

MIRA

Crafting Unforgettable Event Experiences

Events have become an essential platform for brands and businesses to engage with their audiences, fostering brand awareness and building trust. Consumers today value experiences as much as they value the brand itself.

MIRA Integrated Marcom Services, a visionary corporate event management company founded by Capt Anand Dandapani, leverages this insight to craft high-impact experiences, resonating with target audiences. Strategically headquartered in Hyderabad, MIRA excels in executing various types of events that align with the clients' strategic objectives, including large-scale product launches, employee engagement programs, wellness events, CSR initiatives, and award nights to high-touch VIP experiences. With a comprehensive service portfolio including end-to-end event planning, on-ground execution, creative concept development, AV production, and post-event engagement, MIRA empowers brands to create lasting impressions and make meaningful connections.

The Genesis of MIRA

The inspirational journey of MIRA began in the realm of marketing communication and brand identity. A pivotal assignment to design a stall for a B2C electronics MNC at an industrial trade fair expo market is a turning point. The company's creative execution and innovative marketing initiatives yielded a positive customer reaction and an increase in sales. This success led to the South India campaign, showcasing MIRA's prowess in customer engagement. Later, the company ventured into events, expanding its horizons to diverse industry verticals and genres of engagement. Today, MIRA strives to bring experiences that are similar to every attendee at an event.

Building a Strong and Motivated Team

Capt Anand's team-building is centred around core principles that prioritise attitude over professional expertise. For him, the right attitude, high standards of Integrity and honesty, and a willingness to learn are essential qualities for team members. Individuals who embody these qualities are welcome aboard MIRA's ship of fortitude.

"Luckily, I had the privilege of working with such a wonderful team who are equally passionate as me to deliver our best to our customers and want to see the smile on them when they visit our events", Capt. Anand proudly shares.

The Key Leadership Lessons

Capt Anand has learnt valuable lessons that have shaped his leadership style. His journey is a constant learning experience, with new insights gained every day that enrich his knowledge and foster personal growth. The key takeaways of his journey have been perseverance and adaptability. As a leader and entrepreneur, embracing these qualities is crucial to staying competitive. Perseverance has won many clients, even after



Capt Anand Dandapani

Founder & Chief Dreamer

pitching and waiting for over three years. In today's ever-changing world, adaptability is the driver for winning a client's heart.

Embracing Technologies for Event Excellence

MIRA stays ahead of the curve by integrating cutting-edge technology into its event planning and execution processes. The company harnesses innovative solutions like interactive apps for event engagement, AI-based tools for guest personalisation and virtual event platforms to create an immersive experience.

Delivering Uncompromising Quality

At MIRA, quality is a non-negotiable aspect of it. To ensure exceptional standards, the company has implemented a rigorous quality control process. This includes robust SOPs, thorough recce reports, and meticulous checklists that match customer wish lists at every execution level. Additionally, MIRA conducts

vendor audits, on-ground QC checks by expert teams, and regular team training to maintain excellence. Post-event debriefs and documentation further refine processes. Every project undergoes multiple layers of scrutiny—from creative conceptualisation to guest experience design and backend logistics.

Notable Clientele

MIRA serves a wide range of clients across different industries, including IT, pharma, BFSI, manufacturing, real estate, infrastructure, bioscience, energy, aerospace and defence, and education. The company's esteemed clientele includes prominent companies like Genpact, Synchrony, Wipro, Bosch, Microsoft, ADP, TCS, NCC and Carrier, among others. MIRA's success in winning and retaining these clients' trust lies in its ability to listen attentively to their needs, personalise solutions and deliver with integrity.

Research & Development: A Key Driving Factor

At MIRA, the R&D team is an integral part of the client experience team, constantly scouting for new technologies, creative pursuits, and customer feedback to stay ahead of the forefront. By monitoring global trends in related industries and upskilling the team on new avenues of creative engagements, MIRA stays attuned to evolving customer behaviours, particularly among Gen Z and Gen Alpha. The company tests new ideas in beta mode to analyse results before implementing them, ensuring that its services remain innovative and effective.

Marketing through Compelling Stories

MIRAs' marketing approach is focused on storytelling, showcasing its work through curated case studies, behind-the-scenes reels, and experiential highlights on social media. With over two decades of industry-specific and event genre experience, MIRA has developed a deep understanding of clients' needs, enabling it to provide swift and effective solutions. Additionally, the company leverages referrals, industry networking, and thought leadership pieces to establish itself as a trusted expert in corporate experiences.

An Edge Over the Peers

MIRA's competitive edge lies in its attention to emotional nuance in corporate settings, immersive storytelling capabilities, and the trust it builds with its clients. While event formats can be replicated, the experience, consistency, and culture MIRA delivers are deeply rooted in its people and philosophy, making it difficult to imitate. This distinctive blend of creative storytelling, emotional intelligence, and trust-building makes the company stand out. With the focus on understanding client needs, offering tailored solutions, and embracing feedback, MIRA consistently delivers high-quality events that exceed clients' expectations.

The Leadership Team at MIRA

The leadership team is comprised of seasoned professionals with a cumulative experience of over 100+ years in events, marketing, production, and design. Each member brings a unique blend of strategic thinking and executional prowess to the table. The leading man, Capt Anand, is driven by a strong vision for creating sustainable and inclusive experiences, while the Creative Director infuses each event with an unmistakable signature of elegance and originality. Meanwhile, the Operations Director ensures that every event is executed with finesse, adhering to committed guidelines.

Nurturing a Motivated Team

At MIRA, Capt Anand and other key executives focus on empowering team members to grow and develop their skills. The company provides opportunities for gaining experience and exposure to new areas, enabling individuals to upskill and build confidence. MIRA's culture is built on inclusiveness, valuing individual thoughts and opinions

to drive innovation and exceptional client experiences. Every team member, regardless of role, is recognised for their contributions, from creative professionals to office housekeeping staff who ensure the team's well-being. The leading team organises periodic team outings, lunches, and celebrations, bringing together different verticals and creating a sense of community.

Achievements and Future Horizons

MIRA has achieved significant milestones, executing over 500+ events across 10+ cities, with repeat clients accounting for 80% of its business. The company has garnered appreciation for its initiatives such as the Hyderabad Arts Festival, 'Bike for a Cause', WaveRun, and Family Day Celebrations, showcasing its expertise in event management. MIRA has also been recognised for excellence in CSR engagement formats and sustainable event practices.

Looking ahead, the company is poised for growth, expanding into new areas like corporate gifting, beauty & skin care, experiential adventure theme parks, young leadership education, celebrity artist management, and wellness & hospitality, to name a few.

Guidance for Aspiring Entrepreneurs

Capt Anand advises aspiring entrepreneurs, *"A key mantra is never let go of your vision. Seizing opportunities and constantly upskilling are crucial to staying ahead of the curve. It is essential to maintain focus on the end goal, avoiding distractions and pitfalls that can derail progress. Believing in yourself and adopting a customer-first attitude are vital to excelling in any business venture."*

