

Weaving Threads of GlamFest: *Deepa Nainani and Neerja Sujanani*



Deepa Nainani and Neerja Sujanani, founders of Plus Group International Limited meticulously master the art of commercializing, commemorating and creating a platform for businesses to exhibit their products and services. The two have successfully organized a series of themed GlamFests (formerly known as Kowloon Bazaar), the gamut of which consist of Bridal Glitterati, Summer Sparkles and The Spring Fling. Being in this versatile industry for 17 years, they have come far and are well known faces in the community.



Plus Group International Limited serves its customers with a vast range of services such as organizing corporate events and creating timeless designs for websites. Their expertise in marketing enables them to extend their services in social media and digital marketing, ultimately gaining high viewership. Their assistance provides for quality inputs along with a wide reach to various market segments in a short span of time. By categorizing the market in different target groups, the team is able to deliver the most appropriate content through the right mode of communication. Additionally, through effective marketing strategies, the team is able to maximize the number of visitors by employing essential search engine optimization techniques. Their cautious efforts to minimize waste through eco-printing reflects their genuine work ethics to offer the best services while nurturing the environment around us.

GlamFest is a concept that comes from an aspiration to become a one-stop platform for shoppers to set their hearts on. GlamFest offers a wide range of products and services, from featuring specialty stores, overseas vendors to local tastes, to provide a quality experience for customers.

GlamFest also serves as a program for networking amongst the community. Living in an



international city with aspirations to achieve greater heights can be overwhelming and demanding. Yet, this Fest helps build acquaintances for work, social gatherings and business partnerships. With a collaborative mindset, Deepa and Neerja wholeheartedly and effortlessly organize the Bazaar in the most effective manner possible.

Indian culture has a significant presence in Hong Kong, owing to the city's historical connections with India and its large South Asian population. To cater to such needs, GlamFest presents couture wear, elegant jewellery - from fine to fashion, home wear, lifestyle products and services and much more!

Often timed around the multicultural festive seasons Halloween, Diwali, Eid and Christmas, shoppers look out for new things to replace the old, gifts and more at this one-of-a-kind shopping experience with unique vendors who mostly otherwise have no shop front to display their products & services. Laced with lucky draws, quality food and beverages, wine tastings, goodie bags, freebies and testers, it will undoubtedly be an unforgettable day out for shoppers.

Success Story

Together, Deepa and Neerja have proven to be our success stories as they inspire, initiate and foster an environment for female entrepreneurship. They manage, operate and are scaling up their company Plus Group International Limited as well as GlamFest with their keen dexterity in various management fields and entrepreneurial spirit.

Through means of leveraging technology to break through stereotypes and drive growth, the two successfully collaborate and communicate

with clients across all categories both in Hong Kong and overseas.

Keep up with them by following them on social media. They look forward to serving you with a myriad of their services as well as seeing you at their three editions of GlamFest this year!



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