

Welcome To



One Team - One Dream

1. **MarC 25 Program Schedule**
2. **Dress Code**
3. **Aamby Valley Location details**



Marketing Conference Program schedule

Program schedule – Date 16 Dec 2024 (FN Sessions)

SESSION No.	PROGRAM	SPEAKER	DURATION (Mins)	TIME (Hours)
0	Registration by Participants	-	30	08:30 - 09:00
1	Inaugural Session	-	60	09:00 - 10:00
a	BEL theme song, invocation & lamp lighting	-	15	09:00 - 09:15
b	Welcome address	DM	05	09:15 – 09:20
c	Inaugural address	CMD	05	09:20 – 09:25
V	Video display (BEL branding)		05	09:25 – 09:30
d	Key note address	Chief guest	30	09:30 - 10:00
P	Group photos	-	30	10:00 - 10:30
B	High Tea	-	30	10:30 - 11:00
V	Product promotion videos	-	10	11:00 - 11:10
2	External expert session	Mr. Rajesh Srivastava	90	11:10 - 12:40
V	Product promotion videos	-	10	12:40 – 12:50
B	Lunch	-	40	12:50 - 13:30

V: Video, P: Photography, B: Break

Program schedule – Date 16 Dec 2024 (AN Sessions)

SESSION No.	PROGRAM	SPEAKER	DURATION (Mins)	TIME (Hours)
V	Product promotion videos		10	13:30 – 13:40
3	Leadership talk	CMD	20	13:40 - 14:00
4	Thoughts of Director (Marketing)	D (M)	40	14:00 - 14:40
5	Panel discussion on “Navigating the Radar business segment”	Panel	30	14:40 - 15:10
6	Presentation on “Customer perception of Product support of BEL”	GM (PS/CO)	20	15:25– 15:45
P	Photography	-	45	15:50 – 16:20
B	Tea Break	-	15	16:20 – 16:35
7	Team presentation on “Structured approach to create Market Intelligence in BEL”	Team	30	16:35– 17:05
V	Product promotion videos	-	10	17:20 – 17:30
8	Chat with CMD & Directors	-	30	17:30 – 18:00
End of Day 1 session				
B	Games & Talent show	-	45	19:15 - 20:00
B	Musical Program & Dinner	-	120	20:00 - 22:00

V: Video, P: Photography, B: Break

Program schedule – Date 17 Dec 2024 (FN Sessions)

SESSION No.	PROGRAM	SPEAKER	DURATION (Mins)	TIME (Hours)
1	Team presentation on “Methodology to undertake effective business development activities in BEL”	Team	30	08:30-09:00
2	External Expert session	Mr. Manoj Chugh	90	09:15-10:45
P	Group Photo		15	10:45-11:00
B	Tea Break		15	11:00-11:15
V	Product promotion videos		10	11:15-11:20
3	Debate on “BEL is adequately geared up to achieve growth in export business”	Team	30	11:20-11:50
V	Product promotion videos		10	12:00-12:10
4	Concluding Session			
a	Recognition of winners / key contributors		10	12:10-12:20
b	Feedback by CMD/Directors /participants		15	12:20-12:35
c	Vote of thanks / acknowledgements		10	12:35-12:45
End of Conference				
B	Lunch followed by departure		12:45 onwards	

V: Video, P: Photography, B: Break

Dress Code for MarC 25

Day	Date/Time	Event/Program	Dress Code
Day 0	15.12.2024 / Evening	Outbound Activities	Causal and comfortable clothing: Preferably - ✓ T-Shirt (Black/Navy Blue) ✓ Dark Pant/J Jeans
Day 1	16.12.2024 / 5.30 AM	Morning Walk (Optional Activity)	Comfortable attire
	16.12.2024 / Day time	Conference Session	Business Suit ✓ Ladies : Business Suit/Formal Dress/Sari with Blazer ✓ Gentlemen: Business Suit and Tie
	16.12.2024 / Evening	Talent show and Gala Dinner	Formal/Semi formal attire
Day 2	17.12.2024 / 5.30 AM	Morning Walk (Optional Activity)	Comfortable attire
	17.12.2024 / Day time	Conference Session	MarC 25 Attire ✓ Kurta and Nehru Jacket (will be given to the participants at the venue) ✓ Blue Jeans (to be brought by the participants.)

Note: As temperature are expected to be low. It is recommended that participants may bring sufficient winter wear to stay warm and comfortable during the stay.



AAMBY VALLEY CITY

created for the love of life



INDEX

A	Aamby Airport	O	Kali Mata Temple
B	Twin Gate	P	Sail Bridge
C	Hospital	Q	Namak Restaurant
D	Bharat Mata Statue	R	The Lagoon
E	Mini Club	S	Cabanas
F	Timber Reception	T	Banaras Ghat
G	Woodpecker Restaurant	U	Royal Suites
H	Fountain De Aamby	V	Town Plaza
I	Horse Stable	W	Water Sports &
J	Supreme Cottages	X	Lakefront Café
K	Auditorium	Y	Golf Course
L	Supreme Fountain	Z	19° North Adventure
M	Summit		
N	Aussie Chalets		

1 Sunrise Point at Fortune Fountain

1 Sunset Point at Town Plaza



GOLF COURSE

Tee off in style surveying the 18 hole floodlit PGA approved championship Golf Course on a buggy or take putting lessons at the Golf Academy. After a hard workout for your arms, unwind over a few drinks at the English pub - The Legend.



GIANT SWINGS

The rush, the exhilaration, the goosebumps, a swing evokes so many memories. As kids, we learnt to overcome the fear of being swung to highs and dropping down low. The 16 feet high Giant Swings at Aamby Valley are a reminder to us to not lose the child in each one of us.



LAGOON BEACH

Let your hair down at The Lagoon Beach. Become a kid again as you endlessly soak yourself to crashing waves or simply put your feet up and relax on a beach chair sipping some of the finest cocktails we have on offer.



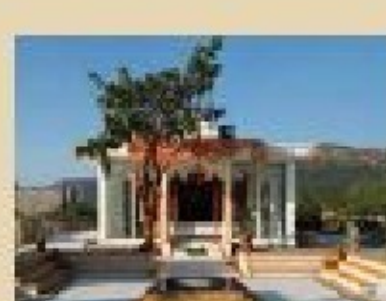
BANARAS GHAT

Take a stroll across the blissful Banaras Ghat. Spend a moment with self or reaffirm your wedding vows with your beloved. The calming sight of the ghat will surely embrace you in its warmth and leave you feeling positive.



KALIMATA TEMPLE

Seek the divine blessings of Kali Mata. The destroyer of evil forces, she is the most powerful manifestation of Shakti and one of the kindest deities. Express your gratitude to the holy mother or ask for a boon.



LAGOON LOUNGE

Pep-up your spirits and celebrate the good life amidst the warm & bright setting, enjoy the light & frothy moments, relish the appetising medley of rich culinary offerings or get your groove on at the stylishly radical dance floor.



KORAIGARH FORT

Shivaji Maharaj incorporated the imposing Koraigarh Fort under his rule in 1657. It now lies as a silent sentinel and part of our historical legacy with a temple dedicated to the then reigning deity of this place, Koral Devi. As you reach the peak, enjoy an awe-inspiring view of the Sahyadri Hills amidst the divine presence of Koral Devi.



NAMAK

The Indian Specialty Restaurant The spectacular waterfront restaurant would treat you to a delectable array of authentic culinary splendours from the unrivalled repertoire of Awadhi and Hyderabadi cuisine.



MABRUK (COMING SOON...)

The Mediterranean Restaurant Revel in our choicest of flavoured Hookahs along with authentic Mediterranean delicacies. Explore a melange of exciting Lebanese, Turkish, Moroccan and Greek cuisines that are prepared to perfection.



WOODPECKER

World Cuisine Restaurant Experience the culture from around the world. This uniquely designed restaurant overlooks a shimmering water body and features contemporary furnishings. Here, a diverse multi-cuisine menu and stylish décor encourages a lively conversation and a memorable dining experience.



FOUNTAIN DE AAMBY

The thrilling closing to an eventful day is the awe-inspiring dance of the fountains over the Aamby Lake. The fact that you get to be up close and personal with the tallest fountain of the world is a brag right reserved for select people like yourself.



SUNRISE POINT

At the Sunrise Point you will experience how each day comes with so many promises. When the first rays of the sun kiss the earth, it is a transcendental feeling. Enjoy the most scenic sunrise embellished with the views of the Sahyadri hills.



SUNSET POINT

The setting sun can teach you so many things, for instance, how endings can be beautiful. When the crimson sun gets swallowed by the horizons, it is an unforgettable feeling. When you see the sun disappearing among the valleys of Sahyadri hills, you might be tempted to write a poem on love and longing.



TIMBER RECEPTION

A warm, traditional welcome awaits you at the Timber Reception. You will witness true Indian hospitality before you begin what is going to be a memorable trip. Do not forget to take a selfie before you hop-on the bus.



EQUESTRIAN CLUB

Come see the best of Arabian and Indian thoroughbreds at the Aamby Equestrian Club. Try your hand at riding a horse or go on a family ride in our quaint Victoria.



SPA & SALON

Show some self-love. Indulge in a spa session to pamper yourself. At the exquisite unisex salon, get a makeover or just follow your beauty routine.



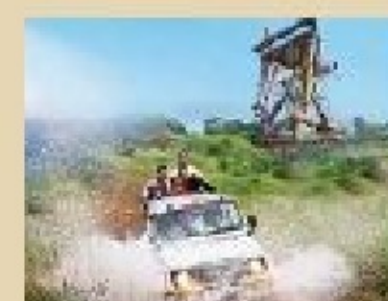
BHARAT MATA STATUE

The majestic Bharat Mata Statue is a sight to behold. Get awe-inspired, feel patriotic, seek blessings and spend some divine moments with the entire family.



19 DEGREE NORTH

Unleash the adventurer in you at 19 Degree North. From rock climbing to zorbing, safari tour to ATV rides, Zipline to paint ball shooting, there's so much for you and your family to do.



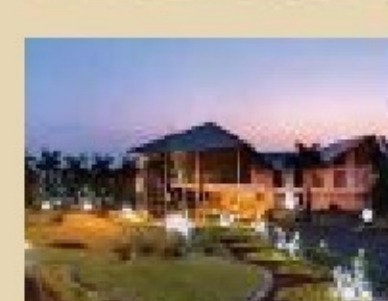
WETLANDS

Indulge in a variety of fun and refreshing water activities at Wetlands. Take a Jet Ski ride, make waves on a Speed Boat or simply enjoy an amusing ride on a Banana Boat.



TOWN PLAZA

Don't just collect memories; collect souvenirs too at the Town Plaza. Shop delightful handicrafts and incredible artworks or feast on ice cream with your loved ones.



LAKEFRONT CAFÉ

Pamper your taste buds at the Lakefront Café. Enjoy delectable food along with a calming ambience and the soothing views of the Aamby Lake. Take delight in a range of mouthwatering delicacies like Wraps, Pizzas, Chaat, Barbeques & Grills and many more. Looking for an adrenaline rush? Indulge in thrilling watersports at Wetlands, just a few meters away.



Designated Zones of Interest (MarC 25 - Aamby Valley)



F - Timber Reception



Cottage Rooms



G - WoodPecker Restaurant



K - Auditorium (Conf. Hall)

Thank You