



BRAND CASE STUDIES

Showcasing the work which is either published or printed

Client:
Godrej Sofit Soymilk

Won Best Innovative Packaging – Anuga, Germany.

Godrej is the largest manufacturer of Soymilk. Soya is a fitness food with low calories, low fat, vegetable protein rich etc.

Godrej launched Sofit Soymilk in three flavours plus plain. Firstly in Mumbai then all over India in retail space from the wholesale space.

The claim: People who will be drinking Sofit will be in fit category. Rest will be in the unfit category. Thus making it an aspiration for the non drinkers.

Along with the fitness brand that comes in plain for the ACTIVE healthier seekers. It also provides tasty fitness Soymilk with flavours like: Mango, apple and malt. (for PASSIVE health seekers. (**Baseline:** The new taste of health)

Launched with print media and POSM.

Promoted at gyms and doctors' clinics.

This entire campaign is a testimony to our ability as a complete creative agency. Along with research and planning a brand launching strategy we executed all possible ATL & BTL medias to promote this brand. Later the brand was promoted with the TVC saying "A soya movement called Sofit" to strengthen the leadership of the brand.

Result:

As a leader in B2B in bulk supply...to become a B2C leader is what the outcome of the success of this SOFIT / UNFIT concept.



Pre launch teaser campaign

Godrej

Starting today,
Mumbai will be divided into
the Unfit and the Sofit.



Godrej introduces Sofit.

The new taste of health

Soy milk with real fruit juice in it. 4 delicious flavours plus Natural.
Rich in proteins, vitamins and calcium. Low in saturated fat. Cholesterol-free.
Great for fun, healthy and active lifestyles.

- GOOD FOR HEART
- BUILDS STRONG BONES
- VEGETABLE PROTEIN RICH
- LOWERS CANCER RISK
- FREE FROM LACTOSE

Also available in Natural and strawberry flavours

Launch ad

Unfit
miss the bus.

Sofit
catch the bus.



A *Gilbey's* product

The new taste of health

Also available as Apple, Mango and Plain in 200ml and 1000ml.

Unfit
never in a Q.

Sofit
always in a Q.

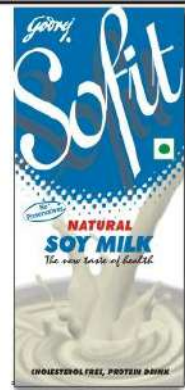
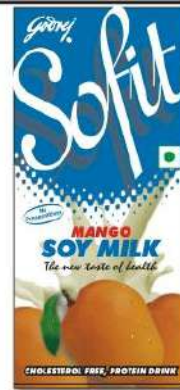


A *Gilbey's* product

The new taste of health

Also available as Mango, Malt and Plain in 200ml and 1000ml.

Bus shelter campaign





GOOD FOR HEART
BUILDS STRONG BONES
VEGETABLE PROTEIN RICH
LOWERS CANCER RISK
FREE FROM LACTOSE

POSM - Dangler

Take a sip of Geisse Soft soy milk and you will love its delicious, nutty flavor. Its mild sweetness, made from carefully selected soy beans and real milk, Soft is a delicious source of protein, vitamins and calcium. Since it is low in saturated fat and naturally cholesterol free, it helps you fit and is excellent choice. American Diabetes Association indicates that if taken regularly, soy protein can help prevent chronic diseases like hypertension and osteoporosis. The soyflavones in it appear to reduce the risk of cancer. Drink to your good health with Soft daily.

SOY MILK
SOY MILK
SOY MILK
SOY MILK

The new taste of health.
 Also available in Natural, Malt, Strawberry and Mango flavours.

Follow up Campaign



Take a step of drinking Sofit soy milk and you will love its delicious taste. Because its most ingredients are made from carefully selected soy beans, and not meat, Sofit is a valuable source of protein, vitamins and calcium. Since it is low in saturated fat and naturally cholesterol-free, it keeps you fit and in excellent shape. American Soybean Association indicates that if eaten regularly, soy protein can help prevent chronic diseases like hypertension and osteoporosis. The soybean is it accept to reduce the risk of cancer. Come to your good health with Sofit daily.

100% SOY MILK
100% SOY MILK
100% SOY MILK
100% SOY MILK

The new taste of health

Also available in Natural, Malt, Strawberry and Mango flavours.

Follow up Campaign

Jym Promotion – life-size cutouts





Modern Trade – Floor Unit

Goody

Specially for Sofitness freaks.

Soy milk with real fruit juice in it.
4 delicious flavours plus Natural.
Rich in proteins, vitamins and calcium.
Low in saturated fat. Cholesterol-free.
Great for healthy and active lifestyles.

The new taste of health
Also available in Apple, Malt, Strawberry and Mango flavours.

GOOD FOR HEART
BUILDS STRONG BONES
VEGETABLE PROTEIN RICH
LOWERS CANCER RISK
FREE FROM LACTOSE

Goody

Specially for Sofitness freaks.

Soy milk with real fruit juice in it.
4 delicious flavours plus Natural.
Rich in proteins, vitamins and calcium.
Low in saturated fat. Cholesterol-free.
Great for healthy and active lifestyles.

The new taste of health
Also available in Apple, Malt, Strawberry and Mango flavours.

GOOD FOR HEART
BUILDS STRONG BONES
VEGETABLE PROTEIN RICH
LOWERS CANCER RISK
FREE FROM LACTOSE

Goody

Specially for Sofitness freaks.

Soy milk with real fruit juice in it.
4 delicious flavours plus Natural.
Rich in proteins, vitamins and calcium.
Low in saturated fat. Cholesterol-free.
Great for healthy and active lifestyles.

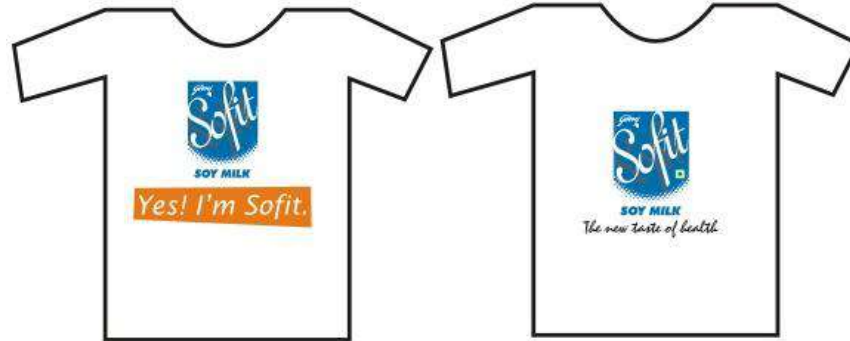
The new taste of health
Also available in Apple, Malt, Strawberry and Mango flavours.

GOOD FOR HEART
BUILDS STRONG BONES
VEGETABLE PROTEIN RICH
LOWERS CANCER RISK
FREE FROM LACTOSE

Gym Posters

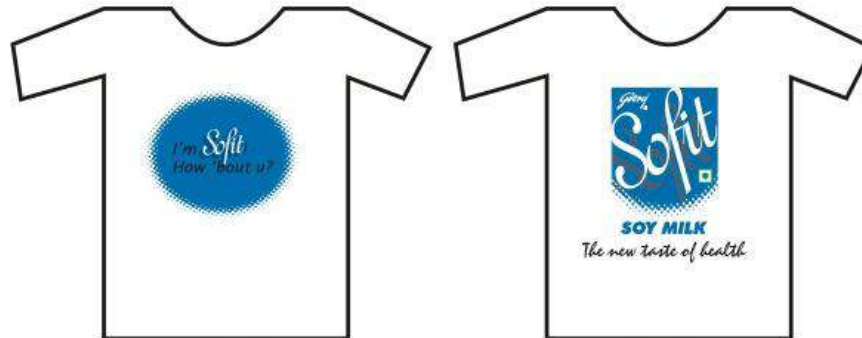


CAP



FRONT

BACK



FRONT

BACK

Promoters Uniform

ICELINGS

Client: ICELINGS

Job:

360 degree campaign

Objective:

To drive home the benefits of ICELINGS. The Pure & Perfect Ice.

To reach to premium segment who indulge in parties, get together and traders such as wedding planners.

Theme:

ICELINGS is a tube ice made of bottled water quality purified water.

In India, ice is consumed without much awareness of it's sources. It is high time to respect ice as a food...we have forgotten that "ICE IS FOOD". Plus, as a party brand...the fun elements also communicated through "Be Cool...Be Sure..." concept.

Execution:

Used merchandising as a promotional vehicle to promote the brand. Created Magnetic sticker and distributed to prospective consumers at the IOCL and BPCL outlets.

Distribution of brochures and sampling done at airports/ OLA / Uber cabs / Multi Plexes etc. Plus a Snowman Mascot was created as a brand speaker to strike an instant relationship with the consumer.

Result:

The brand is extremely popular and grabbed the attention. In six months the real sale is increasing by 20 to 25% per month.



The PUREfect Ice





Join the Ice Revolution

First time in India. PUREST Packaged Tube Ice made of BOTTLED WATER QUALITY purified water.

Icelings is looking for franchise partners to set-up manufacturing facility to sell packaged premium ice all over India. For details please email us on franchise@icelings.com.
Come, join the Ice Revolution.

www.icelings.com 1800-3000-7277



fssai REGULATED

Ice is food!

First time in India. PUREST Packaged Tube Ice made of BOTTLED WATER QUALITY purified water.

Available in - 1kg & 5kg bags at select BPCL Petrol Pumps and Liquor Stores all across Mumbai

Available at www.icelings.com 1800-3000-7277

Manufactured & Marketed by: CHIRAG ICE FACTORY PRIVATE LIMITED

ICE IS FOOD!

Manufactured & Marketed by
CHIRAG ICE FACTORY PRIVATE LIMITED
D-2812, M.I.D.C., Turbhe, Navi Mumbai-400705.

www.icelings.com 1800-3000-7277

Quality Ice. Cooler Profits.

www.icelings.com 1800-3000-7277

**Chill your thirst
with Icelings**

ICELING'S
The PUREfect Ice

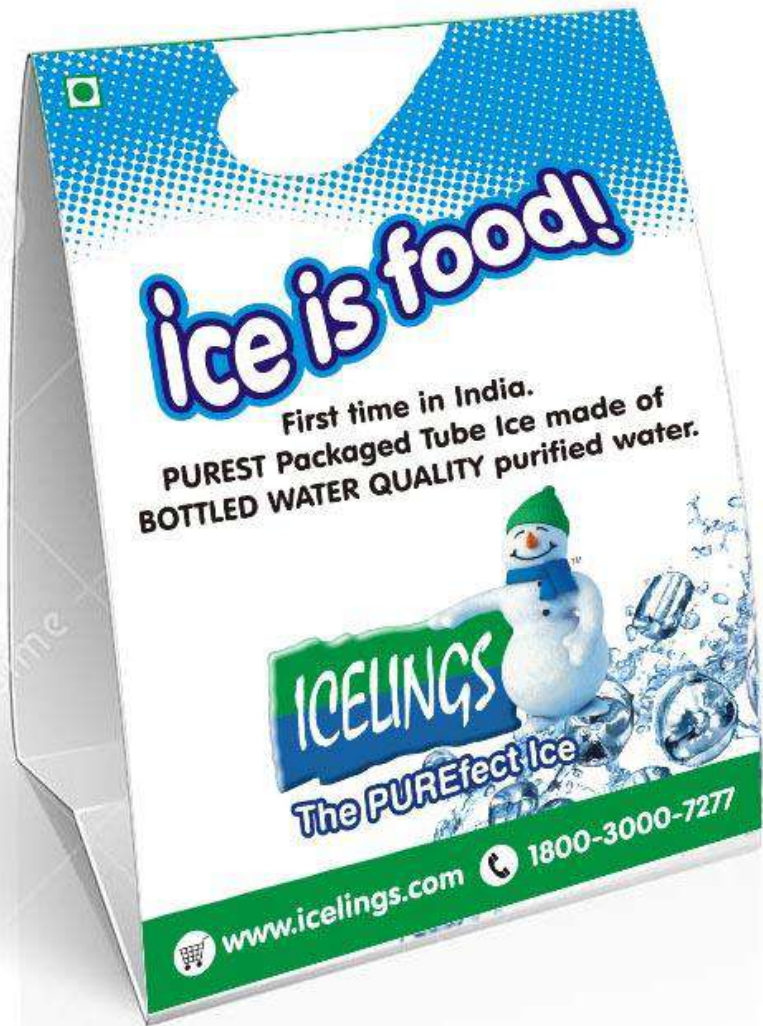
SERVED HERE

www.icelings.com 1800-3000-7277

ICELING'S
The PUREfect Ice

www.icelings.com 1800-3000-7277





www.iceblings.com 1800-3000-7277



The PUREfect Ice



**Be cool...
Be sure...**

**Packaged Tube Ice made of
BOTTLED WATER QUALITY purified water.**

Ice is the forgotten food in India. We consume good quality, safe and hygienic food - It's high time we take as much care while consuming ice. Health-conscious consumers know the difference between untreated water and branded bottled water. The same is true of packaged ice made of BOTTLED WATER QUALITY purified water. Remember, ICE IS FOOD!

OUR ICE IS ALSO THE SAFEST...ICELINGS is untouched by human hands throughout the manufacturing process and packaged in special food grade LDPE bags.

Be Sure. Be Happy. Bring home ICELINGS. The pure and perfect ice for your parties, get together, kitty parties, birthdays or any function. Just empty ICELINGS into an ice pail and add 4-5 ice tubes to serve a cool refreshing drink. It's that simple. Enjoy!

Available @ selected outlets.


Available in handy party packs:
• Tube Ice - 1 kg and 5 kg • Block Ice - 5 kg

Manufactured & Marketed by
CHIRAG ICE FACTORY PRIVATE LIMITED
D-29/12, M.I.D.C., Turbhe, Navi Mumbai-400705.

www.iceblings.com 1800-3000-7277



Warning: Keep out of reach of children. Avoid eye and skin contact, and wash hand after use. Do not use this product for anything other than its intended purpose. Can cause an allergic skin reaction. Harmful to aquatic organisms, with long lasting effects.



**Be cool...
Be sure...**


First time in India... Packaged ice made of BOTTLED WATER QUALITY purified water.


Ice is the forgotten food in India. We consume good quality, safe and hygienic food - It's high time we take as much care while consuming ice. Health-conscious consumers know the difference between untreated water and branded bottled water. The same is true of packaged ice made of BOTTLED WATER QUALITY purified water. Remember, ICE IS FOOD!

OUR ICE IS ALSO THE SAFEST...ICELINGS is produced after an extensive water treatment process using Reverse Osmosis and Ozonisation to treat and produce bottled water quality purified water. The pure ice tubes are untouched by human hands throughout the manufacturing process and packaged in special food grade LDPE bags.

ICELINGS is the leading manufacturer and distributor of premium quality packaged ice which is certified by FSSAI, AIPIM and IPIA. ICELINGS is manufactured in their ISO 9001:2008 certified facility using state-of-the-art ice manufacturing technology.

Be Sure. Be Happy. Bring home ICELINGS. The pure and perfect ice for your parties, get together, kitty parties, birthdays or any function. Just empty ICELINGS into an ice pail and add 4-5 ice tubes to serve a cool refreshing drink. It's that simple. Enjoy!

 www.iceblings.com

 **1800-3000-7277**

Cool Offer

Log on to www.iceblings.com
Use Promo Code: **icedct20**
and get a special offer
on our products and accessories*

*Conditions Apply

front



ICELINGS
The PUREfect Ice

www.iceblings.com 1800-3000-7277

**Packaged Tube Ice
made of
BOTTLED WATER QUALITY
purified water.**

Available @ selected outlets.

Available in handy party packs:
• Tube Ice - 1 kg and 5 kg • Block Ice - 5 kg





fssai
No: 100130220329

Manufactured & Marketed by
CHIRAG ICE FACTORY PRIVATE LIMITED
D-29/12, M.I.D.C., Turbhe, Navi Mumbai-400705.

Available at:

back





Mypacco – Courier Services

Client: Mypacco Courier Services

Job:

Press / Digital and POSM

Objective:

To Motivate the prospect customers to try the brand.

Theme:

Mypacco...My Courier...the my kind of courier...courier that keeps my interest intact.

Loaded with features are like Free Home Pick-up / Reach./ 4 Prong Service Sources (The mobile shopee, Sarvangi Stores, Mobile app and Website) / Multi-courier Tracking system. **Offering benefits** like Convenience / Easy-operations / My kind of service. **With values** like Personalized Service / Dependability / Trust. Plus the **brand personality** like Friend in need / My Courier Buddy / A dependable friend....So all brand attributes are substantiating the claim of *mycourier*.

Execution:

Used print and POSM media to drive home the emotional based benefit and digital media to drive home the rationale benefits.

Result:

The brand gained significant popularity among TG and an overwhelming response to the brand...the business grew faster than the client's expectations.

my love to
my boyfriend
in Kanpur by
mypacco

FREE HOME PICK-UP

mypacco
my courier

Deliver Tracking for 28 countries
SEND DOCUMENTS AND PARCELS TO: 300+ Countries | 200+ Cities | 2000+ Pincode

my location my parcel my tracking my delivery

my inspiration to
my sister
in Chennai by
mypacco

FREE HOME PICK-UP

mypacco
my courier

Deliver Tracking for 28 countries
SEND DOCUMENTS AND PARCELS TO: 300+ Countries | 200+ Cities | 2000+ Pincode

my location my parcel my tracking my delivery

my best wishes to
my friend
in Panjim by
mypacco

FREE HOME PICK-UP

mypacco
my courier

Deliver Tracking for 28 countries
SEND DOCUMENTS AND PARCELS TO: 300+ Countries | 200+ Cities | 2000+ Pincode

my location my parcel my tracking my delivery

my connect to
my grand-daughter
in Mysore by
mypacco

FREE HOME PICK-UP

mypacco
my courier

Deliver Tracking for 28 countries
SEND DOCUMENTS AND PARCELS TO: 300+ Countries | 200+ Cities | 2000+ Pincode

my location my parcel my tracking my delivery

my warmth to
my son
in Pune by
mypacco

FREE HOME PICK-UP

mypacco
my courier

Deliver Tracking for 28 countries
SEND DOCUMENTS AND PARCELS TO: 300+ Countries | 200+ Cities | 2000+ Pincode

my location my parcel my tracking my delivery

4 smart ways to book parcel.

Stores Mypacco App www.mypacco.com Toll Free No.: 1800 212 8878

Icons: Store, App, Website, Phone

Smart Courier for Smart ones. Download mypacco APP to Click-n-Courier

FREE HOME PICK-UP

Order 3 ways to courier parcel

SEND DOCUMENTS AND PARCELS TO: 200+ Countries | 2000+ Cities | 20000+ Pincodes

Icons: Store, App, Website, Phone

FREE HOME PICK-UP

Order 3 ways to courier parcel

SEND DOCUMENTS AND PARCELS TO: 200+ Countries | 2000+ Cities | 20000+ Pincodes

Icons: Store, App, Website, Phone

Sorry for making you lazy

FREE HOME PICK-UP

Order 3 ways to courier parcel

SEND DOCUMENTS AND PARCELS TO: 200+ Countries | 2000+ Cities | 20000+ Pincodes

Icons: Store, App, Website, Phone

Sorry for piling on fats. Guaranteed Pick-up.

FREE HOME PICK-UP

Order 3 ways to courier parcel

SEND DOCUMENTS AND PARCELS TO: 200+ Countries | 2000+ Cities | 20000+ Pincodes

Icons: Store, App, Website, Phone

Sorry for creating couch potatoes. FREE Home pick-up from anywhere

FREE HOME PICK-UP

Order 3 ways to courier parcel

SEND DOCUMENTS AND PARCELS TO: 200+ Countries | 2000+ Cities | 20000+ Pincodes

Icons: Store, App, Website, Phone



Courier your feelings at
The Mobile Store
through **mypacco**.



mypacco[™]
mycourier



Now, 4 ways to courier parcel:



Stores



Mypacco App



www.mypacco.com



Toll Free No.:
1800 212 8878

SEND DOCUMENTS AND PARCELS TO:
200+ Countries | 2000+ Cities | 20000+ Pincodes

Don't pinch yourself



35% Discount
on every parcel

Use Code: **Sendnow**

FREE
HOME
PICK-UP

mypacco
mycourier

- Doorstep Pick & Drop
- No Registration Reqd
- Send anywhere in India & International
- App & Web Based Service

Now, 4 ways to courier parcel:



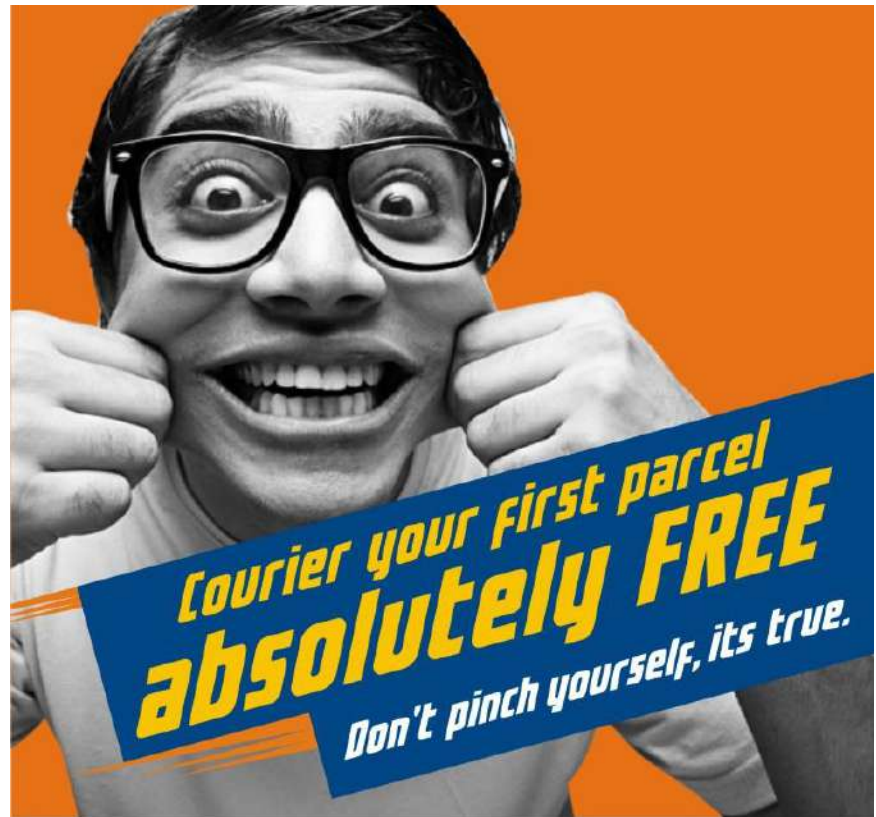
SEND DOCUMENTS AND PARCELS TO:
200+ Countries | 2000+ Cities | 20000+ PinCodes

Stores

Mypacco App

www.mypacco.com

Toll Free No.:
1800 212 8878



Courier your first parcel
absolutely FREE
Don't pinch yourself, its true.

*Conditions Apply

mypacco
mycourier

Courier Services now available for 24 hours.
FREE COURIER on 3rd October 2015



***Terms & Conditions**

- 12 noon to 7 pm
- Max 1 kg weight parcel
- Domestic Parcel Only
- One parcel per person



SEND DOCUMENTS AND PARCELS TO:
200+ Countries | 2000+ Cities | 20000+ PinCodes



*Ganeshjee likes 21 modaks, 21 durvas...
21 % Discount on every parcel
during Ganesh Festival*

*Conditions Apply



mypaccho
mycourier



Now, 4 ways to courier parcel:



Stores



Mypaccho App



www.mypaccho.com



Toll Free No.:
1800 312 8878

SEND DOCUMENTS AND PARCELS TO:
200+ Countries | 2000+ Cities | 20000+ Pincodes



*आपकी भावनाओं को कुरियर
किजिए वक्रांगी केंद्र से
मारपको के जरिए*



mypaccho
mycourier



SEND DOCUMENTS AND PARCELS TO:
200+ Countries | 2000+ Cities | 20000+ Pincodes



Courier your first parcel
absolutely FREE
Don't pinch yourself, it's true.

mypacco
mycourier

**Courier Services
now available for 24 hours.**

FREE COURIER on 3rd October 2015

*Conditions Apply



SEND DOCUMENTS AND PARCELS TO:
200+ Countries | 2000+ Cities | 20000+ Pincodes

***Terms & Conditions**

- 12 noon to 7 pm
- Max. 2 kg Weight parcel
- Domestic courier only
- One parcel per person





*Exclusive gift to the loved one
with exclusive offer...
Get 21% Discount
on Every Parcel*



Promo code: Discount 21

Offer is Valid till 25th Oct. 2015

Now, 4 ways to courier parcel:



Stores



Mypacco App



www.mypacco.com



Toll Free No.:
1800 212 8878

SEND DOCUMENTS AND PARCELS TO:

200+ Countries | 2000+ Cities | 20000+ Pincodes

Stunned?

Your first courier is absolutely FREE



Use Code: **Promo100**
on www.mypacco.com



mypacco
mycourier

Book your parcel for free upto Rs. 300/-

Breaking News

Your first courier is absolutely FREE



Use Code: **Promo100**
on www.mypacco.com



mypacco
mycourier

Book your parcel for free upto Rs. 300/-

Unheard of

Your first courier is absolutely FREE



Use Code: **Promo100**
on www.mypacco.com



mypacco
mycourier

Book your parcel for free upto Rs. 300/-

Shocked?

Your first courier is absolutely FREE



Use Code: **Promo100**
on www.mypacco.com



mypacco
mycourier

Book your parcel for free upto Rs. 300/-

Unbelievable

Your first courier is absolutely FREE



Use Code: **Promo100**
on www.mypacco.com



mypacco
mycourier

Book your parcel for free upto Rs. 300/-

Zapped?

Your first courier is absolutely FREE



Use Code: **Promo100**
on www.mypacco.com



mypacco
mycourier

Book your parcel for free upto Rs. 300/-

SEND DOCUMENTS & PARCELS TO:

200+ Countries
2000+ Cities
20000+ Pincodes



 **mypacco**[™]
mycourier

www.mypacco.com

Musali Power

Client: Musli Power**Job:**

Magazine / Press Campaign.

Objective:

To drive home the benefits of Musli X-TRA Power.

Theme:

MUSLI X-TRA Power brings the confidence back to bedroom. This increases sexual excitement, stimulation, health and vigour. Increases stamina and overall energy. Open the blood vessels and helps the erection powerful. Controls premature ejaculation and gives you more time to satisfy your partner. Helps sex to be more interactive than monotonous.

Execution:

Used the media innovation in magazines to deliver the message in a strong way and importantly in a radical way. As there are many brands communicating with explicit images and messages, we decided to be different. This create an impact and interest among the TG. The mantra was....be interesting....

Result:

The brand gained significant popularity among TG and the sales increased by 23%.



Magazine page number 21



No more erectile dysfunction.



X-TRA power, X-TRA time and X-TRA pleasure.

The image shows a large, stylized male symbol (♂) centered on a light blue background. Below the symbol, the text "No more erectile dysfunction." is displayed. At the bottom of the page, there is a small white jar of "MUSK POWER" supplement with a yellow label and several green capsules. Below the jar, the text "X-TRA power, X-TRA time and X-TRA pleasure." is displayed.

Magazine page number 23

No more erectile dysfunction.



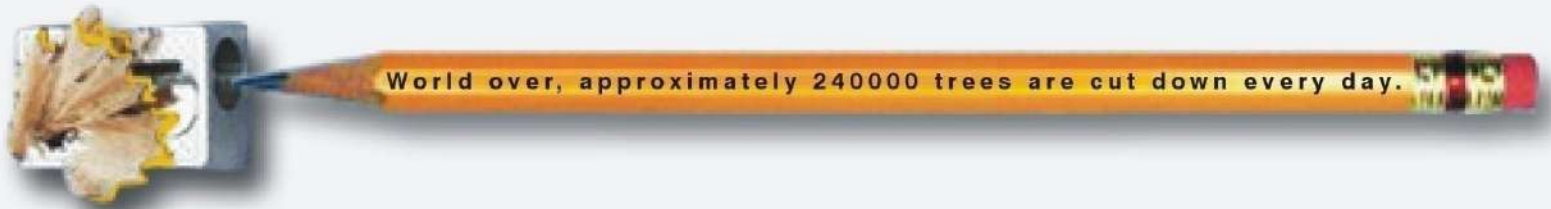
X-TRA power, X-TRA time and X-TRA pleasure.

Magazine ad on a special thick card paper

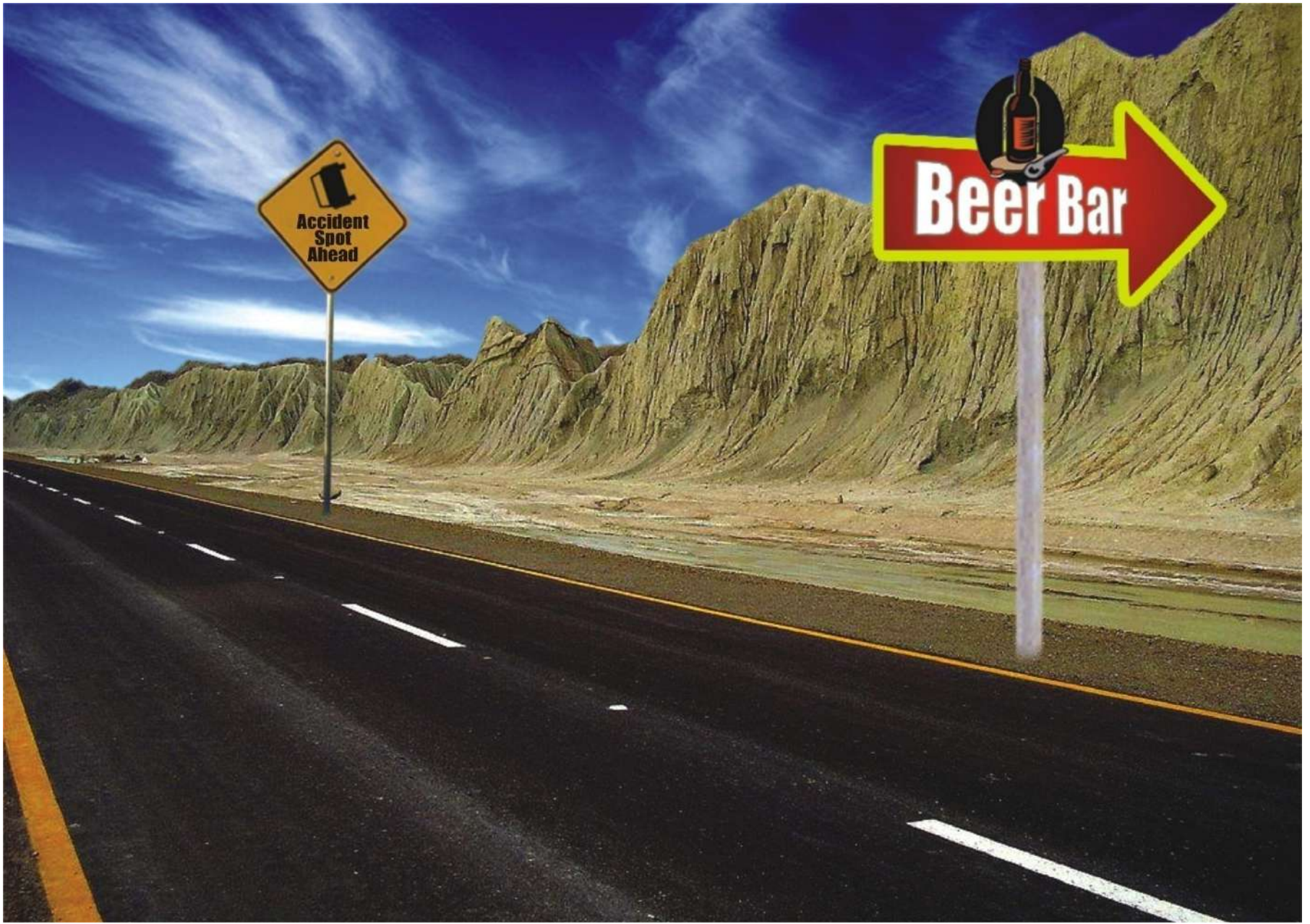
Social Service ads

Tree no. 23867405768835

Tree no. 23867405768836



World over, approximately 240000 trees are cut down every day.

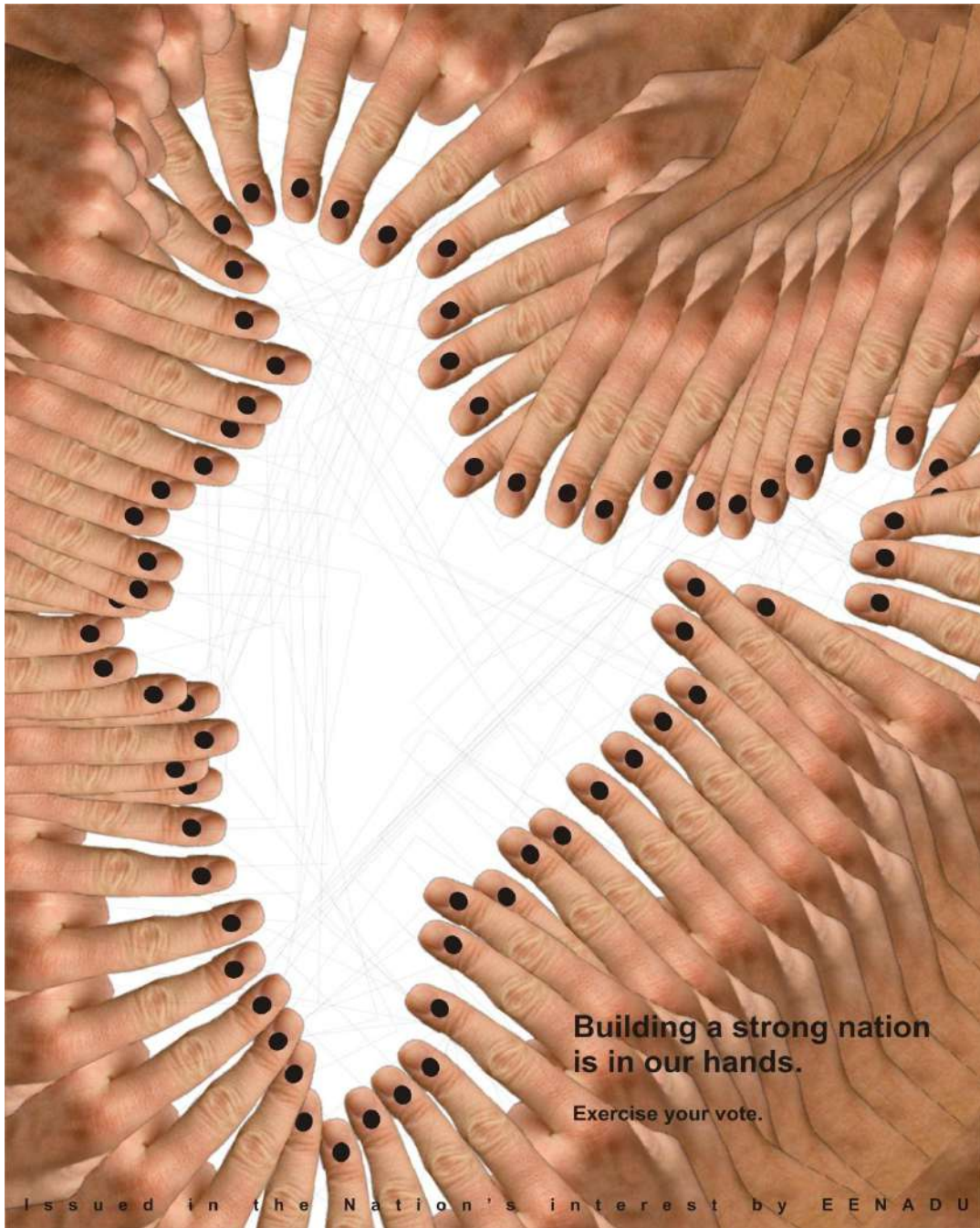


Accident
Spot
Ahead

Beer Bar



Passive smoking kills.



**Building a strong nation
is in our hands.**

Exercise your vote.

Issued in the Nation's interest by EENADU

Client:
Andhra Pradesh Tourism

Client: Andhra Pradesh Tourism

Job:

Magazine / Press Campaign

Objective:

To promote Heritage at and near Hyderabad, Wildlife of Nellapattu, Back waters of Konaseema, Hills & Falls at Arakku valley and Bird Sanctuaries at Kolleru. To communicate to the international tourists through foreign publications.

Theme:

A radically different creative execution for enhancing the image of the various destinations of Andhra Pradesh. Showcasing the destinations as good as any other world known destinations of India like Kerala, Goa or Rajasthan. Portraying destination Andhra Pradesh as the best seller and popular among the avid nature lovers and true travelers. The execution was well received by the international audience as the visual imagery appealed to them in a big way.

Results:

No official percent of increased figure provided by APTDC but the campaign was successful as there were more inquiries from the international tourists.



Far Away
From
THE MADDING CROWD

ANDHRA PRADESH - NEVER-ENDING STORY!

Konaseema.
River-boat with
tropical green-
and-lush,
bright sunlight,
pleasant sights,
a narrative,

River side

Boat boats

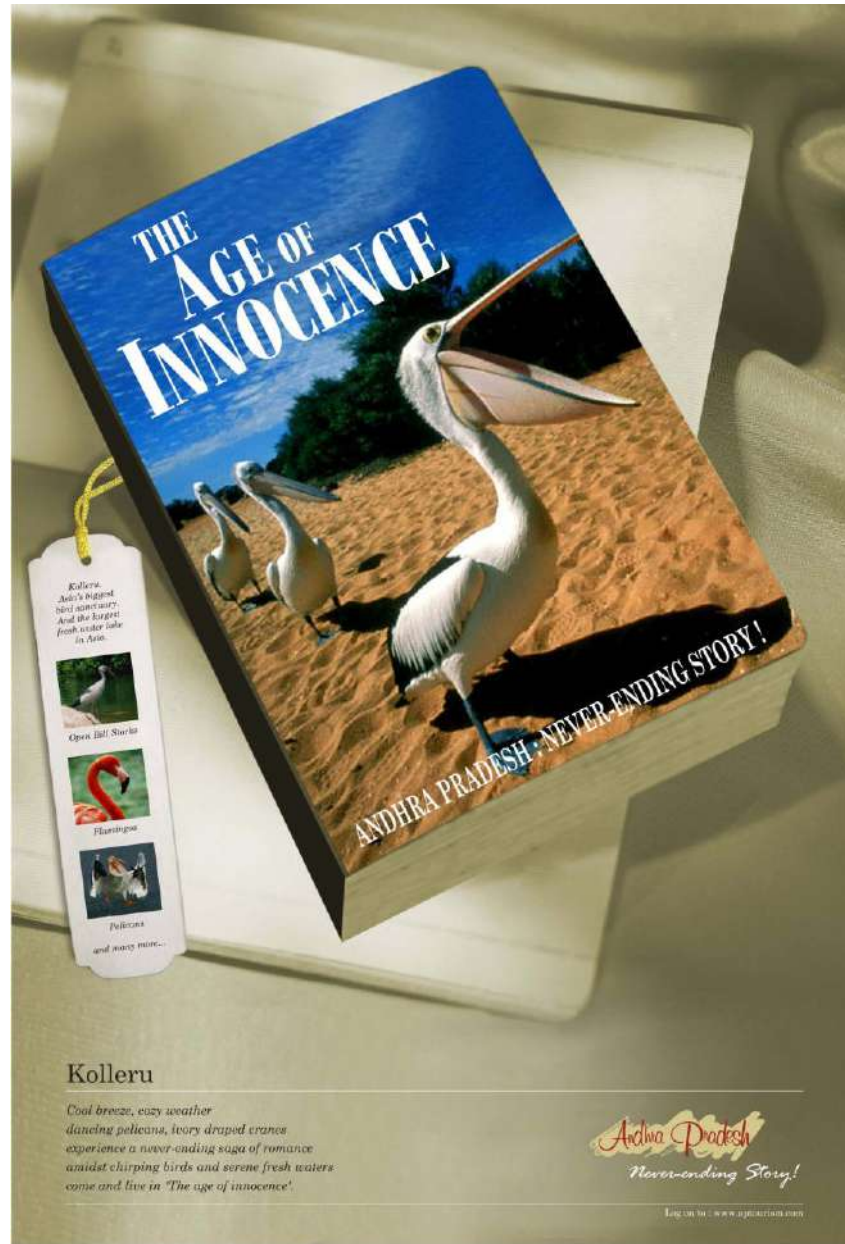
Palm trees
and many more...

Konaseema

Sun streathed riversides, grazing coconut palma
gentle lapping waves, musky earthen fragrance
experience a never-ending saga of romance
amidst lush greenery and pristine backwaters
come explore a place 'Far away from the madding crowd'.

Andhra Pradesh
Never-ending Story!

Log on to : www.aptourism.com



Kolleru

*Cool breeze, easy weather
dancing pelicans, ivory draped cranes
experience a never-ending saga of romance
amidst chirping birds and serene fresh waters
come and live in 'The age of innocence'.*

*Andhra Pradesh
Never-ending Story!*

Log on to www.aptourism.com



Hyderabad-Heritage

*Towering minarets, whispering forts
teeming bazaars, vibrant colors
experience a never-ending saga of romance
amidst noble throngs and a royal atmosphere
come rediscover yourself 'In an antique land'..*

*Andhra Pradesh
Never-ending Story!*

Log on to : www.aphtourism.com



This side of Paradise

ANDHRA PRADESH - NEVER-ENDING STORY!

Araku.
For Romanticism
enthusiasts.
A place situated
at an altitude
of 4,100 Feet
on the Eastern Ghats.

Coffee trails

Camping

Each climbing
and many more...

Araku Valley

Green hills, thick forests
cool breeze, innocent smiles
experience a never-ending saga of romance
amidst clouds and beneath the heaven
come explore 'This side of paradise'.

Andhra Pradesh
Never-ending Story!

Log on to : www.aptourism.com



The Call of the Wild

ANDHRA PRADESH : NEVER-ENDING STORY!

Nallapattu.
World renowned
Bird sanctuary.
Deers forest for
nature enthusiasts.
Known for it's
annual flamingo's feet.



Spotted deer



Jachals



Slender Loris
and many more.

Nellapattu

Soothing light, caring air
hopping Deers, slender Loris
experience a never-ending saga of romance
amidst towering trees and eyeing visitors
come and listen to 'The call of the wild'.

Andhra Pradesh
Never-ending Story!

Log on to : www.aptourism.com

Client:
Agarwal Packers & Movers

Client:
Agarwal Packers & Movers

Job:
Press / magazine Campaigns.

Objective:
Drive home the fact that Agarwal Movers & Packers are the leaders in the industry in India.

Theme:
When it comes to shifting homes Agarwal Packers and Movers is the leader and is the only name that etches into the mind slot. Taking the advantage of leadership and stressing on shifting homes as the main message.

Creative translations:

- 1.Thinking of shifting? Think of Agarwal
- 2.We make sense out of shifting

As a leader, can take a stance and make a statement.

Result:
Outstanding outcome of both the campaigns run for six months each,
The brand became a top of the mind brand because of the likability factor of the concept.
There was 53% jump in enquiries and a 30% got converted. The “We make sense out of shifting” campaign won the Ad Club Silver for outstanding Print Campaign.

Photo Courtesy:
Thomas Herbrich

Campaign No. 1

A man in a small boat is surrounded by numerous shark fins in a dark, stormy sea. The scene is dramatic, with a large, bright light source breaking through the dark clouds in the background. The man is holding a long pole, possibly a fishing rod or a tool for navigating the turbulent waters. The overall mood is one of danger and uncertainty, which is contrasted by the text overlay.

THINKING OF SHIFTING?
THINK OF AGARWAL.

AGARWAL
PACKERS & MOVERS
www.drsllogistics.com

A herd of elephants is shown in a savanna landscape during sunset. The sky is a warm, golden-orange color. In the foreground, a person is sitting inside a blue and white tent. The elephants are moving from left to right, kicking up dust. The overall scene is a metaphor for a large-scale relocation or migration.

THINKING OF SHIFTING?
THINK OF AGARWAL.

AGARWAL
PACKERS & MOVERS
www.drsllogistics.com

Campaign No. 2

Every day has his dog.

We make sense out of shifting.



AGARWAL[®]
PACKERS &
MOVERS
AN ISO 9001:2000 CERTIFIED COMPANY (I.O.)

www.drsllogistics.com

Don't put all the **basket** in one **eggs**.

We make sense out of shifting.



AGARWAL[®]
PACKERS &
MOVERS
AN ISO 9001:2000 CERTIFIED COMPANY (I.O.)

www.drsllogistics.com

An **Doctor** a day keeps **apple** away.

We make sense out of shifting.



AGARWAL[®]
PACKERS &
MOVERS
AN ISO 9001:2000 CERTIFIED COMPANY (I.O.)

www.drsllogistics.com

Client:
Cyclone the Club: Corporate Stationery & BTL
(CAG Silver Winner)

Introduction:

Cyclone is a very successful transnational brand.

Cyclone is a Discotheque brand all over the world for young and teenage segment.

Objective:

The client wanted to position the club at Leela Kempinski, Mumbai for 30+ entrepreneurs to come and make it shake a leg place.

Teenagers were excluded from the TG list. Plus their logo's teeny-bopperish appearance wasn't to be touched.

Also the next task was to drive home the exclusivity factor of the brand.

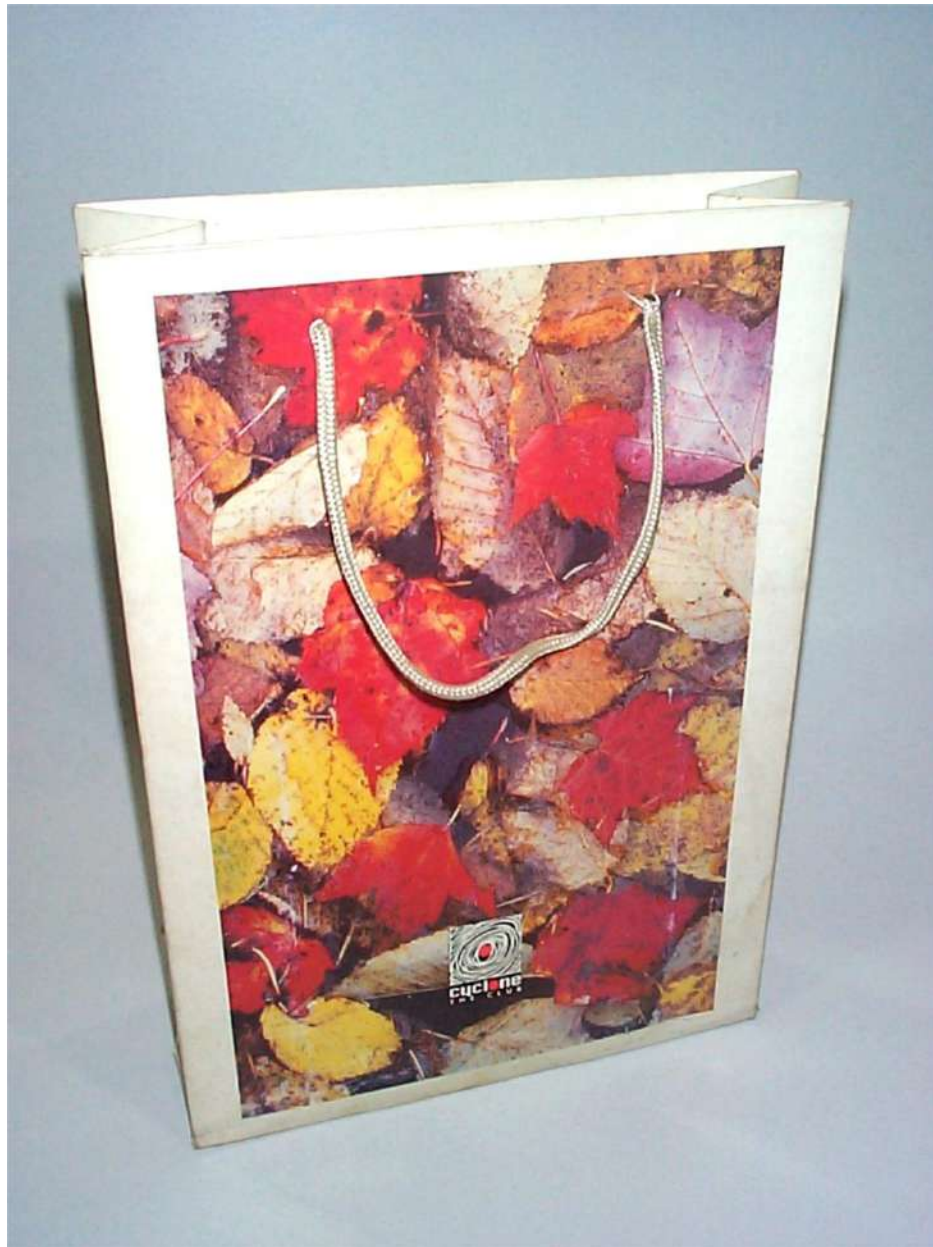
Theme:

To make it appeal to the target audience I decided to dilute the strength of the logo by using dry maple leaves background.

This background implied the softness, calmness and sophistication which appealed to the elite class. Similarly this visual tool was extended to all forms of communication right from the tea coaster to the press campaign to the brochure.

For next task we sent the pre-launch invitation card to 300+ people (the who's who of the city). The entry was by invitation only. This itself gave the measure of exclusivity. Then launched the brand with a half-page press ad in leading Bombay newspaper in colour saying 'Only for those who know about it', to reinforce the positioning of the brand.

Collaterals



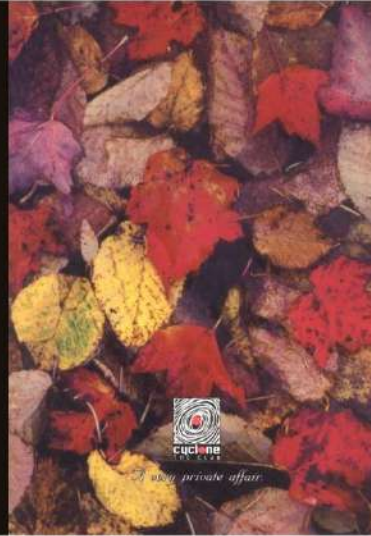




Brochure



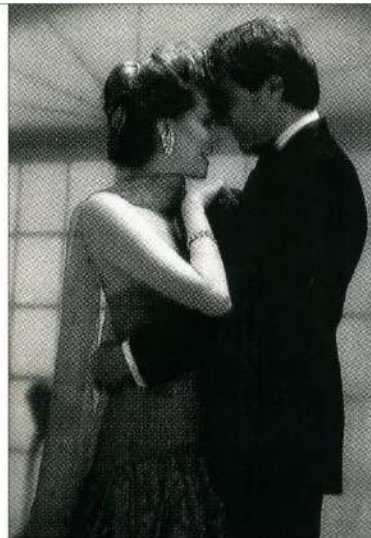
Back Cover



Cover



Inside Cover



Page 1

The night session

The music of jazz, the fragrance of romance, the richness of marble, the resonance of wood, and the spectacle of special effects.



The night experience is like no other. The Phantom's seductive High Power Laser installation, multi-colored beams, dramatic chandeliers, one hundred of lights, wood and platinum... expanding and contracting as they dance over new colors and positions. As your eyes heraldly try to drink it in, it's as if you're not on the stage, but in the Phantom's world.



The music of jazz, the fragrance of romance, the richness of marble, the resonance of wood, and the spectacle of special effects.

The music of jazz, the fragrance of romance, the richness of marble, the resonance of wood, and the spectacle of special effects.



Page 2

Page 3

A sound unheard



As you sit alone in the Phantom's embrace, surrounded by water, sound, but you notice a strange phenomenon: the and your companion are enjoying a private conversation, apparently unaware of their world of explosive music.



around a soft, velvet dance floor, is the latest technique in sound engineering - the null of sound.

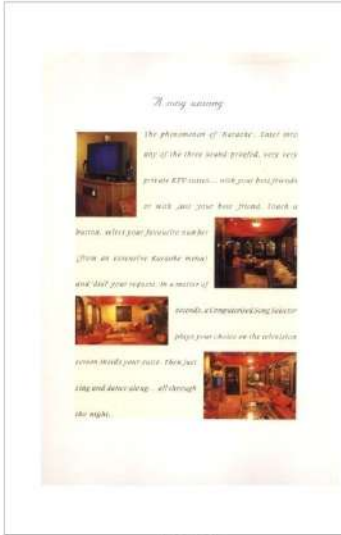


It helps you in a shower of complete this generated music and you allow you to cherish your moments of privacy.



Page 4

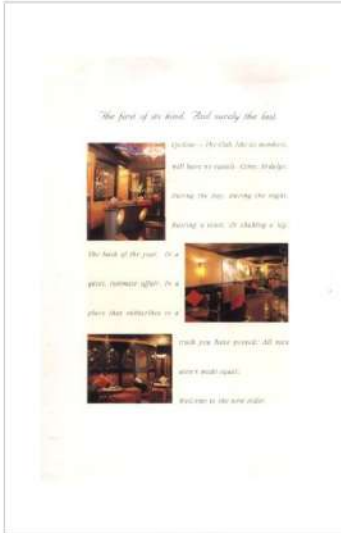
Page 5



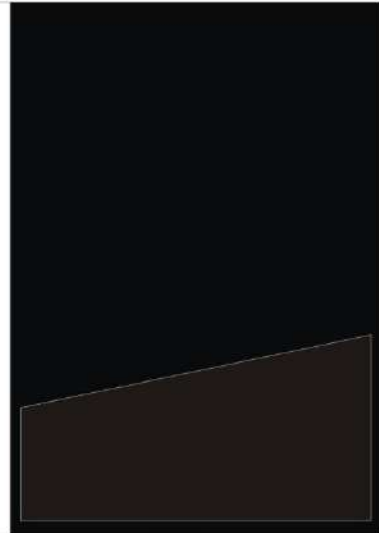
Page 6



Page 7



Page 8



Inside Back + Pouch

Client:
Classic Marble
Won Bronze in AD Club

Job:

Calendar, Posters, Pocket Planners, Table Planners, Press ads and hoardings.

Objective:

Enhance the image of Classic Marble on the occasion of completing 10 successful years in the business. Targeting customers, suppliers of all the countries the company deals with.

Theme:

Using a woman and marble together to compliment each other's emotions, moods, class and beauty.

Marble. Marble is the ultimate form of beauty made by nature.

The texture, designs, colours and feel. No wonder the great monuments and most of the wonders are made of marble.

Woman. A woman is another beautiful creation by nature. And may be the only form can be associated with marble. Her emotions and moods can be associated with the colours, patterns and feelings of the marble.

Translation:

A calendar of 12 pages was decided upon to ensure keepsake value. 12 different expressions and moods to reflect the mood evoked by the marble were chosen.

The concept was extended to posters, pocket planners, table planners, hoardings and press ads.

A "Me Too" look was to be avoided in terms of the women in the images in drab expressions and poses like a ramp show with marbles plainly put in the background.

To achieve the radically different visualization, the dresses, colours, expressions of the models, make up, hair styling, poses were to take a distinct form complimenting the each marble and the expression and mood it evokes.

This piece of work is dear to me as an art person.

It gave me immense satisfaction since I conceptualized it. Followed it with dress designing, colours, textures, make-up, hair styling, poses of the models, selection of marble and the shapes in the background to match with all emotions and expressions.

Classic moods.

2005

*Moods. They describe
the indescribable and emote
our deepest sentiments.
Showcased in this calendar
are classic depictions of
finer emotions of every
mood and moment.*

Norwegian Rose



Crema Europa



Rosso Portoro



Blue Stellar



Tiger Onyx



Breccia Diana



Rosso Lavante



Emperador Brown



Irish Grey



Baltic Red



Rossalia



Classic Beige



10 CLASSIC YEARS OF SHEER CLASS

CLASSIC MARBLE

Not for everyone



Classic Poise.

January 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com

Classic Elation.



February 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



March 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



Classic Elegance.

April 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
 Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



Classic Charisma.

May 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
 Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



Classic Spunk.

June 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614, Fax: 91-22-2566 6613, E-mail: info@classicmarble.com



July 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614, Fax: 91-22-2566 6613, E-mail: info@classicmarble.com

Classic Charm.



August 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



September 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
 Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



October 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614, Fax: 91-22-2566 6613. E-mail: info@classicmarble.com

Classic Appeal.



November 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com

Classic Illusion.



December 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Not for everyone

Bhandup Village Road, Subhash Nagar, Bhandup (W), Mumbai - 400 078, INDIA.
Tel: 91-22-2566 6614. Fax: 91-22-2566 6613. E-mail: info@classicmarble.com



Not for everyone

Conceptualized, Designed & Produced by: **Grandale Advertising & Marketing** Photographer: **Atul Kasbekar** Costume Creation: **Ashley** Make-up & Hair Styling: **Clint**
Models: **Beatrice, Bhumika, Candice, Gwen, Nicolette and Shamita**

Client:
Ma Passion: Semi-precious Gem Stone carvings

Job:

Magazine / Press campaign

Objective:

Promote Ma Passion as a leading dealer in semi-precious gem stone sculptures in India. Promote their showroom at the Grand Hyatt Plaza at Mumbai. Plus promote artifacts as corporate gifts.

Theme:

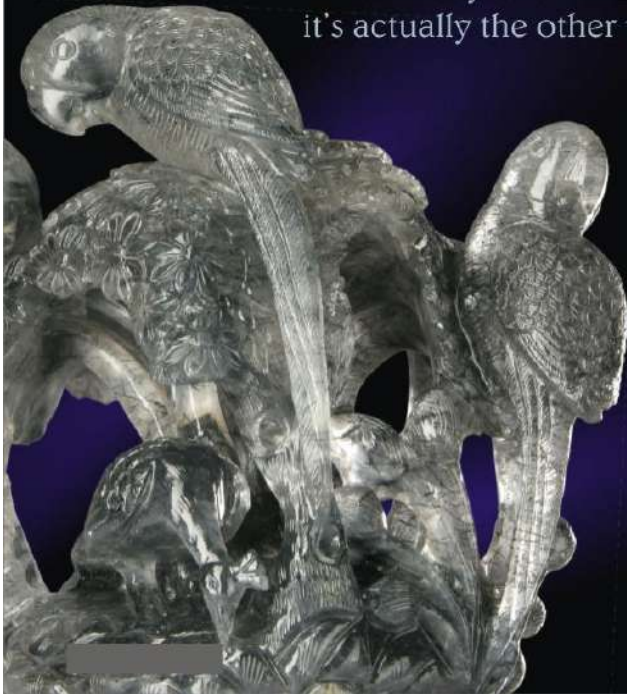
Communicate the elites and who's who of the city about this exclusive art from Jaipur and its showroom in Mumbai. Using snob appeal to drive home the fact that this art is only for avid art lovers who understand the value of this art. The connoisseurs of the art who love this art and have the pride of ownership of this exclusive art-form.

Our artists make pieces that are one of a kind. Patiently handcrafted, it often takes months to complete a single piece. Rare precious and semi-precious rocks are sourced by Ma Passion from all over the world and then handed over to master craftsmen who bring it to life...chiseling off the excess stone to free the form within. Own a Ma Passion masterpiece...and own the status of a celebrity!



Only connoisseurs invited.

No celebrity can endorse this,
it's actually the other way.



Our artists make pieces that are one of a kind. Patiently handcrafted, it often takes months to complete a single piece. Rare precious and semi-precious rocks are sourced by Ma Passion from all over the world and then handed over to master craftsmen who bring it to life...chiseling off the excess stone to free the form within. Own a Ma Passion masterpiece...and you will be in the company of connoisseurs not just the billionaire!



Only connoisseurs invited.

You may be a billionaire,
but then that's not enough
to understand the value of this.



Our artists make pieces that are one of a kind. Patiently handcrafted, it often takes months to complete a single piece. Rare precious and semi-precious rocks are sourced by Ma Passion from all over the world and then handed over to master craftsmen who bring it to life...chiseling off the excess stone to free the form within. Aspire to owning a Ma Passion masterpiece...in this birth at least!



Only connoisseurs invited.

Thou shalt aspire



Royal battles may be won but the war always goes on. We thus source rare precious and semi-precious stones from around the world. Our expert artisans carve out such stunning pieces of art, so you may bequest them as symbols of your reign. Bring back the glory of your dynasty...relive your royal life!



Only connoisseurs invited.

Reclaim thy dynasty



To lose oneself, to let be taken over by something is blissful. We thus source rare precious and semi-precious stones from around the world. Our expert artisans carve out such divine forms, so you may entrust yourself to the supernatural.



Only connoisseurs invited.

Be owned for once



Aspiration is superficial, so is the world. We thus source rare precious and semi-precious stones from around the world. Our expert artisans carve out such blissful forms, so it may lead you to liberation.



Only connoisseurs invited.

Rescue yourself



Perfect Partnership



Stone - Koch Crystal Sculpture - Deity

At Ma Passion, we source rare precious and semi-precious stones from all over the world and then hand them over to master craftsmen who chisel off the excess stone to free the form within. This Ma Passion masterpiece truly reflects your enterprise.



Only connoisseurs invited.

Stress Management



Stone - Rose Quartz Sculpture - Buddha

At Ma Passion, we source rare precious and semi-precious stones from all over the world and then hand them over to master craftsmen who find the soul in the heart of the stone. Truly, in every Ma Passion masterpiece, you will find sermons in stone.



Only connoisseurs invited.

Art of Living



Stone | Malachite | Sculpture | Gaj

At Ma Passion, we source rare precious and semi-precious stones from all over the world and then hand them over to master craftsmen who find the soul in the heart of the stone. Truly, in every Ma Passion masterpiece, you will see God in the details.



Only connoisseurs invited.

Winning Tracks



Stone | Rose Quartz | Sculpture | Spirit

It's our religion at Ma Passion, to evoke lively forms from the most precious stones. We look at a stone and see the form hidden inside it. Rare and breathtaking rocks are chosen from Mother Nature's womb and handed over to master craftsmen from Jaipur who deftly chip off the excess stone to free the hidden form. Each of our sculptures thus silently evokes deep sentiments that will move you.



Only connoisseurs invited.

Team Spirit



Stone : malachite, Sculpture : Gaj

It's our religion at Ma Passion, to evoke lively forms from the most precious stones. We look at a stone and see the form hidden inside it. Rare and breathtaking rocks are chosen from Mother Nature's womb and handed over to master craftsmen from Jaipur who deftly etch off the excess stone to free the hidden form. Each of our sculptures thus silently evokes deep sentiments that will move you.



Only connoisseurs invited.

Dominion



Stone : malachite, Sculpture : Gaj

It's our religion at Ma Passion, to evoke lively forms from the most precious stones. We look at a stone and see the form hidden inside it. Rare and breathtaking rocks are chosen from Mother Nature's womb and handed over to master craftsmen from Jaipur who deftly etch off the excess stone to free the hidden form. Each of our sculptures thus silently evokes deep sentiments that will move you.



Only connoisseurs invited.

Trade Secret



Stone - Quartz. Sculpture - Swan
from the 'Memento Collection'

It's our religion at Ma Passion, to evoke lively forms from the most precious stones. We look at a stone and see the form hidden inside it. Rare and breathtaking rocks are chosen from Mother Nature's womb and handed over to master craftsmen from Jaipur who deftly etch off the excess stone to free the hidden form. Each of our sculptures thus silently evokes deep sentiments that will move you.



Only connoisseurs invited.

Client:
Classic Marble

Job:

Press / Magazine campaigns

Objective:

Promote Classic Marble as the no. 1 brand in India to the elites and rich. Promote it as a high priced lifestyle brand for who's who. Plus use the cricket season as the communication platform to drive home the message

Theme:

Using snob appeal as the route we communicated the exclusivity of the brand. Portraying the brand as an elite lifestyle symbol.

Creative positioning:

Not for everyone.

If your suit
is not Versace,
we suggest,
not to look
at this ad.



*You're exclusive. Elite. And with an expensive and matured sense of taste,
Nature knows your choices and has created, specially for you, a timeless medium of expression. Marble.
World renowned craftsmen have been inspired to create masterpieces in marble. Wonders of the world.*

Classic Marble

An exclusive and exquisite array of nature's most select colours, patterns, textures and grains.

A reflection of the finer emotions of every mood and moment.

*Classic Marble. Nature's compliment to your exclusive sense of taste
that suits your aesthetic preferences!*



Not for everyone.

If a Roles Royce
is not parked
in your garage,
we suggest, not to
look at this ad.



*You're exclusive. Elite. And with an expensive and matured sense of taste,
Nature loves your choices and has created, specially for you, a timeless medium of expression. Marble.
World renowned craftsmen have been inspired to create masterpieces in marble. Wonders of the world.*

Classic Marble

An exclusive and exquisite array of nature's most select colours, patterns, textures and grain.

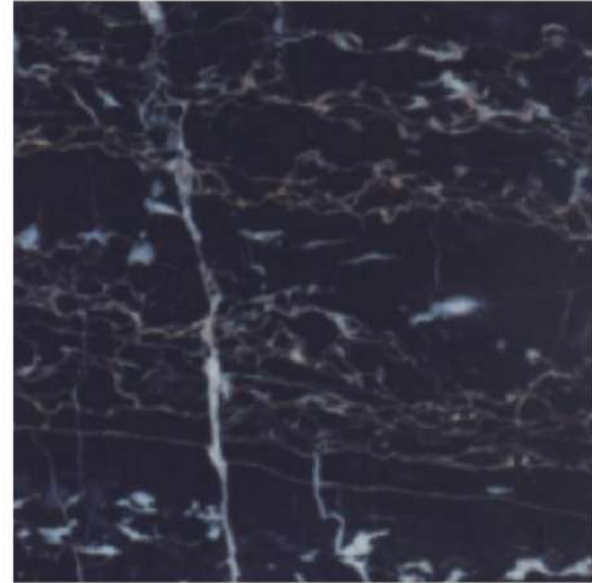
A reflection of the finer emotions of every mood and moment.

*Classic Marble. Nature's compliment to your exclusive sense of taste
and an asset of vintage value.*



Not for everyone.

If Van Gogh
masterpiece
is not hanging
on your wall,
we suggest, not to
look at this ad.



*You're exclusive. Elite. And with an expensive and matured sense of taste,
Nature knows your choices and has created, specially for you, a timeless medium of expression. Marble.
World renowned craftsmen have been inspired to create masterpieces in marble. Wonders of the world.*

Classic Marble.

An exclusive and exquisite array of nature's most select colours, patterns, textures and grains.

*A reflection of the finer emotions of every mood and moment.
Classic Marble. Nature's compliment to your exclusive sense of taste
and a reflection of your frame of mind!*



Not for everyone.

*You
always wanted to
extend your personal
beach with...*



...something exquisite.

Something that leaves an indelible impression on the sands of time.
Nature's unmatched ability to create, bestows us with a
timeless medium of expression - marble.
Extensively used by world-renowned craftsmen,
it inspires masterpieces. Wonders of the world.

Classic Marble. An exquisite array of natural colours,
patterns, textures and grain. The grandeur of marble naturally
reflects the finer emotions of every mood and moment.
But of course only if you are a connoisseur.

Because only connoisseurs, in sync with nature,
go against the tide!



(Only for ^{the}alist)

10 CLASSIC YEARS OF BEST CLASSIC

For a closer look at marble that really mesmerizes, drop in at 15, Bhandup Village Road, Next to Ceat Tyres, Subhash Nagar, Bhandup (W), Mumbai - 400 078. Tel: 2566 6614. Fax: 2566 6613. E-mail: classic@dom5.vsnl.net.in

*You
always wanted to
design your
private jet which...*



...no one can match.

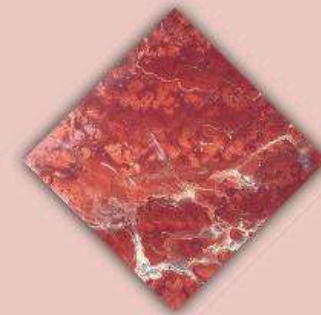
Something that leaves an indelible impression on the realm of time. Nature's unmatched ability to create, bestows us with a timeless medium of expression - marble.

Extensively used by world-renowned craftsmen, it inspires masterpieces. Wonders of the world.

Classic Marble. An exquisite array of natural colours, patterns, textures and grain. The grandeur of marble naturally reflects the finer emotions of every mood and moment.

But of course only if you are a connoisseur.

Because only connoisseurs, with an inimitable eye for detail, attain unimaginable heights.



Not for everyone.

For a closer look at marble that really mesmerizes, drop in at 15, Bhandup Village Road, Next to Ceat Tyres, Subhash Nagar, Bhandup (W), Mumbai - 400 078. Tel: 2566 6614/15/16. Fax: 2566 6613. E-mail: classic@bom5.vsnl.net.in

Client:
Maestros
The IT solutions company

Job:

Press campaign

Objective:

Communicating the corporate sector of the various IT systems and solutions for various requirements provided by the client.

Theme:

Using the mouse as the representation of the IT company and how it provides solutions. This was communicated through the stories we have grown-up upon.

Freedom to roar. Courtesy: Power of Solution.



Did you know, for instance, that you're utilizing only 30% of the potential of your IT systems ?

Imagine your own productivity if you could discover the balance 70% as well. Which is precisely what we at Maestros enable you to achieve. We have over 9 years of effective thinking behind us. 9 years of continuous structured learning. 9 years of holistic answers. 9 years of mapping the appropriate technology to customer needs. 9 years of imparting exceptional benefits to customers, unleashing the power of IT. Whether it be developing medical embedded systems, software solutions, eBusiness applications, technical support or knowledge transfer across platforms, we deliver 100%. Even the competitors who deal with us have realised one thing - **we don't compete, we complement.**

So empower yourself with the Maestros advantage and reap the untapped business benefits.

P.S.: Beneficiaries of Maestros' advantage : Maruti, L&T, Microsoft, Glaxo, Marico, Times of India, ACC, NSDL, Siemens, Tata Honeywell...

Maestros
enabling technology for you

MEDLINE EQUIPMENTS & COMPUTER SYSTEMS (I) LTD.

513/514, D-Wing, Floral Deck Plaza, Opp. Seepz,
MIDC, Andheri (E), Mumbai - 400 093, India
e-mail : info@maestros.net

Visit our site : www.maestros.net

Is technology playing a cat-and-mouse game with you ?



Venus Aditya

Did you know, for instance, that you're utilizing only 30% of the potential of your IT systems ?

Imagine your own productivity if you could discover the balance 70% as well. Which is precisely what we at Maestros enable you to achieve. We have over 9 years of effective thinking behind us. 9 years of continuous structured learning. 9 years of holistic answers. 9 years of mapping the appropriate technology to customer needs. 9 years of imparting exceptional benefits to customers, unleashing the power of IT. Whether it be developing medical embedded systems, software solutions, eBusiness applications, technical support or knowledge transfer across platforms, we deliver 100%. Even the competitors who deal with us have realised one thing - **we don't compete, we complement.**

So empower yourself with the Maestros advantage and reap the untapped business benefits.

P.S.: Beneficiaries of Maestros' advantage : Burrughs Wellcome, Kotak Mahindra, Garden Silk, Godrej Soaps, Bombay Dyeing, Bharat Petroleum, IIT Bombay...

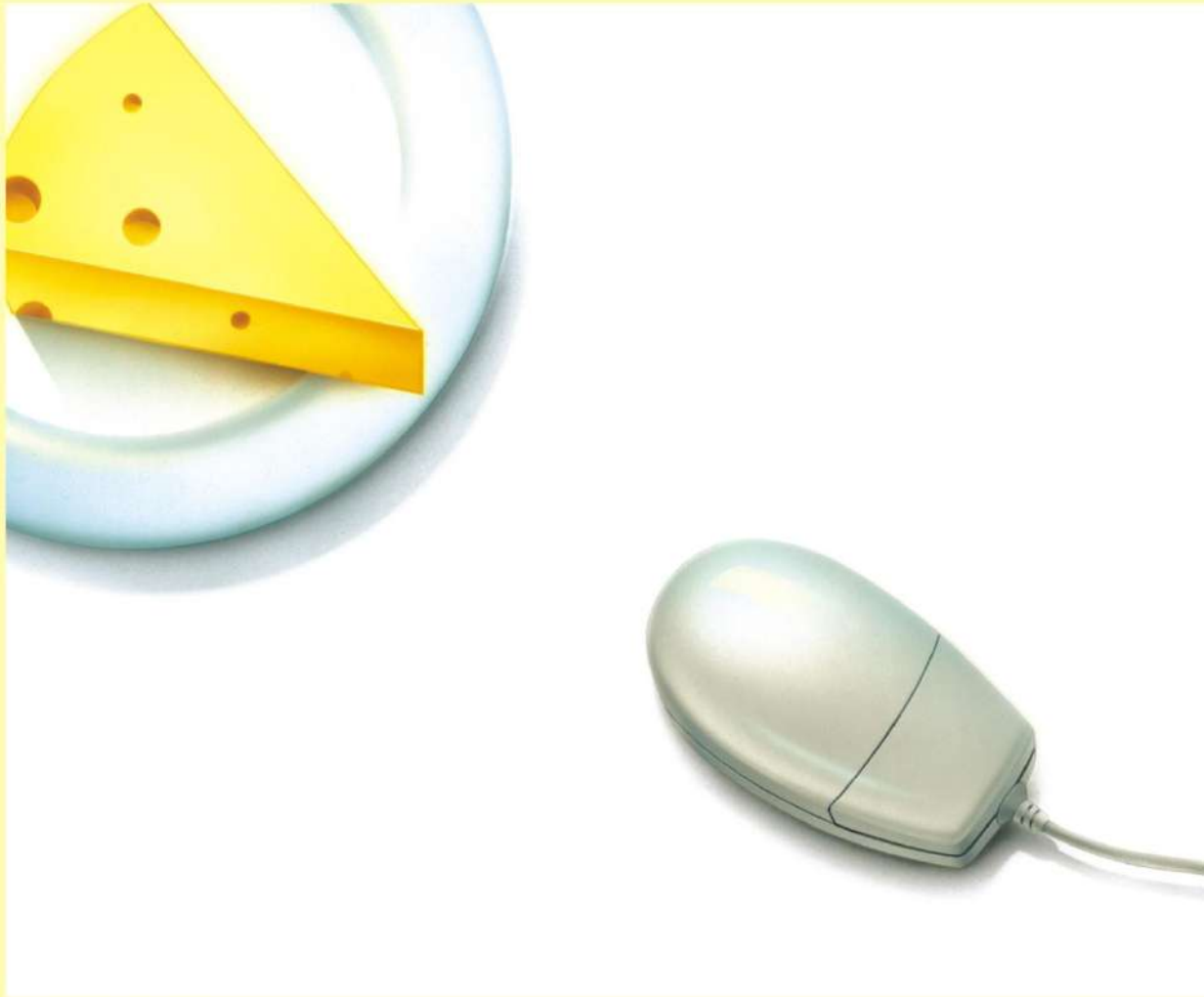
Maestros
enabling technology for you

MEDLINE EQUIPMENTS & COMPUTER SYSTEMS (I) LTD.

513/514, D-Wing, Floral Deck Plaza, Opp. Seepz,
MIDC, Andheri (E), Mumbai - 400 063, India
e-mail : info@maestros.net

Visit our site : www.maestros.net

If transfer of technology is what you're looking for, say cheese !



At Maestros we think differently.

Did you know, for instance, that you're utilizing only 30% of the potential of your IT systems ?

Imagine your own productivity if you could discover the balance 70% as well. Which is precisely what we at Maestros enable you to achieve. We have over 9 years of effective thinking behind us. 9 years of continuous structured learning. 9 years of holistic answers. 9 years of mapping the appropriate technology to customer needs. 9 years of imparting exceptional benefits to customers, unleashing the power of IT. Whether it be developing medical embedded systems, software solutions, eBusiness applications, technical support or knowledge transfer across platforms, we deliver 100%. Even the competitors who deal with us have realised one thing - **we don't compete, we complement.**

So empower yourself with the Maestros advantage and reap the untapped business benefits.

P.S.: Beneficiaries of Maestros' advantage : Lupin, Ciba Giegy, M & M, Microland, City Bank, A.F. Ferguson, Nocil, BMG Cresendo...

Maestros
enabling technology for you

MEDLINE EQUIPMENTS & COMPUTER SYSTEMS (I) LTD.

513/514, D-Wing, Floral Deck Plaza, C/o. Seepz,
MDC, Andheri (E), Mumbai - 400 093, India
e-mail : info@maestros.net

Visit our site : www.maestros.net

Three Blind Mice. (Or the importance of sharing knowledge base.)



Is the blind leading the blind? Did you know, for instance, that you're utilizing only 30% of the potential of your IT systems ?

Imagine your own productivity if you could discover the balance 70% as well. Which is precisely what we at Maestros enable you to achieve. We have over 9 years of effective thinking behind us. 9 years of continuous structured learning. 9 years of holistic answers. 9 years of mapping the appropriate technology to customer needs. 9 years of imparting exceptional benefits to customers, unleashing the power of IT. Whether it be developing medical embedded systems, software solutions, eBusiness applications, technical support or knowledge transfer across platforms, we deliver 100%. Even the competitors who deal with us have realised one thing - **we don't compete, we complement.**

So empower yourself with the Maestros advantage and reap the untapped business benefits.

P.S.: Beneficiaries of Maestros' advantage : Geoffery Manners, Boehringer, SBI, French Bank, Bharat Shell, Lilavati Hospital, BSES, ZEE TV, NSE...

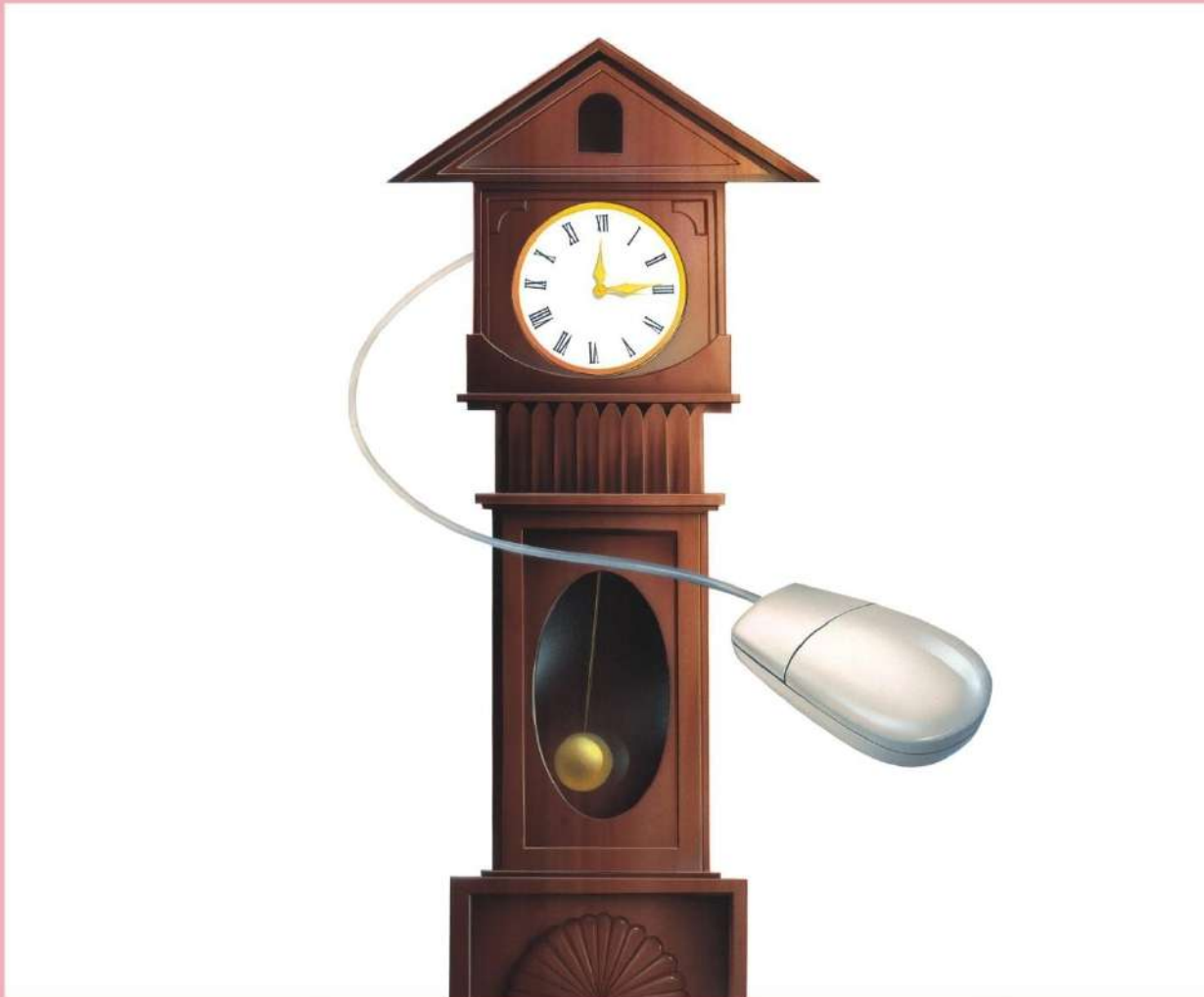
Maestros
enabling technology for you

MEDLINE EQUIPMENTS & COMPUTER SYSTEMS (I) LTD.

513/514, D-Wing, Floral Deck Plaza, Opp. Seepz,
MIDC, Andheri (E), Mumbai - 400 063, India
e-mail : info@maestros.net

Visit our site : www.maestros.net

Hickory Dickory Dock. (Or how today's state of the art becomes tomorrow's nursery rhyme.)



At Maestros we think differently.

Did you know, for instance, that you're utilizing only 30% of the potential of your IT systems ?

Imagine your own productivity if you could discover the balance 70% as well. Which is precisely what we at Maestros enable you to achieve. We have over 9 years of effective thinking behind us. 9 years of continuous structured learning. 9 years of holistic answers. 9 years of mapping the appropriate technology to customer needs. 9 years of imparting exceptional benefits to customers, unleashing the power of IT. Whether it be developing medical embedded systems, software solutions, eBusiness applications, technical support or knowledge transfer across platforms, we deliver 100%. Even the competitors who deal with us have realised one thing - **we don't compete, we complement.**

So empower yourself with the Maestros advantage and reap the untapped business benefits.

P.S.: Beneficiaries of Maestros' advantage : MRF, Jet Airways, Wipro, Colgate Palmolive, ICICI, Credit Swiss First Boston, Anderson Consulting...

Maestros
enabling technology for you

MEDILINE EQUIPMENTS & COMPUTER SYSTEMS (I) LTD.

513/514, D-Wing, Floral Deck Plaza, Opp. Seepz,
MDC, Andheri (E), Mumbai - 400 093, India

e-mail : info@maestros.net

Visit our site : www.maestros.net

When it comes to getting 100% out of your IT, who will bell the cat?



At Maestros we think differently.

Did you know, for instance, that you're utilizing only 30% of the potential of your IT systems?

Imagine your own productivity if you could discover the balance 70% as well. Which is precisely what we at Maestros enable you to achieve. We have over 9 years of effective thinking behind us. 9 years of continuous structured learning. 9 years of holistic answers. 9 years of mapping the appropriate technology to customer needs. 9 years of imparting exceptional benefits to customers, unleashing the power of IT. Whether it be developing medical embedded systems, software solutions, eBusiness applications, technical support or knowledge transfer across platforms, we deliver 100%. Even the competitors who deal with us have realised one thing - **we don't compete, we complement.**

So empower yourself with the Maestros advantage and reap the untapped business benefits.

P.S.: Beneficiaries of Maestros' advantage : Fulford India, Ciba Corning, Ceat, Standard Chartered, HDFC Bank, Pidilite, L'oreal...

Maestros
enabling technology for you

MEDLINE EQUIPMENTS & COMPUTER SYSTEMS (I) LTD.

513/514, D-Wing, Floral Deck Plaza, Opp. Seepz,
MIDC, Andheri (E), Mumbai - 400 093, India

e-mail : info@maestros.net

Visit our site : www.maestros.net

Client:
Tibre 100% Cotton Shirts

Job:

Magazine campaign

Objective:

Communicate the fact that Tibre shirts are made of 100% cotton.

Theme:

The Tibre Shirt is made from 100% natural cotton so it fits you like your own part. They are made the way you are.



SOUL

Mate




100% COTTON

tibré
SHIRTS & TROUSERS



BODY



Language

100% COTTON **tibre**
SHIRTS & TROUSERS

BETTER *Half*

100% COTTON **tibre**
SHIRTS & TROUSERS



IMAGE *Building*

100% COTTON **tibre**[®]
SHIRTS & TROUSERS

Client:
Gini
Comfortz Shirts Fabric

Job:

Print campaign

Objective:

Communicate the fact that Gini Comfortz shirts Fabric are made the most comfortable and are made of 100% cotton.

Theme:

The Gini Comfortz Shirts Fabric is made from 100% natural cotton. So wearing that will make one feel utmost comfortable.

Be in comfortz



Introducing Comfortz, a really comfortable line of shirting from Gini.
Be relaxed anywhere. At work, party or play.



Be in comfortz



Introducing Comfortz, a really comfortable line of shirting from Gini.
Be relaxed anywhere. At work, party or play.



Be in comfortz



Introducing Comfortz, a really comfortable line of shirting from Gini.
Be relaxed anywhere. At work, party or play.



Client:
DRS International School

Job:

Press / Magazine campaign

Objective:

Targeting parents and communicating the fact that DRS International School is one of the finest Int. Schools in India. DRS International School is an institution dedicated to create the most conducive environment for the all-round development of future global citizens. To impart excellence in education. DRS has evolved a sophisticated teaching methodology and facilities in keeping with the most stringent International standards.

Single ad for residential facility for domestic and international customers.

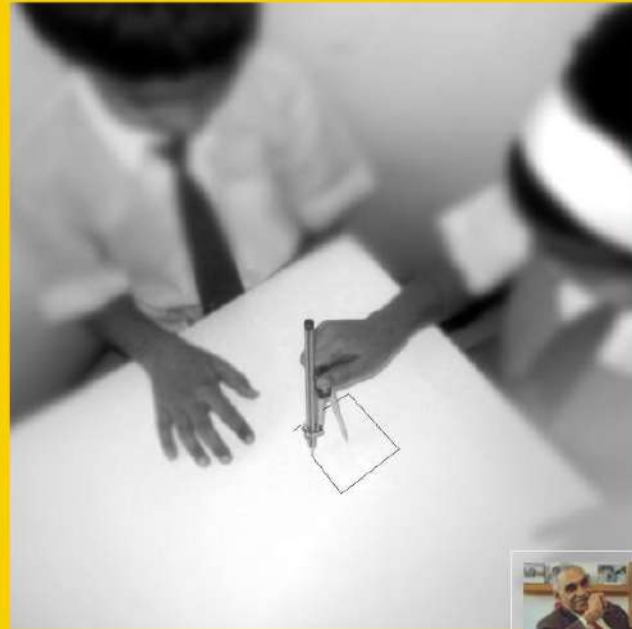
Opening up the windows of the mind.

DRS International School is an institution dedicated to creating the most conducive environment for the all-round development of future global citizens. Created to impart excellence in education, DRS has evolved a sophisticated teaching methodology, and facilities in keeping with the most stringent international standards.

We are on a lookout for like minded entrepreneurs who believe in education and have the vision and the will to build future global leaders.

There is a big shortage of quality international schools in India. For instance in Ahmedabad, there are only 3 international schools catering to a population of 58 Lakhs. Imagine the huge potential that is lying untapped!

So lets come together and ensure a better tomorrow for India, for our students... and yes, for yourself.



The brain child of Mr. Gopal Maheshwari, Education Pioneer, DRS International School has been Headmaster of DRS School and currently a member of Council of Education Faculty Planners, USA. In the opening three years of its life DRS International School endorses the DRS motto, always together with the best. You're next.

**DRS**
INTERNATIONAL
SCHOOL

A different school of thought.
(The DRS Education Institution)

Empowering future global Indians to take on the world.

DRS International School is an institution dedicated to creating the most conducive environment for the all-round development of future global citizens. Created to impart excellence in education, DRS has evolved a sophisticated teaching methodology, and facilities in keeping with the most stringent international standards.

We are on a lookout for like minded entrepreneurs who believe in education and have the vision and the will to build future global leaders.

There is a big shortage of quality international schools in India. For instance in Jaipur, there are only 3 international schools catering to a population of 2,324,319. Imagine the huge potential that is lying untapped!

So lets come together and ensure a better tomorrow for India, for our students...and yes, for yourself.



The brain child of Mr. Gurbh Singh, Education Pioneer, DRS International School, former headmaster of Doon School and currently a member of Council of Education, Faculty Parents, U.S.A., is the quality drive behind every DRS International School endeavor. Yes, DRS has always kept company with the best. You're next.

**DRS
INTERNATIONAL
SCHOOL**

A different school of thought.
(An ISO certified institution)

Giving wings to young Indians potential and making them global leaders

DRS International School is an institution dedicated to creating the most conducive environment for the all-round development of future global citizens. Created to impart excellence in education, DRS has evolved a sophisticated teaching methodology, and facilities in keeping with the most stringent international standards.

We are on a lookout for like minded entrepreneurs who believe in education and have the vision and the will to build future global leaders.

There is a big shortage of quality international schools in India. For instance in Kerala, there are only 4 international schools catering to a population of 31,836,619. Imagine the huge potential that is lying untapped!

So lets come together and ensure a better tomorrow for India, for our students... and yes, for yourself.



The brain child of Mr. Girish Ramchandran, Education Partner, DRS International School, former Vice-Chancellor of DRS School and currently a member of Council of Education, Faridly Palam, USA. A big guiding force behind every DRS International School endeavor. His objective, always best company with the best. 196 to 100.


DRS
INTERNATIONAL
SCHOOL

A different school of thought.
we too learned to think

The perfect environment for young minds to blossom and create global Indians.

DRS International School is an institution dedicated to creating the most conducive environment for the all-round development of future global citizens. Created to impart excellence in education, DRS has evolved a sophisticated teaching methodology, and facilities in keeping with the most stringent international standards.

We are on a lookout for like minded entrepreneurs who believe in education and have the vision and the will to build future global leaders.

There is a big shortage of quality international schools in India. For instance in Indore, there are only 3 international schools catering to a population of 1,639,044. Imagine the huge potential that is lying untapped!

So lets come together and ensure a better tomorrow for India, for our students...and yes, for yourself.



The brain child of Mr. Gajji Parasharadri, Education Pioneer, DRS International School, former Headmaster of Drona School and currently a Member of Council of Education, Faculty Planners, USA, is the leading / finest / independent DRS International School in Indore. Yes, DRS has always kept company with the best. You need.


DRS
INTERNATIONAL
SCHOOL

A different school of thought.

(An ISO Certified Institution)

In vacations our students feel school-sick.

Every parent dreams of their children doing better than they have done. All the more reason to choose their school very carefully even if it is away from home. At DRS, we believe that besides excelling in academics and sports, your children should develop the right attitude towards life. In an environment where they can develop all aspects of their personality and they should feel that they are not away from their home and parents.

Bringing out the best in your child

DRS believes that while children are similar, each one is unique. And just as they begin to walk and talk at different times, children learn to read, write and use mathematical skills at their own pace. That's why our education is centred around your child - his or her abilities and potential.

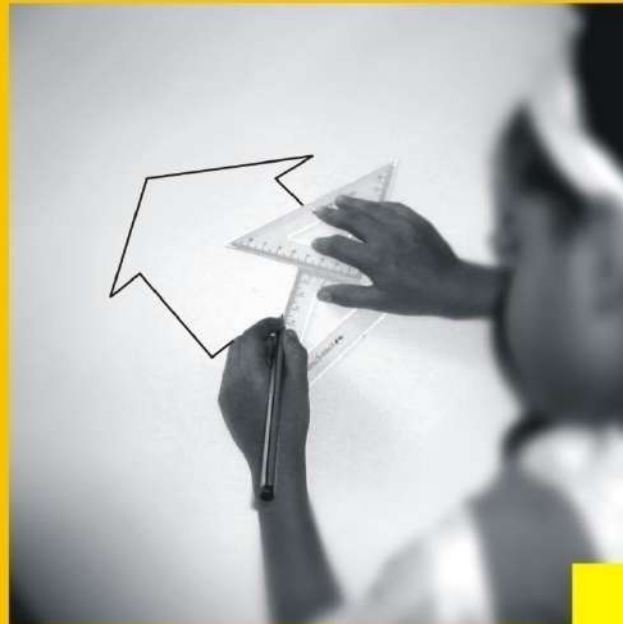
We make learning fun

Our curriculum goes beyond textbooks. All subjects are taught interactively and in a relevant environment. For example, classes on plants are taught in a garden; the law of inertia in a moving bus; mathematics in the marketplace and so on. Plus we offer your children enough sporting opportunities to prepare them for the game called life.

No 'chalk and talk' teachers

The teachers at DRS are handpicked for their passion to educate and to care. They are trained not to be 'instructors' who dole out information but rather friends, philosophers and guides to your children. Their job is to help them discover the latent talent in your children, and more importantly, to nurture them.

DRS. For nearly ten years now, we've been encouraging children to find their wings and soar high.



Client:
Delhi Police

Job:

Press campaign

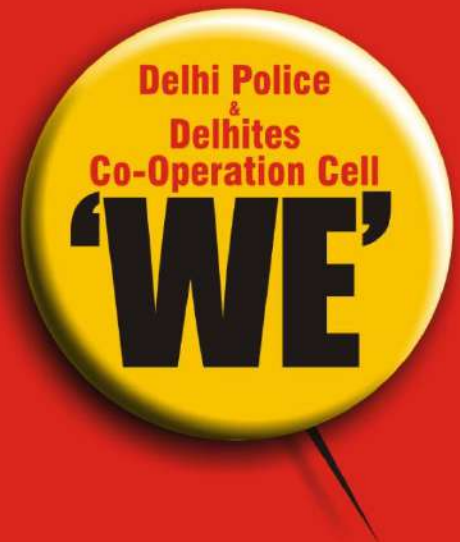
Objective:

To create awareness among the people of Delhi that they can help Delhi Police by giving vital information about crimes and criminals. This lethal combination can eradicate crime from the society.

Theme:

We coined this merger as 'WE' and created a very strong communication towards the cause.

Working together... **E**radicating crime.



**Delhi Police
Corporation**

Lets show the criminals the power of 'WE' .

Its time, you live fearlessly in your OWN Delhi... its time, to stand up and raise your voice.

Working hand in hand... **E**liminating crime.

Delhi Police
&
Delhites
Co-Operation Cell

'WE'

Delhi Police
Corporation

Lets show the criminals the power of 'WE' .

Its time, you live fearlessly in your OWN Delhi... its time, to stand up and raise your voice.

Wake up your voice... **E**xpulse the crime.

Delhi Police
&
Delhites
Co-Operation Cell

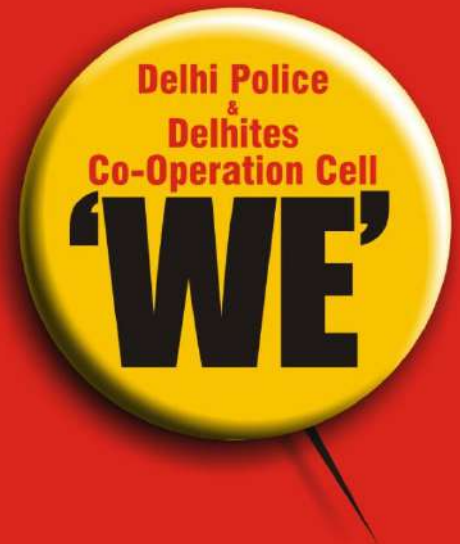
'WE'

Delhi Police
Corporation

Lets show the criminals the power of 'WE' .

Its time, you live fearlessly in your OWN Delhi... its time, to stand up and raise your voice.

Withstand as one... **E**rase the crime.



**Delhi Police
Corporation**

Lets show the criminals the power of 'WE' .

Its time, you live fearlessly in your OWN Delhi... its time, to stand up and raise your voice.