



Atherstone
| INVESTOR COMMUNICATIONS |

WhoWhatWhyForWhomByWhomWhere

Who?

Who What Why For Whom By Whom Where

Atherstone Investor Communications Limited (AICL) is a full service corporate communications consultancy. Our ability to fuse an insightful knowledge of businesses and industries with globally relevant visual communication sets us apart.

A unique communications consultancy

We offer a unique suite of products fulfilling needs of our clients to communicate with specific stakeholder groups, investors in particular. Our offerings include high-end corporate reporting and strategic solutions, investor presentations, corporate biographies, branding solutions and internal communications among others. Our work is bespoke. We are a media-neutral consultancy with a repertoire spanning print, web and interactive.

Leadership in knowledge-led communications

Our body of work is representative of the ability to understand objectives, conduct research, create content specific to client businesses and transform it, through design, into cutting-edge communication collaterals. We put content before creativity; research before rendering. That makes us unique in the Indian context, and the leader in our domain. We have worked with over 75 clients across industries, evolutionary stages and absolute size.

Communication to help market businesses

AICL has, since inception, focused on assisting the vast majority of small, medium and micro enterprises, in creating a contemporary image, because they have traditionally remained outside the communication domain. We have helped our clients wake up to the need of reaching out to the investor, much the same way as a customer. In doing so, we have created a consultancy that helps sell not products, but businesses.

Intellectual capital advantage

Our team provides a perfect balance of business knowledge and creative acumen, affording our clients an intellectual capital repository that understands their business the way it is meant to be understood. Our research and content team are able to quickly grasp the finer nuances of client businesses and relevant industries. Our design team is proficient in lending perspective to content and adapting creativity to commerce. Together, they are a formidable combination.

What?

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AICL's services are present in all areas that require strategic and knowledge inspired interventions. The service categories are divided into four distinct categories; each category comprising a holistic provision of services required by desired stakeholder groups.

Reporting communications

- Annual reports
- Interim reports and advertising
- Presentations
- Press releases
- AGM speeches
- Online annual reports

Investor communications

- Investor Relations websites
- IR events
- Financial PR
- Management training and speeches
- Rating documents
- Other financial communication

Corporate communications

- Identity and branding
- Sustainability communication consulting
- Brochures
- Websites
- Advertising
- Event specific communication
- Films
- PR consulting

Marketing communications

- Catalogues
- Product brochures
- Real estate marketing solutions
- Exhibition design

Why?

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AICL combines an integrated, process-centric work ethic with a passion for results to create communications that deliver superior return on investment.

The AICL approach

- Research with a focus on knowledge and a pulse on reality
- Differentiated, globally-relevant approach towards design
- Quality control with unyielding attention to detail
- Technology support and suggestions for intelligent media conversion

The AICL advantage

- Helping companies answer specific queries from various stakeholders
- Creating multi-purpose documents and modular products
- Emphasising on fair corporate governance and ethical business practices
- Aiding media conversions in a cost-effective and deadline-oriented manner

For Whom?

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AICL works for more than 70 clients across diverse industry segments.

Some of the industries served include agricultural products, alcoholic beverages and distilleries, banking and financial services, cement and construction products, engineering and industrial construction, gems and jewellery, infrastructure, information technology, media and entertainment, metals, metal products and mining, oil and gas, paper and paper products, pharmaceuticals and real estate.

AICL clients include some of the leaders in their respective business fields. Some of these are:

Axis Bank one of India's largest privatised banks **Shriram Transport** India's largest asset financing NBFC **ARCIL** India's largest asset reconstruction company **Shree Cement** the largest cement manufacturer in North India **UTV** one of the largest media and entertainment companies **Gitanjali Gems** India's largest gems and jewellery company **GJR Group** one of India's largest private mining companies **Simplex Infrastructure** one of India's oldest and most respected Infrastructure companies **Omaxe and Sobha Developers** two of India's largest real estate companies **Abhishek Industries** one of the world's largest manufacturers of terry towels

By Whom?

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AICL has a unique intellectual capital mix. Business analysts and creative professionals work together in harmony to deliver on client expectations. Team AICL is a 20 member strong, young, energetic deadline-driven group comprising research analysts, copywriters, account managers, art directors, designers and new media specialists.

The team possesses the domain knowledge across products, technologies and businesses that are relevant to our clients. Thus, it is capable of understanding stakeholder aspirations and formulating strategy, content and visual language.

Arvind Agrawal, founder and CEO of AICL, has worked for over six years with more than 120 companies in giving shape to, and executing, their communication strategies. A Chartered Accountant and Company Secretary, he worked first as a journalist with one of India's oldest English Dailies, and then as a CFO with a steel fabrication company before venturing into this field in a bid to marry the two skills he acquired – communicating to a large audience and understanding the dynamics of businesses. He was selected as one of eight finalists and won the runner-up position for the nationwide British Council Young Communications Entrepreneur Award for 2009. Today, he is one of India's most experienced campaigners of investor communication strategies for companies.

Where?

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