

A top-down view of a desk with a spiral notebook, a keyboard, a pen, and glasses. The notebook is on the left, the keyboard is on the right, and the pen and glasses are in the center. A white rectangular box is overlaid on the notebook, containing the text '33 PUBLIC RELATIONS'.

33 PUBLIC RELATIONS

Creating, communicating & delivering relations



ABOUT COMPANY

In Brief

ABOUT US

- 33 Public Relations is a division of VIGOR MEDIA WORLDWIDE providing Complete Communications Consultancy that effectively establishes the critical link between our Associates business mission and message.
- Cross sectoral expertise spanning across FMCG, Infrastructure, Education, Lifestyle, Hospitality, Healthcare, IT & Telecom, Security, Consulting and a host of other segments of economy.
- Larger Perspective and 360° approach to achieve Business Results for our Associates.
- Experienced team of Professionals comprising of Media Consultants, Business Planners & Communication Specialists.



CREDENTIALS

Our expertise

CLIENTS AT A GLIMPSE



Confederation of All India Traders



Many more.....

CLIENTS AT A GLIMPSE



Bisleri
The sweet taste of purity



Sleepwell



OKAYA
Chalti Ruke Yeh Zindagi™



SHARP

orkus
Technology for you



Simmtronics

Helios

Bodycare

KING KOIL



arise



KYOCERA



Eternal Mewar
Custodianship unbroken
since 734 AD

Hari Darshan
the essence of fragrance

Loom Crafts
STYLE YOUR LIFESTYLE

& many more.....



METHODOLOGY

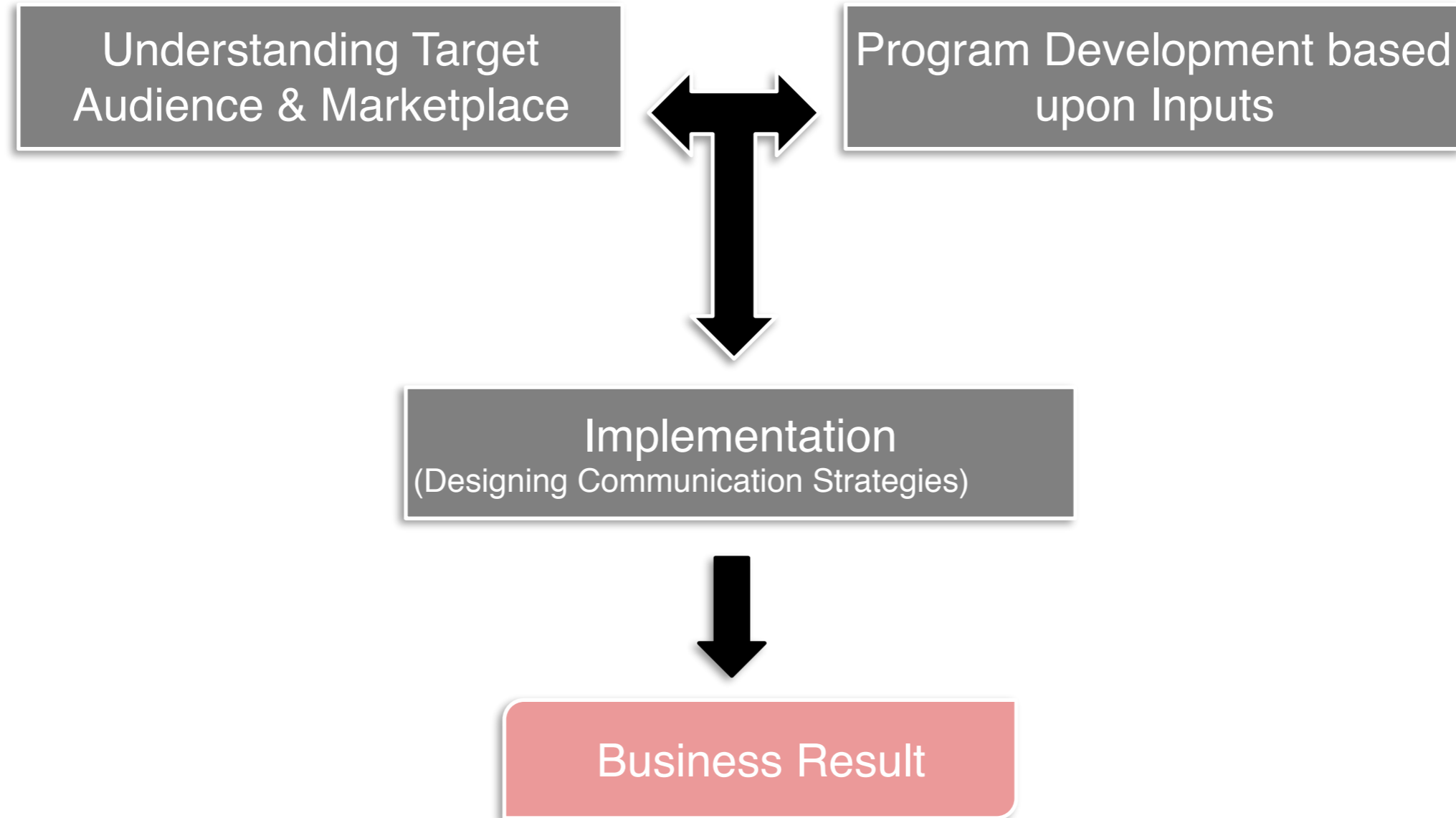
Good start is half the work done

GUIDING PRINCIPLES

Strategy is Simple: Brief Strategy

- **Brief**..... Understanding the Business Plans and Objectives of our Associates—short/mid/long term.
- **Strategy**..... Devising communications strategy based on the brief.

RESULT ORIENTED APPROACH



PROCESSES



Understand Associates market – Environment, Industry & Competition

Define vision of success - Simplify the complex

Attract, train and develop staff with appropriate skills

Visualise a story

Agree performance measures

Understand audiences and how to influence their behavior

Define objectives and desired outcomes

Secure budget

Develop creativity - Think laterally - outside the box

Measure 'where we are now'

Insightful analysis of needs of the organisation

Apply systematic approach to problem solving

Select appropriate media and technologies

Deliver systematic implementation

Monitor ongoing achievement against objectives

Understand legal and financial issues

Define target groups

Build relationships

Evaluate results against objectives

Identify core activities

Develop methodologies

Use appropriate tools to communicate message

Performance Appraisal

Sell benefits and gain agreement

KEY SERVICES

- **Media Management**

 - **Media Relations**

 - **Corporate Social Responsibility**

 - **Corporate & Marketing Communication**

 - **Planning & Campaign Development**

 - **Business Intelligence & Media Monitoring Services**

 - **Crisis Management**

 - **Technical Writing**

- **Internal Communications & Special events**



TESTIMONIALS

Goodwill earned by hard and smart work

RECOGNITION OF OUR HARD WORK AND DEDICATION

It gives us great satisfaction when our clients take the time out to acknowledge our efforts by providing 33 Public Relations with their valuable testimonials.

R K Garg, Director, Bisleri International

“33 Public Relations has effectively transformed our brand building exercise with their successive media campaigns tailor-made for us. We are deeply grateful for their service and I must say they have a very effective and resourceful team that truly cares for the success of their clients. We look forward to working with them forever.”

Rajesh Gupta, Director, Okaya Power

“We are really happy to be associated with 33 Public Relations, as we are always treated with great respect and all our requirements pertaining to media and publicity are flawlessly handled by them. I must praise them for their capability of organising brilliant press meets for every new product line launched by us.”

Rakesh Zutshi, President, ELCOMA & Managing Director, Halonix Technologies

“I congratulate 33 Public Relations and its team for the remarkable work they are doing for us. I wish them the very best in their continuance and relentlessly pursuit of our shared goal. They have helped us connecting with our consumers in a very effective way through successive media campaigns.”

Pankaj Bajaj, President, CREDAI NCR & Managing Director, ELDECO Infrastructure

“33 Public Relation has discharged their responsibilities with due diligence and enthusiasm, we wish them all the best”

Rohit Kumar, National Director, PHD Chamber of Commerce

“33 Public relations has done truly commendable job for us. Hats off to their quick and effective team members, they are simply brilliant. We feel proud to be associated with such a dedicated team.”

Nipun Singhal, Whole Time Director, Lloyd (Havells now)

“We appreciate 33 Public Relations for making us comfortably engage with our customers and spreading our message all across the country.”

Kishley Ray, President- Consumer Goods, Sharp Business System

“We are really happy to be associated with 33 Public Relations for all our brand building, promotion and image building exercises. We have a lot of confidence on their extraordinary team, who are capable of planning and organising our regular events across the country.”

Nitin Aggarwal, CEO, Prayag

“On behalf of Prayag, I take this opportunity to appreciate the work 33 Public Relations has done for us. Brand Prayag has really benefitted by the media campaigns done by 33 Public Relations and we expect the same support from them in the future as well.”

Praveen Khandelwal, Secretary General, CAIT (Confederation of All India Traders)

“ The key indicators of any good PR associate in my opinion should be clarity of approach, commitment and delivery. 33 Public Relations has wonderfully integrated the entire process to ensure value for our expectations.”



CASE STUDIES

Our experiences

CRISIS MANAGEMENT

Noida Extension Issue

REASSURING CUSTOMERS

Developers in the Noida Extension area have joined hands in an attempt to deliver projects on time. PRABHAKAR SINHA writes

Developers of residential projects in Noida Extension have joined hands to expedite the construction work so that they can deliver the projects on time. This comes after the

The total land allotted to builders in Noida Extension is around 2,200 acres. Therefore, Shabbert constitutes only 9% of the entire Noida Extension. The builders assured buyers of their projects outside Shabbert that their projects will be completed on time.

Pankaj Bajaj, the president of CREDAI of NCR, however, made it clear that nobody would be allowed to misuse the current situation. He said builders would not return money to buyers in projects which are not affected by the court decision. For that, the buyers have to follow a normal course. Bajaj said that as a confidence building exercise among the buyers, developers would now focus on implementing the projects in the region.

Noida Extension had emerged as one of the most attractive destinations for end users looking for homes in the NCR. Though the area is at a commutable distance from Delhi and Noida, one can still buy a one-bedroom apartment for as little as Rs 10 lakh. Even two- and three-bedroom houses are available for Rs 18 lakh to Rs 25 lakh.

However, the implementation of the Supreme Court judgment may lead to some problems. A large chunk of land that was acquired in Shabbert was used to develop infrastructure like roads and sewer system, which are an integral part of the development of Noida Extension.

However, a senior official of the Greater Noida Authority said they would soon start work on returning land to farmers as directed by the court. To develop infrastructure for the development of Noida Extension, the authority may again acquire land from farmers. The official said that the court has not prohibited the authority from acquiring fresh land to develop infrastructure for common use.

QUICK BITES

BUILDERS WHOSE PROJECTS WERE AFFECTED BECAUSE OF THE CANCELLATION OF LAND ACQUISITION IN SHABBERT DECIDED TO TAKE EVERY MEASURE TO PROTECT THE INTEREST OF THEIR CUSTOMERS AND INSTIL CONFIDENCE IN THE SAFETY OF THEIR INVESTMENTS IN THE PROJECTS IN NOIDA EXTENSION

Realtors to form panel for speedy redressal

HT Correspondent

htreporters@hindustantimes.com

NOIDA: After the Supreme Court's take that Greater Noida flat buyers can take recourse to legal remedies if there is no refund with interest, real estate body CREDAI (Confederation of Real Estate Developers' Associations of India) has got down to forming its own regulatory body to address buyers' issues.

Vice-president of CREDAI NCR Anil Sharma said, "We're close to completing formation of our own regulatory body, which will have some top real estate players and retired judges on its panel. Builders, against whom allegations will be made by buyers, will not be part of the panel during the particular hearings. The idea is to ensure complete transparency and quick redress of disputes between builders and buyers."

Buyers rue there is no real estate regulator in place. For years, there has been a demand for a mechanism to protect investors. The first draft of a real estate regulatory authority bill was prepared and public opinion sought on it five years ago but nothing much happened. The bill makes builders accountable towards buyers. Builders have been accused of talling the bill.

In Noida Extension, where

Realtors' body to spell out Plan-B

IN A bid to win the confidence of investors, Noida Extension builders have sought the help of CREDAI (Confederation of Real Estate Developers' Associations of India) — an apex body for private real estate developers in India. On Thursday, CREDAI will have an open session with the media and buyers and explain various aspects of the situation arising out of the court order, cancelling land acquisition in Shabbert. Chief executives officers of various firms will clear the air about the projects and brief buyers about alternative plans. CREDAI represents over 5,000 developers through 20 member associations across the country. **HTC**

the Supreme Court has set aside acquisition of 156 hectares of land, those who have invested money in pursuit of their dream houses, have been complaining that in the absence of a regulatory body, they are finding it difficult to get refund from builders.

Land row dwarfs good work by Greater Noida authority

BIANU SARKAR
New Delhi, 6 August

THE Greater Noida Authority may have erred with its land acquisition policies, which is responsible for the current stalemate in Noida Extension, but it has done good work in promoting affordable housing in the National Capital region. A developed infrastructure has enabled the builders to sell at prices of ₹1,800-2,000 per sq ft in Noida Extension, the cheapest close to Delhi.

This was possible by increasing the floor area ratio (FAR) from 1.75 to 2.75, increasing the population density norm to 1,600 people per acre from 654 people per acre, and partly funding builders by

land cost over 10 years. This brought down the land cost to ₹510 per sq ft. With a construction cost of ₹1,200 per sq ft, and other expenses such as brokerages and marketing of ₹200 per sq ft, builders could sell at ₹1,800 per sq ft. The floor area ratio and the population density norm have been changed for the entire state, and these have been adopted by Noida and Greater Noida authorities.

"You can buy a 2 BHK in Greater Noida for ₹25-30 lakh, a 3 BHK for ₹35-40 lakh. Where else can you buy at these prices close to Delhi?" asks a developer. Noida and Greater Noida are industrial authorities and are not governed by the housing laws in the state. So, there's no proper

IDC or EDC (internal and external development charges), which can cost ₹4.5 lakh for a 1,500 sq ft flat in Gurgaon. "Increasing the population density norm and the FAR allows the developers to construct more and help builders to bring down the pro-rata land costs," says Navin Raheja, CMD, Raheja Developers.

Gurgaon allows a density of 300 people per acre, which is why the average flat size is bigger at 1,600 per sq ft. Assuming 4.5 people stay per flat, and a density norm of 300 people per acre, one can have 66-67 flats per acre.

If the density norm is doubled, the number of flats too will double, but will be smaller. Noida and Greater Noida

the density norm by 144.65 per cent, but also increased floor area ratio by 57.14 per cent from 1.75 to 2.75 two years back. While a higher density enabled smaller flats, the increase in the floor area ratio enabled builders to construct more, and bring down the pro-rata cost.

Pankaj Bajaj, MD, Eldeco Housing says at these rates, builders do not make a profit. Or, rather they hoped to sell at a higher price in the next phases of the project, and make money.

"There's no margin in the entire chain. (What the authority buys for ₹850 per sq m, costs it ₹10,500 per sq m if one factors in the cost of developing infrastructure and 50 per



According to real estate players, the good infrastructure work by the authorities of Noida and Greater Noida in Uttar Pradesh is far superior than that of Gurgaon in Haryana

to it) Noida Extension has emerged as the hub of afford-

ties have done good work in developing infrastructure. "They have done phenomenal work, which is closest to good urban infrastructure. Gurgaon has no sewage, no electricity. But look at the quality of roads in Noida and Greater Noida. Every road has a sector lane. In Gurgaon, even the sector roads are missing," quips Bajaj, who is also president, CREDAI (Confederation of Real Estate Developers' Associations of India) (Western UP).

IDC and EDC are levied by builders and deposited to the town authorities like Haryana Urban Development Authority for developing basic infrastructure within a sector and bigger projects like highways, flyovers, and metros that con-

The Confederation of Real Estate Developers Association of India, Delhi-NCR Chapter (CREDAI NCR)

covers more than four-fifths of real estate development businesses in Delhi and other parts of the NCR. Its establishment over the past seven years has brought stability to the industry and its achievements in the local, state and national levels has helped the industry grow at about 30 percent rate over the last few years.

CREDAI NCR has emerged as a leading platform for addressing problems of the Real Estate Promoters and Developers of the NCR including those from Delhi and uniting them under one roof. ABL, Aerens Jai House, AEZ, Aeren RJ Group, Ansals, Alpha Buildtech, Ashiana, DLF, Clarion, Unitech, Uppal, Jaypee Greens, JMD, Aerens GoldSouk International, Kamal Enterprises, Majestic, Omaxe, Parsvnath, Raheja's, Shipra, Suncity, Unity Buildwell, Vatika, Vipul , JLLM, Ambit Corporate and Hines are some of the esteemed members of CREDAI NCR.

Brief

The Apex Court verdict on Shahberi village at Noida Extension involving 300 villages, Greater Noida Authority, Builders listed with CREDAI NCR whose investment in various projects were uncertain and their clients.

Objective

To do the crisis management for CREDAI NCR in terms of extensive and strategic communication through print and electronic media.

Strategy

To extensively monitor all the news that has a direct or indirect bearing on the builders or the apex body of infrastructure i.e. CREDAI NCR, filter such news which is a misrepresentation or derogatory or disputing the identity of the institution and take a massive media initiative to communicate the message in the right spirit and context. Target Audience: realtors, government bodies, authority, prospective investors in various realty projects, clients of concerned realtors, general public.

Visibility in Media

- News based articles
- One on one interaction of key spokespersons in print and electronic media.
- Critical quotes on repercussions following the verdict.
- Stories on initiatives taken proactively by CREDAI NCR to communicate transparency of members and the body itself.
- Stories on initiatives taken proactively by CREDAI NCR to communicate its compliance with the Supreme court's verdict.
- Stories and interviews revolving builders concerns, sentiments and apprehensions.
- Opportunities for the key spokesmen of CREDAI NCR in the various prestigious electronic media to participate in panel interviews, one –on –one etc to address gossips, rumors, reactions, grievances of the public at large.

MARKET PENETRATION: EXPANSION & FACILITY OPTIMISATION

Bisleri International

Bisleri on expansion spree

SEEMA SINDHU
New Delhi, 2 September

Bisleri, the packaged drinking water company, is entering new segments. The company plans to soon launch a face spray. It is being developed at an Aurangabad facility and will be test-marketed by the end of this year, said R K Garg, Director-North, Bisleri International.

The face spray will work as a deodorant does for the body; only, it will be fragrance-free.

It is to be made available in packs of 100g and 200g, at ₹50 and ₹100, respectively.

The company plans to launch a face spray and flavoured water in lemon, ginger and rose flavours

"Composed of Bisleri water and nitrogen, the spray hydrates the skin and leaves you feeling refreshed," he said.

Bisleri's research and de-

velopment division is also developing flavoured water in lemon, ginger and rose flavours, to be priced at ₹20-25 per bottle. The company plans to launch the flavoured water in the market by March 2011.

Recently, it said it'd set up eight new production units in North India by March 2011 with an investment of ₹100 crore. The bottled drinking water market in India is around ₹2,000 crore annually.

Bisleri is also looking to set up a plant in Nepal, with an investment of ₹10 crore.

Bisleri to launch face spray

Divya Trivedi

New Delhi, Aug.30

Bisleri, the packaged drinking water major, plans to launch face sprays soon. According to Mr R.K. Garg, Director- North, Bisleri International Pvt Ltd, the face spray is undergoing product development at an Aurangabad facility and will be test marketed by the end of this year.

"When somebody walks in from outside, they can spray a few drops of the Bisleri face spray onto their face, wipe it with a tissue or napkin and feel immediately refreshed. It will do for your face what a deodorant does for your body," said Mr Garg. Only, it will be fragrance-free. The spray might be available in packs of 100 gm and 200 gm at Rs 50 and Rs 100, respectively.

"Composed of Bisleri water and nitrogen, the spray hydrates the skin and leaves you feeling refreshed. Only after gauging the customer's reactions

will we fix the price range and perhaps release it in the market by early next year if all goes well," he said. To be launched either in Delhi or Mumbai, the face spray may be sold only in metro cities as he feels it may not have a viable market in B-towns. The Bisleri face spray will offer a local alternative to the imported face sprays available in select metros. Bisleri's R&D division is also developing flavoured water in lemon, ginger and rose flavours.

Tentatively priced at Rs 20 -25 per bottle, it is expected to be launched in the market by March 2011. On the bottled water front, the company plans to invest Rs 100 crore in the coming fiscal. It will set up eight new plants in North India, which will take the number of plants in the region to 18 by March 2011.

>>More on the Web:
www.businessline.in/webextras

Bisleri plans to set up 8 plants in North India

Our Bureau

New Delhi, Aug. 27

With an objective to strengthen its network and distribution system in North India, Bisleri plans to set up eight more mineral water plants in Rajasthan, Punjab, Himachal Pradesh, Haryana and Jammu, at an investment of Rs 50 crore

COMPETITION

The purpose is to cope with increasing market competition and consumer demand,

according to a press release.

The company also plans to tap the markets of Gorakhpur, Allahabad and Varanasi through its new franchisee in Varanasi.

"In an initiative to strengthen the supply chain and cater to customers in a more convenient manner and to decrease the dependency on outside services, we are adding new vehicles to our fleet," said Mr R.K.Garg, Director, North, Bisleri.

Bisleri International

A brand that pioneered the concept of mineral water, bottled with its distinct green label, Bisleri, today, is a household name. Powered by 17 owned plants, 33 co-packers, 11 franchisees and a wide distribution and retail network pan India, Bisleri is at the centre of the Aqua Green Revolution. (Source- www.Bisleri.com)

Objective

Bisleri International was looking for expansion and that the Company wanted to make a strong foothold in North India, especially in the regions of Gorakhpur, Varanasi, Allahabad and other parts of Northern India. The Company was planning to set up new plants and that wanted to add more franchisees in their list and thereby create an impact on overall sales of Bisleri Product in Northern India.

Target Audience

Investors, Corporate, Associates, Franchisee Owners

Strategy

The Strategy was to make probable associates aware about the plans of Bisleri International expansion in Northern India through focused communication strategies and enhance the level of Market Penetration in mentioned locations.

Communication

Expansion plans were highlighted in all the communications wherein locations as well as future plans were highlighted which could further attract probable associates.

Key Messages

Product Specific

- New Products (Face spray, Flavored water etc.) in the Portfolio
- Make bottled water available in every corner of Northern India
- To invite more associates for Product distribution
- Strengthen its product reach in Northern India

Industry Specific

- Increasing demand of bottled water has led to rising demand of Bisleri Products
- To Compete in the market Bisleri now need more Market Penetration
- Brand Recall in terms of Corporate tie-ups

CSR INITIATIVE: ENVIRONMENT FRIENDLY WATERLESS URINALS

AG Aqua Solutions

Waterless urinals at all Metro stations soon

Sidhartha Roy
sidhartha.roy@hindustantimes.com

NEW DELHI: Delhi Metro has come up with a way that allows passengers to answer nature's call and also keep the stations odourless.

Delhi Metro Rail Corporation (DMRC) is installing waterless urinals at its stations which will not only help conserve water, but also ensure that the stations remain clean and hygienic.

DMRC has started installing these new urinals at 19 stations on three different lines.

"We already have toilets in all the stations that are part of Phase 2 and more are being fitted in the Phase 1 stations," said a DMRC spokeswoman.

"We are upgrading the system by installing waterless urinals. All stations will have such urinals very soon," she said.

Passengers will have to pay ₹1 to use these toilets. On an

NATURAL CONCERN

At present, Delhi Metro has installed waterless urinals at these stations

Line 4
Laxmi Nagar
Nirman Vihar
Preet Vihar

Line 2
Central Secretariat

Line 3 (Extn.)
Yamuna Bank

Pate
Rajin
Chav
Char
Kash
Vish
Jaha

Waterless urinals: City's new buzzword

Press Trust of India
htreporters@hindustantimes.com

NEW DELHI: After the MCD installed waterless urinals on a mass scale across the national capital, such eco-friendly units may also come up at some Metro stations soon and at the city airport in future.

The Delhi Metro Rail Corporation is installing Kuppel (cartridge-less) waterless urinals at 11 of its stations while the Airport Authority of India (AAI) will pilot test 'eco loos' at the IGI airport, say officials.

The Municipal Corporation of Delhi has already installed nearly 500 waterless urinals across the city, most of them before the Commonwealth Games in October last year.

These urinals help save water, have lesser bacteria, no odour, are more hygienic and require less maintenance. "Due to absence of water and contact with air, urine does not form any gas and the toilet remains odour-free," said an MCD official.

A spokesman of AG Aqua Solutions, which has supplied

such units to both MCD and DMRC, said the urinals function on gravitational pull concept and have flap technology that stops the backward migration of odour.

"There's also cost savings. As the unit requires no recurring costs, one ends up saving Rs 7,000 per month on operational costs, and the maintenance routine is simple, quick and touch-free," said Sabyasachi Dasgupta, Sales Manager, AG Aqua.

It is estimated that up to 20 per cent of the available drinking water in the world is flushed down the drain. In addition, leakage of water lines may add eight per cent more to the above. Water-saving products are thus attracting attention of governments and corporates across the world.

MCD has installed these urinals at places like ITO, Indira Gandhi Stadium, ESI Hospital, Raja Garden, Ashok Vihar, Rohini, Prashant Vihar, Mukherjee Nagar, Old Delhi Railway station, New Delhi Railway Station, Kailash Colony and ISBT.

4 Delhi & Neighbourhood

Waterless urinals the new buzzword in Delhi

NEW DELHI, JANUARY 23 After the Municipal Corporation of Delhi (MCD) installed waterless urinals on a mass scale across the national Capital, such eco-friendly units may also come up at some Metro stations soon and the airport in future.

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The civic body which had unveiled the first waterless urinal at Kashmeri Gate on the World Environment Day in 2009, went on to conduct a pilot project along with the

private firm and then launched the scheme to install such units on a large scale.

In recent times, however, it has faced some hurdles due to difficulties in garnering enough advertisements for the sites. The urinals have advertisement panels on two sides from which MCD hoped to earn big revenue.

When asked about the future of the waterless urinal scheme in view of this problem, a senior MCD official maintained that the project is important and there is no possibility of scrapping it midway. -- PTI

AG Aqua Solutions

AG Aqua Solutions is the sister concern of Chindia Trades (P) Ltd., a 25 year young organization which deals specifically into environment friendly Innovative products. AG Aqua started its operation in 2009, with cartridge/chemical free zero maintenance waterless urinal in its portfolio, and water conservation in its mind, and did a pilot project with MCD. The pilot project turned out to be a huge success and that paved Ag Aqua's way towards Commonwealth Games 2010, by installing numerous waterless urinals across Delhi.

Brief- AG Aqua Solutions launched Water less Urinals (Urinals with no water usage) for the first time in India

Objective- To aware people about Kupple Water less Urinals thereby reducing wastage of water and promoting usage of water saving products

Communication: Introducing the Product variety along with its Benefits thereby defining the concept of waterless urinals predicting the need for consultation in terms of Customization & Usage.

Target Audience- B2B as well as B2C

Communication Strategies- We highlighted product benefits in terms of water conservation (Waterless urinals can save on an average 1000 ltrs of water a day) as well as its Hygienic factors. We highlighted experiences of those organizations where AG Aqua Solutions product were installed including Delhi Metro

Our Role & Impact on the Brand

The challenge in front of us was to design a strategy wherein all the below objectives were to be covered

1. To reach to the existing & prospective Associates of AG AQUA SOLUTIONS
2. To enhance visibility of AG AQUA SOLUTIONS products among customers who are willing to implement water saving products
3. To highlight kupple waterless urinals
4. To create a good brand visibility of AG AQUA SOLUTIONS in competition with big brands already fighting for the Market Share

The Idea:

During the PR Activity we discovered that AG Aqua has products which are not environment friendly but pocket friendly as well and that huge awareness need to be created regarding the product thereby urging people to use such products which could save water in huge amount.

Implementation: News releases were prepared for the introduction of Kupple waterless urinals. Also, stories were prepared around water saving initiatives.

Impact till now

- Kupple waterless urinals are a known product now
- AG AQUA SOLUTIONS has emerged as one of the most environment friendly Brand
- Enhanced Brand Visibility among Customers
- Credibility of Brand improved in the Market
- Enhanced networking



MEDIA COVERAGE

Turnover to Double at Halonix by 2021



Halonix Technologies Ltd is eyeing a twofold increase in turnover in the next five years on the back of Modi government's LED push and 'Make in India' programme. The Noida-headquartered company is also building up its distribution muscle in the south and north.

"Due to our constantly growing business penetration in the LED segment, the company has already achieved a turnover of ₹350 crore last year, in which 55% contribution is from LED category," says managing director Rakesh Zutshi. "We further aim to achieve ₹750 crore in the next five years. With our completely indigenous base, we are aiming at an exponential growth in the upcoming times."

According to Zutshi, the company has presence in 20 states and a stronghold in the northern and eastern states, Gujarat and Rajasthan. "Now we are looking to tap new territories across Maharashtra and South Indian states like Andhra Pradesh, Telangana, Karnataka, and Kerala. The company is already in the process of expanding its distribution network across the country to achieve its growth targets. Of course, Halonix is getting the benefits of being one of the very few established brands active in LED segment."

Halonix strengthens the spirit of Make In India in LED lighting manufacturing sector

As the spirit of Make in India continues to grow, Halonix Technologies Ltd is strengthening its presence in the LED lighting manufacturing sector. The company, which has been a pioneer in the LED lighting industry, is now expanding its footprint across the country. With its focus on innovation and quality, Halonix is committed to providing high-quality LED lighting solutions to its customers. The company's products are known for their energy efficiency and long lifespan, making them a preferred choice for both residential and commercial applications. Halonix is also investing in research and development to stay at the forefront of the industry. The company's commitment to excellence is evident in its ISO 9001 certification and its ISO 14001 environmental management system. Halonix is proud to be a part of the Make in India movement and is committed to contributing to the growth of the Indian economy.



Rakesh Zutshi, Managing Director, Halonix Technologies Ltd

Halonix Technologies Ltd is a leading manufacturer of LED lighting solutions in India. The company's products are known for their energy efficiency and long lifespan, making them a preferred choice for both residential and commercial applications. Halonix is also investing in research and development to stay at the forefront of the industry. The company's commitment to excellence is evident in its ISO 9001 certification and its ISO 14001 environmental management system. Halonix is proud to be a part of the Make in India movement and is committed to contributing to the growth of the Indian economy.

DECOR FILES

FAN FARE INDEED!

A stylish way to cool down

Decorative fans are a popular choice for interior design. They come in various styles, colors, and materials, making them a versatile option for any room. From traditional wooden fans to modern, sleek designs, there is a fan for every taste. Fans not only provide a cooling effect but also add a touch of elegance and style to your decor.

NO BARS HOLD

A stylish way to say cheers

Decorative wine racks are a great way to display your collection of bottles. They come in various styles, from rustic to modern, and can be made from a variety of materials. Wine racks are not only functional but also add a touch of sophistication to your dining area.

CARPET CALL

A stylish way to say hello

Decorative carpets and rugs are a popular choice for interior design. They come in various styles, colors, and materials, making them a versatile option for any room. Carpets and rugs not only provide a soft surface underfoot but also add a touch of warmth and style to your decor.

Halonix MD Zutshi is head of ELCOMA



The former, Joint and Co-ordinator, Managing Director of Association (ELCOMA) is now President.

According to a press release, as an active member of ELCOMA, Zutshi has been instrumental in forming various committees and policies of the association. He has worked closely with the government to bring several laws that benefit the industry to the fore with simultaneous monitoring and ensuring the strategy of ELCOMA for the welfare of the entire industry.

While talking over the news, Zutshi said, "It is an honour and a privilege to be a part of an organisation that deeply cares about the concerns of the industry. I look forward with excitement to work with the team and take ELCOMA to the next level."

According to ELCOMA, Zutshi's extensive experience and expertise will help strengthen the position of ELCOMA as the 'voice' of the industry. As an active member of ELCOMA, Zutshi has been instrumental in forming various committees and policies of the association. He has worked closely with the government to bring several laws that benefit the industry to the fore with simultaneous monitoring and ensuring the strategy of ELCOMA for the welfare of the entire industry.

Free health check-up camp by Express



Express Builders organised a free health check-up camp at Express Towers, Sector 77, Noida on October 20. Around 200 people had the check-up done at the camp, according to a press release.

The camp was held in association with Fortis La Femme and Fortis Child Hospitals from the hospital were present at the venue to give free consultation and carry out the health check-up. Parag Goyal, MD, Express Builders, said at the camp, "It is an initiative to help the people to be in perfect health condition. It will also help in creating awareness among the residents and people staying around the area. We are bearing the medical expenses of few people in a bid to show our concern of our company towards society and its well-being."

Fella Homes acquires Noida-based rival firm Life Pad in an all-cash deal

The Gurugram-based home retail start-up Fella Homes acquired Noida-based competitor Life Pad recently in an all-cash deal. With this acquisition, the customers of Fella Homes now have access to a larger network of homes to choose from. According to a press release, Fella Homes also received a seed fund of ₹1 million recently from undisclosed investors. The firm is adding the money in acquiring new properties and talents, team-building and product development. Apart from this, the company is also hiring sales, marketing and planning to grow its team size considerably. Speaking on the plans, Digvijay Singh Rathore, Co-founder and CEO of Fella Homes, said, "The demand for furnished residential homes is rising at an unprecedented growth but still there is a lot of competition. Among the key players, there is a stiff competition in the market, but our success mostly depends upon the technological strength, customer delight and industry-specific detail mgmt." The startup is currently operational in Gurugram and Noida with 600 homes and 500+ tenants. By the end of 2016, Fella Homes is planning to launch its operations in Bangalore, Pune, and Hyderabad with a target of 3000+ tenants. Fella Homes aims to provide a smart and hassle-free lifestyle to people looking out for the new way of living, the company release said.

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The article discusses the impact of the demonetization of 500 and 1000 rupee notes on the Indian economy. It mentions that the Reserve Bank of India (RBI) has decided to withdraw these notes from circulation and replace them with new 2000 and 500 rupee notes. This move is expected to boost the digital economy and reduce the circulation of counterfeit currency. The article also highlights the challenges faced by businesses and individuals during the transition period, such as the shortage of cash and the need for digital payments. The RBI has assured that the new notes will be available in sufficient quantities to meet the demand. The demonetization is seen as a bold step towards a more modern and secure financial system.

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The article discusses the challenges faced by the Indian economy, particularly in the manufacturing sector. It mentions that the government has implemented various measures to support the industry, such as the 'Make in India' initiative. However, the article also highlights the need for further reforms and investments to boost the economy. The article discusses the challenges faced by the Indian economy, particularly in the manufacturing sector. It mentions that the government has implemented various measures to support the industry, such as the 'Make in India' initiative. However, the article also highlights the need for further reforms and investments to boost the economy. The article discusses the challenges faced by the Indian economy, particularly in the manufacturing sector. It mentions that the government has implemented various measures to support the industry, such as the 'Make in India' initiative. However, the article also highlights the need for further reforms and investments to boost the economy.

Halonix aims to double turnover by 2021

HALONIX
The Right Light

Halonix Technologies Limited, one of the country's most progressive and environment friendly lighting companies, is betting big on the LED revolution, encouraged by PM Modi's ambitious Make in India programme. With its wide and unmatched range of superior LED products, the company is looking to increase its turnover two-fold in the next five years with its firm belief that the government's efforts would bring down the prices and in turn expand the markets for the LED products.

"Due to our constantly growing business penetration in the LED segment we have already achieved a turnover of Rs. 350 crore last year in which 55% contribution is from LED category. Our aim is to achieve Rs. 750 crore in the next five years with our completely indigenous base that enables us to manufacture top-class products," said Rakesh Zutshi, the company's managing director.

Currently present in 20 states, the company already has a stronghold in northern and eastern states, Gujarat and Rajasthan. The plan now is to tap new territories across the state of Maharashtra and that of South India like Andhra Pradesh, Telangana, Karnataka, Kerala, etc. "We are already in the process of expanding our distribution network across the country to achieve our growth targets," added Zutshi.

Set up over 2 decades ago as an Indo-Japanese joint venture, Halonix has made the successful transition from being a largely private label business to a profitable branded business. The success of Halonix has been built on the back of its unparalleled ability to develop, test and deploy lighting solutions relevant and suitable for Indian conditions.

Rakesh Zutshi, Managing Director, Halonix Technologies Ltd

The article discusses the challenges faced by the Indian economy, particularly in the manufacturing sector. It mentions that the government has implemented various measures to support the industry, such as the 'Make in India' initiative. However, the article also highlights the need for further reforms and investments to boost the economy. The article discusses the challenges faced by the Indian economy, particularly in the manufacturing sector. It mentions that the government has implemented various measures to support the industry, such as the 'Make in India' initiative. However, the article also highlights the need for further reforms and investments to boost the economy.

What are the salient features of Okaya Centre?

Okaya Centre acknowledges the need with green office spaces. It encompasses features like real time BMS (Integrated Business Management System) which has management system controllers, spread across the building, controlling the access-control, the security, the plumbing pumps and the air handling units at each floor and the video cameras, are all intelligent controllers, which are capable of communicating with sensors, activation and other controls of the building and also with each other. They have a smart computer inside them, which is not only capable of controlling the environment but also communicating their health to the main computer and save electricity to very large extent. The infrastructure also provides state-of-the-art building air-conditioning to 100 per cent power back-up, satisfying all the basic requirements. Equipped with centrally managed campus dashboard and managed 24/7 by integrated building management system (BMS) and energy management system (EMS), Okaya Centre is LEED Gold Rated Campus Development. Apart from 14 each security and access control systems, it has centrally air conditioned buildings with energy efficient chillers. Among its most replicating features are ample parking spread over single 130,000 sq ft basement and open areas for cars and two wheelers and most importantly it has Mahanagar-compliant building design with earthquake proof RCC framed structure - seismic zone IV compliant.

How do you perceive the performance of Okaya Group over the years?

The phenomenal growth of Okaya Group is an amazing success story. Brand Okaya has taken the market by storm with its diversified product portfolio. Starting its journey over three decades ago, the company began to foray into IT products in 1984, UPS in 1990 and industrial battery manufacturing in April 2002 under the visionary leadership of O.P. Gupta. The Okaya Group today consists of Okaya Power Pvt. Ltd, Okaya Intercom, Okaya Energy Systems, Hirotek International, Joon Mobile Phone Batteries, Nissaka water purifiers and many more.

All through these years, the secret of our success has been to maintain strong bonds with our valued customers. Consequently today, Okaya, the leading manufacturer of Okaya Japanese Technology Automobile and marine UPS, Solarcell Batteries has become the most preferred choice among consumers with a large product range of batteries across all vehicles

- Apart from its rich Security and access control systems, it has centrally air conditioned buildings with energy efficient chillers. Among its most replicating features are ample parking spread over 130,000 sq ft.
- All through these years, the secret of our success has been to maintain strong bonds with our valued customers.
- Okaya has also diversified into other industrial battery segments viz Solar batteries, Railways LMSA batteries, Telecom batteries and Battle Tank batteries.
- The marketing strategy of Okaya has particularly been centred around creating awareness and generating interest of our valued customers in the most innovative product line offered by us.

including batteries for Inverters, Automobiles, E-vehicles, UPS and Solar Applications.

Okaya has also diversified into other industrial battery segments viz Solar batteries, Railways LMSA batteries, Telecom batteries and Battle Tank batteries. Thus, more than three decades of experience, countless hours of service and a robust customer support system is the secret of Okaya's unprecedented success in non-conventional power supply industry. Committed to provide lasting solution to individual and industries grappling with acute power shortage in the country, Okaya Power Group is and prepared to take up the emerging challenges ahead while it strives to become world's largest power tubular battery manufacturer from India by the year 2020.

What role your marketing strategy has played in defining your success?

Any strategy is nothing but the timely decisions you need to make. The marketing strategy of Okaya has particularly been centred around creating awareness and generating interest of our valued customers in the most innovative product line offered by us. With all its products, Okaya endeavours to make their usage simpler, smarter for its customers not just today but also for tomorrow. We don't just talk about future, but we are actively taking foundations today for a better tomorrow not just to do business but to nurture business.

Okaya Centre in Noida
Setting a new benchmark

Okaya Centre is the IT infrastructure development arm of Okaya Group which is developing many new IT Parks and SEZ projects in various cities namely Chandigarh, Pune and Hoshiar (David Hall). In Delhi NCR, the Okaya Centre is conveniently located in Sector 43, Noida, on off NH-04. Encompassing six floor-level workspaces of the future, the Okaya Centre is a covered IT Park and Okaya parker. Built on an area of 5 acres, the Okaya Centre is a covered IT Park providing 7,00,000 sqft of world-class office space offering high pedestal for big customers. A blend of technology and design, the IT Park is architecturally masterpiece with excellent built quality. The project has been designed to accommodate nearly 10,000 people. Every modern and futuristic element has been optimally incorporated in it to sustain the most challenging needs of global IT/ITES, BPO, banks and insurance companies. In this interview with **Baati & Man**, **Rajesh Gupta, Director, Okaya Power Private Limited**, talks about Okaya Centre and the successful journey of Okaya Group.

“Maintaining strong bonds with our valued customers is the success mantra of Okaya”

Rajesh Gupta, Director, Okaya Power Limited

THE PHENOMENAL GROWTH OF OKAYA GROUP IS AN ENVIABLE SUCCESS STORY Rajesh Gupta, Director, Okaya Power Private Limited reveals the company's strategic plans leading it towards becoming one of the world's largest power tubular battery manufacturers from India by the year 2020, in the following freewheeling interview with IT Focus:

HOW DO YOU PERCEIVE THE PERFORMANCE OF OKAYA GROUP IN THE NON-CONVENTIONAL POWER SUPPLY INDUSTRY OVER THE YEARS?

Rajesh Gupta: Starting its journey over three decades ago Okaya forayed into IT products in 1984, UPS in 1990 & industrial battery manufacturing in April 2002 under the visionary leadership of O.P. Gupta. The Okaya Group today consists of Okaya Power Pvt Ltd, Okaya Intercom, Okaya Energy Systems, Hirotek International, Joon Mobile Phone Batteries, Nissaka water purifiers and many more.

All through these years, the secret of our success has been to maintain strong bonds with our valued customers and our commitment to diversify into other industrial battery segments viz Solar batteries, Railways LMSA batteries, Telecom batteries and Battle Tank batteries. Thus, more than three decades of experience, countless hours of service and a robust customer support system is the secret of Okaya's unprecedented success in non-conventional power supply industry.

IN THIS FIERCELY COMPETITIVE MARKET WHAT SETS YOU APART FROM THE REST?

Rajesh Gupta: Affordability, reliability, continuous innovations and unmatched servicing ability set Okaya apart from its competitors and thus it is witnessing robust demand for its products. Most importantly Okaya uses Japanese technology to produce highly durable, international standard batteries and moreover, with a nationwide net-work of its warehouses, 3000 plus distributors and 30000 plus-dealers, supported by a strong workforce of 2300 employees, Okaya is already serving over 11 crore happy, satisfied & smiling customers pan India and in 14 countries across the globe. Okaya has started a revolution that redefines quality with a team of 17 researchers and engineers, manufacturing 42 types of tubular battery product line in every condition.

WHAT ROLE HAS YOUR MARKETING STRATEGY PLAYED IN DEFINING YOUR SUCCESS?

Rajesh Gupta: Any strategy is nothing but the timely decisions you need to make. The marketing strategy of Okaya has particularly been centred around creating awareness and generating interest of our valued customers in the most innovative product line offered by us. With all its products, Okaya endeavours to make their usage simpler, smarter, for its customers not just today but also for tomorrow.



(L-R) Rajeev Kumar Gupta, Rajesh Gupta, Arjunpreet Singh Sehni, RK Garg and Poonam Sharma were given the Gautam Buddha Nagar Pride Awards by Pankaj Singh, MLA, Noida who attended the award ceremony as the chief guest to honour the contribution of the awardees in the development of Noida. The event was co-organized by 33 Vogue Entertainments



प्रोडक्ट लॉन्च >>

एयर प्यूरिफायर की नई रेंज लेकर आया शार्प इलेक्ट्रॉनिक

कंज्यूमर इलेक्ट्रॉनिक कंपनी शार्प अपने ग्राहकों के लिए एयर प्यूरिफायर की नई रेंज लेकर आई है। वायु प्रदूषण की समस्या से जूझने वालों, खासकर सांसों की समस्या से परेशान लोगों की जरूरत को ध्यान में रखते हुए इस प्यूरिफायर को तैयार किया गया है। इसकी कीमत 20 हजार से 33 हजार रुपये के बीच रखी गई है।

Sharp introduces its Plasmacluster air purifier range

Consumer electronics company Sharp has introduced an indoor air purifier range Plasmacluster which is studded with technology that reduces the level of indoor air pollution while generating negative ions, bacteria and any other foul odor.

Sharp Plasmacluster air purifiers generate negative and positive ions which are created in natural environments like a forest, and a release from the company is said Sharp Plasmacluster air purifier offers harmful substances like pollen dust, allergens, virus, mould, gases and foul smell not just from the air, but also from the surface of things like indoor furniture, this purifier is useful and fresh atmosphere to breathe easy and safe air. The effectiveness of these air purifiers has been certified by renowned academic and research institutes around the world, including the British Asthma Foundation and Asthma Society of India.



Sharp has introduced its in-house air quality. Sharp Plasmacluster air purifiers available in seven different variants including a built-in germ prevention in building rooms, restaurants, offices, hospitals, stores, gas, and releases from surface health from indoor air pollution.

Sharp Plasmacluster air purifier can be used wherever the level of air and surface contamination remains high like homes, workplaces, stores as well as public spaces like hotels, rooms and offices. These air purifiers help, offer an energy saving, plasmacluster air filter through.



Plasmacluster air purifiers

Consumer Electronics company Sharp has introduced advanced air purifier range Sharp Plasmacluster Air Purifiers. The new air purifiers generate negative and positive ions

which are created in natural environments like a forest and these drastically reduce the level of indoor air pollution with instantly terminating the airborne viruses, bacteria as well as any foul order of toilets, sweat, garbage, or burning smell. Meant exclusively for improving the in-house air quality, Sharp Plasmacluster air purifiers are available in seven different variants. Price: ₹20,000 to ₹33,000.



Sharp has introduced its indoor air purifier range, Sharp Plasmacluster Air Purifiers, which is studded with innovative technology that reduces the level of indoor air pollution with instantly terminating the airborne viruses, bacteria as well as foul order of toilets, sweat, garbage, or burning smell. Sharp Plasmacluster Air Purifiers generate negative and positive ions which are created in natural environments like a forest. The purifier kills harmful substances like pollen dust, allergens, virus, mould, gases and foul smell.

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Record exports by SAIL in February



The Steel Authority of India Ltd (SAIL) achieved record export monthly volume of about the 10% for export during the month of February. According to a press release, a total of 1.01 lakh tonnes of steel was exported in the month, which includes the 60,000 tonnes of CR-rolled products from the new Free Port of India (Noida) Special Economic Zone (SEZ). The other products which contributed to the record export include cold-chamber cast steel, hot rolled coil, coils and sheets. During the current financial year 2016-17, SAIL has already exported Rs 1.5 lakh crore.

Emaar India celebrates Safety Week



Emaar India commemorates its 10th Safety Week in its new office building at Connaught Place, New Delhi. The week-long campaign, organised by the company with active participation by its employees aimed at ensuring a healthy and safe workplace, which includes a Health, Safety and Environment (HSE) committee, a Safety Incentive, a Safety Club, a Safety Committee and a Safety Incentive. The Safety Club is a volunteer group of employees who work towards promoting safety and health awareness. The Safety Committee is a committee of employees who are responsible for identifying and eliminating safety hazards in the workplace. The Safety Incentive is a reward system for employees who demonstrate exceptional safety performance.



VITRA's latest innovation is the Vitra shower tray technology, which makes it not only a shower tray but also a worktop. The tray is made of a composite material that is 100% recyclable and is produced in a way that allows for a wide range of finishes and colors. The tray is also designed to be easy to install and maintain. The technology was introduced in the Vitra shower trays which come without any floor tiles and stand out for their exceptionally precise aesthetics, and perfectly smooth hygienic surface.



ASahi India Glass

Asahi India Glass is one of the largest of high-performance glass in the world. The company is a leader in the glass industry, producing a wide range of glass products for various applications. The company's products are known for their quality and durability. The company is also committed to environmental sustainability and social responsibility. The company's products are used in a wide range of industries, including construction, automotive, and consumer goods. The company is also involved in various social and environmental initiatives.



BONHOMIA's coffee machine is a perfect choice for those who love a good cup of coffee. The machine is designed to be easy to use and maintain. It is also available in various colors to suit different home decor styles. The machine is also equipped with a programmable timer and a keep-warm function. The machine is also available in a compact size for smaller kitchens. The machine is also a great gift for coffee lovers.



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Sharp unveils new range of air purifiers

Consumer Electronics giant Sharp has introduced its unique indoor air purifier range Sharp Plasmacluster Air Purifiers which is studded with such innovative technology that it drastically reduces the level of indoor air pollution with instantly terminating the airborne viruses, bacteria as well as any foul order of toilets, sweat, garbage, or burning smell. Sharp Plasmacluster Air Purifiers generates negative and positive ions which are created in natural environments like a forest. Sharp Plasmacluster Air Purifiers kills all harmful substances like pollen dust, allergens, virus, mould, gases and foul smell not just from the air, but also from the surface of things kept indoors and thus, they create a neutral and fresh environment to breathe easy and safe air. The effectiveness of these air purifiers have been certified by renowned academic and research institutes around the world, including the British Asthma Foundation and Asthma Society of India to be most effective in removal of triggers that causes Asthma. Plasmacluster Air Purifiers are priced in the range of Rs 20,000 to Rs 33,000, and are available through retail outlets across India.



Smart & Safe

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Colour Defined

The new Plasmacluster air purifier range from Sharp is available in a variety of colors to suit different home decor styles. The purifier is also equipped with a programmable timer and a keep-warm function. The purifier is also available in a compact size for smaller kitchens. The purifier is also a great gift for those who love a good cup of coffee.

RITL to invest Rs. 400-cr. for expanding King Koil mattress production

Royal Living Technologies Ltd. (RITL), the Indian licensee for global mattress brand King Koil, plans to invest Rs. 400 crore, for setting up of three new manufacturing plants in the next four-five years for expansion in the country.

"We plan to invest Rs. 100 crore to set 4-5 units under white expansion, and majority of that would be on the production side. We would be setting up more factories," RITL Managing Director Anshu Gupta told PTI.

The Noida based firm is seeking the location in South India to set up a plant to cater to the demand for the region. "We would establish one

more plant in South India next year, preferably in Karnataka, to cater the regional demand there. It would be a major market for us," he said.

The King Koil mattresses were earlier imported from Dubai. RITL currently produces mattress at three facilities located in Mumbai, Noida and Ludhiana, which have a total capacity of one lakh mattresses per year.

Mr. Gupta further said the company would also invest in marketing and would look to sign a brand ambassador soon to endorse the King Koil range of mattresses.

RITL had entered into a long-term license agreement for the Indian market with the US-based

King Koil earlier this year. It has launched King Koil mattresses priced between Rs. 5,000 and Rs. 46,000 and is looking to scale up retail presence.

"We have plans to introduce the King Koil brand in 300 to 400 mid-to-brand outlets this year. Moreover, it would open 12 dedicated outlets this year. The company is targeting high-end mattress space and such important markets, called by Gupta

According to him, the market size of the expanded mattress sector is around Rs. 4,000 crore in India and the compressed sector with 34 times more than the branded products. Still, the Indian market is dominated largely by two big mattress brands - Shreevastu and Clark.

King Koil is setting up product in 30 countries through license agreements. In the US, the company is serving the demand with 34 factories and over 70 additional factories across the world.



MR. (74) TEL: 011-26101111 | FEBRUARY 2013

PRODUCTS

King Koil unveils posture sense mattress

King Koil has ushered in its latest range of premium mattress - Posture Sense. These mattresses are the most widely available balanced coiled support system mattress, with a unique dual comfort feature. To ensure, an ultimate sleeping comfort, this uniquely designed and patented technology mattress, has been launched, for the first time in the Indian mattress market. These mattresses are made from the finest materials in the most appropriate mix and provide an unrivalled comfort and support to the human body. They come with one side as a softer support layer to the body for luxurious and plush feel and on the other side of the mattress an option of comparatively firmer feel to the body. It is priced from ₹15,000 to ₹46,000.

For more information visit: www.kingkoil.com



King Koil launches Posture Sense Mattress



King Koil launches its latest range of premium mattress 'Posture Sense'. Posture Sense is the most widely available balanced coiled support system mattress, with a unique dual comfort feature. The Posture Sense Mattresses are made from the finest materials in the most appropriate mix and provides an unrivalled comfort and support to the human body. With the unique high coil count of pocketed spring core, Posture Sense comes with one side as a softer support layer to the body for luxurious and plush feel and on the other side of the mattress an option of comparatively firmer feel to the body. The firm side is created by using heavy density REBOND foam, whereas the soft side comes with two luxury layer options Le Ultra PULSH Foam and CELLULAR MEMORY Foam. All the mattresses meet our high-quality standards of proper support, comfort and long-lasting durability.

price : MRP: ₹15,000 to 46,000
availability: across all leading stores of India

WASSUPI

International brand King Koil forays into the Indian Market

King Koil, the international mattress brand, plans to invest Rs. 400 crore in the next five years in the Indian market to grow and expand its footprint and business. The plan to do this is through distribution, tie-ups with multi-brand retailers, opening of exclusive outlets supported with marketing to create brand awareness. King Koil has tied up with Best Engineering to accomplish this and establish a first base for its business in India.

Talking about the King Koil India IP - International Business, King Koil says, "We are committed to enter the Indian market, which is a potential rich for us initially with our two products that will be available in the Indian market. The move comes as part of our strategic expansion plan to reach out to the burgeoning mattress market in India. The two major products that King Koil has introduced in the domestic market are Posture Sense and Le Mattress". According to Anshu Gupta, MD, Best Engineering, "The market size of the expanded mattress sector is around Rs. 4,000 crore in India and the compressed sector with 34 times more than the branded products. The company is targeting high-end



Products & Services

COLOURFUL GIFTS FROM THE ORIENT

An elegant gift brought to India by Best, the exclusive collection offers a number of top international, high quality products available every aspect of the product. From making a man's presence in your home to making it more comfortable. The design has been finely tuned to perfection in a time-saving process that makes the collection a unique and desirable. Guaranteed to be the second best gift in a collection. The exclusive 'Living with style' is available only in the 'Home' category. King Koil has been a pioneer in the world of gifts and presents by offering a particularly desirable collection of premium home products. The colors of the objects - both fully coordinated, the color tone and a light material - are as finely tuned in the most sophisticated in the world today. The collection of the beautiful objects. Quality products are the new 'Decorative accessories' like the coffee table and the three vessels set square table.



KING KOIL UNVEILS 'POSTURE SENSE' MATTRESS

Posture Sense sleeping comfort. It is a high-quality and pocketed spring mattress has been launched for the first time in the Indian mattress market. Posture Sense comes with one side as a softer support layer to the body for luxurious and plush feel and on the other side of the mattress an option of comparatively firmer feel to the body. With the unique high coil count of pocketed spring core, the firm side is created by using heavy density REBOND foam, whereas the soft side comes with two luxury layer options - Le Ultra PULSH Foam and CELLULAR MEMORY Foam. All the mattresses meet our high-quality standards of proper support, comfort and long-lasting durability. Posture Sense mattresses are available across all leading stores of India. The price ranges from ₹15,000 to ₹46,000.

A grayscale photograph of a desk setup. In the foreground, a pair of black-rimmed glasses lies on a light-colored surface. To the left, a spiral-bound notebook is partially visible. Below the glasses, a silver pen with a white grip is lying horizontally. In the background, a portion of a computer keyboard is visible, showing several keys. The overall scene is a professional or academic workspace.

THANK YOU!
Let's discuss now!