



3rd Edition, March 2014

IOGA MONTHLY

Dear Friends,
Following the finalisation of our logo in February, a brand communication campaign was embarked upon. We have associated ourselves with Top FM and our spot has been airing since the 14th of February on a daily basis. The new visual identity will be rolled out and will be applied to our stationery and marketing materials in a progressive manner.

The previous month has also seen the wonderful team effort of the IOGA team around the Maha Shivratri festival. We have also enhanced our online presence through our Facebook Page and will be further strengthening it in the coming weeks and months. Our Vroom Vroom + cover will be unveiled in the present month.

Creating a brand is a team effort. We thank all of you for making IOGA a unique and sought after brand.

The Editorial Team

Images and Words: Marketing Endeavours in the last month



HOTLINE COMMUNIQUÉ

Hotline - En cas d'accident après les heures de bureau.
Dans un souci d'être toujours aux côtés de nos clients, surtout dans les moments les plus difficiles, la compagnie d'assurance IOGA avise son aimable clientèle de la disponibilité de M. Roshan Beekharry, agent du département des réclamations au **59200309** après les heures de bureau et durant le weekend.

Nos lignes fixes (le 216 9191, le 217 6363, le 217 0979 et le 217 2665) sont à votre disposition de 9 heures à 16 heures pendant les jours de semaine.

HEAD OFFICE: Max City Building 10th Floor, Remy Ollier St., Port Louis
HOTLINE: 217-3061 - 217-3062

Albert Einstein on the best way of learning:

On November 4 of 1915, having just completed the two-page masterpiece that would catapult him into international celebrity and historical glory, his theory of general relativity, Albert Einstein sent 11-year-old Hans Albert the following advice:

"I am very pleased that you find joy with the piano. This and carpentry are in my opinion for your age the best pursuits, better even than school. Because those are things which fit a young person such as you very well. Mainly play the things on the piano which please you, even if the teacher does not assign those. That is the way to learn the most, that when you are doing something with such enjoyment that you don't notice that the time passes. I am sometimes so wrapped up in my work that I forget about the noon meal..."

BIRTHDAY

Mr Nadarajen Moonien
(10th of March),

Mrs Selvy Thirakaluthy
(22nd of March),

Mr Uvarajen Mootoo
(29th of March)

