

FRESHLY SQUEEZED...

INDIA AND THE TUK TUK

London, Bombay, Bangalore and back again.

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Early winter, before the UK was closed by the snow, Simon Castle and Luke Palmer headed to warmer climates **to launch Ara into the Indian market.**

The early November whirlwind tour started with a busy two day trip around **Bombay's key A&D practices that were selected to introduce Ara in this region.** We then travelled north to Delhi, feeling pleased as punch with the feedback and completely fired up for the more formal product launch in one of Delhi's most luxurious locations. On arrival at the 5 star Continental Hotel over 125 of the cities A&D community sat eagerly awaiting "an audience with Castle and Palmer!" The event was organized by our Indian partners D&M.

Ara took centre stage at the event, which was focused on introducing our award winning environmental task chair and included in-depth presentations of both **Ara's 'Cradle 2 Cradle'** development and our **corporate environmental strategy –'No Green Bull'**

Flying further south to Bangalore, once again D&M put on a high quality event at the 5 star Leela Palace Hotel. Over 100 designers and specifiers in one of India's most cosmopolitan cities enjoyed a presentation in a more relaxed atmosphere. An outstanding local rock band provided entertainment which was complimented by a 20 minute spot of 'Welsh comedy' by the renowned duo 'Castle and Palmer'. Some of it greatly received - some not making it over the Severn Bridge. The feedback was very encouraging and informative with many of the guests opting to test drive the Ara task chairs rather than enjoy the great music and free bar.

The evening was finished off with an acoustic version of Oasis's Wonderwall that only 'Castle and Palmer' could pull off and you'd have to say the event was a great big booming success! Orangebox would like to say a big thank you to Mr Kochar and Mr Deepak Nagraj of D&M for providing such a fantastic platform to establish Orangebox in this growing and strategically important economy. The attention to detail and enjoyment of the whole trip organized by D&M, brings new meaning to what 'personal service' means.