



THE ASIAN AWARDS

HONOURING ASIAN EXCELLENCE

ABOUT THE ASIAN AWARDS

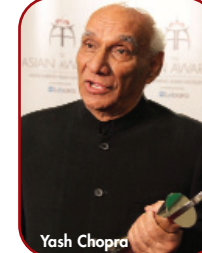
The Asian Awards, created and launched by UBM and businessman Paul Sagoo, in 2010, is an annual event that recognises and celebrates excellence. A pioneering, unique and prestigious event, The Asian Awards is the only international event that pays tribute to Asian success across all walks of life; emphasising awe-inspiring achievements and highlighting inspirational role models.

Open to individuals born in or with direct family origins in India, Pakistan, Sri Lanka or Bangladesh, every award honours its recipient's remarkable story with a coveted accolade, presented in celebrated company within unique surroundings.

In 2010 The Asian Awards, opened by the Deputy Prime Minister, Rt Hon Nick Clegg MP and presented by Lord Coe, celebrated an impressive array of achievements from within the Asian community, honouring global leaders in business, sport, music, cinema, entertainment and philanthropy.

"It's an honour to be part of such a prestigious event recognising individuals from the Asian Community who have excelled in their chosen professions"

Yoganathan Ratheesan
CEO, Lebara



Truett Tate, Group Executive Director,
Lloyds Banking Group

"The Asian Awards are the most prestigious in the calendar and we are delighted to be supporting them"

THE 2010 WINNERS

The Winners of the Asian Awards represent the very best of Asian excellence globally and not just at the local level. They are all leaders in their field and represent the top performers within their field irrespective of their ethnicity. The 2010 winners included:

RATAN TATA

Business Leader of the Year

Global business icon and leader of The Tata Group of Companies

SACHIN TENDULKAR

Outstanding Achievement in Sport and People's Choice Award

Record breaking cricketer

GEORGE ALAGIAH OBE

Outstanding Achievement in Television

Premier journalist and broadcaster

YASH CHOPRA

Outstanding Achievement in Cinema

India's most successful film director and producer

VIJAY MALLYA

Entrepreneur of the Year

International business tycoon, chairman of United Breweries Group and Kingfisher Airlines

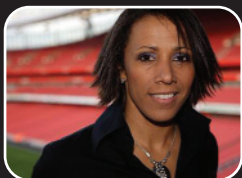
AR RAHMAN

Outstanding Achievement in Music

Multi-award winning composer and artist

THE 2011 ACCOLADES

The Asian Awards nominees are selected by a voting council, chaired by Baroness Verma of Leicester, comprised of past winners and a cross section of highly respected figures from business, politics, culture and entertainment.



In 2010, Judges included Lord Sugar, Dame Kelly Holmes and award winning film director, Gurinder Chadha OBE.



Chair of Judges,
Baroness Verma of Leicester

The 2011 Award categories are:

- Business Leader of the Year
- Entrepreneur of the Year
- Social Entrepreneur of the Year
- Philanthropist of the Year
- Outstanding Achievement in Art & Design
- Outstanding Achievement in Television
- Outstanding Achievement in Cinema
- Outstanding Achievement in Music
- Outstanding Achievement in Sport
- Outstanding Achievement in Science & Technology
- Public Servant of the Year
- Peoples' Choice Award*
- Lifetime Achievement Award

* Public voting determines the People's Choice Award; the results for this award are announced during the ceremony.

DATA AND REACH

- Over 1,200 influential decision-makers within the Asian community attend the ceremony
- 25% of attendees are UHNWI and HNWI (over £10m net worth)
- 13 award winners annually
- Judging panel comprising 26 esteemed leaders
- The Asian Awards has access to over 1.8m contacts via United Business Media
- Extensive marketing and communications campaign including promotion of winners post event via PR Newswire Outdoor screens on Times Square, New York

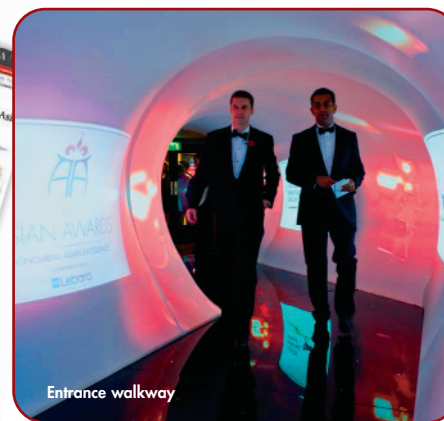


WHY PARTNER?

Whether the Asian community is already a key contributor to your business success or you are seeking to enhance your positioning amongst this audience, these Awards deliver a unique platform through which you can strengthen and measure your relationship with the Asian community both in the UK and internationally. Sponsorship of The Asian Awards has proven to deliver over 150% return on investment through the high volume of press coverage, branding, new business and audience engagement opportunities.

The Asian Awards is well placed to offer potential partners:

- **STAND OUT**
Clear alignment of your brand/company with excellence, professionalism and outstanding achievement from within the Asian community
- **POSITIONING**
A communication platform through which you can demonstrate the value you place on the significant contributions of the Asian community
- **ENGAGEMENT**
Direct access to high profile and influential individuals from both the UK and international Asian community
- **PROFILE**
Unrivalled exposure to a target audience in the UK and internationally via a comprehensive marketing, PR and event programme, all incorporating your brand credentials



TIMELINE

March

Launch of Asian Awards 2011

April

Judging Panel – nominations and shortlisting

June

Winners confirmed

18th October

Asian Awards 2011 Ceremony – winners announced

PARTNER WITH US

The Asian Awards team will work closely with you to create a bespoke package tailor-made to your company/brand's specific objectives.

A partnership package can be crafted at a variety of levels including but not limited to Headline sponsorship, Awards Category Sponsorship, and official partnership status.

To discuss the opportunities in further detail please contact:

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