

imagequity+

*Build it. Protect it.*TM

AVIS

chiefdreamer

also plays Chief Executive Officer and Chief
Reputation Officer **imagequity+**TM



Have Integrity Of Purpose. And All Else Will Follow.

A passion to excel, a firm belief in the science of Reputation Management and integrity of purpose traits of a man who has embarked on a journey to create the Indian Consulting Firm for the world. AVIS is **imagequity+**TM's Co-Founder. In 1996, in the bedroom of an apartment in Chennai, he visualized the creation of a global Firm. And dreamt of **imagequity+**TM being the "World's No.1 Reputation Management Firm". As Asia's first Reputation Management Firm and the world's only **TrM**[®] (Total Reputation Management) Firm, **imagequity+**TM and AVIS have exhorted people and organizations to wake up and realize the value of their reputation. An evangelist of the art and science of Reputation Management, in March 2006, *The Week* magazine (among India's top three news weeklies), rated AVIS as one of the Top 10 Motivational Speakers in India.

AVIS has been gifted with the rare ability of showing up; at the right place and at the right time. He is passionate about Reputation Management. In an industry where Reputations are made and broken in a moment, AVIS and his small team of *mintmakers* who share his dream has done well. The Firm today boasts of several successful stories of building and protecting the Reputations of Indian and International clients.

With the combined experience of having been in journalism, building corporate brands and of managing Reputation, AVIS helps clients develop, manage and implement a practical Brand Reputation Strategy. His clear insight into the drawbacks, weaknesses, and inefficiencies of conventional advertising and PR give him a rare ability to think creatively and solve the most complex branding issues.

A brand evangelizer for several years now, AVIS has traversed a long way from being a journalist to championing Reputation Management. Apart from working with premium publications across India such as *The Indian Express*, *India Today*, *Businessworld* and *Business Today*, and with meaningful stints with Indian and Asian corporate houses, AVIS was instrumental in working with the first crack team that introduced cellular telephony into India. He also headed a project that explored the possibility of launching a Direct-To-Home television service across Asia. From pre-launch research to brand conceptualization to communication strategy to raising funds to roping in technology, AVIS and his team put together the entire project in a record eight-month timeframe - although the project itself got bogged down in regulatory broadcast issues.

AVIS is a regular speaker on Reputation Management, a great motivator and has been a regular columnist for *Hindustan Times* and *The New Indian Express* India's premier dailies.

AVIS and **imagequity+**TM - they both really are inseparable - have gained cadres of admirers and critics, both at the same time. They have moved along well, transforming dreams and vision into reality using simple, practical approaches. AVIS is a true non-conformist at the core of his existence. He has broken all barriers of traditional business thinking. He continues to fight all odds, prove the critics wrong and has successfully championed the cause of Reputation Management in India. As long as there is integrity of purpose, AVIS believes, all else will follow...



AVIS_ *chiefdreamer*