India

Head Office NTPC Limited, Gurgaon, Haryana, India
NTPC Limited, New Delhi-110002, India
NTPC Limited, Chennai-600002, India
NTPC Limited, Kolkata-700001, India



Production of Ad Commercials, Jingles and Documentaries

The Magic of In-house Studio

What makes us 360° advertising agency is ability to convert creative ideas into powerful ad films and smart jingles. Graphisads has the proud privilege of exclusive Hindi writers who conceptualise original ideas in Hindi which make deadly impact on the films when they are shown on the television or heard through FM.

What complements this effort is our in-house Recording studio and Editing facilities with right kind of experts managing quality work. Corporate Films, Documentaries for Govt. Departments, Jingles and Radio Spots for FMCG products can be conceptualised and produced on a customized basis.



Aadhar Short Film



Ministry of Fisheries,
Animal Husbandry & Dairying



NTPC



Bihar Tourism



BEE- EV Yatra
Ministry of Power



PMO- (Rojgar Mela) Indian Railways



Unity Day Documentary on
Sardar Patel



Republic Day Documentary
on Modi ji And Gandhiji



India Documentary Modi Ji



Indian Railways



Documentary For Ministry of
Animal Husbandry



Released by Hon'ble PM
on his YouTube channel



Short Film For Ministry of
Animal Husbandry & Dairying



Short Clips for National Film Awards
Ministry of I&B



Short Film For Ministry of
Animal Husbandry

Graphisads Ltd. awarded sole Advertising Rights for 100+ Wall Panels (Utility) Sites in Lutyens' Delhi!

Street Furniture has revolutionized the style and look of cities all over the world. We have successfully installed the international style street furniture on prime roads leading to and in the vicinity of sports stadiums.

- Traffic Police Booths, Public Utilities, Standing Panels, Benches, Dustbins etc.

- Multiple clusters namely Chhatrasal Stadium, R K Khanna Stadium, Yamuna Sports Complex, Akshardham Temple, Vikas Marg etc.
- All types of formats for various budgets.
- Acquired Reliance' Big Street media in 2015-16 to increase our strength in East Delhi



Opp. Hyatt Hotel, Ring Road

Ooh la la... enlarging **visibility of brand**, distinctly through **our expertise in Outdoor Media**

Graphisads
360° Advertising Solutions

Spike
Advertising Pvt. Ltd.

Rashtriya
OUTDOOR ADVERTISING



Opp. Khan Market, Sujan Singh Park



Outer circle CP, corner of Minto Road, NDLS



Ring Road, Opp. Safdarjung Hospital



Aurobindo Marg, Yusuf Sarai Market



Satya Marg, Near Yashwant Palace



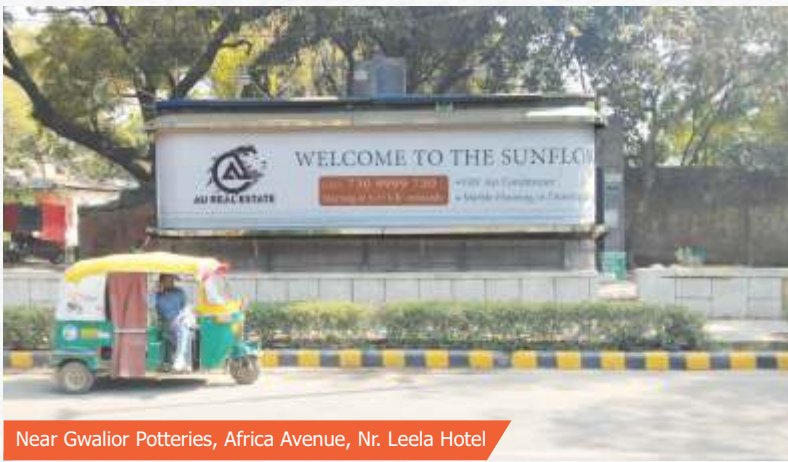
Near Safdarjung Hospital, Yusuf Sarai Foot over bridge



AIIMS Hospital, Aurobindo Marg



Brig. Hoshiar Singh Marg, Near Sanjay Park



Near Gwalior Potteries, Africa Avenue, Nr. Leela Hotel



Bangla Sahib Marg Near Bangla Sweets



Dr. Zakir Hussain Marg, Near Oberoi Hotel



Khan Market



Sher Shah Suri Marg, Near Delhi High Court



Bangla Sahib Lane, Near Shivaji Stadium Rapid metro



Outer Circle CP, Punchkuian Road and Chelmsford Road



Patiala House Court, Tilak Marg



Bangla Sahib Marg Near Bangla Sweets



Outer Circle CP, Opp. Regal Cinema & Palika Bazar, LIC Jeevan Building



Africa Avenue Road near S.N Depot, Nr. Leela Hotel



South Block opp. Gate no.10 (Ministry of Finance)



Dr. Zakir Hussain Marg, Kaka Nagar, Near Delhi Golf club

Outdoor Media in Karol Bagh

Arya Samaj Road, Unipoles (Size 20x10 Ft.) Front & Back

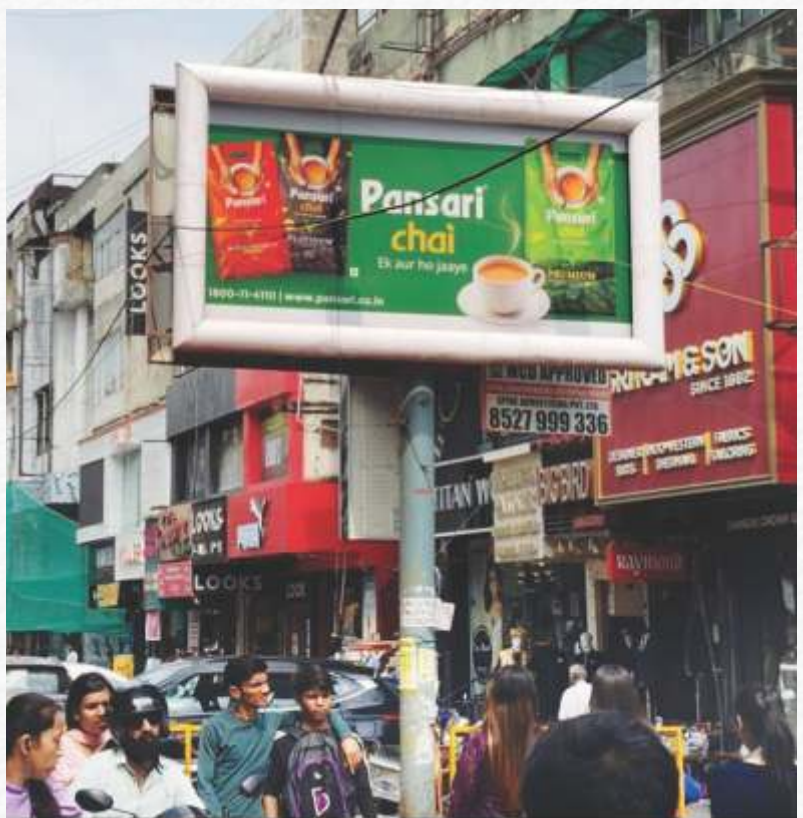
1. Arya Samaj Road, Outside Hotel Southern
2. Arya Samaj Road Karol Bagh, Towards Link Road
3. Arya Samaj Road, Outside Canara Bank
4. Arya Samaj Road, Gurudwara Road (Bikanerwala)
5. Arya Samaj Road, Ajmal Khan Market Xing Towards Ghaffar Market
6. Arya Samaj Road Karol Bagh, Ajmal Khan Market Xing Towards Link Road



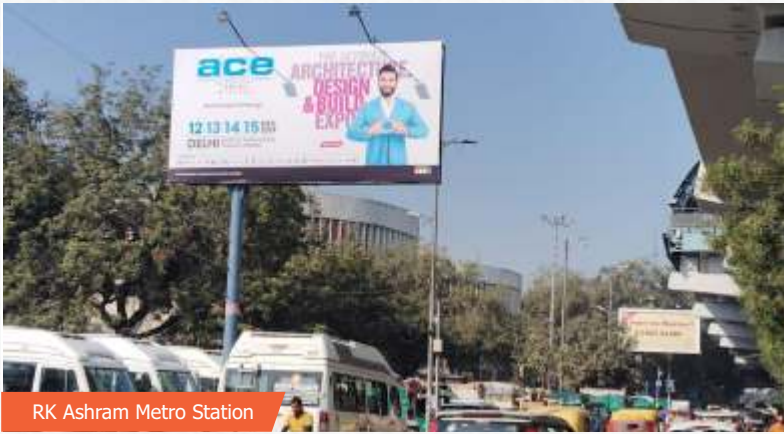
AJMAL KHAN ROAD-The largest Shopping Area in Delhi

Network of 4 LED Displays, 20+ Mini Unipoles, etc.

We have added New Outdoor media at Pusa Road Metro Station to Main Ajmal Khan Road till Desh Bandhu Gupta Road Police Station.
No vehicles are allowed in this area, therefore visibility of Ads is very high.



Our Recently Acquired Unipoles



RK Ashram Metro Station



Near Punjab National Bank, Panchkuian Road



Vardhman Diamond Plaza Outside Novotel Hotel Going Towards New Delhi Railway Station



Near IP College, Vidhan Sabha, Civil Line



IP College, Civil line



Paschim Vihar



Sonia Vihar

Street Furniture 400+ units across Delhi

Street Furniture has revolutionized the style and look of cities all over the world. We have successfully installed Street Furniture in Delhi. The project involved construction and installation of international style media on prime roads leading to and in the vicinity of sports stadiums.

- Traffic Police Booths, Public Utilities, Vending Kiosks, Standing Panels, etc.

- Multiple clusters namely Indira Gandhi Stadium, Chhatrasal Stadium, R K Khanna Stadium, Yamuna Sports Complex, Akshardham Temple, Vikas Marg, etc.
- All types of formats for various budgets.
- Acquired Reliance' Big Street media in 2015-16 to increase our strength in East Delhi.



MCD Public Utilities

60+ units across the Capital

Graphisads is proud to announce that it has strengthened its footprint in Delhi with the acquisition of about 60 prime advertising units. Expanding its outdoor dominance, the agency continues to offer unparalleled visibility at strategic locations across the Capital.



In-house Fabrication

Team for Outdoor Media structures and LEDs

We have our in-house fabrication unit in North Delhi to erect the outdoor media structures such as Hoardings, Unipoles, Gantries etc. We fabricate these structures using good quality iron and steel. Wherever required, we can supply customized requirements in terms of quality, size and shape etc.

We also have huge experience in fabricating and supplying LEDs as per the customized requirements.



LED for NBCC at Ring Road, Sarojini Nagar



LED at Metro Station

Delhi's largest hoarding structure 80x30 Feet



New Delhi Railway Station

Sole rights for 90 LED Screens: 125 cm

Busiest Railway Station in North India. Daily Travelling Passenger **5 Lakh** (Approx). The screens operate for **16 hours** in a day, giving tremendous viewership for your company/brand/product/service enabling lakhs of railway passengers to see your brand.



Old Delhi Railway Station

Sole rights for 106 LED Screens: 125 cm

Daily Travelling Passenger **2.5 Lakh** (Approx). The screens operate for **16 hours** in a day, giving tremendous viewership for your company/brand/product/service enabling lakhs of railway passengers to see your brand.



LED TVs at Kanpur Railway Station

Industrial hub of Uttar Pradesh, Kanpur Railway Station is handling more than **75,000 passengers** daily. Around **200+ trains** serve this station everyday. Kanpur, major financial and industrial centre of North India, is famous for the

Textile and Leather Business, Food Products, Beverages, Fragrance Perfume, Paper Products, and Machinery are some of the major industries in Kanpur. IIT Kanpur is one of the top educational institutes of India.



Vande Bharat, India's Most Premium Trains

Route

- New Delhi - Kanpur - Prayagraj - Varanasi.
- New Delhi - Ambala - Ludhiana - Jammu - Katra
- New Delhi-Ambala-Chandigarh-Anandpur Sahib-Una-Amb Andaura
- Bhubaneswar - Khurda - Balugaon - Brahmapur - Ichchapuram - Palasa - Srikakulam - Vizianagaram - Vizag



LED TVs in 16 Coaches- 62 LED TVs in each train.



Digital Screens in Varanasi (Screen Size 8x10 ft)

- Girija Devi Sanskritik Sankul Gate (Chaukaghat) • Varanasi Development Office Gate
- Lalpur Housing Scheme Phase-I, in front of Landmark Tower No. III



We are a leading agency in installation of
Selfie Booths in 22 States for the Government of India



Govt. of India's Prestigious Outdoor Campaigns

We erected around 7000 hoardings across 26 States.

The campaign was intended to create awareness about the increase in productivity of cattle stock and quality of milk output. This campaign reiterated the trust of Govt. of India on our expertise in outdoor media.



Ministry of Power

PM Kusum Scheme

Executed 30,000+ Hoardings across
15 States of India.



MINISTRY OF
ELECTRONICS &
INFORMATION TECHNOLOGY
GOVERNMENT OF INDIA



Citizens at the Heart of Governance

#MyGovTurns10



MyGov awards to Social Media Influencers

On 10th anniversary of MyGov, the following most popular Social Media Influencers were honoured:
Nancy Tyagi • Diksha Arora • Keerthika Govindhswamy • Naman Mathur • Payal Dhare • Arvind Arora
• Manan Vijay • Gaurav Chaudhary • Jhanvi Singh • Sakshi Sindwani • Parul Gulati





NFDC
cinemas of india

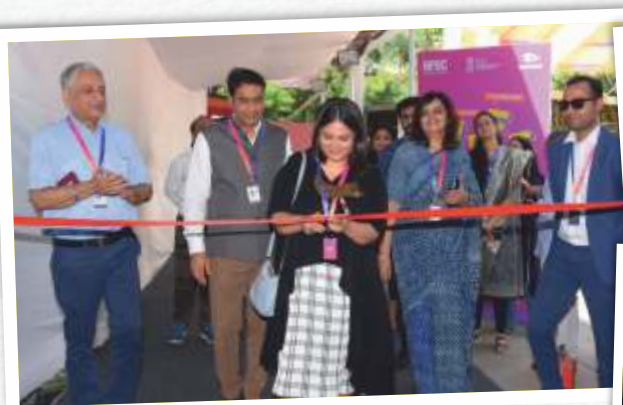


MIFFF

MIFF 2024

18th Mumbai International Film Festival 2024 A Starry Soiree of Global Cinema

The 18th edition of the Mumbai International Film Festival 2024 was special for audiences and filmmakers from India and abroad interested in documentaries, short films, animations, and cartoons. From June 15th to 21st, the event showcased outstanding non-feature films from around the world at the NFDC-Film Division Complex, Peddar Road, Mumbai. There were record entries of 1,018 films in 65 languages from 38 countries in this festival. A total of 118 films, including 25 international and 77 national films, were selected. At the inauguration, producer-director and cinematographer Subbaiah Nallamuthu was honoured with the 18th V. Shantaram Lifetime Achievement Award, along with a citation and a cash prize of Rs.10 lakh. The event was managed simultaneously across Mumbai, Delhi Chennai, Kolkata, and Pune by Graphisads, known for organizing large-scale events successfully met by their dedicated team. Several celebrities attended MIFF 18, including Shyam Benegal, Madhur Bhandarkar, Shekhar Suman, Poonam Dhillon, Divya Dutta, Randeep Hooda, Vani Tripathi, Adil Hussain, Abhishek Banerjee, Divyendu Sharma, Upasana Singh, Vineet Kumar Singh, Rahul Rawail, Sonali Kulkarni, Anand L. Rai, Deepak Parashar, Hemant Pandey, Jackie Bhagnani, Sahila Chadha, Miss India Manya Singh, Indraneil Sengupta and many more...



Displaying **Distinction** through **Events & Exhibitions**



Popular as a “crisis management agency” amongst our clients, our exclusive Exhibitions wing was set up more than two decades ago. Since then, we have been managing all types of Exhibitions all over India. We have experienced professionals who conceptualize, design, develop, execute and suggest methodology for Exhibitions & Events.

- In-house workshop for all kinds of fabrication work.
- Full-fledged studio specializes in custom designs to suit the theme and objectives of the exhibitions.



Thanjavur Utsavam
2022

Cultural Festival presented by Indira Gandhi National Centre for the Arts (IGNCA) was organized by us from 11th to 13th February 2022 in South Zone Cultural Centre. The Utsavam featured top artistes and speakers, as well as thinkers. This will remain in the hearts of the people as it presented the rich variety and depth of cultural solidity of South India.



Hunar Haat has been ranked as the No.1 program among all the Ministries of the Government of India in terms of meeting the objectives of the show as well as popularity among the masses. The program ably supports the Swadeshi mission and "Atma Nirbhar Bharat" program of the PM and "Local for Vocal" agenda.



November 2020 to December 2022, we have executed Hunar Haat events at **Mumbai, Puducherry, Agra, Rampur, Dilli Haat Pitampura, Goa, Lucknow, Vrindavan-Mathura, IITF Pragati Maidan, New Delhi, Surat.**

HUNAR HAAT
Craft, Cuisine, Culture ka Sangam



SELFIE POINTS at different locations





Ministry of Social
Justice & Empowerment
Govt. of India



National Scheduled Castes Finance
& Development Corporation
Govt. of India



National Backward Classes Finance
& Development Corporation
Govt. of India



National Safai Karamchari Finance
& Development Corporation
Govt. of India



National Handicapped Finance
& Development Corporation



DIVYA KALA MELA

Unique Fair for Promoting Craftsmanship & Products of more than 100 Divyang Entrepreneurs

A great event successfully executed by **Divyang Artisans of India!**

Kartavya Path, New Delhi & Mumbai, Bhopal, Indore, Ahmedabad...



A magnificent fair to promote craftsmanship and products of artisans and entrepreneurs.
Orchestrated a seamless and captivating fair in **Amritsar, Bengaluru, Gwalior, Jodhpur & Lucknow.**



CONNECTING BEYOND MINING

MINISTRY OF MINES, GOVERNMENT OF INDIA

- Eye-catching pavilion featured a distinctive concept
- Over 65,000 Attendees thrilled by the Experience
- From Union Ministers to Sports Icons, All Convinced



Conferred with the Silver Award by IITF, for the Most Popular Pavilion

32nd MANGO Festival

Joyful World of Mango

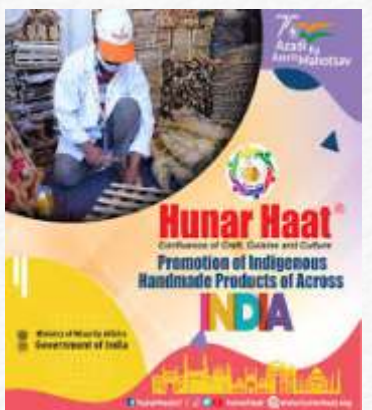
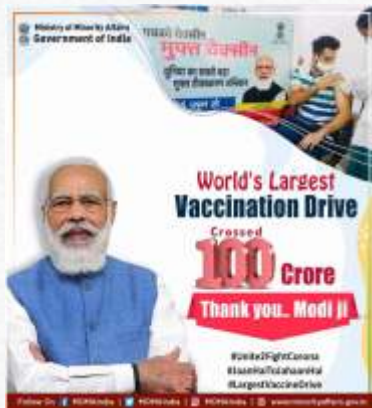
A Great Event Successfully
Executed.
07th to 09th July 2023
Dilli Haat, Janakpuri



Digital Media Wing

Graphisads Digital is a full-service digital marketing company. It offers comprehensive bouquet of services ranging from media, creative, search, analytics, mobile, social and ORM. We provide all digital media needs of any kind of business enterprise and package it to meet the requisite business objectives.

Our experience and domain expertises Finance, Insurance, Telecom, Automobiles, Real Estate, Travel, Logistics, E-Commerce, IT, FMCG and Education.



Sh. Mukesh Gupta with Celebrities



Cheers for Team Graphisads

While we do not work for awards, our emphasis on delivering the best, leads to wonderful results for our clients

DAC Excellence in Advertising Awards 2015



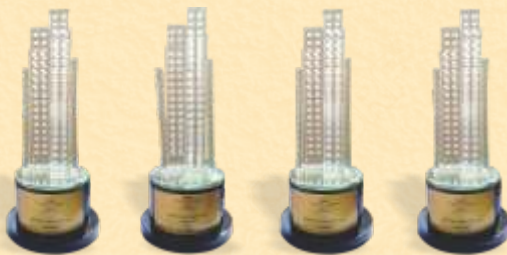
Consumer Durables (Maruti Suzuki)
Outdoor Media (Dasnac), **Tourism Category** (J&K Tourism)
& **Innovation in Print Advertising** (Amrapali Group)

DAC Excellence in Advertising Awards 2014



Consumer Durables (Maruti Suzuki)
Service Category (German Academic Exchange Council)
& **Public Awareness** (Airports Authority of India)

Realty Plus Excellence Awards 2014 & 2015



Advertising Agency of the Year-2014 Radio Campaign of the Year-2014
Advertising Agency of the Year-2015 Outdoor Campaign of the Year-2015

Outdoor Leadership Awards



Gold Media Owner from Outdoor Asia Magazine for adding over 500 sites in one year

Campaign India A Lister



Award Presented to our CMD



Bureau of Outreach Communications (erstwhile DAVP) Award for Excellence in Designing and Printing was received from the Hon'ble President of India



Best Media Agency for the year 2013



CRISIL Rating for the Highest Performance Capability and High Financial Strength



Appreciation from LIC Housing Finance for Home Expo



"Hunar Haat", organised by Graphisads, received prestigious India International Trade Fair-2021 Silver Medal for strengthening commitment to "Vocal for Local".



Honour from Delhi Police



"Mines Pavilion", Organized by Graphisads, received prestigious India International Trade Fair 2023 – Silver Medal for Most Popular Pavilion

Seva Sankalp Rasoi

Under CSR activities, we have started a Kiosk Seva Sankalp Rasoi with Swarnim Bharat Foundation (Swadeshi Jagaran Manch) at Shree Shiv Shakti Mandir, RK Puram, New Delhi. We are providing healthy food @10/- per plate. Our actual cost comes 35/-. The basic idea is to provide economical food to deserving people.



We believe that we have an obligation to inspire common people by bringing to light the selfless deeds of illustrious people who work on a mission.

Prerna, an NGO that tirelessly works to protect the girl child, is promoted by us. Prerna is 'the need of the hour' in times of unabashed cruelty towards girls and women. Prerna shoulders the cause of education for girls and has undertaken a campaign to prevent female foeticide.



Interview of CMD Shri Mukesh Gupta in Hindustan Times

NEW DELHI
SUNDAY
JUNE 16, 2024

HT Citylifestyle

09

Entertainment & Promotional Features

WAVEZ/ATC

AD GURU MUKESH GUPTA: FROM HUMBLE BEGINNINGS TO INDUSTRY LEADERSHIP

On Father's Day, Mukesh Gupta, CMD of Graphisads Limited, shares his inspiring business journey and the invaluable lessons he learned from his father, late Ishwar Prakash Gupta. He recounts how his father's principles of honesty, hard work and family harmony shaped his career and life

With over 50 years in advertising, Mukesh Gupta, the CMD of Graphisads Limited, is well known in the media world. His son, Alok Gupta, the Director of the company, is also working hard with the goal of providing 360° advertising services to clients.

On Father's Day, tell us about your business journey.

I firmly believe that a father serves as the ultimate hero and an aid to his son. My father, late Ishwar Prakash Gupta, was my idol. He made me understand early on that no one can escape struggles and tests, not even Prabhu Shri Ram. From childhood, he taught me the qualities of Rasthwaal: family harmony, honesty, and hard work in business. Business is in my blood. My father worked in private service in Jagadhari, Haryana. He also opened a grocery shop there, which my grandfather managed. I started living with him when I was five. At the age of six, we moved to Delhi.

This early experience shaped my work ethic and determination. In Delhi, my father got a chance to work for BSS publications, obtaining subscriptions and advertisements from across the country. However, the firm faced a ban during the Emergency in 1975, leading to the cessation of its publications. I was only 13 at the time, and my father's name was on the list but because of his active

underground involvement in the BSS. This period was marked by political unrest. There was a struggle for a livelihood. My father's experiences during this crucial period and his transition into different fields paved the way for my determination as well. On the suggestion of a well-known, my father started Rasthwaal. Advertising with zero investment. I joined him from the very beginning, alongside my regular studies. The initial stages involved working with humble means like bicycles and buses.

Hard work and honesty yielded fruitful results. Within five years, we bought a car and an independent home. After that, we never looked back. Starting with just newspaper advertising, we diversified Graphisads (which we took over in 1997) into a complete 360° ad agency, adding various facets like outdoor media ownership, creative, event management, digital media, etc. Now we are a listed company on the NSE (National Stock Exchange of India Ltd).

What business principles did you learn from your father?

My father taught us to be honest and hardworking. This principle has significantly shaped my personal and professional journey. This ethical foundation contributes to long-term success and fulfillment. He taught me that providing value for money to our clients is the most important thing to ensure clients' success and retention. I have instilled the same values in my son. He graduated with a BBA from Birmingham, UK and even while abroad, he adhered to our family's cultural values and lifestyle choices.

You are known to be open to new ideas and to always change with time. Can you elaborate?

We are living in the 21st century. I was born in 1962. I have seen six decades, and now I am in the seventh one. Every decade, there is a new generation that comes up with new ideas and challenges the status quo. Today, our generation has no option but to work along with the new generation. While it is our duty to instill 'Sanskara' in them and ensure they follow 'Dharma', we have to be open to new ways of doing things. We started as an advertising agency, then I ventured into outdoor media ownership, which was a completely different business. Then we added creative services; our clients demanded event management, hence we ventured into that, and now we also offer digital marketing. All these are in sync with today's clients' requirements. Now we offer a comprehensive 360-degree advertising solution to our clients.

You are passionate about culture and music and have also created business opportunities out of it. How did that happen?

I love to sing and listen to Bollywood retro songs. In association with various social organisations, we collaborated with many senior artists, like Jagjit Singh, Pankaj Udhass, Anup Jalna, and Ghulam Ali, to organise musical programmes. While we were initially responsible for organising these social events, our clients also requested that we handle their events and manage celebrities. Hence, 15 years ago, we started to experiment by doing

small-scale events and exhibitions for them. Now it is a significant part of our business, and we execute 50+ events for various clients across the year. We have even managed four parallel events in one day across India. To further consolidate our leadership position, we have recently taken over the NCU Auditorium in South Delhi, which has the capacity to host events for over 600 people.

How does your faith in God help you grow?

I have a profound trust in divine power. I always felt that some unknown power was protecting me. Whenever I faced a crisis, a solution would suddenly appear, which never came to mind before, and we would overcome the problem.

GRAPHISADS IS NOW LISTED ON THE NSE (NATIONAL STOCK EXCHANGE OF INDIA LTD), WHICH MARKS A SIGNIFICANT MILESTONE. OPENING NEW AVENUES FOR INVESTMENT AND GROWTH OPPORTUNITIES

Mukesh Gupta with his son Alok Gupta, Director, Graphisads Ltd



AUDITORIUM & CONVENTION CENTRE

Maintained & Marketing by **Graphisads**



MAIN AUDITORIUM

Capacity: 520 people

This is a Premier Auditorium in South Delhi, well-equipped with audio and stage lighting. Comfortable seating having 398 seats on the ground floor and 122 in the balcony. The auditorium is equipped with excellent acoustics, advanced interiors, motorized curtains, separate green rooms for men and women, and high safety standards.



MEETING HALLS

Suitable for Conferences, Workshops, Discussions, Board Meetings, Seminars, Press Interactions and Product Launches.



Alpha & Gamma: Multi-purpose Hall (140 & 80 People)



Beta: Classroom Sitting (80 People)



Royale: VIP Room (40 People)



Regale: Party Hall (70 People)



D-Lounge: Multi-purpose Hall (60 People)



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Government



OUR NATIONAL PRESENCE

Executed Campaigns across all States and Union Territories of India

