

11 - 13 September 2013, Bangalore

# Publish Asia & WAN-IFRA India Expo 2013

Co-sponsored by **The Indian Newspaper Society**

## Programme Highlights

- Printing Summit
- Newsroom Summit
- Crossmedia Advertising Summit
- Workshops
  - Lean Production
  - Hackathon App Development
  - Grow Classifieds Revenue
- Expo
- Media Port

# Publish Asia 2013 Conference & Expo

The buoyancy of the Asian news publishing industry is challenged again and again by the vagaries of the global economy. Globally, reactions to these have resulted in more innovations, new management philosophies, business methods, reallocation of resources and frugal engineering.

Publish Asia 2013 brings some of these success stories from around the world to Bangalore. With three parallel summits – **Newsroom, Printing and Crossmedia Advertising**, the event provides a learning opportunity for all the stakeholders of the industry.

The transition from a newspaper publisher to a news publisher has to be future-proof and Publish Asia aims to kindle the spirits of innovation in news gathering, its dissemination and to continue to be the leading platform for interaction between the news consumer and the advertiser.

The event will also feature workshops on **Lean Production, Grow Classifieds Revenue** and will also have a **hackathon on App Development** for News Publishers.

## PUBLICATIONS

### Official Publications:

Asian Newspaper Focus  
World News Publishing Focus

### Supporting Publications:

All About Newspapers  
Indian Printer and Publisher  
GXpress  
PRESSIdeas  
RIND Survey

## Venue

The conference, expo and the workshops will be held at **Bangalore International Exhibition Centre**  
10th mile, Tumkur road  
Madavara Post  
Bangalore – 562 123  
Tel: +91.80.6624 6600  
[www.biec.in](http://www.biec.in)

## SPONSORS



# WORLD EDITORS FORUM Newsroom Summit

Day 1: 11 September 2013

Opening session

**09.30 Inauguration and Welcome**

**09.45 Keynote Address**

Tomas Brunegard, President, WAN-IFRA, Sweden

**10.30 Expo Inauguration and Visit**

**13.00 Lunch Break**

Session: The New Face of Journalism

**14.00 Trends in newsroom**

Erik Bjerager, President, World Editors Forum, Denmark

**14.30 Paid Content - Experiences from around the World**

Thomas Jacob, COO, WAN-IFRA, Singapore

**15.00 Tea Break**

**15.30 Newsroom 4.0**

James Lamont, Managing Editor, Financial Times, United Kingdom

**16.00 Data Journalism. Indiaspend.com is a data journalism driven website that uses data and analysis to focus on a wide range of government programs. What are the experiences and what is the potential of data journalism?**

Julie Hudman, Director of Research, Indiaspend.com, India

**16.30 Importance of audience engagement using social media platforms and user generated content in today's news publishing environment**

Zaffar Abbas, Editor, Dawn, Pakistan

Day 2: 12 September 2013

Session: Digital Publishing and Revenue Models

Common with Crossmedia Advertising Summit

**09.30 Extending reach - Different markets, different users.**

Rod Kenning, Operations Manager, Polaris Media, Australia

**10.00 Mobile publishing. The Hindu successfully launched their mobile app in android. What are the experiences?**

P.D. Sundar, Asst. Vice-President and Business Head, KSL Digital, India

**10.30 Tea Break**

**11.00 Content rights and monetization. Are newspapers giving content free for aggregators? What is the way forward?**

Terry Maguire, Founder, Mediterranean Media Center, France

**11.30 Panel Discussion: News aggregation and content rights. Who owns the content?**

Leading Indian editors and publishers join the debate

**12.30 Lunch Break**

## Speakers in the order of appearance



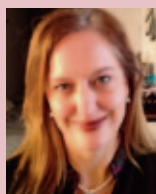
**Tomas Brunegard**  
President, WAN-IFRA  
Sweden



**Erik Bjerager**  
President,  
World Editors Forum  
Denmark



**James Lamont**  
Managing Editor  
Financial Times  
United Kingdom



**Julie Hudman**  
Director of Research  
Indiaspend.com  
India



**Rod Kenning**  
Operations Manager  
Polaris Media  
Australia



**P.D. Sundar**  
Asst. Vice-President and  
Business Head  
KSL Digital  
India

# WORLD EDITORS FORUM Newsroom Summit

## Session: Modern Editorial Systems

Common with Printing Summit

### 14.00 Investing in a modern editorial system.

**What are the benefits and publishing possibilities?**

Andreas Holpert, Managing Editor, Luxemburger Wort, Luxembourg

### 14.30 Implementing a modern editorial system.

**A case study**

Speaker invited

### 15.00 Tea break

## Session: Audience Engagement

### 15.30 The recent experience of audience engagement using social media platforms by the Diplomatic Service

Ian Felton, British Deputy High Commissioner Bangalore, India

### 16.00 Social Campaigns by Media brands should help create new thinking and should lead to sustainable change. Experiences from The Times of India.

Sandeep Singh Arora, Vice President – Marketing, The Times of India and Mirrors, India

### 16.30 Enhancing “User experience” through responsive design for your digital products. Are we making use of all the tech possibilities?

Robb Montgomery, Design Consultant, Germany

## Day 3: 13 September 2013

## Common closing session: Power of Print

### 09.30 Power of Print: Growing print with segmentation and right targeting. Strategies that attracted new readers to print in the new media age.

DD Purkayastha, Managing Director and CEO, ABP Pvt. Ltd., India

### 10.10 Innovation in Print. Re-invention of a newspaper with attractive and innovative products by the best use of technology.

Manfred Werfel, Deputy CEO, WAN-IFRA, Germany

### 10.40 The Power of Print: The importance of print advertising in a successful advertising campaign.

Ramanujam Sridhar, CEO, Integrated Brand-Comm Pvt. Ltd., India

### 11.20 Tea break

### 11.50 The future of news media business - The niche-media approach and experiences from Philippine Daily Inquirer.

Sandy Prieto-Romualdez, President, Philippine Daily Inquirer, Philippines

## Conference closing

## Speakers in the order of appearance



**Terry Maguire**  
Founder, Mediterranean Media Center  
France



**Andreas Holpert**  
Managing Editor  
Luxemburger Wort  
Luxembourg



**Ian Felton**  
British Deputy High Commissioner Bangalore  
India



**Sandeep Singh Arora**  
Vice President Marketing  
The Times of India and Mirrors  
India



**Robb Montgomery**  
Consultant  
Germany

# Printing Summit

## Day 1: 11 September 2013

### Opening session

#### 09.30 Inauguration and Welcome

#### 09.45 Keynote Address

Tomas Brunegard, President, WAN-IFRA, Sweden

#### 10.30 Expo Inauguration and Visit

#### 13.00 Lunch Break

### Session: Excellence and Innovation in Newspaper Production

#### 14.00 Continuous improvement to achieve excellence in production

George Donaldson, Group Continuous Improvement Manager, News International, United Kingdom

#### 14.40 Process driven production excellence. The Times of India's approach through Six Sigma green belt initiatives

K. Muralidharan, Chief Manager, Engineering & Indrajit Sen, Deputy Chief Manager, Production, The Times of India, India

#### 15.20 Tea Break

#### 15.50 Problem solving through innovation. The TRIZ methodology and its application in newspaper production environment

Nandkumar Mishra, Consultant, India

#### 16.30 Environmental management system: Ho-kandara printing plant of Wijeya newspapers is ISO 14001 certified. What it takes to achieve this certification?

Janaka Rathnakumara, Assistant General Manager, Wijeya Newspapers Ltd., Sri Lanka

## Day 2: 12 September 2013

### Session: Trends in Newspaper Production

#### 09.30 Brand new Vs Used retrofit: What is the business case?

George Jacob, Executive Director, Malayala Manorama, India

#### 09.50 Enhancing for the future - Retrofit is not just replacement of old parts

Sven Paysen, CEO, Rotapress Saarburg GmbH, Germany

#### 10.25 Currency exchange fluctuation and the challenge of controlling production cost. How does DB Corp manage consumption and cost of imported newsprint and other consumables?

Dinesh Sharma, Chief General Manager - Production & IT, DB Corp Ltd., India

#### 11.00 Tea Break

#### 11.30 UV System in Dinamalar. Business case for UV systems, how does it compare with hot air dryer systems in terms of investment and operating cost and other pros and cons

V. Narayanan, General Manager, Dinamalar, India

#### 12.00 Green initiatives at Artes Gráficas del Atlántico SA. What is the cost of going green and what are the benefits?

Alexis Lozano, Director General, Artes Graficas Del Atlantico, Spain

#### 12.30 Lunch Break

## Speakers in the order of appearance



**George Donaldson**  
Group Continuous Improvement Manager, News International, United Kingdom



**K. Muralidharan**  
Chief Manager, Engineering The Times of India, India



**Indrajit Sen**  
Deputy Chief Manager Production The Times of India, India



**Nandkumar Mishra**  
Consultant, India



**Janaka Rathnakumara**  
Assistant General Manager, Wijeya Newspapers Ltd., Sri Lanka



**George Jacob**  
Executive Director, Malayala Manorama, India

# Printing Summit

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**14.30 Implementing a modern editorial system. A case study**

Speaker invited

**15.00 Tea break**

## Session: Advertising with the "Wow" factor

Common with Crossmedia Advertising Summit

**15.30 Personalised advertising with ink-jet heads in the press. Axel springer has made significant investment in this hybrid technology. What are the advertising possibilities?**

Torsten Kruse, Head Product and Technology, Axel Springer AG, Germany

**16.00 Connecting the Print and Digital advertising with "Augmented Reality".**

Ajay Vaishnavi, Director – Telecom, Times Internet Limited, India

**16.30 Innovative advertising: Ceylon Today in Sri Lanka has offered several innovative advertising solutions to their clients. What are the experiences?**

Saranga Wijeyaratne, Director Marketing, Ceylon Newspapers Ltd. Sri Lanka

## Day 3: 13 September 2013

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**11.50 The future of news media business - The niche-media approach and experiences from Philippine Daily Inquirer.**

Sandy Prieto-Romualdez, President, Philippine Daily Inquirer, Philippines

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CEO, Rotapress Saarburg GmbH  
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Chief General Manager -  
Production & IT,  
DB Corp Ltd., India



**V. Narayanan**  
General Manager  
Dinamalar  
India



**Alexis Lozano**  
Director General  
Artes Graficas Del Atlantico  
Spain



**Torsten Kruse**  
Head Product and Techno-  
logy, Axel Springer AG  
Germany



**Ajay Vaishnavi**  
Director – Telecom  
Times Internet Limited  
India

# Crossmedia Advertising Summit

**Day 1: 11 September 2013**

**Opening session**

**09.30 Inauguration and Welcome**

**09.45 Keynote Address**

Tomas Brunegard, President, WAN-IFRA, Sweden

**10.30 Expo Inauguration and Visit**

**13.00 Lunch Break**

**Session: The New Face of Advertising**

**14.00 Digital Advertising in India. What is the trend and the growth potential? A Joint research report from IAMAI and IMRB.**

Tarun Abhichandani, Group Business Director, eTech Group, IMRB International

**14.40 Crossmedia advertising strategies of Nation Media Group. How does NMG with its huge presence in Print, Online, TV and Radio provide crossmedia advertising solutions to its clients?**

James Sogoti, Commercial Manager, Nation Media Group, Kenya

**15.20 Tea Break**

**15.50 Digital advertising strategy of Mint, Business daily from HT Media**

Jose Martin Tharakan, National News Editor, Mint, India

**16.30 The advertising strategy of a large FMCG company. How do they reach out to their customers?**

Speaker invited

**Day 2: 12 September 2013**

**Session: Digital Publishing and Revenue Models**

**Common with Newsroom Summit**

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Rod Kenning, Operations Manager, Polaris Media, Australia

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eTech Group,  
IMRB International  
India



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Commercial Manager  
Nation Media Group  
Kenya



**Jose Martin Tharakan**  
National News Editor, Mint  
India



**Rod Kenning**  
Operations Manager  
Polaris Media  
Australia



**P.D. Sundar**  
Asst. Vice-President and  
Business Head  
KSL Digital, India



**Terry Maguire**  
Founder, Mediterranean  
Media Center  
France

# Crossmedia Advertising Summit

## Session: Revenue Opportunities from Classifieds

### 14.00 Six emerging trends in classifieds and how publishers can increase their revenue

Katja Riefler, Principal and Director, EMEA, AIM Group, Germany

### 14.30 Focused online classifieds: Malayala Manorama maintains separate classifieds website for matrimony, real estate, yellow pages and deals. What is the business model and the success story?

Smitha Vasudevan, Senior Manager Marketing, Malayala Manorama, India

### 15.00 Tea Break

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**Katja Riefler**  
AIM Group Principal and  
Director EMEA  
Germany



**Smitha Vasudevan**  
Senior Manager  
Marketing  
Malayala Manorama  
India



**DD Purkayastha**  
Managing Director and  
CEO, ABP Pvt. Ltd.  
India



**Manfred Werfel**  
Deputy CEO, WAN-IFRA  
Germany



**Ramanujam Sridhar**  
CEO Integrated  
Brand-Comm Pvt. Ltd.  
India



**Sandy Prieto-Romualdez,**  
President  
Philippine Daily Inquirer  
Philippines



# Workshops



## Workshop 1: Lean Production

**12 Sep 2013, Bougainvillea Hall, BIEC**

*Session time:* 10 hr to 17.30 hr

*Workshop leader:* George Donaldson, News International, United Kingdom

This workshop will focus on Lean production for newspaper publishing. Delegates will understand how print facilities can set up a fundamental improvement process in a structured and standardised methodology aimed at eliminating waste, reducing costs and increasing efficiency.



## Workshop 2: Hackathon App Development

**13 Sep 2013, Cassia Hall, BIEC**

*Session time:* 10 hr to 17.30 hr

*Workshop leader:* Robb Montgomery, Design Consultant, Germany

The workshop will use The Design Method™ to swiftly move through the steps of forming a presentable concept for an original app, website or mobile redesign. Participants will brainstorm ideas for scoping, scheduling, and execution of a new product or services and present a refined concept to pitch to decision-makers.



## Workshop 3: Grow Classifieds Revenue

**13 Sep 2013, Bougainvillea Hall, BIEC**

*Session time:* 10 hr to 17.30 hr

*Workshop leader:* Katja Riefler, AIM Group Principal and Director EMEA, Germany

Participants will be able to understand emerging trends in online classifieds for different categories and general market places. The workshop will give insights on the future of digital classifieds, the role of print and new ideas on print and digital classifieds. Case studies from around the world will be discussed.

## Workshop Fee

### Participation in any one workshop

One participant: INR 15,000 / EUR 225

Two participants: INR 20,000 / EUR 300

**Note:** Please add 12.36% service tax to all the above fee.

Overseas delegates have to pay in EUR.

Fee includes participation in the event, buffet lunch and tea breaks.

## Contact

**To register for the workshops, please write to**

Selvaprabu. S

Asst. Manager, Training Services

Tel: +91.44.4211 2893

Mobile: +91.98841 56520

Email: [selvaprabu.s@wan-ifra.org](mailto:selvaprabu.s@wan-ifra.org)

# Expo

WAN-IFRA India Expo, the second-largest international exhibition in the world for trends and practices in the newspaper printing and publishing industry, will be held from 11 to 13 September 2013 at Bangalore International Exhibition Centre.

The industry's top technology and service providers will showcase their latest products and service developments and offerings, providing publishers a vital resource for keeping up with industry challenges.

WAN-IFRA India Expo 2013 will feature the entire newspaper production workflow:

- Editorial and Content Management
- Advertising and Archiving Systems
- Electronic Media and Telecommunications, ePaper and Convergence
- Information Technology and Hardware
- Workflow Management, Newsroom Management
- Digital Imaging and Photography
- PrePress, CtP, Colour Management and Quality Control
- Newsprint, Newsink and other consumables
- Presses, Press Equipment, Press Ancillaries
- Mailroom and Distribution, Inserting, Labelling, Stitching, Wrapping and Logistics

## Exhibitors

4CPlus  
Aarushi Agencies (P) Ltd.  
ABB  
Atex  
Bodhi Professional Solutions Pvt. Ltd.  
CCI Europe A/S  
COMYAN GmbH  
Digital Collections  
Ferag AG  
Fujifilm India Pvt. Ltd.  
GOSS International  
Koenig & Bauer AG (KBA)  
Kohli Graphic Systems  
Krause Biagosch India Pvt. Ltd.  
manroland India Pvt. Ltd.  
Manugraph India Ltd.  
Mediaspan  
Memory Repro Systems Pvt. Ltd.  
MobStac  
Newstech (India) Pvt. Ltd.  
Ninestars Information Technologies Ltd.  
Nova Grafik Pvt. Ltd.  
OneVision Software (India) Pvt. Ltd.  
Percept Printing Solutions Pvt. Ltd.  
Pongrass Publishing Systems  
ppi Media GmbH  
Pressline India Private Limited  
Q.I. Press Controls India Pvt. Ltd.  
QuadTech, Inc  
red.web (Mittelrhein-Verlag GmbH)  
Ronald Web Offset Pvt. Ltd.  
S.L. Kulkarni Cyril Graphics Pvt. Ltd.  
Shakti Udyog  
Summit Information Technologies Ltd.  
Technova Imaging Systems Pvt. Ltd.  
The Printers House (P) Ltd.  
Tolerans AB  
Trelleborg  
vserv.mobi  
*and others.*

## Media Port

Media Port is a dedicated location for quick learning workshops and demonstrations. The Media Port will have schedules of workshop everyday on print production, editorial and new media topics.

The entry and attendance at the workshops in the Media Port is free for expo visitors.

### Sessions:

September 11: Digital Story Telling  
September 12: Publishing in Tablet Devices  
September 13: 3D Printing

For regular updates, visit the Expo website  
[www.wan-ifra.org/india2013](http://www.wan-ifra.org/india2013)

## General information

### Venue & Session Time

#### Venue

Bangalore International Exhibition Centre  
10th mile, Tumkur road  
Madavara Post  
Bangalore – 562 123  
Tel: +91.80.6624 6600

#### Conference session time:

September 11 & 12: 09:30 hr to 17:00 hr  
September 13: 09:30 hr to 12:30 hr

### Registration Fee

#### Registrations received on or before 12th August

INS / WAN-IFRA Members: INR 18,000 / EUR 275  
Non-Members: INR 30,000 / EUR 450

#### Registrations received after 12th August

INS / WAN-IFRA Members: INR 24,000 / EUR 350  
Non-Members: INR 36,000 / EUR 525

**Note:** Please add 12.36% service tax to all the above fee.  
Overseas delegates have to pay in EUR.  
Fee includes participation in the event, buffet lunch and tea breaks.

#### Special for WAN-IFRA Members

One complimentary registration for every 5 registrations. If you register 5 participants, the 6th participant can register for free.

#### Workshop registration fee

Participation in any one workshop  
One participant: INR 15,000 / EUR 225  
Two participants: INR 20,000 / EUR 300

**Note:** Please add 12.36% service tax to all the above fee.  
Overseas delegates have to pay in EUR.  
Fee includes participation in the event, buffet lunch and tea breaks.

#### Expo Visitor Registration

Visit to the expo is complimentary for the registered conference delegates and to other qualified business visitors.

## Accommodation & Travel Services

A limited number of rooms are reserved in the official hotel, for delegates at a special price.

Vivanta by Taj - Yeshwantpur  
2275 Tumkur Road, Yeshwantpur  
Bangalore 560022, Karnataka, India  
Tel: +91.80.6690 0111

Single occupancy: INR 6000  
Double occupancy: INR 7000  
Above rate includes taxes, breakfast and 24 hour internet.

Please note that the demand for rooms is generally high in September. We recommend that you make your hotel reservation as soon as possible, as rooms will be allocated on a first-come, first-serve basis.

To reserve a room, email to [groups.bangalore@tajhotels.com](mailto:groups.bangalore@tajhotels.com) with subject WAN-IFRA India 2013.

### Travel Services

Sita Travels has been appointed as our official travel agent. Please contact them directly for your travel requirements.

Mr. Sankarasubramanian, Team Leader  
Sita Travels  
4 First floor - Rams, No. 9, Dr. Nair road, T Nagar  
Chennai, 600 017, India  
Tel: +91.44.2815 1722  
Mobile: +91.98415 64376  
E-mail: [k.sankarasubramanian@sita.in](mailto:k.sankarasubramanian@sita.in)

### Enquiry

#### WAN-IFRA South Asia Pvt. Ltd.

54 K B Dasan Road, III Floor, SIET Admin. Bldg.  
Chennai 600 018, India  
Tel: +91.44.4211 0640, Fax: +91.44.2435 9744  
E-mail: [infoindia@wan-ifra.org](mailto:infoindia@wan-ifra.org)

### About WAN-IFRA

WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore and India, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

# Publish Asia 2013

11 - 13 September, Bangalore, India

## Registration Form

Please complete the form and send, e-mail or fax to:

**WAN-IFRA South Asia Pvt. Ltd.** 3rd Floor, SIET Administration Building, 54 K B Dasan Road, Chennai India, 600 018

Tel: +91.44.4211 2893 Fax: +91.44.2435 9744 Email: infoindia@wan-ifra.org

### Company information

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Company E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Payment details:

By cheque, favouring **WAN-IFRA South Asia Pvt. Ltd.**, payable at Chennai

By Bank Transfer (**Please await invoice**)

Total amount payable in INR \_\_\_\_\_

WAN-IFRA Member  INS Member  Non-member

\_\_\_\_\_  
Signature, Stamp

### Please register the following persons:

1. \_\_\_\_\_  
Name Position E-Mail

Conference:  (Delegates are free to attend any summit)

Workshop:  Lean Production  Hackathon App Development  Grow Classifieds Revenue

2. \_\_\_\_\_  
Name Position E-Mail

Conference:  (Delegates are free to attend any summit)

Workshop:  Lean Production  Hackathon App Development  Grow Classifieds Revenue

3. \_\_\_\_\_  
Name Position E-Mail

Conference:  (Delegates are free to attend any summit)

Workshop:  Lean Production  Hackathon App Development  Grow Classifieds Revenue

### Important Note:

Payment is required with registration and must be received prior to the event to confirm your registration. Confirmation will only be sent via e-mail upon receipt of payment. WAN-IFRA South Asia reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

### Cancellation & Replacement

Any cancellation or replacement must be sent in writing via e-mail or fax. A 50% refund will be given if cancellation is received 2 weeks before the event. Regrettably, no refund can be made for cancellation received less than 2 weeks before the event. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA South Asia not later than 2 weeks before the event.