



Background

Book Launch of Former RBI Governor, Dr Y.V. Reddy's *India and the Global Financial Crisis: Managing Money and Finance* An Orient BlackSwan Publication

Orient BlackSwan Pvt Ltd, a name synonymous with serious, academic titles and high quality publications, launched former RBI Governor, Dr Y.V. Reddy's book titled ***India and the Global Financial Crisis: Managing Money and Finance***.

A much awaited title, the book provides a ring side view of the dynamics of policy making, especially the interaction between central bank and public policy. This volume combines an in-depth understanding of theory and practice of policy, of great importance for our economists, policy makers, market participants and academics. The three-city launch saw the presence of the banking fraternity, academics, politicians and known authors as well as a strong media following.

Key Challenges

- Manage three consecutive launches in Mumbai, Delhi and Hyderabad
- Achieve maximum media mileage across all cities, despite the extensive coverage received after the first launch
- Despite exclusive interactions with key publications prior to the event, ensure the media complies with the embargo imposed prior to first formal launch in Mumbai.
- Ensure efficient media management during the launch events across three cities
- To ensure maximum inclusion of regional and vernacular publications

Communication Objectives

- To create media awareness around the launch of the book through pre event interactions and ensuring media presence at the launch event.
- Highlight the concept behind the book and generate media mileage for the book, author and publisher.
- Achieve maximum media visibility for the event
- To increase the reach & quality of the media coverage for the launch

Strategy & Key Initiatives

Planning the event

- Single point of contact was chosen to interact with the client. Delhi became the nodal office and liaised with the other two centers to ensure a smooth flow of events
- The teams then carried out persistent follow ups to ensure media presence.
- Extensive media mapping followed by dissemination of invites to the specific media

Event Management

- Ensured that media across all categories allocated fair share of news and quotes from Dr Reddy
- A separate media bay was created
- Appropriate branding ensured so the publisher also achieves the desired mileage

Post event initiatives

- Initiated Book Reviews
- Compilation of the entire media coverage – print, online and electronic.
- Qualitative analysis of the event and the coverage.

GRI Edge

- Total Print Clips: 70
- Electronic coverage: 9
 - (CNBC Awaaz, TV1, CNBC TV 18, UTVI News, TV5, News X, NDTV Profit, Zee Business, TV9)
- Online Coverage: 25

Select Media Coverage



YV REDDY/FORMER RBI GOVERNOR

Inflationary pressure is very high in India

By T. V. Raghunathan
 Special Correspondent

YV Reddy, former RBI governor, said on the sidelines of the 10th Biennial Conference of the Global Financial Markets, Mumbai, that the Indian economy stands ready to absorb any shock that comes from outside, such as a rise in oil prices and volatility in commodity prices, but he added that the country's inflationary pressure has to be kept under control.

He said, however, that the government's decision to raise the repo rate to 10% in April 2010, which led to a rise in the repo rate to 11% in May 2010, was a bold step in the right direction to bring inflation under control.

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Showing how former RBI governor Reddy says the challenge before governments is to see the implementation of monetary program.

mint INTERVIEW
 Specialized intervention is not necessary to get the economy back on its feet, but the challenge is to see the implementation of monetary program. YV Reddy, former RBI governor, says the challenge before governments is to see the implementation of monetary program.

CLIENT	YV Reddy	CLIENT'S NAME	YV Reddy
PUBLICATION	Business Standard	REPRODUCTION	4888
DATE	May 5, 2010	NO OF COPIES	4
PAGE NO	1		

Emphasis on financial integration

Y. V. Reddy book released

NEW DELHI: Reserve Bank of India Governor D. Subramanian on Friday released the book, 'YV and Global Financial Crisis: Shaping money and finance', written by former RBI Governor Y. V. Reddy.



YV Reddy (right) releases the book, 'YV and Global Financial Crisis: Shaping money and finance', written by former RBI Governor Y. V. Reddy (left) in Mumbai on Friday.

The book, which is a collection of Reddy's speeches and writings, emphasizes the need for financial integration and the role of the RBI in maintaining financial stability.

The book is available for purchase at the Reserve Bank of India's website.

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'We can't afford to let the market correct itself'



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THE ECONOMIC TIMES
On Saturday

'We were more right than most others on financial regulation'

Macroeconomic issues ahead: Govt

YV Reddy, former RBI Governor, says the challenge before governments is to see the implementation of monetary program.

money managers

Reddy saved India: Parekh

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