



# LAKSHYA

## HAR HAAL MAIN PAANA HAI

### Go For The Kill!



**LAKSHYA**  
HAR HAAL MAIN PAANA HAI  
**Go For The Kill!**

Building a strong relationship with their channel partners has always been the top priority of ICICI Bank Personal Loans department. More than ever, the competition in the market place was the fiercest most. The bank wanted to charge up their entire sales team including the channel partners and set them with a target to achieve in the coming months. They approached Relio Quick to organize a multicity event with the above objective in mind.

Accordingly, Relio Quick planned and implemented an entertainment evening in 5 cities (Delhi, Mumbai, Bangalore, Chennai and Kolkatta). The theme of the event was **Lakshya , Har Haal Main Paana Hai, Go for the kill**. The stage and the environment depicting battle like scene were created in each show. After setting the targets for the sales team and awarding the earlier performers, a sizzling entertainment program having foreign dancers was organized. This was followed by cocktail and dinner.

**RESULTS**  
A highly motivated team geared up to kill the competition.

