

PRESS NOTE

India's first book on Frugal Marketing hits stores

N. R. Narayana Murthy launches Jessie Paul's 'No Money Marketing'

Bangalore, September 16, 2009: Tata McGraw-Hill today announced the launch of their new marketing book, *No Money Marketing* authored by Jessie Paul. In her role as Chief Marketing Officer for the IT Business of Wipro Ltd, and previously as Global Brand Manager, Infosys Technologies, Jessie has acquired expertise in building global brands, frugally, and in this book shares that with readers.

Launching the book, Mr. N R Narayana Murthy, Chairman and Chief Mentor, Infosys Technologies said, "I am a great believer and practitioner of the concept of *No Money Marketing*. I am glad my former colleague, Jessie Paul, has published her thoughts and ideas in this area as a much-needed book for students and professionals of marketing and brand creation. This is truly an important value addition to the body-of-knowledge in global brand creation."

"Clear positioning and innovative marketing are required if more Indian firms are to play a role on the global stage. *No Money Marketing* is a valuable guide for early-stage and growth firms to build their brand rapidly," said Girish Paranjpe, Jt. CEO - IT Business & Member of the Board, Wipro Ltd, who purchased the first copy of the book.

Describing the book, Jessie Paul, author, said "I hope that *No Money Marketing* acts as a guide for companies, especially upstarts, to establish themselves and grow rapidly on a relatively limited budget. I wrote it with the aim of helping the next generation of marketers and business leaders emerge as global brands."

"Tata McGraw-Hill is delighted to publish Jessie Paul's book '*No Money Marketing*'. With her vast experience, Jessie provides actionable insights and advice on how to steer as well as manage brands, and the book could not have come at a more appropriate juncture," said Ajay Shukla, Managing Director, Tata McGraw-Hill Education, India. "The message conveyed reflects our vision of providing 'information that leads to action' and we are sure this book will be an effective marketing tool in the new era of unconventional and non-traditional strategies."



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About *No Money Marketing*

No Money Marketing focuses on using marketing innovations to communicate brand values in an economical, yet effective manner. The book is in two parts - the conceptual framework required to position a brand, and a Practitioner's Playbook that brings together these simple concepts to explain how a company can transform from being a challenger firm to market leader, frugally. Priced at Rs 395 it is available at all leading book stores as well as online at sites such as FlipKart.com. More information about the book is available at www.nomoneymarketing.org

About Jessie Paul

As Chief Marketing Officer of Wipro's IT business and as Global Brand Manager at Infosys, Jessie Paul has been recognized for her contribution towards putting the Indian IT industry on the global map. With over 15 years in services marketing, including a stint with Ogilvy & Mather Advertising Jessie is considered an expert in brand globalization, and has been named one of the most influential business women in the Indian IT industry. She runs a popular blog on marketing at www.jessiepaul.com. Jessie is a Computer Science engineer from NIT, Trichy and an MBA from IIM Calcutta.

About The McGraw-Hill Companies

Founded in 1888, The McGraw-Hill Companies is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2008 were \$6.4 billion. Additional information is available at www.mcgraw-hill.com.

Tata McGraw-Hill Education

Pratibha Singh
pratibha_singh@mcgraw-hill.com
+91-97178-91861
+91-120-4383427

Jessie Paul

jessie@nomoneymarketing.org