



**PRIMEMOVE**  
LIFE E-LIGHTENED

# PRIMEMOVE NEWSLETTER

Vol-I, Issue-2

Kochi, January 2011



**Elatrip- It's a small world**



**WizWheels- Car Service Centre**



**GoGreen- Green is a philosophy**

MD's message



**Dear Investors,**

PrimeMove Newsletter greets you with hope, belief and perseverance. During the last quarter we leaped ahead. Our employee strength is nearing a century mark (Ninety Seven, as of today). Our car service project, WizWheels, has taken off. New version of Elatrip is uploaded. MediSmart, our Hospital Management Solution, did bag two significant orders from two major hospitals in Kerala.

However, we must be relentless. A long way to go before we sleep!! My pillars of sustenance are none else than PrimeMove's investors and employees. Thank you for the wholehearted support and cooperation! We are fortunate to have all of you!!

Coming months are crucial for us. Less than ninety days to complete this financial year. All profit centers are working non stop to reach targets. Travel and Software head the team along with one more GoGreen Project at Theni.

Keeping our fingers crossed for all good news in the coming session,

Together in service of PrimeMove,

**Jose K George**

Chairman & Managing Director

## WizWheels

Our multi car service division is taking off well. Though no formal inauguration was held till date, we started accepting vehicles for servicing. The marketing and branding exercises for WizWheels will commence soon. Still we are getting an average of 6-8 vehicles per day. This could increase to 20-25 by properly incorporating marketing.

WizWheels is equipped with most modern equipments for car servicing. Our Wheel Alignment and balancing unit is also an attraction to the clients. A dedicated workforce is essential for the success of any service business. A team is being built, with a view to accept any category of cars for servicing.

Biji Devraj  
Executive Director



## Software/ IT Product Marketing

**MediSmart**  
A complete software solution for the efficient and effective management of the business workflow in a hospital.

Two years of effort and waiting finally started fetching results. We have received orders for MediSmart – the Hospital Management System-

from two of the major hospitals in Kerala viz., PK Das memorial hospital, Ottappalam, and Sacred Heart hospital, Kottayam.

This is apart from the smaller hospital orders being received. Software development is gearing up to meet the delivery schedule and commitments.

Upsurge of new hospital in India, especially in large and medium segments, and need of NAHB accreditation etc. will increase the demand of Hospital Management Systems. PrimeMove should also gear up to meet the requirements through systematic development plan, progressive

product management plan and implementation of modern and top of the class technologies.

The case with WizBiz, the lead management solution, is different. Lead management solution is completely a virgin area in India. Most companies are just starting to follow a systematic and scientific marketing and lead management strategies. WizBiz is being received a very warm response from the market. We have great expectations from the Chennai and Mumbai markets.

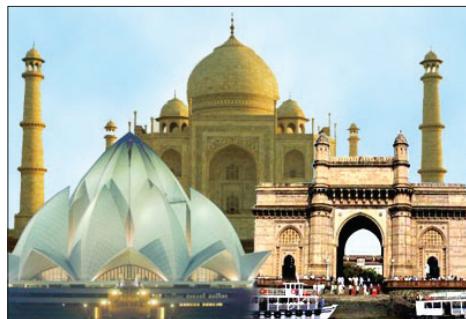
Devraj C Sathyadevan  
VP- Marketing

*"Successful and unsuccessful people do not vary greatly in their abilities. They vary in their desires to reach their potential."*  
- John Maxwell

## Elatrip

Elatrip is all set to script a new, successful chapter in the field of travel services with its unique services and meticulously arranged tour packages. With a noble view to promote international tourism at a reasonable price, Elatrip is on the process of establishing Agency network programme in Kerala's remote locations. Besides, Elatrip has successfully obtained DIC registration to function as a travel operator.

This proved to be a welcome move by agents in the rural locations where majority of people like to travel but can't afford the top brand names.



Already 60 sub-agents have joined Elatrip and the number is expected to cross the 100 mark by the end of March.

Likewise, Elatrip's participation in the recently conducted TTF (Travel & Tourism Fair) Chennai & Bangalore has reaped astonishing results. Many prominent travel agencies & online travel portals have approached elatrip and expressed intention to cooperate in the Kerala tour scenario for mutual benefit. Discussions regarding these mutually joined business initiatives are in progress and the company is striving to achieve the best results. In view of this recent development, we are going to have our own fleet of more cars and houseboats to cater the demands from these agents.

No doubt, the primary reasons behind the success of elatrip are its customer-oriented approach and the intelligent application of up-to-date technology.

Jayanth Balakrishnan  
GM- Travel Operations

## Plans for Low Season

Elatrip will be gearing up by meeting agents in north for coming low season. Western India team will be looking for contracting fixed departure agents in Gujarat. Elatrip is expecting to tie up with agents like Mother India Travel, Beach tourism in Ahmedabad and Ranjan travel in Mehsana.

The western India market is now geared up for DSF – 2011. As Air Arabia and Emirates floated direct b2c rates commissionable to travel agents, it has added the spice in competition. We will be sending mailers for same with exclusive hotel packages. With all effort, we will try to attract maximum agents with competitive Kerala, Dubai and Thailand Packages.

Elatrip will be represented in major exhibitions SATTE and TTF Mumbai to be in touch with agents and to get upgraded knowledge of competitors activity. North India agents specially in Amritsar, Jalandhar, Ludhiana, Chandigarh and New Delhi will be visited soon.

Hemant More  
Head- Sales & Marketing (India)

## PrimeMove IT in the past quarter

The main focus of the Linux (PHP/MySQL) team was on completing the Elatrip portal. Streamlined the navigational aspects and flight booking pages completed. Administrative console - for managing the data and the look and feel of the site - also progresses at a good pace. More than 30 tour package itineraries have been compiled and uploaded to the portal.

WRS, the internal work scheduling and reporting system has been modified to bring in additional facilities, like meetings (scheduling, invitation to participants, minutes of meeting entry), work analysis (time spent on different projects), on duty / compensatory off entry and approval etc.

On the Microsoft .Net platform, final touches and customisation to Medismart Pro (browser

based solution) modules are being done, as preparation for installing the same at SH medical centre, Kottayam. Ongoing projects of Medismart Plus like Punarnava, Edappally and Co-operative Hospital Cherppulassery are reaching the stage of successful completion. Implementation of Medismart Plus has been started at the Santhula Hospital, Koothattukulam.

WizBiz, the lead management solution is undergoing a major facelift, making it more user-friendly with more novel features being added. Business flow is finalised and interface design is progressing.

Besides, a customised Inventory software with services billing and monitoring is being developed and provided to M/s Infiniti, a Chennai based IT/Hardware solutions provider.

To streamline the software delivery process and to remove bottlenecks in the process of project sign-off, Mr. Joju Oommen has been assigned as the Product Delivery Manager and has started working closely associated with the marketing team.

Raghunathan N  
VP- Information Technology

## Product Development

Elatrip product development team has put maximum effort in developing packages as - The most desired and the most sellable ones, Packages that are unique in nature with the 'Essence of Nature'. Our theme based packages are thoughtfully done extracting the maximum out of Kerala with Tamilnadu and Karnataka destinations. Our Boat race, Elephant and Festival packages is specifically designed to provide a real feast in experiencing Kerala at its best. In outbound, we have a range of Europe packages which come awesomely affordable. Our total number of packages to date counts 127 comprising of 23 Outbound packages (10 Europe), 17 Goa hotel based packages and 8 North India packages.

Product development team will be working towards streamlining existing packages with slashing rates at each viable moment. Signature areas will be focused and given priority in publicity.

Renjith Jacob  
GM- Product Development

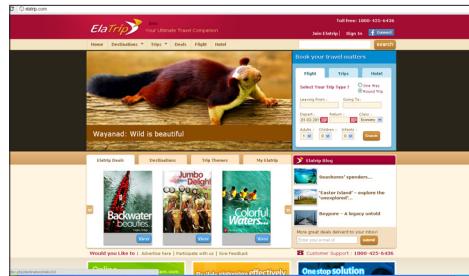
**Customer Care**  
is not an after Sale affair

**WIZBIZ**  
Lead Management Solution

"The secret of success is to do the common things uncommonly well." - John D. Rockefeller

# Media and Entertainment-Design Department

## Elatrip.com: Media division's priced possession



We were concentrating on the final phase of design and development of elatrip.com's commercial version. It included creating new database architecture with anchor cities / spots / trips/ gallery and designing of pages accordingly. All spots were integrated with google map.

Photographically, Kerala was covered exhausting 500 unique spots of travel. The 111 hotels who are suppliers of elatrip.com were also visited

for visual coverage. On the whole we have 9 photographers who travelled throughout the state and collected around 50,000 visuals. The flight and hotel search options are live and the site is now commercially activated. At present we have akbartravelsonline.com partnering on the flight booking. We will be tying up with more suppliers according to the development plan in 6 months.

Elatrip's operations team is being supported by media to present itself in Kerala Travel Mart with an exhaustive travel catalog and stall set up kit. Pull-outs, visiting cards and all identity cards were provided.

Elatrip's Europe sales started off with a colourful e-mailer and hundred page glossy brochure from media which was widely appreciated. It tied a group of agents who would encourage our activities in future.

Dr. Asha Achy Joseph  
VP- Media & Entertainment

## Marconi Malayalam.com

The fully active commercial face of Marconi Malayalam online radio was developed during this period. Its online testing is going on with widespread campaign. Marconi Malayalam has initiated a fan following system called *click and win*, with each registered member requesting friends to sign up and gather credit points for each new registration he or she has brought in.

This unique web radio has 24x7 music from all categories, like M-club- the social networking platform to share thoughts, facility to download songs, latest film news, hilarious jokes of different categories, 'Musical greeting cards' to loved ones at any occasions and facility to embed players in systems so any one can use it in personal sites or blogs.



**Other major activity** includes software interface design of lead management system 'wizbiz'. Our designer, along with the developer, has finalised the GUI (graphical user interface) of second phase after considerable research and deliberations.

We have worked along with IT department on interface design of an inventory management solution for Chennai based InfinitiT.

Completed tasks during this period are stationary for Wiz wheels, Brochure for Pentavision's program Cine Xtra, Logos for Pentavision and Redone media lab, Web sites of Makeup man, The Metro, Me and you, Jose K George, GoGreen (member login area), Penta vision, Global Pro- edu mentor (home page), Corporate Manual of Global Pro- edu mentor logo, posters for the movie Race and E mailers of elatrip, Marconi, wizbiz etc.

Manju Justin  
Manager-Business Development

## Content Department

The content division has supported and supplemented all work mentioned above by the design division of media wing. The content people, as they are known have a lot to their credit.

All related tasks of elatrip.com including destination content, editing & reviewing of pages in terms of its aesthetic value, New tour packages-Itineraries, Short-listing photos for destinations (Kerala), Drafting descriptions for each photos and uploading photo and content to Elatrip-beta, Brochures and leaflets including content for Kerala Travel Mart brochure, Elatrip Blogs - Publishing 3 blog posts in Elatrip-blog-site and drafting promotional contents for Elatrip – business letters, email campaigns.

We have constituted [www.photos.elatrip.com](http://www.photos.elatrip.com), a photography site within elatrip with photos and descriptions.

# Research & Development

## Business Analysis and Development

Business plan for elatrip.com was prepared by our R&D team. The team specifically worked targeting Europe sales of elatrip by collecting emails of Travel Agents in France, Spain & Germany.

We are now proficient in social networking, SEO, tour package comparison, and locating destinations in google map with identifying latitude & longitude. Business coordination of Marconi Malayalam, proposals for Media Projects, creating documents on advt. tariff of Marconi and Elatrip, International, national and regional calendar making for elatrip.com, and various database collection and follow up have been continued with expertise and clarity.

# Media Marketing Department

PrimeMove, our Media Marketing department offers a set of online marketing solutions that integrate advanced technology, marketing adeptness and quality.

Our mission is to work with allegiance and commitment to ascertain a sturdy bond with our regulars by using new media platforms like online advertising as well as product placements through visual media.

We aspire to be the most favored collaborator in media marketing solutions with lashing productivity in terms of quality and services.

With our own online radio, Marconi Malayalam-a wire of live music and fun, and Elatrip- your ultimate travel companion, MMD is all set to trek towards greater heights.

Shabna Ibrahim  
Manager- Marketing & Promotions

Content for pages designed during these times of Marconi Malayalam, Penta Vision, and Movies-Race, Make up man, T.D.Dasan Std VI B, Metro and Elsaamma Enna Aankutty, Corporate identity material for PrimeMove's AGM, Newsletter and HR Manual, News compilation for PrimeMove and GoGreen, communicative content for Penta Associates and Wiz Wheels. Text for seasonal greetings also.

Binoy R  
Manager-Creative Process

"Always bear in mind that your own resolution to success is more important than any other one thing." - Abraham Lincoln

## Europe sales of Elatrip

Elatrip- PrimeMove's flagship product, is now on air. There is still a long way to go and thanks to the entire team-the dream has become a reality. I am leaving for Europe on this 24th January 2011 for 2 months with a view to promote elatrip along with Kerala, the God's own country.

The aim of this trip is to introduce elatrip to Travel agents/tour operators and try to get them as GSA for all our Kerala/India products. During my trip I shall be visiting Italy (Rome and Milan) from 24th January 2011 till 8th February 2011; the

Italians in fact are known to visit Kerala during the monsoon season from July onward; After Italy, I shall be moving west and reach Lyon; in France; Later I will be continuing further west to Bordeaux and then after full North to reach the French Capital Paris. I will be actually in France from 9th February till 7th March 2011. The French tourists are the most important ones when it comes to foreign customers arrival in India and in Kerala. I will be finishing my first European trip by Germany where I shall be touring from 8th March 2011 till 22th March. Berlin and Hamburg will be my target cities.

Overall, it will be around 120 meetings (almost all planned) and 3 Travel Trade Fairs (Mahana Lyon 4-6 February 11, ITB Berlin 9-12 March 11, Mondial du tourism Paris 17-20 March 11) that I will be attending once again with the only aim of getting elatrip known by the maximum of FTA's and FTO's. Let me conclude this note by wishing you all A very Happy New Year 2011 and Best of Luck to our Flagship Product: Elatrip.Com

Charles-Aurelien DIE  
Head- Sales & Marketing (Overseas)

## GoGreen: Integrated farming division

GoGreen, PrimeMove's prestigious flagship project has been growing in the desired direction with optimum results! It is a very refreshing observation that all who have visited the project in Theni admire the concept and salute the green vision behind our efforts. From a future perspective, it is really heartening that all our clients and wannabes are part of PrimeMove's endeavors in providing food for the community, and society at large.

The existing farm land of 120 acres has been developed according to our plans and planting has been completed. All plants are hybrid varieties. We have taken care to amass the same from original sources-Coconut plants from government farms of coconut development board, Alphonso variety of mango plants from Maharashtra and gooseberry plants from Coimbatore. Our water resources have been kind to us so far and hope the farms could sustain on the same till the next rains. As the next step, PrimeMove has found new stretch of cultivable land adjacent to our present farms. 140 acres are ready to be processed according to our plans. GoGreen wishes to complete the selling in coming months.

Benny Paul  
General Manager- Plantation



## HR HIGHLIGHTS

- Conducted a magnificent Christmas celebration
- Procedure of Employee Appraisal is completed
- Conducted "MEET THE MD" Programme
- Ensured proper reporting System of daily report, leaves, C-offs, on duty etc.
- Employee's are now benefiting twelve days casual leave, six days medical leave, Group insurance, and Mediclaim.
- The leaves and HR calendar year changed from January to December of every year.