

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-31	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Rajeev
Project Title :	Moongrace print file		
Category:	Brand Design		

**Background**

Need the print file of Moongrace brochure

**Communication Objective**

Need the print file of Moongrace brochure

**Target Audience**

All

**Focus of Communication**

know about moongrace

**Proposition**

Need the print file of Moongrace brochure

**Reasons why consumers will believe/buy**

Asset Homes is synonymous with quality

**Deliverables/Execution Specifics**

Need the print file of Moongrace brochure

**Check List**

NA

**Comments if any**

NA

**Deadline**

31.10.2019