



**6th September 2013**

**Grosvenor House, Park Lane  
London W1K 7TN**

**A premium award to celebrate Asian success**

**13<sup>th</sup> Asian  
Achievers  
Awards**

**Hosted by Asian Business Publications Ltd**



# 13<sup>th</sup> Asian Achievers Awards

The continued success of Asians in various fields testifies to the staying power of the Asian community. Over the years, Asian wealth in the UK has become more diverse, crossing from first through to second and third generations. We see an emerging and evolving Asian community continuing to leave its impressive imprint over a wide array of industries spanning manufacturing and services, entertainment and fashion, hotels and real estate, food and pharmaceuticals.

Innovative skills, perseverance and true grit characterise the remarkable achievements of the Asian community in the UK. Asian entrepreneurs are looked up to as role models highlighting the 'rags to riches' story. The Forbes World's Richest list boasts of several Indians in its top 10. With Asian wealth in the UK playing such a prominent role in the economy in terms of job creation and innovation, it is no surprise that they are doing so well. The contribution of the British Asian community to the resurgence of British industries is also well documented.

The emergence of more Asian female entrepreneurs and senior professionals, many of whom are featured on rich lists, illustrate their potential for achievement despite cultural, social and economic barriers. Increasingly we are seeing and hearing about women who have 'made the grade' and are pushing forward with new ideas. While the successful contribution of Asian women to many enterprises is increasingly being acknowledged, there is still a long way to go in terms of giving women equal recognition as their male counterparts. This year for the first time ABPL would like to focus on such women who are role models but have never been brought to the lime light.

To commemorate the success of all such individuals, Asian Business Publications Ltd launched the Asian Achievers Awards (AAA) 13 years ago. AAA, which is now one of the most prestigious and credible awards in the UK has been the foundation and stepping stone for many accomplishers in the community. The exclusivity of the awards lies in the fact that the wider community including our Asian Voice and Gujarat Samachar subscribers and readers are invited to nominate candidates of their choice, making it a truly '**People's Awards**'. An independent panel of judges have absolute freedom to shortlist winners from the nominations received, and nomination forms are distributed nationally via print and online for maximum reach. Every year we receive a record number of nominations and the calibre of the candidates has always been impressive.

By partnering with us through sponsorship or by buying tables at the awards ceremony, you indirectly acknowledge individuals who have made our community proud. The Asian Achievers Awards serves as a unique endorsement opportunity for your organisation before a highly influential, socially aware and receptive audience. Whether you are seeking to establish your presence, reinforce your corporate image, or introduce a new company name, product or service, our audience comprises of an important market segment (members with high income, education levels and discerning consumers) that cannot be missed.

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

**Number of guests: 800**      **Event date: 6th September, 2013**  
**Event timing: 6pm till late.**      **Evening dress code: Black Tie**



# Looking Back at 2012 Asian Achievers Awards

Winners of the coveted Asian Achievers Awards 2012 were announced at the esteemed award ceremony on Friday 14th September 2012 amid the fitting grandeur of Grosvenor House Hotel, Park Lane, London W1. The awards recognise the outstanding work of individuals from across all businesses and professions and acknowledge the accomplishments of the finest of the UK's Asian community.

Hosted by Asian Business Publications Ltd (ABPL), the event marked its 12th year, more resplendent than ever before as 2012 also marked the 40th anniversary of the publishing group's iconic newspapers, Asian Voice and Gujarat Samachar.

Hosted by DJ Lora and Mark Ramprakash, Asian Achievers Awards 2012 welcomed a who's who of high profile dignitaries, cross party politicians, celebrities and high achievers from the Asian community, with veteran of the silver screen, Hema Malini attending as Special Guest and representing the ceremony's designated charity, Sarvam, a NGO that assists the integral development of rural India, including education for children.

Other guests included cricketer Kevin Pietersen; Chief Guest, Rt. Hon Gregory Barker MP; Rt. Lord Archer, who conducted the evening's charity auction which raised more than £100,000; Baroness Flather; Baroness Verma; Lord Popat; Rt. Hon Sadiq Khan MP; Rt. Hon Seema Malhotra MP; Lord Loomba; business leaders and philanthropists GP Hinduja and SP Hinduja; actor and producer Ray Panthaki, musicians Rishi Rich and Navin Kundra; and model/ actress Deana Uppal.



# Winners of 2012

**AAA Gold Award for Achievement in Media, Arts and Culture:** Founder of Bollywood Dance London, Nileeka Gunawardene;

**AAA Gold Award for Uniformed and Civil Service:** Director and Controller of the Royal Navy Rear-Admiral Amjad Mazhar Hussain CB;

**AAA Gold Award for Woman of the Year:** Pioneer and leader of herbal care clinics Shahnaz Husain;

**AAA Platinum Award for Sports Personality of the Year:** Professional Boxer and Ambassador for The Prince's Trust Akaash Bhatia;

**AAA Gold Award for Professional of the Year:** Pioneer of the laser eye surgery technique LASEK Prof Sunil Shah;

**AAA Gold Award for Achievement in Community Service:** Lecturer, speaker and teacher of Religious Studies Kishan Devani;

**AAA Platinum Award for Business Person of the Year:** Group Founder and Chairman of the Lycatel and Lycamobile Group of companies Subaskaran Allirajah;

**AAA Gold Award for Young Entrepreneur:** Managing Director of Icone Group of Companies Shamir Shah;

**AAA Platinum Award for Lifetime Achievement:** Founder of Noon Products Lord Gulam Noon;

**AAA Platinum Award for International Sporting Personality of the Year:** Kevin Pietersen, who was presented with the award by fellow cricketer and AAA judging panel member, Sunil Gavaskar;

**AAA International Personality of the Year:** Bollywood veteran and philanthropist, Hema Malini, who was presented with the award by ABPL Group Chairman, CB Patel.

The winner of **Editor's Award** was HH Sir Judge Mota Singh QC and **Asian Voice Special Award for Vision & Enterprise** was presented to Mr Samrat Bhandari.

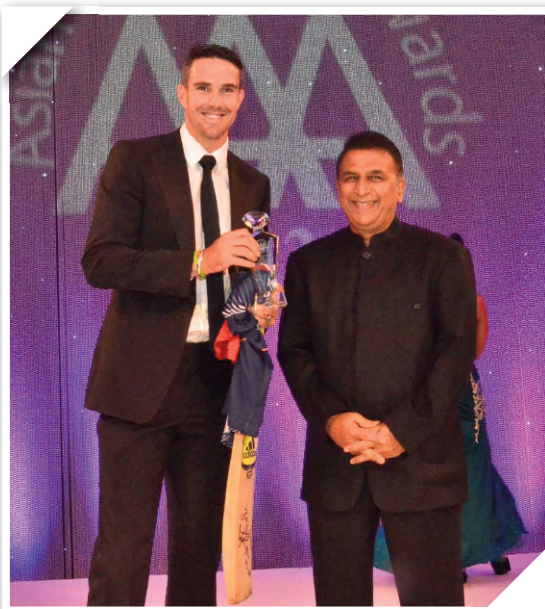


# Headline Sponsorship

## WOMAN OF THE YEAR

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

- Event to be branded after sponsor's name - Eg. Reliance presents The 13th Asian Achievers Awards.
- Sponsor to present the 'Women 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.
- 2 Full page advertisement post event.



# Platinum Sponsorship

## **BUSINESS PERSON OF THE YEAR**

*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 twelve (Gold Package) 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 2013 Awards ceremony.

**The mention of platinum sponsors are as below.**

Headline Sponsor Presents  
The 13th 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 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 ACHIEVEMENT IN COMMUNITY SERVICE**

In recognition for an individuals service to community.

### **AAA GOLD AWARD FOR SPORTS PERSONALITY OF THE YEAR**

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

### **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 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 YOUNG ENTREPRENEUR OF THE YEAR**

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

### **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 twelve (Sliver Package) 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.



# 13th Asian Achievers Awards Commemorative issue



The AAA commemorative issue is an A4 glossy magazine which will 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. 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](http://www.abplgroup.com)

To nominate online please visit [www.asianachieversawards.com](http://www.asianachieversawards.com)

**All nomination forms must reach our offices on or before 12th July 2013.**



## Table Booking

### PLATINUM PACKAGE

**Cost of Package:** £3600 inclusive of VAT

**Single Seat:** £300 inclusive of VAT

- \* 12 'best seats in the house' guaranteed
- \* Table place cards
- \* Company Logo displayed on table exclusive
- \* Mineral Water
- \* 3 bottles of Champagne.
- \* Exclusive Canapes served to your guests (8 pieces per person)
- \* Pre-order drinks service for Awards dinner

### GOLD PACKAGE

**Cost of Package:** £3000 inclusive of VAT

**Single Seat:** £250 inclusive of VAT

- \* 12 places to personally invite your guest
- \* Premium table position
- \* Table place cards
- \* Company Logo displayed on table
- \* 3 bottles of Champagne

### SILVER PACKAGE

**Cost of Package:** £1800 inclusive of VAT

**Single Seat:** £150 inclusive of VAT

- \* 12 places to personally invite your guests

#### TERMS & CONDITIONS

#### SUBSTITUTE/CANCELLATION POLICY

#### Please note:

- \* Tables booked within both platinum and gold zones are assigned according to date booked – first come, first served!
- \* Guests booking single seats will be seated on a table with other companies to make up a table of 12. We are unable to guarantee who you will sit next to but we will try to accommodate any requests.
- \* Please note no refunds are available for table bookings or individual places. Should individual guests on your table be unable to attend, we would welcome a substitute guest attending in their place. Similarly, substitutions can be made for individual seats, at no extra charge. Please notify us by email at: rovin@abplgroup.com with the name and title of both the registered guest and the replacement guest.
- \* We shall not be liable to you for travel, accommodation or other costs if we are required to cancel the Event as a result of an event outside our control.

