

JAIN INFRAPROJECTS LIMITED

CORPORATE MANUAL

Management Guide to Corporate Identity

Corporate Planning Department

2007

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Introduction

1.1 Formation

Mr. Manoj Kumar Jain is the founder of “Jain Group”. Keystone of the group was laid by Mr. Jain immediately after completion of his university level education. Even at the age of twenty he had foreseen the intrinsic global growth potential for Infrastructure sector and specific thrust for all round infrastructural development in India. Being a visionary and a proactive leader Mr. Jain had chosen infrastructure to be the domain for his group of companies to consolidate and excel. Consequently, he had launched his career in core infrastructure building like road/culvert/ bridge construction under “Bengal Construction Company” which was subsequently turned into a corporate entity as Bengal Infrastructure Limited.

1.2 Change of identity

The concept of firming up of main corporate entities under the banner of “Jain Group” as a business conglomerate to reckon and a common identification vanguard had emerged. Thus, final change of name took place in 2006 from “Bengal Infrastructure Limited” to “Jain Infraprojects Limited”, which stands out to be Flagship Company of the group and is a dominant road builder in Eastern part of the country with massive business expansion plan. Pursuant to the change of identity all present and future companies, be it public or private company will be incorporated with Jain as the prefix. Thereafter, the four main companies of the group are henceforth identified as under:

Jain Infraprojects Limited
Jain Steel and Power Projects Limited
Jain Energy Projects Limited
Jain Realty Projects Limited

Jain group is modern and result oriented. During the last 10 years of operation the group has proactively brought in professionalism in all enterprises within the group. MIS is through an ERP.



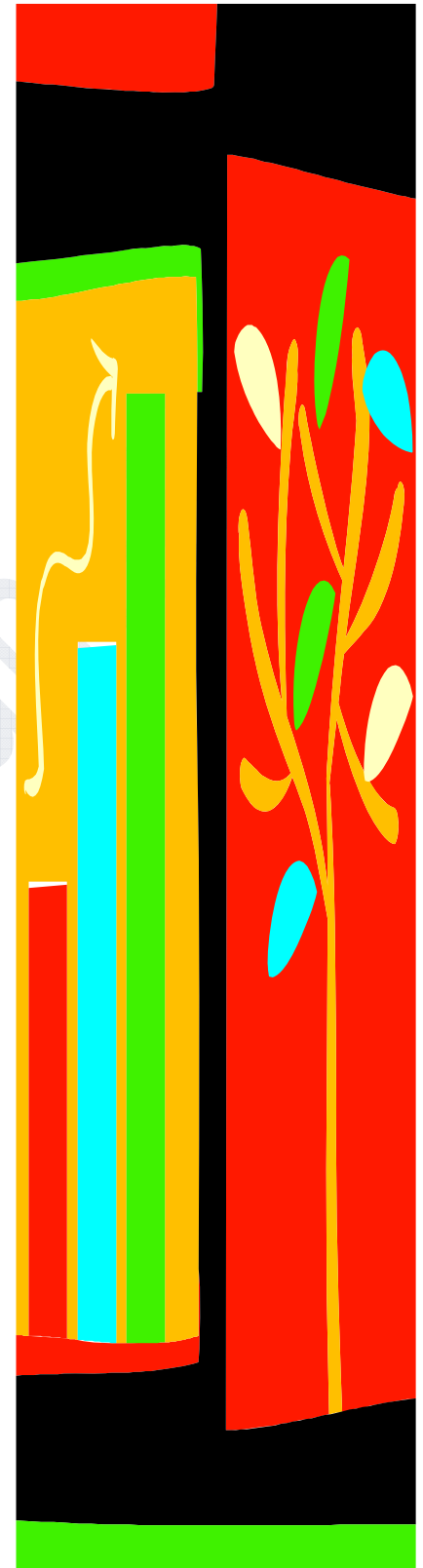
1.3 Objective and niche positioning

Core objective of the group is to be a dominant player in the Infrastructure industry that extends to Realty sector and consequential or obligatory involvement in hospitality and facility management. Initial thrust of the group was in road construction, which is still the major revenue earner of the group. In the road construction contracts get mainly executed through **Jain Infraprojects Limited [JIL]**. In this segment JIL has positioned itself mainly in the state highways, PWD/CPWD road building, widening and maintenance. Contracts are mainly from the states of West-Bengal and Bihar at present. Positioning in this slot is driven by volume of business, rational profitability, availability of modern road construction machineries and expertise with the group. In a recent development during May 2007 JIL has entered into a strategic technical alliance with MIDAS IT of South Korea. MIDAS is one of the industry leaders in IT based structural designing. This collaboration will be used for specific JIL projects and development of realty properties by Jain Realty Projects.

The sponge iron unit under the banner of **Jain Steel &Power Project [JSPL]** is at Jharsaguda in the state of Orissa. The project is in two phases. Existing sponge Iron unit forms the first phase while the second phase envisages steel making and a billet plant followed by Rolling Mill. The project would generate 8MW of electric power from back steam pressure.

In the Infrastructure segment role of Green energy or Renewable Energy was perceived to be of very significant in near future owing to the growing concern for preservation of environment and global warming up. The **Jain Energy Limited [JEL]** was formed for implementing small Biomass based projects for contributing to the all round efforts for generation of green energy.

Over a period of time Jain Group has created a land bank in Kolkata and in other prime locations of the state. Development of Realty projects would be undertaken in those locations by a realty company specifically formed for pursuing this line of business under the corporate entity **Jain Realty Projects Limited [JRL]** As of June 2007 some of the property development projects are being planned for implementation.



Corporate Identity

1.4 Concept and Rational

Creation and management of corporate identity as a concept evolved over the last 60 years and programmes are now in place in majority of the large organizations, private as well as public sector. Core objective of corporate entity is to ensure public perception of a corporate entity clearly and accurately. The concept is generally identified as a management technique for communicating an organization's distinctiveness in memorable manner. Each and every corporate entity, regardless of size and significance has a corporate entity. This identity may be formal or informal but the concern is whether a corporate entity manages its corporate image in the effective manner.

The word "Jain" is derived from Jainism which started in the 6th century as a reformation movement within Hinduism. Reformation is the key factor that had been the driving force for management to zero in on "Jain Group" as corporate identity.

Main responsibility of the management is to make certain that the all corporate communications reflect the right identity and goal of the corporate in a consistent, positive and forthright manner.

The identity creation programme of the Jain Group is not an interim measure, neither a compulsion. It is not being adopted as a cosmetic measure to exhibit a decked up version of the group. In developing the identity the organization has been reviewed in retrospect and present perspectives have been evaluated for setting out the future goal. The exercise undertaken involves integral part of corporate strategy and long range planning. The corporate manual often covers substantial volume of graphic designs and international standards because of multi locations and global presence.

But while developing corporate entity of Jain Group, a conservative deviation has been made for welcoming and accommodating the marvels of this cyber communication mode instead of conventional procedural forms and graphics. Common advantages of radical changes that have taken place in work pattern, office decorum, standardization of office stationary, global standardization of cyber practice and the less paper office concept have been proactively adopted for ease of perusal of this document by the next generation.

It is imperative for all present and future human resources of Jain Group to understand that managing identity is a collective responsibility; sense of belongingness is the guardian angle. When guidelines of corporate manual gets implemented and adhered to, building of public perception about the organization takes shape and ultimately the desired corporate image emerges.



1.5 How it is communicated

Organizations across the world express corporate identity or commonly known as “Corporate Image” through all facets of communication mode both explicitly and implicitly. Corporate image deals with general impression carried by all segment of interested people about a corporate entity including employees and stake holders at all levels. Corporate image is constantly being communicated internally and externally through following modes;

Organization

Formal reorganization

Association & Affiliations

Graphic displays

Electronic media

Continuous media

Transient media

Sponsorship

Corporate citizenship

Mass media

Word of mouth

Nomenclature

- **Organization:** Board, organization culture, reputation
- **Formal reorganization:** Awards, certificates and citations.
- **Associations & Affiliations:** Memberships with Chamber of Commerce, Associations, Institutions etc.
- **Graphic displays:** Symbols, logo, corporate signature, type style, formats and colours
- **Electronic Media:** Website, e-news letter, e-mails, other communications through electronic and web based media.
- **Continuous Media:** Stationary, business cards interior/exterior décor, corporate colour
- **Transient Media:** Published material, audiovisuals, exhibits, advertisement, promotional campaign, events
- **Sponsorship:** Sponsoring an event, sponsoring a programme etc.
- **Corporate citizenship:** Take up socio-economic programme, forestation, environment protection etc.
- **Mass media:** Campaigns through mass media
- **Word of mouth:** Open-ended but very strong
- **Nomenclature:** Name, brand or identification of corporate



Corporate Identity of Jain Group

1.6 Manifestation

Jain Group is a comparatively new corporate entity without any legacy, stain or identity crisis. It is a modern group with only few years of operation and that too in areas of high public exposure [road/bridges construction] in the eastern region. The group is very opportunely placed and positioned to take advantage of this public exposure and build a Corporate Image through exploitation of an appropriate media mix.

However, at this stage, objective is to determine the 'CORPORATE IMAGE/ CORPORATE IDENTITY' that the group intends to create or build and takes the pledge to uphold it. Rationally, the corporate image is of relevance largely to a target audience; but depicting a respectable public perception about the company obviously adds fillip to portrayal of the image. In this era of intense corporate overcrowding, coupled with fleeting public attention, creation of corporate image is largely dependent on the niche and positioning besides what should be the IMAGE or IDENTITY, per se.

JIL is a corporate entity in 'Infrastructure segment'. While the presence in this infrastructure segment is being expanded, refurbished and reinforced the group has made rational integration in Steel, Realty and Energy generation industry that eventually form the macro perspectives of infrastructure segment. Thus, let us formulate the coordinates that would be base planks on which the identity would be framed.

Coordinates	Significance Ranking
Ageing in Infrastructure	3
Hard core industry image	2
Present charisma or stigma	1
Corporate clientele	8
Presence in realty business	6
Strength of quality	4
Positioning in premium sector	5
Association/foreign collaborations	10
Professionally managed group	9
Sustainability	7



The nomenclature of the coordinates and the ranking is further evaluated for arriving at a forthright direction towards building of sustainable identity that is compatible to Jain group. Ranking sequence is being followed for this analysis.

Charishma or Stigma[Rank 1]

Jain group being a new corporate entity there is no charishma or stigma attached to the group or any of their company that may be of advantage or hindrance for culmination of an identity. The group management prefers an association with ;

- ✓ Core competence
- ✓ Quality consciousness
- ✓ Consevative
- ✓ Respectability
- ✓ Stability

Hardcore Industry Image[Rank2]

Jain group is an operator in core sector where quality output matters. Customer satisfaction is main ingredient of the present and future identity. If this should be the objective the obvious identity association would be with;

- ✓ Strong technology base
- ✓ Customer service
- ✓ Producy and service speaks
- ✓ No nonsense image

Ageing in infrastructure [Rank 3]

Jain Group is a niche player in infrastructure segment from the very inception. Image of an infrastructure company is essentially associated with;

- ✓ Size and turnover
- ✓ Diversity in rational integration
- ✓ Association with national/international projects
- ✓ General awareness



Strength of quality [Rank 4]

An infrastructure company should preferably be known for quality of products and timely completion of projects. In this respect group identity should be associated with;

- ✓ Strict adherence to predetermined quality specs besides appropriate modifications attributing to quality standards.
- ✓ Adherence to contractual completion time fame
- ✓ Displays exhibiting salient quality aspects
- ✓ Quality assurance certifications
- ✓ Workshops on contract specific quality aspects involving clients
- ✓ Quality related Awards and Honours



Positioning in premium sector [Rank 5]

In a way image building has very effective correlation to positioning of the company, while positioning should be a rational justification based on SWOT analysis of the organization. Positioning in premium sector is the objective and Jain Group's advancement is towards the said target. Sustenance in premium sector calls for attention on the following aspects;

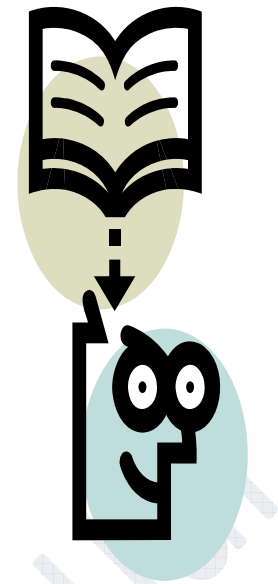
- ✓ Consistent appreciation in image of the company
- ✓ Customer care and customer relationship
- ✓ Living up to public perception
- ✓ Effective media policy
- ✓ Benefits/dividend to stake holders
- ✓ Corporate citizenship
- ✓ Participation in Socio-economic and environmental activities
- ✓ Quality and excellence in deliverables

Presence in Realty Business [Rank 6]

Realty business is likely to remain a focused segment in this continent. Interest of the international investment community in Indian realty segment is an evident determinant for ascertaining its significance in

The current perspectives. It is one of the most penetrating exposure for creating credibility and public perception that can yield to rich dividends. One may prioritize the following steps for consideration.

- ✓ Association with world class architects
- ✓ Prominent properties in prime locations and Quality of the property
- ✓ Effective campaign for establishing association with class property
- ✓ Press and media exposure highlighting innovations
- ✓ Innovative building, socio-economic contribution and Environment friendliness
- ✓ Association with business center, hospitality segment and facility management activities



Sustainability [Rank 7]

Image needs to be sustained for long term benefit. Therefore efforts must be directed for sustaining an image that needs to be protected.

- ✓ Regular media exposure
- ✓ Uniformity in public communication
- ✓ Uniformity in presentation
- ✓ Uniformity in corporate focus

Corporate Clientele [Rank 8]

For conscious and aspiring corporate entity, clientele is more like its mirror. Reflection projects your own image either decked up or distorted as you present yourself. Your clientele is one of the main parameters of your status in the segment and that is how list of clients form a part of the corporate communications. Two core points are of importance.

- ✓ Retention of respectable clients in global perspectives
- ✓ Increase client base with large consumer base and brand equity

Professionally Managed Group [Rank 9]

In today's complex business world professionals play dominant role in their respective field for execution of business. Major part of the image of a corporate entity is built by the professionals and their professional knowledge and expertise in an organization and it is they that largely refurbish the image and sustain. Thus, it is important to note;

- ✓ Lower rate of attrition builds confidence
- ✓ Professional knowledge and expertise is essential
- ✓ Professionals retain business ethics
- ✓ Mass confidence is on professionally managed company

Associations/ Foreign collaborations [Rank 10]

Association with top line corporate entities, affiliations and active participation in chambers and industry forums are essential steps towards image building. In keeping with the globalization in progress a company is also known by its foreign collaborators, overseas affiliations, overseas presence etc. Attention should be focused on following facets.

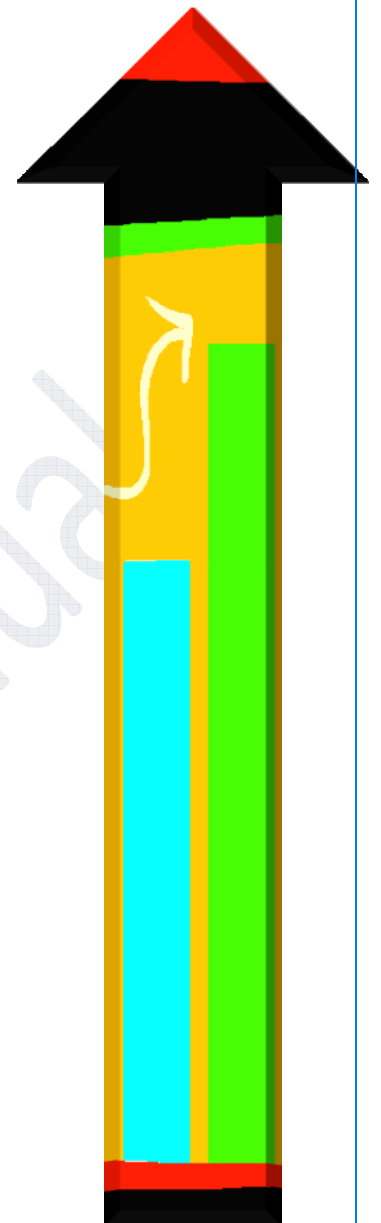
- ✓ Membership with leading chambers and Associations
- ✓ Joint sector enterprise with respectable overseas companies
- ✓ Association with companies having respectable brand equity
- ✓ Overseas presence and overseas investment
- ✓ Pursuance of rider strategy with large corporates
- ✓ Listing with overseas stock exchange



1.7 Deliberation

After having set out the coordinates and justifications therein it is essential to draw the basic frame work for proposed corporate image of Jain Group.

- ✦ Coinage of surname as corporate identity for corporate image and integration with with group identity is a common phenomanon and followed by best known corporate entities in the country. Jain Group will operate in all cross sections of society therefore the Prefix as Jain would be an easy acquaintance with all concerned.
- ✦ All Jain Group Companies so far been incorporated and may get incorporated in future will carry the "Jain" tag as lead title followed by proper identification of the business it intends to carry out and thereafter the suffix as may be appropriate to denote the status such as Limited, Private Limited, Plc, Pte. Etc
- ✦ Should the group enter into any joint venture in India or overseas it may become necessary for the group to accommodate the JV partner/partners concern for selection of name. In such cases best efforts must be made to have
- ✦ the prefix as Jain or alternatively it should get accomodated in the company name.
- ✦ Aforesaid observations about the coordinates perceived and evaluated indicate that Jain Group will have focus to get recognized as a dignified and distingushied corporate entity with concern for environment and corporate image. Two basic shades of Blue and Green have has been chosen for communicating colour code or the visual identity of the group. These shades of green and blue are being used at present for all corporate communication modes and these two colours will continue to remain corporate identity colours of the "Jain Group". Colours should be so tactically used that it helps identification of the group by colours.



- ❖ Since major communications through web it would not be necessary to use colour in the communication but one may consider the colour applications to the extent feasible. Jain Group web site should be designed and structured on the predetermined corporate colour format. For corporate “Power Point” presentation all slides should have corporate logo and attempt should be made to use the corporate colours or all Power Point presentations should be made on predetermined templates specially designed as per management direction. It is becoming a common trend to use company designed templates for making all internal and external presentations

Visual Identity

1.8 Corporate Look

Corporate look per se embraces practically all exposure taken or to be taken by Jain Group. The following illustrations will be enough indication for consideration.

- ❖ Receptions of all establishments of Jain Group should have certain common feature in the over all décor like display of logo, use of corporate colour, common stationary design, common business card design, common conference room display etc.
- ❖ In the factory, warehouses and other company establishments the necessary displays like safety instructions, directions, quality assurance documentations, work instructions, notice boards and hoardings should carry the common corporate look.
- ❖ For building of brand equity corporate look and manifestation of the same are very important. As a matter of fact the corporate look adds value to the brand equity.
- ❖ Sponsorships and patronage roles played or to be played by the company must be closely reviewed in line with the corporate policy.



Managing Corporate Identity

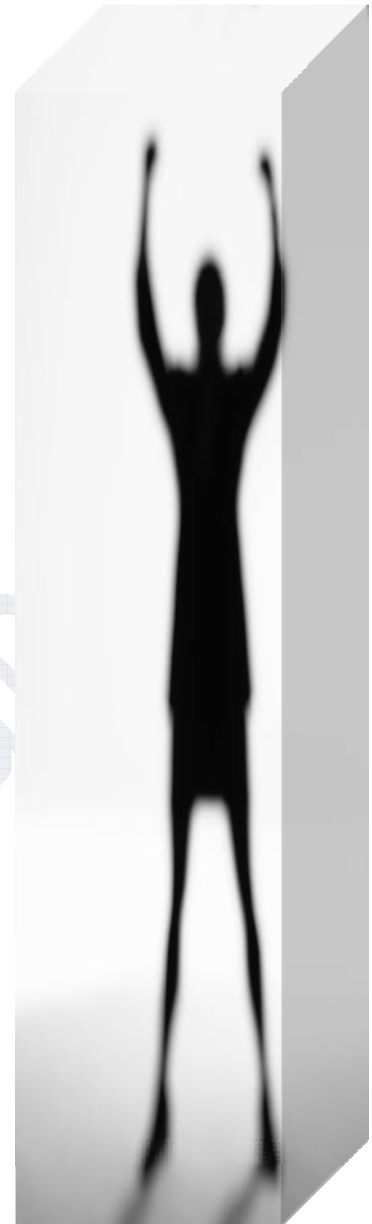
The management of corporate identity is a continuous effort of the organization from very initial stage. It starts from selection of name and adopting a signature, besides developments throughout the ongoing process of business execution and project implementation. The need to manage corporate identity is now well recognized. Current management studies reveal that organizations known for innovative management share similar manifesto. Therefore Jain Group proposes the following norms for management of the corporate identity;

- Establish a rational harmony between corporate strategy and external and internal communications and the management of corporate identity.
- Use visual identity and design as a management tool and deploy appropriately in a planned and coherent manner
- Demonstrate leadership, quality in products and excellence in service clearly and concisely.
- Corporate identity should convey a sense of purpose to employees as well as the target audience.
- Presume corporate identity as an important asset that should be prized and developed.

In summary, the purpose of managing corporate identity is to achieve effective and clear identification, consistent with strategic plans for communicating programmes.

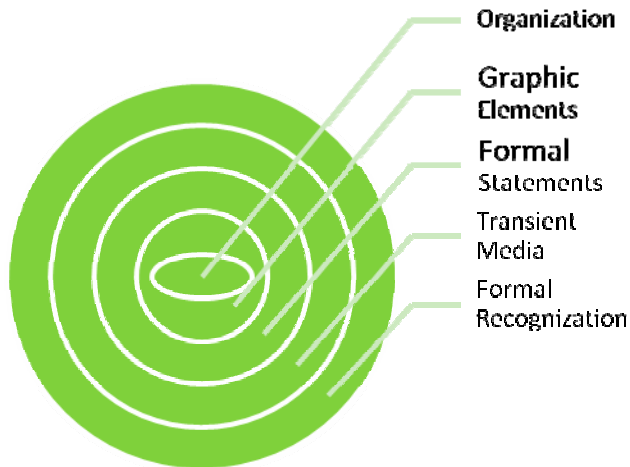
1.9 Nomenclature

In text based communications title is the key to its identity. The words used help to define and position the organization. Selection of a title is a very important task and it should be finalized in consultation with the management. A title that can be communicated effectively be readily remembered and represents a distinctive advantage in communication should be the natural choice.



1.10 Dynamics of corporate identity

Motion force or dynamics of an organization are having very effective correlation to the following;



Brief details of the said coordinates are given for reference.

Organization:

Hierarchy of an organization and the relationship with other organizational entities are of direct consequence for corporate identity.

Graphic Elements:

The symbol, logo types, corporate signature, type style, formats, colours and all kind of visual communications.

Formal Statements:

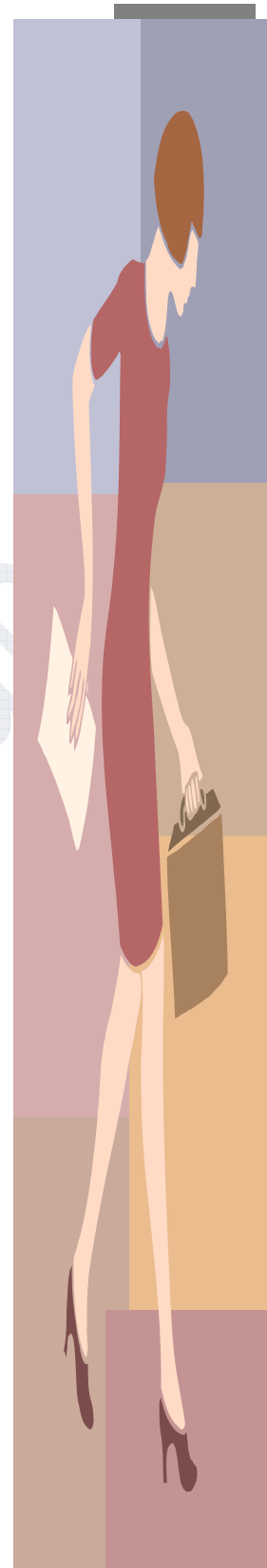
Statements emanating from the organization intending to clarify vision, mission, corporate policy, corporate stand on an issue or an uniqueness.

Transient Media:

Published material, audio visual presentations, advertisements, speeches and presentations

Formal Recognition:

Awards, citations, certificates or any other form of recognition received or given by the organization.



1.11 Corporate signage

An organization structure is expressed through its corporate signature. Therefore, the organization structure must be carefully formed and the designations should have relevance to the role play in the organization. Consistent designation in relation to the organization hierarchy is of importance.

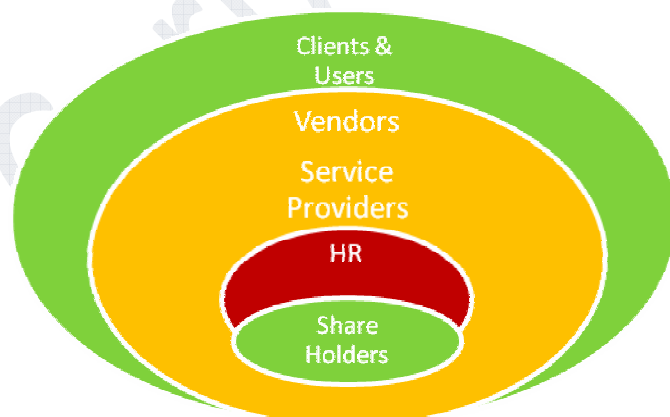
1.12 Quality and integrity

These two attributes, to the extent these are authentic and acceptable to the public perception should be exhibited in a planned and structured manner. Adherence to standards, principals and discipline of quality assurance certification should be followed.

Advantage to stakeholders

1.13 Stakeholders at all levels

Corporate entities owe responsibilities to stakeholders at all levels. The entity primarily orient all it's endeavors for reaching tangible and intangible benefits to it's stakeholders. The said responsibility matrix can be better ordered and well communicated when proper identification and appraisal of stakeholders get documented. For an infrastructure company the stakeholder's universe is very well spread, perhaps the spread is so far fetched that establishing direct communication would not be feasible. Thus, it is necessary to plot the obvious and potential stakeholders of Jain Group and the advantages they may enjoy.



1.14 Jain Group's commitment

Commitment to stakeholders is the driving force for setting out the corporate goal. The core commitments that need to be communicated are;

Return on investment

Asset appreciation

Pride of association

Organizational culture

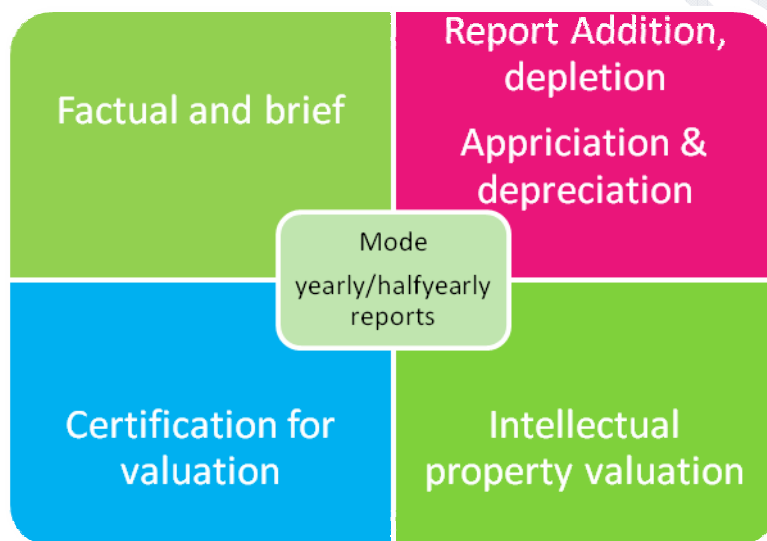
Growth prospects

Corporate citizenship

Eco-entrepreneurship

1.15 Asset appreciation

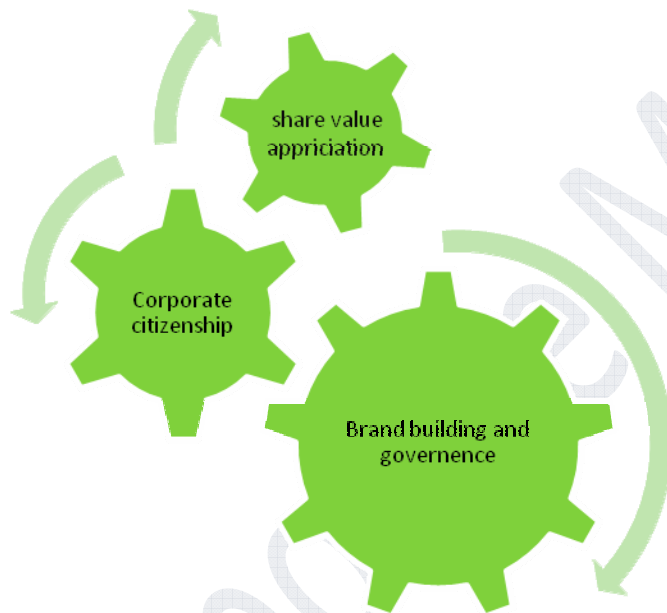
Tangible and intangible assets of a corporate entity are main coordinates for determining net worth of the company at a given time. Appreciation of assets needs to be communicated to stakeholders at regular intervals for retaining their continued interest in Jain Group. Basic principal of these communications are;



For stock market listed entities of Jain Group the asset appreciation may influence the market sentiment. This needs to be monitored carefully.

9.16 Sense and pride of possession

When a corporate entity turns rationally eligible for this attributes, the entity's socio-economic commands get stronger. At one time it used to be believed that a combination of years of appreciable performance, product quality, brand equity, corporate citizenship etc. are necessary for such a socio-economic stand but the software revolution has proved that at least years of existence may not be an essential ingredient for earning sense of pride and possession. In Jain group the management effort should be to create an image of the company that should carry the eventual sense and pride of possession. Thus the organization would be expected to adhere to the following norms;



9.17 Real Value for money

This macro expression encompasses gross benefits to stakeholders out of the Jain Group in both tangible intangible terms. Direct gains, appreciation benefits and advantages vary depending upon the stake holding degree and relationship but the Jain Group motto would be to rally round for contributing to the value chain. Public Relations,

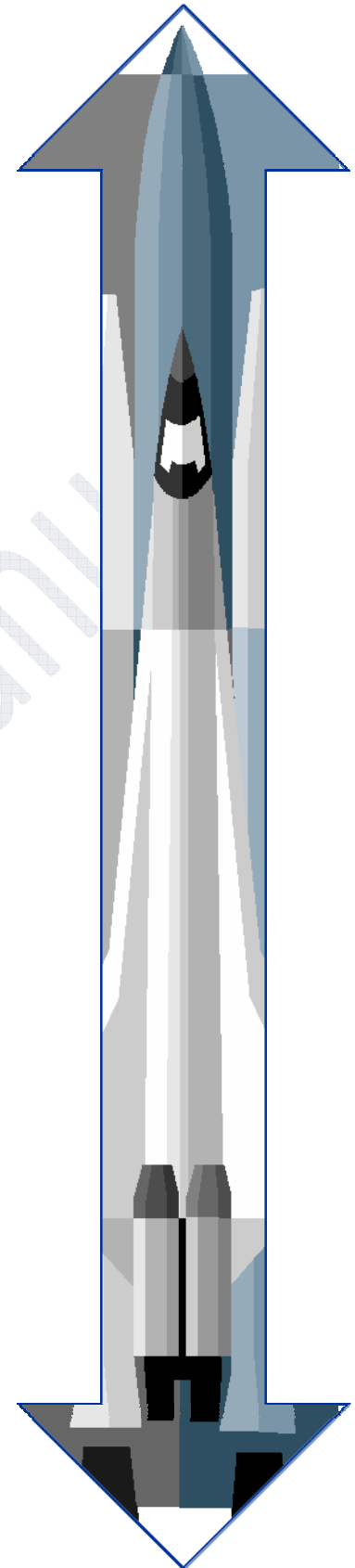


Image building, Intellectual properties, Campaigns etc. add value for money besides other tangible gains.

Corporate Logo



9.18 Symbolization Objective

Logo is a graphical symbol or icon. A typical logo is designed to register immediate recognition of an identity. The logo is one aspect of the brand of a company or economic entity, and the shapes, colors, fonts and images are usually designed in such a manner that it gets identified with the organization. In the recent years both images (icons) and the company name are used to emphasize the name instead of the supporting graphic portion, making it unique by its letters, color, and additional graphic elements. Sometimes a slogan/tagline/end line/strap line is included in the logo. If it forms a part of the logo it can be considered a brand slogan or a claim or direction pointer of the organization. Jain Group's logo as displayed as part of this paragraph is a conventional logo where the colours used, arrangements of blocks and the symbolic sapling primarily denote the core business segment and the objectives

1.19 Designing and Association with Corporate Identification

Colours used in the corporate logo of Jain Group are blue and Green. The blue is an universal color denoting corporate presence and it is commonly known as 'Corporate Blue'. The other colour is green to signify eco friendliness. Building blocks covering one side of the logo imply tacit focus on core competence and tender care of the environment identified by the sapling on the other side.



Corporate Visuals

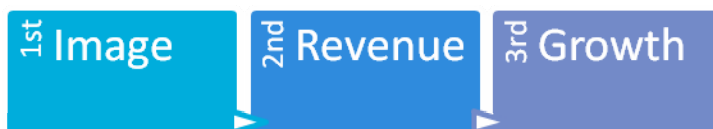
1.20 Uniformity in exposed visuals for retaining corporate identity

Corporate need to use visuals for all sorts of corporate communications, publicity, announcements and for identity. The visual are art forms that focus on the creation of works which are primarily visual in nature for instance drawing, Printed materials, Photography, Corporate films, Computer arts, Plastic Arts, architectural modules and in today's context all web based presentations like website, e-magazines etc. Thus, there has to be an uniformity in all visuals [In terms of colour combinations, usage of logo, corporate theme, corporate style of presentation, group's positioning, expression modalities etc.] for easy identification of Jain Group in the visuals used. Some of the cautions are;



1.21 Common corporate goal and identification

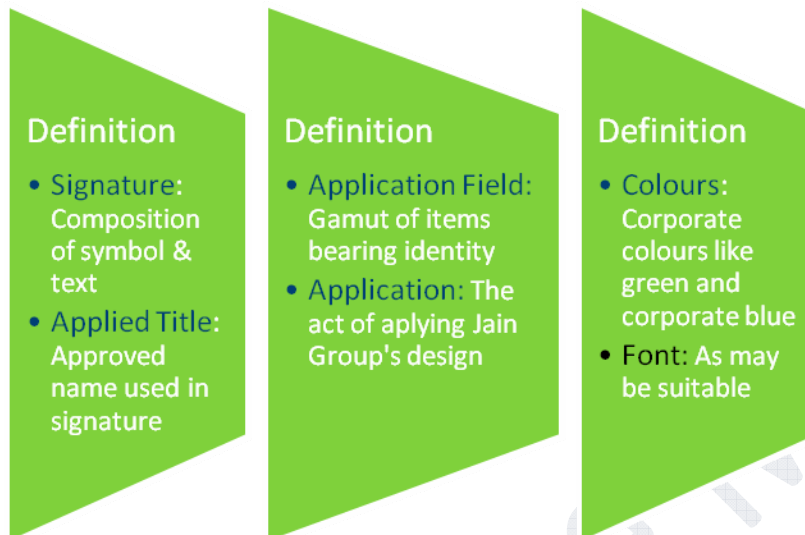
Corporate goal and visuals should strike a match for satisfying the common corporate goal. This goal has direct correlation to the stakeholder's gross benefit [Tangible and intangible] from Jain Group on a long term basis. Main three goals are;



Recommendation and Assistance

1.22 Definitions

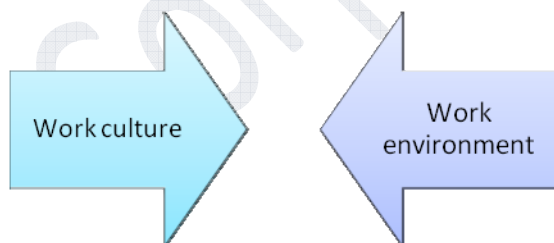
For easy reference of Jain Group and the coordinator for Corporate Manual some of the terminologies used in the manual are defined hereafter;



1.23 Alternative Options

Alternatives should be opted only when it is beneficial for the company without any derogatory impression on image of the company. Corporate colours, Logo, Corporate vision etc. do not have alternatives but the management/organization may consider such alternates necessary in future.

1.24 References and Bonding norms



Briefly the above stated factors are complimentary to each other. Corporate objectives should be for creation of such bonds.



Chapter 2

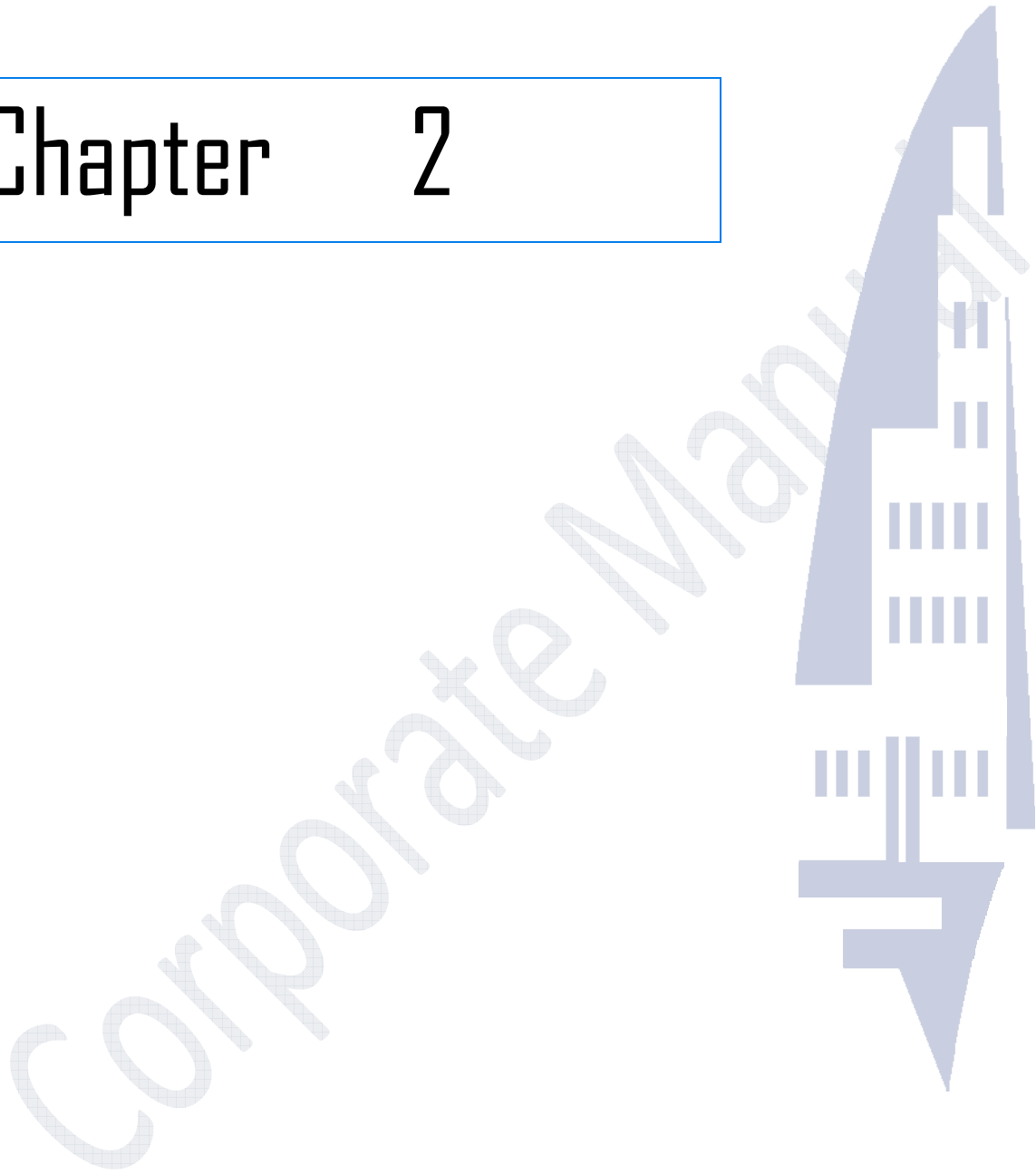


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Hoardings/Kiosks and other displays A general guideline	
Overseas associates/Collaborators [Nomenclature, dynamics of corporate identity, corporate signage, quality and integrity]	



Stationary

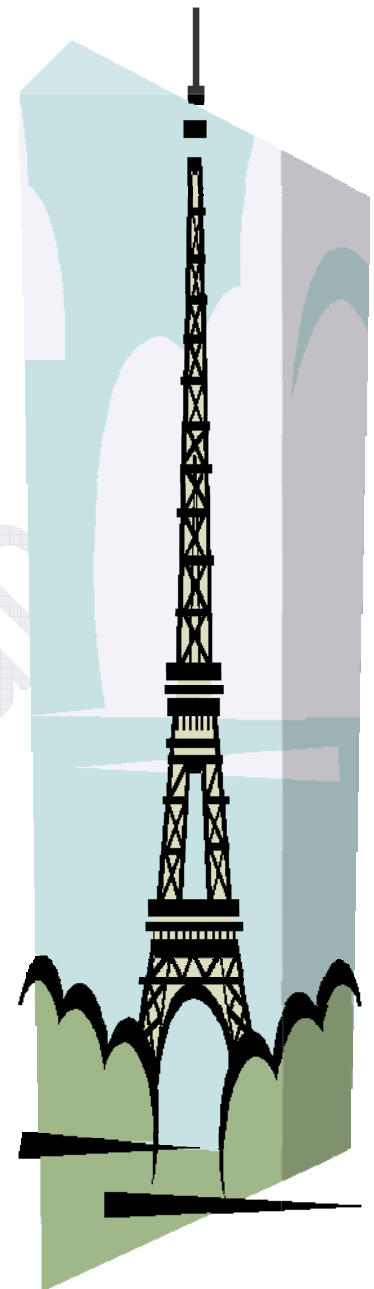
1.25 Significance of stationary

At one time it was believed that the stationary used by a corporate entity is not only acts as an emissary, it also exhibits the test and corporate culture of the country. But usage of stationary for corporate communication today has lost prominence of the bygone era, but it is still an essential tool for ethical documentation and for upholding the corporate decorum. Thus, management has drawn up the following structure for ensuring standardization of corporate communication.



1.26 Corporate policy for stationary

In all establishments of Jain Group uniformity in letterhead designing has already been put in place. Group companies use the same masthead with usual corporate colour combination (Blue and Green) and the group logo. The letterheads and continuation sheets are all in A4 size. Thicker GSM white papers are used for envelopes. Envelops used for corporate communication carry company logo on top right hand side. Corporate business card has also been standardized in terms design, usage of corporate colour, size and display of printed matter. All other stationeries presently being used have not been standardized as yet but if needed a policy decision will be taken by the management as and when need arises. The present stationary policy as outlined above will continue to be the company policy until the same gets revised.



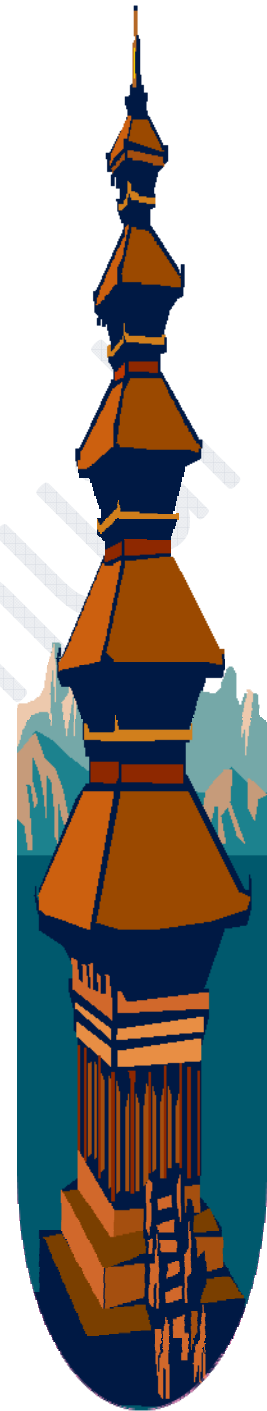
Digital Communication Modes

1.27 Computerised Communications

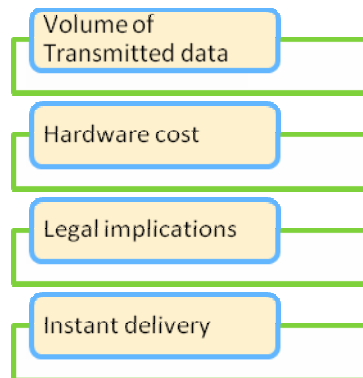
Electronic mode has no doubt initiated radical changes in the thought process for conceiving and manifesting a corporate policy of today. In the introductory phase of this manual management perception and significance attached to this mode of communication have been adequately clarified. At present the traditional modes of communications are not being extensively utilized, while the dependence is ever increasing.

Computerized electric telecommunications have created a global village in terms of the immediacy within which people across the world can share conversations, televised pictures, and interactive software on VDU's, maps, graphics, and circuits. The process of making decisions has also increased in speed due to the instant access to databanks of information held in huge mainframe computer memory banks. Due to the electronic technology, jobs, working locations and cultures are likely to change. The term 'telecommuting' is already being used for people who work from home, who are linked to the office by modem and computer terminal. Local and Wide Area Networks (LAN / WAN) messaging systems, fax, telex and view data communication modems used as a personal computer enable a manager, secretary etc to access world wide communication links without even having to move from their desk. Before the policy gets determine it is better to evaluate the relative advantages and disadvantages.

Advantages to this method are: -



Disadvantages to this method are:



Volume of transmitted data (The volume of information/data are increasing at such a fast rate that is turning out to be difficult to comprehend within a short span of time).

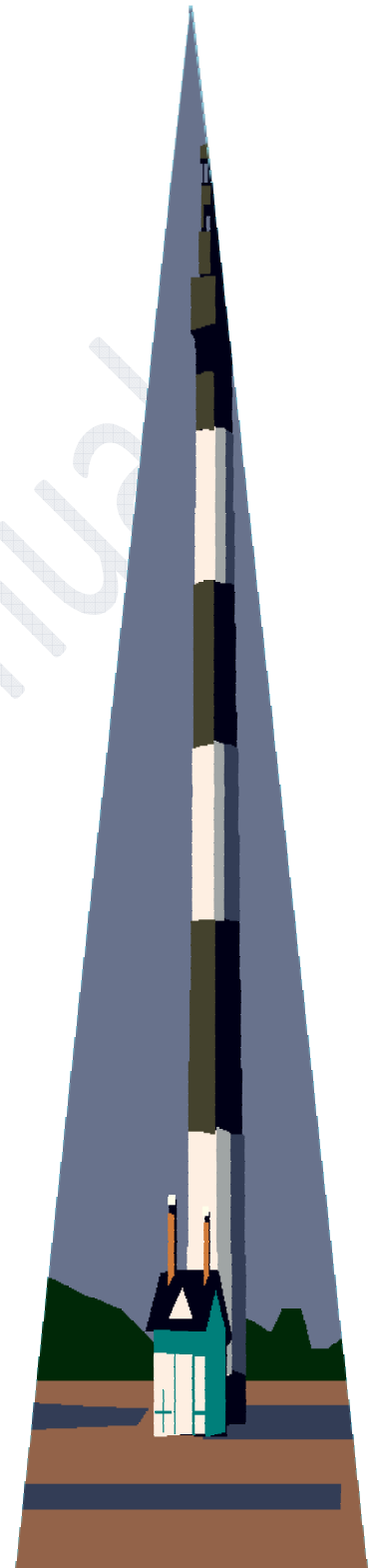
Costs (Enormous development and hardware investments made nationally and internationally)

Legal implications (Words printed on paper at source still have a legal currency that a faxed message does not).

Instant delivery (instantly dispatch of messages and receipt therein may cause uproar at recipient end when composed in anger).

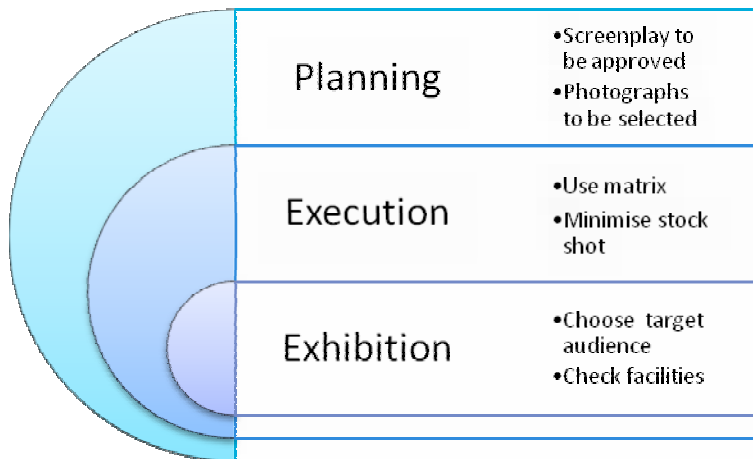
As a policy Jain Group would avail of all modern modes of communication. Intra communications will be largely free from restrictions whereas the inter communications will be a prerogative of selectives on the basis of job profile in organization. Internet surfing facility would be provided to all professional and support staff. This policy will continue but manament is free to use dscritionary power in this regard. In case of software usage, Pirated software should be avoided and purchase should be from the original source. Training, implemetation should be well documented and institutionised.

In keeping with legal provisions for Intellectual property rights and other software infringement law, IT department personnel would be directed to initiate appropriate caution for circumventing the possibilities of any such threat.



1.28 Corporate films

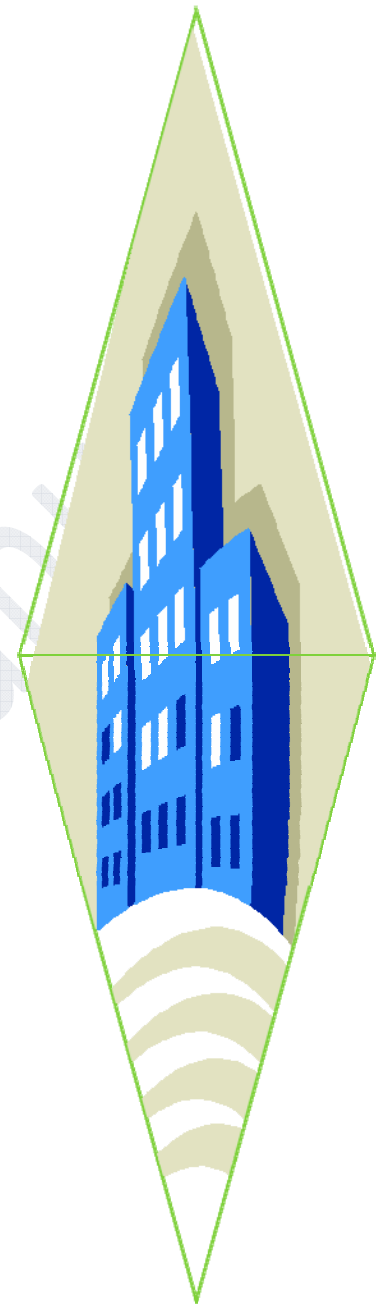
It may be necessary for the Group to produce a corporate film for making presentations. The film will obviously have to be made in line with the intended objectives. Following are the basic policy guidelines.



1.29 Audio-video presentations etc.

Group companies would need to make presentations on diverse subjects to various class of target audience. Subjects for presentation may vary but it is possible to structure and standardize the basic formats. Policy recommendations are as follows:

- ✚ All power point presentations should be on light blue background screen with Jain Group logo on the right hand side. Use of animation should be restrained.
- Flash presentation may be made as per the aforesaid norms.
- ✚ Filming of video presentation may follow the same norms for corporate films.



Trade fare Exhibitions, Road shows

1.30 Norms for participation

Participation in exhibition and road shows would be need based and resulted oriented with focus on objectives. International and domestic exhibitions turn out to be pertinent windows for showcasing the group's corporate image. Norms for participation and guiding principals that should be considered have been delineated hereafter.

1. Selection of the exhibition for participation is the first crucial decision the group or group companies must consciously arrive at based on;
 - Corporate goal
 - Cost – benefit analysis
 - Focused objectives
 - Visitors' profile
 - Location/safety/logistics
2. Space and positioning of the stall in right pavilion [when more than one pavilion] is critical. Getting placed in wrong position tantamount to non participation
3. Preparation for participating in the exhibition involves creation of a ready reckoner for things to carry, facilities offered and facilities to be arranged and a list of Dos and Don'ts.
4. Stall and event management efficacy and efficiency reflect corporate image of the company. Usage of corporate colours, stall-structure continuity, display and reception are key factors. Communicability in local language is very important.
5. Corporate gift distribution may be a practice with some corporate entities but in this case Jain Group will follow a restrictive approach. Corporate brochure or predetermined handouts should be distributed over the counter, a corporate gift, if any, should be restrictively circulated
6. Management of the stall is crucial. Appropriate manning, scheduling and sequencing of meetings in the stall, imparting of precise data-information and adherence to corporate image needs to be maintained.



Hoardings/Kiosks and other displays

1.31 General guideline

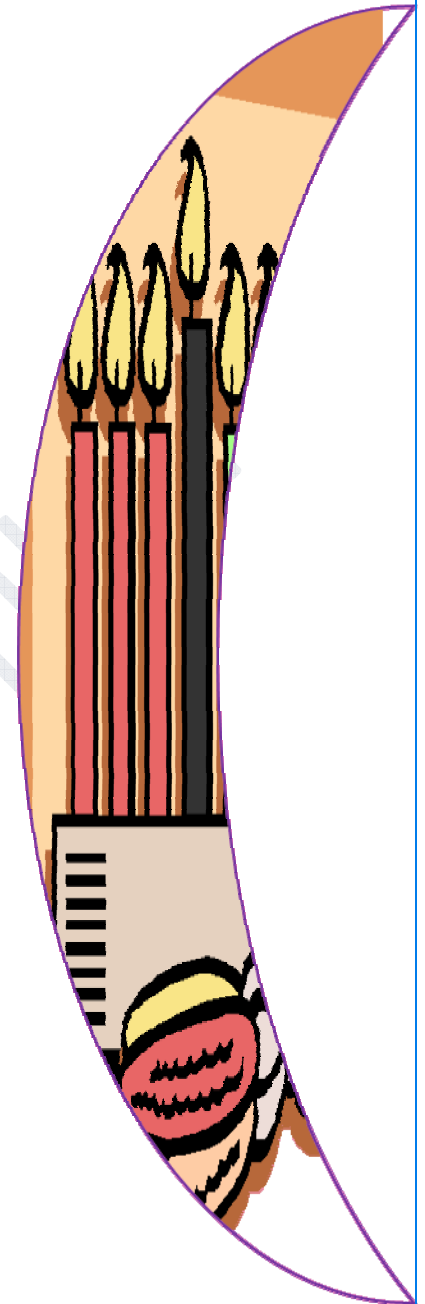
Hoardings and kiosks are long lasting display mode for any corporate to generate awareness or for using this route for product promotion or announcement. But Jain Group should take a careful measure before using this dominant media. Location should be prominent, corporate colour must be used, logo should be properly reproduced but most important is the caption or the punch line to be used. This should match with image and culture of the company irrespective of language used. Hoardings, festoons, and displays to be used for an exhibition or trade fair stalls should always be properly mounted before use with a predetermined specification for different purpose. Jain Group management should keep predetermined templates ready for all occasions so that the hoarding, display, banner, festoon, templates etc. can be made with greater consistency.

Overseas associates/Collaborators

1.32 Nomenclature

An Organization's title is key to its identity. The words used help to define and position the institution. The selection of a title is one of the most important decisions.

Other important determinant for ranking the status of a corporate entity is its globalization agenda, extent and type of implementation carried out. Corporate associations and collaborations are on a dynamic platform, hence, status keeps changing. New collaborations keep getting added while some the associations get discontinued. As of date the Jain Group is having collaborations with MIDAS IT of South Korea, gmp International GmbH of Germany but proposals are pending for strategic alliances or project specific arrangements with number of other companies.



1.33 dynamics of corporate identity

It is a management technique for convincingly communicating an organization's characteristics explicitly. The target audience must perceive an organization clearly and accurately if management objectives are to be achieved. Every organization has a corporate identity, formal or informal. Objective should be to manage its corporate identity in the most effective and purposeful manner.

The management is supposed to ensure that all corporate communications reflect the organization and its goals in a consistent and positive manner. An identity program is not a "quick fix" to a problem of corporate communications; neither is it a cosmetic change programme that can represent something the organization is not. It is essential to evaluate the past and the present positioning besides the desired goal. It involves long-range planning and represents an integral part of corporate strategy. Corporate identity program of Jain Group is essentially to project everything the group does, everything it owns, every service it provides and it should project a clear idea of what the organizational goals are.

1.34 Corporate signage, quality and integrity

Corporate signage is effectively correlated to quality and integrity besides. Character of the corporate campaign should originate from quality of performance and integrity. These aspects are very important for an infrastructure building company. Quality and integrity aspects have been dealt with in earlier chapters quite in detail. Signage is a concrete example of how corporate thoughts and policies to target audience of the company can be enhanced through communications systems and design standards. For Jain Group this aspects would be more important in these formative years of the organization.

