

## **Touchwood Entertainment Ltd**

### **VIJAY ARORA, ELECTED AS THE NEW VICE PRESIDENT FOR EEMA NORTH**

- **Mr. Vijay Arora, Whole time director of Touchwood Entertainment Ltd., India's only NSE listed event company, elected as the new vice president of EEMA(North)**
- **Carrying over 21 Years of wealth of experience in managing large format, people & process oriented deliveries.**
- **Founder member of EEMA , the one who thought of making an industry association like this and have worked in the NEC in different capacities.**

The EEMA elections 2020, which were held on June 26, 2020, witnessed a massive voter turnout of 98.2%, and the results were announced in an open address to the members of the association wherein the former congratulated EEMA members on successfully completing the election cycle for the National Executive Council.

Members followed an effective election process that was determined by Chief Election Commissioner - Hon'ble Lt. Gen. (Retd) Milan Lalitkumar Naidu, PVSM, AVSM, YSM and Election Committee – Hareesh Babu, Karan Singh Chettri, Nishit Shah and Taranbir Sahni. The EEMA secretariat commissioned third party to determine an effective election process whereby voters could cast their ballot from any part in the world in confidence and in total secrecy.

With his endeavor and zeal to promote growth, strength and togetherness in this organization, He is ready and eager to take on this role the responsibilities that come along with it. As VP, North - he will strive to serve this organization to the best of his capabilities.

Vijay's sole aim is to make the events industry in the north bigger and better than ever before. His manifesto is straightforward-

- Foster collaborative relationships towards event community building.
- Develop more sustainable and skill-based business opportunities
- To ensure tie-ups with global Organizations and build EEMA as a Brand.
- Developing Delhi, Chandigarh, Jaipur, Agra as destinations for MICE & WEDDINGS in the North
- Working with Skill India to create more business opportunities/ vendor and employee engagement.
- Bring alive, once again, Spotlight Awards and Global Leadership Retreat for members - (1<sup>st</sup> One in pipeline is Muscat)
- Drive member-engagement for education, mentorship, government engagement, treasure hunt, sports and celebrations.
- Create forums that bring corporate clients and our industry closer together through knowledge sharing and understanding of best practices in activation and marketing
- Tie-ups with Education institutions for event education.
- Design and institute 3 new IPs for EEMA to build more engagement
- To create and share with member's manuals, agreements and guidelines for artists, vendors, hotels and venues.
- Grow membership in the North by 50%.



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### **Touchwood at a Glance:**

Headquartered in Delhi, Touchwood Entertainment Limited, established in 1997, specializes in a variety of event facilities, ranging from event planning & marketing to production and legal services for the events.

Touchwood is known for its larger than life, awe-inspiring setups and formats and completely personalized service to clients. It provides end-to-end solutions for all kinds of events – be it corporate, social or political. Touchwood team is comprised of 42 professionals with a fully developed and functional in-house production facility. It has a panel of skilled craftsmen and band of highly qualified designers add the extra edge to its deliverables.

### **For more information please contact:**

#### **Dinesh Singla**

CFO, Touchwood Entertainment Ltd, T: +91 9971698004, E: [dinesh@touchwood.in](mailto:dinesh@touchwood.in)

### **Safe Harbour:**

This release contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Touchwood’ future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Touchwood undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.