

Creative Designing Quality Content Net Promotion


THE
OPINION
EXPRESS
GROUP



Media & Entertainment

Web Project Management

Consulting



www.opinionexpressgroup.com

CORPORATE PROFILE

Media & Entertainment



Publication

Syndication

Television

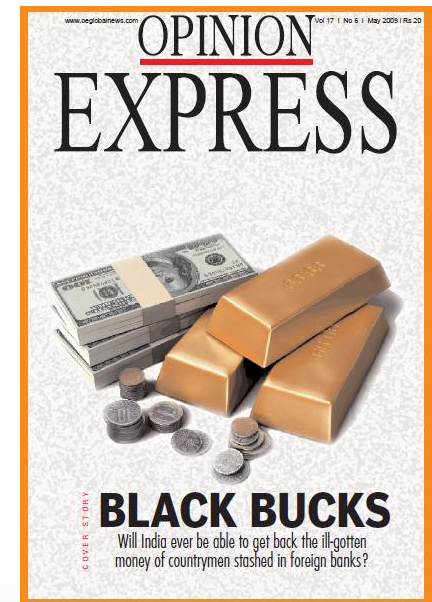
Radio

Training

Publication

Opinion Express is a print initiative of OEG, is reaching out to Urban Indian English speaking net savvy readership who are key opinion makers in the present dispensation. Moreover, Opinion Express have set itself the task of sustaining the roots of people of Indian origin, spread across the globe. Over the years, Opinion Express has bridged this gap admirably, thereby not only utilizing the substantial commercial opportunities afforded by the global market but also rendering yeoman service to the sentimental needs of our expatriate compatriots.

The focus of OPINION EXPRESS has been on highlighting the socio-political and economic changes taking place in India and to keep the native population and NRI's and PIO's informed about the latest developments.



Syndication



Television

Based on the current situation, **OPINION EXPRESS GROUP** launched Express TV to beam India centric channels, streaming proper delivery system and the content syndication. The future of media business will be a perfect combination of entertainment with communication. This would entail, both the user and service provider, to interact, to demand, hence gauge the required service, mutually viable. This would hence provide both the service provider & the user at large, to continuously communicate the needs, hence be networked all the time, anytime, anywhere

Radio

Based on the current situation, **OPINION EXPRESS GROUP** launched Express Radio to beam India centric channels, streaming proper delivery system and the content syndication. The future of media business will be a perfect combination of entertainment with communication. OEG have exclusive arrangement to stream Desi Radio from U.K. and TRANCE FM,

Live 24x7 news streaming of BBC World enable user to continuously keep updated with every major news & event, networked all the time, anytime, anywhere.

Training

Opinion Express Group have established state of art Media labs in major cities to train budding Journalist on convergence digital media.

The conventional means of presentation of content are no longer acceptable, nor desirable, for an audience that constantly keeps looking for better media products hence OEG offers specialized training to meet the future requirement of the market.

<http://www.oeglobalnews.com/pdf/broucher.pdf>

***“We interpret and add value to your ideas
WE BRING YOUR IDEAS INTO REAL LIFE”***

“ We are the minds behind Innovative Services”- **Team**

How we help to benefit clients..

- Friendly, and personable support
- Expertise in Customizable Solutions and Services
- Lower Cost
- Effectiveness
- Scalability
- Easy maintenance
- Hosting reliability and 99.99% uptime
- Flexible payment Options
- Page

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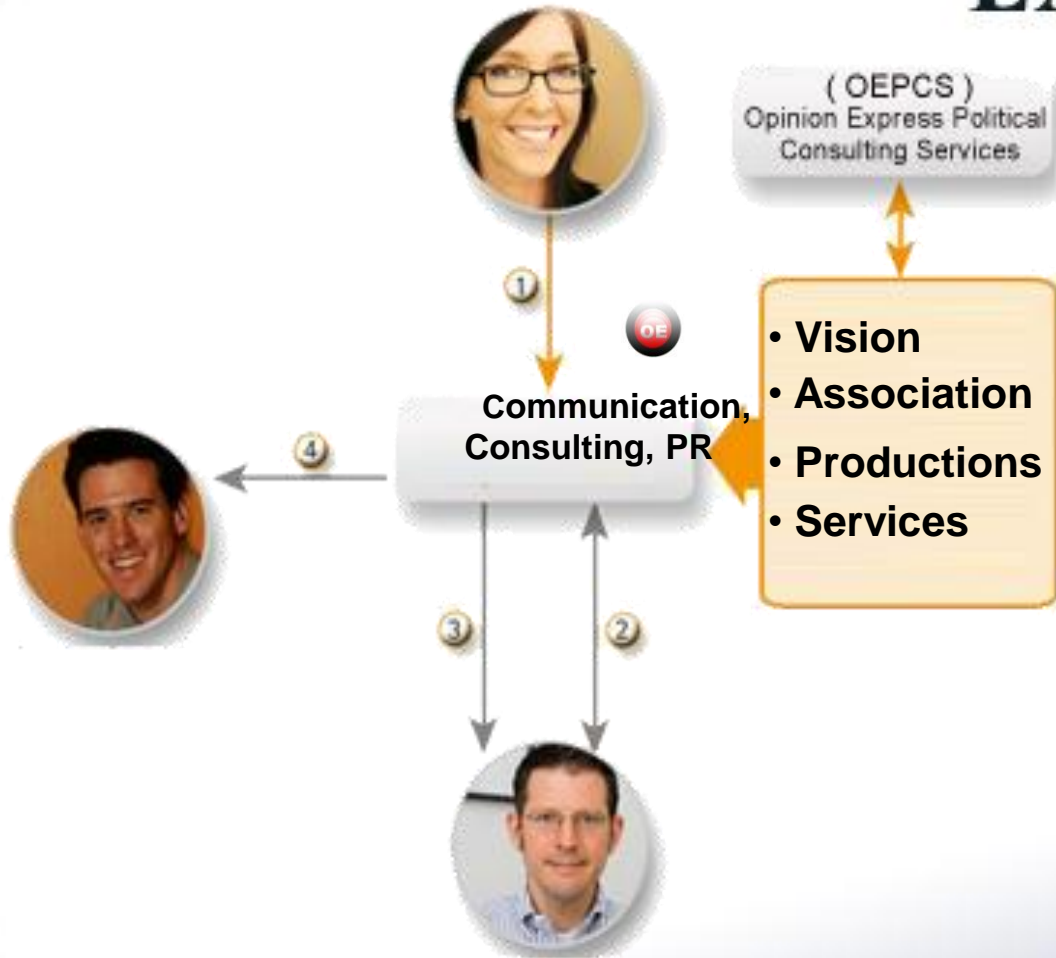
www.saarachee.com

CORPORATE PROFILE

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THE OPINION **EXPRESS** GROUP



Vision

To be among the top global communication consultants and a partner of choice for our stakeholders And To forge effective partnerships through strategic communication consulting

VALUES

We continuously enhance our knowledge and learn from our mistakes

Integrity : We conduct our business in an ethical manner

Accountability : We take ownership for all our actions

Result oriented : We are committed to achieving our goals

Open to change : We are quick to adapt to new situations

Lateral Thinking : We challenge status quo to provide creative solutions

Political Consulting

OEPCS offers an almost endless list of services for carrying out campaign elections, crisis management and government marketing.

- Campaign strategy
- Electorate analysis
- Electorate segmentation
- Analysis of qualitative and quantitative surveys and of existing election information
- Building the campaign message
- Candidate speeches
- Candidate's image
- Presentation techniques
- Media Training
- Creative campaign writing
- Graphic design for the campaign
- Candidate's campaign picture
- Logo, Slogan, Jingle
- Press ads

Service

Free Media, handling the press

Television production

Television commercials

Radio commercials

Media planning

Government program, program summary, emergency plan *

Design and administration of the campaign website

Running the "war room" and tactical campaign follow-up

Training for the campaign team and party supporters

Handling of campaign timing

General campaign management

Writing, design and production of printed material. Posters, flyers, brochures, leaflets.

Direct Marketing: mailing, canvassing, telemarketing. Direct contact with voters.

Training in use of election campaign software

Crisis management

On Line consulting

Public and government marketing

Corporate Services

Corporate & Marketing Communication
Public Affairs Advisory Services
Investor Relations
Business Intelligence and Media Monitoring & Analysis services
Corporate Social Responsibility
Media Management
Crisis Management
Change Communications
Media, Messages & Crisis Training Workshop

- Mergers and Acquisitions
- Joint Ventures
- Business Reengineering

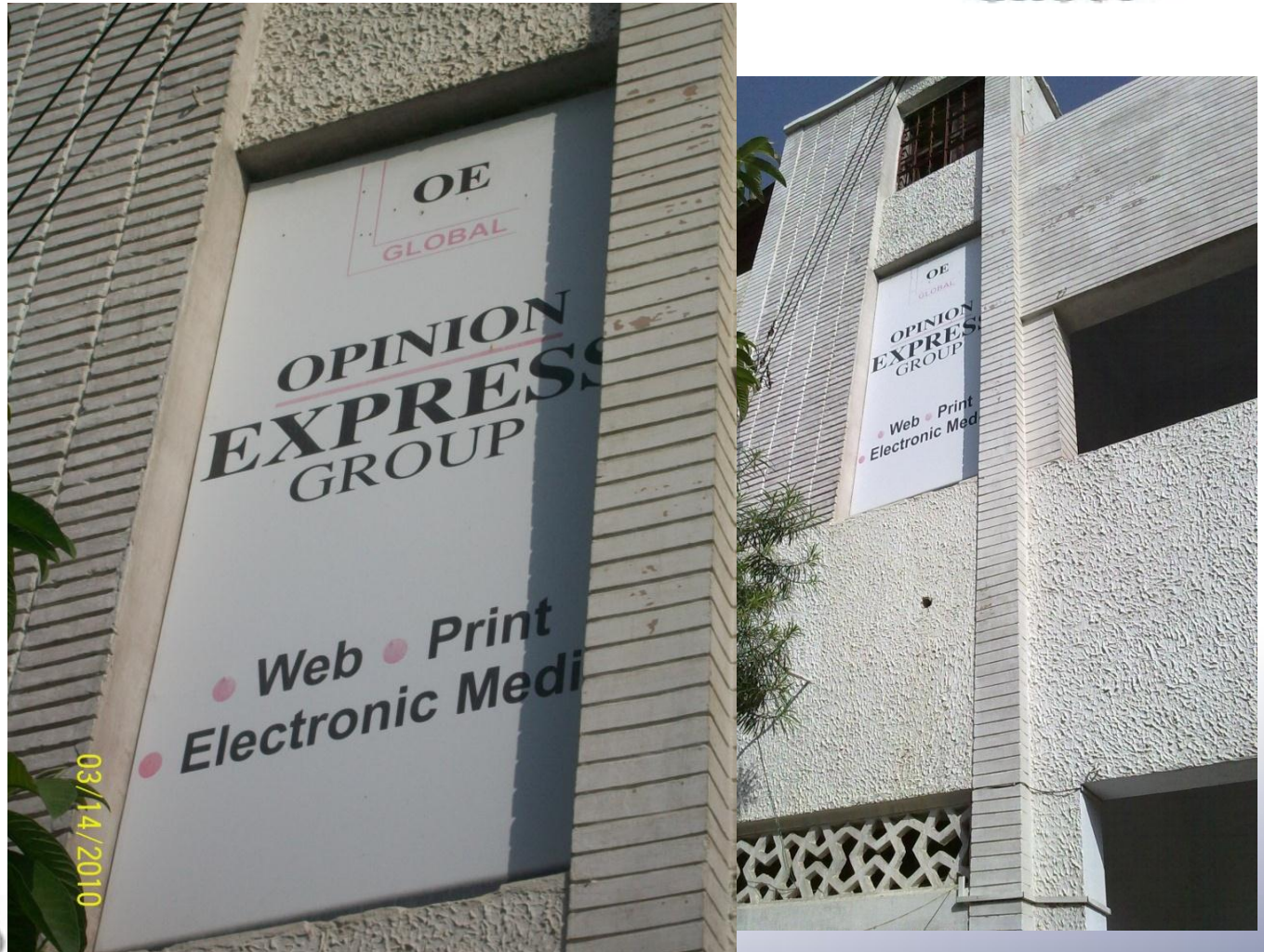
- Define change management strategy
- Prepare the team

- Develop plans
- Implement plans

Infrastructure

View Of 6000 sq ft. Office Facility

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Infrastruture

