

COMPANY PROFILE 2026

Experiential marketing and large-scale events, across India

Corporate events, exhibition stalls, loan melas and rural marketing, CSR programs, BTL activations, event engagement and branding. Since 1995.

30+
years since 1995

1,500+
campaigns delivered

50
events on the same day

Pan-India
metros, towns, villages

JKM alliance

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01 · ABOUT US

Thirty years of planning and running events on the ground

JKM Alliance is an experiential marketing and event management company based in New Delhi. We plan, build and run corporate events, exhibition stalls, loan melas, rural campaigns, CSR programs, BTL activations and branding for banks, NBFCs and brands across India.

The company was founded in 1995 by Yatinder Sharma as a printing unit. Over the next decade it grew into direct sales and marketing for leading banks, with a 150+ seat call centre, and in 2008 it moved into events and activations. That background in selling financial products is why so much of our work is for banks and NBFCs, and why our events are planned to bring in business, not only footfall.

Today one team handles the whole job: recce and planning, design, fabrication and print in our own unit, trained people on the ground, engagement technology, and a report at the end. We work in metros, tier-2 towns and villages, and can run up to 50 events on the same day.



Founded	**1995, New Delhi**
Founder	**Yatinder Sharma**
Head office	**Janakpuri, New Delhi**
Reach	**Pan-India: metros, towns and villages**
Field team	**1,500+ trained professionals**
Core sectors	**Banking, NBFC, insurance, auto, FMCG, CSR**

30+
Years on the ground, since 1995

1,500+
Campaigns delivered

50
Events run on the same day

1,500+
Field team across India

Pan-India
Metros, towns and villages



Sarthi Sangam camp ground, Jaipur



Navagati scholarship event, Vijayawada



Gold loan demo van, Punjab

OUR JOURNEY

From a printing unit to pan-India events

1995
Printing unit
Starts as an in-house printing business.

1995–2007
Sales & marketing
Direct sales for leading banks, 150+ seat call centre.

2008
Events & activations
Corporate events and BTL, with our own fabrication.

2010s
Melas, rural & CSR
Loan melas, rural programs and branch branding.

Today
Pan-India at scale
50 same-day events, expo stalls, engagement tech.

WHAT SETS US APART

01
In-house print and fabrication
Stalls, backdrops, signage and branding are made in our own unit, so quality and timelines stay in our hands.

02
Built for banking and finance
Years of selling financial products: our events, melas and activations are designed to generate qualified leads.

03
Recce before commitment
Every venue is visited, compared and verified, and you approve the final choice before work starts.

04
Scale and reach
A 1,500+ field team and partners across India let us run up to 50 events on the same day.

IN-HOUSE CAPABILITY

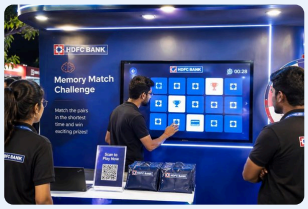
What we own, not outsource



Printing unit
Our own print unit since 1995 for event print, branding and merchandise.



Fabrication workshop
Stalls, stages, arches and backdrops built in-house and installed by our crew.



Software team
Branded registration, games, photo experiences and lead dashboards.



Field network
1,500+ trained promoters, anchors and crew across India.

02 · OUR SERVICES

Seven service lines, one accountable team



SERVICE 01

Corporate Events

Annual meets, conferences, product and branch launches, award nights and leadership offsites, produced end to end with one event manager.

- Annual meets & conferences
- Reward & recognition nights
- Product & branch launches
- Leadership offsites
- Stage, LED, sound & lighting
- Anchors, artists & entertainment
- Delegate travel, stay & hospitality
- Photo & video coverage



SERVICE 02

Exhibition Stalls & Fabrication

Stall design in 3D, fabrication in our own workshop, build-up at the venue, staffing through the show and dismantling, with the visitor activity planned in.

- 3D stall design & walkthroughs
- Custom bare-space stalls & pavilions
- Modular & reusable stalls
- Shell-scheme upgrades
- Organiser approvals & build-up
- Stall staffing & lead capture
- Visitor activities & engagement
- Dismantle & storage



SERVICE 03

Rural Marketing & Loan Melas

Two-wheeler, commercial vehicle, tractor, gold and MSME loan melas, customer and dealer melas, mandi meets and demo vans, run by local teams.

- Loan melas for banks & NBFCs
- Customer & dealer melas
- Mandi & kisan meets
- Demo vans & roadshows
- Haat & village activations
- Wall painting & local branding
- Geo-tagged daily reporting
- Local-language field teams



SERVICE 04

CSR Programs

Health and eye-check camps, scholarship events, road safety, sanitation and environment drives, aligned to your CSR policy and fully documented.

- Scholarship & education events
- Health & eye-check camps
- Road safety programs
- Swachh Bharat & sanitation drives
- Plantation & environment drives
- Partner & NGO coordination
- Beneficiary records
- Impact reports for CSR committees

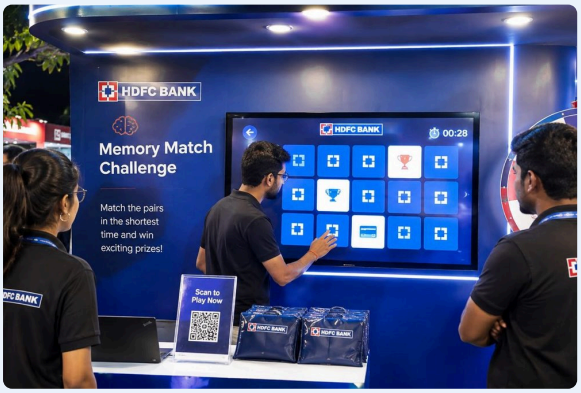


SERVICE 05

BTL Activations

Brand activations, sampling, roadshows, society and market activations and door-to-door programs, measured by leads, trials and sales.

- Mall & market activations
- RWA & society activations
- Sampling & trial generation
- Roadshows & branded vehicles
- Corporate park activations
- Door-to-door programs
- Trained, groomed promoters
- Daily lead & footfall reports



SERVICE 06

Event Engagement & Tech

Experiences people queue for and take home: on-site photo fridge magnets, photo experiences, live printing, games and branded software that captures every lead.

- On-site photo fridge magnets in under 2 minutes
- Photo experiences on brand-approved designs
- Live T-shirt, mug & merchandise printing
- Hand-made glitter art
- Swipe-to-win & interactive games
- Touch kiosks & quizzes
- Lead capture & live dashboards
- Operators & consumables included



SERVICE 07

Branding & Print

Outdoor, transit and in-branch branding, event print and merchandise from our own printing unit, with proof of display for every location.

- Hoardings & bus shelters
- Wall painting & gate arches
- Bus, auto & van branding
- In-branch signage & LED boards
- Multi-branch rollouts
- Backdrops, standees & event print
- Merchandise & gifting
- Geo-tagged proof of display

03 · HOW WE WORK

From recce to report

Every project follows the same eight steps: venues are seen and verified before money is committed, every crew member is briefed, and you get live updates on the day and a closing report after it.

01 Recce
We visit every shortlisted venue or site in person.

02 Venue report
Pros and cons, branding and marketing spots, placement, entry and exit routes, safety points and washrooms, for each venue.

03 Client visit
You walk the shortlisted venues with us and pick the final one.

04 Work starts
Permissions, fabrication, vendors and mobilisation begin to a written plan.

05 Pre-event check
Everything is verified on site before the day: build, power, safety, signage.

06 Briefing & training
Every crew member and promoter is briefed and trained on their role.

07 Execution & live reports
We run the day and send you live updates and photos at fixed intervals.

08 Post-event ramp-up
Lead hand-over, follow-ups, content and a closing report.

04 · CASE STUDY 01 · SHRIRAM FINANCE

Navagati scholarship events in seven cities

Navagati, Shriram Seva Sankalp · 7 cities incl. Jaipur, Hyderabad, Vijayawada, Kochi · CSR programs, event production









THE BRIEF

Present scholarships to school students in front of their families, with an event that feels as big as the achievement, in city after city.

WHAT WE DID

We ran each event end to end: venue, registration and seating, a branded stage with LED and sound, cultural performances, scholarship handovers, vehicle displays, a crew in Shriram colours, and photo and film coverage.

7	1,400+	800+
cities	students in Vijayawada alone	students in Hyderabad

CASE STUDY 02 · IDFC FIRST BANK

Marathon expo stalls and runner engagement

Hyderabad Marathon, Vedanta Delhi Half Marathon, Sekhon Air Force Marathon expos · 2024–2026 · Stall design & fabrication, event engagement









THE BRIEF

Stand out among dozens of stalls at India's big marathon expos, explain the bank's new credit cards in seconds and start real conversations with runners.

WHAT WE DID

We designed, built and ran the bank's expo stalls: a giant card-swipe machine where runners swiped, entered a PIN and won prizes linked to the card's benefits, photo-ops, hand-made glitter art and instant photo prints, with our team handing every visitor to the bank's staff.

3	All-day	2
marathon expos	queues at the stall	cities

CASE STUDY 03 · KOTAK MAHINDRA BANK

Top Guns awards night and Kotak Runs

Top Guns reward & recognition night, Kotak Runs with Gurgaon · Gurugram · Corporate events, BTL









THE BRIEF

Celebrate the bank's top performers with a night worthy of them, and put the brand at the centre of a city run.

WHAT WE DID

For Top Guns we built the stage and backdrop, ran sound, lights and lasers, choreographed the opening act and managed every winner's walk-in and photo moment. For Kotak Runs we built and lit the finish arch and photo walls, branded the route and ran the cheer squad.

National	Night	End-to-end
awards night	city run	production

CASE STUDY 04 · HDFC BANK

Road safety drive and MSME townhall

CSR awareness drive, business townhall · New Delhi · CSR programs, corporate events









THE BRIEF

Take the bank's road-safety message to commuters in a way they notice, and host its MSME customers at a professional business forum.

WHAT WE DID

We planned the road-safety drive with the bank's CSR team: photo wall, placards, a costumed 'Yamraj', volunteers and a branded e-rickshaw with traffic-rule messages, documented for the CSR report. For the MSME townhall we set up the hall, branding, stage and delegate seating.

CSR	MSME
drive documented for reporting	customer townhall

MORE OF OUR WORK

Work in pictures



Shriram Finance stall, Bharat Tex 2026



Two-wheeler loan & exchange mela


Ambulance launch, Shriram Finance


Gold loan van flag-off, Punjab



Loan mela with vehicle display


Sarthi Sangam, Ludhiana


Awards night set-up, banquet hall



Road safety drive with traffic police


Navagati welcome, Kochi



IDFC FIRST Bank Heritage Run stage


Branch opening, floral entrance



Two-wheeler handover to customers


HDFC Bank Swachhta drive



Rozgar Mela, New Delhi: appointment letters on stage


Home loan van in a village

05 · CLIENTS & REFERENCES

Trusted by banks, NBFCs and brands



REFERENCES

What our clients say

> “We evaluated several agencies and chose JKM Alliance for their decades of BTL experience, competitive rates and a clear grasp of our marketing objectives. Their team understands the brief and executes with quality.”

Kenneth Peter
Regional Head Marketing, Ujjivan Small Finance Bank

> “JKM Alliance has always been my go-to agency for events and activations. The team is professional, meets commitments on time and keeps bringing new ideas that get clients the best value for their marketing spend.”

Gagandeep Rana
Marketing Manager, IndusInd Bank

> “I have worked with JKM Alliance for over two decades. Their seasoned, result-oriented team brings expertise across every part of marketing, and their support has always been hassle-free.”

Sanjay Kapoor
Co-Founder & Director, Iris Corporate Solutions

> “I have engaged JKM at Citigroup, HDFC Bank, Capital First and Muthoot Capital. A dedicated, hard-working team that makes sure the client gets a return on investment.”

Bimal Singh Rawat
General Manager North & East India, Muthoot Capital



06 · CONTACT

Let's plan your next event

Share the city, the dates and the goal. We will come back with a plan and a cost within two working days.

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JKM alliance

Corporate Events · Exhibition Stalls · Loan Melas & Rural
CSR · BTL · Event Engagement · Branding & Print