

ADITYA BIRLA FINANCE LTD - CASE STUDY

Aditya Birla Finance Ltd is the NBFC arm of Aditya Birla Financial Services Group. After a roaring success at the ABFSG Annual Awards in Thailand, BoredRoom Comedy was called in for a much deeper engagement; to co-conceptualize the CIFTA Awards. What resulted was an end-to-end Comedy, Hosting and Consulting Solution for the Corporate Finance Group.

BoredRoom Comedy, shared its knowledge of awards gleaned over tony events like Great Place to Work, ET Startup, ABG Chairman's awards, etc.

The event was a resounding hit with many a participant worrying that the bar was set too high for subsequent years.