

# 60<sup>th</sup> FOUNDATION DAY & 19TH NATIONAL MANAGEMENT DAY

India Tomorrow: Unlocking Industry, Innovation, Talent

21st February 2025  
Hotel Le Méridien, New Delhi

All India Management Association (AIMA) - the apex body for Management in the country, celebrates its Foundation Day on 21st February every year. This special day also coincides with the National Management Day which is celebrated by the AIMA network of 68 Local Management Associations (LMAs) all over the country. The theme for this year's Foundation Day and National Management Day is 'India tomorrow: Unlocking industry, innovation, talent'.

## About Theme

### *India Tomorrow: Unlocking Industry, Innovation, Talent*

India's economy has been set for high growth through infrastructure investments, digitalisation, and privatisation. However, to continue expanding, India needs greater dynamism in its land, labour, and capital markets. It must also focus on innovation and research, adopt next-gen technologies, and boost intellectual property creation. Leveraging its young population through social investments will unlock significant economic potential. By unlocking its manufacturing, innovation, and workforce capacity, India can drive sustained growth and global competitiveness.

## Speakers



**Nandan Nilekani**  
Co-Founder and  
Chairman, Infosys  
Technologies Limited



**Jyotiraditya M. Scindia**  
Minister of Communications  
Development of North Eastern  
Region, Government of India



**Dilip Shanghvi**  
Founder Chairman and  
Managing Director, Sun  
Pharmaceutical Industries Ltd



**Suneeta Reddy**  
President, AIMA and  
Managing Director  
Apollo Hospitals Enterprise Ltd



**TV Narendran**  
Senior Vice President AIMA  
CEO & Managing Director  
Tata Steel Ltd



**Preetha Reddy**  
Executive Vice Chairperson,  
Apollo Hospitals Enterprise Ltd



**Sunil Vachani**  
Executive Chairman, Dixon  
Technologies India Ltd



**Kiran Rao**  
Indian film Producer,  
Screenwriter and Director



**Shereen Bhan**  
Managing Editor  
CNBC-TV18



**Shobana Kamineni**  
Promoter Director, Apollo  
Hospitals Enterprise Ltd and  
Executive Chairperson, Apollo  
Health Co Ltd and Apollo  
Pharmacies Ltd



**Nalin Mehta**  
Managing Editor,  
Moneycontrol and  
Non-Resident Senior Fellow,  
Institute of South Asian  
Studies, National University  
Singapore



**Sangita Reddy**  
Joint Managing Director, Apollo  
Hospitals Enterprise Ltd



**Rekha Sethi**  
Director General  
AIMA

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**JKCement**

**PATTON®**



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## Foundation Day Delegate Fee Per Participant

No of Delegates	Registration Fee (per participant)
1 – 3 Delegates	15,000+ GST per person
4 – 6 Delegates	12,500+ GST per person
7 & above Delegates	10,000+ GST per person

## Digital Interactive Souvenir

To mark the occasion, AIMA is bringing out a special Digital Interactive Souvenir. The Souvenir will be responsive, with embedded videos & links. It will be shared real time with delegates, members and posted on AIMA website and social media platforms – which have a combined reach of over 5 lacs!.

### Benefits at a Glance

- Responsive ads with embedded videos and links
- Shared with 3000+ delegates and 38000 members
- Reach of over 5 lac via AIMA website and social media channels
- Longer shelf life including option to download
- Interactive and responsive

## Special Advertising Rates

Position	Base Rate (excluding GST)	Website URL and Contact Us hyperlinked	Website URL, Contact Us hyperlinked & Video embedded
Inside Front Cover*	₹ 75,000/-	complimentary	complimentary
Page 1 (first right hand side)*	₹ 75,000/-	complimentary	complimentary
Page 6 left hand (next to contents)*	₹ 75,000/-	complimentary	complimentary
Page 2 left hand (next to flyleaf)*	₹ 50,000/-	complimentary	complimentary
Chairperson's Message (Premium placement per page)	₹ 50,000/-	complimentary	complimentary
Left Hand side Next to Foundation Day Theme*	₹ 50,000/-	complimentary	complimentary
Left hand side Next to About AIMA*	₹ 50,000/-	complimentary	complimentary
Left hand side Next to Event Calendar*	₹ 50,000/-	complimentary	complimentary
Double spread	₹ 40,000/-	₹ 42,500/-	₹ 45,000/-
Back Cover (+ one full page free)	₹ 40,000/-	₹ 42,500/-	₹ 45,000/-
Full page (next to article)	₹ 30,000/-	₹ 32,500/-	₹ 35,000/-
Full Page	₹ 25,000/-	₹ 27,500/-	₹ 30,000/-
Advertorial (only brand promotional content)	₹ 25,000/- per page	₹ 27,500/-	₹ 30,000/-

\*On first come first serve basis as these are single positions

• **Plus 18% GST on the above rates**

• **Last date to submit the artwork is 15th February 2025**

To see the sample of ebook souvenir and advertisement placement, please

[click here](#)

## Advertising Guidelines

### Advertisements Size

- a. **Full page** cut size is W210 X H297mm
- b. Bleed size is W216 X H303mm (including 3mm bleed)
- c. All live text should be 8mm inside from cutting
- d. Non-bleed size is W195 X H282mm

- a. **Double spread** cut size is W420 X H297mm
  - b. Bleed size is W426 X H303mm (including 3mm bleed)
  - c. All live text should be 8mm inside from cutting
  - d. Non-bleed size is W405 X H282mm
- Format – ONLY high resolution pdf files will be accepted (minimum 300 dpi)
  - Hyperlinking will be done of Website URL and 'Contact Us' only if included in package
  - Portion / content on ad to be linked has to be specified by the advertiser, with corresponding urls provided.

### Videos

- Video of advertiser can be integrated in the ad if included in package or subscribed to
- Duration of video should not exceed 7 minutes
- Only a link to the video will be accepted. There is no provision to host third party videos
- Advertisers have to clearly specify which portion of the ad will carry the embedded video
- Videos can only be commercials or product promotional in nature. Video messages, AVs, presentations, personal opinions etc will not be carried.
- AIMA reserves the right to refuse embedding the video if it doesn't meet the above guidelines

### Advertorials

- Advertorial content can only be product/brand promotional in nature. Features, articles, personal opinions, case studies etc will not be carried
- Price of advertorial is per page
- Maximum word count per page:
  - 650 words (with no images)
  - 500 words (with 1 image/infographic)
  - 400 words (with 2 images/infographic)
- Font size of pages are fixed and will not be reduced to accommodate content
- Advertisers will have to provide accurate and proofed content along with images. AIMA will reproduce the content as received and will not be liable for any errors or mistakes in given material, neither for quality of images provided
- All advertorial pages will be marked as 'ADVERTORIAL' on top right hand corner
- AIMA reserves the right to refuse publishing the advertorial if it doesn't meet the above guidelines

## About AIMA

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body for management in India with over 38000 members and close to 6000 corporate / institutional members through 68 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organization. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

For further details, please contact:

**Shalini Ahuja**

14 Management House, Institutional Area, Lodhi Road, New Delhi 110003

Website: [www.aima.in](http://www.aima.in)

Mob: +91-9818603075 | Email : [sahuja@aima.in](mailto:sahuja@aima.in)