

Two Different Players

Two Different Styles

Two Different Directions



ONE SINGULAR AIM



‘Maestro’ Sachin Tendulkar & ‘Prince of Calcutta’ Ganguly share between them an all-time best of 16 century stands eclipsing the earlier record of 15 century by West Indian openers Desmond Haynes & Gordon Greenidges.

Through both these batting wizards (as seen in picture) move in two opposing direction, their primary aim however is to score that winning run. One proves the perfect foil for the other . And one just cannot do without the other.

Similarly, any company needs to go in the diverse direction of **PUBLIC RELATIONS** as opposed to **ADVERTISING** if it needs to keep in the corporate race. Through both these exercise are done primarily to bolster the company’s revenue, it is only when they go hand-in-hand that the entire exercise is effective. Just one of these will not do. Remember, great batsmanship is a phenomenon that happens only when both players at the crease **COMPLEMENT EACH OTHER**