

# chlorophyll's print showcase

August 2018



# Bank M

chlorophyll created several campaigns for Bank M, a corporate bank based in Tanzania. These included campaigns for new branches, products and services as well as topical communication.

# Kenya launch

This idea uses a red carpet, a quintessential symbol of exclusivity, to communicate Bank M's 'by invitation only' service.

# Teasers



Are you on “The List”?



Are you on “The List”?

Launch

**This way for  
The Listers...  
Apologies to  
the rest.**



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

Bespoke Banking.  
By invitation only.



## Follow-ups

**"One:  
the number  
of customers  
my bank has."**



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



Corporate &  
Investment Bank

**"Impossible:  
What my bank does  
every day."**



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



Corporate &  
Investment Bank

**"Telepathy:  
what my bank  
practises."**



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



Corporate &  
Investment Bank

# The Super CEO!

- A campaign for Money.Power, a business account with special services that make CEOs 'Super CEOs'!

*Introducing*

# **Money.Power**

A business account for  
SuperCEOs

Rate of interest: 7% | Free Cash in Transit  
| Free non-cash document pickup  
| Free remote cheque upload facility

\* Average balance conditions apply

Bespoke Banking.  
By invitation only.

**M** Oriental

*Introducing*

# Money.Power

A business account for  
SuperCEOs

**Rate of interest: 7%**

Free Cash in Transit

Free non-cash document pickup

Free remote cheque upload facility

\* Average balance conditions apply



Bespoke Banking.  
By invitation only.



*Introducing*  
**Money.Power**  
A business account for SuperCEOs

**Free remote cheque upload facility**

Free non-cash document pickup

Rate of interest: 7%

Free Cash in Transit



Bespoke Banking.  
By invitation only.

\* Average balance conditions apply



# M Mortgages

M Mortgages is Tanzania's first and only housing finance company.

This idea invites all Tanzanians to join the celebrations!

# Launch

Come, celebrate!



Tanzania's first mortgage finance company is here.



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

A special venture of Bank M/IFC/HDFC/Karimjee/Aris

Come, celebrate!



Tanzania's first mortgage finance company is here.



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

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Come, celebrate!



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

A special venture of Bank M/IFC/HDFC/Karimjee/Aris

# **HEOM, MHEO, EMHO, OEMH**

For any modifications or renovations to your Home, please call us.



A special venture of Bank M/IFC/HDFC/Karimjee/Aris

# Soon, homes without ceilings!



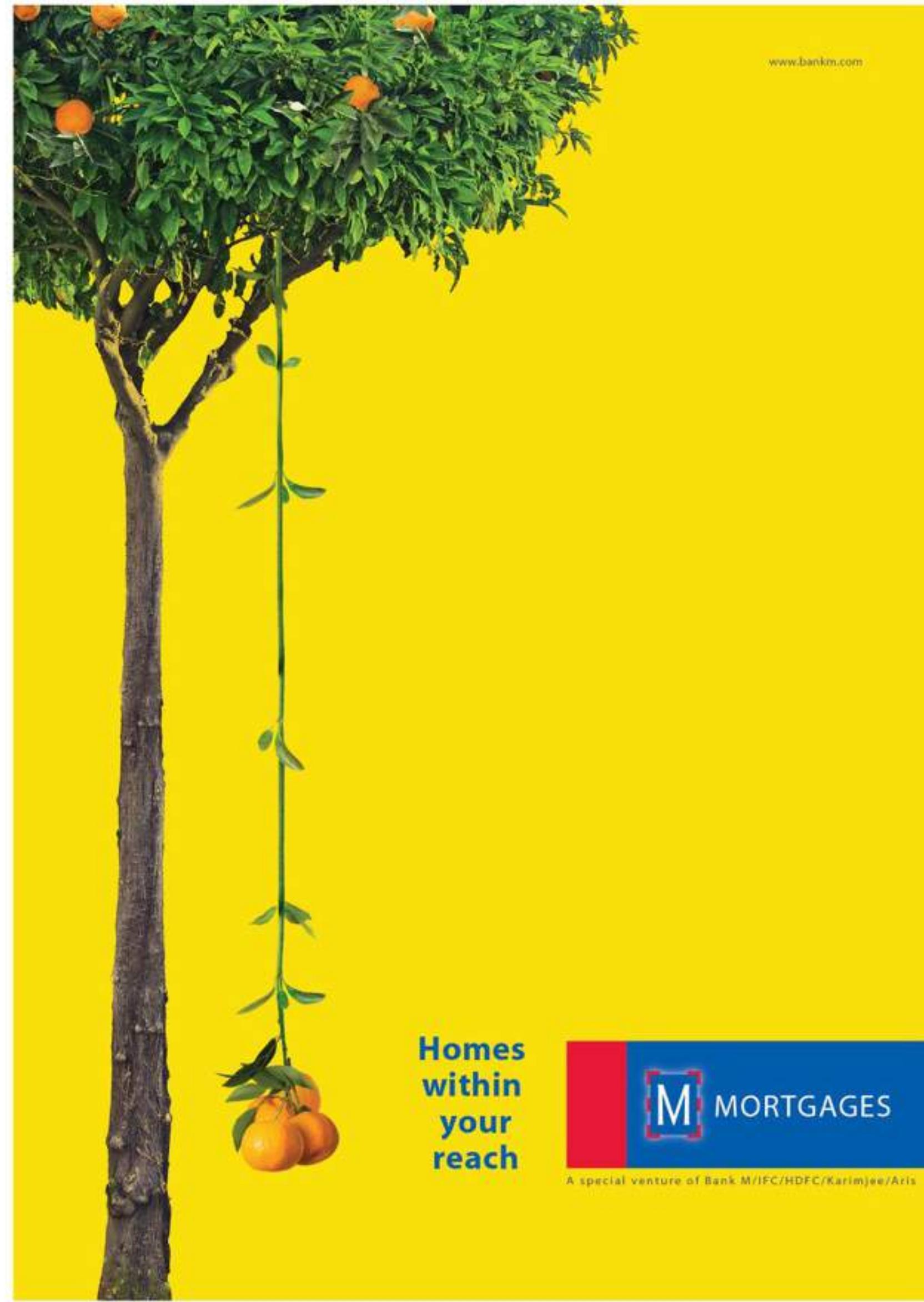
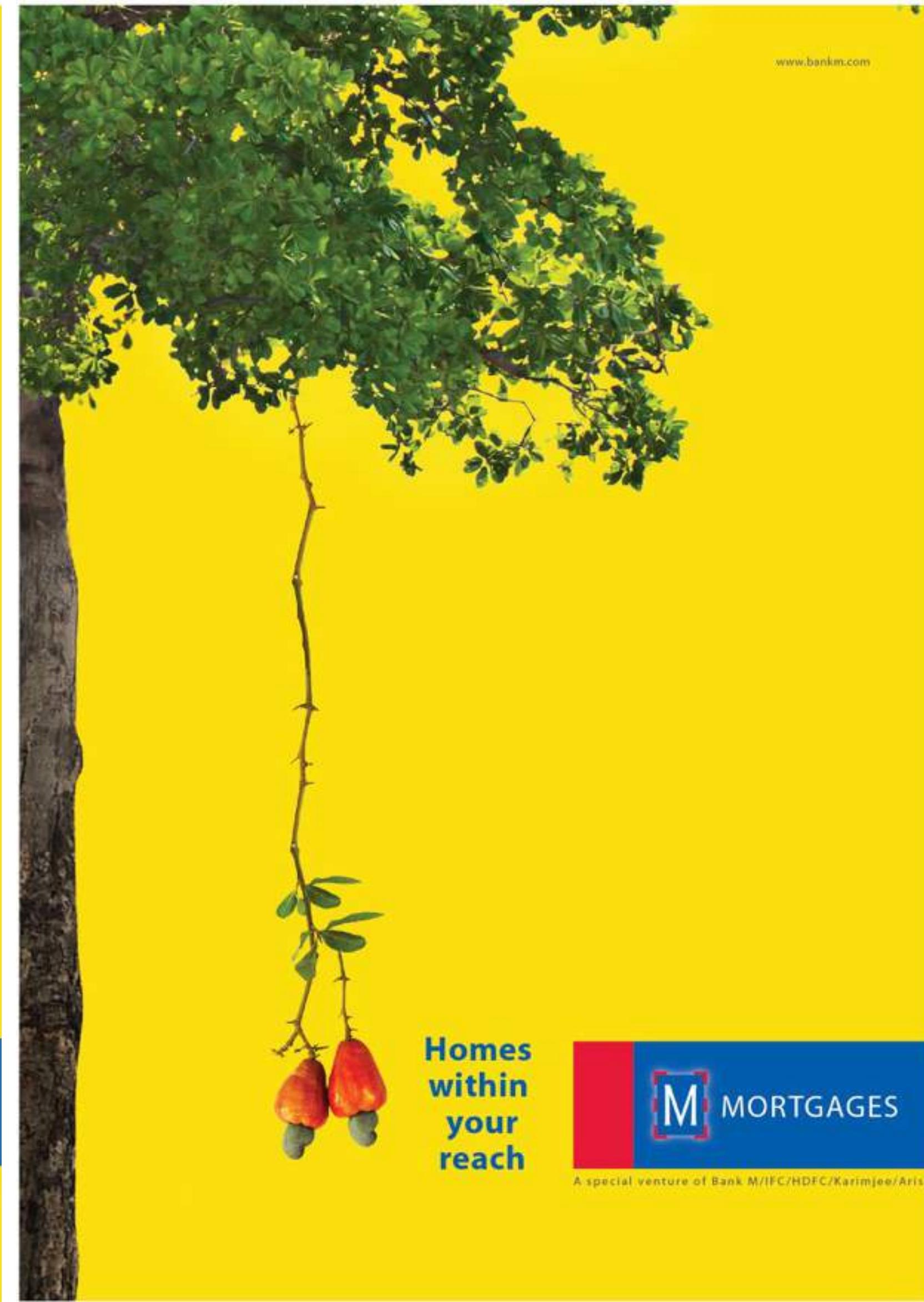
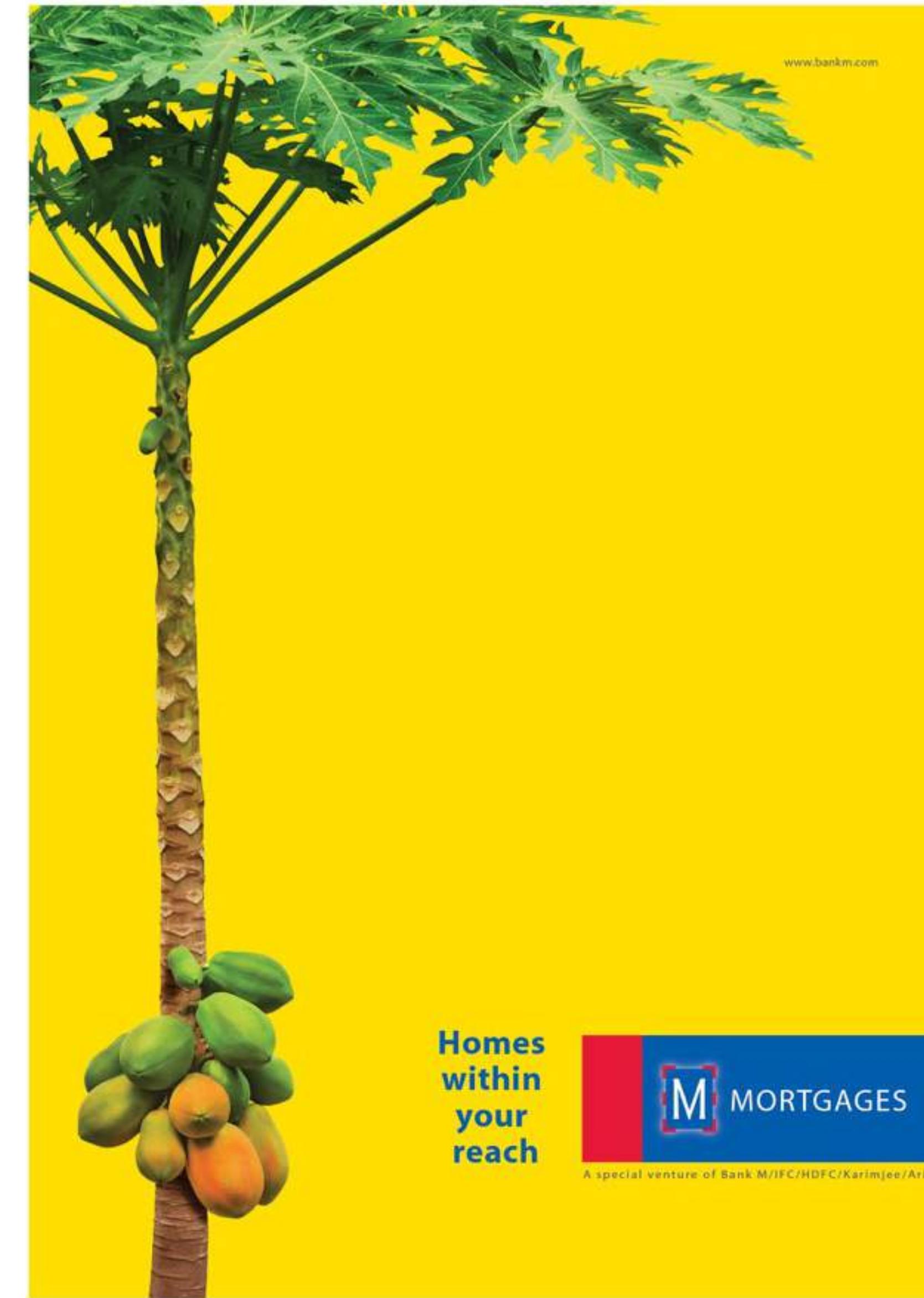
With 20 years in which to pay off your home loan,  
there are no constraints hanging over your head!



MORTGAGES

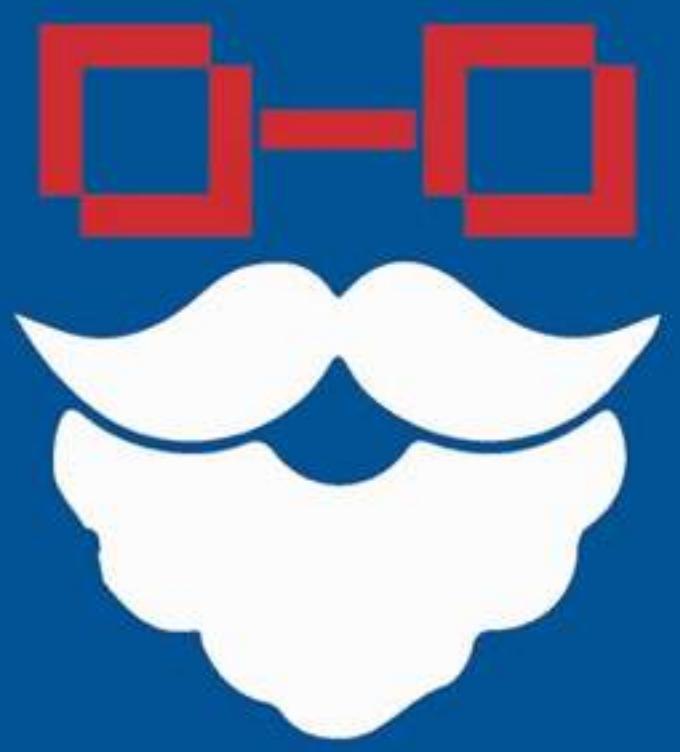
A special venture of Bank M/IFC/HDFC/Karimjee/Aris

A surprising, memorable way to communicate the accessibility of home loans!



# Christmas

An old tradition continues...



New products, new services, same values!



Corporate &  
Investment Bank

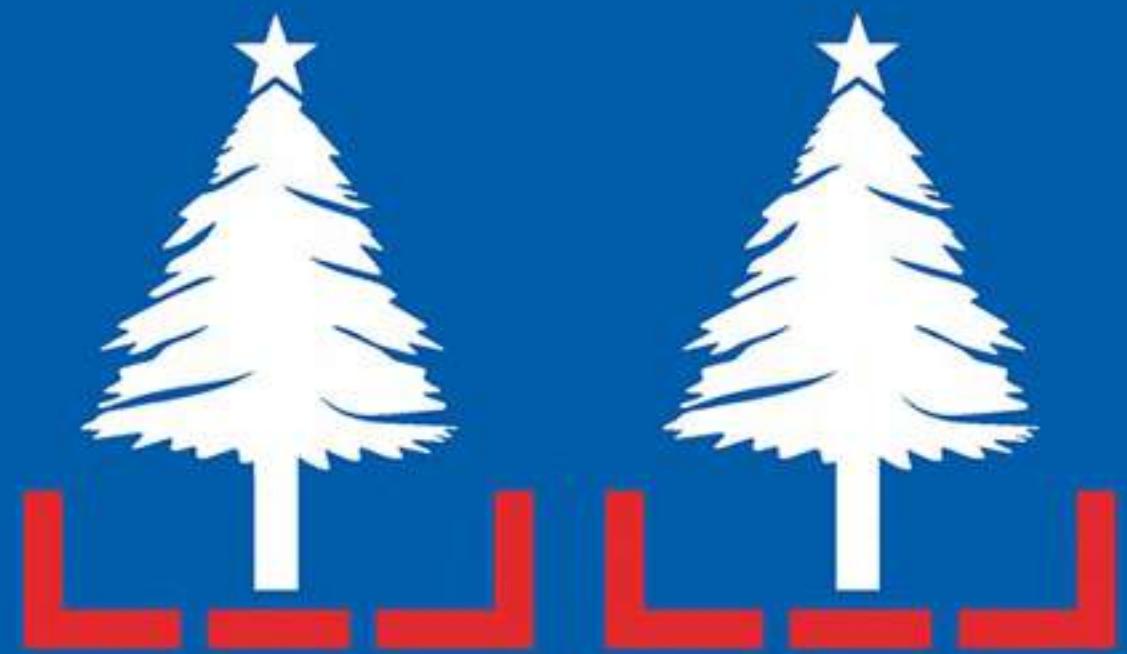


If Christmas has a special symbol,  
so does Bank M.



Corporate &  
Investment Bank

Good wishes  
come in twos.



A Merry Merry Christmas!



Corporate &  
Investment Bank

Here's wishing you  
a prosperous ride!



Merry Christmas

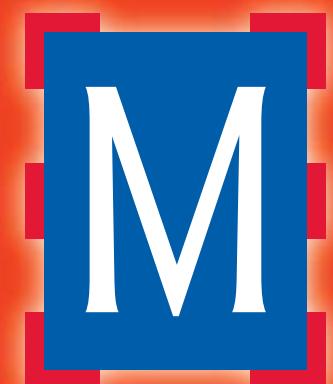


Corporate &  
Investment Bank



This Christmas,  
may the loudest jingle  
come from  
your pocket.

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



Corporate &  
Investment Bank

# Bank M initiatives

# A DMSK FOR EVERY CHILD

The Annual Fund  
Raising Event

November 25th, 2016  
Diamond Jubilee Hall



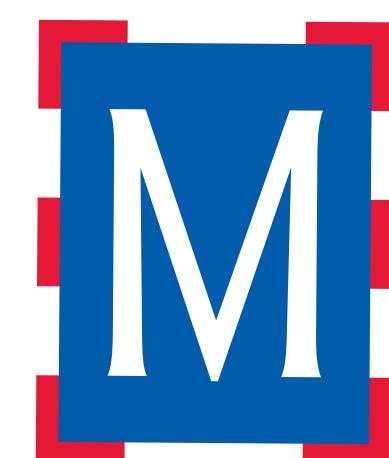


# Bank M award communication

# Nothing 'mid-sized' about it!



— THECITIZEN —



Corporate &  
Investment Bank

# Barbeque Nation

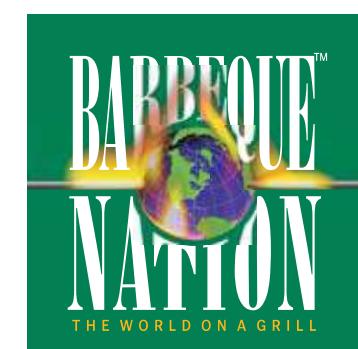
A chain of restaurants across India that pioneered the concept of a 'live grill'. chlorophyll created a range of print ads for different outlets; these covered festivals, promotions and the restaurant's concept itself.

# First we serve it. Then you cook it.

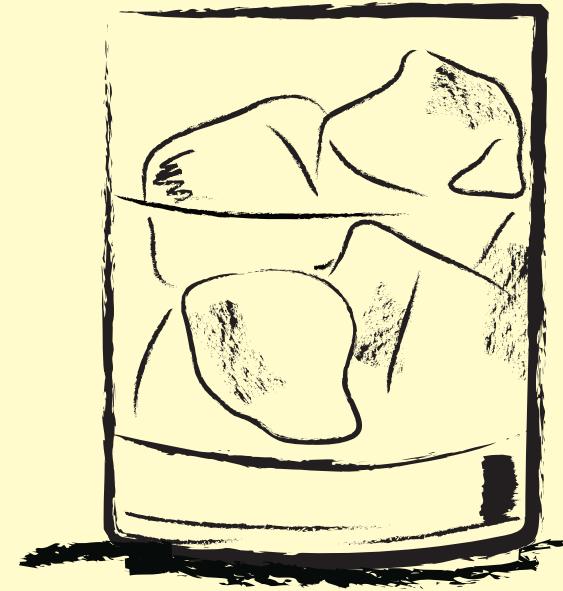


Presenting a live grill at your table. Juicy meat and crisp vegetables that you get to season with your choice of sauces. Plus a lavish buffet and irresistible desserts. All unlimited.\*

\*Mon-Thurs: Just Rs 400 per head, Fri-Sun: Just Rs 450 per head  
First floor, Eminent Mall, 261 Lajpat Nagar (near Guru Nanak Mission Chowk)  
Jalandhar 144 001. Ph 0181-6060000.



*You pay for this*



*We pay for this*

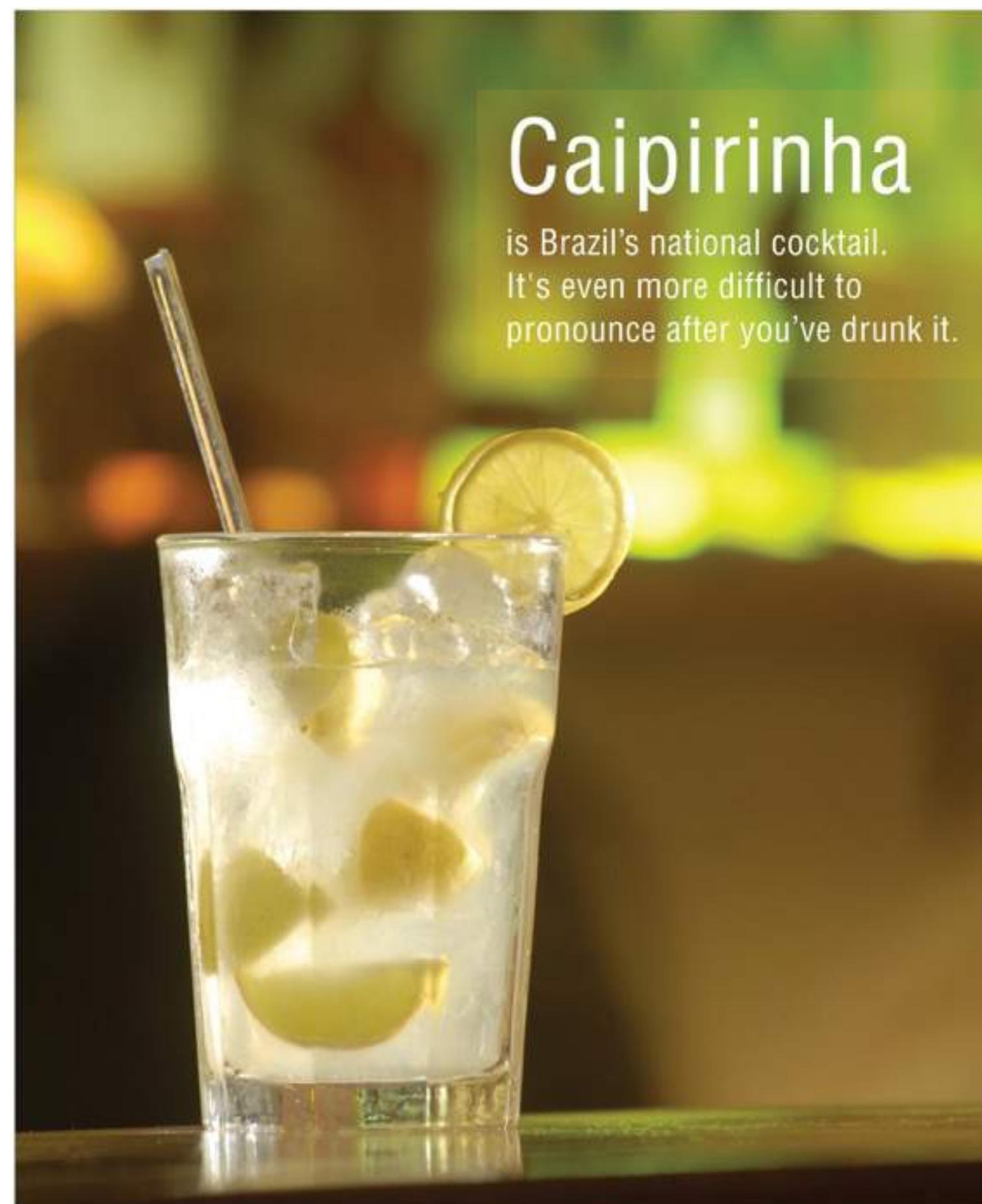
**1+1 free offer on select  
alcoholic beverages\* during  
dinner-time on weekdays and  
from 7 pm – 8 pm on weekends!**

*\*Ballentine's, Nine Hills, Havana Club, 100 Pipers*



# Latin American Food Festival

The unique-sounding names of signature Latin American dishes take the spotlight in this campaign. We also created a mnemonic for the festival.

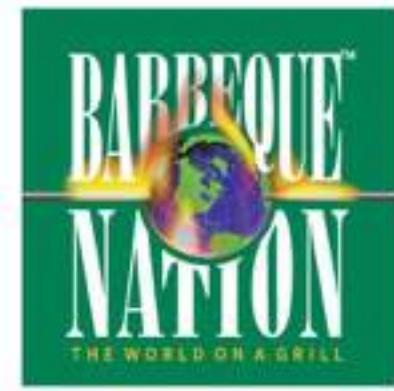


## Caipirinha

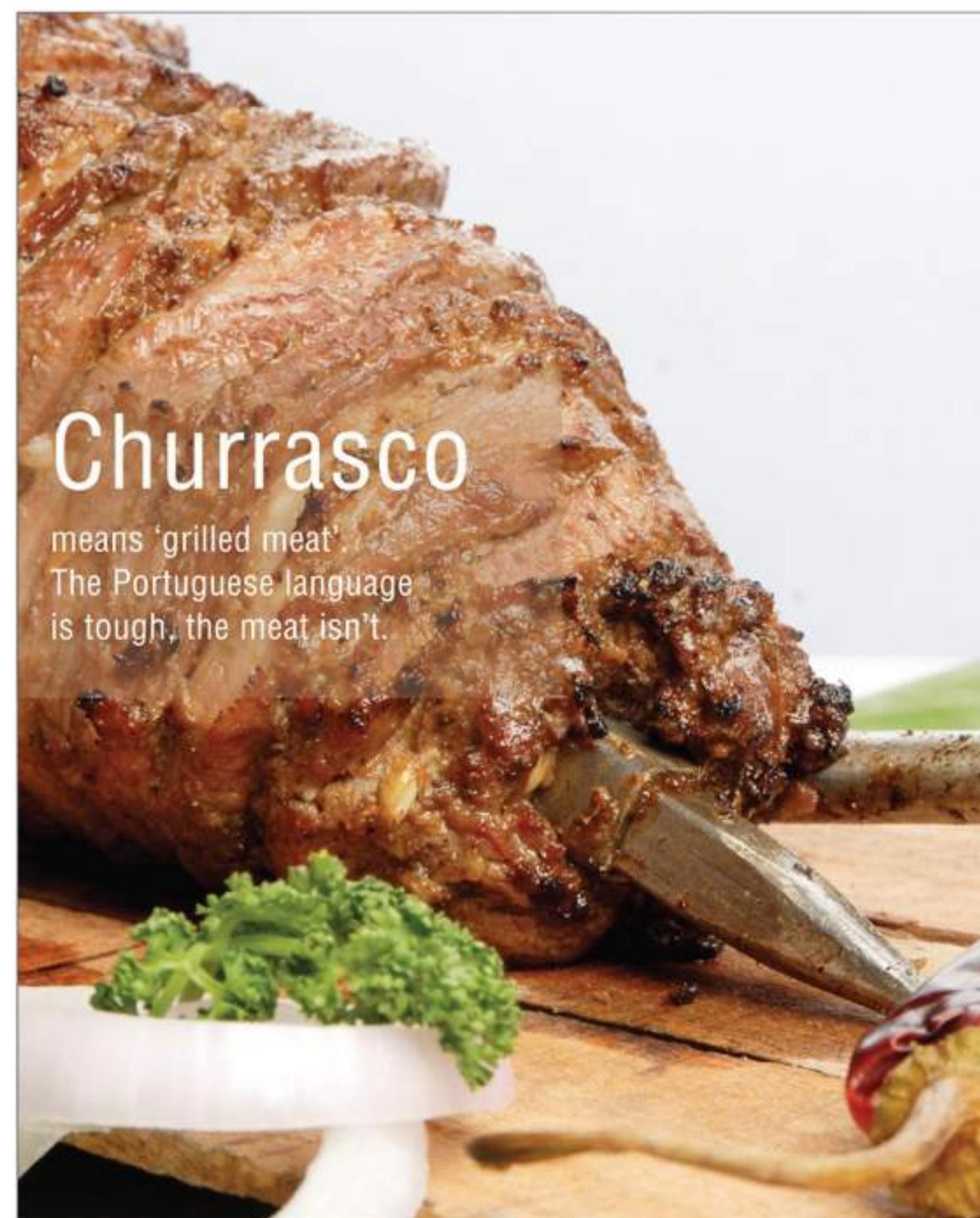
is Brazil's national cocktail.  
It's even more difficult to  
pronounce after you've drunk it.



Feb 17 - Feb 28, 2010  
*Dinnertime only*



**Bandra:** Ground Flr, Om Palace, Dr Ambedkar Rd, Pali Hill, Khar (W), Mumbai 400 050. T: 022 6060 0000. M: 9323905593  
**Thane:** 2, Sun Magnetica, Service Rd, Eastern Express Highway, Thane 400 601, T: 022 3216 2333/444 M: 9373570213.

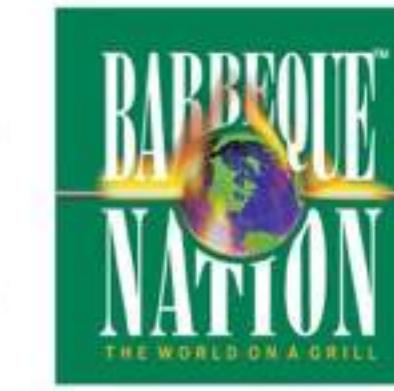


## Churrasco

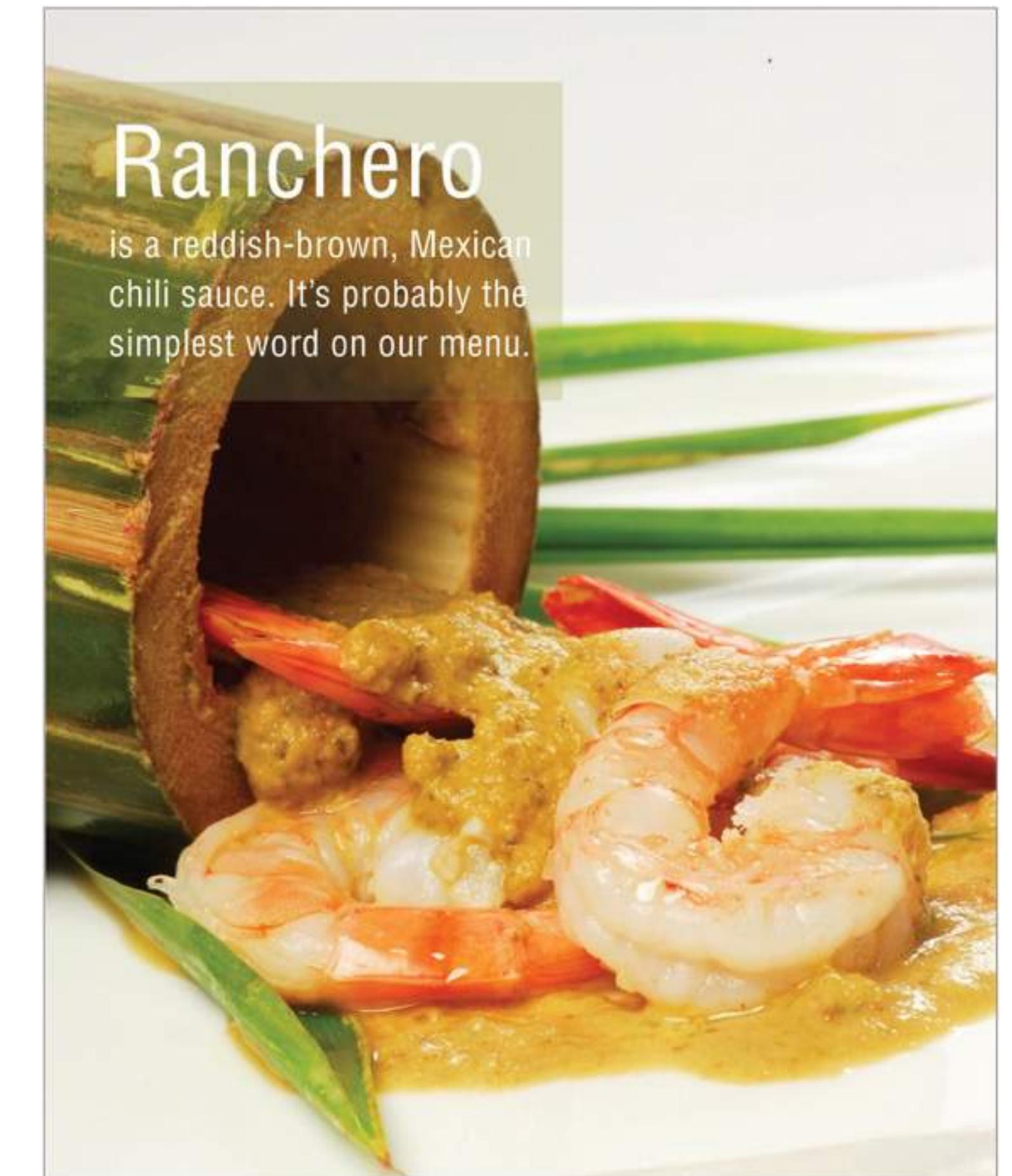
means 'grilled meat'.  
The Portuguese language  
is tough, the meat isn't.



Feb 17 - Feb 28, 2010  
*Dinnertime only*



**Bandra:** Ground Flr, Om Palace, Dr Ambedkar Rd, Pali Hill, Khar (W), Mumbai 400 050. T: 022 6060 0000. M: 9323905593  
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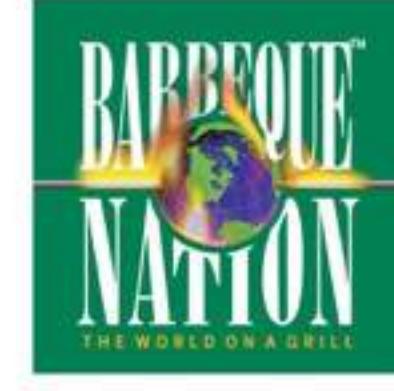


## Ranchero

is a reddish-brown, Mexican  
chili sauce. It's probably the  
simplest word on our menu.



Feb 17 - Feb 28, 2010  
*Dinnertime only*



**Bandra:** Ground Flr, Om Palace, Dr Ambedkar Rd, Pali Hill, Khar (W), Mumbai 400 050. T: 022 6060 0000. M: 9323905593  
**Thane:** 2, Sun Magnetica, Service Rd, Eastern Express Highway, Thane 400 601, T: 022 3216 2333/444 M: 9373570213.

# African Food Festival

The names of popular African sauces tweaked to resemble sounds made by animals in the wild, with illustrations made out of the sauces themselves. We also created a mnemonic for the festival.

**“Piri piri, piri piri!”**

For barbecue that tastes as unique as it sounds, come explore the flavours of Africa. Authentic and unlimited. 29th July to 9th August, 7pm onwards. Call 022 6593 4343.

**hakuna matata**  
Our 1<sup>st</sup> African barbecue festival

**BARBEQUE NATION**  
THE WORLD ON A GRILL

Pali Hill, Khar (W), Mumbai [www.barbeque-nation.com](http://www.barbeque-nation.com)

**“Zulu coriandaaah!”**

For barbecue that tastes as unique as it sounds, come explore the flavours of Africa. Authentic and unlimited. 29th July to 9th August, 7pm onwards. Call 022 6593 4343.

**hakuna matata**  
Our 1<sup>st</sup> African barbecue festival

**BARBEQUE NATION**  
THE WORLD ON A GRILL

Pali Hill, Khar (W), Mumbai [www.barbeque-nation.com](http://www.barbeque-nation.com)

**“Harissaah!”**

For barbecue that tastes as unique as it sounds, come explore the flavours of Africa. Authentic and unlimited. 29th July to 9th August, 7pm onwards. Call 022 6593 4343.

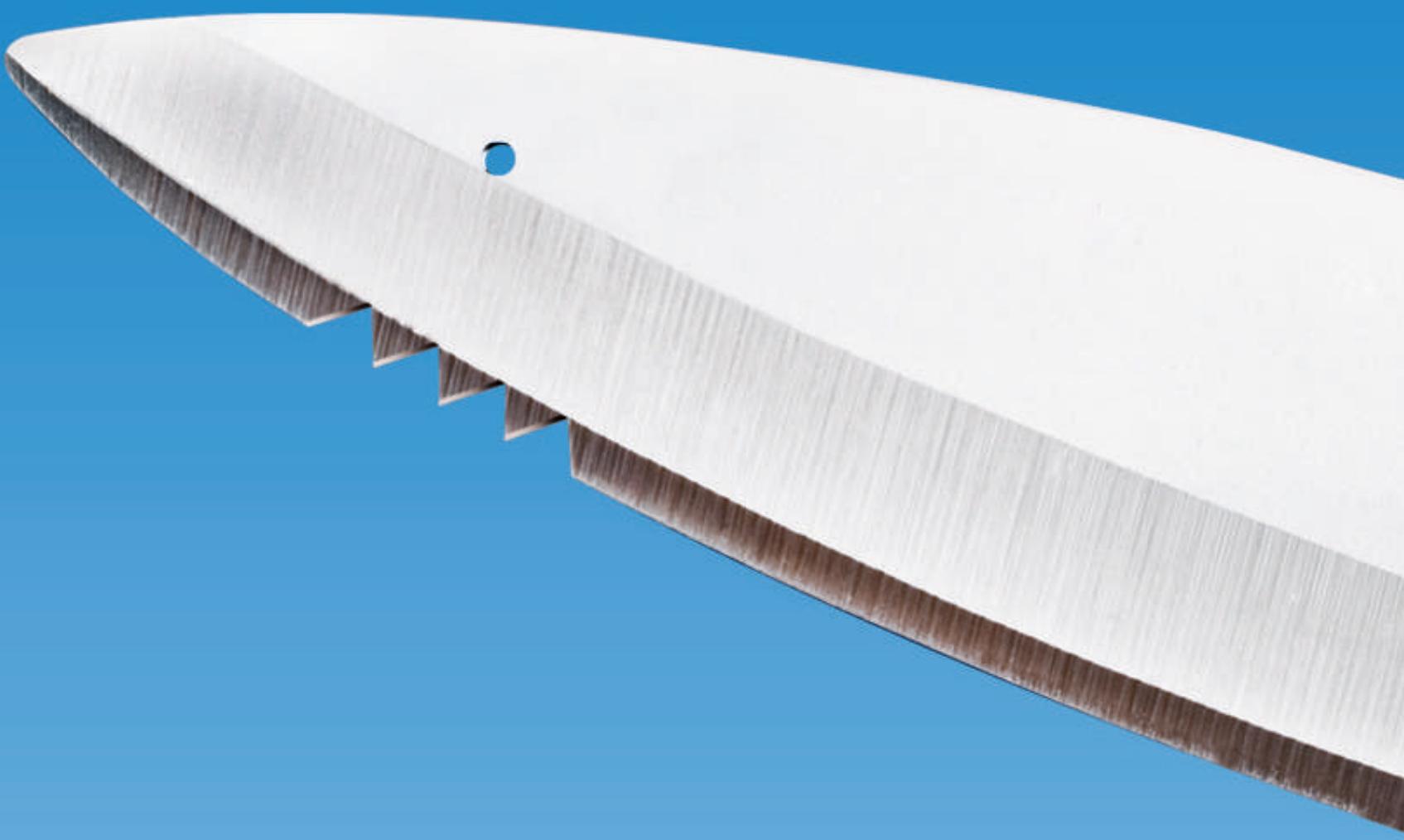
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Pali Hill, Khar (W), Mumbai [www.barbeque-nation.com](http://www.barbeque-nation.com)

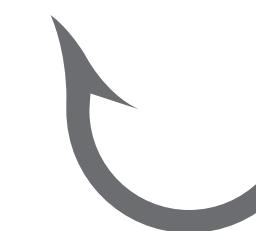
# Seafood Festival

Simple objects like a knife, a table napkin and a barbecue skewer are tweaked to remind you of the ocean and marine life.

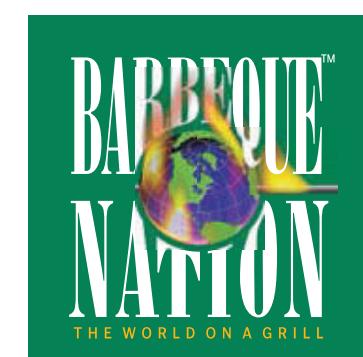


## The Seafood Adventure

Jan 6 to Jan 17, 2010



Grilled shark steak.  
Vietnamese giant sea bass.  
Calamari with sweet  
chili sauce.  
Seafood thermidor.  
Grilled red snapper.  
Seafood paella.  
And lots more.

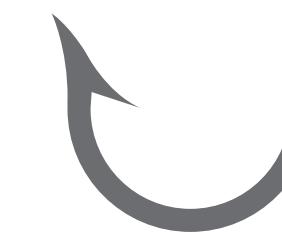


Shri Devi Park Hotel, No 1, Hanumantha Rd  
North Usman Rd, T Nagar, Chennai 600 017  
T: 6060 0000, 6453 0160  
M: 93815 04344, 93815 12199

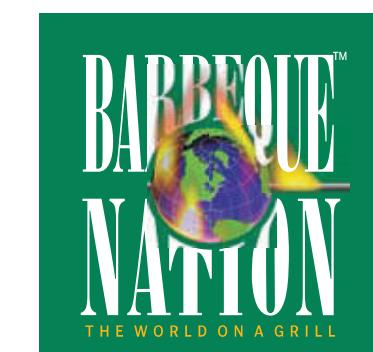


## The Seafood Adventure

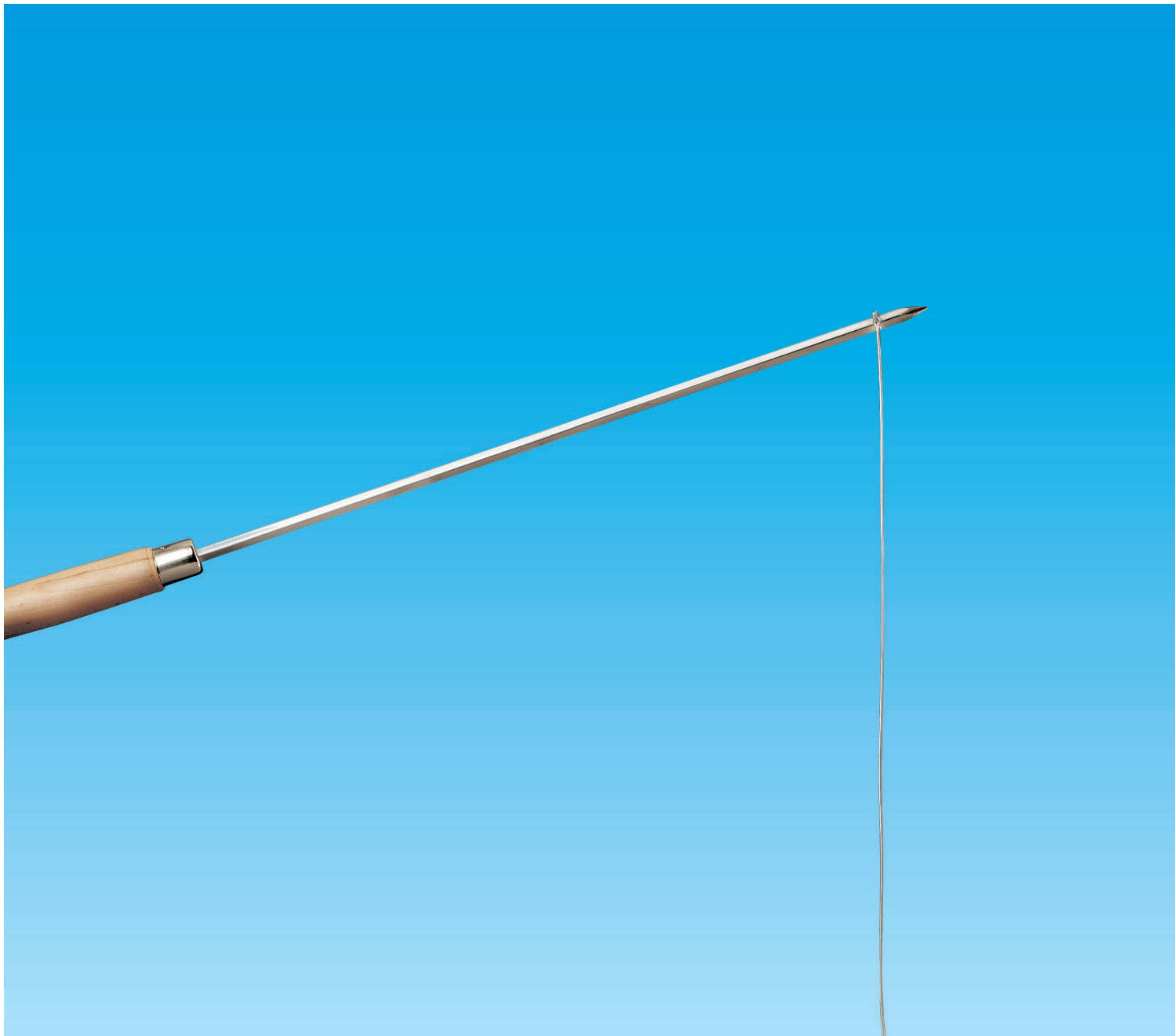
Jan 6 to Jan 17, 2010



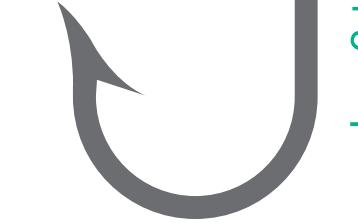
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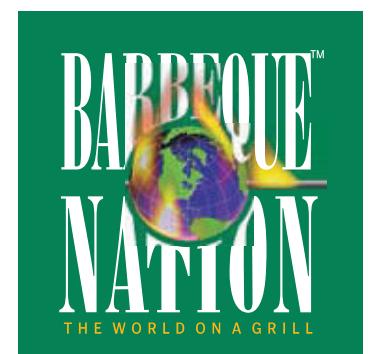


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T: 6060 0000, 6453 0160  
M: 93815 04344, 93815 12199

# Indigo Paints

A small-scale brand of paints that carved out a niche in the Indian market by launching specialised exterior and interior paints. chlorophyll created print communication for its wide range of products.

# Roof paints

**The proposition:** Don't let an unpainted roof ruin your home's beautification plan.

**The idea:** The metaphor of a Malayalee woman, decked-up in a rich saree and gold jewellery, with shockingly unkempt hair. Complemented by a tongue-in-cheek local idiom that refers to a woman's head and a home's roof at the same time.

Loosely translated, the headline reads: ***Everything is good. But did you notice the head?***



**ഒഴാം നീളത്.  
പകീഴ്  
തല കണ്ടില്ലോ !**



രൂഹുകൾ അതിമനോഹരമാക്കാൻ,  
**INDIGO**  
കേരളത്തിന്റെ No.1  
ഡെൽ പെയിന്റ്, മെറ്റലിക്സ് പെയിന്റ്

വിളിക്കുക 0484 257 7434 / 0495 232 3135

# Ceiling paint

**The proposition:** Makes your whole world brighter.

**The idea:** In a 'before' and 'after' approach, we dramatised the idea of a bright ceiling.  
Loosely translated, the headline reads: Switch on a brighter ceiling!



പ്രകാശം പ്രതിഫലിപ്പിക്കുന്ന  
പുതിയൊരു സീലിംഗ്  
സ്ഥാതനം ചെയ്യു

പുതിയ

**INDIGO**  
വൈബർ സീലിംഗ് പെയിന്റ്

വിളിക്കുക: 0484 253 5066 / 0495 232 3135

# Polymer Putty

**The proposition:** Only new Indigo Polymer Putty provides superior adhesion plus strength to walls because it contains re-dispersible polymers that provide better binding than white cement

**The idea:** Adhesion interpreted as 'DOUBLE PAKAD': a wrestler representing the polymer, holding on tight to both the wall and the paint.



“इसे कहते हैं  
डबल पकड़वाली  
मज़बूती !”

नई!

INDIGO  
पॉलिमर पुट्टी



कॉल कीजिए: 0612 2590 120

# Goa Tourism

**The proposition:** Discover Goa's many contrasts, inside you and outside you.

**The idea:** 'Kenna' is the Konkani word for *sometimes* (Konkani is the official language of Goa). Using an ownable 'kenna this, kenna that' format, we created a series of ads about the contrasts that this Indian state offered.

Incredible India

Kenna midnight, kenna all night!

Attend Mass at one of Goa's beautiful churches in the middle of the night.  
Party till dawn at some of India's biggest music festivals, right on the beach.  
This Christmas, from special menus to colourful streets,  
celebrate the festive season the Goan way!

*'Kenna' is a Konkani word that means 'sometimes'. It stands for Goa's many contrasts,  
outside you and inside you.*

[www.goa-tourism.com](http://www.goa-tourism.com) @TourismGoa officialgoatourism

The bottom half of the image shows silhouettes of people's heads against a vibrant, colorful background of stage lights in shades of purple, pink, and white. In the lower-left corner of this area, there is a white rectangular box with a yellow border containing the word "GOA" in its signature stylized font.

Incredible India



## Kenna blue, kenna deep blue!

Take a dip by yourself or swim with the sea turtles.

From the familiar churches to the astonishing caves,  
there's still so much more to see in Goa.

Visit us. We'd love to show you around.

*'Kenna' is a Konkani word that means 'sometimes'.  
It stands for God's many constants, outside you and inside you.*

[www.visitgoa.com](http://www.visitgoa.com) [@VisitGoa](#) [fb/visitgoa](#)

GOA





## Kenna party, kenna after party!

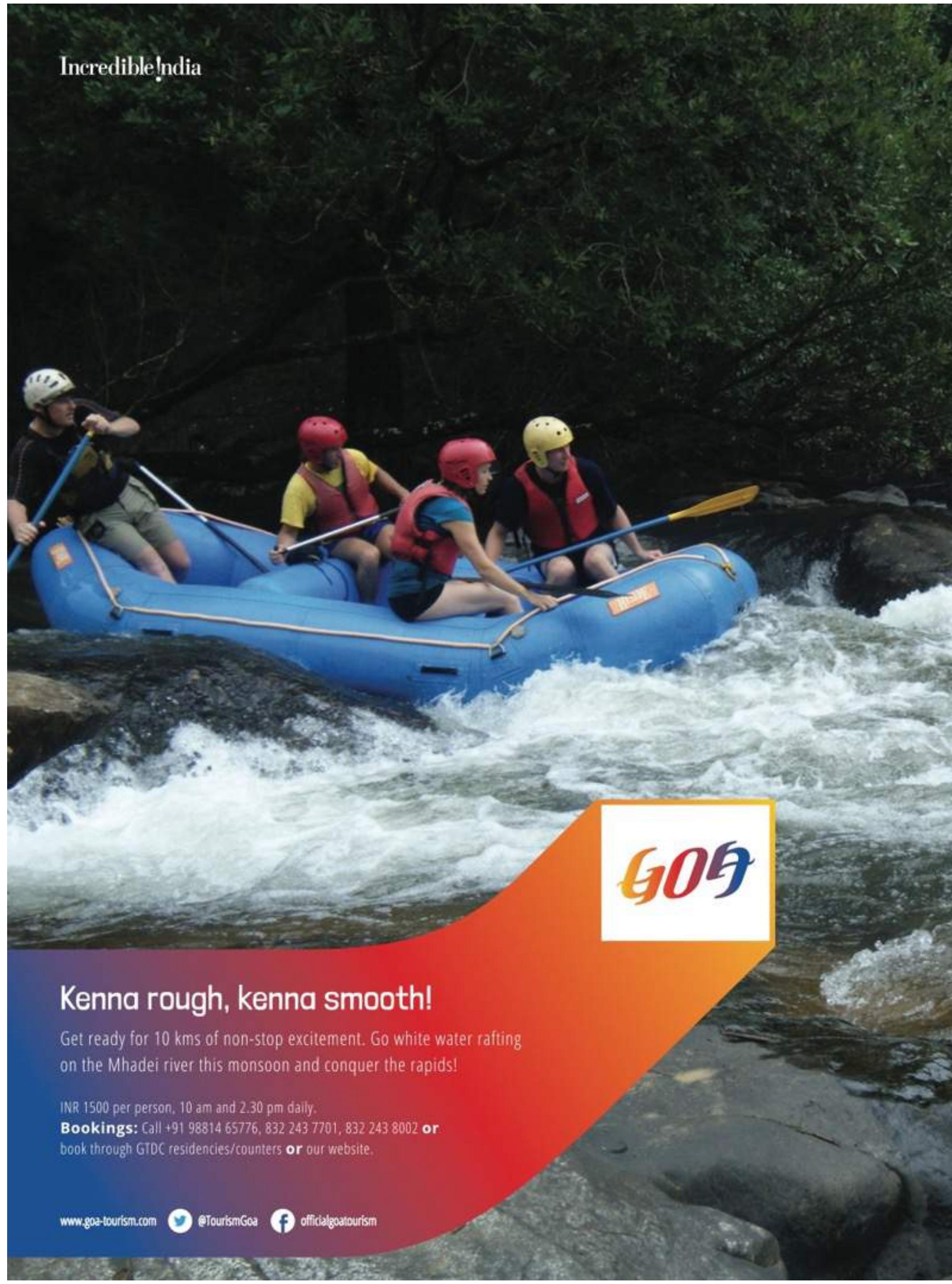
Nowhere else can you recover from a long night of dancing like you can in Goa.

Take a break from the crowds and unwind on one of our pristine beaches.

This New Year, come celebrate the contrasts of Goa!

'Kenna' is a Konkani word that means 'sometimes'.  
It stands for Goa's many contrasts; outside you and inside you.

Incredible India



## Kenna rough, kenna smooth!

Get ready for 10 kms of non-stop excitement. Go white water rafting on the Mhadei river this monsoon and conquer the rapids!

INR 1500 per person, 10 am and 2.30 pm daily.

**Bookings:** Call +91 98814 65776, 832 243 7701, 832 243 8002 or book through GTDC residencies/counters **or** our website.



## Kenna vow, kenna wow!

The rains in Goa are the most unforgettable way to celebrate your unforgettable love story. Come over, write the first chapter.

*'Kenna' is a Konkani word that means 'sometimes'. It stands for God's many contrasts, outside you and inside you.*

[www.goa-tourism.com](http://www.goa-tourism.com) @TourismGoa officialgoatourism



Incredible India

Kenna devotion,  
kenna celebration!

Like everything else in Goa, the Ganesh festival too is about many contrasts. This Ganesh Chaturthi, experience them all with our exciting monsoon packages.

*'Kenna' is a Konkani word that means 'sometimes'. It stands for Goa's many contrasts, outside you and inside you.*

[www.goa-tourism.com](http://www.goa-tourism.com) @TourismGoa officialgoatourism

## केन्ना रिमझिम, केन्ना धुंआधार!

कभी एक ही छाते में भीगने का मजा, तो कभी छाते को ही बेकार करती धुंआधार बारिश महसूस करने का मौका.

इस मानसून गोवा में आइए और बारिश के अनेक रूपों में संग जाइए.

3 नाइट्स/4 डे ज मानसून पैकेजेज सिर्फ INR 4265 से शुरू.

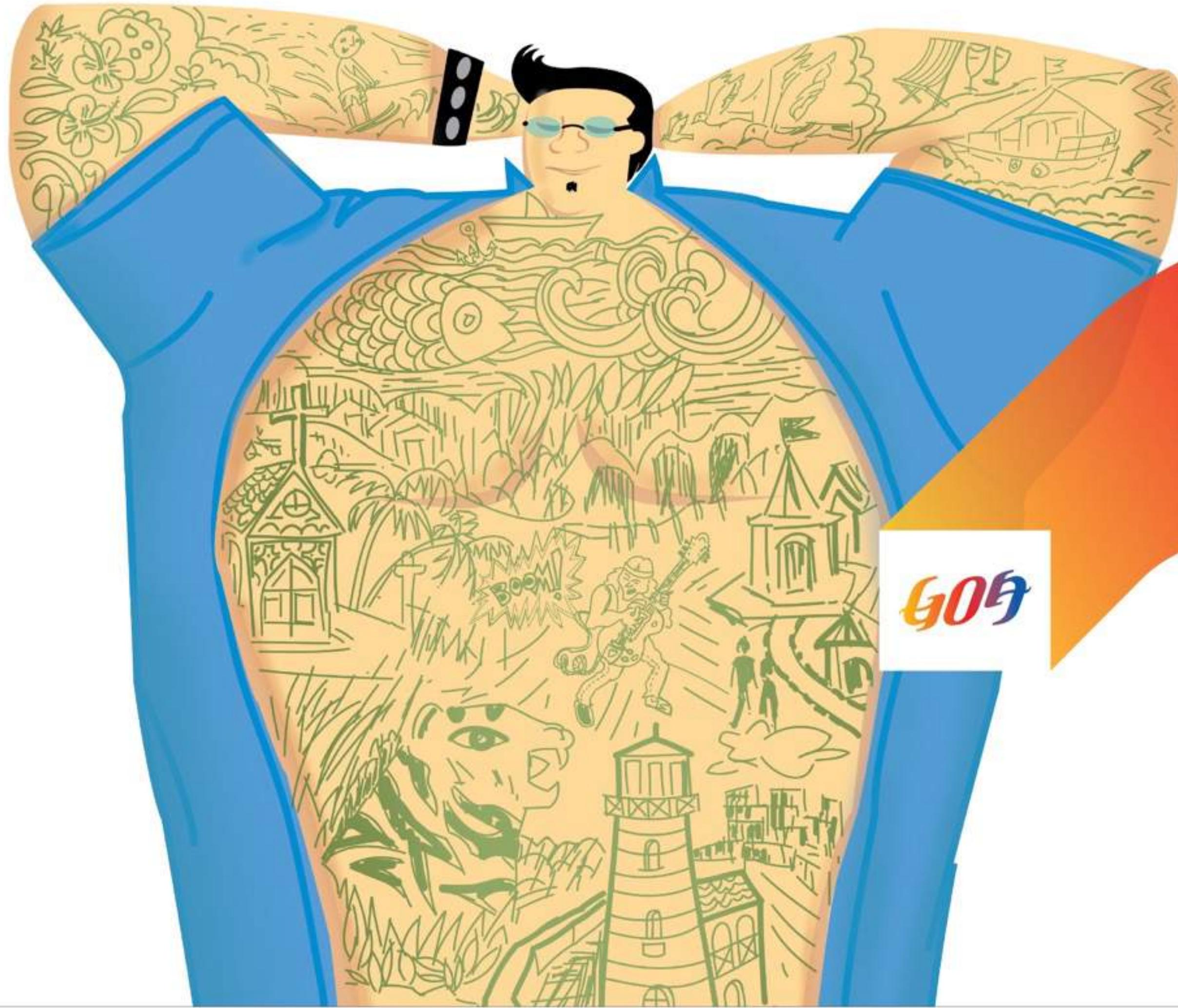
'केन्ना' कोकणी भाषा का एक शब्द है जिसका अर्थ होता है 'कभी'.  
यह प्रतीक है विविध रूपों का, गोवा के और आपके भी.

[www.goa-tourism.com](http://www.goa-tourism.com)  @TourismGoa  officialgoatourism

GOA



Incredible!India



## Kenna cool, kenna hot!

From the most happening parties to the most secluded beaches.  
From majestic forts to serene cathedrals.  
From jumping into a bubbling lake to exploring ancient caves.

In Goa, what's hot is cool. What's cool is hot.  
Welcome to the land of contrasts!

'Kenna' is a Konkani word that means 'sometimes'.  
It stands for Goa's many contrasts, include you and exclude you.

Book exciting beach packages for 3 nights/4 days starting at just INR 8199!

[www.goa-tourism.com](http://www.goa-tourism.com) | [@GoaTourism](https://twitter.com/GoaTourism) | [@OfficialGoaTourism](https://facebook.com/OfficalGoaTourism)

Incredible!India



Diwali is more colourful in Goa.

We wish you a bright and happy festive season!

GOA

[www.goa-tourism.com](http://www.goa-tourism.com)  @TourismGoa  officialgoatourism

Incredible!India

GOA

## Feni has made the list. (Raise your glass!)

Cashew feni, Goa's own exotic spirit, is honoured and protected by the Geographical Indication status. No other state or country in the world producing a cashew-based liquor, can now use the name 'feni'. This places it in the same league as champagne and tequila. In fact, you could even attend a feni-tasting session. No visitor to Goa leaves without a bottle. Make sure you're not the first!

[www.goa-tourism.com](http://www.goa-tourism.com)

 @TourismGoa  officialgoatourism



# Andhra Pradesh Tourism

**The background:** Most tourists only visit Andhra Pradesh, a state in India, as part of a pilgrimage to Tirupati. The communication objective was to get them to explore more of the state, as well as attract new tourists.

**The proposition:** In Andhra Pradesh, there is more to worship than Tirupati.

**The idea:** Each district is represented by a visual that itself is made of various sights in and around, as a symbol of 'more than meets the eye'



Is it only Lord Vishnu you see or do you then spot the flamingoes  
on Pulicat Lake?

In Chittoor, you will experience divinity even beyond Tirupati.

The Talakona waterfall, the state's highest at 270 feet.

The majestic 11th century Chandragiri Fort.

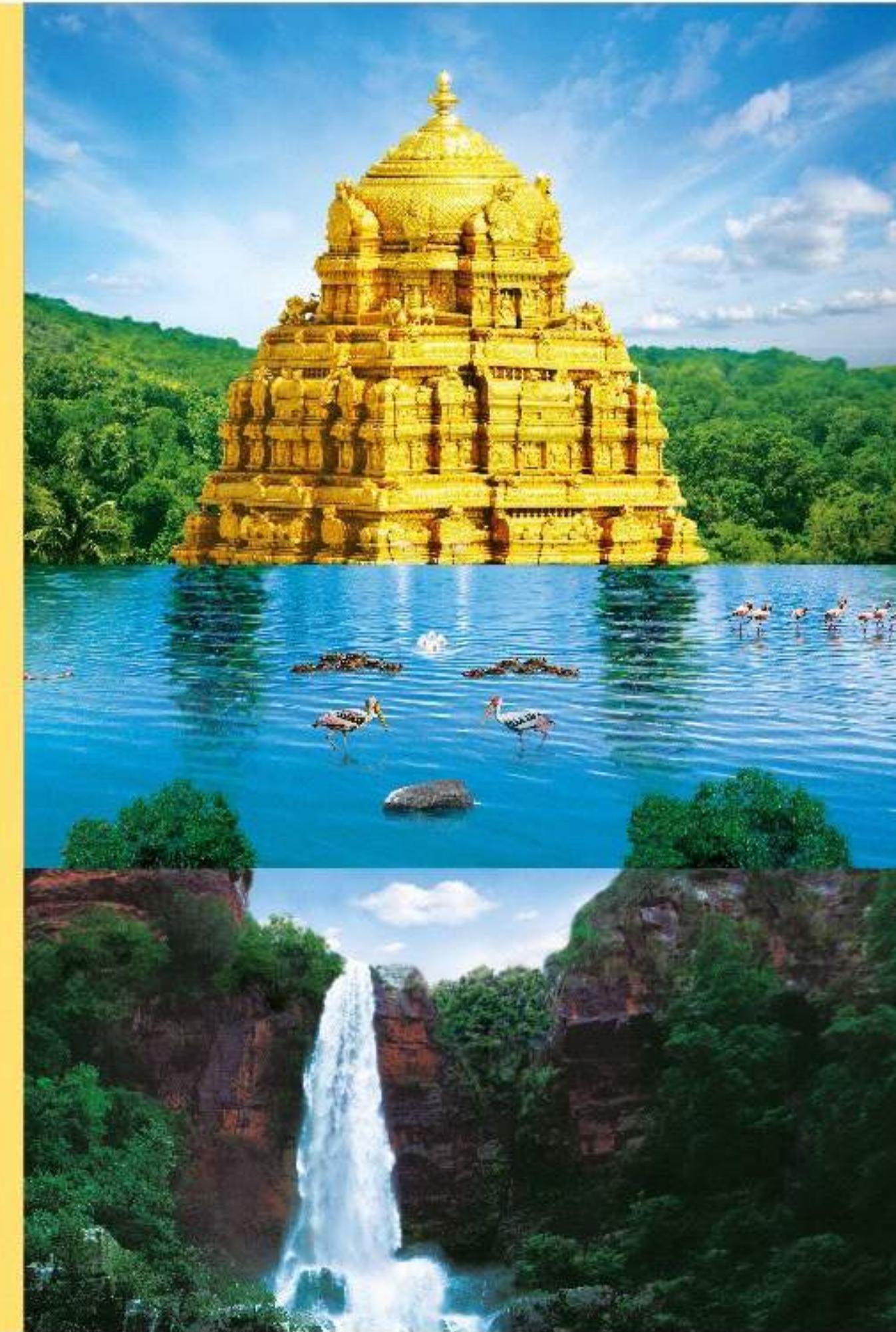
The 1500-million-year old Sila Thoranam rock formation.

Come discover  
new forms of  
worship

Explore Tirupati,  
beyond Tirupati!

**Andhra Pradesh**  
TOURISM  
*everything's possible!*

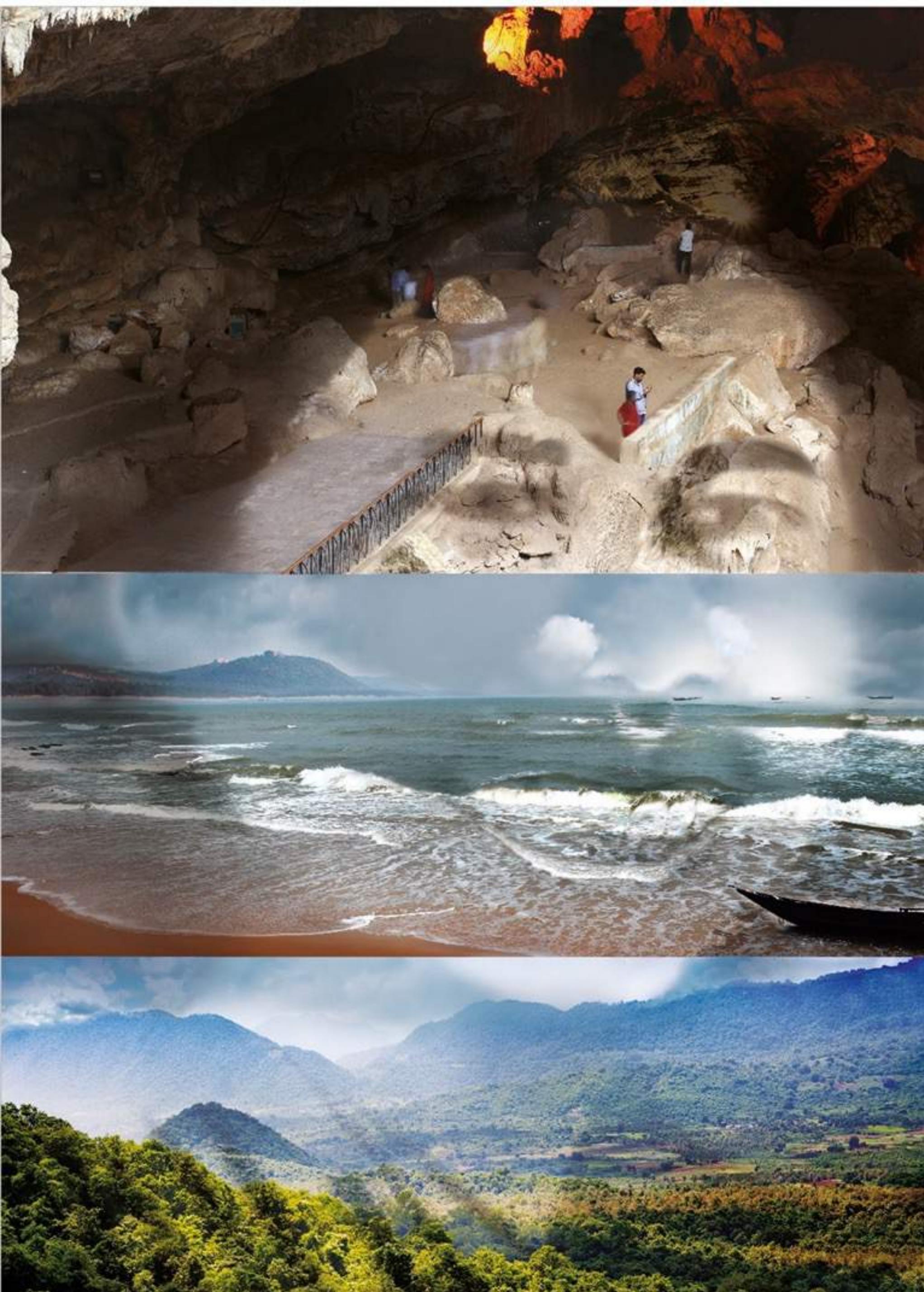
Come discover  
new forms of  
worship



Explore Tirupati

*Andhra Pradesh*  
TOURISM  
*everything's possible!*

[www.aptourism.gov.in](http://www.aptourism.gov.in) | 1800 4254 5454



Is it only the waters of Rushikonda you see  
or the delicate features of Araku's tribal women too?

Visakhapatnam is filled with miracles beyond its beaches,  
if only you choose to see them.

The lush Araku Valley at 3200 feet with 19 indigenous tribes.  
The 12 varieties of the Dhimsa folk-dance.  
The magnificence of the 150 million-year-old Borra Caves and  
India's second-longest coastline of 974 km.

Come discover  
new forms of  
worship

Explore Visakhapatnam's  
hills and beaches!

**Andhra Pradesh**  
TOURISM  
*everything's possible!*

# Milton

**The background:** In 2009, Milton, India's leading home appliance brand, had launched a range of 'intelligent homeware', products that kept food fresh and hygienic.

**The idea:** the personification of products with surnames that hint at a high IQ.

# Mrs Milton Melamine Samajdaar

*She's a clever,  
'food-safe' melamine set  
who actually cares for  
your family's health.*



Melamine dinnerware range, starting from Rs 330. Also available: Milton's 50 other problem-solvers!



- 100% pure & hygienic melamine, without toxic urea
- The looks of ceramic, the break-resistance of melamine

**MILTON**  
Intelligent homeware



# Mrs Milton Casserole Bhejawala

She is a brainy casserole with  
a Steam Control System that doesn't  
let your rotis get soggy.



- Unique Steam Control System doesn't let steam drop back on the rotis
- Keeps rotis warm and fresh

**MILTON**

Intelligent homeware



Casserole range, starting from Rs 331. Also available: Milton's 50 other problem-solvers!

chlorophyll/milton/10/10-482

# Mr Milton Thermosteel Dimaagdar

He is a clever  
thermosteel flask  
who keeps beverages  
cold for 24 hours  
and hot for 18 hours.



- 100% rust-proof steel
- Copper-coated inner for better temperature retention

**MILTON**  
Intelligent homeware

Thermosteel range, starting from Rs 384. Also available: Milton's 50 other problem-solvers!

Mr Milton Tiffin  
Buddhiraja →

He is an intelligent  
electronic tiffin  
you can plug in  
for piping  
hot meals!



- Steaming hot food in less than an hour
- Detachable power cord, with space to keep it under the lid
- Heat-retentive lid

**MILTON**  
Intelligent homeware

Electronic tiffin range, starting from Rs 802. Also available: Milton's 50 other problem-solvers!

# Bombay Stock Exchange

**The background:** Asia's oldest stock exchange promised seamless transactions between its various stakeholders. chlorophyll created a new ideantity™ and communication, including investor awareness campaigns.

# Ayurveda for investors

## **Investor awareness campaign one**

The idea: prevention is better than cure, even when it comes to the health of your investments!



# Ayurveda for stock investors 1

According to Ayurveda,  
prevention is better than cure.  
But where, we can almost hear  
you ask, does your investment  
portfolio come into the picture?

Allow us to explain. Today, the Indian  
economy is on a roll. In this  
scenario, you need to take a few  
preventive steps to keep your  
investments in the pink of health.

#### Do's

1. Deal with market intermediaries registered with SEBI/Exchanges only.
2. Give clear and unambiguous instructions to your broker/agent/depository participant.
3. Insist on contract notes from your broker. Verify their genuineness on the Exchange website.

#### Don't's

1. Don't rely on rumours or 'tips'.
2. Don't allow yourself to be swayed by promises of guaranteed returns.

At BSE, we have  
installed a toll-free  
line for investors.  
Just dial 1800 22 6663 to  
provide information on any unhealthy  
market practice.



Issued in the public interest by BSE's Investors' Protection Fund

**Bombay Stock Exchange Ltd.**  
P J Towers, Dalal Street, Mumbai.  
Tel: 22721233/34 [www.bseindia.com](http://www.bseindia.com)

The edge is efficiency  
**BSE**  
The edge is efficiency



# Ayurveda for stock investors 3



According to Ayurveda, prevention is better than cure. But where, we can almost hear you ask, does your investment portfolio come into the picture?

Allow us to explain. Today, the Indian economy is on a roll. In this scenario, you need to take a few preventive steps to keep your investments in the pink of health.

## Do's

1. Carefully go through the Risk Disclosure Document, a part of the investor registration requirement for dealing with brokers.
2. Beware of stocks, especially low-priced stocks, that show a sudden spurt in price or trading activity.
3. Remember that there is no such thing as guaranteed returns on stock investments.

## Don't's

1. Don't blindly follow media reports on corporate developments.
2. Don't blindly follow the investment decision patterns of other investors.

At BSE, we have installed a toll-free line for investors. Just dial 1800 22 6663 to provide information about any unhealthy market practice.



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The edge is efficiency  
**BSE**  
The edge is efficiency



## Ayurveda for stock investors 2

According to Ayurveda, prevention is better than cure. But where, we can almost hear you ask, does your investment portfolio come into the picture?



Allow us to explain. Today, the Indian economy is on a roll. In this scenario, you need to take a few preventive steps to keep your stock investments in the pink of health.

### Do's

1. Settle dues with market intermediaries through normal banking channels.
2. Before you place your stock order with market intermediaries, check the company's credentials, recent announcements and disclosures under various regulations. Company and Exchange websites, databases of data vendors, business magazines are the best sources of information.

### Don't's

1. Don't allow yourself to be swayed by companies armed with approvals / registrations from government agencies: The approvals may not have anything to do with the securities you intend to buy.
2. Don't keep your Demat transaction slip book with any intermediary.
3. Don't get carried away by the onslaught of advertisements about the financial performance of companies in print and electronic media.



At BSE, we have installed a toll-free line for investors. Just dial 1800 22 6663 to provide information about any unhealthy market practice.



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Tel: 22721233/34 [www.bseindia.com](http://www.bseindia.com)

The edge is efficiency  
**BSE**  
The edge is efficiency

# Rumours

## **Investor awareness campaign two**

The idea: deliberately bizarre rumours to emphasise the need to check facts before stock investments.



# “Snow in Mumbai”

You wouldn't believe this, would you? Then, why would you go by stock market rumours?

Before you place an order with your broker, check the company's credentials.

The best sources of information are exchange and company websites, vendor databases, business magazines.

What, then, is the best way to react to a rumour? Well, don't react to it at all!

*BSE has installed a toll-free line for investors. Call 1800 22 6663 to provide any information about any unhealthy market practice.*



# “Research shows that spicy, oily food aids digestion”

You wouldn't believe this, would you? Then, why would you go by stock market rumours?

Before you place an order with your broker, check the company's credentials.

The best sources of information are exchange and company websites, vendor databases, business magazines.

What, then, is the best way to react to a rumour? Well, don't react to it at all!

*BSE has installed a toll-free line for investors. Call 1800 22 6663 to provide any information about any unhealthy market practice.*



# “Horses fly”

You wouldn't believe this, would you? Then, why would you go by stock market rumours?

Before you place an order with your broker, check the company's credentials.

The best sources of information are exchange and company websites, vendor databases, business magazines.

What, then, is the best way to react to a rumour? Well, don't react to it at all!

*BSE has installed a toll-free line for investors. Call 1800 22 6663 to provide any information about any unhealthy market practice.*

# BSE website launch



The what, why, when of stocks. On [www.bseindia.com](http://www.bseindia.com).

Bombay Stock Exchange Limited



# The Baya Company

**The background:** Catapult Realty needed to differentiate itself in this overcrowded category. After a session with the brand-owners, scientific research and analysis, chlorophyll created this articulation of what the brand stood for: *attention to detail*.

**The brand name:** Inspired by the Baya, a weaverbird that meticulously and skilfully builds weather-proof, predator-proof nests.

**ideantity™:** A meticulously crafted visual: two criss-crossing leaves become a bird when a small beak is added.

the  
baya  
company



details make a difference

# Communication

**The proposition:** The Baya Company launched three properties that promised early possession, great prices and convenient locations.

**The idea:** Using colloquial dialogues and cultural nuances, each proposition came alive through a display-copy style.

One: surprisingly affordable!



# आयला!

Luxury 2BHKs  
adjoining Plaza Cinema  
at just 2.45 crores!

the  
baya  
park



The Baya Company  
Call +91 98671 83327

Two: “Why travel so far?”

“बापडे ! दहिअर ?”

Or consider one BHKs  
in Wadala  
in the same budget



the  
baya  
grove

2 mins from Monorail station  
Call +91 99673 82234

“बापडे! ठणे?”

Or consider one BHKs in Wadala  
in the same budget



the  
baya  
grove

2 mins from Monorail station  
Call +91 99673 82234

“बापडे! ठणे?”

Or consider one BHKs  
in Wadala  
in the same budget



# Three: assured possession

# जून में बारीश? पता नहीं.

## 29 जून को प्रिश्वत? पक्का!



2 BHKs next to  
Plaza Cinema,  
Dadar

Call +91 77380 57512 / 15

the  
baya  
park



वल्ड कप?  
शायद...

29 जून को प्रेशन? पक्का!

2 BHKs next to Plaza Cinema, Dadar



the  
baya  
park



Call +91 77380 57512 / 15

# Four: ready possession

“रामी ने खरेद,  
वमी पछताएगा?”



'Ready Possession' 2 BHKs  
next to Plaza Cinema!

Hurry, just a few  
flats left!

Save 5.2%

the  
baya  
park



Call +91 77380 57512 / 15

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

**Five: “our own house”**

“अब स्टाल  
हो जाएँ?”



Cozy 1 & 2 BHKs behind the  
Bisleri factory, Andheri (E).

the  
baya  
goldspot



Call +91 77380 57516/13/11

“શાદીને બાદ જીવી  
કિરાયે કા ઘર?”



Cozy 1BHKs behind the  
Bisleri factory, Andheri (E).

the  
baya  
goldspot



Call +91 77380 57511

# Adfactors PR

**The background:** Adfactors PR is India's largest PR firm differentiated by its knowledge of India and expertise in various industries. The ideantity™ is the Sanskrit alphabet symbolising knowledge, merged with the @ sign to represent a 21st century brand rooted in its knowledge of India.

**The proposition:** Adfactors PR has the deepest knowledge of India's cultural and business contexts.

**The idea:** interesting cultural facts about India and their implications on conducting business in India.

**India has a God for  
everything.  
Even poverty.**



To make sure the Goddess of Poverty does not enter the premises of Indian businesses, lemons and chillies are offered to her at the door.

She consumes them and goes away happy!

It is such nuanced knowledge of Indian culture and business contexts that has helped us become India's largest public relations consultancy.

So step right in and shake hands with a consultancy that can help you cut through India's many complexities.

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

 **ADFACTORS PR**  
Knowledge-driven communications



The  
consumers  
you want to  
reach in India  
live in the  
year 1934,  
not 2012.

A significantly large number of Indians follow the lunisolar Indian calendar that's 78 years behind the Gregorian one. With enormous implications for business decisions and consumer buying behaviour;

Just one of the things we know about India, its culture, its consumers. Shake hands with a Public Relations specialist who can help you cut through India's many complexities.

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



**In India,  
you can almost do business  
with your eyes shut.**

Culturally, India has always been more of an 'aural' nation. What we hear, leaves a stronger impact on us than what we see or read.

But the predisposition for telephone conversations and face-to-face communication aside, there are many regional nuances to consider when doing business in India.

As India's largest PR agency, we at Adfactors PR have the most in-depth understanding of how India works. We've guided the success of some of the largest Indian and multinational corporations for 19 years. With our multi-disciplinary approach to reputation management, we have ring-fenced many businesses against intrusive eyes. And delivered a powerful competitive advantage. So when you do business, you can be absolutely sure!

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

# Corporate communication

**The objective:** to communicate a sense of pride that comes from being India's only independent PR agency and the benefits of this independence for clients.

# “Sorry Mr Sorrell”

Although active in four markets of the world, we at Adfactors PR choose to remain independent of the global PR networks. Maybe that's what makes us different, nimble and easier to deal with.  
**Adfactors PR. Fiercely independent, fiercely Indian.**

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



**ADFACTORS PR**  
Knowledge-driven communications

India • UAE • Sri Lanka • Singapore

# Isolaphobia.

Or Monophobia.

Or Autophobia.

Many corporate psychologists have warned us we will end up suffering the symptoms of being alone:-)

You see, just this month, one of the finest outfits in the public relations space in India (Perfect Relations) joined an international network (Dentsu), leaving us (Adfactors PR) stranded as the only independent Indian PR agency in our peer group.

We also happen to be one of the fastest-growing and most-awarded PR companies.

Our current response to the corporate psychologists is to stay calm and watch the symptoms develop.

Who knows, it might lead to a rash...of new independent Indian agencies:-)

Nothing could make us prouder.

We believe you should live as you were born: independent.

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



**ADFACTORS PR**  
Knowledge-driven communications

India • UAE • Sri Lanka • Singapore

# Meru

**The background:** India's first radio-cab service, Meru promised 'reliability'. chlorophyll created the name based on the mythical, immovable mountain 'Meru'.

The ideantity™ is a graphic representation of a mountain with a road running through it.

chlorophyll created various campaigns for Meru, including their launch, new services and festival specific communication. Here are a few examples.

# Communication in Delhi



**Flight:**  
on time for a change

**Cabbie:**  
late as usual

When you just can't afford to miss your flight, rely on a Meru to get you to the airport on time.

Meter rate: Rs 15/km

**Call** 4422 4422  
**Book** at [www.merucabs.com](http://www.merucabs.com)  
**Hail** a Meru off the road

 **MERU**  
RELY ON US



**Shopping weighs:**  
at least a ton

**Car parked:**  
at least a universe away

If parking and driving is ruining weekend shopping, it's best outsourced to Meru.

Meter rate: Rs 15/km

**Call** 4422 4422  
**Book** at [www.merucabs.com](http://www.merucabs.com)  
**Hail** a Meru off the road

 **MERU**  
RELY ON US



**Meeting: CP**

**Parking:**  
Patparganj

Outsource parking headaches. Be on time for every meeting. Rely on a Meru.

Meter rate: Rs 15/km

**Call** 4422 4422  
**Book** at [www.merucabs.com](http://www.merucabs.com)  
**Hail** a Meru off the road

 **MERU**  
RELY ON US



**Meter:**  
show ke liye

**Fare:**  
bargaining ke liye

Choose tamper - proof meters and printed receipts. Choose Meru.

Meter rate: Rs 15/km

**Call** 4422 4422  
**Book** at [www.merucabs.com](http://www.merucabs.com)  
**Hail** a Meru off the road

 **MERU**  
RELY ON US



**Meeting:**  
going overtime

**Daughter's school:**  
time over

Trust 'Meru Uncle' to pick her up and drop her home, safe and sound.

Meter rate: Rs 15/km

**Call** 4422 4422  
**Book** at [www.merucabs.com](http://www.merucabs.com)  
**Hail** a Meru off the road

 **MERU**  
RELY ON US

Didi's waiting.  
Travel safe.



- Clean, comfortable, air-conditioned cabs
- Tamper-proof meters
- On-time service
- **All this at just Rs 15/km!**

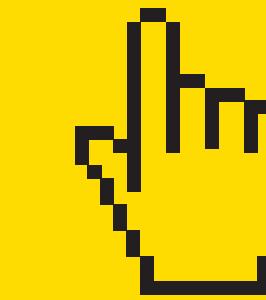
**Call** 4422 4422

**Book** at [www.merucabs.com](http://www.merucabs.com)

**Hail** a Meru off the road



Hail a Meru online.



Now, visit [www.meru.com](http://www.meru.com) to book  
a smooth comfortable ride.



- Clean, comfortable, air-conditioned cabs
- Tamper-proof meters
- On-time service
- Tariff: Rs 20 for the first km  
**Rs 14 per km thereafter**



Rakshabandhan

Online bookings

# J Krishnamurti Foundation

chlorophyll created a series of ads for a two-day seminar conducted by the J Krishnamurti Foundation.

The theme: J Krishnamurti, the man and the message.

He was 34  
when he  
rejected  
43,000  
followers  
and said  
“Truth is a  
pathless  
land”.

How old  
are you?

J. Krishnamurti:  
The Man,  
the Message,  
and You.

October 18 & 19  
(Saturday &  
Sunday)  
10 am to 7 pm  
P L Deshpande  
Maharashtra  
Kala Academy  
(Ravindra Natya  
Mandir)

Details on  
[www.kfimumbai.org](http://www.kfimumbai.org)  
98213 09468  
Admission free

The Dalai  
Lama  
described  
him  
as ‘one of  
the  
greatest  
thinkers of  
the age’.

(And you  
haven’t heard  
of him?)

J. Krishnamurti:  
The Man,  
the Message,  
and You.

October 18 & 19  
(Saturday &  
Sunday)  
10 am to 7 pm  
P L Deshpande  
Maharashtra  
Kala Academy  
(Ravindra Natya  
Mandir)

Details on  
[www.kfimumbai.org](http://www.kfimumbai.org)  
98213 09468  
Admission free

Heard of  
Deepak  
Chopra,  
right?

Want to  
hear  
the man  
who  
inspired  
him?

J. Krishnamurti:  
The Man,  
the Message,  
and You.

October 18 & 19  
(Saturday &  
Sunday)  
10 am to 7 pm  
P L Deshpande  
Maharashtra  
Kala Academy  
(Ravindra Natya  
Mandir)

Details on  
[www.kfimumbai.org](http://www.kfimumbai.org)  
98213 09468  
Admission free

Heard of  
a sage  
who  
actually  
said  
“Don’t  
follow  
me”?

J. Krishnamurti:  
The Man,  
the Message,  
and You.

October 18 & 19  
(Saturday &  
Sunday)  
10 am to 7 pm  
P L Deshpande  
Maharashtra  
Kala Academy  
(Ravindra Natya  
Mandir)

Details on  
[www.kfimumbai.org](http://www.kfimumbai.org)  
98213 09468  
Admission free

If he did  
not  
believe in  
gurus,  
why did  
so many  
gurus  
recommend  
you listen  
to him?

J. Krishnamurti:  
The Man,  
the Message,  
and You.

October 18 & 19  
(Saturday &  
Sunday)  
10 am to 7 pm  
P L Deshpande  
Maharashtra  
Kala Academy  
(Ravindra Natya  
Mandir)

Details on  
[www.kfimumbai.org](http://www.kfimumbai.org)  
98213 09468  
Admission free

# Bharat Financial Inclusion Ltd

**The background:** Bharat Financial Inclusion Ltd empowers economically disenfranchised women to become self-reliant.

**The idea:** highlights the micro-finance company's role in the lives of its customers, most of whom use their loans to buy livestock.

**Investing  
in over  
63.65 lakh  
dreams  
and  
still  
counting...**



With a range of micro-finance solutions that are delivered at doorsteps, we have helped women in around one lakh Indian villages become self-reliant.

And we believe this is just the beginning!

[www.bfil.co.in](http://www.bfil.co.in)



**BHARAT**  
Financial Inclusion Ltd  
*Prayaas se pragati*

# IMA

**The background:** IMA is an economic, business and market research firm that provides strategic insights and analysis to the top management of companies.

**The proposition:** IMA uncovers the deepest insights to make your business successful.

**The idea:** The layers of an onion are a metaphor for peeling away what appears on the surface, to reveal the core inside.

The insights that didn't make it.



At IMA's research and advisory division, we painstakingly peel off layer after layer of superfluous data.  
Leaving you with core insights that help fine-tune your business strategy.

From picking out delivery centre locations in the right cities to meet the stringent needs of the world's top IT companies, to developing a practical city roll-out strategy for an insurance company.  
From uncovering the topographical secrets of the terrain for large gold and iron-ore mining companies, to spotting viable opportunities for one of the world's biggest oil companies...  
IMA's analysis makes all the difference.

You could say we know our onions.

Call Anuj Mohan on 98200 00000 for details.  
[ima-india.com](http://ima-india.com)

**IMA**

Insight beyond information

# Sterling & Wilson

**The background:** Sterling & Wilson is India's leading electrical contracting company and a part of the Shapoorji Pallonji Group.

**The proposition:** Sterling & Wilson provides end-to-end solutions for setting up solar power plants in India.

**The idea:** a clever use of the medium (full-page jacket newspaper ad) to communicate how easy it is to set up a solar power plant with Sterling & Wilson.



**With us, turning a piece of land  
into a fully-functional  
solar power plant is  
as easy as...**

**...turning this page.**

We are Sterling and Wilson, India's leading electrical contracting company and a part of the 149-year-old Shapoorji Pallonji Group.

We are now India's most trusted solar power EPC solutions provider with an installed capacity of over 300 MW, spread across 13 states, covering a range of policies and mechanisms.

We are proud to have some of India's highest generating solar PV power plants in our operations and maintenance portfolio, as accredited by MNRE/state institutions.

We are now setting new benchmarks with our utility scale solar PV power plants, solar CSP and rooftop/off-grid solar power solutions.

So if you are looking for a trusted partner who can help you provide clean and green power to millions across India, call us today and we will take care of the rest.

Now, if everything else in this world was just as easy.



**Our solar power expertise**

- Turnkey & BOS solutions for utility scale solar power projects as well as commercial & industrial rooftops
- Turnkey Solar Park Infrastructure including land, permits, evacuation, private PPAs for investors

**Other services**

- Turnkey MEP services
  - Electricals
  - HVAC
  - Plumbing & firefighting
  - Security solutions
  - Turnkey EPC solutions
  - Diesel generators
  - Power co-generation
  - Data centre EPC
- Corporate & commercial
  - Hospitals
  - Hotels & resorts
  - Infrastructure
  - IT & data centres
  - Telecom
  - Industries and manufacturing
  - Malls & multiplexes

**Sectors we cater to**

Ranked 19th globally and 1st in India among top solar EPC companies by IHS Research in 2014

(Source: EPC & Integrator Market Share & Project Market Tracker Q2' 2014, IHS Research)



Visit us at Stall no. 6.C64,  
Hall no. 6 in Intersolar India 2014  
from 18-20 November, 2014  
at Bombay Exhibition Centre,  
Goregaon (E), Mumbai.

**STERLING AND WILSON**



Associates of Shapoorji Pallonji & Co. Ltd.

Universal Majestic, 9th floor, P L Lokhande Marg, Chembur (W), Mumbai 400 043, Maharashtra, India. T: 022 2548 5300 F: 022 2548 5331 E: corpcomm@sterlingwilson.com

# Thank you

