



Think **DIFFERENT.**
Make it **POSSIBLE!**

- Public Relations Consultancy
- Media Relations (Global)
- Business Strategy
- Crisis Communication
- Corporate Branding & Brand Engagement
- Investment Facilitation
- Business Networking
- Digital Marketing

BE VERY CAREFUL WHEN YOU USE THE POWER OF MEDIA

**COMPANY
PROFILE**

#ISSUE 2017

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ABOUT US

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- **Versage PR Management** is driven entirely by our clients' needs. We are a young company with new techniques and ideas in PR and Media Management.
- We are innovators! We stimulate ideas and engage action. We bring the power of media to work for our clients.
- Our strategic and diverse network of recognised brands helps us be where clients need. Across borders, disciplines and industries.
- Our unique approach – the Relationship Imperative – Helps clients build communities of influence and weave brands into people's lives through new experiences.
- **We are great networkers. We have the connections to the Royaltys, Ministers, Socialites, CEO's of international and local companies, media and advertising firms.**

OUR STRENGTH



Practices

- Public Relations Consultancy
- Media Relations (Global)
- Business Strategy
- Crisis Communication
- Corporate Branding & Brand Engagement
- Investment Facilitation
- Business Networking
- Digital Marketing



OUR STRENGTH



Sectors

- Consumer Product and Services
- Energy and Utilities
- Financial & Professional Services
- Food & Beverage and Agri-Business
- Healthcare
- Manufacturing & Industrials
- Public Sector
- Technology



MEDIA STRATEGY & MESSAGE MANAGEMENT

Every corporate identity needs a PR SPIN!

In **public relations**, **spin** is a form of propaganda, achieved through providing a biased interpretation of an event or campaign to persuade public opinion in favour or against some organisation or public figure.

The power of the press is undeniable. It shapes public opinion. It moves people to action.

In today's media-saturated environment – television, radio, the internet, newspapers, magazines – there exists a media maze that can be very difficult to navigate.

Versage PR Management develops media strategies geared towards generating positive, on-going business press for your company.





The role of a business strategist is very challenging. Company leaders come up with new ideas and visions to grow and become more successful.

We have the right people and great experience. We take those ideas, create viable plans, execute them strategically and ultimately turn those ideas into reality. In other words, it's the responsibility of a business strategist to advocate the best course of action to achieve the desired business goals.

BUSINESS STRATEGY & CONSULTING



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WHY YOU SHOULD WORK WITH US...

We are Critical Thinkers & Deliver the Best PR Campaign!

WHY SHOULD YOU CHOOSE US..

Because we have the EXPERIENCE to...

- Conduct and compile business intelligence in collaboration with strategic partners, draw insights and develop recommendations on improving internal and external affairs strategy.
- Develop global PR, Special Events and Promotion initiatives.
- Generate innovative PR programmes in support of all new launches.
- Develop special events guidelines.
- Work closely with product development and global marketing PR programmes to co-exist harmoniously as the brand universe.
- Develop brand assets that reflect rich storytelling of brand heritage.
- Serve as liaison with Design team.
- Direct influencer gifting delivery guidelines and development.
- Direct development of annual strategy and assets.



WRITING/ EDITING/ DOCUMENT VETTING



Writing & Developing / Editing

- Press Releases
- Coffee Table Book
- Marketing Collaterals
- Speeches
- Messages
- Copy Writing

Unique to **Versage PR Management**, we will examine your company's internal documents to uncover hidden vulnerabilities that can expose you to unnecessary media scrutiny.



WRITING/ EDITING/ DOCUMENT VETTING



Among the types of documents we review:

- Internal Reports
- Internal and External Memos
- Press Releases
- Policy Manuals
- Marketing Collaterals





EVENT ORGANISATION & ADMINISTRATION

When your corporate or product message needs more than the spoken word, more than the written communiqué –when the message needs a stage... **Versage PR Management** will create and deliver events that informs, excites and inspires.

We will handle an entire event from its creation to its finish.

- From media invites to guests invites
- From advertising to press campaign
- From registration to F&B
- From pre-event liaison to post event activity report
- From royalty, ministers, socialites to stakeholders and members of public
- From travel plans to accommodation

EVENT ORGANISATION & ADMINISTRATION

Companies work hard to develop messages that resonate with their constituencies, shareholders, customers, employees, business partners and the general public. GOOD corporate events are natural media magnets. In addition to being present in the industry, and advertising efforts and press releases... corporate messages must also be an integration into corporate events.

Versage PR Management make sure that your message is presented and delivered to the right people with the right people creating the right event as a platform.





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OUR EXTENSIVE EXPERIENCE AND HIGHLIGHTS INCLUDES BUSINESS BRANDING NETWORKING, LIFESTYLE PRODUCT LAUNCHES, MEDIA AWARENESS EVENTS, FUNDRAISING CAMPAIGNS, PROFILING CORPORATE FIGURES, PRESS CONFERENCES AND ETC...

OUR EXTENSIVE EXPERIENCE AND HIGHLIGHTS INCLUDE THE FOLLOWING...

- Vulcain Swiss Watch Launch at The Courtyard Garden
- Vacheron Constantin's Ladies exclusive watch collection at Puri Santi
- Marketing Campaign for Sothys Spa with Socialites
- Mondial's exclusive pre-view of its latest collection at Mandarin Oriental
- Press Conferences with PM and Ministers
- JV signing of blue print companies



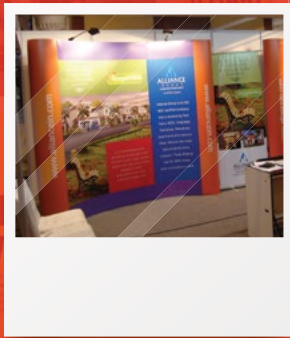
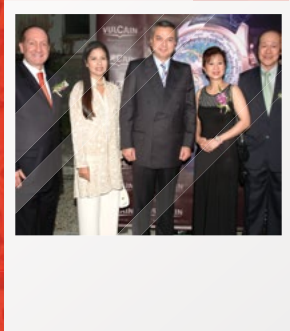
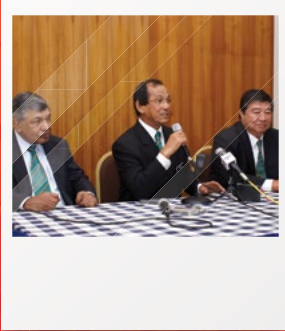
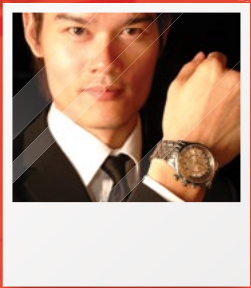
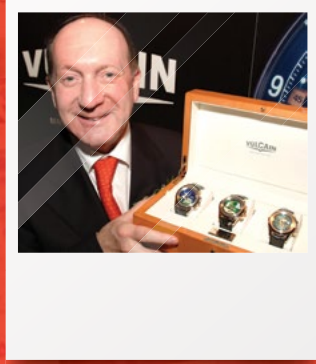
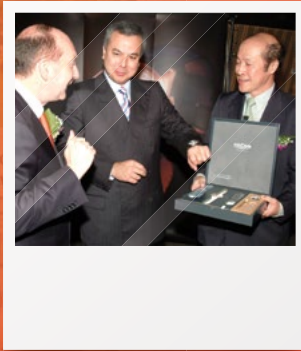
our extensive experience and highlights include the following...

✘ OUR EXTENSIVE EXPERIENCE AND HIGHLIGHTS INCLUDE THE FOLLOWING...

- Press Launches/Tours – exclusive top brand watches, cosmetics, biography
- National Meetings/Seminars/Conferences
- Fund Raisings:
 - Fund Raising for the Malaysian Blind Association
 - under the patronage of Datin May Lee Leong.
 - Fund Raising Project for Arabian Women's Association
 - funds Channeled to Mercy Malaysia.
 - Fund Raising for Malaysian Association For The Abused Children
- Annual Corporate Dinners & Birthday Parties of Socialites
- Arabian Women's Night – An Annual Charity Event (Guest of Honour – The Queen)



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**OUR WORK HAS EVOLVED FROM PR AND EVENTS
MANAGEMENT TO RETAINERS, INNOVATE BRANDING
SUSTAINABILITY, IPO LISTING, INVESTOR FACILITATION...**

2006 PR ACTIVITIES



- Retainer
 - Putrajaya Marriott Hotel (5-star hotel under the Marriott International Chain)
 - Qabil Khusry Qabil Igam – Big Budget Malay Movie launch in February 2007 (Erra Fazira, Rushdie, Ziana Zain, Hans Isaac)
 - BeautiControl – a leading cosmetic brand from USA
 - Orient Biotech Sdn Bhd – leading organic food producer
 - Spice Garden Restaurant – Fine Dining Indian Cuisine
- The Angels Symphony Orchestra performance with Datin May Lee Leong on February 4



2006 PR ACTIVITIES

- Sutra Dance Theatre
 - Sivarajah Natarajan's exhibition – 'True to Life' on May 16, 2006 at Sutra Gallery
 - Vidya Puspanathan's dance performance in July
- PR Activities for 3 months during the production of the bollywood movie – DON starring Shah Rukh Khan was filmed in Malaysia.



2006 PR ACTIVITIES

- Don – World Premiere Royal Gala Charity Dinner
- United Plantations Centennial Year Celebration – September 15 (Sultan Azlan Shah Guest of Honour & Princess Benedickte)
- Property Show from India (Venue: Malaysia Dec 13-14, 2006 & Singapore – Dec 16-17, 2006)

- Retainer:
 - Spice Garden Restaurant – Fine Dining Indian Cuisine
 - PR / Brand Awareness Campaign for Aroma Magic & Pure Roots (Skin Care & Hair Care Products from India)
- February 5-25, 2007 – Film Shooting of Kamalhassan's new movie "Dasavataram" in Malaysia.
- PR & Marketing Campaign "Dasavataram" for the Audio & Movie Release in Malaysia – May-July, 2007

**2 0
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ACTIVITIES**





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PR ACTIVITIES

- **Sutra Dance Theatre** - Sutra Foundation Launch on April 7, 2007 by – YB Datuk Seri Utama Rais Yatim – Minister of Culture, Arts and Heritage
- Launch of **Environ Skin Care** Products with Dr Desmond Fernandez (world-renowned plastic surgeon) & Media Activities – April 23-25
- **Urmi** – The Spectacle by Masakini Theatre June 9-16 – market awareness and marketing initiatives
- **Royal Military College** – 50th Anniversary – (In conjunction with the 50th Independence Celebration (YB Datuk Seri Radzi Sheikh Ahmad -Minister of Home Affairs, Tun Ling Liong Sik, Tan Sri Gnanalingam and RMC committee – Event held on 07.07.07 at Port Dickson Military Training KEM.



PR ACTIVITIES

- **Novotel Hydro Majestic**
 - Malaysian Gourmet Festival Gala Launch – Creatives & Concepts for hotel brand presence and participating restaurant – Qing Zhen awareness on November 1, 2007
 - Accor Group's General Manager's Conference – November 6 (Event Programming and Entertainment)

Events

- **The Rotary Club Bandar Utama’s Fund Raising Charity Dinner** at Concorde KL for the Orang Asli “Jehai Community in Belum Forest” (Dinner Concert with Datin May Lee Leong) on February 14, 2008.
- **Avon Mother’s Day Celebration “Ibuku, Inspirasiku”** - 5 mothers receive Awards from Raja Permaisuri Agong and Andrea Jung (CEO/President Avon International) on April 11, 2008 at KL Hilton
- **Book Launch – “Sacred Structures”** by Bluetofee Press on August 13, 2008 at National Art Gallery - Guest of Honour – YM Raja Dato’ Seri Azureen Sultan Azlan Shah
- **Crystal Time** – celebrating Vulcain’s 150th Anniversary Celebration on November 25, 2008 at Sheraton Subang

Sports Event

- Port Dickson International ½ Marathon
- Port Dickson International Triathlon

Structures Evolution of Hindu Temples and Singapore

2008 PR ACTIVITIES



Retainer

- Avillion Hotel Group – Avillion Port Dickson
Avillion Admiral Cove
Avillion Marina & Leisure Club
Avillion Legacy Melaka
Avillion Layang Layang Resort
- Masakini Theatre Company
- 24 Hour Theatre Project March 15-16 2008 (Istana Budaya)
- Swamp Dwellers May 7-11, 2008 (Panggung Bandaraya)

2010 PR ACTIVITIES

Retainer

- **Rebak Island Resort**
 - A Hotel on a private island, Rebak Island (owned by DRB-Hicom) and managed by The Taj Group
 - Execute CSR Projects
 - Media familiarisation Visit
- **Avillion Hotel Group** – Avillion Port Dickson
 - Avillion Admiral Cove
 - Avillion Marina & Leisure Club
 - Avillion Legacy Melaka
- **Sutra Foundation**
 - We are the publicist for Ramli Ibrahim and Sutra Foundation.

Retainer

- **Austin Chase**
 - 12 months media management and marketing strategy implementation.
- **Lecka–Lecka**
 - 12 months media management and marketing strategy
- **EDS (M) Sdn Bhd**
 - Computer software company who manages the database for financial sector. We managed their 12 months media and marketing strategy.
- **Yayasan Seni Budaya**
 - We are the publicist and PR company managing the ARTS Centre funded and managed by Toh Puan Mahani Daim (Tun Daim's wife)
- **AgustaWestland**
 - Launch Event and Press Conference with Deputy Prime Minister



2011 PR ACTIVITIES

Retainer

- **Rebak Island Resort**
 - A Hotel on a private island, Rebak Island (owned by DRB- Hicom) and managed by The Taj Group
 - Execute CSR Projects
 - Media familiarisation Visit
- **Sutra Foundation**
 - We are the publicist for Ramli Ibrahim and Sutra Foundation.
- **Austin Chase**
 - 12 months media management and marketing strategy implementation.
- **Hotel Istana**
 - 6 months media management and marketing strategy.

2011 PR ACTIVITIES

SUCCESS

Retainer

- **Lecka-Lecka**
- 12 months media management and marketing strategy
- **Yayasan Seni Berdaftar**
- We are the publicist and PR company managing the ARTS Centre funded and managed by Toh Puan Mahani Daim (Tun Daim's wife)
- **AgustaWestland.**
- HQ in Italy. Media management, marketing strategies and Event management i.e. LIMA.
- **HARVARD BUSINESS SCHOOL ALUMNI in Malaysia**
- **JOBHUNT (Organised, Managed and Executed)**
- BOB URICHUCK's Sales and Marketing Conference (officially ranked as the 3rd Best Sales Guru in the World)

IPO Listing

- **Eversendai Corporation Berhad**
- media management for Dato AK Nathan
- media management for Eversendai
- IPO strategies and management till listing date on KLSE
- **PeterLabs Bhd**
- media management for Board of Directors
- media management for Peterlabs
- IPO strategies and management till listing date on KLSE

2012 PR ACTIVITIES

Retainer

■ Rebak Island Resort

- A Hotel on a private island, Rebak Island (owned by DRB- Hicom) and managed by The Taj Group
- Execute CSR Projects
- Media familiarisation Visit

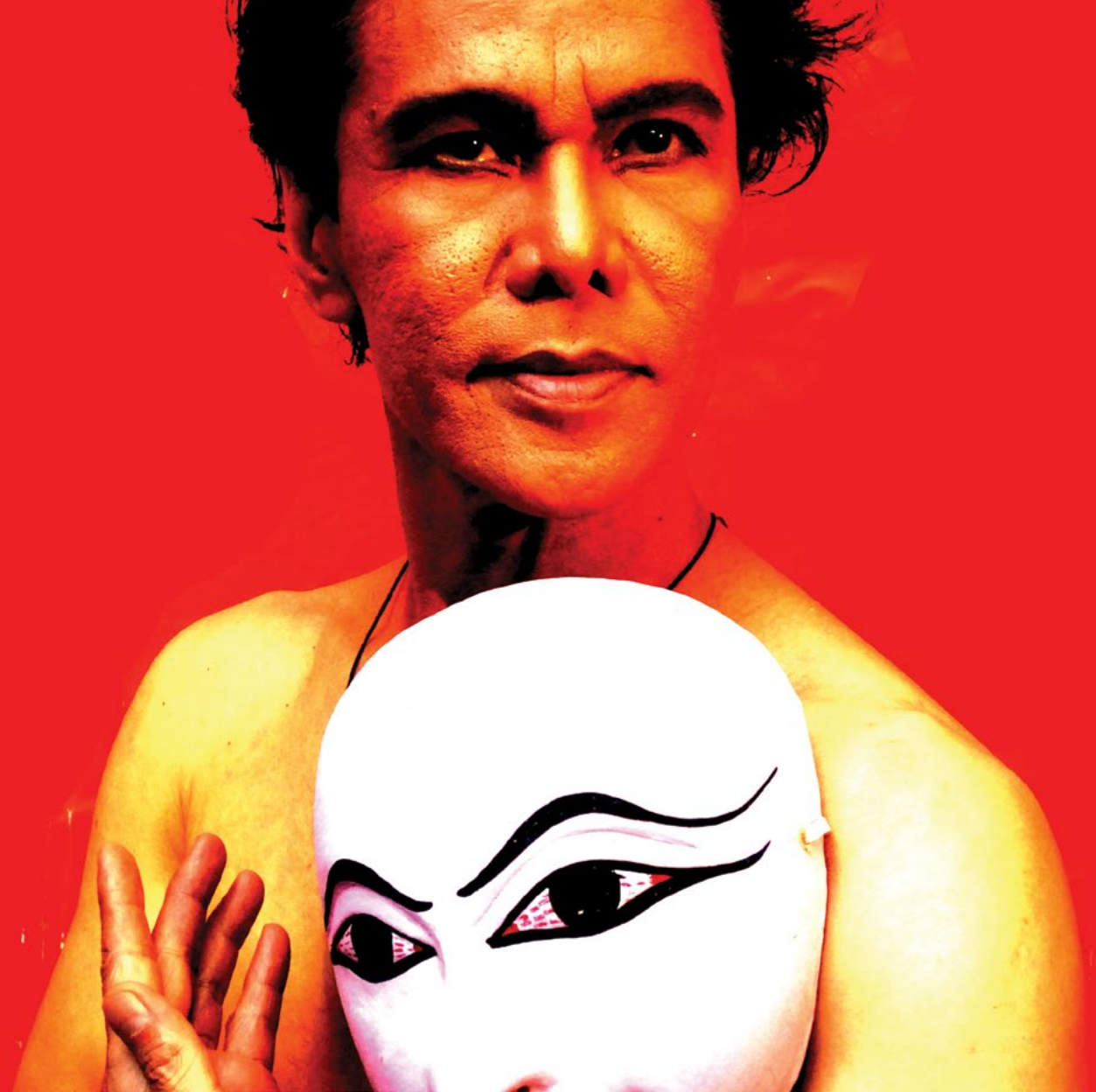
■ Sutra Foundation

- We are the publicist for Ramli Ibrahim and Sutra Foundation.

■ Yayasan Seni Berdaftar

- We are the publicist and PR company managing the ARTS Centre funded and managed by Toh Puan Mahani Daim (Tun Daim's wife)

■ MyIndians.com (NGO)



2012 PR ACTIVITIES



Retainer - Business Consulting

- **Radisson Blu Hotel in Chennai**
- Media Management
- **Dr James Stoxen**
- We are the publicist and PR company for the celebrity Doctor - Dr James Stoxen who is based in Chicago. He is the doctor for the celebrities in US. He came to present his paper on Barefoot Running. We managed his media interviews and public awareness campaign.
- **Bollywood Movie Filming Logistics**
- Production management
- **AgustaWestland.**
- HQ in Italy. Media management, marketing strategies and Event management i.e. DSA.

Banking on Bamboo

THE TENACIOUS DATO' GHAZI SHEIKH RAMLI HAS HIGH HOPES AND BIG PLANS FOR THE POTENTIAL OF THE BAMB...

IN THE EYES OF THE WORLD, BAMBOO remains a material resource that holds infinite potential, especially as it is common knowledge high-quality bamboo is viewed as being stronger than steel. This makes the material a highly sought after item for the construction and weaponry business. However, awareness of the benefits of bamboo is still in a nascent stage in Malaysia in comparison to other countries. One person aims to change that! Meet Dato' Ghazi Sheikh Ramli, the dynamic founder and chairman of the Global Innovation and Entrepreneurship Foundation (GIEF) - a man on a mission to advocate its virtues.

In his office situated at Mont' Kiara, one will be able to view the extent of his love for the material as he has allocated space for a gallery to display the many knick knacks he has collected in his search of promoting bamboo. From

2013 PR ACTIVITIES

...manager position. "My boss then... and me the job... high for me as... I was very... took up the job". This focused approach in tackling challenges remained with him throughout his many ventures, including his current one at GIEF.

"I was big on acronyms during my teaching days. It works well when it comes to delivering a message that is easy to remember," chuckles Dato' Ghazi, who is also a former senator. "What is there not to like about bamboo? I always

...summe... my presentations or seminars on the benefit of bamboo to an acronym, HERSVG. This... for history (meaning bamboo plays a key... in history such as being one of the



Retainer - Business Consulting

- **Sutra Foundation**
- We are the publicist for Ramli Ibrahim and Sutra Foundation.
- **Yayasan Seni Berdaftar**
- We are the publicist and PR company managing the ARTS Centre funded and managed by Toh Puan Mahani Daim (Tun Daim's wife)
- **Society of Sports & Exercise Medicine Malaysia (SSEM)**
- World Congress in Sports & Exercise Medicine 2013
- **Arab Investment Group of Companies**
- **Golden Agro Plantation (Mukah) Berhad**
- (Golden Agro Growers Scheme - Palm Oil)
- **Crystal Time Sdn Bhd (Claude Bernard Watch Brand)**
- **GIEF (Global Innovation & Entrepreneurship Foundation)**

2014 PR ACTIVITIES

Retainer – Business Consulting

- Sutra Foundation
- We are the publicist for Ramli Ibrahim and Sutra Foundation.
- Yayasan Seni Berdaftar
- We are the publicist and PR company managing the ARTS Centre funded and managed by Toh Puan Mahani Daim (Tun Daim's wife)
- Polaris Energy Sdn Bhd (Oil and Gas Company)
- KELOIL BHD (LPG Gas Company)
- Health City Complex – T Nagar, Chennai
- Arab Investment Group of Companies

Home business

Eversendai to bid for \$1.1b-RM1.5b projects

By ANITA CHAN/STRAIT TIMES



From left) Maybank Investment Bhd CEO Tengku Datuk Zafrul Tengku Azis, Malayan Banking Bhd president and CEO Datuk Seri Abdul Wahid Omar, Malaysian special envoy on infrastructure to India South Asia Datuk Seri S Samy Vellu, International Trade and Industry Minister Datuk Mustapa Mohamed and Nathan at the launch of Eversendai's prospectus yesterday.

... a big opportunity for Ever- according to Nathan. ... is a very large market. ... projected that the coun- 50,000MW of electricity 2030. So there's a huge ... cover plants in the coun- ... the media at the launch ... company's initial public offer ... (IPO) yesterday. ... Nathan, Eversendai ... tly working on the construc- ... of four power plants in India. ... the company has bid for several ... over plant projects in Indonesia ... and Vietnam, while it is also bid- ... ding for an iconic high-rise build- ... ing in Vietnam but he declined to ... elaborate further. ... To support the company's steel ... needs in India, Nathan said the com- ... pany had procured 30 acres (12ha) ... of land, with an option to extend to ... another 10 acres to build its steel ... fabrication plants there. The plant ... would be ready in 18 months, and ... would cost RM65 million that would ... be funded via the IPO proceeds. ... On the company's extensive ex- ... posure in the Middle East, a region ... that has been plagued with political ... turmoil and civil war, Nathan said ... that the company's operation there ... is limited to selected countries that ... are politically stable and provided ... tremendous growth opportunities ... for the company, namely the UAE, ... Qatar and Saudi Arabia. ... Eversendai is expected to make ... its debut on the Main Market of ... Bursa Malaysia on July 1. ... The IPO consists of 232,190,000 ... ordinary shares of 50 sen each or ... 30% of its paid-up capital, compris- ... ing a public issue of 160.7 million ... new shares to institutional investors ... at the price to be determined by ... book-building exercise, and the of- ... fer of 71.5 million existing shares, ... of which 41.3 million shares are for ... institutional and selected investors, ... while 30.1 million for the public and ... eligible directors plus employees at ... retail price of RM1.70 each. ... The initial offer is expected to raise ... RM273.2 million, with RM126 million ... to be set aside for capital expenditure ... including the new fabrication plants ... in India and to purchase plants and ... machineries for its Middle East op- ... erations, as well as enhance its pro- ... duction capabilities of its existing ... fabrication facility in Rawang. ... Another RM90 million will be ... reserved for business expansion ... such as EPC and to advance its ... leading position in UAE and Qatar. ... The company also plans to expand ... into other Middle East countries ... such as Saudi Arabia and Oman ... in the near future. ... Eversendai is expected to raise ... RM273.2 million, with RM126 million ... to be set aside for capital expenditure ... including the new fabrication plants ... in India and to purchase plants and ... machineries for its Middle East op- ... erations, as well as enhance its pro- ... duction capabilities of its existing ... fabrication facility in Rawang. ... Another RM90 million will be ... reserved for business expansion ... such as EPC and to advance its ... leading position in UAE and Qatar. ... The company also plans to expand ... into other Middle East countries ... such as Saudi Arabia and Oman ... in the near future.

Avago (Technologies) has a 13pc stake in Inari, demonstrating not only their confidence in us, but also the desire to build a long relationship with us.

SK Group acquires Malaysian Trustees for RM10.9m

Bank Bhd CEO and executive di- rector U Chen Hock said in a press statement yesterday. "We are delighted to complete the acquisition which will enable the group to increase the scale of its trustee operations by further en- large its extensive customer base

Browser
STI 3,145.67 -14.93
HANG SENG 22,949.56
NIKKEI 9,492.21 -304.28
FTSE 100 (2/14) 5,847.92 -80.69

For prices on Bursa Malaysia, click on www.bimex.com.my

Business Times

TOP GAINERS	TOP LOSERS	MOST ACTIVES	Vol (m)	Mid rates at noon	June 2	June 3
Tradewinds (M)	Petronas GC	HWGB	0.455	33.15	3.0275	3.0143
BLD Plantation	Warisan TC	Saag	0.07	32.11	USD	4.9438
PPB Group	Nestle	KRM Group	1.99	14.37	GBP	4.9438
MFlour	NCB Hips	Jobstch	0.13	11.61	EUR	4.3467
TWSprint	Kossan Rubber	Tenaga	6.99	11.02	JPY100	3.7381

Steel-y Eversendai

Group pitching for RM1.5b worth of foreign jobs

By Presenna Nambiar
presenna@nstp.com.my



"I'VE ALWAYS HELD TO THREE PHILOSOPHIES; ADHERENCE TO SAFETY, NO COMPROMISE ON QUALITY AND ALWAYS DELIVER ON TIME."

—Datuk A.K. Nathan
Founder, MD and CEO
Eversendai Corp Bhd

KUALA LUMPUR: Eversendai Corp Bhd hopes to win another RM1.5 billion worth of jobs in the United Arab Emirates (UAE), Qatar, Saudi Arabia and India by the year-end.

These jobs are in the area of building structures and power projects.

"Two years ago, we decided to go into physical construction work in India because we felt that the timing was right and we had the right people to embark on the business opportunity."

"Now we have four power plant projects and two high-rise building projects there," Eversendai founder, managing director and chief executive officer Datuk A.K. Nathan told Business Times recently.

India now contributes 28 per cent, or the largest single country contribution to the company's revenue.

Currently, the company has an order book of RM1.5 billion, which will see it through to 2015.

About 95 per cent of Eversendai's revenue comes from overseas, and is spread out over six countries.

Avago (Technologies) has a 13pc stake in Inari, demonstrating not only their confidence in us, but also the desire to build a long relationship with us.

Tan Seng Chuan
Managing director
Inari Bhd
SEE B4

Celcom on way to 21st consecutive quarter of growth

By Goh Thean Eu
gohth@neulinstp.com.my

KUALA LUMPUR: Celcom Axiata Bhd, the country's second largest mobile operator, is likely to achieve its 21st consecutive quarter of revenue growth, helped by the continuous momentum of its data business.

"Based on what we see so far in the second quarter, the momentum we are experiencing is similar. There's no drastic change in the landscape. So, that gives us a bit of comfort," said chief executive officer Datuk Seri Shazali Ramly at a media conference yesterday.

The company had been suffering drop in voice revenue recently, as stiff competition resulted in reduction in call rates. For the first quarter-ended March 31 2011, the company's voice revenue suffered a 4 per cent decline to RM1.08 billion, from RM1.12 billion in the same quarter last year.

Good news is that its data business such as text messages, content downloads, and Internet surfing grew by 20 per cent to RM619 million during the period, from RM516 million in the first quarter of 2010.

As a result, Celcom Axiata registered its 20th consecutive quarter of revenue growth to RM1.74 billion (+2 per cent year-over-year), +0.8 per cent quarter-over-quarter.

The company, which posted some RM1.8 billion in net profit last year, aims to achieve a net profit of at least RM2 billion this year.

"The industry gets more and more competitive each day. We expect competition to rise in the second quarter, and even more so in the second half. That's the nature of the industry. Nevertheless, we will be pushing really hard to achieve the goal," said Shazali.

During the quarter, Celcom Axiata added 134,000 new customers, comprising 117,000 pre-paid users and 17,000 post-paid subscribers.

The company will be pushing hard to achieve the goal, said Shazali.

© TURN TO B6, COL 1

Retainer – PR & Business Networking Consulting

- Sutra Foundation
 - We are the publicist for Ramli Ibrahim and Sutra Foundation
- KnowledgeCom Malaysia Sdn Bhd
 - Branding & Profiling (media related activities)

International

- Health City Complex – T Nagar, Chennai
- Arab Investment Group of Companies – Dubai/London
- Al-Sawadi Hotel and Resorts – Oman
- Arab-Malaysia Development Bhd – Oman/Malaysia

Events PR

- 16th Malaysian International Food & Beverage Trade (Sphere Exhibits Malaysia)
- The KL International Dance Festival (Sutra Foundation)

2015 PR ACTIVITIES

ACCIDENTAL TRAINING PROVIDER

Rubaneswaran was only 27 when he took over as CEO of KnowledgeCom Sdn Bhd. At the time, the company, which had been severely mismanaged, had RM1.7 million in debt and close to failure. Today, it is one of the most profitable companies of Censol Holdings Bhd and is looking to move into the Philippines and Vietnam, buy a college and get listed on the stock exchange in its own right.

BY JENNIFER JACOBS

S T Rubaneswaran, CEO of KnowledgeCom Corp Sdn Bhd, caught himself to sell by reading books on the subject, closed a deal to become an SAP training partner without knowing what SAP was and went on to produce one of the most successful SAP online training programmes, with a 90% pass rate when instructor-led trainings were only managing a 30% pass rate.

Rubaneswaran got into the training business by accident. This engineering graduate entered the job market in 2002 when jobs in his particular sector were few and far between. Willing to take anything, he landed a position at ExecuTrain, which had an office in Bangsar, Kuala Lumpur. The company offered basic IT courses, so his job was to go out and sell them to companies.

By his own admission, he was a nerdy 23-year-old, skinny, with thick glasses and a side parting. "Trying to do sales with that kind of look – you can just imagine how I came across," Rubaneswaran laughs.

But rather than quitting after his first humiliating month, he decided to teach himself how to do the job. "Every day after work, I used to go to the MPH [bookstore] near my office, pick up a book on sales and read a chapter. The next day, I would apply what I had learnt at work," he says.

As Rubaneswaran didn't have any money at the time, he could only manage one chapter a day at the bookstore. But at the end of the month when his salary came in, he bought the book. It took a weary four months before he made his first sale. But when he did, it was the largest in the company's history – a training package for MCA's Zurich Insurance. They closed the whole office to conduct the training for all of their staff. And by the end of the year, I had brought in the most revenue for the company for a salesperson," says Rubaneswaran.

A year into the job, he was offered a sales position at a larger training company, KnowledgeCom, for more pay. "They hired me and a few of my colleagues as salespeople and trainers," he says.

But when they got there, they realised that something was not quite right with the company. "There were a lot of issues. All the people I came with left in the first two or three years," says Rubaneswaran.

KnowledgeCom was a larger set up and could run more classes – and big ones at that. The problem was that it was being mismanaged, being one of the few to remain with the company. Rubaneswaran was promoted to senior manager in a short space of time. He knew nothing about management, so once again he hit the books.

He read Andrew Covey and Harvard Business Review books and picked up an MBA at Nottingham University.

"I had to manage with a team of 100. We only kept our salespeople and the product," he says.

"IFF and I was sent to learn non-payment and told the clients not to allow to pay them. We would do so later, every two weeks. They agreed and we would not only have the missed payments as well and later, it would come by KnowledgeCom."

"Initially, I took all the subjects related to management. The MBA took me eight years to complete, but that is besides the point. I went for classes as I wanted to what they were saying and came back and applied them in the company.

There were many issues. For one, the company was not being run efficiently. Classes that could accommodate up to 20 students were held for only one fifth the revenue. The company also had difficulty meeting payroll and also had difficulty making payroll and even rent.

"When I did see light from it, I realised that I did not have money to do this and get the money in so that we could pay salaries. And I did that for two years," says Rubaneswaran.

"My accountant was another problem. He would only tell me one week before that we didn't have money to pay the salaries. I would have to negotiate to bring in a deal so that we could cover the salaries. I didn't know at the time that we were not making IFF or sales contributions," he adds.

He would find all this out when he took over as CEO but that he had planned, but he was not a trained business hand to mouth and constantly putting out fires.

The KnowledgeCom office was in the old Jaya Shopping Centre building. The building was scheduled to be torn down and all the tenants received a notice of eviction. Rubaneswaran thought this was a good time to leave.

"I went to see the shareholders [Datuk Zubairin Merican and Datuk Brian Tan Abdul Razak] to tell them what had happened and to say that I would help them find and set up a new office, but then I would leave. They told me that if I left, they would purchase the product and I told them we had never sold any product. For SAP, we actually did quite something."

Then, he had to convince students. Because the programme could offer SAP training, well, the SAP training was a canny move.

Not once he returned to the company, he realised that the company was a mess. People were not working. They were not doing anything. They were not doing anything. They were not doing anything.

"I knew they could probably teach me a lot of things, such as corporate governance and how to run the company better," says Rubaneswaran. The two shareholders agreed to sell a portion of their shares to Censol and KnowledgeCom effectively became part of the group.

"Things got difficult really quickly. Rubaneswaran had been used to running the company virtually any way he wanted and suddenly, this was no longer possible.

"Everything changed. Our governance, our payroll system, even to make a purchase order to sign cheques by the way. So we proposed and presented and they picked us."

KnowledgeCom customised the training package for IFF. "We turned what they would be doing on the job into the training programme so they would come for training and learn how they would operate when they went to work," says Rubaneswaran.

These students like the ones before, also failed the examination. "We didn't actually care about the examination. But when they had internalised as much as the students failed, they decided that passing the exam would have to be included in our KPI," he says.

Again, Rubaneswaran had to find a way around it. "I had to check my hand and see, we built an innovative model to help the students pass."

"There is an old adage that says, 'Give the student a fish and he will eat it for a day. Give the student the way to fish and he will eat it for a lifetime.' We had to do that. We had to give the student the way to fish and he will eat it for a lifetime."



KNOWLEDGECOM
A BRAND OF REMARKABLE ENDURANCE

By IAN GREGORY EDWARD MASSELLAMANI

A True Meaning of Brand Loyalty
That would you be willing to do for your Brand?

If your Brand were a spaceship, and it was going down fast, and the captain is abandoning ship, would you risk it all by staying back and taking command in the hope of saving the doomed vessel because it is simply irreplaceable?

Well metaphors and hypothetical scenarios aside, for all interests and purposes, this is basically what S. T. Rubaneswaran, Chief Executive Officer (CEO) and Director of KnowledgeCom Corporation Sdn Bhd, did when he took over the reins of the company.

What this leader has done will raise questions in the hearts of even the most ardent of Brand Champions. Ever dared to challenge yourself from the inside out for the sake of your Brand? Ever desired to be put to the vertical limit, only to discover your breaking point? At the time of the takeover Ruban was a qualified young engineer of 26, and he was literally doing something out of his element, without any financial backing – making for a very motivating story on how he 'accidentally' became Malaysia's youngest entrepreneur to build a multi-million dollar Brand. For Ruban braved the scenario of a budding company with 1.7 million debts, turning it around in just a matter of three years! And today KnowledgeCom Corporation Sdn Bhd. is 15 years strong!

"We didn't want to close down because of the number of years we had already spent to build a Brand."

Having started in 2001, the Brand was already seven years old when Ruban took control of it. Ruban could see then what the true value of a Brand was; and he capitalized on said value to galvanize and reinforce the Brand, raising it to what it is today.

"He had a Brand, and there was a Brand Presence. We had students coming in – we were already doing training and partnering with universities – so we could not just drop off of this."



2016 PR ACTIVITIES

Retainer – PR & Business Networking Consulting

- KnowledgeCom Malaysia Sdn Bhd
- Branding & Profiling (media related activities)

International

- Health City Complex – T Nagar, Chennai
- Arab Investment Group of Companies – Dubai/London
- Al-Sawadi Hotel and Resorts – Oman
- Arab-Malaysia Development Bhd – Oman/Malaysia
- Turkish Tourism Council Board – Malaysia-Turkey

Events PR

- Axiom Performance Centre (Launch & Media awareness activities)
- 17th Malaysian International Food & Beverage Trade (Sphere Exhibits Malaysia)

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Authentic brands don't emerge from marketing cubicles or advertising agencies.

They emanate from everything the company does....

BE UNIQUE, BE YOURSELF...

*“In today’s world, publicity is absolutely critical. A good PR story is infinitely more effective than a front page AD”,
Richard Branson - Billionaire Founder of Virgin Records.*

THANK YOU

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