

INDIA EVERYWHERE at ANNUAL MEETING of the WORLD ECONOMIC FORUM



## Brand India in Davos

The strategy of grabbing premium mindscape of the global business elite took effect from the moment delegates landed at Zurich airport.

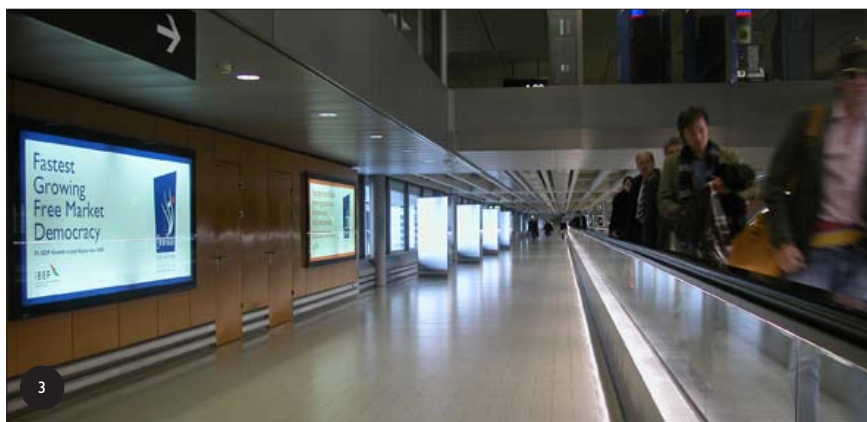
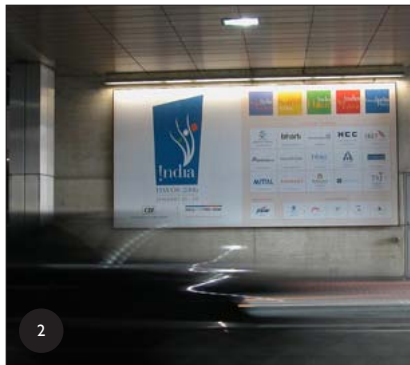
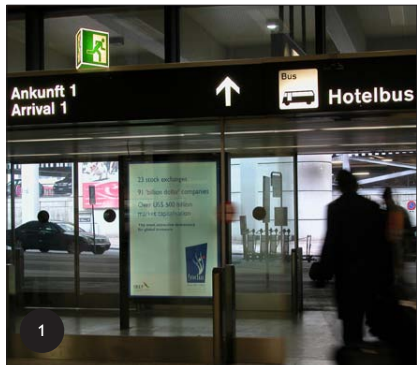
Posters, banners and buses reinforced the message in Davos. *The World's Most Attractive Democracy for Global Investors* was truly everywhere.

INDIA EVERYWHERE poster in Davos





25-29 January 2006 • DAVOS | 15



“... thanks to India’s IT prowess, the business process outsourcing boom has become a key factor in strengthening India-US economic relations... What really connects the US and India can be found in the description of India on advertisements as the world’s fastest growing free market democracy.”

JOSETTE SHINER  
US Under Secretary for Economic Business and Agricultural Affairs



above. The biggest billboard in Zurich drives the point home.

1, 2, 3 India posters at Zurich airport

4. Brand India buses in Davos

5. India posters in Davos