

EDITION 03
AGENCIES 22
CAMPAIGNS 83
BRANDS 70

MOSAIC

CELEBRATING THE BEST OF PRINT



Dainik Bhaskar

DEAD LINE



2014
HAPPY

**DO IT
SOMETIMES
LATER
NEVER**

**SET YOUR GAME
HIGH
DON'T STOP
TILL YOU
GET THERE**





Dainik Bhaskar

MOSAIC

The definitive collection
of the best print work in India, 2014.

Facilitated by  **afaqs!**
EVENTS

Supported by  **ABP** |  **ncb**

Separator
Illustrations  **eggfirst**



22 AGENCIES
83 CAMPAIGNS
70 BRANDS

PUBLISHED BY

Dainik Bhaskar Group

PROJECT TEAM

Sanjeev Kotnala
Neha Mavani
Preema Gandhi

FACILITATED BY

afaqs!

SUPPORTED BY

acb & ABP News

DESIGNED BY

METAL Communications Pvt. Ltd.

PRINTED BY

M P Printers (D.B. Corp. Ltd.), Noida

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CONTENTS

BBH INDIA PVT. LTD.	04
CONTRACT ADVERTISING	08
CREATIVELAND ASIA PVT. LTD.	10
CURRY-NATION	12
DDB MUDRA GROUP	16
DENTSU MEDIA AND HOLDINGS INDIA PVT. LTD.	22
DRAFTFCB+ULKA	30
GREY WORLDWIDE	38
HAPPY, BANGALORE	44
HAVAS WORLDWIDE INDIA	46
IDEAS@WORK	48
LAW & KENNETH COMMUNICATIONS (INDIA) PRIVATE LIMITED	52
LOWE LINTAS + PARTNERS, MUMBAI	54
MCCANN WORLDGROUP INDIA	62
METAL COMMUNICATIONS PVT. LTD.	68
OGILVY & MATHER ADVERTISING	76
PUBLICIS BEEHIVE	78
RK SWAMY BBDO PVT. LTD.	86
SALT BRAND SOLUTIONS	92
SCARECROW COMMUNICATIONS LTD.	96
TAPROOT INDIA COMMUNICATION PVT. LTD.	104
XEBEC COMMUNICATIONS PVT. LTD.	112

'Mosaic' is an initiative by the Dainik Bhaskar Group, 'India's Largest Newspaper Group' which has a strong presence in Newspapers, Radio, Printing and Digital Services. Its flagship newspapers are Hindi daily; Dainik Bhaskar, Gujarati Daily; Divya Bhaskar, Marathi Daily; Divya Marathi and English daily; DNA, covering 14 states with 58 editions.



A close-up portrait of Sam Balsara, an older man with short, light-colored hair, wearing glasses and a dark green shirt. He is smiling slightly and looking towards the camera. The background is a soft, out-of-focus mix of green and brown tones.

SAM BALSARA

CHAIRMAN AND MANAGING DIRECTOR, MADISON WORLD

FOREWORD

Welcome to the 3rd edition of Mosaic. This is a timely initiative of Dainik Bhaskar, to further the cause of creativity in print, in the Indian market. There was a time not so long ago, when agencies and Creative Directors were known by their outstanding print campaigns. The Marlboro man and his horse and Volkswagen's ugly Beetle, readily come to mind. The arrival of TV has made agencies and Creative Directors shift their focus to the 30-second commercial. But we must not forget that over 40% of all advertising happens in print and even today there is tremendous opportunity for young creative professionals to make their mark to creativity in print.

Whilst print in many western markets is on the decline as an advertising medium, in India it continues to grow. At first, it may appear that lack of moving visuals would limit creativity, but therein lies the challenge and as can be seen in the pages that follow, a true creative person can create magic with just a few words and an evocative visual.

Print offers tremendous opportunities for advertisers to reach out to consumers in smaller towns and in semi-urban and rural areas. In addition, print offers the benefits of topicality, localization, contextualization, topped with low production cost. Many advertisers are currently rediscovering the power of print in building their brands and getting quick responses.

I hope the collection of outstanding print advertising, in this edition of Mosaic, provides young creative professionals the stimulus to further hone their craft in this medium, which has tremendous potential in India, given the growing literacy rate.

A portrait of Girish Agarwaal, a man with glasses, wearing a dark blazer over a checkered shirt. He is smiling slightly. The background is a blurred wall with the word "Dainik" visible.

GIRISH AGARWAAL

DIRECTOR, DAINIK BHASKAR GROUP

PROLOGUE

In our country and globally, the role of print media in daily life has been well acknowledged and celebrated. For us at Dainik Bhaskar, as the market leader, it is our responsibility to lead the way in bringing alive the potential and the possibility that this rich medium offers to advertisers and media agencies.

I am really pleased with how the small idea that we started with, has today shaped up to become the Mosaic and has contributed, in its own small way, in showcasing the possibilities that the print medium offers.

This effort has become all the more important when you consider the fact that our industry is increasingly as being considered at the forefront of innovations. We are now no longer just adapting to global best practices, but also contributing to the knowledge base. At global industry forums like Cannes, Spike and even in INMA [The International Newspaper Marketing Association] winning entries from India are becoming popular.

We do hope that Mosaic, in its own small way, is also making a difference. Here's wishing you some time well spent with this book.



PRADEEP DWIVEDI

CHIEF CORPORATE SALES & MARKETING OFFICER, DAINIK BHASKAR GROUP

PRELUDE

“There are very few human beings who receive the truth, complete and staggering, by instant illumination. Most of them acquire it fragment by fragment, on a small scale, by successive developments, cellularly, like a laborious mosaic.”

Anais Nin quotes [French-born American Author of novels and short stories, 1903-1977]

It gives me great pleasure to welcome you to Mosaic 2014, the third in the series started by the Dainik Bhaskar in 2011. Mosaic is our unique effort to celebrate diversity and quality advertising in the print media without being polarised or biased by creative awards or any other consideration. It has been a truly enriching journey of discovery so far.

In just 3 years of its existence, this endeavour has offered a remarkable and insightful view of the creative talent existing in the country and the continued viability of the use of the print medium to express it. The creative and client fraternity has welcomed this initiative and we have witnessed an ever-increasing engagement through our print distribution, as well as digital downloads of this book, in keeping with the times.

We remain focused and committed to share the best practices, ideas and possibilities in print. We hope you have been enjoying this journey and will continue to share your generous feedback and suggestions, as we move forward together in the spirit of creative expression.



A close-up portrait of Russell Barrett, a man with dark, curly hair and a goatee, smiling broadly. He is wearing a light blue button-down shirt. The background is a soft, out-of-focus mix of light blue and green.

RUSSELL BARRETT

BBH India Pvt. Ltd.

Vat 69 - Contextual

We relaunched Vat 69 around four years ago. We then brought the witty, challenging, ironic world of the brand alive through the Vat 69 den and the baddie on a chair with buttons. The brand had a bold and ironic take on the challenges (imagined or otherwise) that men experienced today.

So what do we do in year three?

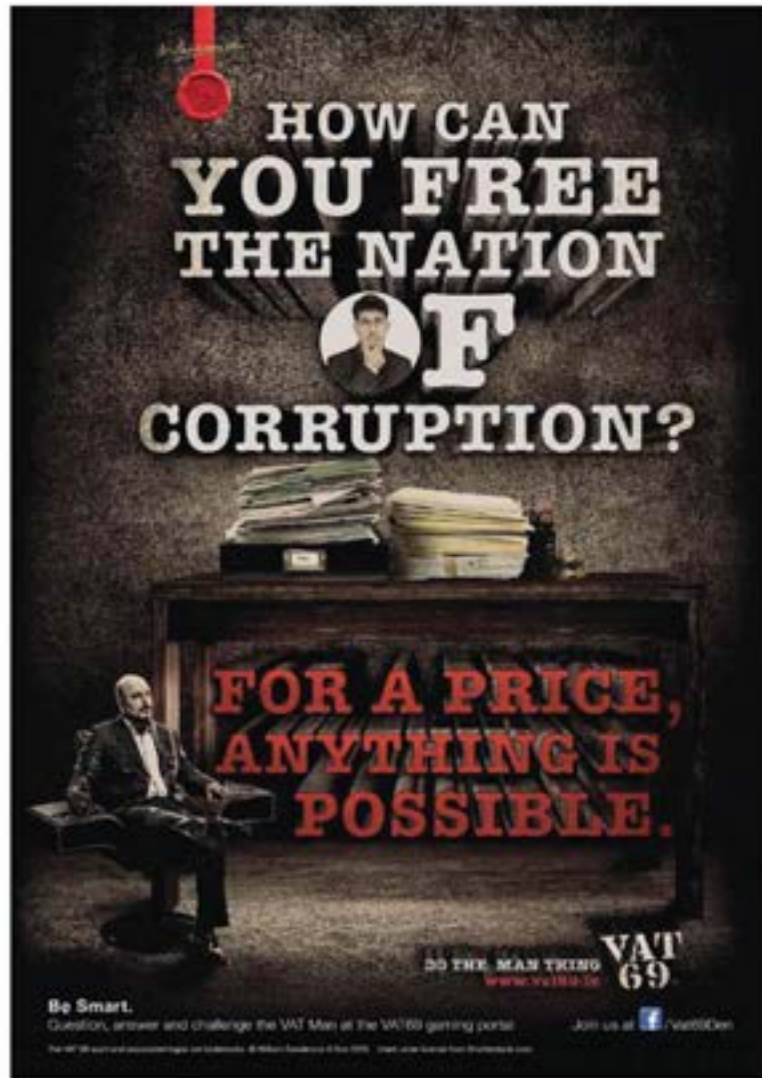
To begin with, we tied up with several magazines and bought ad space right behind their cover. Then we went about creating ads based on the cover story. There would be a question posed to the Vat Man and he had an answer ready. An answer that was witty, ironic and most importantly a take on the cover story itself. We've released over 50 such ads and are still going strong. It required a new, more flexible way of working at both ours and our client's end. But most of all, it allowed us to create a bunch of really fun ads in a media that many have claimed is dying. Pfff.

SKODA Octavia - Classifieds

We were tasked with the relaunch of the legendary Skoda Octavia. The car was packed to the sunroof with brilliant features, but most importantly this here, was the same car that India fell in love with all those years ago. A car that still had diehard fans.

So, on the day of its launch, we created a car classifieds section on the front page of The Economic Times and The Times of India. Each ad told a story of owners who were desperate to sell their vehicles. Some For Sale ads were linked to other For Sale ads, to create a story within a story, creating intrigue and getting people to talk about the new Skoda Octavia.





BRAND
VAT 69

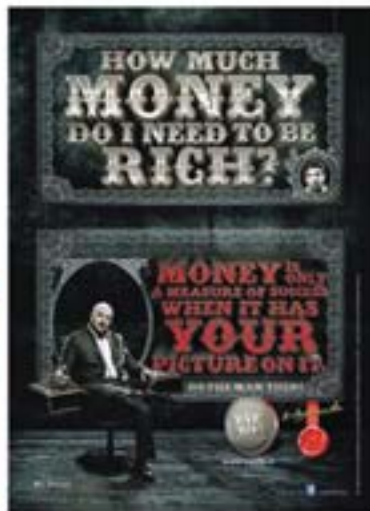
AD AGENCY
BBH India Pvt. Ltd.

CREATIVE
Team BBH

ACCOUNT MANAGEMENT
Garima Chhaochharia / Rajeev Roy /
Sunil Tulsiani

PLANNING
Kanishk Kabiraj

CLIENT TEAM
Ashish Asati



SIMPLY CLEVER

SKODA



CLASSIFIEDS



40-hour old car for sale. Has done only 1 trip. From the showroom to home. I have quickly realized that a car is never as good as it looks. I have reverse and maintain. But more importantly, I've seen something that I want more. Interested parties please contact me ASAP, please covering on the seats are still intact. Call: 9899999999 or mail: prince_jain@supremacy.com

Black luxury SUV. Frontage upholstery with black patent leather trim. Externally useful for beach, mountain, hills on the highway. But also internally when starting into city traffic. To set up a meeting, call Marley on 9790007044444.

Spacious car. Has seen many ups and downs. Performance is subject to conditions of the road. Recently on bad roads and built on alloy wheels. Can be extremely reliable between 8-10 hrs a day. Being sold at a three-week low. Mail: shweta_06_06@supremacy.com

URGENT Super-luxury SUV for immediate sale. Lucky number. Fancy colour. Windows tinted. Approximate 3000 km. Not a specious enough for quick sale. All accessories, 1 car, 1 set, 1 set, 1 set from the owner. Still cheap. Call me on 9899999999 or mail: shweta_06_06@supremacy.com

Red-silver pillar grip. Front grill and bumper have AC. Director likes car into it in unique pattern. Reason for selling: minor damage suffered during high-speed chase in the course of duty. Free window roller and wires. For enquiries, please dial 911.



Beano sedan. Not very powerful. Easy to drive through traffic. Rear wiper/wash/tilt lights have recently suffered minor damage. Engine number and chassis number have been filed to reduce weight and increase fuel efficiency. Being cash in marketable bills and more at 100000. Contacted on Monday at midnight.

October 2011 model. Used, mid, left-hand drive. Single owner. Multiple drivers. No longer of much use to

the cooperative job owner. Reason for sale: being sold as part of cooperative funds. Interested parties can send their name to register to The Eastern Star, Thiruvananthapuram, Thiruvananthapuram.

Gold-colour sedan with silver racing stripes. If almost modified to sound like a Formula 1. After-market, gold-plated spark plugs/engine head/gear knobs/ clutch plate/stearing wheel/steering ball it all goes. Side-light coating for gold and rear view mirror. No price too low. Can pay me in instalments. Call 9899999999 or mail: prince_jain@supremacy.com

White sedan with black exterior. Best in use for 3 years. Comes with attachments on front grill for fog. My collection of things available, almost free. Do not because it is in the owner's interest for owner to get something better. Call 9899999999 to set up test drive. No change or back transfer. Only cash.

Sea green, top-of-the-line sedan. Modified back seat for extra comfort. Heating light/air-conditioning facility/Wi-Fi hotspot installed. Special space to store laptop and other gadgets. Car absolutely low but it's a time to upgrade. Call 9899999999 or mail: prince_jain@supremacy.com

Classic India-bulked sedan. Best in the family for generations. It is meant to drive on some days. Other days not so much. Looks AC but has character. If you like classic cars, have working knowledge of engines, and love on your hands, please call 9899999999 or mail: prince_jain@supremacy.com

Car for sale. Old but new. Has a manually wind window. No AC. No third deck. No Bluetooth. No nothing. Buy it at the risk of your own. WhatsApp 9899999999 or mail: prince_jain@supremacy.com for details.

Eggshell white sedan. 2011 model, 100,000 km done. Diesel driven but well-maintained. Well-worn and comfortable leather seats. Seats two people in the back very very comfortably. Especially good for someone who is on the road a lot. Car available for test drive on Mon/Thu/Fri. Call 9899999999 or mail: prince_jain@supremacy.com

Single-owner sedan. Interest accumulated to accumulate car price. Have realized that THIS IS NOT THE ANSWER to my journey. The time is now ripe for change. Interested parties call in at 9pm on 9899999999 to know more in my discussion. The Nation Needs A Rigged, Bigger and Better Car.

Eggshell white sedan. 2011 model, 100,000 km done. In DR shape. Rigidly tested but genuine leather seats. Back seat is only big enough for two people. Call 9899999999 and ask for Equiper. Interested buyers can inspect car on Wed/Fri.

Chengalpudi white sedan. 2011 days old, 100,000 km, 14.8% fuel city, 14.7% kmph. High fuel economy. Selling price 90% of 12% tax negotiable. Call 9899999999. Mon-Fri.

Eggshell white sedan. 2011 model, 100,000 km done. Brand new leather seats. Very and comfy in the back. Reason for selling: will need bigger car to move monthly. Call 9899999999. You can see the car on Tuesday and Friday.



Shiny black hatchback. Black exterior. Black interior. Consists of 1 electric guitar, also this laptop, stereo of 28 pieces of baby grand piano, and total 1000 books and more. Car can be yours in exchange for Greatest Gadgets. Call 9899999999.

Electric blue. March 2011 model. Remote control lock. Improved gear lock, steering lock, engine immobilizer and tyre lock. Self-driven and well-maintained. Interested parties will have to present a photo of parents and be willing to submit DNA sample before test-driving car. Car will be available at Noida Plaza between 10:30am - 4:30pm on working days.

2011 silver blue hatchback. Single owner. Excellent condition. Front passenger seat and rear seat please contact with owner. Minor scratch on front bumper caused by a cycle. Good mileage. This car will bring you with lots of joy. I'm selling this wonderful machine to owner for someone's birthday. Call me at 9899999999. Monday - Saturday.

Fuchsia hatchback. Sun sign. Price has been driven very little. Very slight damage to front part. Some damage to back part. Still has some scratches. Back light not working. Great make. Safety issue (has been washed every day). Need to sell before birthday. Mail me at 9899999999.

Green and red hatchback. The best has been modified to hold 11 years of football seats and 1 football. AC has been re-engineered to fit an extra strong mechanism. Headlights not working. Contact has a few scratches inside and drive on it. Call 9899999999. SSAT. Single owner. Provide information. Also a dark blue hatchback 2011 (C7) will be given a discount.

2011 model hatchback for sale. Fourth owner. Recently upgraded steering grip and seat cover. Freshly polished. Only for urgent sale. Payment in CASH ONLY. Price negotiable, subject

to approval of head of family. Call 9899999999/9899999999.

2012 model grey car. Has lots of things added on the side, back and front. Dangerously fast. Very loud when started. Price negotiable. Car must not be home when you contact. Happy to sell as individual parts too. Call 9899999999 URGENTLY!

2010 dark blue hatchback. Best big enough to carry 11 daily life. Remote, roof and rear window tinted. Headlights not working. Brakes on left and right side doors. Call 9899999999. Mail me in the 90. World Cup will be given but to anyone who has information about a criminal and hatchback 2011/12/13/14.

Single-owner single-driver car. The steering wheel has never passed a female touch. Always been parked in the shade or carefully tucked in under covers. Every day, but it seems to be government original. Please contact please call 9899999999 for an interview. Shortlisted candidates will be given an appointment to view the car.



Open-blue luxury car. Plush leather seats, full-time remote. Special access separation between passenger cabin and driver. Reason for selling: collision with a truck. Completely refurbished and re-engineered. In world-class but will go on. If interested, please call 9899999999 and ask for Captain.

Top-of-the-line luxury car. Single-owner registration. Car guarantees entry to almost all popular nightclubs and select clubs generally. Has been the subject of many successful paparazzi shots. Comes fitted with leather & LED TV. Suspension might need to be replaced. Buyer please mail prince_jain@supremacy.com. To see car, please 'private of better times' or prince_jain@supremacy.com on Instagram.

Ultimate 4x4. No road too tough. Plush leather seats. Power windows and door panel. Right-hand way government. Seats five. If you do not need head being engaged, needs careful parking because of side-life attachment. Mail: prince_jain@supremacy.com

Midnight black sedan. Limited edition. Plush leather seats. Has only one in extended fuel. Polished with imported polish. Has been blessed by the priest over door. Selling because it is no longer the favorite car in the house. Call 9899999999. Mail: prince_jain@supremacy.com

BRAND
Skoda Octavia

AD AGENCY
BBH India Pvt. Ltd.

CREATIVE
Russell Barrett / Vinod Sudheer /
Kunal Sawant / Siddhant Vernekar /
Anant Rajan

ACCOUNT MANAGEMENT
Anirban Mukherjee / Adityan Kayalal /
Pran Nath Jan / Shashank Hariharan

PLANNING
Partha Sinha / Sanjay Sharma /
Kanishk Kabiraj

CLIENT TEAM
Kamal Basu / Vikram Swaroop /
Reena Gade

The New SKODA Octavia is here. That's good news for you, not so much for your car.



The balancing act: 4-page content, 6 product images and the theme in one page.

Honestly, every agency owes the client for training them for an alternative career option - balancing artists. Faced with such 'innocent' demands, the agency masters the art of walking the tight rope.



ASHISH CHAKRAVARTY

Contract Advertising

Shoppers Stop - Start Something New

Pioneering fashion retailer Shoppers Stop wanted to connect with a new younger audience, across the country, that was far more socially-connected online with his or her peers.

Thus the print campaign in a break from the past has groups of people in each situation, rather than the conventional single model.

Overall the campaign reinterprets the core message of Start Something New, making it relevant for a new generation.





SECOND GLANCES
AREN'T EARNED BY
WEARING THE
SAME THING TWICE.
IT'S TIME TO CHANGE.

Shop 24x7 at
www.shoppersstop.com

SHOPPERS STOP
START SOMETHING NEW

CREDITS
Team Contract



WEARING DENIMS NEVER
GOES OUT OF STYLE.
WEARING THE SAME PAIR
EVENTUALLY DOES.
IT'S TIME TO CHANGE.

Shop 24x7 at
www.shoppersstop.com

SHOPPERS STOP
START SOMETHING NEW



DRESSING UP FOR
BUSINESS SHOULDN'T BE
BUSINESS AS USUAL.
IT'S TIME TO CHANGE.

Shop 24x7 at
www.shoppersstop.com

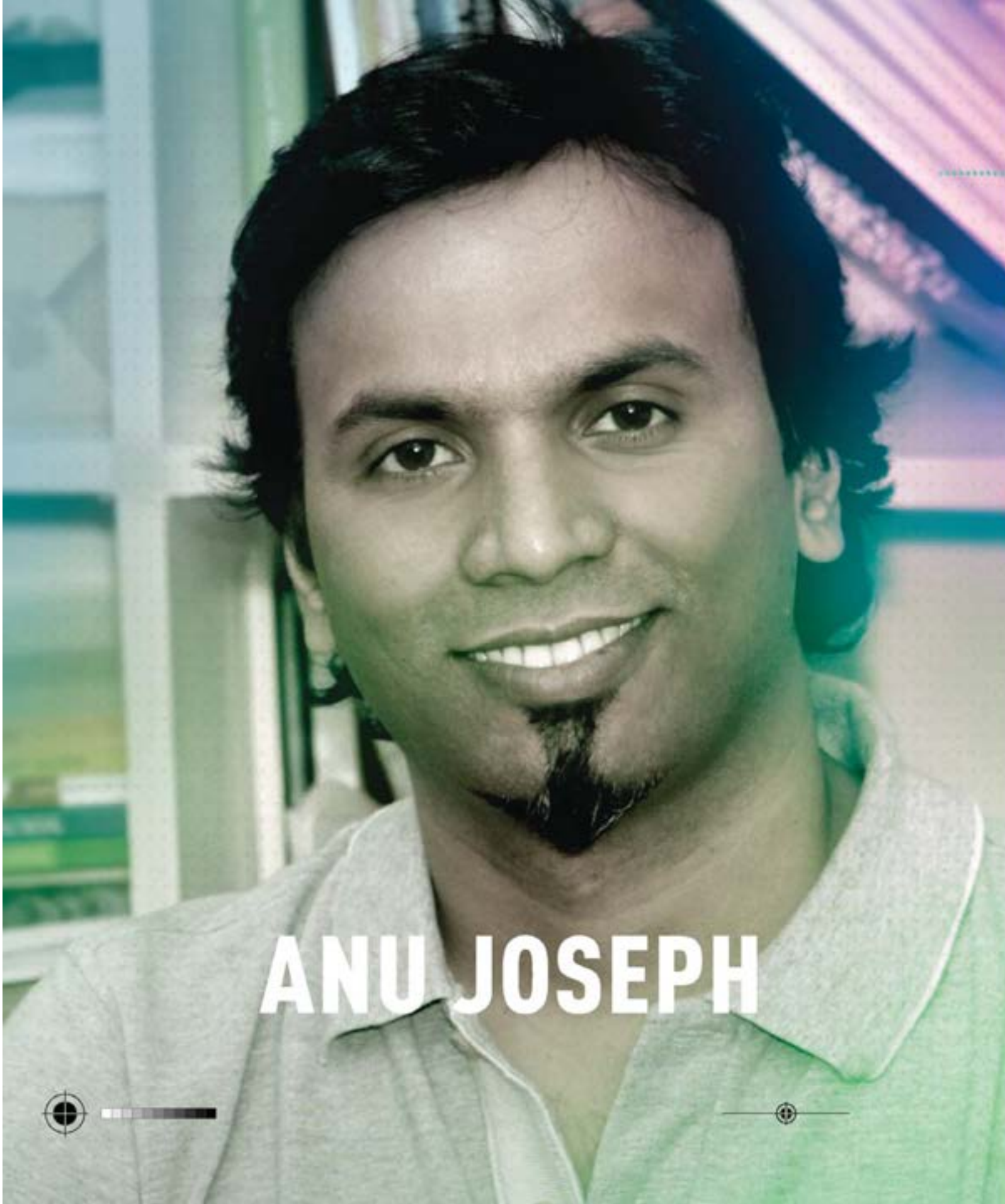
SHOPPERS STOP
START SOMETHING NEW



KIDS ARE ALWAYS
UP TO SOMETHING NEW.
SO SHOULD
THEIR CLOTHES.
IT'S TIME TO CHANGE.

Shop 24x7 at
www.shoppersstop.com

SHOPPERS STOP
START SOMETHING NEW



ANU JOSEPH

Creativeland Asia Pvt. Ltd.

Cinthol - #iplayfor

Cricket was facing one of its worst scandals ever. Match-fixing, during the IPL, had cast a serious doubt over the credibility of the game and the integrity of its players. Social media was abuzz with hate for the game. Cinthol, whose brand ambassador Virat Kohli is seen as one of the most passionate players of the game, realized there was a need to reinstate faith amongst people for the game. So, we came up with the #iplayfor campaign that started with print and moved onto social media. The print ad listed the many reasons Virat plays the game for and invited cricket supporters to tweet their reasons to play the game.



CINTHOL
ALIVE IS AWESOME

#iplayfor

the screaming crowds
the praying fans
the blues
the whites
the restlessness
the fearlessness
the rush
the runs
the nervous starts
the mad finishes
the bloody bruises
the huddle in the middle
the thud of the bat
the ball over the fence

#iplayfor awesome.



Nothing makes me more alive than playing the game. Tell me why you play the game using #iplayfor at twitter.com/godrejcinthol. Cricket needs you now, more than ever.

BRAND

Godrej Cinthol

AD AGENCY

Creativeland Asia Pvt. Ltd.

CREATIVE

Raj Kurup / Anu Joseph / Sanket Avlani /
Chintan Ruparel

ACCOUNT MANAGEMENT

Charu Budhiraja / Aksheit Sharma

CLIENT TEAM

Priyanka Puri / Chinmay Kelkar





PRITI NAIR

Curry-Nation

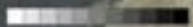
Masoom Night School NGO - History at Night

Education being the base, we tried exploring well-known Indian historical events that happened in daylight by converting them into night. It was an interesting tool to communicate 'night education' and grab eyeballs towards volunteering for the NGO.

Taste For Life Chutneys - Tongues

India is known for many things. One of them is the 'stick your tongue-out' expression from different Indian cultural backgrounds. This gesture is also the first thing that you do when you taste something really spicy. India also hosts different art forms.

So combining all of the above gave birth to 'Tongues', a simple and effective campaign.






Lighting Up Night Schools
 Visit www.masoomeducation.org. Volunteer as a student mentor.

BRAND

Masoom Night School NGO

AD AGENCY

Curry-Nation

CREATIVE DIRECTOR

Priti Nair

ART DIRECTOR

Vaibhav Rane

COPYWRITER

Sushant Dharwadkar

ILLUSTRATOR

Ajit Goud

STUDIO

Vishal Pawar

ACCOUNT MANAGER

Nagesh Pannaswami

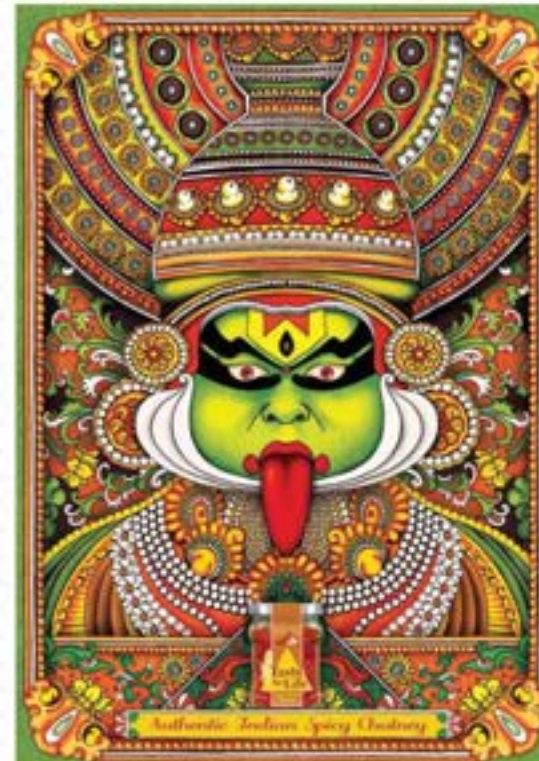
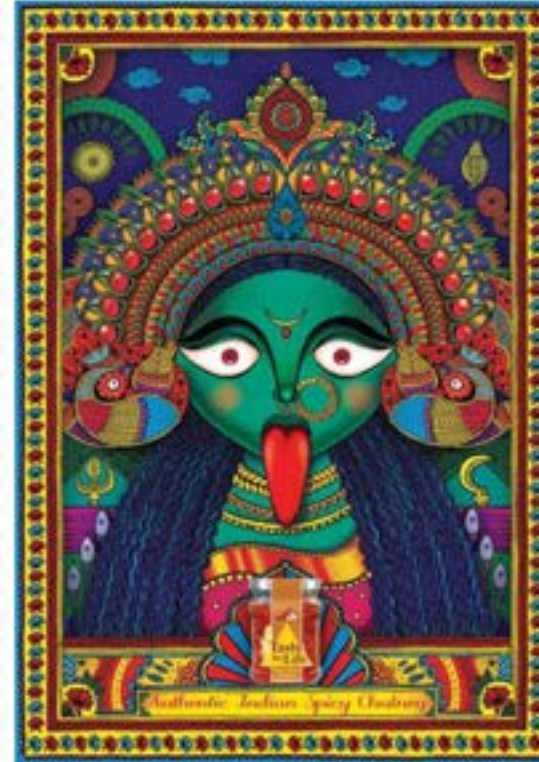
ACCOUNT EXECUTIVE

Sheryl Roche

CLIENT TEAM

Nikita Ketkar





BRAND
Taste For Life Chutneys

AD AGENCY
Curry-Nation

CREATIVE DIRECTOR
Priti Nair

ART DIRECTOR
Vaibhav Rane

COPYWRITER(S)
Priti Nair / Sushant Dharwadkar

ILLUSTRATOR
Sachin Ghanekar

STUDIO
Vishal Pawar / Satish Bansode

ACCOUNT MANAGER
Nagesh Pannaswami

ACCOUNT EXECUTIVE
Sheryl Roche

CLIENT TEAM
Mandar Deshpande / Minal Deshpande



The 'sure-shot-hit' concept to sell everything from diapers to insurance - Sex!

The favourite three letters of the agency: S-E-X. In fact, the only three letters they know. Wouldn't blame them though. Deprived due to the days and nights they're forced to spend at work, that's the only thing they can think of.

A portrait of Sonal Dabral, a man with dark hair, wearing a dark polo shirt and a watch, leaning against a wall. The background is a blurred outdoor setting with a stone wall on the left and a wooden door on the right.

SONAL DABRAL

DDB Mudra Group

Philips Televisions with child-lock - Maze
Child-friendly entertainment is something that's top of mind for every parent. This campaign depicts how Philips TV's Child-Lock technology creates a friendly, secure world for kids. Brought alive as a maze for kids to happily get lost in, while all the seamy, inappropriate stuff is blocked out beyond the walls.

National Institute of Design - 3-D Animation Workshop

In order to communicate the 'Animation Workshop' for students, we focused on the importance of basic anatomy when it comes to animation. So we picked famous cartoon characters and developed stylized 3-D models, that depicted their anatomy. The goal was to let people know that learning the foundation of 3-D animation can be fun and simple.

Lonely Planet N-S-E-W - Everywhere is a story waiting to happen

Lonely Planet is all about the unseen and unusual, a promise of a world yet undiscovered. The campaign uses the North-South-East-West directions as an idea to bring alive the beautiful possibilities of travel, any way you head. Each headline, beginning with N, S, E, W, is a little adventure in itself.

Shakti Ayurvedic - Memorin: Brain Cage

Our client Memorin, a brand of specially formulated ayurvedic capsules, is the most effective way to boost your memory. The idea for the campaign stemmed from the insight that in today's fast paced and hectic life, people tend to forget things like anniversary dates or road directions that are critical to remember. By showing these things trapped in a brain-shaped cage, we were able to communicate how once you come across something, it remains in your mind forever.





BRAND

Philips Televisions

AD AGENCY

DDB Mudra Group

CHAIRMAN & CHIEF CREATIVE OFFICER

Sonal Dabral

EXECUTIVE CREATIVE DIRECTOR

Venkatagiri Rao / Deepak Singh

ART DIRECTOR

Deepak Singh / Kudrat Pardiwala /
Vivek Dubey

COPYWRITER

Venkatagiri Rao

ILLUSTRATOR

Vivek Dubey / Pramod Brahmnia



BRAND

National Institute of Design (NID)

AD AGENCY

DDB Mudra Group

CHAIRMAN & CHIEF CREATIVE OFFICER

Sonal Dabral

EXECUTIVE CREATIVE DIRECTOR

Aman Mannan / Ashish Phatak

ART DIRECTOR

Nishant Jethi / Jitendra Patel

COPYWRITER

Alaap Desai

ILLUSTRATOR

Kunal Mungra





BRAND

Lonely Planet Magazine

AD AGENCY

DDB Mudra Group

CHAIRMAN & CHIEF CREATIVE OFFICER

Sonal Dabral

EXECUTIVE CREATIVE DIRECTOR

Venkatagiri Rao / Deepak Singh

ART DIRECTOR

Deepak Singh / Kudrat Pardiwala / Preeti Verma

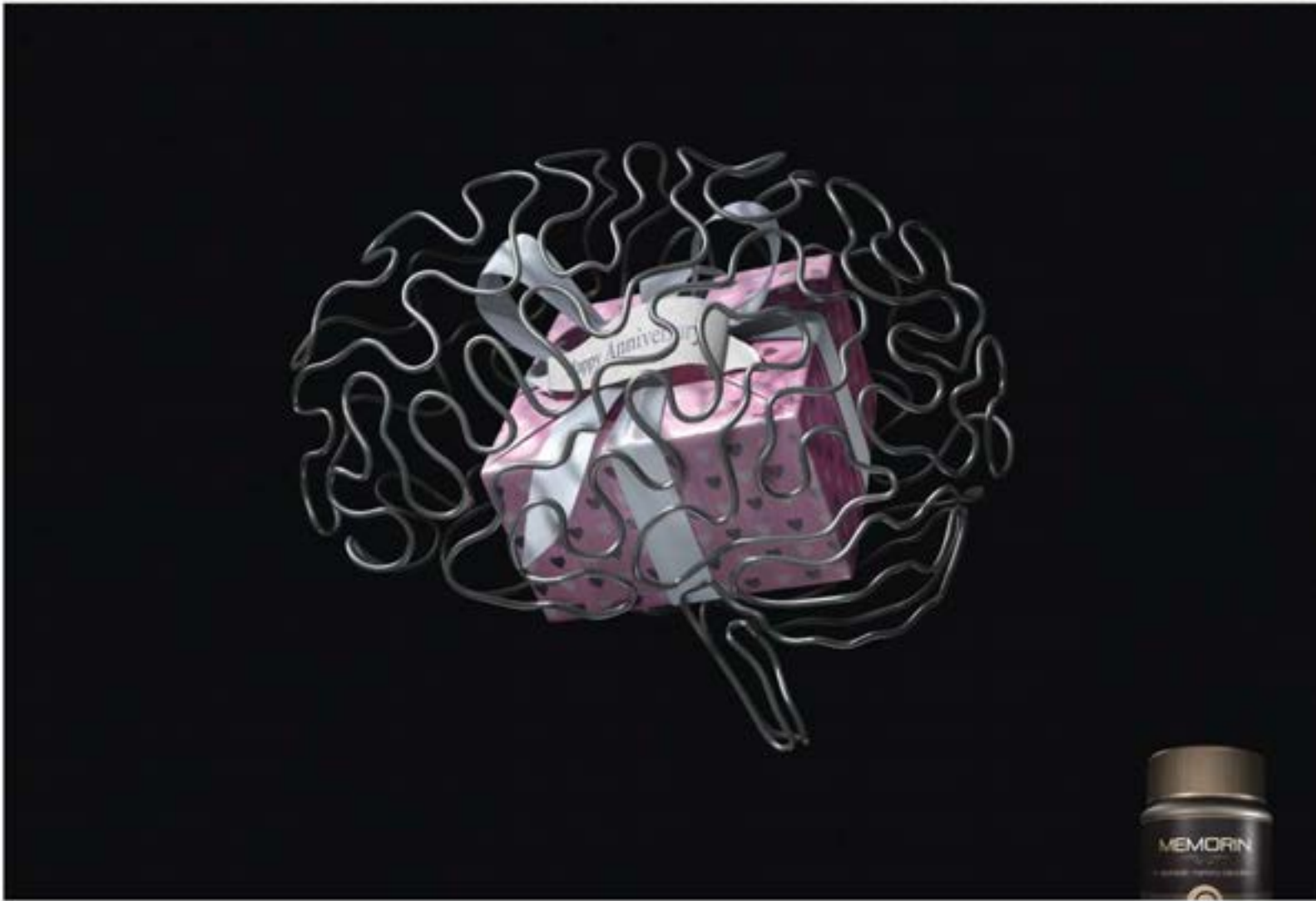
COPYWRITER

Venkatagiri Rao / Deepti Parekh / Swati Ravi Nain

PHOTOGRAPHER

Amol Jadhav / corbis.com





BRAND

Shakti Ayurvedic

AD AGENCY

DDB Mudra Group

CHAIRMAN & CHIEF CREATIVE OFFICER

Sonal Dabral

EXECUTIVE CREATIVE DIRECTOR

Vinayak Gaikwad

ART DIRECTOR

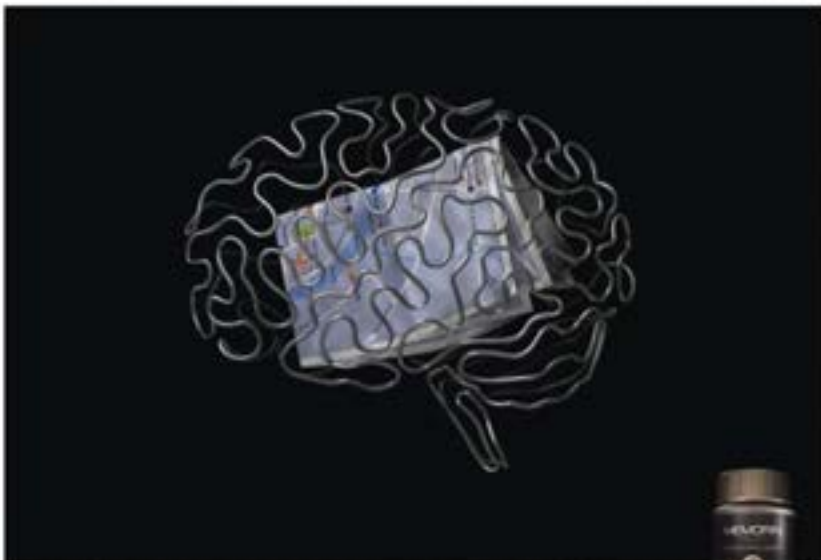
Vinayak Gaikwad / Avinash Jakhlekar

COPYWRITER

Vinayak Gaikwad

ILLUSTRATOR

Cocktail Art





The classic client commandment - XI: "Thou shalt maketh the ad in 2 hours.
I shalt send the brief later."

A tailor was asked to stitch a shirt in a couple of hours! Well, not that unusual?
What if we tell you the measurements hadn't come in till those two hours?!
And worse, the poor tailor was fired for not delivering the shirt on time! Sympathies.



TITUS UPPUTURU

Dentsu Media and Holdings India Pvt. Ltd.

Honda CRV – One life, Many lives

When we set out chasing our dreams, the question we are asked is "What do you do?" When we become successful, we are asked, "What do you like doing best?" The Honda CRV was for the latter. Thus the line, 'One life, many lives' launched the new Honda CRV.

Toshiba Laptops - Awesome Inside Out

The design team at Toshiba added a certain coolness to the design and look of the product. We came up with the line 'Awesome Inside Out'. The launch was a spectacular full page that proved the inside was as good as the outside.

Friendicoes – Make new friends

We all remember making dog shadows on the walls in our childhood. We used this insight to strike new friendship with man's oldest, albeit ignored friend. Friendicoes sent us boxes of chocolates and used the campaign in their local markets and on the internet.

Skechers – Shoe on shoe!

Skechers uses innovative technology to make some of the lightest, high-performance running shoes in the world. What could be a better way of highlighting this fact than feeling like you are wearing 'nothing' at all.

ICICIDirect.com – The world of investment

The ICICI Direct.com print ad had to have a similar 'WOW' effect the ad film had on its viewers. We decided to carry the idea into print even though the call of the day was to have 'testimonial' follow-ups in print.

R City – Discover a New You!

We made the largest mall in Mumbai a journey where you discover more sides of yourself (while you discover 700 stores, a 9 Screen Multiplex and 70 odd restaurants.)

Orangina – Orangegasm

A quirky drink needs some really quirky advertising. Orangina's 'Orangegasm' took the market by storm... with immense trials and an even bigger fan following. The communication was enjoyed by the audience who discovered Orangegasm with every sip of Orangina.



HONDA
The Power of Dreams

All new
CR-V

**ONE
LIFE.
MANY
LIVES.**



BRAND

Honda Cars India

AD AGENCY

Dentsu Marcom

CREATIVE

Titus Upputuru / Abhinav Karwal /
Robbie Chhabra

ACCOUNT MANAGEMENT

Harjot Narang / Yuichi Toyoda /
Karun Arora / Amritesh Bakshi

PLANNING

Narayan Devanathan / Ivy Mukherjee

CLIENT TEAM

Shakeel Anjum / Soumik Aich /
Ramneek Dhar

Toshiba recommends Windows 8.

TOSHIBA
Leading Innovation >>>



AWESOME INSIDE OUT.

THERE'S NO SUCH THING AS SOMEWHAT AWESOME, PARTIALLY AWESOME OR ALMOST AWESOME. BECAUSE, IF YOU WERE GOING TO BE IN AWE OF SOMETHING, YOU WOULD BETTER BE AWESOME. FULLY, TOTALLY AND COMPLETELY. IN ESSENCE, AWESOME, INSIDE OUT.



3rd Gen Intel® Core™ i5 Processor



BRAND

Toshiba Laptops India

AD AGENCY

Dentsu Marcom

CREATIVE

Titus Upputuru / Abhinav Karwal /
Robbie Chhabra / Moumita Pal /
Sumanyu Singhal

PHOTOGRAPHY

Prasad Naik

ACCOUNT MANAGEMENT

Sunita Prakash / Kapil Jayaraman /
Kulanath Kaushik

PLANNING

Narayan Devanathan / Anand Murthy

CLIENT TEAM

Sivakumar Natarajan / Abhishek Mehta



BRAND

Friendicoes

AD AGENCY

Dentsu Marcom

CREATIVE

Titus Upputuru / Jitendra Kaushik /
Vishal Mittal / Sharad Anand

ACCOUNT MANAGEMENT

Sunita Prakash / Payal Dhawan

PLANNING

Rabia Sooch

CLIENT TEAM

Geeta Seshamani



BRAND

Skechers

AD AGENCY

Dentsu Communications

CREATIVE

Kishore Shembekar / Sachit Sadanandan /
Vedobroto Roy / Deepak Singh

ACCOUNT MANAGEMENT

Shivavrata Sarkar

CLIENT TEAM

Rajeev Agrawal



Bringing a world of investments to you.

ICICI direct.com
Investments on Your Fingertips

ICICI Securities Ltd.

EQUITIES | MUTUAL FUNDS | BONDS | TAX-SAVING INVESTMENTS | DEMAT | COMMODITIES | GOLD To know more, call us: 022 40701322

BRAND

ICICI Direct.com

AD AGENCY

Dentsu Communications

CREATIVE

Pushkar Shintre / Vedobroto Roy

ASSOCIATES

Paint Box

ACCOUNT MANAGEMENT

Arijit Ray

CLIENT TEAM

Vineet Arora



www.rcity.ca.in

DISCOVER a NEW YOU

AKKTA SURVE
LECTURER

DISCOVER THE FITTER SIDE OF YOU!

The only thing that keeps the confusion alive in her college is the waste of sports and fitness at R City. She has discovered her fitter, juicier, younger side while hopping through our 1,200,000 sq. feet mall and found out that she looks and feels younger than most of her students. If you are looking for some serious fitness equipment or simply just want to check your fitness levels, then we have a whole floor dedicated to you at R City. Come, explore a side of you, you never thought existed.

R City
The city has it all.

adidas Footmark Nike Puma Reebok Sports Direct FILA Sneakers

BRAND
R City

AD AGENCY
Dentsu Communications

CREATIVE
Vedobroto Roy / Deepak Singh

ACCOUNT MANAGEMENT
Sharmila Malekar

CLIENT TEAM
Vikas Arora

DISCOVER a NEW YOU

STEPHEN GANNER
LECTURER

R City
The city has it all.

adidas Footmark Nike Puma Reebok Sports Direct FILA Sneakers

DISCOVER a NEW YOU

RAJHU ANAND
ACCOUNTANT

R City
The city has it all.

adidas Footmark Nike Puma Reebok Sports Direct FILA Sneakers

An Innovation by
SURYORY NARANGGI

Discover **Orangegasm** with every sip.



Having an Orangina is a pleasure like no other.
Its refreshingly crisp orange, lemon zing and millions of tingling bubbles
will have you say oh yes, yes, yes over and over again.

Natural pleasure
Fruits mingle. Bubbles tingle.

NO ARTIFICIAL
COLOURS
NO ARTIFICIAL
FLAVOURS
NO ARTIFICIAL
SWEETENERS

To know more, visit us on Facebook - www.facebook.com/Orangina.in

BRAND

Orangina

AD AGENCY

Dentsu Communications

NATIONAL CREATIVE DIRECTOR

Soumitra Karnik

EXECUTIVE CREATIVE DIRECTOR

Deepak Singh / Vedobroto Roy

COPYWRITER

Soumitra Karnik

ART DIRECTOR

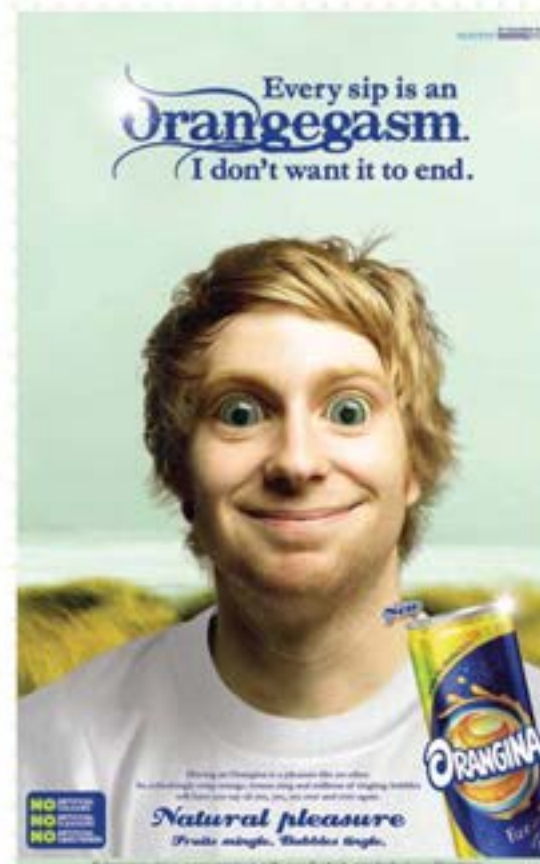
Shantanu Mukerjee

ACCOUNT MANAGEMENT

Arijit Ray / Rajesh Mathew

CLIENT TEAM

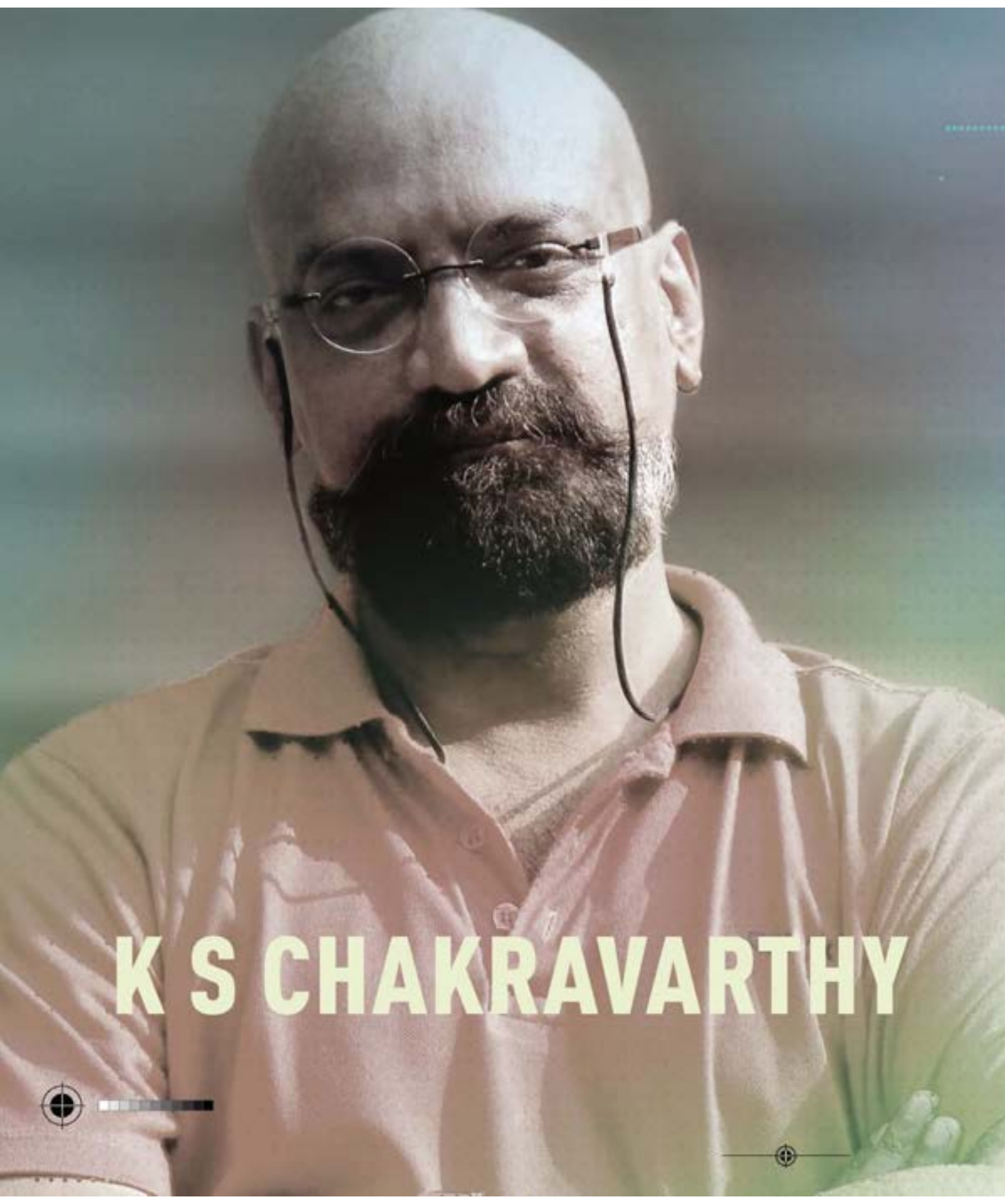
Siddarth / Valerie



Every sip is an
Orangegasm
I don't want it to end.

NO ARTIFICIAL
COLOURS
NO ARTIFICIAL
FLAVOURS
NO ARTIFICIAL
SWEETENERS

Natural pleasure
Fruits mingle. Bubbles tingle.



K S CHAKRAVARTHY

DRAFTFCB+ULKA

Ideal Book Company - Books

I love the sharpness of the insight, the simplicity of the dramatization. Ideal specializes in educational books for every kind and level of student – what better way to capture that?

Zee Café - Graphs

It is simple, it is striking, it is extremely intelligent in the way it presents numbers to media planners who are inundated with numbers day in and day out.

Makemytrip - Sphinx

We see landscapes changing all around us, cherished personal landmarks being swallowed up by the ever-growing urban sprawl. An insight this series uses powerfully, to inject a sense of urgency.

Zee 24 Taas - Riot

In today's world where more and more news is captured by bystanders, this drives home a very powerful promise vividly – watching it on Zee 24 Taas is like being there – in a hundred bodies.

Zee Café (Green Turn) - Tiger & Gorilla

A simple visual device to drive home the cold truth with power and drama. And by involving the reader in a little puzzle, it stays that much longer in the mind.

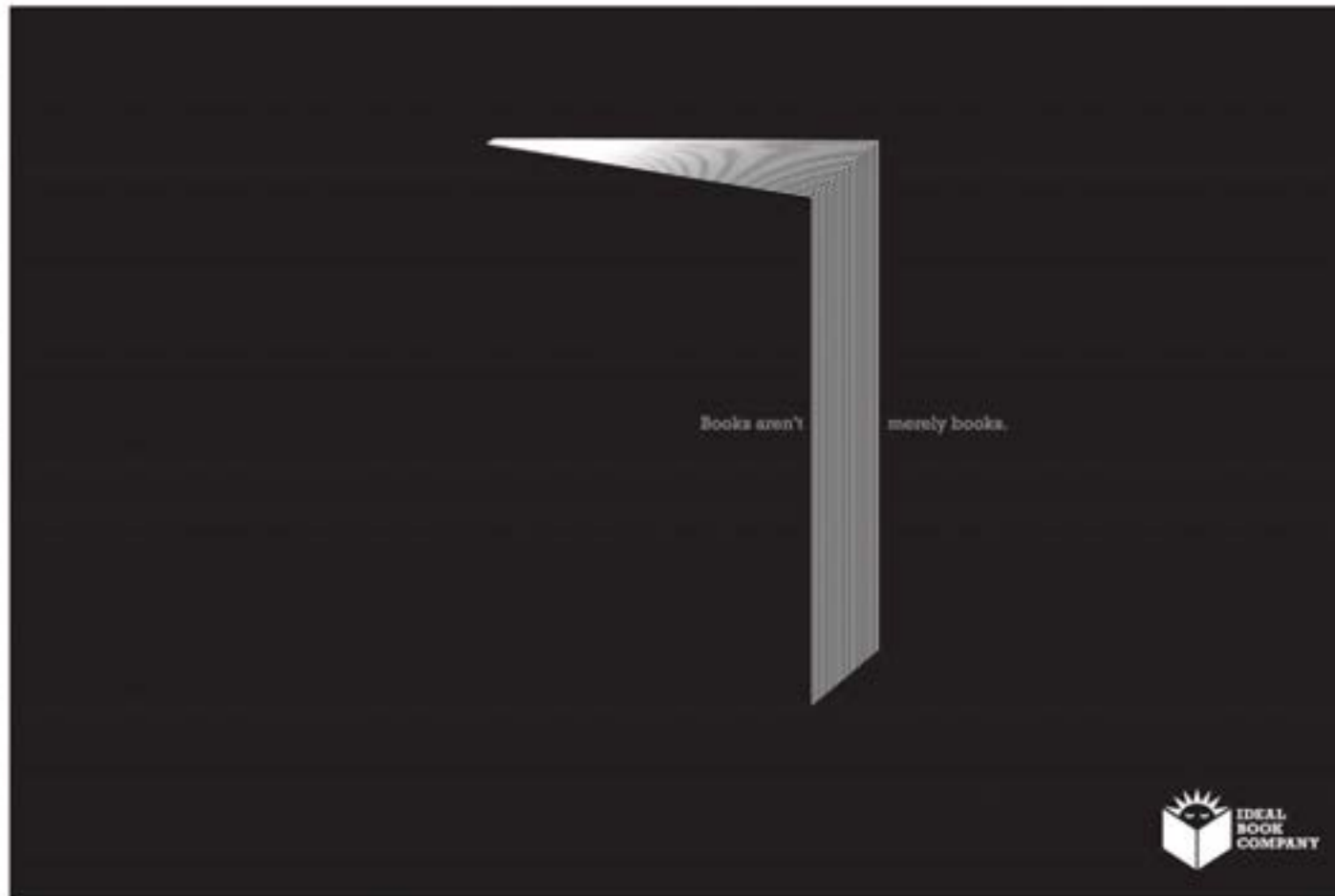
Tata Docomo - Live Prayer

After all the gimmicks and all the award-friendly temple art, prayer is a very personal, private thing. It is a one-on-one connection that you make. What better way to capture that feeling than with the ubiquitous earphones coming straight down from a higher place?

Makemytrip - Face

Today, travel is more than recreation – it is a way to widen your horizons, join the citizens of the world in a community growing ever closer. Because, very simply, travelling shapes who you are – and will become. A striking visualization of a simple, strong insight.





BRAND

Ideal Book Company

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

CREATIVE DIRECTOR

Mehul Patil / Trishay Kotwal

ART DIRECTOR

Balakrishna Gajelli

ILLUSTRATOR

Balakrishna Gajelli

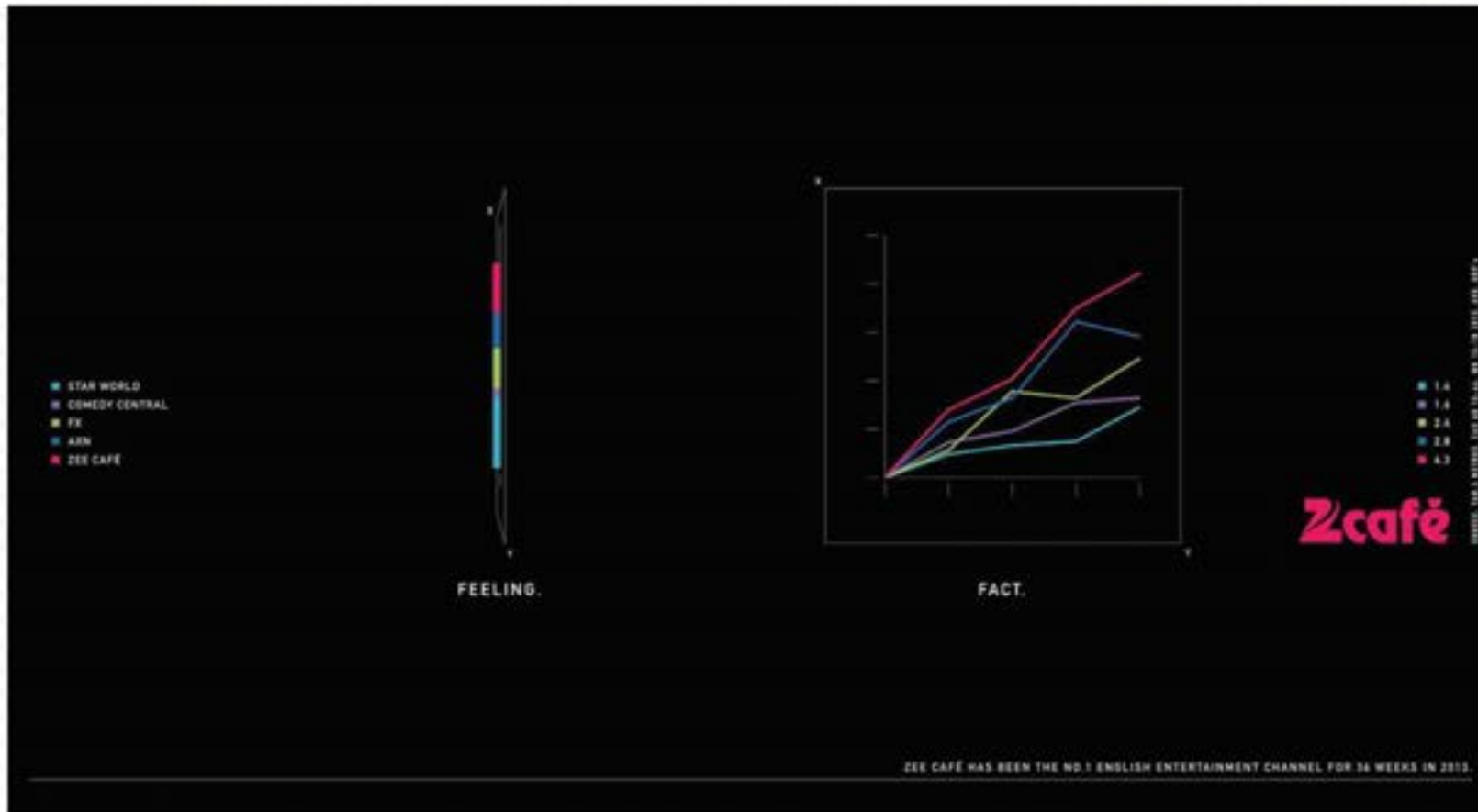
COPYWRITER

Balakrishna Gajelli

CLIENT TEAM

Mandar Nerurkar





BRAND

Zee Café - Graphs

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

CREATIVE DIRECTOR

Mehul Patil / Trishay Kotwal

ART DIRECTOR

Balakrishna Gajelli

COPYWRITER

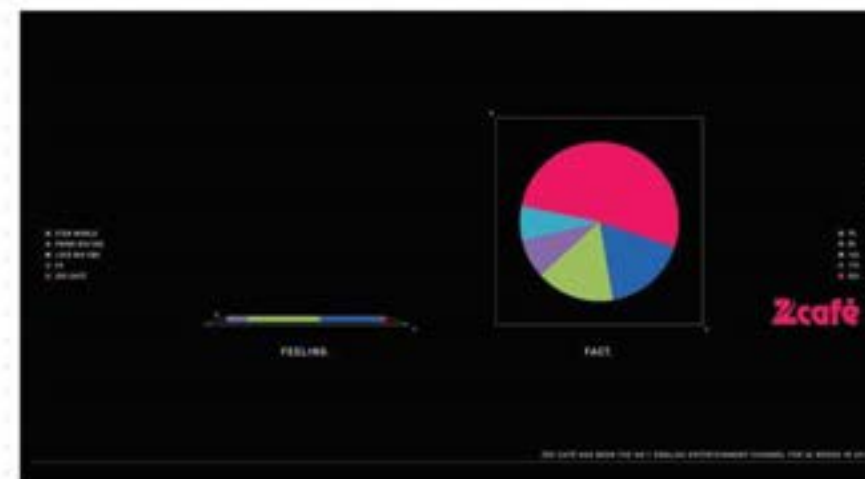
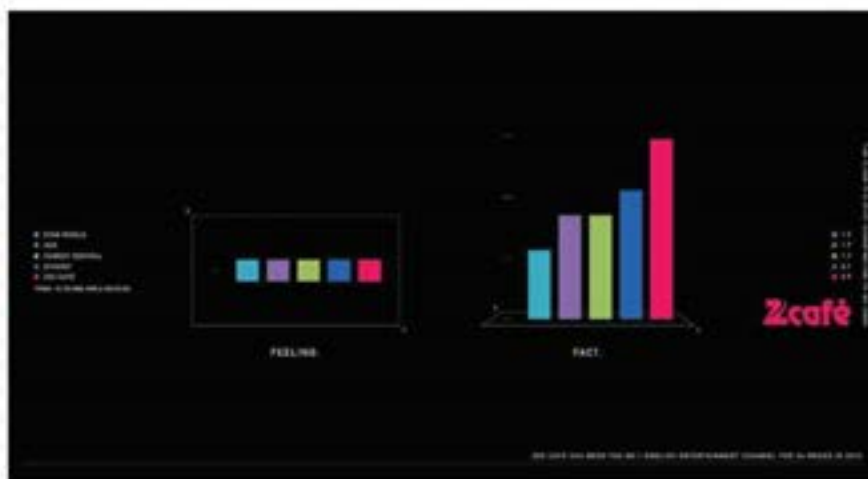
Balakrishna Gajelli / Vishal Nicholas

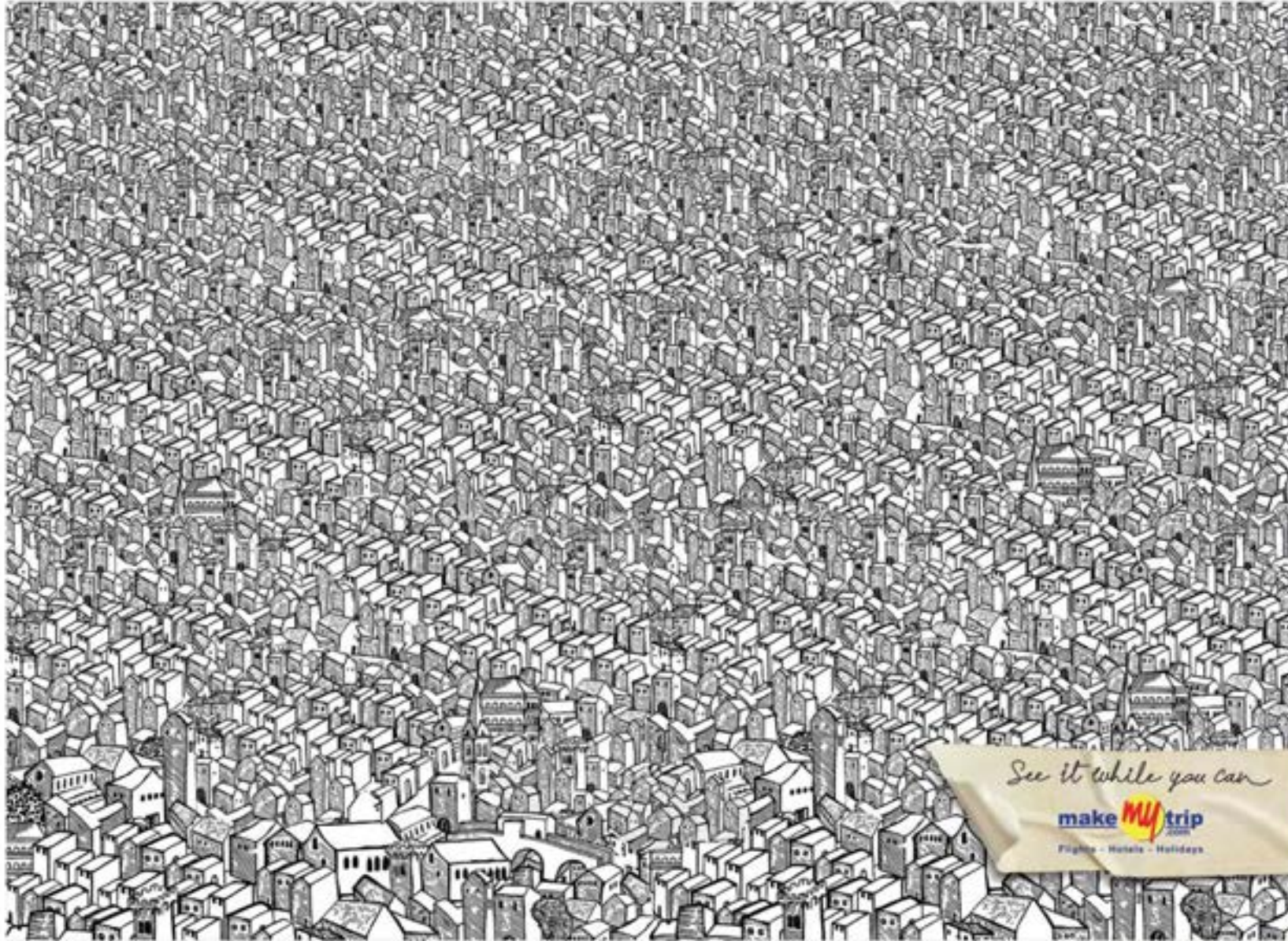
ILLUSTRATOR

Balakrishna Gajelli

CLIENT TEAM

Sharlton Menezes





BRAND

Makemytrip - Sphinx

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

CREATIVE DIRECTOR

Mehul Patil / Trishay Kotwal

ART DIRECTOR

Mehul Patil / Balakrishna Gajelli /

Vijay Sherlekar

COPYWRITER

Trishay Kotwal

ILLUSTRATOR

Vijay Sherlekar

CLIENT TEAM

Vamshi Murthy



BRAND

Zee 24 Taas - Riot

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

CREATIVE DIRECTOR

Devendra Mankame

ART DIRECTOR

Tushar Sawant

PHOTOGRAPHER

Nikhil Borhade / Kiran Pawar

PRINT PRODUCTION COMPANY

Kiran Pawar Photography

COPYWRITER

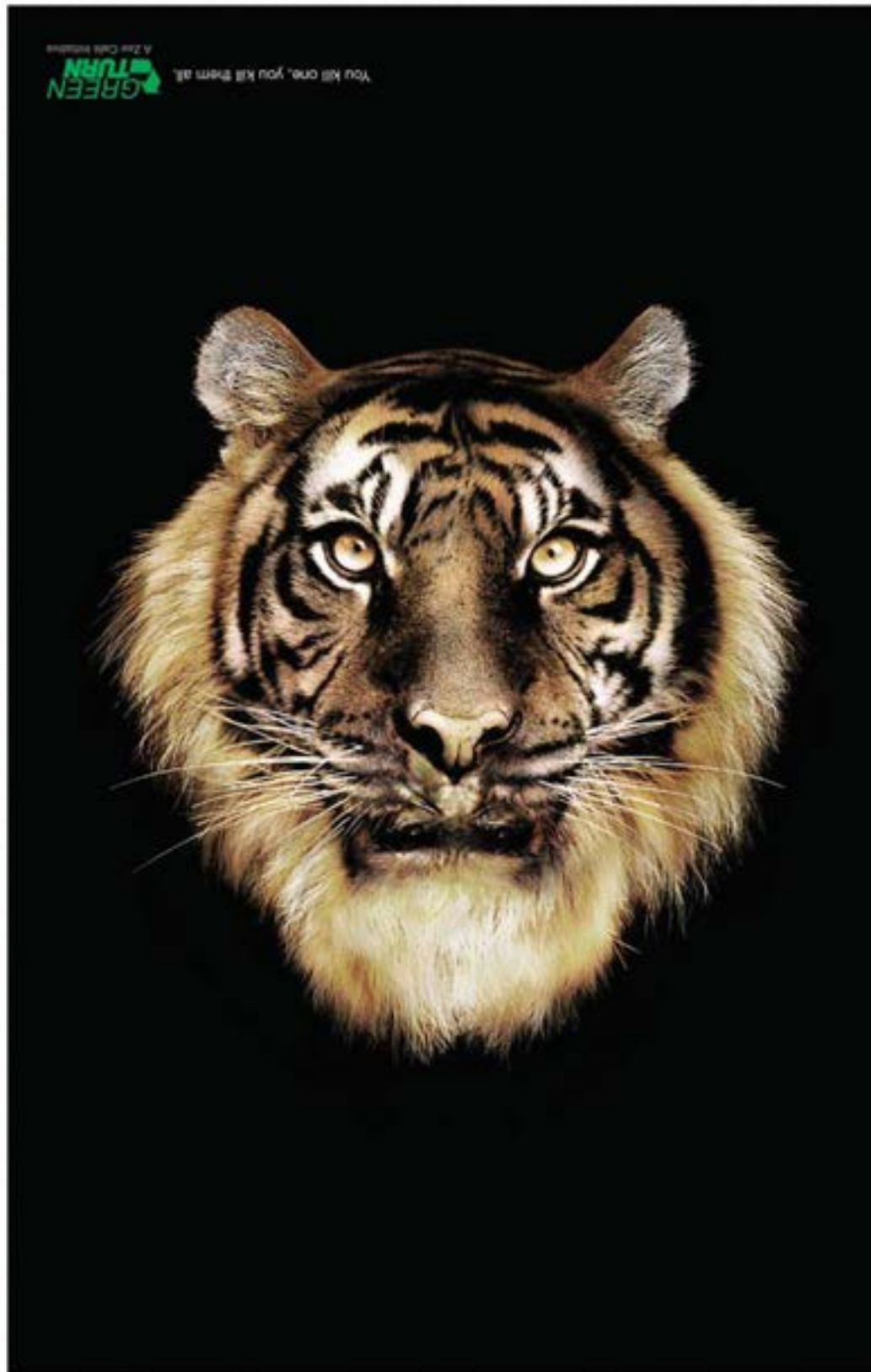
Varsha Kharidaha

RETOUCHER

Kiran Pawar

CLIENT TEAM

Bhushan Khot



BRAND

Zee Café - Green Turn - Tiger & Gorilla

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

CREATIVE DIRECTOR

Devendra Mankame

ART DIRECTOR

Sandeep Urane

PRINT PRODUCTION COMPANY

Kiran Pawar Photography

COPYWRITER

Varsha Kharidaha

RETOUCHER

Kiran Pawar

CLIENT TEAM

Sharlton Menezes



BRAND

Tata Docomo – Live Prayer

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

GROUP CREATIVE DIRECTOR

Sachin Das Burma

CREATIVE DIRECTOR

Mukesh Sablania

ART DIRECTOR

Mukesh Sablania

COPYWRITER

Sachin Das Burma

PHOTOGRAPHER

Raghubir Singh

RETOUCHER

Balbinder Singh

CLIENT TEAM

Pushkar Jain



BRAND

Makemytrip – Face

AD AGENCY

DRAFTFCB+ULKA

NATIONAL CREATIVE DIRECTOR

K S Chakravarthy

GROUP CREATIVE DIRECTOR

Shiveshwar Raj Singh

CREATIVE DIRECTOR

Mukesh Sablania

ART DIRECTOR

Mukesh Sablania

COPYWRITER

Shiveshwar Raj Singh / Anurag Bhalla

ILLUSTRATOR

Jayavant Tambare

CLIENT TEAM

Vamshi Murthy



MALVIKA MEHRA / AMIT AKALI

Grey Worldwide

Duracell - Positive & Negative

To communicate the longevity of Duracell Alkaline Batteries, we used the positive and negative of a battery to spell out a universal truth. Too much of a good thing, even battery performance, can be bad. Thoughtful minimal design, absence of a logo and rib-tickling lines make the campaign a winner.

Killer - Shredded Jeans

This happens a lot. Our clothes get caught on a stray nail and get shredded by accident. Only on the Killer range of Shredded jeans, the look isn't an accident, it's design. We thus advertised the product perfectly, without actually showing the product at all.

Duracell - Lasts for Ages

Duracell wanted to reinforce their brand promise of the longer lasting battery, with a fresh approach. We found a simple insight that while the toys / gadgets you use may change as you age, with Duracell, your batteries will remain unchanged. The colourful visual language of the campaign is distinct and effective.

Crocin - Sneeze

Sometimes, a campaign is born out of a simple fact. In this case, there were two. One - you can't keep your eyes open when you sneeze [it's physically impossible], two - the number of accidents caused because the driver sneezed, is a scary number. When we looked at these facts long enough, the campaign sort of art directed itself.

Killer - Gain Some, Lose Some Calendar

The creative idea here was to create a calendar, and illustrate in a quirky way how our days are spent in the gym, only so the next few days are spent in gorging on food. And how, instead of switching between different waist sizes, you can now just keep one pair of jeans. 'Gain some, lose some. Stretch jeans.'





BRAND

Duracell - Procter & Gamble

AD AGENCY

Grey Worldwide

CHIEF CREATIVE OFFICER

Malvika Mehra / Amit Akali

CREATIVE DIRECTOR

Vishnu Srivastav / Goral Ajmera

COPYWRITER

Vishnu Srivatsav

ART DIRECTOR

Malvika Mehra / Goral Ajmera

DESIGNER

Malvika Mehra / Goral Ajmera

ACCOUNT MANAGEMENT

Fernando Beretta / Ines Etchenique / Vineet Singh

CLIENT TEAM

Stefan Sallandt



SHREDDED JEANS | **KILLER** DIC

BRAND

Killer Shredded Jeans

AD AGENCY

Grey Worldwide

CHIEF CREATIVE OFFICER

Malvika Mehra / Amit Akali

CREATIVE DIRECTOR

Dushyant Chopra

ART DIRECTOR

Ashish Kumar

COPYWRITER

Mohit Dabral

PHOTOGRAPHER

Ashish Kumar

ACCOUNT MANAGEMENT

Vineet Singh

CLIENT TEAM

Ameet Panchal



KILLER DIC



KILLER DIC

BRAND

Duracell - Procter & Gamble

AD AGENCY

Grey Worldwide

CHIEF CREATIVE OFFICER

Malvika Mehra / Amit Akali

CREATIVE DIRECTOR

Rohit Malkani / Sachin Kamath /
Bhavesh Kosambia

COPYWRITER

Sonam Yethenpa

ART DIRECTOR

Surendra Gohey

ILLUSTRATOR

Surendra Gohey

DESIGNER

Surendra Gohey

ACCOUNT MANAGEMENT

Vineet Singh / Fernando Beretta /
Ines Etchenique

CLIENT TEAM

Stefan Sallandt



*Lasts
for ages.*



*Lasts
for ages.*



*Lasts
for ages.*



2500 road accidents every week
are caused by drivers suffering from cold.



BRAND

Glaxosmithkline - Crocin

AD AGENCY

Grey Worldwide

CHIEF CREATIVE OFFICER

Matvika Mehra / Amit Akali

CREATIVE DIRECTOR

Dushyant Chopra

ART DIRECTOR

Ashish Kumar / Dushyant Chopra

COPYWRITER

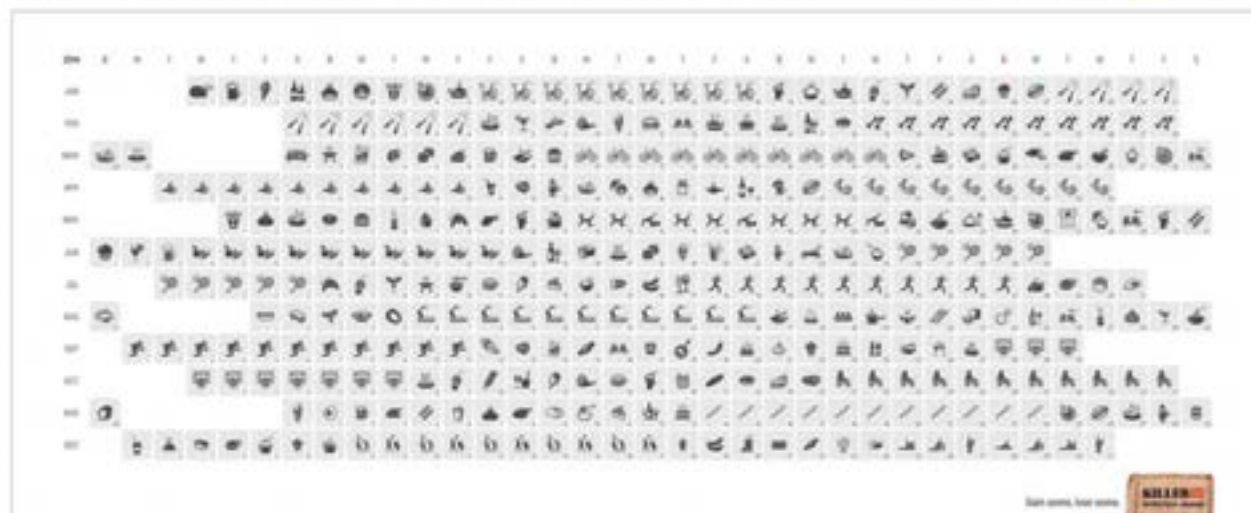
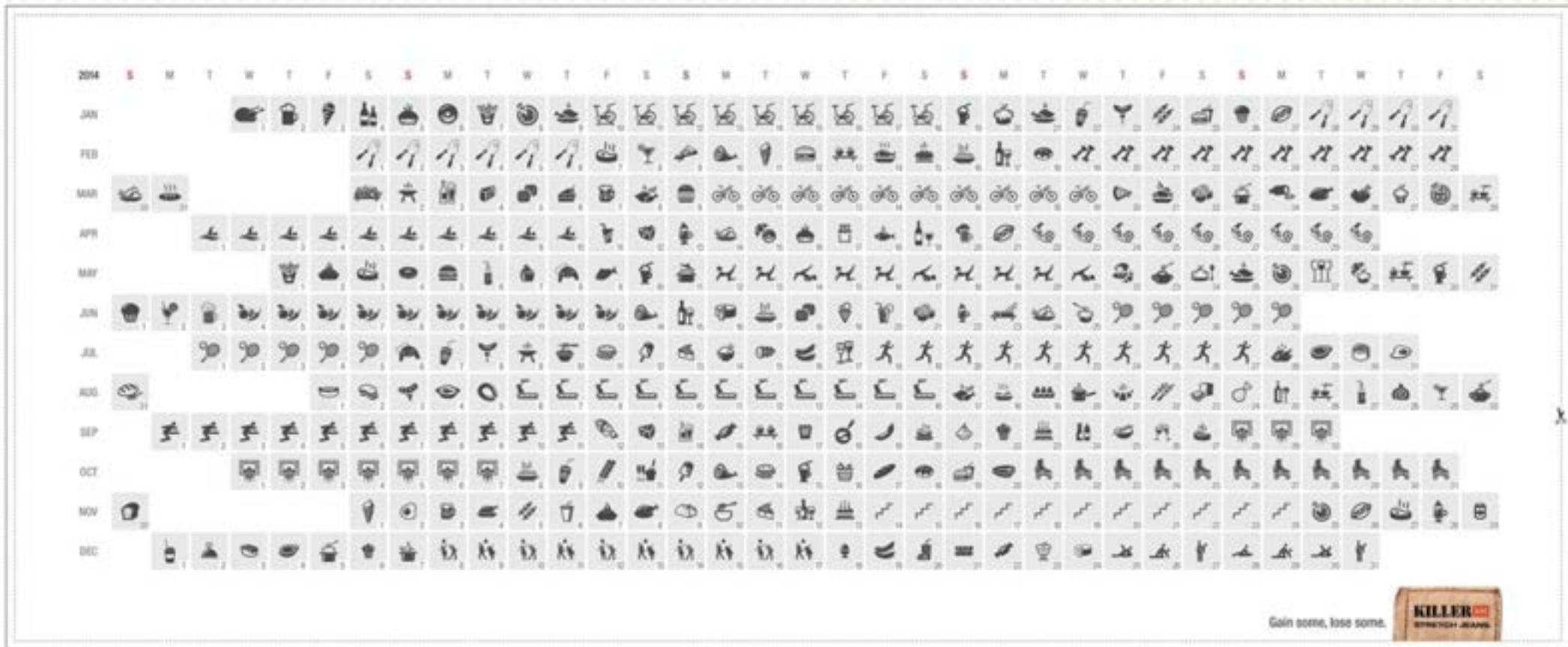
Manish Kinger

ACCOUNT MANAGEMENT

Sanghamitra Chakraborty

CLIENT TEAM

Garima Gupta



BRAND
Killer Stretch Jeans

AD AGENCY
Grey Worldwide

CHIEF CREATIVE OFFICER
Malvika Mehra / Amit Akali

CREATIVE DIRECTOR
Dushyant Chopra / Bodhisatwa Dasgupta

ART DIRECTOR
Dushyant Chopra

COPYWRITER
Bodhisatwa Dasgupta

ACCOUNT MANAGEMENT
Vineet Singh

CLIENT TEAM
Ameet Panchal



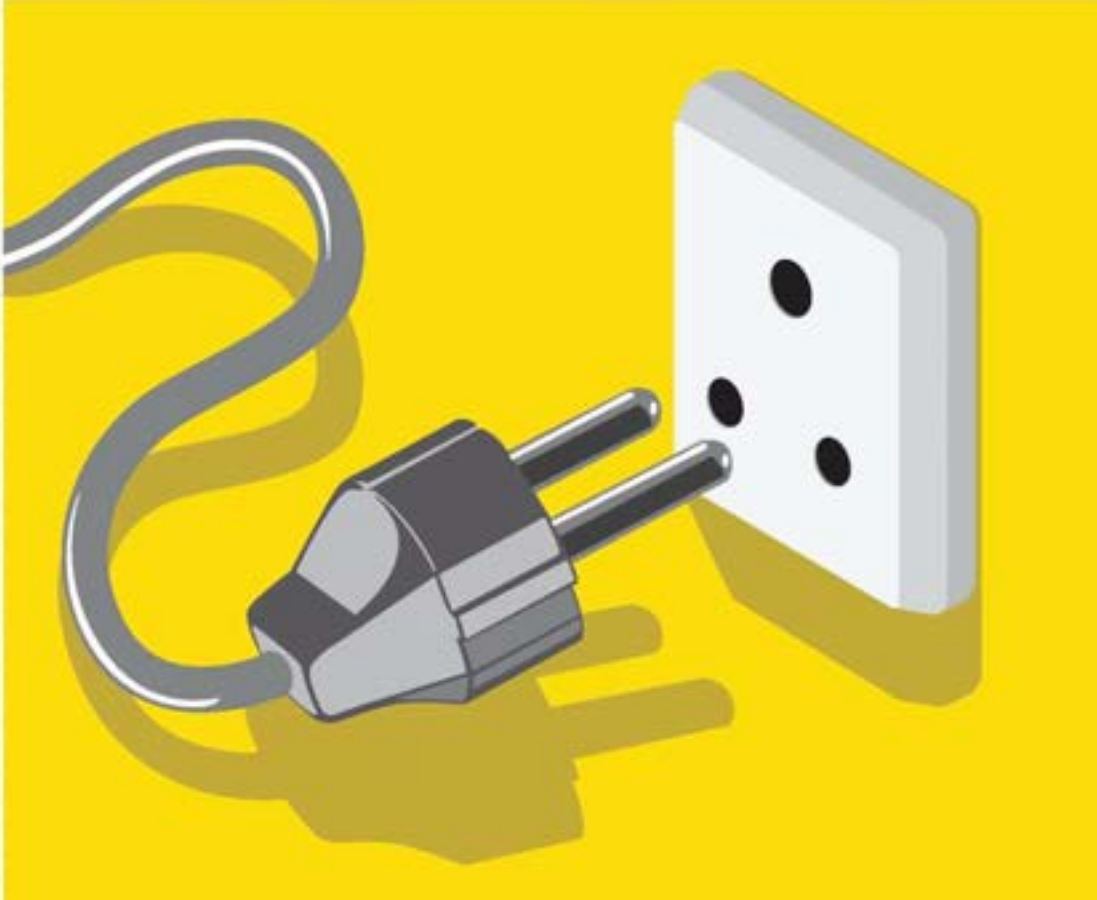
**KARTIK IYER
PRAVEEN DAS**

Happy, Bangalore

KamaSutra & MTV 'Hardware'


Condom brand KamaSutra collaborated with youth-centric brand MTV on a quirky line of condoms in order to shed its twenty year old 'dad's brand' image in India. The name 'Hardware' allowed us to conceptualise a fun campaign using sexual innuendos and 'suggestive' handyman tools. To stay true to the bold nature of both MTV and KamaSutra, we kept the communication edgy, young and colourful.






SOCKET, BABY

INTRODUCING





SCREW IT TIGHT

INTRODUCING

PUMP IN MORE

INTRODUCING BIG HEAD,
CONDOMS WITH ENLARGED EPIS.



BRAND

KamaSutra & MTV 'Hardware'

AD AGENCY

Happy, Bangalore

CHIEF EXECUTIVE OFFICER

Kartik Iyer

CHIEF CREATIVE OFFICER

Praveen Das

CHIEF OPERATIONS OFFICER

Siddhartha Roy

CREATIVE DIRECTOR

Naren Kaushik

ART DIRECTOR

Aswin Sridhar

COPYWRITER

Megha Ramesh

ILLUSTRATOR

Aswin Sridhar

ACCOUNT MANAGEMENT

Ajay Kumar / Pallavi Nayak

CLIENT TEAM

Sumeli Chatterjee / Upasna Gupta



SATBIR SINGH

Havas Worldwide India

iDIVA.com - Nirbhaya

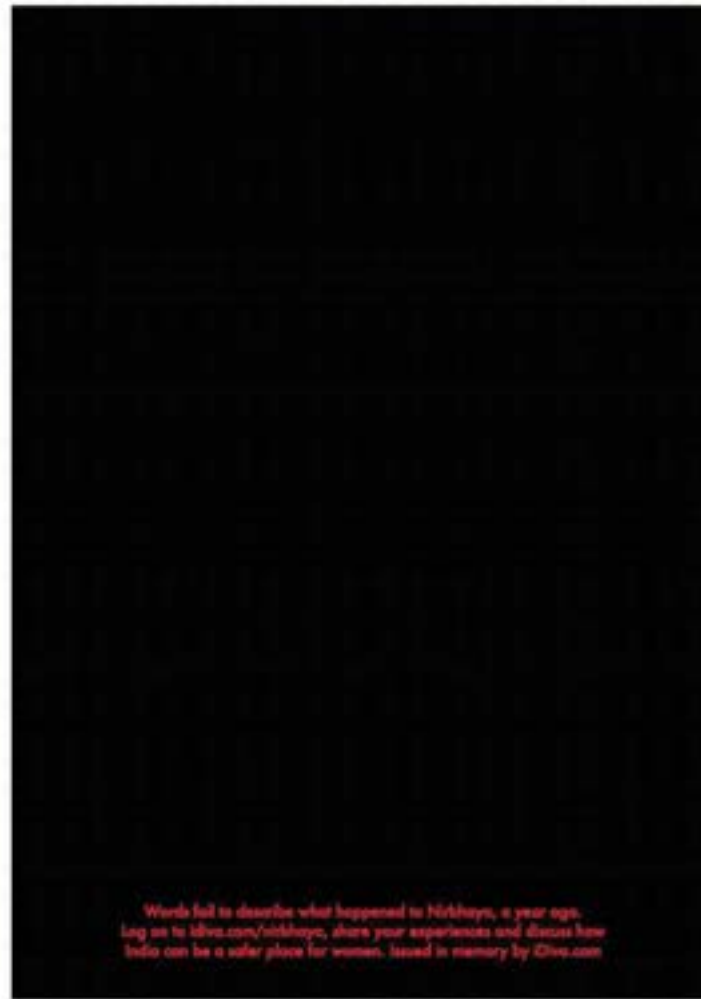
It was the first anniversary of the horrific Nirbhaya incident. iDIVA.com, a women's portal, wanted to commemorate Nirbhaya and instill hope and courage in women, and shame and responsibility into men.



YES, I'M ASKING FOR IT. ASKING FOR RESPECT.

Almost a year ago, the heinous Nirbhaya incident shamed the entire country. Today, we urge women to insist upon the men in their lives to treat women with respect. Log on to idiva.com/nirbhaya, share your experiences and discuss how India can be a safer place for women.

iDIVA.com



BRAND

iDIVA.com

AD AGENCY

Havas Worldwide India

NATIONAL CREATIVE DIRECTOR

Satbir Singh

EXECUTIVE CREATIVE DIRECTOR

Ravi Raghavendra

ART DIRECTOR

Vijayraj

COPYWRITER

Nikhil Guha / Ravi Raghavendra

ACCOUNT MANAGEMENT

Chandy Mohapatra / Mukul Angral

CLIENT TEAM

Gurbir Singh / Maala Malhotra



KARTIK SMETACEK

ideas@work

Rustomjee - Childhoods Available campaign

The latest edition of Rustomjee's much-appreciated (and awarded) 'Childhoods Available' campaign. In a business of glitzy stock imagery and uberclaims, these ads stand out for their simple, human insights.

Rustomjee - Parsi New Year campaign

A set of ads specifically created to run in select Parsi magazines on the occasion of Pateti. As a Parsi brand, speaking to an all-Parsi audience, the ads were meant to be a bit of an inside joke. Something for uncle Firoz to chuckle about, over a second helping of Dhansak.





BRAND

Rustonjee

AD AGENCY

ideas@work

CREATIVE DIRECTOR

Zarvan Patel / Prashant Godbole

ART DIRECTOR

Shriram Mandale

COPYWRITER

Ahana Choudhury / Kartik Smetacek

ASSOCIATES

Chandrajit Yadav

ACCOUNT MANAGEMENT

Nadia Almeida

CLIENT TEAM

Percy Chowdhry / Leena Langly





**10 THINGS
EVERY PARSI SHOULD BE
*grateful for this New Year.***

THERE IS AT LEAST
ONE ROAD NAMED AFTER
someone
in the family tree.



THE PARSI CALENDAR
has no
Shrovetide Lent
or day days.

ONE OF YOUR
SECOND COUSINS IS
a second
cousin of ISKCON.

YOUR KIDS WILL GET
INTO ANY COLLEGE THROUGH
THE MINORITY QUOTA.
Will they
should be able to!

SOMEONE
IN YOUR FAMILY STILL OWNS
a piece of
prime property.



NO PARSI MOTHER HAS
EVER SAID 'DINKA,
it's time to get your
own house.

THERE'S
ANOTHER NEW YEAR
in 215 days.



YOUR FURNITURE
will outlive
your grandchildren.

*Chances are you will inherit some property.
IF NOT, PLEASE REFER THE LOGO BELOW.*

IT'S THOUGHTFUL. IT'S **Rustomjee**

CALL: 0111 8111 | WWW.RUSTOMJEE.COM | CORPORATE OFFICE: 702 NARVAL, N. V. ROAD JUNCTION, WESTERN EXPRESS HIGHWAY ANDHERI (E), MUMBAI 400 069.

**10 REASONS
TO CELEBRATE
PAPETI**
to appreciate this year.

<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>		<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>
<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>		<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>



IT'S THOUGHTFUL. IT'S **Rustomjee**

**10 REASONS
to celebrate this year's
2ND NEW YEAR.**

<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>		<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>
<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>		<p>THE CALENDAR HAS A LOT OF HOLIDAYS AND HOLIDAYS HOLIDAYS</p>



IT'S THOUGHTFUL. IT'S **Rustomjee**

BRAND
Rustomjee

AD AGENCY
ideas@work

CREATIVE DIRECTOR
Zarvan Patel / Prashant Godbole

ART DIRECTOR
Manoj Gorde

COPYWRITER
Shahan Karanjia

ACCOUNT MANAGEMENT
Nadia Almeida

CLIENT TEAM
Percy Chowdhry / Leena Langly



The resurrection, recycling and repackaging of rejected ideas.

Since school days we are taught to never give up. The adage is finally put to use by the geniuses at ad agencies. Every idea once thrashed (sometimes brutally murdered) makes its way back in a new avatar. To the same client or another.



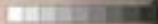
PARUL ARORA

Law & Kenneth Communications (India) Private Limited

Huawei - Corporate Campaign

Technology is what we breathe, every moment, 1,440 minutes / day, yet a term which scares the hell out of everyone. Huawei is known as a technology leader, an innovation leader with cutting edge technological products and solutions, which is difficult for everyone to understand – one of the reasons why Huawei is still less known.

In this corporate campaign, we have humanized and simplified Technology and have taken a larger than life platform by showcasing how technology is touching lives across the entire nation. Rather defined a new purpose for Huawei, from being a technology leader to understanding human behaviour and fulfilling human desires.



MAKE IT
POSSIBLE



WHAT HAPPENS WHEN SOMEONE UNDERSTANDS THE ASPIRATIONS OF 1.2 BILLION INDIANS?



Huawei. Inspired to enrich lives.

At Huawei, we create solutions that are inspired by your aspirations. From Smartphones that spark a fashion trend to end-to-end solutions for enterprises and carrier networks – our innovations have been adding value to people's lives in more ways than one.

Huawei India, for over a decade now, has been partnering India's Top 10 Telecom Operators with seamless, secure-by-design and reliable communication services. Further, with local R&D, manufacturing and various CSR initiatives that bridge the digital divide, Huawei has been fostering inclusive growth in India. All this because at Huawei, your aspirations inspire us to **make it possible**.

Enterprise Business Solutions | Carrier Network Solutions | Consumer Devices

- | | | |
|---|--|--|
| <p>GLOBAL LEADER IN BROADBAND & TELECOM</p> <ul style="list-style-type: none"> No. 1 Telecommunications Equipment Vendor 26,574 Patents 5th Most Innovative Company | <ul style="list-style-type: none"> No. 1 share of LTE Network Contract Awards No. 1 in Datacards No. 2 in Smartphones | <ul style="list-style-type: none"> World's Best WiFi, Voice Dialing enabled Video Conferencing Solution No. 2 in Enterprise Router & Telepresence markets globally No. 2 in Global Campus Switch Market |
|---|--|--|



Download Brochure

<http://www.huawei.com/in> | <http://enterprise.huawei.com/in> | <http://consumer.huawei.com/in>

Source: All Research, 1st Company, 1st or 2nd, 3rd, 4th, 5th and 6th

MAKE IT
POSSIBLE



CAN INNOVATIONS TO ICT MAKE A DIFFERENCE TO THE BOTTOMLINES OF ENTERPRISES?



Huawei. Inspired to drive efficiency.

At Huawei, we understand the aspirations of businesses – both emerging and established – to make every rupee count. This is the inspiration behind our innovations that simplify and add value to business operations.

For over a decade now, Huawei has been partnering India's leading enterprises and has been providing them with technology and customer-centric solutions that are making a difference to their bottomlines. In addition, with local R&D, manufacturing and various CSR initiatives that bridge the digital divide, Huawei has been partnering inclusive growth in India. All this because at Huawei, your aspirations inspire us to **make it possible**.

Enterprise Business Solutions | Carrier Network Solutions | Consumer Devices

- | | | |
|---|--|--|
| <p>GLOBAL LEADER IN BROADBAND & TELECOM</p> <ul style="list-style-type: none"> No. 1 Telecommunications Equipment Vendor 26,574 Patents 5th Most Innovative Company | <ul style="list-style-type: none"> No. 1 share of LTE Network Contract Awards No. 1 in Datacards No. 2 in Smartphones | <ul style="list-style-type: none"> World's Best WiFi, Voice Dialing enabled Video Conferencing Solution No. 2 in Enterprise Router & Telepresence markets globally No. 2 in Global Campus Switch Market |
|---|--|--|



Download Brochure
For an update, please visit at <http://www.huawei.com/in>

BRAND Huawei

AD AGENCY

Law & Kenneth Communications (India) Private Limited

CREATIVE

Parul Arora / Sumit Das / Gheeverghese Thomas

ACCOUNT MANAGEMENT

Sanjeev Gauba / Vineet Kindra / Naman Vardhan / Surabhi Batra

CLIENT TEAM

Sethumadhavan Srinivasan



ARUN IYER



AMER JALEEL

Lowe Lintas + Partners, Mumbai

The Economic Times - ET Against Half Knowledge

A reputed newspaper such as The Economic Times is ideally suited to crusade against half knowledge, an everyday evil. Though the campaign thought was serious, the execution deliberately lightened the delivery of the message, with quirky illustrations and bold colours.

Parker Pens - Write All Wrongs

The idea behind the ad was to show that the pen is mightier than the sword and can make a difference in the world. The copy was a play on the phrase, 'right all wrongs.'

Ruosh - Pity, we don't make shoes for women

Ruosh shoes are painstakingly handcrafted with great sincerity and passion. Sadly though, they are made only for men, who don't give two hoots about the shoes or their craftsmanship. The campaign used tongue-in-cheek humour to narrate the sad plight of Ruosh to the world.

Tanishq - Tanishq Solitaires

The campaign expressed how a single diamond, a solitaire, could symbolize the one true love that remains unchanged, despite all relationship problems.

Woodland Sandals - Recycled

Made with recycled materials, the idea of the campaign was to show the simple process of rubber being recycled into a shoe, in an innovative way.

Woodland Shoes - Untamed

The idea behind the creative was to show how the shoes are designed for adventurous people as free as the untamed Cheetah.

Fastrack - Fastrack Sunglasses

This campaign retained the fashion quotient and appeal, that's essential for Fastrack communication, while going for a completely minimalistic look. It showcased the sunglasses in all its glory, and at the same time added glamour through the lip art.

**STAND UP AGAINST CORRUPTION!
STAND UP AGAINST POVERTY!
STAND UP AGAINST POLLUTION!**

**READ UP AGAINST
HALF KNOWLEDGE.**



Half knowledge is all around. Feeding off opinions that are popular, but not considered. Discussing issues beyond its grasp. Passing off what little it knows as the full picture. And worst of all, spreading like wildfire. But you can do your bit to get rid of half knowledge. Just pick up the day's Economic Times. In its pages, you will get the complete picture on every story that matters. Essential for fighting against half knowledge, and gaining personal success. Because it's only when you know, that you will grow.

**ET AGAINST
HALF
KNOWLEDGE**

THE ECONOMIC TIMES
KNOW.GROW

www.knowgrow.economicstimes.com facebook.com/etagainstthk
SMS ETANK+space+your name+space+email to 58888 to take the pledge against Half Knowledge

**HALF KNOWLEDGE
IS ALWAYS VERY LOUD.
NOT NECESSARILY CLEAR.**



Whenever you see, whenever you go, half knowledge won't let you sleep. Making your decisions, being informed and making your own choices that represent your own. But enough. The time has come when half knowledge is hardly very useful. By arming yourself with all the knowledge needed to stand out from every intelligent decision. The Economic Times is against it. Show that you are too.

**ET AGAINST
HALF
KNOWLEDGE**

THE ECONOMIC TIMES
KNOW.GROW

www.knowgrow.economicstimes.com | facebook.com/etagainstthk
SMS ETANK+space+your name+space+email to 58888 to take the pledge against Half Knowledge

**HALF KNOWLEDGE
FOLLOWS A NEWS STORY,
FROM ONE ANGLE ONLY.**



Whenever you see, whenever you go, half knowledge won't let you sleep. Making up the news, spreading information all around. Half enough. The time has come when half knowledge is hardly very useful. By arming yourself with all the knowledge needed to stand out from every intelligent decision. The Economic Times is against it. Show that you are too.

**ET AGAINST
HALF
KNOWLEDGE**

THE ECONOMIC TIMES
KNOW.GROW

www.knowgrow.economicstimes.com | facebook.com/etagainstthk
SMS ETANK+space+your name+space+email to 58888 to take the pledge against Half Knowledge

BRAND

The Economic Times

AD AGENCY

Lowé Lintas + Partners, Mumbai

CREATIVE

Arun Iyer / Ameya Kovale / Rajesh Doraiswamy / Shalini Avadhani / Pankaj Kharode / Vitthal Kusumkar / Hardi Pithva

ACCOUNT MANAGEMENT

Shantanu Sapre / Sujay Rachh / Sachin Sahu

CLIENT TEAM

Neeti Chopra / Iqbal Singh / Shalini Kula / Gaurav Mandloi / Abhijit Jejurikar / Nupur Yagnik / Manas Makani / Atin Batra



WRITE ALL WRONGS.



Parker salutes the stalwarts of Indian journalism
at the Ramnath Goenka Excellence in Journalism Awards,
23rd July 2013, New Delhi.



PARKER
— 125 YEARS —

BRAND

Parker

AD AGENCY

Lowé Lintas + Partners, Gurgaon

NATIONAL CREATIVE DIRECTOR

Amer Jaleel

CREATIVE DIRECTOR

Shriram Iyer / Udayashankar Rao

ART

Udayashankar Rao / Rajanish Jain

COPYWRITER

Shriram Iyer

ACCOUNT MANAGEMENT

Tanul Bhartiya

CLIENT TEAM

Pooja Jain

Love is strange. Even to those who are so strangers to it.

It's hardly the bliss early lovers hope to believe.

It weeps them, laughs at them. But never fearfully laugh along.

Every time love threatens to die down, they breathe new life into it.

Love could become living with a million reasons to leave it behind.

But they never take the easy way out.

Because for those who believe in only one love,

there can be no two ways about it.



TANISHQ



A TARA PRODUCT

*because
there is
only
one
love*

TANISHQ
SOLITAIRES

₹50,000 ONWARDS

31 02441

Shop online at www.tanishq.com

Follow us on [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

BRAND

Tanishq

AD AGENCY

Lowé Lintas, Bangalore

CREATIVE

Arun Iyer / Rajesh Ramaswamy /
Ujjwal Kabra / Adarsh Atal /
Prasad Baggi / Indrasish Mukherjee

ACCOUNT MANAGEMENT

Sudhir Rajasekharan / Pritish Wesley /
Asha AP / Aditi Prabhakar

ASSOCIATE

N. Sugunathan

CLIENT TEAM

Sirish Chandrashekhar / Parvesh Debuka /
Sanjay Kumar



BRAND
Woodland Sandals

AD AGENCY
Karishma Advertising, (Lintas India)

CREATIVE
Mohit Arora / Ipshita Bose / Prachi

ACCOUNT MANAGEMENT
Tanul Bharatiya / Ashwary Wadhwa



Pro Planet



MADE FOR THE UNTAMED



BRAND

Woodland Shoes

AD AGENCY

Karishma Advertising, [Lintas India]

CREATIVE

Mohit Arora / Shayondeep Pal /
Tridip Nandi

PHOTOGRAPHER

Ajoy Krishna

ACCOUNT MANAGEMENT

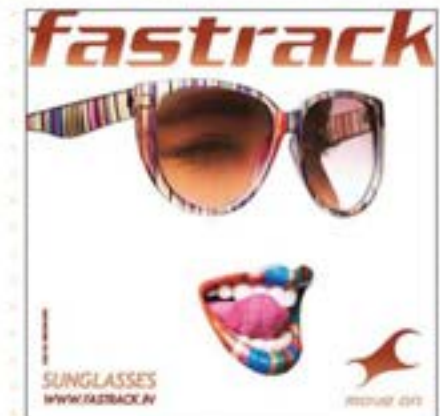
Tanul Bharatiya / Abheek Chatterji

fastrack



CALL US: 1800-266-0123

SUNGLASSES
WWW.FASTRACK.IN



BRAND

Fastrack

AD AGENCY

Lowé Lintas, Bangalore

CREATIVE

Arun Iyer / Rajesh Ramaswamy /
Lohith Chengappa / Carl Savio / N Sukumaran
/ Gopi Krishnan / Keya Pothen

ACCOUNT MANAGEMENT

Anand Narayan / Bhupender Agarwal /
Meghna Nair / Deejan Appanna

ASSOCIATES

Citruz Fashion Networks / Arjun Mark

CLIENT TEAM

Ronnie Talati / Simeran Bhasin /
Hemal Pancharia



PRASOON JOSHI

McCann Worldgroup India

Active Total Security Systems - Keys are hard to find

This idea pretty much presented itself to us. With ample stories of keys that are never found, especially when you need them the most, the insight was ours for the taking. The execution and the details were like the icing on the cake which turned an everyday plight into a meaningful campaign for our client.

Dish TV - Child Lock

Most TV content is harmful for kids. And even though parents try their best to screen out adult content, a child's impressionable mind is always learning new things. What we consume as entertainment, like movies etc. send out stronger messages to kids, ones they interpret in their very own ways. The campaign urged parents to be more careful of just what their children might be learning, even from movies that they themselves think are harmless.

Videocon Mobiles - Hands can't be trusted

This idea is as simple as it reads. Your hands can make mistakes, so why not use a simple feature on mobile phones, which helps keep them in check.

Penguin Group (India) - Author Headphones

Listening to audiobooks is as good as listening to the authors themselves. In this case, William Shakespeare, Mark Twain & Oscar Wilde. Also, we preferred realistic illustrations of the writers [whispering] in the form of headphones to make the communication more compelling.

Yatra Online India Pvt. Ltd. - Shoelace Monuments

Budget travel is best captured by the phrase 'shoestring budget'. We literally visualised the phrase around famous tourist spots like the Eiffel Tower, London Bridge & Leaning Tower of Pisa to communicate that we offer economical packages to tourists. The result was 3 stellar images.



BRAND

Active Total Security Systems

AD AGENCY

McCann Worldgroup India

CHIEF CREATIVE OFFICER

Prasoon Joshi

EXECUTIVE CREATIVE DIRECTOR

Akshay Kapnadak / Rahul Mathew /
Raylin Valles

CREATIVE DIRECTOR

Anshumani Khanna / Denzil Machado

COPYWRITER

Anshumani Khanna / Anushree Chaitanya

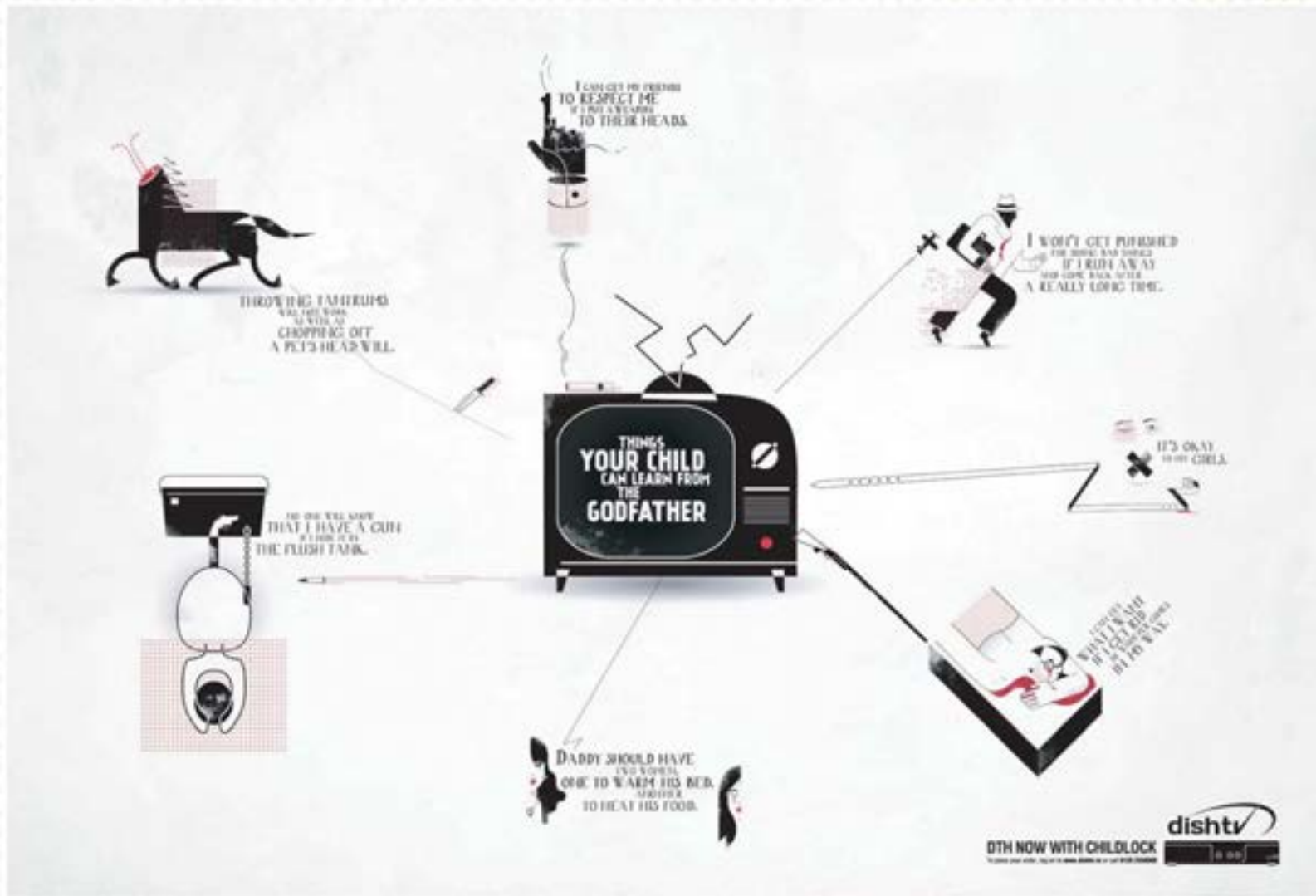
ART DIRECTOR

Raylin Valles / Denzil Machado

CLIENT TEAM

R. Nanadakumar





BRAND
Dish TV

AD AGENCY
McCann Worldgroup India

CHIEF CREATIVE OFFICER
Prasoon Joshi

EXECUTIVE CREATIVE DIRECTOR
Akshay Kapnadak / Rahul Mathew / Raylin Valles

CREATIVE DIRECTOR
Anshumani Khanna / Denzil Machado

COPYWRITER
Anshumani Khanna / Anushree Chaitanya

ART DIRECTOR
Raylin Valles / Harshik Suraiya

CLIENT TEAM
Animesh Mishra



BRAND

Videocon Mobiles

AD AGENCY

McCann Worldgroup India

CHIEF CREATIVE OFFICER

Prasoon Joshi

EXECUTIVE CREATIVE DIRECTOR

Akshay Kapnadak / Rahul Mathew /
Raylin Valles

CREATIVE DIRECTOR

Anshumani Khanna

COPYWRITER

Radhika Kapoor

ART DIRECTOR

Raylin Valles / Sayan Sengupta

CLIENT TEAM

Sunil Tandon



Hands can't be trusted.
Videocon mobile with voice dialling.



Hands can't be trusted.
Videocon mobile with voice dialling.



Hands can't be trusted.
Videocon mobile with voice dialling.



Hands can't be trusted.
Videocon mobile with voice dialling.

BRAND

Penguin Group (India)

AD AGENCY

McCann Worldgroup India

CHIEF CREATIVE OFFICER

Prasoon Joshi

EXECUTIVE CREATIVE DIRECTOR

Ashish Chakravarty

CREATIVE DIRECTOR

Talha Nazim / Rohit Dvgun

COPYWRITER

Talha Nazim

ART DIRECTOR

Rohit Dvgun

DESIGNER

Nobin Dutta





BRAND

Yatra Online India Pvt. Ltd.

AD AGENCY

McCann Worldgroup India

CHIEF CREATIVE OFFICER

Prasoon Joshi

EXECUTIVE CREATIVE DIRECTOR

Ashish Chakravarty

CREATIVE DIRECTOR

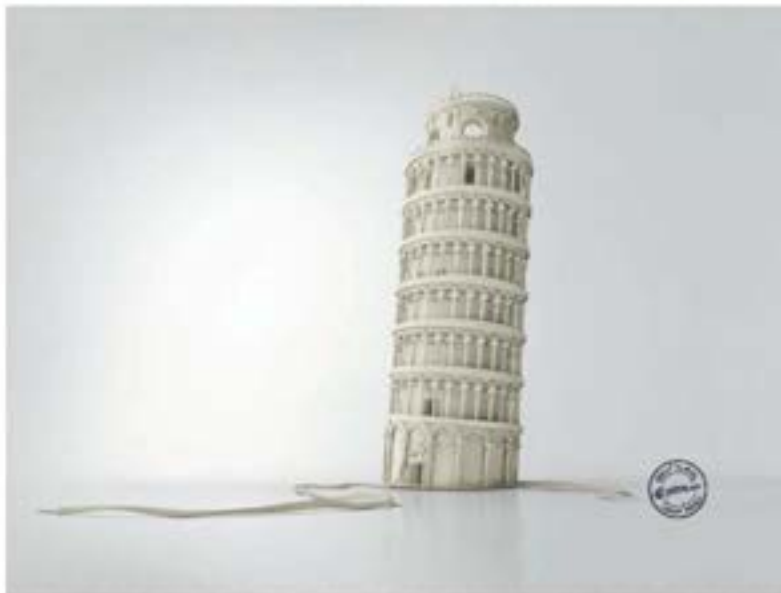
Talha Nazim / Rohit Devgun

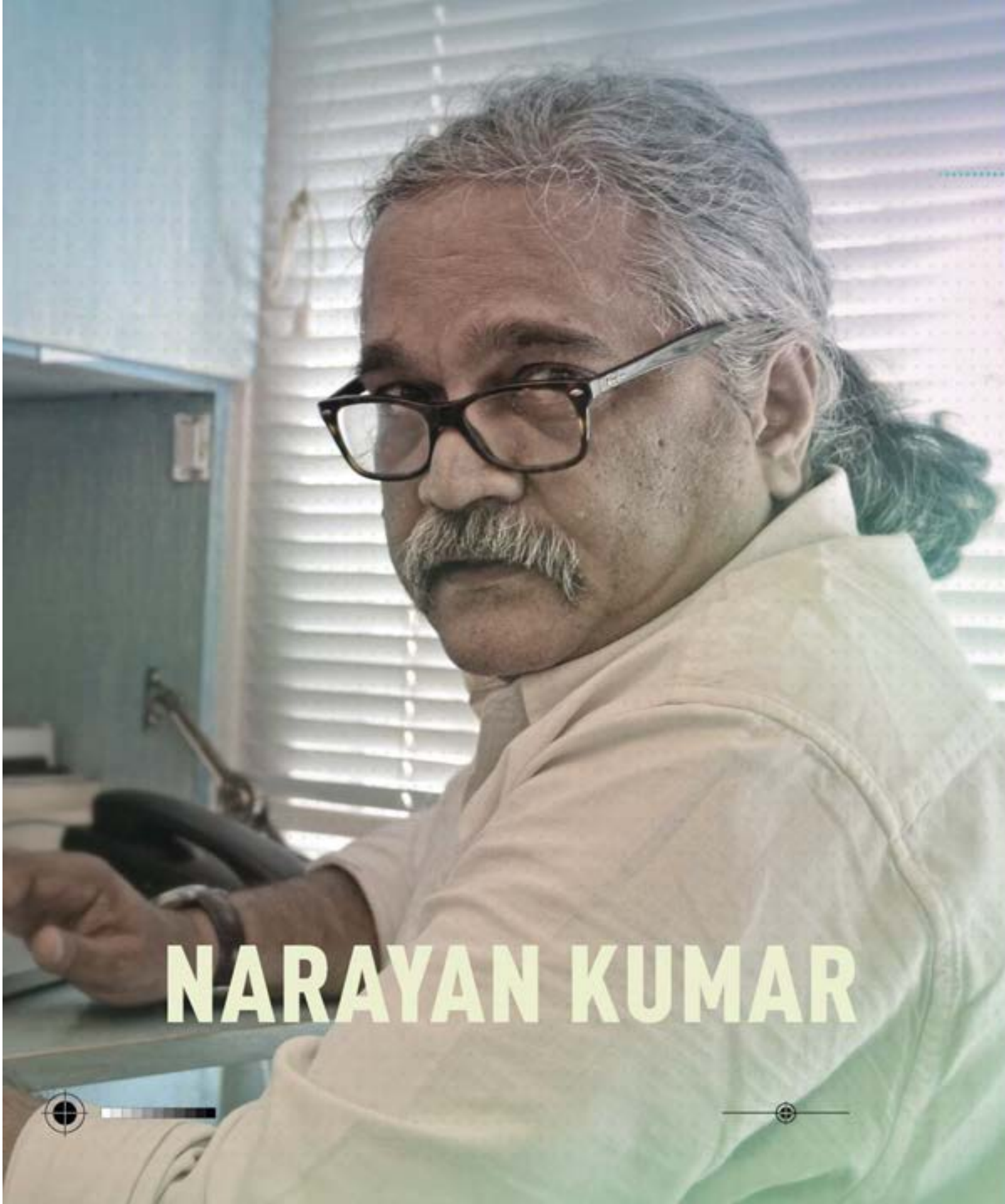
COPYWRITER

Talha Nazim

ART DIRECTOR

Rohit Devgun / Nobin Dutta





NARAYAN KUMAR

Metal Communications Pvt. Ltd.

Platinum Guild International - Platinum Day of Love

The very concept of Platinum Day of Love hinges on getting married first and falling in love next. When genuine love happens in that context, it tends to stay that way forever - as eternal as platinum itself.

Dainik Bhaskar - Unmetro Campaign

Breaking the stereotype, this campaign highlights how tier-II and tier-III cities are leading growth and consumption in India.

Fortis - Mumbai Ki Dhadkan

On the occasion of World Heart Day, on September 29, Fortis organized a World Heart Concert that urged people to adopt a healthier lifestyle for a trouble-free heart. An anthem called Mumbai Ki Dhadkan, created by Leslie Lewis, was dedicated to Mumbaiers and promoted on several platforms.

Platinum Guild International - Platinum Men's Campaign

The task was to position Platinum Men's Jewellery as an aspirational & relevant metal of choice for men. The campaign positions platinum as an authentic mark of the unwavering spirit and inner strength of modern successful men because, like these qualities, it will not diminish or tarnish with time.

Cosmic Group - Cosmic Brand Campaign

The Cosmic brand campaign originated from the fact that unlike most real-estate developers, who outsource construction, Cosmic has actually been building for decades.

Fortis - Neuro Campaign

As a first step towards a brand building exercise and to establish the Neuro Care expertise, this communication emphasizes how Fortis has the best of surgical, medical, intervention and rehabilitation services.

Dainik Bhaskar - No Paid News

Keeping the upcoming elections in Madhya Pradesh and Rajasthan in mind, the ad communicates the unbiased and non-paid nature of Dainik Bhaskar's editorial content.



BRAND

Platinum Guild International

AD AGENCY

Metal Communications Pvt. Ltd.

CREATIVE CHIEF

Narayan Kumar

EXECUTIVE DIRECTOR

Probir Dutt

ART

Probir Dutt

COPY

Narayan Kumar

STUDIO

Dilip More

PHOTOGRAPHY

Tarun Khiwal

ACCOUNT MANAGEMENT

Aditi Rungachari

CLIENT TEAM

Foram Doshi

TRANSLATION

Platinum love bands for your day of love.
Because real love can only begin, never end.



Platinum love bands for your day of love.
Because real love can only begin, never end.



PLATINUM
PURE 950-ETERNAL

www.preciousplatinum.in



प्लैटिनम लव बैंड्स आपके डे ऑफ लव के लिए,
किसा दिलों का... साथ रहे हमेशा.



PLATINUM
PURE 950-ETERNAL

www.preciousplatinum.in



प्लैटिनम लव बैंड्स आपके डे ऑफ लव के लिए,
किसा दिलों का... साथ रहे हमेशा.



PLATINUM
PURE 950-ETERNAL

www.preciousplatinum.in



Dainik Bhaskar

While you're spending time reaching metros, urban India is driving home in luxury sedans.

**UNMETRO
YOUR MIND.**



To know more, write to us at unmetro@dainikbhaskargroup.com | www.unmetro.in

Dainik Bhaskar
ग्रुप

दिनांक

सिमावर्ती



dainikbhaskar.com

Dainik Bhaskar

Urban India is more up-to-date on gourmet cuisine than your metro media plan is.

**UNMETRO
YOUR MIND.**



To know more, write to us at unmetro@dainikbhaskargroup.com | www.unmetro.in

Dainik Bhaskar | दिनांक | सिमावर्ती | 100% Pure | dainikbhaskar.com

Dainik Bhaskar

Urban India is moving with the times when it comes to lifestyle products. Unlike your metro media plan.

**UNMETRO
YOUR MIND.**



To know more, write to us at unmetro@dainikbhaskargroup.com | www.unmetro.in

Dainik Bhaskar | दिनांक | सिमावर्ती | 100% Pure | dainikbhaskar.com

BRAND
Dainik Bhaskar

AD AGENCY
Metal Communications Pvt. Ltd.

CREATIVE CHIEF
Narayan Kumar

EXECUTIVE CREATIVE DIRECTOR
Anisha Sarin

CREATIVE DIRECTOR
Anjali Rawat

ART
Priyanka Zope

COPY
Narayan Kumar / Anisha Sarin

STUDIO
Ratnesh Shah

ACCOUNT MANAGEMENT
Santosh Manjhi / Mohit Patti

CLIENT TEAM
Neha Mavani

BRAND

Fortis

AD AGENCY

Metal Communications Pvt. Ltd.

CREATIVE CHIEF

Narayan Kumar

EXECUTIVE CREATIVE DIRECTOR

Anisha Sarin

CREATIVE DIRECTOR

Anjali Rawat

ART

Priyanka Zope

COPY

Sameer Suri

STUDIO

Ratnesh Shah

ILLUSTRATOR

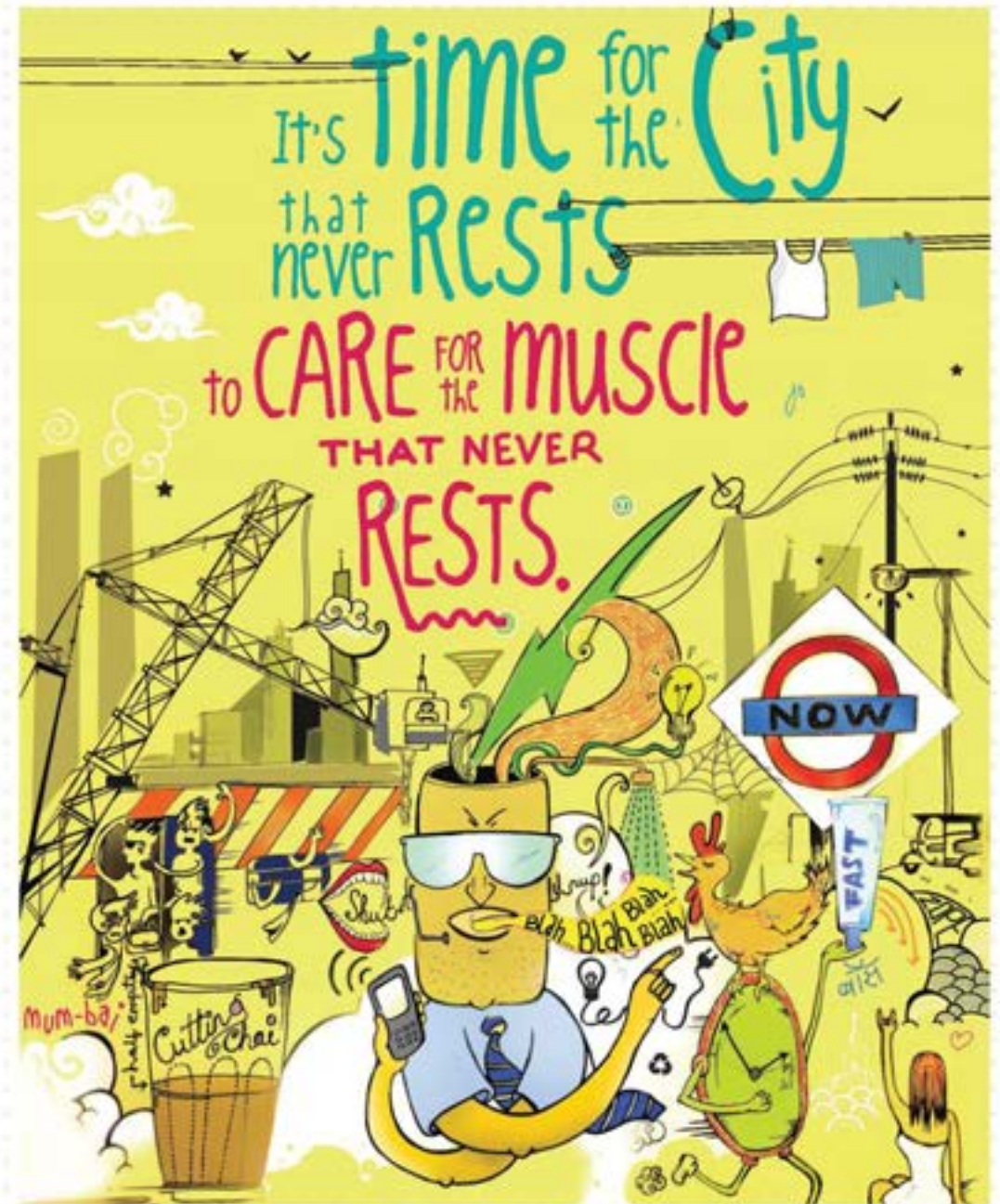
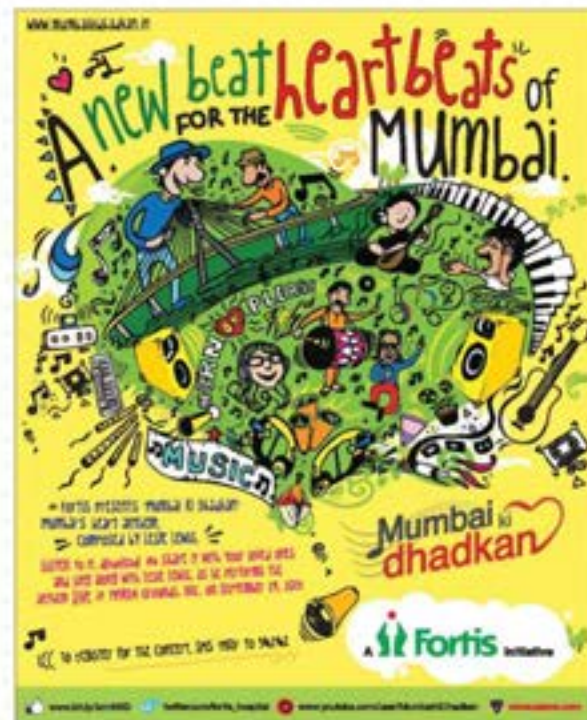
Manas Kunder

ACCOUNT MANAGEMENT

Aditi Rungachari

CLIENT TEAM

Sandeep Guduru



P
PLATINUM



BECAUSE
REAL CONFIDENCE
NEVER SHOUTS.



PLATINUM FOR MEN

P
PLATINUM

BECAUSE
REAL CONFIDENCE
NEVER SHOUTS.



PLATINUM FOR MEN

P
PLATINUM

BECAUSE
REAL CONFIDENCE
NEVER SHOUTS.



PLATINUM FOR MEN

BRAND

Platinum Guild International

AD AGENCY

Metal Communications Pvt. Ltd.

CREATIVE CHIEF

Narayan Kumar

EXECUTIVE DIRECTOR

Probir Dutt

CREATIVE DIRECTOR

Anjali Rawat

ART

Anjali Rawat

COPY

Narayan Kumar

STUDIO

Dilip More

PHOTOGRAPHY

Manish Mansinh Sampat

ACCOUNT MANAGEMENT

Aditi Rungachari

CLIENT TEAM

Foram Doshi



**STEEL
SKILL
SWEAT
CEMENT**

**THAT'S
REAL ESTATE
FOR US.**

Steel, skill, sweat, cement. That's what real estate has always meant at Cosmic Group. Building is our passion. And we're proud to have constructed some of the finest group housing and commercial projects in NCR.

Throughout our 30-year history, our zest for innovation and quality has attracted the industry's best professionals, and the team at Cosmic is known for its experience and proficiency. If you'd like to be a part of a passionate and driven set of people, please send your resume to hr@cosmicindia.in

Head Office: 9th Floor, Hotel Le Meridien Commercial Tower, Janpath, New Delhi, Ph: 011-41844444 | Noida Office: A-17, Sector 16, Noida, Ph: 0120-4792710

www.cosmicindia.in/career.htm



CITY OF ROMANCE, RISHIKESH | COSMIC BUSINESS CENTRE, GURGAON | COSMIC CORPORATE PARK 140, NOIDA | COSMIC CORPORATE PARK, GR. NOIDA METAL/00150417



**FOR US,
THE WORLD'S BEST
SALES TOOLS**

Steel, skill, sweat, cement. That's what real estate has always meant at Cosmic Group. Building is our passion. And we're proud to have constructed some of the finest group housing and commercial projects in NCR.

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www.cosmicindia.in/career.htm



**ABOVE,
THE SKY**

**BELOW,
THE GROUND**

**IN BETWEEN,
ACRES OF
WORLD CLASS
LIVING**

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Head Office: 9th Floor, Hotel Le Meridien Commercial Tower, Janpath, New Delhi, Ph: 011-41844444 | Noida Office: A-17, Sector 16, Noida, Ph: 0120-4792710

www.cosmicindia.in/career.htm



BRAND

Cosmic Group

AD AGENCY

Metal Communications Pvt. Ltd.

EXECUTIVE DIRECTOR

Probir Dutt

CREATIVE DIRECTOR

Siddarth Prasad

ART

Probir Dutt

COPY

Siddarth Prasad

STUDIO

Neeraj Srivastava

ACCOUNT MANAGEMENT

Varun Seth

CLIENT TEAM

Akshat Tiwari

www.fortishealthcare.com

Your brain won't have to think twice while choosing an expert in Neuro Care.

As a leading centre in Neurosciences, Fortis provides timely expert care when it comes to any neurological difficulties. Our fully equipped teams include **Medical, Surgical, Interventional and Rehabilitation**, comprising of the best medical specialists and state-of-the-art equipment, ensuring that in one of the hardest moments of life, your decision is made easy.

Mulund - 022 - 4365 4365 Vashi - 93249 13331
Mahim - 022 - 6652 9666 Kalyan - 0251 - 669 4400



When your brain stops ticking, the clock starts ticking.



A brain stroke occurs when a block in an artery prevents blood from reaching areas of the brain, causing brain damage of varying degrees. Symptoms like weakness of an arm or leg, slurred speech, loss of vision and sudden severe headaches could be signs of a brain stroke, and it is only if you act fast, within a gap of few hours, that you can minimize damage and pain you feel.

At Fortis, we understand the vital importance of timely medical intervention. Our comprehensive Neuro Care Unit includes Medical, Surgical, Interventional and Rehabilitation teams comprising of the best medical specialists who ensure that you get back your strength soon every second that passes.

Comprehensive Neuro Care.
Because seconds can change a lifetime.

Mulund - 022 - 4365 4365 Vashi - 93249 13331
Mahim - 022 - 6652 9666 Kalyan - 0251 - 669 4400



Unfortunately, during a brain stroke, it's not just your 1.9 million brain cells that could die every minute.



A brain stroke occurs when a block in an artery prevents blood from reaching areas of the brain, causing brain damage of varying degrees. Symptoms like weakness of an arm or leg, slurred speech, loss of vision and sudden severe headaches could be signs of a brain stroke, and it is only if you act fast, within a gap of few hours, that you can minimize damage and pain you feel.

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Comprehensive Neuro Care.
Because seconds can change a lifetime.

Mulund - 022 - 4365 4365 Vashi - 93249 13331
Mahim - 022 - 6652 9666 Kalyan - 0251 - 669 4400



BRAND
Fortis

AD AGENCY
Metal Communications Pvt. Ltd.

EXECUTIVE CREATIVE DIRECTOR
Anisha Sarin

CREATIVE DIRECTOR
Anjali Rawat

ART
Priyanka Zope

COPY
Anisha Sarin / Ribayah Memon

STUDIO
Ratnesh Shah

ILLUSTRATOR
Abhilash Menon

ACCOUNT MANAGEMENT
Akanksha Varma / Sushmita Banerjee

CLIENT TEAM
Sandeep Guduru

Dainik Bhaskar
GROUP

~~NO~~ PAID ~~NEWS~~

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दिव्य मराठी

दिव्य भास्कर

Dainik Bhaskar

BRAND

Dainik Bhaskar

AD AGENCY

Metal Communications Pvt. Ltd.

EXECUTIVE CREATIVE DIRECTOR

Anisha Sarin

CREATIVE DIRECTOR

Anjali Rawat

ART

Krupal Bhosale

COPY

Sameer Suri

STUDIO

Dilip More

ACCOUNT MANAGEMENT

Santosh Manjhi / Mohit Patti

CLIENT TEAM

Anup Agarwal



MANOJ SHETTY

Ogilvy & Mather Advertising

Mattel Toys Pvt. Ltd. - Hotwheels Safari

Every once in a while an idea comes along that is so simple, so self evident, so charming, that you wonder why someone didn't think of it earlier. The Hot Wheels Safari Series ad is one such idea, full of childlike wonder and imagination.





BRAND

Mattel Toys Pvt. Ltd.

AD AGENCY

Ogilvy & Mather - Mumbai

NATIONAL CREATIVE DIRECTOR

Abhijit Avasthi / Rajiv Rao

EXECUTIVE CREATIVE DIRECTOR

Manoj Shetty / Vijay Sawant

CREATIVE DIRECTOR

Minal Phatak

ART DIRECTOR

Pramod Chavan

TYPOGRAPHER

Pramod Chavan

COPY WRITER

Pramod Chavan

PHOTOGRAPHER

Avadhute Hembade

ACCOUNT MANAGEMENT

Ajay Mehta / Konkana Ghosh

CLIENT TEAM

Rahul Bhowmick





SANJAY SAKHARKAR
SHYAMASHREE D'MELLO

Publicis Beehive

Century - Prescribed Sleep

Building on the established premise of Century - India Ka Sleep Specialist, the print ad through a disruptive visual representation sends out a strong message to the pill-popping hyperactive Indian working-class. Sometimes all a doctor needs to prescribe is a good night's sleep, something every Indian can enjoy with a Century product.

Himachal Pradesh Tourism - Human fireworks

It's not every day that such a unique and electrifying event comes to India, and that too in Himachal Pradesh. Bir Billing hosted the Paragliding Pre World Cup in Oct '13 that had more than 100 paragliders, from across the globe, fighting to qualify for the World Cup in 2014. Diwali was around the corner and the event gave spectators the perfect chance to see fireworks in the day, high up in the Himalayas.

Maya Academy of Advanced Cinematics (MAAC) - Dull to Thrill

By capitalising on a scholarship drive, that invited students to become citizens of an imaginative world, MAAC truly resonated with its core audience. The print ad illustrated this incredible transition from the real to the animated world.

Mantri Espana - Supersized luxury

The idea to promote spacious and lavish houses at Mantri Espana was done by treating the ad using the theme of an oversized lifestyle with either people or amenities forming 'XXL'.

Vijay Sales - Never-ending choices

The interesting use of the 'Infinity' sign in a series of print ads, created by combining two products of the same category, established the core benefit of Vijay Sales in a highly memorable way.

Chambor - Breaking the code

Chambor wanted to engage the tech-savvy smart Indian woman in a big way. Which led to the first-ever Chambor collection being revealed and experienced, completely online.

Kesari Tours - People and places

With a reputation built on impeccable service and handpicked destinations, the timing was just right for Kesari to celebrate the past and embark into the future.





BRAND

Centuary

AD AGENCY

Publicis Beehive

**EXECUTIVE CREATIVE DIRECTOR &
HEAD-CREATIVE SERVICES**

Shyamashree D'Mello

EXECUTIVE CREATIVE DIRECTOR

Sanjay Sakharkar

ART DIRECTOR

Amit Malik

COPYWRITER

Shyamashree D'Mello

SYSTEM ARTIST

Ashish Sawant

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ART DIRECTOR

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MILESTONES IN LIFE ARE MEASURED IN MOMENTS

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Moods - Dotted Condoms

We decided to draw a parallel between Kolam art and the art of making love. The idea imaginatively told people the kind of pleasure to expect from the new Moods 1,500 dots.

Hindustan Times, Mumbai – Stop speeding campaign

Incidences of death due to speeding are on the rise in Mumbai. Instead of focusing on the death of the driver, the impact on his soulmate he leaves behind made the communication more powerful.

Hindustan Times, Mumbai – Taking Navi Mumbai to the next level

In an effort to make HT Mumbai leapfrog into winning big in Mumbai, in a market dominated by the TOI, the newspaper was positioned as a forum for change by communicating the paper's genuine interest and concern for the citizens of Greater Mumbai.

Mercedes - The new S-Class – This changes everything

The challenge was to showcase the new S-Class as the one that redefines the standard of mobility and modern luxury. 'This changes everything' – truly captures what the luxury saloon delivers.

Mercedes - The new SLK 55 AMG - #TurnOn

#TurnOn captures not only the very seductive look of the new SLK 55 AMG, but also the awesome power the roadster holds under the hood.





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Swamy / Sundararaman / Rajaselvan

ACCOUNT MANAGEMENT

Sunil Ranjan Pathak

CLIENT TEAM

Rupesh Kholiya



BRAND

Hindustan Times, Mumbai

AD AGENCY

R K SWAMY BBDO PVT. LTD.

CREATIVE

Ambareesh Chakraborty

ACCOUNT MANAGEMENT

Neeraj Sangani / Ramamurthy Iyer

CLIENT TEAM

Nitin Chaudhry / Ranjani Krishnaswamy

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ACCOUNT MANAGEMENT

Neeraj Sangani / Ramamurthy Iyer

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Hindustan Times for Navi Mumbai is our promise to you that we will actively engage with your city to highlight issues, events and developments close to your heart. We will voice your concerns, fuel thought for the development of Navi Mumbai as a world-class city and aim to better your life.

Five days a week, Wednesday to Sunday, Hindustan Times for Navi Mumbai will cover a wide range of topics. From infrastructure development, commuting, healthcare, sports, education, to culture and much more. We will give you intelligent and insightful perspectives with the aim of bringing about decisive action and positive change.

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ACCOUNT MANAGEMENT
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CLIENT TEAM
Santosh Iyer / Pradeep Srinivas



MINAKSHI ACHAN

Salt Brand Solutions

Kruto - Chase Me

Kruto is a contemporary twist to a classic vodka. Targeted at the millennials who believe that self pleasure and hedonism are totally acceptable. Kruto, as a brand, doesn't judge or condemn and reciprocates their world view in the face of opposition. We have used the Kruto Red Tab in the creative as a signature which signifies uncensorship and acceptance.

Russian Spirit - Born Superior

The Vodka category is based on vanity and imagery which is highlighted around packaging, celebrity endorsement, fashion, etc. Nobody really talks about the product. With this campaign we dared to do so. Russian Spirit with its legacy of unmatched purity, clarity and quality could make the product a hero and arrogantly so. Being 15 times distilled and Gold filtered, it enshrines a flavour and smoothness that invokes complete and utter devotion. This campaign manages to capture that.





BRAND
Kruto

AD AGENCY
Salt Brand Solutions

CREATIVE DIRECTOR
Vijay Subramaniam / Sreejith Kodoth

COPYWRITER
Nishant Philip John

ACCOUNT MANAGEMENT
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COPYWRITER
Smita Misra

ACCOUNT MANAGEMENT
Siddhartha Singh / Amritarupa Sallian / Rohit Mate

CLIENT TEAM
Neha Kapadia





Client's mission: "Change is my birthright and I shall have it."

The first word a client learns to speak as a kid is "change". Thereon, there's no stopping. "Maa, change my diaper." "Dad, change my pocket money." "Buddy, change your deo." "Sweetheart, change your clothes." That's a marketing genius in the making.

A portrait of Raghu Bhat, a man with glasses and a mustache, wearing a green button-down shirt. The background is a light blue and white gradient with a dotted pattern.

RAGHU BHAT

Scarecrow Communications Ltd.

Eye Donation - Quotes & Letters

To encourage eye donation, we created a campaign that revolves around the simple thought - 'Seeing the world through other's eyes can change the world.' The campaign shows famous quotes of Nelson Mandela and Mahatma Gandhi signed by diametrically opposite personalities, as if they shared the same ideology.

Quikr - Fan

Worshipping Sachin was a full-time occupation for many of his fans. His retirement meant these fans were bound to go jobless. Hence the ad released during Sachin's last match playfully informed the country about Quikr.com's new vertical - job offers.

Only Vimal - Be Unformal Campaign

Only Vimal had always been an iconic brand. But the task was to reinvent its personality. The 'Be Unformal' campaign helped us do that because it is an attitude today's man believes in.

Zandu Sona Chandi Chyawanprash Plus - Bheem-stein Campaign

The creative device of 'Bheem-Stein' offered us the perfect platform to launch the all-new Zandu Sona Chandi Chyawanprash Plus as the communication task was to clearly establish the dual benefits and product superiority of the brand, in a mother's mind.

Joy Honey Badam - Potion Wala Lotion

The highly memorable campaign theme of "Poshan Wala Lotion", highlighting the goodness of Joy Honey Almonds, helped us cut through the cluttered market of body lotions, successfully.

Zee Khana Khazana - Kal Kya Banaon? Campaign

The campaign theme of 'Kal kya banaon?' perfectly captures the mindset of every housewife, which is full of questions when it comes to making the everyday meal.



BRAND

Eye Bank Association of India

AD AGENCY

Scarecrow Communications Ltd.

CREATIVE DIRECTOR

Manish Bhatt / Raghu Bhat / Kapil Tammal

ART DIRECTOR

Kapil Tammal / Lalit Sakurkar

COPYWRITER

Manish Bhatt / Kunal Parkar

RETOUCHING

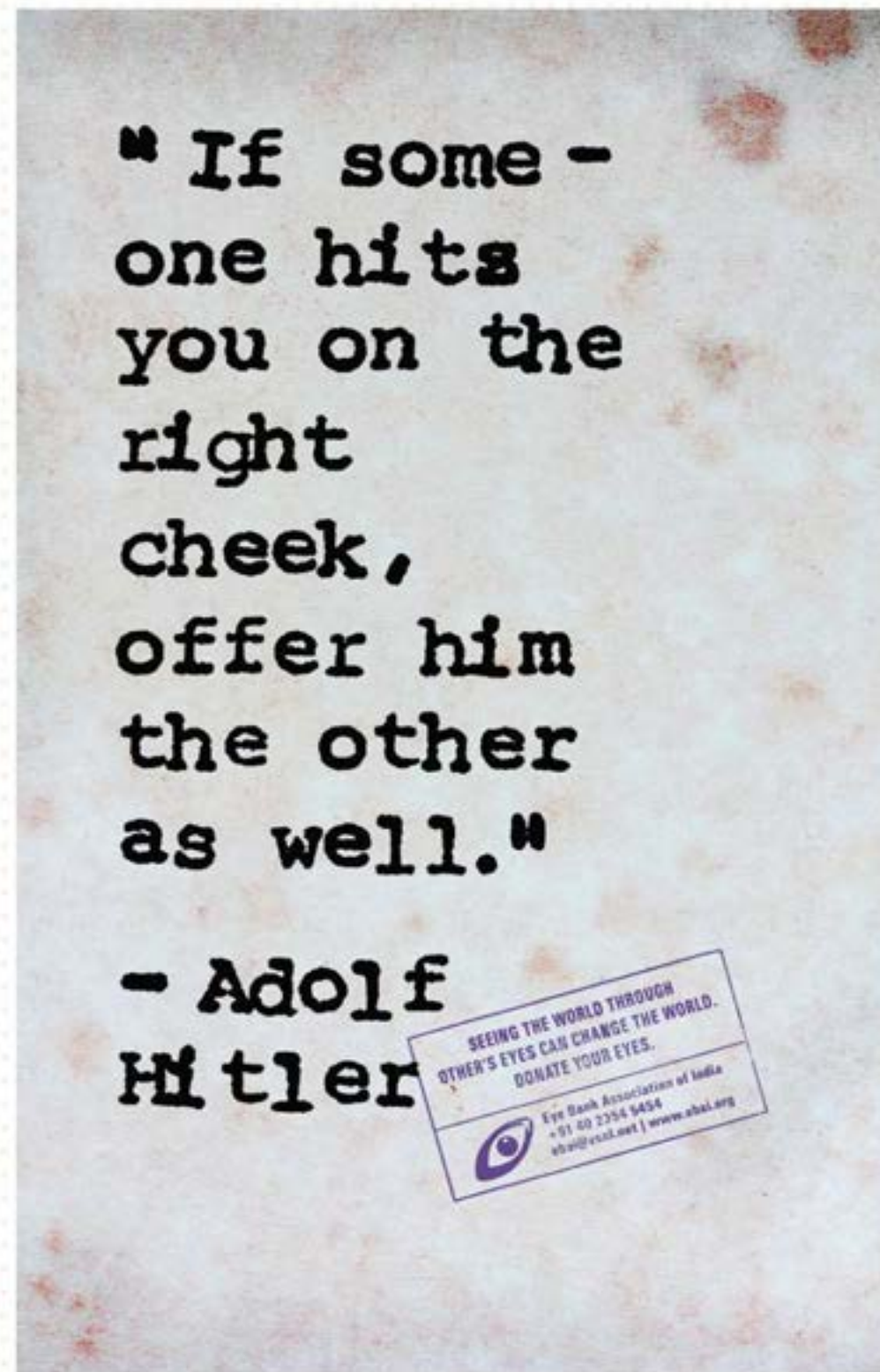
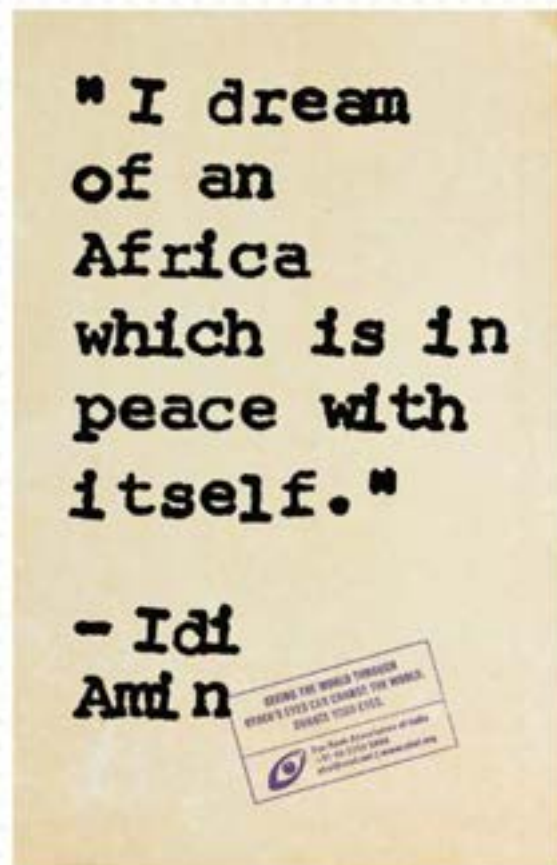
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ART DIRECTOR

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Noothan P.R.

COPYWRITER

Sarvesh Raikar

PHOTOGRAPHER

Sanjay Barge

RETOUCHING

Sachin Matkar

ACCOUNT MANAGEMENT

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ART DIRECTOR
Kapil Tammal / Lalit Sakurkar /
Natasha Girotra

COPYWRITER
Sarvesh Raikar / Diana D'Souza /
Nikhil Kerkar

PHOTOGRAPHER
Colston Julian

PRODUCTION HOUSE
Salt Management

SYSTEM CORRECTION
Sachin Matkar

RETOUCHING
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Yuvraj Gorule

ACCOUNT MANAGEMENT
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ART DIRECTOR

Mukesh Jadhav / Vijay Vasala

COPYWRITER

Raghu Bhat / Sarvesh Raikar / Sunil Gangras

PHOTOGRAPHER

Akhil Bakshi

RETOUCHING

Tushar Chinchwalkar

ACCOUNT MANAGEMENT

Arunava Sengupta / Mansi Choudhary

CLIENT TEAM

Harsha V. Agarwal / Nigel Saldanha / Sayantan Bose / Swati Binani

TRANSLATION

Make your kids' dream come true. Make them "Bheem-Stein".

In today's world, every new step hides a challenge. Therefore, your kids need a plus, Zandu Sona Chandi Chyawanprash Plus which not only gives them strong immunity, but it also helps to make them smarter. Healthy body and sharp brain makes your kids "Bheem-Stein" and give their dreams new wings.

This winter, just
moisturization is not
enough. Your skin needs
nourishment too.
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honey and Vitamin E-rich
almond oil seeps into your
skin and nourishes it from
inside, keeping it healthy,
glowing and soft.



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BRAND

Joy Cosmetics

AD AGENCY

Scarecrow Communications Ltd.

CREATIVE DIRECTOR

Manish Bhatt / Raghu Bhat / Kapil Tammal

ART DIRECTOR

Kapil Tammal / Lalit Sakurkar

COPYWRITER

Raghu Bhat / Diana D'Souza

PHOTOGRAPHY

Himmat Shekhawat

RETOUCHING

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Sarvesh Raikar

ART DIRECTOR

Kapil Tammal / Sushil Chintak /
Lalit Sakurkar

COPYWRITER

Raghu Bhat / Yogesh Rihwani /
Sarvesh Raikar

PHOTOGRAPHY

Niloy Dey

ACCOUNT MANAGEMENT

Arunava Sengupta / Amitabh Sreedharan /
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CLIENT TEAM

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The dyslexia attack: Going in the exactly opposite direction to what client wants.

Taare Zameen Par. Part II: The agency, blinded by creativity, just can't get its direction right. The client says left, the agency, by default, turns right. When the client says right, the agency turns left. Enter a kind-hearted teacher on a mission to help the agency. After some intense and gruelling sessions, whenever someone says right, the professor turns left!

Taproot India Communication Pvt. Ltd.

Bennett Coleman & Co. Ltd. - Bombay Times Born Glamorous

Working with the insight that style isn't something you keep in closets or stack on shelves, Bombay Times showcased ordinary people with extraordinary style.

PepsiCo India - Gatorade Certificates

Using certificates in our creative execution, we drove home the point that a record isn't written in stone. And the way to rewrite it is Gatorade.

Bennett Coleman & Co. Ltd. - Kala Ghoda Arts Festival

Using quirky illustrations, we invited Mumbaikars to unleash what they've been storing in their heads. Because The Kala Ghoda Arts Festival makes an artist out of everyone.

Bennett Coleman & Co. Ltd. - Mirror Comedy Nights

They say laughter is the best medicine. We decided to prove it. By providing cures to common Bumbaiya ailments. From an overdose of Bollywood and a bad case of Mumbaiophilia to too much Dadar station and not enough sukha puri, we had a cure for them all.

Bennett Coleman & Co. Ltd. - Farmer's Suicides

In the last two decades, plagued by drought, almost 3,00,000 debt-ridden Indian farmers took their lives. To raise money for these impoverished farmers, we created their portraits using burnt hay - the very cause of their undoing.

Prayas Bharti Trust - Abused Family

We used striking illustrations of faces made of an entire family to show that when a woman is hurt, her family shares her scars too.

Bennett Coleman & Co. Ltd. - Times Matrimonial

By creatively using gender symbols, we showed how Times Matrimonial helps you find just the match you seek.

SANTOSH PADHI





Born glamprolus
Bombay Times

BRAND

Bennett Coleman & Co. Ltd.

AD AGENCY

Taproot India Communication Pvt. Ltd.

CREATIVE DIRECTOR

Santosh Padhi / Agnello Dias

ART DIRECTOR

Durvash Gaikar / Santosh Padhi

COPYWRITER

Agnello Dias / Wayne Fernandes

PHOTOGRAPHER

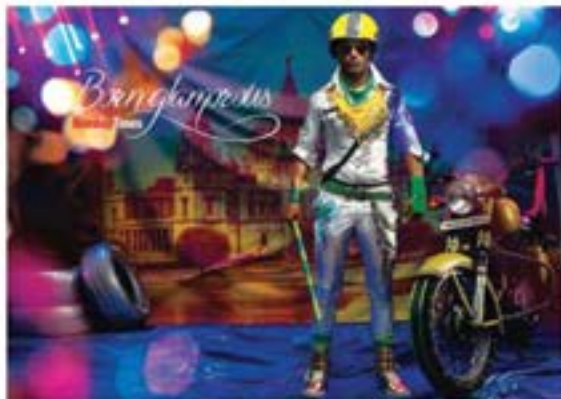
Amol Jadhav

ACCOUNT MANAGEMENT

Priyank Misra / Mithila Sharma

ADVERTISER'S SUPERVISOR

Priya Gupta / Badal Rag





BRAND

PepsiCo India

AD AGENCY

Taproot India Communication Pvt. Ltd.

CREATIVE DIRECTOR

Santosh Padhi / Agnello Dias

ART DIRECTOR

Santosh Padhi / Viraj Nandivadekar

COPYWRITER

Santosh Padhi / Neeraj Kanitkar

TYPOGRAPHER

Viraj Nandivadekar

ACCOUNT MANAGEMENT

Rahul Megharaj / Maithili Naik

ADVERTISER'S SUPERVISOR

Sushant Dayal

BRAND

Bennett Coleman & Co. Ltd.

AD AGENCY

Taproot India Communication Pvt. Ltd.

CREATIVE DIRECTOR

Santosh Padhi / Agnello Dias

ART DIRECTOR

Durvesh Gaikar / Satya jeet More

COPYWRITER

Nivedita Agashe

ILLUSTRATOR

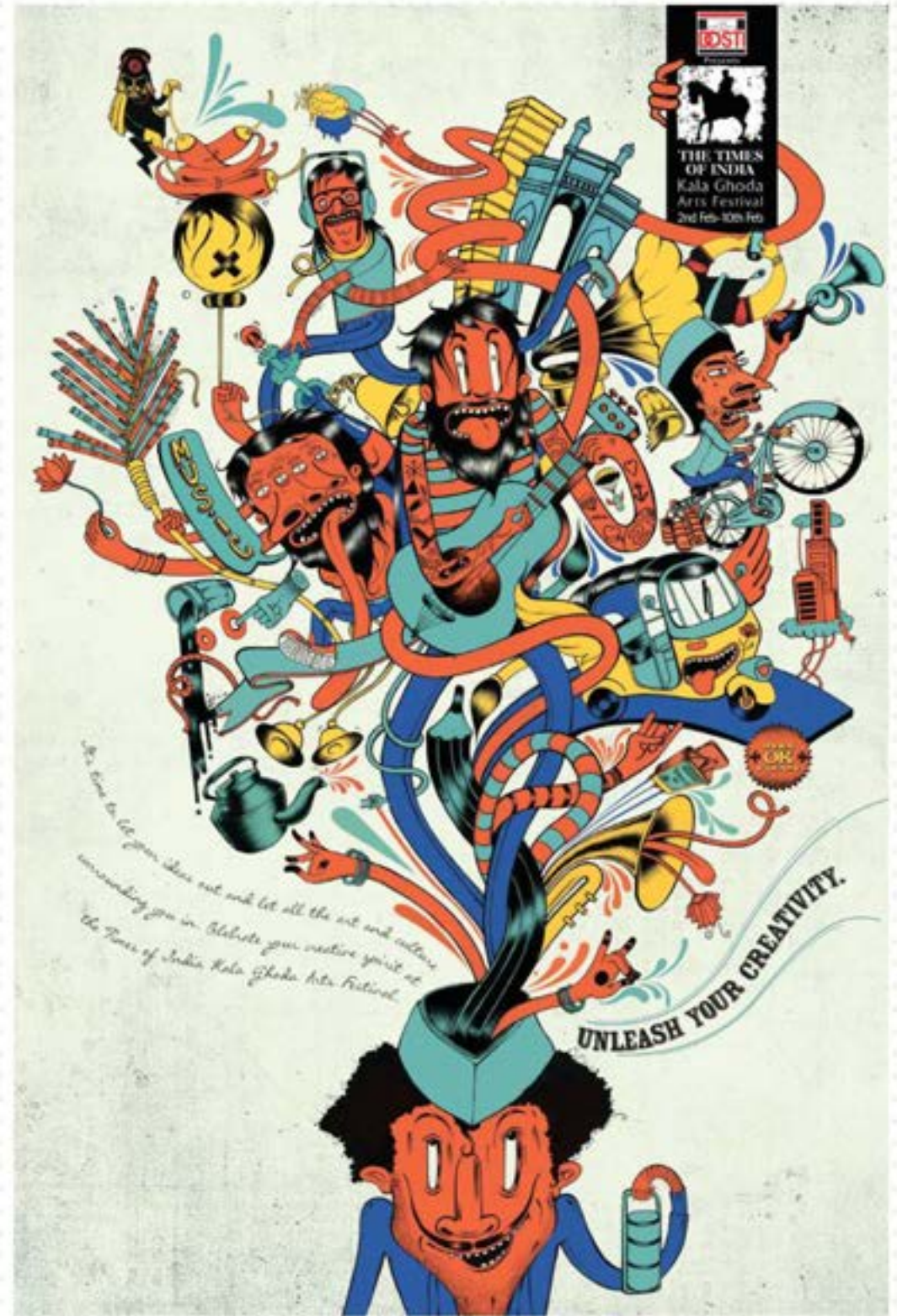
Satya jeet More / Durvesh Gaikar

ACCOUNT MANAGEMENT

Priyank Misra / Mithila Sharma

ADVERTISER'S SUPERVISOR

Priya Gupta / Kanan Nabar





Hang me again

Last year I hanged myself. I chose a noose over drought and debt.

Because I didn't really have a choice. But you do.

Make your way to an exhibition on April 26, at Baniya Nitya Mandir, Prakhadali.

There you will find portraits like this one. Buy one and hang it up somewhere.

The money will reach my wife and five children who are still alive.

Because the living deserve a chance, don't they?

THE TIMES OF INDIA



Hang me again

Advertisement for a social cause. For more information, visit www.baniyanitya.com. All proceeds from the sale of this artwork will go towards the relief of drought-affected farmers in Maharashtra. The artwork is available for purchase at the exhibition. For more information, visit www.baniyanitya.com.



Hang me again

Advertisement for a social cause. For more information, visit www.baniyanitya.com. All proceeds from the sale of this artwork will go towards the relief of drought-affected farmers in Maharashtra. The artwork is available for purchase at the exhibition. For more information, visit www.baniyanitya.com.

BRAND

Bennett Coleman & Co. Ltd.

AD AGENCY

Taproot India Communication Pvt. Ltd.

CREATIVE DIRECTOR

Santosh Padhi / Agnello Dias

ART DIRECTOR

Santosh Padhi / Anant Nanvare

COPYWRITER

Pallavi Chakravarti / Santosh Padhi

ILLUSTRATOR

Anant Nanvare

PHOTOGRAPHER

Amol Jadhav / Loknath Panigrahi

ACCOUNT MANAGEMENT

Priyank Misra / Mithila Sharma

ADVERTISER'S SUPERVISOR

Sandeep Singh Arora



BRAND

Prayas Bharti Trust

AD AGENCY

Taproot India Communication Pvt. Ltd.

CREATIVE DIRECTOR

Santosh Padhi / Agnello Dias

ART DIRECTOR

Ajinkya Bane / Santosh Padhi

COPYWRITER

Ajinkya Bane / Stephanie Fernandes

ACCOUNT MANAGEMENT

Priyank Misra

ADVERTISER'S SUPERVISOR

Dr. Suman Lal



KAUSHIK SAHA

Xebec Communications Pvt. Ltd.

Phoenix – Art and environment

One of the biggest retail names in India, Phoenix hosts annual programme to boost art and environment concerns. The catch being the core focus always remains fashion and lifestyle. To address the same we devised an annual series to create topical awareness and still portray Phoenix as an ultimate fashion landmark.

Phoenix – 360 degree experience

With the opening of BluO and PVR, Phoenix Marketcity - Pune truly turned into a complete family destination. The term '360 degree experience' encompassed shopping, dining and entertainment at Phoenix. We created a visually striking campaign that depicted the same holistic experience through print and outdoor.





PHOENIX MARKETCITY

An eclectic fusion of
Art
and *Fashion*
awaits you!



www.phoenixmarketcitypune.com
<http://facebook.com/PhoenixMCityPune> [@PhoenixMCityPune](https://twitter.com/PhoenixMCityPune)
<https://ginter.net.com/phoenixmcitypune>

BRAND

Phoenix Marketcity

AD AGENCY

Xebec Communications Pvt. Ltd.

CREATIVE DIRECTOR

Kaushik Saha

ART DIRECTOR

Pallavi Desai

COPYWRITER

Adeep Shetty

ACCOUNT MANAGEMENT

Surabhi Mokashi

CLIENT TEAM

Sipi Porwal





PHOENIX MARKETCITY

360° EXPERIENCE | SHOP. EAT. HAVE FUN.

REFRESHING OPTIONS to
SEDUCING TEMPTATIONS.

URL: www.phoenixmarketcitypune.com
<http://facebook.com/PhoenixMCityPune> @PhoenixMCityPune

BRAND

Phoenix Marketcity

AD AGENCY

Xebec Communications Pvt. Ltd.

CREATIVE DIRECTOR

Kaushik Saha

ART DIRECTOR

Pallavi Desai

COPYWRITER

Adeep Shetty

ACCOUNT MANAGEMENT

Radhika Akolkar

CLIENT TEAM

Sipi Porwal



Agency's abracadabra: Now you see me (during the pitch),
now you don't (after the pitch).

No experiments-gone-wrong, no gadgets, no buttons, no extra-terrestrial powers.
All it takes for the agency to turn invisible is a simple signature of the client on the contract.
Here he signs, there he disappears. Whoosh!



A DIFFERENT POINT OF VIEW





BEDRAJ TRIPATHY

Sr. General Manager
Integrated Marketing, Godrej Interio



Interesting one for India. I wish agencies take it a little more seriously.



FAVOURITE CAMPAIGNS

#1 - SHAKTI AYURVEDIC – MEMORIN: BRAIN CAGE

Dates, places, directions & numbers are the few things one tends to forget. Whether the capsules really work or not is not the question. For one who has experienced forgetting any of the above, will certainly look into this communication.



#2 - PENGUIN GROUP (INDIA) – AUTHOR HEADPHONES

The series has pictures of authors speaking into your ears, in a form of headphones without mentioning about audio books. You know what the creative is communicating.



#3 - IDEAL BOOK COMPANY – BOOKS

Books, as a source of light are mostly missing in today's world of youth. Beautiful depiction. It actually brings out the reason for celebrating books.



#4 - BENNETT COLEMAN & CO. LTD. – FARMERS' SUICIDES

This one immediately catches your attention for the right reasons. For any art lover, this has a visual & copy draw. Very effective & interesting piece of creative.



The top 5 comes to you after selection by our expert jury panel. In the odd case where a selected piece was found to be not specifically for print, the editors have taken a considered decision to withhold publishing it.



BISHWAJEET SAMAL

Assistant General Manager Marketing Communication - Volkswagen Group Sales India Pvt. Ltd.



Great initiative. Encourages not only the agencies to come up with great / impactful solutions but also the advertisers and marketers like us to think and rethink and re-evaluate the work that is happening in our industry. Happy to be a part of this.



FAVOURITE CAMPAIGNS

#1 - TASTE FOR LIFE CHUTNEYS – TONGUES

Authentic Indian way of depiction using images we have grown up seeing. The tongue which is a [natural] part of the art depicts the sense of taste and is representative of the quality and taste the product has to offer. Great art direction. Catches your attention and makes you smile... while you do remember the product.



#2 - LONELY PLANET N-S-E-W: EVERYWHERE IS A STORY WAITING TO HAPPEN

The message is powerfully captured with not so overpromising copy. Communicates what exactly Lonely Planet can deliver as an offering. The magazine creates a desire in the mind of the reader to explore the places of her / his choice, through the magazine. Great mix of art and copy. Quite captivating.



#3 - WOODLAND SANDALS – RECYCLED

Clarity of thought and simplicity of execution – makes it one of my choicest few. "Proplanet" gets strongly communicated and established as a brand attribute through the imagery used and also because of the fact that the ad is clutter-free.



#4 - BENNETT COLEMAN & CO. LTD. – BOMBAY TIMES BORN GLAMOROUS

Bright and colourful as the brand itself. This ad delivers to the promise that the product makes and delivers. It can create a "hero" out of you and get you into the limelight. It's loud, it's fun, young, non-serious, colourful and definitely entertaining. Good execution.



#5 - BENNETT COLEMAN & CO. LTD. – FARMERS' SUICIDES

One of the best creatives I have ever seen till date. A great way of storytelling, capturing hard facts of our country and hardships that Indian farmers face. Powerful and thought-provoking – all for a great cause. Makes you stop and THINK.





DIVYA RADHAKRISHANA

Managing Director
Helios Media

“Great work!”

FAVOURITE CAMPAIGNS

#1 - BENNETT COLEMAN & CO. LTD. – FARMERS' SUICIDES

Both visual + copy strike a great balance + put the message strongly across.



#2 - PENGUIN GROUP (INDIA) – AUTHOR HEADPHONE

Superb visualization to drive home the message, with zero reliance on copy.



#3 - THE ECONOMIC TIMES – ET AGAINST HALF KNOWLEDGE

Contextual to current context of people using half knowledge to make a joke of themselves. Message delivered through good insight.



The top 5 comes to you after selection by our expert jury panel. In the odd case where a selected piece was found to be not specifically for print, the editors have taken a considered decision to withhold publishing it.



KARTIK IYER

Managing Director
Carat India

“ Fantastic initiative! ”

FAVOURITE CAMPAIGNS

#1 - IDIVA.COM – NIRBHAYA

A strikingly simple way of getting the message across and fantastic use of black space.



#2 - PENGUIN GROUP (INDIA) – AUTHOR HEADPHONES

A beautiful visual device perfectly designed for the print medium.



#3 - BENNETT COLEMAN & CO. LTD. – FARMERS' SUICIDES

Huge Social Challenge communicated through a simple message and striking visuals.



#4 - FASTRACK – SUNGLASSES

Striking imagery. Simple message. Leverages the medium beautifully.



The top 5 comes to you after selection by our expert jury panel. In the odd case where a selected piece was found to be not specifically for print, the editors have taken a considered decision to withhold publishing it.



PRATAP BOSE

Chief Operating Officer
DDB Mudra Group



It's a great initiative by Dainik Bhaskar because through Mosaic one gets to see the work of various agencies across India, in one glance, and in a way gauge the progress of the industry year after year.



FAVOURITE CAMPAIGNS

#1 - PHILIPS TELEVISIONS WITH CHILD-LOCK – MAZE

High on craft, high on idea. A rare combination that you find in print craft, these days.



#2 - KILLER – SHREDDED JEANS

Simple idea that communicates the message effectively.



#3 - RUSTOMJEE – PARSIS NEW YEAR CAMPAIGN

This print ad encapsulates the true spirit of Parsis, in their own unique, light-hearted fashion.



#4 - PENGUIN GROUP (INDIA) – AUTHOR HEADPHONES

I see a lot of visual metaphors these days, but this one tops the list.



#5 - BENNETT COLEMAN & CO. LTD. – FARMERS' SUICIDES

A powerful campaign to solve a serious and sad situation that the country faced, and still faces.





SANDIP TARKAS

President
Customer Strategy, Future Group

“ Great idea! ”

FAVOURITE CAMPAIGNS

#1 - TASTE FOR LIFE CHUTNEYS – TONGUES

Great imagery & unexpected use of the same.



#2 - SHOPPERS STOP – START SOMETHING NEW

Smart lines – Consistent imagery.



#3 - CHILD BHARTI TRUST – ABUSED FAMILY

Reminds one of dangers lurking everywhere.



#4 - HINDUSTAN TIMES, MUMBAI – STOP SPEEDING CAMPAIGN

Minimalistic but graphic.



#5 - MATTEL TOYS PVT. LTD. – HOTWHEELS SAFARI

Reminds one of the joy of the Safari & the collection that goes with it.





The eternal agency curse: Change in brief halfway through the campaign.

If it was up to a client, we would have wonders like the Taj Minar and the Statue of Eiffel Tower!

PRINT WORK AT
DAINIK BHASKAR GROUP



TO WHOM WILL YOU VOTE?



Brain Hunt 2 is not an exam, but a national level creative competition, where participants with the best of imagination and creativity participates. It's not a typical question and answer competition, but a rigorous mental exercise to create new and unseen wonders. Students from class 1st to 12th can participate in this competition. You can visit our nearest office to enroll for Brain Hunt 2.

REGISTRATIONS OPEN - Activity booklet price ₹ 60/-

For registrations, contact your school coordinator or visit our nearest office. For more information please call : 0755-3913323 www.facebook.com/bhaskarchampsclub

BRAIN HUNT 2

The idea behind this campaign was to create top of mind awareness of the challenges posed by Brain Hunt 2, through various prevalent adages related to mental power and the mental sense of humour of an individual.

For e.g. Comparing the size of a brain to a peanut, a brain is not always filled with hay and last but not the least, the famous; which is bigger, a Brain or a Buffalo?

AD AGENCY

Dainik Bhaskar - SMD Creative Studio

TRANSLATION

#3 - Akal badi ya bhains - Which one is bigger and smarter, a brain or a buffalo?

#4 - Every human brain is not filled with straw

#1



हर दिमाग में **भूसा** नहीं भरा होता।

यही सचिता करने फिर से आ रहा है...

#4

अकल बड़ी या



खंद अकल के दरवाजे खोलने फिर से आ रहा है...

#3



Don't limit your **brain** to the **size** of a peanut.

A challenge awaits...

#2

MAKE YOUR DREAM HOME ON PLANET MARS...

Now book your dream home on planet Mars and get a relief from the growing population on the earth.



Dainik Bhaskar
JUNIOR EDITOR II
Largest Manual Newspaper Making Competition

#1



#2



#3



#4



#5

JUNIOR EDITOR 2

Kids generally refrain from reading a newspaper, because they consider it a serious product, therefore the task at hand was to create a simple yet appealing communication, with a newspaper as the target object.

When we were kids, we used to make lots of craft items from newspaper, i.e. a small boat on an aeroplane. The idea was to convey the feeling of happiness in small things, of which newspapers were a central part.

AD AGENCY

Dainik Bhaskar - SMD Creative Studio

TRANSLATION

#2 & #3 - Coming soon to change the perspective of kids towards the newspapers.

#4 - Solve this riddle.

It's an important part of our family, and covers all the mysteries of the world. It's one which brings us interesting information and comes to our home every day.

#5 - Let's do something new. In today's time, whereas some kids are singing songs, other are busy making websites, while some are highly visible on TV, writing novels, building blocks of their career and making a name for themselves in new realm of creativity.

Is your kid ready to do something new...?

सीने और चांदी के पत्तों का एक ऐसा अनोखा खेल जो बदल सकता है आपकी किस्मत

आपकी किस्मत

कल से आरंभ...

एक मनी प्लांट में खिलने का तरीका

- बैंक अकाउंट अकाउंट में 10 से 17 कुर्छाई तक पैसे का डिपॉजिट करके 3 लाख (लेखन, रिफंड और इत्यादि) के पैसे अकाउंट के बॉलेंस पैसे पर प्रतिलिपि किये जायेंगे, ताकती कुल संख्या 40 होगी, एक ही एक प्रतिलिपि किये जायेंगे।
- प्रतिलिपि होने वाली कुर्छाई 40 पैसे में से आपको 20 पैसे को वापस कर दिये जायेंगे बाकी प्रतिलिपि किये जायेंगे।
- प्रतिलिपि किये जायेंगे 40 पैसे में से आपको 20 पैसे को वापस कर दिये जायेंगे बाकी प्रतिलिपि किये जायेंगे।
- प्रतिलिपि किये जायेंगे 40 पैसे में से आपको 20 पैसे को वापस कर दिये जायेंगे बाकी प्रतिलिपि किये जायेंगे।
- प्रतिलिपि किये जायेंगे 40 पैसे में से आपको 20 पैसे को वापस कर दिये जायेंगे बाकी प्रतिलिपि किये जायेंगे।

ऑफिस जानकारी के लिए अपने नजदीकी बैंक अकाउंट खाता संख्या से संपर्क करें -
 • अहमदाबाद - 0755 3913186 • इलाहाबाद - 0771 3982679 • कोलकाता - 0141 3981176 • दिल्ली - 09204796358,
 • दिल्ली - 06699880646 • चेन्नई - 0181 3985781 • इंदौर - 09017787900 • मुंबई - 09272228878/79
 (समय : सुबह - 9 बजे से रात 6 बजे तक)

#1

DB MONEY PLANT

As the name suggests, the objective was to create a winning feeling in every participant of the activity, because the 'Money Plant' is considered as a symbol of growth and prosperity, and households with these money plants, tend to flourish.

The campaign communication was designed and planned on floral vintage background, with stark colours to evoke feeling of excitement and frivolity.

AD AGENCY

Dainik Bhaskar -
SMD Creative Studio

TRANSLATION

- #1 - A unique game of golden and silver leaves that can change your fortune
- #2 - An opportunity to win prizes worth crores of rupees
- #3 - A Money Plant that can change your fortune
- #4 - Here, money grows on tress

यहां पैसे पैड़ पर उगते हैं

अब आ रहा है, एक मनी प्लांट...

#4

एक मनी प्लांट जो बदल सकता है आपकी किस्मत

अब आ रहा है, एक मनी प्लांट...

#3

करीड़ों के उपहार जीतने का मौका

अब आ रहा है, एक मनी प्लांट...

#2

Dainik Bhaskar

Urban India is more
up-to-date on gourmet cuisine
than your metro media plan is.

**UNMETRO
YOUR MIND.**



To know more, write to us at unmetro@dainikbhaskargroup.com | www.unmetro.in

Dainik Bhaskar
group

दिना ०१५-२

दिव्य मराठी



dainikbhaskar.com

Dainik Bhaskar

While you're spending time
reaching metros, urban India is
driving home in luxury sedans.

**UNMETRO
YOUR MIND.**



To know more, write to us at unmetro@dainikbhaskargroup.com | www.unmetro.in

Dainik Bhaskar | दिना ०१५-२ | दिव्य मराठी | 100% PLS | dainikbhaskar.com

Dainik Bhaskar

Urban India is moving
with the times when it
comes to lifestyle products.
Unlike your metro media plan.

**UNMETRO
YOUR MIND.**



To know more, write to us at unmetro@dainikbhaskargroup.com | www.unmetro.in

Dainik Bhaskar | दिना ०१५-२ | दिव्य मराठी | 100% PLS | dainikbhaskar.com

UNMETRO YOUR MIND

This campaign breaks the stereotypes,
plaguing the industry and media mindset
of metros as the hub of growth and
development in India. The real action lies
in the tier-II and tier-III cities -
the unmetros.

AD AGENCY

Metal Communications Pvt. Ltd.

NO PAID NEWS

At Dainik Bhaskar, we strongly abide by our commitment to always report only the truth and unbiased facts. There is no scope for paid news to be featured in any of our articles. If, during the election period, you have any complaints of paid news being published, kindly inform us.



Write to us at: Dainik Bhaskar Head Office, 6 Dwarka Sadan, Press Complex, M.P. Nagar, Bhopal (Madhya Pradesh) - 462 011. You can also e-mail us at: nopaidnews@dainikbhaskargroup.com

दिव्य मराठी

दिव्य भास्कर

Dainik Bhaskar

NO PAID NEWS

All Dainik Bhaskar Group publications are known for their unbiased and non-paid content. The ad communicates this, while also offering the readers a platform to share their grievances.

AD AGENCY

Metal Communications Pvt. Ltd.

You're just a few
WORDS away from
AD ASIA, VIETNAM.

10 WINNERS
 GET FULLY
 SPONSORED
 TRIPS TO
AD ASIA, VIETNAM.



Divya Bhaskar celebrates its 10th anniversary.

Divya Bhaskar

**THE GREAT
 GUJARAT
 CROSSWORD**



Turn overleaf
 for
 Crossword

Front

Early bird prizes for the first 20 correct entries.

Divya Bhaskar
THE GREAT GUJARAT CROSSWORD

You can also participate online at www.divyabhaskar.com/crossword

Use the clues to complete the crossword.

ACROSS (16)

1. Metropolitan spanning the length of Gujarat is known as...
2. The person known for his work on the structure of DNA is...
3. Number of letters in the word 'Gujarat'...
4. A type of flower that is native to Gujarat...
5. The name of the first book written by Mahatma Gandhi...
6. The first name of the first President of India...
7. The first name of the first Prime Minister of India...
8. The first name of the first Vice President of India...
9. The first name of the first Chief Minister of Gujarat...
10. The first name of the first Governor of Gujarat...
11. The first name of the first Chief Justice of India...
12. The first name of the first President of the Indian National Congress...
13. The first name of the first President of the Indian National Congress...
14. The first name of the first President of the Indian National Congress...
15. The first name of the first President of the Indian National Congress...
16. The first name of the first President of the Indian National Congress...

DOWN (7)

1. A type of tree that is native to Gujarat...
2. The first name of the first President of India...
3. The first name of the first Prime Minister of India...
4. The first name of the first Vice President of India...
5. The first name of the first Chief Minister of Gujarat...
6. The first name of the first Governor of Gujarat...
7. The first name of the first Chief Justice of India...

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Back

GREAT GUJARAT CROSSWORD

The Great Gujarat Crossword was a trade-focused engagement programme which celebrated the 10th anniversary of Divya Bhaskar in Gujarat. This innovative print ad allowed users to participate by converting the ad into a mailable entry.

AD AGENCY

Metal Communications Pvt. Ltd.

EPILOGUE

In its third edition, the Mosaic finds itself as a fixture in the annual calendar of advertising and marketing. Yes, no doubt, it has been a pleasure to see that our initiative of creating a reference for the best print work in India has quickly evolved into a popular, and dare I say, one of the primary sources to check out the best print work done by agencies in India.

I have heard the Mosaic being referred to international visitors, and many agencies sharing it as a comparative reference to print work in the country. And these moments are moments of excitement and pride.

We have debated and indeed considered many changes to the format and the content, including the process of qualifying for a piece of work for an agency to feature in Mosaic. There are many agencies, which in the process, have missed out and hence it would not be right to say that the Mosaic fully represents the best print work in India, though we would like to believe that most of the good work has been featured here.

Thus, there is this regular demand to include regional work. The great work being done for regional brands or by the regional agencies addressing the UNMETRO consumer. Maybe we can hope to see us including such work collated through an entirely different process. I am sure that UNMETRO markets demand their rightful place in the spotlight that the Mosaic provides.

On the other hand, many established agencies in the metros, bound by the approval process and level of decision making, have missed out on being a part of this edition. Some were honest enough to admit not having enough good work to showcase and some took a holistic view of wanting to present integrated campaigns and even unreleased work. Hopefully we can find a way to give voice to these concerns and desires in the next edition.

Rest assured that the Dainik Bhaskar will make every possible effort to ensure that Mosaic remains true to its genesis of representing the best print work in India, and evolves with time.

I would appreciate your feedback and comments at mosaic@dainikbhaskargroup.com.

SANJEEV KOTNALA

VICE PRESIDENT - BRAND AND MARKETING, DAINIK BHASKAR GROUP



BRAND INDEX

ATSS	McCann Worldgroup India	63	Joy Cosmetics	Scarecrow Communications Ltd.	101	Quikr	Scarecrow Communications Ltd.	98
Bombay Times	Taproot India Communication Pvt. Ltd.	105	Kala Ghoda Arts Festival	Taproot India Communication Pvt. Ltd.	107	ROUSH	Lowe Lintas + Partners, Mumbai	57
Centuary	Publicis Beehive	79	Kesari Tours	Publicis Beehive	85	R City	Dentsu Communications	28
Chambor	Publicis Beehive	84	Killer Jeans	Grey Worldwide	40, 43	Russian Spirit	Salt Brand Solutions	94
Cosmic	Metal Communications Pvt. Ltd.	73	Kruto	Salt Brand Solutions	95	Rustomjee	ideas@work	49, 50
Crocin	Grey Worldwide	42	Lonely Planet	DDB Mudra Group	19	Shoppers Stop	Contract Advertising	9
Dainik Bhaskar	Metal Communications Pvt. Ltd.	70,75	MAAC	Publicis Beehive	81	Skechers	Dentsu Communications	26
Dish TV	McCann Worldgroup India	64	Make My Trip	DRAFTFCB+ULKA	33, 37	Skoda Octavia	BBH India Pvt. Ltd.	6
Duracell	Grey Worldwide	39, 41	Mantri	Publicis Beehive	82	Sona Chand Chyawanprash	Scarecrow Communications Ltd.	100
Economic Times	Lowe Lintas + Partners, Mumbai	55	Masoom Night School	Curry – Nation	13	Taste for Life	Curry – Nation	14
Eye Bank association of India	Scarecrow Communications Ltd.	97	Memorin	DDB Mudra Group	20	Tata Docomo	DRAFTFCB+ULKA	36
Fastrack	Lowe Lintas + Partners, Bangalore	61	Mercedes	R K SWAMY BBDO PVT. LTD.	90, 91	The Times of India	Taproot India Communication Pvt. Ltd.	109
Fortis	Metal Communications Pvt. Ltd.	71, 74	Moods	R K SWAMY BBDO PVT. LTD.	87	Tanishq	Lowe Lintas + Partners, Bangalore	58
Friendicoes	Dentsu Marcom	25	MTV & Kamasutra	Happy, Bangalore	45	Toshiba Laptops India	Dentsu Marcom	24
Gatorade	Taproot India Communication Pvt. Ltd.	106	Mumbai Mirror	Taproot India Communication Pvt. Ltd.	108	Vat 69	BBH India Pvt. Ltd.	5
Godrej Cinthol	Creativeland Asia Pvt. Ltd.	11	National Institute of Design	DDB Mudra Group	18	Videocon	McCann Worldgroup India	65
Himachal Tourism	Publicis Beehive	80	Only Vimal	Scarecrow Communications Ltd.	99	Vijay Sales	Publicis Beehive	83
Hindustan Times	R K SWAMY BBDO PVT. LTD.	88, 89	Orangina	Dentsu Communications	29	Woodland	Karishma Advertising, Gurgaon	59, 60
Honda CRV	Dentsu Marcom	23	Parker	Lowe Lintas + Partners, Mumbai	56	Yatra.com	McCann Worldgroup India	67
Hotwheels	Ogilvy & Mather - Mumbai	77	Penguin	McCann Worldgroup India	66	Zee 24 Taas	DRAFTFCB+ULKA	34
Huawei	Law and Kenneth Communications (India) Private Limited	53	Philips Television	DDB Mudra Group	17	Zee Café	DRAFTFCB+ULKA	32, 35
ICICI direct.com	Dentsu Communications	27	Phoenix Market City	Xebec Communications Pvt. Ltd.	113, 114	Zee Khana Khazana	Scarecrow Communications Ltd.	102
Ideal Book Company	DRAFTFCB+ULKA	31	Platinum Guild International	Metal Communications Pvt. Ltd.	69, 72			
idiva.com	Havas Worldwide India Pvt. Ltd.	47	Prayas Bharti Trust	Taproot India Communication Pvt. Ltd.	110			

