

Exhibitions Stalls



Corrugated FSU



EL Standee (Blocklit)



Clientele

TELECOM & DURABLES

- ✓ **Nokia** – Mela participation, Van Campaign.

AUTOMOBILES

- ✓ **TATA Motors** - Mall Activations, van campaign.
- ✓ **TVS** – Road Shows & Van Campaign.
- ✓ **JCB** – Road Show, Mela Participation.

Clientele

AGRI-INPUT & IMPLEMENTS

- ✓ **Eicher** – Van Activity, Road Shows, Mela Participation, Mandi, Customised Rural Event, Agri-Melas.
- ✓ **Escorts** – Mela Participation & Road Shows.
- ✓ **Mahindra** – Augmented Reality, Van Campaign.

Clientele



FMCG

- ✓ **Horlicks** - Mela participation, Consumer Contact Program, Wall painting.
- ✓ **Iodex** - Mela Participation, Seeding, Wall painting.
- ✓ **Colgate** - Oral Health Month, Retail Branding, Retail Activation
- ✓ **Dabur** - Wholesale Trade Activation & Mela Participation.
- ✓ **Tata Tea** - Mela Participation
- ✓ **Cadbury** - Mela & Retail Branding.
- ✓ **Wagh Bakri** - Brand launch and retail activation.
- ✓ **Anmol** - Mela Participation, Door To Door Campaign.



Overview of some sustained PAN India projects

Retail Branding

Cadbury - CDM Range

Objective: - Increase brand visibility across retail.

Scale: -

- ✓ 2 lakh sqft of retail branding done
- ✓ Over 2000 outlets covered
- ✓ 2 States (Southern)

Results: -

- ✓ After achieving desired results , activity extended in Northern India also this financial year



Britannia – Tiger

Objective: - To create an high level of bonding & affinity amongst kids & mothers for Tiger Iron Zor. Increase market share by Targeting Parle G consumers.

Activity States : UPMH

Scale: -

- ✓ 560 Schools
- ✓ 35 towns

Result: -

- ✓ 8,34,836 kids & mother intercepted
- ✓ 16,69,672 biscuits sampled



Haat Models



GSK – Horlicks

Objective: - Retain the existing market share & acquire new consumers

Activity State : Bihar

Scale: -

- ✓ 6000 Haats covered annually
- ✓ 56 Vans deployed

Results: -

- ✓ Spurt in sales post activation
- ✓ Sustained activity for the last 5 years



Mela Project

✓ Undisputed Leaders in Mela Marketing.



Farmer Contact Program



Tafe - Eicher

Objective: - Lead generation & Brand building initiatives

Activity States : PUNJAB, UP, MADHYA PRADESH, RAJASTHAN.

Scale: -

- ✓ 5000 villages covered annually
- ✓ Over 50 Vans deployed

Results: -

- ✓ Over 3000 hot leads generated.



Trade Activation



Dabur: - Amla, DTP, Vatika

Objective: - Activate Trade

Activity States : UP, PUNJAB, NCR ,HARYANA, RAJASTHAN, MADHYA PRADESH

Scale: -

✓ 1500 Activity Days

Result: -

✓ 2,50,000 Retailers intercepted

✓ Year round Activity



SCJ-ALLOUT DEALER BOARDS & JHAROKA INSTALLATION

- Pan India dealer board installation on outlets

- Jharoka installation on prime location in each beat of a town Pan India





MTO's Branding



Hamdard Fusion Sampling

Jain
RURAL COMMUNICATIONS



US Polo Retail Branding



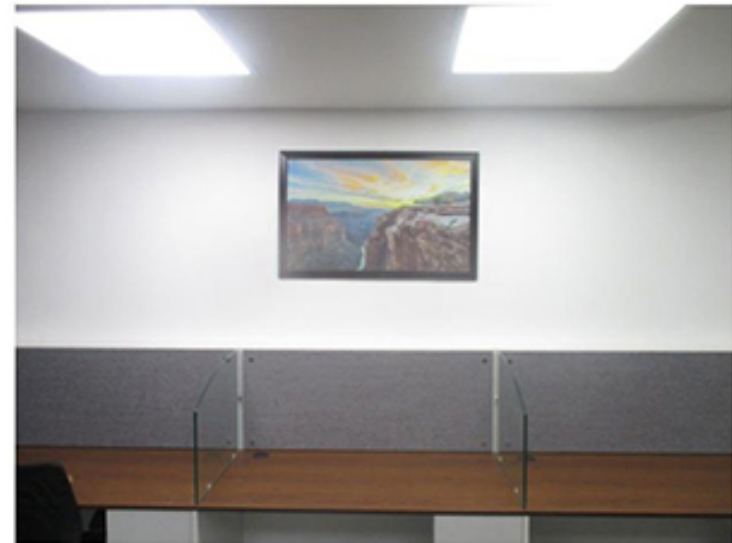
L&T Shutter Painting & Wall Painting



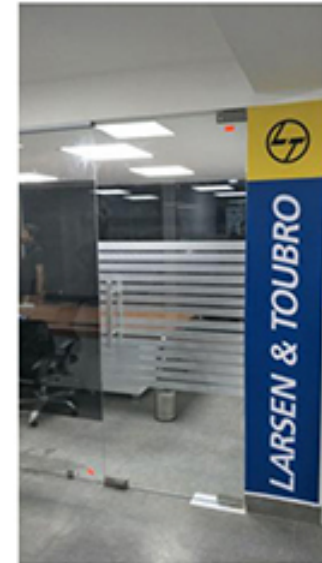
L&T Arch Gate & Kandeel Branding



L&T Co-operate Office Branding



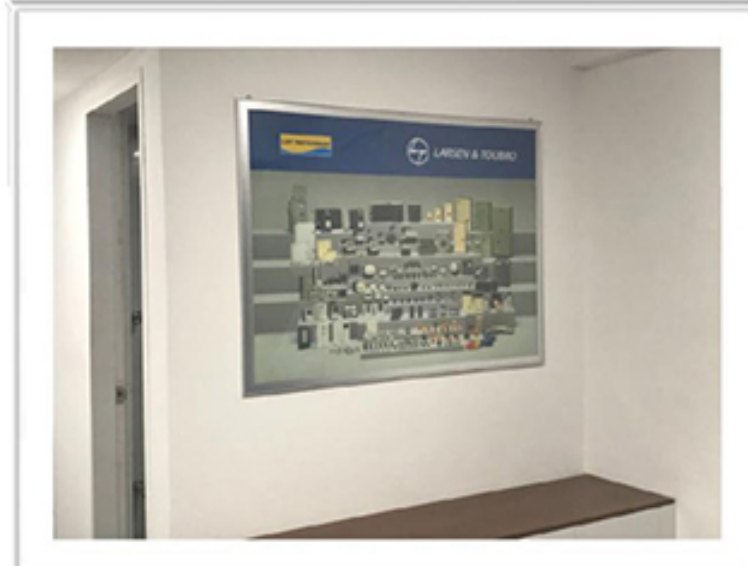
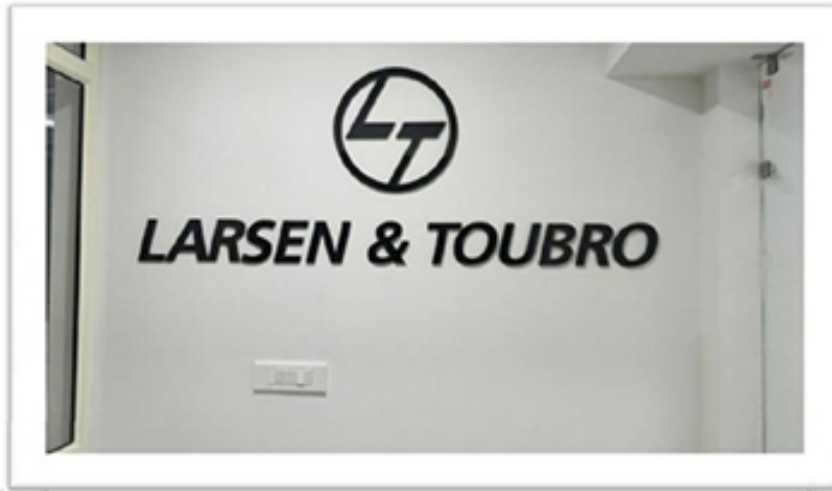
L&T Co-operate Office Branding



L&T Co-operate Office Branding



L&T Co-operate Office Branding



Dollar & Missy DEALER BOARDS & In Shop Branding

- Pan India dealer board installation on outlets

- In Shop Branding on prime location in each beat of a town Pan India





Major Government Van Operation & Event

Van Operation

JAIN
RURAL COMMUNICATIONS



Hpcl Rajasthan Road Show



Hpcl Rajasthan Road Show



Exhibitions





HO & Work Station

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