

Case Study

CAIT

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The Confederation of All India Traders (CAIT) is an apex body of trading fraternity operating at national level to bring glory of Indian traders in main stream of economy

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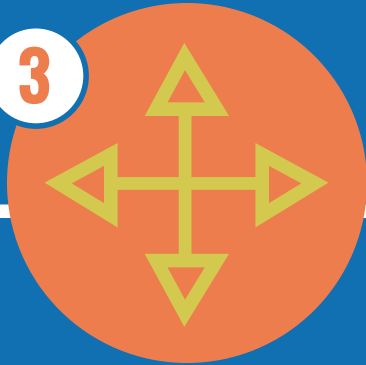
Established in the year 1990, CAIT stands as India's strongest & largest influencer with the strong voice of more than 5.77 crore non-corporate entities, accounting for more than 45% of India's GDP

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Objective of CAIT's PR activities was to ensure its presence in policy level discussions in government forums through its changed status from INFLUENCER to DECISION MAKER

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The PR strategy suggested to CAIT was "360 degree" which included aggressive media presence through regular press release, press events, interviews and quotes

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Target media for CAIT's PR exercise included both National as well as Regional media which resulted in nation wide presence of CAIT among readers including Prime Minister Office

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CAIT simultaneously partnered with industry leaders to initiate various campaigns supporting government schemes while actively involved in discussion with industry and government on the same

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As a result, Mr Praveen Khandelwal, National Secretary General, CAIT has been nominated as Member of Advisory Group of Law Review Committee of GST Council

