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SPEAKS FOR ITSELF



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SHUTTLE

CHICAGO << PURDUE >> INDY

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AT PURDUE

- 2017 EXPONENT READERS' CHOICE AWARDS

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# SLEIGHING THE COMPETITION



VOTED BEST SHUTTLE SERVICE  
- PURDUE EXPONENT  
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# GETTING HOME HAS NEVER BEEN EASIER



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# Nazeem Hussain's "Legally Brown"

## Social Media Advertisements (Samples used for Facebook) - 2016



A preview of the social media boosting panel (Facebook)

This screenshot shows the Facebook 'Boost Post' interface. At the top, it displays the reach (5,904 Paid Reach), actions (1,495 Actions), and budget spent (\$10.00). A message indicates that the boost has exhausted its budget. Below this, the 'Actions' section shows 37 Photo Clicks, 20 Page Likes, and 1436 Post Likes. The 'People' section shows the target audience: Age 16-65+, Gender Male and Female, Interest funny videos, Satire or 4 others, and Other Location: Sri Lanka. It was boosted by Rahul Maheswaran. The 'Budget Spent' section shows a current budget of \$10.00 and payment method Visa(\*\*\* 4008). On the right, there's a preview of a boosted post from 'The Agency Asia' with the text 'Don't miss your chance to watch Nazeem Hussain Live In Sri Lanka. Grab your tickets today!' and a large '4 DAYS TO GO' graphic. The bottom of the screen shows standard Facebook navigation links for 'Terms & Conditions' and 'Help Center'.

# Nazeem Hussain's "Legally Brown"

Newspaper and Banner Design

# nazeem hussain

# LEGALLY BROWN

January 17<sup>th</sup>, 2016

Sri Lanka Exhibition & Convention Centre  
7.30PM Onwards



TICKETS AVAILABLE AT

**wow.lk**  
the entertainment platform

hospitality partner

**RAMADA**  
COLOMBO

electronic media partners

**LITE 87 TNL 99.2**  
FM radio

print media partners

**The SUNDAY TIMES** **Daily FT**  
Daily Mirror

digital signage partner

**EMERGING MEDIA**

# Chapter One Fine Dining Restaurant

# Opening week poster



## Soul food.

Reason No.1 to visit Cafe One in Sri Lanka

### CHAPTER ONE

### CAFE ONE

Now there's a new place to experience the magic of Sri Lanka: Chapter One restaurant and it's cafe, Cafe One. If you're looking for the best food in world class surroundings then look no further. Whether it's a meal overlooking the waters of the Diyawanna Oya, a tasty treat in the Cafe, a romantic candlelit meal in the garden, or relaxing in the Members' Bar, you won't find a better place.

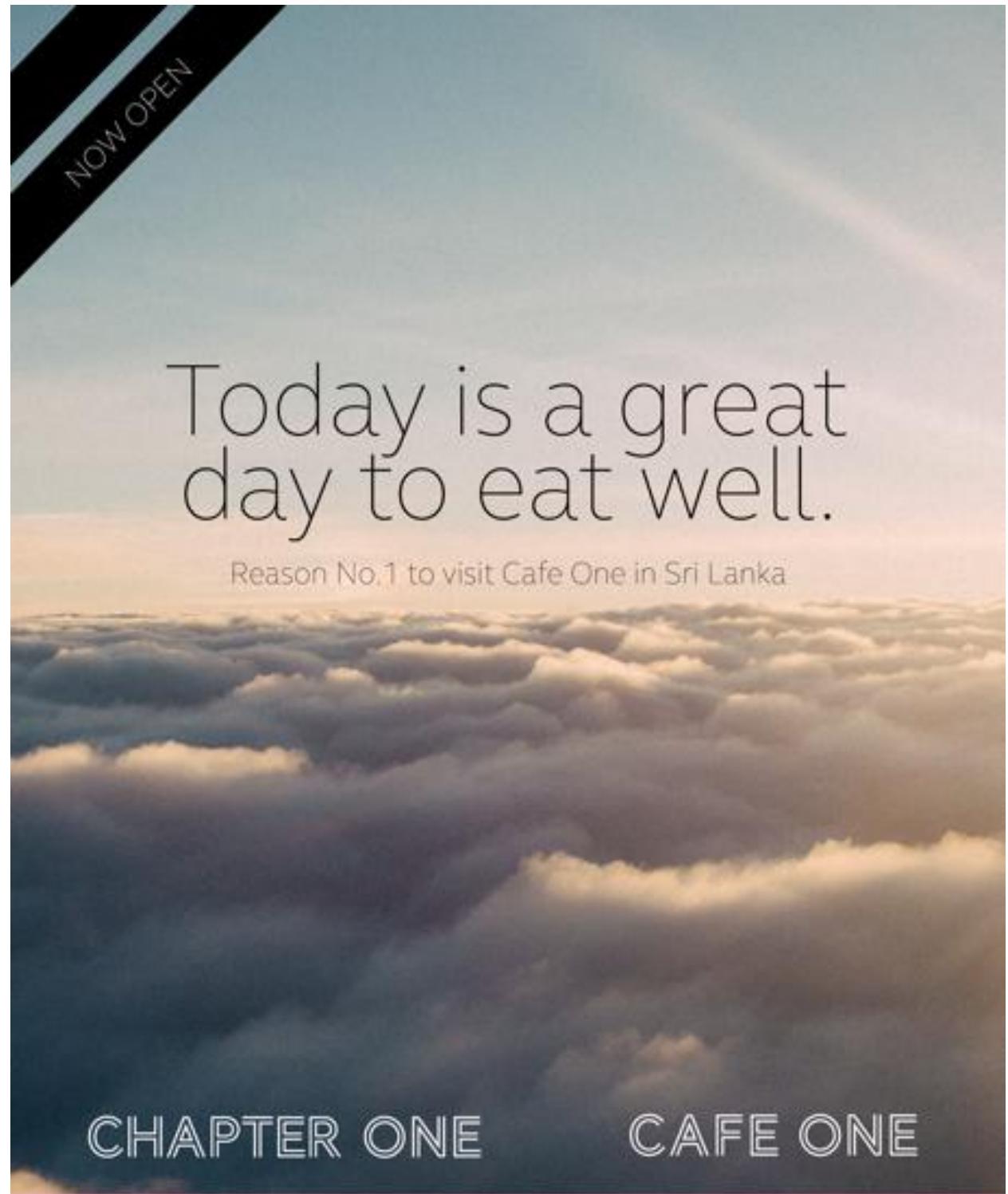
Drop in and say hi and we'll do our best to make your day in Sri Lanka something to remember.

Call us on +94 (11) 205 3330 or visit [www.chapterone.lk](http://www.chapterone.lk) for more information.

No 931C, Parliament Drive, Ethul Kotte, Sri Lanka

# Chapter One Fine Dining Restaurant

# Opening week poster



## Today is a great day to eat well.

Reason No.1 to visit Cafe One in Sri Lanka

### CHAPTER ONE

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**Now there's a new place to experience the magic of Sri Lanka: Chapter One restaurant and its cafe, Cafe One.**

If you're looking for the best food in world class surroundings then look no further. Whether it's a meal overlooking the waters of the Diyawanna Oya, a tasty treat in the Cafe, a romantic candlelit meal in the garden, or relaxing in the Members' Bar, you won't find a better place.

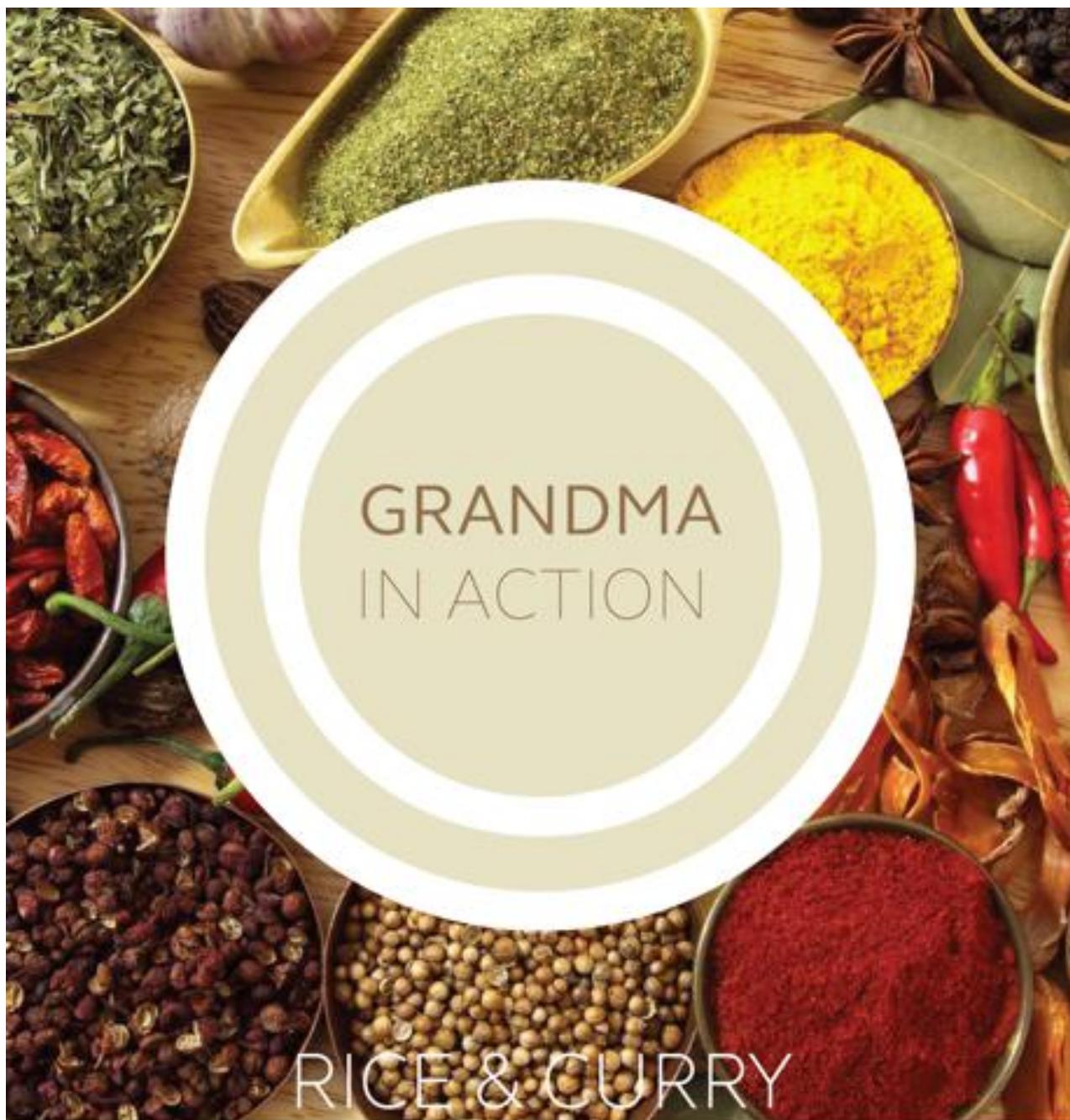
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No 931C, Parliament Drive, Ethul Kotte, Sri Lanka

# Chapter One Fine Dining Restaurant

## Local Cuisine promotion



### RICE & CURRY

Spices ground by grandma? Close enough.

Our promise is that we only use the finest homegrown spices straight from the fields  
so you never miss amma's cooking again.

That's why we also take the effort to match by colour and taste a vast range of rice and curry combinations -  
a new one every day - and impart to our cooks exactly how it must be made: almost right at home, with love.

OPENING SOON

CHAPTER ONE

Chapter One Restaurant + Cafe One No 931C, Parliament Drive, Ethul Kotte, Sri Lanka.  
+94 11 2053330 eat@chapterone.lk facebook.com/ChapterOneLK www.chapterone.lk

# Chapter One Fine Dining Restaurant

Cheeky ones, once in a while



No but seriously, we know how busy the rush hour can get and we want to make sure that your loved ones get the **ONE** bread that they deserve, fresh from our ovens.

Just pick up the phone and reserve your baked goods from the varieties of options available, as you drive home.

So fresh and delectable we sometimes wish we'd keep it all for ourselves.  
We will keep yours just for you though, we promise.

FOCACCIA ◊ WHITE LOAF BREAD ◊ BROWN LOAF BREAD  
MULTI CEREAL BREAD ◊ FRENCH BAGUETTES

# Chapter One Fine Dining Restaurant



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Chapter One Restaurant + Cafe One - No 93/1C, Parliament Drive, Ethical Hotel, Sri Lanka  
+94 11 2053330 | eat@chapterone.lk | www.chapterone.lk

**CHAPTER ONE**  
A SIMPLE STORY LIKE ALL GREAT STORIES!

[www.facebook.com/ChapterOneLK](http://www.facebook.com/ChapterOneLK)



**SOUL FOOD  
RIGHT AT HOME**

Spoil yourself with an unparalleled standard of  
culinary hygiene and craftsmanship.

We've even got down packaging that sets a new bar  
for Sri Lanka - health always a priority - with

**ZERO PLASTICS**

providing you soul food right at home.

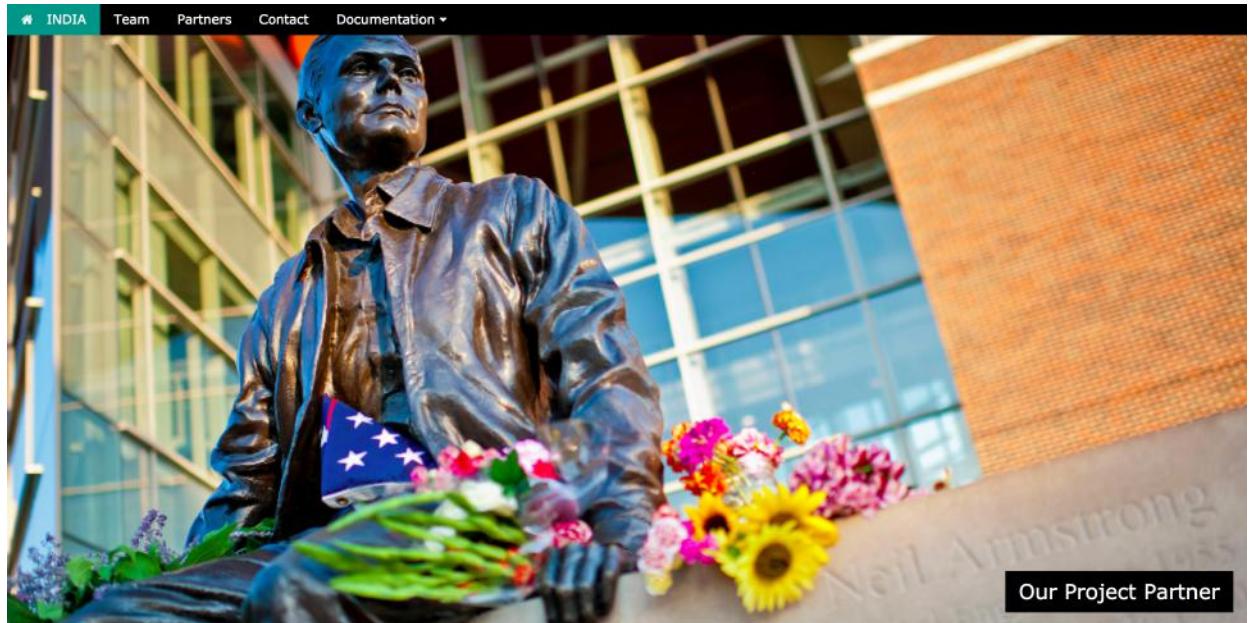
OPENING SOON

**CHAPTER ONE**

Chapter One Restaurant + Cafe One - No 93/1C, Parliament Drive, Ethical Hotel, Sri Lanka  
+94 11 2053330 | eat@chapterone.lk | www.chapterone.lk

# EPICS PURDUE - Website Development

<https://epics.ecn.purdue.edu/india/>



Our Project Partner

## Be the change - Team INDIA

An initiative by:

EPICS PURDUE

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# EPICS PURDUE - Website Development



## OUR PARTNERS



EPICS is a service-learning design program in which teams of students partner with local and global community organizations to address human, community, and environmental needs. EPICS was founded at Purdue University in Fall 1995 housed under the College of Engineering.



Professionals from John Deere have helped us in various ways, ranging from providing technical knowledge regarding agricultural equipments to participating in our design review and giving us valuable feedbacks.



College of Agriculture has assisted us in every step of our project by providing knowledge regarding farming techniques and tractors built from discarded items at low costs.

## CONTACT INFORMATION

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One small step for man... One giant leap for mankind...

~ Neil Armstrong

Bachelor of Science, 1955 - Purdue University



Rahul Maheswaran  
INDIA Team - Spring 2017