

The logo for the Asian Achievers Awards 2012. It features a circular emblem with a blue and white globe-like background. Inside the circle, the letters 'AAA' are written in a stylized, overlapping font with a yellow-to-orange gradient. Below the 'AAA', the year '2012' is written in white. The words 'Asian Achievers Awards' are written in white, curved text around the top and sides of the circle.

Asian Achievers Awards
2012

14th September 2012

@ Grosvenor House Hotel
Park Lane Mayfair, London
W1K 7TN

**A premium award to
celebrate Asian success**

Hosted by Asian Business Publications Ltd



**Alpha Aviation
Group**

Presents

**Asian
Achievers
Awards 12th**

12th Asian Achievers Awards

Britain is aware of the contribution made by the Asians, who migrated to the UK over the last 60 years. The first generation brought laudable ideas that became a mile stone in the nation's business history. They not only added colour to the society, but added vibrancy, diversity and variety too. Now Britain has acquired a new phase where a generation of British born Asians who are 'British' in every aspect of life, yet also bear the cultural typifications have started contributing largely to the economy. This new generation has not only achieved a great deal by contributing to the nation, but also have helped Britain, as a nation to reach a new altitude of success.

To commemorate the success of such individuals who are a role model to the community, Asian Business Publication Ltd launched the Asian Achievers Awards 12 years ago.

AAA has been the foundation and the first stepping stone for these achievers and gradually take them forward on their road to success. Asian Achievers Awards (AAA) is the most prestigious and credible awards. Instead of a few individuals deciding who the award winner is, a truly independent panel of judges are given total freedom to select a shortlist from the nominations received and then the winner in each category. Not only the subscribers and the readers of Asian Voice and Gujarat Samachar but also the wider community is invited to nominate in various categories of the award, it is also publicised through various mediums. Every year we receive a record number of nominations and the calibre of the candidates is always very impressive.

The AAA is attended by an impressive array of high net worth individuals, industry captains, high - level decision makers, parliamentarians, community leaders and senior professionals.

By partnering with the Asian Achievers Awards through sponsorship or by taking a table at the awards ceremony you are showing your recognition and support to these outstanding individuals; for their unswerving and single minded commitment to run the race and finish with flying colours. The Asian Achievers Awards also offers an unique opportunity to positively communicate your company's name, image, products and services to a clearly defined, influential, socially aware and highly receptive audience.

More importantly, as a sponsor, you will also receive a voluminous exposure with over 30,000 readers of Asian Voice and Gujarat Samachar. So whether you are seeking to establish your presence, reinforce your corporate image, or introduce a new company name, product or service, our audiences comprise of an important market segment (members with high income, education levels and who are discerning consumers) which cannot missed.

We have created a comprehensive sponsorship package that offers highly effective exposure to this target segment.

Number of guests: 800

Event date: September, 2012

Event timing: 6pm till late

Evening dress code: Black Tie



Looking Back at 2011 Asian Achievers Awards

The prestigious Great Hall in the renowned Wembley Stadium was the venue for the 11th Asian Achievers Awards (AAA), held on 16th September 2011, attended by over 1200 guests.

The glittering awards night since inception has recognised and honoured many people within the British Asian community. It saw many highlights including guest appearances like the renowned cricketer Farokh Engineer, Navin Kundra, Sirish Kumar and Clem Alford, Shiamak Davar group, Mira Performing Arts.

The Awards were presented in the presence of an impressive array of high net worth individuals, industry captains, high level decision makers, parliamentarians, community leaders and senior professionals.

Showcasing the best that the Asian community has to offer, the Awards featured a perfect mix of entertainment, audience participation, interesting speeches and the award presentation. The comperes - Naynesh Desai, a popular solicitor and presenter and actress Jyoti Patel.

CB Patel, Publisher/Editor of the Asian Voice and Gujarat Samachar, commencing the ceremonies said, *"It's the only award which people nominate and the independent panel of Judges decide the short listed candidates and winners...I know everyone cannot get awards or be nominated but there are so much potential in the Asian community."*

The Chair of the Judges Panel, Alpesh Patel added, *"As the Chairman of the Judging Panels it was my privilege to deal not with the judges but also with nominees an immensely inspirational bunch. We try to pick unsung heroes, ones who have gone beyond the call of duty."*

The Chief Guest for the evening was Rt Hon Dr Vince Cable, Secretary of State for Business, Innovation and Skills. He spoke about his connection with India and his years there in the early 60s. He said, *"As a business secretary it is my duty to promote Indian and other Asian communities. I am thankful for the contribution made by the British Asians."* *"Now India is an economic super power. The biggest manufacturer in Britain today is Indian and they are most welcome in Britain."*



Milind Kangle, CEO, Lyca mobile, the Chief Sponsor for AAA said, *"I am absolutely delighted to be here. AAA is a premiere event to celebrate political, cultural, social achievements of every British Asian. 3 million Asians contribute 1 billion pound to the British economy. Lyca mobile is proud to recognise achievements by such Asians. We look forward to developing even a stronger relation with you."*

Amongst the winners on the evening was Ruby McGregor-Smith, CEO of Mitie, the first female Asian FTSE-250 CEO.

She received the 'Women of the Year' award for her contribution and inspiration as a woman in our community. And of course there is no doubt, that under her guidance, Mitie is a recession success story! Dr Rami



Ranger, OBE received the Business Person of the Year award at the 11th AAA, for his success in every sense of the word and for demonstrating genuine passion for social issues. Managing Director of Sun Mark Ltd, he is also the founding member of the Hindu Forum Britain and the Chairman of the British Sikh Association. Shindo Barquer, the Police Chief Inspector of West Midlands police has had 24 years of outstanding achievements and been a ideal and mentor to officers and community members and was the winner for the category of Uniformed and Civil Services.

Rt Hon Keith Vaz MP said, *"The Asian achievers awards demonstrate the fact that we need to recognise the talent of all the communities. Asian Voice and Gujarat Samachar do it in such an outstanding way."*

Asian Achievers Awards is unique, in that readers and members of the public nominate candidates and an independent panel of judges selects the winner after much deliberation. Every year we receive a record number of nominations and the calibre of the candidates is very impressive.

Other winners of the Asian Achievers Awards 2011 were: Prof Bhupendra Jasani - Professional of the year, Mitesh Patel-Young Entrepreneur of the year, Major Tikendra dal Dewan-Achievement in Community Services, Rajiv Ouseph - Sports personality of the year, Bobby Singh Bansal-Achievement in Media, Art & Culture and Shernaz Engineer-Business in Community. The Editor's Award for Vision and Enterprise was given to Dinesh Patel from Co-fresh and Editor's Award for Research and Compilation was awarded to Dr Kusoom Vadgama.



Headline Sponsorship

SPORTS PERSONALITY OF THE YEAR AWARD:

Awarded to a sports person who is a success in every sense of the word.

- Event to be branded after sponsor's name - Eg. Reliance presents The 12th Asian Achievers Awards.
- Sponsor to present the 'Sports person of the year award'.
- Exposure in all AAA promotional advertisements including print, radio and TV.
- Sponsor's representative to speak at the Awards ceremony.
- Table of twenty at the Awards ceremony.
- Champagne at sponsors' tables
- Prominent display of sponsor's banner at the venue.
- Branding of the front cover of the AAA souvenir magazine.
- Back cover advertisement in the AAA souvenir magazine.
- Full page advertorial in the AAA souvenir magazine.
- Logo on eco - friendly gift bag specially made for the occasion.
- Logo on invitations.
- Logo on menu.
- Advertisement on ABPL website for a year linked to sponsors website.
- Post event editorial coverage in Asian Voice and Gujarat Samachar.
- Post event coverage on TV.
- 4 Full page advertisement post event.



Platinum Sponsorship

BUSINESS PERSON OF THE YEAR AWARD:

*Awarded to a business person who is a success in every sense of the word and can demonstrate a genuine passion for social issues
or*

LIFETIME ACHIEVEMENT AWARD:

*To honour those individuals, who during their lifetimes, have made immense contributions in any given field to their community and the country.
This remarkable individual will be marked as an example for the younger generation*

Sponsor to present the 'Business Person Of The Year Award' or 'Life Time Achievement Award'

- Exposure in all AAA promotional advertisements including print and TV.
- Sponsor's representative to speak at the Awards ceremony.
- Table of ten at the Awards ceremony.
- Prominent display of sponsor's banner at the venue.
- Branding of the front cover of the AAA souvenir magazine.
- Front Inside advertisement in the AAA souvenir magazine.
- Logo on eco - friendly gift bag specially made for the occasion.
- Logo on invitations.
- Advertisement on ABPL website for a year linked to sponsors website.
- Post event editorial coverage in Asian Voice and Gujarat Samachar.
- Post event coverage on TV.

Please note: There are two platinum awards opportunities at the 2012 Awards ceremony.

The mention of platinum sponsors are as below.

Headline Sponsor Presents
The 12th Asian Achievers Awards
in association with
Platinum sponsor number 1 and
Platinum sponsor number 2



Gold Sponsors (Category Sponsorship)

Award Categories

AAA GOLD AWARD FOR PROFESSIONAL OF THE YEAR

Professionals in the field of medicine, law, education, banking, finance and others, who have scaled the heights of their chosen profession.

AAA GOLD AWARD FOR ACHIEVEMENT IN COMMUNITY SERVICE

In recognition for an individual's service to community.

AAA GOLD AWARD FOR ACHIEVEMENT IN MEDIA, ARTS AND CULTURE

Someone who has made a mark in media including print and broadcast media; cinema, art and culture.

AAA GOLD AWARD FOR ENTERTAINMENT

For outstanding performance by Asians in the field of Music and Dance.

AAA GOLD AWARD FOR WOMAN OF THE YEAR

The award will recognise and honour a woman who has made a significant mark in any chosen field.

AAA GOLD AWARD FOR YOUNG ENTREPRENEUR OF THE YEAR

Awarded to a young entrepreneur (less than 35 years) with a proven track record of operating a successful business enterprise.

AAA GOLD AWARD FOR UNIFORMED AND CIVIL SERVICES

For outstanding achievements in uniformed and civil services or contribution to the community through any of the above services.

AAA GOLD AWARD FOR INTERNATIONAL PERSONALITY OF THE YEAR

Awarded to those who have acclaimed popularity internationally for his/her contribution in any particular sector and is recognised for their timeless philanthropic activities.

EDITOR'S AWARDS (NOT FOR SPONSORSHIP)



Gold Sponsors (Category Sponsorship)

Benefits

- Award to be branded with sponsor's name.
- Sponsor presents award to the winner.
- Table of ten at the gala dinner ceremony.
- Signage with company's name and logo at the venue.
- Sponsor's logo on invitation.
- Company logo in all pre and post event publicity material.
- Logo on eco-friendly gift bag specially made for the occasion.
- One full page colour advertisement in the AAA Awards brochure - an A4 glossy magazine. Copies of the brochure will be distributed to over 30,000 subscribers of Asian Voice and Gujarat Samachar.



12th Asian Achievers Awards Commemorative issue



The AAA commemorative issue is an A4 glossy magazine and will be distributed free to all subscribers of Asian Voice and Gujarat Samachar. The magazine will also be distributed to all the guests attending the event. It will present an overview of the awards ceremony with colourful images, profiles of the winners and mention about the shortlisted candidates. Sponsors of all award categories will be covered prominently. Articles will be unique and written exclusively for the souvenir magazine.

It is a once in a year opportunity to applaud high achievers from the Asian community in a classic ambience.

About us

Asian Business Publications Ltd (ABPL) (established 1972), are the publishers of Asian Voice (English) and Gujarat Samachar (Gujarati), the premier newsweeklies for British Asians – one of the UK's most progressive and enterprising ethnic groups. The combination of two highly influential national newspapers, together with a portfolio of regular special issues covering key topics such as Health, Property, Finance, Banking, Insurance, Education, Diwali, Travel & Tourism, British Asian Women, British Punjabi's, British Tamil's gives us the leading edge within the UK's ethnic press.



Nomination and Selection Process

This is a unique event where readers nominate and an independent panel of judges comprising of eminent personalities selects the winner. The Judges' decision is final.

ABPL Group will not entertain any dialogue with the members of the public regarding the judging process. In order to ensure a high degree of transparency and fairness, the management and members of the staff of Asian Voice and Gujarat Samachar will play no role in the nomination or judging process.

You can nominate yourself if you wish to. Nominations and entries must follow the prescribed format and bear the signature of the applicant. You may use an additional sheet if the space provided is insufficient. The winners will be announced at the AAA Awards ceremony. Asian Voice & Gujarat Samachar will publish the names of the short listed candidates and winners after the event. They will also appear in our eEdition available at www.abplgroup.com

All nomination forms must reach our offices on or before 12th July 2012.

Table Booking

**Table of Twelve
Single Seat**

