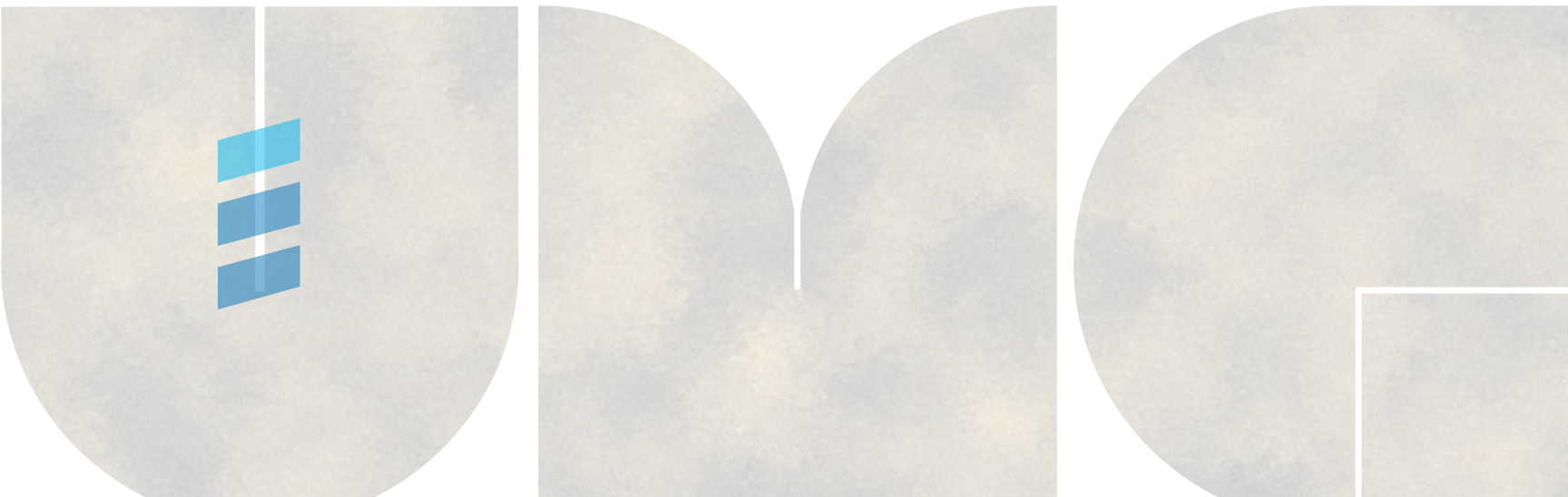




UNIVERSAL MEDIA GROUP

Creating powerful business platforms





UMG VISION

a look at the vision, philosophy and path of the Universal Media Group

who
we are

Universal Media Group is the corporate identity of the Universal Expositions Group of companies. The organization has evolved from being a company offering tradefair and exhibition services, to a provider of complete business solutions. Universal Media Group (UMG) comprises four independent companies offering services that completely cater to specific business needs, and together provide complete solutions, within industry groups.

VISION

In the corporate vision of the organization, the world is a global marketplace, with India a key player both as an important buyer and a valuable manufacturer and service provider.

In this reality, UMG is a professional, ethical facilitator of serious business, and the partner of choice for local and international organizations, to service their information and consulting needs and provide comprehensive business solutions.

As citizens of the community, we would like to see UMG engender change and improvement and sow the seeds of ethical practice wherever we work, through the way we do business.

COMPANY PHILOSOPHY & VALUE SYSTEM

- UMG believes in **people**. We believe that happy, healthy individuals make for an efficient profit machine. We encourage our team to discard the box and be strong, dynamic entities in their own right.
- UMG believes in **dialogue and the round table**, where equals exchange ideas, question and discourse, and find positive solutions, together.
- UMG believes in **integrity** both of action and of the driving thought; leading to hard work, focus, efficiency and professionalism.
- UMG believes in **profitability** and that each company must be a profit center, offering scope for new products and pushing out boundaries with new possibilities.
- UMG believes in **living life**. Having a great time at work and in life in general, is as much an integral part of our corporate culture, as are hard work and focus.
- UMG believes in **adventure**, in taking the first step, taking educated risks and enjoying the ride into uncharted territory.
- UMG believes in **social responsibility, community and our heritage** and champions each of these at both the personal and the corporate levels.

key strengths

These simple, but powerful values have translated into UMG's strong corporate identity and industry standing and built up our key strengths :

- strong client and service orientation
- co-operative exchange of skills and information between group companies
- non-hierarchical, supportive corporate ethos
- value-added team building through education and inspiration

Leading to the creation of products and brands which are

- the premier in their genre
- precisely timed in synchronization with market forces, usually the first
- completely business orientated
- serious brands with solid brand equity
- powerful due to accurate assessment of market needs

UMG : THE COMPANIES

A brief history



UNIVERSAL EXPOSITIONS LIMITED

The flagship company, Universal Expositions Ltd, was established in 1989 to provide professional services to what was then a new industry group : tradefairs. The company quickly established itself as the leader in its genre, with professional, industry-specific tradefairs and exhibitions. The fairs and events spanned several industry groups from information technology (IT) to water management to automobile parts; glamour to dentistry; interiors and building materials to real estate. The excellent rapport built up with industry trade associations and professional bodies translated into success for the events and business for the exhibitors.

The path of the organization changed in 1999, moving away from being a mere service provider to a company offering complete business solutions within industry groups.

The organization has evolved today into UMG, comprising four independent companies

- Universal Expositions Limited
- Index Media Pvt Ltd.
- Index Media Consulting
- Index Design

The activities of each company completely service a specific business need, but together are a powerful tool offering comprehensive solutions.



INDEXMEDIA PVT LTD

Index Media Pvt Ltd was established in 2002 and functioned as the in-house design and printing agency of the organization, handling all promotional material for the parent company. Responding to the changing demands of an evolving market, the company now specializes in the printing of the trade publications of the group, Index Furniture Journal (IFJ) and m+m (material plus machine) and has generated the dynamic new companies focused to specialized market requirements. (See below)



INDEX DESIGN

The newest member of the UMG group is a response to industry demand for high quality design realized as well-designed brochures, advertisements and other publicity material. Initially handling the design needs of UMG clients, the company now has the capacity to offer a range of products and services from conceptualizing and creating publicity and promotion campaigns to offering complete branding solutions.



INDEXMEDIA CONSULTING

Set up to handle the information needs of the group companies and their clients, this research cell soon grew into an independent consultancy. Growing interest in the Indian markets and doing business in this environment engendered the need for information on various industry groups and the markets they serve. Indexmedia Consulting fills this need gap. The company now services the research and information needs of clients ranging from Indian and international trade associations and consultancies to the trade commissions of several nations. The services provided span the gamut of b2b requirements and include matchmaking services, b2b meetings, market visits, organizing visitor delegations, and other consultancy services over standard market research and consultancy.

The Managing Director of the company is a well-known India-expert and has presented information on the Indian markets in several countries in Europe, the Far East and in the USA.

holding structure

UMG is a closely held limited liability company, led by Group President Liyakat Ali Khan, a pioneer of the tradefair business in India. An MBA from Mumbai, Liyakat Ali Khan garnered his early work experience in consumer soft goods, in Bangalore. He later chose the adventurous path by joining a then little-known industry, that of tradefairs, in 1987.

In 1988, Liyakat Ali Khan set up Universal Expositions, a partnership concern, and then went on ten years later, to gain control and charter a different course for the company. While his grass-roots sales experience provides a strong platform of support, he now presides over the management and finance functions, involves himself in steering UEG close to its path and mentors the nextgen.

Sylvia Khan, a company Director, holds a Masters degree in Economics from the University of Mumbai. She started her professional career in market research and later joined Universal Expositions as Director - International Marketing.

She heads the research and consultancy and publication wings of UMG and has been active in disseminating information on India and its nascent furniture industry at several important fora overseas in Italy, Spain, China and Germany.

The Core Team of senior executives is led by Vice President Santosh Saldanha, and includes marketing, design and public relations professionals.



ACCOMPLISHMENTS

20 years of service to various industry groups has left us with more than just a feeling of satisfaction.

UMG has had the privilege of interacting with some of the best names in each industry group, while adding value through strong equity creation via world-renowned brands and award-winning publications.

Selected tradefair brands :

- INDEX FURNITURE
- INDEX INTER-FURN
- INDEX KITCHEN & BATH
- INDEX OFFICE
- INDEX CONTRACT
- INDEX LIGHT
- PC EXPO
- CONNECT INDIA
- PC EXPO-HOME
- PROPERTY & REAL ESTATE
- INTERIOR DECOR & BUILDEX
- PRINT VISION
- WET (water engineering and technology)
- AUTO ANCILLARIES EXPO

Publications :

- IFJ
- M+M

Trade and industry partners and Clients :

The UMG list of trade partners and clients reads like a who's who of the trade and business world spanning organizations, both Indian and international, at the national and regional levels.

Trade Commissions, Chambers of Commerce, Industry & Government bodies :

- Italian Trade Commission
- Trade Commission of Spain
- Trade Commission of France
- Trade Commission of Poland
- Trade Commission of Romania
- US Department of Commerce
- Chamber of Commerce of Udine, Italy
- Chamber of Commerce of Lombardy, Italy
- Chamber of Commerce of Valencia, Spain / Chamber of Commerce of Castellon, Spain
- DEP, Thailand
- Spanish Trade Commission



Trade bodies and associations :

ASCER Spanish association for Ceramic Tiles
ANIEME Spanish Association for furniture
ARVET Spanish Hardware Manufacturers Association
Federlegno Arredo, Milan
Consorzio Nuovi Mercati, Milan
Malaysian Timber Council
GEM, Paris : Exporters association, France
International Alliance of Furnishing Publications
Assindustria, Italy, Pesaro-Urbino chapter:
VDM, Germany
High Point Market Authority, USA.
ABIMOVEL, Brazil.
Singapore Furniture Industries Council
Malaysian Furniture Industries Council
AFAMJAL, Mexico
World Furniture Congress

Tradefair organizations :

Cosmit Spa, Italy
Koelnmesse gmbh, Germany
Movelsul, Brasil
High Point Market, USA
Las Vegas Market, USA
Cevisama, Valencia
Furniture China, Shanghai
IFFS, Singapore
MIFF, Malaysia
ExpoMovel, Mexico

Trade and Professional Associations, India :

Indian Institute of Architects
All India Hardware Association
Computer Society of India
Association of Furniture Manufacturers of India
Indian Society of Lighting Engineers
All India Association of Dental Technologists
Association of Water Technologists and Engineers
All India Motor Parts Dealers Association
Real Estate Association of India
Builders Association of India
Indian Institute of Interior Designers

Individual companies :

Numerous Indian and international companies of renown, both large and small.



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