

Veras Communications and DNA Networks (www.dnanetworks.com) have partnered on productions, television shows and marketing campaigns in India since 1996, when VCI hired DNA Networks to create the entire production setup at the banks of the Yamuna River for the historic production of “Yanni Live at the Taj Mahal”

Since then, VCI and DNA have collaborated on fifteen events, many ground breaking first time in India, including Ricky Martin Live in New Delhi, President Bill Clinton officially opening the Mumbai Stock Exchange in March 2000 (<http://www.firstpost.com/topic/organization/bombay-stock-exchange-us-president-bill-clinton-at-mumbais-bse-video-R4NwJH1BSG0-17176-1.html>), creating the Bangalore Royal Challengers Cheerleaders for the opening of the brand new professional cricket league, the IPL, in 2008 by securing the NFL’s Washington Redskins cheerleaders in April-May 2008 (<http://www.redskins-blog.com/redskins/2008/05/redskins-cheerl.html>) and securing the first ever tour of in line half pipe skating, BMX dirt bikes and motorcycles for the Mountain Dew Extreme six city tour in April 2012, in addition to producing a one hour worldwide television show that aired in December 2013. The tour will return to India in May 2013.

In January 2013, VCI has worked for DNA to secure the first ever performance of Riverdance for a private function (<http://www.riverdance.com/>) and to bring Yanni back to India for the first time since his historical 1997 concert, Tribute, for a private function and follow up tour in 2014