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AERO 2009/SAI/OLM/01

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## INTERNATIONAL SEMINAR - AERO INDIA 2009

### INVITATION TO AVAIL OF EXTENSIVE ON-LINE FACILITIES TO REACH OUT TO MEDIA, ANALYSTS, POTENTIAL BUSINESS PARTNERS AND OTHERS

The Department of Defence Production, Ministry of Defence, Government of India is hosting the Seventh Biennial Aerospace Exposition – Aero India 2009 – at the Yelahanka Air Force Base, Bangalore from the 11<sup>th</sup> to 15<sup>th</sup> Feb 2009. **As a prelude to this event, the Defence Research and Development Organisation is conducting an International Seminar in association with the Aeronautical Society of India from 9<sup>th</sup> to 11<sup>th</sup> Feb 2009.**

- For the first time in the history of the Aero India events, the facility of extensive on-line promotions and media interactions is being introduced. The objectives:
  - to help you disseminate your corporate and product information and messages more widely
  - to enable you to interact with media persons more effectively and at a low cost
  - to massively extend your reach geographically – your content will be available for many times more people to see from anywhere and anytime compared to your off line promotions
  - to extend your reach in time – the content will remain available for an extended period of three months (before, during and after Aero India 2009).
- The facilities include the On-Line Media Room, Virtual Showroom and the Aerospace & Defence Directory, being created by our official on-line partners for the event, The Information Company Private Limited (see: [www.domain-b.com](http://www.domain-b.com) and [www.prdomain.com](http://www.prdomain.com)).
- We are sure these on-line facilities will be of great benefit to you. The brochure and rate card for these facilities are enclosed with this letter along with an invitation from our media partner.
- Looking forward to your participation in these initiatives.

**Gp Capt (Retd) SV Ashok**  
Secretary  
International Seminar

**K TAMILMANI**  
Chief Executive, CEMILAC  
Chairman,  
Seminar Org Committee

**CU HARI**  
Director, Directorate of  
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**KANCHAN BISWAS**  
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