Company Profile
In the Year 2004 – Gupta Family (SWAPNIL GUPTA | ASHOK GUPTA)
Enter into the World of Events and there comes the rising of Blue Events.

... ... . What followed was the story of success
Group of companies

Event Management

Celebrity Management
Formed as an Event Management company, focused on corporate clients.

Started as an Event Management company, focused on bollywood | celebrity related entertainment events.
Mission

By 2012, Blue Events will be most admired Entertainment and Eventing brand of Indian Subcontinent.

Key Strength

One Stop Shop For Showbiz.
Who we are.....

We are a growth oriented professional organization with all the innovative concepts, positive approach, and work ethics & integrity.

We are known for creating ideas and producing subjective themes as per the requirements, allocated budget & assigned time, right from the meticulous planning, visualizing, conceptualizing, and production & finally turning even the smallest event in to a huge success.

Our job profile includes corporate & commercial events, brand promotional campaigns, theme parties, designing, publicity.
What we do…..

We are specializes in

- Corporate events
- Product launches
- Artiste management
- Marketing concepts
- Promotions
- Road shows
- Exhibitions
- Wedding management

………………..And much more.
Prestigious client list

AND MANY MORE.....
Prestigious Events ....
Product launch for asian paints.....

Activity conducted in 3 cities....
Mall Promotion for NISSAN CARS .....
Press conference for UB Group.....
Press conference for SONY SAB TV.....
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!dea Rocks India .....
Town Hall Meet For Royal Bank Of Scotland....
SAMSUNG Mobile Launch....
Product Launch for TATA Motors....
Product launch for AKAI BATTERIES.....
Press conference for NDTV IMAGINE.....
Bharti AXA Press Meet ….
Asian Paints Dealers meet ....
Night with Airtel .....
Promotional Activity For Kellogg's India Pvt Ltd.....

Activity conducted in 3 states and in 15 cities....
Mall Promotion for ego by Wipro .....

[Images of people participating in an event with promotional materials.]
Radio Mirchi Kinetic Flyte Activity.....

Activity conducted in 2 states and in 6 cities....
Stunt Show for TVS motors.....
Ten10 Tournament for Gillette Vector Plus.....

Activity conducted in 2 states and in 4 cities....
TATA Motors Society Activity.....
STAR PLUS PRITHVIRAJ CHAUHAN.....

Activity conducted in 3 cities....
hp Dealers meet ....
Road shows add an important element to experiential marketing. SCALE. Marketers today are aware of the increased importance of scalability and reach in any marketing exercise for urban as well as emerging India.

Road shows are engineered to respond to the objectives, and fine tuned to measure the results. The objectives continue to be custom made to the brand’s requirement and range broadly from trials to consumer recruitment. The opportunity it provides is to lend scale to the experience with products and services. It includes adding cultural ideas to the mix, and customizing communication for fragmented markets and audiences.

The road show has evolved from being just a ‘messaging stunt’ to a real measurable way of communicating, promoting, engaging, educating, recruiting and rewarding consumers.
Road Show Canter Designing.....
Stall Designing.....
Stall Designing....
Execution....
CONTACT:

Blue Events

Network/Reach: PAN INDIA

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