



CLEAR VISION
CALM **APPROACH**
BOLD MOVES

One ecosystem. Multiple solutions. One direction.



MAGSMEN at a glance



We help businesses become stronger, clearer, and more competitive brands.

We identify what holds a brand back, clarify its positioning, and create the strategy and systems needed for consistent growth.

We bring together purpose, market insight, customer understanding, and brand expression to build a brand that works inside and out.



Our work improves how your brand is seen, trusted, and chosen, leading to better customer loyalty, higher value, and stronger market presence.

We build brands that grow with clarity, consistency, and measurable impact.

A GREAT BRAND STARTS WITH THE RIGHT STRATEGY

Magsmen is a strategic brand consulting firm that helps organizations strengthen how they are perceived, chosen, and valued in the market.

We identify the real issues limiting brand performance, clarify the position a business can own, and design the strategic frameworks that unlock measurable growth.

Our approach is rooted in research, structured diagnostics, and a deep understanding of category dynamics. We translate this into clear actions that elevate a brand's credibility, sharpen its communication, and create a consistent experience across every touchpoint.

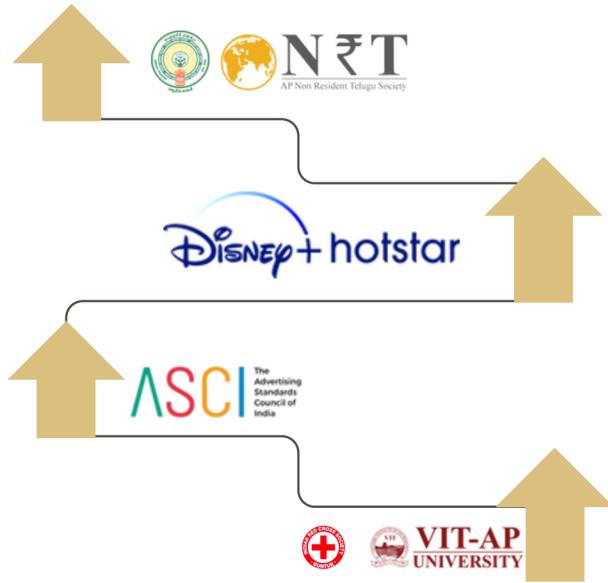
We partner with leadership teams to turn brand strategy into business impact , improving pricing power, customer trust, market relevance, and long-term brand capital.

We don't just build brands.

We build brands that perform.



Industry Collaborations

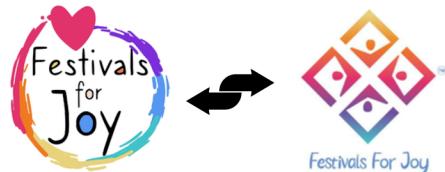


At Magsmen, we believe in the power of connection. beyond client work to include strategic alliances with apex bodies, global media giants, and prestigious institutions.





BEST REBRANDING **STRATEGY** FESTIVAL FOR JOY



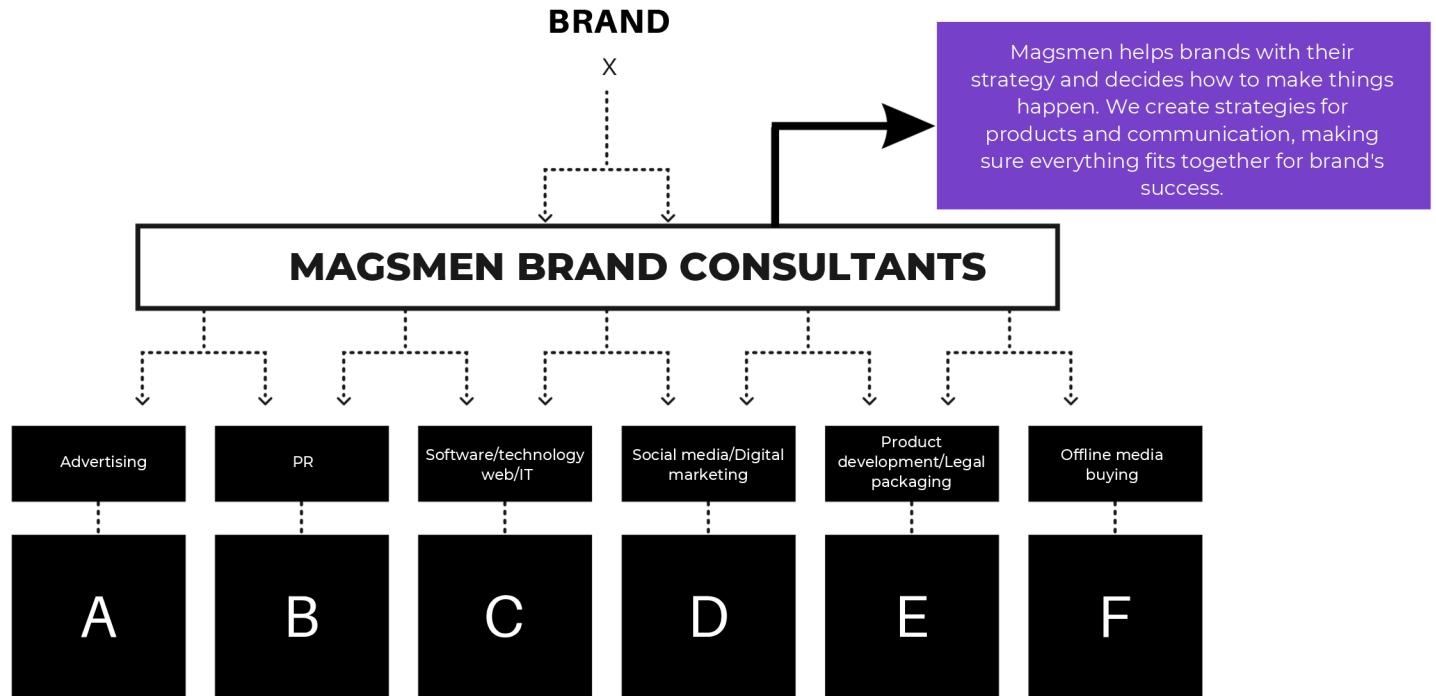
Recognitions that drive us everyday

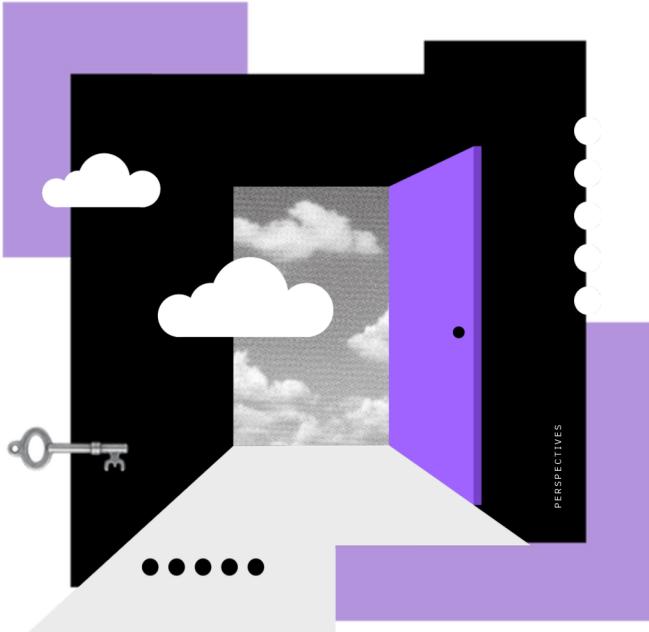


EVENT STRATEGY PARTNER



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

We Understand the Problem, Not Just the Brand

Before suggesting solutions, we study your business, market, customers, and challenges. Our goal is simple: understand what is actually stopping your brand from growing not what you think the problem is.

**How We Build
Brands That
Cannot Be
Ignored**

We Define the Strategic Direction

Once the problem is clear, we identify the position your brand should own. This includes your value proposition, target segments, messaging, and the role your brand must play in the market. No theory. Only what moves the business forward.

We Build the Brand System

We translate strategy into tangible components: identity, communication, tone, visual language, customer experience, and digital presence. Everything is structured to be practical, consistent, and easy for your team to use.

We Enable Implementation and Long-Term Consistency

A brand works only if it is applied correctly.

We guide your team, create playbooks, refine messaging, review execution, and ensure the brand lives the same way across all touchpoints.

This is where strategy becomes everyday practice.

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.



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 without comprehensive package, including brand naming, identity, pricing strategy, and launch strategy. Craft a memorable brand story, theme, and guidelines to ensure consistency and success.



Revitalized and reimagined 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.



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 Expresso 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.



One-Time Consulting That Fixes Your Brand, Fast. If your business is not growing the way it should

OTC

ONE TIME
CONSULTING

One-Time Consulting
That Fixes Your Brand,
Fast. If your business is
not growing
the way it should

*we'll tell you why
and show you
what to do next.*



We Check
Your Brand



We find
the problem



We give the
Right Solution

3
**STEP
PROCESS**

If Your Brand Has a Block.
We'll Help You Fix It. Let's talk.



Elevating Brands: Creating a powerful partnership with our clients



Power up your brand strategy

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Every business grows faster when the money is spent in the right place.

MIBBS.ai shows you exactly where your brand budget should go.

01

Tell us about your business

Answer a few basic questions about your business, revenue and how much you spend

02

Get your budget plan instantly

MIBBS calculates how much to spend and where to spend it.

03

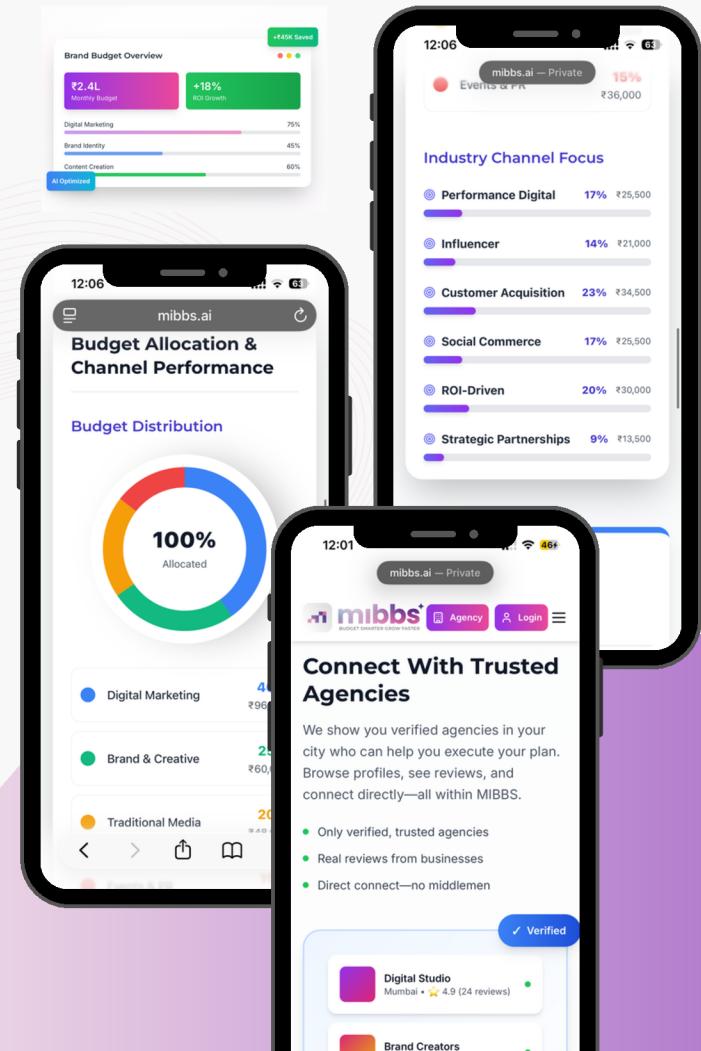
Follow the plan and grow

Use the budget to avoid waste, control spending, find agencies and grow your brand

Get your brand budget on www.mibbs.ai

Built for Indian Business by

GROFESSORS
INNOVATIONS PRIVATE LIMITED







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.





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Repositioned as India's most trusted holistic healing centre, not just a destination for celebrities

The Problem:

Chakrasiddh had the credibility. Sidhamma was already a name among film stars, central ministers, and bureaucrats. But the brand lacked structure. It wasn't speaking to the people who needed it most. There was no unified positioning. No clarity in communication. And a dangerous perception that this was a place only for the elite.

Our Strategy

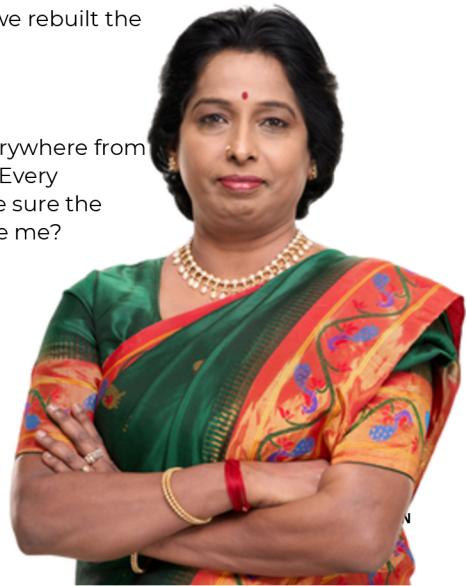
We started by listening. What does the brand really stand for? Why are people coming here in silence? We found the disconnect between the impact being created and the image being projected. So we rebuilt the brand narrative from the ground up, one that could carry its legacy while becoming inclusive.

The Solution

We streamlined the visual communication. Created a brand playbook the team could use everywhere from clinics to workshops. We redefined the presentation layer to match the depth of the practice. Every material, every message, was brought under one cohesive system. Most importantly, we made sure the brand started answering the one question it had long ignored is Chakrasiddh for someone like me?

The Outcome

Today, the brand is no longer boxed in by celebrity testimonials. It's accessible, aspirational, and aligned. The repositioning worked because we didn't dilute the legacy. We simply gave it structure and language that helped it scale.



Repositioned from traditional production house to a launchpad for emerging creative voices

The Problem:

Suma Filmy Arts was known but not understood. It had brand equity because of Suma Kanakala, but no clarity in its positioning. It needed a reboot something that would align with Suma's broader mission and signal to the industry that this wasn't just another legacy banner.

Our Strategy

We treated the production house as a standalone brand with its own voice, while still being powered by Suma's credibility. The aim was to reflect freshness, openness, and commitment to emerging creators.

The Solution

We redesigned the brand's visual identity, restructured its narrative, and brought consistency across every platform. We aligned the messaging with its true purpose supporting first-time directors, writers, and talent who often don't get the spotlight.

The Outcome

Suma Filmy Arts now stands for something clear. It's no longer a passive extension of a celebrity it's an active contributor to the next era of content. And for new voices in the industry, it feels like a home they can finally see themselves in.





Repositioned as a market-leading real estate brand by redesigning customer experience and brand perception in a Tier 3 market

The Problem:

MR Construction wanted to be seen as the leader in their city. But in the construction industry, especially in Tier 3 markets, reputation alone doesn't win. The sector is volatile, consumer trust is low, and experience is often an afterthought. Despite having a popular face like Brahmanandam Garu as brand ambassador, there was a deeper disconnect the brand identity wasn't translating into how people felt when they engaged with the company.

Our Strategy

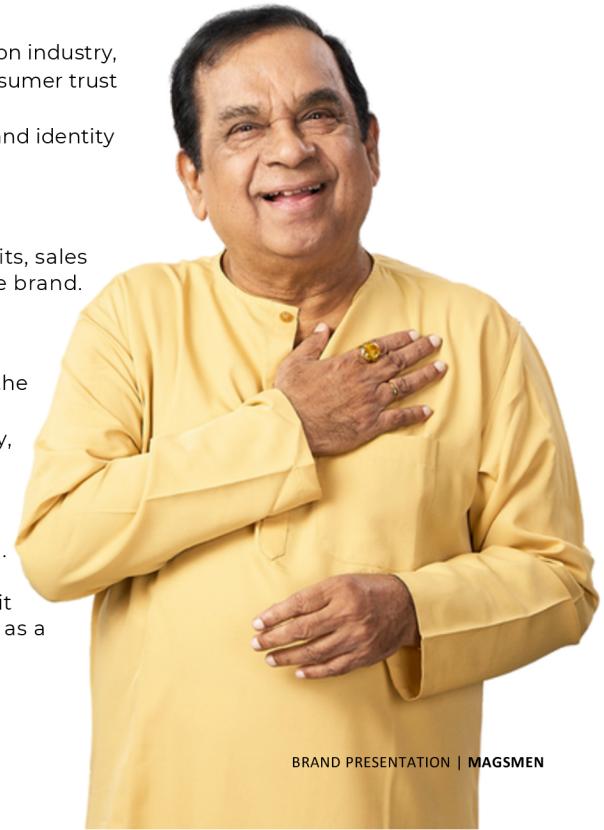
We went beyond logos and taglines. We dug deep into real interactions site visits, sales pitches, flat walk-throughs. We mapped how customers actually experience the brand. Our insight was clear: before selling homes, the brand had to feel like one.

The Solution

We started by elevating the first impression the storytelling, the presentation, the atmosphere across sites. We didn't just lean on the celebrity, we built a brand architecture strong enough to support one. We redefined the customer journey, from brochures to how the site team spoke about the brand.

The Outcome

Today, MR Construction doesn't just advertise with a celebrity. It feels premium. Customers walk in and sense clarity, warmth, and aspiration. The brand now commands attention, not just because of who endorses it, but because of how it delivers. In a market where trust is everything, MR has positioned itself not just as a builder, but as a dependable, desirable brand.





Repositioned from a standalone real estate player to a structured group brand with clear verticals and future readiness

The Problem:

Swargaseema had built credibility in the Hyderabad market, particularly through its Sandalwood farm ventures. But as they expanded into full-scale construction, the brand lacked clarity. There was no brand architecture. No connective tissue across offerings.

Our Strategy

We didn't jump straight to creating new brands. We focused on strengthening the existing one. We analyzed customer touchpoints, studied buying behavior, mapped personas by age, intent, and engagement level. We uncovered micro-gaps in the customer journey that were silently eroding trust. Then we built a long-term strategy that would scale with Swargaseema's ambition.

The Solution

We implemented a formal group brand architecture. Swargaseema became the core brand. Under it, we positioned Swargaseema Sandalwood as one vertical and introduced Swarga Seema Constructions as a new strategic business unit. Each sub-brand got its own positioning, yet tied back into a unified parent identity. Every touchpoint from communication to brand interface now carried clarity.

The Outcome

Swargaseema is no longer just seen as a sandalwood investment company. It is now understood as a structured, future-focused real estate group with diversified expertise. The repositioning created headroom for expansion, while the architecture made it easier for customers to trust and transact. The brand is now poised to scale, with a foundation that speaks for itself.



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.



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:

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.



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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 "**LVLUP**," 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:

LVLUP 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.



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We created the entire brand for the Sri Santh Sadhananda NGO, including the name, tagline, visual elements, e-commerce platform, and launch strategy, positioning it as a professional and trusted organization

Challenge:

The main challenge was to replace the original identity, 'Sri Santh Sadhanandha', with a new brand that was more credible, resonant, and emotionally compelling. The goal was to articulate the NGO's mission clearly, volunteerism, and project a compassionate, transparent, and trustworthy image to the public and stakeholders.

The Solution/Strategy:

We developed the brand, the tagline, and a distinctive visual identity that collectively embodies the organization's core values. The strategy focused on:

- Comprehensive Identity:** Designing a unique logo, color palette, and visual elements that project trust and hope.
- Digital Integration:** Developing an e-commerce-enabled website to facilitate easy and transparent donations and manage online communications.
- Strategic Positioning:** Positioning the new brand as the premier choice for impact-driven philanthropy in its sector, supported by a clear launch strategy.

Result:

successfully provided a clear and professional identity for the organization. This foundational work significantly increased its visibility



Magsmen's Personal Brand Framework

Every individual who reaches influence stands at a turning point where reputation, community, and perception must align with purpose.



PERSONAL BRAND CONSULTING


Dr. Srikanth Pillai
CHAIRMAN
Shyam Prasad M
CHAIRMAN
Dr. Sindhuja
Yamuna Kishore
BRAND FILMMAKER
Raja Singh
CEO

& Many more



Link Fluence

Professional
Impactful
Unmatched
THAT'S MAGSMEN



MAGSMEN®
BRAND CONSULTANTS

Link Fluence

For Influencers,
Celebrities

For Ceo's
Chairman

For Brands,
NGO's and
Companies



Mohan Shyam Prasad Munagala · 1st
Chairman and Managing Director at Tenali Double Horse Group

Top Business Operations Voice

TENALI DOUBLE HORSE · Acharya Nagarjuna University
Tenali, Andhra Pradesh, India

[tenalidoublehorse](#) ↗



Suma Kanakala (She/Her) · 1st
Entrepreneur | Producer | TV presenter | Actor | Philanthropist

Suma Filmy Arts
Hyderabad, Telangana, India

26,009 followers · 10 connections




Tenali Double Horse Group
Elevating Your Kitchen with the Pinnacle of Pulses & Dals, Crafted with Perfection.
Food and Beverage Services - Tenali, Andhra Pradesh - 1K followers - 201-500 employees

[Message](#) [Following](#) [...](#)



Telugu Foods
Pioneers in south India's most loved foods. Brand presence in 24+ Countries. Pickles | Spices | Masalas | Snacks | Powder
Food and Beverage Services - Hyderabad, Telangana - 857 followers - 51-200 employees

[Message](#) [Following](#) [...](#)



VSB Group
Transform Your Spaces with VSB Group - India's Premier Granite Exporter and Makeover Experts
Building Materials - Ongole, Andhra Pradesh - 1K followers - 201-500 employees

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Tenali Double Horse Foundation
Empower, Educate, Elevate
Non-profit Organizations - 9 followers - 11-50 employees

[+ Follow](#) [Message](#) [...](#)



Suma Filmy Arts
We are a production company, focused on versatile storytelling, quality content, and bringing joy through reel.
Media Production - Hyderabad, Telangana - 415 followers - 51-200 employees

[Message](#) [Following](#) [...](#)



Festivals For Joy
Festivals for Joy aims to make every festival a true celebration of joy from within.
Non-profit Organizations - 195 followers - 11-50 employees

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“Strengthening Brand Voices.
Cultivating Leadership”

Link 
Fluence



..... Create your brand in just 90 days

**Simple.
Different.
Dominating.
THAT'S MAGSMEN STYLE.**



Brand We created

Navyora

Naming for a sub-brand within the Tenali Double Horse Group.

BRAND NAMING | BRAND CREATION

AshvaDheer

Naming for a sub-brand within the Tenali Double Horse Group.

BRAND NAMING | BRAND CREATION

Richfelix

Naming for a sub-brand within the Tenali Double Horse Group.

BRAND NAMING | BRAND CREATION

Flavroots

Naming for a sub-brand within the Tenali Double Horse Group.

BRAND NAMING | BRAND CREATION

LVL UP

Created a new retail chain of stores in Tier-2, Tier-3 cities for GV Mall

BRAND NAMING | BRAND CREATION

Svatri Ghee

"Svatri" is a name that means "Protector of Purity," making it a perfect choice for a ghee brand in the Indian market. This name sounds unique and represents the high standards and quality your brand promises to uphold.

BRAND NAMING | BRAND CREATION

The Pure Ghee & Co

created a name that resonates with young Indian consumers, reflecting the product's purity and high quality while standing out in a competitive market.

BRAND NAMING | BRAND CREATION

Melo Weds

Melo Weds" is a name that combines the concepts of memory and melody, encapsulating the essence of cherished wedding moments.

BRAND NAMING | BRAND CREATION

Brand We created

Nutown

Creating a dedicated marketplace where all kinds of nuts and dry fruits are available, creating a sense of community and abundance.

BRAND NAMING | BRAND CREATION

Romont

"Romont" is unique and stands out in a competitive market. It sounds lavish, setting a tone of opulence for the brand.

BRAND NAMING | BRAND CREATION

Quinq

"Quinq" suggests quickness and efficiency, evoking the idea of a click, which signifies instantaneous action and results. The name encapsulates the product's core promise of being a catalyst for progress: "Quinq now, Quinq today, Quinq faster."

BRAND NAMING | BRAND CREATION

MEYU

Creating a brand name for a new entertainment hub and OTT platform for Suraksh Entertainments.

BRAND NAMING

AURAVE

A name derived from "Aura" and "Vibe." "Aura" symbolizes the radiant, glowing energy surrounding an individual,

BRAND NAMING | BRAND CREATION

ALANATI RUCHULU

This name was chosen to evoke nostalgia and a connection to the rich culinary heritage of India. "Alanati" signifies the timelessness of traditional recipes passed down through generations, while "Ruchulu" emphasizes the variety and richness of flavors.

BRAND NAMING | BRAND CREATION

Garthapuri

A name that signifies the history of Guntur, Regional nostalgia, evoking an emotion for the consumers and a story to be known.

BRAND NAMING

Palette

Created a complete brand for a lifestyle market. Palette signifies a colorful, vibrant way of life. This simple term acknowledges many emotions in the industry.

BRAND NAMING | BRAND CREATION

THE MAGSMEN ADVANTAGE

Exclusive Expertise

Magsmen is the only brand consulting firm operating across Andhra Pradesh and Telangana, offering unparalleled expertise in the local market. Our deep understanding of the regional nuances and consumer behaviours ensures that we can craft strategies that resonate strongly with your target audience. This localized approach not only positions your brand effectively within these states but also leverages regional strengths to maximize your brand's impact.



Building Brands That Customers Love

At Magsmen, we specialize in creating brands that customers truly love. Our team believes in the power of meaningful connections and emotional engagement. We craft brand stories that are not just compelling but also deeply resonate with the customers, turning them into loyal advocates. By prioritizing customer-centric strategies, we ensure that your brand stands out and builds lasting relationships with your audience.



Award-Winning Strategies and Proven Success

Magsmen has been recognized with numerous awards, including the r. These accolades reflect our commitment to excellence and innovation in brand strategy. Our proven track record with major brands, such as Tenali Double Horse and other industry giants, showcases our ability to deliver successful and impactful brand campaigns.



Comprehensive and Strategic Approach

Unlike many other firms that focus solely on visuals, Magsmen emphasizes a comprehensive brand strategy. We delve into market research, competitive analysis, and strategic positioning to ensure that every aspect of your brand is aligned with your business goals. Our 5D approach (Discover, Define, Design, Develop, and Deliver) and SDCT model (Strategy, Design, Content, and Technology) are designed to create cohesive and effective brand solutions.



Exceptional Client Service and Flexibility

Our commitment to client satisfaction is evident in our flexible and responsive approach. Magsmen prides itself on excellent communication, being available on times to meet deadlines and deliver high-quality work. Our clients appreciate our dedication and willingness to go the extra mile, making us a trusted partner in their brand-building journey. We aim to make the process as smooth and rewarding as possible, ensuring your brand reaches its full potential.



Our clients praise us!



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

Thanks to Magmen. 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 Magmen for brand consulting and help us in build 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 Magmen 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 Magmen 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





The platform powering India's next generation of podcast creators.

Leaders, Legends & Lessons. All at one place

Viewership across
all platforms

90 Million +

No.of Podcasts



30+

Total
Community



100k+

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See Clearly
Shape Sharply
Build Precisely
Scale Consistently
That's
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BRAND CONSULTANTS
STYLE



When clarity leads, brands win.

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Corporate Office: H no 1,
Metro pillar no C1762,3rd
Floor, PLOT NO 23,
90/2/A/23, near Image
Hospital Road, Silicon
Valley, Madhapur,
Hyderabad, Telangana
500081

Head Office: 4th floor,
icon spaces, 5-98-57/5,
6th Ln, beside
Arundelpet Police
Station, Brodipet,
Guntur, Andhra
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avenue, Rowville,
VIC, 3178, Australia

    
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