



# Bask Entertainment Co.

entrust with your events...



**Director** : Mr. Suresh Jajoo

**Established** : 1996

**Product:** Event Management, Wedding Planner, Celebrity Management, Conference, Dealer Meet, Award Ceremony Launching, Inauguration, Birthday Party, Theme Decoration, Entertainment etc.

**History:** Our venture took its first, small step into direct marketing. This was the turning stone where we developed direct communication with the public. The kernel started burgeoning into celebrity management and multidimensional event management. Now we stand on the platform where cultural, social, religious, political - almost all type of events are executed by us.

**Achievements:** We have successfully managed more than 200 events in a year. Especially the ONGC's First Exploration Technology Meet - an international event; J K Tyre Industries - event of national award ceremony at Gangtok, Wedding of Industrialist Ltd., Friends and Friends Group, Kabra Group and many other wedding events.



**Market:** All over India, covering all major and metropolitan cities of India, the company has clientele spread over every corner of India. The marketing strategy involves catering larger number of people which gives exposure and new ideas.

**Brand value:** BASK the very name is a brand in itself. Our values lie in our work and the trust of the people. The best value which the company gains is when the client comes back to us for more or promotes through word of mouth to another clients.

**Recent Development:** Opening of branch office at Jaipur. We have extended the sister concern of Bask which deal in light entertainment dance, into classical heritage dancing of "Kathak", Adding new gadgets and technique for groom and bride entry and Jaimala (Varmala) events.





**Promotion:** We are on online through with our website -[www.basketentertainment.com](http://www.basketentertainment.com). Search through Google, Quicker, Facebook etc. We promote through national level newspapers, all India event magazines, Yellow pages.

**Expansion plans:** We would not be over ambitious if we say that we see ourselves established with our branches at the commercial capital of India - Mumbai. Cultural capital of India - Kolkata and Technology Capital of India - Bangalore. This would give us the taste of multifaceted India.

**Facilities for staff:** We believe in team work. Event Management would be a failure if even one staff (who is doing the minutest of things) is overlooked. Thus we see to it that at least such occasions as birthdays of staff are celebrated by the company. For the staff we also arrange recreational tours, picnics etc.

**Mantras to become a successful entrepreneur**

: No race is won in a day. Entrepreneurships is mentally,



physically and economically challenging task. There are trophies waiting but they come after toil and labour, thus entrepreneurship requires lot of patience, vision, level headedness, experience, and above all conviction and confidence in what one does.

**Corporate Social Responsibility:** We are a socially conscious group. We have conducted several events to save "TAJ", events on environmental safety and saving the Girl child.

**Salient features:** Every event, be it of the same type, does not have clientele of the same nature. Thus every event is different as it is hosted and executed by a different person. People have unpredictable behavior and nature, but the beauty lies in defending a peacefully solution to all them.