

# spenta multimedia

IDEATE | CREATE | PUBLISH

AN INTRODUCTION  
[www.spentamultimedia.com](http://www.spentamultimedia.com)

**We Offer More Than **Solutions**; We Create **Relationships**!**



# WHO WE ARE

**Spenta Multimedia**  
INDIA'S LEADING MEDIA HOUSE

- Established in 1995 by Maneck Davar, **Spenta Multimedia** began with a single magazine – *JetWings*, the in-flight magazine of what is now India's largest airline, Jet Airways.
- With the vision of tapping a hitherto unfulfilled need in the Indian publishing industry, Spenta set about building resources that would enable it to offer its clients complete publishing and printing solutions, ranging from conceptualisation to editorial, design, printing, online, distribution, marketing and advertisement sales.
- Today, **Spenta's** portfolio includes 36 custom and 6 consumer titles, a state-of-the-art printing press, 3 event properties, more than 80 clients for web-based solutions and a growing list of clients for book publishing and all other types of print collaterals for the corporate world.
- **Spenta** has titles in fast growing sectors such as travel, retail, beauty, pharma, finance, management and lifestyle.
- Beginning with an employee strength of five, today, Spenta has around 285 employees and offices in Mumbai, New Delhi, Bengaluru, Chennai and Kolkata, and representative offices in Gujarat, Kerala, the Middle East and Singapore.



**Spenta**, in the ancient Avestan language,  
embodies the benevolent  
principle latent in all good creations.

# OUR MISSION

**Spenta Multimedia** will attain leadership position by building robust relationships with special interest groups. Spenta will achieve this by deploying multiple media channels to deliver relevant, well-researched, engaging and aesthetically presented infotainment, on print and online platforms, that succeeds in building involved and loyal special interest communities. Spenta will ensure that its business is conducted ethically and with integrity.

## CUSTOM PUBLISHING

### OVERVIEW

- Increasing number of corporate houses using custom publishing as a marketing communication channel
- Custom Publishing (also known as Contract Publishing) is a specialised outsourced activity where corporates outsource their publishing requirements including content, design, ad selling & distribution to third parties
- Spenta Multimedia is the acknowledged market leader in this space due to its inherent strengths

### SPENTA ADVANTAGE

- India's largest custom publisher
- Proven ability to grow circulation and ad sales across all categories of magazines
- Customer retention on the back of excellent reputation in content creation & design
- Excellent track record in client and advertiser relationship management - JetWings custom published since 1996, awarded contract for Jet International & Flylite
- Well balanced portfolio of titles across the travel, retail, lifestyle, hair and beauty, pharma, finance, insurance, gem and jewellery, apparel and management sectors
- One-stop solution for all clients

# CUSTOM PUBLISHING

**Spenta Multimedia** is India's largest custom publisher.

It publishes 36 custom magazines on behalf of some of India's leading corporate organisations and institutions, such as Jet Airways, Tata Consultancy Services, the Institute of Chartered Accountants of India, HDFC Bank, Kotak Mahindra, Club Mahindra, Shoppers Stop, the Gem & Jewellery Export Promotion Council, Clothing Manufacturers Association of India and BMW. From banking to fashion, and IT to retail, our magazines are appreciated by people across sectors, year after year. Spenta Multimedia offers 360° publication management services from conceptualisation to delivery through the print and digital platforms.

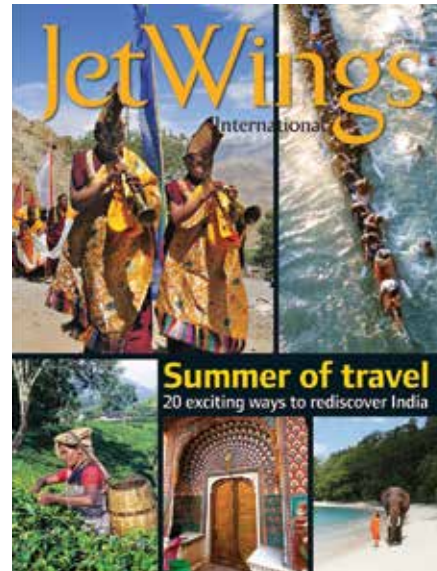
## SOME OF OUR CUSTOM PUBLICATIONS



**Jet Airways** (Domestic)

JetWings

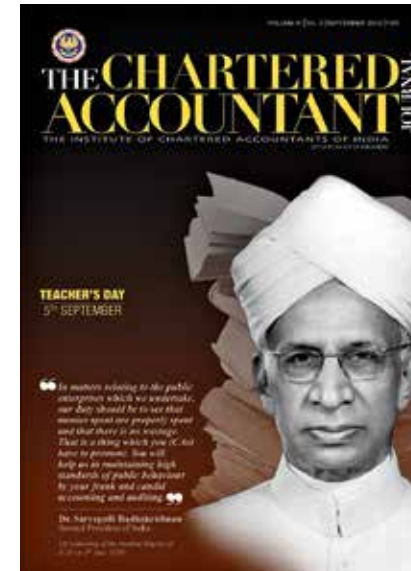
Monthly



**Jet Airways** (International)

JetWings International

Monthly



**The Institute of Chartered Accountants of India**

The Chartered Accountant Journal

Monthly



**Shoppers Stop**

First Update

Bi-Monthly



**The Gem & Jewellery Export Promotion Council**

Solitaire International

Monthly



**Clothing Manufacturers Association of India**

Apparel

Monthly





**Club Mahindra**

Hello

Quarterly



**Kotak Securities**

Pulse

Quarterly



**Shapoorji Pallonji**

We@SP

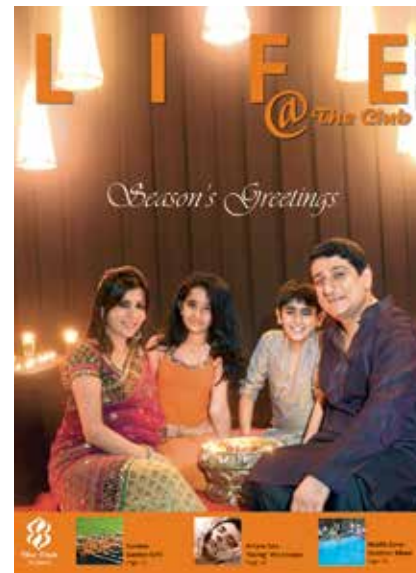
Quarterly



**Kotak Mahindra Bank**

Select

Quarterly



**The Club**

Life@The Club

Quarterly



**Premier Ltd.**

Premier Today

Quarterly



**Sterling Holidays**

Sterling World

Quarterly



**Bombay Parsi Punchayet**

The BPP Review

Monthly



**Insurance Institute of India**

The Journal

Quarterly



**Birla Sun Life**

Investime

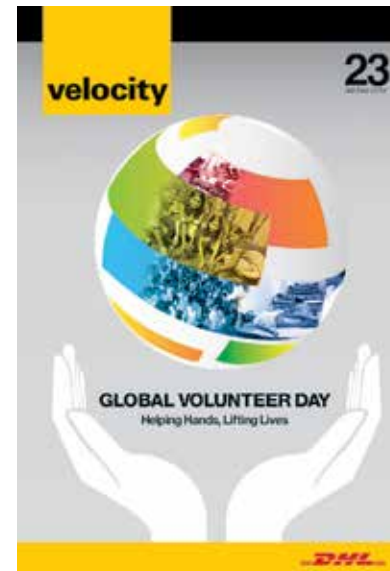
Monthly



**HDFC Bank**

Auto Insight

Monthly



**DHL Logistics**

Velocity

Quarterly

Marwar : Hair : The Smart Manager : Domus : Adorn : Liquid

## CONSUMER PUBLISHING

### OVERVIEW

- Growing consumer preference for special interest magazines over general interest magazines
- Having established itself as a reputed player in custom publishing, Spenta has diversified into special interest magazines in the newsstand space
- Launched Hair (in 2007), Adorn (in 2010), Domus (in 2011)
- Acquired Marwar (in 2008), Liquid (in 2009)
- Partnered and published The Smart Manager (founded in 2002), now wholly owned by Spenta Multimedia

### SPENTA ADVANTAGE

- Leverage editorial, design, printing & marketing expertise to titles in the newsstand space
- Huge market gaps across various sectors/interest areas – offering growth potential for existing as well as new players
- Collaborate as licensee or co-publisher for established titles with international players
- Launch own titles in established segments such as lifestyle, etc.
- Advertisers for niche products prefer to invest in niche content magazines
- Catalogues/Brochures
- Diaries/Calendars
- Other print collaterals

# CONSUMER PUBLISHING

Leveraging its skills in the custom publishing arena and based on the insight that the future success of media organisations would vest in the ability to build communities around special interest areas, Spenta entered the consumer publishing space in 2002. Today, Spenta publishes 6 consumer titles – Marwar, Hair, The Smart Manager, Domus, Adorn and Liquid – that fulfil the special interest information and infotainment needs of highly select target groups. These titles offer unmatched depth of content and are leading names in their respective genres.

www.marwar.com



INDIA'S LEADING LIFESTYLE MAGAZINE ON MARWARI ACHIEVERS

Frequency | Bi-Monthly

www.hairmag.in



INDIA'S ONLY SPECIALIST MAGAZINE ON HAIR AND BEAUTY

Frequency | Monthly

www.thesmartmanager.com



INDIA'S FIRST WORLD-CLASS MANAGEMENT MAGAZINE

Frequency | Bi-Monthly

[www.spentamultimedia.com/subscriptiondomus.html](http://www.spentamultimedia.com/subscriptiondomus.html)



THE ICONIC ARCHITECTURE AND DESIGN MAGAZINE

Frequency | Monthly

[www.spentamultimedia.com/subscriptionadorn.html](http://www.spentamultimedia.com/subscriptionadorn.html)



| INDIA'S FIRST LUXURY JEWELLERY MAGAZINE |

Frequency | Bi-Monthly

www.liquidmag.in



| B2B MAGAZINE FEATURING BAR, CLUB AND RESTAURANT STYLE |

Frequency | Bi-Monthly

## COMMERCIAL PRINTING

### OVERVIEW

- One-stop shop for high-end design, content and printing, with an ability to handle all the requirements from processing and printing to binding and dispatch
- The printing facility is used to meet in-house as well as third party commercial printing requirements

### SPENTA ADVANTAGE

- Fully integrated infrastructure underpinned by a state-of-the-art printing facility on the outskirts of Mumbai.
- Reputed for high-end printing jobs
- Excellent track record of delivering quality products while meeting critical timelines
- Custom built Mitsubishi Diamond 16 Max Eight (8) unit, 2 Web 22.75" x 38" heat set commercial web offset machine. It produces 16 pages 4-colour signature

at a speed of 1,26,000 copies/hour or 32 page 4-colour signature at a speed of 63,000 copies/hour without compromising on the quality

# COMMERCIAL PRINTING

Spenta Multimedia has won the PrintWeek India 2012 Award for the 'Consumer Magazine Printer of the Year'. State-of-the-art equipment, experienced print managers and technicians, and high quality, cost-effective printing are designed to offer our domestic and international clients complete satisfaction. Spenta's latest acquisition is a state-of-the-art, custom built Mitsubishi Diamond 16 Max Eight (8) unit, 2 Web 22.75" x 38" heat set commercial web offset machine. Spenta Multimedia's press equipment includes a Heidelberg SM-102 8-colour, an SM-102 4-colour, an SM-102 2-colour, an SM-74 4-colour, and a Screen Computer-to-Plate. Binding has a Muller Martini Acoro A5 automated perfect binding machine, Muller Martini Prima Amrys automated saddle stitching machine, 3 Stahl folding machines, and pinning, punching and foiling, lamination and shrink wrapping machinery. Spenta has acquired a plot outside Mumbai's city limits in Ambarnath and is building a modern high-capacity, world-class printing facility.







Above: Colour setting and registration

Left: A plate-making machine



Right: Muller Martini Acoro  
A5 automated perfect  
binding machine

Below: Random inspection  
of printed sheets







Spenta's latest acquisition:  
**Mitsubishi Diamond 16 Max  
Eight (8) unit heat set web  
offset machine**

State-of-the-art, custom built  
engineering marvel!

2 Web 22.75" x 38" heat set  
commercial web offset machine

**Production efficiency:**

16 page 4-colour signature at a  
speed of 1,26,000 copies/hour  
32 page 4-colour signature at a  
speed of 63,000 copies/hour

Flexibility to produce different-  
sized products such as tabloids,  
magazines, digests, etc.

**Area occupied:** 17,000 sq. feet

**Height:** 30 feet

Housed in a high-capacity printing  
facility at Ambernath

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## ONLINE MEDIA

### OVERVIEW

- Having established itself as a reputed player in custom publishing, Spenta has diversified into the online space, bringing together creative thinking and emerging web technologies
- Proven track record of delivering results and meeting defined objectives for a diversified clientele
- Offers 360° digital services which include web design and development, corporate email and communication solutions, social media management, search engine optimisation, ebook publishing, etc

### SPENTA ADVANTAGE

- Provides sustainable and scalable solutions based on customer requirements
- Competency in emerging web technologies
- Excellent track record in client relationship management
- One-stop solution for all clients

# ONLINE MEDIA

In 2008, **Spenta Multimedia** acquired an online company to offer its clients online publishing solutions. Spenta Online is a full-service web agency with competencies across strategic planning, design, web development, search engine optimisation and marketing, social media management, online reputation management, and digital media planning, buying and reporting. Our clientele in this space includes HDFC Bank, Shapoorji Pallonji & Co. Ltd., Architect Hafeez Contractor, Sahara City Homes, L & T Realty, Rustomjee, The Wadhwa Group, Barbie Store India and Premier RiO to name a few. The Wadhwa Group website, designed by Spenta Online, won two awards at the 'International Property Awards – Asia Pacific 2012'.

## SOME OF OUR ONLINE PROJECTS



**BMW**



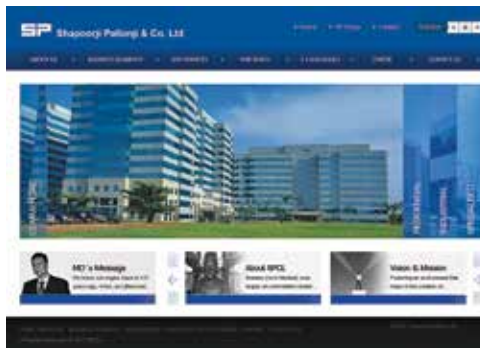
**Bombay Sailing Association**



**Rotary Club of Bombay**



**Modison Metals Ltd.**



**Shapoorji Pallonji & Co. Ltd.**



**L&T Realty Ltd.**



**Malaga Bags**



**HDFC Bank**



**Architect Hafeez Contractor**



**Imagem Jewellers Pvt. Ltd.**



**Sahara City Homes**



**Rustonjee**



**The Wadhwa Group**



**Ajanta Pharma Ltd.**



**Star Extrusion**



**Basilur Tea**



**Premier RIO**



**Dinshaw's Dairy Foods Ltd.**

## EVENT MANAGEMENT

### OVERVIEW

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- Exhibitions growing increasingly profitable with marketers looking for dedicated environments to showcase tangible products with a touch and feel experience.
- Domestic trend is for each publication to have an industry-related event to network with potential advertisers and build brand equity
- Creation of niche events to facilitate trade within the industry

### SPENTA ADVANTAGE

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- First mover in Mumbai International Boat Show, Marwar Mega Wedding Show and Marwar Celebrations Show
- Experience in hosting profitable events across the country
- Potential for events with brands such as Adorn, Domus and The Smart Manager
- Relationships with a large roller deck of clients to approach for exhibitions

# EVENT MANAGEMENT

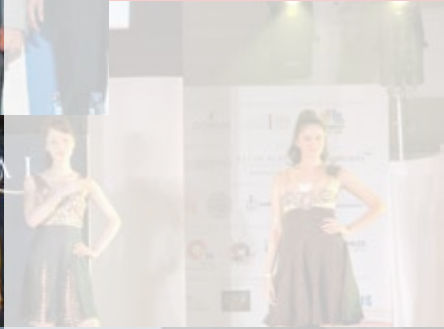
**Spenta Multimedia** entered the event management and marketing business in 2008 when it acquired the Marwar magazine, The Marwar Mega Wedding Show and Marwar Celebrations Show from Arpan Publishing. In 2009, Spenta Multimedia acquired Mumbai International Boat Show (MIBS) from Blue Water Publications Pvt. Ltd. Spenta Multimedia also hosts/partners with events at regular intervals to promote their in-house titles. For example: Liquid, the bi-monthly magazine had partnered with the 2nd Mumbai Wine Tasting Festival; Ethics and CSR (The Strategy Debate), a high profile panel discussion, was organised by The Smart Manager magazine at The Trident, Mumbai; Spenta Multimedia launched the Indian edition of Domus on the lawns of Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai and the keynote address was delivered by Kazuyo Sejima (Partner, SANAA fame - recipient of the 2010 Pritzker Architecture Prize).



# Ethics CSR: The Strategy Debate



spenta  
MUMBAI INTERNATIONAL BOAT SHOW  
in association with  
GITANALI





#### **Mumbai International Boat Show (MIBS)**

- Supported by the Government of Maharashtra
- The third and final 'official' calendar event of Maharashtra Tourism Development Corporation in Mumbai
- Enjoying phenomenal success year-on-year
- Seen as being on par with boat shows held annually in Cannes, Dubai, Genoa, London, Miami and Sydney



#### **The Marwar Mega Wedding Show and Marwar Celebrations Show**

- Seen as natural extensions of the Marwar magazine that reflects the glamorous lifestyle of the Marwari community
- Held annually in Mumbai and other metros
- Bring together manufacturers and retailers of all wedding related products and services under one roof
- Have generated increasing participation from exhibitors and visitors year-on-year

## BOOK PUBLISHING

### OVERVIEW

- Coffee table books are a strategic branding initiative that exceed other forms of conventional marketing, PR and advertising as they are more informative and provide higher recall value
- They enjoy a high shelf-life owing to their packaging as collectibles with lasting appeal
- Sectors such as construction, real estate, banking, architecture, hospitality, gems and jewellery and art and photographers have a traditional affinity with coffee table books

### SPENTA ADVANTAGE

- Leverage in-house editorial, design, printing and distribution expertise to the making of coffee table books
- Published high quality coffee table books in several areas including art, architecture, food and beverage, and Indian culture which are on par with international standards

# BOOK PUBLISHING

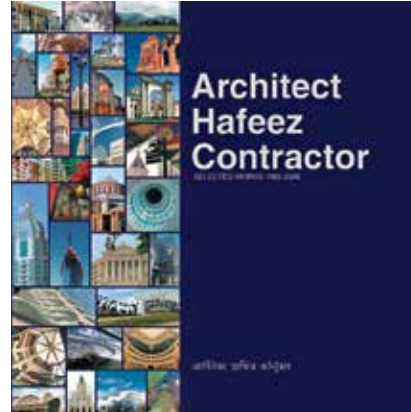
**Spenta Multimedia** works with eminent personalities and business houses to publish and/or print coffee table books and limited edition books in several areas, including art, architecture, food and beverage, and Indian culture. A generous use of photographs, lustrous paper, and aesthetic packaging are the hallmarks of high-quality, world-class coffee table books. These books are not only insightful and visually pleasing, but also reflect the reader's passion and personality. The USP of coffee table books is that they are considered objects of art or collector's items. Coffee table books also serve as ideal customised gifts for internal and external stakeholders of an organisation, enabling them to showcase the corporate vision and achievements of the company.

## SOME OF OUR COFFEE TABLE BOOKS



### Cocktails:

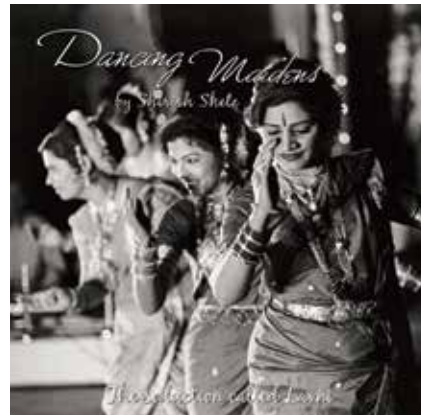
From the Bars of the Leading Hotels of the World



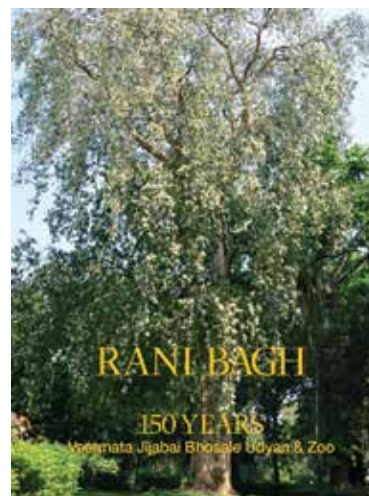
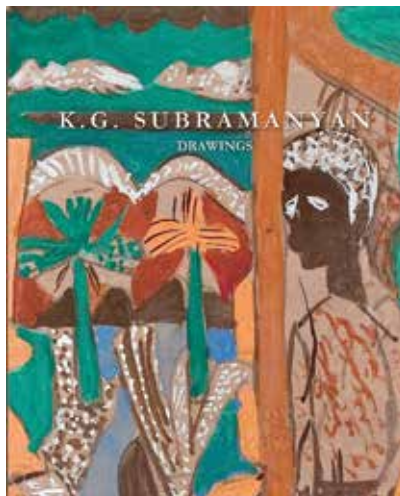
### Architect Hafeez Contractor

### Vistaar – SH Raza

### Dancing Maidens – The seduction called Lavni



### K.G. Subramanyan

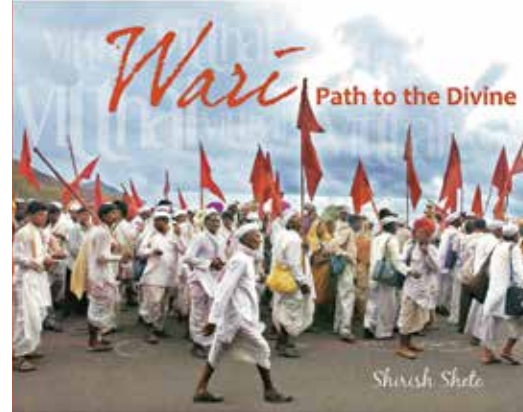


### Rani Bagh

150 Years  
Veermata Jijabai Bhosale Udyan & Zoo

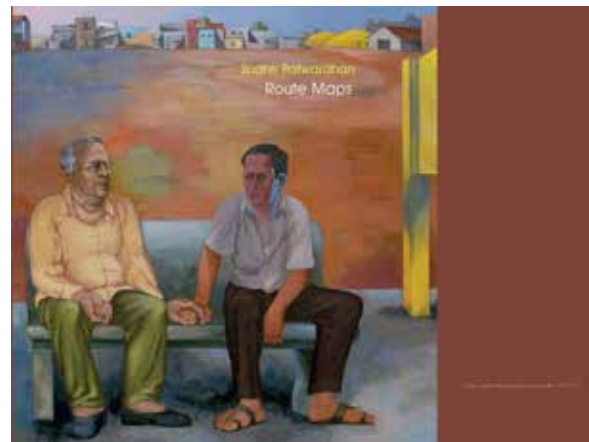


**Maharashtra – 50 years**

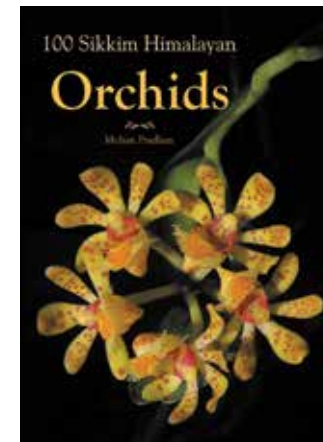


**Wari**  
– Path to the Divine

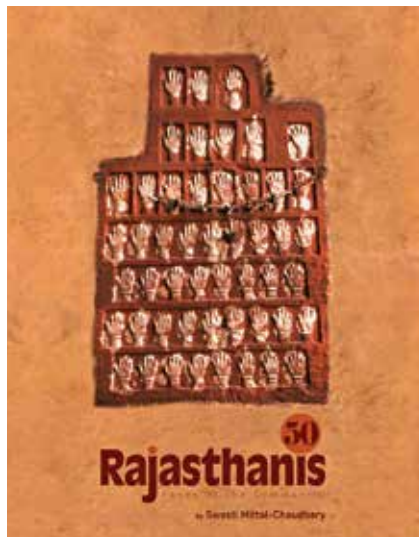
**Sudhir Patwardhan**



**50 Rajasthanis**  
– Faces of the Community



**100 Sikkim Himalayan Orchids**



**KamaSutra**

# CORPORATE SOCIAL RESPONSIBILITY

**Spenta Multimedia**, now and in the past, has lent support as well as contributed in fiscal and in kind to many organisations involved in philanthropy. Some of them are:

- The Society for the Protection of Children in Western India
- Apne Aap Women's Collective
- Society for the Education of the Crippled (SEC) Day School
- Heart & Hands-On
- Wishing Well
- S.P.J. Sadhana School and Om Creations
- The Victoria Memorial School for the Blind
- Jai Vakeel School For Children In Need Of Special Care - The Research Society
- Sujaya Foundation
- Make-A-Wish Foundation of India
- Indian Association of Palliative Care
- Indian Cancer Society
- National Association for the Blind, India
- Leaf Initiative
- Kala Ghoda Association

# OUR PRODUCTS AND OUR RELATIONSHIP WITH CLIENTS GO AS FAR AS THE **ALPHABET** ALLOWS US TO

- A | Aviation, Accounting, Architecture
- B | Banking
- C | Construction, Chemicals, Community
- D | Design
- E | Entertainment, Engineering, Events
- F | Fashion, F&B, FMCG
- G | Government, Gymkhana
- H | Healthcare
- I | Information and Broadcasting, Innovation
- J | Jewellery
- K | Knowledge
- L | Life Insurance
- M | Management
- N | NGO, NBFC
- O | Office Supplies
- P | Pharmaceuticals
- Q | Quality
- R | Retail
- S | Services
- T | Technology
- U | Utilities
- V | Vacation Ownership
- W | Water

JANUARY-MARCH 2012 • VOLUME 14 • ISSUE 1

# we@SP

SHAPOORJI PALLONJI CORPORATE MAGAZINE

# JetWings

ALONG THE EAST COAST  
Stories from four states

# Sterling

A Sterling Holidays Newsletter

## WORLD

It's a wonderful world

First Citizen SHOPPERS STOP FIRST UPDATE

DIWALI KEEPSAKES  
Celebrate your home this festive season

CELEBRATING 100 YEARS OF INDEPENDENCE

TOP FIVE PERFUMES  
Shoppers Stop recommends

THE COLOURS OF LIGHT  
Brighten your wardrobe this Diwali

PUT YOUR FESTIVE FACE FORWARD  
Diwali beauty buys

PLUS

# APPAREL

VOL. 16 • ISSUE 11 • NOVEMBER 2012 • ₹30

## investime

Hit or miss?  
Right forecasts are critical for a successful long term investment!

# THE CHARTERED ACCOUNTANT JOURNAL

THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

# Liquid

bar, club & restaurant style

Volume 6 Issue 6 November-December 2012

## The Bordeaux connection

A look at French wines in relation to the Asian markets

## Vodka Vision

A spirit that's consolidating its position in the beverage market

inside

- The Bull of East and West
- Insider Buzz
- First Experiences

# domus

Experience the Newness

# JetWings International

November 2012

## SURFING AUSTRALIA

Five destinations to chase the perfect wave

# Solitaire

Protocol Non Grata  
by Manoj Kumar

Jewels & Fashion  
The Bond Strengthened  
by Asha Mehrotra

Viral Study In The New  
GUESS Chairman

GUESS Launch  
Spotlight Performances

Russian Buyers  
Keen To Source Indian  
Jewellery

Luxury Resilient In  
The Face Of Economic  
Turbulence

# Life@KS pulse

Volume 02 | Issue 04 | July-September 2012

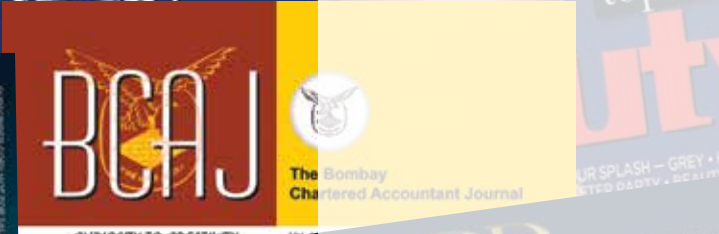
## Behind the screens

# DRIVE

REAR VIEW

## velocity

23



spenta multimedia

IDEATE | CREATE | PUBLISH

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