



CONTACT US

SAMIRA GUPTA : Hand Phone: +91 99589 34766 | Email: samira@auraaimage.com
Website: www.auraaimage.com / www.samiragupta.com

Delhi: C-9/9554, Vasant Kunj,
New Delhi – 110070

Gurgaon: A-1401, Bestech Park View Spa,
Sector 47, Gurgaon – 122018



SAMIRA GUPTA

FOUNDER & CHIEF IMAGE CONSULTANT

A senior corporate leader, an avid reader of body language, a learner and above all a person passionate about working with people; this is the Founder of Auraa Image Management & consulting . An alumnus of the prestigious Indian Institute of Management - Kozhikode, Samira has more than 24 years of experience in the corporate world.

Auraa was born of a very strong desire to make a difference in people's lives and is based on a rock solid foundation of corporate leadership and training & people skills. Having been a part of a very competitive, multicultural work environment, Samira understands the dynamics of international business and necessity of projecting the appropriate professional image in order to succeed. The ability to nurture people to excel is one of her keys to success.

Samira combines her qualifications with years of corporate leadership experience to deliver unique solutions for enhancement of self presentation and behavioral skills.

Samira's specialty lies in designing experiential programs that blend different forms of training and coaching in order to generate maximum results. All programs are conducted after a detailed audit and customized according to organizational needs.



Neutral colors



Wardrobe evaluation & management:



Formal Shoes
Belt
Watch

Body language / Handshake



Personal styling services



Bags



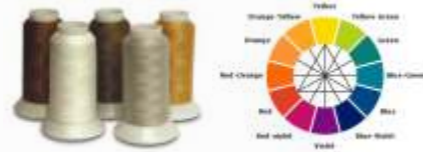
Image Management is the Art and Science of managing one's image through Optimal Utilisation of Personal Resources (Clothing, Grooming and Body Language) to achieve one's Personal, Professional and Social goals in various Life roles.

A businessman going to an important interview. A young man wanting to impress his date. The newly promoted boss who is constantly evaluated by his colleagues. A job-seeker who needs to stand out in a crowd of aspirants. The truth is, we all need to project an appropriate and more convincing image. The art and science of presenting yourself right in your personal, professional and social life is called Image Management. Your image is the set of qualities and characteristics that represent perceptions of your competence and character as judged by your key constituents (i.e., clients, superiors, subordinates, colleagues, friends and family members). Impression management strategies enable you to explain predicaments, counter devaluation, and demonstrate legitimacy. People manage impressions through their non-verbal behaviour (appearance, demeanour), verbal cues (vocal pitch, tone, and rate of speech, grammar and diction, disclosures), and demonstrative acts (citizenship, job performance). Auraa Image management & consulting provides the following services and more to give you the right tools to look and feel impeccable and create that powerful impression at all times.

- Image & Appearance make over
- Wear Your Colour
- Wardrobe management & clustering
- Corporate dressing
- Power dressing
- Body language
- Grooming
- General & Business etiquette
- Soft Skills



Neutral Colors & Colourwheel



Makeup for women



Formal cluster for women:



Body language / Handshake



Wardrobe evaluation & Management



Grooming



Handbags



Although the work that you do will be the ultimate determinant of your success, knowing how to dress, behave, communicate and present yourself well will help you stand apart from the crowd and create a positive impression. A positive image, is crucial for today's professional woman as it complements her personality, multiplies her power of influence manifold, and helps her manage better and get things done through others with ease.

- Image & Appearance make over
- Personal Colours & Make up tips
- Wardrobe management & clustering
- Corporate dressing / Power dressing
- Body language & Grooming,
- General & Business etiquette
- Appropriate clothing for all occasions
- Bride's image consultations
- Dine & Wine etiquette
- Soft Skills



Young people today are gifted, smart & talented. Many are achievers in school and participate in extracurricular activities. Yet most youngsters remain painfully shy, grow up awkward and fail to connect socially. Research has shown that academic excellence alone is not enough to succeed in contemporary times, but anyone with a great personality, communication skills and positive attitude, good etiquette & good self presentation can have an edge over others. The best way to overcome shyness for young people is to go through personal discovery, gain new knowledge, develop skills and public exposure. Sadly, tablets, computer games, mobile phones, cartoons and even sports may hinder, as they do not refine their personalities yet kids devote plenty of time to these and parents are unaware. This is the reason why many believe that personality development or an image makeover is only limited to the rich because it's what educated families can pass on to their children... but not anymore. At Auraa Image management & consulting, we have trained and helped many school and college going youngsters and feel very proud on the positive outcome.

- Body image & Self esteem
- Anger Management
- Interview skills
- Body language
- Dress for success
- Grooming & Hygiene
- General & Business etiquette

What wine labels say about the wine



Wine glassware & tools



Guide to tasting wine & The 5 S's of wine



Food & wine pairing



If you are new to wine drinking and are looking for some basic, overall wine education, you've come to the right place. And if you've been enjoying wine for some time and are looking for some specific pieces of wine information you are missing, you've also come to the right place. You begin to enjoy and understand wine, you'll also want to know proper wine etiquette. Wine is a social drink to be enjoyed with family, friends, and colleagues. Many times it will be consumed in celebration and most times with a good meal. Having proper wine etiquette is appropriate for all occasions, especially formal ones. If you are new to wine drinking and are looking for some basic, overall wine education, you've come to the right place. And if you've been enjoying wine for some time and are looking for some specific pieces of wine information you are missing, you've also come to the right place.

- Wine glassware & tools
- Food & wine pairing
- Guide to tasting wine & The 5 S's of wine
- Facts about wine & glossary
- Fortified & dessert wines
- Grape varieties & basic wine information
- How wine is produced from grape to glass
- The difference between Champagne & Sparkling wine
- The main wine producing countries
- What wine labels say about the wine
- Storing wine
- Corked wine & screw caps
- Decanting wine

Use of Chopsticks:



Handling Difficult Food



Use of cutlery:



Table Settings



Know Your Glasses



Napkin etiquette



Dining etiquette plays an important role in everyday life including our professional lives. In the current day business scenario, employers conduct interviews, networking or business meetings over lunch or dinner, hence, displaying appropriate dining etiquette helps establish an employee's credibility and reputation. It is one of the most important skills, which current day employees must add to their professional skills.

Improper etiquette has often led to failure of talks, deals and negotiations due to the distaste and the wrong impressions conveyed.

- Table Manners
- Table setting
- Use of cutlery
- Handling difficult food
- Napkin etiquette
- Know your glasses
- General Do's & Don'ts


A man in a white shirt and tie is standing and pointing at a whiteboard in a meeting room. Three women are seated at a table in front of him, looking at the whiteboard. The room has large windows overlooking a city skyline.

Image and civility training is proven to have a positive effect on the bottom line. Empower your sales and service employees with knowledge that makes them effective representatives of your brand.

Companies that bring in Samira Gupta understand:

- Customer relationships flourish when professionals are mindful of each impression they make.
- How your employees look and behave can be the differentiating factor between you and your competition.
- People buy experiences, not just services and products.
- Brand damage, particularly through social media, can happen quickly when employees are unprepared.
- Leaders don't just act like leaders; they also look and communicate like leaders.
- Increased confidence can improve performance and the sense of value your employees have at work.

Dining for business is not about food. You want to leave your dining companions thinking about the great conversation you had, rather than any lack of table manners. Learn about the dos and don'ts, American vs. Continental styles of eating, restaurant selection, hosting, and paying the bill.

- Company image & Self presentation
- Corporate & Power dressing
- General & Business etiquette
- Business dining etiquette
- Effective communication skills
- Winning Presentation skills
- Interview skills
- Stress management
- Grooming & Hygiene
- Team building & management
- Goal setting
- Enhanced Customer service
- Leadership skills
- Sales & Negotiation



In the given market, buyers and sellers have several options when it comes to choosing a real estate professional. What are you doing to set yourself apart?

A good real estate agent doesn't just sell properties—they sell themselves. It's important to show your real personality. People will respond to you if you have a great attitude, are personable and honest, have confidence in your abilities, and get a sense of fulfilment by serving others. To be successful in real estate requires a high degree of self-motivation, drive, and smart decision making.


A good real estate agent is similar in nature to a conductor of a symphony, coordinating the different players to make a successful transaction a reality. At different points in the process, the real estate agent is a salesperson, a buyer's advocate, an analyst, a business manager, a consultant, a negotiator, and a marketer, just to name a few. There are a number of qualities and traits that successful real estate professionals share.

When people meet you, they make a value judgment within 3-10 seconds. Since we don't walk around with our credentials pinned to our lapels, we need to bring the essence of who we really are to the outside. To further business relationships, customer-facing employees must present their best selves. Learn about mindful, consistent wardrobe planning, the power of color, what business formal is, what casual really means, and more.

Your pay cheque depends on how you treat your customers. Learn how to understand needs, skilfully deal with angry and difficult customers, the impact of civility, tone & non-verbal communication, and how to overcome objections

- Self-image & company image
- Corporate dressing / power dressing
- Business etiquette
- Communication skills
- Presentations skills
- Selling skills
- Negotiation skills
- Closing skills
- Client relationship management



A close-up photograph of a hand holding a quill pen. The quill is held between the thumb and index finger, with the nib pointing towards a small, dark blue inkwell. The background is a plain, light-colored surface.

Our association with Samira as our image consultant, for more than 6 months, was indeed a delightful and a great learning time for team APS. She also helped us as our Brand Advisor to position our brand well in the market place and taking us at par with the international players. Her advise and training sessions were highly effective at personal levels for all in the management. I strongly recommend Samira! one must invest on self and nothing better than having Samira Gupta as your image consultant, both at personal and corporate level.

- Vineet Surana-Founder & Director - APS Property Solutions (P) Ltd.

Today's market requires everyone to be at the top of their game. Without making a good first impression, one must work twice as hard to gain trust and respect from a potential client. The skills Samira Gupta taught us have allowed us to focus more quickly on the needs of our clients, not only on our personal appearances. We walk into a meeting eager to learn about our clients, explore new opportunities, or cultivate new relationships. The image principles we have learned have given us the personal power to appear confident, even when the situation may feel unfamiliar. Auraa Image Management & Consulting's coaching is worth every paisa as an investment in yourself, your staff, and your company.

- Dr. Mithilesh Kumar Tripathi, Chairman - Tripathi Group

Samira is a talented professional and a thoughtful help to anyone who wishes to present their best selves in business and in all of what they do. Never really wondered that color choices can have a huge impact on how you appear or how you feel or even how you are perceived, but that's just a small part of the multiple insights she can offer. I recommend her as a very valuable resource for any individual or organisation.

- Dr. Renu Razdan, COO at Max Neeman International

I now get many compliments on the style and colors I wear, and I feel more confident coming to work now. This confidence has spilled over into my job. When I know there is going to be conflict on a certain day, I pick the colors that will convey power and calmness. Image does matter. I recommend Samira Gupta to everyone.

- Ambuj Nautiyal, Managing Director - Studio 9

Samira is a professional! She is a passionate and engaging speaker who understands the importance of appropriate dressing & executive image in the business world. I have recommended her to clients and will continue to do so in the future.

- T.K. Uthappa, Director - Sales, Exide Life Insurance