

NNSO

EVENTS

an **abode1st** group company
QUALITY · INTEGRITY · TRUST

nysoevents.com

**WE CREATE, NURTURE
AND FLOAT BRANDS**



ABOUT US

NYSO is a communication and marketing firm that specialises in branding & designing, public relations, event management, publishing and print media. Our aim is to create an experience that goes beyond expectations. We are fully equipped to produce a range of marketing and communication tools from conception to completion. Fuelled by passion and unique ideas, **NYSO** provides customised strategic handholding to its customers.

Our aim is to create value seamlessly into your existing marketing by identifying the need and meeting the objective of the task at hand

NYSO is a platform of people with vision and drive. We connect, collaborate and innovate. It is where progressors, pioneers, professionals, leaders, entrepreneurs, innovators meet and new possibilities are created everyday.

The promoters have varied experience of global markets of more than a decade, like US & Canada and have created unique platforms by way of differentiated marketing and innovative ideas.

WHY NYSO

- Concept Creation
- Press Conference (Pre and Post Event)
- Extensive Media Coverage (Print and Digital Media)
- Print Media Release
- More than 80 Portals to provide Live Media Coverage
- Channel to Social Influencers and Bloggers
- Adding a Social Angle and CSR Activities to Promote your Brand

WHAT WE DO

We have a wide array of services to offer our clients, but we generally boil all services down into six general categories.

EVENT MANAGEMENT



BRANDING & MARKETING COMMUNICATION



WEBSITE & APP DEVELOPMENT



DIGITAL MARKETING



PUBLIC RELATIONS



VIDEO PRODUCTION





EVENT MANAGEMENT

Events help promoting a brand at a larger platform to live audience and to generate sincere serious business enquiries.

Our services include:

- Concept Development
- Project Conceptualisation
- Planning and Implementation
- On-site Management
- Production, Design and Staging of Events
- Database Creation
- Guest Management
- Logistics Management
- Event Entertainment
- Event PR
- RSVP Management
- Guest Relations
- Anchor Procurement (Well-Known Anchors)
- Celebrity Guest Management



POST EVENT MANAGEMENT

To get the most brand mileage from an event, focus on post event marketing is vital.

Our services include:

- Audio/Visual Coverage
- Marketing Audio/Visuals
- Major Social Media Coverage
- Extensive Print Media Coverage



BRANDING & MARKETING COMMUNICATION

We design, develop and nurture brands, from conceptualisation to implementation.

We specialise in delivering brand identities, not just logos but visual identities that are fuelled by inspiration.

- Creating new brands
- Developing existing brands
- Redesigning brands
- Corporate Identity
- Brand Guidelines
- Brand Management

“If you think good design is expensive, you should look at the cost of bad design”



Logo Design/ Brand Colour Scheme

Includes original logo design along with appropriate colour schemes, which will set the tone for the entire brand aesthetics.

Brand Aesthetics

Post logo and colour finalisation, the brand aesthetic will be taken into focus. This includes the decision to implement set colour schemes, specific fonts, shapes etc. in all company communications and services. This will allow for a more aesthetically organised image of the brand.

Brand Deliverables

This entails the implementation of new logo design and brand aesthetics on various mediums in order to maintain uniformity in brand design. Said deliverables would include letterhead designs, visiting cards, mailer templates etc. Completely fresh aesthetics will be decided and implemented for the brand website. Focus here will be User-Friendliness while maintaining attractive visuals.



DIGITAL MARKETING

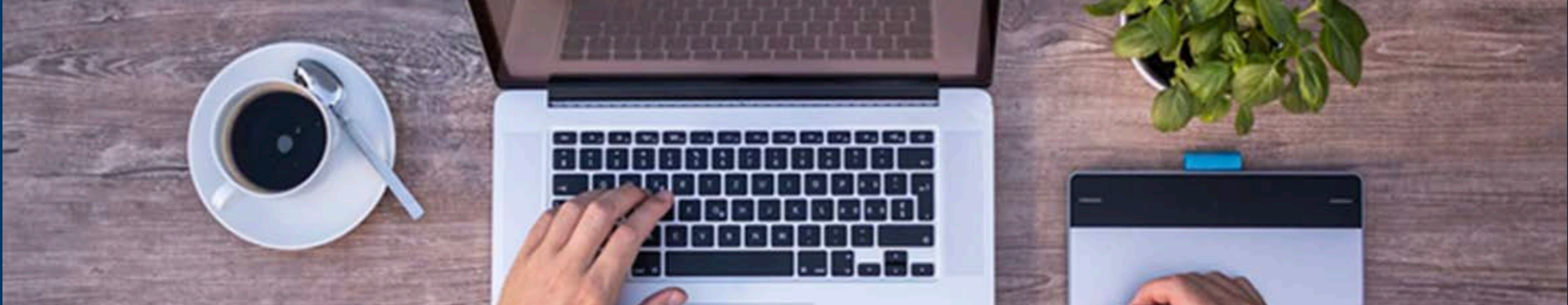


To ensure more leads and sales, on line brand awareness is a must. Need to push the products & services everywhere on the web.

- Unique Landing Page
- Specific Blog Writing
- Facebook/ Twitter/ Google/ LinkedIn/ Instagram/ Pinterest Promotion
- Youtube Video Campaigns



Social media management requires a lot of work, especially if it is to stand out. It is about finding a different strategy for each platform. Short videos, GIFs, posters, short stories with video message etc can be displayed on different social platforms.



WEBSITE & APP DEVELOPMENT



Website & App Aesthetics

Completely fresh aesthetics will be decided and implemented for the brand app/ website. Focus here will be User-Friendliness while maintaining attractive visuals.



Website & App Layout/ Content Structuring

Content structuring and positioning are very important. Avoiding confusion for the prospective client in order to make the experience an easier and pleasant one will contribute to the increase in repeating customers. This will also open up options for aesthetics of the app/ web pages.



Technical Stabilisation

Many technical issues pop up if a website and/or app is not created and/or maintained properly. One of the biggest issue here could be screen adaptation, where many contents of the website/ app go awry on certain screen sizes and ruins the brand image (the website or app would look different for computer screens as opposed to mobile device screens).

PR

PUBLIC RELATIONS



- Making impressive press notes
- Press release distribution across media
- Analysing media coverages



- Planning publicity strategies and campaign
- Media success measurement and analysis



- Providing media partners for marketing like print media, news channels, online partners, etc.

PUBLIC RELATIONS

NYSO has extensive experience in developing and activating PR campaigns, tailored to meet our clients' unique business objectives. Our approach is to conceptualise and implement effective communication strategies including conducting primary and secondary research, thorough analysis of our target audience and stakeholders, understanding our clients' vision and strategic essential, as well determining desired perceptions.

Following this process our team is empowered to develop influential campaign goals, create key brand and service messages, as well as identifying and activate the relevant communication channels necessary to achieve meaningful business results.

Over the years, we have developed strong relationships with a range of media houses and we take a very hands-on and personal approach to achieve media coverage. While we accept the importance and value of media release in communicating a message, we also offer a more proactive services, personally briefing journalists and actively pitching opportunities.

We therefore place huge emphasis on measuring the impact of our PR Campaigns over time on brand equity, reputation and most importantly value for money.

- Media relations
- Press release
- Product launches
- Publicity stunts
- Organising media lunch/ conferences

***"If i was down to my last dollar,
I would spend it on public relations"***

-Bill Gates



PRESS CONFERENCE



Organising Pan-India press conferences by inviting leading media representatives from print, electronic leading magazines to get great PR coverage for your brand, which will result in greater brand image and awareness.



VIDEO PRODUCTION

We create explainer videos for corporate, engage the audience, to enhance their ideas through live-shoots and articulate people in simple manner.

We all need a little nudge of motivation every once in a while. It happens to the best of us.

Sometimes it's as simple as an afternoon coffee or maybe occasionally it comes from your super-fit, fairly loud personal trainer. But today, it comes from 25 people who have spoken wise words about content marketing, video, and well, life. So soak them in and rise to the challenge of attracting and converting.



Steps to be followed

- Identify your goal
- Choose a direction
- Set the tone
- Decide of duration
- Choose a video style
- Outline the idea
- Write the script
- Storyboard

Process

- Brief Understanding
- Script Formation
- Video Shoot or Animation
- Voiceover
- Final Delivery

OUR CLIENTELE: INTERNATIONAL



PULVY BOUTIQUE
SAN JOSE, CA



INDO-AMERICAN
ASSOCIATION FOR CHANGE



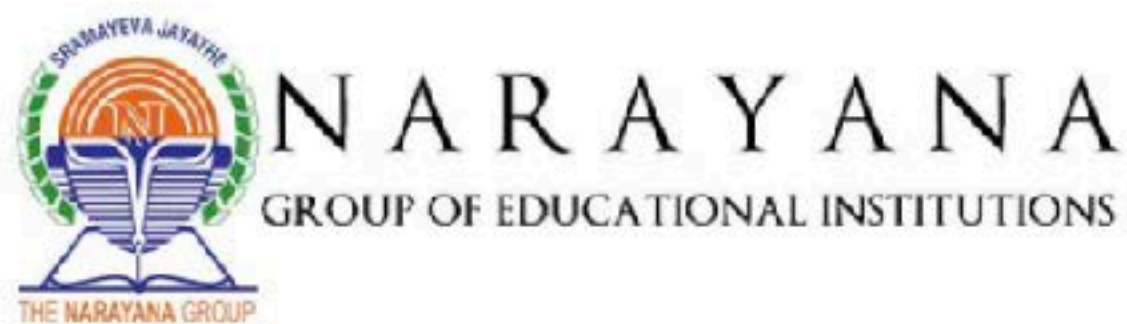
LEARNING BEYOND EDUCATION



OUR CLIENTELE: DOMESTIC



OUR CLIENTELE: DOMESTIC



KEY GRAND EVENTS EXECUTED BY **NYSO**

**AT THE RITZ, AMBIENCE ISLAND,
Launch Event for ABODE1ST**

SEMINAR CUM BUSINESS MEET ON RERA & GST

The purpose of this event was to talk about the effects of RERA & GST on the Indian Market. NRIs, Politicians, Celebrities and many more attended the event.



KEY GRAND EVENTS EXECUTED BY **NYSO**

AT THE LEELA HOTEL
Event for DAMAC PROPERTIES

GLOBAL INVESTMENT SUMMIT

This event was held for Damac Properties where their products were displayed to a large crowd of prospective investors and buyers.



KEY GRAND EVENTS EXECUTED BY NYSO

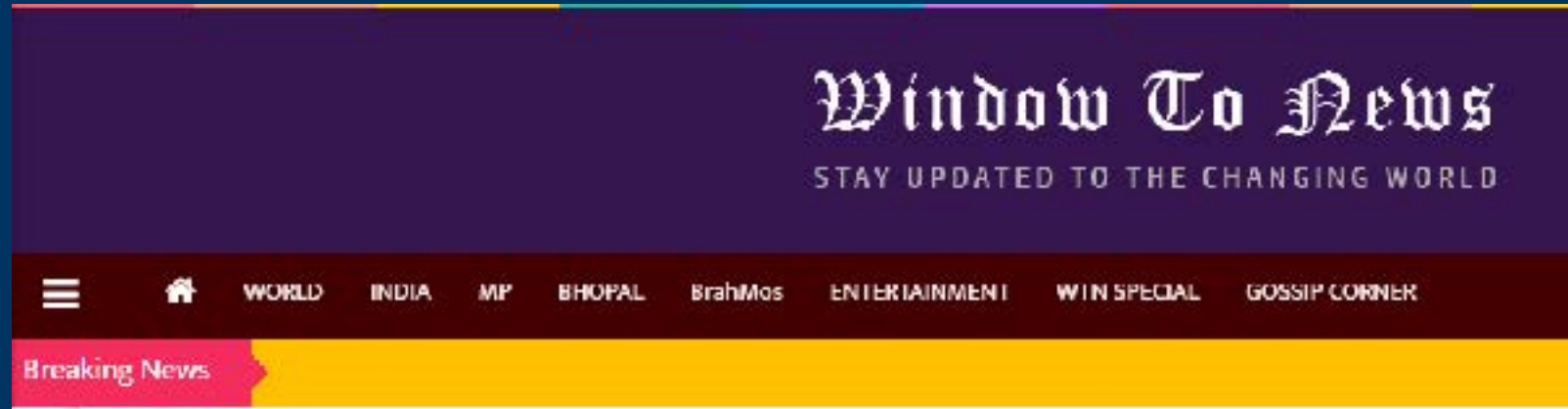
AT THE CANADIAN CONVENTION CENTRE, CANADA
Event for SAVEMAX

CUSTOMER APPRECIATION FIESTA

One of our foreign events, which was held in Canada for
the company known as SaveMax Canada.



NYSO MEDIA COVERAGE



India turning into global investment hub: Minister

Sunday - April 22, 2018 8:18 pm | Category: BUSINESS



India turning into global investment hub: Minister

New Delhi April 22 (IANS) India is turning into a global hub for investments due to the conducive environment provided by the Central government Union Minister of State for Food Processing Industries Smt Nirmala Sitharaman said on Sunday.

"The Union government is providing environment for the investment in different sectors that's why in the last few years India is coming up as the global hub of investors," she said at the Global Investment Summit 2018 organised by the Abode 1st Group of Companies in Gurugram.

"The government is taking every possible step to make policies favourable to investors and result of it we can see investment scenario being built up here," a statement from the organisers quoted the minister as saying.

She added that Non-Resident Indian businessmen and industrialists are also "expanding their businesses in the country".

According to Abode 1st Group of Companies MD Sandeep Singh Deswal around 400 investors from around the world gathered for the event "and gave their principle consent to invest in different fields".

Abode 1st Group of Companies is a Gurugram-based group dealing in asset management wealth management and

The screenshot shows the website of The News International. The main headline is "Abode1st Group will Provide the Suitable Real-estate Market to the Investors". The article includes a sub-headline "RERA and GST attract overseas investors - Sandeep Singh Deswal" and a "New Summary" section. Below the text is a photograph of Sandeep Singh Deswal speaking at a press conference. The website layout includes a navigation bar at the top and a footer with contact information.

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NEWS ALERTS

THE HOTEL SCHOOL STUDENTS PARTICIPATE IN TOURISM FEST

ON the occasion of World Tourism Day (September 27) students of The Hotel School took part in the Tourism Festival at India Gate. They interacted with visitors, clicked photographs, spread awareness about clean India (Swachh Bharat), and encouraged people to use local produce. Along with the students, the faculty of The Hotel School also participated in this programme.



Fostering visionaries



TKW's Institute of Banking & Finance invites applications for Dr Kalam's Vision Scholarship for its undergraduate and postgraduate courses in banking and finance. Its aim is to identify and groom exceptional students who demonstrate leadership and vision of nation building.

The scholarship will award Rs 2,70,000 for UG and Rs 2,25,000 for PG to candidates who are able to create a compelling presentation on "Future vision of financial markets and economy". Students with minimum 85 per cent marks in +2 for UG and 60 per cent in graduation for PG can apply. They must submit a Statement of Purpose in about 500 words and a personal video recording explaining the Sop. Deadline for application is 30 June. For details, visit: www.tkwsibf.org

Providing ample opportunities



Out of many lucrative and highly potential options, Hospitality and Tourism Management offer options for those looking for jobs in this sector

ANIL BHAT

Time is ripe for those who are looking for the career options. Today medical and engineering are not the only prospects, which guarantee reputation and a high income; there are many other avenues available for students, irrespective of their academic score, both in conventional and unconventional sector. Out of these lucrative and highly potential options, one is Hospitality and Tourism Management. In today's era of globalisation, this industry has indeed assumed

greater significance and is fast developing into an advantageous career provider. Moreover, with globalisation gaining acceptance with more and more countries, the hotel management industry is truly becoming global.

Today a training course in hospitality management encompasses training in various aspects of the business of hotel related industry, travel and tourism related industry and housekeeping and catering in the Hospitality industry (including customer care executives).

Scope: Hospitality is one of the fastest growing industries in the world today. It is one of the highest job oriented field. Hospitality management includes many different businesses like restaurants, hotels, casinos, resorts, tour agencies and airlines. With a degree in hospitality management, there are many different types of careers that can be pursued. Many companies have begun to favour candidates with relevant education. However, extensive training and work experience is typically necessary for upper-level management positions.

Skill set: Today hotel management is considered one of the most coveted options. The aspirants of this industry should have above average skills in communication and reasoning, sound numerical aptitude and pleasing personality, therefore if candidates lacking in these skills, he/she must inculcate them. Since hospitality manage-

ment involves a high level of customer interaction, those with a natural flair for networking, especially with the corporate clients and customers and with the ability to build a rapport with key decision makers, will do well for themselves in this industry.

Eligibility: The certificate, diploma, graduation and post graduation in Hospitality Management has been thoughtfully designed for those who have recently clear their 10+2/graduation. Students who want to make their career in this field must have good communication skills with amiable personality. Command over spoken English, and knowledge of a foreign language is an added advantage.

Work Profile: Majorly this industry focuses on the need of their customers. Therefore many professional works in different departments like:

■ **Hotel managers** — The managers are in charge of overall opera-

tions of their establishments, controls all the major aspects like finance, services, catering, food quality, decoration, housekeeping etc.

■ **Front office manager** — Incharge of the work of the front end desk, information clerk, receptionists, & other services, coordinate reservations and room assignments.

■ **Executive chefs** — Head the kitchens under whose direction the asst. chef prepares the menu and meal.

■ **Food and beverage manager** — Looks after the overall work of the catering departments, plans, organises and controls the establishments from small informal dinners to large restaurants.

■ **Restaurant and food service managers** — Are responsible for inventories and stocks of daily consumption and usage, Arranges for equipment maintenance and repairs. Maintain records of working hours, shifts and wages of employees, taxes, etc.

■ **Housekeeping department** — Responsible for clean, orderly and well maintained ambience of the property. They supervise training, scheduling and the work of housekeeping staffs, room inspect and maintain the cleaning supplies.

Career opportunities: After completing the Diploma, Graduation or Post graduation in Hotel management students can work with five star hotels, National and International airports, cabin crew. Other options include opening your own restaurant, working as an event planner, or even pursuing career in travel or tourism or can become Lodging manager Restaurant manager Casino manager Cruise director Concierge Travel Agent Hotel/Motel Manager Event Planner Facilities, Manager.

Remuneration: After completing the graduation one can get into the industry as a trainee and then be absorbed into various positions after completing the training. The entry level salary can be around Rs 20,000 to Rs 30,000 and can increase with growing experience in the field.


Business Standard

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India turning into global investment hub: Minister

By IANS | New Delhi | Last Updated on April 22, 2018 20:25 IST

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We are creating new standard of insurance. Drive safe, pay less.

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She added that Non-Resident Indian businessmen and industrialists are also "expanding their businesses in the country".

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© Sun, 04/22/2018 - 20:18

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IANS

rrb/him/bg

The Telegraph
India | Tuesday, October 10, 2017


Press Release

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Abode 1st Group will Provide the Suitable Real-estate Market to the Investors

BusinessWire India
Gurgaon, Haryana, India, Oct 10, 2017



Sandeep Singh Deswal, MD, Abode1st, holds Press conference on GST and RERA

The laws made by Central government to make the business and real estate sector accountable to the market are going to have a positive impact on the country's market. With this, the foreign investors have trusted the Indian market and the well known foreign groups have started looking for the right option to invest in India. Sandeep Singh Deswal, Managing Director, Abode1st Group of Companies, said in a press conference organized at Queens Hotel.

He also said that the Abode 1st will organize a seminar on RERA and GST in the presence of Top Business Leaders, Investors and Top Players of the country in The Ritz of Ambalare Island on 6th October. Abode 1st Group will invite domain experts from the respective fields to speak and share macro level benefits of the above said unprecedented reforms brought in by the dynamic Government of India. The people from all spheres of life including business fraternity viz. Real Estate, capital markets, IT, Banking and allied industries will be the audience of the seminar. Abode1st Group is trying to contribute a lot by this knowledge based interaction by the market and has invited potential investors from US, Canada and European countries to look for investment opportunities in India.

Sandeep Singh Deswal the versatile business tycoon told that entrepreneurs need to be educated towards RERA and GST after the implementation these laws were implemented by the Central government which made the real estate market of country accountable. It is true that today the Indian market is in modest recession, but in the coming times, GST and RERA will benefit the Indian market. He also said that in most of the countries such laws are already in force and now foreign companies are looking forward for the investment options as these laws were implemented in India too. He said that Abode 1st has decided to pursue this initiative of the central government.

He said that the Union Minister Ramdas Athawale, Union Minister Purushottam Rupala, Union Minister of State Sangya Pathak, BJP spokesman Shahnawaz Hussain and others including sports, media will participate in the seminar. During the event, six many families will also be honored, and will also give financial support to the sports talents.

Harinder Singh, CEO, Abode1st Group of Companies said, "The changes in the country has stand on political and economic basis. We are attracting investors in the NCR region spread over 200 km of the national capital of Delhi and providing them suitable real estate market."

Naveep Singh Sherawat, CFO, Abode1st Group of Companies said, "That the company has opened its offices in many countries including USA, California, London and Sydney to guide overseas investors and from NRIs investors we are getting good response."

About the Abode 1st Group of Companies

Abode1st Group of Companies was founded in 2013 by Mr. Sandeep Singh Deswal, a visionary pioneer. Abode1st operates in three core sectors:

- abode1st Assets Management,
- abode1st Wealth Management and
- abode1st Interiors.

The Group has established itself as one of the leading advisory house and provides end-to-end solutions to its institutional, corporate and HNI clients.

Promoted and managed by a qualified, experienced and competitive management team, abode1st has a vision to expand beyond facilitating additional sales and purchase transactions to provide a complete range of sales, leasing, as well as the real-estate investment, consulting, development, and allied services.

Abode1st has successfully executed transactions worth INR 500 crore (USD 140 million) till date which includes gross transactions of about INR 400 crore (USD 101 million) in Real Estate and INR 200 crore (USD 50 million) in interior projects. Besides, the Group owns a large portfolio of captive properties across Delhi-NCR region.

The Group at present operates out of Delhi-NCR and is planning to expand pan India within three years with its offices in India such as Mumbai, Bangalore, Hyderabad and Chennai.

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India turning into global investment hub: Minister

IANS | 04.22.18 | HOT NEWS TEXT | min read

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--IANS

rrb/him/bg

(This story was auto-published from a syndicated feed. No part of the story has been edited by **The Quint**.)

India turning into global investment hub: Minister

Delhi, National, Politics, Business/Economy

Author: Indo Asian News Service

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-IANS
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Homepage - Politics

Published by Punjab Update Bureau in Business/Economy, Delhi, India National Politics

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POSTED BY: OCTOBER 6, 2017

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Business Wire India

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Company Name: Abode1st Group of Companies

Friday, October 6, 2017 10:56 AM IST (GMT+5:30)

Abode1st Group will Provide the Suitable Real-estate Market to the Investors

RERA and GST attracts overseas investors - Sandeep Singh Deswal

News Summary

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Abode1st Group of Companies was founded in 2010 by Mr. Sandeep Singh Deswal, a visionary leader. Abode1st operates in three sub-sectors:

- Abode1st (Asset Management)
- Abode1st (Wealth Management and Investment Services)
- Abode1st (Interiors)

The Group has established itself as one of the leading advisory houses and provides end-to-end solutions to institutional, corporate and retail clients.

Investment managed by a qualified professional and corporate management team, Abode1st has a vision to explore beyond facilitating traditional sales and purchase transactions to provide a complete range of value-adding, as well as the sustainable investment, cross-sect, multi-asset and asset solutions.

Abode1st has successfully completed 1000+ transactions worth over \$100 million in NCR region, 1000+ transactions worth over \$500 million in Real Estate and 200+ USD 20 million in Wealth Management projects. Besides, the Group has also been providing advisory services to various financial institutions.

The Group of present subsidiaries of Delhi-NCR are planning to expand operations within three years with its offices in India such as Mumbai, Bangalore, Hyderabad and Chennai.

Abode1st also has plans to expand globally. Already opened offices in Toronto, Canada, and New Jersey, USA. Planning to open offices in New York, London, and Sydney, in next few years.

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India turning into global investment hub: Minister

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BJP MP Sadhvi Niranjan Jyoti at Parliament in New Delhi, on Sunday, 2018.

NEW DELHI, APRIL 22 : India is turning into a global hub for investments due to the conducive environment provided by the Central government, Union Minister of State for Food Processing Industries Sadhvi Niranjan Jyoti said on Sunday.

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"The Union government is providing environment for the investment in different sectors, that's why in the last few years India is coming up as the global hub of investors," she said at the Global Investment Summit 2018 organised by the Abode 1st Group of Companies in Gurugram.

"The government is taking every possible step to make policies favourable to investors, and result of it we can see investment scenario being built up here," a statement from the organisers quoted the minister as saying.

She added that Non-Resident Indian businessmen and industrialists are also "expanding their businesses in the country".

According to Abode 1st Group of Companies MD Sandeep Singh Deswal, around 400 investors from around the world gathered for the event "and gave their principle consent to invest in different fields".

Abode 1st Group of Companies is a Gurugram-based group dealing in asset management, wealth management and interiors.

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Abode 1st Group will Provide the Suitable Real-estate Market to the Investors

RERA and GST attracts overseas investors - Sandeep Singh Deswal

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The laws made by Central government to make the business and real estate sector accountable to the market are going to have a positive impact on the country's market. With this, the foreign investors have trusted the Indian market and the well-known foreign groups have started looking for the right option to invest in India - Sandeep Singh Deswal, Managing Director, Abode 1st Group of Companies, said in a press conference organized at Queens Pearl Hotel.

He also told that the Abode 1st will organize a seminar on RERA and GST in the presence of Top Business Leaders, Investors and Top Finance of the country in 'The Pill of Ambience' lobby on 6th October. Abode 1st Group will invite domain experts from the respective fields to speak and share macro level benefits of the above said unprecedented reforms brought in by the dynamic Government of India. The people from all spheres of life including business industry viz. Real Estate, capital markets, IT, banking and allied industries will be the audience for the seminar. Abode 1st Group is trying to contribute and by his knowledge-based attraction by the industrialists and has invited potential investors from US, Canada and European countries to look for investment opportunities in India.

Sandeep Singh Deswal, the versatile business tycoon told that entrepreneurs need to be educated towards RERA and GST after the demonetization these laws were implemented by the Central government which made the real estate market of country accountable. It is true that today the Indian market is in industries' recession, but in the coming times, GST and RERA will benefit the Indian market. He also said that in most of the countries such laws are already in force and now foreign companies are looking forward to the investment options as these laws were implemented in India too. He said that Abode 1st has decided to pursue the initiative of the central government.

He said that the Union Minister Kamaladevi Chattopadhyay, Union Minister of State Sanjay Pathak, BJP spokesman Shahzawaz Hussian and others including sports media will participate in this seminar. During the event, six many ramp ups will also be featured, and will also give financial support to the sports talents.

Harinder Singh, CEO, Abode 1st Group of Companies said, "The changes in the country has started on political and economic basis. We are attracting investors in the NCR region spread over 200 km of the national capital of Delhi and providing them substantial real estate market."

Sandeep Singh Deswal, CEO, Abode 1st Group of Companies said, "The the company has opened its offices in many countries including USA, California, London and Sydney to guide overseas investors and from NRI investors we are getting good response."

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रेरा-जीएसटी से बढ़ा विदेशी निवेशकों का आकर्षण : संदीप देसवाल

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Sandeep Deswal
Managing Director
abode1st group of companies



PROMOTER'S PROFILE

Mr. Deswal's dynamic & apt leadership has transformed **Abode1st Group** into a sustainable & recurring revenue-based business, that is the leader in Assets Management, Wealth Management and Interiors Services. **Abode1st** is adding extreme value to businesses and individuals by way of offering unparalleled services and guidance.

Prior to venturing abode1st, Mr. Deswal founded a Technology Consulting company in the year 2000 viz. **Sunrise Solutions Inc** at San Jose (Silicon Valley) California.

Having business exposure in US, Mr. Deswal felt inclined to bring back the business legacy back to homeland (India) in the year 2013. He started his Indian version of business from IT city of Gurugram, Haryana in 2014 viz **Deswal Financials** and **Abode1st Group of companies** respectively.

OUR TEAM OF EXPERTS



HARINDER SHARMA
Group CEO

NYSO EVENTS



COL. N.P. SINGH
President - Global
Business Development

NYSO EVENTS



FAZLE GHUFRAN
Director - Public
Relations

NYSO EVENTS



SHEFALI SINGH
Director - Conference
Management

NYSO EVENTS



NIKKI UBEROI
VP- Business
Development

NYSO EVENTS



SUNITA JUNEJA
Sr. Business
Dev. Manager

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