

Retail

We are here to
understand your
business



Exhibition



Events

Design



We are here to
provide relevant
solutions





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Roots Global is an integrated brand promotion and marketing services organization offering ideas and implementation through exhibitions, event management and public relations, advertising and design, b2b networking, and retail.

Roots Global's suite of services enables its customers to successfully conceptualize and implement critical brand and sales initiatives through a multitude of media channels.

Roots Global is managed by a team of professionals, each with over two decades of experience in their respective specializations, blended together seamlessly into the organization through a set of binding core values, systems and work environment.

For Roots Global, understanding your business and delivering relevant solutions is paramount.



Complexity to Simplicity

Progress is a wonderful thing. Technology is going through the roof.

Audiences are getting fragmented. The media to reach them are becoming increasingly diverse. And expensive. Specialization is in.

Today's corporations are faced with the challenge of interfacing with different specialists for different needs. Roots Global is an attempt to do away with at least one of these complexities - by creating a one-point, one-stop Company that understands you and your business needs to provide you with relevant solutions.

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Vision

Roots Global company constitution envisage the professional aspiration to become the customers first choice as a one stop solution provider.

Global positioning as an 'Exhibitor's Exhibitor' to the best performing sustainability-oriented companies from all industries in the India and overseas.

Core Competencies

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Work Culture

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Customer focused to customer centric attitude. Strategic transformation of our corporate portfolio into management systems, and, our products and services to our establishment policies.

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Roots Global has a simple approach to people: Nothing but the best will do.

Rapid response. Quick turn around time. Get it right first time, every time.



Team

The Roots Global team has exceptional professionals, each with between ten and twenty years of experience in their respective specializations, diverse expertise and a consistent track record of success and customer delight.

These professionals are out at the front interfacing with customers and managing our projects and are ably supported by a creative and operations team that executes work activities, plans and manages schedules and tasks and ensures quality at every stage of the delivery process.

The Roots Global team also spends a lot of time in learning from one another, innovating in combining services and areas of expertise and looking at ways to create new solutions that will enable our customers to leverage them for their own marketing and brand management programs.

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- Voltas Limited
- Sterlite
- Man Force Trucks
- Siemens
- Tata
- Kotak
- IMA
- DEP
- Italian Trade Commission
- CMP
- Dubai Gold & Jewellery Group
- KVIC
(Khadi & Village Industries Commission)
- WICMA
- French Nautical
- Micro Inks
- Huber Group
- Trumpf
- Faber
- Taiwan Pavilion
- Polaroid
- Apple
- Marchesini
- Celsius
- Jaya Hind
- Force Motors
- Reliance Industries Limited
- Windsor
- Tricolite
- Sunseeker
- JK Fabrics
- Lucid Colloids Ltd.
- Taiyo Lucid Pvt. Ltd.
- Krishh Tex Blobal
- Space
- UBI France
- GEA
- Axiom
- GE
- The Phoenix Group
- Cease Fire
- Pinanacle
- Dospel
- Bosch
- Packaging Korea
- Azimut
- Shini
(Omker Sales Pvt. Ltd.)
- Korean Products
- Usha
- Europlak
- Betafence
- Daniel & Sons
- Organic India
- MSD
- FEPL
- Global Boards
- Molex
- i-flex Fullife
- Cinemascaples
- Himson
- Franke
- EVOG
- Goafest
- Thai Show
- Meril Life Sciences
- CPHI India
- FETTE
- Bottelpack
- Mallinckrodt Baker
- Sheffield
- Seidenader
- Corning
- South Africa
- Chevrolet
- VIB Plumbing Inc.
- Dingneng
- Singapore
- Lorenzo
- Hastens
- Bostik
- Hindustan Tin
- Pattaya
- Otto Bock
- EBCO
- Endura
- I-Ken
- Torrrp-it-up

Design

The whole gamut of brand nomenclature, corporate identity and its application in internal communication, visual merchandising and mass media, packaging, retail and exhibition.

The Roots Global approach is unique because it backs up the aesthetic and sometimes subjective discipline of design with research, analysis and understanding of its client's business, competition and specific needs.



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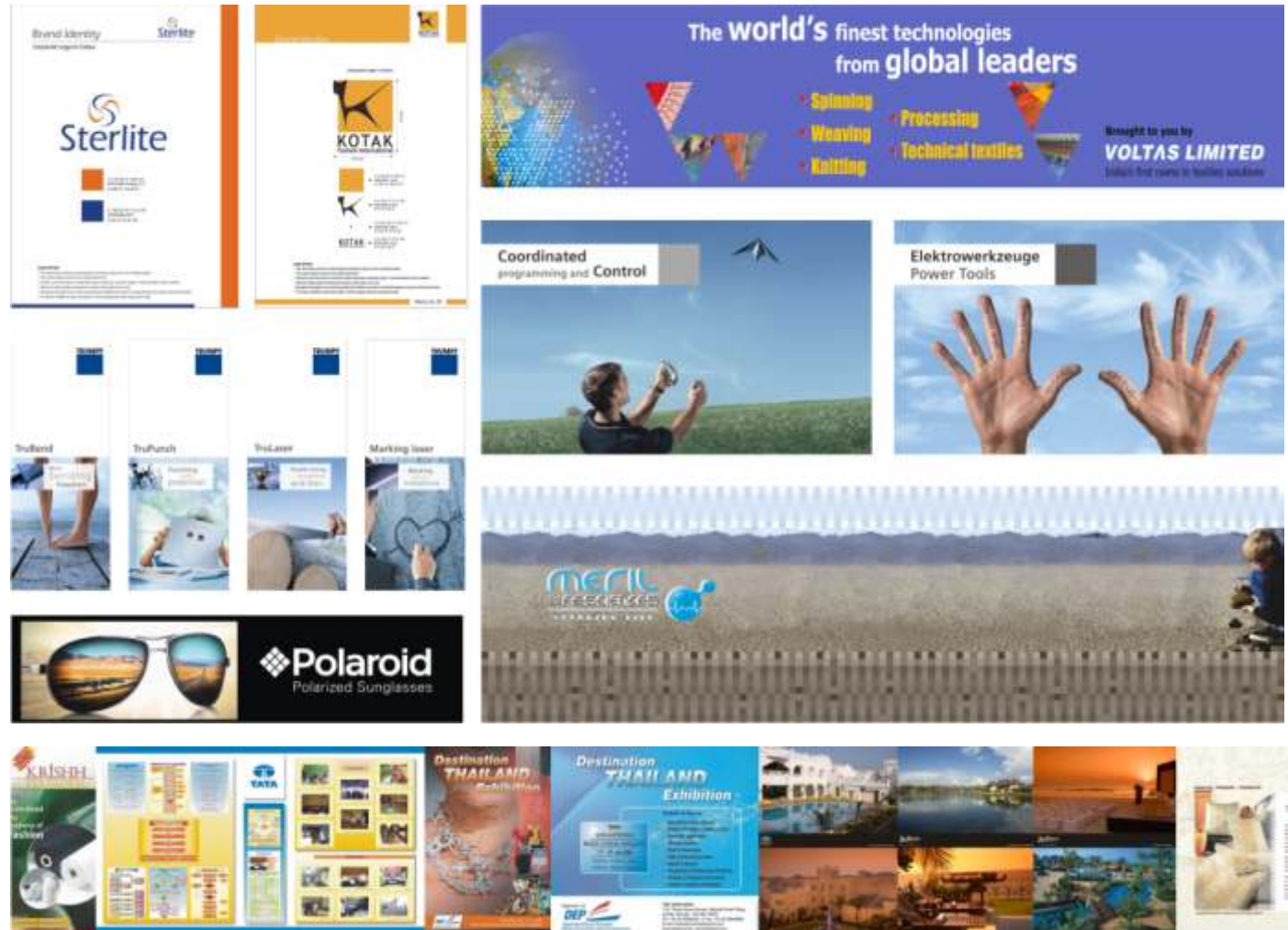
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Event

Roots Global has the expertise and experience in managing events of various types and formats. We take up complete planning, execution and post-event follow-up, enabling customers to organize events without having to worry about any of the logistics and arrangements that are involved.

The Roots Global team delivers reliable and high quality execution of the event from venue to all the small details, leaning on their extensive experience in event management. Our event management capabilities encompass a large variety of events from conferences to promotions, road shows and press conferences.

Roots Global also provides additional assistance including public relations and publicity to make the event a complete success.



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Event Management

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Conception, design and planning, construction, budget control, site supervision and management of your stand.





Exhibition Services

- Concept to Completion
- Exhibition Management
- Exhibition Execution
- Related Services

Roots Global is an end-to-end solutions provider for individual stands, country pavilions, and corporate participation.

Keeping in mind our customers' business objectives, the Roots Global team helps in the conceptualization, planning, designing, execution, management and all support services that are needed for successful participation.

Roots Global and its team of professionals have operated on both the national and international levels. They have a deep understanding of some of the most modern systems and applications that are being used worldwide.

Keeping abreast with the times, Roots Global has pioneered the art of creating solutions based on individual customer requirements at cost effective prices.

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Individual stand design

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Conception, design and planning, construction, budget control, site supervision and management of your stand.



Group Participation

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Retail

Retail is growing rapidly in India and the \$ 300 billion retail market is expected to swell to \$ 450 billion by 2015. This market has been largely unorganized with several hundred thousand small stores dotting the rural and urban landscape. As organized retail grows to fill in a strong need in urban India for a high quality retail experience, its share in the total retail market is expected to be 30% by 2015, offering very large opportunity for Indian and global ventures.

Roots Global is well placed to offer comprehensive custom solutions for Retail operations. Our team has experience and expertise in various aspects of retailing and together we will put together solutions that will meet specific needs of our customers.

Companies considering entry into retail or expansion of their retail operations will find Roots Global, its team and methodology a strong support. Roots Global is well placed to assist in several areas of the retail planning and implementation activities and can be trusted to deliver on these with regular and close coordination with the customer team.



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Vision

To provide global Standard Solution for Indian Retail Industry

Roots Global constitution envisages professional aspiration to become the customers first choice as a one stop solutions provider.

Our Vision is to be recognized as the best-in-class organization by our customers & market segment while ensuring superior earnings for re-investment in growth of the organization. Our organization will operate as a collaborative partnership of customers, employees, suppliers and community members and become one amongst the most respected organizations.



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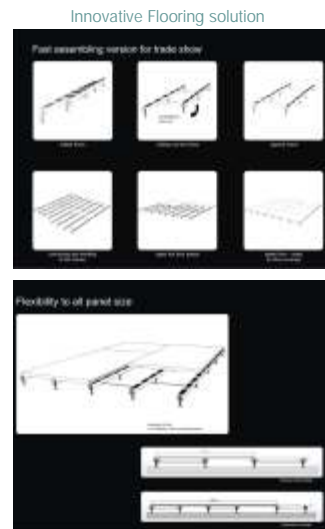
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Aspirations

Roots Global is committed to getting World Class Technology and Solutions in India.

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