

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-15	BRP:	Aswathy Das
Brand:	Muthoot Pappachan Group	Contact Person :	Thomas Muthoot
Project Title :	Internal Collateral		
Category:	Brand Design		

Background

na

Communication Objective

na

Target Audience

N.A.

Focus of Communication

N.A.

Proposition

na

Reasons why consumers will believe/buy

N.A.

Deliverables/Execution Specifics

na

Check List

<https://www.groupccl.com/>

Comments if any

n.a.

Deadline

10/10/19