

## Safexpress presents the 4th Annual Corporate Communications Forum

*The Forum offered discussions on enhancing the corporate reputation, managing crisis and achieving corporate objectives through effective Corporate Communications practices.*

New Delhi, Delhi, May 18, 2009 /[India PRwire](#)/ -- **Safexpress**, India's largest Supply Chain and Logistics company partnered with Marcus Evans to present the **4th Annual Corporate Communications Forum** on 14th -15th May at Le Royal Meridien, Mumbai. The Forum offered discussions on enhancing the corporate reputation, managing crisis and achieving corporate objectives through effective Corporate Communications practices.

Over 60 high-profile Leaders from the Business world were invited to share their knowledge and expertise to discuss the effective use of Corporate Communications for the growth of an organization. This included **Mr. Shael Sharma**, VP and Head-Group Corporate Communications from Kotak Mahindra Bank, **Mr. Paresh Chaudhary**, Group President of Corporate Communications from Reliance Industries Ltd and **Mr. Morada**, Head of Corporate Communications from Larsen and Toubro amongst various other renowned speakers. The event theme revolved around Public Relations, Corporate Positioning, Reputation Management and Crisis preparedness.

Safexpress had tied up with Marcus Evans as the **Knowledge Partner** for this Annual Corporate Communications Forum. On the first day of this Forum, **Mr. Vineet Kanaujia, GM-Marketing, Safexpress** made a presentation on 'Winning Strategies during Slowdown', elucidating about the Corporate Communications strategies that organizations must adopt during economic slowdown.

Speaking on this occasion **Mr. Vineet Kanaujia, GM-Marketing, Safexpress** said, "Corporate communications serves as the liaison between an organization and its publics. It plays a central role in the achievement of key business objectives such as enhancing a company's reputation; attracting, retaining and motivating high quality people; as well as creating higher value for the shareholders."

Highlighting on the current trends in the Corporate Communications function, Mr. Kanaujia said, "Today is an era of high-tech communications and in this age of information, Social Media is a perfect platform to enhance the company's brand visibility and to communicate with its customers. The tools involved in this medium include Blogs to communicate with employees and customers; the use of social networks and wiki for sharing and collaboration, and other new tools and technologies like podcasts, video-casts and online communities to connect directly with the people."

Mr. Kanaujia presented his outlook on the role of Corporate Communications at the time of economic slowdown and further added, "Slowdown is an opportunity to cost-average to improve your long-run returns . Cuts in brand investments during an economic slowdown could lead to cumulative negative impact on the long-term value of a brand. A slowdown is, in fact, the right time to strengthen your already existing relationships by way of focusing on your current customers by offering them value-added services and showing them that they can continue to rely on and trust you. You must utilize the customer data to design measurable and effective CRM programs."

Mr. Kanaujia concluded the discussion by saying, "As the economic environment changes, the customer's attitudes, spending patterns and buying behaviour also changes. This means that your products and services need to adapt to the new circumstances. This could simply mean adapting your messages as per the market to address current concerns of the customers. Even a small change in your messaging tactics could help you ride out the downturn."

Safexpress has firmly entrenched itself as the '**Knowledge Leader**' and 'Industry Leader' of the Supply Chain & Logistics industry. The company has expanded its reach to 562 destinations all across India through more than 3,500 GPS enabled vehicles. Safexpress provides Express Distribution, Third Party Logistics (3PL) services and Supply Chain Consulting. Pioneered and driven by 'Logistics Guru' and CMD, Safexpress, Mr. Pawan Jain, the company has today given a new face to the Indian Supply Chain & Logistics Industry with the implementation of innovative and state-of-the-art services. Growing at a phenomenal rate, Safexpress is the undisputed leader in the Indian Supply chain and Logistics Industry. The company plans to achieve a turnover of Rs. 1000 crores by 2010. Recently, Mr. Jain has been awarded with the Retail Leadership award at the Asia Retail Congress 2009 in recognition of providing enormous contribution towards the growth of the retail sector in India.

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