

**MAGSMEN**<sup>®</sup>  
BRAND CONSULTANTS  
(A division of Grofessors Innovations Pvt Ltd)

An owl symbolizes wisdom and foresight. Similarly, **Magsmen Brand Consultants** apply these qualities to develop smart brand strategies, positioning brands for lasting success with a well-thought-out plan.



## Magsmen at a Glance

### WE

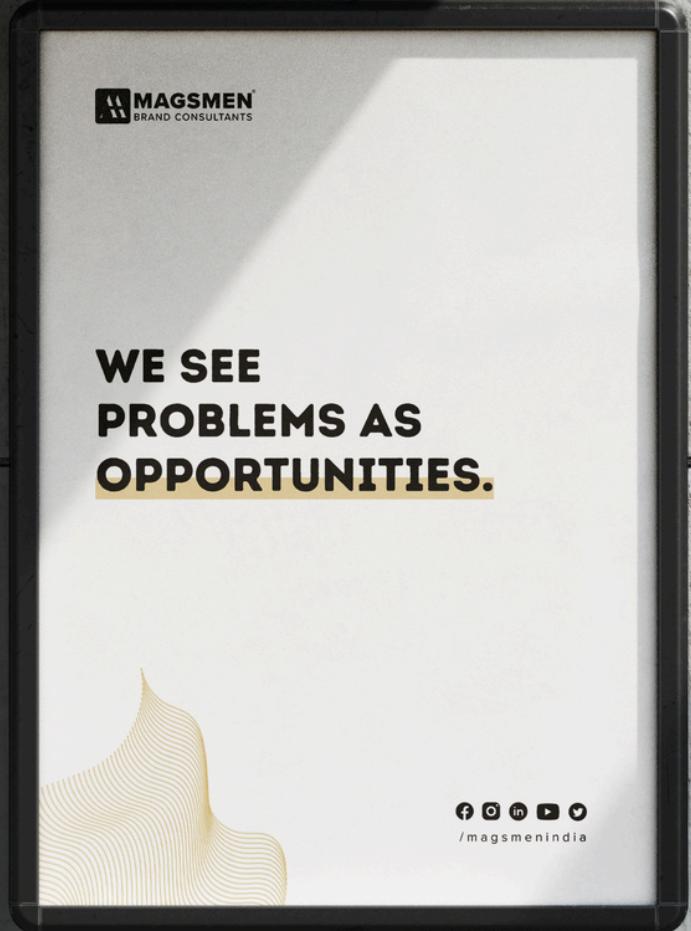
- Craft distinctive brand stories that capture attention and build trust.
- Provide actionable insights through comprehensive audits and market analysis to strategically position brands for success.
- Enable brands to communicate effectively with their audience through tailored strategies, ensuring consistency across all channels.
- Guide businesses through rebranding and repositioning efforts, ensuring they evolve seamlessly in an ever-changing market.
- **Analytical, Strategic, Aligned, Impactful, Transformative.**

## A Great Brand Starts with the Right Strategy

At Magsmen, every brand's journey is an adventure, destined to become a legend. Our mission has always been to connect brands authentically with their audiences, propelling them to new heights across South India and beyond. Our team, a dynamic blend of strategists from India's leading institutes and professionals with global insights, is at the heart of our success.

We specialize in a spectrum of services designed to transform your brand: from Brand consulting and corporate rebranding to personal brand enhancement and strategic image consulting to our most loved brand expresso: A 90 day brand transformation service. Our unique approach is tailored to uncover and amplify your brand's true essence, ensuring it resonates with your audience on a deeper level.

Collaborating with some of the industry's leading brands and Fortune 25 companies, Magsmen is more than a consulting firm; we are your partners in crafting a legacy. With us, your brand is not just seen—it's remembered.



## Our Vision

Empowering brands to build authentic, lasting connections with customers globally.

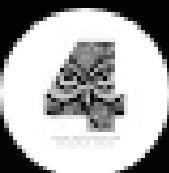
## Our Mission

To help brands adopt a customer-centric approach, creating impactful experiences that foster deep connections, while shaping the branding industry with innovative strategies and forward-thinking practices.

## Our Promise

Magsmen promises to be your partner in creating authentic, customer-centric brand experiences. We bridge the gap between strategy and execution, ensuring your brand not only reaches its audience but resonates, leaving a lasting, meaningful impact. We are committed to setting new benchmarks in the branding industry.





India's 1st Brand Consulting Ad || Magsmen brand cons...

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# Our Principles

## Do it with Passion or not at all

The only way to do a great job is to love what you do. **Committed in heart and mind**, this is why we wake up in the morning!

## Solving Challenges

Getting a big idea is not an act of inspiration, but rather one of discovery. Creativity can overcome almost any problem. **We welcome your challenges and we reimagine your future.**

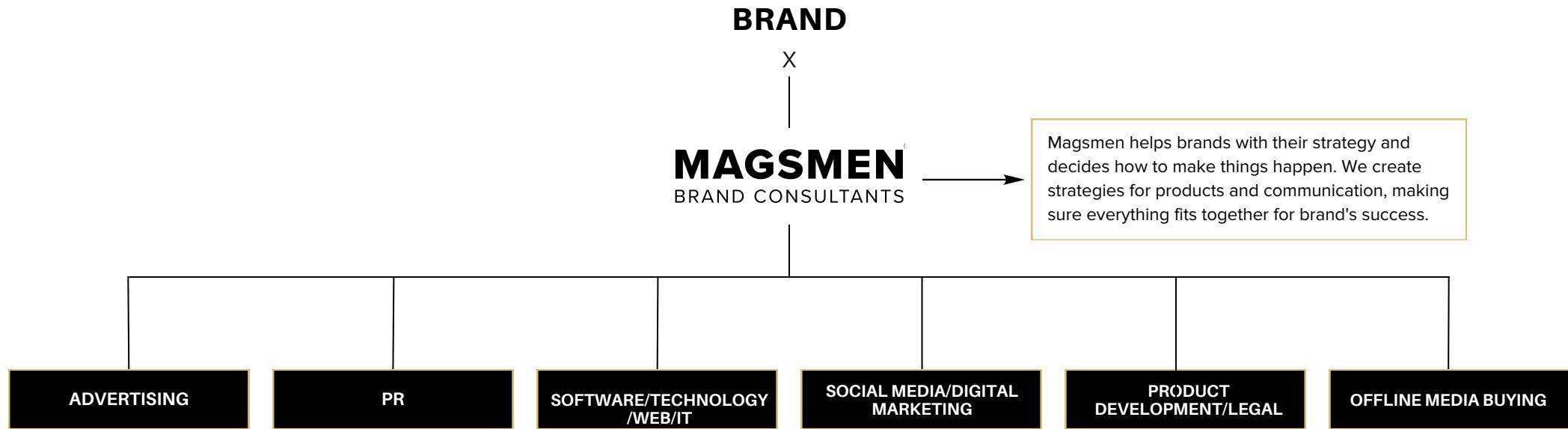
## Leave A Mark On This World

We are **fanatic about the world we live in.**  
**We create strategies** that build brands  
bigger and last longer.

## Sky is not the Limit

**We push our boundaries because that is what they are there for.** We keep reaching for higher heights and challenging what is possible.

## Where does Magsmen come in place



## Brands call us when they want to

- Grow and Improve their brand
- Expand into New Markets
- Explore New Opportunities
- Expand Into Different Markets
- Reposition their Brand
- Bring Fresh Ideas to their brand
- Stay Ahead of the Competition
- Grow their brand in digital space
- Elevate their Reputation
- Collaborate & Co-Ordinate with their marketing teams to develop a strategy



## Empowering Brands with Magsmen



### Power up your brand strategy

Positioning your brand to differentiate from competitors and drive preference. We develop powerful strategies and coordinate with teams to ensure the right actions are taken at the right time. From brand to product to communication, Magsmen craft a winning formula tailored to elevate your brand.



### Revitalized and reimaged for the modern world

Transform your brand identity with our strategic approach to corporate rebranding. We help you communicate your values, vision, and mission through a fresh, relevant, and memorable brand image.



### Your personal brand, your legacy

Our personal brand consulting focuses on uncovering and leveraging your unique brand value to create a personal brand identity that connects with your audience, builds credibility, and opens doors to new opportunities.



### Edit your closet, elevate your image

Our wardrobe evaluation services help you declutter and organize your wardrobe, identify gaps in your clothing collection, and develop a versatile, timeless, and personalized style that flatters your body and reflects your unique personality.



### Create Your Brand in 90 Days

Transform your business with our comprehensive package, including brand naming, identity, pricing strategy, and launch strategy. Craft a memorable brand story, theme, and guidelines to ensure consistency and success.



### Control your narrative, conquer the digital world.

Build brand loyalty and drive growth through effective online brand management. We craft tailored solutions that resonate with your audience and align with your business goals.



### Transforming Brands at Espresso Speed

Brand Espresso represents our innovative 90-day brand consulting approach, inspired by the swift and powerful essence of espresso. In just 90 days, we energize and streamline brands, infusing them with a new sense of purpose and vitality. Our process is efficient, revitalizing, and impactful, much like a shot of espresso for your brand's identity and strategy.

Together we can do bigger & better



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The Advertising Standards Council of India  
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Esteemed member



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Recognitions that drive us everyday

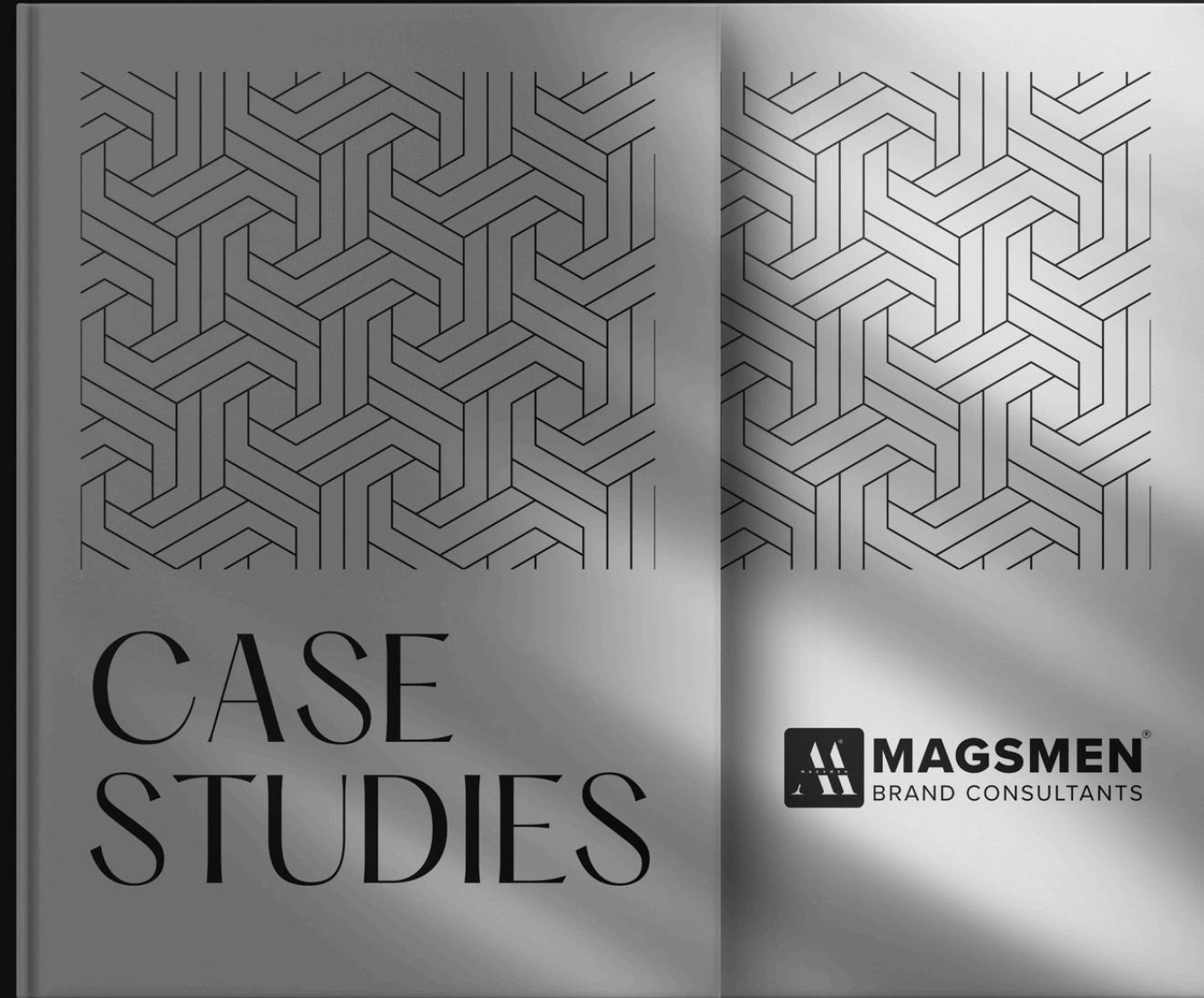


Entrepreneur AWARDS 2021



## Elevating Brands: Creating a powerful partnership with our clients





## Redefining the brand and positioning strategy to make TDH as a pan India brand

### Challenge:

Reposition the brand to expand its market and achieve pan-India recognition.

### Solution:

- Brand Consistency: Developed guidelines and unified digital strategy.
- Market Expansion: Launched e-commerce in India and entered the US market through Amazon and direct strategies.
- Product Launches: Introduced the celebrity-driven "Anubandham" show and rebranded as a premium brand.
- Brand Architecture: Created a corporate brand structure, expanded SKUs, and ensured seamless vendor coordination.
- Ongoing Strategy: Roadmap for pan-India market availability by Q4 2024.

### Result:

Strengthened brand position, entered the US market, and set the stage for pan-Indian leadership by 2025.



## A comprehensive rural brand strategy for a fortune 25 global giant

### Challenge:

Cargill needed to increase brand awareness and product sales in the competitive vannamei feed market. They required a comprehensive strategy to establish a consistent brand identity, improve location targeting, and strengthen their presence in key markets.

### The Solution/Strategy:

- Developed a unique and consistent brand identity for Cargill, positioning it as a leader in vannamei feed.
- Implemented a location targeting strategy to focus on key markets with high demand.
- Created targeted marketing campaigns to boost brand awareness and drive sales.
- Increased brand presence through events, expos, and promotions.
- Developed a customer journey roadmap to build trust in the brand.

### Result:

Cargill established itself as a leading brand in vannamei feed, increased market presence, and improved sales through a well-executed brand strategy.



## Positioning and building the new phase of the television actor Suma kanakala's production house

### Challenge:

Despite success with hits like "Bhale Chance le" and other popular shows, Suma Filmy Arts faced a brand perception issue, appearing outdated in an evolving entertainment landscape. To stay competitive and appeal to newer, younger audiences, a brand refresh was needed.

### The Solution/Strategy:

- Brand Refresh: Modernized Suma Filmy Arts through Personal Brand Consulting, Image Consulting, and Celebrity Strategy.
- Enhanced Identity: Revamped brand consulting, identity, and positioning to align with current industry trends.
- Engagement Strategy: Focused on resonating with both existing and new audiences, including younger demographics.

### Result:

The rebranding established Suma Filmy Arts as a trailblazer in the industry, boosting viewer engagement and attracting a younger audience. The new brand identity and strategic use of celebrity branding revitalized public perception, increased revenue, and reinforced the production house's leadership position in a competitive market.

## Repositioning India's growing Ed-tech brand that brings technology to schools who are nurturing the next generation

### Challenge:

In a competitive educational sector, Pronted struggled to differentiate itself and effectively convey its unique value proposition, leading to stagnation in market growth and engagement.

### The Solution/Strategy:

- Rebranding & Repositioning: Redefined Pronted's brand identity to highlight its role as a crucial educational partner.
- Innovative Marketing: Implemented innovative marketing tactics, redefined messaging, and emphasized Pronted's contributions to the educational ecosystem.
- Holistic Approach: Overhauled all aspects of brand communication and stakeholder interaction.

### Result:

The rebranding significantly enhanced Pronted's image and market presence. Pronted was recognized as a key player in the educational sector, achieving increased engagement, recognition, and business growth.

## Strategically projecting Sri Bhramara for market dominance as leaders in Andhra Pradesh's real estate

### Challenge:

Sri Bhramara faced challenges in creating a distinctive brand positioning and maintaining consistency amidst rapid development and increasing competition, especially with Amaravati becoming the new capital.

### The Solution/Strategy:

- Brand Architecture: Developed a comprehensive group strategy architecture to enhance project credibility.
- Visual Design: Created a distinct brand aesthetic.
- Brand Communication: Designed a plan to effectively convey the company's vision and values.
- Market Positioning: Leveraged Amaravati's development to position Sri Bhramara as a trendsetter in the real estate sector.

### Result:

The strategy successfully positioned Sri Bhramara as a leading player in Andhra Pradesh's real estate market. The company established a strong, differentiated brand identity, enhancing its market positioning and capitalizing on new regional opportunities for continued growth and dominance.



## A new positioning strategy that resulted in the new phase of the group of companies in global market

### Challenge:

VSB Group needed a brand revamp to enhance their presence both online and offline, create tailored strategies for each of the 45 countries they export to, and establish a coherent brand architecture for their group of companies.

### The Solution/Strategy:

- Comprehensive Rebranding: Developed a new brand design, stationery, and digital presence.
- Tailored Approaches: Created unique strategies for each of the 45 export markets and established a distinct brand positioning for each company within the group.
- Digital & Offline Enhancement: Improved online presence through a digital strategy (social media, email marketing, SEO) and increased visibility through events and expos' in India and Germany.

### Result:

The rebranding created a unique and consistent brand identity for VSB Group, enhanced market positioning globally, and significantly increased brand visibility and reach, leading to greater B2B opportunities.



## A comprehensive brand over haul for the brand to make them ready for IPO by 2026

### Challenge:

PSK Group needed to elevate its brand presence to enhance credibility among investors and strengthen its market standing amidst evolving industry dynamics and consumer expectations.

### The Solution/Strategy:

- Brand Overhaul: Refined corporate messaging to align with investor expectations.
- Visual Enhancement: Updated brand elements to reflect a modern, forward-thinking ethos.
- Strategic Communications: Developed tailored communications for different stakeholder groups.
- IPO Preparation: Ensured all aspects of the brand projected strength, stability, and growth potential.

### Result:

The comprehensive brand strategy significantly improved PSK Group's credibility and market presence, facilitating a successful IPO and laying a strong foundation for future growth and expansion.



**Priya Gold Ghee, a legacy brand known for its pure and authentic ghee, trusted by generations and a staple in Indian kitchens.**

### **Challenge:**

Priya Gold Ghee needed to reinvent itself to appeal to younger, health-conscious consumers while preserving its legacy of quality and authenticity. The challenge was to differentiate the brand in a competitive market and connect with new-age customers without losing its traditional essence.

### **The Solution/Strategy:**

- Created 'SVATRI,' a brand that reflects purity and modernity.
- Developed a narrative highlighting a mother's love, positioning SVATRI Ghee as nurturing both body and soul.
- Innovated with ghee paste tubes for convenience.
- Designed modern packaging appealing to younger consumers while honoring tradition.

### **Result:**

SVATRI Ghee successfully emerged as a new-age brand, blending traditional purity with a modern touch. The brand is now market-ready, poised to become a trusted and popular choice among today's consumers.

# LVL UP<sup>®</sup>

**GV Mall, a retail chain in tier 3 and tier 4 cities, identified a demand for premium fashion in these often-overlooked regions, targeting a growing, style-conscious population eager for high-quality apparel.**

## **Challenge:**

The challenge was to create a brand that could resonate with consumers in these cities while maintaining a premium and aspirational image. GV Mall needed a brand that communicated exclusivity, style, and quality while remaining accessible to its target audience.

## **The Solution/Strategy:**

We developed "LVL UP," a fashion brand that symbolizes progress and aspiration, designed specifically for these markets. The stores were crafted to offer a luxurious shopping experience, with personalized and interactive elements to reinforce the premium image. Staff training was focused on enhancing the exclusive atmosphere, making LVL UP the top choice for high-end fashion in these regions.

## **Result:**

LVL UP successfully established itself as the premier destination for premium fashion in Khammam, offering an elevated shopping experience that aligns with the aspirations of local consumers.

# Aurave

## Building Aurave: A strategic approach to inclusive skincare that speaks to nature and individuality

### Challenge:

The Kiran Group wanted to launch a skincare brand that combined innovative stem cell technology with natural ingredients, catering to all individuals. Their goal was to create an inclusive, affordable luxury self-care brand that emphasized individuality, nature, and uniqueness in a competitive market.

### The Solution/Strategy:

**Brand Identity:** We developed Aurave's identity around inclusivity, individuality, and a strong connection with nature, creating an empowering self-care experience for all.

**Brand Name:** We chose the name Aurave to reflect inner beauty and uniqueness, symbolizing an aura that connects self-expression with nature.

**Story & Tone:** We crafted a brand story with a warm, inviting tone, emphasizing acceptance and empowerment, encouraging confidence in self-care.

**Positioning & Communication:** We positioned Aurave as an affordable luxury brand, combining stem cell technology with natural ingredients, and used a sage green palette and nature-inspired packaging to communicate quality, sustainability, and inclusivity.

### Result:

Aurave successfully established itself as a welcoming, affordable luxury skincare brand that resonates with a wide audience. Its unique positioning in the self-care market showcases broad acceptance and affection, making it a beloved name in the industry.

## Our clients praise us!



**"Our external stakeholders from 45 countries loved our new brand look"**

Thanks to Magsmen. They've introduced the concept of brand architecture and a whole new strategy for VSB. Starting with corporate Rebranding, we've experienced a new phase for VSB

Group with their impeccable initiatives on branding and also tailored strategy on linkedin which have tripled our followers and also, external stakeholders have praised the new brand management and professional product visuals.

- Kranthi Kiran, International Business Manager



**"The best brand consultants we've travelled so far"**

Telugu Foods is a renowned brand in over 24+ countries with more than a million happy customers. We hired Magsmen for brand consulting and help us in building a digital strategy for Telugu Foods. We could see the quantifiable results in less than 2 months. Their tailored approaches and practical strategies helped us launch combos across all the mediums, and increased distribution leads, brand visibility and got more closer to our customers. Definitely recommend them

- Nikitha Muvva, Business Analyst



**"Their strategy resulted in a new phase for Tenali Double Horse"**

We've hired Magsmen as our brand consultants in March 2021. Thanks to their wonderful strategy on bringing a new phase to the brand. We've seen a whole new Tenali Double Horse, a redefined vision for the brand. Their time management and transparency have been notable in our association. It's been more than 1.5 years of journey and it was grand success so that we are continuing our journey with them.

- Krishna Prasad.N.V, General Manager



**"They showed us a new path to digitalise our brand"**

We are associated with Magsmen from the last two years. They helped our brand Triplex, a pioneer in the detergent market from the last 30 years enter into digital space and proposed us a digital strategy. Today, Triplex brand is seen everywhere and our distributors liked this move, thus making us more closer with our consumers.

- Manickavel, Chairman & Managing Director





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