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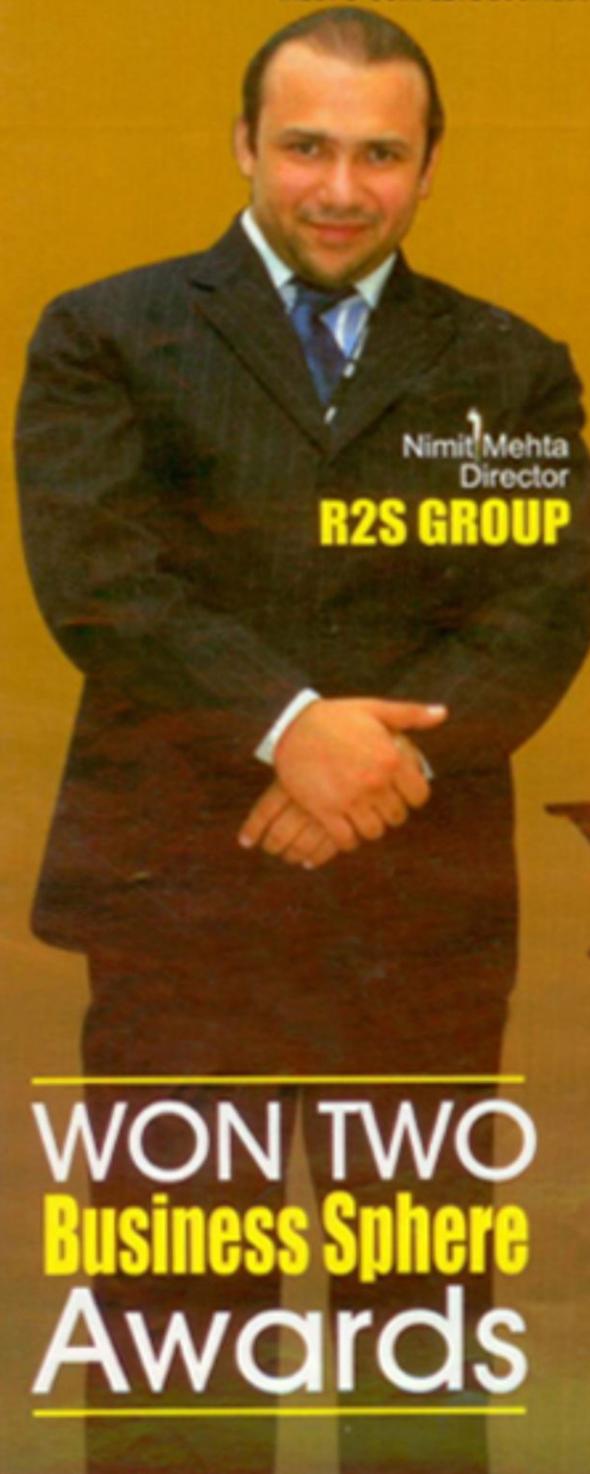
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BUSINESS SPHERE

INDIA'S COMPLETE BUSINESS AND INDUSTRIAL FORTNIGHTLY MAGAZINE



Nimit Mehta
Director
R2S GROUP



**WON TWO
Business Sphere
Awards**

- Event Management
Man of the Year
- Young Entrepreneur
of the Year

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Nimit Mehta
Director
R2S Group

Cover
Story

The Only Single Window Event Service Provider in India

The exuberant and enthusiastic Nimit Mehta, Director, avidly says, "Our well-specified services are centered in the philosophy of 'thinking out of the box'. This enables us to provide customized solutions, all exclusively inimitable from one another, taking into account each individual specific preferences and requirements."

R2S Group boasts of being the only single window event management and allied services provider in the country. The foundation of the colossus conglomerate rests on the pillars of sound administration, honest practices, customer-oriented approaches, timely execution, competitive prices and quality services.

"Anyone can launch a party, but it takes sheer dedication and zest to turn it into an affair to enshrine, an episode to reminisce, an occasion to monumentalize and exemplify. With us, you just need to commission, and all you have to do is to watch the magic unravel," declares a swash-buckling and baronial Mr. Mehta.

BY G.R. KHATTAR

The cosmos is changing as pronto as the hypersonic speed of time, accentuating the existence of the new glitterati-oriented class of society. So has lifestyle metamorphosed, adding glamour and élan-vital to the otherwise monotonous, onerous and humdrum state of routine affairs. Adding to this transforming milieu is the emerging and escalating demand of events and activities in varied hues, beguiling and enchanting all classes of the proletariat alike. But the mnemonic or the memory of an event can be obliterated as soon as the celebration is over or can be cherished for a lifetime! The razzmatazz of an event depends not only in the complete *raison d'être* but also on the organizer. A seasoned connoisseur of events is the much-idolized conglomerate—R2S Group, a single window service provider of all events of all occasions. In a world where, charisma, razzle-dazzle and pageantry help brands and personalities bulldoze others, R2S is stanch to create that hype and image, turning every occasion into a memorable episode.

At an age when the juvenile spirit shifts to machismo, a period when meddling and exoticism overrides all other activities, there was one soul that envisioned things absolutely poles apart from others. As a child, he was naughty in school and aimed of becoming a fighter pilot. This 18-year old foresaw the vast horizon ahead, full of opportunities, and dreamt of creating ripples in the already existing entertainment turf, rather than luxuriating in the hurly-burly of adolescent pastime.



Nimit Mehta, receiving Business Sphere two Awards from Hon'ble Minister of Labour & Employment, Shri Oscar Ashoka Chankyapuri, New Delhi

He is Nimit Mehta, the young, energetic, dynamic and dashing 28-year-old Founder Director of the most successful and fast-paced 8-year-old R2S Group. Nimit's grandfather gave the young man an amount of Rs. 40,000 in 1998, which he then utilized in 1999 to incept the company turning it into a Rs. 10 crore worth enterprise today. The success of spawning several crores of rupees from a few thousands in a span of less than a decade is attributed to various factors. The multi-faceted entrepreneur works almost 18 hours a day and this dedication coupled with his firm determination, grit, stint in music, his awareness of the market dynamics in the event and entertain-

ment industry, and related regalia, has taken R2S to the zenith position it is enjoying today. Another supplementing factor is his close coordination with his clients, delivering services as per their exact requirements, and even beyond their expectations. Himself a DJ, Nimit, performed Nationally & Internationally for discotheques, eminent personalities, concerts & events, five star hotels, etc.

Also a fitness freak and bodybuilder, Mehta took part in glamorous bodybuilding ontests. "You need to dream big, if you are targeting to hit the bull's eye. Commitment and hard slog really pays, and you will not regret once you step in with these three pa-

A wing of R2S Group—R2S Events Inc. is an event content designing enterprise engaged in event marketing, brand development; event designing, conceptualization and visualization, realized at its in-house studio; event coordination and management; providing event infrastructure and a plethora of event related activities. This concern employs a support staff of over 30 adept professionals well versed in the group's sphere of activities.

Here is a list of the categories of services that R2S Events Inc. provides:

- Human Relations Management & Customer Relations Management
- Exhibitions
- Showbiz (Concerts, Award Nights & Fashion Shows)
- Artiste Management & Image Management
- Millennium Technocrafts & Event Technology
- Designer Weddings & Private Extravaganzas
- Sports Management
- Customized & One Off Events
- R2S group's Proprietary Event & Entertainment Properties

These are further disintegrated into corporate events, road shows, retail promotions, product promotions, sponsorships & co-sponsorships, in-shop promotions & displays, dealers/sales meet, official excursions & conferences, etc .

"We are not only operational in the domestic sphere but also popular in the global events market. Our proficiency in providing total solutions has paid us with rich dividends, piggy-backing us lickety-split growth ever since our inception," proclaims the charismatic and suave Mr. Mehta.

R2S started its first event schedule with organising the 25th Anniversary

Celebration of Doon School's 1976 batch, Dehradun in 01. A theme showcasing the Actual school of 76 in the Tennis Lawns of Doon, left the audience wonderstruck at the inimitable-ness, splendor and the concept. On Another occasion they Executed an International Acquisition announcement meeting in Uzbekistan through their international network in less than 6 days of briefing.

The visionary Mr. Mehta obligates the secret of his success to God and his mother Seema Mehta, who has been cooperative since the inception of the company and stood by him through thick and thin. The devout personality, who extols family values, visits the holy shrine of Vaihno Devi every year to offer his prayers. Ad-lib the prominent celebrity, a CEO should possess a competitive spirit, personal touch, rooted to value systems, zeal, integrity, vision, dedication and social skills, a blend of which plays wonders in taking a company to unprecedented heights.

Campaigning Activities for Ms Sonia Gandhi, Creation of the Taj Mahal for a Real Estate company, Moving a Reel Mirage Aircraft into a stage for an Indian Air Force event, networks with Bollywood & International Artists, he churns out marvelous concepts & events contents like a perfect dish.

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music production for jingles, radio spots, ad films, title tracks, background scores, movies, etc.; DJ contracts for private & banquet parties, hotels, restaurants, discotheques, etc. This associate concern also accommodates DJ training like mixing, remixing, equipment handling, guest interaction, mike

signing and installation purposes. With the audio lighting and equipment imported from leading brands based in USA, Europe, Japan, China and Russia, worth above Rs. 50,000,000, this division has a support staff of 35 personnel comprising of loaders, fitters, installers, light designers, pro-



Mehta chatting with Rahul Jain, famed Management Guru, on a project.

Having swimmingly accomplished more than 4000 national and international events till date, the opportune outfit is looking forward to crafting a more indelible imprint in its orb with a number of online projects as well those in the pipeline. The booming outfit has a capacity to handle 50 to 25,000 people at one go.

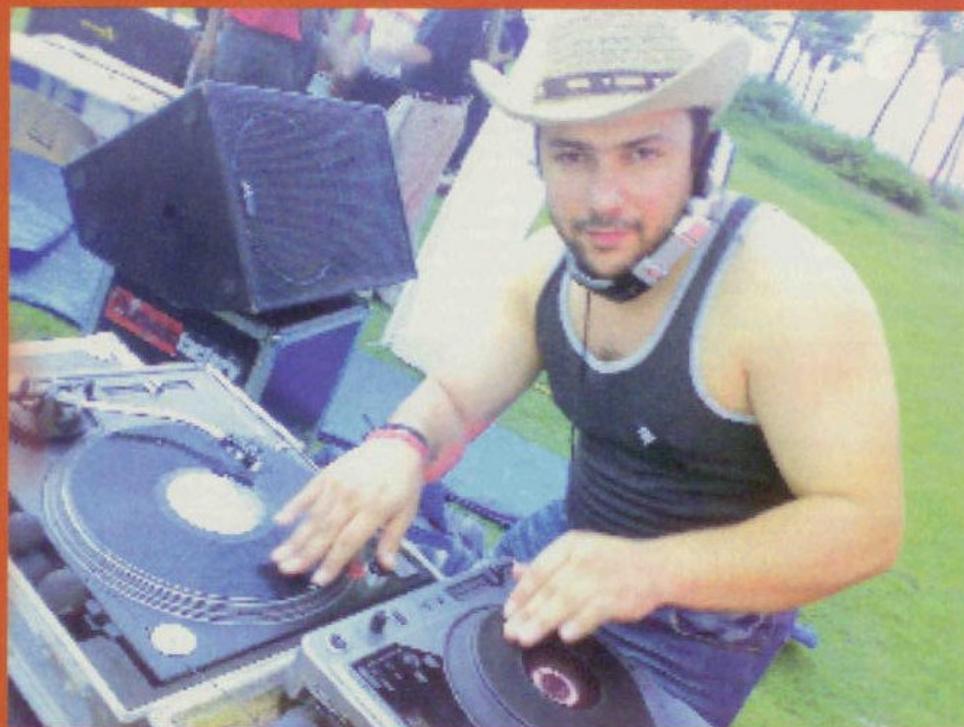
Under the banner of Rhythm to Soul, the group provides national and international DJs including live bands for acts and performances; music themes, festivals, events, promotions, PR; mu-

handling, reading and creating moods for a crowd. Under the efficient supervision of S. Saleem, Manager, an audio engineer from School of Audio Engineering College, the team of DJs at Rhythm to Soul comprising of prominent names like DJs Enem, Sunny, Saam, Rocky, amongst others works wonders to give life to every occasion with its breathtaking performance.

Rhythm to Soul has a well-equipped pro audio, lighting, laser, technology and logistics division to cater to its in-house projects as well as for other de-

grammers and sound engineers. The unit's permanent installation of pro audio and lighting is supplemented by high-end communication systems and tie-up with School of Audio Engineering (SAE) including back up of technically trained engineers and R&D experts.

The third adjunct of R2S Group—Ambiance has been into existence since the last two years catering to theme, décor, flowers, fabrication and infrastructure for Events & Weddings. Shepherded by Mrs. Seema



Mehta in his workshop. He claims to deliver services exactly as per the requirement of his clients

Mehta, an MBA from Delhi University, also a recipient of the Markers cup at School Level from Late Ms Indra Gandhi, this unit, specializing in set designing, coordinating weddings and related celebrations, is supported by a staff of 25 dexterous staff.

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A magnetic bigwig that needs mention here is Rahul Jain (Engg. & MBA), the famed Management Guru, a business coach based in GK-II, Delhi, who has been partly instrumental in infusing the ethics of management in the young Mr. Mehta as well as the staff of R2S. A pioneer and founder of Business Coaching in India, Mr. Jain has over 12 years' hands-on experience of working in the corporate world, running his own business which he sold off and then pioneering the concept of business coaching in India.

Mr. Jain has coached a number of CEO's helping them increase their profitability by over 100-200% and

then established systems in their company such that the company runs without the CEO while they still have total control of all areas of the business. Finally, the business starts working for the owner instead of the owner having to work for the business.

A state of the art infrastructure as well as a sound management system are the vertebral column of an organization, which justifies its standing in the ever competitive cutthroat market scenario. R2S Group, functional from the East Patel Nagar hub of New Delhi, is outfitted with one of the biggest digital, system integrated event infrastructures, including logistics and other facilities like Das Audio (imported from Spain), SGM lighting (imported from Italy), Sput-

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nik German Laser systems programmed on Pangolian software, etc. facilitating the speedy and efficacious execution of every assignment.

Nimit Mehta impels the complete operation with other key personnel like Seema Mehta (Director), Puneet Mehta (Director), Praveen Chadha, Shagun Verma, Shivani Chaudhary, amongst others. The workforce of the affluent group is constituted by a number of departments like marketing, sales, advertising, PR, IT, sound engineering, acoustics, electronics, electronic engineering and technology that work in close coordination like a well-knit family to realize the company's objectives.

The adroit and dexterous Praveen Chadha, an MBA, ME (Dip), MIOFMS (all in London), having 20 years of experience in PR, advertising and brand developments for various top-notch companies, is the CEO of the organization. "Total customer satisfaction is the buzzword at R2S and to achieve that we carry out every task with a blend of professionalism and entertaining of feedback and suggestions of our valued clients. Our team enables us to perform up to the contentment of our clients who come to us for repeat orders," articulates the sophisticated Mr. Chadha. The group provides various facilities to its entire staff like perks, hikes, medical facilities, incentives, and related regalia.

Clients speak volume about the cachet of an enterprise in its domain, and R2S Group boasts of having a longish catalog of satisfied clients tailed to it. The prestigious conglomerate caters to almost all sectors of the industry like airline, banks, financial institution, oil,

telecom, food & beverage, electronics, etc. also embracing the general masses. Few of the primo entities include BPCL, DLF Group, Pepsi, AIS Auto Glass, Sun Group, Nokia, Aaj Tak, GE, LG, Indian Oil, Tata, Honda, Hindustan Petroleum, Jet Airways, Standard Chartered, Taj Hotels, Channel V, Samsung, Coca Cola, Hyundai, Reebok, Idea, Airtel, American Express, Sony, amongst others. "We treat every client as the king, and our fair pricing and clockwork execution have fetched us an unlimited number of satisfied clients," confirms a vivacious and effervescent Shivani Chaudhary. Leading MNCs have approached R2S for JVs, Mergers & Acquisitions and a final settlement has not been decided yet.

The success story of R2S group is braided with a series of events executed, the wide appreciation and accolades received and the team's fanaticism to take it to the apex of recognition. As a part of the escalating conglomerate's major expansion plan, Mr. Mehta conjures up to expand his base globally, especially with branch offices in Singapore, Dubai, London and New Jersey to cater to the ever-increasing demands and services of its esteemed clients spread across the cosmos. The clients' continued support and patronage has been the key motivation factor of the group and it is further stanching to provide them with innovative ideas, concepts and world-class entertainment. The magnetic Mr. Mehta speculates and stargazes to generating a turnover of a whopping Rs. 50 crore, leveraged by a titanic 500% growth rate in the next fiscal year! The flamboyant entrepreneur is soon going to release a remix album called 'Disco Dancer' that is expected to hit the charts. The day is not far for the star entity to soon metamorphose into a leading international name, thus also fetching for India the king's or the queen's position in the card game. ■

