

Creatigies Makes Arisia Adds Sparkle to Jodhpur Polo Season New Delhi, India

What's common between diamonds and Polo?
A great combination of style, passion, finesse and Royalty.

Arisia, and **Jodhpur Polo** came together to create the **ARISIA JODHPUR POLO SEASON 2004**.

A season that spans December 7th 2004 - January 2nd 2005

The 25-day season that has a new shine this year with the participation of the **De Beers Group** company, the Diamond Trading Company's premium brand, **Arisia**. Besides being a part of the Season in Jodhpur, **Arisia Diamonds** will also co-host a party in Delhi with the Yuvraj in February; and give away five diamond studded trophies for '**The Player for the Tournament**' and one for '**The Player of the Season**'.

Arisia, with its solitaire diamonds has created special awards for the tournament. The major matches and tournaments under the AJPS would honor the star performer of the match as the **Arisia Jodhpur Player of the match**. The Outstanding player of the Season would get a specially created **Arisia Jodhpur Polo Player of the Season award**, with a large sparkling diamond encased in the specially crafted trophy.

According to **Ms Cherie Saldhana, Director Marketing, DTC India** "Arisia is delighted to be the title sponsors of the Jodhpur Polo Season. When we were approached by Creatigies to be associated with this special Event we believed it would be an ideal marriage of the brand with its values."



Besides the fast paced game, DTC would have special 'diamond sightings' at the Polo grounds as well at the celebration parties that are going to be the talk of the Polo fraternity. The specially chosen collection of diamonds would be on display for the discerning, and a unique marketing initiative by the DTC.

"Today brands and companies are keen to pursue innovative marketing and promotion ideas. The TV commercial and the press advertisement created by the DTC clearly shows how brands are gearing up to leverage an association." says **Navroze D. Dhondy, CEO, Creatigies Communications.**

In contention for this fabulous prize, surely a first in Indian polo, will be a large and talented field of young players; including

- India Back **Mr. Vishal Singh** (5);
- Former India Skipper, **Kr. Lokendra Singh** (5);
- The exciting **Mr. Angad Kalaan** (5); and
- Star striker **Mr. Dhruvpal Godara** (5).

Other well known players include

- India Reserve **Mr. Bhawani Singh Kalvi** (3);
- **Maj. Adhiraj Singh** (3) of Equisport;
- Luxury hotelier **Mr. Jaisal Singh** (2) of the '**Sher Bagh Tigers**'; and
- The London based **K. Ajit Medtia** (0), whose team, the '**Red Lions**' will take the field for the first time in India.

Also on his maiden excursion to the erstwhile princely capital will be automobile tycoon **Mr. Sanjay Kapur** (-2), who will lead his '**Team Sona**' in the most coveted '**Stainless India Maharaja's Cup**' in the last week of December. It is reported that Mr. Kapur will be bringing in the New Year in Jodhpur with his beautiful wife, the actress **Ms. Karishma 'Lolo' Kapoor.**

The other big Jodhpur cup, 'The Rajputana & Central India Cup' will be played from the 20th, with the finals on Christmas Day; along with the new 'Abu Seir Cup', presented to Jodhpur by the flamboyant Egyptian F.I.P. Ambassador, Mr. Faroukh Younes.

The prestigious 'Golden Jubilee Cup' will be played on the 30th between the Jodhpur Eagles and South America; and the glittering 'Hermes Cup', patronized once again by The Assam Tea Company, on New Year's Eve. In all there are eight trophies up for grabs...and twenty days of action packed polo.

"The Arisia association with Jodhpur Polo is a step in the right direction. Something we cherish, and believe can grow bigger in the future" said **Dhananjay Singh, of the Jodhpur Polo & Equestrian Institute.**

Navroze Dhondy, CEO, Creatigies Communications, who created this marketing opportunity, in association with Azure, firmly believes that the future of brands looking for breakthrough opportunities has arrived "We believe Arisia and Jodhpur Polo are a wonderful fit, each lending to the aura and lustre of the other."



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