



INDIA AFRICA COMMUNICATIONS

REQUIRMENT COLLECTION

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## 1 a. Initial discussion

**Client Comments** :Hi Rahul,

hope all is well.

We have a wordpress site <http://www.IndiaAfricasummit.com> but it needs a major facelift.

We world in the fields of media and public diplomacy.

We have all our new content ready.

Could you send us a few examples of themes you would use and an idea of timing.

we are looking for something fresh with clean design. must be responsive on all platforms : mobile/tablet/PC

**Our Response:** Hello Rajan, thank you for your message. Hope you are doing good.

Kindly send over the new content to have a look.

**Client Comments:** Hi Rahul

we have a logo that is on our original site: <http://www.indiaafricasummit.com>. Let me know what is doable. You have the content.

Which theme would you use for this?

We would also require you to get us the right images for this as part of the package.

<http://demo.rocknrolldesigns.com/wordpress/jarvis/text-slider/>

<http://themenectar.com/demo/salient/>

these two are pretty awesome.

but would need to be changed to fit into what we do .

**Our Response:** Hello Ranjan, jarvis is one page scrolling website and you have too much content to fit in there. We would recommend salient theme.

For images we would share you the free trial access to stock image from where you can download upto 35 images after you have purchased the hourlie. You can download 5 images a day and can send those with instructions of which image you would want to use where.

For example images on banner, inner pages etc.

Please go ahead and purchase this hourlie to get started

Kind Regards  
rahul

**Client Comments:**Hi Rahul, thank you.

For Jarvis, how much content is needed?

If it helps please find attached.

Would want images of the panel discussion on the back in one of the sliders. also there is an image with the tablet, PC phone etc on the theme we like. could you add in the report featured on the info in that? if you need a better image let us know.

our voyage of an impressive website and our business is now in your hands!! no pressure :)

 About IAC.pdf



Just to also be clear you will be uploading the site to ensure its fully functional. so you will be needing thewordpress details. Let me know when you will need them.

**Our Response:** Hello Ranjan, thank you the purchase.

Here is the link to 14 days free membership to stock images site from where you can download 5 images / day

*[Kindly contact us to get the free trail link of royalty free stock image website]*

\*Make sure to cancel the membership at 14th day else you will be billed\*

Please note via this basic hourlie we use stock images as is. We do complimentary crop or resize the image. If you need advance editing like adding your own report or info in a mobile screen then that is addition image editing effort which we would bill via our maintainence / update hourlie. Thank you for your understanding.

It looks like you seems to have added the entire broacher content in website. If you want to go with the Jarvis theme you would need to trim your website content as you can see in the demo it is one page scrolling site with least content on each of those page section. Hardly there is more than 50 words on each page section. Let me if that make sense.

Let us know.

Kind Regards  
rahul

**Client Comments:**Ok lets do it.

Could you encompass some of the design from the jarvis one. i.e the banner at the start.

We create critical content  
We share the facts  
We engage with India

I want the site to be vibrant with the colour uses.

i have the free pics etc that you sent me the link for. as you know our work. please feel free to be creative with design and ideas. just run it by me before we publish.

We want the feel from the sailent one. colour wise you can do similar tosalient one. the blues, orange etc,..

Attached is content and business card which i think is important. we want the use of the arrow in thewebsite.

**Our Response:**Dear Rajan,

As this is the basic hourlie hence two theme can not be merged into one. So jarvis looks can not be incorporated in divi theme, for that you would need to upgrade to our bespoke hourlie we do can do custom design and can incorporate the jarvis look and feel in divi. Hope that make sense.

With this basic hourlie we would all possible elements of divi theme and make the site look colourful (taking colors from logo) and using parallax. Thank you for your understanding.

We will start the draft and show you in next 72 working hours i.e by Friday 10th June EOD. We appreciate your paitience and understanding.

Kind Regards  
rahul

**Client Comments:**Sure, to reiterate we want the feel from the sailent one. colour wise you can do similar to salient one. the blues, orange etc,..

## 1 b. Site Plan

1. Home
2. About
3. What we do
4. Our partners - partnerships is to be included in to the page
5. CSR
6. Careers
7. Contact us

### Homepage:

#### **REVOLVING BANNERS:**

**Sliding banner 1 :** slide1.jpg

**Caption:**WE CREATE

VALUABLE CONTENT

We provide critical understanding to over 106 million individuals, business leaders, political figures, tourists and the business Diaspora on opportunities in emerging markets.

**Sliding banner 2 :** slide2.jpg

**Caption:**WE SHARE

DEEPER INSIGHTS INTO PARTNERS IN GROWTH

We go beyond the international headlines and enable India to clearly understand the international sentiment of global economies towards its business and political leaders.

**Sliding banner 3 :** slide3.jpg

**Caption:**WE MAKE

EXTRAORDINARY THINGS HAPPEN

We have access to an audience worth over 3.2 trillion USD. We connect the good ideas to the good money and will of India and its Diaspora.

**Sliding banner 4 :** slide4.jpg

**Caption:** WE DISCUSS

ON A NATIONAL AND INTERNATIONAL LEVEL

The real opportunities available for the business and political community in international markets, who have an active desire to partner and trade with India and its business diaspora.

## **WHAT WE DO:**

Economic And Political Analysis (with read more link)

Engage on the facts (with read more link)

Strategic Communications (with read more link)

High profile live discussion panels (with read more link)

## **CAREER WITH US:**

I like the paralysis effect with the salient one and the simple layout.

not sure if its the colour use. but it just seems more eye pleasing and catchy

Please add section for testimonials.

i really do love this salient one

<http://themenectar.com/demo/salient-one-page/#services>

where is has the testimonials and the video image in the back.

## **About Us:**

IAC is a specialist and leading business-political content producer and communications agency. We lead the way for meaningful and editorially-rich stories that captivate the Indian business and political community in India and its international business Diaspora.

IAC was established to practically assist in money flow, direct trade and providing public diplomacy between the world's emerging economies and India. We do this through a number of strategic dialogue mechanisms that ensure results; these include tailored high-profile panel discussions and engaging strategic media content that feature in leading and trusted brands in India.

IAC's portfolio of news, product placement and information services is available in 3 different languages across major TV, digital, print and mobile platforms, reaching more than 16 million investors, business personalities and political minds in India as well as the highly influential Indian business Diaspora. We also reach a further 90 million+ from the rising middle class of India. IAC is the number one international specialist content producer of its kind and works in producing content that engages and brings governments, investors, businesses and tourists closer together.

### **Our Partners:**

IAC is a leading London based communication agency specialising in economic intelligence reporting on emerging nations for India. Via our unique content and strategic global partnerships, we enable leading investment firms, institutions and key decision makers to benefit from our complete coverage of international financial and developmental matters on emerging markets. These can range from analysis of key sectors and core government policy through to latest developments in national statistics, CSR campaigns and CDM initiatives that capture and warrant the global attention. We go beyond the headlines and dig deep into the stories that truly captivate the business world and change the way international markets are perceived.

Our content is featured in the world's leading newspapers, TV stations and online platforms. We work hand in hand with Asia's biggest and reputable firms to help disseminate newsworthy information to a specific and influential audience.

### **Partnerships include:**

The Business Standard

Since 1975, The Business Standard has been available in English and Hindi across the whole of economic India and is a premier source of business and political intelligence. It has one of the widest print circulation and is the foremost subscription paper to the vast majority of Listed companies based in India. As such, this authoritative guide to national and international business and political news has become the sought after pink sheet of the business community, with key government offices receiving a copy of every edition. It is no surprise that it is one of the most credible news title's of India!

The Business Standard warrants fierce brand loyalty amongst India's leading personalities and is read by key decision makers and has on-the-spot analysis from some of India's leading institutions. It has a distinctive reach across all business chambers, business clubs, 5 star hotels, VIP lounges in major Indian airports and sporting venues. It is also available on India's leading airlines.

Online the site has access to over 4million individuals per day from a range of commercial sectors making its readership one of the most powerful across India.

## **NDTV:**

For over 40 years, NDTV has shaped and challenged the way in which information has been engaged across economic India. Its presence is seen as a synonym for national business pride and development by being one of India's leading national and international news stations.

Every day across economic India and the vast international Indian Diaspora, millions of individuals have breakfast, lunch and dinner to the trusted news of the station. Its hosts are seen as national celebrities and as such it has attracted one of the most powerful audiences in Asia. The station runs in both English and Hindi and was one of the first non-western business stations that provided coverage and hosted debates during the Davos event. NDTV has one of the most powerful reaches for TV across India and areas of high Indian Diaspora.

TV guests have included heads of state from over 60 countries, leading industrialists from around the world through to exclusive interviews with some of the world's leading experts on economic development including analysis from heads of the world bank, IMF and ADB.

The NDTV app is one of India's highest downloaded and used business media App's and also won the Brand of the Year award.

## **Further coverage:**

### **Worldwide reach: Press releases**

Our clients realise that when it comes to gaining FDI or promotion of services it is important to continue the dialogue with as many influencers as possible.

That is why we offer the additional service of carefully crafting a range of strategic press releases that are sent directly to our extensive database of over 200,000 business and political journalists/commentators worldwide. We ensure that good news travels fast.

**Online: The word as we know it** is constantly changing and SEO has now become of currency of online popularity. That is why we also provide online exposure on official popular news websites that are accessed by millions of readers every day. Direct posting to either online content, report or production will also be made. We provide further digital promotion through 2 of India's leading digital media websites; This ensures optimum SEO promotion and that your name is associated with positive and encouraging information.

### **Further television promotion:**

We are able to arrange promotional advertising directly on India's leading news networks for further visibility for our clients. This can be a combination of either spot advertising, as well as show



sponsorship ranging from the IPL to specific news coverage on key events.

### **Product placement services:**

We provide carefully crafted messages and content that provides deeper reach within India. We can ensure your product or services is seen strategically next to the stories that matter most.

boxes: What we do:

- **Economic and Political Analysis**

With our strategic on the ground team, we delve deeper into the practical analysis that supports our audiences key decision making from economic forecasts through to real life case studies on specified industries. We know, because we are there.

- **Engage on the facts**

With main stream media it is sometimes hard to understand where the facts end and the fiction starts. That is why we ensure our audiences are provided key insight from the people who matter the most to a nation and present deeper engagement on the opportunities.

- **Strategic Communications**

The nature of public diplomacy has changed and as such the role of strategic content is more important than ever. We enable Governments, leading organisations and key individuals to engage with the people who matter most in India and its Diaspora. We do this through online, print, TV and radio.

- **High profile live discussion panels**

We are the leading authority in India-wide strategic communications. Our high profile live televised discussion panels bring together the 'who's who' of both nations, whilst providing compelling content that delivers results.

### **CSR:**

As we expand our footprint around the world. We work closely with governments and social institutions to find more sustainable and beneficial solutions for the people within those countries.

We believe in practical global citizenship and express our commitment to make the world better and as such. IAC takes an active role in the management of projects and it is our responsibility to not only donate a fixed percentage of our earnings to notable programs.

But to also practically assist in development of the human potential on a global scale. To date we have supported a range of programs within the UK | India and countries in Africa. We believe that we should leave the world better than when were born into it. So as a collective it is mandatory for all our consultants to embark on CSR activity days. Where they will donate their time and resources on projects in the countries where they operate.

The more we do, the more we are able to give back.

### **Gallery:**

Will send you pictures:

### **Careers:**

IAC's people are as diverse and international as our content. We have over 10 nationalities working together to create a collaborative environment that embodies our international values and global presence.

Our goal is to attract, develop and retain world-class talent and provide the resources for our people to realise their full potential. We are not just searching for people with degrees in economics, finance and journalism. We are looking for partners in growth who, above all, have the passion for delivering engaging content in an accurate and compelling way. As one of the fastest growing companies of our

kind, we invite creative and energetic individuals to our prestigious network. We believe your growth is our growth and together we can enable positive change in the environments we work in.

To find out more about a career with IAC, email your CV to:

Careers@indiaafricasummit.com

IAC is an equal opportunity employer. In order to ensure equal employment opportunity for every applicant, all hiring decisions will be made without regard to race, religion, sex, sexual orientation, age, national origin, citizenship status, or disability. The Company is firmly committed to a policy and practice of non-discrimination in all areas of employment.

### **Contact us:**

Tell us how we can help, let's connect:

#### **Address:**

CountryRep International – IAC  
Kemp House,  
152 City Road,  
London, EC1V 2NX

#### **Email:**

Team@indiaafricasummit.com

Your Name (required)

Your Email (required)

Subject

Your Message

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to:

# INDIA AFRICA COMMUNICATIONS

**India** De-Hind 06, 2016 7

## How economic growth needn't cost the Earth

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### Renewable India

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NDTV & TATA CONSULTANCY SERVICES  
**NOBEL SOLUTIONS**







## 1 d. Domain and Hosting

We need domain and hosting login access OR

Kindly let us know what is the domain where we need to move the site and its FTP access

FTP Host name : xxxxxxxxx

FTP User name : xxxxxxxxx

FTP password : xxxxxxxxx

and kindly create a blank mysql DB and provide us following

Database username : xxxxxxxx

Database hostname : xxxxxxxx

Database password : xxxxxxxx

Database name : xxxxxxxx

