

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-15	BRP:	Jayakrishnan B
Brand:	Muthoot Pappachan Group	Contact Person :	Rahul chandra
Project Title :	Office Branding Board		
Category:	Brand Design		

Background

Muthoot Fincorp is a product of Muthoot Pappachan group, Muthoot Fincorp is a mass provider of finance in the form of gold and other loans with over 3500 branches pan India.

Communication Objective

To Brand Muthoot Fincorp office

Target Audience

Public

Focus of Communication

It is the office of Muthoot fincorp

Proposition

na

Reasons why consumers will believe/buy

na

Deliverables/Execution Specifics

Board size - 20x4 Muthoot fincorp logo

Check List

Muthoot Fincorp Logo

Comments if any

NA

Deadline

15.10.19