

DEEPAK FERTILISERS WIN ABBY AWARD

During the year 2013-14 Deepak Fertilisers had run the campaign of Mahapower under the name 'Mahadhan EkAtoot Nata' where in DFPC distributed 'rain cover' to the pilgrims of AashadhiWaari in Pandharpur. It's great pleasure to inform you that Mahadhan Mahapower-EkAtoot Nata Campaign is shortlisted in two categories for the prestigious Abby Awards in Goafest 2014 and with over hundreds of creatives showcased from the number of agencies across the nation 'Mahadhan EkAtut Nata' has won the *Gold Award in the category of 'Public Releation -Events &Experiental PR'* among the following two catagories. 1) Ambient Media: 16D Experiential Advertising.

2) Public Relation: 22R-Practices-Events & Experiential PR

The ABBY Awards are the Oscars of the Indian ad world to honour creative excellence in the field of advertising. The award ceremony is popularly known as the Goafest.

This category showcases the creative use of reputation and image management by creation of trust between individuals/businesses/organizations and their audiences.

The Award Ceremony – Goafest 2014 was held from 29th -31st May at Grand Hyatt,Goa,attended by over 1500 people from the advertising fraternity.

Paradigm plus Pvt.Ltd. is the ad. agency and the team of DFPC who really took great efforts to win this award. Keep it up !



interactive platform. The conference witnessed the participation of dignitaries like Mr. Guy Goves, President –Agribusiness, Mr. Naresh Piniseti, President HR, Mr. Arvind Kulkarni, Asso.V.P. - Agribusiness, Mr.Vijayrao Patil, Asso.V.P. - Trading and Liaison ,Mr. Naresh Deshmukh, Asso.V.P. - Speciality Fertilisers, and Mr. Sunildatta Shinde, GM - Bulk Fertilisers.

The show stopper of the Conference was the awards to recognize outstanding performances through the year: