

AGORA

Marketing Advisory

# Your Outsourced CMO



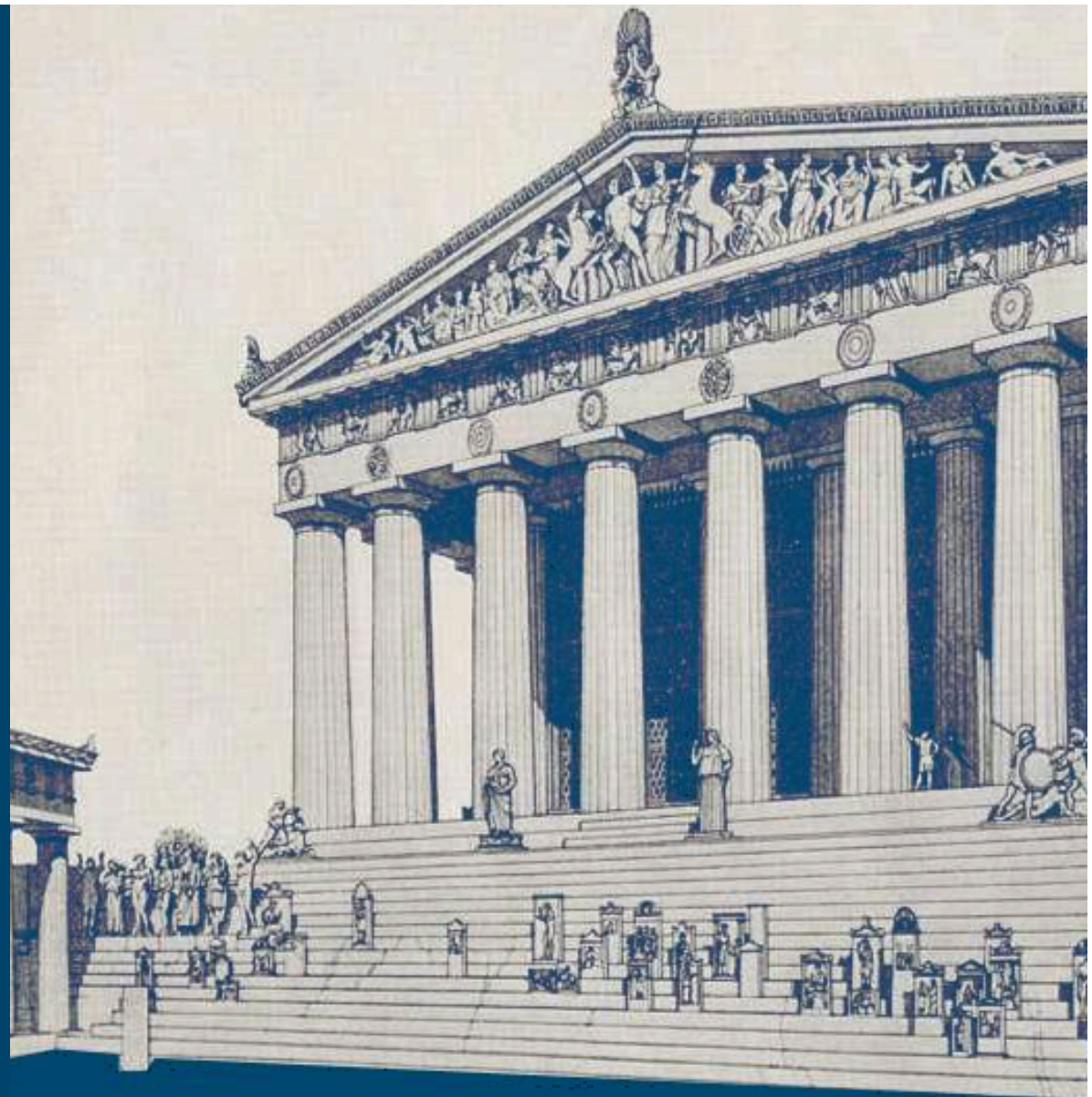
# WHAT IS AGORA...

For the ancient Greeks, the center of social activity was the Agora, a lively marketplace where people came not only to buy and sell goods but also to meet to exchange news and ideas. That same philosophy is what drives Agora

Over the years the physical form of `Agora' evolved , and today its become multi dimensional - Retail, Malls, E-commerce, m-commerce , multi currency making it a complex process

Couple this with increased globalization, competition adds to the pressure.

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# VISION...

is to be an accountable and successful marketing consultancy firm specializing in wide spectrum of product/services categories.



# MISSION...

is to collaborate with our clients in order to develop their businesses through excellence, encouraging challenging work and fostering creative thinking

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# VALUES...

We believe in providing simplistic, action oriented Solutions to deliver profitable growth ,in the marketing sphere.





New Product  
Development



Concept  
identification

Development  
of Marketing  
plan and  
execution

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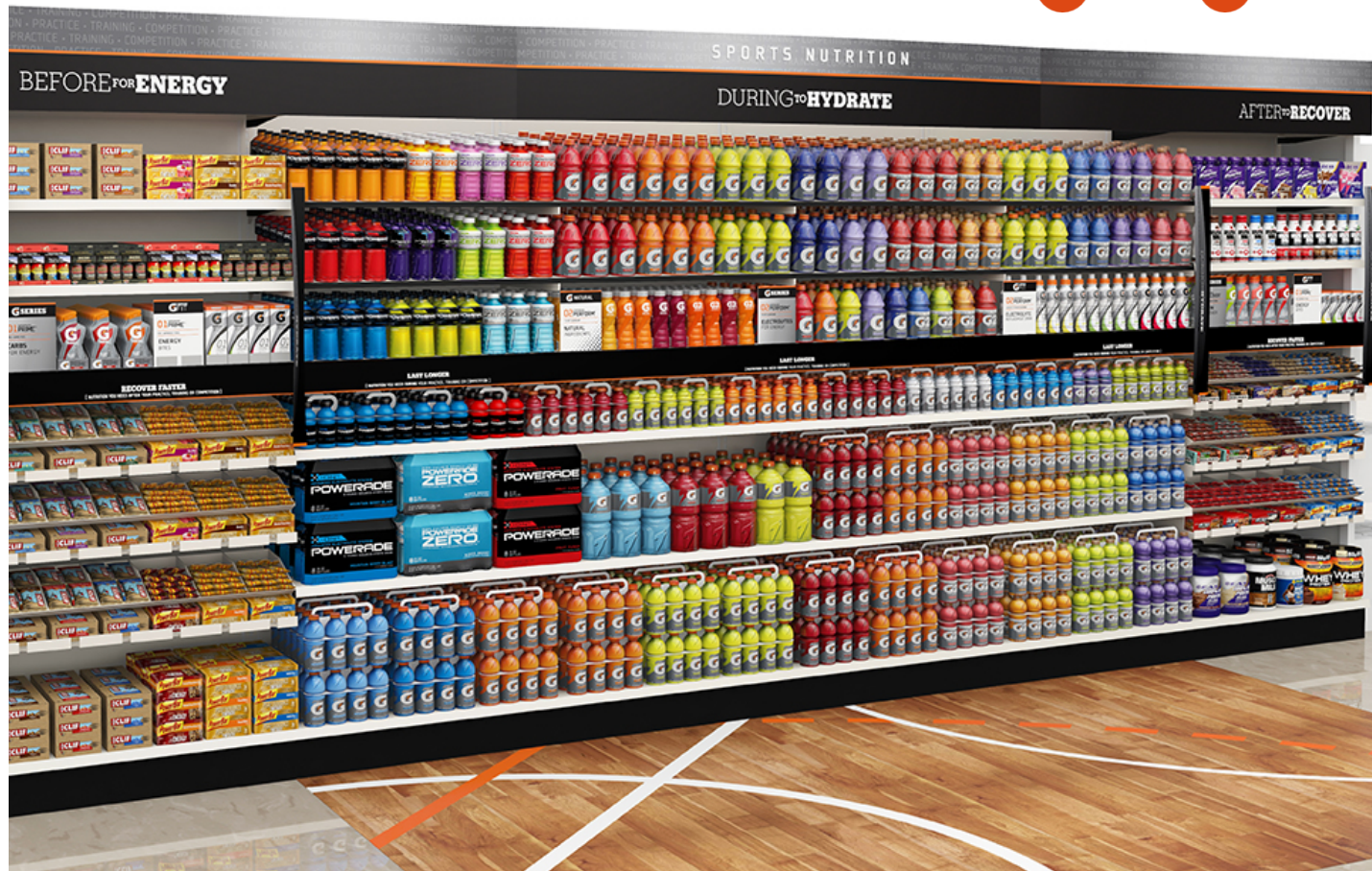
Products &  
Brand Strategy



Evaluate and  
restructure  
existing  
Marketing  
Strategy

Brand  
restructuring

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Retail Solutions



Retail format strategy

Retail identity development

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Media Plan &  
Execution  
Support



Help create  
media plan  
– Online &  
Offline

Help negotiate  
with the media  
suppliers

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Sales And  
Distribution



Third party  
distribution  
tie-ups

Trade  
Marketing

Distribution  
expansion

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# Rajesh Mehta

Founder & CEO

More than 2 decades of experience in strategic, multi country, cross cultural Marketing for some of the leading and iconic brands

Rajesh is a former Director Marketing - South & South East Asia & India for Western Union Money Transfer.

He has nurtured and led some of the iconic brands like **Western Union, Emami, Fevicol, Rasna, Tips & Toes.**

He also has several accolades to his credit, Global connected awards , Cannes, Spikes Asia , Goafest, Star of the Industry for Western Union and Brand Slam Leadership Award from CMO Asia Council

Categories Handled : Cosmetics, Toiletries and Personal Care, Soft Drink Concentrate, Juices, Snack Foods & Confectionaries, Bottled Water, Steel and Adhesives, Anti-Termite and Household Care Products, Money Transfer.



# Rajesh Mehta

Founder & CEO

- Marketing Experience in more than 15 different product/ service categories
- Launched innovative products & marketing campaigns
- Delivered growth in Revenue , Market share , Brand scores across the categories handled
- Handled & Supervised all aspects of marketing - Offline & Digital marketing
- Strategic, Out-of-the-Box thinker
- Led Multi-country marketing teams

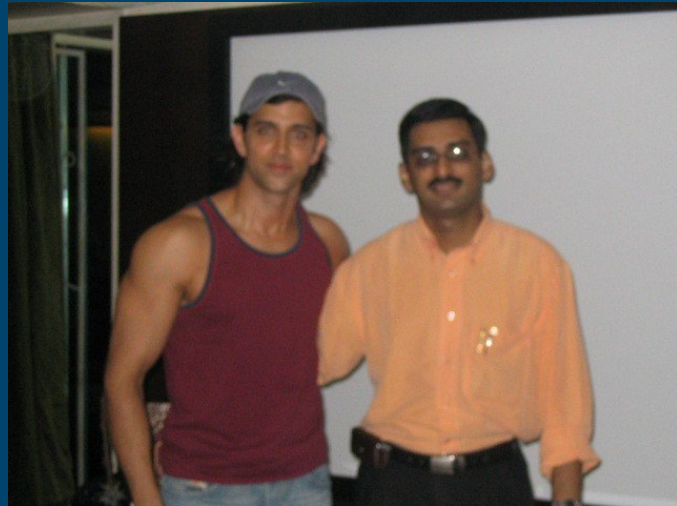
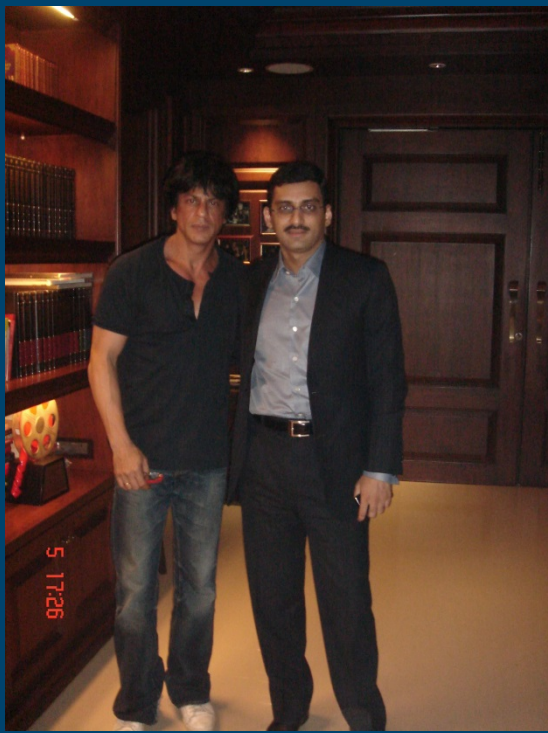


# Rajesh Mehta

Founder & CEO

- Worked with many Celebrities – Shah Rukh Khan , Hrithik Roshan, Karisma Kapoor, Paresh Rawal , Mickey Contractor, etc
- More than 50 TVCs commissioned
- Worked with the Best Ad. Agencies – O&M , McCann, Mudra, Percept, Grey
- Worked with the Best Media agencies – Maxus, Starcom, Mediacom
- Worked with the Best PR agencies – MSL, Perfect Relations, Genesis
- Well networked within the industry













## CONTACT DETAILS

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