

**WE
ARE**  **tempest**

Since 1998



**ONE OF
THE MANY
OR
THE ONE
IN MANY?**



THE
LONER
OR
THE
LEADER?

**Based in India,
we are headquartered
in **Hyderabad** with branches
in **Pune** and **Bangalore**.**

Our CORE PURPOSE

**Create Advertising
that will make people's
lives better.**

VALUES WE LIVE BY

**Absolute transparency
with our employees,
clients and suppliers.**

**Importance to relationship
based on trust and
mutual respect.**

Freedom to Innovate.

Select Clients



**Sheraton
Grand**
PUNE BUND GARDEN HOTEL



Oxycool[®]
PACKAGED DRINKING WATER

Le **MERIDIEN**



NOVOTEL
HOTELS & RESORTS



HIL



RESIL
Science For Change



In addition, Tempest services over 30 clients across three branches

Our Services

MARKONE
BRAND ADVERTISING

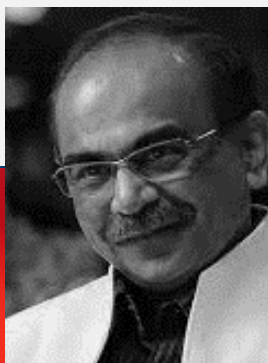
DIGITAL DNA
DIGITAL MEDIA SERVICES

FAHRENHEIT
EVENT MANAGEMENT

ASSETONE
HR BRANDING

SAMBANDH
CRM SERVICE

Our Team



Turab Lakdawala
Managing Director

IIM-A graduate

Began his career with Hindustan Unilever

Specialist in Brand Planning

Past Experiences in Agriculture and FMCG

A CRM pioneer since 1998



Rekha Oswal
General Manager -
Operations & Digital Media

Marketing & Advertising post graduate

Began her career with CitiGroup

Been with Tempest since 2009, she always gets the job done

Awards: 1 Best Employee, 1 Most Responsible & 1 Best Branch



Anuja Paralkar
Head of Operations, Pune

Management Graduate and alumni of Xavier Institute of Communications. 15 years of experience working with brands like Fair & Lovely, Colgate Palmolive, UltraTech Cement, Marico and the likes.

Past agencies Lowe Lintas and Rediffusion Y&R. Winner of Effies for 2 of Fair & Lovely case studies.

Our Team



Abhishek Jana Business Head, Bangalore

12 years of experience in marketing & international business

Past Exp: Symrise (One of the world's largest F&F Company,

Worked with MNC's for product development across Asian countries

Past Clients: PEPSICO, NESTLE, INDIA/ SRI LANKA/ BANGLADESH, DANONE, BACARDI, DABUR



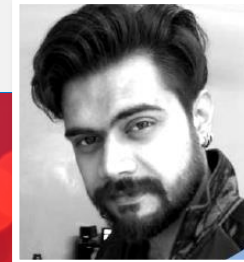
Abhijeet Mankar Creative Director- Art

12 + Years of Advertising expertise

Past Exp: Mudra, UTV, Purple Focus, Paradigm

Brands: Tata Motors, Bajaj Alliance, Nokia, Audi, Mitsubishi, RadioCity

Awards: 2 Abby's & Creative Director Of the year (2014)



Abhijeet Mehta Creative Director- Copy

Associated with Tempest for over 5 Years

Brands: Aditya Birla, Wipro BPO, Kirloskar, Eicher, Hathway

Created Multiple Path breaking Campaigns for MagarPatta, Skybay, Nanded City, Melange and more.

A Passionate Story teller, foodie and an aspiring Standup Comedian

OUR TEAM



Venugopal P
Senior Manager – Finance & Accounts

M.Com with 19 years at Tempest, he lives and breathes the Tempest brand

Prior Experience with TCS



Prashanthi A
Media Manager

20+ years with Tempest, she is a veteran at Tempest and is omnipresent here

Prior Experience with companies like Siddharth agencies, Srinivasa Enterprises

Awarded the Best Negotiator and most dedicated employee at Tempest



Manupriya Bali
Assistant General Manager – HR

Post her MBA, MPM, PDHRD, she is currently pursuing research in Employer Branding

18+ years experience in Human Resource function, she is a T3 certified trainer and ISO certified auditor

Past Exp: Nuance, Jindal, Apeejay, Glocal HR, GITAM

Associated with companies like ICICI Securities, Cargill , etc. on Employer Branding initiatives

The background of the slide is a photograph of an art gallery. A woman with long, curly brown hair, wearing a black top hat, a black long-sleeved top, and a brown textured skirt, stands with her back to the camera. She is looking at a large, vertical abstract painting on the wall. The painting is composed of various shades of yellow and orange. To the left and right of the main painting, there are smaller abstract artworks on the wall. The floor is a dark, polished surface. A semi-transparent grey rectangle is overlaid on the right side of the image, containing the title text.

SNAPSHOT OF OUR PORTFOLIO



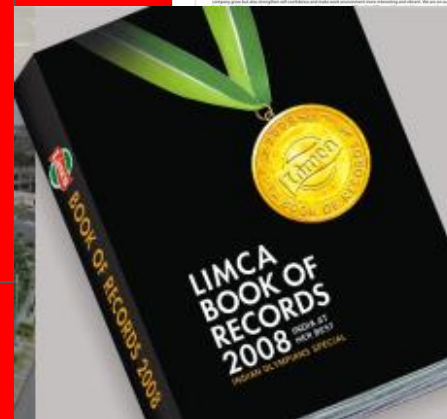
OUR CLIENT SINCE 1999

Realty



Project Focus

- Located in Pune
- A city developed by 110 farmers is today a worldwide model for **inclusive development**.
- A 410 acre city



MEGA PROJECTS INTEGRATED CITIES

To succeed, we must first believe that

we can



We believed in success and we achieved it.
Today, Magarpatta City's success is leading to greater opportunities.

When we first started our journey, nobody believed that we could achieve success. Our dreams were too high, our project was not just innovative, but larger than life. But, above all, our will power to realize our dreams guided us to success and changed criticism and doubts to admiration. Today, Magarpatta City is a 400-acre of remarkable reality. It is first of its kind revolutionary role model of India to pioneer a unique walk to home, walk to office lifestyle. Residents of Magarpatta City enjoy larger than life amenities like education and sports campuses, hospitals, banks, restaurants, fitness center and many more within the boundaries of the project. Our robust sustainable system has set an example towards creating and maintaining green environment. From exuberant lifestyle to world class IT infrastructure there is everything that makes a complete world. Our success is very much evident from the global IT giants whose growth is empowered by SEZ at Magarpatta City. An ISO 9001:2000 Certified Company, Magarpatta City has also won the Govt. of Maharashtra's Best IT Infrastructure Award 2004. The company offers opportunity that fulfills your ambition to work on the projects of global stature. Here, your personal growth and progress is not restricted to tedious parameters, as you are involved in multi-level job profile, you are also given chance to choose your area of interest. This strategy not only helps company grow but also strengthens self-confidence and make work environment more interesting and vibrant. We are on our way to create many more huge projects based on Magarpatta City pattern. And for these ambitious growth plans, we require personnel for our Corporate Office, Site Office and Property Management Services. This is an opportunity to be a part of a new world.

MAGARPATTA CITY CORPORATE OFFICE

CO-1: ACCOUNTS EXECUTIVE (M/F)

Candidate should be a Commerce Graduate / Inter C.A. / ICWA with minimum 3 years of experience in Accounts Finance. Knowledge of computerized accounting packages and command over English and Marathi is essential.

CO-2: COMPANY SECRETARY (F)

Candidate should be a member of the Institute of Company Secretaries of India. Freshers can also apply. Age limit: Up to 30 years.

CO-3: CUSTOMER SERVICE EXECUTIVES (M/F)

Fresh, bright, young graduates having excellent telephone manners. Good communication skills with fluency in English, Hindi and Marathi are a must. Computer knowledge is essential. Age limit: Up to 30 years.

CO-4: SECRETARY TO MD (F) (1 post)

Bright, young graduates with Diploma in Secretarial Training 2-3 years experience as secretary to top management personnel. Excellent communication skills with computer knowledge is a must.

CO-5: ADMIN. EXECUTIVE (M/F)

Bright, young graduates interested in day-to-day office administration along with computer knowledge. Fluency in English is a must. Candidates with a legal background or studying law will be preferred. Experience will be an added benefit, though not mandatory. Age limit: Up to 30 years.

CO-6: SALES/MARKETING EXECUTIVES (M/F)

Fresh, bright, young graduates with computer knowledge, excellent communication skills and good command over English, Marathi and Hindi is essential. Candidates with engineering background will be preferred.

MAGARPATTA CITY SITE OFFICE

SO-1: CHIEF ENGINEERS (2 posts)

B.E. Civil Engineering with experience of minimum 20 years.

SO-2: PROJECT ENGINEERS (6 posts)

B.E. / Diploma in Civil Engineering with experience of minimum 15 years.

SO-3: SENIOR ENGINEERS (Civil) (15 posts)

B.E. Civil / Diploma in Civil Engineering, experience of minimum 8 years.

SO-4: JUNIOR ENGINEERS (Civil) (25 posts)

Diploma / Degree in Civil Engineering. Minimum experience of 2-3 years in Construction of Multi-storied Buildings/Bungalows.

SO-5: QUANTITY SURVEYOR (1 post)

Diploma / Degree in Civil Engineering. Minimum experience of 10 years especially for Hotels, Mall etc.

SO-6: TRAINING OFFICER (SECURITY)

Candidate should be an Army/Navy background or should have served in a reputed security agency as Training Officer. Experience 5-10 years. Age 30-35 years. Computer knowledge with good communication and interpersonal skills. Must be fluent in Marathi, English & Hindi.

SO-7: SECURITY OFFICER (Administration)

Candidate should be an Army/Navy background or should have served in a reputed security agency as security officer. Experience 5-10 years. Age 30-35. Computer knowledge with good communication and interpersonal skills. Must be fluent in Marathi, English & Hindi.

Job Profile: Security Administration. Ability to co-ordinate with various security agencies, Police dept., Fire Brigades/Hospitals. And also scrutinizing the billings from agencies, looking into proper documentation along with the bills in regards to statutory payments like PF, E.S.I.C., P.Fas, Service Tax etc., Checking quality of guards being supplied, vehicle maintenance, grievance handling, preparing performance reports of security agencies, identifying loopholes in watch and ward system, able to understand the situation and handle it.

PROPERTY MANAGEMENT SERVICES

PMS-1: OFFICE ASSISTANT (2 posts)
Male/Female graduate with 2-3 years experience as Office Assistant. Computer knowledge is essential.

PMS-2: HOUSE KEEPING SUPERVISOR (Residential & Commercial) (2 posts)
Candidate should be graduate / diploma holder with experience in-house keeping. Command over Hindi, English & Marathi preferable.

For technical personnel, knowledge of ITD and computers shall be an added advantage.
*Candidates who have applied before need not apply again.



The Company offers excellent remuneration and opportunity for growth. Interested candidates must specify position code & attach passport size photograph & latest contact number. Resumes must be sent within 7 days to: The Chief Operating Officer, Magarpatta Township Development and Construction Company Limited, Megaspica, 13, Sholapur Bazaar Road, Off East Street, Pune - 411 001.

MID-DAY ad size 25cm (w) x 35cm (h)

We Built Magarpatta City



The first generation farmers of Magarpatta City

It is existing and functional. See it to believe it.

The Rs.4000 Crore integrated township built by 120 farmer families isn't a miracle. Like all things great, Magarpatta City is the result of sheer hard work, perseverance and most importantly some seemingly impossible dreams.

The 400-acre Magarpatta City, built on the eco-friendly concept of Sustainable Development is a landmark project for contemporary India. The integrated township is home to blue chip big wigs from across the world and thousands of

families, living in the finest homes. Being the complete city it is, inhabitants of Magarpatta City have discovered a new way of life. They walk to work, walk to school, walk to play - a unique urban revolution in today's age and time.

As we look back at our achievements with pride and joy, we also take a pledge to strive in search for a greater excellence. It's only the start of the "Movement called Magarpatta City."



Lush green internal roads



Beautifully designed residential neighbourhoods



Magarpatta City Public School has classes from KG to std. XII



Oxygen Zone, the lush green, pure and fresh place



3rd December, 1999 - 2007

Every farmer of Magarpatta village is today a part of Magarpatta City. The farmers continue to receive part of the income that Magarpatta City generates. Thus ensuring that the fruits of development, rising income and pride of achievement is shared by all proportionately, in what is truly "Inclusive Development" - a concept that will be spread by Magarpatta City in future ventures, in Pune and around the country.



Cybercity Magarpatta, home to software giants



Decan Harvest, the multi-cuisine restaurant



Noble Hospital with impeccable treatment & care facilities



Gymkhana with Olympic size swimming pool

Forthcoming Magarpatta City Projects :
300 room Deluxe Hotel & million sq.ft Shopping Mall
Forthcoming Township : Nanded City on Sinhgad Road

Featured as the role model for "Inclusive Development" on BBC, CNBC, Discovery, NDTV, CNN IBN, Sahara Samay, Star TV, Doordarshan and in all leading Publications.

Winner of the 'Best IT Infrastructure Award' from Govt. of Maharashtra.

Magarpatta Township Development and Construction Company Limited

Megaspica, 13, Sholapur Bazaar Road, Off East Street, Pune - 411 001. Call: +91-20-26823900 E-mail: mpcity@vsnl.net Visit us at: www.magarpattacity.com

IT Parks, SEZ, Retail, Hotels, Hospitals, Education Campuses, Sports Complexes & WE ALSO BUILD HOMES

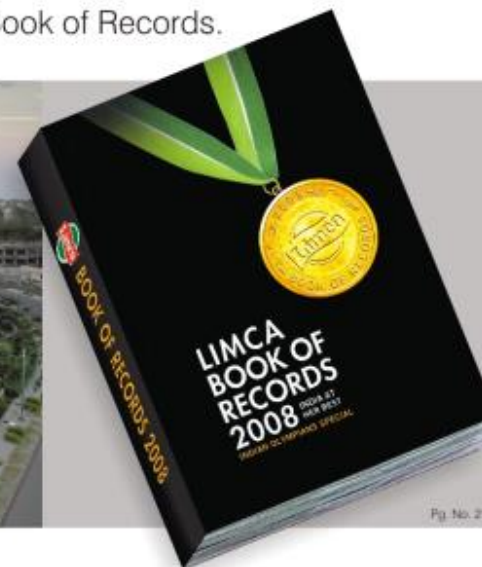


LEGAL ADVISORS : Chandan M. Pawar & Associates CHARTERED ACCOUNTANTS : D.R. Barve & Company SERVICE PROVIDERS : BSNL, VSNL & Airtel
Heartfelt Thanks - GOVERNMENT OF INDIA : Ministry of Information Technology, Ministry of Commerce & Industry, GOVERNMENT OF MAHARASHTRA, Pune Municipal Corporation, MSEDC Ltd., STPI



Most Admired. Most Appreciated and Most Awarded
integrated township of India.

Now enters into the Limca Book of Records.



Pg. No. 211/212

Largest Energy Saving Project by a single entity.

We are proud to inform you that Magarpatta City enters the Limca Book of Records,
for its solar water heating system, heating 4,28,750 litres* of water per day and saving 7 million electrical units.

Appreciating our **Green Efforts**, the Pune Municipal Corporation has offered **10% Discount on Property Tax** to property owners of Magarpatta City.
So what are you waiting for? Come be a part of Magarpatta City.

Welcome to 400 acres of remarkable reality called Magarpatta City - an integrated township. An award winning fully functional city. Admired by world renowned leaders.



Call: 26823900 E-mail: mgcity@vsnl.net Visit us at: www.magarpattacity.com IT Parks, SEZ, Retail, Health Care, Hospitality, Education Campuses, Sports Complexes & **WE ALSO BUILD HOMES**

Bookings Open !

*lit daily

tempestadvertising.com

Anniversary Celebration

- Magarpatta was established on the 3rd of December, 1999.
- Every year Magarpatta celebrates this day by re-dedicating itself to the reason why it was established.
- In Dec. 2018, on entering its 20th year, Magarpatta rededicated itself to work for People with a Purpose to ensure all round Prosperity.

**MEGA PROJECTS
INTEGRATED CITIES**

**Campaign in Press,
Outdoors and Digital
Media**

CELEBRATING
20 YEARS
OF PEOPLE, PURPOSE AND PROSPERITY.

AN IDEA CALLED INCLUSIVE DEVELOPMENT.
650+ farmer families.
700+ acres of land developed.
830+ acres of land under current and proposed development.
2 IT hubs.
87,11,300+ sq. ft of IT development.
1,40,000+ jobs created.

AN IDEA CALLED COMMUNITY DEVELOPMENT.
17,500+ families residing.
290+ towers delivered and many more to come.

AN IDEA CALLED KNOWLEDGE DEVELOPMENT.
5620+ students.
240+ teachers.
4 primary and secondary schools.

I have seen Poona becoming Pune.
I have seen the city change from Pensioner's Paradise to the Oxford of the East to the Cosmo Capital to the IT hub.
I am an idea that brought a revolution.
I am an idea that changed the lives of many.
I am an idea that paved way for an integrated living.

I AM
AN IDEA CALLED
MAGARPATTA CITY.

SYMBOLIC REVOLUTION
INTEGRATED TOWNSHIP MODEL
ZERO GARBAGE CONCEPT
SMART CITY
WORKSPACE
CITY COUNCIL

MAGARPATTA CITY
The first of its kind
Completed Township

landed City
The first of its kind
Ongoing Township

RIVERVIEW CITY
The first of its kind
Proposed Township

www.magarpattacity.com | www.nandedcitypune.com | Call: 020-67275300 / 1 / 2

Anniversary Celebration

- A presentation in the form of a multi-media presentation was posted on their website and on Youtube to highlight the company's achievement.



<https://www.youtube.com/watch?v=-3wX54ajOA0>



700 ACRE CITY. OUR CLIENT SINCE 2009

THE CHALLENGE

The project on Sinhgad road & Nanded city not being a popular location amongst Hinjewadi, Magarpatta and other upcoming areas.

THE SOLUTION

To create a big bang by bringing out the largeness of 700 acres & positioning it as a **changing face of Sinhgad road**

THE OBJECTIVE

To highlight Nanded City as an upcoming township of 700 acres

THE RESULT

1000 + ENQUIRIES
Delivered 7000 apartments |
95 towers | 6 neighborhoods
yet to come

Launch Campaign

Change is future
A change that changes everything forever

Change is inspiring
A change that changes the way we see

Change is inevitable
A change that touches everyone

Change is progress
A change that takes us ahead of our times

Change is positive
A change that changes the way we think

Change is inspiring
A change that changes the way we see

Change is positive
A change that changes the way we think

Change is inevitable
A change that touches everyone

Change is future
A change that changes everything forever

Change is essence of life
A change that changes the way we live

EXPERIENCE
CHANGE



The change you want to see, is here! Come, See & Experience...
For more details refer to center spread page.

Change

Change is inspiring
The best change often starts as one simple thought.

Change is positive
It brings an enduring transformation.

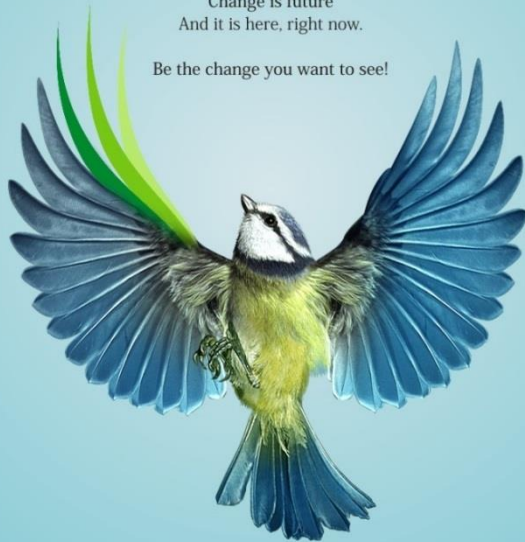
Change is progress
The smallest decision can make the biggest difference.

Change is inevitable
The sooner we open up to it, the better.

Change is the essence of life
If we don't change, we don't grow.

Change is future
And it is here, right now.

Be the change you want to see!




Why merely observe this Maximum Change,
when you can Partner it!


Change at its maximum best. This change is not superficial. Neither is it a temporary burst.
On the contrary, it is a deep rooted & futuristic movement, grounded on trust and transparency.
Don't just stand-by and watch. Embrace this vibrant lifestyle and arrive on the fast track of growth.

Be the change you want to see!





Master Plan of Nanded City




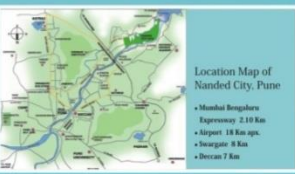
**This Change promises
Maximum Transformation!**

Magarpatta City was a turning point in the lives of Puneites. Their life became more beautiful, meaningful and peaceful. Now history is being repeated at the 700 acre Nanded City, Pune - The Maximum City.

Take your pick from a range of apartments, penthouses, bungalows & villas and your life will change forever. This change is sure to be vibrant, progressive and empowering because it is in tune with the present and connected to the future. And it is all set to bring a joyful transformation in the life of every family residing at Nanded City, Pune.

Nanded City, Pune will add to your life in more ways than one. 'Walk to Work' and 'Walk to Home' lifestyle will facilitate effective time management. The Greenery will refresh your body, mind and soul. From now on you will wait for the wonderful and entertaining weekends.

Be a citizen of The Maximum City and welcome home maximum prosperity, maximum lifestyle and maximum joy!

Location Map of Nanded City, Pune

- Mumbai Bypass
- Expressway 2.10 Km
- Airport 18 Km approx
- Inaugurate 8 Km
- Deccan 7 Km

Nanded City Development & Construction Company Limited

Site Office: Nanded City, Shripath Road, Pune. Tel: 020-24391222 / 23 / 24 / 25 / 26 E-mail: sales@nandedcitypune.com URL: www.nandedcitypune.com

Corporate Office: Megapace, 13, Shetapur Bazar Road, Off East Street, Pune - 411 001, India. Tel: 020-26342797, 26341940 Fax: 020-26345541

A MAGARPATTA CITY Project



Pune has changed...



The only fully functional 430 acre privately managed integrated township.



Pune has experienced countless changes and has enriched itself by absorbing them. This knowledge hub has extended into an IT hub. It is a paradise for pensioners and youth alike. Industrial empires and artistic endeavours co-exist here in perfect harmony. Pune preserves culture and welcomes modernity. It respects values and facilitates professionalism. Here 'old' is gold and 'new' is celebrated. Today, Pune stands on a turning point of progress, prosperity and globalization. It has been a trailblazing process of development and Magarpatta City is our contribution towards it. We are proud to have done our bit!

430 acre Magarpatta City, a towering achievement in Pune's real estate!

- Privately managed integrated township, a socially committed complete community
- Happy families residing in 7,500 homes, employment opportunities for more than 60,000
- Walk-to-work and walk-to-home experience for the first time in India
- 'Walk to Home' lifestyle will facilitate effective time management. The Greenery will refresh your body, mind and soul. From now on you will wait for the wonderful and entertaining weekends.
- 120 acres of greenery
- 40 % energy saving, water harvesting, solar water heaters, vermiculture, solid waste management
- Round the clock multi-layered security system including CCTV, ambulance and medical facilities
- Educational facility up to management level
- Retail space, recreational facilities, food court, restaurants & gymnasium
- A multi-specialty hospital
- Health check up camps, literacy programmes for construction workers, vaccination, day care and hostel for their children
- Financial assistance to mentally challenged children through purchasing the decoration items made by them
- Blood donation camps

This unbelievable and unparalleled positive change has earned us what we value most, the unshakable trust of the Puneites. Pune is still changing and another dimension of this change is also shaping up.

If you are a true blue Puneite, come and partner this change!





700 acres of Dreams, Vision and Success.



235 farmer families nurtured a dream and resolved to turn it into a reality. Imagination was unleashed, action was initiated and an epic was born - Nanded City, Pune. You placed your trust in our dream. We are striving to match up to it by working ceaselessly to realize this vision. With the firm foundation of your trust and our commitment, we are creating 'The Maximum City' on 700 acres of land.

Maximum Thought

An all-encompassing thought has gone into this creation. We have seriously thought about your aspirations, the quality of your family life, about environment and how we should co-exist in perfect harmony with it. We have thought about what roots mean to wings. In this huge endeavor, we are committed to cherish humanity. This integrated and honest thought has turned Nanded City, Pune into 'The Maximum City' blessed with natural beauty and best in class amenities.



5.2 kms of river frontage



13,200 trees and more to be planted

Maximum Nature

Sprawling lawns, flower laden bushes, gardens, Eco Park, rustling trees, chirping birds, nature cure center, huge playgrounds, proximity to Khadakwada, Panshet, Shisgaon, Mulshi, Bhutgaon, Varangan dams, river frontage and pollution free southwest breeze throughout the year. All these combine to create a never before, natural environment. Only in Nanded City, Pune - The Maximum City!

Maximum Lifestyle

Health, happiness, harmony, freedom, entertainment, security, leisure, enrichment and bliss, all this and much more has defined the unique lifestyle at Nanded City, Pune. A Sports Center, Jogging Track, Parks, Bus Terminus, Hospital, Fire Station, Shopping Center, Library, Police Station and many more amenities are adding style and substance to 'The Maximum City'.



25 kms of backwaters for cool and natural breeze



280 acre of lush greenery

Maximum Eco-friendliness

Original natural glory will not only be retained but enhanced at Nanded City, Pune. Riverbed & riverside developments, Sustainable energy systems such as Rainwater Harvesting, Bio-gas Plant, Vermiculture and Solar Water Heating will be consistently used, making 'The Maximum City' truly eco-friendly.

Maximum Opportunities

Nanded City, Pune will house state-of-the-art Commercial, Business, Recreational and Institutional Zone comprised of IT Park, Animation & Gaming Zone, Offices, Corporate Offices, Showrooms, Hyper Markets, Multiplex, Mall, Theme Restaurants, Star Hotels and many more prestigious facilities. 'The Maximum City' will be laden with an array of growth opportunities.

Nanded City, Pune - The Maximum City in tune with nature.

- 200 acres of lush greenery
- 25 kms of backwaters for cool and natural breeze
- 5.2 kms of river frontage
- 13,200 trees and more to be planted

बदल अनुभवा



बदल घडलाय. निश्चितपणे घडलाय. सर्वांची मनं आणि मतं जाणून घेत, प्रत्येकाला सामावून घेत पुढे चाललाय. बदल वाढतोय, उंचीवर जातोय. मातीत रुजतोय. हिरवाईत बहरतोय. दिलेली वचनं तो कटिबद्धतेनं पाळतोय. आणि हे सारं तो करतोय शांतपणे, आत्मविश्वासाने आणि मुख्य म्हणजे मॅक्सिमम् वेगाने.
या, पाहा, अनुभवा हा बदल.



700 ACRE CITY. OUR CLIENT SINCE 2009



THE CHALLENGE

To generate enquiries from Magarpatta and Nanded City vicinity

THE OBJECTIVE

To highlight why the 700 acre township is a smart investment opportunity

THE SOLUTION

Instead of giving a print ad we created a tabloid with the same look and feel to give each and every unique detail of the project. This was distributed at Magarpatta, seasons, noble hospital and other surrounding areas

The Nanded City Tabloid

THE RESULT

100+ ENQUIRIES



A 700 Acre Mega Township on Sinhgad Road, Pune.

NANDED CITYExpress

Wednesday, January 27, 2016, Pune.

www.nandedcitypune.com | www.magarattacity.com | Call: 020-67275300 / 1 / 2 | info@nandedcitypune.com



Smart Decision. Smart Citizen.

A 700 Acre Mega Township on Sinhgad Road, Pune.

You, along with 7000 other families, who reside in 95 towers comprising of 3000 apartments are the only families residing on Sinhgad Road who are enjoying the benefits of Nanded City, Pune, with Sargam and Pancham - our two new launched neighbourhoods, you will find more like-minded individuals sharing the perks with you. With an internationally acclaimed model of self-sustainable development, Nanded City, Pune was accepted when 235 farmer families came together to form a 700 acre privately managed, mega integrated township on Sinhgad Road. The idea behind Nanded City, Pune was to carry the rich legacy of Magarpatta City forward and provide living spaces that use different technologies and services and enhance the quality of living while reducing costs and resource consumption. We pass this idea to you and handover the concept of wholesome living in this mega township. We thank you for the trust you have bestowed upon Nanded City, Pune and we are sure you know that this has been a smart move and a smart investment for your future.



It is all in the address!

Nanded City, Pune has opened a range of opportunities where you can expect a wholesome life just like Magarpatta city, only bigger with more add ons, like the enhanced shopping complex CBSE & ICSE board schools, IT park that is spread across 7 million sq. ft and will provide job opportunities to more than 50,000 employees in the future. The Eco Park and Oxygen Zones have been designed to make you experience a pollution free

Symphony
IT Park

7 million sq. ft
50,000 Job Opportunities

Just like Cybercity in Magarpatta City but much larger in size, you will soon find Symphony IT Park in Nanded City, Pune which will be the future of Information Technology parks.

Get
Pay
5
lakh
only

3 | NANDED CITYExpress

Wednesday, January 27, 2016, Pune | www.nandedcitypune.com | www.magarattacity.com | Call: 020-67275300 / 1 / 2

ECO FRIENDLY ADVANTAGE

Only at Nanded City, Pune

Eco Park & Oxygen Zone

We, at Nanded City, Pune believe that a well grown tree gives oxygen, saves soil fertility & soil erosion, controls air pollution, provides shelter and food for birds and animals and also gives flowers, fruits & rain. We have already planted more than 13,200 trees and have also converted the natural features of this place, like the stream running through the site into an Eco park. There is this Mangir Baba Nallah that carries water from surrounding village area and passes through Nanded City, Pune. We have created an Eco Park along it by treating the water stream through a combination of root zone & culture treatment.

Urban Agriculture

The concept of Urban Agriculture has also been introduced in Nanded City, Pune wherein organic vegetables are cultivated and sold to the residents. We have also developed the riverside area and have been growing vegetables in the vicinity. The restoration of riverside belts have resulted in an increasing number of foras surrounding it. This self sustainable model and the concept of urban agriculture make Nanded City,

Pune one of the most environment friendly places in town.

Riverside Frontage

The serene views of the river keep you refreshed and rejuvenated. Riverside area is kept exclusively for green development. As we carry on with the developments during phase one, it will become a strolling park. The river frontage and the backwaters make a picturesque locale. Also, because of its location, Nanded City, Pune tends to get more foggy and misty most of the year.

Soil Management

At Nanded City, Pune we have embarked Gabion wall and Gabion mattresses along riverside to arrest surface runoff, prevent erosion of soil and scoring of the river bank. We have also established plantation along the riverside for river bank bio-stabilization.

Waste Management

We, at Nanded City, Pune promote the residents to segregate domestic waste at source. This helps us to



effectively recycle solid waste. We also have a strong system for recycling Non-biodegradable waste.

Biogas

The construction of biogas Plant is also complete. It is the most eco-friendly manner to treat solid biodegradable waste. The biogas generated through this is being used to produce electricity which is used for area lighting. The water that is used for landscaping here is STP water.



2 | NANDED CITYExpress

Wednesday, January 27, 2016, Pune | www.nandedcitypune.com | www.magarattacity.com | Call: 020-67275300 / 1 / 2

Experience community living like nowhere else.

Where families from all the communities come together to celebrate festivals, where days of national importance are celebrated together, where there is a sense of belonging and attachment, where senior citizens can spend time together, where like-minded individuals can share their thoughts and exchange ideas, where children have their own space to grow up, community-living experience like this is hard to find anywhere else but in Nanded City, Pune.

Navratri Utsav 2015



Deep Mohatsav 2015



Independence Day 2015



Senior Citizen & Police Meet



Ganesh Utsav 2015





The BRIEF

Brigade is a leading builder in Bangalore. Brigade Exotica is one of the premium offerings. It was one of the tallest buildings in Bangalore but was located in an area which though in proximity to the commercial hub, was still not fully developed. We therefore had to position it for those who have arrived in life, are confident of themselves and are able to see the future growth potential. We also had to highlight the height of the building and hence showcased it through a hot air balloon floating at a lower height.

Real
estate



Quite a few years for it.
Just a few earn it.
Homes for the achiever in you.



MAJESTY TO OCCUPY HOMES

Presenting Brigade Exotica, a project that reflects your business achievements. Located in the heart of the city, this project is a masterpiece of design, offering 3, 4 & 5 bedroom apartments and penthouses with a unique concept of 'Patio Living'. The project is a testament to the city's skyline and a symbol of success.

BRIGADE EXOTICA
OLD MADRAS ROAD

1800 102 9977 | salesenquiry@brigadegroup.com



NATIONAL AWARD FOR LUXURY APARTMENT PROJECT OF THE YEAR

BEST DESIGN APARTMENT PROJECT OF THE YEAR
SACI (BARCELONA) - SUPREMACIA ARQUITECTONICA (BARCELONA) 2010

3G STORED TWIN TOWERS
SILENT IN RESERVATION

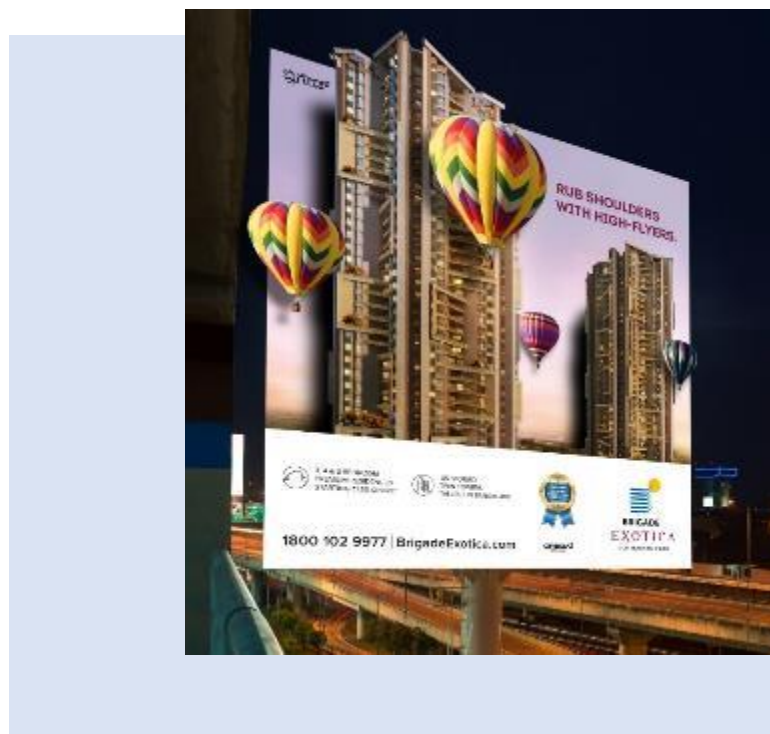
3.4 & 5-BEDROOM PREMIUM RESIDENCES
STARTING 21.00 CROD*

UNIQUE CONCEPT OF PATIO LIVING





BRIGADE



Real
estate

Installation billboard

ಬ್ರಿಗೇಡ್

HIGH LIFE FOR THE HIGH FLYERS

RUB SHOULDERS WITH HIGH-FLYERS.

1800 102 9977 | BrigadeExotica.com

BRIGADE EXOTICA

3, 4 & 5 BEDROOM
PREMIUM RESIDENCES
STARTING ₹1.56 CRORE*

35 STORIED
TWIN TOWERS.
TALLEST IN BANGALORE.

LUXURY APARTMENT
PROJECT OF THE YEAR

1800 102 9977 | BrigadeExotica.com

BRIGADE
EXOTICA
OLD MADRAS ROAD

**THERE'S NO FORMULA
FOR SUCCESS,
BUT THERE'S
AN ADDRESS
FOR IT.**



BRIGADE





Ready to
move in

Actual Image - Shot on location





Brigade At No. 7 offers you the finest amenities at the most luxurious location in town - minutes from lifestyle destinations, super specialty hospitals, international schools, and much more. With only 55 homes spread over a sprawling 3.1 acre property, we bring you limited edition 4 & 5 bedroom premium residences fit for royals. The best part? We are ready to move in. So visit us today!



4.7 Crore
Onwards



One Premium
Residence per floor
(3350 To 5180 sq.ft.)



10,000 sq.ft.
Clubhouse



OC
Received



BRIGADE
AT NO. 7
BANJARA HILLS

BrigadeAtNo7.com

1800 102 9977

Call: 1800 102 9977 | salesenquiry@brigadegroup.com





Re launch of At No.7

Hyderabad Project



Brigade At No. 7 offers you the finest amenities at the most luxurious location in town - minutes from lifestyle destinations, super specialty hospitals, international schools, and much more. With only 55 homes spread over a sprawling 3.1 acre property, we bring you limited edition 4 & 5 bedroom premium residences fit for royals. The best part? We are ready to move in. So visit us today!



4.7 Crore
Onwards



One Premium
Residence per floor
(3350 To 5180 sq.ft.)



10,000 sq.ft.
Clubhouse



OC
Received

Call: 1800 102 9977 | salesenquiry@brigadegroup.com

CREDAI

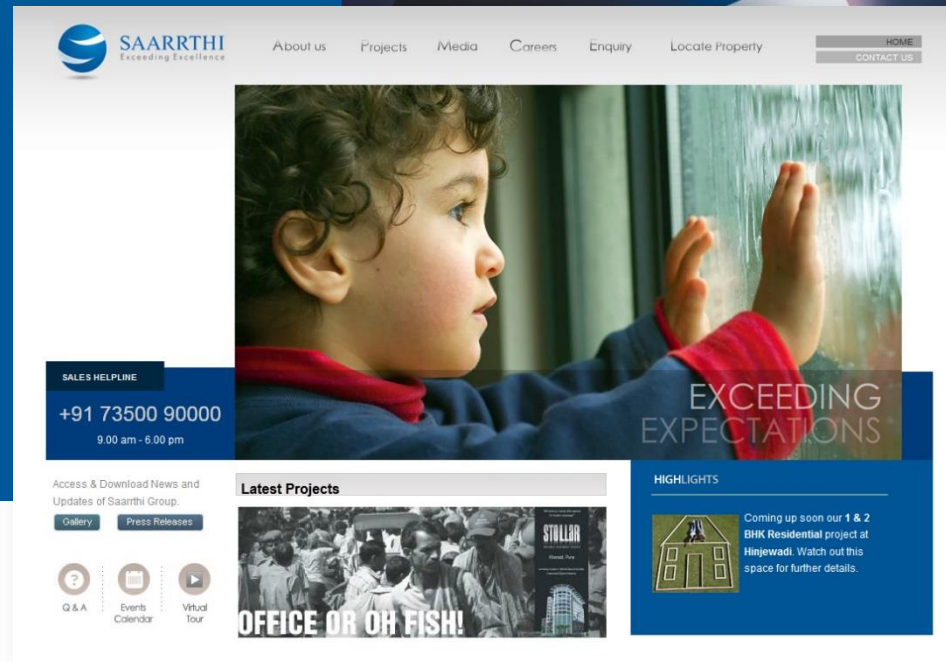
Realty



Real Estate | Redevelopment | Entertainment

SAARRTHI GROUP

Rebranding & New Look



The campaign began with creating a new identity for the company.

The new identity was launched using only outdoor hoardings.



www.saarrthigroup.com

Changing World With Excellence

 IS NOW  **SAARRTHI**
Exceeding Excellence
AN ISO 9001:2008 COMPANY

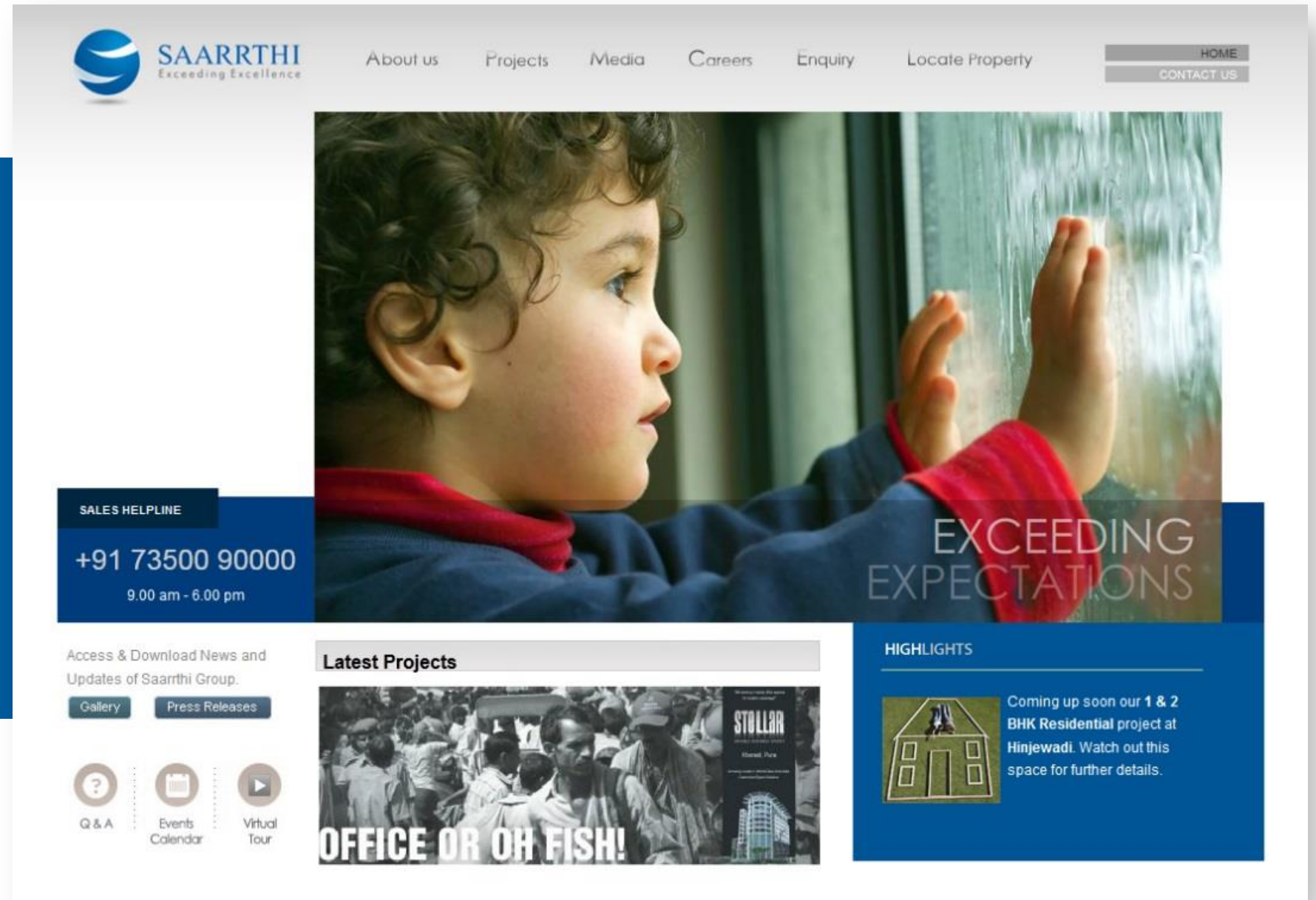
Real Estate | Infrastructure | SRA | Redevelopment | Power | Entertainment
501, Eden Hall, Model Colony, Pune - 16, Maharashtra, India. Tel.: + 91 - 20 - 25663331 Mob.: +91 73500 90000 | corporate@saarrthigroup.com

An AV was produced highlighting the core values of the organization while showcasing their projects across the city



<https://www.youtube.com/watch?v=ssPtCGKqzUk>

A new website was designed as part of the rebranding exercise





This Gudi Padwa, the traditional 'Poona' meets the cosmopolitan 'Pune'.

Introducing Saarrthi Pune-Re : A redevelopment initiative by Saarrthi Group.

Poona - the name perennially associated with traditions, customs and values meets Pune - The name synonymous with new-age, forward-looking and modern beliefs with Saarrthi Pune-Re. It means that this new-age thinking will amalgamate with traditional values and what will come out of it will be a masterpiece - like all our other projects at Saarrthi. With an experienced team and qualified leaders, we have already managed to redevelop over 6,21,000 sq. ft of area in Pune. Trust us for our quality and we will give you the aesthetics of a modern lifestyle with the old charm intact. Think of redevelopment, Think of Saarrthi Pune-Re.



Ongoing Projects



Madhuvanti
Korve Road, Pune
SHOPS: 270 sq. ft to 1651 sq. ft
SHOWROOMS: 128 sq. ft onwards



Laxminarayan
Korve Road, Pune
SHOWROOMS & OFFICES
1600 sq. ft onwards



Navnamrata
Paud Road, Pune
7, 2 & 3 BHK Apartments
OFFICES: 800 sq. ft onwards
SHOWROOMS: 1200 sq. ft onwards

Upcoming Projects at Mayur Colony, Pune 2 & 3 BHK Apartments | Prabhat Road, Pune 3 & 4 BHK Apartments | Model Colony, Pune 3 BHK Apartments

Redevelopment Business Proposals are welcome. Please call - 90111 22 809



REDEVELOPMENT DIVISION OF SAARRTHI GROUP



Stellar – Commercial Space, Launch Ad

www.saarrthigroup.com



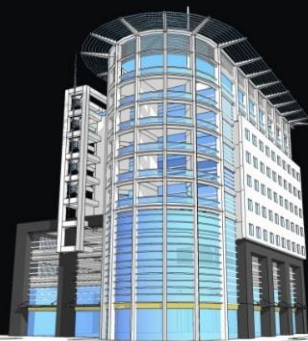
OFFICE OR OH FISH!

Still stuck-up in tacky office spaces
for location advantage?

STELLAR

ALL IN ALL DYNAMIC SPACES

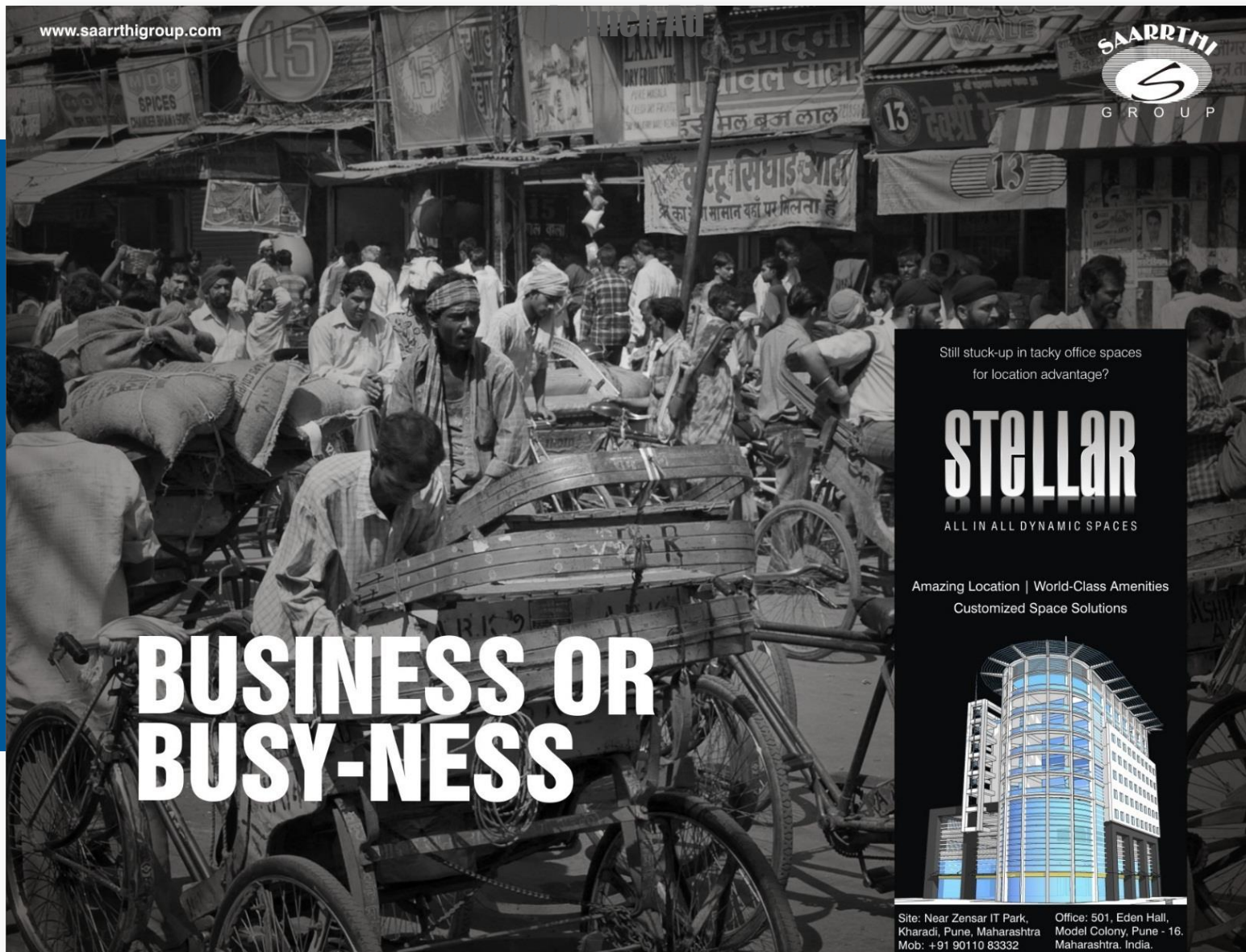
Amazing Location | World-Class Amenities
Customized Space Solutions



Site: Near Zensar IT Park,
Kharadi, Pune, Maharashtra
Mob: +91 90110 83332

Office: 501, Eden Hall,
Model Colony, Pune - 16,
Maharashtra, India.

Stellar – Commercial Space,



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SAARRTHI GROUP

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Model Colony, Pune - 16,
Maharashtra, India.

BUSINESS OR BUSY-NESS

Stellar – Commercial Space,

[Home](#) [About Us](#) [Overview](#) [Specifications](#) [Amenities](#) [Floor Plan](#) [Layout Plan](#) [Photo Gallery](#) [Contact Us](#)

STELLAR
ALL IN ALL DYNAMIC SPACES



Convenient Location, Close proximity to all the utilities and recreational centers, wonderful neighborhood of world class organizations, great approach roads, world class infrastructure ample residential opportunities suiting all classes, what else one looks for an ideal office space. *Stellar*- All in All Dynamic Space, offers you not only world class offices but also a neighborhood which is conducive for your business and susceptible for growth..

Stellar- All in All Dynamic Space, offers you not only world class offices but also a neighborhood which is conducive for your business and susceptible for growth..



THE CHALLENGE

Rachana Lifestyle had been in the Pune Market for the over 3 decades but was relatively unknown

THE OBJECTIVE

Have a greater market reach. Create newer customer base by showing market presence. It was time to reinvent it's band image

THE SOLUTION

We suggested them to do a corporate campaign taking their philosophy ahead

THE RESULT

- 100+ enquiries on their existing projects
- Presently known by the Puneites as one of the prominent builder in the city
- Increase their client base by 100%

RACHANA CORPORATE CAMPAIGN



www.rachanalifestyle.com



RACHANA
LIFESTYLE
The Spirit of Creation

Drops create Ocean. Oceans create Drops.

Rachana Lifestyle: Celebrating the spirit of creation.

Create: What's yours, what's ours, the world, the galaxy. Evolve, never stop. Follow the cycle, it never ends. Create one, create all. It's this spirit of creation that we celebrate at Rachana in all our commercial and residential projects. Have a look, and decide for yourself!

Corporate Office: 'Rachana House', 1229/B, F. C. Road, Deccan Gymkhana, Pune -411 004
Mob : +91 9604 03 5000, +91 9822 93 5000 | E-mail : sales@rachanalifestyle.com

Launching Soon



Law College Road



Baner



Baner

www.rachanalifestyle.com

www.rachanalifestyle.com



RACHANA
LIFESTYLE
The Spirit of Creation

Sun creates Rays. Rays create Sun.

Rachana Lifestyle: Celebrating the spirit of creation.

Create: What's yours, what's ours, the world, the galaxy. Evolve, never stop. Follow the cycle, it never ends. Create one, create all. It's this spirit of creation that we celebrate at Rachana in all our commercial and residential projects. Have a look, and decide for yourself!

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Mob: +91 9604 03 5000, +91 9822 93 5000 | E-mail: sales@rachanalifestyle.com

IS 9001:2008 - Quality Management system | IS 14001:2004 - Environmental Management System | IS 18001:2007 - OHSAS - OCCUPATIONAL HEALTH & SAFETY MANAGEMENT SYSTEM

Launching Soon



RACHANA
LIFESTYLE
The Spirit of Creation

Air creates Forest. Forest creates Air.

Rachana Lifestyle: Celebrating the spirit of creation.

Create: What's yours, what's ours, the world, the galaxy. Evolve, never stop. Follow the cycle, it never ends. Create one, create all. It's this spirit of creation that we celebrate at Rachana in all our commercial and residential projects. Have a look, and decide for yourself!

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Upcoming Projects

RACHANA
Yashprabha
The Crowned Jewel
Law College Road

RACHANA
BELLA CASA II
2 AND 3 BHK FLATS
WORLD WITHIN REACH

RACHANA
BELLA CASA-II
WORLD WITHIN REACH

LAUNCH Campaign

www.rachanalifestyle.com



IT'S NOT THAT YOU NEED A
PLACE
TO
GOSSIP.
WE'VE PROVIDED YOU ONE,
ANYWAY.



WE'VE TRIED TO
TAKE CARE OF ALL
YOUR
BASIC NEEDS.
INCLUDING YOUR
KITTY PARTIES.



WE'VE PROVIDED
AMENITIES
FOR YOU TO
STAY IN SHAPE,
AND HOMES FOR YOU TO
STAY IN STYLE.

RACHANA
BELLA CASA-II
WORLD WITHIN REACH

Billboard Campaign

RACHANA
LIFESTYLE
The Spirit of Creation




Relax
& more at

RACHANA
BELLA CASA-II
WORLD WITHIN REACH

2, & 3 BHK Apartments
Baner

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The Spirit of Creation



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& more at

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2, & 3 BHK Apartments
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IS 9001:2015 - Quality Management system | IS 14001:2014 - Environmental Management System | IS 18001:2017 - OHSAS - OCCUPATIONAL HEALTH & SAFETY MANAGEMENT SYSTEM

RACHANA
LIFESTYLE
The Spirit of Creation



Harmony
& more at

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RACHANA
BELLA CASA-II
WORLD WITHIN REACH

BELLA CASA SITE OFFICE BRANDING



Realty



Marina Skies by Cybercity

Launch Campaign



Teaser Campaign



www.marinaskeys.in

MARINA SKIES
BY CYBERCITY
NEARHITEC CITY MMTS

GRAND LAUNCH TODAY

Behold Marina Skies by Cybercity, Hyderabad's newest lifestyle residence designed by master architect Hafeez Contractor.

On a map where location is luxury, Marina Skies is your space at the centre. Four kms from HITEC City, the G+31storey towers of Marina Skies will stand tall and proud, reaching towards clouds, adorned by serene lakes, offering a view that takes the breath away. Here, happening Hyderabad will be buzz all around you, yet you will be nestled deep within the recess of nature. The flamboyance of designer-apartments will meet the functionality of urban living, and you feel at home.

GRAND LAUNCH TODAY

4Kms from HITEC City
2 & 3 BHK Designer Apartments
2 Towers in 8.5 acres, G + 31 Storeys
80% Open Spaces
16 Flat Types from 1160 Sft. - 2220 Sft.

King Size Swimming pool
World class amenities & more
50,000 sft Clubhouse

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cybercitybuilders Cybercity_hyd

Swimming Pool, Co-Top Bar, Restaurant, Lounge, Banquet Hall, Grocery Store, Yoga Deck, Pharmacy, Squash Court, Library, Gym, Party Lawn, Tennis Court, Tennis Lawn, Security, Pet Care

Corporate Office: Cybercity Builders & Developers Pvt. Ltd., 2nd & 4th Floors, Plot No. 35, Kukatpally, Hyderabad - 500081. Phone: +91 40 2311 1222, www.cybercity.in
Registered Office: Cybercity, Hyderabad, India. Corporate Office: Cybercity Builders & Developers Pvt. Ltd., Cybercity, Hyderabad - 500081. Phone: +91 40 2311 1222

LAUNCH Campaign



Government of Telangana

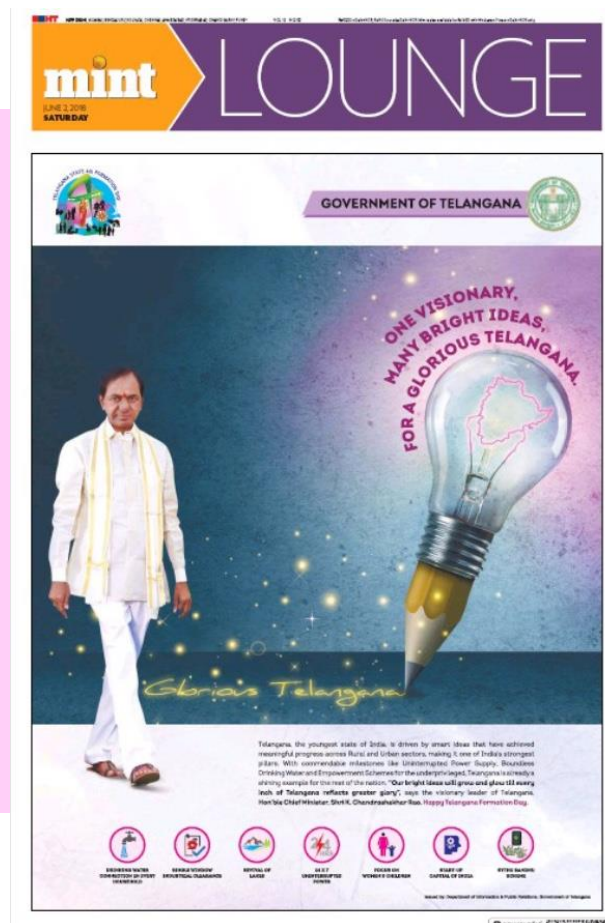
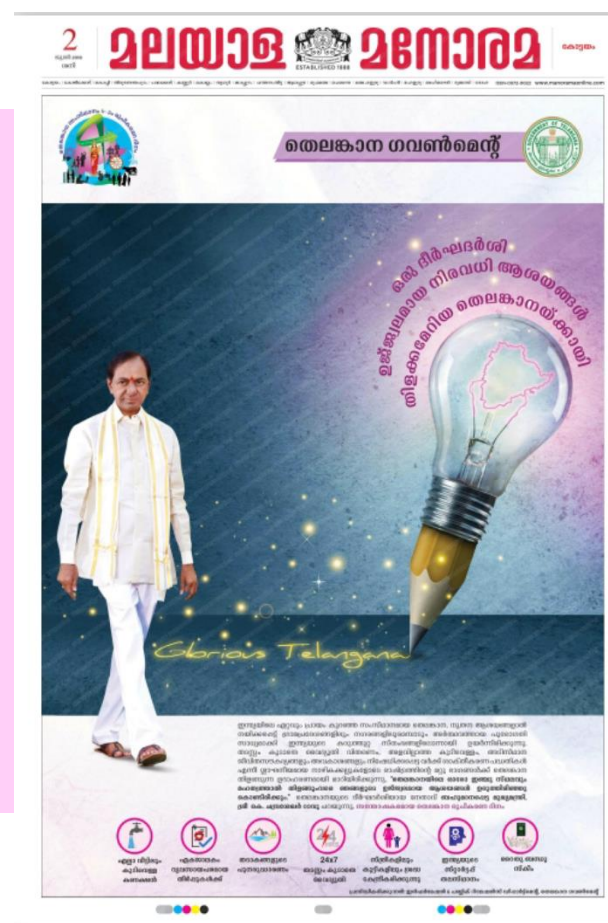
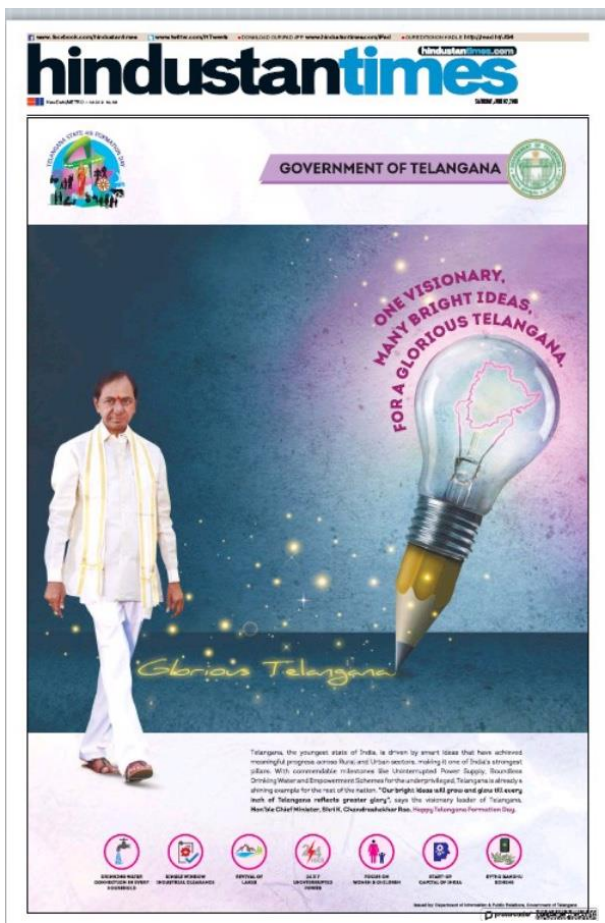
The BRIEF

On the 2nd of June, Telangana celebrated its 4th Formation Day.

Our task was to publicize the achievements under the current Government across India.




Government of Telangana




The BRIEF

Endress + Hauser wanted to creatively communicate its range of measuring equipment. We created a memorable campaign to showcase their capability in measuring temperature, wind speed, rate of water flow and underground depth. The campaign was very well received by the target segment.

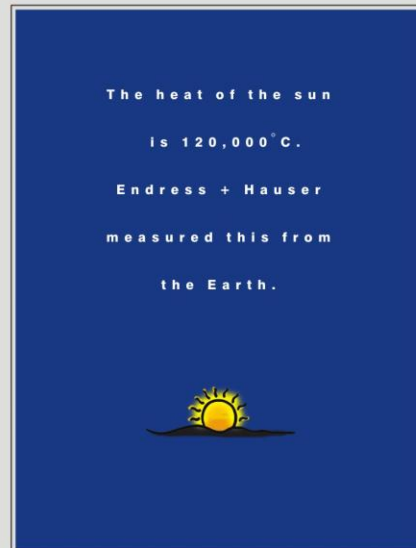
The correct depth of
this root is 0.32m.
Endress + Hauser
measured it without
taking it out.



When it comes to similar challenges in process control measurements, in level, flow, pressure or temperature, the world's leading instrumentation specialists trust Endress + Hauser. For a 'Total Solution' that includes value-added services like technology support and supervisory initiatives and an impeccably accurate measuring device. That is a result of the company's years of experience and a fierce commitment to quality service. An example of which is the PTB certified testing plant in India. The only one of its kind in the India, this facility is a distinct advantage to clients, because it ensures quality in their processes too. It is deliverables of this standard that have helped Endress + Hauser earn the distinction of a quality partner. And exceed the expectations of its clients, always.

Endress + Hauser
The Power of know-how 

Offices and representatives at New Delhi, Mumbai, Chennai, Calcutta, Baroda, Ahmedabad, Bangalore, Guwahati, Jamshedpur and Bhubaneswar.



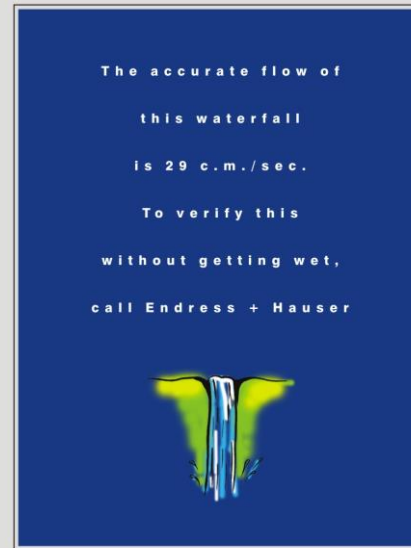
Sometimes industrial process control measurement demands a non-contact type device, be it level, flow, pressure or temperature. Ask the world's leading instrumentation specialists who trust Endress + Hauser for a 'Total Solution'. That includes value-added services

like technology support and supervisory initiatives, apart from an impeccably accurate measuring device. That is the result of the company's years of experience and a fierce commitment to quality and performance. An example of which is the PTB certified testing plant in India. This

facility is a distinct advantage to clients, as it helps them ensure quality in their processes too. And it is deliverables of this standard have earned Endress + Hauser the distinction of a quality partner. While helping it exceed the expectations of its clients, always.



Offices and representatives at New Delhi, Mumbai, Chennai, Calcutta, Baroda, Ahmedabad, Bangalore, Guwahati, Jamshedpur and Shubanswar



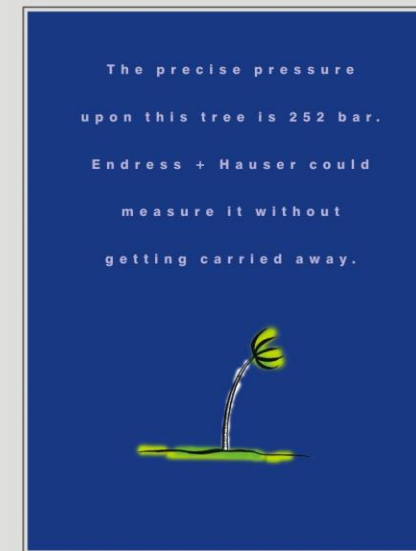
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Offices and representatives at New Delhi, Mumbai, Chennai, Calcutta, Baroda, Ahmedabad, Bangalore, Guwahati, Jamshedpur and Shubanswar



Industrial process control measurement involves overcoming similar challenges, be it level, flow, pressure or temperature. Ask the world's leading instrumentation specialists who trust Endress + Hauser for a 'Total Solution'. That includes value-added services like technology

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Offices and representatives at New Delhi, Mumbai, Chennai, Calcutta, Baroda, Ahmedabad, Bangalore, Guwahati, Jamshedpur and Shubanswar



**Sheraton
Grand**
PUNE BUND GARDEN HOTEL

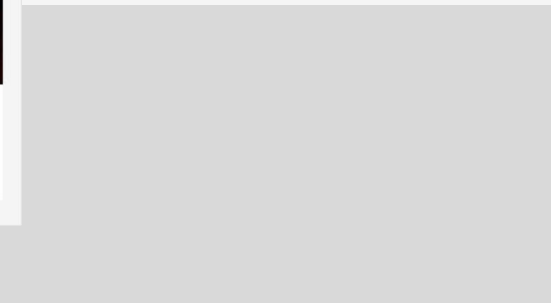
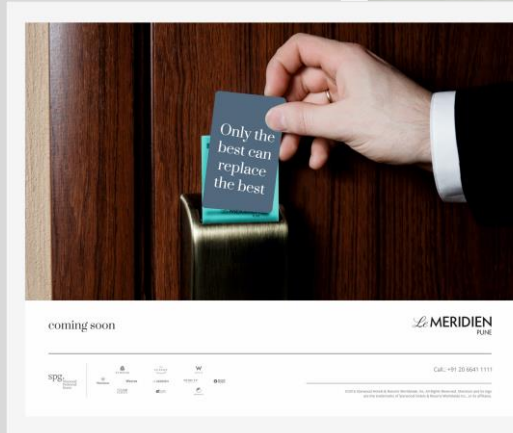
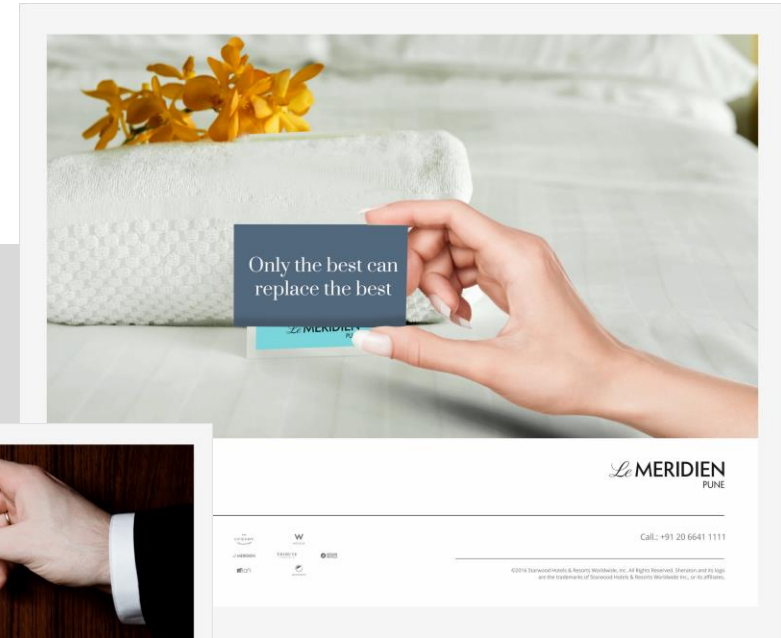
Hospitality



The BRIEF

Le Meridien, the iconic hotel of Pune, was being taken over by Sheraton Grand. The objective was to communicate the same to the masses.

It was decided to put Sheraton Grand and Le Meridien on the same pedestal, hereby retaining the emotional connect that people had with Le Meridien and bringing about a new experience with Sheraton Grand. The striking visuals along with the headline “Only the best can replace the best” helped us to achieve the desired result.





**Sheraton
Grand**

PUNE BUND GARDEN HOTEL



coming soon

spg.



©2016 Starwood



Only the best can replace the best

Le MERIDIEN PUNE IS NOW



**Sheraton
Grand**

spg.
Starwood
Preferred
Guest



Call.: +91 20 6641 1111

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**Launch
campaign**



**Sheraton
Grand**
PUNE BUND GARDEN HOTEL



coming soon

Le MERIDIEN
PUNE

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Only the best can replace the best

Le MERIDIEN
PUNE IS NOW



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**Launch
campaign**



**Sheraton
Grand**

PUNE BUND GARDEN HOTEL



coming soon



Only the best can replace the best

Le MERIDIEN PUNE IS NOW



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**Launch
campaign**



**Sheraton
Grand**
PUNE BUND GARDEN HOTEL



We've Arrived

Le Meridien Pune just got an extravagant upgrade. After serving Pune for more than 10 years, Le Meridien Pune has paved way for Sheraton Grand to charm its guests with an array of new offerings. Come over and witness the change with your own eyes.

Call: +91 20 6561 3111

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Le Meridien Pune
is now **Sheraton
Grand**
PUNE BUND GARDEN HOTEL

**Launch
campaign**



**Sheraton
Grand**

PUNE BUND GARDEN HOTEL



**Sheraton
Grand**
PUNE BUND GARDEN HOTEL

**Love is...
sharing great moments
together. Forever.**

Love is... you being the bigger person than your pit. Love is late night long drives. Love is endless chitchats. Love is making your sweetheart feel precious. Love is ROFL together. Love is not forgetting to make every Valentine's Day unforgettable.

Make this Valentine's Day truly special with Sheraton Grand. Share memorable moments with your partner at Link & Sheraton Cafe and express your love over delectable desserts.

sheraton.com/grand/punebundgarden | Call: +91 20 6641 1111

WALK IN LOVE, DRINK A RED, WHISKY OR SPARKLING CHAMPAGNE. SHERATON GRAND'S VALENTINE'S DAY SPECIALS.

Open 24x7

Link & Sheraton
cafe



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WITH A TOUCH
OF HAPPINESS
AND WELLNESS**

Staying with us is full of excitement and healthy too! Now enjoy our Yoga sessions with the beauty of a lush green ambience to rejuvenate your mind, body and soul.

Le MERIDIEN
MAHABALESHWAR
RESORT & SPA

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**Magazine
Ad
& Poster**



**Sheraton
Grand**

PUNE BUND GARDEN HOTEL



The BRIEF

Le Merdien, Pune, an iconic 5-star hotel in Pune had just been taken over by the international brand 'The Sheraton Grand'. With the change of guards, the respective restaurants were also undergoing a renovation and were to be relaunched. Bene Italian Kitchen, what was earlier Favola, was to be branded in the Pune market as a restaurant that would serve authentic Italian delicacy. While all other local brands had their presence it was essentially to make our presence felt.

The idea was to use Italian food items and connect it with a historical monument of Italy that people could easily identify. Hence we created a unique visual identity. The headline was deliberately kept short and a word was coined that could mean "Enjoy delicious Italian cuisine", thus "It's Italicious!"

**Launch
campaign**





**Sheraton
Grand**
PUNE BUND GARDEN HOTEL



**Launch
campaign**



**Sheraton
Grand**

PUNE BUND GARDEN HOTEL



**Launch
campaign**

Enjoy authentic Italian
delicacies at
Bene
italian kitchen

It's
Italicious




**Sheraton
Grand**
PUNE BUND GARDEN HOTEL

sheraton.com/grandpunebundgarden | reservation.pune@sheraton.com | Call: +91 20 6541 1111

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**Sheraton
Grand**
PUNE BUND GARDEN HOTEL



**Launch
campaign**



The BRIEF

Mastana Mango drink, yet another brand falling under Shelke Beverages, needed a packaging revamp. The challenge was that the previous packaging looked very mass-driven and did not justify its price tag. Thus, we had to make the bottle look more in the league of leading competitors like Maaza, Slice, Frooty and the likes. To achieve this complete makeover, we firstly created a new logo unit using stylish sans-serif font. The fresh mango fruit, juice splash, and luscious mango cuts were used to create temptation. To complete the look, we used fresh blue crystal pattern to symbolise cool drink while creating a stark contrast with yellow. Et Viola! We got the perfect brand new look.



Brand identity



Packaging





POS





Promotions

The BRIEF

Oxycool is a packaged drinking water brand falling under the brand umbrella of Shelke Beverages. The challenge presented to us was total restructuring of the brand, right from positioning, branding, tonality, to design language. Thus was born the campaign '**Revive. Recharge.**' The campaign was an offshoot of Oxycool's newly crafted brand positioning 'Live Non-Stop' - which elaborates the importance of water as an essential element for survival and fuses it with the goodness and purity of Oxycool packaged drinking water. The clean layout, bold fonts and fresh colours blended the big idea into an eye-catching piece of communication.

Campaign



Oxycool®
PACKAGED DRINKING WATER



Campaign

A QUALITY PRODUCT BY
SHELKE
GROUP

REVIVE RECHARGE
LIVE NON-STOP

Oxycool
PACKAGED DRINKING WATER

www.oxycool.in

REVIVE RECHARGE

LIVE NON-STOP

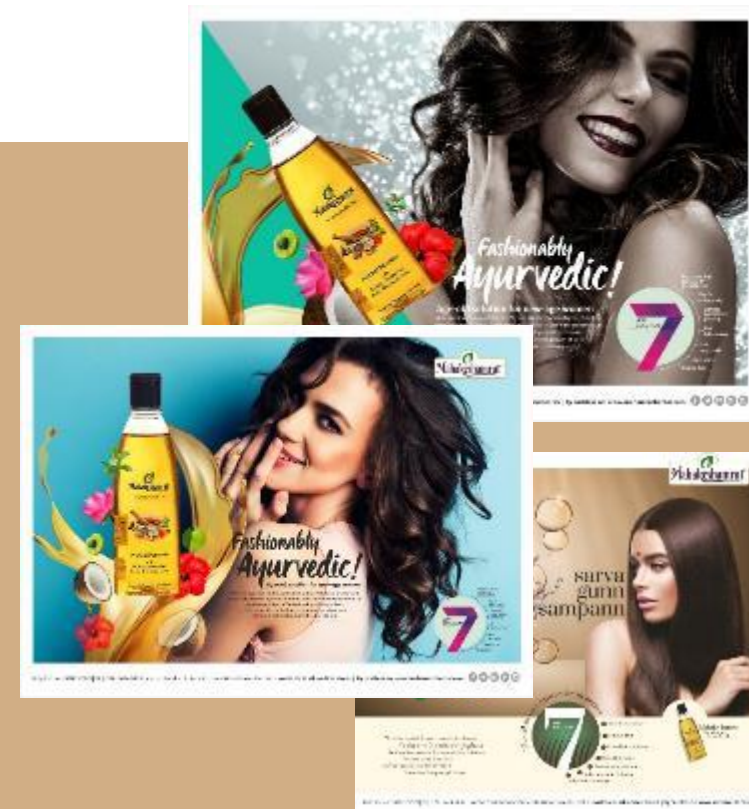
Oxycool

100% NATURAL SPRING WATER



The BRIEF

Mahakeshamrut - a fresh entrant in the herbal hair-care market, wanted us to conceptualise their brand positioning and campaign. A brand that was facing a huge competition from established brands like Patanjali, Lotus Herbals, Ayur, Keo Karpin, Indulekha and likes, had to break the clutter and own a unique mind space. We observed a peculiar pattern in which most ayurvedic products advertised their products - a traditionally dressed woman, sages, dried herbs in a mortar, etc. We wanted to give it a new-age look. Thus was born the campaign 'Fashionably ayurvedic'. Through this campaign we inspired our consumers to keep trying newer fashion and styles. The underlined message was to undo all the damages done by fashion with our herbal (ayurvedic) products. The look and feel of this campaign was kept modern and trendy to appeal to diverse target audiences.



Campaign



Campaign

Fashionably Ayurvedic!

Age-old solution for new-age women

Who said Ayurveda can't be cool? Check out our Mahakeshamrut Hair Oil. Made from essential Ayurvedic elements, the all-in-one Mahakeshamrut Oil is perfect and highly effective for all your hair problems. This chemical-free oil enhances the overall growth of your hair and is fashionably Ayurvedic... just like you.

7 WAY SOLUTION

- Improve hair texture & complexion
- Dry & itchy scalp
- Control premature greying
- Hair fall control
- Hair regrowth
- Hair shine
- Strong hair

Help line no: 74100 27929 | 39 | 020 - 2434 8433 | contact for distributorship: contact@snehamruthherbal.in available in all medical stores | By cashless on: www.snehamruthherbal.com





campaign

Mahakeshamrut™

Mahakeshamrut
Keshakrut Hair Oil

Herbal Formula
with
Til Tail, Coconut Tail,
Amla, Bhrungraj, Mafli

Ayurvedic Proprietary Medication

Fashionably Ayurvedic!
Age-old solution for new-age women

Who said Ayurveda can't be cool? Check out our Mahakeshamrut Hair Oil. Made from essential Ayurvedic elements, the all-in-one Mahakeshamrut Oil is perfect and highly effective for all your hair problems. This chemical-free oil enhances the overall growth of your hair and is fashionably Ayurvedic... just like you.

7 WAY SOLUTION

- Improves hair texture for complexion
- Dry to itchy scalp
- Control premature graying
- Hair fall control
- Hair regrowth
- Mane shine
- Strong hair

Help line no: 74100 27929 | 39 | 020 - 2434 8433 | contact for distributorship: contact@snehamrutherbal.in | available in all medical stores | By cashless on: www.snehamrutherbal.com



**sarva
gunn
sampann**

The all-in-one Ayurvedic Shampoo

7 WAY SOLUTION

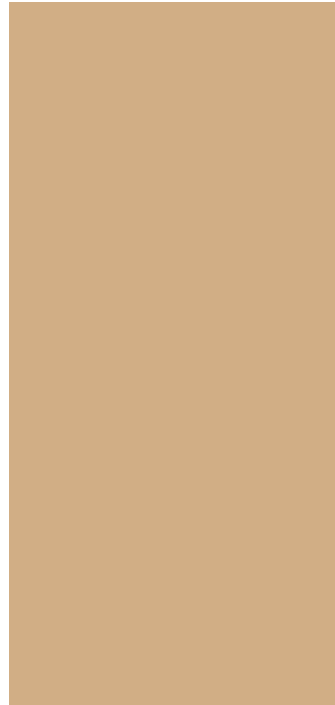
- Promotes hair growth
- Anti dandruff
- Natural hair conditioner
- Control itchy scalp
- Reduces scalp infections
- Makes hair shinier & thicker
- Makes hair root stronger

Made from essential Ayurvedic elements, the all-in-one Mahakeshamrut Oil is perfect and highly effective for all your hair problems. This chemical free oil enhances the natural growth of your hair and has essential nutrients that make it Sarva Gun Sampann just like you.

Mahakeshamrut
The all-in-one Ayurvedic Oil

Help line no: 74100 27929 | 39 | 020 - 2434 8433 | contact for distributorship: contact@snehamrutherbai.in available in all medical stores | By cashless on: www.snehamrutherbai.com

campaign



campaign



CASE STUDY

Novotel



CHALLENGE

Novotel didn't need any introduction in Pune. They were quite well known but the promotions they were doing before that for their festivals/events were falling quite flat. We tried to lease a new life in the posters by coming up with different visual treatments to attract more eyeballs. The following posters were created for different events/activities of theirs.

NOVOTEL

HOTELS & RESORTS

PUNE

Sinfully
delicious!

BROWNIE WEEK

21st Aug to 25th Aug, 2017

Indulge in a sinful treat while we celebrate Brownie Week from 21st to 25th August, 2017. A wide spread of delectable offerings ranging from Classic Dark chocolate, White chocolate almond to Pistachio Cheese, Raspberry jello brownie and many more will surely satiate your sweet-tooth craving.

For Reservation, Contact: 020 6705 6000 / 8411956581 / h6833-fb1@accor.com | Novotel Pune, Weikfield IT City Infopark, Viman Nagar, Pune

Follow us on www.facebook.com/NovotelPuneNagarRoad and www.instagram.com/novotel_pune



NOVOTEL
HOTELS & RESORTS
PUNE



Novotel.com

Ba³⁵king Br⁵⁶ead



CAKE MIXING EXPERIENCE

8th November 2017 | 04:30 pm to 05:30 pm

You know what's cooking? A crystalizing idea of people coming together mixing fruits, eggs, flour and more while we celebrate Cake Mixing Ceremony at Crust.
An hour of unlimited fun for you, your family and your friends to revel in. Come, it's time to bake.

 **TIME TO PUT YOUR APRON ON.** 

For Reservation, Contact: 020 6705 6000 / 8411956581 / h6833-fb1@accor.com | Novotel Pune, Welkfield IT City Infopark, Viman Nagar, Pune

Follow us on  www.facebook.com/NovotelPuneNagarRoad and  www.instagram.com/novotel_pune


crust
Pâtisserie & Deli

CHEERS TO THE CHAMPIONS!

The **CHAMPIONS TROPHY** is here and what better way to support our team than to come to Bar Code for exclusive offers on beverages. It's time to cheer for the champions.

1st JUNE, 2017 - 18th JUNE, 2017 | 12:00 noon to 11:00 pm



the
SQUARE
Food Outside the Box

crust
Pâtisserie & Deli

A date with Chocolate

6th Feb to 17th Feb, 2018

Celebrate the day of love with something sweet and sinister... chocolates. Give your special someone a day at Novotel while we celebrate Valentine's Day with many chocolate delicacies like brownies, blondies, fudge, moulded chocolate, mud cake and more. The perfect recipe to express your love and gratitude, these chocolates will melt their heart and make them fall in love with you all over again.

For Reservation, Contact: 020 6705 6000 / 8411956581 / H6833-FB3@accor.com | Novotel Pune, Welkfield IT City Infopark, Viman Nagar, Pune
Follow us on <https://www.facebook.com/NOVOTELPUNE/> <https://www.instagram.com/novotelpune/>

NOVOTEL
HOTELS & RESORTS
PUNE



YOU WANT SOME?
COME DIM SUM.

DIM SUM FOOD FEST - 6th Aug to 20th Aug, 2017

Enjoy the authentic taste of traditional Chinese dim sum, coupled with dips to go with it.
With a variety of a la carte veg and non veg options, you will surely have a feast, only at Novotel.

Time: 7 pm to 11 pm

FRUIT ZONE


MANGO FESTIVAL

A vibrant collage of various mango-based dishes and ingredients, including smoothies, salads, desserts, and fresh fruit, set against a light blue background with a large green mango leaf.

The season of Mango is here and what better place to feel 'Aam-e-zing' than at Novotel with an assortment of delectable mango treats waiting for you to lay your hands on. Right from Mango red velvet cake and Mango cheese cake to Mango pistachio baked tart, Mango sundae and many more.

For Reservation, Contact : 020 6705 6000 / 84119 56581 / h6833-fb1@accor.com

Novotel Pune, Weikfield IT City Infopark, Viman Nagar, Pune | Follow us on  www.facebook.com/NovotelPuneNagarRoad



crust
Patisserie & Desserts

the
SQUARE 
Food Outside the Box

CASE STUDY

Ecozen



CHALLENGE

Ecozen solutions is an energy focussed company that provides renewable energy based products. Their products Ecotron and Ecofrost use solar energy in agricultural sector.

Ecotron is a flagship solar pump controller while Ecofrost is a portable solar powered cold room(cold storage).

The idea was to make these products more interesting and give them a visual identity that makes them stand out.



LONGER SHELF-LIFE
FOR THE PRODUCE.
**BIGGER
PROFITS**
TO YOU.



**Solar powered micro-cold room with
temperature and humidity control.**

Just imagine the extra money you could earn if your farm produce had extra shelf-life. Ecofrost – a legendary micro cold storage is the most sustainable and eco-friendly solution that will help you make extra profits. It runs on solar energy to keep your produce fresh for a longer time by controlling its temperature and humidity. Enabled with a battery-less compressor, it efficiently generates an energy backup to last 24-30 hours. Add this green technology to your farms and reap the harvest of extra earnings.



5 Year Warranty



Remote Monitoring



Battery-less
compressor



Temperature control:
4°-10°



Relative Humidity
control: 80-95%



Power Backup:
24-30 hours



YOUR FARM'S WATER MANAGEMENT WITHIN YOUR CONTROL.



Solar powered water pump controller for efficient water management.

Ecozen Solutions bring to you Ecotron – the revolutionary solar water pump controller that gives you complete control over your farm's water management. Firstly, it runs on solar power which reduces your overheads as well as your dependence on electricity. Secondly, it comes with in-built hardware, software and smart features that ensure minimum downtime and service cost. So much, that you can even turn the pump on and off by just sending an SMS.



5 Year Warranty



SMS On / Off



Minute by
minute data log



Plug-n-pump
design



CASE STUDY

Wet n Joy



CHALLENGE

Located in Lonavala, Wet N Joy was getting stiff competition from quite a few other national players. We thought of changing the look and feel of the communication by not focussing on rides but focussing on the time one can spend there. The following two seasonal ads: One during summers and the other during the monsoon resulted in huge footfalls. We took a "Hinglish" approach and created visuals that garnered eye balls.



www.wetnjoy.in



AAAYA
MONSOON
JHOOM KE,
AAO
WET-N-JOY
GHOOM
KE!

This monsoon, get ready for some exciting time with your family at Wet n Joy. Come and enjoy India's Largest* Water Park that has over 25 thrilling rides to ensure active, pure & uninterrupted fun. Let your family have a gala time and enjoy monsoon the way it is supposed to be enjoyed. Keep your rain coats and umbrellas away and jump into a pool of unlimited frenzy.

25+ AMERICAN RIDES | INDIA'S LARGEST WATER PARK* | LARGEST WAVE POOL OF 60,000 SQ. FT

Call us: 968-988-6666, 022-4942-3333

Old Pune - Mumbai Highway, NH- 4, Mundhaware, LonaVala,
Maharashtra-410405 | sales@wetnjoy.in

Wet 'n Joy
WATER PARK, LONAVALA

*Based on the capacity of slides and wave pools.



www.wetnjoy.in

Wet'n Joy
WATER PARK, LONAVALA

● AAYA
MONSOON
JHOOM KE,
AAO WET-N-JOY
GHOOM KE! ●

**25+ AMERICAN RIDES
INDIA'S BIGGEST WATER PARK***

Call us: 968-988-6666, 022-4942-3333



*Based on the capacity of rides and water bodies

www.wetnjoy.in

Garmi Mein Dil Bole
**Chap,
Chap,**

Wet 'n Joy
WATER PARK, LONAVALA

T & C Apply

Call us: 968-988-6666, 022-4942-3333

**25 THRILLING RIDES
INDIA'S LARGEST WAVE POOL**



www.wetnjoy.in

Garmi Mein Dil BOLE
**Chap,
Chap,**

Wet 'n Joy
WATER PARK, LONAVALA

T & C Apply

Call us: 968-988-6666, 022-4942-3333

**25 THRILLING RIDES
INDIA'S LARGEST WAVE POOL**



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Wet 'n Joy
WATER PARK, LONAVALA

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T & C Apply

Call us: 968-988-6666, 022-4942-3333

**25 THRILLING RIDES
INDIA'S LARGEST WAVE POOL**

Corporate
Identities









TSTPC

EXPLORING NEW TRADE FRONTIERS



Telangana State Trade Promotion Corporation Ltd.
D. No. 5-10-174, Shaikkar Bhavan, 2nd Floor, Fateh Maidan Road,
Hyderabad - 500 004, Telangana, India.
Tel.: 040 2323 7591, Fax: 040 2323 1249, Email: info@tstpc.org



Jayesh Ranjan, IAS
Vice Chairman and Managing Director

**Telangana State
Trade Promotion Corporation Ltd.**

D. No. 5-10-174, Shaikkar Bhavan,
2nd Floor, Fateh Maidan Road,
Hyderabad-500004,
Telangana, India.

Mobile: +91 96481 48485, 96532 20777
Tel.: +91 40 2323 7396
Email: info@tstpc.org



Telangana State Trade Promotion Corporation Ltd.
D. No. 5-10-174, Shaikkar Bhavan, 2nd Floor, Fateh Maidan Road, Hyderabad - 500 004, Telangana, India.
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A COMMUNITY OF SUBURBAN DELIGHT



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Consulting



Ecommerce



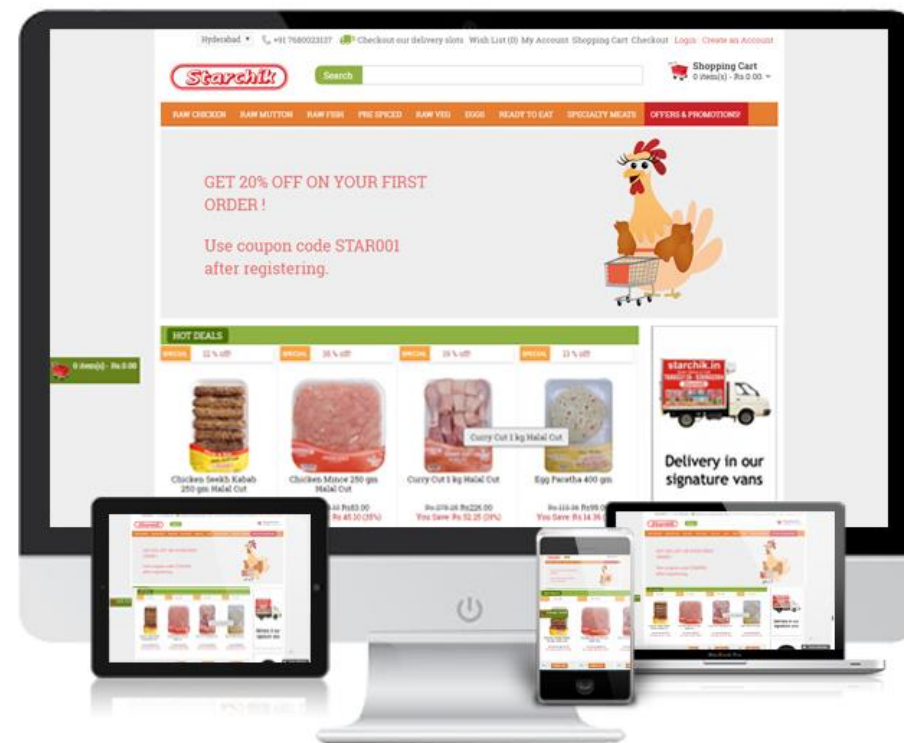
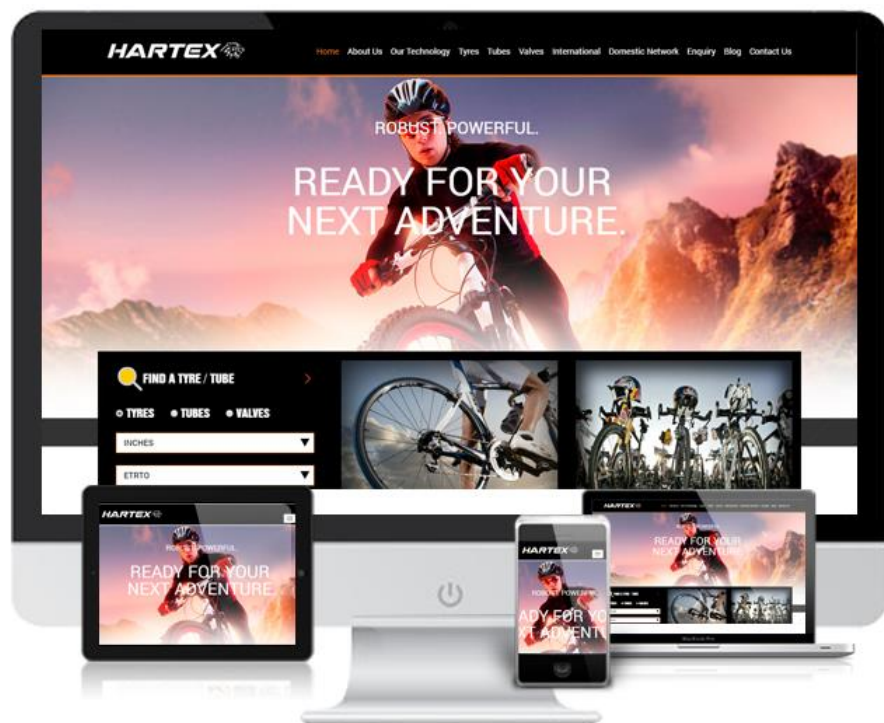
Websites



<http://www.sealofsafety.com/>



<http://nandedcitypune.com/>





Engagement on CCL's facebook page improved by 1000%. We created exciting Facebook offers and games that kept the target audience engaged for longer and improved interaction on the page as well.

SEO





Sheraton Grand Pune Bund Garden Hotel
Published by Socialtempest Tempest [?]
Like This Page · 29 October 2016 ·

Can it get grander than this?
#SheratonGrand #Pune

Tag photo Tag Products
Add location Edit

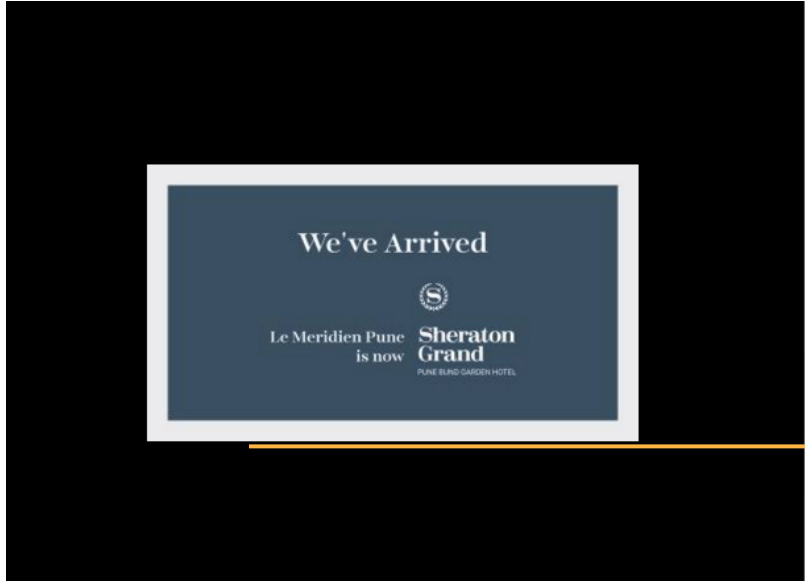
Like Comment Share

31

15 shares

Shobhit Saxena Congratulations 🎉
Like · Reply · Message · 29 October 2016

Write a comment...



Sheraton Grand Pune Bund Garden Hotel
Published by Socialtempest Tempest [?]
Like This Page · 31 October 2016 ·

Unveiling a new chapter of #luxury and
in #Pune.
#SheratonGrand

Tag photo Tag Products
Add location Edit

Like Comment Share

Sonu Rajpit, Sangeeta Kukreja and 25 others

22 shares

Write a comment...

SMM



Sheraton Grand Pune Bund Garden Hotel
Published by Socialtempest Tempest [?]
Like This Page · 25 October 2016 · Edited ·

After serving Pune for 18 years, it's time to bid
adieu and welcome the GRAND change.
#wehavearrived #SheratonGrand #Pune #Grand

Tag photo Tag Products
Add location Edit

Like Comment Share

Sachin Didolkar, Sameer Noronha and 75 others

30 shares

Write a comment...

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Retail :	Hastkala, Silk Museum, Access2Future, P Satyanarayana and Sons
Tourism :	AP Tourism, Ramoji Film City, Lahari Resorts

THANK YOU FEEL FREE TO CALL US



Anuja Paralkar: +91 97 67 89 79 11 (Pune)
Rekha Oswal +91 80 08 55 61 39 (Hyderabad)
Abhishek Jana +91 96 11 41 93 27 (Bangalore)

redcarpet@tempestadvertising.com
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