

Lokusdesign®
The Growth Catalysts

Lokusdesign

The Growth Catalysts

Proud Recipient of



'Retail Excellence Award 2013'
Category

Excellence In Shoppers Insight and
Consumer Behaviour
for
SMIRNOFF LIME



Lokusdesign

The Growth Catalysts

Proud Recipient of

Franchise India

Your growth is our business
Presents

SMALL BUSINESS AWARDS
2013

Professional Service Business of The Year



STARFISH

Group Companies



Lokusdesign, The Growth Catalysts, is a leading, Global design consulting Company. We enable you to manifest and leverage your core business objectives by Strategic Innovation & Design Interventions. Our catalyst efforts help you enhance your brand & product performances, resulting into business growth & efficiencies.



A leading, Print comm. Company., with over 55000 Sqft of High Quality outputs for Indoor and above 7 lakh Sqft of Outdoor applications. Elan Vital is a Leader in the Industry. Loyalty of Top Corporate Houses and Leading Advertising Agencies for more than a decade is a testimony of our Reliability, Quality and Service.



'Monsoonfish' is an App Development company with the design edge. There are 2 million apps on the Apple App store and we believe that only great (not just good) design can make your app stand out, be downloaded and more importantly used. We make apps that engage, connect, entertain, educate, inform the consumer and provide long-term value to our brand customer.

Alliance Companies



Neodes is an award winning design firm helping various businesses & non-profits create integrated value for various stakeholders. We achieve this by employing our domain knowledge from the fields of Industrial design, Interaction design & Visual communication.



Ideosphere is a boutique consultancy aimed at presenting and implementing customized and innovative ideas for emerging companies based on focused requirements and leading to optimum growth of your business

Leadership Profiles



Badve Chandrashekhar

Director - Design, Strategy & Marketing,
Lokus Design Pvt. Ltd.

Taking charge of Lokusdesign's fast-growing operations, design consulting business, key account and reputation Management, he has achieved rich experience of 15+ years in Design Innovation and Strategic Design consists of Cross Functional Design, Packaging Innovation and Brand Management, Insights Research and Communication Design.



Risaldar Milind

Director - Operations,
Elan Vital Pvt. Ltd.

Responsible for the company's aggressive operational engine and legal portfolio, His experience of handling prestigious mega projects and best brands in Branding, Packaging and Retail sectors has lead him to accomplished extensive research in experiential spaces, material possibilities and explorations, Form analysis, Future research on trends and design.



Kabra Siddharth

Director,
Monsoon Fish

His key interests lie in Brand and Communication design, Packaging design & Strategic Technology interventions. He has been instrumental in maximizing value for several leading brands and products in diverse sectors. He also holds technology and IPR portfolios.

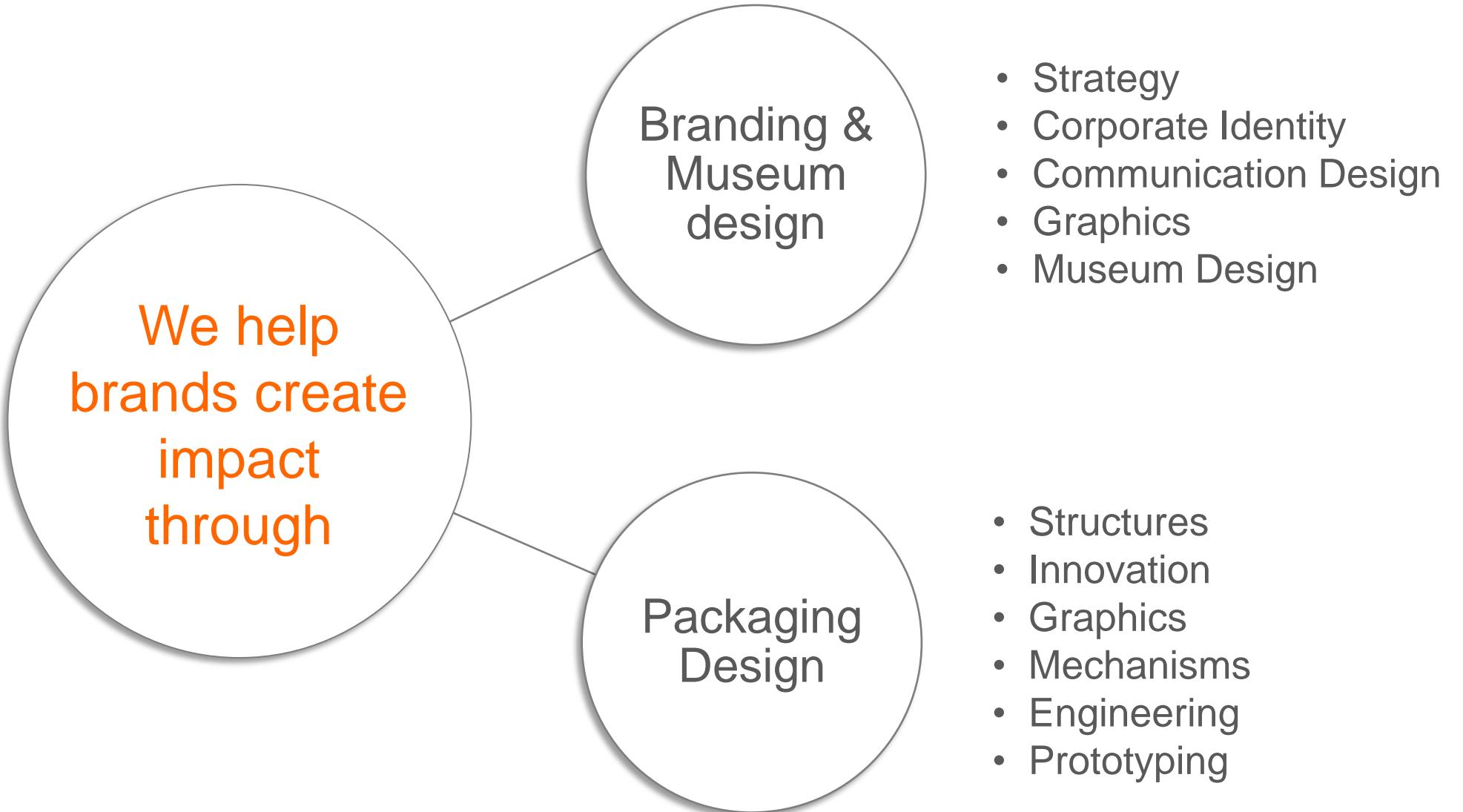
Innovating Possibilities. Delivering Impact.

At Lokusdesign, you tap into a decade long experience of brand and packaging design wisdom and cutting edge approaches, all brought together by people who are passionate and enjoy matching intellect with a demanding marketplace. The result is innovative brands and packaging that works in the real world.

We deliver **design ideas of impact.**

Lokusdesign is a leading design consultancy with a focus on **brand consulting** and **packaging design**. We endeavor to provide cutting-edge, reliable, and high-quality branding and packaging solutions to help brands create market impact.

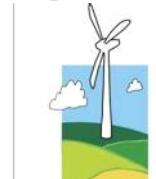
Services



Creating Impact



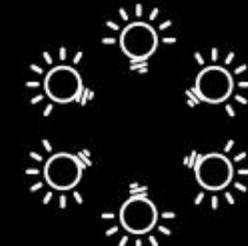
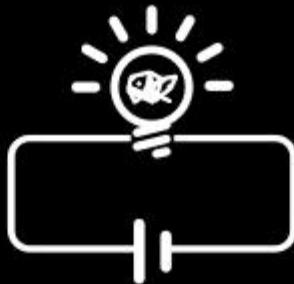
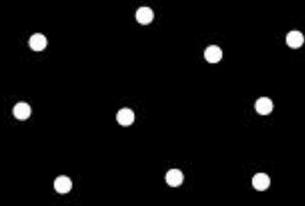
Leading companies that seek our expert services



Logo, Logotypes and Trademarks are owned by respective owners and are acknowledged

OUR WORK

Design Process – our work module



Identify

Complexities
Needs & Demands
Opportunities
Failure Modes

Gain insights
through research
& analysis,
implicit & explicit
needs, etc.

Integrate

Processes
Functions
Stake Holders
Objectives

Consider and
analyze all angles
before innovation,
specs, features,
packaging
strategy, etc.

Innovate

Features
Process
Solutions
Value

Concepts, functional
& visual, formal
themes, silhouettes,
color story, house-
style, mechanisms,
etc

Translate

Efficiency
Tangibles
Time to Market
Performance

3D models,
detailing,
engineering,
drawings, KLD,
models,
prototyping, etc.

Maximize

Value
Potential
Perception
Wealth

Affordances,
capitalize an
idea & offer other
variants or
options mix &
match ideas, etc.

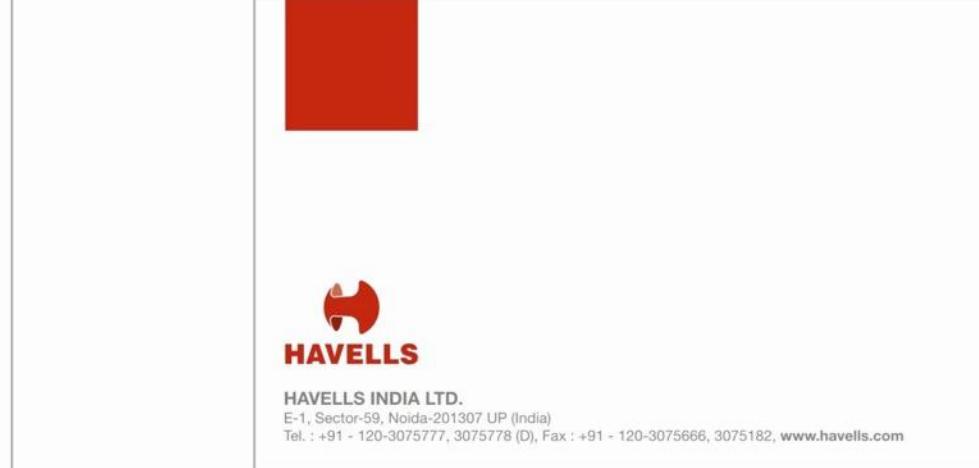
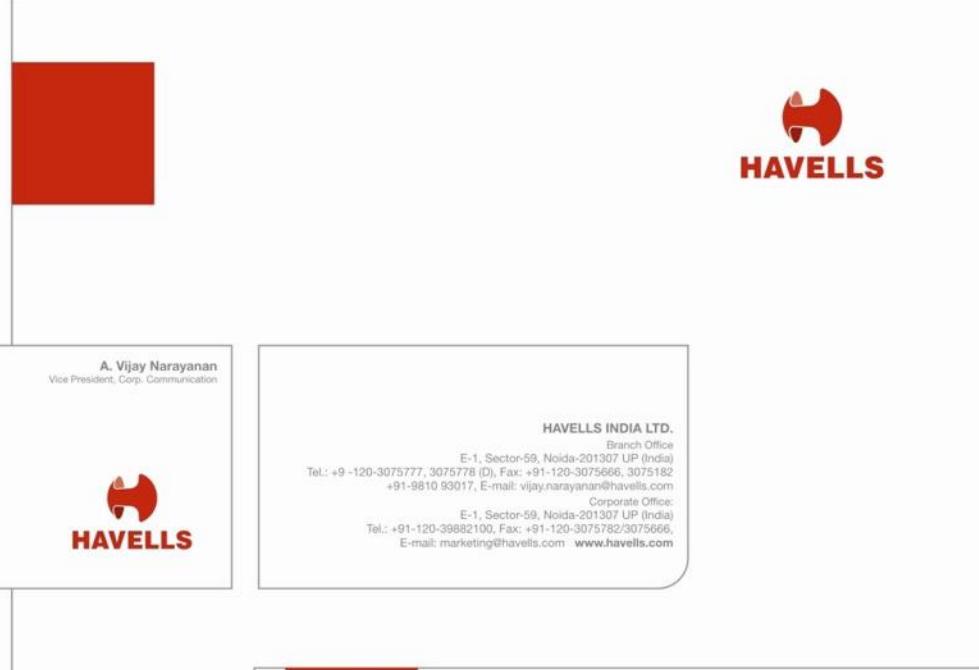
Powered India's **biggest** electrical brand



Scope: Corporate identity design, brand management, communication design, brand manual, collaterals, rollout materials



Brand Identity and Stationery Design



Marketing Collaterals



Advertisements

HAVELLS

Nurse, where's the scalpel?

A moment of power cut can cause havoc
Be it a hospital, a hotel or a factory, avoiding interruption in power supply is of utmost importance. Reason why you must install the Automatic Transfer Switch from Havells. Compact and light weight, it ensures seamless transfer of power supply from one phase to another. Because the only thing you can do without is a power cut.

Available in current ratings : 160A, 200A, 315A, 400A & 630A at rated voltages : 440VAC / 125VDC in 3 pole as well as 4 pole versions conforming to IEC:60947-1 & IEC:60947-6-1.

INSTALINE
Automatic Transfer Switch

Features :

- High transfer speed
- Superior making & breaking capacity
- Compact & light weight
- Minimum Maintenance

HAVELLS SWITCHGEAR

MCCB | ACB | Changeover Switch | Controlgear | Fuses | ATS

HAVELLS INDIA LTD.
Corporate Office: E-1, Sector-59, Noida-201 307, tel.: +91-120-39882100,
Fax: +91-120-3075782/ 3075666
E-mail: marketing@havells.com Website: www.havells.com

Old



New

Switchgear

Head line, of this press ad.

INSTALINE
Automatic Transfer Switch

Features:

- High transfer speed
- Superior making &

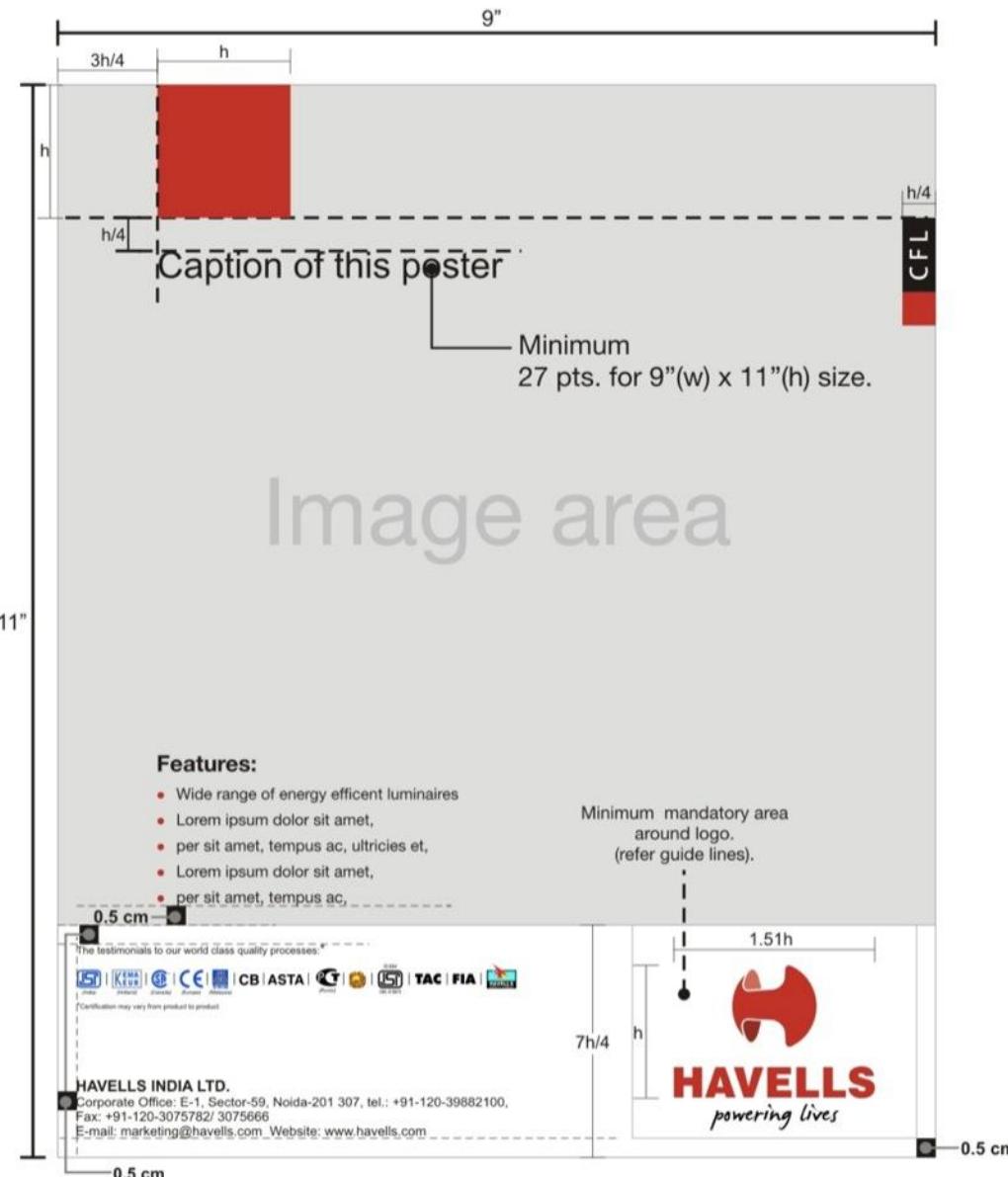
Available in current ratings : 160A, 200A, 315A, 400A, & 630A, at rated voltages : 440VAC / 125VCD in 3 pole as well as 4 pole versions conforming to IEC : 60947-1 & IEC : 60947-6-1 / IS : 13947-1.

MCCB | ACB | Changeover switch | controlgear | Fuses | ATS

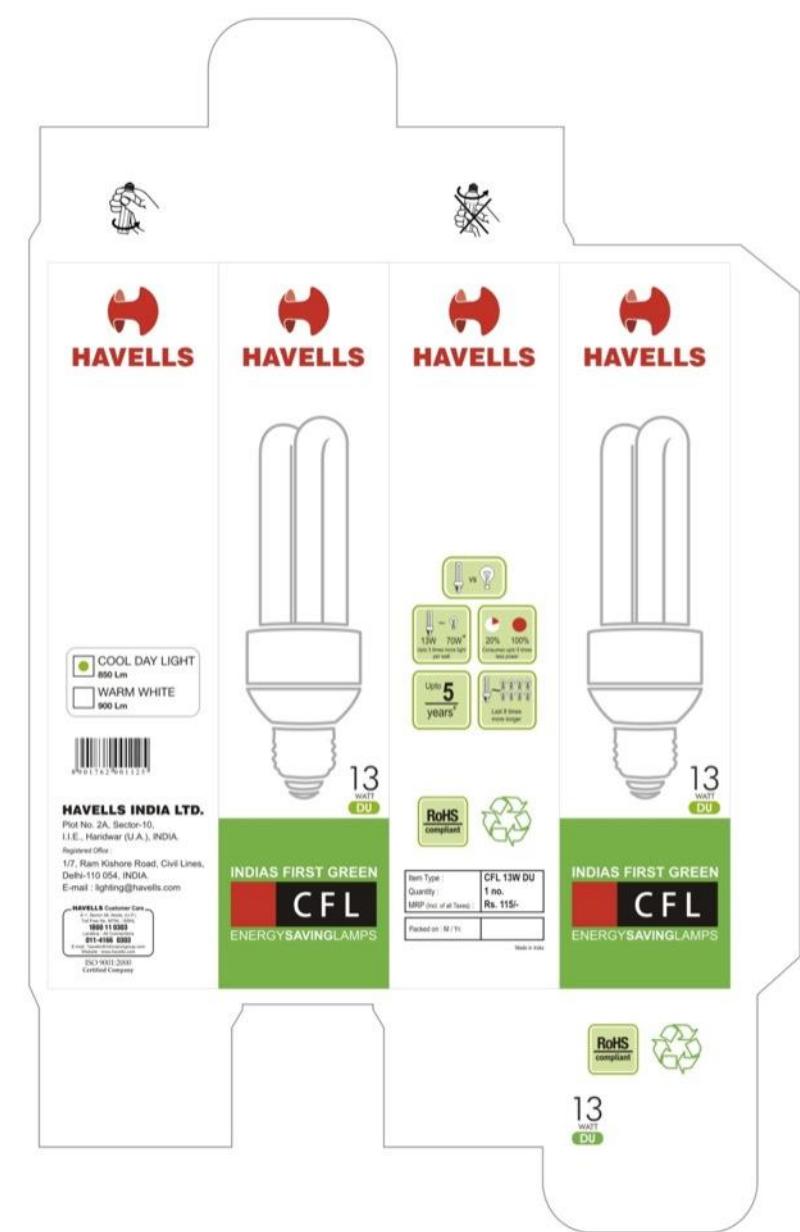
HAVELLS INDIA LTD.
Corporate Office: E-1, Sector-59, Noida-201 307, tel.: +91-120-39882100,
Fax: +91-120-3075782/ 3075666
E-mail: marketing@havells.com Website: www.havells.com

HAVELLS
powering lives

Poster



Packaging



Glow sign



TATA TECHNOLOGIES

Brand Program for “One to Win” Event held at UK

Involvement: Brand Identity, Marketing
Collaterals, Design Innovation, etc.



When we make a promise to ourselves, winning is everything . Our resolve to go for the win is undying. Today we declare this dream to the world and announce our determination to achieve it.....We come together to Win this

TATA TECHNOLOGIES

Event Logo, Theme based tent cards
& Invite Mailer



TATA TECHNOLOGIES 

INVITATION

5 year Business Plan

Dear Colleague,

You are cordially invited to join the Tata Technologies 5 Year Business Plan launch conference at the picturesque Danesfield House Hotel set in the royal county of Buckinghamshire in England.

Over 4 action-packed days spent with experts, motivation leaders and our own introspection we shall aim to unlearn, explore new opportunities, understand, set new direction, bond as a team and re-affirm our resolve to build a Tata Technologies that the world will admire.

Please prepare by clearing your calendar and properly delegating to your team so that you can give your undivided attention to the task at hand.

We look forward to meeting you there.

Date	Day	Agenda	Dress Code (Evenings)
5 th March	Monday	Belief	Casual
6 th March	Tuesday	Commitment	Formal (Jacket and Tie)
7 th March	Wednesday	Direction	Casual
8 th March	Thursday	Team work	Casual
9 th March	Friday	-	Smart Casual

Venue: Danesfield House Hotel, Buckinghamshire
www.danesfieldhouse.co.uk

Event Helpdesk: +44 (0) 7557267553

TATA TECHNOLOGIES BETTER & BETTER™

TATA TECHNOLOGIES

Annual Report for the year 11- 12

Concept and theme Development, Inner pages
designing, Printing supervision and Roll out



TATA TECHNOLOGIES

Annual Report for the year 12-13

Concept and theme Development, Inner pages
designing, Printing supervision and Roll out





Infographics Style Three Fold Page

TATA TECHNOLOGIES

Annual Report for the year 13-14

Concept and theme Development, Inner pages
designing, Printing supervision and Roll out



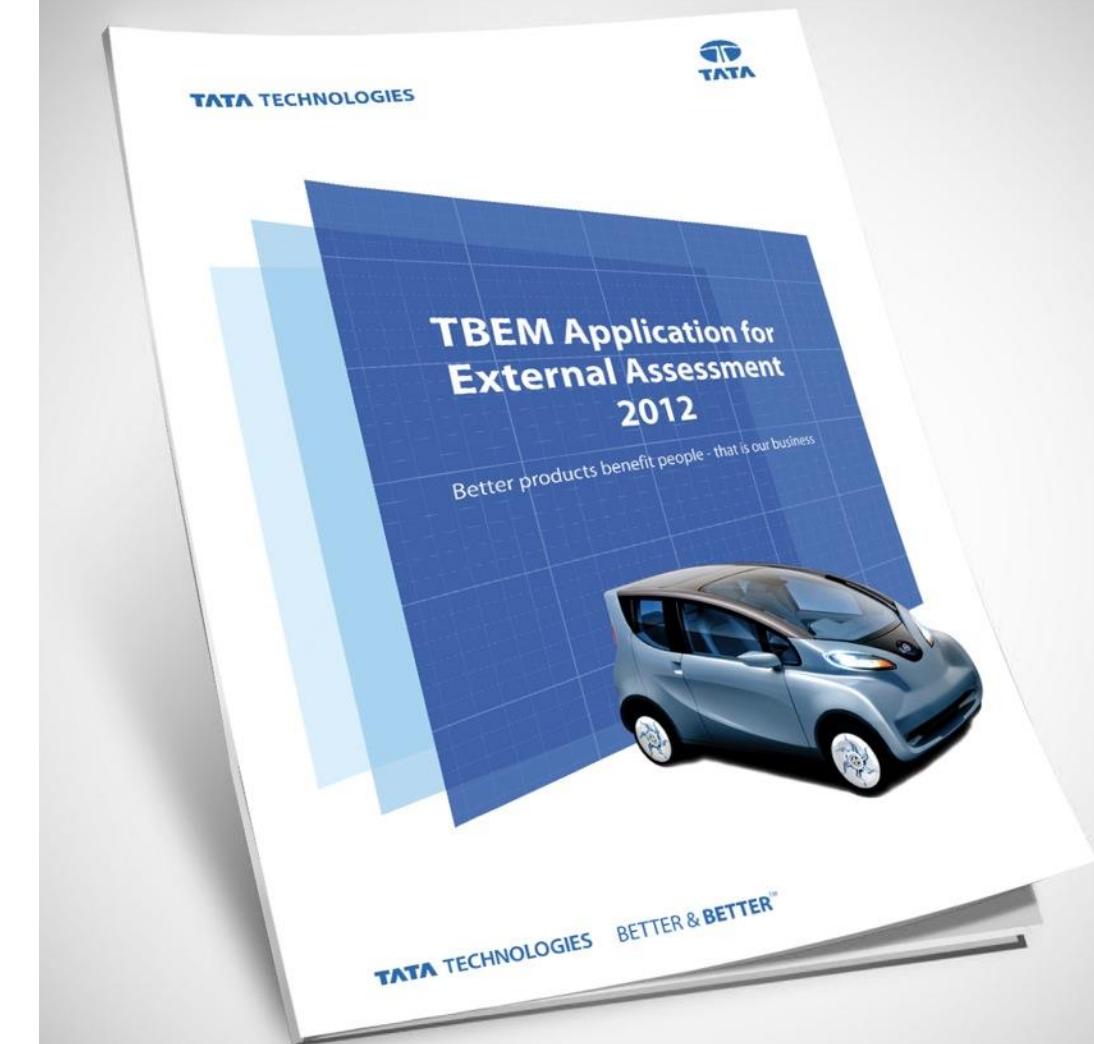
Inside Spread Timeline



TATA TECHNOLOGIES

TBEM Report for the year 11- 12

Concept and theme Development, Inner pages
designing, Printing supervision and Roll out





Lokusdesign Designed Brand Program for KPIT Cummins Infosystems Ltd.

Involvement: Brand Identity, Marketing Collaterals, Design Innovation, etc.

Project Brief

- To design a logo for an event where GBS is participating and presenting
- The theme of Lzero = Czero will be followed across the event and the presentations also would be based on this theme
- The logo should be able to carry itself across collaterals like visiting cards, panels, PPT presentations, brochures etc.
- Once the logo is finalized, brochure, panel, 3D view of stall and visiting card also needs to be designed

Expected Communication to Target Group

- Lower complexity → Lower cost
- We help you uncomplicated
- KPI Cummins is the right partner for me – global, reliable yet value for money

Identity Design



Lower complexity → Lower cost



Icons Design



Reduced PTC



Auto escalation



DE-skilling/risking



Incident auto categorization



Auto prompt/proactive chat



Reduced wait time/abandon rate



High FCR/OCR



Reduced PTC



Channel – traffic optimization



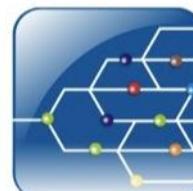
Reduced AHT/TAT



Enhanced support access

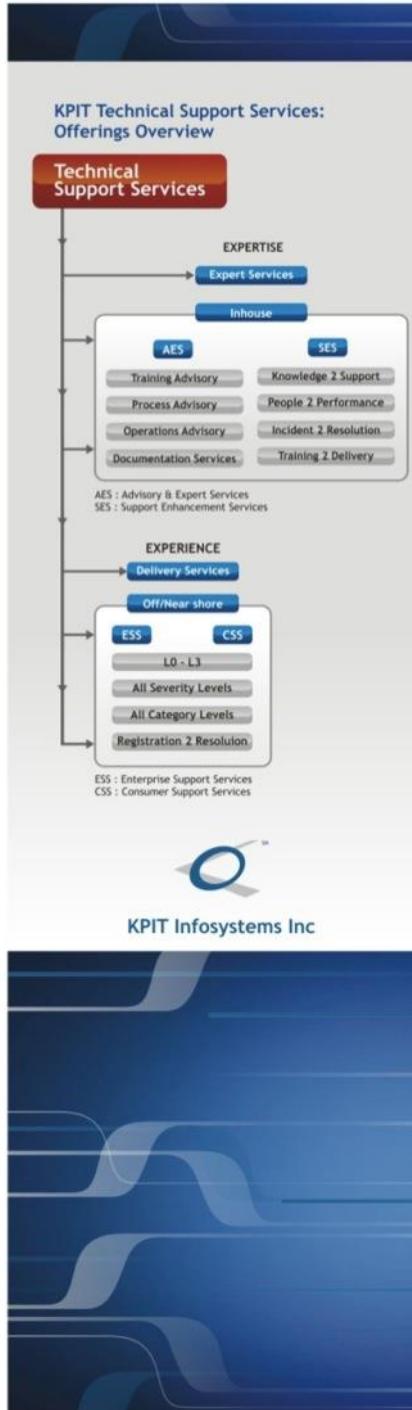
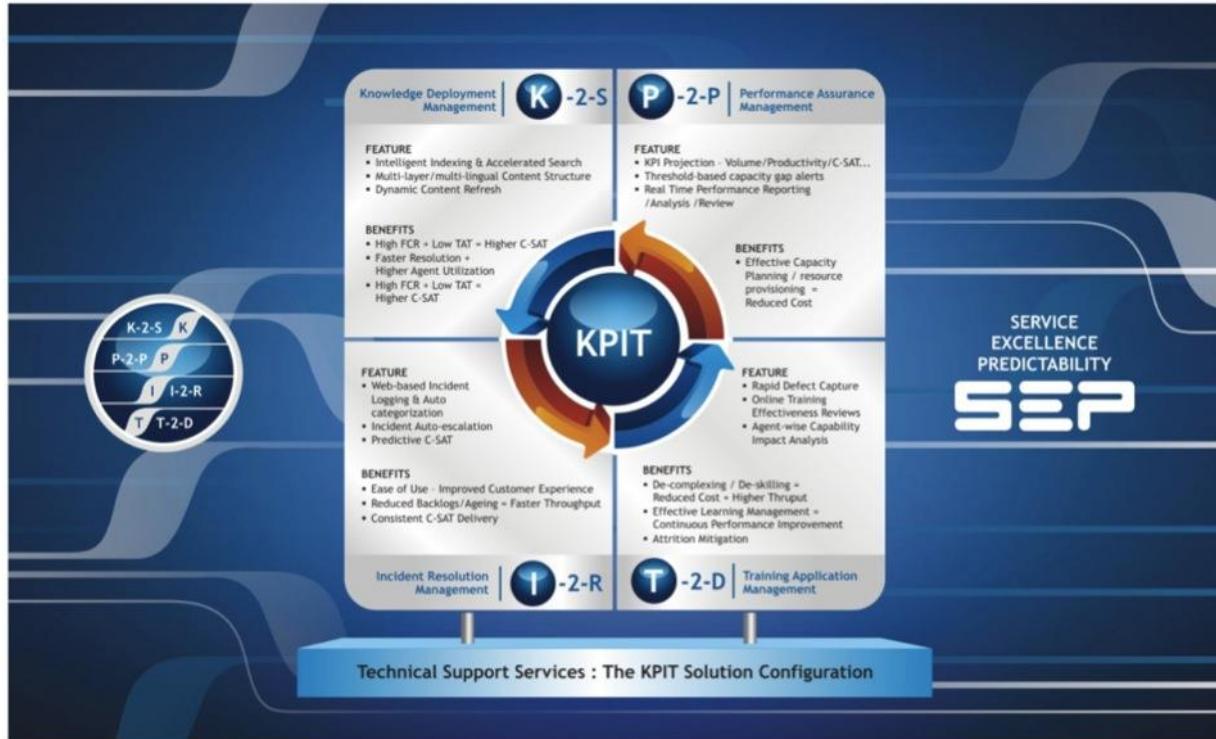


Contact eradication

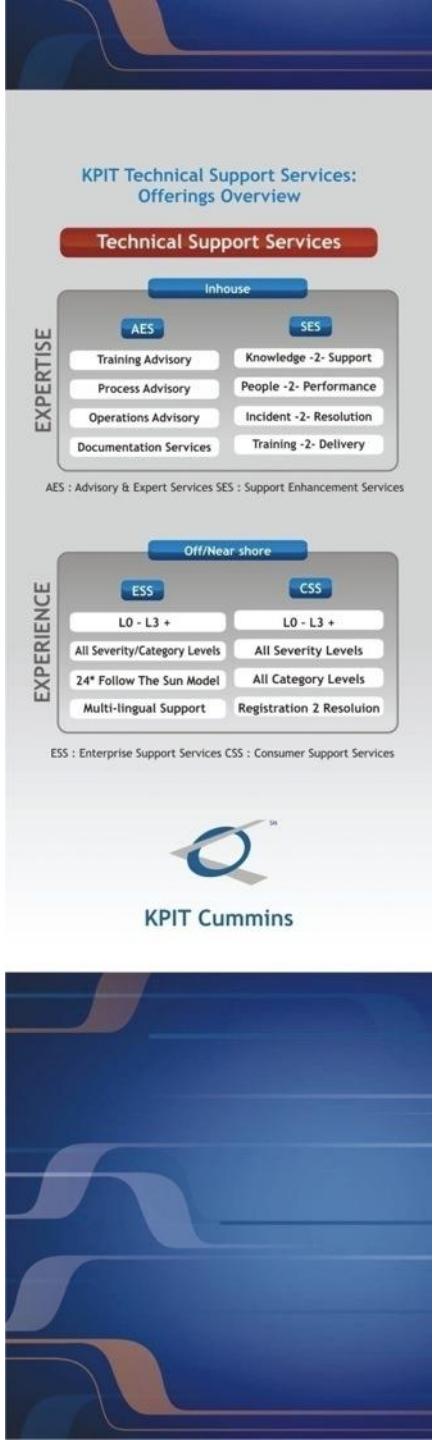


Intelligent indexing

KPIT Branding in TSW event, Las Vegas



Left, Right & Central Panel



Brochure



T-shirt Design



**KPIT as solution provider's
We innovate according the solution that FITS your problem**



Involvement: Booth Planning and Design



KPIT branding Panels for Exhibition in Baden Baden

KPIT Infosystems GmbH



Driver Drowsiness Detection SD Card MBD HEV/EV OBD II HEV/EV Verification
 USB Telematics Navi-Core Internet HEV/EV MBD Verification Green OBD II After treatment Conventional Engines
 Navi-Core Assistance Driver DSRC iPod Engine Management Systems Conventional Engines
 USB DSRC Radio Drowsiness USB Telematics Internet Telematics PLA Aftertreatment
 Telematics iPod Detection iPod SD Card Internet Radio MBD Alternate Fuel Engines
 Telematics Driver Drowsiness Detection Navi-Core USB mCommerce MBD Conventional Engines
 Radio Telematics Internet eNOS Efficient PLA Testing HEV/EV
 eNOS Efficient Driver Drowsiness Detection Internet mCommerce Radio Testing HEV/EV
 IMDs Legacy to MBD Navi-Core Telematics DSRC Efficient PLA Testing HEV/EV
 Recyclability CAD-CAM Diagnostics & PC Tools
Filtration CAD-CAM iPod USB BlueTooth
 Mechanical iPod USB Designing DSRC iPod Pedestrian Verification
 iPod USB Radio CAD-CAM Detection DSRC SD Card Driver mCommerce
 USB Navi-Core Assistance USB CAD DSRC iPod DSRC mCommerce
 Navi-Core Multimedia iPod Radio Navi-Core Multimedia
 Telematics mCommerce iPod SD Card Internet DSRC SD Card Navi-Core mCommerce
 Navi-Core iPod DSRC CAD-CAM Navi-Core iPod
 iPod USBD SRC Multimedia
INFOTAINMENT Driver Drowsiness Detection SD Card Navi-Core iPod
 USB Telematics Navi-Core iPod Navi-Core Assistance Driver DSRC iPod
 USB DSRC Radio Drowsiness Telematics iPod Detection iPod
 Navi-Core Telematics DSRC Driver Drowsiness Detection
 Remote Control TRANSMISSION Remote Diagnostics SOFTWARE Green
 Efficient Supply Chain Steering Brakes BSW Stack ABS Safety Market Research
 drivers Telematics ECU Brakes TRANSMISSION SOFTWARE Green Verification Navi-Core
 Supply Chain Efficient BSW Stack Telematics Driver MBD
 HEV/EV Diagnostics Diagnostics Detection Internet eNOS Radio Testing HEV/EV
 Verification OBD II Efficient PLA Testing HEV/EV
 QR/LDPL/N P2: 0,97 m (broad) x 1,975 m (high)

In2Soft
 A KPIT Cummins Company

ABOUT US



20+ Years in business with global operations
 37+ Patents in last 3 years
 140+ Relationships with OEMs & Suppliers in Automotive
 300+ Production Programs
 6500+ Strong team working at the forefront of technologies and processes
 1200+ Projects successfully executed

Shanghai • France • Munich • Frankfurt • Pune • Mumbai • Noida • Bengaluru • Chennai
 • Hyderabad • Tokyo • South Africa • Seoul • Singapore • Iselin, NJ • Farmington Hills, MI
 • Houston, TX • Columbus, IN • Boca Raton, FL • Folsom, CA • Berkshire, UK

Technology Solutions Provider Trusted by The Global Automotive Industry

We are by your side

www.kpitcummins.com www.in2soft.de

✉ connectwithus@kpitcummins.com
 ✉ contact@in2soft.de
 ✉ autosar@kpitcummins.com
 ✉ infotainment@kpitcummins.com
 ✉ meds@kpitcummins.com
 ✉ powertrain@kpitcummins.com

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P9: 1 m (broad) x 1,975 m (high)

KPIT Cummins



Internet BSW Stack Driver Drowsiness Detection Device Connectivity iPod Conventional Efficient POWERTRAIN
 AUTOSAR drivers AUTOSAR Radio SD Card Navi-Core MBD Engines Radio MBD iPod HEV/EV
 hardware SD Card ECU Device Connectivity mCommerce iPod Diagnostics & PC Tools Efficient
 Internet SD Card Telematics PLA Diagnostics & PC Tools OBD II Parallel plug in Hybrid Device MBD
 AUTOSAR SD Card Internet Radio MBD Internet iPod
 Navi-Core mCommerce
 Telematics SD Card eNOS Validation Standardization
 Internet OBD II CT Specs ECU Microlayer drivers
 AUTOSAR R 4.0 CT Specs Migration CT specs
 Adaptation iPod eNOS Partner Testing In-vehicle network
 drivers R 4.0 eNOS ECU Validation Legacy to MBD
 ECU iPod eNOS MBD R 4.0 ECU
 Testing ECU Standardization R 4.0 ECU
 porting MBD R 4.0 CT Specs ECU CT specs
 RKE AC
AUTOSAR R 4.0
 In-vehicle network drivers Testing
 Specifications Testing Validation Adaptation
 CT Specs R 4.0 CT Specs ECU Legacy to MBD
 Testing ECU In-vehicle network drivers
 Frugal Engineering R 4.0 CT Specs
 In-vehicle network Microlayer Validation eNOS
 ECU Specifications eNOS hardware AUTOSAR eNOS
 Microlayer ECU
 Localization eNOS
ECU
Testing drivers
 Toolchain porting
 Microlayer BSW Stack Chassis Heating
 BSW Stack AUTOSAR Body
 Validation ECU R 4.0
 hardware R 4.0
 Suspension Exteriors
 USB Telematics DSRC iPod
 CTPod Radio MECHANICAL ENGINEERING
 Device Connectivity & DESIGN SERVICES
 MBD Device Telematics iPod Telematics Radio
 porting Connectivity Radio Re-engineering iPod
 hardware Navi-Core Powertrain Radio
 ECUECU Driver iPod
 Device Connectivity Telematics
 AUTOSAR iPod Radio Validation Prototyping

ACRKE Power window Power Window Door Lock
 Mirror Management Central Locking RKE
 Power Seat Ventilation AC
 Ventilation AC porting Porting Central Locking
 ACCentral Locking
 Microlayer BSW Stack Body
 BSW Stack AUTOSAR
 Validation ECU
 RKE
 Central Locking porting Door Lock RKE
 Power Window Ventilation
 Power Window Ventilation Value Engineering Central Locking RKE
 Ventilation Value Engineering Central Locking RKE
 Heating
 Door Lock
 Central Locking
 Ventilation
 Mirror Management
 Gateway
 Power Window Heating Door Lock
 Mirror Management
 Central Locking validation Door Lock RKE
 Getting Started
 Value Engineering
 Heating porting Power Seat

AC
Body
eNOS
 Central Locking
Powerseat
 porting Door Lock
 Ventilation Heating
 Value Engineering
 drivers BSW Stack CT Specs
 drivers ECU Microlayer Driver iPod
 OBD II Validation Engines OBD II Testing
 iPDM Commerce Efficient MBD After treatment
 AUTOSAR BSW Stack Telematics Device Aftertreatment Diagnostics & PC Tools
 CAN BUS
 LIN BUS
 FLEXRAY BUS
 MOST BUS

P1: 1 m (broad) x 1,975 m (high)

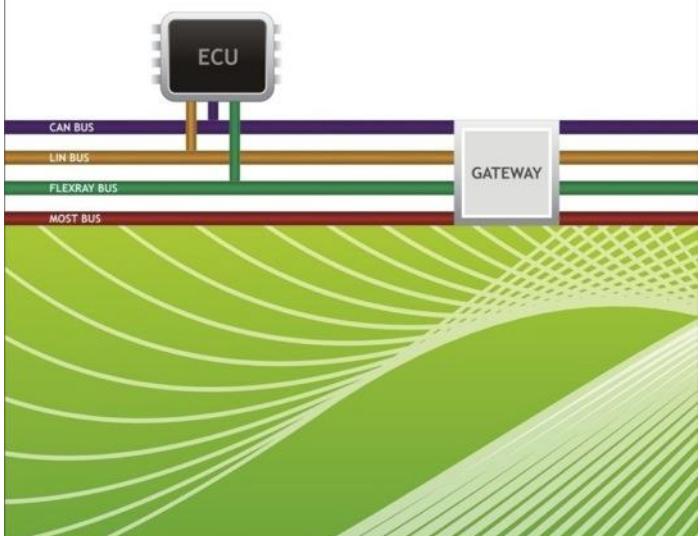


KPIT Infosystems GmbH

KPIT Cummins - Your Functional Safety Partner



- Credentials:**
- Rich experience in projects compliant to SIL-2 (IEC-61508)
 - Engineers trained on IEC-61508 by TÜV Rhineland, Germany
 - Project Implementation as per DO-178B
 - Strong focus on quality certifications including Automotive SPICE Level 5



QR/LDPL/MKTG/01-03

P3: 0,97 m (broad) x 1,975 m (high)



KPIT Infosystems GmbH

IN-VEHICLE NETWORKS

WE OFFER

- Embedded Network Operating System(eNOS)
- AUTOSAR BSW (R3.x, R4.x)
- PC Based AUTOSAR Testing Platform
- AUTOSAR Tools
- AUTOSAR Compliant CAN, LIN, Flexray Packages

4

AUTOSAR
BSW in Serial
Production
since Jan-2011

15+

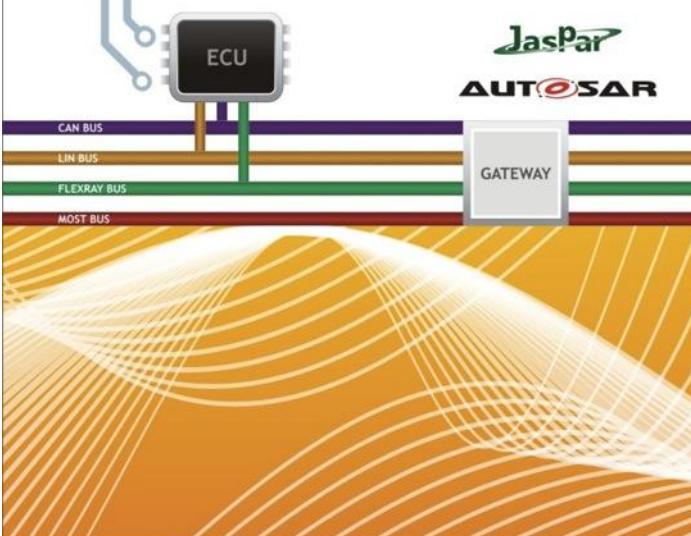
Vehicle
platforms
on road
with KPIT
eNOS

400+

eNOS
components
for 150 ECUs

WE DO

- AUTOSAR Adaptation Consulting
- Pilot/Production ECU Migration
- AUTOSAR Training
- AUTOSAR MCAL Drivers
- AUTOSAR Compliance - V&V



P4: 1 m (broad) x 1,975 m (high)



KPIT Infosystems GmbH

POWERTRAIN

WE OFFER

- Engine Management Algorithms
- After Treatment Algorithms
- Transfer Case Algorithms (AT/MT/AWD)
- BMS ECU - Design & Software
- OBM Monitors
- SOC-SOH Algorithms

10+

Years of
specializing
in Powertrain
& 5+ years
HEV/ EV

12+

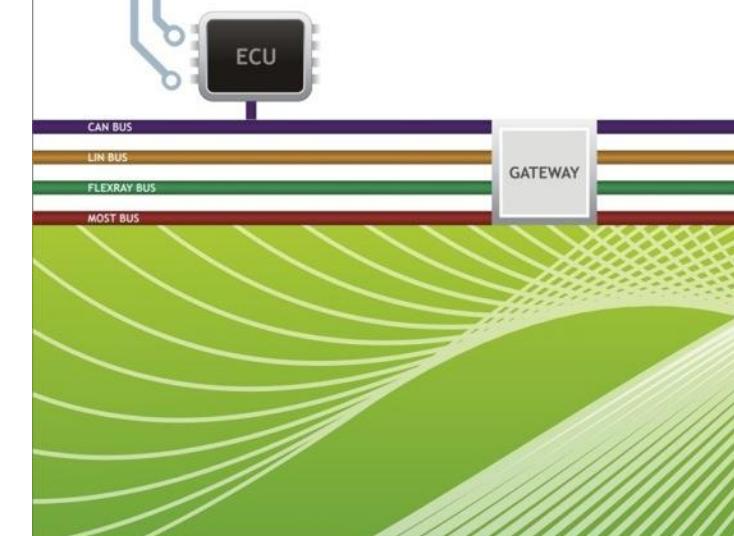
Active
engagements
with leading
OEM's &
Tier1's

100+

EMS Features
end-to-end
Developed &
Maintained
by us

250+

Powertrain
features in
production
across OEM's
& Tier 1's



P6: 1 m (broad) x 1,975 m (high)



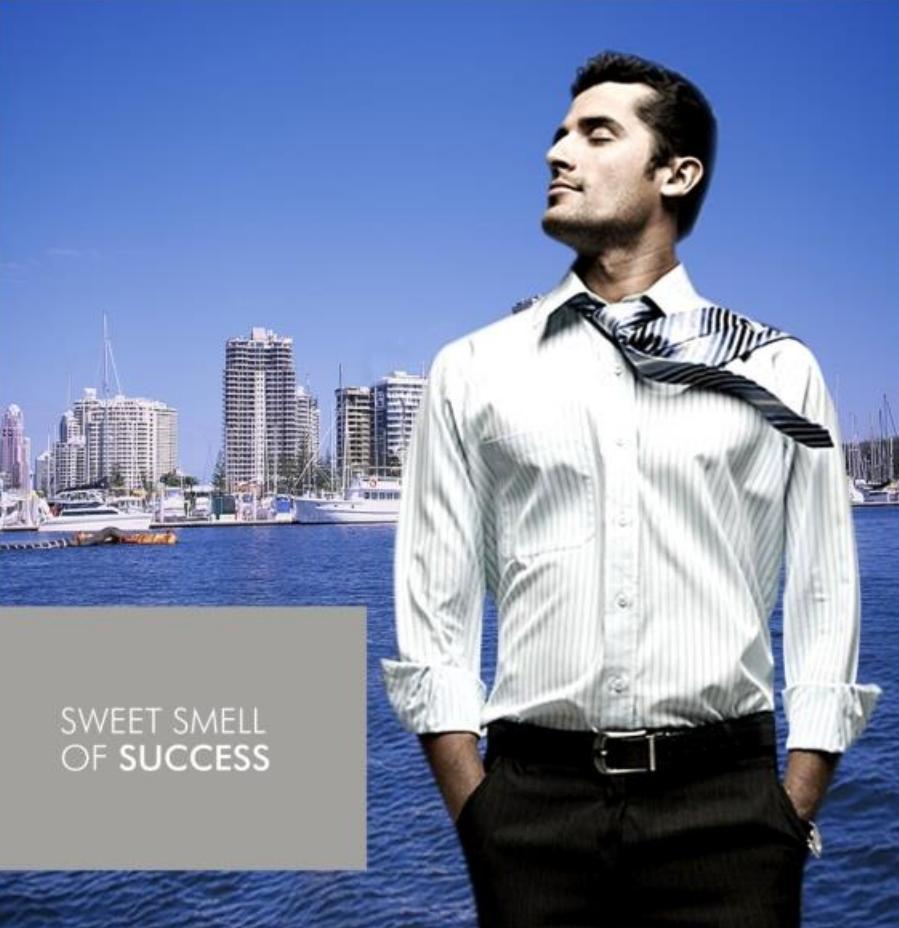
Key concerns

How do we expand the current portfolio from low ticket consumer durable finance to high ticket portfolio of products

How do we become a key player in these segments

How do we build service experience for high class clientele

Product promotion posters



SWEET SMELL OF SUCCESS

TAILOR-MADE LOAN OPTIONS FOR:

- Business Expansion • Consolidating Liability
- Repaying Existing Loans • Buying / Building New Office • Buying Equipments & Machineries

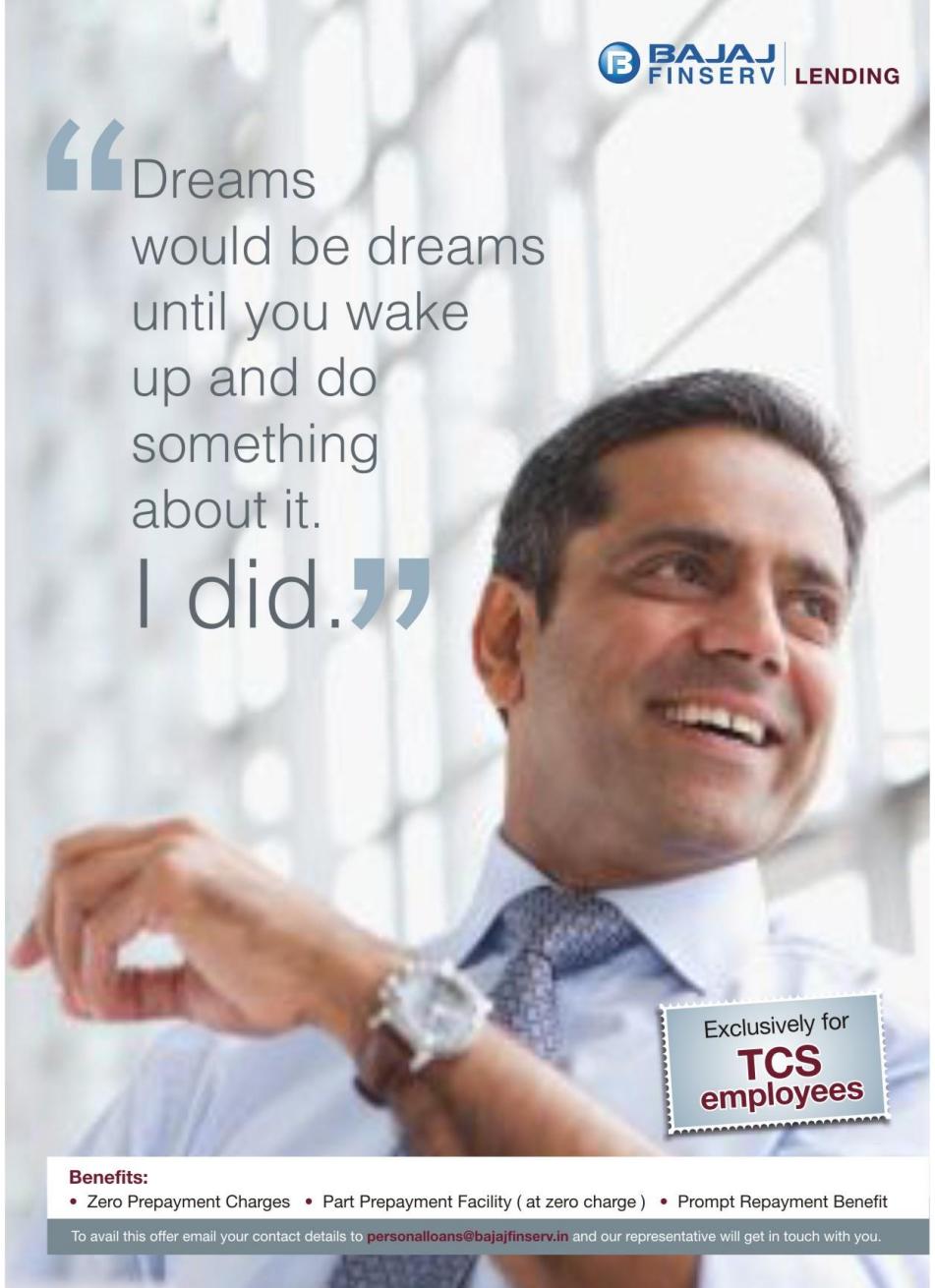
FEATURES

- Loans from Rs.3 lacs to Rs.30 lacs • Flexible Tenure from 12 - 36 Months • Free Personal Accident Insurance of up to Rs 5 lacs

• REFUND OF 50% PROCESSING FEE ON PROMPT REPAYMENT
• NO FORECLOSURE CHARGES

BAJAJ FINANCE
BUSINESS LOAN
THINK POSSIBLE

www.bajajfinance.com
TOLL FREE NO: 020 8940 84540



“ Dreams would be dreams until you wake up and do something about it. I did.”

BAJAJ FINSERV LENDING

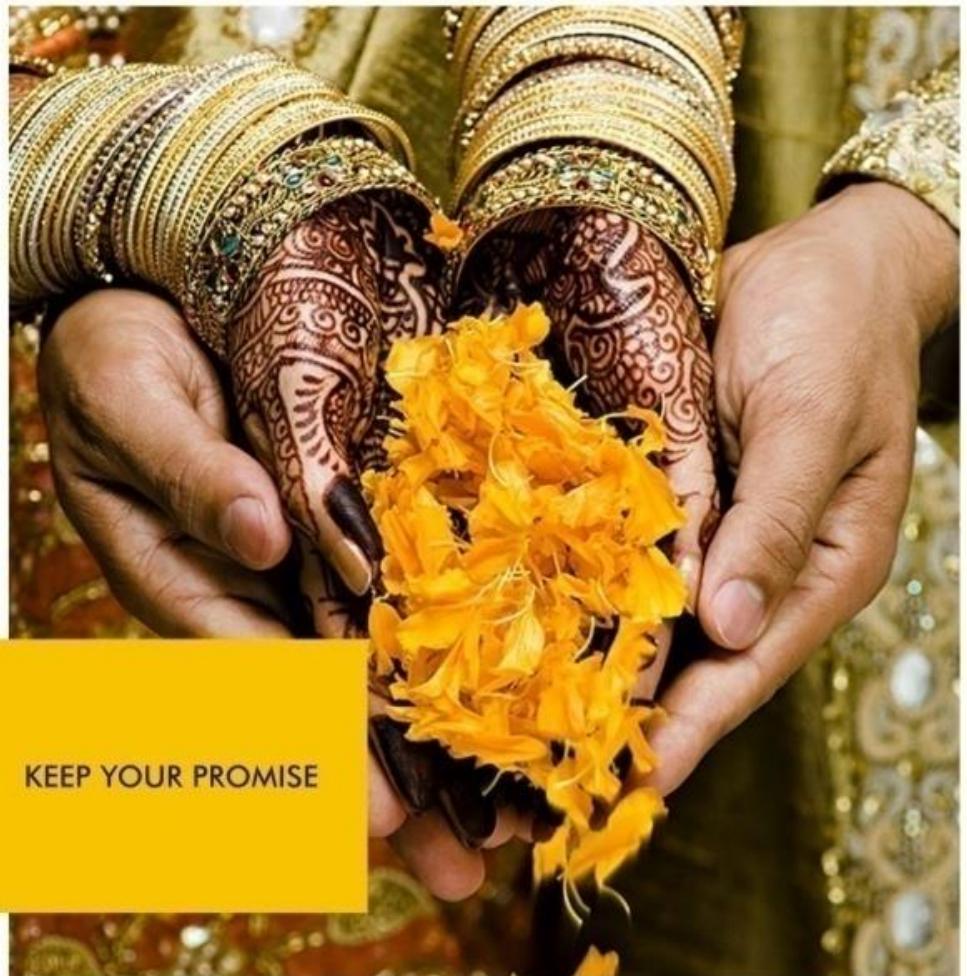
Exclusively for **TCS employees**

Benefits:

- Zero Prepayment Charges
- Part Prepayment Facility (at zero charge)
- Prompt Repayment Benefit

To avail this offer email your contact details to personalloans@bajajfinserv.in and our representative will get in touch with you.

Personal Loan Posters



TAILOR-MADE LOAN OPTIONS FOR:

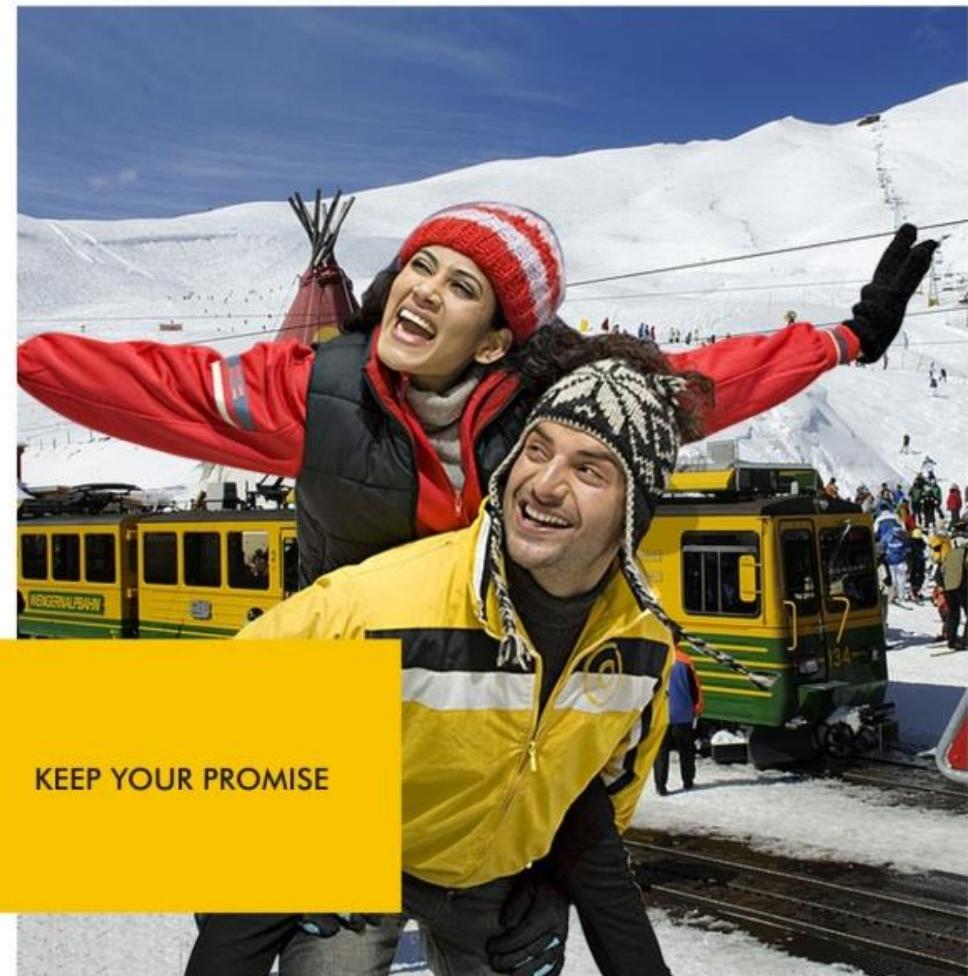
- Renovation of Home • Marriage • Holiday with Family
- Education • Medical Expenses
- Any other emergencies

FEATURES
• Loans from Rs.3 lacs to Rs.30 lacs • Flexible Tenure from 12 - 36 Months • Free Personal Accident Insurance of up to Rs 5 lacs

- REFUND OF 50% PROCESSING FEE ON PROMPT REPAYMENT
- NO FORECLOSURE CHARGES

BAJAJ
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TAILOR-MADE LOAN OPTIONS FOR:

- Renovation of Home • Marriage • Holiday with Family
- Education • Medical Expenses
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HOW MANY GREENS WILL IT TAKE TO MAKE OTHERS RED?

Just remove the red layer on a window as you cross the 10,00000 figure.
Keep adding more green to your card and reap never before benefits.



BAJAJ
FINANCE
THINK POSSIBLE

www.bajajfinance.com TOLL FREE NO: 020 8940 84540



Swipe your EMI Card and take away a Phillips Home Theater System at ₹1 down payment and rest in 10 EMIs.

Speak to the Bajaj Finserv Lending representative at the store to avail this offer.



BAJAJ
FINSERV | LENDING

www.bajajfinservlending.in

PHILIPS

Offer available at select stores. Offer available on select models only. Offer also available on purchases other than those on Bajaj Finance EMI card. Offer valid till 31st April 2012. 0% finance available at the sole discretion of Bajaj Finance Limited.

Experience true entertainment in your living room at ₹1 only !



Infinite Happiness. Zero Compromise.



Avail our 0%* interest offer using BFL EMI card* and take your favourite consumer durable home.

- Buy multiple products on 0% finance • Hassle free purchase



BAJAJ
FINSERV | LENDING

www.bajajfinservlending.in



Product promotion posters, EMI tags



**Created an inspirational positioning in a highly competitive
and over crowded two wheelers market**



mgo

Scope: Design research, brand identity
design, post design support

Launched in Auto Expo 2014





Mahindra
PANTERO

Scope: Design research, brand identity
design, post design support





MCI-5 Engine Identity for Mahindra
Centuro

Scope: Design research, brand identity
design, post design support







Scope: Design research, brand identity
design, post design support

Stallio





Category creation for an Innovator product company



 **Mahindra Hinoday**

Scope: Brand identity design, brand management, communication design, brand manual, collaterals, rollout materials



M is shaped in the form of current symbol

Colours yellow and blue depicts Energy, sun, bright, stability etc.

The pointed edges gives the logo a speedy feel

The curves on the outer edges of M depicts its smooth flow, while the cut sharp edges depicts it's a stable as well as a strong durable product

Packaging

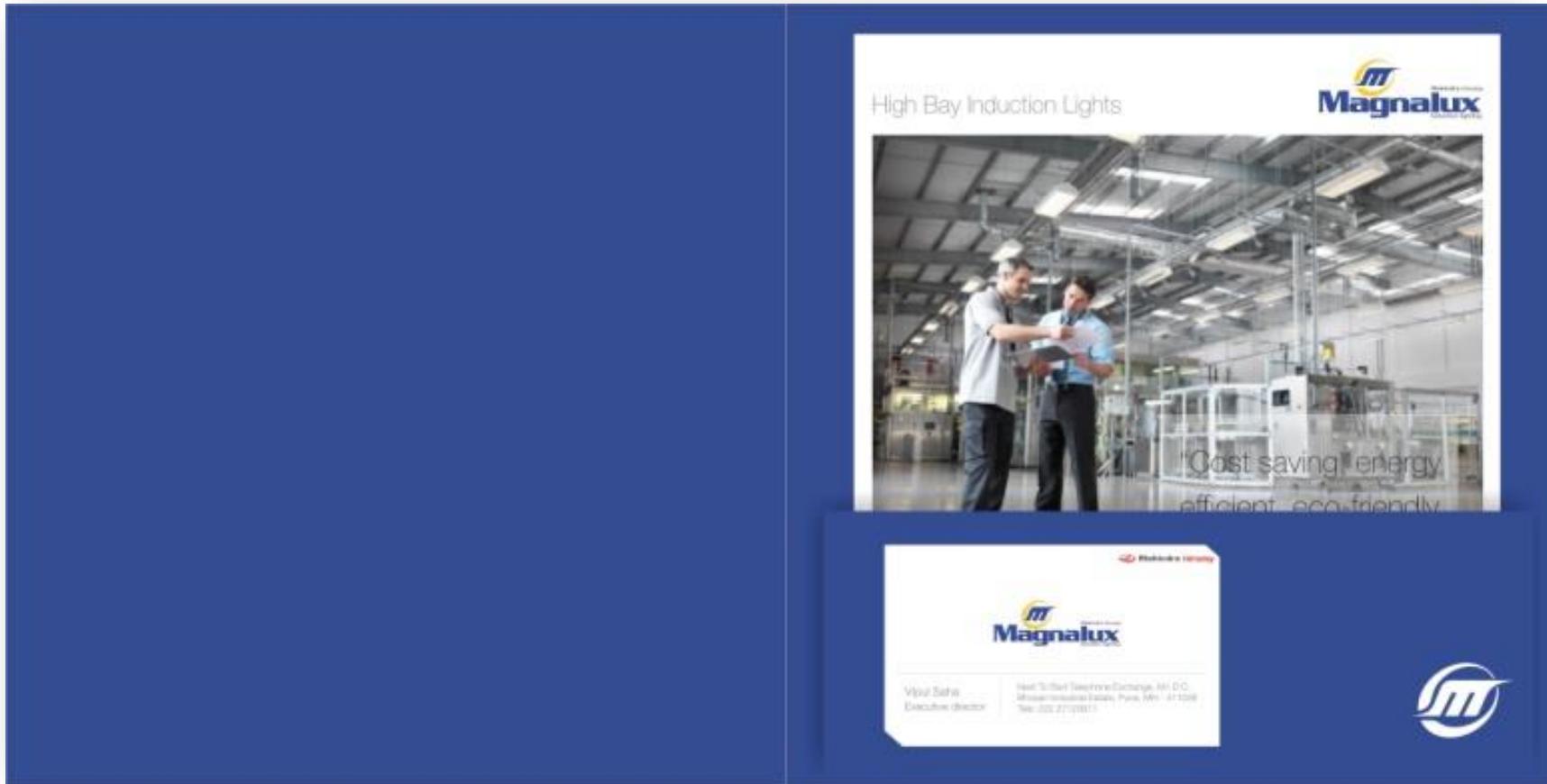


Brochure



 **Magnalux**
Industrial Lighting
Commercial Engineering

Folder



Folder format (for product catalogue) will be present on the last page, with a slit to place the contact person's visiting card

Catalogue

High Bay Induction Lights

Magnalux Industrial Lighting



"Cost saving, energy efficient, eco-friendly, its all in one!"



Features

- Corrosion free powder coated electronic ballast casing to withstand industrial environment.
- High purity Aluminum Reflector with very good lighting efficiency.
- Polycarbonate lens
- User Friendly Simple to install
- Available from 100 Watt to 400 Watt range

High Bay Induction Lights



its all in one

Features

- Corrosion free powder coated electronic ballast casing to withstand industrial environment.
- High purity Aluminum Reflector with very good lighting efficiency.
- Polycarbonate lens
- User Friendly Simple to install
- Available from 100 Watt to 400 Watt range

Revamped a technology giant in the after sales service market

Business challenge:



Problem

- Services or product offerings were not understood well by their customers (users, purchaser & influencer)
- Honeywell was perceived as an unnecessarily expensive player, contracts would go to value players
- Communication was only targeted towards purchaser and often other decision makers are left unattended
- Brand touch points were insufficient to appropriately communicate offerings resulting into longer decision making time
- Communication was confusing and often lacked visual simplicity & powerful unified strategy

Lokusdesign response

- Our research & analysis could identify effective new brand touch points & mar-com needs that were then strategically targeted to specific decision makers for multi point effect
- Shifting the dialogue from rate to value by effectively communicating the value Honeywell brings to its products & services vis-a-vie its competitors
- Communication strategy, service brand identity & visual language that can effectively communicate offerings
- Simplifying and aligning the collaterals to a central thought
- Total revamping of collaterals for key services
- Differentiated in the crowded services market

Brand Identity



Honeywell

After Market Services - Honeywell Building Solutions

Honeywell Automation India Limited
56&57, Hadapsar Industrial Estate,
Pune-411013 (India)

Tel : 91-20-68039400
Fax : 91-20-68039800

serviceworld@honeywell.com
www.honeywellautomationindia.com

serviceworld@honeywell.com

Corporate Brochure

Improve Safety, Security,
Comfort and Energy Efficiency



Honeywell Building Solutions
HBS stands ready for your challenge. You see, we've done this before... many times... before... all around the world.



HBS is the best solution. Here's why.

We make it our business to understand our customers' business goals, to listen and respond --- and to develop integrated building, security and life safety management solutions that help you grow. We're committed to increasing the reliability of your operations and reducing operating costs.

Maximize ROI Throughout Your Facilities

It would be an understatement to say that you're driven by high standards. You are where you are today because you're a proactive, responsive, don't-settle-for-less type of person. And your organization is just as effective and productive --- at least that's your goal, every day.

Whether you're a CEO, a building manager or the decision maker for a facility upgrade, retrofit or new construction project, you expect the same high standards from the company you choose to improve your buildings.

As a consumer, you wouldn't be satisfied without telephone service for four hours a month or electricity for an hour a week. Nor would you be satisfied with a division of your company running at 93 percent productivity.

You'd like your buildings and properties to be running 100-percent error free. Honeywell Building Solutions (HBS) stands ready for your challenge. You see, we've done this before... many times before... all around the world.

For example, when your major tenant is the Prime Minister of Australia, you want your systems to be 100-percent reliable and your facility to always be comfortable, safe and efficient. That's why the Joint House Department chose HBS. Energy costs for the facility were significantly reduced --- just one of the many benefits realized by the Australia Parliament House.

Rest Assured Knowing Your Buildings are Peak Performers

Welcome to HBS. We'll help you get the peace of mind that your buildings are running smoothly... ...and save you money in the process.

Your facilities will be safe, secure, comfortable and energy efficient with HBS. Our systems will maximize ROI throughout the life of your buildings, and integrate with critical business systems to boost productivity and cost effectiveness.

Your systems and processes will work smarter --- and be more valuable.

Choose Honeywell when you expect:

- Superior service and support 24/7
- Unmatched reliability
- Long-term value
- Easy implementation
- Energy efficiency --- because it impacts the bottom line



Put Honeywell to the Test in Your Facility

Commercial Buildings

Do More for Less in Your Office Buildings

Cost-effective operations. Tenant satisfaction. Investment value. A lot is riding on the performance of your office building. Owners and managers around the world turn to our security, fire and building automation solutions for:

- More efficient building systems
- Guaranteed energy savings
- More productive staff
- Consistent occupant comfort

Airports and Transportation Infrastructure

Improve Your Speed to Market; Reduce Costs

How will you speed time to market? Meet compliance requirements? Optimize assets? Honeywell's integrated building solutions give your FDA-regulated business the agility and control it needs to stay ahead of the competition.

From Singapore and Sydney to Munich and Minneapolis, HBS will help you reduce overhead expenditures by optimizing equipment operations and cutting energy consumption. We'll safeguard your facility and its occupants with the industry's most advanced access, security, fire and life safety solutions. And by integrating all of your airport operational systems, you'll leverage powerful cost and operating efficiencies.

Education

Enhance Your Learning Environment With Guaranteed Funds

Improve the quality of your learning environment while meeting challenges like increased security concerns, rising energy and operating costs, aging buildings and shrinking budgets.

Whether you're responsible for a single elementary school or an entire university campus, we'll help you manage, maintain, monitor, repair, upgrade and optimize every aspect of your school's building systems.

Government

Reduce Operating and Energy Expenses

Today, governments must comply with energy mandates, cut operating costs, improve security and save taxpayer dollars. Honeywell is a leading government contractor experienced in Public-Private Partnerships. You can rely on us for quantifiable results. For example, a Honeywell energy performance contract can help your agency reduce energy and operating expenses, and leverage those savings to pay for needed building improvements.

Industrial Security

Protect and Secure Your Plants With Open, Distributed and Digital Platforms

Heavy industry relies on Honeywell's networked-based, open, access control solutions to protect itself from liabilities. You can tightly monitor employee and visitor access to dangerous facilities. If you have strong needs in perimeter control, we can provide external protection integrated with the access control system that runs inside the building. Plus, integrated video solutions mean your security officers can watch the perimeter as well as problem areas inside the facility.

Correctional Facilities

Lower Your Incident Risk; Reduce Operating Costs

Using HBS access control, visitor management solutions and video surveillance, not only can you ensure that the perimeter and hallways of your facility are secure, you can also minimize the risk of an incident occurring at all. By tracking visitors and carefully monitoring employee access, your correctional facility can greatly reduce the opportunity for an incident to occur. In addition, extending video surveillance can allow meetings to take place without any risky transport or face-to-face interaction.

Now How Are You Going to Finance It?

Through energy performance contracting, Honeywell will audit your building operations — electrical, lighting, heating, cooling, security, fire and life safety — and guarantee savings you can then use to finance facility improvements.

Or Honeywell Global Finance can fund your project, allowing you to:

- Manage Cash — Preserve cash while enjoying the economic benefits of your project
- Match Funding — Spread your costs over the payback term or life of the project, matching costs and benefits as a result
- Budget Accordingly — Structure payments to utilize capital or operating budget
- Maximize ROI — Financing helps you get the most out of your investment

foreseeing dangers, avoiding accidents



Corporate Brochure

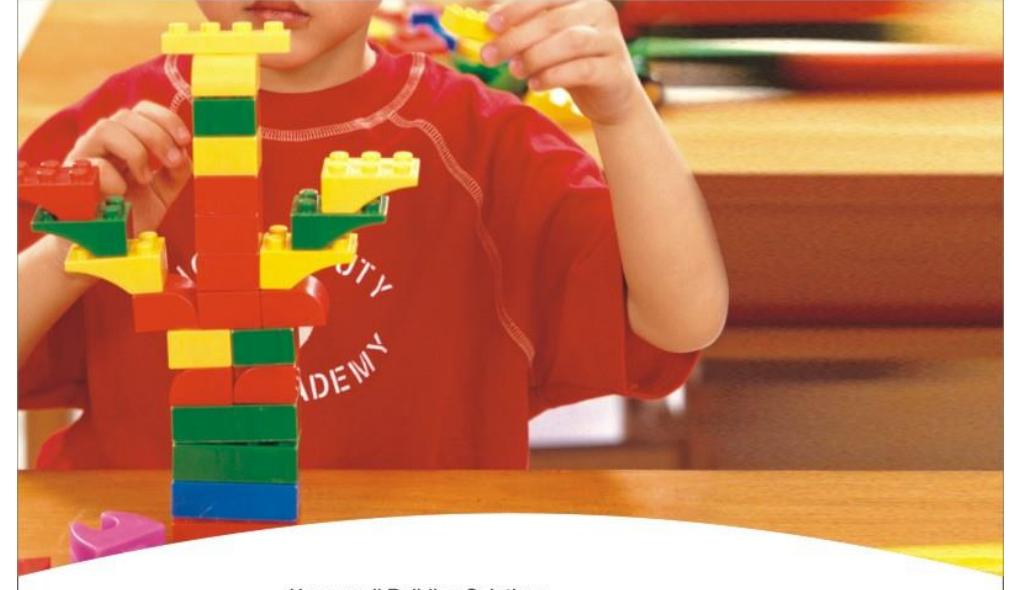
FIRE SAFETY

- Fire Detection Systems (Conventional, Analogue Addressable and Intelligent)
- Wide array of notifying and indicating devices
- Emergency Voice Evacuation Systems
- Honeywell Life Safety Manager for Monitoring and Controlling your Life Safety Systems
- Integration with HVAC Control Systems, Security Systems and Third Party Systems using Honeywell's Enterprise Buildings Integrator™

Honeywell

Honeywell Building Solutions, Honeywell Automation India Limited 56 & 57 , Hadapsar Industrial Estate, Pune 411013
For more information call at: + 91 20 5603 9400 or e-mail us at HAI.HBSIndia@honeywell.com www.hbs-india.com
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building your world



Honeywell Building Solutions

Our Solutions

- HVAC Control Systems
- Fire Detection Systems
- Security Systems - Access Control, Video Surveillance, Perimeter Systems
- Security Optimization Services
- Integrated Solutions - using Honeywell Building Solutions' Enterprise Buildings Integrator™
- After Market Services
- Performance Contracting

Honeywell

for more information contact on: 56 & 57, Hadapsar Industrial Estate, Pune- 411013 +91-20-56039400
or e-mail us at HAI.HBSIndia@honeywell.com visit our website www.hbs-india.com
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Product Display Unit



Refreshed world's favorite vodka brand with retail strategy & innovation



10X sales in first month and overall 32% rise in sales

Scope: Research, strategy, brand launch and retail, design innovation and validation

Spray and flavor card

A product presenter, at a liquor shop, would spray the flavored liquid on a flavor card for the consumer to smell, thereby inducing him to buy.

Innovation currently under Global IPR protection process.



Card front – spray side



Card back



POSM

Poster



NEW SMIRNOFF LIME
FLAVOURED VODKA.



CLEARLY REFRESHING, CLEARLY LIME

Choose To Drink Responsibly

Counter top unit



Bottom lit with green LED's
Acrylic back panel with print
Back panel lit through the
bottom unit



Bottom splashes made from
edge lit acrylic
(no electricity required) –
the splash of lime
Simple straight back with print.

Banner



NEW SMIRNOFF LIME
FLAVOURED VODKA.

SMIRNOFF

LIME

CONTINUING TRADITIONS
PRODUCED IN THE UNITED STATES

CLEARLY REFRESHING,
CLEARLY LIME

Choose To Drink Responsibly

The banner features a central bottle of Smirnoff Lime vodka, which is shown partially submerged in a large splash of water. The bottle has a green cap and a green label with the word 'LIME' prominently displayed. To the right of the bottle, there is a large, stylized graphic of a lion's head wearing a crown, with a green cross on top. The background is white, and the overall aesthetic is clean and modern.

Backing Sheet



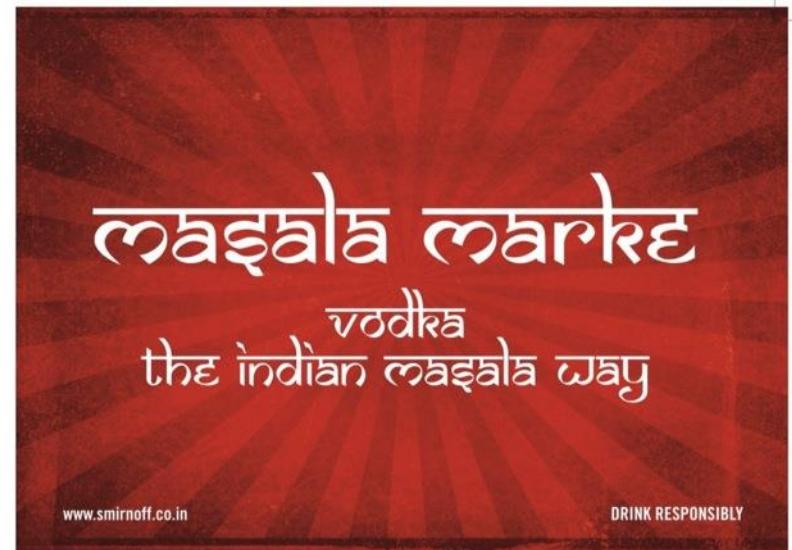
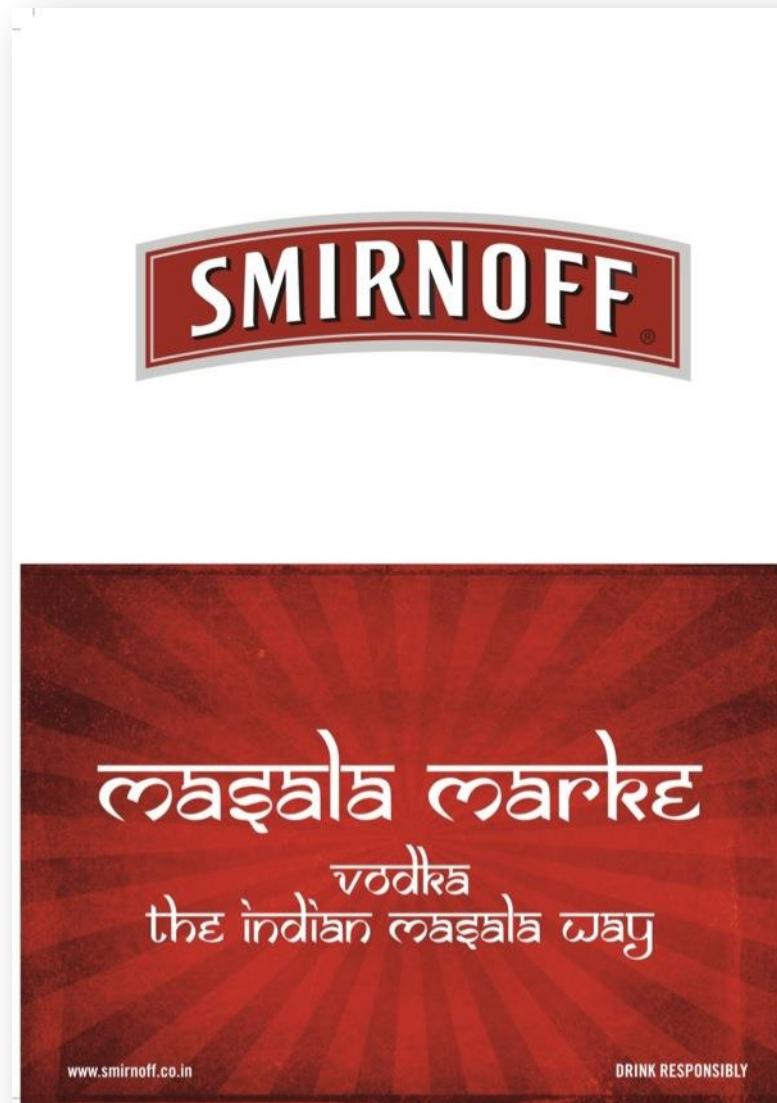
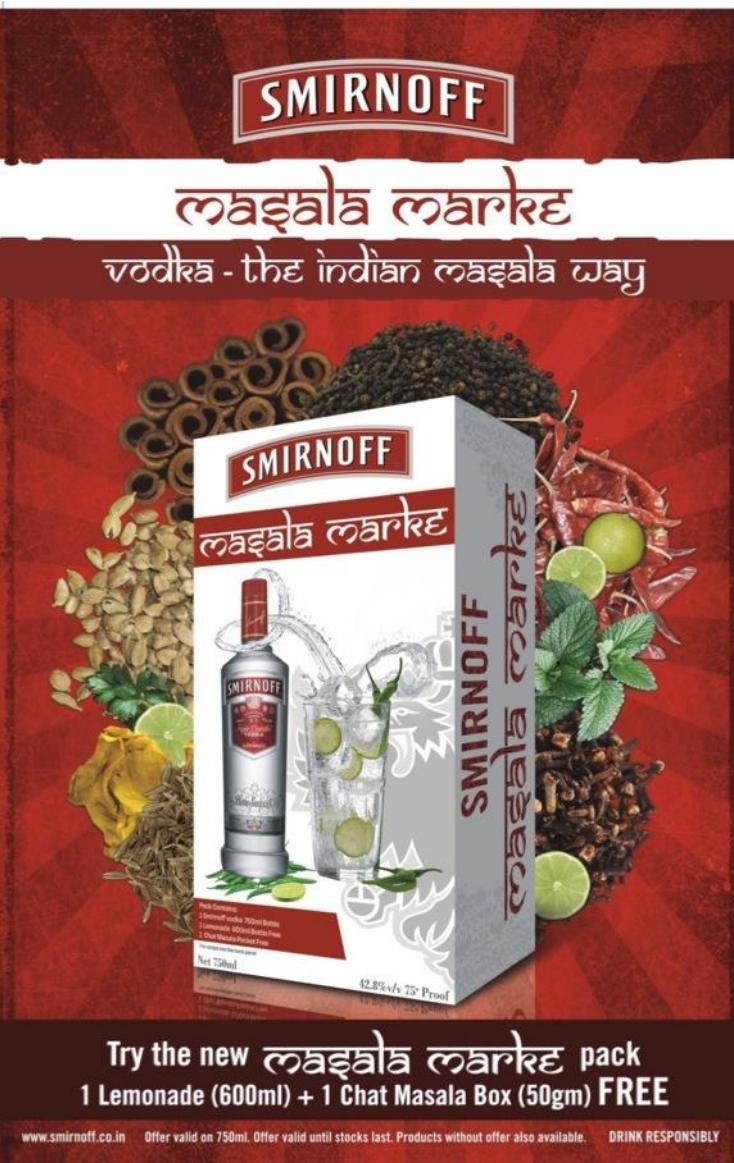
REFRESHINGLY LIME



Promoter Uniform



Collaterals for Smirnoff Masala Marke



Marketing Collaterals (Posters for V.O.C.A.L.)



Energized India's biggest wind energy brand



POWERING A GREENER TOMORROW

Client: Key concerns

- Would we lose our core values and brand sanctity while we are growing aggressively
- Would we be able to transpire & maintain our philosophy, values & brand guidelines in varied items like people, processes, culture, infrastructure, forms, formats, signage, presentations, etc.
- How would we *implement, maintain & monitor* the consistency of brand across all touch points
- How to develop procedures to manage and monitor key strategic brand touch points

Overall Brand Strategy

Infrastructure
Branding
Design Family
Macro Guidelines

Brand Touch Points (Research Phase)

Research & Analysis (Audits)
Micro Strategy & Guidelines
Strategy Audit of Infrastructure, Services, Spaces, Operations, HR, Mktg, Corp, PR, Etc.
Micro Experience Parameters
Tangible Guidelines for Design Intervention thru Elements, Systems, Products, Mar Comm, Systems, Processes, Services, Etc.
Green, Responsible & Sustainability
World-class, Benchmark
Brand Touch points
Personality, Tone of Voice, Attitude

Design & Development

Internal & External Elements
Entry, Security, Terminus
Cafeteria
Waiting
Office
Murals & Installation
Overall Working
HR
Operations
Academic
Cafeteria
Recreation
Signage
Visual Merchandising
Gifts, etc.

Implementation

Documentation & Control
Weekly/ Monthly meetings
Vendor Scrutiny, Appointment, Audits, Mgmt
Implementation
Inspection
Inauguration/ Launch

Supervision

Daily Supervision
Project Coordination
Weekly/ Monthly meetings
Completion reports
Audits

Suzlon - One Earth Campus





Building Nomenclature

One Earth houses two distinct functions

1. Corporate office Area
2. Suzlon excellence academy

Sustainable Elements of Nature are used as an inspiration for creating a nomenclature for the business vertical office buildings.

Considering the theme of Suzlon One Earth, Business Vertical Offices (Lounge) are named on sustainable and renewable energy elements of Nature such as Water, Wind, Ether and Fire.



The ICON of Learning

SUZLON EXCELLENCE ACADEMY

The Cultural symbol for learning & knowledge has been adapted to depict the knowledge centre - Suzlon Excellence Academy

Aqua Tree Sky Sun



The common areas are collectively called the '**Terminus**', arising from the word 'Terra' which means 'earth'

Wind Gallery



LED wall at entrance

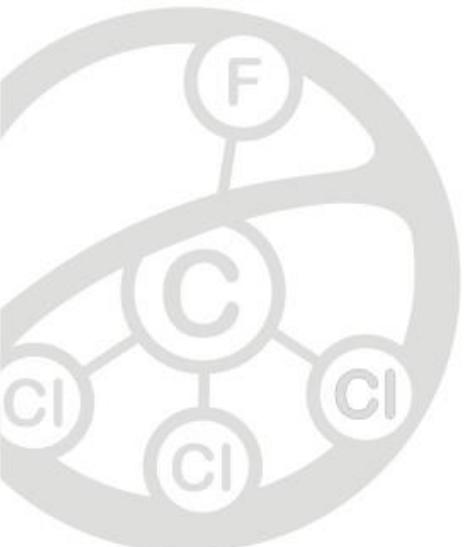


Signage's

green
initiative

G-01 Water Efficiency

The project uses 40% less potable water by using dual flushing system, low flow fixtures, urinal sensors & separate pipelines for different usages.



SUZLON
one earth
hadapsar pune

Suzlon One Earth, Opposite Magarpatta City, Hadapsar, Pune, India

Wind Gallery Safari

SUZLON
one earth
hadapsar pune



THE OPERATION NORMS AND FACILITIES MENTIONED IN THIS HANDBOOK ARE APPLICABLE TO ALL EMPLOYEES IRRESPECTIVE OF THEIR DESIGNATION, STATUS, TYPE OF EMPLOYMENT AND DURATION OF SERVICE. THE HANDBOOK IS THE OWNERSHIP OF CORPORATE HR/ADMIN IN RELEVANT SUPPORT FROM OTHER CORPORATE SERVICES LIKE IT AND CORPORATE COMMUNICATIONS. THE STATED INFORMATION IS SUBJECT TO CHANGE AS DEEMED ESSENTIAL AND REVISED VERSIONS WOULD BE ISSUED SUPERSIDING PREVIOUS VERSIONS BY THE OWNERS OF THE HANDBOOK. EMPLOYEES WILL BE KEPT INFORMED OF SUCH REVISED VERSIONS, IF ANY.

PLEASE NOTE THIS IS NOT A HR POLICY MANUAL WHICH IS OVER AND ABOVE THIS DOCUMENT DETAILING COMPANY POLICIES REGARDING EMPLOYEE BENEFITS, PRIVILEGES AND RESPONSIBILITIES.



Suzlon One Earth, Opposite Magarpatta City, Hadapsar, Pune, India





- Accessing meeting rooms/conference rooms at other floors in the same block or different blocks could be done subject to availability and approval from the concerned department.
- No unauthorized booking of meeting rooms/conference room would be encouraged.

3.1.1.6 Waterfront Cafeteria

Objective

The purpose of having a world class cafeteria at One Earth is to provide an opportunity to employees to enjoy their meals at common platform wherein one could not only have more interaction with each other but also enjoy the wonderful ambience since the cafeteria overlooks the water body which would enable users to relax and hence is aptly named Waterfront Cafeteria.

Not to mention employees could enjoy the experience of having the cuisine of their choice since the cafeteria would be providing multi cuisine experience on a daily basis to the employees at One Earth.

Scope

Facilities at the cafeteria would be applicable to all employees and visitors at One Earth.

Operation / usage norms

- All employees would be required to consume their food in the cafeteria only.
- Visitors need to be accompanied by Suzlon staff to the Cafeteria.
- Valid Meal coupons/ cash to be presented at the café counter by the visitor or accompanying Suzlon Personnel.

- Intimation of visitors to be sent directly to Café Manager in advance by the respective departments. Necessary table space shall be reserved by the Caf Manager accordingly.
- Employees would be bearing the cost of meal at cafeteria on a daily basis @ ratesas decided by canteen committee.
- Employees would be required to swipe their access card and pay for the meal consumed. They shall accordingly get a coupon for the same based on the selection of the menu.
- Employee has to then pay for the menu he/she has ordered for on the spot.
- Dabbawallas would be allowed to enter the premises at a common place identified in the cafeteria itself and would require to keep the dabbas there. Dabbawallas would be required to wait in the space allocated to them in the cafeteria till the employees finish their lunch. They would not be allowed to move in the premises or go out of the premises unless the employees finishes his/her lunch.
- Employees would then be required to keep their dabbas at the common place identified in the cafeteria. And then collect the same at pre-approve time.
- The agency managing the café shall be provided all authorization to manage with cafeteria in accordance to directives, mandates and policies and timings laid down by the company.
- Those who would be bringing food from home would be required to keep inside the lockers while coming to office and take their tiffins from their respective lockers during the lunch break and after finishing their lunch keep them back at their respective lockers.
- The ownership of operations of the cafeteria would remain with the contractor.



3.1.1.4 Employee Lounge

Purpose

- Area for assembling, refreshing and keeping of personal belongings in the provided lockers. Female employees are allowed to take their purses to the work station on their own personal risk.
- Area for recording attendance.
- Facility for notice boards/LCD TV's to update employees with important and latest communication.
- Informal department gathering on special occasion or for a quick huddle.

Scope

- Locker facilities would be provided to all employees at 'One Earth' in respective employee lounges. Even the contract staff is provided the same.
- The purpose of providing lockers to employees at One Earth is to enable employees to keep their valuables and belongings at a safe and secure place which would give them confidence that no harm would come to them in the form of misplacing them or theft.

Staff

- One Security Guards – 24x7.
- One Building supervisor.

Operation / usage norms

- All employees would be required to record their attendance (in time and out time) at their respective employee lounges at the terminus.
- Lockers for all employees have been provided at the Employee Lounge of each block.
- Lunch boxes and/or any eatables to be kept in the lockers and should not to be carried to work areas as it would help in pest control and ensure hygienic working conditions.
- Helmets/ raincoats/ umbrellas etc to be kept inlockers.
- Every employee will be responsible for his/her belongings kept in the lockers and the management would not be held responsible in case of any theft or loss of material.
- Individual keys would be provided to employees through a representative nominated by the respective HOD.
- Every employee is required to deposit his/her belongings in their respective lockers immediately after recording their attendance.
- Those employees bringing lunch from home would be required to come to the terminus during lunch break and take their respective tiffins from the lockers provided and then move to the cafeteria.
- After lunch the employees would be required to put their tiffins in their respective lockers at the terminus before going to their work place.



The Suzlon Edge

The Suzlon Edge is a phrase that captures the essence of Suzlon's highly evolved market offering end-to-end wind power solutions.

One of Suzlon's key differentiators is innovation. This innovation in approach is applied to all aspects of its business and operations, leading the company to adopt the dictum 'We Are Because We Innovate.'



Welcome to 650 acres of environment sensitive induscape Padubidri, Karnataka



Instructional Signage Rules & Regulations





Overall look and feel of the logo is like a caring mother. The outmost source of trustworthiness protection and care. Further reflects qualities like warmth, affection and happiness.

Total unit is balanced, simple gives a feel of tenderness. Pastel shades further emote as natural, human and reliable.

Scope: Corporate identity design, brand management, communication design, brand manual, collaterals, rollout materials

Stationary



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Dr. V. S. Sharma



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Brochures and Manuals



Innovation in neonatal care

Radiant Heat Warmer 3000 series



ZEAL MEDICAL PVT. LTD.

For Controlled Warmth....

Temp. Controller
To provide thermal regulations with highest degree of accuracy. User friendly feather touch control along with safety alarms and cut-offs.

- Skin / Air / manual - LCD for Mobile A
- skin / manual for Mobile B

Heater Box
For Premium model
Swiveling (to facilitate X-ray). Made up of highly insulated Moulded HIPS Cover

For Standard models
Non-Swiveling Metallic overhead heater box

- Consist of Ceramic Infra Red Heater 650 Watts
- The construction of the stainless steel reflector and Guard rail is such that the complete cleaning to heater & reflector is possible without any electrical shock hazards.

Halogen Examination Lamp
(12 Volts, 50 Watts) To provide accurate assessment of infant color and sufficient illumination during procedures.

Available Controllers ▪ Type A Skin / Air / Manual / LCD ▪ Type B Skin / Manual

Available Models:

- RHW2001 Warmer with fixed Cradle + Drawer
- RHW2002 Warmer with fixed Cradle
- RHW2003 Warmer stand
- RHW2004 Warmer stand with trolley
- RHW105 Warmer Wall Mounting
- RHW106 Warmer Wall Mounting with Trolley

Radiant Heat Warmer (Premium Models)

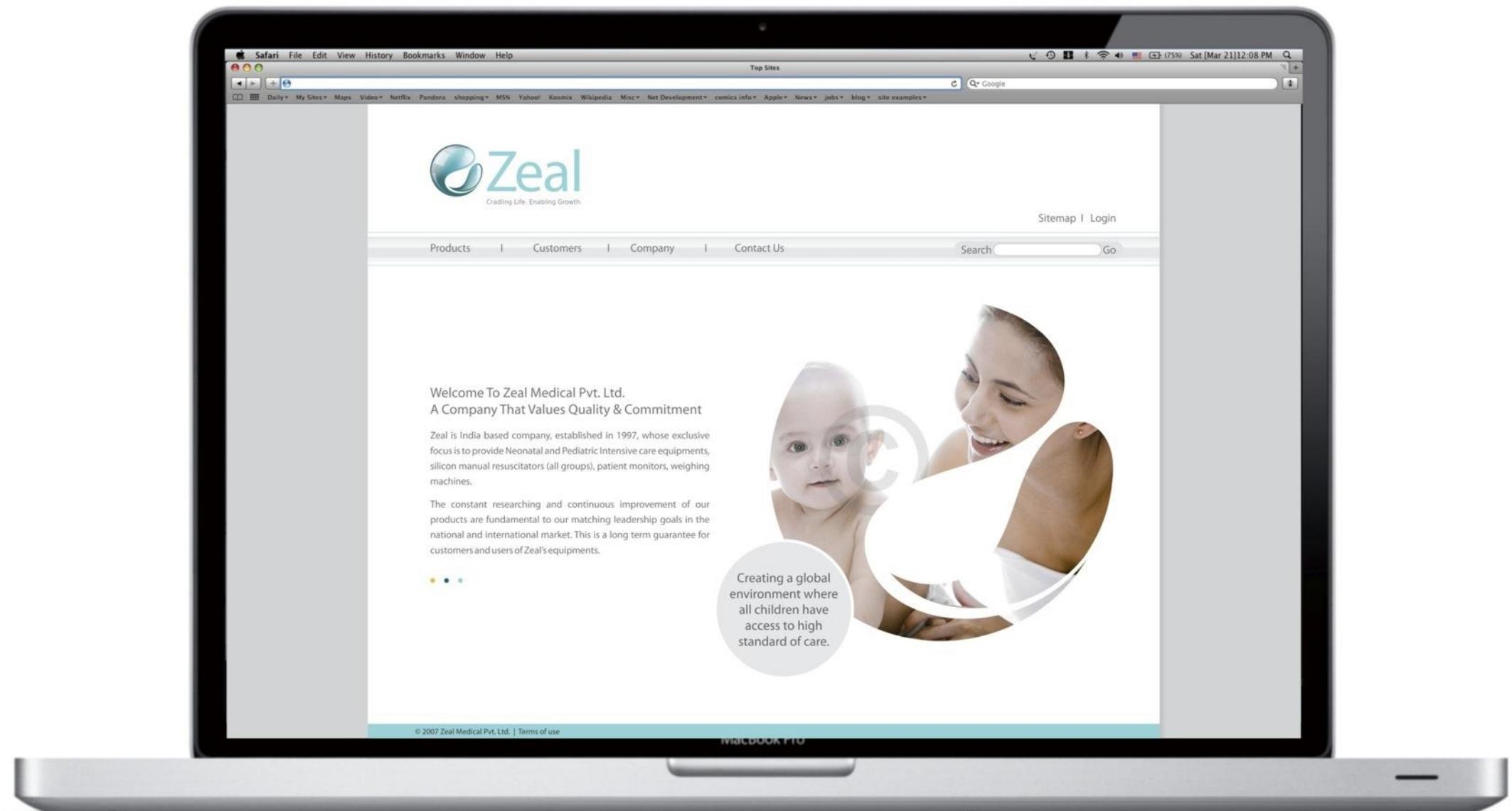
Control Modes Skin or Air Manual
Range Skin control : 34 to 38 °C / Air control / Room temp. to 39 °C.
Resolution 0.1 °C bright skin & air temp.
Accuracy ± 0.2°C
Display 1" bright skin & air temp / % of heater output (bar graph)
On LCD Control Mode & Set temp / Time / Alarm message
Timer APGAR Timer / Baby attend
Manual mode Time Programmable / heater output settable / Over temp. cut-off
Alarm Auto audio alarm mute (Mute time programmable)

Safety Alarm Message On LCD
Skin Mode: High 0.5 °C / Low 0.5 °C / 3.0 °C / Under range (<34 °C) / Overall range (>38°C) / Air Mode : High 1.5 °C / Low 3.0 °C / Over range / Heater Failure / Power Control Failure / Power failure alarm

Control Modes Skin or Manual
Range Skin control : 34 to 38 °C
Resolution 0.1 °C bright skin & air temp.
Accuracy ± 0.2 °C
Display 1" bright skin & air temp / % of heater output (bar graph)
On LCD Control Mode & Set temp / Time / Alarm message
Timer APGAR Timer
Manual mode Time Programmable / heater output settable / Over temp. cut-off
Alarm Auto audio alarm mute (Mute time programmable)

Safety Alarm Skin High 0.5 °C / Low 0.5 °C / 3.0 °C / Under range (<34 °C) / Overall range (>38°C) / Heater Failure / Power Control Failure / Power failure alarm

Website





DRAMZ

Reinventing Tradition

India's First Single Malt Whisky Bar

Corporate Identity design,
Communication strategy and brand
custodian services, Brand Collaterals





The Ambience

Environmental Graphics

A passion for collecting currency has given birth to an entire wall of stories.

The wall shows splendid artwork of the lost distilleries that brewed whisky. The maps represent the land of whisky.

This is a good way to get to know the delectable drink.



Brand Identity Design



The Lion represents the core attributes of the company; its nobility, strength, power and courage. He is a born leader, instills fear and commands respect.

The Acanthus leaves represent admiration of arts and tradition.

The Mullet represents nobility, leadership and excellence.

The Banner represents the reward for valiant service.

Overall the logo evokes a feeling of pride and contentment for the management as well as the guests, resulting into a strong brand image.

Launch Event VIP's Invitation Box





Theme based wooden Coasters



Menu



Menu: Wooden Cover with gold foil stamped logo



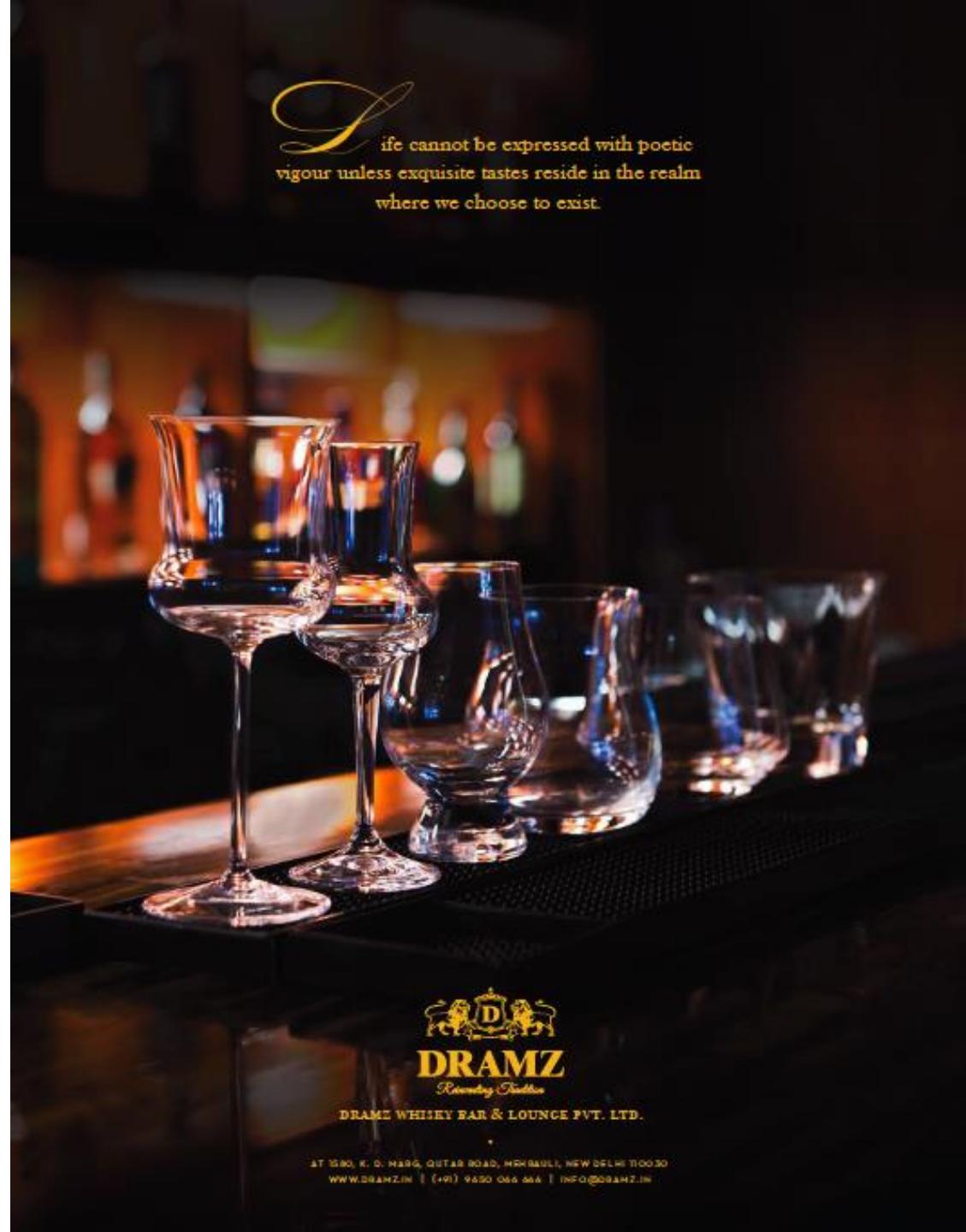
Newspaper Ad's & Emailer

DRAMZ
Rounding Tradition

Experience THE NEW WORLD

L LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND TYPESetting INDUSTRY. LOREM IPSUM HAS BEEN THE INDUSTRY'S STANDARD DUMMY TEXT EVER SINCE THE 1500s, WHEN AN UNKNOWN PRINTER TOOK SCRAMBLED IT TO MAKE A TYPE SPECIMEN BOOK. IT HAS SURVIVED NOT ONLY FIVE CENTURIES, BUT ALSO THE LEAP INTO ELECTRONIC TYPESetting, REMAINING ESSENTIALLY UNCHANGED. IT WAS POPULARISED IN THE 1960s WITH THE RELEASE OF LETRASET SHEETS CONTAINING LOREM IPSUM PASSAGES, AND MORE RECENTLY WITH DESKTOP PUBLISHING SOFTWARE LIKE ALDUS PAGEMAKER INCLUDING VERSIONS OF LOREM IPSUM. LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND TYPESetting INDUSTRY. LOREM IPSUM HAS BEEN THE INDUSTRY'S STANDARD DUMMY TEXT EVER SINCE THE 1500s, WHEN AN UNKNOWN PRINTER TOOK A GALLEY OF TYPE AND SCRAMBLED IT TO MAKE A TYPE SPECIMEN BOOK. IT HAS SURVIVED NOT ONLY FIVE CENTURIES, BUT ALSO THE LEAP INTO ELECTRONIC TYPESetting, REMAINING ESSENTIALLY UNCHANGED. IT WAS POPULARISED IN THE 1960s WITH THE RELEASE OF LETRASET SHEETS CONTAINING LOREM IPSUM PASSAGES, AND MORE RECENTLY WITH DESKTOP PUBLISHING SOFTWARE LIKE

www.facebook.com/dramzbar



*L*ife cannot be expressed with poetic vigour unless exquisite tastes reside in the realm where we choose to exist.



DRAMZ WHISKEY BAR & LOUNGE PVT. LTD.

AT 150, K. D. HARG, QUTAB ROAD, MHRBAULI, NEW DELHI 110030
WWW.DRAMZ.IN | (+91) 9690 066 666 | INFO@DRAMZ.IN

The screenshot shows the homepage of the Dramz website. At the top, there's a navigation bar with icons for back, forward, search, and a plus sign, followed by the URL "www.webdesignerstoolkit.com". The main header features a logo with two lions flanking a central letter 'D' inside a crest, with the word "DRAMZ" in large, bold, black letters below it, and "Reinventing Tradition" in a smaller script font underneath. On the left side, there's a vertical menu with links to "RESERVATIONS", "MENUS", "EVENTS", "GALLERY", and "ABOUT DRAMZ". At the bottom, a small copyright notice reads "ALL RIGHTS RESERVED 2014".

This screenshot shows a dark-themed page from the Dramz website. The title "Reinventing Traditions" is displayed in a large, elegant, cursive font at the top, with the subtitle "FOR A SELECT FEW" in a smaller, sans-serif font below it. The main content begins with a large, ornate letter 'D'. The text explains that "DRAMZ OR FAMOUSLY REFERRED AS DRAM IN SCOTLAND, WHICH literally means a portion of drink." It goes on to describe the complexity of the whisky and whiskey world, mentioning the diversity and innovation of distilleries around the globe. The text concludes with a statement from Dramz about their mission to explore the "Whiskey from around the world."



Revitalized India's most successful men's brand

From 6% to 33% rise in sales

Won "PFFCA STAR 2009" in the category of Structural and Graphic Design for Improved Aesthetics

PARK AVENUE®



...and successfully launched mega brands



100 Inspiring Years



Repositioned and Revamped packaging for a 75 years old
and most trusted electrical brand of India
Complete Packaging Portfolio of 1400 products

Bajaj Electricals Ltd.



Bajaj Platini New Packaging (Premium Range)



Cariboo New Packaging (Imported Products Range)



Bajaj Electricals Ltd. New Packaging (Mass Range)



We understand the specific **needs of every brand** which
is why we are..

“ The Growth Catalysts **”**

We are **LOVED** by our clients
and
continue to **share a strong bond** with us

Lokusdesign

The Growth Catalysts

Pune, India | www.lokusdesign.com