

HIGH PERFORMANCE DELIVERED ON-TIME



Rajesh K Kishanpuriya

Founder & CEO

Ideazfirst Marketing Services Pvt Ltd

Founded in: 2003

Team size: 10 full time (Contractual teams – 120)

Ideazfirst is among very few end-to-end marketing solutions company that has delivered “WOW” on events & activation planning with on-time delivery for more than 400 clients.

Learnings – Startups that failed

In 2000, Rajesh had completed PGDM from Institute of Management, Nirma University, Ahmedabad, and he was on cloud nine with a firm belief that running a business is a cakewalk & whatever he starts will succeed. Brimming with ideas and his heart set on entrepreneurship started an online B-school community - IndianMBAs.com – It closed due to no ad revenues. Started online flower delivery services - Bharatflorist.com – could not scale up. Started Adventure Tourism services - Travelodge.in – it failed miserably.

An opportunity in adversity

After working with Emami Ltd, Linc Pens & Tata Interactive Systems in marketing function, Rajesh realized that there were no professional marketing services outfit in the city that could give innovative marketing & event management solutions with better ROI. From merely one client in Ginni Systems Ltd- a retail data mapping software firm, Ideazfirst now caters to both B2C and B2B clients across sectors ranging from Real

Estate, FMCG, IT and Software, Travel & Tourism, Retail, Media & Publication, Financial Services, Pharma & Healthcare.

Ideazfirst provides end to end marketing solutions which includes brand design, taxi advertising, sales promotions, event management, celebrity & artiste management services. More than 60% of revenues come from sales promotions and event management services.

The Kolkata Blues

The challenges of running a Kolkata based business are many. In order to combat with such problems, Ideazfirst works with multiple outsourced teams that help him keep a tab on his own costs. In order to tackle the “laid back” vendor problem, Ideazfirst works with more than 500 (tried and tested) service providers across India, with 10-15 in each category. “We need to keep that extra buffer, since it is possible that more than 3-4 vendors may back out when needed”, Kishanpuriya says.

Some Innovative Marketing Campaigns

Star Jalsha – Innovative use of Yellow Taxis as an outdoor media to promote “IstiKutum” daily soap with a fleet of 100 yellow cabs decked up just like they do up a groom’s car.

Polycrol Antacid – Promoted the antacid via Puchka Eating Competition during Durga Puja at various residential complexes.

The journey ahead

With his feet planted firmly in Kolkata, Kishanpuriya says, he has no reason to complain as business is growing at a rate of 25% per annum inspite of a slowing economy. Ideazfirst has branch offices in Delhi, Mumbai and Bangalore and over the next financial year, Ideazfirst is launching three event services portals – themepartyplanner.in, modelsrus.in and celebrand.in. Kishanpuriya envisions that Kolkata based Ideazfirst will become a 100 crore company over the next few years. From the confidence he exudes, it does not seem impossible!

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