

Creative Brand Builders

Hi **there!**

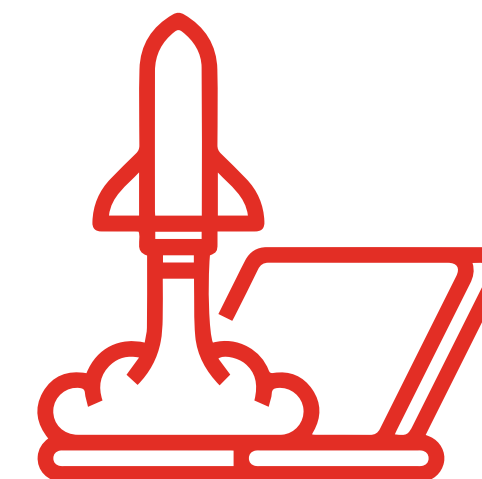
We are a group of ambitious creatives who aim to present ideas to the world in a very unique manner.

We begin every problem with an open mind, curious spirit and without preconceived ideas.

Our ultimate goal is to have a meaningful impact on meaningful brands. In achieving this goal we have already left our mark on 450+ projects.



450+
Projects Completed



80+
Brands Helped

Partial Client List



Foxy Eyes



So, what do we do?

Our Capabilities

We love crafting beautiful, smart and inspired work that is focused on a business’ goals and their customers. We do this across multiple touch points to help organizations achieve their goals.

Brand Strategy

- Brand Audit
- Market research
- Competitor analysis
- Brand core
- Tone & Voice
- User Experience

Brand Identity

- Brand Development & Rebranding
- Naming
- Messaging
- Logo
- Colour & Typography
- Pattern & Iconography
- Brand Style Guides

Branding

- Website Design & Development
- UX/UI
- Packaging
- Copywriting
- Stationery Designs
- Collaterals
- Videos & Motion Graphics
- Illustrations
- Powerpoint/Google Presentation

Digital Marketing

- Copywriting
- Case Studies
- Social Media Creatives
- Explainer & Promo Videos
- Ads & PPC/SEM

**"People are not interested in you.
They are not interested in me. They
are interested in themselves—
morning, noon, and after dinner."**

DALE CARNEGIE
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

Our Approach:
Design Thinking

In other words, we design solutions for intended users. This can be applied to products, business models, branding, and especially digital solutions.

We put the needs of the user at the center of everything we create, which is the most powerful way to start and finish brand identity projects

To kick things off, we use a fast paced, user centric, and facilitated framework that defines and prioritizes user needs, creates user journeys, surfaces actionable insights, makes strategic recommendations and produces tangible results that will be deployed on the business website.

This is an integral step in our overall process:

Discover Insights --> Define Goals --> Execute Beautifully

Within this process, we follow Agile principles in iterative cycles of ideating, executing, and validating.

How it works

The result?

Effective, beautiful and beloved brands.

Prove it. Let's see some
case studies.

Case Studies

The following pages cover a handful of case studies that demonstrate our process in great detail. These projects also share some of the challenges outlined in your brief.

These challenges include brand identity design, user experience design, and brand messaging.

Square Roots

We helped them redesign their current logo and their branding such as posters, company profile, pitch deck, etc.

Services

- Brand Strategy
- Brand Identity
- Stationery Designs
- Print & Digital Collaterals
- Company Profile
- Social Media Creatives
- Pitch Deck



WHAT HAPPENED?

The new brand identity now represents them more clearly,
and the collaterals & support materials assisted in targeting
right customers.

PHASE ONE

Strategy & Approach

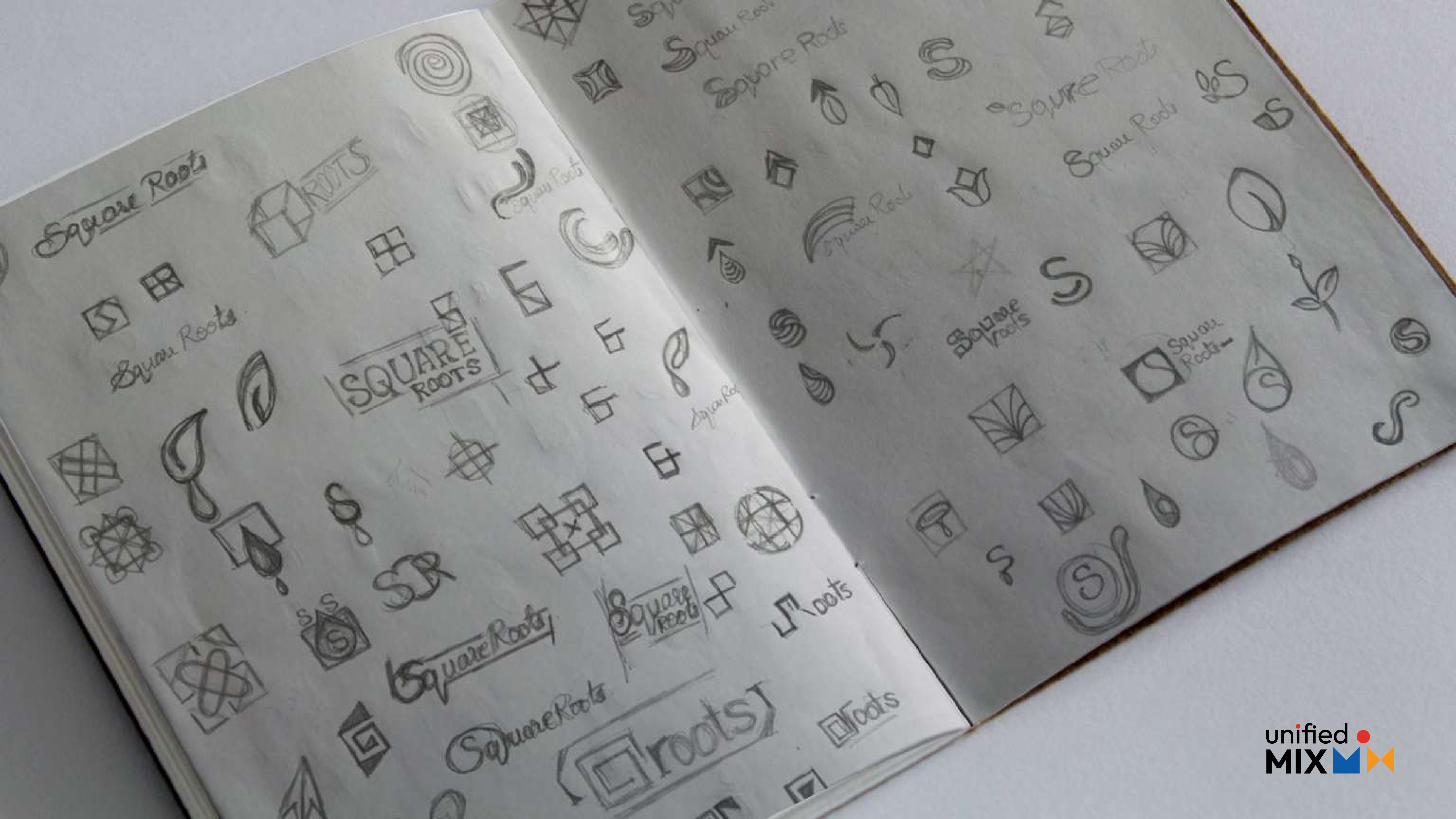
DEVELOPING THE STRATEGY

Through our discovery session, we surfaced the challenges Square Roots was facing. In the process, they prioritized the needs and goals of the business and its customers.

DEFINING THE BRAND

Through a series of exercises in the strategy session, we were able to extract and refine the key pillars of the brand. This defined the brand's personality: how it should look, sound, and act.





Process Notes

After the discovery session and market research our team planned on the concepts that would display elegance & displays concept of the brand name.

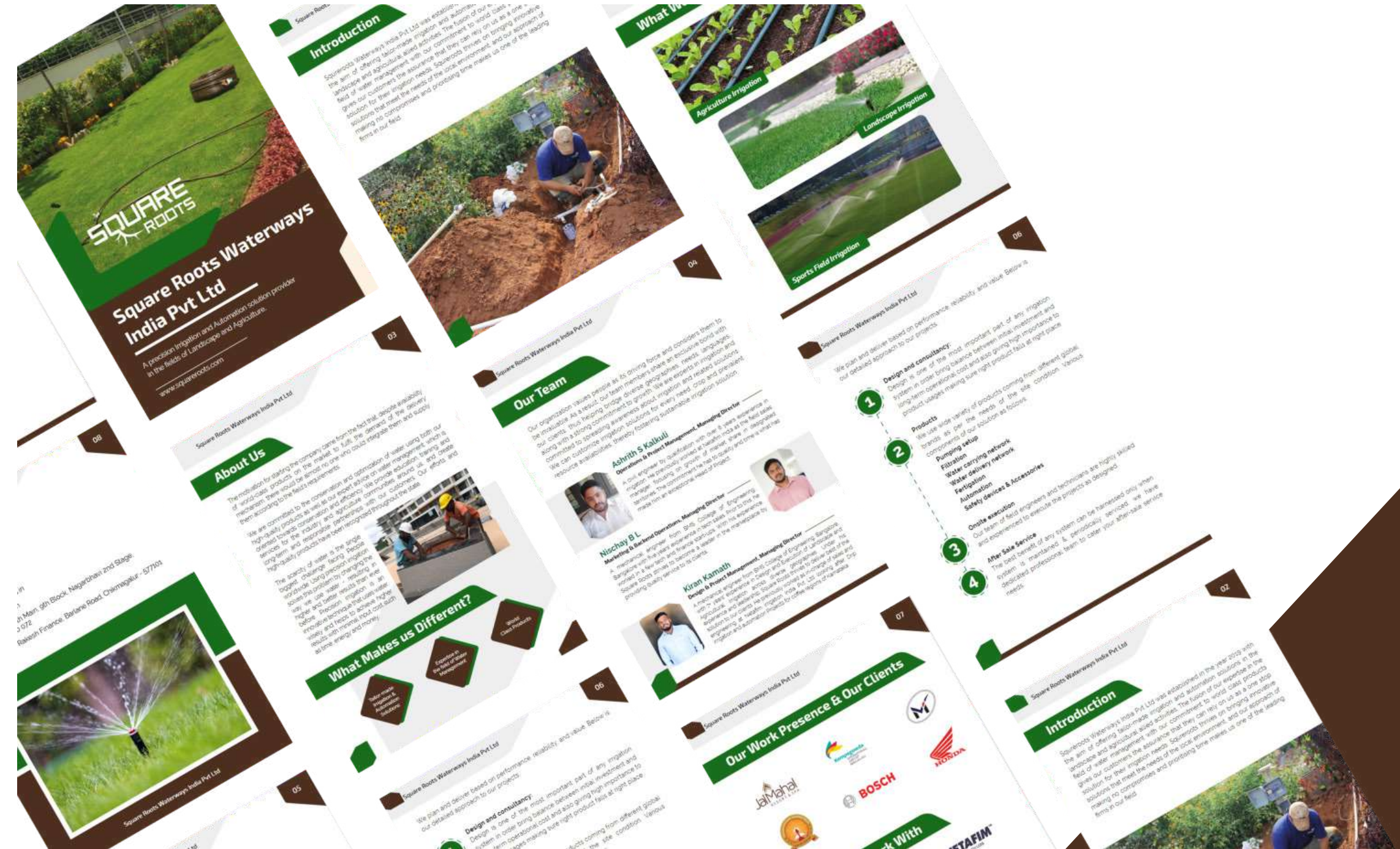
Armed with research, we went ahead to sketch about 125-150 sketches, narrowed down to the final logo.

Complimenting this logo, the colour Green & Brown were added to enhance quality, and elegance which are brand's core.





SQUARE
ROOTS



Contextual Applications are presented in order to help the client imagine how the design would look like in real life.

Netafim India

We helped them get more creative and be more free in exploring new ideas of videos and complex graphics for all 3 Netafim regions in India.

Netafim India wanted to try something new and attractive in their social media, their marketing and sales materials, their internal and external marketing campaigns, for dealer shops and become better than their competitors in the market.

We focused on creating attractive and totally custom posts for various products and integrated the targeted message in every post.

Services

Posters & Reels Creation in 4 languages

Campaign Brainstorming

Internal Marketing

Video Editing



The poster features the Netafim logo at the top left and the Orbia logo at the top right. The title is in large Kannada script. Below the title is a table with three columns and two rows of bullet points. At the bottom, there is a blue bar with social media icons, the website URL, and contact numbers.

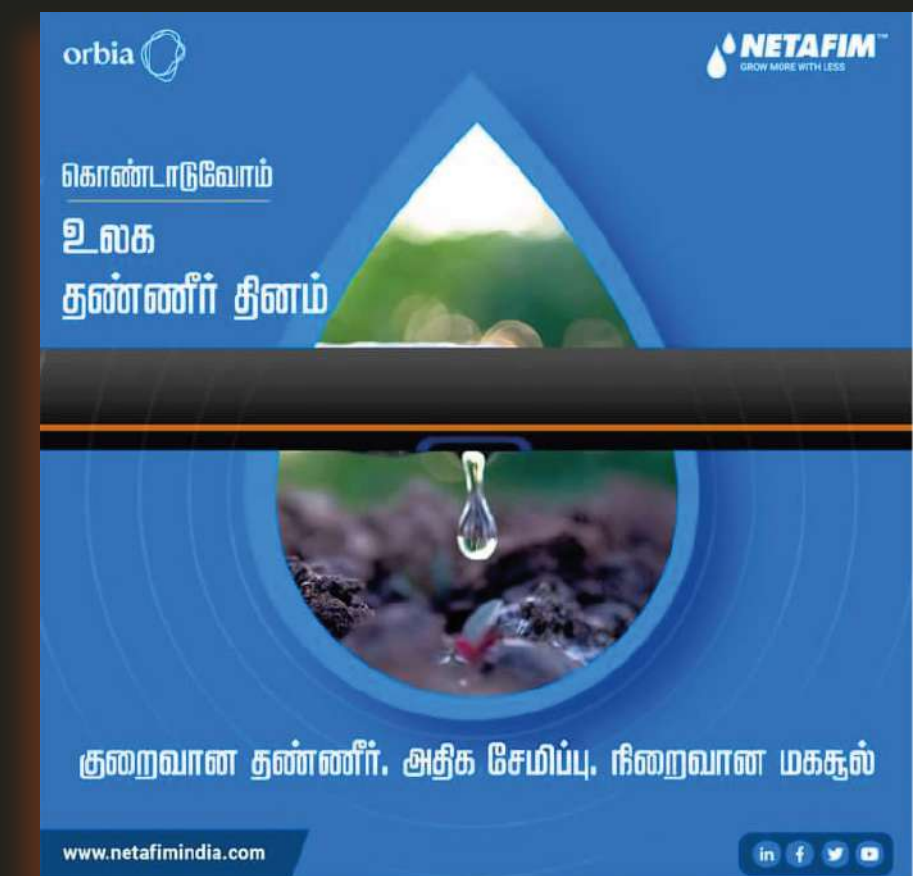
• ಥಿನ್ ವಾಲ್ ನ ಶ್ರೇಣಿ - 0.5, ಮಿಮೀ	• 500 ಮೀಟರ್ ನ ಸುರುಳಿ ಲಭ್ಯವಿದೆ	• 5-7 ವರ್ಷಗಳು ಕಾರ್ಯಕ್ಷಮತೆ
• ಥಿನ್ ವಾಲ್ ನ ಶ್ರೇಣಿ - 0.38, 0.31 ಮಿಮೀ	• 1000 ಮೀಟರ್ ನ ಸುರುಳಿ ಲಭ್ಯವಿದೆ	• 1-2 ವರ್ಷಗಳು ಕಾರ್ಯಕ್ಷಮತೆ



The Facebook post includes a video thumbnail of Mr. Arun Deshmukh, Head Agronomy - SBU Central. The text of the post is in Kannada, discussing how to fill the scarcity in the Khodwa crop. The post has 204 likes, 2 comments, and 15 shares.



The poster is for a workshop titled 'Workshop on Sustainable Protected Cultivation using Netafim Digital Farming Solutions'. It features the Netafim logo and the Orbia logo. The date is February 22, 2023. The poster lists the topics to be covered: 'Increase Yield & quality using Netafim Digital farming systems' and 'Protected cultivation New trends & insights from the experts and industry Leaders'.



The social media post features the Netafim logo and the Orbia logo. The text is in Kannada, discussing the benefits of Netafim's digital farming solutions. The post includes a video thumbnail showing a close-up of a plant.

1. பிறகு பளஸ் வால்வு எண்-3 வால்வு இறக்கப்படவேண்டும்.
 2. பிரதான கட்டுப்பாட்டு வால்வு எண்-4 மூடப்படவேண்டும்.
 3. மணல் வடிகட்டி 5-10 நிமிடங்கள் சுத்தம் செய்யப்பட வேண்டும்.
 4. கவனமாக இருக்க வேண்டும். மற்றும் வடிகட்டியிருந்து மணல் வெளியே வரக்கூடாது.
 5. அசுத்த நீர் வெளியேறிய பின் சுத்தமான நீர் வரும் போது பிரதான கட்டுப்பாட்டு வால்வு எண்-4 இறக்கப்படவேண்டும்.
 6. பிறகு பளஸ் வால்வு எண்-3 வால்வு மூடப்பட வேண்டும்.
 7. இன்லெட் வால்வு எண்-1 வால்வு இறக்கப்பட வேண்டும்.
 8. பின் சிப் தள்ளும் கட்டுப்பாட்டு வால்வு எண்-2 மூடப்பட வேண்டும்.

www.netafimindia.com
response@netafim.com
 இலவர் ஆழைப்பு எண் : 1800 103 2000
 மிஸ்டுகால் எண் : 977 299 0555

STREAMLINE™ X

The *toughest* thin wall drip line ever made.

Wall Thickness
 0.13, 0.15, 0.18, 0.2mm

Variety of Flow Rates
 0.72 to 2.8 l/h

- Interior Ribbed Surface
- Exterior Ribbed Surface
- Tough Interior

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 South toll free number : 1800 103 2000
 Missed call number : 977 299 0555

Trouble - Free Operation
 Long - Term Uniformity
 All - Round Durability
 Perfectly Fits Your Needs

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CoolNet™ Pro

Benefits & Features

- High Cooling & Humidification efficiency
- Multiple filed applications
- Keep your crop from drips damage

Fogging Controller

Benefits & Features

- Pulse based fogging
- Scheduled fogging according to program
- Automatic on and off system
- Precise, accurate fogging

response@netafim.com
www.netafimindia.com
 Toll Free Number : 1800 103 2000

PCJ Driper

(பி.சி.ஜி. டிரிபர்)

லாண்ட்ரோப்சு அன் லீன் ஸ்ரீஸ் சரிமுகிசுவ,
 லாண்ட்ரோப்சு ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ்

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 2 லீட்ஸ், 4 லீட்ஸ் 8 லீட்ஸ்

www.netafimindia.com
response@netafim.com
 ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ் : 1800 103 2000
 ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ் : 977 299 0555

FLEXNET™

• Netafim's Flexible Pipes
 • Main Line and Sub Main Line Piping is easy to install, Recycle and wrap

Best Alternative to PVC pipes

- Available Diameters: 2", 3", 4", 6"
- Coil Length: 50 to 100 meters

www.netafimindia.com
response@netafim.com

Why choose Flex Net?

- Easy and quick installation
- Low transportation and storage costs
- No trenching needed
- Highly durable
- No bend or leak



Applications:

- Sprinkler System
- Water Carrier System
- Drip System - Main line and sub main

D-Net™ 8550 F.R

(டி-நெட் 8550 ஃபி.ஆர்)

1. லாண்ட்ரோப்சு ஸ்ரீஸ் ஸ்ரீஸ்
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GyroNet™

(ஜைரோநெட்)

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Disc Filter Cleaning

1. ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ்
 2. ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ் ஸ்ரீஸ்

Netajet- 4G

THE ULTIMATE AUTOMATION AND FERTIGATION MACHINE

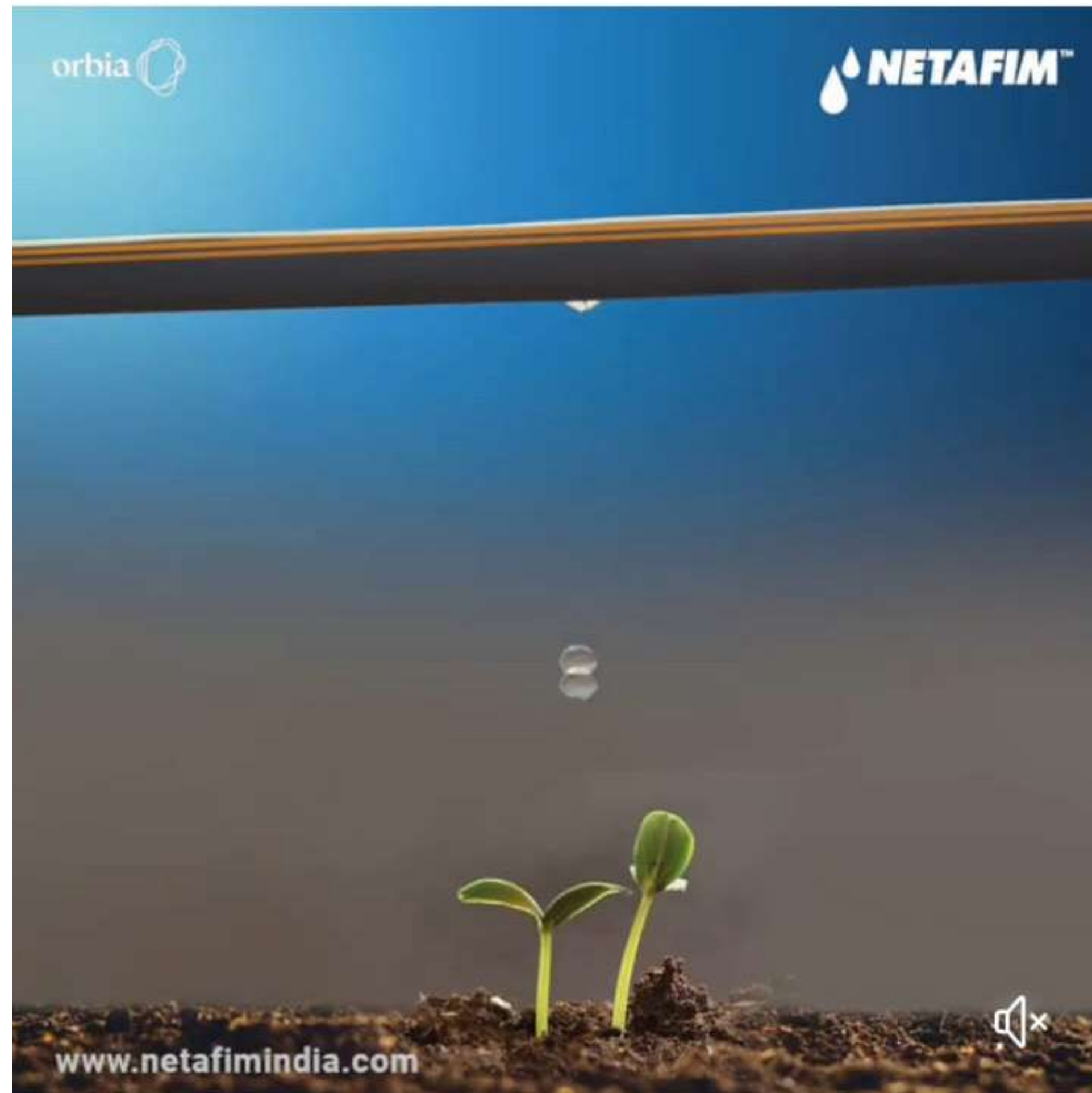
- High Precision through EC and PH Control
- Unique Static Mixing Chamber
- 15 Years of Market Success
- Operates 256 Valves
- Minimum Investment with rapid ROI
- Highly Accurate Dosing Channels



Netafim India

22 Mar · 🌐

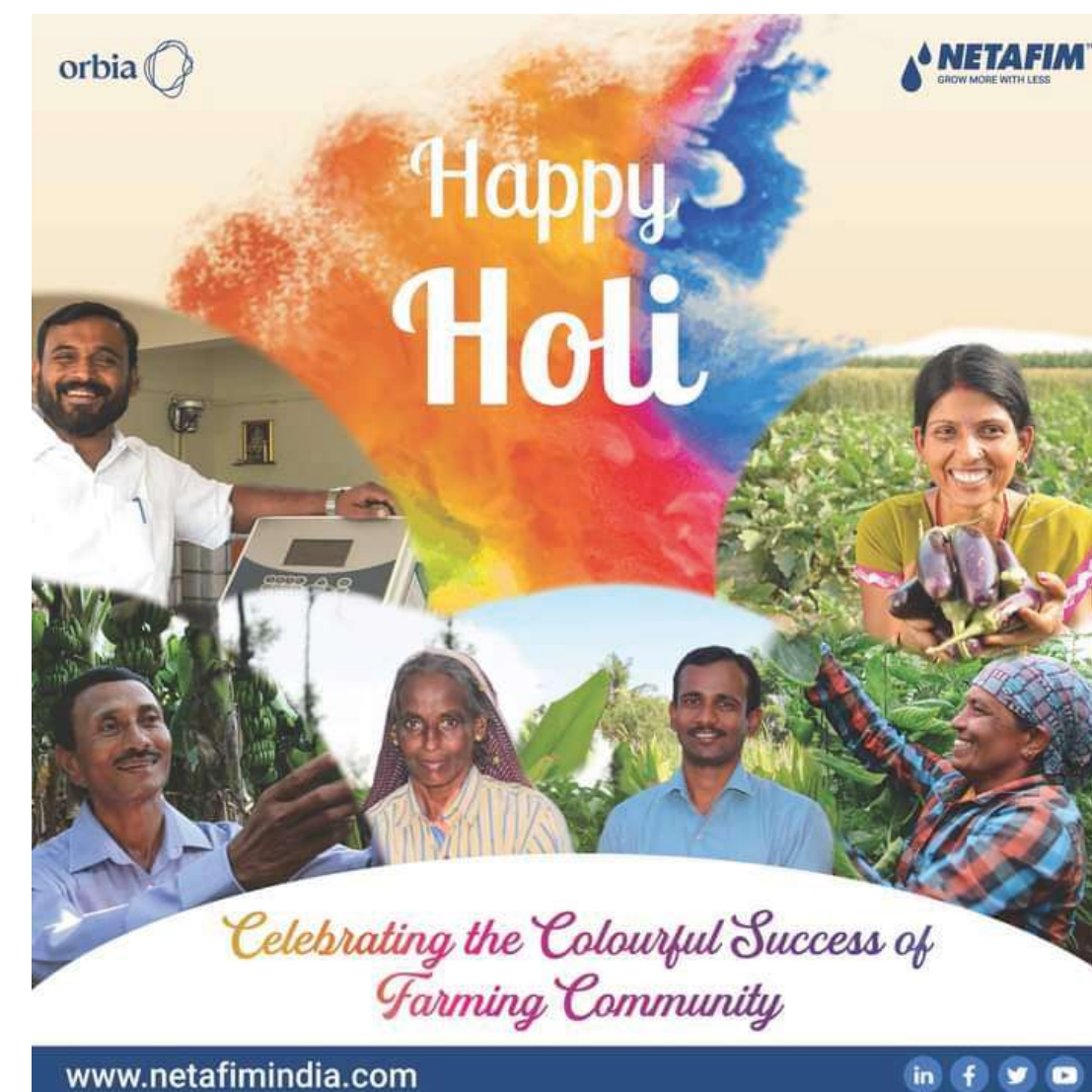
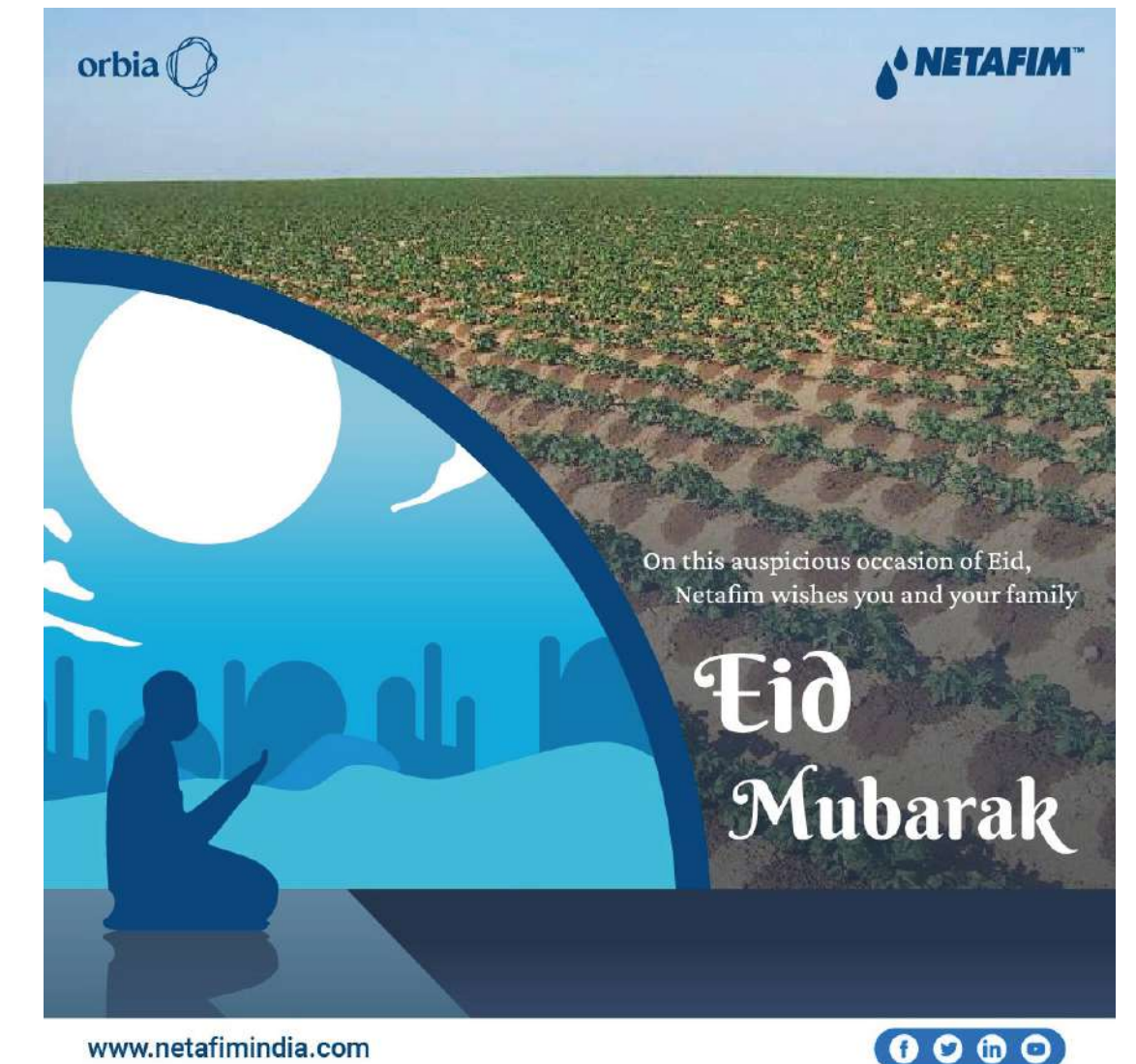
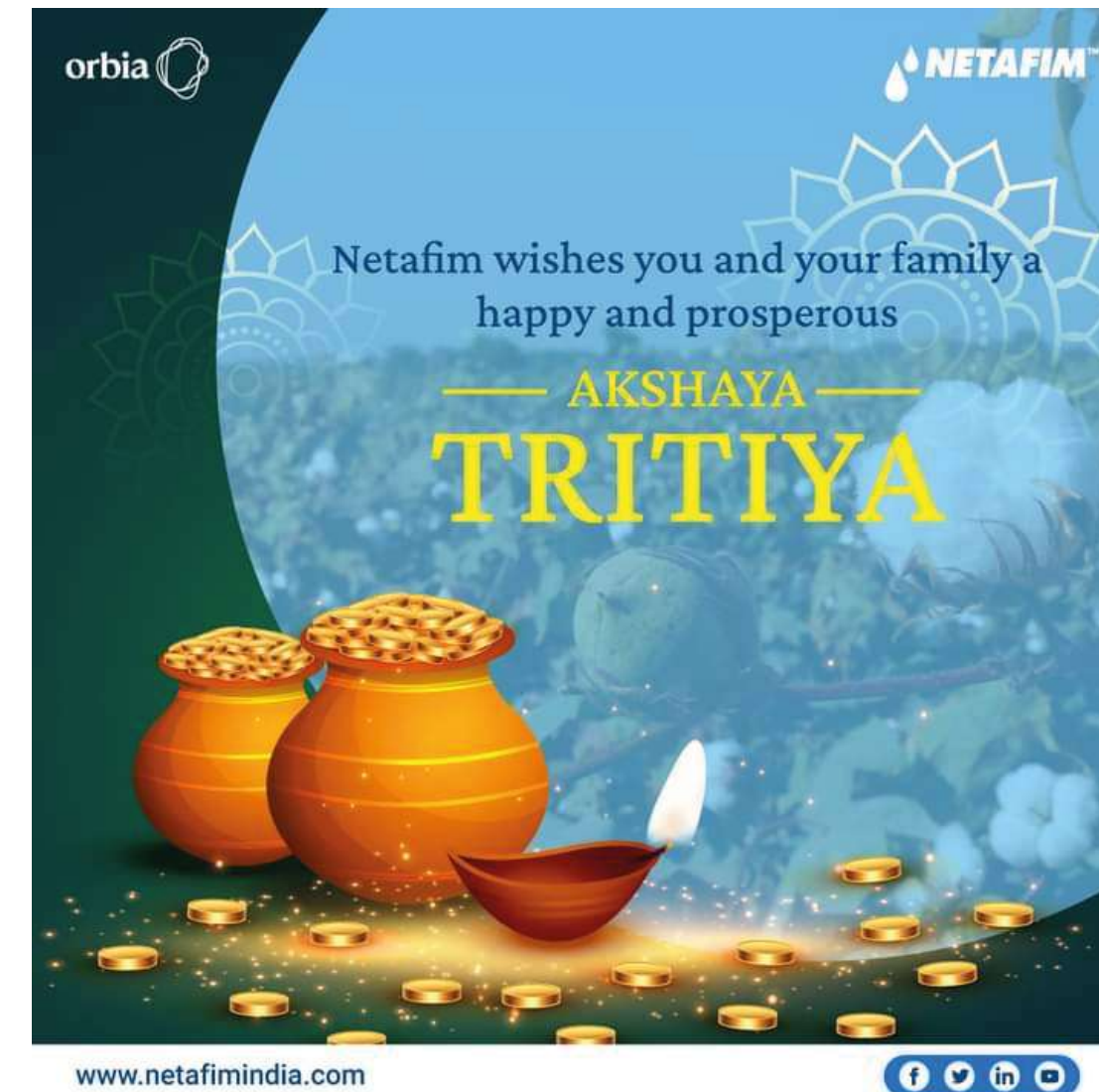
We must change the way we use water to grow food.
#WorldWaterDay



👍 55

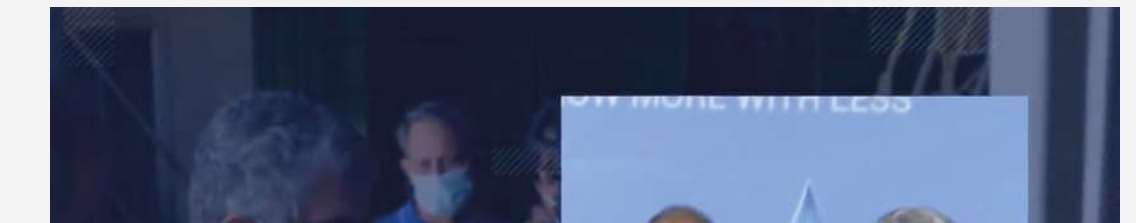
1 comment • 24 shares • 1.1K Views

Festival Posts, Still Creatives & Video






Official Visits Videos




Netafim Dealership Certificate Design






NETAFIM™
An Orbia business.





NETAFIM


WELCOMES YOU ALL

ಪ್ರಪಚಂದ ನಂ 1, ಹನಿ ನೀರಾವರಿ ಕಂಪನಿ

 ನೀರಾವರಿ

 ಸ್ವಯಂಚಾಲಿತ ಕೃಷಿ ಪರಿಹಾರಗಳು

 ಹಸಿರು ಮನೆ

 ಸಮುದಾಯ ನೀರಾವರಿ ಮತ್ತು ಯೋಜನೆಗಳು

www.netafimindia.com | response@netafim.com

Rest of India: 1800 103 2000 | GJ & RJ: 1800 419 5000



NETAFIM™
GROW MORE WITH LESS

PIONEER & GLOBAL LEADER IN SMART IRRIGATION SOLUTIONS



- 250 Registered & 150 Pending Patents
- Over 1 Million Farmers Served in India
- 110+ Countries
- 57 Years of Innovation
- 19 Manufacturing Plants
- ~30% Global Market Share
- 150 Agronomic Experts Worldwide



NETAFIM™
An Orbia business.

Benefits of Drip in Sugarcane



- Higher Yields
- Healthier, Better Quality Crops
- Safe and Efficient Delivery of Fertilizers & Insecticides
- Fewer Weeds
- Substantial Water Saving
- Lower Maintenance Cost
- Improved Soil Aeration
- Labor Savings



NETAFIM™
GROW MORE WITH LESS


NetBeat™

1ST IRRIGATION SYSTEM WITH A BRAIN









NETAFIM™
An Orbia business.


Flexnet™

Farming Simplified

World's Most Trusted Israeli Technology...

Suitable for small farms.

- Affordable
- Easy to Install
- Easy to Transport
- Labour & Time Saving
- Reliable Performance



Testimonials & Education Videos



How to fill the scarcity in the Khodwa crop?
#Sugarcane

⚙️ • Rate this translation

Mr. Arun Deshmukh
Head Agronomy - SBU Central

in ratoon crop
as compared to plant cane.

FACEBOOK.COM

LEARN MORE

204 3 comments • 15 shares • 105K Views

Contact Us

Product Reels



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GROW MORE WITH LESS

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இலவச அழைப்பு எண்: 18001032000

Netafim Diary Design

GLOBAL LEADER IN SMART IRRIGATION SOLUTIONS

NETAFIM GLOBAL

29

Subsidiaries

5,000+

Employees

3

Recycling Plants

17

Manufacturing Plants

110+

Countries - Delivering Innovative Solutions

150

Agronomic Experts Worldwide

NETAFIM INDIA

1,000+

Employees

2,500+

Dealers

11

For

25


Ac

QUALITY ASSURANCE


Quality assurance & control

SUB SURFACE DRIP IRRIGATION


Netafim's sub surface drip irrigation helps farmers get more produce with fewer resources




Saves water & energy




Lower maintenance cost




Long life of drip system




Labour saving




Lesser weed growth




Lesser damage from humans and live stock




Improved soil aeration




Zero annual installation cost



Reaching active root zone quickly



Healthier & superior crops



FLEXNET™ FLEXIBLE PIPE

A revolutionary leak-proof flexible mainline and manifold piping solution that's foldable, movable and affordable

BENEFITS

- Compact and Lightweight.**
- Easy to lay- Quick to install.**
- Easy to transport on two wheeler.**
- No snaking. No leaking.**
- Flexibility of pre-welded outlets.**
- UV and Chemical Resistant.**

APPLICATIONS

- Agricultural, Horticultural and Mining**
- Uses for transfer, distribution and manifold piping**
- Subsurface and surface installation**
- Use with Thruwell or Heavywall driplines**
- Suitable for Drip and Sprinkler irrigation**

SPECIFICATIONS

- Sizes 2", 3", 4", 5" and 6"**
- Coil Length: 50 meters and 100 meters**




HEALTH & SAFETY GUIDE

HEIGHT & WEIGHT CHART

Height Feet	Weight Pounds	Height Cm	Weight Pounds
Male		Feminine	
157.5	55.5/57.1	147.5	43.5/45.5
159.0	54.5/60.5	150.0	44.4/49.0
160.2	56.2/61.8	152.5	45.9/51.2
165.0	57.6/65.0	155.0	47.1/52.5
167.5	59.0/68.8	157.5	48.3/55.0
170.0	60.7/66.6	160.0	49.5/55.5
172.5	62.6/68.8	162.5	51.3/57.1
175.0	64.4/70.7	165.0	52.9/59.0
178.0	66.0/71.5	167.5	54.4/59.5
180.0	68.0/74.0	170.0	56.2/60.8
182.0	69.0/72.1	172.5	58.0/64.6
185.0	71.0/79.0	175.0	59.8/66.5
187.5	74.8/81.5	178.0	61.9/68.8
190.5	78.7/83.0	180.0	63.5/71.2
193.0	78.0/85.1	185.0	65.5/72.1

Use Metric Units Preferred

FAMILY HEALTH CHART

	Self	Spouse	Children
Name			
Age			
Height			
Weight			
Eye Sight	(S)		
	(B)		
Blood Pressure			
Heart			
Diabetes			
Stroke			
Other			
Notes			

Odor's Distracted Driving Policy

Odor's policies require, specifically, you to refuse a chemical driving test. No business should be conducted, and Odor's business ends while driving, even hands-free. Adopting practices like always calling, informing clients of the policy is required. Regular safety stops to check messages ensure compliance and safety.

Helmet, Ride Safe, Buckle Up

Use up with a helmet whenever you, just get on your bike. Your safety is most important, & this means an on-product your seat belt for on-product messages. Allowing you to ride with peace of mind.

DETAILS OF NETAFIM IDIN OFFICES		
CITY	ADDRESS	TELEPHONE/FAX
Amsterdam	B 309, Engelse Business Hub, Suiker Dorst Road, New ALDA Water Link, Amsterdam City Road, Dst. Amsterdam - 380 366, Gaezet	+31- 96076 76715
Ankara	NO 153-107, Seneşah Kapalı, Özyeşil Residence, Life Park Hospital, Ankara - 315001	+91- 81422 93816
Bangalore	2156, Siddhartha Parkside Road, 1 st Stage, 6 th Block Basavanth Nagar, Bangalore - 560029	+91- 829 519 9234 +91- 726 956 1217 886-3322535
Coimbatore	No.34/1, 1 st Floor, C Cross, Bhethathi Park Road, Saldanha Colony, Coimbatore - 435001, Tamil Nadu.	+91- 422- 5407354
Guntur	D.No. 25-15-1444, Patalu Colony A/ Line, Guntur - 522003, Andhra Pradesh	+91- 81422 95770
Hyderabad	Sy No. 4, Lakshminagar Village Road, Siddhartha Hospital Lane, Backdoor to Pochamma Temple, Adibatnam Main Road, Rangareddy District - 501332	+91- 81422 94727
Indore	124/1/1, Laxmi Gate (No.India) 475/36, 5 th Compound, Laxminagar Moh, Dewas Road, Indore - 462018, Madhya Pradesh, INDIA	0231- 4066956 431 4918800
Jipur	11/3, H.O. Ramesh Nagar, Near Chhatra Cinema, Plot No. 12, C Complex, Jipur Road, Vidyanagar, Jipur - 827025, Rajasthan	+91- 141- 2232735 +91- 88701 26032
Jodhpur	Baldev Doshi House, No. 161, 1 st Floor, Om Gangi Colony, Baldev Doshi Corporation, JALUJAN - 423 002, Maharashtra	+91- 95442 52177 +91(954) 57867 +91- 91966 12305
New Delhi	C/30, 2 nd Floor, Patna Extension Area, Near Hemphill School, Gurgaon Road - 110015, New Delhi	+91- 86669 77170
Pune	Office - No. 1/1, 8/1, C/1 Building, Swastika & Company, Near Dattatraya Temple, Govind Road, Ashokrao - 411 018	+91- 20252 06600

orb. bia

Orbis
The Latin word for a spherical globe

Bia
A word from Greek mythology for the personification of force

Our Purpose
Advance
life around the world.

Challenges We Address

- Water and food security
- Desertification and energy transition
- Data and connectivity

A Force for the World

Driven by purpose and unified by values,
we choose to work on the toughest challenges.

From mine to market, ground to home, field to table and lab to everyday life...

...we **rely on our ingenuity and integration** across the value chain to transform materials into greener, smarter, more efficient solutions.

NETA/INDIA

1,000+
Employees

11
Years

2,500+
Dealers

25
AEC

QUALITY ASSURANCE

Quality assurance & commitment is our mandate

Endorsement of commitment to
Quality and Environment

All Netafin's commitment to quality is an endeavor. Starting with our employees, our uncompromising standards are applied to every facet of our business. From refining development procedures, through conducting extensive field tests, to optimizing production techniques, we're committed to delivering high-quality products and services.

ORBITA

STREAMLINE™ X

The toughest thin-wall dripline ever made

RELIABLE AND
CONSISTENT DRIPPER

PROTECTIVE
RIBBED SURFACE

SUITABLE FOR
ALL CROPS

VARIETY OF
FLOW RATES

AVAILABLE AT
AFFORDABLE PRICES

FLEXNET™

Single solution Multiple Function

A revolutionary, portable and leak free pipe that can be used to carry water. This is a 2 inch flexible pipe based on Israel technology which is available in different lengths. It can meet all your water conveyance needs.

To deliver water to the fields

To deliver water to poultry farm

Helpful in aquaculture

To deliver water to your garden, home etc.

METAFIM

FLEXNET™

Made for your benefit

- Patented Israel Technology
- Warranty Product
- UV Proof & Long Life
- Strong and Durable
- Very light and Flexible

Available in 2 inch diameter, 50 meter and 100 meter length.

Our Values



Take
Responsibility



Embrace
Diversity



M

Tu

W

Th

F

S

Sa



orbia
enriching the planet

NETAFIM
an orbia business

Precision Agriculture

WQVIN
an orbia business

enriching an irrigated world

duo-line
an orbia business

conservation agriculture

Vestolit
an orbia business

Koura
an orbia business

flourished agriculture

alphagory
an orbia business

Polymer
an orbia business

Advance life around the world.

Orbia's Precision Agriculture business group and business Netafim's leading-edge irrigation systems, services and digital farming technologies enable stakeholders to achieve significantly higher and better quality yields while using less water, fertilizer and other inputs. By helping farmers worldwide grow more with less, the business group is contributing to feeding the planet efficiently and sustainably.

	<p>your usage to yield higher quality products.</p>
	<p>UNIRAM™ AS / D Flow Rates: 0.70, 1.00, 1.50, 2.00, 3.00, 4.00, 6.00 (l/h) Drigger Lines: 12, 16, 20 mm diameter Wall Thickness: 0.90, 1.00, 1.20 mm</p>
	<p>ARIES™ HW Flow Rates: 1.00, 1.50, 2.00, 3.00, 4.00, 6.00 (l/h) Drigger Lines: 12, 16, 20 mm diameter Wall Thickness: 0.90, 1.00, 1.20 mm</p>
	<p>DRIFNET™ PC Flow Rates: 0.60, 1.00, 1.40, 2.00, 3.00, 3.80 (l/h) Drigger Lines: 12, 16, 20 mm dia. Wall Thickness: 0.37, 0.38, 0.50, 0.61, 0.80, 0.90, 0.100 mm</p>
	<p>STREAMLINE™ X Flow Rates: 0.72, 1.05, 1.40, 2.10, 2.80 (l/h) Drigger Lines: 12, 16, 20 mm dia. Wall Thickness: 0.15, 0.20, 0.25, 0.31 mm</p>
	<p>UNIRAM™ RC Flow rates: 0.78, 1.00, 1.60, 2.10, 3.10 (l/h) Drigger lines: 16, 20 mm diameter Wall Thickness: 0.90, 1.00, 1.20 mm</p>
	<p>ARIES™ TWINW Flow rates: 1.00, 1.50, 2.00, 3.00, 4.00 (l/h) Drigger lines: 12, 16, 20 mm diameter Wall thickness: 0.37, 0.38, 0.50, 0.61, 0.80 mm</p>

Features

- Increase crop yields and profits
- Labour and time saving
- Reliable performance
- Quick to install
- Easy to shift.

APPLICATION

- Irrigation of all row crop and vegetable types grown up to <500 m² fields (1.12 Acre area)

SPECIFICATIONS

- Designed for irrigation of 1000m² with 1.5m & 4500m² with 1.5m dripper line spacing
- Streamline™ "M" (30cmx12cm) 1/2" I.P.H. 1" 2" & 3" size Flowline™
- The system includes all needed components for field installation and operation
- It can be fully operated, according to the water amounts per hour available to the user

PORTABLE DRIP KIT

Netafim




Line sprinkler/irrigation solution

FEATURES

- Light, All plastic, Leak proof
- Efficient, Labour and time saving
- Large space
- Can be installed at any spacing between Nozzles

AVAILABLE AT
AFFORDABLE PRICES

APPLICATION

- For all crops

SPECIFICATIONS

- Flow rate of sizes 2" & 3" - 50m & 100m
- Unique 30.48M Impact D-Hit 50/75 Sprinkler 1/2" inlet connection
- Flow rate 1200LPH to 2000LPH
- Water trajectory 24 Degrees
- Can be installed at any required spacing (10m to 15m)



Drip Irrigation

we can say our job is done.

Depended on the weather for a living
Drip zones

Patented
Israel Technology

Available in 2 in

Total Net irrigated area in India
7.1 Million Ha (91% of agriculture land)

Total drip potential is 34.4 Million Ha
(50% of net irrigated area)

Area brought under drip is
7.1 Million Ha (16% of drip potential)

Balance potential to be covered is
27.3 Million Ha

Spread awareness about drip to each farming household in India

Increase farm productivity & bring smile on each & every face.

Realize the dream of bringing commodity crop under drip irrigation.

Very strong and durable

Very light and flexible

Up to 100 meter length.

Coco Coal Bio Energy

CLIENT

Mr. Jagath, CMO & Mr. Sunil, CEO

DELIVERABLES

Brand Strategy

Brand Identity

Stationery Designs

Print Collaterals

Website Visuals

Package Design

Video & Motion

3D Product Modelling

Social Media Management

Powerpoint Presentations

CHALLENGE

To present the idea of using coconut shell (agricultural waste) to produce charcoal which reduces load on earth in comparison to traditional wood charcoal. And using this charcoal you don't compromise on fun.

OUTCOME

Collaterals helped them close a meeting with poultry farmers of Karnataka and exporting firms at Mumbai. They generated 3 leads in first month from Instagram.



PHASE ONE

Strategy & Approach

DEVELOPING THE STRATEGY

Over four hours of facilitated session, we surfaced the challenges CCBE was facing. In the process, they prioritized the needs and goals of the business and its customers. This became the foundation for the branding and marketing plans for the year 2021.

DEFINING THE BRAND

Through a series of exercises in the strategy session, we were able to extract and refine the key pillars of the brand. This defined the brand’s personality: how it should look, sound, and act.





COCO COAL BIO ENERGY
GOING EASY ON NATURE

Hexagonal Briquettes
(Tandoori/ Grill/ Barbeque/ Roti)

10 kg

Manufactured By:
Coco Coal Bio Energy
Ward no 22, North Block,
Ajlegowda Complex,
Vijayapura Main Road,
Chickmagalur, Karnataka,
India - 577101
Tel: +91 8660050765, +91 7760174416
Mob: +91 9621033199
E-Mail: cococoalbioenergy@gmail.com
www.cococoalbioenergy.com

Exported By:
Geco Trading Corporation Pvt Ltd
Govt of India recognized export house
102, Janki Centre, Veera Desai Road,
Andheri West, Mumbai,
India - 400053
Tel: +91 22 4210 0900
Fax: +91 22 4210 0901
Mob: +91 9821033199
E-Mail: khandi@geco-trade.com
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MADE IN INDIA



Process Notes

After the discovery session and market research our team planned on the concepts that would make the product look unique and give a “must try” feeling to the viewer.

Armed with research, we decided to use the image of hookah with vibrant colours, and the contrasting brand colours orange and black made our job easier in making the package more striking and powerful to now look at.

Once the front was worked on, we designed the other faces such that they build credibility and tell why this is a must use product to the consumers.

Shisha Briquettes

Raw Material:
Coconut Shell Charcoal

Dimension:
25mm*25mm*25mm

Usage:
Shisha/Hookah



Shape: **Cube**

Binder:
Wheat or Tapioca

Burning Duration:
Above 90 minutes

Weight of a Briquette:
12 to 15 Grams

Technical Specifications

Premium Grade

Fixed Carbon: 75%
Moisture: Below 5%
Volatile: 15% to 20%
Ash: Below 5%

Adjective

Fixed Carbon: 60%
Moisture: Below 5%
Volatile: 15% to 20%
Ash: Below 15%

Advantages

- Cent % eco-friendly output
- Odourless
- Doesn't spark
- Very low smoke or no smoke
- Inflames with uniform continuous heat



Services

- We ensure to cater to each client with the utmost level of quality and assurance.
- We have tied up with the best in the class transport facilities to deliver your goods in time.

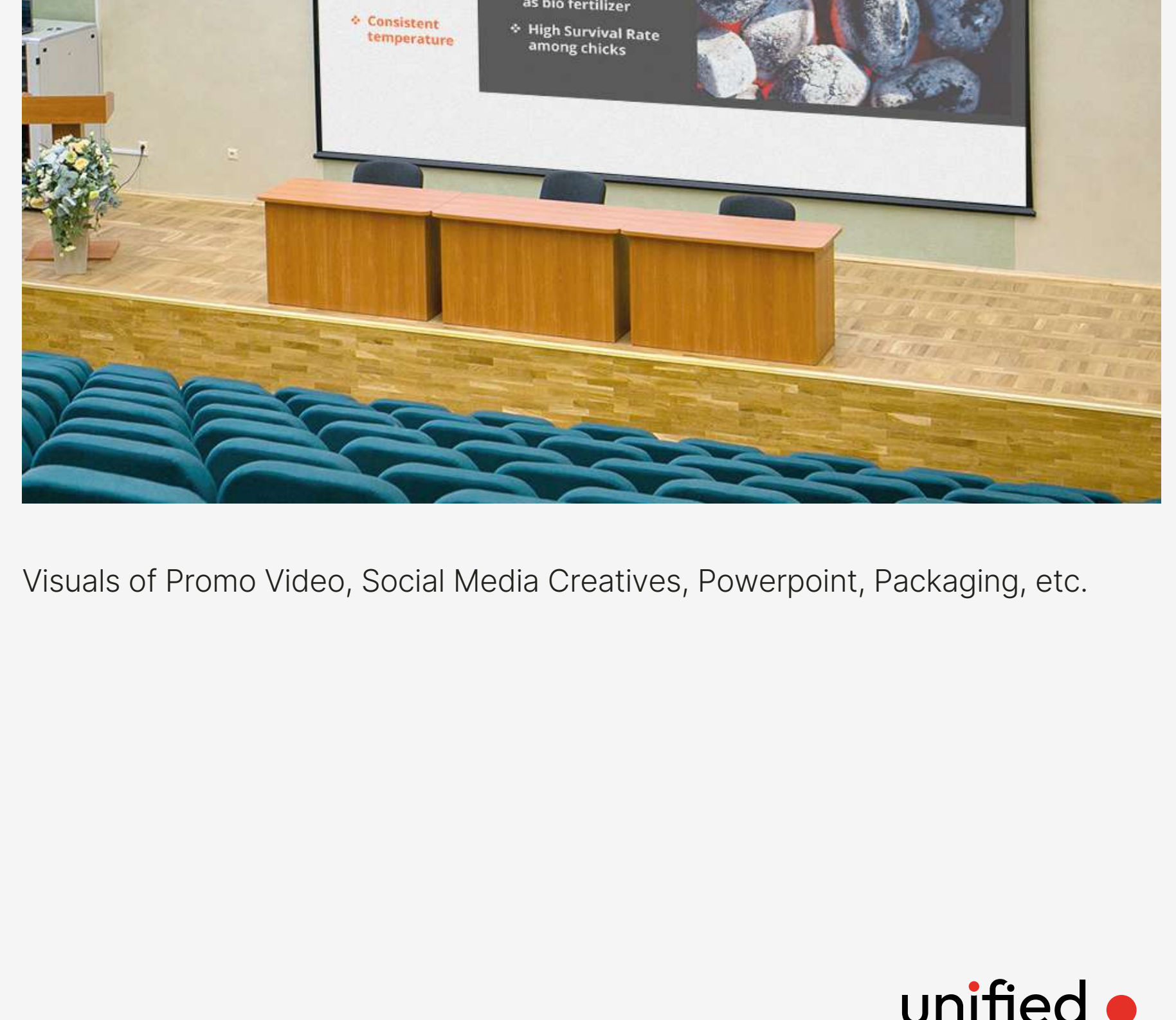
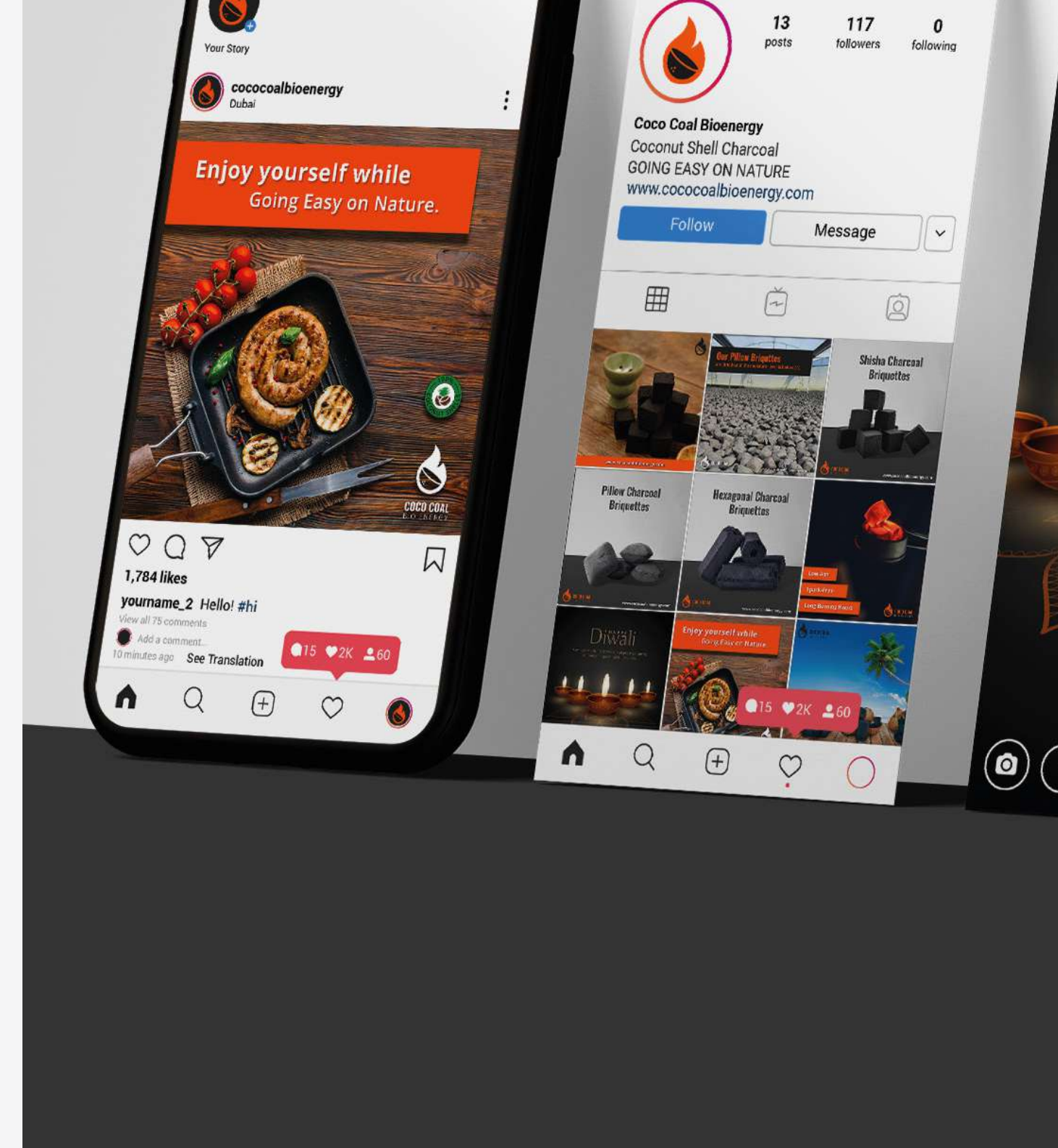
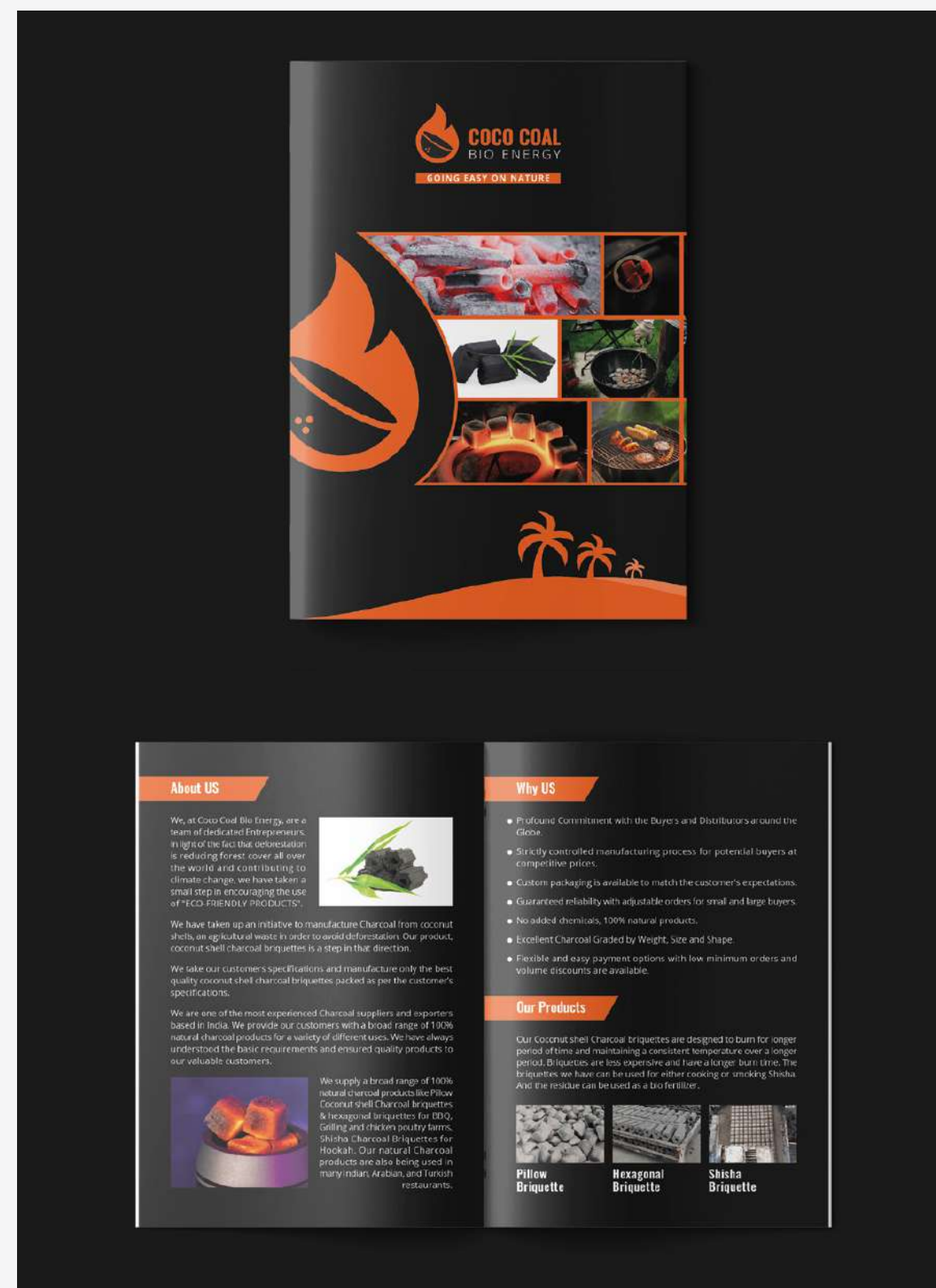


The raw materials of our charcoal are legally harvested, manufactured and exported.

Vision & Mission

The use of charcoal briquettes for an hour of grilling emits a whopping 11 pounds of CO₂. Hence our mission is to make Coco Coal's products as a greener option to other coal.

Particulars	Coconut Shell Charcoal Briquettes	Wood Charcoal lumps	Biomass Briquettes
Fixed Carbon	65%	53%	46%
Moisture content	3.6%	13%	20%
Ash content	13.7%	22%	25%
Gross Calorific Value (GCV)	6267	4800	3700
Volatile matter	17.7%	12%	9%



Testimonials

TESTIMONIALS



“

He is a great designer..!!! I have worked with him twice for my project and he has always been responsive and has delivered to me what I expected really. Without a doubt he is one of the best designer I have worked so far. I am hoping to work with him in future as well...Keep the good work going!!!

Anusha SD

Founder, Kaala Virgin Coconut Oil

TESTIMONIALS



“

He's done a fantastic job, amazed with his talent. I'm looking forward to work with him again. I would definitely recommend him to all my associates and friends. keep up the good work like you always do.

Prajwal T P

Founder, Alphanite



I am Balaji Roshan Singh representing building protective Technologies, experts in waterproofing and repairs of concrete structures since 2014.

Mr Harshit Panwar from unifiedMIX is a passionate young entrepreneur supporting businesses with Graphic & web designing. When we approached him to design a logo & web site for our company, Mr harsh it came out with vibrant & dynamic design. this was done in very short time. Mr Harshit is very communicative, understood our need and presented us our website with passion & professionalism.

With this confidence, we have no hesitation in recommending his services to all my business contacts in future.

Wishing Harshit & his team all the very best thanks and regards. Balaji Roshan Singh, BPTian, 9980789618, www.bptonline.in

Balaji Singh B.M.

CEO, BPT



“

"We took Harshit help in getting logo for our advertising business, we are really happy with the work and output. He shows great professionalism at very early stage of his career. I wish him great success. So far he has delivered 2 logo project for us and now we are looking for more in future. Good luck!"

Abhishek K.

Genie Advertising



"It is really an appreciable creations that Harshith delivers in the area of Creative Designs or Graphic designs. His quality and precision of the design works are really remarkable and much appreciated. It is great working with such a young Entrepreneur having the precision at the work.

Mohith Santosh

ParvaM Consul-Tech Pvt. Ltd.

Thank you.