



**targeting a niche market for  
HARVARD BUSINESS SCHOOL**



## **OBJECTIVES**

- ✓ Reach out a Niche Market of Experienced Industry Professionals
- ✓ Create awareness of Courses among the TG
- ✓ Drive relevant traffic across Digital Channels (Internet & Mobile)
- ✓ Generate activations from the TG

# APPROACH

- Targeted Channels: Professional Networking
- Relevance Based Targeting on Portals Frequented by TG
- WAP ads on High End devices used by the TG

# PROGRAMS

- ✓ Integrated Marketing Courses for professionals with 8+ Years of experience in a role equivalent or higher to that of Senior Managers
- ✓ Real Estate Courses for Industry Professionals with 7+ Years of Experience in Heading & Managing Real Estate Companies
- ✓ Comprehensive Leadership Programs for individuals at all levels

# VIDEO & WAP

**NDTV**  
Home Profit Cricket Movies खबर

**HARVARD BUSINESS SCHOOL EXECUTIVE EDUCATION**  
Touched by everyone's effort to win the Cup: Sachin

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**REUTERS** News & Money Sectors & Industries Analysis & Opinion

**INTRODUCING A BETTER GUT INSTINCT.** THOMSON REUTERS KNOWLEDGE TO ACT

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# REAL ESTATE CAMPAIGN

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17 JAN, 2011, 06:22PM IST PTI

**Parsnath to cut net debt by nearly 60%**

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**MUMBAI:** Realtor Parsnath Developers expects to cut net debt to 7 billion rupees by December as revenues from projects start to flow in, a top official said on Monday.

"We expect the net debt to reduce further in the current financial year, but this would not be substantial. By the end of this calendar year, we expect a substantial reduction to around 700 crore (7 billion rupees)," Chairman Pradeep Jain told Reuters in an interview.

As on Dec. 31, 2010, the company's net debt was 11 billion rupees, he said, adding the reduction would be affected through internal accruals and revenues from ongoing projects.

**HARVARD BUSINESS SCHOOL EXECUTIVE EDUCATION**  
DEVELOP INDIA: REAL ESTATE STRATEGIES FOR GROWTH MUMBAI, INDIA  
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**Kesavan Rajagopal**  
Analyst at Paragon Digital Services Pvt Ltd  
Chennai Area, India | Marketing and Advertising

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Current: **Analyst at Paragon Digital Services Pvt Ltd**

Connections: **13 connections**

Public Profile: <http://in.linkedin.com/pub/kesavan-rajagopal/23/23/107>

**Experience**

**Analyst**  
**Paragon Digital Services Pvt Ltd**  
Privately Held, Information Technology and Services Industry  
Currently holds this position

**Kesavan's Activity**

**HARVARD BUSINESS SCHOOL EXECUTIVE EDUCATION**  
DEVELOP INDIA: REAL ESTATE STRATEGIES FOR GROWTH MUMBAI, INDIA  
\*APPLY ONLINE

- Awareness to Industry professionals on various courses being offered
- Campaign resulted in high CTRs ensuring Wide Reach to a Narrow TG
- High interests generated from campaigns
- Top Management from various large corporates registered for the course



Contact [boby@adchakra.net](mailto:boby@adchakra.net) to know more...