

CERAN INTERNATIONAL GERMANY
TO INVEST ₹ 100 Million
in GRADIENTE

CERAN INTERNATIONAL Energy Group (CIEG) GmbH Germany has expressed interest to invest ₹100 million in Gradiante infotainment Ltd. to part fund its expansion programme.

Gradiante also has plans to set up a subsidiary company with Ceran International Energy to execute Ceran Projects in india .

Ceran has expressed its interest to invest 10 Billion Dollar as per their company policy for Geothermal Energy , New Solar Plant , Hydro electrical power, Investing and Construction of New Refinery 400,000 barrels per day capacity New city Stadium , Airport, Water treatment Plant in India as per Syed Fareeduddin President & Head of Operations (World Wide) CERAN INTERNATIONAL GERMANY.

Gradiante Infotainment Limited is a Media and Entertainment company with over two decades of National presence and International affiliations. Based out of Hyderabad, it is listed at the Bombay Stock Exchange and all major stock exchanges in India. Gradiante has a Paid up Capital INR 225.17 Mn. It enjoys the reputation of being the only listed Advertising Company in India , with clients from across the industry spectrum and affiliations that are both National & International.

With Professional synergies encompassing Advertising, Films, and Programs for Television, and Event Management, its service portfolio has been consistently expanding to ensure utmost satisfaction for clients from across Industry vertical.

Gradiante is tuned to the future of Business communication, Information and entertainment, with a service spectrum that combines Business and financial communication, Public relations, Direct marketing and Digital media.



Gradiente has forayed into the Tollywood film industry, co-producing the feature film GUD MORNING, Gradiente plans another three movies lined up for co-production, two of which we are negotiating with leading Directors from Bollywood for exclusive multiplex audience release. These would be produced on modest 5-6Cr budgets.

Looking beyond the national boundaries, we have also initiated contact with Digital Media Entertainment houses in Hong Kong and Singapore for JV projects. We expect to forge lucrative tie-ups with the most promising entities shortly. Digital content development, Web marketing, Search marketing, Social Media platforms, Online Brand management and brand building are some of the many aspects of the new media technologies that are being contemplated as part of this synergistic expansion.

Social Media marketing is catching up fast with various businesses and listening to social media, analyzing big data and deploying SMM or Social Media Marketing is another big ticket item on our to do list. We have engaged professionals and are in the process of establishing dedicated teams to roll out online projects soon.

We are also expanding on our core Advertising portfolio and are foraying into financial advertising having handled two public issues already. Recruiting new talent and sourcing experienced professionals are also pretty much on the anvil.

We are positive about launching, completing and establishing a solid presence in all the afore-mentioned activities within the next 3 years. The projected expenses for these diversifications would be around 1000 Mn. INR and will be funded by our Internal accruals, Preferential Allotments, FPO and long term debt funding from high net-worth individuals and institutions both in India and abroad.