





**WELCOME TO BRAND XYZ,** your premier destination for comprehensive branding and advertising solutions. With a deep understanding of the dynamic market landscape, we offer a wide range of services including media planning, outdoor and indoor branding, and specialized promotional strategies. Our innovative approaches and cutting-edge tools ensure your brand stands out, engaging and resonating with your target audience effectively.

At Brand XYZ, we believe in the power of creativity and strategic execution. We are committed to helping your brand achieve its full potential. Partner with us and experience the difference in quality, innovation, and results.

Our team of seasoned professionals is committed to delivering outstanding results. With a strong focus on our clients, we offer customized solutions designed to fit your specific needs. Whether it's BTL, ATL, or TTL marketing, we provide end-to-end support for all your advertising requirements.

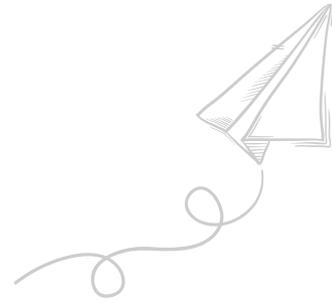


Brand XYZ

SRSSISHIT

## VISION

To be the leading provider of innovative and comprehensive branding solutions, empowering businesses to achieve their full potential and create lasting impressions in a dynamic market landscape.



## MISSION

We provide exceptional branding and advertising through innovative strategies, cutting-edge tools, and a client-centric approach. Our dedicated team ensures each brand stands out and connects meaningfully with its audience, driving success and growth.



# WHY CHOOSE BRAND XYZ?

With over 14 years of experience in Marketing, Branding, and Communication, we offer unparalleled industry expertise. Having worked with leading brands like Puravankara, Casa Grand, Emaar Properties, and G Square, we bring deep market insights and result-driven strategies. Our strengths lie in crafting compelling brand identities, executing high-impact marketing campaigns, and delivering innovative solutions. Partner with us for strategic excellence, proven success, and a commitment to driving exceptional value.

## **ALL SERVICES UNDER ONE ROOF**

From strategy to execution, branding, design, digital, print, production, media buying, and fabrication, we do it all in-house.

## **STRATEGY MEETS CREATIVITY**

We don't just make things look good, we make them work. Our branding solutions are grounded in business strategy, ensuring your brand stands out and delivers results.

## **360 BRANDING SOLUTIONS**

From brand identity and storytelling to digital presence and campaign execution, we offer seamless, cohesive, and powerful end-to-end services.

## **CUSTOM – CRAFTED FOR IMPACT**

Every brand has a unique story. We craft tailor-made strategies, no templates, no shortcuts. Just bold, clear ideas that connect with your audience.

## **PROVEN TRACK RECORD**

We've helped startups launch strong and established brands evolve with relevance. Our cross-industry portfolio speaks for itself.

## **TRANSPARENT COLLABORATION**

No jargon. No surprises. Just honest communication and smooth execution every step of the way.

## **YOUR BRAND, OUR PASSION**

We treat your brand like it's our own, because your success fuels ours.

## **ROI-DRIVEN CAMPAIGNS**

We value every rupee you invest. Our campaigns are designed to generate leads, drive sales, and build lasting brand value.



# WE ARE

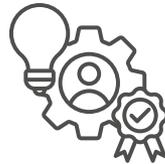
# BRAND XYZ

# WE DO

# BIG THINGS

We solve big problems with strategy and creative that make a big impact. We work with brands and marketers that have the biggest ambitions. We hire big talent and bring them big opportunities that build boundless careers. Want to Do Big Things?

## BRANDING



### **Gets your business recognition**

it is only through your brand elements like your Logo, Tagline etc. that your potential customers associate with your products and services.



### **Increases the value of your business**

by reinforcing your position in the marketplace, attracting better quality customers with higher retention rates, and raising the perceived value of your products or services.



### **Helps you generate new customers**

your customers who have had a positive and memorable experience associating with you become your Brand Ambassadors by talking and promoting your business thereby acquiring new customers.



### **Improves the Pride Satisfaction of your employees**

a strong internal Brand association creates more enthusiastic and motivated employees who are more productive and contribute substantially to the overall business growth.

# ELEMENTS IN BRANDING



**Brand Story...**is the cornerstone of your overall branding strategy. It provides the backdrop for products and services, fosters an emotional connection with customers, and identifies the emotional footprint that your brand creates.

**Brand Positioning....**is the place that your brand occupies in the minds of your customers, how they associate with you and how they differentiate your business from the competition.



**Brand Promise....**is a value or experience your customers come to expect to receive every single time they interact with you. The more your business delivers on that promise or experience, the stronger your brand value becomes in their minds.

**Brand Personality....**is a set of human characteristics that are attributed to your brand and it is this aspect that your consumers primarily relate to.



**Brand Association....**is the extent to which your customers connect personally to your brand. It is through this association that your business is rooted deeply in the minds of your customers.

# OUR DESIGN PROCESS

1

## **DISCOVER**

This process helps designers seek inspiration, gathering information on what is new and exciting through market intelligence, user inquiry, mind mapping, and design research collectives.

## **DEFINE**

This stage helps us look at possibilities the Discover phase has identified and establish which are the most important priorities and in what order they are addressed. Definition thus determines the design brief and presents the challenges to the design / development team.

02

03

## **DEVELOP**

Here the prototypes are developed, tested, revisited, and refined; activities during the development phase include prototyping, multidisciplinary approaches, and establishing test methods.

## **DELIVER**

Final feedback is gathered, prototypes are selected and approved, and products are finalized and launched.

04

# OUR OFFERINGS



**BRAND  
CONSULTING**



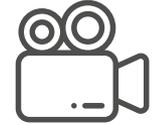
**PHOTOGRAPHY**



**MERCHANDIZE  
BRANDING**



**LOGO DESIGN**



**VIDEOGRAPHY**



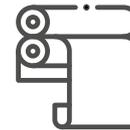
**VEHICLE  
BRANDING**



**BRAND  
NOMENCLATURE**



**VIDEO  
CREATION**



**PRINTING  
SOLUTIONS**



**BUSINESS  
COLLATERALS**



**RADIO / TV ADS**



**PACKAGING  
SOLUTIONS**



**MARKETING  
COLLATERALS**



**PRINT ADS**



**WEB SOLUTIONS**



**INTERNAL  
BRANDING**



**EVENT  
BRANDING**



**EVENT  
MANAGEMENT**



**DIGITAL  
SOLUTIONS**



**FABRICATIONS**

# MEET OUR CLIENT'S

**CASAGRAN**  
building aspirations

**RADIANCE**  
REALTY



**DAC**  
DEVELOPERS

**sanbrix**  
PROPERTIES PVT. LTD.

**ADISSIA**  
YOUR PROPERTY, OUR PRIORITY



**INFINIUM**  
Enriching Lifestyles



**PRINCE**  
PROMISES DELIVERED



**JAGANNAATH**  
PROPERTIES



**TEXVALLEY**  
PRICE-LESS MARKETPLACE



**PRISMARK**  
BUILDING HAPPINESS

*Amarilly*

# DESIGNING & PRINTING

Logo Design • Brochure • Flyer • Print Ad

Social media Posters • Business cards • Banners

ID Cards • Badge • Office Branding • Outdoor Branding

Brand XYZ



# CORPORATE BRANDING & GIFTS

DESIGN & FABRICATION



# SMS, WHATSAPP, SOCIAL MEDIA CAMPAIGN



# FLEX, VINYL PRINTING

## DESIGN & PRINTING



### Specification

**Flex Printing:** Normal White 240 GSM, Black Back 260GSM, 280GSM, 340GSM

Star Flex 320 GSM, 340 GSM, UV Star Flex 340 GSM, Eco Star Flex 320 GSM, Reflecting Flex.

**Back Lit Flex Printing:** Normal Backlight Flex 440 GSM, Star Backlight Flex 540 GSM, UV Backlight Flex 440 GSM, ECO Backlight Flex 440 GSM.

**Vinyl Printing:** Vinyl Sticker 100 Micron, Eco Vinyl Sticker 100 Micron, UV Vinyl Sticker 100 Micron, UV Vinyl Sticker With Lamination 100 Micron, Eco One Way Vision Sticker 120 Micron, Reflecting Vinyl Sticker.

Size : As Per Req and Size



# BACK LIT HOARDING, FLEX & FABRIC

DESIGN & FABRICATION



## Specification

Frame - MS / Aluminum / 3"/4" / 6" Depth Box with 1inch / 1.5inch & 1.6mm / 2mm Pipe for Frame  
Side Cover - Powder-Coated GI Sheet | LED - Branded LED Strip Placed for Every 4" Vertically.  
Media - Eco Solvent Backlit / Star / UV Backlit Flex / Fabric

Size : 10 X 10, 15 X 10, 20 X 10, 25 X 10 & Custom Size

# OOH RENTAL

DESIGN & PRINTING



## Specification

Based on Location & Size

Size : Custom Size & As Per Requirement

# WELCOME BOX ARCH – FLEX

DESIGN & FABRICATION



## Specification

Base Structure - 1inch / 1.5inch / 2inch, 1.6 mm / 2mm Square Pipe

Media - Black Back / Star Flex / UV

Its Detachable Type

Finishing - With Proper Civil Work

Size : 2 X 2 / 3 X 3 / 10ft / 12ft & Custom Size

# WELCOME BOX ARCH – FABRIC

DESIGN & FABRICATION



## Specification

Base Structure - Custom Made Aluminum Frames

Media - Fabric with Printing

Its Detachable Type

Finishing - With Proper Civil Work

Size : 2 X 2 / 3 X 3 / 10ft / 12ft & Custom Size

# BACK LIT FLEX BOX ARCH

DESIGN & FABRICATION



## Specification

Base Structure - 1inch / 1.5inch / 2inch, 1.6 mm / 2mm Square Pipe

Media - Eco Solvent Backlit / Star Backlit / UV Backlit Flex

Its Detachable Type

Finishing - With Proper Civil Work

Size : 2 X 2 / 3 X 3 / 10ft / 12ft & Custom Size

# INDOOR & OUTDOOR SIGNAGES

DESIGN & FABRICATION

BRAND  
XYZ

## Specification

3D Acrylic Boards | Trim Cap Led Signage | SS 302 Unpolished MRF Powder Coated Signage  
Titanium Signage | Customized LED, 3D Signages

Size : Custom Size

# SING BOARDS, PYLON – INDOOR & OUTDOOR

## DESIGN & FABRICATION



### Specification

Frame - 3"/4"/ 6" Depth Box with 1inch / 1.5inch & 1.6mm / 2mm Pipe for Frame  
Side Cover - Powder-Coated GI Sheet | LED - Branded LED Strip Placed for Every 4" Vertically.  
Media - Eco Solvent Backlit / Star / UV Backlit Flex

Size : Custom Size

# SHOWROOM BRANDING

DESIGN & FABRICATION



Specification

Showroom Branding

Size : Custom Size

# DIRECTION WAY BOARD – FLEX

DESIGN & FABRICATION



## Specification

Base Structure - 2inch / 3inch , 1.6 mm / 2mm Square Pipe - Pole Size - 12feet  
Frame - 1", 1.6mm Square Pipe for Frame | Media - Black Back / Start Flex / UV  
Finishing - Powder Coated With Proper Civil Work

Size : 2 X 3, 2 X 4, 3 X 4 & Custom Size

# DIRECTION WAY BOARD – VINYL

DESIGN & FABRICATION



## Specification

Base Structure - 2inch / 3inch , 1.6 mm / 2mm Square Pipe - Pole Size - 12feet

Frame - 1", 1.6mm Square Pipe for Frame & GI Powder Coated Sheet

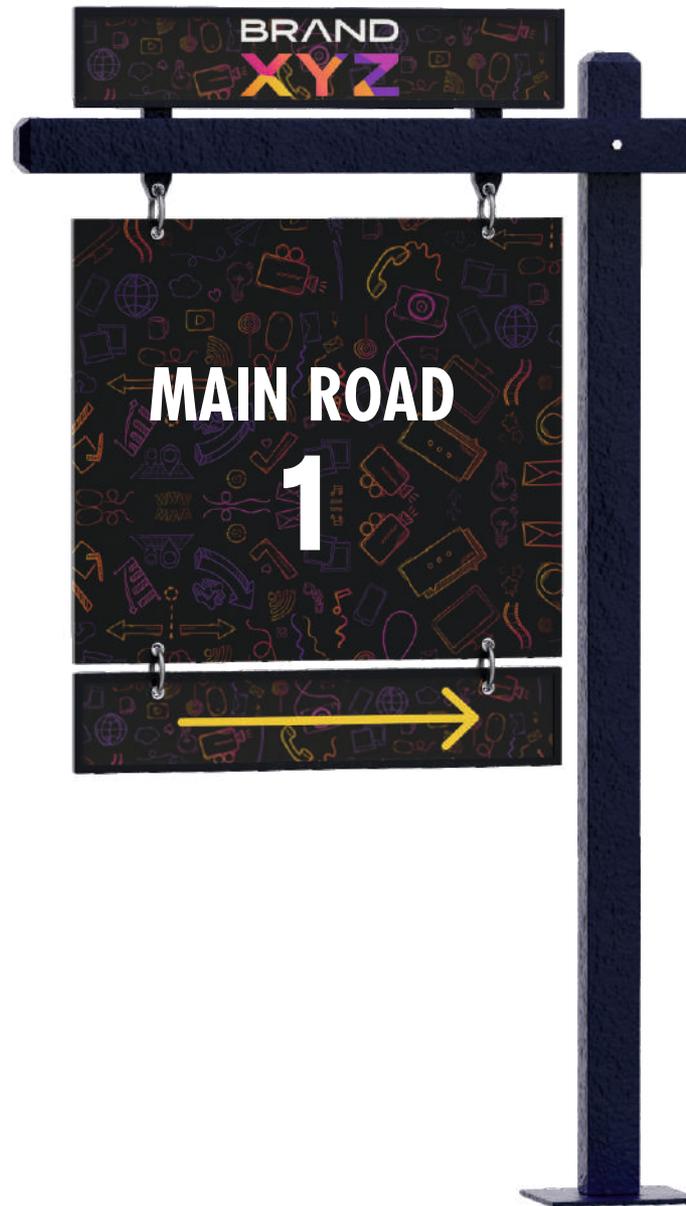
Media - Matte / Glass / Metallic / Reflective Vinyl

Finishing - Powder Coated With Proper Civil Work

Size : 2 X 3, 2 X 4, 3 X 4 & Custom Size

# STREET BOARD

DESIGN & FABRICATION



## Specification

Base Structure - 1inch / 1.5inch / 2inch , 1.6 mm / 2mm Square Pipe - Pole Size - 6feet

Frame - 1inch, 1.5inch , 1.6mm / 2mm Square Pipe for Frame

Media - Flex / Vinyl

Finishing - Powder Coated With Proper Civil Work

Size : 1 X 1 & Custom Size & Design

# PLOT BOARD – FLEX

DESIGN & FABRICATION



## Specification

Base Structure - 1inch / 1.5inch / 2inch , 1.6 mm / 2mm Square Pipe - Pole Size - 5feet

Frame - 1inch, 1.5inch , 1.6mm / 2mm Square Pipe for Frame

Media - Black Back / Start Flex / UV

Finishing - Powder Coated With Proper Civil Work

Size : 1 X 1 & Custom Size & Design

# PLOT BOARD – VINYL

DESIGN & FABRICATION



## Specification

Base Structure - 1inch / 1.5inch / 2inch , 1.6 mm / 2mm Square Pipe - Pole Size - 5feet

Frame - 1inch, 1.5inch , 1.6mm / 2mm Square Pipe for Frame

Media - Matte / Glass / Metallic / Reflective Vinyl

Finishing - Powder Coated With Proper Civil Work

Size : 1 X 1 & Custom Size & Design

# GRANITE PLOT STONE ACRYLIC LETTERS

DESIGN & FABRICATION



## Specification

Stone - 2" Granite Stone with Laser Cutted Acrylic Letters

Finishing - Edge Polish, Nosing

Size : 1 X 2 & Custom Size & Design

# VERTICAL BOARD - FLEX

## DESIGN & FABRICATION



### Specification

Base Structure - 1.5inch / 2inch / 3inch , 1.6 mm / 2mm Square Pipe - Pole Size - 12feet

Frame - 1", 1.6mm Square Pipe for Frame

Media - Black Back Flex / Star Flex / UV Flex

Finishing - Powder Coated With Proper Civil Work

Size : 2 X 6 & Custom Size & Design

# VERTICAL BOARD – VINYL

DESIGN & FABRICATION



## Specification

Base Structure - 1.5inch / 2inch / 3inch , 1.6 mm / 2mm Square Pipe - Pole Size - 12feet

Frame - 1", 1.6mm Square Pipe for Frame with GI Sheet

Media - Matte / Glass / Metallic / Reflective Vinyl

Finishing - Powder Coated With Proper Civil Work

Size : 2 X 6 & Custom Size & Design

# VERTICAL BOARD – ACP

## DESIGN & FABRICATION



### Specification

Base Structure - 1.5inch / 2inch / 3inch , 1.6 mm / 2mm Square Pipe - Pole Size - 12feet

Frame - 1", 1.6mm Square Pipe for Frame with ACP

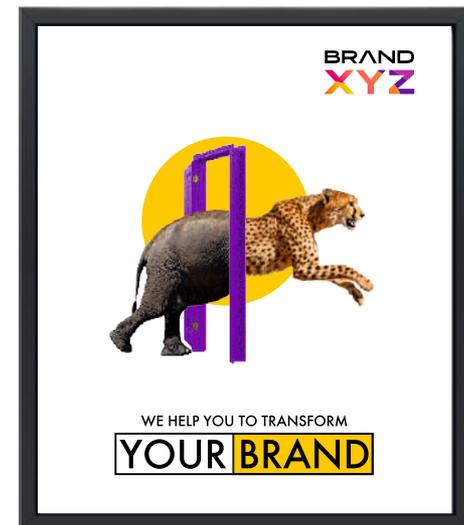
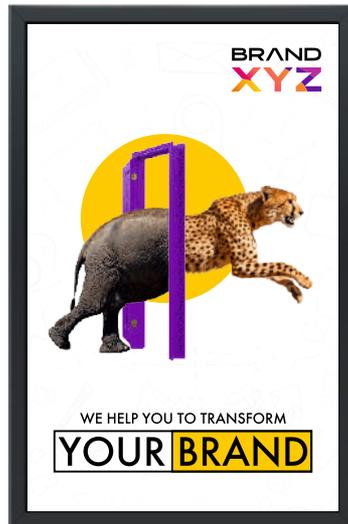
Media - Matte / Glass / Metallic / Reflective Vinyl

Finishing - Powder Coated With Proper Civil Work

Size : 2 X 6 & Custom Size & Design

# WOODEN & STEEL CUTOUT

DESIGN & FABRICATION



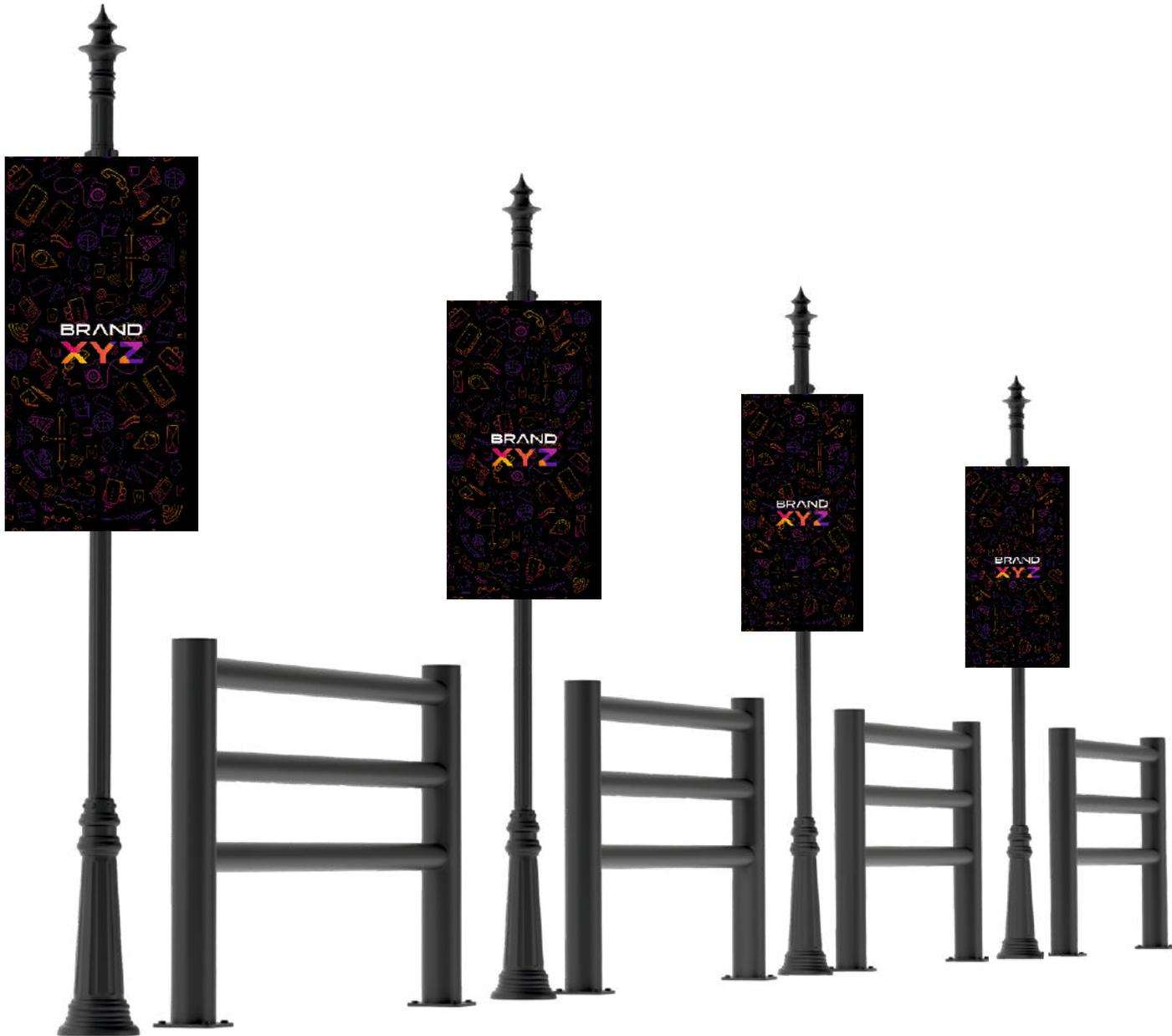
## Specification

Wooden & Steel Frames

Size : 2 x 3, 3 x 4, 4 x 4, 6 x 6, 8 x 8, 10 x 10 & Custom Size & Design

# SUN PACK

DESIGN & PRINTING



## Specification

350gsm to 500gsm With Wooden Reapers and Installation

Size : 1 X 1 , 2 X 3 , 2 X 4 & Custom Size

# WALL POSTER

DESIGN & FABRICATION



## Specification

Single Bit and Double Bit with Pasting

Size : 2 X 3 & Custom Size

# NEWSPAPER INSERT



# FLYER DISTRIBUTION



# PROMOTIONAL AUTO ADVERTISEMENT

DESIGN & PRINTING



## Specification

Promotional Auto Advertisement

Size : Customized

# CANTER VAN – BACK LIT

## DESIGN & PRINTING



### Specification

Canter Van - Back Lit with GPS & Promoters

Size : Customized

# LED VAN



## Specification

Canter Van - LED Van with GPS & Promoters

Size : Customized

# STREET LIGHT WITH BRANDING

## DESIGN & FABRICATION



### Specification

3", 4", Round or Square Pipe

Size : 10' to 20' & Custom Size

# NO PARKING BOARD & BARRICADE

## DESIGN & FABRICATION



### Specification - Barricades

2", 3", 1.6 mm , 2mm Square pipe for Frames - 1.6mm MS Sheet with Vinyl

Size : 6 X 4 & 8 X 6, Custom Size with solar Powered LED Blinkers

### Specification - No Parking

Base Structure - 2inch / 3inch , 1.6 mm / 2mm Square Pipe - Pole Size - 12feet

Frame - 1", 1.6mm Square pipe for Frame & GI Powder Coated Sheet

Media - Matte / Glass / Metallic / Reflective Vinyl

Finishing - Powder coated With Proper Civil Work

Size : 2 X 3, 2 X 4, 3 X 4 & Custom Size & Design

# SATIN FLAG

DESIGN & PRINTING



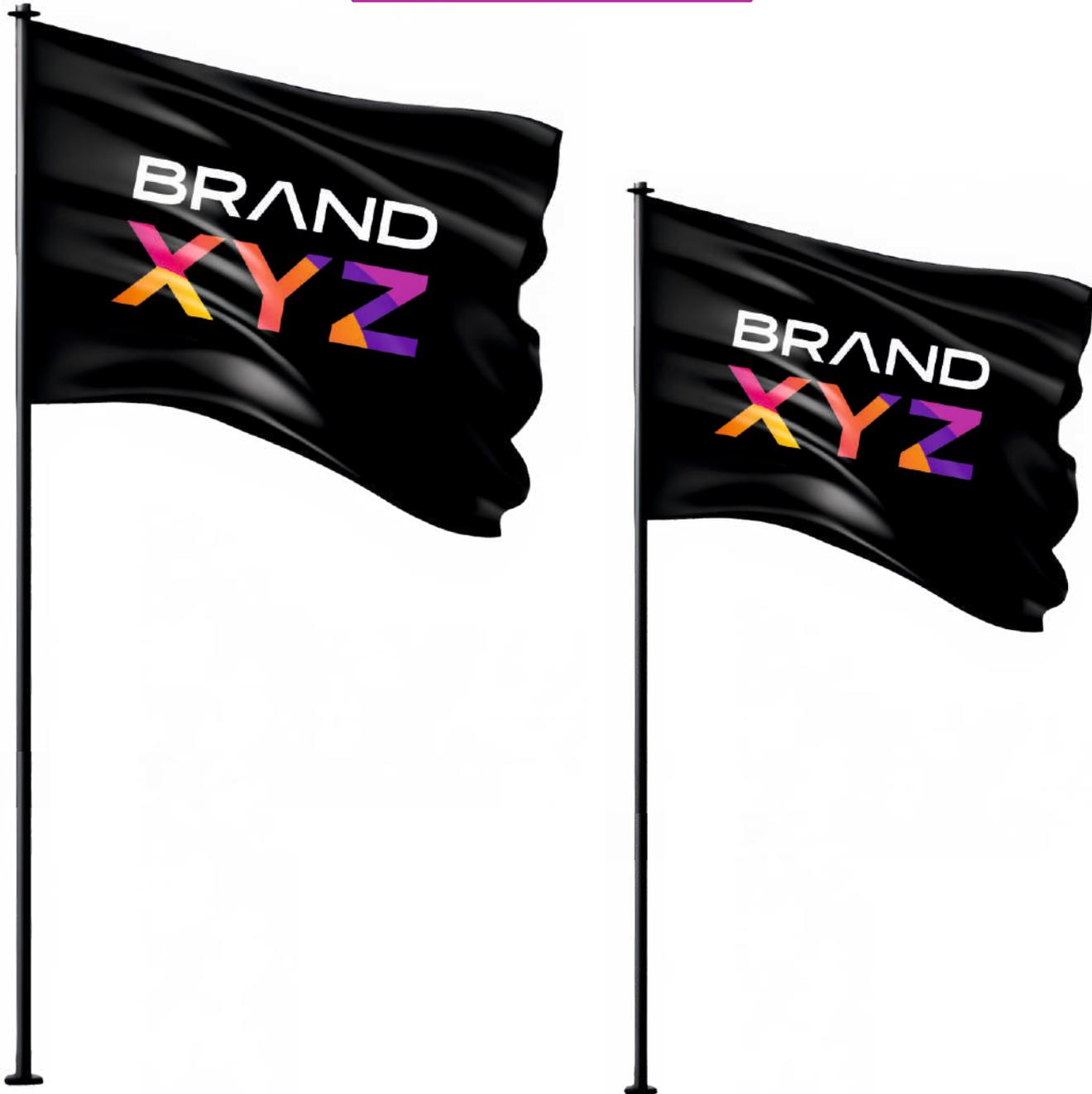
## Specification

Multi colours, Double side Stched Japan Satin with Double Side Digital Logo Printing

Size : 3 X 2, 4 X 3 & Custom Size

# FLAG POLE

## DESIGN & PRINTING



### Specification

2", 2.5", 1.6 mm Round Pipe

Finishing - One Coat Primer and Two Coat Black or White Paint with Proper Civil Work

Size : 10' to 20' & Custom Size

# FEATHER FLAGS

## DESIGN & PRINTING



### Specification

Feather Flags with Logo Printing (Size and Colour are Customizable)

Size : Custom Size

# T - SHIRT

DESIGN & PRINTING



## Specification

Multi Color T-Shirt with Logo Printing

Size : Custom Size & Design

# HAND, PROMOTIONAL, PATIO UMBRELLA

## DESIGN & PRINTING



### Specification

Umbrella with Logo Printing (Size and Colour are Customizable)

Size : 3 X 3, 6 X 6, 7 X 7, 8 X 8 ft Dia

# LED DIGITAL & ACRYLIC TENT CARD

DESIGN & PRINTING



## Specification

Acrylic & Art Board

Size : A5, A4, Custom Size & Design

# JUTE, JUCO, NON OVEN, PAPER BAG

DESIGN & PRINTING



## Specification

Jute & Juco : A4, A3- High Quality Natural Color Jute / Coloured Jute with Printing  
Paper Bag : A4, A3- 170 to 350GSM Board with Printing

Size : A3, A4, A5, Custom Size & Design

# STANDEE

## DESIGN & PRINTING



### Specification

Premium Aluminium Standee, Premium Black Powder Coated Standee , Luxury Heavy Duty Standee

Size :2 X 6, 3 X 6

# FABRIC CUSTOMIZED STANDDEE

DESIGN & PRINTING



## Specification

Aluminum Frames, Printed in Satin Fabric

Size : 3 X 6, Customized Design

# FABRIC CUSTOMIZED BACKDROPS

DESIGN & PRINTING



## Specification

Aluminum Frames, Printed in Satin Fabric

Size : Customized Design

# ADJUSTABLE BACKDROP

DESIGN & PRINTING



## Specification

Adjustable Backdrop

Size : Custom Size & Design

# PROMOTIONAL PC DEMO TABLE

DESIGN & PRINTING



## Specification

Promotional PC Demo Table / Aluminium Table with Logo Printing

Size : Custom Size & Design

# FOLDABLE BACKDROP

DESIGN & PRINTING



## Specification

Foldable Backdrop

Size : Custom Size & Design

# DANCING INFLATABLE TUBE, INFLATABLE ARCH



## Specification

Dancing Inflatable Tube & Inflatable Arch

Size : Custom Size & Design

# POSTER, BROCHURE, WOODEN EASEL STAND

DESIGN, PRINTING FABRICATION



## Specification

Poster Stand: A3 & A4

Brochure Stand: Metal / Acrylic Brochure Stand

Wooden Easel Stand: 5 Feet.

Size : Custom Size & Design

# DIGITAL DISPLAY

DESIGN & FABRICATION



## Specification

Digital Display

Size : 32, 43, 55

# PROMOTIONAL GAZEBO – TENT

DESIGN & PRINTING



## Specification

Foldable Aluminum Frames with Rexine Top and Side Walls.  
Customized Printing

Size : 4x 4, 6 x 6, 10 x 10

# CANOPY TENT

DESIGN & PRINTING



## Specification

Foldable Aluminum Frames with Rexine Top and Side Walls.  
Customized Printing

Size : 4x 4, 6 x 6, 10 x 10

# EXHIBITION STALL – FLEX & FABRIC

DESIGN, PRINTING & FABRICATION



## Specification

Flex and Fabric Customized Stall

Size : Custom Size

# EXHIBITION STALL – WOODEN

DESIGN & FABRICATION



## Specification

Wooden Customised Stall

Size : Custom Size

# EVENT MANAGEMENT



## Specification

Arabian, German Tent

Size : Custom Size & Design



# DRONE SHOOT



# CUSTOMIZED ADVERTISEMENT BOARD FABRICATIONS



# BRAND XYZ

BRAND XYZ  
No. 338/3C2, Sri Venkateshwara Industrial Estate, Ellaihattam Road,  
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@ [brand.xyz.in](https://www.instagram.com/brand.xyz.in)



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