

PROFILE

In today's world dominated by the image that a company is able to paint of itself, public relation plays a major role. Public relation is the art and science of establishing and creating a favorable opinion among the public.

Towards this endeavor, **M J Srikant**, a well known and established figure in the public relation domain, set up **MJSPR** in Bangalore. Today, the agency is known for the services that it renders to the clients in fields ranging from healthcare and medicine to R&D establishments in Bangalore and key cities across India.

MJSPR is known for its integrity and expertise in servicing clients from across a rainbow of varied domains. At **MJSPR**, coverage is not the goal, but a means to the goal -client satisfaction and success.

We offer a bouquet of services to our clients and always strive to innovate and create new pathways towards image building. Not sticking to conventional norms of publicity, we provide a rare intelligence to every statement or address we make. Of late we have been the key agency for healthcare clients in Bangalore. This is because of the domain knowledge and expertise that **MJSPR** has to its credit.

Some of our services are:

Press Releases: We ensure extensive coverage of any communication from our clients in general interest or specialised publications depending on requirement. Based on the client's brief, we can also generate pointed communication or press release.

Press Conference: We offer complete co-ordination of Press Conferences from inviting publications and ensuring their attendance to taking responsibility for publication of the proceedings. We also guide clients on what is required to achieve the best results from such events.

One on One Interview: We have the expertise to enable direct interviews of a key person from the client organization by specific publications & TV channels. We are present during the interview to ensure that what is to be communicated stays on track and no distortions creep in.

Regd & Corp. Office:

MJSPR # 59/11, Money Point, 202 & 205, 2nd Floor, KH Road, Bangalore - 560027
Telefax: +91-80-22109486 E-mail: enquiry@mjspr.com www.mjspr.com

Mysore Branch:

3124/B-11, Sankalp Jasmine, 1st Main Road, Paramahansa Road,
Yadavagiri, Mysore -570020 India Mobile: +91 9845115065 E-mail: mysore@mjspr.com

Crisis Management: Due to our strong networking & personal one on one level contact, we are always in the loop with media professionals. As a result, we have the expertise and conviction capabilities to ensure there is quick and effective damage control. Negative news can be downplayed or a positive spin imparted to counter any possible tarnishing of client's image.

Website development: As a complement to our services, we have a separate designing team of 20 people in Bangalore, which caters to the client's requirements and creatively putting forth the client's ideas and goals to their customers. The team prides itself in providing contemporary design, friendly navigation modules and tools to constantly update information to ensure the client's message is effectively reached to the customers.

The other services we provide are content Development, rewriting articles for the media, Professional Photography, Videography, Corporate Films, Corp.events, and Translations....most of the services from the PR domain.

What sets us apart!!!!

We understand the composition, mind and working of different media at different places and understand the needs of the clients simultaneously. This helps us to strategize every communication of the client to achieve optimal effectiveness.

We scientifically plan and artistically execute our tasks.

We provide customised publicity program with a monthly coverage plan to maximise results.

The agency has excellent media contacts at all levels of bureaus both with print, electronic & online media.

M J Srikant, the founder of the agency, being from media fraternity has an excellent understanding of how the media works, reacts to issues. This thin line of understanding is a great support to the agency to make better media strategies for the clients.

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Our Reach:

We are head quartered in Bangalore, having our own offices in Delhi and Mysore. We are in the process of expansion. We operate through a Pan India network in all major metros and in all major districts of Karnataka. We closely work with all media bureaus in the prominent Tier 1 & Tier 2 cities.

Our Team:

Our team includes media servicing & client servicing executives, copywriters from the journalist fraternity, translators from media fraternity, designers and photographers. We have consultants who are experts in their fields with media experience of more than two decades. We have a team of 25 people covering the entire south India and Delhi. In rest of the metros we have associates.

The Beginning...

The agency made a humble beginning in the year 2002. It was the vision of its founder M J Srikant who had an insight into the emerging global business trends and mastered the art and science of this profession. Today he has been able to take the agency to a high level dominated by impeccable integrity, professionalism, strategy, networking, trouble shooting and image consultancy. It has a very niche and loyal clientele in various sectors.

MJ Srikant: Began his professional career teaching in various institutes like Ambedkar College, Krupanidhi Institutions, MLA College, SBI Staff training college and ICFAI Business School. He later shifted line and moved to media, when he joined the Indian Express group. He then moved to full time Public Relations with PR agency where he handled clients like Pepsi co. India, TTK Prestige, Samsonite, Thompson TV, Groundfos, KS&DL to name a few. He later joined Country Club of India as its group head for Corporate Communication. He has travelled extensively the length and breath of the country, studying, networking and understanding the complexities of media in various parts of the country.

The agency's Philosophy

“Believe in hard work, sincerity, discipline, commitment and genuine relationships with media & market, putting the needs of the client first.”

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Regd & Corp. Office - Bangalore

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We are very soon opening a branch at Hyderabad.

Please visit our website which is in the process of becoming a dynamic PORTAL for more clarity and information.

Web: www.mjspr.com

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