


WE  
ARE  **tempest**

Since 1998

A high-angle, wide shot of a busy, brightly lit hallway with a light-colored tiled floor. Several people are walking in different directions, their figures slightly blurred to convey motion. In the upper right, a woman with dark curly hair, wearing a light blue button-down shirt and white shorts, is sitting on a low, light-colored bench or ledge against a wall. She is looking directly at the camera with a slight smile. A thick red square frame is superimposed over her, highlighting her as the central subject. To the left, a large glass partition reveals a display of white, rounded stones. The overall atmosphere is one of a busy public space where one individual stands out.

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



# THE LONER OR THE LEADER?



**FITTING  
IN  
OR  
COMING  
OUT?**






**WAITING  
FOR  
HIS TIME  
OR  
SAILING  
THROUGH THE TIME?**





The background of the slide is a satellite image of India at night, showing the country's coastline and internal city lights. Three red downward-pointing triangles are placed on the map to indicate specific locations: one in the northwestern region (Pune), one in the central region (Hyderabad), and one in the southern region (Bangalore).

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



# Our CORE PURPOSE

Create Advertising  
that will make peoples  
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.



A dark blue background featuring a world map composed of small, light blue dots. Several orange dots are scattered across the map, primarily concentrated in North America, Europe, and Asia, indicating global presence or activity.

TRIB  
GLOBAL

Tempest is the only Indian Advertising agency to have co-established  
an international agency network with it's presence in the  
Americas, Europe & Asia



# Our Portfolio





# Our Services

**MARKONE**

BRAND ADVERTISING

**DIGITAL DNA**

DIGITAL MEDIA SERVICES

**FAHRENHEIT**

EVENT MANAGEMENT

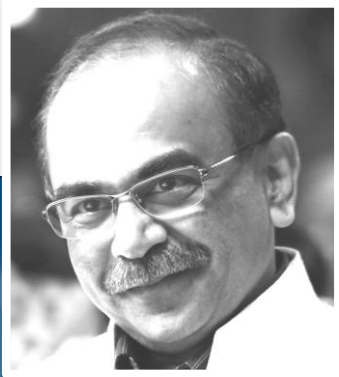
**ASSETONE**

HR BRANDING

**SAMBANDH**

CRM SERVICE

# Our Team



**TURAB  
LAKDAWALA**  
MD& FOUNDER

IIM-A graduate

Began his career with  
Hindustan Unilever

Super Specialist in Brand  
Planning

Past Experiences in Agriculture  
and FMCG

A CRM pioneer since 1998



**REKHA OSWAL**  
GM- OPERATIONS

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



**Benitta Jacob**  
HEAD OF OPERATIONS PUNE

Alumni of Symbiosis & Indira Institute  
of Management

Past Exp: O&M, Soho Square,  
Mc Cann & FCB Ulka

Brands: Reliance, Loreal, Jet  
Airways, Johnson & Johnson, IPL-  
KKR, Indian Super league,

Awards: 3 Effies, 1 Cannees, 1 Clio,  
1 London International awards



# Our Team



## ABHISHEK JANA BUSINESS HEAD

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/ SRILANKA/ BANGLADESH, DANONE, BACARDI, DABUR



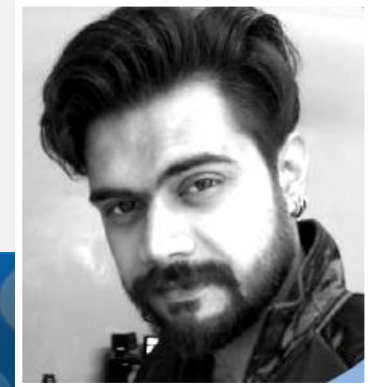
## ABHIJEET MANKAR CREATIVE DIRECTOR- ART

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 Comedien

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, looking at a large, abstract painting on the wall. The painting is primarily yellow and orange. To the left and right of the main painting are smaller, colorful abstract artworks. The gallery has white walls and a dark, patterned carpet. A large, semi-transparent grey rectangle is overlaid on the right side of the image, containing the title text.

# SNAPSHOT OF OUR PORTFOLIO





# AGRI EXPERTISE

**20 Years of Market Presence & catered to the biggest agri clients**

- RESEARCH
- CORPORATE IDENTITY
- CORPORATE BRANDING
- PRODUCT BRANDING
- BTL ACTIVITY
- EXHIBITIONS
- RADIO
- TVC





# CASE STUDY

- HARVEST PLUS
- UPL
- XYLEM
- PHI SEEDS



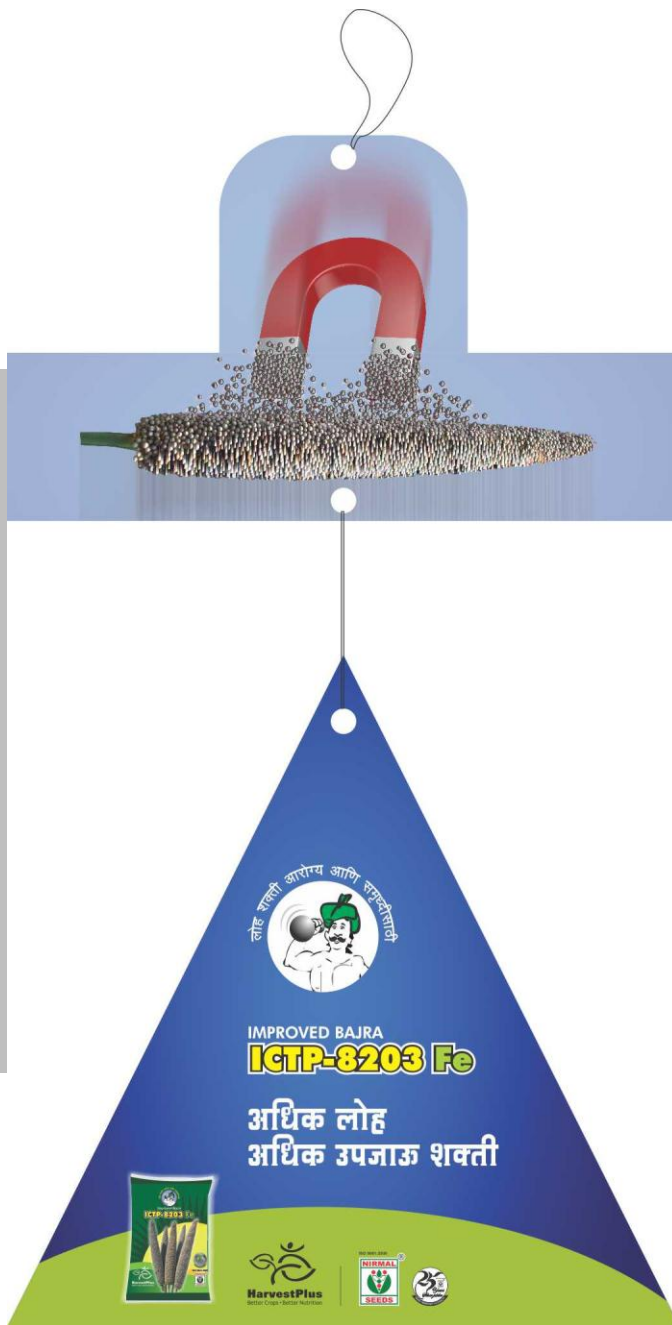
## The BRIEF

HarvestPlus is an international organization under the CGIAR. It focusses on addressing the issues of malnutrition – termed as “Hidden Hunger” amongst the bottom of the pyramid by Biofortifying crops.

Tempest has helped HarvestPlus in creating a Branding Strategy for use across Asia and Africa. Tempest has also created promotional campaigns for bio-fortified Bajra and Wheat.







**BTL  
ACTIVATION**



Advanta Limited is a group company of billion dollar agri.-input Indian Multinational Company "UPL Limited". "ADVANTA" is the first Indian multinational seed company with a global footprint. In India, THEIR strengths lie in Forages, Rice, Corn, Millet, SF and Mustard

Tempest has created standardization template for Forages.

Tempest has also created promotional campaigns for Forages, Rice and Millet

[www.advantaforage.com](http://www.advantaforage.com)

Give a missed call on:  
1800 12 1234



www.advantaseeds.com

ADVANTA UPL

न्यूट्रीफ़ीड है,  
तो दूध की नदियाँ  
तो बहेंगी ही

समृद्धि - वैश्व  
फ़ारेज

Give a call on:  
1800 102 1199

- उपास्य प्रोटीन
- प्रसिद्ध एलिसिड युक्त
- उपास्य पाचन क्षमता

ADVANTA

Forage  
Samridhi Ka Vishwas



www.advantaseeds.com

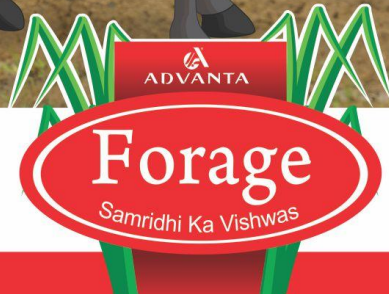
ADVANTA UPL  
A UPL Group Company

अधिक उपज और मिठास का दम,  
**शुगरग्रेज़** के साथ, खुश हैं हम



Give a call on:  
1800 102 1199

- अधिक एवं स्वादिष्ट उपज
- पशुओं को अधिक ऊर्जा
- साईलेज के लिए उपयुक्त



www.advantaseeds.com

ADVANTA

UPL  
A UPL Group Company

# जम्बो गोल्ड

कम जगह में उपज ज्यादा,  
मल्टी-कट पर लागत आधा



सामान्य चरि



जम्बो गोल्ड

Give a call on:  
1800 102 1199

- भारत सरकार द्वारा अधिसूचित
- मक्खी एवं तना-छेदक के प्रति सहनशील
- ज्यादा उपज



ADVANTA

Forage

Samridhi Ka Vishwas





Xylem Seeds is a PHI seeds subsidiary company. Primarily into cotton seeds. Xylem brand shall be promoted as Umbrella Brand with the hybrids under it as extension .

Xylem Gen Next Values + Strong Research Base: Better Genetics, Better technology – Better Yield + Reliable, Value for Money

Corporate Identity+ Corporate campaign +Product Campaign





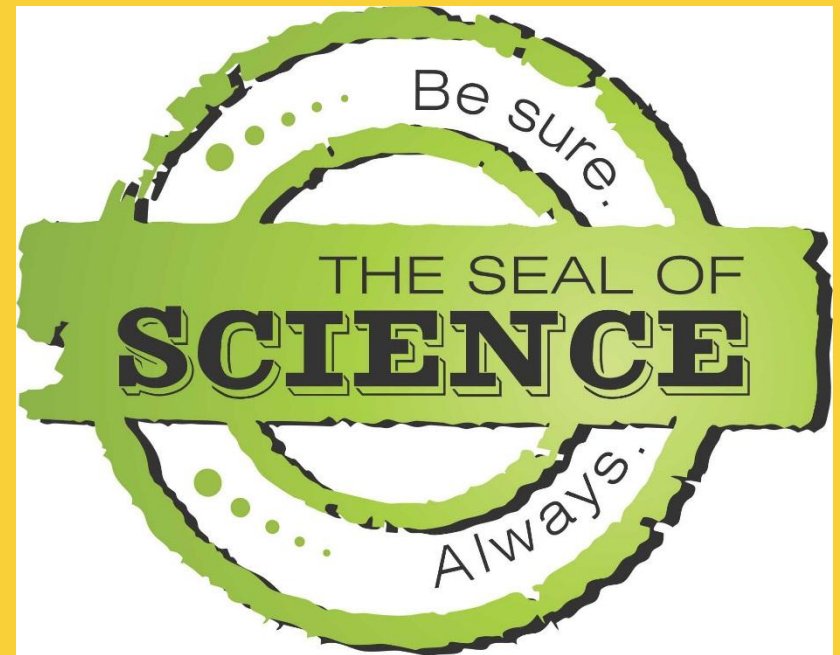


उत्तम बीज का  
भरोसा हमेशा.



Xylem Seeds Pvt. Ltd.

Regd. & Corp office: 6-3-1099/1100, 4th Floor, Babukhan Millenium Centre, Rajbhavan Road, Somajiguda  
Hyderabad - 500 082, Andhra Pradesh, India. Ph : 91-40-3043 4400 Fax: +91 40 2337 2898





सबसे भारी!

\* डेट वजन ५.५ ग्राम (औसत)



अधिक जानकारी के लिए अपने निकटतम विक्रेता से संपर्क करें



  
Bollgard II

 tempest

जिंदगी के संग,  
झायलम हैं हम



  
**झायलम**  
विज्ञान द्वारा प्रेरित



73C99



73C34



73C52

Bollgard II

जिंदगी के संग,  
झायलम हैं हम



73C99



सबसे भारी\*,  
सबसे अच्छा



झायलम  
विज्ञान द्वारा प्रेरित

प्रगतीशील किसानों की पहली पसंद

\*कुछ बजन ५, ५ ग्राम (औसत)

tempest







Pioneer is the world's leading developer and supplier of advanced plant genetics, agronomic support and services to farmers. In India, Pioneer® brand product offerings include Corn, Rice, Pearl millet and Mustard.

Tempest has extensively work on all Hybrid products and also corporate campaigns for PHI Seeds.

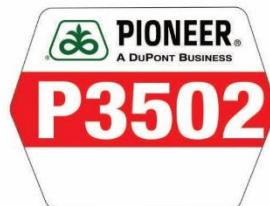
Tempest team did field visit to understand the market in Maharashtra and Bihar



मजबूत नींव  
समृद्धि की



पायोनियर संकर मक्का



कम लागत  
में भी विजयी



पायोनियर संकर मक्का





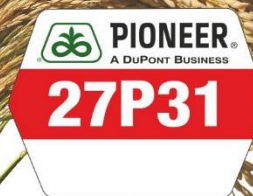


उपज का  
असली बाप

tempest



पायोनियर का संकर धान  
127-130 दिन में







# HEALTHCARE EXPERTISE

20 Years of Market Presence and  
expertise in healthcare

- **CORPORATE IMAGE**
- **TACTICAL CAMPAIGNS**
- **LAUNCH CAMPAIGNS**
- **SPECIALTY CAMPAIGNS**
- **WEBSITES/MICROSITES**
- **DIGITAL CAMPAIGNS**
- **EVENTS**

A healthcare professional in blue scrubs is shown from the chest down, with their arms crossed and a stethoscope around their neck. A pen is tucked into their pocket. The background is a blurred hospital corridor with bright lights. A semi-transparent white box with a yellow border is overlaid on the image, containing the title and list.

# CASE STUDY

- CONTINENTAL HOSPITALS
- MANIPAL FERTILITY
- GLOBAL HOSPITAL
- DR.REDDYS LAB
- BHARAT BIOTECH
- SHATHA BIOTECH





## Continental connects Worldwide!

**Parkway Pantai welcomes Continental Hospitals, Hyderabad now a Gleneagles facility, to their worldwide network.**

- Continental Hospitals, Hyderabad, is now a Gleneagles facility
- Continental now boasts of Doctor collaborations with 38 Hospitals, having 7000 beds worldwide
- As part of the second largest network of hospitals in the world, Continental Hospitals is now set to deliver the best of international healthcare to your doorstep



Accredited by: (JCI LOGO) | 750 beds | 35 Specialities



**Continental Hospitals Ltd.**  
Plot No.3, Road No.2, IT & Financial District, Gachibowli,  
Hyderabad - 500 035, Telangana State, India  
Email: [info@continentalhospitals.com](mailto:info@continentalhospitals.com)  
[www.continentalhospitals.com](http://www.continentalhospitals.com)

General Enquiry  
**+91 40 6700 0000**

Emergency  
**+91 40 6700 0111**

Appointments  
**+91 40 6700 0022**

Continental Hospitals  
A GENEAGLES FACILITY



ENT



Audiometry



Gastroenterology



General Surgery



Plastic Surgery



Endoscopy  
Suites



Economy Ward  
(use Lift Lobby-2)



Head & Neck  
Onco Surgery



Diet & Nutrition



Gastrointestinal  
Surgery



Orthopedics



Urology



Operation  
Theatres



Patient Rooms  
401- 425

**STRENGTHEN  
AND SAVE YOUR BONES.**  
OUR ORTHOPEDIC CENTRE  
MAKES IT HAPPEN FOR YOU.





# WE VALUE



We believe people drive progress in all endeavours.



We believe excellence is the practice that builds expertise.



We believe results are the rewards of dedication.

# WE LEAD



# WE HEAL



Continental Institute of Cardiovascular Sciences



Continental Institute of Neurosciences & Rehabilitation



Continental Institute of Emergency, Trauma and Critical Care Medicine



Continental Institute of Gastroenterology & Liver Diseases



Continental Institute of Orthopedics, Joint Reconstruction & Sports Medicine



Continental Cancer Institute & Radiation Centre



Continental Women's Centre

## THE BRIEF

Multi-agency pitch on promoting and branding Global Hospitals, and create a imagery of multi- super specialty

It's 'faith',  
which we have  
successfully implanted,  
along with conducting the most advanced  
surgeries and transplants.



- ◆ India's first Split and Auxiliary Liver Transplant
- ◆ India's first combined Heart and Kidney Transplant
- ◆ First hospital in South Asia to perform nucleus replacement of Spine
- ◆ India's largest Multi-Organ Transplant Centre
- ◆ India's first successful stem-cell therapy treatment for traumatic brain injury

Being the fastest growing multi-super specialty hospital chain in India, every milestone we cross at Global Hospitals is a result of the faith that millions have in us. With state-of-the-art technology and renowned super specialists at Global Hospitals there is always **more to life**, everyday.

**Center Of Excellence:** [Institute of Liver, Pancreas Diseases & Transplantation] [Institute of Advanced Gastroenterology & Therapeutic Endoscopy] [Institute of Minimal Access & Bariatric Surgery] [Advanced Heart, Lung & Vascular Institute] [Institute of Neurosciences] [Institute of Spinal Disorders] [Kidney Institute] [Institute of Urology] [Cancer Institute & Centre for Bone Marrow Transplantation] [Institute of Orthopedics and Joint Replacement] [Advanced Centre for Trauma and Emergency Care] [Institute of Plastic, Reconstructive & Cosmetic Surgery] [Advanced Centre for Critical Care & Pulmonology] [Institute of Endocrine, Diabetes, Obesity and Metabolic Disorders]

**2000 beds, 9 hospitals across India**

**Hyderabad:** Lakdi-Ka-Pul, Ph: +91-40-2324 4444, L.B. Nagar, Ph: +91 40 2411 1111

**Bengaluru:** Uttarahalli Road, Kengeri, Ph: +91 80 2625 5555

**Chennai:** Perumbakkam, off OMR Ph: +91-44-2277 7000

**Mumbai** (Opening Shortly): Lower Parel, Ph: +91 22 2417 4435

email: [info@globalhospitalsindia.com](mailto:info@globalhospitalsindia.com)

 **GLOBAL  
HOSPITALS**  
more to life

[www.globalhospitalsindia.com](http://www.globalhospitalsindia.com)



# Healthcity for real.

tempest



## The all-in-one multi-super specialty healthcare center.

Global Hospitals & Healthcity, Chennai, an all-in-one huge facility, is the first and foremost referred name in multi-super specialty healthcare. Our internationally reputed doctors, highly qualified paramedical staff, cutting-edge medical technologies and a trail of noteworthy achievements, attract patients from all across Asia. Living up to our reputation, we have performed the first Split and Auxiliary Liver Transplant in India and more. This gigantic 1000 bed facility, located on a sprawling 21 acre campus has one of the largest ICUs with more than 100 beds dedicated to various specialties. Poised to become the largest Multi-Organ Transplant Centre in India, Global Hospitals & Healthcity, Chennai is an icon of life.

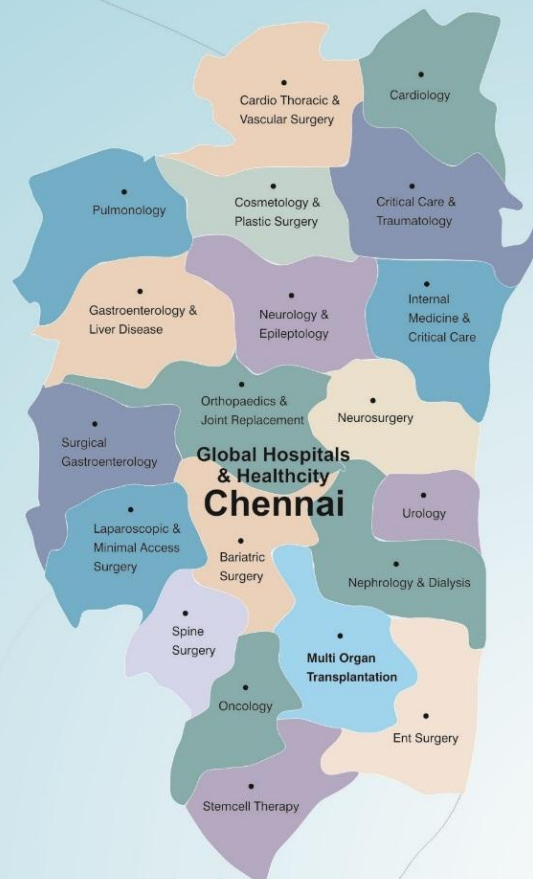
**gh GLOBAL**  
HOSPITALS & HEALTH CITY  
more to life

CHENNAI | Hyderabad | Bengaluru | Mumbai | Kolkata

[www.globalhealthcity.net](http://www.globalhealthcity.net)

439, Cheran Nagar, Perumbakkam, Chennai-600 100. Phone: +91-44-2277 7000 Fax: +91-44-2277 7100

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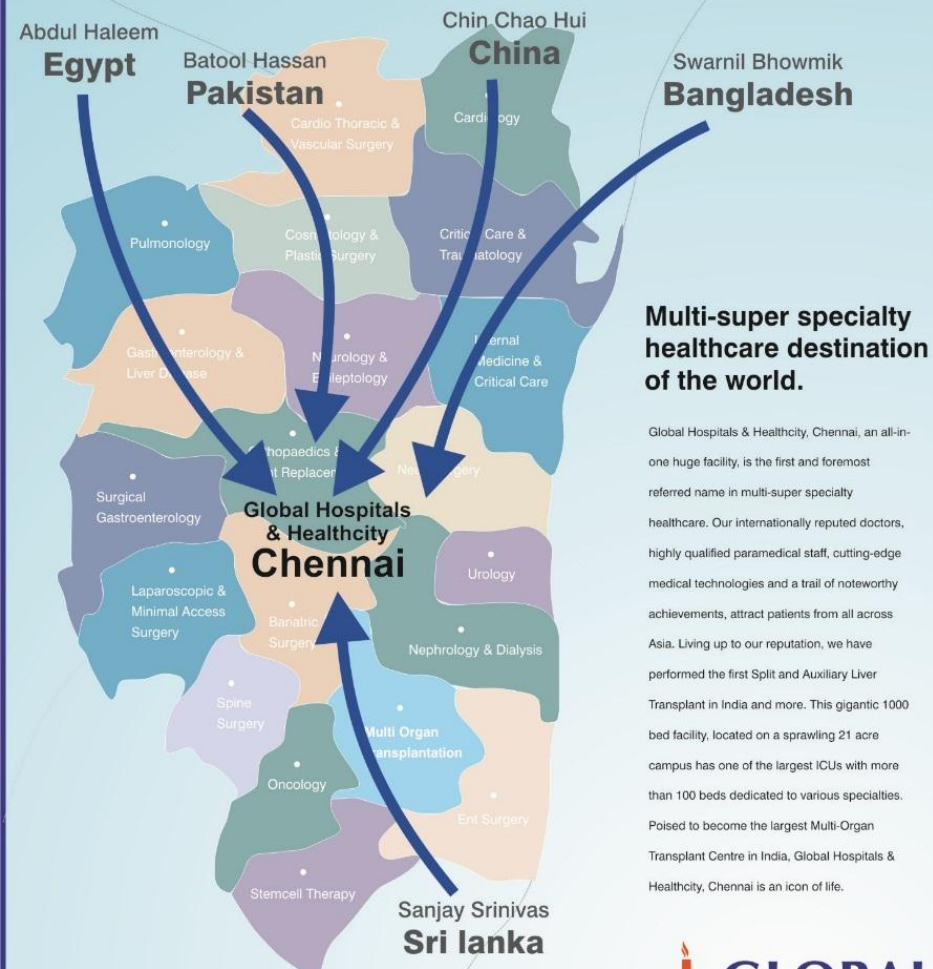
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HOSPITALS & HEALTH CITY  
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HOSPITALS & HEALTH CITY  
more to life

CHENNAI | Hyderabad | Bengaluru | Mumbai | Kolkata  
www.globalhealthcity.net

439, Cheran Nagar, Perumbakkam, Chennai-600 100. Phone: +91-44-2277 7000 Fax: +91-44-2277 7100

www.globalhospitalsindia.com

## A complex split liver transplant and Himani's world never stopped.



For simple to complex procedures, the Institute of Liver, Pancreas Diseases & Transplantation at Chennai's largest tertiary care multi-super specialty Health City, is where miracles happen. Himani, a 21-year old who was suffering from chronic liver disease and has been bed ridden for 5 years. Until a complex split liver transplant procedure, she is going to get married in a few months.

With cutting-edge medical technologies and internationally acclaimed team of doctors, our liver transplant programs have given hope to thousands suffering from end-stage liver diseases. The Institute of Liver, Pancreas Diseases & Transplantation is headed by the world-renowned liver transplant surgeon, Prof. Mohamed Rela, who has performed over 1300 liver transplants, including India's first successful Split & Auxiliary Liver transplant.

### Key features:

- ◆ Largest centre for Liver Diseases & Transplantation in the country
- ◆ Largest dedicated centre for Paediatric Liver Diseases & Transplantation
- ◆ Dedicated centre for Cancers of Liver & Pancreas
- ◆ Over 100 transplants performed in just a year
- ◆ Largest Cadaver transplant program in India
- ◆ The largest 110-member team of - Liver Surgeons, Hepatologists, Liver Anesthetists, Liver Intensivists

Just like Himani, for many, their worlds will never stop.



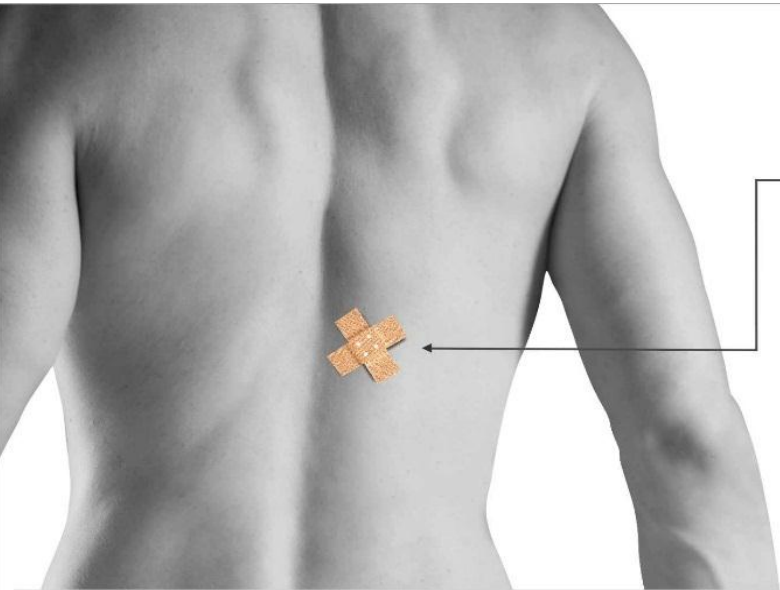
Global Hospitals & Health City, Chennai  
21 acre campus \ 1000 bed capacity \ 120 dedicated ICUs

For more information call:  
**044- 2424 2424**

**gh GLOBAL**  
HOSPITALS & HEALTH CITY  
more to life

CHENNAI | Hyderabad | Bengaluru | Mumbai | Kolkata





# INTRODUCING **Pinhole Spine Surgery**

## Advantages

- ◆ No incision or scars
- ◆ Discharge within 24 hrs
- ◆ Back to normal life in less than 2 days\*

For Super Specialty Spine Care, call: **80087 61000**

\*Subject to clinical correlation

 **GLOBAL  
HOSPITALS**  
more to life

HYDERABAD | Chennai | Bengaluru | Mumbai | Kolkata

◆ Lakdi-ka-Pul - Ph: 30644444 ◆ L.B. Nagar - Ph: 24111111

[www.globalhospitalsindia.com](http://www.globalhospitalsindia.com)

ABOUT TIME  
YOU FACED THE **FACT**

Discover  
SCAR-LESS WEIGHT LOSS  
SURGERY

Call: 80087 61000

**gh GLOBAL HOSPITALS**  
more to life

HYDERABAD | Chennai | Bengaluru | Mumbai | Kolkata

01/01/2008

◆ Lakdi-ka-Pul - Ph: 30644444 ◆ L.B. Nagar - Ph: 24111111

www.globalhospitalsindia.com



# Regular self-examinations and periodic mammograms can save you from Breast Cancer.



**SHANTHA  
BIOTECHNICS**  
Part of the sanofi-aventis Group



The American Cancer Society recommends self-examination of breasts from the age of 20. A clinical exam is recommended every 3 years until the age of 40. After 40 years, it is advisable to schedule a clinical breast examination and a mammogram every year.

**Consult your doctor today for further details.**





# WE MAKE MIRACLES HAPPEN

As a couple planning a family, the idea of having your own bundle of joy is one of the most cherished thoughts. However, there are cases where you may need the help of experts to realize this dream. Something we can help you with at Manipal Fertility.

Manipal Fertility, part of Manipal Hospitals and one of India's most revered names in quality healthcare, offers expert treatment for female and male infertility. Our centres are equipped with advanced infrastructure and qualified professionals.

A combination that assures you of world class treatment giving you the best chance of realizing that miracle called parenthood.

 **1800 208 4444** (TOLL FREE)

BANGALORE : JP NAGAR | KALYAN NAGAR | OLD AIRPORT ROAD | RAJAJI NAGAR

INDORE | JAIPUR | MANGALORE | ONGOLE | SALEM

 **Manipal FERTILITY**

info@manipalfertility.com | www.manipalfertility.com





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INDORE | JAIPUR | MANGALORE | ONGOLE | SALEM

 **Manipal FERTILITY**

[info@manipalfertility.com](mailto:info@manipalfertility.com) | [www.manipalfertility.com](http://www.manipalfertility.com)



## We understand how strongly you feel about becoming a parent

As a couple planning a family, we realize your excitement at the thought of having your own bundle of joy. However, there are times where you may need the help of experts to help you realize this dream. Something we can help you with at Manipal Fertility.

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INDORE | JAIPUR | MANGALORE | ONGOLE | SALEM

 **Manipal FERTILITY**

[info@manipalfertility.com](mailto:info@manipalfertility.com) | [www.manipalfertility.com](http://www.manipalfertility.com)

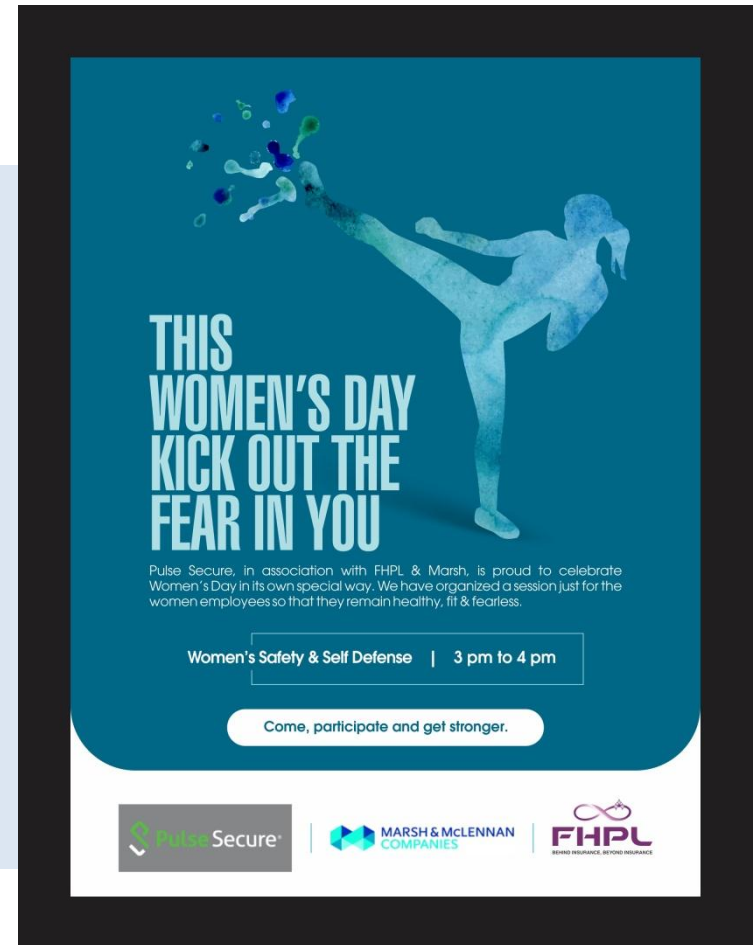


## THE BRIEF

FHPL is one of the foremost Third-Party Administrators in the health insurance sector of India. FHPL, through its dedication and commitment delivers quality services to all channels of healthcare industry right from insurance companies, hospitals, policy holders to corporate houses, agents and brokers.

The objective here was to completely rebrand FHPL. They wanted to move towards Wellness as they were offering services related to wellness. We therefore had to reposition FHPL as a brand and position it with where they actually wanted to be in the future.

Healthcare






**THIS WOMEN'S DAY  
KICK OUT THE  
FEAR IN YOU**

Pulse Secure, in association with FHPL & Marsh, is proud to celebrate Women's Day in its own special way. We have organized a session just for the women employees so that they remain healthy, fit & fearless.

**Women's Safety & Self Defense | 3 pm to 4 pm**

**Come, participate and get stronger.**

Old logo



FAMILY HEALTH PLAN INSURANCE TPA LIMITED

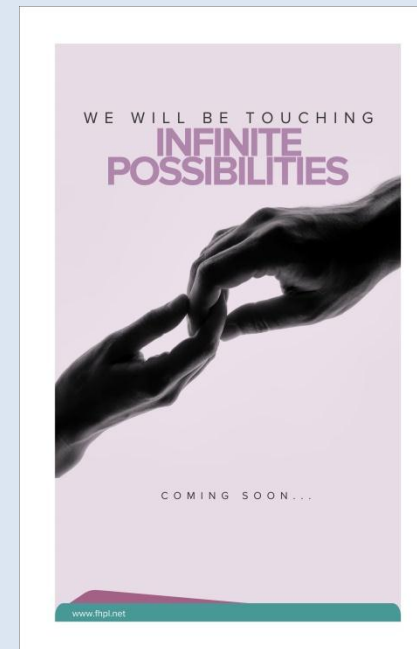
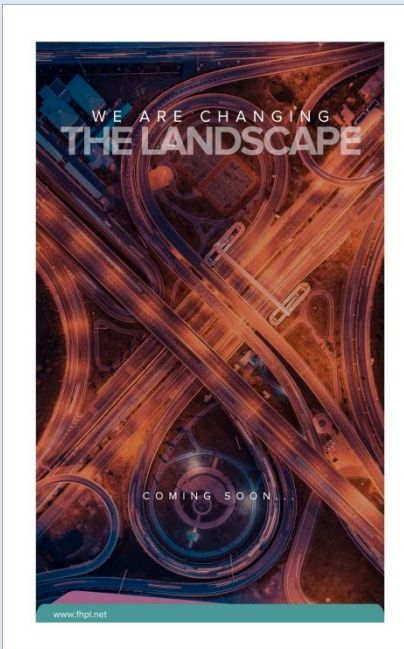
New logo



BEHIND INSURANCE, BEYOND INSURANCE

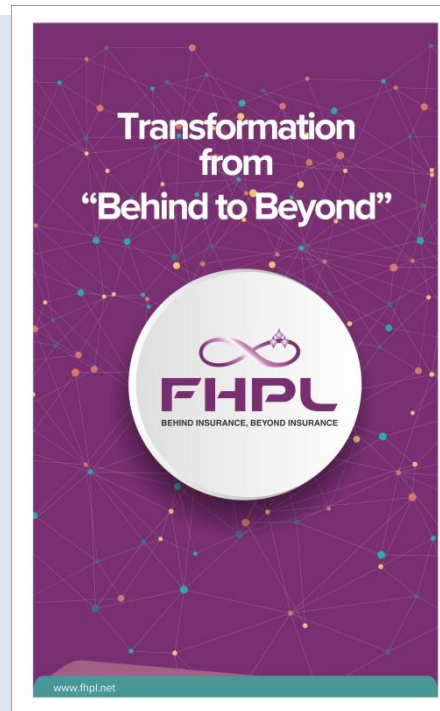


## Teaser emailers



Healthcare

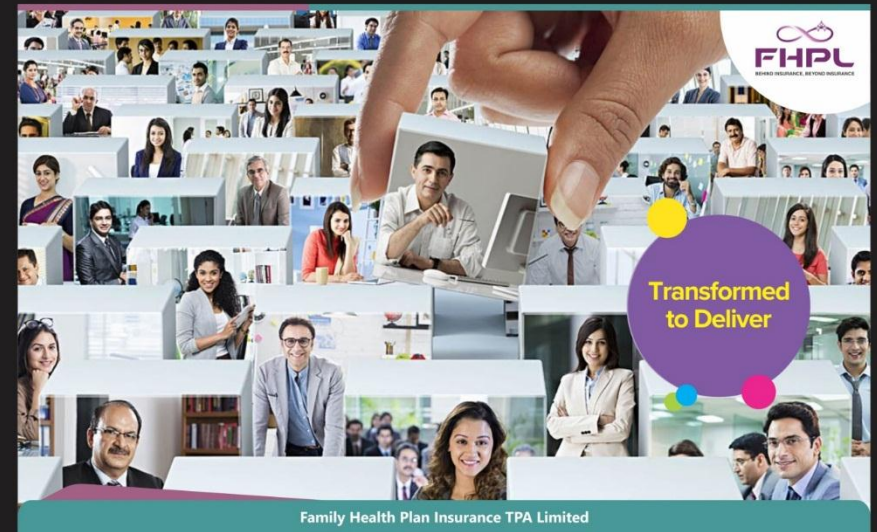
## Revealer emailer







Opp. Reception - 6' w x 4' h



Ready to fly.  
Ready to soar.

We have not just changed our look, but our entire outlook. We are going beyond being just a TPA. We are exploring new avenues to fly high and we will be...

## “Behind Insurance, Beyond Insurance”

**Bharathi G**  
Chief Operating Officer







#### SEARCH

Search for the Network Hospital specific to your insurance company. As this list is subject to change; you are advised to check the list when you plan admission in hospital.



#### SHOW

Produce your FHPL ID Card at the Network Hospital's Credit billing section, along with a Photo ID proof like Aadhar Card/Voter ID Card/PAN Card etc. You are advised to produce previous medical records, if any, for easier cashless approval.



#### PROCESS

Hospital initiates the cashless request with us and we issue authorisation letter to the hospital as per terms and conditions of your insurance policy.



#### SIGN

You are required to sign the final bill before leaving the hospital.



#### CALL

Call us on our Toll-Free number to reach the Customer Care Centre for any assistance.

# CASHLESS CARE FOR YOU

Family Health Plan Insurance TPA Limited brings you the privilege of cashless treatment.

For our Network Hospitals, visit: [www.fhpl.net](http://www.fhpl.net)

Toll-Free No.: 1800-4254033 | Email: [intimation@fhpl.net](mailto:intimation@fhpl.net)

[www.fhpl.net](http://www.fhpl.net)

## HEALTH AT YOUR FINGERTIPS

In a medical emergency, speed is the need. We, at Family Health Plan Insurance TPA Limited understand that and we have come up with Mobile Sparrow - India's first TPA services App. Mobile Sparrow makes every service from Cashless treatment to Reimbursement hassle-free and available to you at your fingertips.



Scan the QR code to download the app

- Check the list of Network Hospitals
- Access your e-Card anytime, anywhere
- Check your Policy Details
- e-Cashless Reimbursement
- Download Claim Form
- Check Claim Status updates
- Access the Wellness portal and more



email: [support.wellness@fhpl.net](mailto:support.wellness@fhpl.net) [www.fhpl.net](http://www.fhpl.net)

The background of the entire slide is a photograph of a modern, multi-story apartment building with balconies, set against a bright sky. A large, semi-transparent green rectangle is overlaid on the right side of the image, containing the text and list.

# REALTY EXPERTISE

**20 Years of Market Presence & catered to over 28 real estate corporates.**

- **MEGA PROJECTS INTEGRATED CITIES**
- **GATED COMMUNITIES**
- **STANDALONE PROJECTS**
- **COMMERCIAL PROJECTS**
- **RETIREMENT HOMES**
- **PLOTTING VENTURES**
- **CORPORATE IMAGE**
- **EXHIBITIONS**
- **WEBSITES/MICROSITES**
- **DIGITAL CAMPAIGNS**



The background of the slide is a photograph of a modern, multi-story apartment building with balconies, set against a bright sky. A green lawn and some trees are in the foreground. A large, semi-transparent green rectangle is overlaid on the right side of the image, containing the title and a list of projects.

# CASE STUDY

- **MAGARPATTA CITY**
- **NANDED CITY**
- **SKYBAY**
- **SHOBHA DEVELOPERS**
- **BRIGADE**
- **STELLAR**
- **MARINA SKIES**

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





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, we will power to realize our dreams guided us to success and changed criticism and doubts to admiration. Today, Magarpatta City is 400 acres 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 complexes, 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 suburban 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 CA / ICAI 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 : Upto 30 years.

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

Fresh, bright, young graduates having excellent telephonic manners. Good communication skills with fluency in English, Hindi and Marathi are a must. Computer knowledge is essential. Age limit : Upto 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 : Upto 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 (C&M) (15 posts)**

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

**SO-4: JUNIOR ENGINEERS (C&M) (25 posts)**

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

**SO-5: QUANTITY SURVEYOR (1 post)**

Diploma / Degree in Civil Engineering. Minimum experience of 10 years especially for Multi-Multi.

**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.

**● 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 holders with experience in house keeping. Command over Hindi, English & Marathi preferable.

For technical personnel, knowledge of ISO 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. \* Send contact number. Resumes must be sent within 7 days to The Chief Operating Officer, Magarpatta Township Development and Construction Company Limited, MegaSpace, 13, Sholapur Bazaar Road, Off East Street, Pune - 411 001.

**MAGARPATTA CITY**  
The pride of Pune

**MAGARPATTA CITY**  
The pride of Pune

**MAGARPATTA CITY**  
The pride of Pune

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The pride of Pune

**We Built Magarpatta City**



The first generation farmers of Magarpatta City

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

Core integrated township built by 120 farmer families isn't a miracle. Magarpatta City is the result of sheer hard work, perseverance and some seemingly impossible dreams.

Magarpatta City, built on the eco-friendly concept of Sustainable Development, is a landmark project for contemporary India. The integrated township 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



Efficiently designed residential neighbourhoods



City Public School has classes from KG to std. XII



Yes, the lush green, pure and fresh path



Upcoming Magarpatta City Projects : 1. Deluxe Hotel & million sq.ft Shopping Mall 2. IT Township : Nanded City on Sinhagad Road



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.



The pride of Pune

The pride of Pune

The pride of Pune

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The pride of Pune

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



Cybercity Magarpatta, home to software giants



Deccan Harvest, the multi-cuisine restaurant



Noble Hospital with impeccable treatment & care facilities



Gyrkhana with Olympic size swimming pool



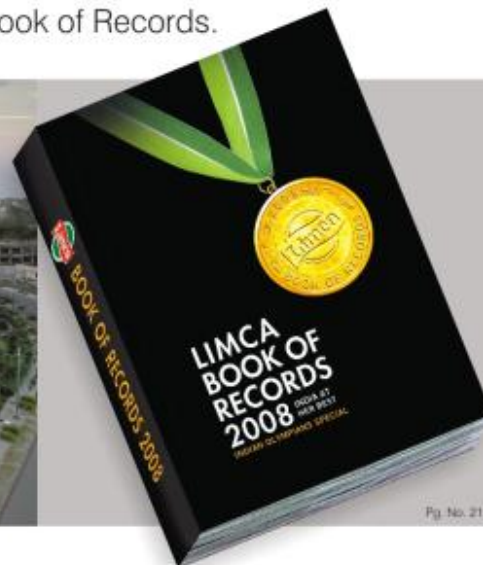
LEGAL ADVISORS : Chandan M. Pawar - Associates CHARTERED ACCOUNTANTS : D.R. Barve & Company SERVICE PROVIDERS : BSNL, VSNL & Airtel

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: 25823900 E-mail: [mgcity@vsnl.net](mailto:mgcity@vsnl.net) Visit us at: [www.magarpattacity.com](http://www.magarpattacity.com) IT Parks, SEZ, Retail, Health Care, Hospitality, Education Campuses, Sports Complexes & **WE ALSO BUILD HOMES**

**Bookings Open !**





700 ACRE CITY. OUR CLIENT SINCE 2009

## THE CHALLENGE

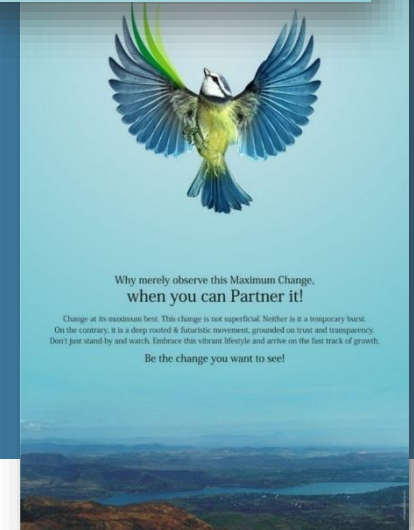
The project on Sinhgad road & Nanded city not being a popular location amongst Hinjawadi, Magarpatta and other upcoming areas.

## 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

**THE RESULT**  
To highlight Nanded city as an upcoming township of 700 acres  
**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

**EXPERIENCE**

**CHANGE**

Change is **positive**  
A change that changes the way we think

Change is **future**  
A change that changes everything forever

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

Change is **inevitable**  
A change that touches everyone

Change is **positive**  
A change that changes the way we think



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





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!**



# Change

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

Change is positive  
It brings an enduring transformation.

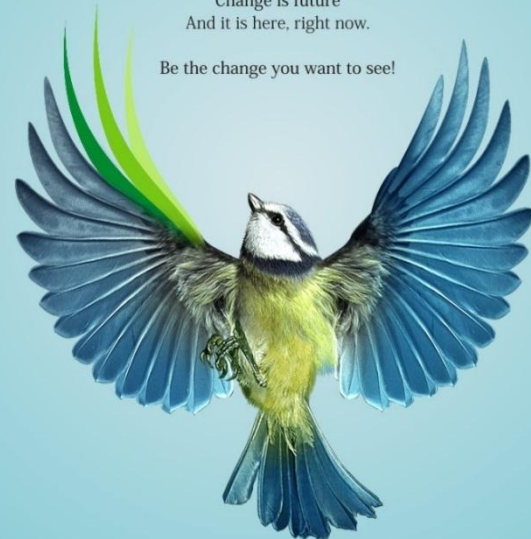
Change is progress  
The smallest decision can make the biggest difference.

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!**





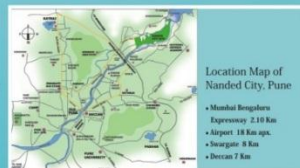
Master Plan of Nanded City



## 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  
• Decan 7 Km



**Nanded City Development & Construction Company Limited**  
Site Office: Nanded City, Sinhgad Road, Pune. Tel: 020-24391222 / 23 / 24 / 25 / 26 E-mail: sales@nandedcitypune.com URL: www.nandedcitypune.com  
Corporate Office: Megapace, 13, Shopapour Bazar Road, Off East Street, Pune - 411 001, India. Tel: 020-26342797, 26341940 Fax: 020-26345541



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
- Natural beauty, educational and sports complexes, banks, restaurants, fitness centers and IT hubs in one integrated community
- 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 speciality 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, Punshet, Sheshagad, Mulshi, Bhutgarh, Varanagar dams, river frontage and pollution free southeast 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



200 acres 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
- 5.2 kms of river frontage
- Wide & Well-planned 6 lane roads
- 13,200 trees and more to be planted
- 25 kms of backwaters for cool and natural breeze



700 ACRE CITY. OUR CLIENT SINCE 2009



## THE CHALLENGE

To generate enquiries from Magarpatta and near by premises for Nanded city

## 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 OBJECTIVE

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

## THE RESULT

100+ ENQUIRIES



The Nanded City Tabloid



A 700 Acre Mega Township on Sinhadag Road, Pune.

# NANDED CITY Express

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

Wednesday, January 27, 2016, Pune.



## Smart Decision. Smart Citizen.

A 700 Acre Mega Township on Sinhadag Road, Pune.

You, along with 7000 other families, who reside in 95 towers comprising of 3000 apartments are the only families residing on Sinhadag 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 Sinhadag 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 environment.

**Symphony IT Park**  
at Nanded City, Pune

**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  
Pat  
5  
Lakh  
Carry

## 3 | NANDED CITY Express

Wednesday, January 27, 2016, Pune | www.nandedcitypune.com | www.magarpatnacity.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 flora 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 localisation.

### 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.



Urban Agriculture



Oxygen Zone



Eco Park

## 2 | NANDED CITY Express

Wednesday, January 27, 2016, Pune | www.nandedcitypune.com | www.magarpatnacity.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

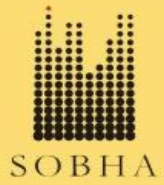


### Senior Citizen & Police Meet



### Ganesh Utsav 2015





Realty



## Sobha Developers limited

- Sobha Garnet launch campaign
- Sobha Corporate brand campaign





A Truly Global Indian Company  
www.sobha.com

Sobha Developers Limited  
Real Estate and Construction



PASSION AT WORK

## LIFE IN DETAIL

It's perfect everywhere, just like Nature.

**SOBHA GARNET**  
Kondhwa, Pune

3 & 4 BHK Super Luxury Apartments  
2032 sq. ft. to 2600sq. ft.

Indulge in a world of magnificent detail – excellently crafted and brilliantly executed. Where life's about its finer nuances. At Shoba, enjoy every detail of life.

Designer Landscape | Rainwater Harvesting System | 24x7 Power Backup | Amphitheater | Proximity to State Highways and City Centre

Call: 99756 40000 / 99756 50000 | [punemarketing@sobha.com](mailto:punemarketing@sobha.com)



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PASSION AT WORK

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www.sobha.com



Sobha Developers Limited  
Real Estate and Construction



## THE SOBHA TOUCH HANDPICKED LIFESTYLE

Sobha. A lifestyle where every element is carefully chosen to be placed exactly where it's supposed to belong. Surrender to Style at Sobha.

## THE SOBHA TOUCH HANDCRAFTED DETAILING

Sobha, where every home is so immaculate, so detailed, so precise, that excellent becomes an understatement. Detailing is Discipline at Sobha.





## 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.



READY TO  
START  
LIFE?



**BRIGADE**

**BRIGADE EXOTICA**

**OLD ESTATE**

Brigade Exotica is a premium residential project in Bangalore. It is a tall building with high floors, offering a luxurious lifestyle. The project is located in a prime area, surrounded by commercial hubs and green spaces. Brigade Exotica is a perfect choice for those who want to live in a premium building with high floors.

**BRIGADE EXOTICA**

**OLD ESTATE**

1800 122 9977 | [www.brigadeexotica.com](http://www.brigadeexotica.com)

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



BRIGADE



NATIONAL AWARD  
FOR LUXURY APARTMENT  
PROJECT OF THE YEAR

BEST DESIGN APARTMENT  
PROJECT OF THE YEAR  
EAST BANGALORE  
SALUNGERA, JAYAGANGA  
KENKAL, KENKAL JAY

35 STORED  
TWIN TOWERS  
COLLECT IN BANGALORE

3.5 & 5-BEDROOM  
PREMIUM RESIDENCES  
STARTING ₹1.00 CRORE\*

UNIQUE CONCEPT  
OF PATIO LIVING

Experiencing Brigade Exotica are indeed reflecting your success and achievement. Next to this, the award-winning Old Madras Road, Brigade Exotica boasts of elegantly designed 3, 4 & 5 bedroom apartments and penthouses with a blend of modernity and tradition, reflecting the pulse of vibrant and busy Chennai and its Brigade Exotica lifestyle. All in your success story.



24x7 Security  
Surveillance, CCTV  
CCTV, Fire Alarm



24x7 Concierge  
Concierge, Security,  
Security, Security



24x7 Gym  
Gym, Gym, Gym



24x7 Clubhouse  
Clubhouse, Clubhouse,  
Clubhouse, Clubhouse

1800 102 9977 | salesenquiry@brigadegroup.com

**BRIGADE**  
**EXOTICA**  
OLD MADRAS ROAD

BrigadeExotica.com







 <p>3, 4 &amp; 5 BEDROOM PREMIUM RESIDENCES STARTING ₹1.56 CRORE*</p>	 <p>35 STORIED TWIN TOWERS. TALLEST IN BANGALORE.</p>	 <p>NOTV PROPERTY AWARDS LUXURY APARTMENT PROJECT OF THE YEAR</p>	 <p><b>BRIGADE EXOTICA</b> OLD MADRAS ROAD</p>
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1800 102 9977 | [BrigadeExotica.com](http://BrigadeExotica.com)

CREDAI



BRIGADE



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



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](mailto:salesenquiry@brigadegroup.com)



BRIGADE  
**AT NO. 7**  
BANJARA HILLS

Re launch of AtNo.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](mailto:salesenquiry@brigadegroup.com)





## Stellar – Commercial Space,

www.saarrthigroup.com

Launch Ad

**SAARRTHI GROUP**

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

**STELLAR**  
ALL IN ALL DYNAMIC SPACES

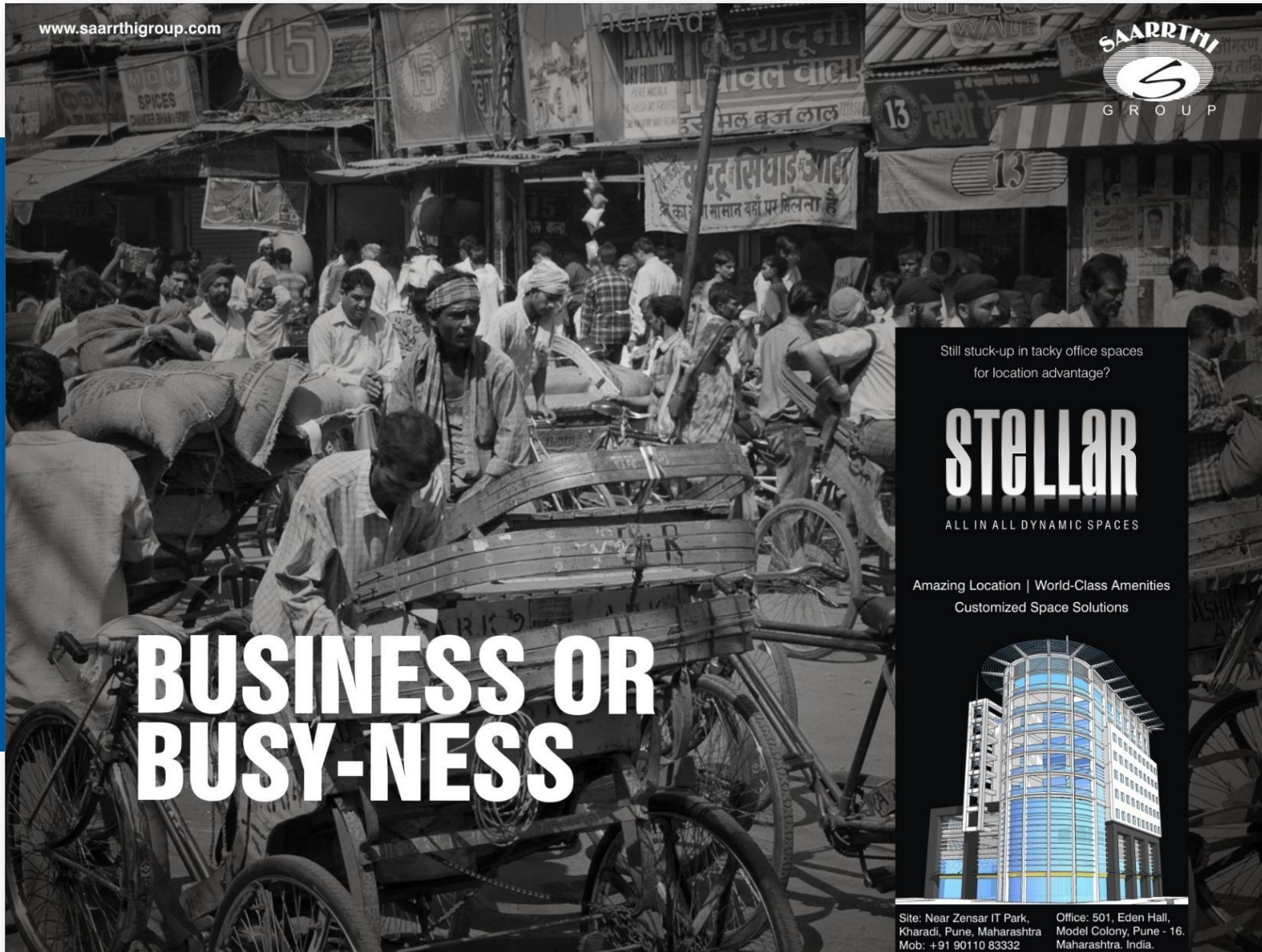
Amazing Location | World-Class Amenities  
Customized Space Solutions

**OFFICE OR OH FISH!**

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,



www.saarrthigroup.com


SAARRTHI GROUP

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.

# BUSINESS OR BUSY-NESS





# Marina Skies by Cybercity Launch Campaign





## LAUNCH Campaign - Teaser





www.marinaskies.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**

40Kms 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

Call: +91 99894 24444 / 3999 3999 | E-mail: sales@marinaskies.in

cybercitybuilders Cybercity\_hyd

Swimming Pool, Co-Op Bar, Restaurant, Lounge, Banquet Hall, Grocery Store, Yoga Deck, Pharmacy, Squash Court, Library, Gym, Party Lawn, Tennis Court, Tropic Lawn, Security Detail, & more

Corporate Office: Cybercity Builders & Developers Pvt. Ltd., 3rd & 4th Floors, Plot No. 55, Kesar Hills, Road # 35, Dimpled Lakes II B, Opposite to Water Lakes, Hyderabad - 502 081 | Phone: +91 40 2311 1222, www.cybercity.in  
Registered Office: Cybercity, Hyderabad Hills, Opposite to, Kesar Hills Road, Hyderabad - 502 081 | Phone: +91 40 2311 1222, www.cybercity.in

## LAUNCH Campaign - Reveal

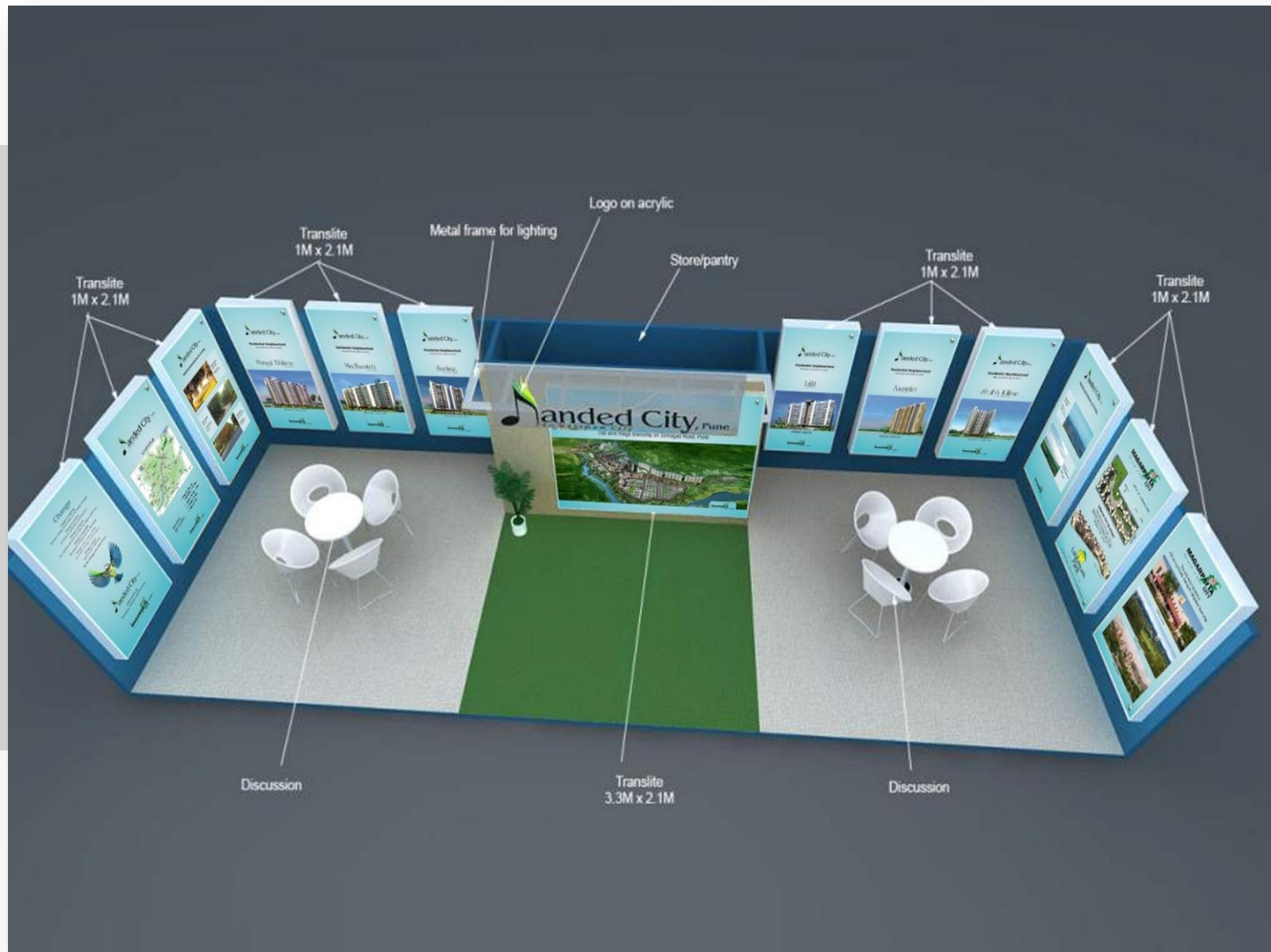


## Stall designs we created for our Real estate clients





## Stall designs we created for our Real estate clients



## Stall designs we created for our Real estate clients





## Stall designs we created for our Real estate clients



Stall designs we created for our Real estate clients





Stall designs we created for our Real estate clients





# FMCG EXPERTISE

**20 Years of Market Presence & worked on strong rebranding exercise**

- CORPORATE IMAGE
- BRAND LAUNCH
- BRAND CAMPAIGNS
- TACTICAL CAMPAIGNS
- PRODUCT LAUNCH
- EVENTS





# CASE STUDY



## 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






A QUALITY PRODUCT BY  
**SHELKE GROUP**






**REVIVE RECHARGE**

**LIVE NON-STOP**



**Oxycool**<sup>®</sup>  
PACKAGED DRINKING WATER

    [www.oxycool.in](http://www.oxycool.in)

A QUALITY PRODUCT BY  
**SHELKE GROUP**

**REVIVE** **RECHARGE**

**LIVE NON-STOP**

**Oxycool**<sup>®</sup>  
PACKAGED DRINKING WATER

**Oxycool**<sup>®</sup>  
PACKAGED DRINKING WATER

**Oxycool**<sup>®</sup>  
PACKAGED DRINKING WATER

A man in a plaid shirt and yellow pants is riding a black bicycle with red wheels. A water bottle is flying through the air to his left, creating a splash. The background is a solid blue color.

A large, clear plastic Oxycool water bottle is shown with a splash of water around its base. The bottle has a blue label with the Oxycool logo and 'PACKAGED DRINKING WATER' text.

Social media icons for Facebook, Twitter, Instagram, and YouTube, followed by the website URL [www.oxycool.in](http://www.oxycool.in).





## 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**

- Improves 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](mailto:contact@snehamruthherbal.in) available in all medical stores | By cashless on: [www.snehamruthherbal.com](http://www.snehamruthherbal.com)







campaign

**Mahakeshamrut™**

**Mahakeshamrut**  
Herbal Formula  
with  
Til Tail, Coconut Tail,  
Amla, Bhringraj, Mefli  
Ayurvedic Proprietary Medicine

**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.

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- Hair regrowth
- Mane shine
- Strong hair

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







sarva  
gunn  
sampann

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 has essential nutrients that make it Sarva Gun Sampann just like you.

The all-in-one Ayurvedic Shampoo



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



Mahakeshamrut  
The all-in-one  
Ayurvedic Oil

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

campaign



campaign



**Mahakeshamrut**

**sarva  
gunn  
sampann**

The all in one  
Ayurvedic Shampoo

Herbal Formula with  
Shikakai, Amla,  
Amla, Aloe, Bihendi

200 ml  
Ayurvedic Proprietary Medicine

Help line no: 74190 37001100 | 020 - 2424 8432 | contact for distributorship: contact@mahakeshamrut.com  
Available in all medical stores | By cashless card www.anshamherbal.com

7  
WAT SOLUTION



**sarva  
gunn  
sampann**

**Mahakeshamrut**  
Rashashrita Hair Shampoo

Herbal Formula with  
Shikakai, Amla,  
Amla, Aloe, Bihendi

200 ml  
Ayurvedic Proprietary Medicine

The all in one  
Ayurvedic Shampoo

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

7  
WAT SOLUTION

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 has essential nutrients that make it Sarva Gunn Sampann, just like you.



# HOSPITALITY EXPERTISE

**20 Years of Market Presence & worked  
top 12 hospitality brands**

- **CORPORATE IMAGE**
- **BRAND LAUNCH**
- **BRAND CAMPAIGNS**
- **TACTICAL CAMPAIGNS**
- **DIGITAL CAMPAIGNS**
- **WEBSITES**





**Sheraton  
Grand**

PUNE BUND GARDEN HOTEL

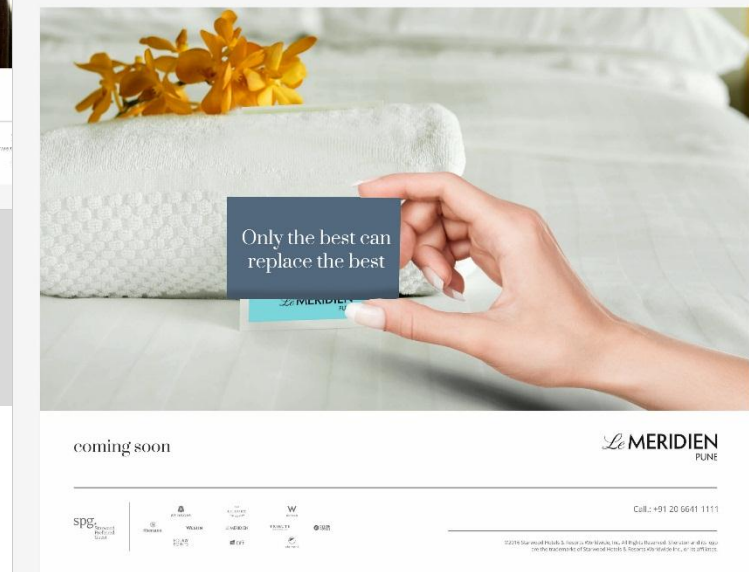
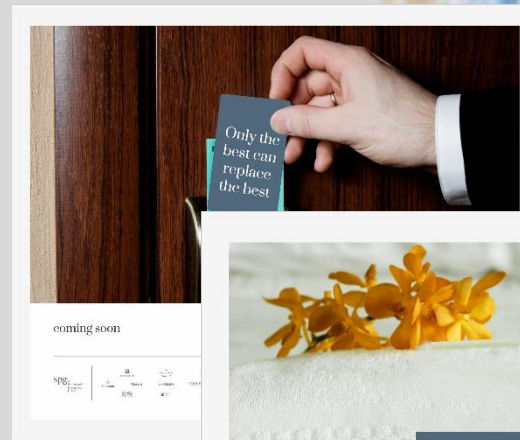
Hospitality



## 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



Only the best can replace the best

*L* MERIDIEN PUNE IS NOW



**Sheraton  
Grand**



Call.: +91 20 6641 1111

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Launch  
campaign





# Sheraton Grand

PUNE BUND GARDEN HOTEL



coming soon

*Le* MERIDIEN  
PUNE



Call: +91 20 6641 1111

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Only the best can replace the best

*Le* MERIDIEN  
PUNE IS NOW



**Sheraton  
Grand**



Call: +91 20 6641 1111

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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



**Sheraton  
Grand**

spg.  
Starwood Preferred  
Guest



Call.: +91 20 6641 1111

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Launch  
campaign





**Sheraton  
Grand**

PUNE BUND GARDEN HOTEL



## We've Arrived

Luxury 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



## 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

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



Enjoy authentic Italian  
delicacies at  
*Bene*  
italian kitchen

*It's Italicious*



  
**Sheraton  
Grand**  
PUNE BUND GARDEN HOTEL

[sheraton.com/grandpunebundgarden](http://sheraton.com/grandpunebundgarden) | [reservation.pune@sheraton.com](mailto:reservation.pune@sheraton.com) | Call: +91 20 6641 1111

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A person in a dark suit and tie is holding a smartphone. The phone's screen displays a vibrant digital graphic featuring a globe with glowing blue and green nodes connected by lines, symbolizing a global network. The background is a blurred image of a person in a suit holding a smartphone, with a digital overlay of a globe and network connections.

# FMCG EXPERTISE

15 Years of Market Presence and  
ranked among top 10 agency in digital

- WEBSITES
- MICROSITES
- E-COMMERCE WEBSITES
- DIGITAL CAMPAIGNS
- ADWORDS CAMPAIGN
- SOCIAL MEDIA MANAGEMENT

A collage of digital technology images. In the background, a person in a suit is holding a smartphone. Overlaid on this is a large, semi-transparent image of a globe with a network of glowing nodes and lines. In the bottom right, a laptop screen displays a colorful, abstract interface. A blue rectangular box with the word "WEBSITES" in white capital letters is positioned in the center-right of the image.

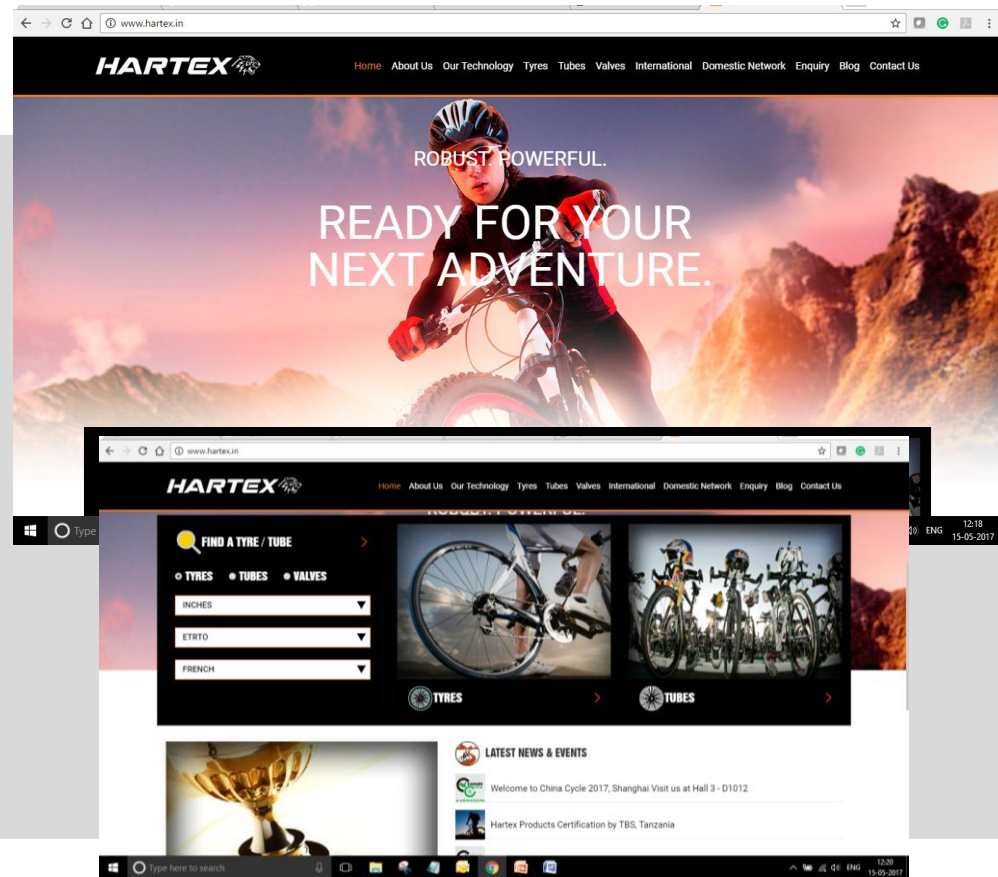
WEBSITES





## The BRIEF

•Hartex sells tyres internationally. Owing to the complex specifications of tubes, tyres, threads, valves, etc., buyers were not able to place their orders correctly, and Hartex was suffering losses owing to incorrect deliveries.



## THE CHALLENGE

The orders they were getting were all wrong.

## THE SOLUTION

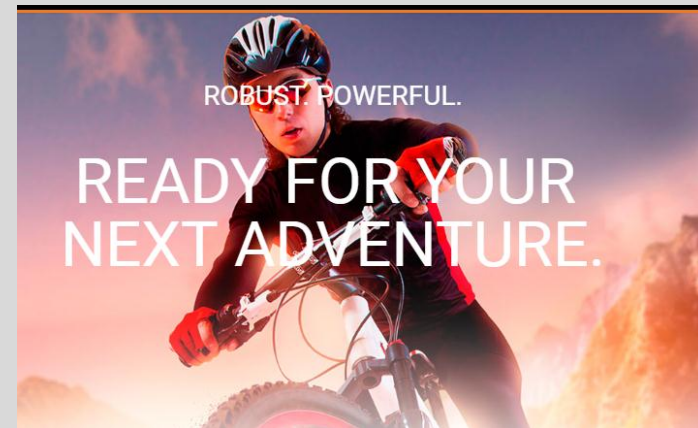
We researched all the standard specification systems in use, and detailed the ordering procedure so as to leave no space for interpretation.

## OUR APPROACH

We solved the problem by implementing a mistake-proof specifications submission system online for Hartex.

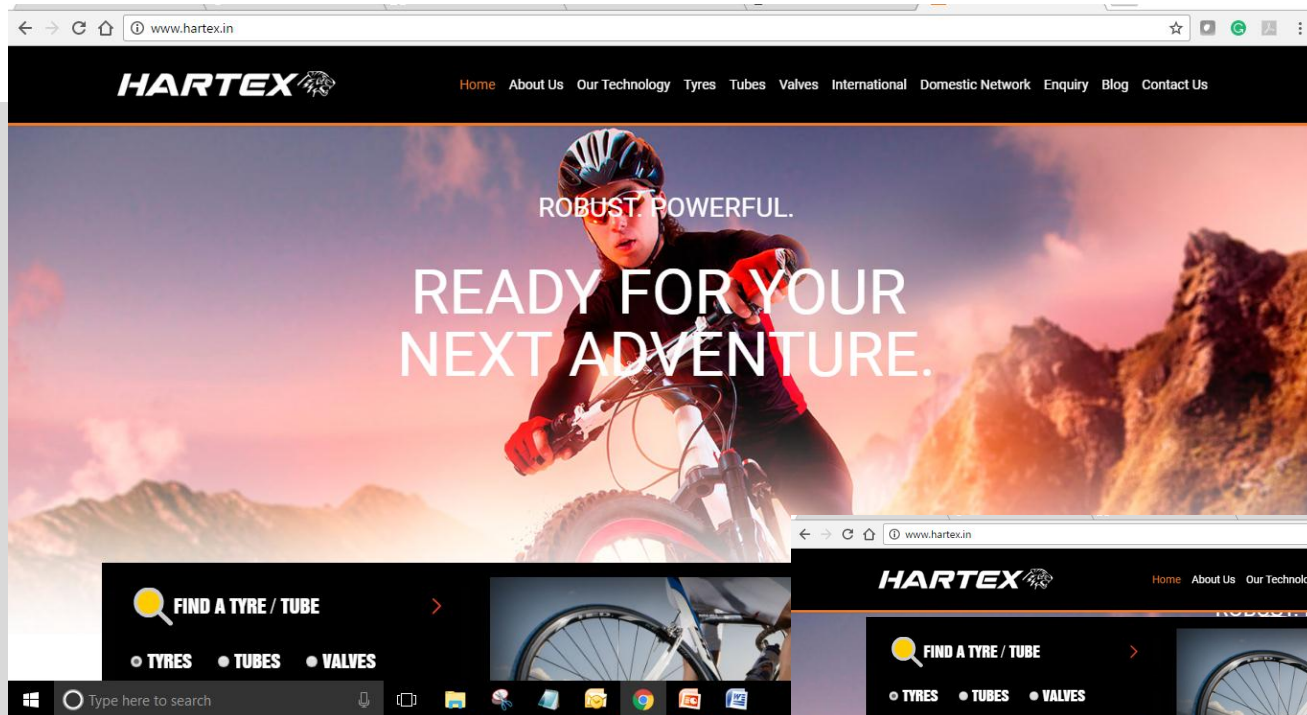
## THE RESULT

Buyers were able to communicate their correct requirements, and Hartex had solved its problem. Alongside, we redid the look of the Hartex website, thus giving the brand, a new mileage.



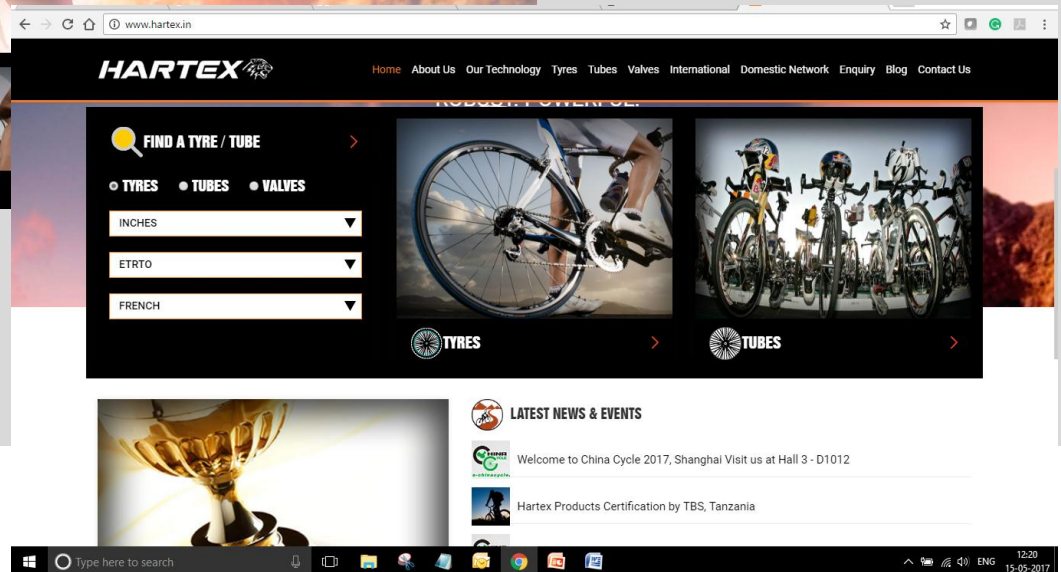
## THE WEBSITE

<http://www.hartex.in/>



THE WEBSITE

<http://www.hartex.in/>





# you

## The BRIEF

The website lacked an international look & feel. The strength of the team needed to be displayed interestingly and as it was a creative agency the work and services to were to be highlighted in a creative way



# you

## THE CHALLENGE

The earlier website was not interactive and the content was uninteresting

## OUR APPROACH

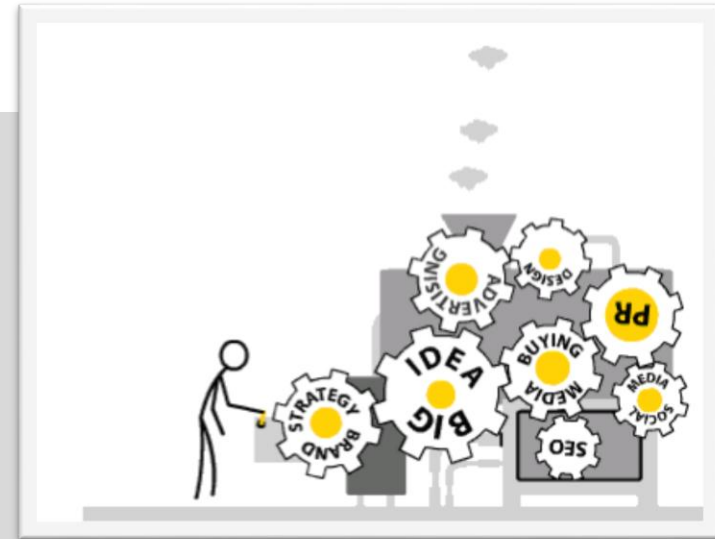
We created a website highlighting strength of people associated with You Agency.

## THE SOLUTION

Vibrant & upbeat colours were used to complement the international feel & look.

## THE RESULT

We delivered the desired experience delivered to the website visitors/viewers maintaining international standards



## THE WEBSITE

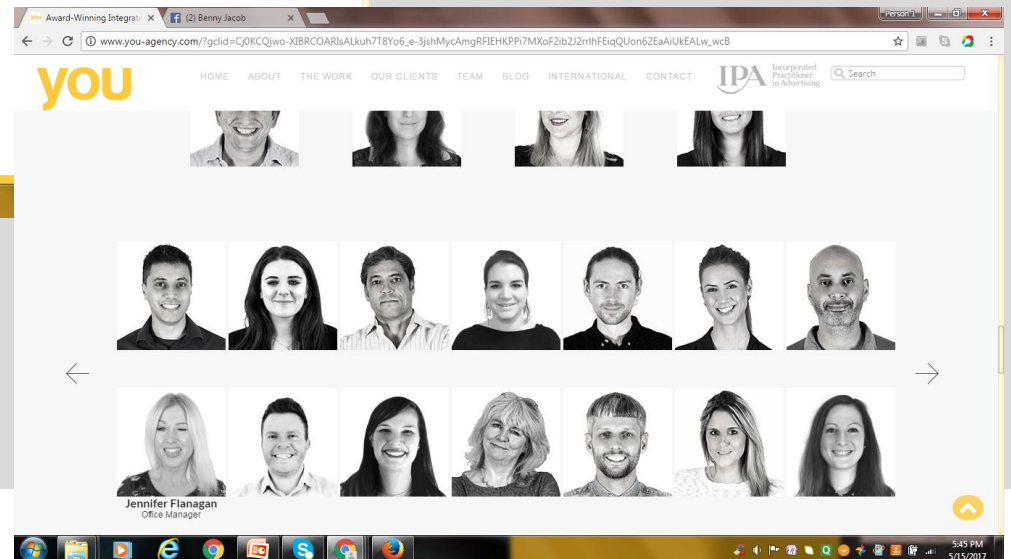
<http://www.you-agency.com>

# you



## THE WEBSITE

<http://www.you-agency.com>







## The BRIEF

Too many icons created confusion. Visitor did not understand how to navigate.

Colours were not used in line with the healthcare sector.



## The Old Website

## THE CHALLENGE

Website did not address the key reason to visit the site i.e. Couples wanted to have a child.

## THE SOLUTION

Highlight the need of the visitor in an understanding manner – done through five sliders, right at the beginning of the visit:

We complete your world  
 We nurture your dreams  
 We give every patient our personal attention  
 We bring specialty fertility care from Manipal Hospital  
 We are Recognized

## THE RESULT

Walk-ins and referrals increased by over **40%**, **as compared** to pervious period.  
 International business from the Middle East has commenced for the first time.



## OUR APPROACH

We created a hierarchy of needs of the patients as follows:

Couples who do not get a child are constantly tense. They need to be hand-held with care.

They need empathy

- someone who understands their need.
- Personal attention
- Reassurance that they are in good hands
- Proof that they are making the right choice

## THE WEBSITE

<https://manipalfertility.com/>



## THE WEBSITE

<https://manipalfertility.com/>



### WHY CHOOSE US

Manipal Fertility, part of Manipal Hospitals- one of India's leading names in Healthcare, offers comprehensive solutions to address infertility in couples. Backed by a team of renowned specialists with a track record spanning several decades. We are dedicated towards couples in realizing their dream to have a child. We provide treatments for infertility ranging from routine medication to complex surgeries. So, if you are a couple planning a family and feel you need expert medical assistance, rest assured, we are here to help you. Just give us a call or contact us at any of our centres.

Request A Call

Consultations



SUCCESS STORIES



PATIENTS SPEAK



### TECHNICAL COMPLIANCE

- SEO
- Link Building Structure
- Enquiry Management System
- Content Management System (CMS)
- Multi System & Multi Device Compatibility

### THE WEBSITE

<https://manipalfertility.com/>

Request A Call  
Consultations



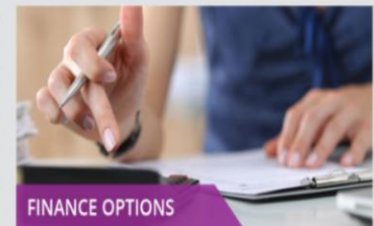
OUR EXPERTS



OUR SERVICES



NEWS

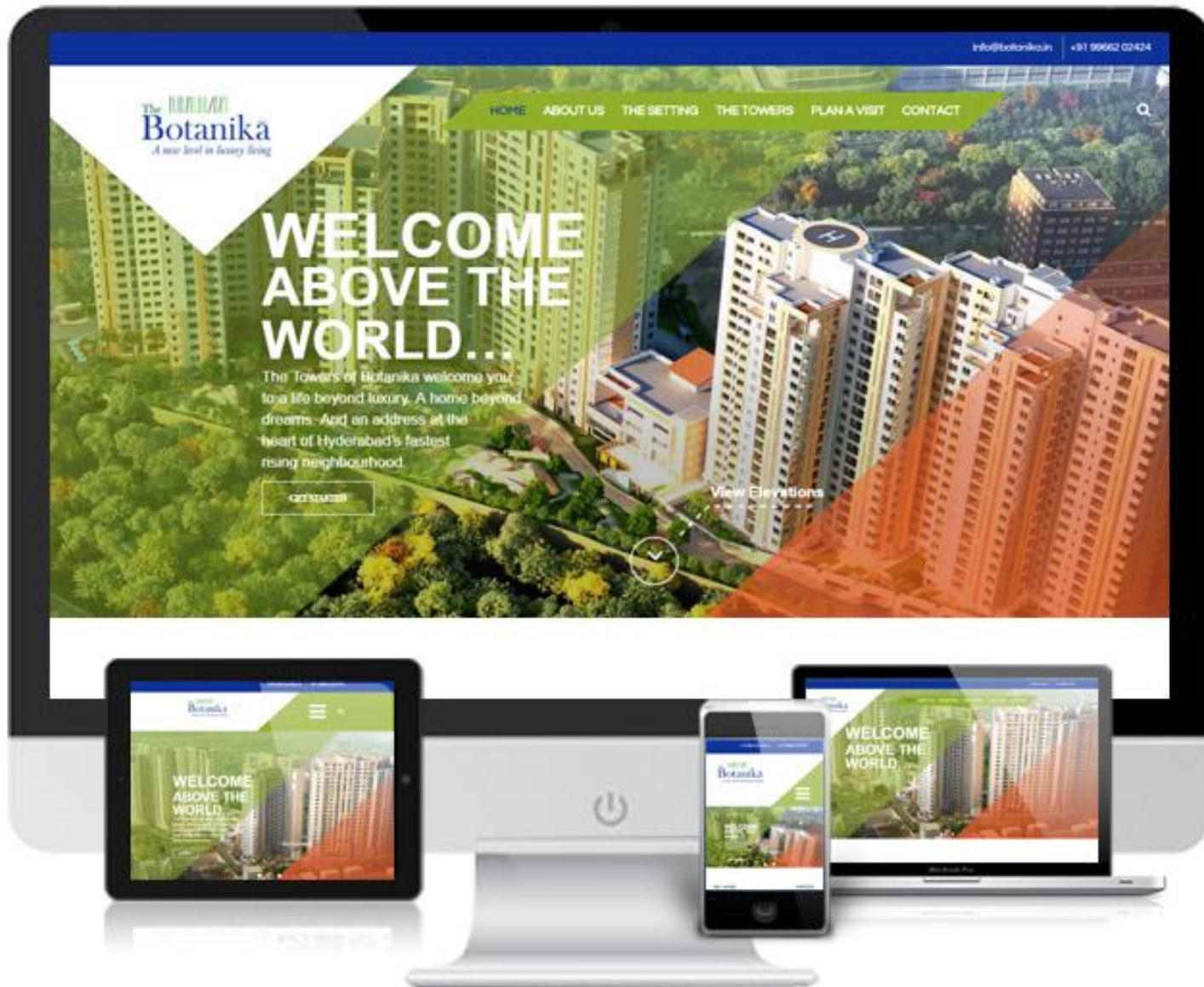


FINANCE OPTIONS



Realty

WebSite

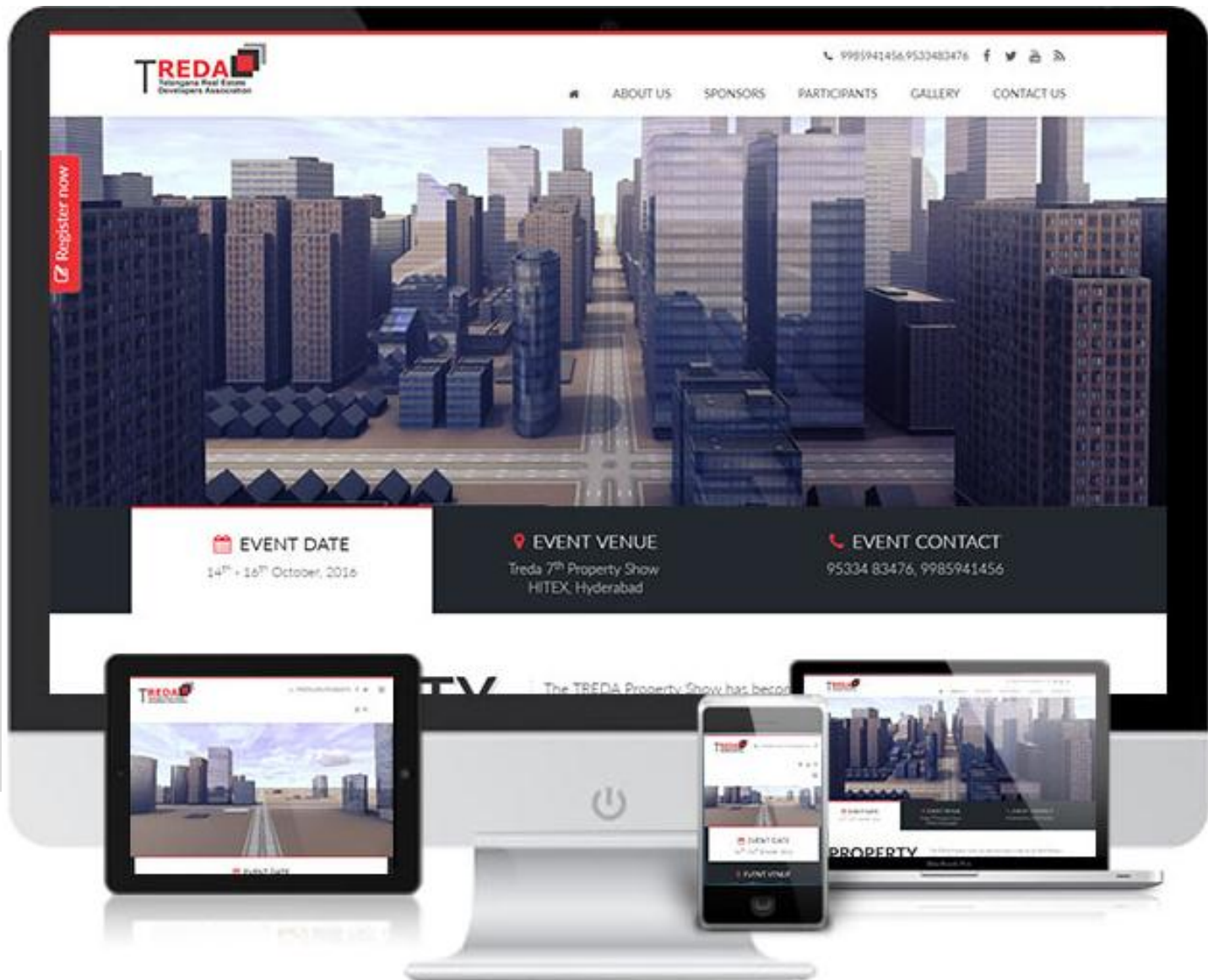




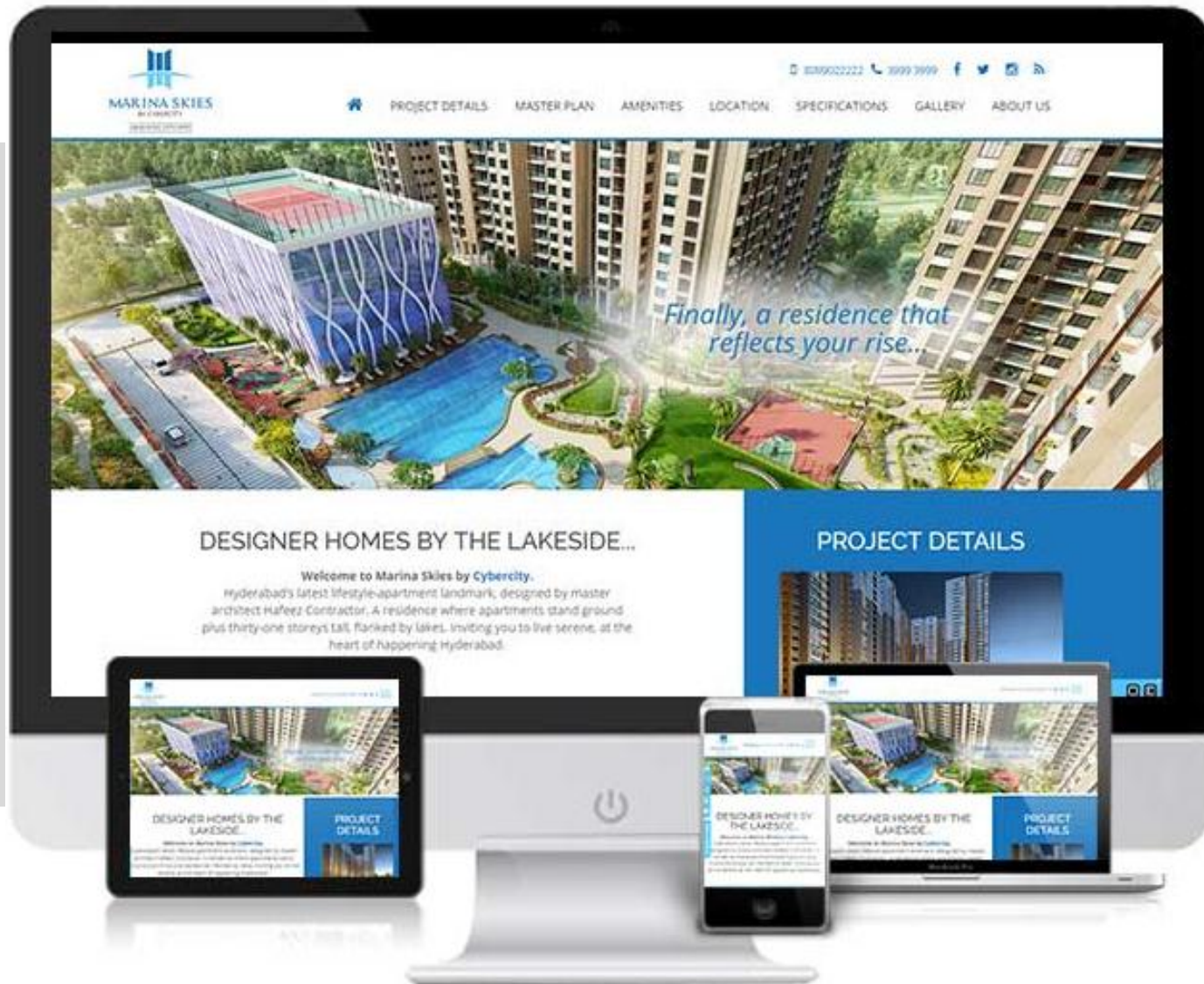


Realty

tempest







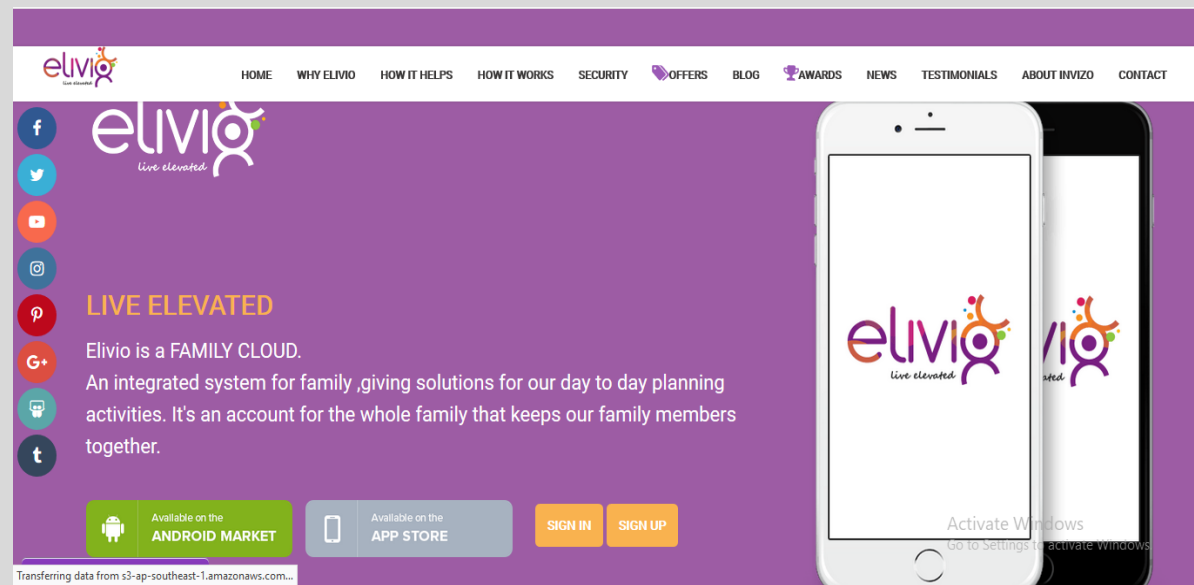


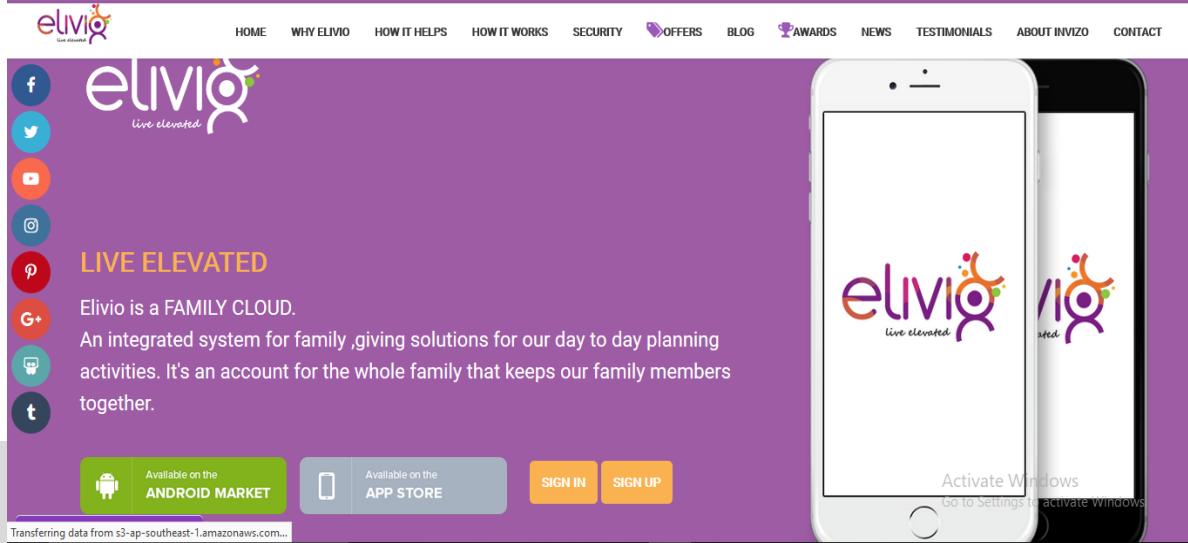


## The Brief :

To get quality downloads for the App at economical rate through digital marketing.

Improve App Engagement and fanbase on social media





## THE CHALLENGE

1. Get more download at lesser cost. 2. Build a genuine Fan-base @ economical spend. 3. Increase traffic on website @ economical cost. 4. Improve App Engagements

## SOLUTION

Use 360 degrees digital marketing to get downloads at economical rate.

## OUR APPROACH

Mediums used

1. Google Adwords 2. Facebook Paid Ads 3. Blogs 4. contest/offers on social media

## THE RESULT

1. 10,000+ App downloads within 3 months  
2. 80,000+ facebook fanbase within 1 year  
3. 40% of traffic through blogs  
4. 7% of traffic through social media

# Social Media POSTS



**UP TO ₹500/- CASH BACK**

**HEALTH - BHI, WEALTH - BHI**

WELLNESS PARTNERS  
Thyrocare | MedPluslab.com

HEALTH TEST VALUE	CASHBACK
₹400	₹100
₹500	₹200
₹1500	₹500

TO BOOK, DOWNLOAD THE APP  
OR CALL : **9133 985 985**

\*T&C apply



**FANTASTIC 4 ELIVIO DIAGNOSTIC TEST BOOKING STEPS**

1. Book Thyrocare or MedPluslab.com
2. Confirm Appointment
3. Provide Specimen @ Home
4. View Health Report Elivio

\*T&C apply



**WINNERS OF elivio app happy points**  
The appy way to be happy

**Congratulations**

<b>1<sup>st</sup> PRIZE</b> MANEESH & FAMILY ANAND	<b>GIFT VOUCHER WORTH ₹20,000</b>
<b>2<sup>nd</sup> PRIZE</b> PRERANA & FAMILY SECUNDERABAD	<b>GIFT VOUCHER WORTH ₹10,000</b>
<b>3<sup>rd</sup> PRIZE</b> VIVEK & FAMILY PUNE	<b>GIFT VOUCHER WORTH ₹2,000</b>

\*T&C apply



**35,000+ elivioites are flying higher**

**HAPPY Makar SANKRANTI**

\*T&C apply



**5 THE LEADING CONTESTANTS elivio app happy points**  
The appy way to be happy

Maneesh & Family	Anand
Gaurav & Family	Ludhiana
Prerana & Family	Secunderabad
Vivek & Family	Pune
Radika & Family	Salem

**ZOR LAGA KE HAISHA !!**  
CONTEST CLOSING ON 15<sup>th</sup> APRIL 2018

**USE HEALTH & HOME MANAGEMENT FEATURES TO COLLECT POINTS**

\*T&C apply



**AXE YOUR TAX**  
WITH HEALTH CHECK-UP TESTS ON ELIVIO

Get Tax Benefit Up To **₹5000**

**USE HEALTH & HOME MANAGEMENT FEATURES TO COLLECT POINTS**

\*T&C apply



# Contests

#eliviohappy points




**elivio  
happy  
points**

are flying galore

CATCH MORE - SCORE HIGH

USE ELIVIO FEATURES TO COLLECT HAPPY POINTS | TOP-3 SCORERS WIN

#eliviohappy points




**LAST DAY**

**PRIZES FOR ELIVIO HAPPY POINTS CONTEST**  
SELECT MORE POINTS- GRAB YOUR PRIZE



2<sup>nd</sup> Prize  
FITBIT CHARGE 2  
WIRELESS ACTIVITY TRACKER




3<sup>rd</sup> Prize  
AMAZON FIRE TV STICK

USE ELIVIO FEATURES TO COLLECT HAPPY POINTS | TOP-3 SCORERS WIN

**elivio  
happy  
points**

T&C apply.




**Happy Health @**  
**2000+**

DIAGNOSTIC & HEALTH CHECK-UP  
PACKAGES

OUR WELLNESS PARTNERS

**Thyrocare** | **MedPluslab.com**

# BLOG

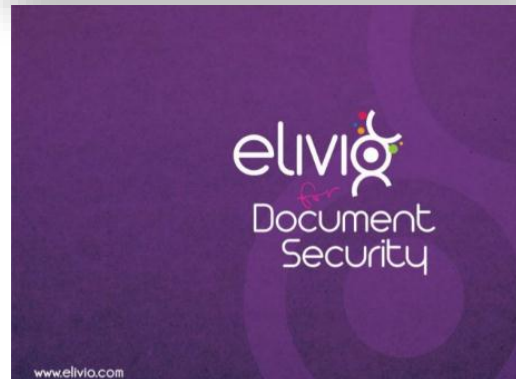
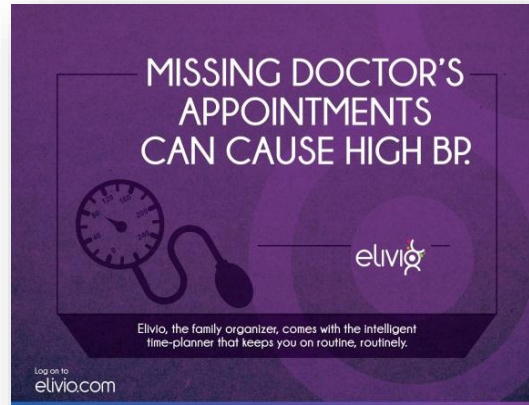
40% WEBISTE TRAFFIC INCRESED BECAUSE OF THE BLOG



# SLIDESHARE



To Attract Professional Customers



## Advantages:

- Get a spike in traffic
- Rank better on Google
- Increase your followers
- Generate brand awareness
- Build an email subscribers list



# App Engagement Campaign



**App Engagement improved in limited budget constrains**

**547+ utility transactions**

**361 new sign ups**

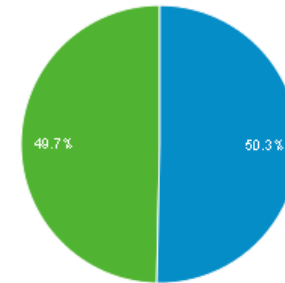
**383 active users in 2 months**

**Cost per engagement on facebook as low as 10 paise per engagement.**

# THE ANALYTICS

- **10,000+** downloads in 3 months
- **Blogs** contributed to about 40 % of traffic
- **Social Media** contributed to 7 % of that traffic

■ Returning Visitor ■ New Visitor



Sessions

594



Users

297



Pageviews

2,291



Pages / Session

3.86



Avg. Session Duration

00:02:23



Bounce Rate

30.98%

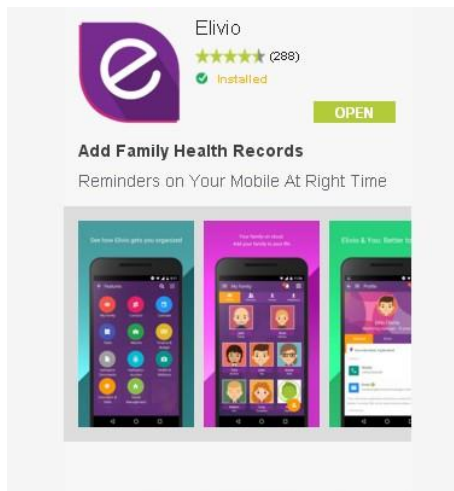
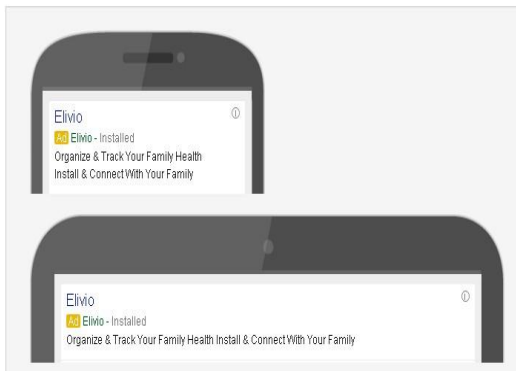


% New Sessions

49.66%



# Google Adwords Mobile Ads





## Google Ad words Analytics during crucial time of launch

<b><i>Adwords Metrics for 1<sup>st</sup> 3 months</i></b>	<b><i>February 2016 (Feb 8 – Feb 29)</i></b>	<b><i>March 2016 (Mar 1 – Mar 31 )</i></b>	<b><i>April 2016 (April 1 – April 26)</i></b>
<b><i>No. of Downloads</i></b>	512	4,613	1141
<b><i>No. of Clicks</i></b>	3,791	38,505	12,371
<b><i>Conversion Rate</i></b>	13.51%	11.98%	9.22%

Target : 5000 Downloads

Time Period: Feb 8<sup>th</sup> to March 31

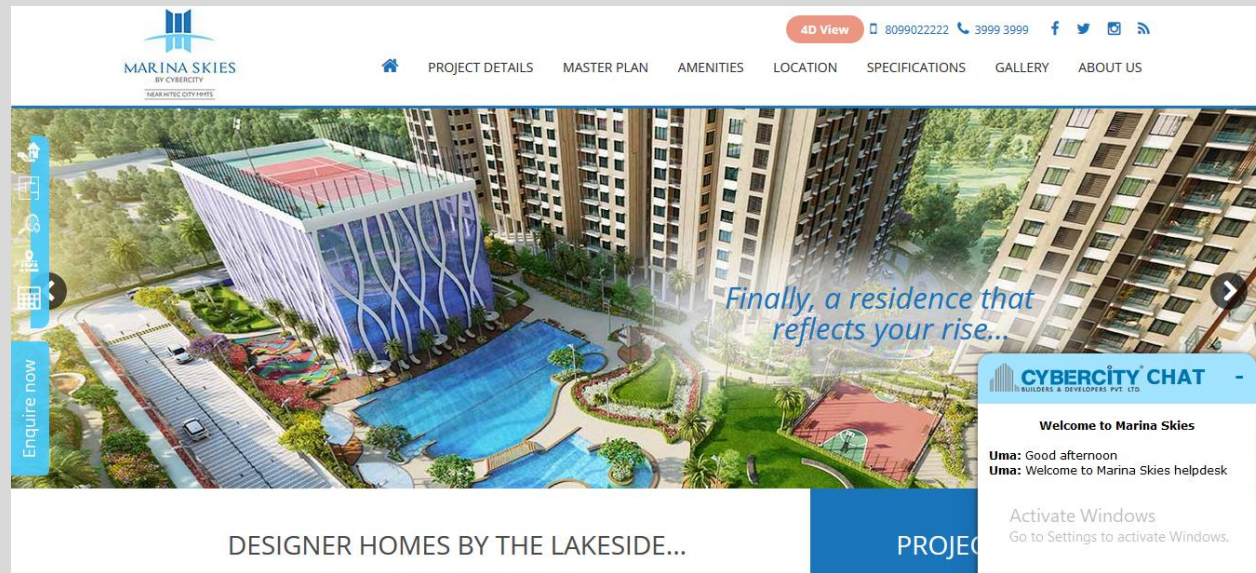
Result: Total Downloads 5125

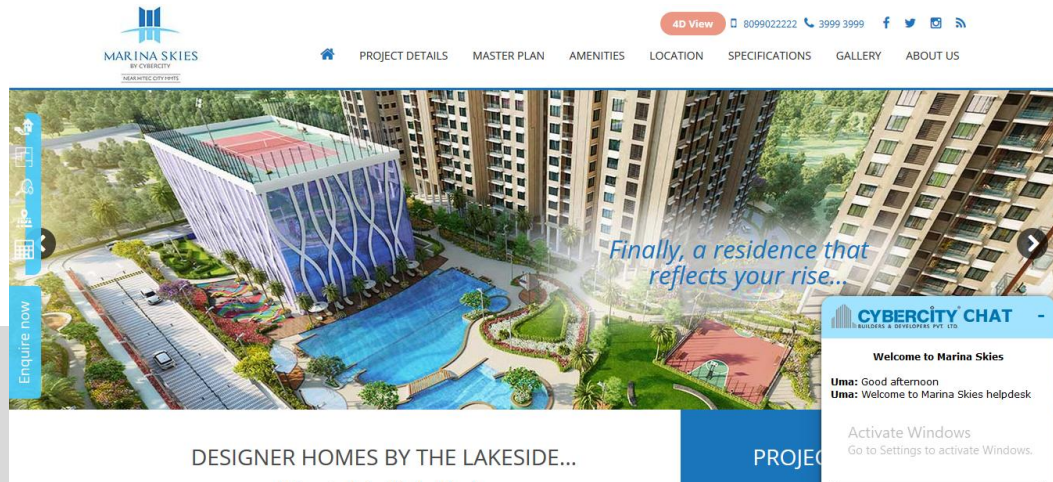
Note: We Reached 5000 App downloads on March 24<sup>th</sup>.

# Cybercity Builders - Marina Skies



The Brief :  
Getting more leads for their  
latest project Marina Skies  
through Digital Marketing





## THE CHALLENGE

Launching Marina Skies on Online Medium

Getting more Leads

Building Reputation Online

## SOLUTION

1. Google Adwords-Search & Display
2. Facebook Lead Generation
3. Facebook Page Likes Campaign

## OUR APPROACH

Mediums used

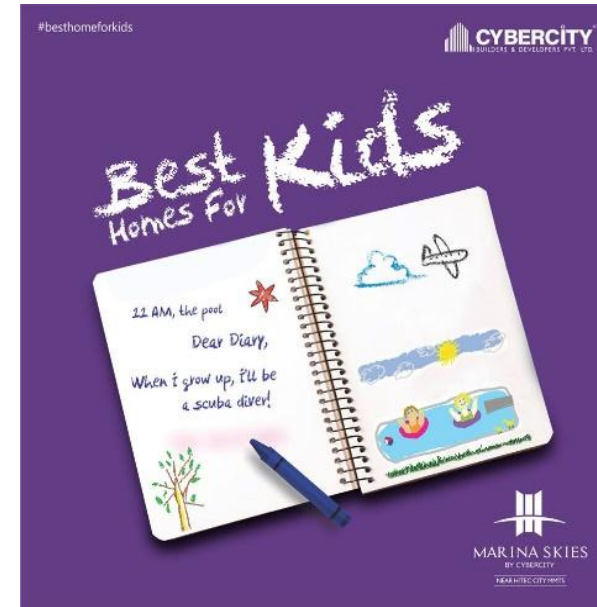
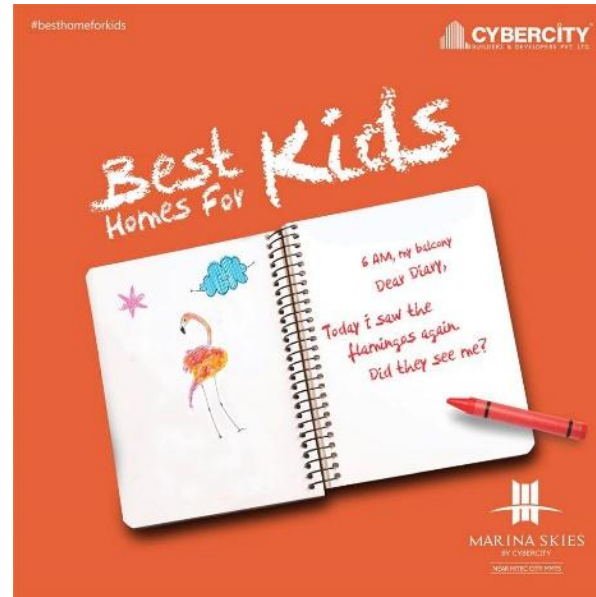
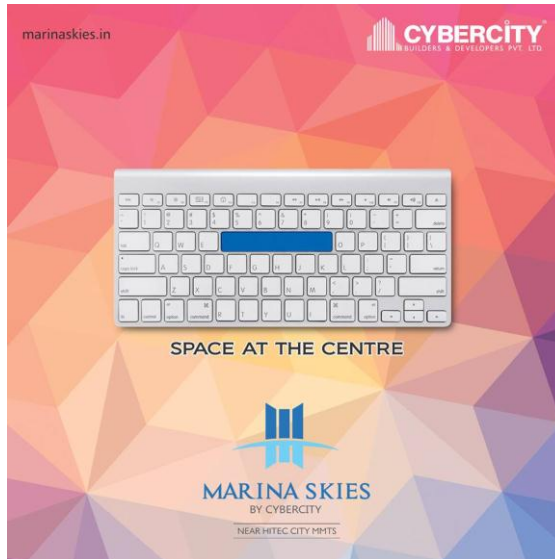
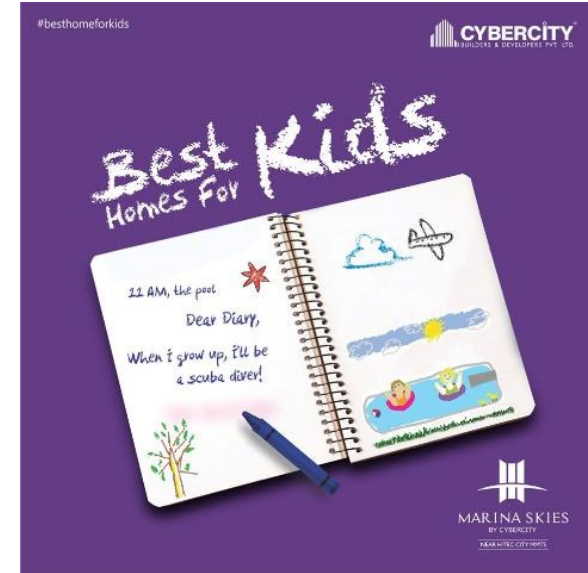
1. Google Adwords
2. Facebook Paid Ads
3. Blogs

## THE RESULT

1. With 6 keywords organic search was improved with 3 months
2. More than 13,000 link clicks during launch
3. 1400 leads received from facebook till date of which 30% persons are genuinely interested
4. 8000+ facebook page likes till date

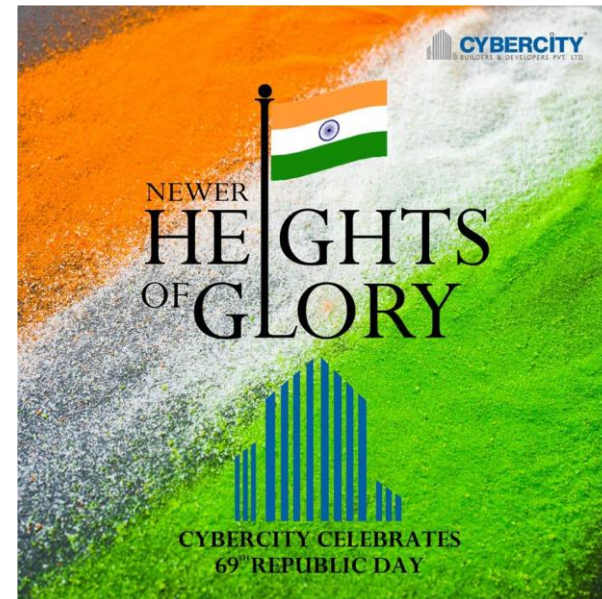
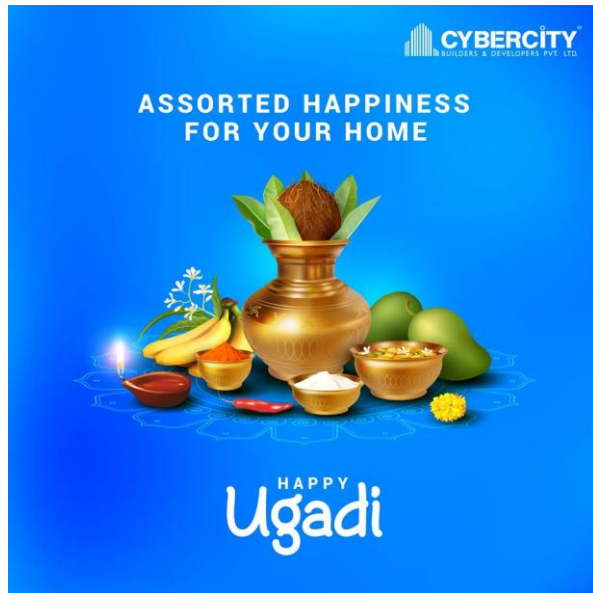


# PRODUCT COSTS





# PROMOTIONAL POSTS



# Blogs





# Google Ads



**2 & 3 BHK  
LUXURY FLATS**  
in Hyderabad

Near **Hitech City**.  
Designer Homes by the Lakeside.

Enquire Now

MARINA SKIES  
BY CYBERCITY

**Designer Homes  
By The Lakeside...**

2/3BHK @Hitec city  
MMTS

Enquire Now >



**2 & 3 BHK LUXURY FLATS**  
in Hyderabad

Near **Hitech City**. Designer Homes by the Lakeside.

Enquire Now



**2 & 3 BHK  
LUXURY FLATS**  
in Hyderabad

Near **Hitech City**.  
Designer Homes  
by the Lakeside.

Enquire Now



## Google Adwords - Report ( September 26 - October 24 )


S.no	Campaign Name	Type	Audience / Impressions	Clicks	CTR%	Avg Cost (INR)	Total Cost (INR)
1	Marina Skies Launch	Display Network	5,202,439	4582	0.09	37.37	171,240.22
2	Gmail Ads	Display Network	16,907	2,023	11.97	2.9	5,875.68
3	Marina Skies - Area Wise	Search Network	16,404	523	3.19	40.93	21,407.78
4	Generic Keywords	Search Network	3,998	174	4.35	48.64	8,463.33
5	Marina Skies - Call only	Search Network	24	2	8.33	145.26	290.52
	Total		5,239,772	7,304	0.14	28.38	207,277.53

# Facebook Ads

This ad has been shared with you. ...

**Cybercity Builders & Developers P Ltd**  
Sponsored (demo) · 🌐

Marina Skies- Hyderabad's latest landmark lifestyle-apartment, designed by master architect Hafeez Contractor. A ground plus thirty-one floors tall residence, flanked by lakes. Very close to Hitec City MMTS.



**Marina Skies- 2/3BHK Apts**  
Vibrant Clubhouse, world class amenities, unmatched value to the last tile, apartments that meet expectations you didn't know you had.


[WWW.MARINASKIES.IN](http://WWW.MARINASKIES.IN) [Learn More](#)

👍❤️👍 Vijay S. Benade, Pavan Naidu Ravuri and 503 others 1 Comment

This ad has been shared with you. ...

**Cybercity Builders & Developers P Ltd**  
Sponsored (demo)

Marina Skies- Hyderabad's latest landmark lifestyle-apartment, designed by master architect Hafeez Contractor. A ground plus thirty-one floors tall residence, flanked by lakes. Very close to Hitec City MMTS.



**Designer Homes located at Hitec City, MMTS**

- 2/3 BHK Designer Homes
- World Class Amenities - Affordable Luxury
- Premium Club House

Learn more by providing your info below.

Full Name

Email

Phone number


Nothing you share will be posted on Facebook. This info is sent to Cybercity Builders & Developers P Ltd.


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# Facebook Ads


 Cybercity Builders & Developers P Ltd




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Cybercity Builders

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 Cybercity Builders & Developers P Ltd





You're all set.


Your info has been sent to Cybercity Builders & Developers P Ltd. Tap below to visit Cybercity Builders & Developers P Ltd.

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 Cybercity Builders & Developers P Ltd

 Cybercity Home Find Friends




Page Inbox **15** Notifications **7** Insights **Publishing Tools** Settings Help



**Posts**  
Published Posts  
Scheduled Posts  
Drafts  
Expiring Posts

**Videos**  
Video library  
Videos you can crosspost

**Sounds**  
Sound Collection

 Leads will be available to download for up to 90 days from the time they are submitted by a user. Connect your page to a CRM to access your leads instantly, making it easier for you to contact potential customers quickly.  
[Connect your CRM.](#)

**Forms Library** [+ Create](#)

 [Actions](#) [Filters](#) 

<input type="checkbox"/>	Name	Status	Created	Leads Count	Sharing	Leads	Boost
<input type="checkbox"/>	Marina Skies-By Cybercity Builders & Deve... (Preview)	Active	26 September 2016 at 16:13 Cybercity	456 826 expired	Restricted	<a href="#">Download</a>	<a href="#">Boost</a>
<input type="checkbox"/>	Marina Skies -Designer Homes by the Lak... (Preview)	Active	26 September 2016 at 15:50 Cybercity	0 0 expired	Open	<a href="#">Download</a>	<a href="#">Boost</a>

thank you  
feel free to call us



Benitta Jacob +91 97 67 89 79 11 (Pune)  
Rekha Oswal +91 80 08 55 61 39 (Hyderabad)  
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