



# Power Quill

the editorial services company

Welcome to a world where a team of highly talented professionals offer editorial content and support for all your publishing and communications initiatives. A marriage of professional expertise and technology takes geography out of editorial considerations.

In short, you get high end professional editorial content and support wherever you are, whenever you want it.

Power Quill provides three types of editorial services:

## *Supplementing your editorial staff*

Short-term staff shortage, out-of-the-blue projects, conferences and seminars, sudden expansion of operations...any of these can hamper your publishing and communications activities.

Power Quill steps in at times like these by creating exclusive content tailored to your needs, or by editing, rewriting and polishing up your material. Power Quill also does interviews and features on your behalf.

## *End to end solutions*

Want to create an in-house magazine or a customer newsletter without the bother of hiring editorial staff, tackling quality control and struggling to bring it out on time?


Power Quill can provide end to end solutions for such requirements: from helping you define the content strategy and content plan, to designing the look-and-feel, generating the actual content and producing your publication. Power Quill can also organize publication design, page-making, photography and photo-editing, and proofreading. We can coordinate printing (or web-publishing) and delivery as well.

With Power Quill's end to end solutions, you get the product of your definition, minus the troubles. You decide what you want and the budget, and leave the rest to us.

## *Corporate Services*

Power Quill can draft your press releases to catch the eye of reporters and editors they are meant for. Our writers know what the media wants. Because, we've "been there, done that" - as reporters and editors with leading publications.

Power Quill can also work with your company's CEO and other top executives to 'ghost write' newspaper articles (like 'Op-Ed's), speeches and presentations. With our vast experience in leading news publications, we can turn your ideas into highly readable and focused articles that magazines and newspapers will accept. We can beef up and polish your speeches and presentations into material that your audiences will lap up.

 *A bit about us*

Power Quill team members have worked as writers and editors for leading Indian and international publications like *PC Week-Asia*, *AlwaysOn-Network*, *CIO-India*, *The Economic Times*, *The Hindu-Business Line*, and *Business Today*.

We have worked on assignments for publications and other clients from various parts of the world including USA, India, South-East Asia and the Middle East.

We are based in Chennai, India and San Mateo, California (USA).

### *Founding Editors*

#### **K. Nitya Kalyani**

Nitya is a business journalist with 15 years experience reporting and writing on various industries notably Banking, Insurance, Finance and Logistics.

Nitya was Founding Editor of *IRDA Journal*, the monthly magazine published by the Insurance Regulatory and Development Authority (IRDA), and edits *CII Freight News*, a news service on Shipping and Freight industries for the Confederation of Indian Industry (CII), India's premier industry association.

Nitya has earlier worked with leading Indian business publications like *The Economic Times*, *Business Today* and *The Hindu-Business Line*. At Business Line, she played a key role in launching and running the "Logistics," "Freight" and "Banking & Finance" pages.

#### **Arun Natarajan**

Arun is a business journalist with over 8 years of experience covering the venture capital and information technology (IT) industries. He is Editor of TSJ Media, the leading source of information on private equity deals in India and Indian-founded companies worldwide.

Arun's articles have appeared in leading Indian and international publications like *Always On-Network*, *SiliconIndia* (USA), *PCWeek-Asia* (Singapore), *The Hindu-Business Line* and *CIO-India*. He has also authored industry analysis reports (on the Indian telecom industry) for New Jersey, USA-based Faulkner Information Services.

Arun has successfully completed several consulting assignments in the areas of content development and online marketing for leading IT companies including Nasdaq-listed Cognizant Technology Solutions and Sify.

Arun was earlier Senior Research Analyst at *The Hindu-Business Line*, a leading business newspaper in India. While at Business Line, he played a key role in launching and running the "InfoTech" page, the first full page dedicated to covering IT industry news among Indian business newspapers. (All other Indian business newspapers have since followed Business Line's lead.)



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