

About Guftagu

It is India's first sustainable leadership networking platform to exchange ideas, expertise and referrals to bring economic and social well being.

let's have some
Guftagu
A Circle of Trust

Positive Outcome

Happiness Around

Relationship Bond

Knowledge ———
Power **ideas** ↑ Experience
EXCHANGE Expertise
Information ↓ Connections

Guftagu is a platform providing social & economic empowerment by having close knit meets and much more.



Contact

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GUFTAGU (A CIRCLE OF TRUST)

- ← **Guftagu-** A Circle of Trust is a 6000+ Member community. Guftagu is a community amplifying connections by facilitating exchange of ideas, skills & collaboration
- ← We have who's who of industry (Bata, Bikanerwala, Varun Beverages, Chiratae ventures, Suprol, Dalmia Group, Samsung, Airflow, Madame etc.) and distinguished professionals from different walks of life.



It is one of the India's leading sustainable business networking platform.

Mission:

To create the circles of trust & leverage the best of networking & relationship building

To add to economic and social well being of the individuals at large

Values:

G Grow together

U Understand each other

F Fun & learn

T Transparent

A Authentic

G Giving attitude

U Unconditional support

Guftagu
Amplifying Connections
with
(Care, Compassion, Collaborations)



We Facilitate -

Types of Networking Meets

- Inclusive Business Meets (With the flexibility of Area & Category)
- Exclusive Circles Meets (Area Specific)
- Guftagu Hub Meets (Industry Specific)
- Business Boosting Meets (Collabs & 121)
- Connections Breakthrough (Online Global Connect)
- **Hi-Impact Meets (Hi-Impact Leaders/ Corporate Connect)**
- **Mentoring & Training Session (To help in to achieve your goals)**
- **Informal Meets/Socials**



What sets us apart?



✓ Personalized Networking: Impactful- Guaranteed Referrals *

✓ Value for money: Zero Formal Circle Meet fees for Prime members

✓ Inclusive: Flexibility of Area, Category, Attire

✓ Hi Quality: Limited Seats, Deep Discussion to meet ask/challenges

& Icon's insights

Value Adding

- Master Connector Sessions
- Industry Specific Hub meets
- Celebrations & Bond Development

❖ Culture we support-

- Health (Support Eco friendly lifestyle)
- Happiness (Social causes close to your heart)

*T&C Apply



Guftagu Business Opportunities



- ▶ **PROFILE** Display -
 - ▶ 1. On Website Display: (www.guftagucircle.com)
 - ▶ 2. On Guftagu App : Profile Listed in Directory
- ▶ **DOFFERS** Display (Deals + Offers)
 - ▶ 1. On website
 - ▶ 2. ON Guftagu Reward Bazaar (In Process)

WhatsApp Promotions

- 1. Promotions of your work in relevant WAG (as per WhatsApp Policy)
- 2. Be a part of various groups (Max-6)
- 3. Business Matchmaking



- ▶ **Offline Exposure** -
 - ▶ 1. Business Presentations Slots :
 - ▶ 2. Display on the Table (Product, Brochure)
 - ▶ 3. Guftagu Hosting Partners:
 - (Chai Pe Guftagu, Morning Walk ki Guftagu, or Guftagu 1234)

Guftagu Media Exposure-

Share experiences, Success stories, Leadership Victories

Guftagu Reach & Opportunities in upcoming impact confluence

- 6000+ Business Leaders,
- 100+ Icons
- Social Media Reach 25,000+ (followers)
- Member of AIMA, JIIF, TIE, CII, JITO, JATF, NHRDN, RATA, IIA, MDI Alumnus etc.
- TITLE REACH- 25000+ Business Leaders, Above Social Media Handles
- PRIME CIRCLE REACH- 25000+ Business Leaders, Above Social Media Handles
- Events REACH- 25000+ Business Leaders , Above Social Media Handles
- Intensive interaction with the decision makers/ get referrals of the connects

Why Guftagu's membership?

Guftagu

- Personalized Networking (In small groups)
- Low investment , high quality
- All Inclusive (Different Plans as per choice)
- Flexibility of (Category,Area, Attendance, Uniform)
- Informal Meets
- Personalized leadership development sessions
- Separate Corporate/NGO/Institution meet
- Profile/Catalogue creation & access *
- Create your own Circle (Like WA groups)
- Hub Creation
- ICON Insights
- Access to interest-based communities/circles
- Public posting of Ask/Give
- Branding Credits
- Healthy lifestyle & Sustainable practices

Others

- Mass networking
- High investment, low quality
- Membership fee + event charges
Less flexibility
- Mechanical environment networking
- None
- Lack of Leadership training by Leadership coaches
- None
- None
- None
- None
- None
- None
- None

Vaasudev

TITLE Sponsor of Guftagu Meets (Comprehensive)
Annual

Platinum+ sponsorship

Benefits

1. Prominent Brand Exposure:

1. Venue Promotion (Standee Placement, wherever possible)
2. Placement of Brochure at Venue
3. Webpresence
4. Video exposure in Social Media
5. Blog Article on Web
6. Special Recognition in our Celebration Events
7. App Exposure

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Recognition as Food Partner

3. Networking Assistance:

1. Guftagu Platinum Pass
2. Dedicated support for networking & Connections breakthrough
3. Access to Guftagu platinum club

Sponsorship Amount- Rs 250,000/-+ GST 18%.

For Prime Members-15% Discount

Vasudha

Associate

Title Sponsor of Guftagu Prime meet ups of Delhi NCR-
(Annual)

Benefits

1. Prominent Brand Exposure:

1. Logo visibility on social media (in All the posters)-12 Online Meetups in a year + 4 Founders' meet (Hybrid)
2. Venue Promotion (Banner/Logo/Standee Placement, wherever possible)
3. Placement of Brochure at Venue/Distribution of E Brochure to the participants
4. Web presence
5. Special Recognition in our Celebration Events

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Speaker Spot in 16 Meetups in a year

3. Networking Assistance:

1. Guftagu Platinum Pass worth Rs 90,000/-
2. Dedicated support for networking & Connections breakthrough
3. Access to Guftagu platinum club

Sponsorship Amount- Rs 150,000/ + GST 18%.
(For Prime Members-15% Discount)

Janak

Title Sponsors of Prime Circles (Annual)

Diamond+ sponsorship

Benefits

1. Prominent Brand Exposure:

1. Logo visibility on social media (in All the posters of the Prime Circle)-12 Offline Meetups in a year
2. Venue Promotion (Standee Placement, wherever possible)
3. Placement of Brochure at Venue
4. Web presence
5. App exposure

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Speaker Spot in 3 Offline Meetups in a year
3. Special Recognition in our Celebration Events

3. Networking Assistance:

1. Guftagu Annual Circle Pass (Worth Rs. 40000/-)
2. Connections breakthrough(Dedicated support for relevant referrals)
3. Access to Guftagu platinum club

Sponsorship Amount- Rs 100,000/-+ GST 18%.

(For Prime Member-15% Discount+ One year Complimentary Renewal)

Samrat

Associate Sponsor of Prime Circle
(Annual)

Diamond sponsorship

Benefits

1. Prominent Brand Exposure:

1. Venue Promotion (Standee Placement, wherever possible)
2. Placement of Brochure at Venue

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Speaker Spot in 3 Offline Meetups in a year

3. Networking Assistance:

1. Half Yearly Circle Pass (worth Rs 29000/-)
2. Dedicated support for networking connections and introductions.

Sponsorship Amount- Rs 75000/-+ GST 18%.
(For Prime Members-15% Discount)

Anna

Food Sponsor of Prime Circle
(Annual)

Gold+ sponsorship

Benefits

1. Prominent Brand Exposure:

1. Venue Promotion (Standee Placement, wherever possible)
2. Placement of Brochure at Venue

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Recognition as Food Partner

3. Networking Assistance:

1. Guftagu Annual Circle Pass(worth Rs 39000/-)
2. Dedicated support for networking & Connections breakthrough

Sponsorship **Amount- Rs 75000/-+ GST 18%.**

For Prime Members-15% Discount

Vastra

T-Shirt Sponsor of Prime Circle
(Six Month)

Gold sponsorship

Benefits

1. Prominent Brand Exposure:

1. Placement of Brochure at Venue

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Recognition as T-Shirt Partner

3. Networking Assistance:

1. Half Yearly Circle Pass worth Rs 29000/- Dedicated support for networking connections and introductions.

Sponsorship Amount- **Rs 41,000/** + GST 18%.

(For Prime Members-15% Discount)

Vastu

Bags Sponsor of Prime Circle
(Six Month)

Gold sponsorship

Benefits

1. Prominent Brand Exposure:

1. Placement of Brochure at Venue

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Recognition as Bag Partner

3. Networking Assistance:

1. Half Yearly Circle Pass worth Rs 29000/- Dedicated support for networking connections and introductions.

Sponsorship **Amount- Rs 41,000/-+ GST 18%.**

For Prime Members-15% Discount

Vidya

Folder/Diary Sponsor of Prime Circle
(Six Month)

Silver Sponsorship

Benefits

1. Prominent Brand Exposure:

1. Placement of Brochure at Venue

2. Event Sponsorship Opportunities:

1. Priority consideration for participation in meetups.
2. Recognition as Stationary Partner

3. Networking Assistance:

1. Annual Digital Pass worth Rs 29000/- Dedicated support for networking connections and introductions.

Sponsorship Amount- **Rs 51,000/-**+ GST 18%.

(For Prime Members-15% Discount)

Tarak

Gifts sponsors to Prime Circle
(Quarter)

Bronze Sponsorship

Benefits-

- More visibility to your product/service
- Build a circle of trust (Referred by community)
- Personal as well as business branding
- Opportunity of collaborations & outsourcing to scale up
- Community to engage and receive feedback
- Referrals & Reach to correct audience
- Session on Goal setting & planning
- Free assessment on business growth & modeling

Amount: Rs 10,000 per quarter+ 100 Gifts per quarter

Mitra

Friendly sponsorships to Prime Circle

1. Brochure/Product sponsor –

- 3000 for a meet,
- 6000 for Half Year (6meets),
- 10000 p.a (12 meets)

(Placement of Brochure/Samples at Venue (One meet per month)

2. Annual Roster sponsor-

Printing of 100 Roster Books per quarter + 10,000/-

3. Placement of Standee-

- 3000 for a meet,,
- 6000 for Half Year (6meets),
- 10000 p.a (12 meets)

(For Prime Members-15% Discount+ One meet extra+ One Visitor invite complimentary)

OUR PARTNERS/CLIENTS

 Pearl Academy



SIEMENS



Subros



Benefit to Prime Members

1. Free T-Shirt/Bag/Folder to all the Members on getting the respective Sponsorship
2. One month Renewal Extension to each member on Annual Circle Sponsorship finalization
(Min. Amount collected – Rs 1lakh)
3. Reward preferences Plus More Benefits

Let's Exchange



Care



Compassion



Collaborations