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E-Marketing Bulletin

# Rubber4U

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# Reader's View

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**Sheela Thomas (IAS)**  
Chairman  
Rubber Board of India

I am happy to learn that 'Rubber4U' is celebrating its anniversary with its issue to be published on 15 July 2013.

In the liberalized era, the fate of commodities is dependent on several factors which go beyond the traditional market fundamentals. For every player in this arena – whether he is a producer, trader or consumer – an in-depth knowledge of the dynamics of the market is an indispensable tool for survival. Knowledge in turn depends on access to information, that too accurate and timely.

The same is true for the players in the rubber sector also. An e-journal like yours can really be of great help in this respect. The electronic pathway is the quickest method for delivery of information. I hope 'Rubber4U' can utilize this environment to the maximum possible extent.



**Niraj Thakkar**  
President - AIRIA

It is a pleasure to see Rubber4U's success in reaching out to the rubber industry with the latest information and analysis. It is readily available in our inbox and caters to our needs at the click of the mouse. The news is always crisp and reader friendly.

I wish Rubber4U all the success in the years to come.



**M F Vohra**  
Chairman  
Rubber Products Panel – Capexil  
Convenor  
Export Promotion Panel - AIRIA

The Rubber4U has fulfilled an important requirement of getting its message across to all stake-holders of the Rubber Industry. Its incisive articles and analysis of the issues make worthwhile reading.

I wish this e-Magazine all the best and look forward to receiving the same on a regular basis.



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**M.L. GUPTA**  
Sr. Vice-President,  
**AIRIA**

It is once again gives me pleasure to congratulate **Rubber4U** for World wide viewership of over 120000 within a short span of time. I am really delighted that **Rubber4U** creating a personal awareness and touch of industry over the globe..

I would once again wish to **Rubber4U** for many more occasion of celebration & thanks a lot for sharing such valuable information among the Rubber Industry and others.



**Vinod Simon**  
Chairman, RSDC  
Past President  
**AIRIA**

I am very happy to note that **Rubber4U** have completed 4 years since the start of this e-Newsletter.

It is not an easy task to bring this out twice a month very promptly and on time. I must congratulate you and the entire team behind this success and wish you the very best for the future.



**Manu Patel**  
Hon. Member  
**AIRIA**

Dear Ashok,

You have been a pioneer, for our rubber industry, in India, to have news on internet. Four years, is just a beginning, as you have to reach 25 years, to start on silver, gold etc. And I am sure you would reach there. I wish **Rubber4U**, all the best.



**R. Ramachandran**  
VP AIRIA

Congratulations to **Rubber4U** for publishing useful information to the rubber industry on time. **Rubber4U** being an e bulletin is accessible from anywhere which makes it more special and I am glad to learn of the wide viewership.

The present overall sentiment in the Indian business scenario is dull and domestic demand which has been the driver of our economy is down. Volatility, uncertainty, complexity and ambiguity has become the order of the day and it is essential now for the Indian businessman to be alert to not only survive but also grow.

I wish **Rubber4U** and the viewers all the best and festival season greetings.

## Innovation through change



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Most importantly, valuing your patronage is our most prized possession. Our top most priority to deliver dependable products and services stands tall even today and will always be so.

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This is a source of first hand information on what is happening in the rubber & tyre industry. **Rubber4U** is a premier e-journal and the progress made by **Rubber4U** in daily updating the rubber industry news is notable and praiseworthy.

I take this occasion to express my sincere thanks to the Editor & staff working to create this e-journal. I wish all the best in its entire future endeavour.



**Dr. ArupKumar Chandra**  
Head - Global (RM & CD), R&D Centre, Apollo Tyres Ltd.

It gives me great pleasure to understand that **Rubber4U** has completed 4 years of its inception and is celebrating the same.

Four years back, to come out with e-magazine was a novel idea and **Rubber4U** took advantage of electronic media. **Rubber4U** carries very informative and current information. I always look forward to receiving **Rubber4U**, which is very



**Mehul Patel**  
Attuned polymers group

prompt and absolutely on time.

I congratulate Mr. Ashok for this effort and hope that he continues in future also.

Mail your Message to: [editorial@rubber4u.com](mailto:editorial@rubber4u.com) alongwith your photograph

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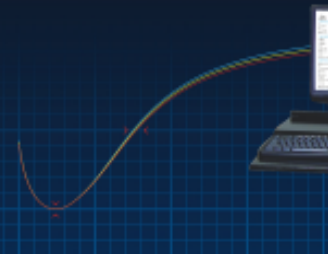
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I am happy to note that **Rubber4U** is publishing their Anniversary Issue on 15th July 2012. **R u b b e r 4 U** started with small beginning and a unique idea and has grown into a dependable source of information for Rubber Industry in India with huge subscriber base. It is only because of hard work, which has paid off.

**Yogen Lathia** - Director  
Lathia Rubber Mfg. Co. Pvt. Ltd.

I am very happy that **Rubber4U** is celebrating its 4th anniversary on 15<sup>th</sup> July 2013. It's one stop source for all the updated information



pertaining to the rubber industry. Congratulations to you & your entire crew!! Wishing you many more success for the years to come.

**Prasanth B**  
Head - Keltan Elastomers,  
Lanxess India Pvt. Ltd.



We are getting fortnightly latest news update from **R u b b e r 4 U** magazine – a very impressive magazine, with their entire issue dedicated to Rubber.

**Himanshu R Kamani**  
Bhavik Enterprises



**Sunil B Sangtani**  
Managing Partner  
Seed Rubber Products

**Rubber4U** on line Rubber Magazine will complete 4 successful years which means 96 on line issues fortnightly basis. Your on-line magazine is now counted as an important Electronic Publication for the Indian and World Rubber Industry. It is a matter of great satisfaction and pleasure that **Rubber4U** is thriving after 4 years of existence and will continue to do so. This is through your hard work and dedication. All the Best and Great Success for the Future.



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Panel Ad (On page 1)	5cm X 7 cm	Rs. 1200/-	N.A.	N.A.	Rs. 10,080/-	Rs. 17,280/-
Panel Ad (Inside pages)	5cm X 7 cm	Rs. 750/-	N.A.	Rs. 3,600/-	Rs. 6,300/-	Rs. 10,800/-
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Display 1 (Inside pages)	12.5 cm X 17 cm	Rs. 3000/-	Rs. 8,100/-	Rs. 14,400/-	Rs. 25,200/-	Rs. 43,200/-
Display 2	19 cm X 7.5 cm	Rs. 2500/-	Rs. 6,750/-	Rs. 12,000/-	Rs. 21,000/-	Rs. 36,000/-
Display 3	9.5 cm X 12 cm	Rs. 2000/-	Rs. 5,400/-	Rs. 9,600/-	Rs. 16,800/-	Rs. 28,800/-
Display 4	12.5 cm X 8 cm	Rs. 1750/-	Rs. 4,725/-	Rs. 8,400/-	Rs. 14,700/-	Rs. 25,200/-
Strip Ad (On page 1)	19 cm X 4 cm	Rs. 1250/-	N.A.	Rs. 6,000/-	Rs. 10,500/-	Rs. 18,000/-
Strip Ad (Inside pages)	19 cm X 4 cm	Rs. 1000/-	Rs. 2,700/-	Rs. 4,800/-	Rs. 8,400/-	Rs. 14,400/-
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Material Deadline : 12th & 26th of every month of the advertisement scheduled.

### www.rubber4u.com Advertisement Tariff & TECHNICAL DETAILS

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\*Discount structure against advance payment only