

# Om Vinayaga Associates

# Building Doctor Madurai

Promotion Pioneer of  
the Year 2025



# Building Doctor Madurai



## Key aspects for the nomination

01

Content marketing:  
Creating high-quality content like blog posts, videos, and infographics to educate and engage potential customers, helping establish brand authority

02

Social Media:  
Utilizing platforms like Facebook, Instagram, YouTube, LinkedIn to interact with your audience, share content, and run targeted ads.

03

Data-driven marketing:  
Using data analytics to inform decision-making, measure campaign performance, and optimize strategies.

04

Consistent:  
Uploading WhatsApp status consistently to reach target audience.

05

Forums and Events:  
Taking part in Engineering based forums and events to educate audience about our product and services.

# Building Doctor Madurai Om Vinayaga Associates

## Promotion Reports



Month	Franchisee Name – Madurai
April 2024	
May 2024	
June 2024	
July 2024	
August 2024	
September 2024	
October 2024	
November 2024	
December 2024	
January 2025	
February 2025	
March 2025	

# Promotion Platforms



- 01 *WhatsApp (WA Sender Bulk Messaging)*
- 02 *Instagram*
- 03 *Facebook*
- 04 *LinkedIn*
- 05 *YouTube*
- 06 *Forums, Events*
- 07 *Digital marketing*

# Building Doctor Madurai

# Promotion platforms

**BUILDING DOCTOR**  
Madurai

4.6 ★★★★★ (50)  
Waterproofing service in Madurai, Tamil Nadu · Open

Overview Photos Reviews Services About

Reviews from the web

4.8/5 Justdial · 2 votes

Google review summary

4.6 ★★★★★ (50)

The screenshot shows the Google My Business profile for "BUILDING DOCTOR" in Madurai. It includes the company name, address, rating, services offered, and navigation tabs for Overview, Photos, Reviews, Services, and About. Below the main profile, there's a section for "Reviews from the web" showing a 4.8/5 rating from Justdial. At the bottom, there's a "Google review summary" with a 4.6 rating from 50 reviews.

building\_doctor\_ma... 9+ • Madurai \_ Buildingdoctor  
174 posts 2,227 followers 82 following

OM VINAYAGA ASSOCIATES  
Specialist for Building repair and waterproofing works  
For Free site visit call : 78 73 73 23 23

@ building\_doctor\_madurai

Professional dashboard  
5.6T accounts reached in the last 30 days.

Edit profile Share profile Contact

New Digital Market Awards Directors

Shorts Posts

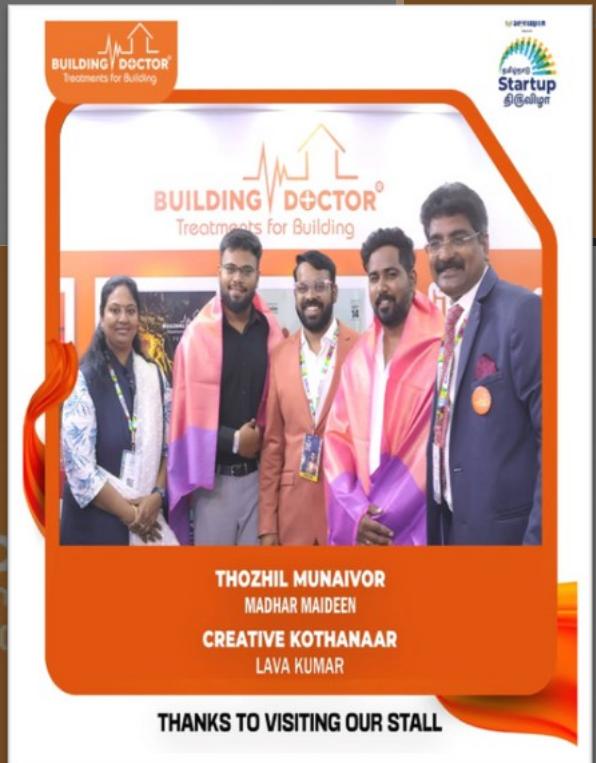
Latest Popular Oldest

The screenshot shows a LinkedIn professional dashboard for the user "building\_doctor\_madurai". It displays basic account information (174 posts, 2,227 followers, 82 following), company details ("OM VINAYAGA ASSOCIATES, Specialist for Building repair and waterproofing works"), and a handle "@ building\_doctor\_madurai". It also shows a "Professional dashboard" with metrics (5.6T accounts reached in the last 30 days) and buttons for Edit profile, Share profile, and Contact. Below these are links for New, Digital Market, Awards, and Directors. The interface includes tabs for Shorts and Posts, and sorting options for Latest, Popular, and Oldest.

# Building Doctor Madurai

# Building Doctor Madurai

## STALLS





# Building Doctor Madurai

## STALLS



# STALLS Building Doctor Madurai

# Promotions



# PROMOTIONS



Radio  
City  
FM

Pudhuyugham TV Program

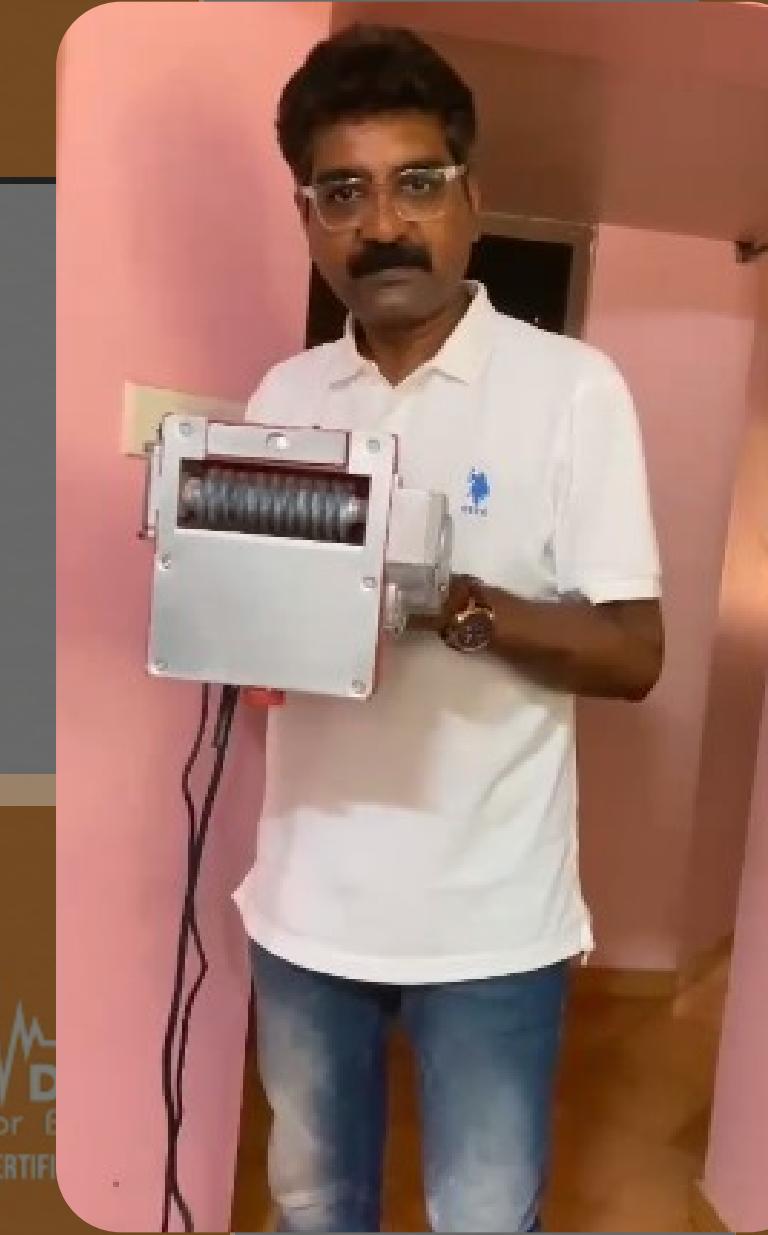
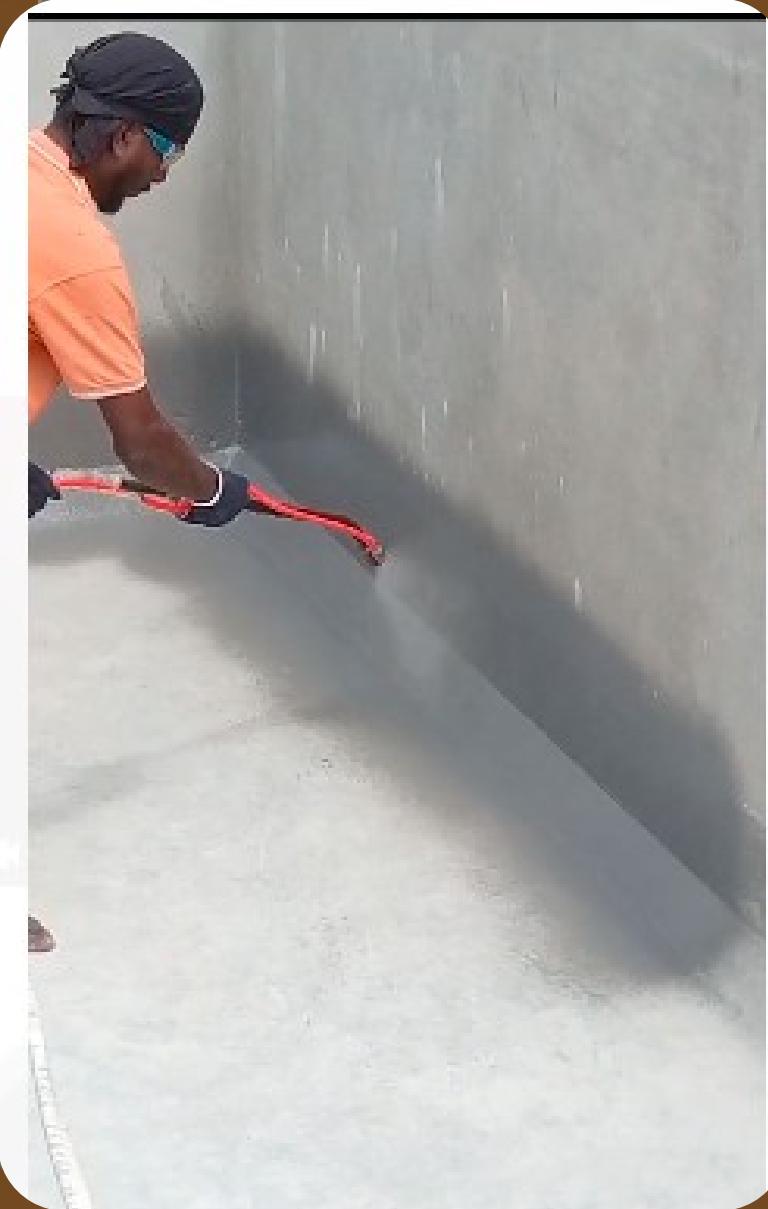
# PROMOTIONS



We Create Surprise site visit  
Also as a Promotion Video

**Building Doctor Madurai**

# Introducing Advanced Machinaries is Also one of Our Promotion Activity



## Building Doctor Madurai

# PROMOTIONS

Promote our  
Self in  
Participating  
other  
Franchies  
Presentation  
and Meetings



# Building Doctor Madurai

# Promotions

Diwali Celebrations



Diwali Celebrations



# Building Doctor Madurai

# Promotions

BD Pen  
To  
School Students



M-cube with MOU



Meet up with Students



# Building Doctor Madurai

# Promotions

Meet up with  
You Tubers



AMCE Pongal Celebration  
Sponsor



Meet up with  
Clients

# Building Doctor Madurai

# Promotions



Meet up with  
Kadabavanam  
Resort Owner

Meet up with  
Madurai  
Commissioner and  
Discuss Our BD  
Brand



Arc. Madhan



Mr. Dinesh Kumar  
GM of Fenner India  
Pvt.ltd.

Represent Our Building Doctor  
Company as a High profile  
client

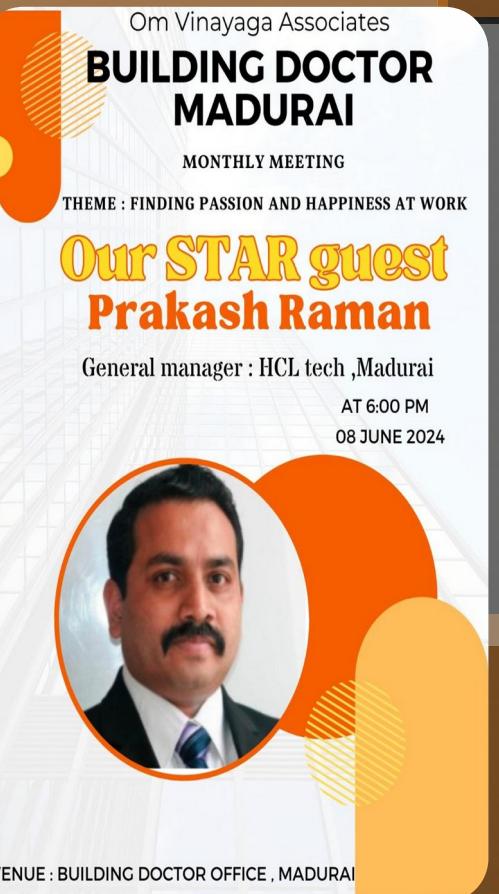
# Building Doctor Madurai

# Promotions

Game Fest



Monthly Meeting with  
Special Guest



Mason team  
Meeting with  
Product Training



# Building Doctor Madurai

# Promoting BD As a Brand Awards



Excellence in the category of  
Building Restoration  
Water Proofing For the year 2024

## Building Doctor Madurai

# Promoting By Awards



The Best Business  
Posting Award  
Building Doctor



The Best  
Emerging  
Women Entrepreneur  
Building Doctor



The Best  
Women Entrepreneur  
Building Doctor

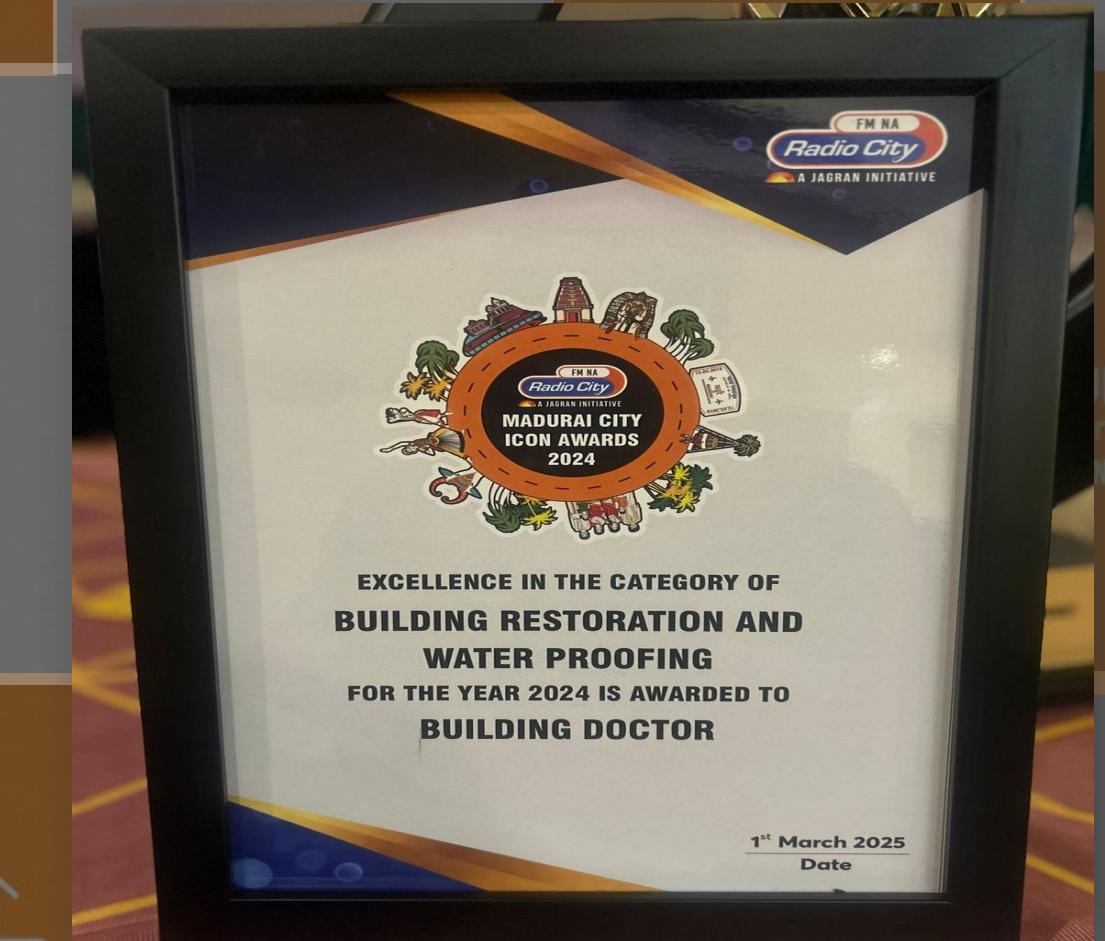


Building Doctor Madurai

# Updating Product knowledge and Business Upgradation acting as a Promoting Activities For BD



Water Proofing and Insulation  
Certificate From CIDC



Madurai City  
Iconic Award



Doctorate

# Building Doctor Madurai

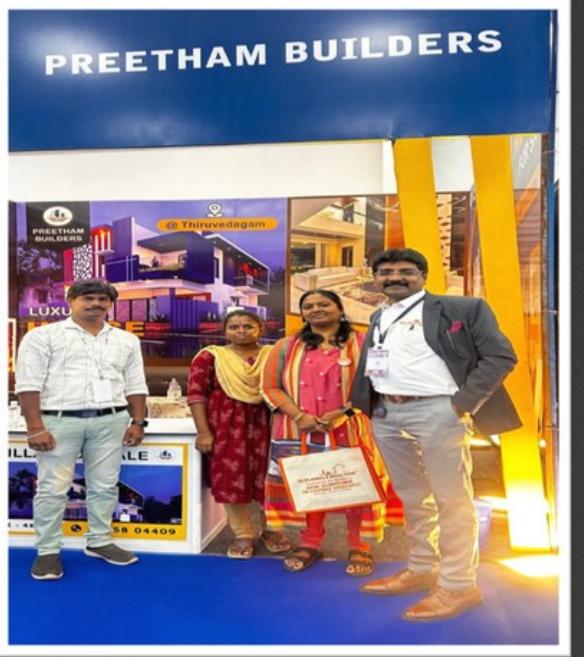
# Introducing Building Doctor to Civil Engineering Dept.(Future Engineers) Velammal Eng. college



Happy Time with Madurai  
Iconic Kumar Mess

Promoting BD Initiative From Engineering Students to Iconics of Madurai

# OUR INVESTMENT PHILOSOPHY



Preetam  
Builders



Jaintt construction



Pryme Arc.



Dhinamalar Groups



Anuj Tiles

# Building Doctor Madurai

# OUR INVESTMENT PHILOSOPHY



Credai FairPro



Annai Bharath.



Dhinamalar Groups

# Building Doctor Madurai

# Forum - CEDOI



Speech with  
Presentation



The Best Product  
Presentation  
Award From  
Mr. Nakeeran Gopal



The Building  
Guardian  
Award



Cedoi Stall



Representing  
BD  
As a Guest



# Building Doctor Madurai

# Forum - MEWE



BD Product Presentation



Bd Presentation



Launching New Bd Product



Speech with BD Presentation



BD Product Presentation

# Building Doctor Madurai

# Guest lecture for Students



VELAMMAL COLLEGE OF ENGINEERING & TECHNOLOGY  
(An Autonomous Institution), Madurai - 625 009,  
Accredited by NBA & NAAC with "A" Grade

DEPARTMENT OF CIVIL ENGINEERING  
**GUEST LECTURE**

**TOPIC : IMPORTANCE OF CONSTRUCTION CHEMICALS IN CONSTRUCTION FIELDS**

**RESOURCE PERSON**  
Dr. (Hons). Er. Ramesh Jeyaraman  
DIRECTOR, BUILDING DOCTOR, MADURAI

13th March, Thursday      11:00 am - 12:00 pm      Smart Class Room

**VISION**  
To inspire and mould Civil Engineering aspirants as competent and dynamic infrastructure developers.

**MISSION**  
• Integrate high quality Civil Engineering education and research.  
• Keep updating students with the state of the art theory and practice.  
• Create a supportive environment to meet professional challenges.

**CHIEF PATRON**  
Shri.M. V . Muthuramalingam  
Chairman, VET

**PATRON**  
Dr. P. Ali  
Principal, VCET

**CONVENER**  
Dr.R.Ganesan  
HoD & Professor/Civil

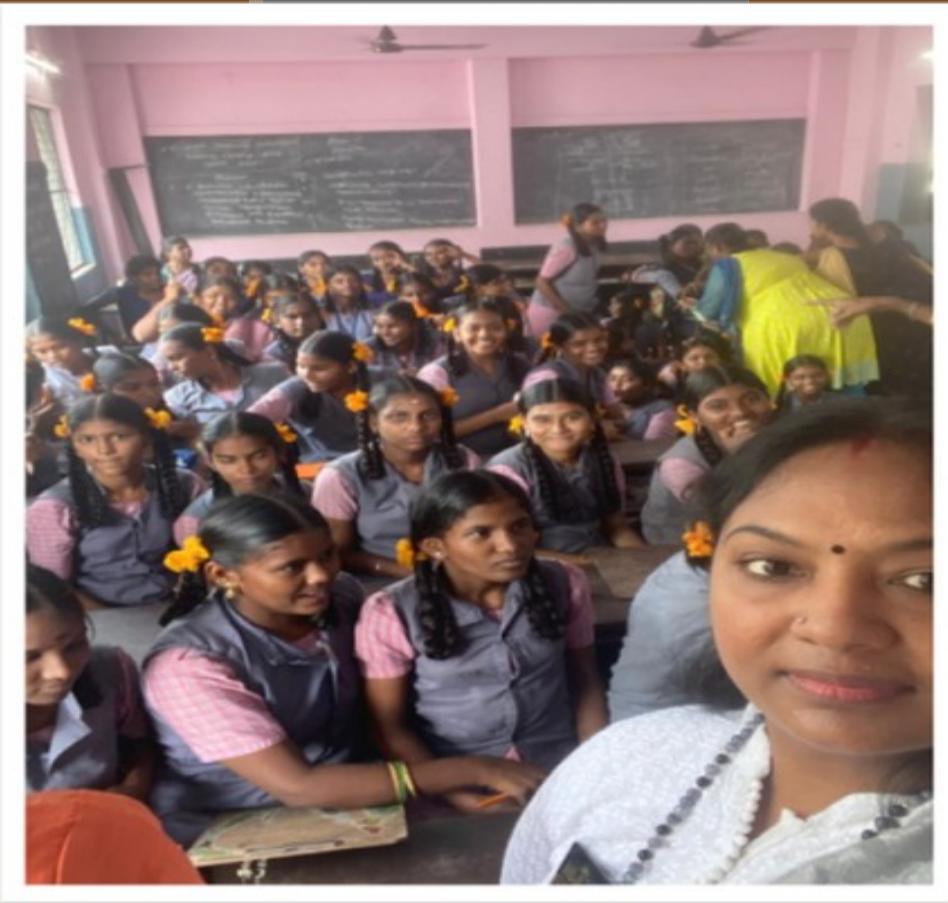
**CO-ORDINATOR**  
Mrs. T. Keerthika  
Assistant Professor / Civil

INSTITUTION'S INNOVATION COUNCIL  
Ministry of HRD Initiatives



Velammal College  
Building Doctor Madurai

# Guest lecture for Students



Kakkaipadiniyar  
Govt. Girls Hr. sec. School

Fatima College

Mohammed Sathak  
Polytechnic College

# Building Doctor Madurai

# Guest lecture for Students



NMSSVN  
College



BD Meet with Thiagarajar Eng.  
College Principal



Velammal  
College

Building Doctor Madurai



**Sree Lakshmi Narayana**  
Constructions Pvt. Ltd.

Regd. Office : No.11/Old No.41, Mangesh Street, T.Nagar, Chennai - 600 017.  
Mobile. : 91 98409 47159 | e-mail : info@slnic.in | Web : www.slnic.in

20<sup>th</sup> March 2025

Dear Sir / Madam,

Greetings from Sree Lakshmi Narayana Constructions Pvt. Ltd, Madurai

We are pleased to introduce ourselves as one of the leading construction companies in Madurai, committed to delivering a premium living experience with superior quality to all.

One of the most common challenges in construction is improper waterproofing and we were determined to find a reliable and effective solution for our recently completed "Seerabhyu" project. While exploring the market for trusted experts, we heard that Building Doctor is a well-regarded name in waterproofing solutions and Mr. Ramesh Jayaraman in Madurai, could provide the right expertise.

Initially, we were unfamiliar with Building Doctor and hesitant about its products. However, its quality proved to be highly effective and reliable. Mr. Ramesh Jayaraman's in-depth knowledge and hands-on approach ensured that every aspect of the waterproofing work was executed with precision. He remained committed throughout the process and delivered exactly as promised.

We truly appreciate Mr. Ramesh Jayaraman for his seamless coordination, timely assistance, and commitment to quality, all of which played a key role in our project's success.

We look forward to future collaborations with Building Doctor and sincerely thank you for your continued support.

Thanks and Regards

R. Ramkumar  
Director  
Sree Lakshmi Narayana Constructions Pvt. Ltd

**Corporate Offices :**

Coimbatore : No.335, D.B.Road, R.S. Puram,  
Coimbatore - 641 002.

Madurai : H4, 4th Floor, Raam's Apartment,  
By-pass Road, Madurai - 625 016.

# Testimonial Letter From Mr.Ramkumar (MD Dinamalar Group )

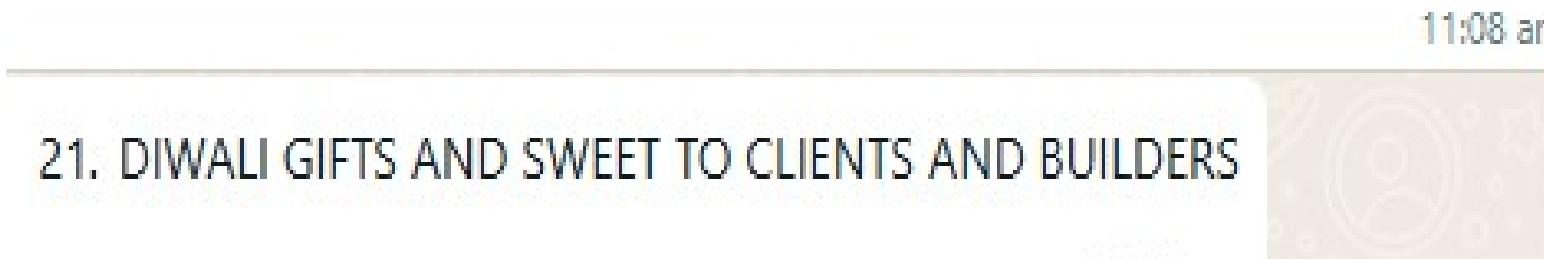
# PROMOTION ACTIVITIES OF MADURAI FRANCHISEE

1. MASON'S MEET
2. GUEST SPEAKERS
3. YOU TUBERS VIDEOS
4. PROVIDING BAGS AND WATER BOTTLES TO THE CLIENTS
5. SATHAK ENGINEERING COLLEGE KEELAKARAI - SPEECH ABOUT BUILDING DOCTOR
6. CNI CONFERENCE 24 sponsor and stall
7. stall in cedoi
8. BUILDERS ASSOCIATION OF INDIA EXPO
9. INSTAGRAM ACTIVITIES CREATE VIDEOS
10. FACE BOOK AND LINKED IN WHATSUP STATUS
11. BUSINESS POSTINGS EVERYDAY IN MANY FORUM GROUPS AND OTHER GROUPS
12. FATIMA COLLEGE STALL
13. MEET MADURAI CITY COMMISSIONER AND PROMOTE OUR BD PRODUCTS
14. TAMIL NADU STARTUP FABRICATED STALL
15. USING BD UMBRELLA ,BOUQUET ,  
PEN , STANDY.

## Building Doctor Madurai

# PROMOTION ACTIVITIES OF MADURAI FRANCHISEE

16. Relaunch BD PRODUCTS IN MEWE FORUM AND KEEP STALLS EVERY MONTH
17. CEDOI BUILDING GUARDIAN AWARD KEEP VIDEOS AND STANDY
18. CO SPONSOR FOR CEDOI AWARDS
19. MOU SIGN IN VELAMMAL ENGINEERING COLLEGE
20. GIVEN PRODUCTS PRESENTATION AWARD AND GOT BEST PRODUCT AWARD IN CEDOI . TELECAST VIDEOS
18. SPONSOR CAPS FOR APARTMENT GAMES
19. SPONSOR SPORTS COSTUME AMCE ENGINEERS CRICKET GAME
20. WE CALL ARCHITECTS ENGINEERS AND BUILDERS PROMOTERS AND INVITE THEM TO FORUM AND HONOUR THEM BY KEEPING THEIR POSTERS IN STATUS.
21. DIWALI GIFTS AND SWEET TO CLIENTS AND BUILDERS



22. *Radio City BUILDING DOCTOR Buisness Talk Live Telecast*

23. *Introducing Building doctor products For 1<sup>st</sup> year Civil Engineering Students as a Part of their Syllabus*

24. *M-Cube - Given BD Materials and Guiding Engineering Students for their products*

25. *BD Meet with Thiagarajar Eng. College Principal*

## Building Doctor Madurai



Thank  
You

Om Building Doctor Madurai  
Vinayaga Associates