



chlorophyll:1999  
 $C_{55}H_{72}O_5N_4Mg$

Brands & business growth

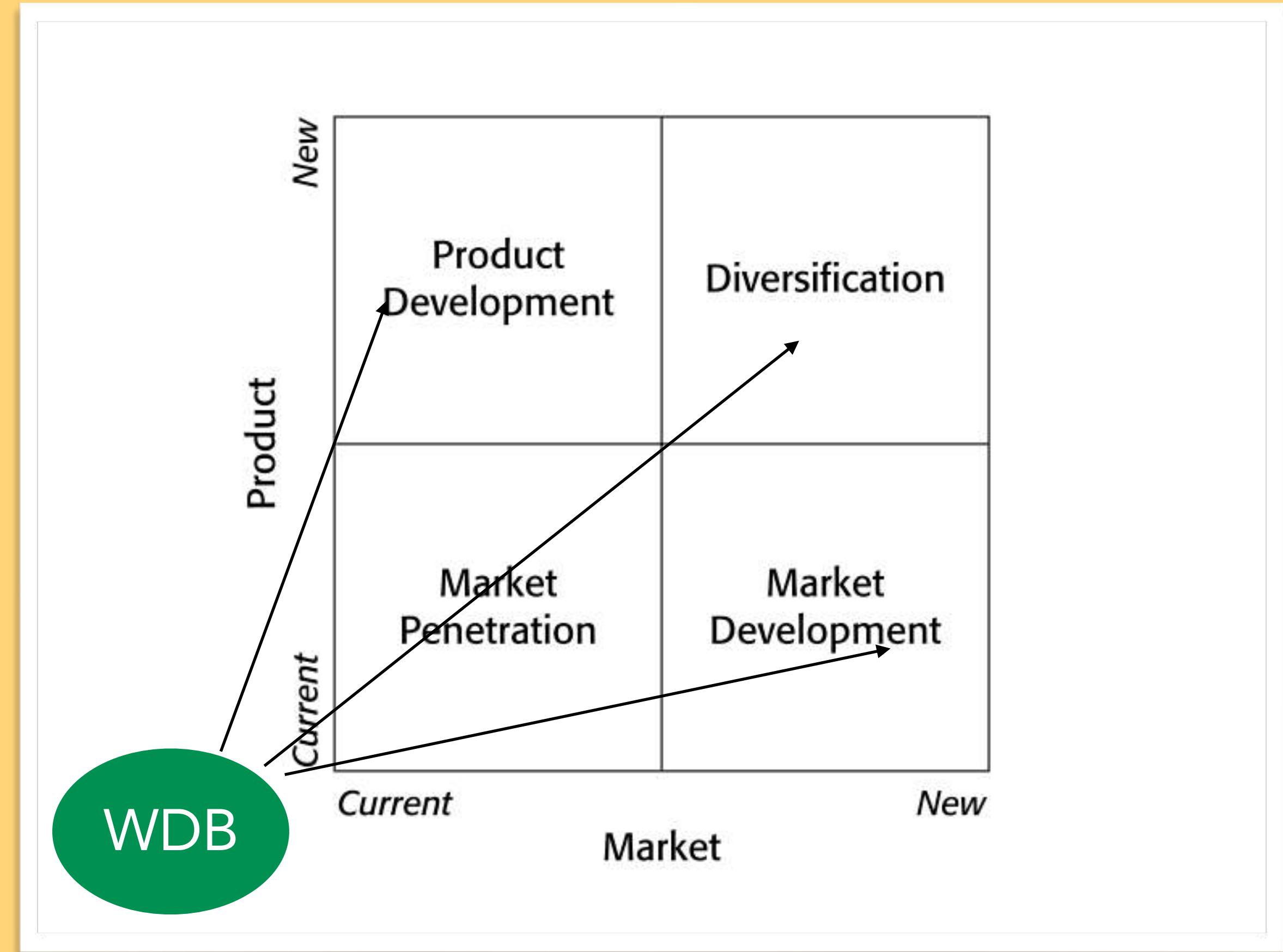
Why chlorophyll?

chlorophyll 3.0

chlorophyll leaders

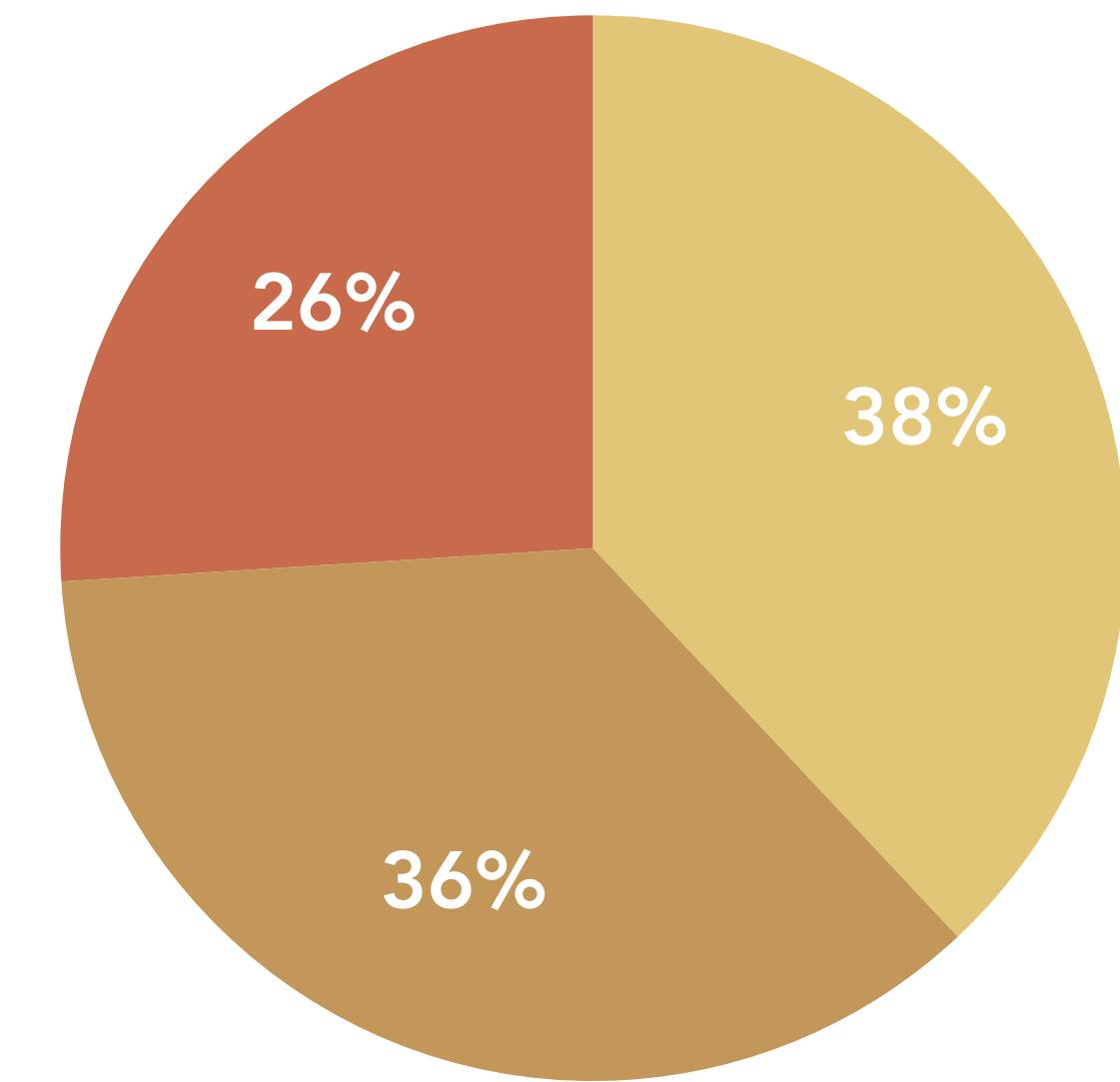
Quiz!

Well-defined brands allow brand owners to enter multiple categories...and grow businesses with lower investments!



*The famous Ansoff Matrix*

Brands create Enterprise Value



**Average components of Enterprise value  
Top 200 companies in the world**

**Business Week League table, 2013**

A close-up photograph of several large, green hosta leaves with prominent veins, serving as the background for the slide.

chlorophyll has been  
unlocking the potential of brands  
since **1999**

Over **200** brands differentiated

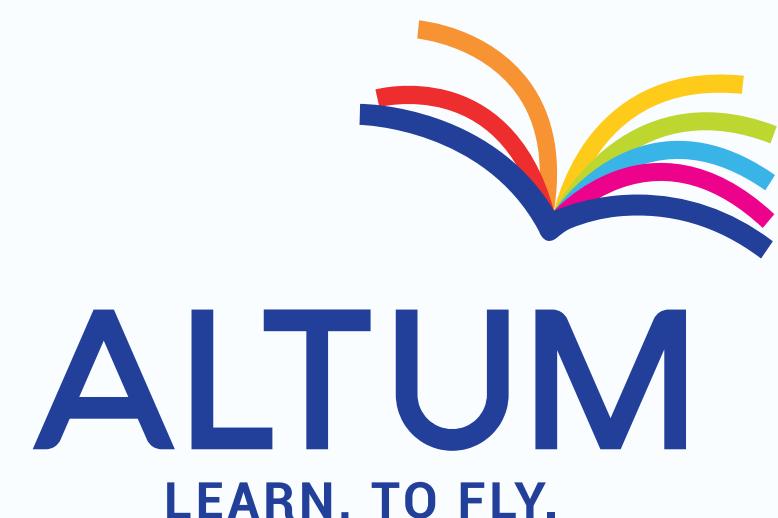
Over **50** new brands created

A close-up photograph of several large, green leaves with prominent veins, serving as a natural background for the slide.

Brand thinking can also be leveraged  
to **transform** organisations

chlorophyll has been involved in over **30**  
organisational transformations

# 1. Creating new brands: our speciality



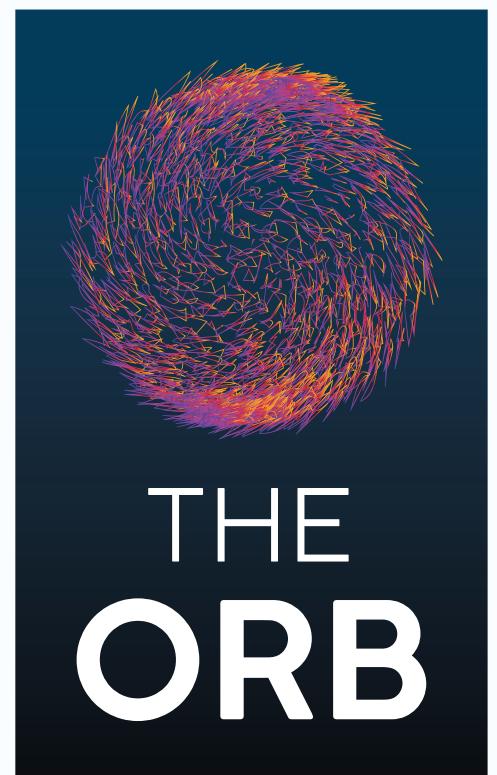


**MOMENTUM**  
**JHARKHAND**

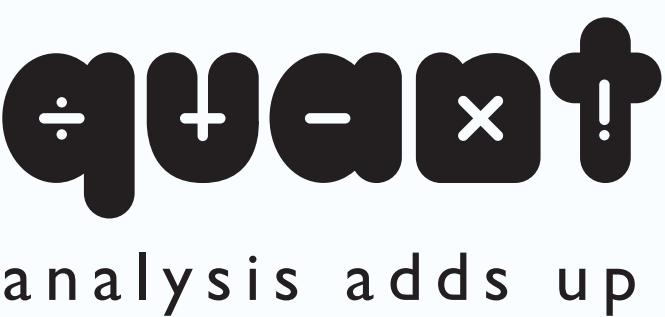
The investment destination



**Nihilent**  
evolving ideas



NRTAGMA  
GMATNAR  
AGARMNT  
MNTARGA  
**TANGRAM**  
"Problem solved! QED!"



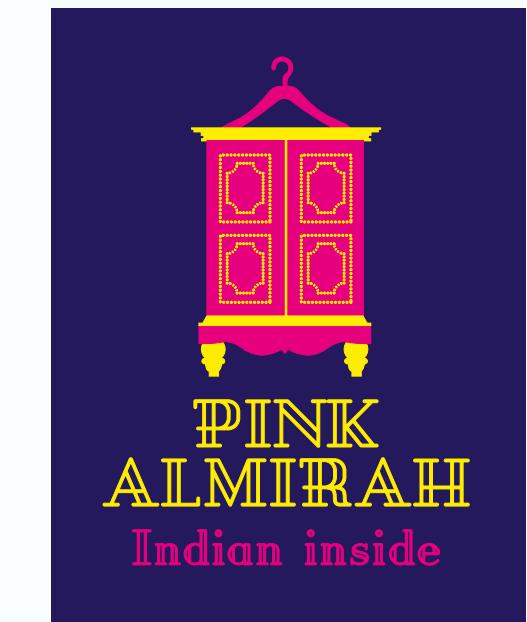
# CREATING RETAIL BRANDS FOR VISHAL RETAIL



Leave your mark!



make every day a treat



Maximum style. Minimum effort.





## **2. Transforming your existing brand**

# CHANGING BRAND STRATEGY, CHANGING BRAND IDENTITY



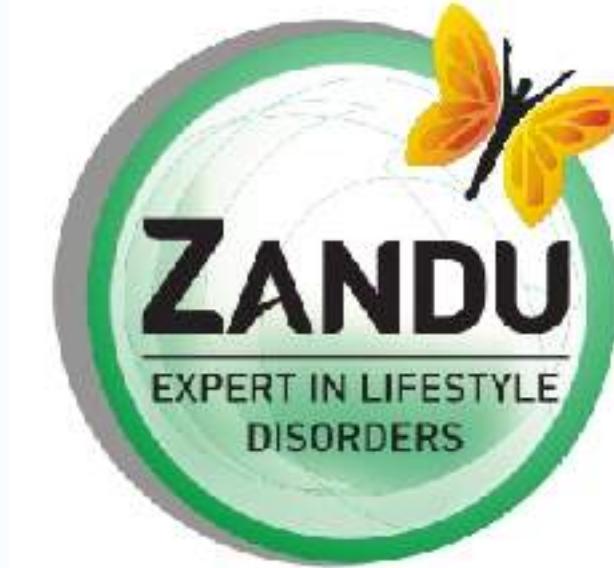
ARVIND MAFATLAL GROUP  
The ethics of excellence



# CHANGING BRAND STRATEGY, CHANGING BRAND IDENTITY



**INDIGO**  
Be surprised!



# CHANGING BRAND STRATEGY ONLY



### **3. Adapting your **global** brand to **Indian** market realities & vice versa**



SOCIAL  
MEDIA  
WEEK



Our process and brand models are so adaptable,  
they can be customised for any **species** of brand...



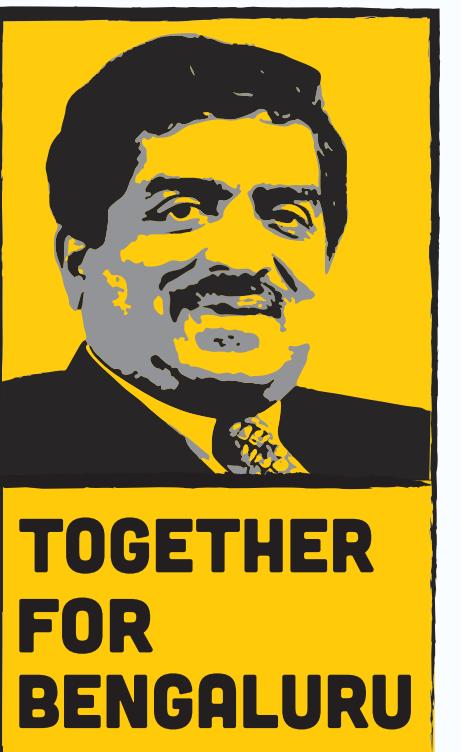
Eternal Mewar

*Custodianship unbroken  
since 734 AD*

The **world's oldest brand**: 1400 years old!  
Combines for-profit  
& not-for-profit organisations

SUJALAAM  
THE SKYCITY  
A whole new world

India's **first aerotropolis** brand



TOGETHER  
FOR  
BENGALURU

Nandan Nilekani:  
a **belief** brand



An **NGO**  
(Non-Governmental-Organisation) brand

"Kenna slow, kenna fast!"



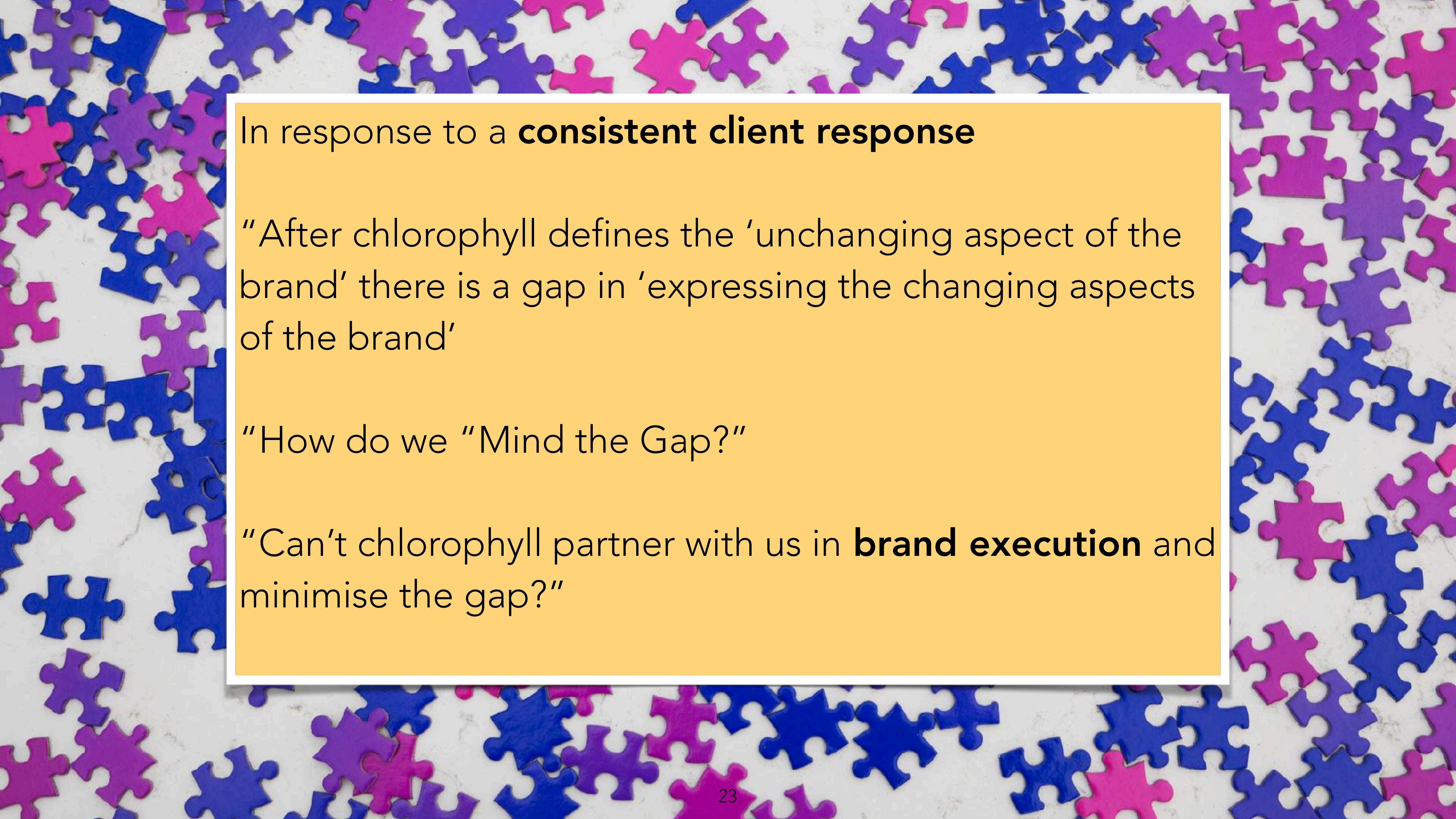
"Kenna slow, kenna fast!"

A **tourism** brand

# chlorophyll 3.0: 2018

From brand creation  
to brand execution





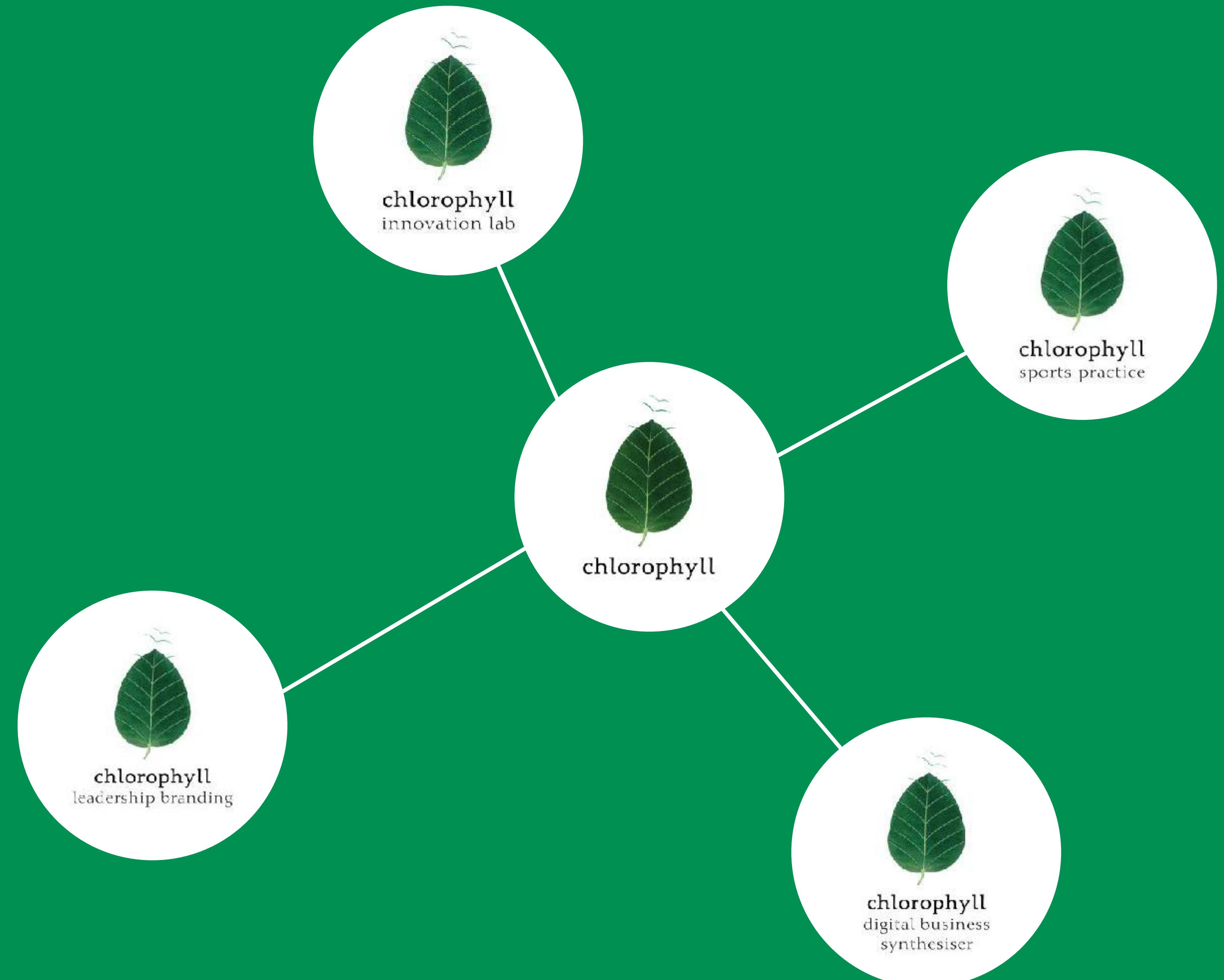
In response to a **consistent client response**

"After chlorophyll defines the 'unchanging aspect of the brand' there is a gap in 'expressing the changing aspects of the brand'

"How do we "Mind the Gap?"

"Can't chlorophyll partner with us in **brand execution** and minimise the gap?"

Therefore,  
chlorophyll 3.0



Part of the Adfactors PR group, the fastest growing and most awarded PR company in India, Singapore, Dubai, Sri Lanka



Part of thenetworkone,  
800 accredited agencies in 106 countries



Sister consultancy for experience design



Sportainment partner



# Services chlorophyll offers

Brand  
definition

Brand naming  
and ideantity™

Brand  
Communication

Brand  
experience

Employer  
branding

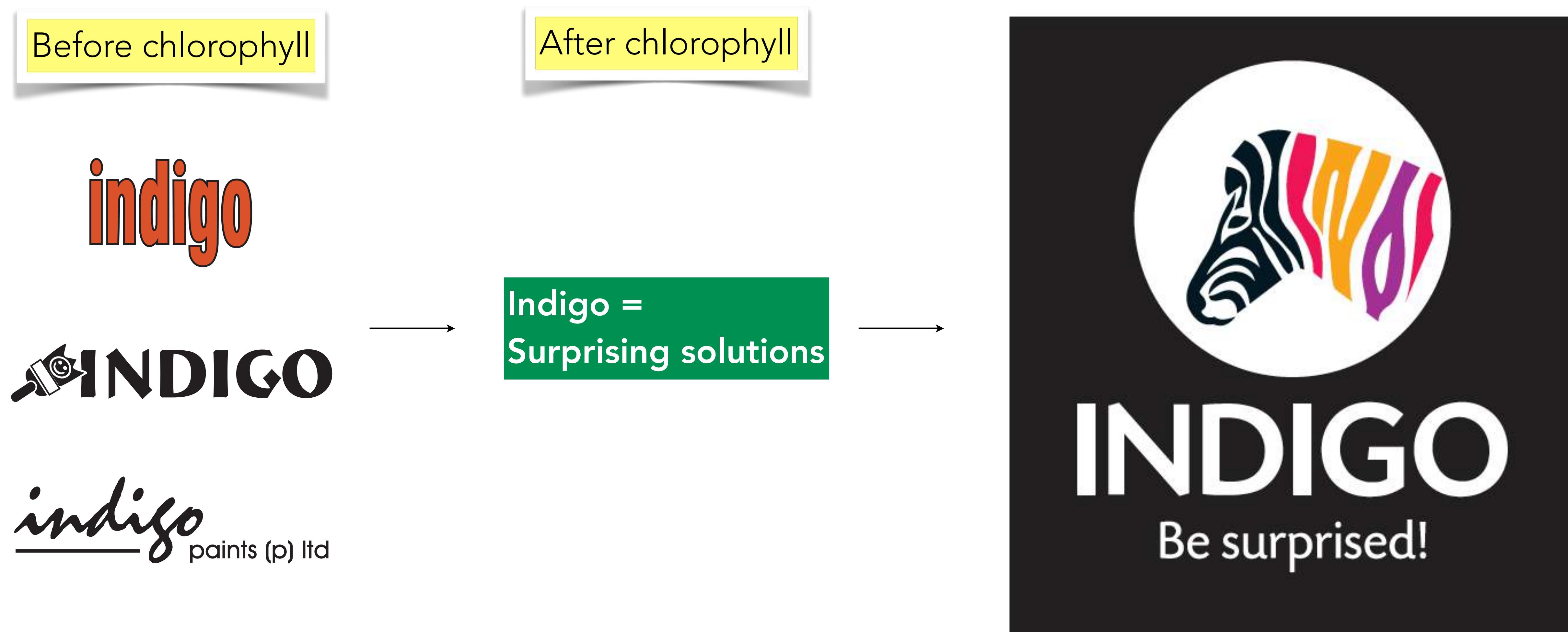
Digital services  
and consultancy

Innovation in  
products, culture  
& earned media

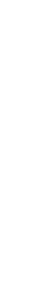
Sports practice  
for brands

# An example of 'no gaps'

# No gap between strategy and ideantity™



# No gap between ideantity™ & packaging





**INDIGO**  
Be surprised!  
FLOOR COAT EMULSION

**INDIGO**  
Be surprised!  
WATER THINNABLE  
SEALER PRIMER  
PLATINUM SERIES

**INDIGO**  
Be surprised!  
BRIGHT CEILING COAT  
GOLD SERIES

**INDIGO**  
Be surprised!  
METALLIC EMULSION  
PLATINUM SERIES

**INDIGO**  
Be surprised!  
BIO CLEAN  
GOLD SERIES

**INDIGO**  
Be surprised!  
TILE COAT  
PLATINUM SERIES

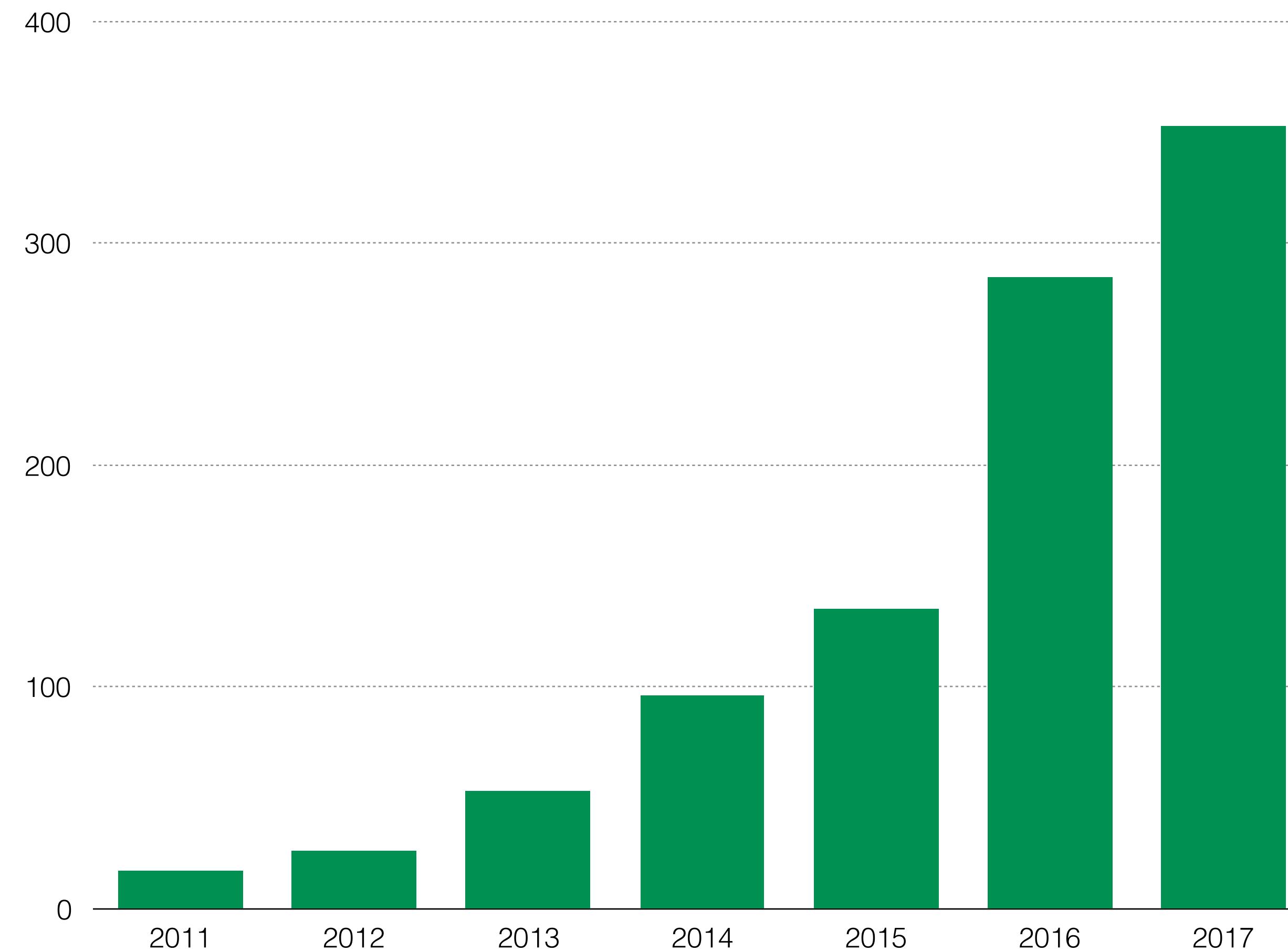
No gap between ideantity™  
& mainstream advertising



# No gap between brand strategy & activation



# Result



Turnover increased 700% over our seven year partnership

The leaders:

grammar & poetry,

left-brain & right-brain

combinations

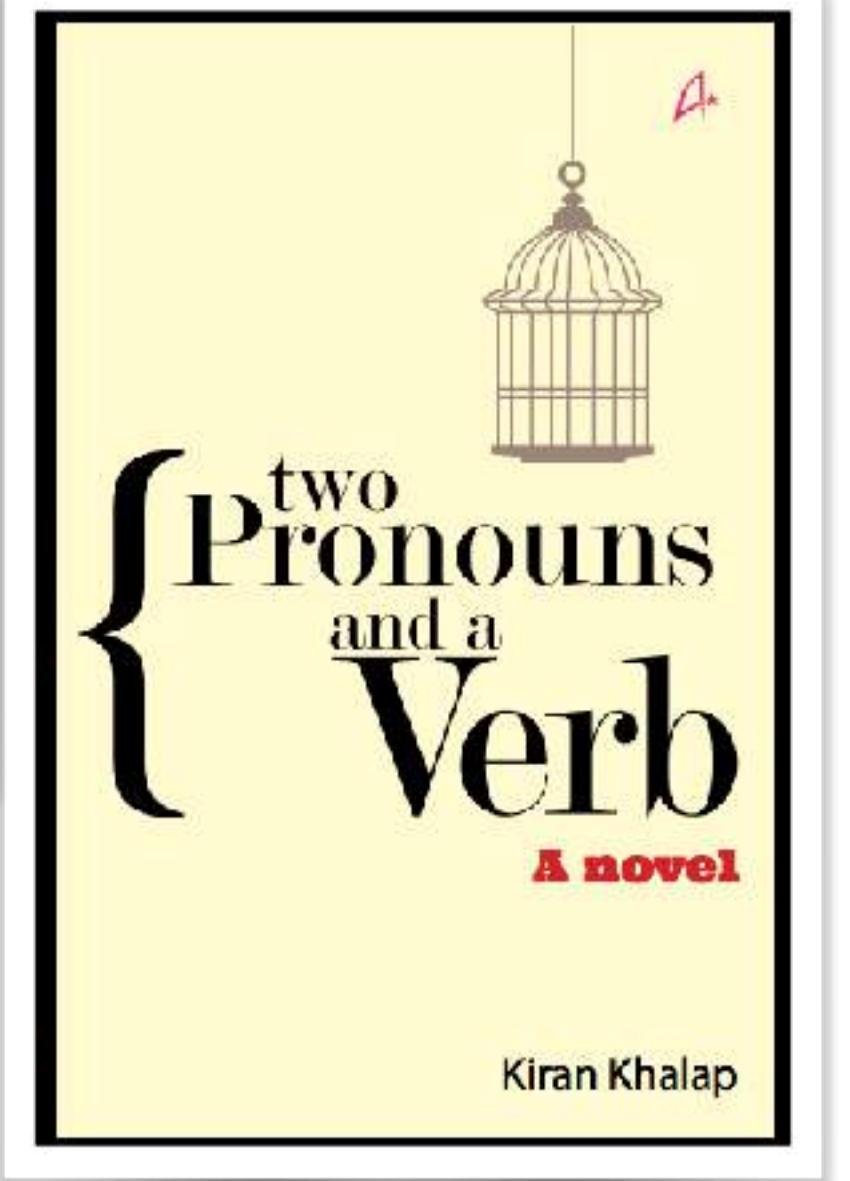
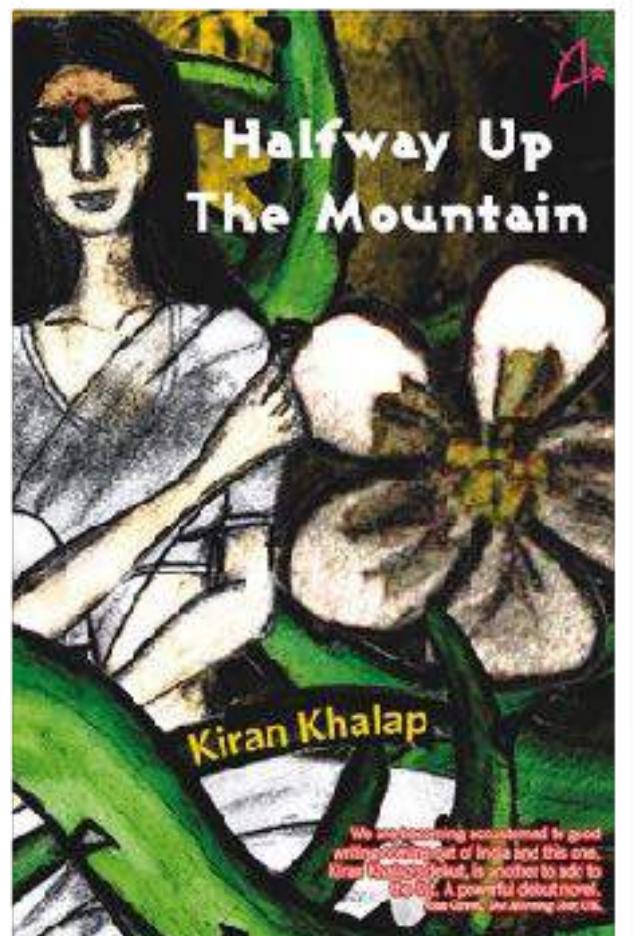
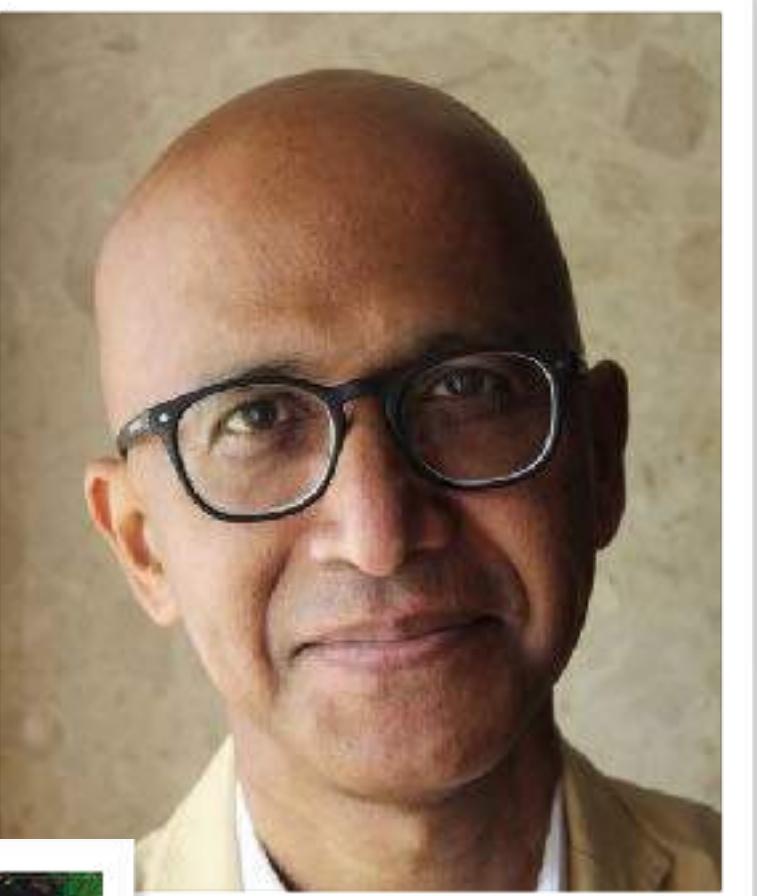
# Kiran Khalap, co-founder & MD

In brand communication since 1983

In creative and management leadership roles  
since 1991: last role was CEO and  
Chief Creative Officer of BatesClarion

Published author: two books of fiction

Speaker at TED University at  
TED's first Indian edition, 2009, Mysore  
TEDx Bandra 2017



# Kiran Khalap, co-founder & MD

Chairman, ACSAC, Advisory Council to the Govt of India on creating the world's biggest biometrics brand 2010 to 2013



The only consultant with a species named after him: *Thelcotopis kiran khalapi*

Weekend rock climber



# Anirban Mozumdar, CEO

Alumnus of MICA, India's premier communications institute

In brand building and advertising as strategist planner and business leader  
since **1995**

Worked at Leo Burnett, Y&R, DDB and Publicis across a slew of categories  
and brands from P&G, Wrigley's, Diageo, Kellogg, Reckitt Benckiser

As an entrepreneur for four years, been immersed in digital media and  
'born digital' brands

Closet poet, avid reader and digital enthusiast



**MAN AND GOD**

God created man and man created God.

# Chitresh Sinha, CEO, innovation lab

Over 12 years of experience (technology, marketing analytics, brand strategy)

Created multiple brands from scratch (including luxury destinations and India's first powerboating league)

Building India's first dedicated **brand innovation collective** (80+ innovators)

Multitalented Goan: chef; guitarist; artist



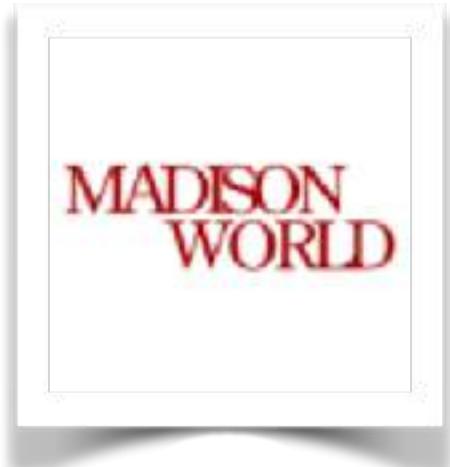
# Pooja Kewalramani, VP, Planning

MBA in marketing from Jamnalal Bajaj

Over 15 years of multi-disciplinary experience: from brand consulting to media insights and qualitative research

Worked on multiple corporate and product brands.  
E.g. Cadbury's, Unilever, Coke and Tata and Godrej

Enjoy the poetry in ghazals and interpreting the world through mythological stories



# Rochna Poddar, VP, Planning

In brand management since 2007

Former global brand manager for RBS plc

Lived in Chennai, Bangalore, New York, Edinburgh and now Mumbai

From science to visual arts to communications and management, diverse educational background.

Over 10 years of experience, both client and agency side, working on brands like Nokia, GSK, MTV, RBS, Royal Enfield, NCAA

Closet writer, avid hiker and fledgling philosopher

Traveled to over 20 countries



# Vidya Damani, VP, Planning

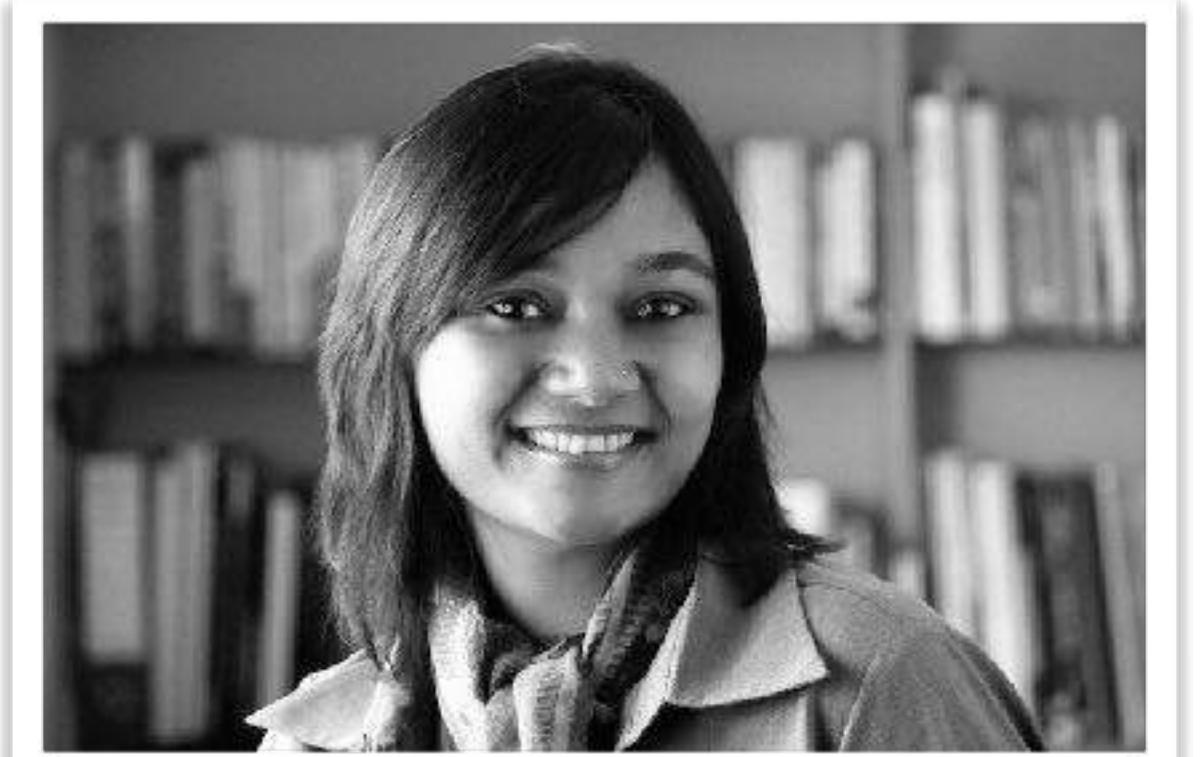
Visiting faculty at Parsons ISDI. Guest faculty at Welingkar Institute of Management and Xavier's Institute of Communications (XIC).

Authored an article on 'Retail Trends 2013' for STOrai Magazine, a publication of the Retail Association of India.

Worked on over 40 brands across product, corporate and retail / service.

Experience consists of advertising, retail operations, marketing and brand consulting.

Recently gave an avatar to her passion of dance and decoding human behaviour; A Certified Creative Movement Therapist.



# Ashok Lalla, Digital Business Advisor

Has stewarded brands using digital, globally and nationally since **2000**.

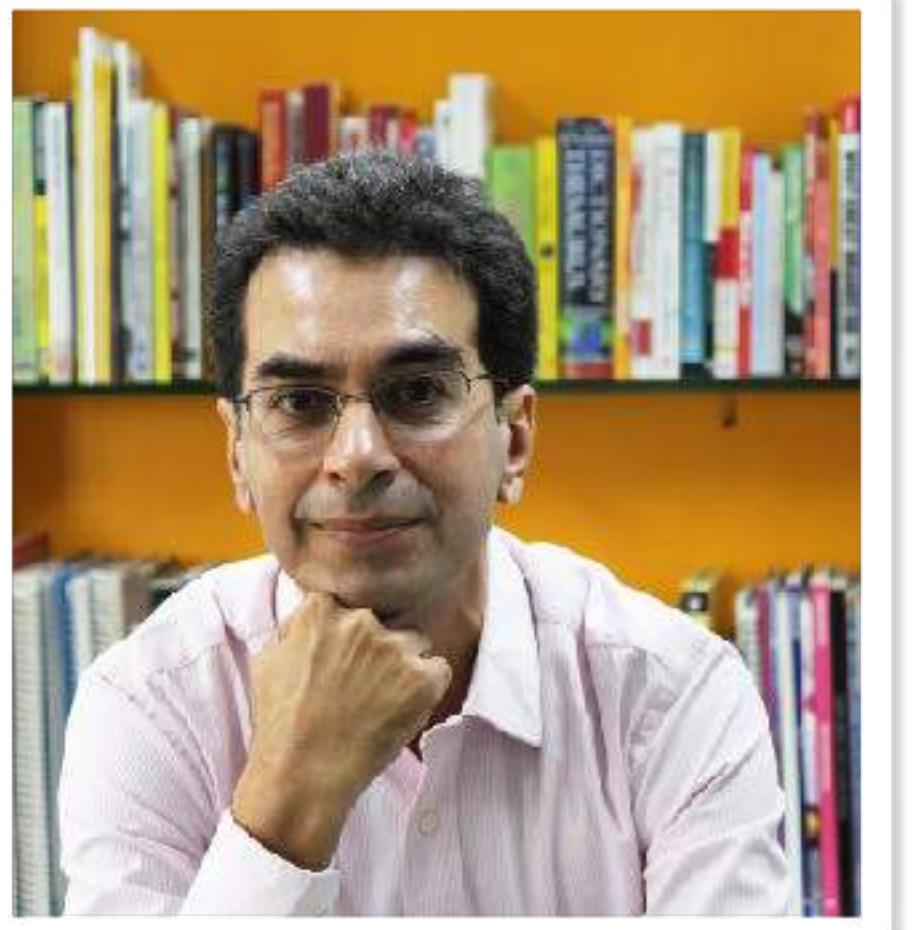
Blend of client-side, agency and consulting experience totalling **25 years**

Unique distinction of shaping worldwide digital marketing for two Indian-born global brands: **Taj Hotels for 10 years and Infosys for three years**

Digital advisory engagements across diverse brands like Pfizer, Tata Motors, R R Donnelley, Maersk, Mphasis, Bosch, JK Paper, Mahindra Holidays, CGH Earth Hotels, Bank of Baroda and Star Bazaar

Walks, climbs and trampolines his way to staying fit.

Twitter @ashoklalla



# Hemant Morajkar, VP, Digital Business

Mumbai, India | Public Relations and Communications

BSc. Biotechnology, gold medalist in Journalism and Mass Communication.

10+ years experience

Specialises in digital and social media communication programs. Has worked with over 100 unique brands as project and retained mandates.

Experience with developing digital communication strategies for corporate reputation building, product marketing, crisis and issue management, engaging digital news publishers and customer experience management.



# Rajeev Badve, Executive Creative Director

Probably the only Creative Director with an MBA

In brand communication since 1986

With chlorophyll since 2003: has led the team that created over 100 ideantities™ and over 40 brand communication campaigns



What he brings to the table: a bird's eye view of the branding and communication task, lucidity in expression.

Aficionado: Hindustani classical music, cricket.



# Brand

A simple, powerful definition

A brand is an idea,

A brand is an idea, an unchanging idea.

# Quiz

# Guess this brand!

## Unchanging idea since 1953

Slim build; a three-inch, vertical scar on his right cheek  
blue-grey eyes; a 'cruel' mouth; short, black hair, a  
comma of which falls on his forehead

37 years old

Father Andrew, mother Monique

Cavalier attitude towards death

Family motto: Orbis non sufficit (Latin "The world is not  
enough")



Changing  
experience:  
since 1962

- 1. Smoking
- 2. Sexual adventurism
- 3. Martini



- 1. No smoking
- 2. No sexual adventurism
- 3. Beer

# Thank you

