



**PRESENTED BY UNNI KRISHNAN V FROM
YATEER CREATIVE SOLUTIONS**

What We Do?

About Yateer Creative Solutions

Yateer Creative Solutions is a multidisciplinary brand and business consultancy specializing in **end-to-end setup and growth strategies** for new and emerging ventures. We combine strategic insight, creative excellence, and operational expertise to transform concepts into successful, scalable businesses.

- **Business Research & Strategy:** Market analysis, feasibility studies, and business modeling.
- **Brand Identity & Design:** Logo creation, visual identity systems, and communication design.
- **Digital Solutions:** Website design, digital branding, and user experience development.
- **Infrastructure & Location Planning:** Site evaluation, layout optimization, and design coordination.
- **Menu Engineering & Product Strategy:** Concept curation, pricing, and profitability optimization for F&B ventures.
- **Growth & Marketing Strategy:** Launch planning, brand positioning, and expansion strategy.

Yateer serves as a **strategic partner for entrepreneurs**, providing a 360° approach that bridges **brand vision, market opportunity, and operational execution**.



Our Team Has Worked With

Setting Up **over 2000+ outlets** across India, Thailand, Nigeria and Nepal.



On the global side, Yum! Brands says it operates “61,000+ restaurants in 155+ countries & territories”.



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YATEER CREATIVE SOLUTIONS**





ADVERTISING

PROMOTIONS

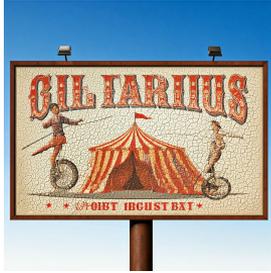


PUBLIC RELATIONS





SALES



MARKETING



**DIGITAL
LIFE**

Jio Marketing Plan: A Strategic Approach

Understanding Jio's Strengths and Opportunities

Jio has revolutionized the Indian telecom market with its affordable data plans and digital services. To sustain its growth and maintain its market leadership, it's essential to adopt a strategic marketing plan.

Key Marketing Objectives:

- **Customer Acquisition:** Attract new subscribers, especially in rural and underserved areas.
- **Customer Retention:** Retain existing customers by providing exceptional service and value-added offerings.
- **Brand Strengthening:** Enhance Jio's brand image as a reliable, innovative, and customer-centric telecom provider.
- **Product Awareness:** Increase awareness of Jio's diverse range of products and services, including JioMart, JioTV, JioMusic, etc.

Target Audience Segmentation:

- **Urban Youth:** Tech-savvy individuals seeking affordable and high-speed internet.
- **Rural Population:** Underserved areas with limited access to quality telecom services.
- **Businesses:** Small and medium-sized enterprises requiring reliable internet connectivity and digital solutions.

Marketing Strategies:

- 1. Digital Marketing:**
 - **Social Media:** Leverage platforms like Facebook, Instagram, and Twitter to engage with the target audience.
 - **Content Marketing:** Create informative and engaging content, such as tutorials, reviews, and behind-the-scenes glimpses.
 - **Influencer Marketing:** Collaborate with popular influencers to reach a wider audience.
 - **Search Engine Optimization (SEO):** Optimize Jio's website for better search engine visibility.
- 2. Traditional Marketing:**
 - **Television Advertising:** Create impactful TV commercials to reach a broad audience.
 - **Print Advertising:** Utilize newspapers and magazines for targeted advertising.
 - **Outdoor Advertising:** Employ billboards, hoardings, and vehicle wraps for maximum visibility.
- 3. Public Relations:**
 - **Media Relations:** Build strong relationships with media outlets to generate positive press coverage.
 - **Corporate Social Responsibility (CSR):** Engage in social initiatives to enhance brand reputation.
- 4. Partnerships and Collaborations:**
 - **Strategic Alliances:** Partner with other businesses to cross-promote products and services.
 - **Distribution Partnerships:** Expand Jio's reach through partnerships with retailers and distributors.
- 5. Customer Loyalty Programs:**
 - **Rewards and Discounts:** Offer incentives to encourage customer loyalty.
 - **Personalized Offers:** Tailor offers based on customer preferences and usage patterns.
- 6. Data-Driven Marketing:**
 - **Analytics:** Utilize data analytics to track marketing performance and make data-driven decisions.
 - **Customer Segmentation:** Segment customers based on demographics, behavior, and preferences.

Key Performance Indicators (KPIs):

- Customer acquisition rate
- Customer churn rate
- Average revenue per user (ARPU)
- Brand awareness
- Social media engagement
- Website traffic

By implementing a comprehensive marketing plan that combines digital and traditional strategies, Jio can effectively reach its target audience, drive customer acquisition and retention, and strengthen its brand position in the Indian telecom market.



Jio WELCOME OFFER

UNTIL 31ST DECEMBER 2016

FREE
HIGH SPEED DATA
MOVIES, MUSIC AND MORE
ALONG WITH FREE VOICE
CALLS FOR LIFE!

DOWNLOAD THE MYJio APP

Download on the **App Store** GET IT ON **Google Play**



Jio
DIGITAL LIFE



Jio
JIO TV +

gulte.com



JioCinema

Jio AppStore

Jab JioAirFiber
zindagi mein aaye toh

**Baat Ban
Jaaye**

- Live TV
- OTT Apps
- WiFi

Call 60008 60008



Jio Cinema on 3G/4G speeds

© 2016





paytm
congratulates Honorable
Prime Minister Sh. Narendra Modi
on taking the boldest decision in the financial history
of Independent India!

Pay with Paytm to more than 15 crore people & businesses.
Join the revolution!

Ab ATM nahin, #PaytmKaro!

Download the Paytm App   



JIO "HAPPY NEW YEAR" OFFER

Unlimited Data | Voice | Video | WiFi | Jio Apps

TILL 31st MARCH 2017



DEDICATED TO INDIA AND 120 CRORE INDIANS

A tribute to realise the
Digital India vision
of Hon'ble Prime Minister
Shri Narendra Modi



Jio

“

On the Jio Happy New Year Offer

Starting 4th of December, 2016, every new Jio user will get Jio's Data, Voice, Video and the full bouquet of Jio applications and content, absolutely free, till 31st March 2017.

We are calling this the "JIO HAPPY NEW YEAR OFFER".

During this offer period, Jio and Jio customers, will be able to continue our journey of co-creating and building the best network experience together.

All our 52 million plus Jio Welcome Offer users will continue to enjoy the unlimited benefits of Jio Welcome Offer till 31st December, 2016.

Shri Mukesh D. Ambani
Chairman and Managing Director
Reliance Industries Limited







Jio
Pay with
JioMoney.



Jio
Read with
JioMags.



Jio
Surf with
JioFiber.



Jio
Connect with
JioNet.



Jio
Listen with
JioMusic.



Jio
Videocall with
Jio4GVoice.



Jio
Watch with
JioTV.



Jio
Up to date with
JioNewspaper.



Jio
Watch with
JioCinema.



Planning



USE THE

21 / 90

RULE

IT TAKES **21 DAYS** TO BUILD A **HABIT**

AND **90 DAYS** TO BUILD A **LIFESTYLE**

**Marketing =
Strategy + Psychology + Storytelling**

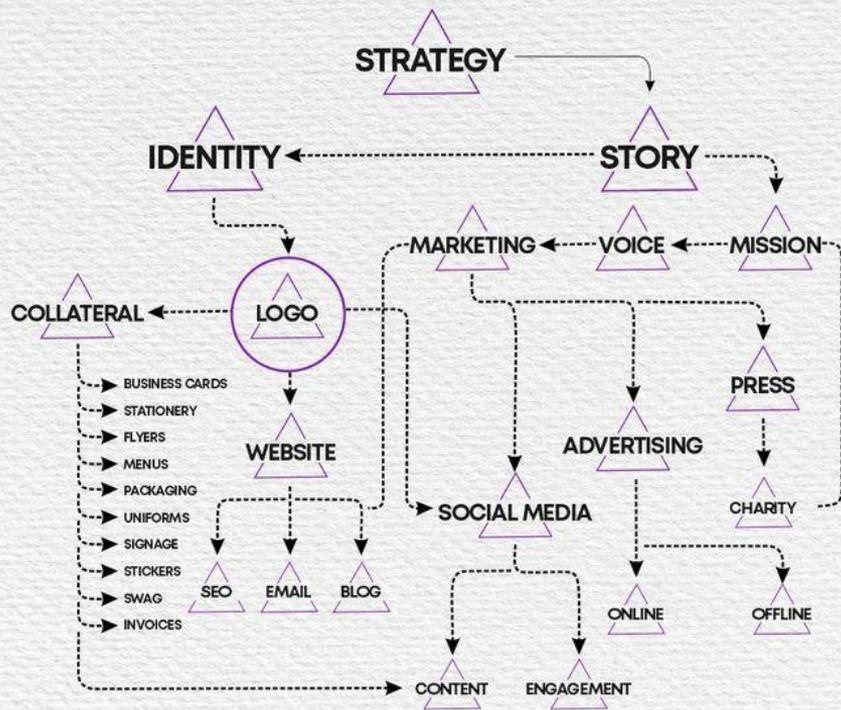
**“The art of creating demand.”
It’s not just selling — it’s understanding:**

 **What people see (Advertising)**

 **What they feel (Branding)**

 **What they buy (Sales)**

BRANDING MAP



amazon



HAPPINESS OF
CUSTOMERS

SELLS EVERYTHING
FROM A TO Z



Electric motor



Electric motor
cross section



Electric motor
rotor



FedEx®

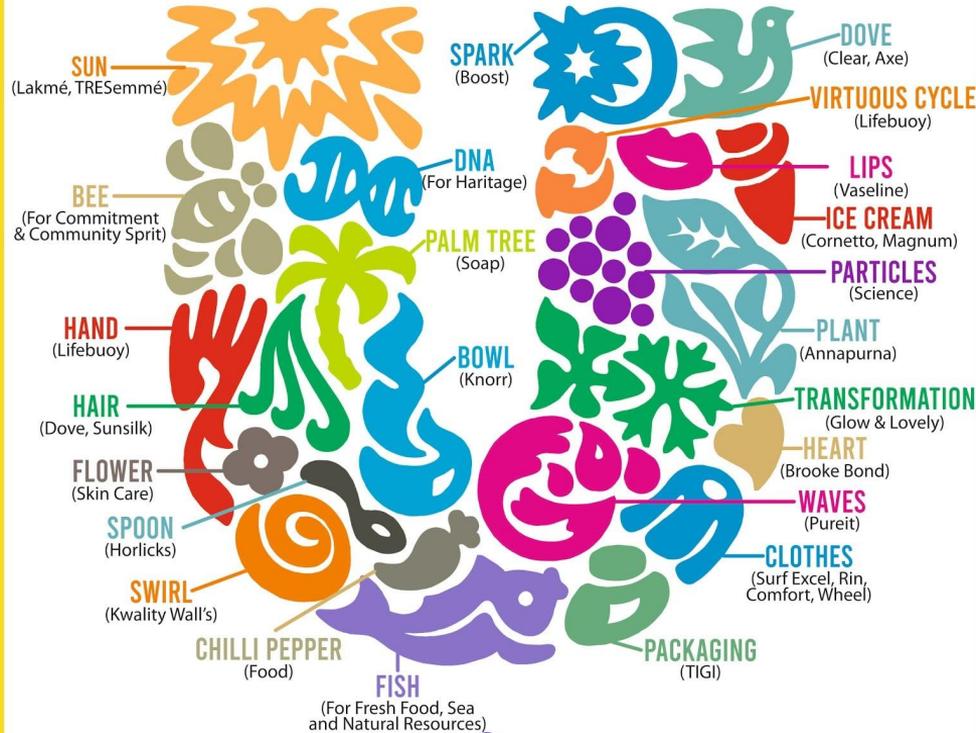


FedEx®

31 FLAVORS OF ICE CREAM



↘ HIDDEN NUMBER



Disclaimer: Association of Symbol with Brand is as per our understanding

Unilever



Logo Colour Psychology



Red

Excitement
Energy
Romance



Blue

Reliable
Loyalty
Trust



Yellow

Optimism
Creativity
Happiness



Orange

Warmth
Vibrant
Confidence



Green

Nature
Freshness
Health



Purple

Ambition
Uniqueness
Royalty





Autoperionica Red

Elephant

Car wash

Closed now

Belgrade, Serbia



Market Targeting Strategies

Undifferentiated (Mass) Marketing	Differentiated (Segmented) Marketing	Concentrated (Niche) Marketing	Micromarketing	
			Local Marketing	Individual Marketing
Whole market with one offer → Ignore segments	Decide to target several different market segments, separate offers for each	Concentrate on one or a few segments or niches	→ cities, neighbour- hoods, specific stores	→ 1 person

Targeting broadly

Targeting narrowly

4 Types of Market Segmentation



Geographic



Demographic



Psychographic



Behavioral



Market Segmentation



Geographics

Country
City
Density
Language
Climate
Area
Population



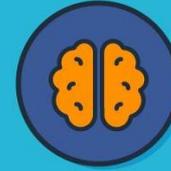
Demographics

Age
Gender
Income
Education
Social Status
Family
Life Stage
Occupation



Psychographics

Lifestyle
AIO: Activity,
Interest, Opinion
Concerns
Personality
Values
Attitudes



Behavioral

Benefits Sought
Purchase
Usage
Intent
Occasion
Buyer Stage
User Status
Life Cycle Stage
Engagement

Types of Market Segmentation

Geographic Segmentation:

Consists of creating different groups of customers based on geographic boundaries.



Demographic Segmentation:

Consists of dividing the market through different variables such as age, gender, income, etc.



Psychographic Segmentation:

Consists of grouping the target audience based on their behavior, lifestyle, attitudes and interests.



Behavioral Segmentation:

Focuses on specific reactions and the way customers go through their purchasing processes.





Instagram | @mygurughantaal

Did You Know !!

**India is the only country
where shopkeeper gives
Condom, Meat, & Sanitary
Pads in black polythene due
to negative perspective.**

**WHEN THE
WHY IS CLEAR,**

**THE
HOW IS EASY.**



Sales.



Marketing.

SALES AND MARKETING



WHAT IS SALES?

The action of selling or being sold; the occasion when something is sold

Sales are activities related to selling or the number of **goods sold in a given targeted time period**. The delivery of a service for a cost is also considered a sale.

DIFFERENCE BETWEEN SALES AND MARKETING

In the simplest of terms, marketing is building awareness of your organization and brand to potential customers. **Sales is turning that viewership into a profit**, by converting those potential customers into actual ones.

Marketing

Sales

Approach

The goal of marketing is to sell products/ services, build relationships with clients, and determine future needs.

Focus

Promotion, distribution, pricing, and fulfilling customer's wants and needs through products and/or services.

Process

Market analysis, distribution channels, and competitive products and services

Scope

Market research, Advertising, Sales, Public relations, Customer service and satisfaction .

Approach

Match the company's current products to customer demand.

Focus

Achieve sales volume goals

Process

Usually one to one

Scope

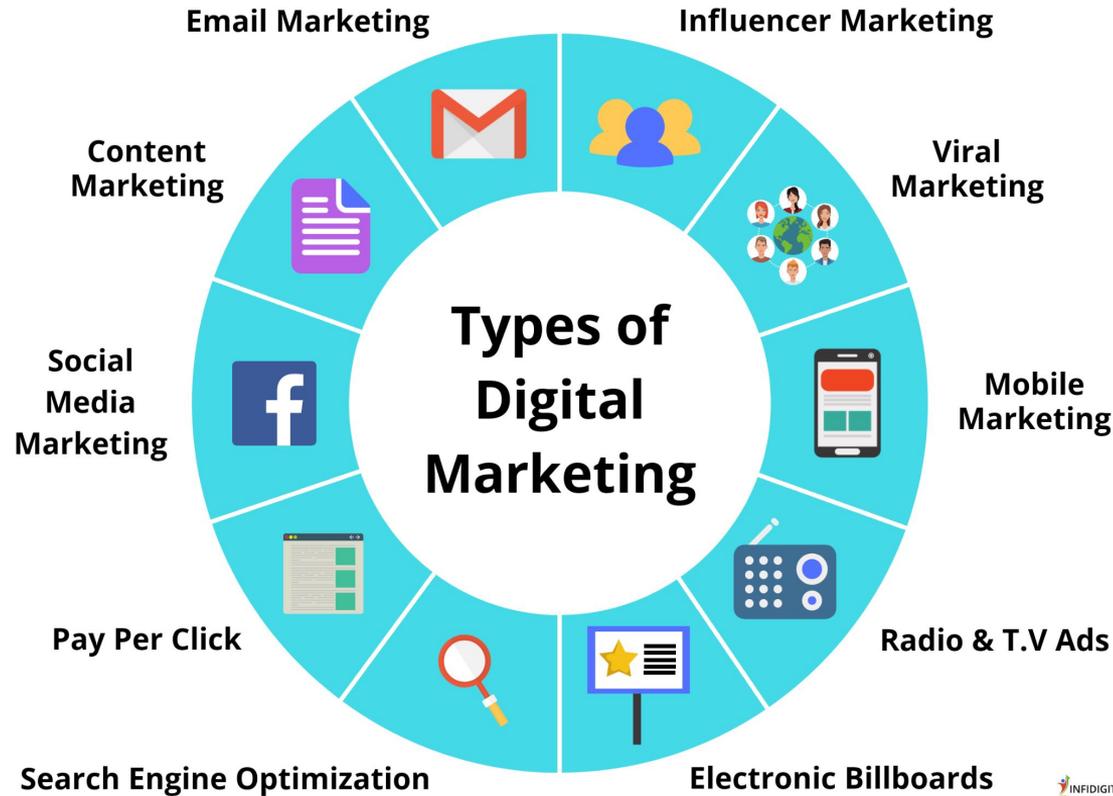
Persuade a customer to purchase a product that fulfills her needs once the product has been created for her.



WHY IS MARKETING IMPORTANT

Marketing is important because **it allows you to share your products and services with a niche audience strategically**. ... And that's largely due to problems with branding and a lack of good marketing. Without marketing, your business doesn't have a voice. Without a voice, you can't reach people and connect with them.

TYPES OF MARKETING



4 P's OF MARKETING





**SALES MARKETING
AND ADVERTISING
GO HAND IN HAND**



ADVERTISEMENT

Advertising is a **marketing communication** that employs an openly sponsored, **non-personal message** to promote or sell a product, service or idea

IN OTHER WORDS.....

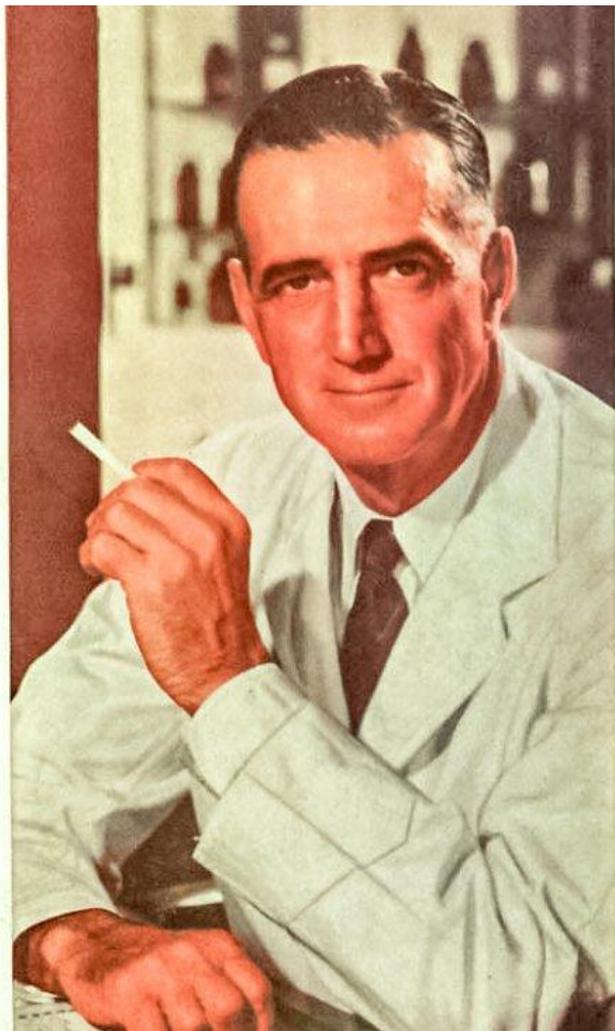
What Is Advertising?

Advertising is a promotional activity which aims to sell a product or service to a target audience

**LET'S LOOK AT SOME
ADVERTISEMENTS**

According to repeated nationwide surveys,

**More Doctors
Smoke CAMELS
than any other
cigarette!**





He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You...

T for Taste...
T for Throat...
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

R. J. REYNOLDS TOBACCO COMPANY
RICHMOND, VA. U.S.A.

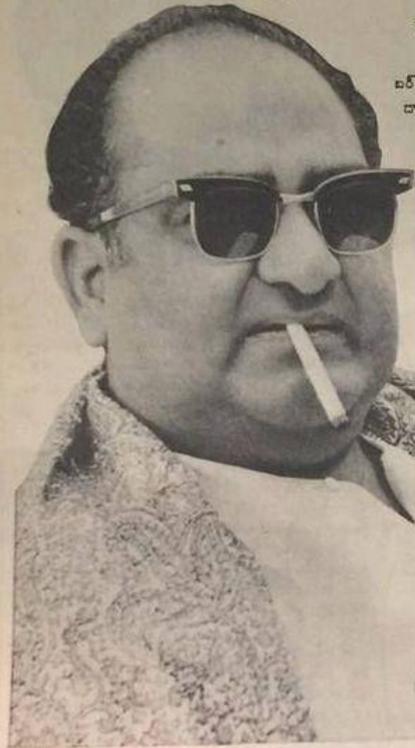
CAMELS Costlier Tobaccos

చలనచిత్రరంగపు ఎన్నిక బర్కెలీ

బర్కెలీ ప్రాగకం నాకు మహాదానందదాయకం. దానిలో వుండే పొగాకు కమ్మని చురు కరిగి, పొడిగా దారాళమైన పొగ విస్త్రుంది.

DR. Ranga Rao

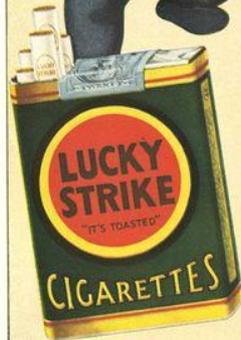
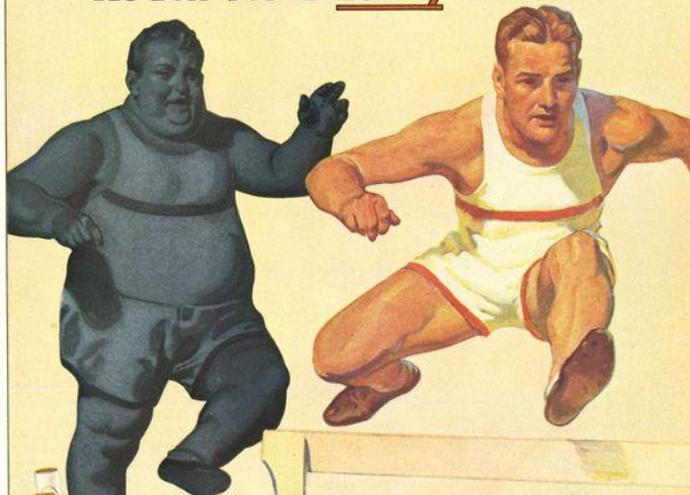
అంటారు రంగారావు.



బర్కెలీ కమ్మని చురు దారాళమైన పొగ

FACE THE FACTS!

When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow * by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED."

Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

“You ready to blow?”

For Nurse Bonnie,
there is only one taste
that truly

Satisfies.



You'll quickly discover why it seems as though everyone is smoking RED APPLE. Nothing matches the blend of costly tobaccos for that distinctive crisp and sweet flavor! Toasted for no irritation. It's EASY ON THE THROAT!

"An Apple a day keeps the Doctor away!"

Red AppleTM
CIGARETTES



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.



BAYER

PHARMACEUTICAL PRODUCTS.

We are now sending to Physicians throughout the United States literature and samples of

ASPIRIN

The substitute for the Salicylates, agreeable of taste, free from unpleasant after-effects.

HEROIN

The Sedative for Coughs,

HEROIN HYDROCHLORIDE

Its water-soluble salt.

You will have call for them. Order a supply from your Jobber.

Write for literature to

FARBENFABRIKEN OF ELBERFELD CO.

40 Stone Street, New York,

SOLE AGENTS

For a better start in life
start COLA earlier!



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

<http://thecitydesk.net>

Mother Knows Best...



“A beer before bed means a better night’s
sleep for the whole family!”

NICO TIME CIGARETTES

THE
SMOOTH
TASTE
EXPECTANT
MOTHERS
CRAVE!



WORLD'S NO.1
GERM PROTECTION SOAP

NEW • SILVER SHIELD FORMULA

100% Stronger Germ Protection[®]

Total 10

^Unilever calculation based on Nielsen volume sales information for the total markets (Latest 12 months)



1985 कोलगेट का विज्ञापन 2016

लज्जा और कोयले जैसे खुरदरे पदार्थ आपके दांतों के झेमल की परत को लुकसान पहुंचा सकते हैं।



आपके दाँतों को चाहिये कोलगेट की देखभाल।

आपके परिवार का संपूर्ण सुरसाचक्र।

Regular brushing with Colgate
gives your family clean, fresh breath, strong healthy teeth.
That's the Colgate Ring of Confidence.

This is how Colgate's trusted formula
works for you every time you brush.

Reduces plaque and tartar particles
trapped between teeth, ensuring
fresh breath and soft decay.

Colgate's unique active teeth
whitening deep cleans
without causing tooth particles
and decay-causing tartar.

Regular brushing with Colgate
gives you clean, fresh breath
and strong, healthy teeth.

Brush with your family brushes with
toothpaste after every meal.
Toothbrush, Right toothpaste.



You'll love its fresh minty taste!

Active
Salt
FIGHTS GERMS
For Healthy
Gums & Teeth



Colgate



NEW COLGATE TOTAL
CHARCOAL DEEP CLEAN.



PROTECTS GUMS
OF YOUR MOUTH



विदेशी कम्पनियों का फरेब और झूठ का धंधा

SELECT
YOUR
FONT
CAREFULLY!

IN CONGRESS, JULY 4, 1776.
A DECLARATION
BY THE REPRESENTATIVES OF THE
UNITED STATES OF AMERICA,
IN GENERAL CONGRESS ASSEMBLED.

WHEN in the Course of human Events, it becomes necessary for one People to dissolve the Political Bands which have connected them with another, and to assume among the Powers of the Earth, the separate and equal Station to which the Laws of Nature and of Nature's God entitle them, a decent Respect to the Opinions of Mankind requires that they should declare the causes which impel them to the Separation.

We hold these Truths to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness—That to secure these Rights, Governments are instituted among Men, deriving their just Powers from the Consent of the Governed, that whenever any Form of Government becomes destructive of these Ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its Foundation on such Principles, and organizing its Powers in such Form, so that, wherever they shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient Causes; and according to all Experience hath shewn, that Mankind are more disposed to suffer, while Evils are sufferable, than to right themselves by abolishing the Forms to which they are accustomed. But when a long Train of Abuses and Usurpations, pursuing invariably the same Object, evinces a Design to reduce them under absolute Despotism, it is their Right, it is their Duty, to throw off such Government, and to provide new Guards for their future Security. Such has been the patient Sufferance of these Colonies; and such is now the Necessity which constrains them to alter their former Systems of Government. The History of the present King of Great-Britain is a History of repeated Injuries and Usurpations, all having in direct Object the Establishment of an absolute Tyranny over these States. To prove this, let Facts be submitted to a candid World.

He has refused his Assent to Laws, the most wholesome and necessary for the public Good.

He has forbidden his Governors to pass Laws of immediate and pressing Importance, unless suspended in their Operation till his Assent should be obtained; and when so suspended, he has utterly neglected to attend to them.

He has refused to pass other Laws for the Accommodation of large Districts of People, unless those People would relinquish the Right of Representation in the Legislature, a Right inestimable to them, and formidable to Tyrants only.

He has called together Legislative Bodies at Places unusual, uncomfortable, and distant from the Depository of their public Records, for the sole Purpose of fatiguing them into Compliance with his Measures.

He has dissolved Representative Houses repeatedly, for opposing with manly Firmness his Invasions on the Rights of the People.

IN CONGRESS, JULY 4, 1776.

The unanimous Declaration of the thirteen united States of America,

When in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. — We hold these truths to be self-evident; that all men are created equal; that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. — That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, — That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience hath shown, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same Object wins a design to reduce them under absolute Despotism, it is their right, it is their duty, to throw off such Government, and to provide new Guards for their future security. — Such has been the patient sufferance of these Colonies; and such is now the necessity which constrains them to alter their former Systems of Government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute Tyranny over these States. To prove this, let facts be submitted to a candid world. — He has refused his Assent to Laws, the most wholesome and necessary for the public good. — He has forbidden his Governors to pass Laws of immediate and pressing importance, unless suspended in their operation till his Assent should be obtained; and when so suspended, he has utterly neglected to attend to them. — He has refused to pass other Laws for the accommodation of large districts of people, unless those people would relinquish the right of Representation in the Legislature, a right inestimable to them and formidable to tyrants only. — He has called together legislative bodies at places unusual, uncomfortable, and distant from the depository of their public Records, for the sole purpose of fatiguing them into compliance with his measures. — He has dissolved Representative Houses repeatedly, for opposing with manly firmness his invasions on the rights of the people. — He has refused for a long time, after such dissolutions, to cause others to be elected; whereby the Legislative powers, incapable of Annihilation, have returned to the People at large for their exercise; the State remaining in the mean time exposed to all the dangers of invasion from without, and convulsions within. — He has endeavoured to prevent the population of these States; for that purpose obstruc-

✓ Democracy

✗ *Democracy*

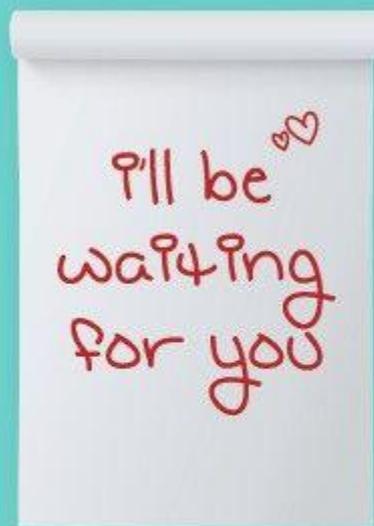
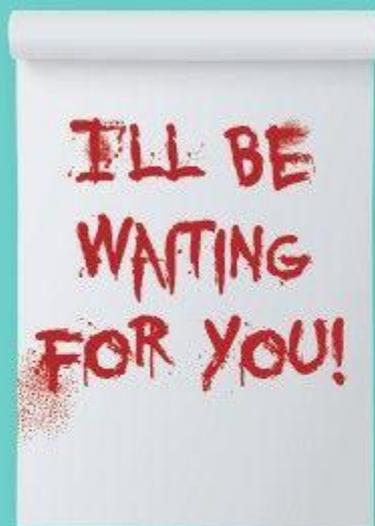
You Will Always Be Mine

You Will Always Be Mine

You Will Always Be Mine

You Will Always Be Mine

**YOU WILL
ALWAYS BE MINE**



FONT CHOICE **MATTERS**

YOU

At some point you may come back to read this line or maybe not.

WILL READ THIS FIRST.

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably
read this before
the paragraph.

INVITE YOU TO CELEBRATE



Jagdish kumar

OPENING A NGO FOR POOR KIDS TO
FULFILL THEIR EDUCATION

08/07/2020

OLVEST LUTHERAN CHURCH
1100 CEDAR AVENUE, COLUMBUS, OHIO



VIKAS

Rip 🙏🌸 5:22 PM ✓✓

😂😂 5:22 PM

Abey [redacted] invitation hai 5:22 PM

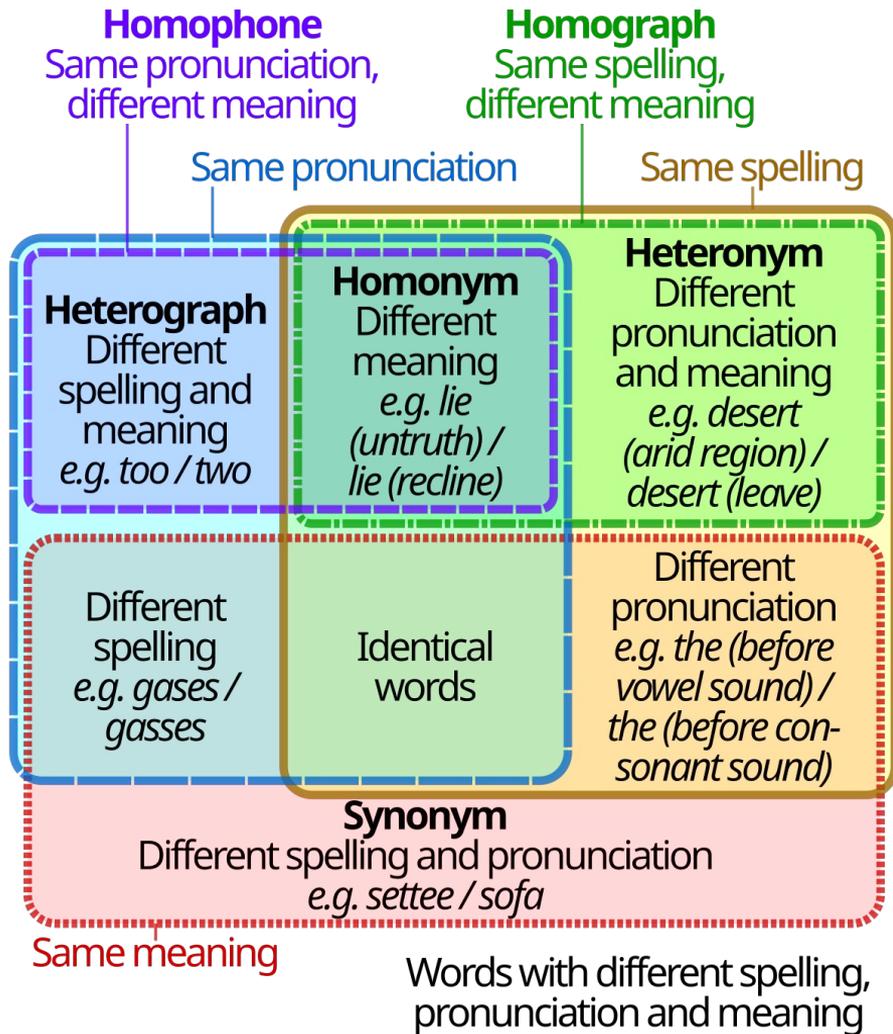
are [redacted] 😂😂 5:23 PM ✓✓

TRICKY HOMOPHONES

Words that are pronounced the same but are spelled differently and have different meanings.

allowed – aloud
ate – eight
bare – bear
be – bee
blew – blue
board – bored
brake – break
buy – by – bye
cellar – seller
cereal – serial
coarse – course
dear – deer
doe – dough
fair – fare
flea – flee
flour – flower
foul – fowl
hear – here
hole – whole
hour – our
knead – need
knot – not

know – no
lead – led
made – maid
none – nun
one – won
pail – pale
peace – piece
peak – peek
plain – plane
role – roll
sail – sale
scene – seen
sea – see
sole – soul
son – sun
stair – stare
tail – tale
threw – through
to – too – two
weak – week
wear – where
weather – whether



 **Heteronyms**
©English Unite 2018

20 A5 Puzzles

 **bass**

 **bow**

 **excuse**

 **invalid**

 **close**

 **convict**

 **refuse**

 **row**

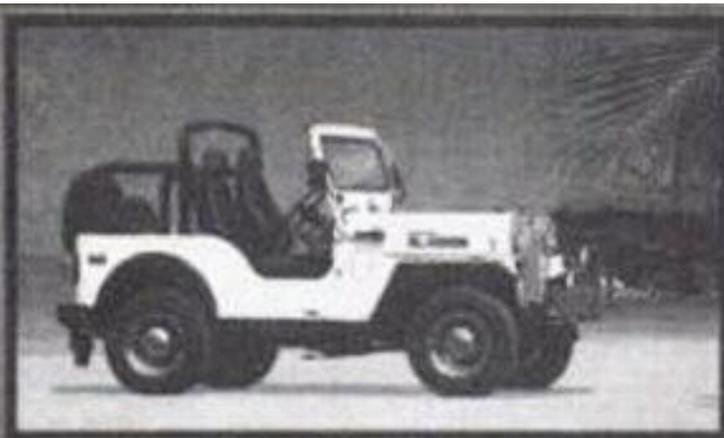
Your wife is hot.
Better get the A/C fixed.

A/C · Heating · Fireplaces · Generators · Indoor Air Quality

KALINS
INDOOR COMFORT

252-2000

AVERY



Admit it.
You've always
been crazy about
topless models.

© 1997 Jeep. All rights reserved. Jeep is a registered trademark of Chrysler Corporation. Wrangler is a registered trademark of Jeep.



Jeep CLASSIC
The call of the wild.



#13thKiTayyari kijiye
Dark Fantasy Choco Fills
stock kar lijiye.

I DIDN'T SAY WE SHOULD KILL **HIM**.

I DIDN'T SAY WE SHOULD **KILL** HIM.

I DIDN'T SAY WE **SHOULD** KILL HIM.

I DIDN'T SAY **WE** SHOULD KILL HIM.

I DIDN'T **SAY** WE SHOULD KILL HIM.

I **DIDN'T** SAY WE SHOULD KILL HIM.

I DIDN'T SAY WE SHOULD KILL HIM.

AN ADVERTISEMENT ON COLGATE FLOSS





NOT EVEN
THAT SIX-
FINGERED HAND
GETS MORE
ATTENTION
THAN A SMILE
WITHOUT CARE.



NOT EVEN THAT
MISSING EAR
GETS MORE
ATTENTION
THAN A SMILE
WITHOUT CARE.



NOT EVEN THAT
EXTRA MIND
GETS MORE
ATTENTION
THAN A SMILE
WITHOUT CARE

WHAT DID YOU NOTICE?



A picture is
worth a
thousand
words



Story of Philip II of Macedon

Who are you ?

What are you going to be?

What are you doing now?

Story Telling



A place to talk...

tea FACT

TEA is the most widely consumed beverage in the world, after water.

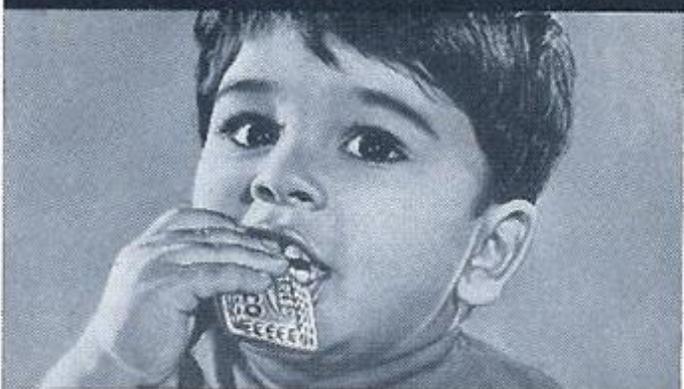


www.teapost.in





**superb taste
is only half the story**



**energy-rich nourishment
completes it**

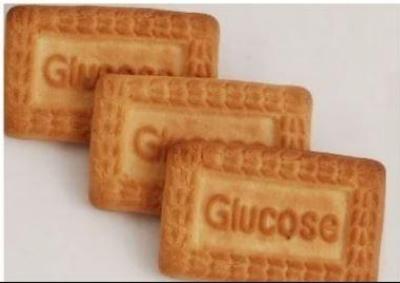
And what a crunchy, munchy way to get that nourishment! Parle Gluco biscuits have all the goodness of milk, wheat and sugar—so rich in proteins and vitamins.

No wonder

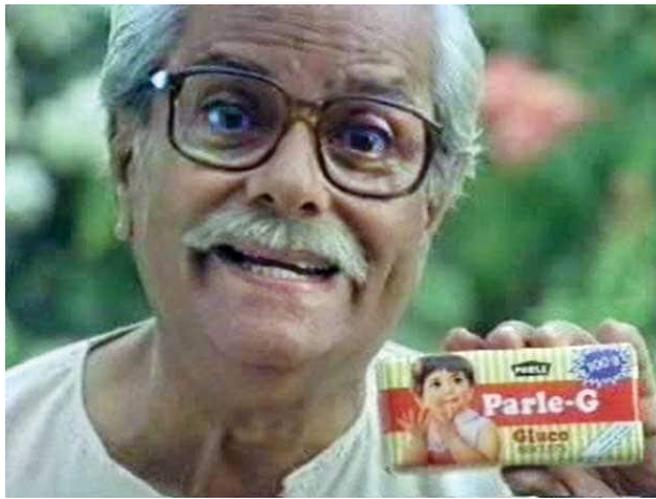


PARLE Gluco BISCUITS
are especially good for children

*India's
largest-
selling
biscuits*







100g



92.5g



88g



55g



Dec 26, 9:33 AM

Hello :) I hope you're having a great week. I wanted to share something that I think you'll like. My grandfather is 84 now and I think he's the biggest fan of your biscuits. He's quite unwell and in the hospital right now but has been saying that he wants Parle-G.



Jan 8, 6:12 PM

Message...



I'm not sure if you saw my message earlier! But just wanted to say that my grandfather is back home and enjoying his daily Parle-G 🍪



Jan 9, 12:25 AM

Thank you so much for sharing this. Apologies for missing out your previous message. Glad, he is back home. We wish your grandfather speedy recovery.

Message...



TREATMENT

DANGER

ABUSE

ILLNESS

DEPRESSION

CRAVING

OVERDOSE

ADDICTION

PROBLEM

OBSESSED



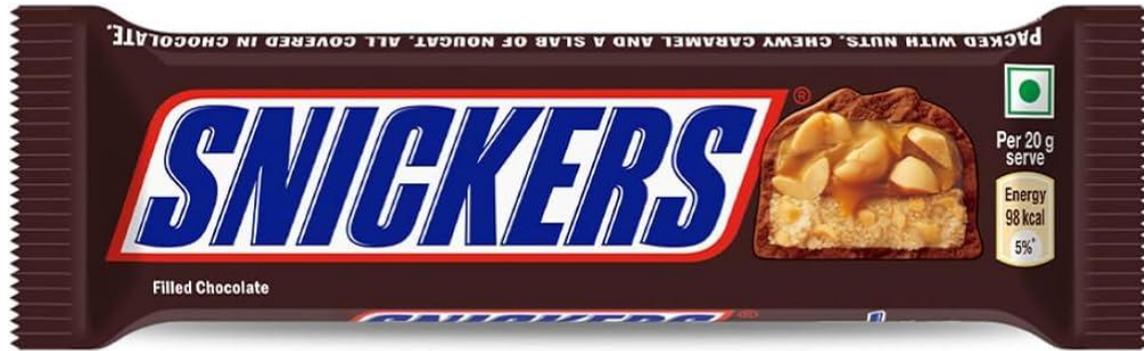
ABUSE

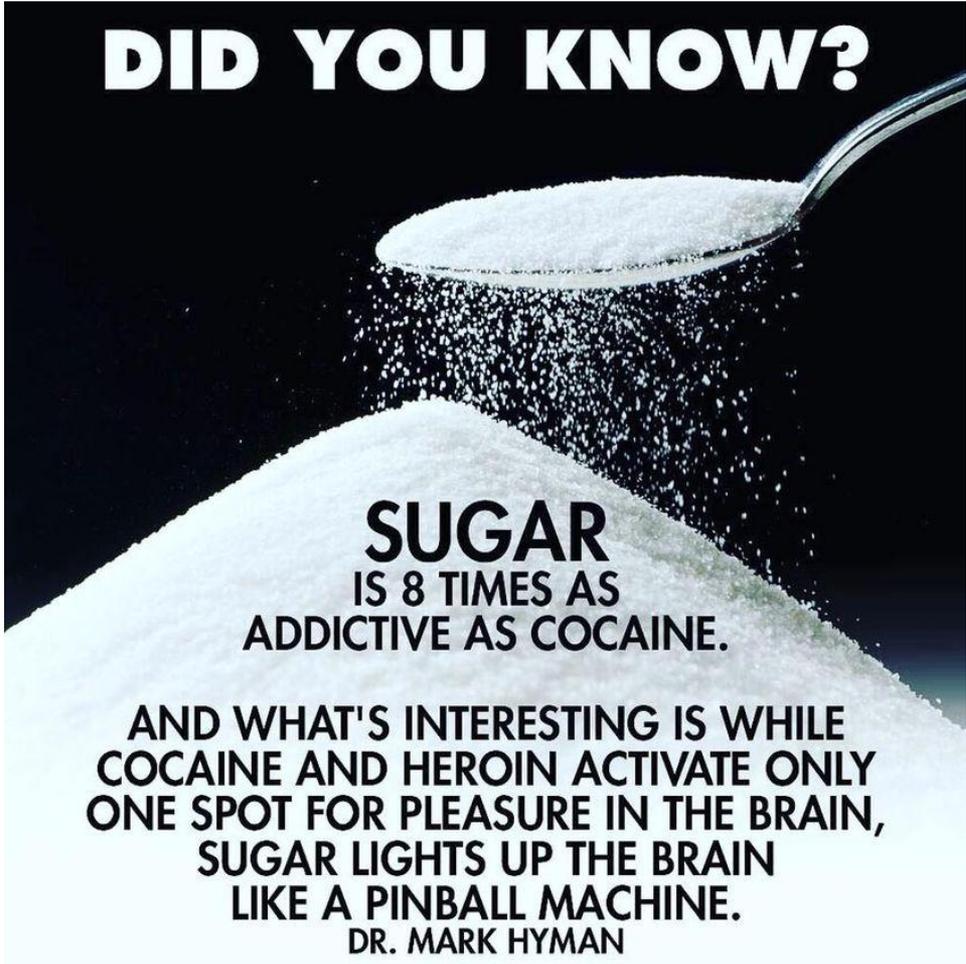


DEPENDENCE

DEPRESSION







DID YOU KNOW?

SUGAR
IS 8 TIMES AS
ADDICTIVE AS COCAINE.

AND WHAT'S INTERESTING IS WHILE
COCAINE AND HEROIN ACTIVATE ONLY
ONE SPOT FOR PLEASURE IN THE BRAIN,
SUGAR LIGHTS UP THE BRAIN
LIKE A PINBALL MACHINE.

DR. MARK HYMAN



which was founded in Chicago in 1923, operates in approximately 160 countries Found by Thomas H. McInerney and Edward E. Rieck



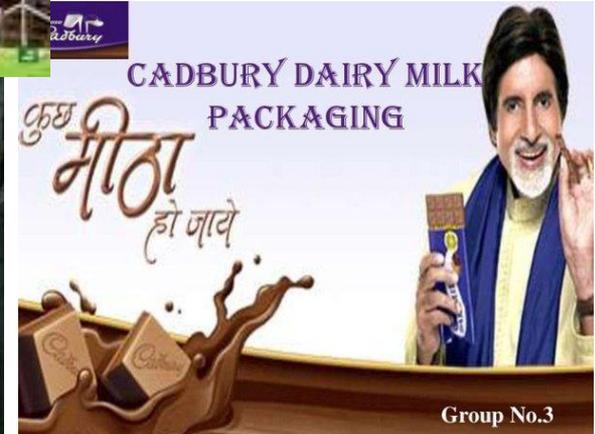
Mondelēz International



Spin-off



CADBURY DAIRY MILK- KISS ME Jingle



Group No.3



What Did You Sell

Cadbury

Sells Joy,
not chocolate

Dove



Sells Confidence,
not Cosmetics



Sells Experience,
not Coffee



Sells creativity,
not tech

Coca-Cola

Sells Refreshment,
not Soda



Sells Energy,
not Beverages

Cadbury

Sells Joy,
not chocolate



Rs 5/-

Rs 20/-



MAJOR RESTAURANTS THAT SERVE PEPSI VS. COCA-COLA







Introducing
CAMPATM

The great Indian taste in an all new avatar!



Wide Portfolio Across Categories







में हूँ
तूफानी





RELIANCE RETAIL EMPIRE

Label
RITU KUMAR

AZORTE
Your Fashion Starts

SĀMVĀĀD
the inner dialogue

Reliance Jewels

AJIO.COM

TRENDS
GET THEM TALKING

Reliance digital

DESI KITCHEN

JioMart

fresh Signature freshpik

Good Life

Reliance SMART

Hamleys

Reliance MALL

FASHION FACTORY
BARGAIN FOR LESS

AVANTRA
BY TRINCO

Pete's

PURiC
InstaSafe

Bubbles

myhome™

CENTRO

TRENDS FOOTWEAR

GLIMMER

get real.

ENZO



Own Brands

Acquisitions & Investments

Partnership with Global Brands

MANISH MALHOTRA

Kala Niketan.com

mb milkbasket

netmeds.com
India Ki Pharmacy

Urban Ladder
Let's Create

BUNZO

INSIGHT
Make-up Essentials

Lotus

Justdial

ABRAHAM
ETHAQUE

CAMPA

RAS KIR

zivame

Brooks Brothers

DC

Villeroy & Boch

Salvatore Ferragamo

TOD'S

ARMANI EXCHANGE

Paul Smith

VERSACE

ZEGNA

MICHAEL KORS

VALENTINO
BARISANI

PAUL & SHARK

kate spade

west elm

CANALI

TIFFANY & Co.

DIESEL

MUJI

HUGO BOSS

FERRAGAMO

TUMI

BOTTEGA VENETA

JIMMY CHOO

flormar

SCOTCH & SODA

TORY BURCH

SHEIN

pottery barn kids

hunkemöller

STEVE MADDEN

BALLY

GIORGIO ARMANI

ICONIX

M&S

vision express

EMPORIO ARMANI

PRET A MANGER

REPLAY

POTTERY BARN

portico

JAISURIYAS

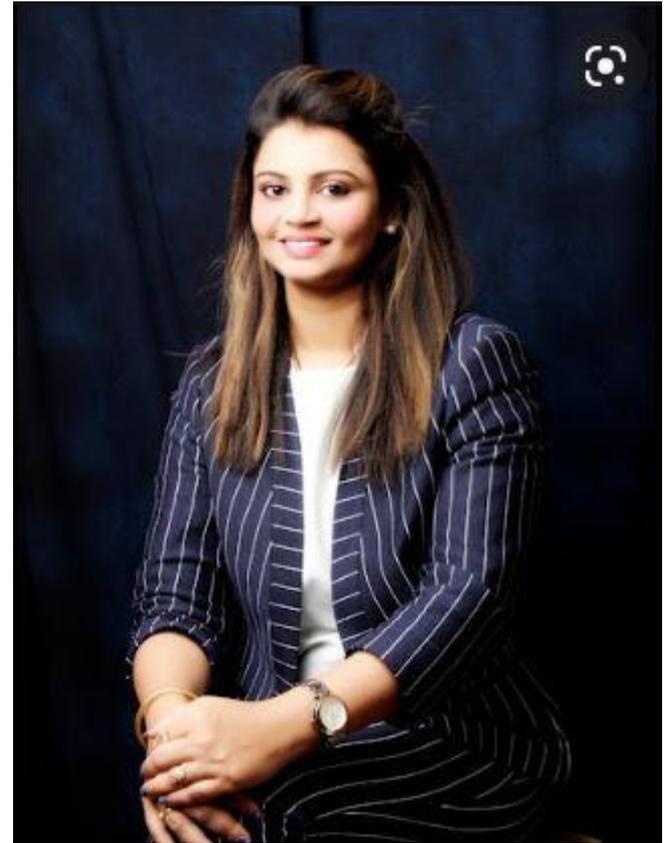
Clavia

ak-ok

NIDHI
RISK EXCHANGE
TOGETHER WE GROW

This is not an exhaustive list

**LET'S LEARN FROM AN
EXAMPLE OF A START UP
BAKERY IN INDIA**



Mrs. SWATI WAIDANDE
(Chairman, Kekiz India)

FEMALE ENTREPRENEUR

PUNE BASED STARTUP

Master Franchisee

Franchisee

DIGITAL FRANCHISE

100% VEGETARIAN CAKE





1st YEAR - 5
LAKHS PER
MONTH

NOW 5 CRORES
PER MONTH

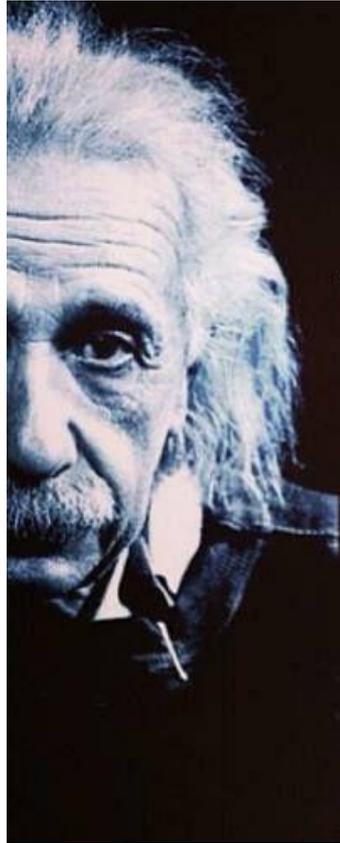
VISION

TO BE PART OF EVERY HAPPINESS

MISSION

1. WORLD'S LARGEST CAKE SUPPLY CHAIN
2. STATE OF ART INNOVATION IN CAKE.
3. WE PROVIDE WORLD'S FINEST CAKE.
4. WE CARE YOUR PRECIOUS MOMENT.
5. OUR EXISTENCE OVER 5000+ PAN INDIA LOCATION





"Any fool
can know.

The point
is to
understand.

- Albert Einstein -

1N73LL1G3NC3

0141587H3158

43481L17Y480

7004D4P7870

183CH4NG304

-573PH3N H4WKING

When you should post

SOCIAL MEDIA



M T W T F S S

B2B B2C

14h - 16h
(lunch time)
and from 20h
(home time)



M T W T F S S

Still, recommended
tweet every day

12h - 18h
and 21h - 22h



M T W T F S S

Users use it
in their free time

De 19h - 21h
(after work) and
11h - 14h
(lunch time)



M T W T F S S

Specially used
in B2B business

7h - 9h (before
work) and
17h - 18h
(out of work)



M T W T F S S

Working hours are
less popular

20h - 23h
and at dawn
at 2h



M T W T F S S

It is mainly used
by teenagers

20h - 24h
after dinner



COSTING AND CERTIFICATES

Setup Cost of Home Baking Business in India

From Home Kitchen = 32K

SPACE 0	LICENSES 0	EQUIPMENT 10K	INGREDIENT 7K	PACKAGING 5K	MARKETING 5K	MISC 5K
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Rented Kitchen with Eatout Space = 900K

SPACE 150K (3M) DEPOSIT	LICENSES 10K	EQUIPMENT 600K	INGREDIENT 20K	PACKAGING 10K	MARKETING 100K	MISC 10K
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https://foscos.fssai.gov.in/

Standardized Food Products



View all FSSAI Standardized Products Clubbing of variants of products

Eligibility of your food business



View all Eligibility Criteria Details



Track Application



Know Your Officer



FBO Search



How to Apply



Application Processing



License Kit

Enter Application Reference No.

Enter Captcha Code

433545



Submit

Reset

Filling Application for Registration becomes easier through App. Remain updated with FSSAI news.

To download 'Food Safety Connect' App, Scan the below QR



<p>All Food Manufacturing/ Processing units other than Dairy Units, Vegetable Oil, Meat Processing and Slaughtering Houses</p> <p>Manufacturing/Processing Unit means a person/entity which owns or operates an establishment that manufactures or processes a food product.</p> <p>This term includes, but is not limited to contract manufacturers, contract packers and other entities that manufactures or processes a food product.</p>	<p>Production Capacity: More than 2 MT per day</p> <p>No Grains, Cereals or Pulses Milling Units</p>	<p>Central License</p>	<p>Rs. 7500</p>
<p>Manufacturing or processing means each step in conversion of raw material derived from livestock and agricultural produce into products for intermediate or final consumption. The process includes procurement, receipt, preparation, Manufacturing/processing, packaging, storage, distribution & transportation of food products.</p> <p>Repacking means packing of food product into different sizes with labeling after doing minimal processing as required like sorting,</p>	<p>Production Capacity: 101 Kgs/Ltrs – 1 MT per Day</p> <p>All Grains, Cereals, Pulses Milling units without any limit on Production</p>	<p>State License</p>	<p>Rs. 3000</p>

grading, sieving etc. from wholesale packages. The food product is not manipulated & the composition or formulation is not affected or changed.

Capacity.

Production
Capacity:
1MT – 2 MT per Day

State License

Rs. 5000

Turnover upto Rs.
12 Lacs per annum

Registration

Rs. 100

Or

Production capacity
upto 100 Kgs/Ltrs
per day

Distributor

Distribution is an activity in the distribution channel where food product is distributed from the original place of manufacture to the person who makes the final delivery or sale of the food product to the ultimate consumer.

Turnover more than
Rs. 20 Crores per
annum

Central License

Rs. 7500

Turnover upto Rs.
20 Crores per
annum

State License

Rs. 2000

Turnover upto Rs.
12 Lacs per annum

Registration

Rs. 100

Retailer

Retail is an activity where food products is procured from a manufacturer, distributor or wholesaler and sold to the ultimate end user.

E.g. Retail Shop/ Fish/ Meat/Poultry shop/ seller/Sweet Shop/Snacks/Confectionery or Bakery Shop

Turnover more than Rs. 20 Crores per annum	Central License	Rs. 7500
Turnover upto Rs. 20 Crores per annum	State License	Rs. 2000
Turnover upto Rs. 12 Lacs per annum	Registration	Rs. 100

<p>E-Commerce</p> <p>E-commerce also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.</p>	<p>No limit on Capacity or Turnover</p>	<p>Central License</p>	<p>Rs. 7500</p>
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Here is a list of FSSAI penalties for a food business that has been applied under the Act:

1. If a food business operator operates a food establishment without acquiring an FSSAI license, the act is punishable under law. The food business operator may face imprisonment and **FSSAI license penalty** up to rupees 5 lakhs for the same.
1. If a person or a company is selling the substandard quality of food articles, the food business operator may be charged for an amount up to rupees 5 lakhs. In this case, any person selling substandard goods, either himself or by a person who works on his behalf are held accountable.
1. Any person selling misbranded goods, either himself or by a person who works on his behalf, is held liable to the penalty up to 3 lakhs.
1. If a person selling, storing, distributing or importing food articles for human consumption, either himself or by a person is found with the superfluous or extraneous matter, the **FSSAI penalty for such food businesses is up** to rupees 1 lakh.
1. If a person, either himself or by a person who works on his behalf manufactures or processes food articles meant for human consumption under unsanitary, unhygienic, and unsafe conditions shall be held liable for **a penalty of rupees 1 lakh**. The circumstances here may vary. In extreme cases, a consumer may die to consume low-quality food. Compensations are issued up to 5 lakhs depending upon the intensity of the harm or injury by the unsafe food articles.

How to Apply for FSSAI Registration in Bangalore?

- Visit FSSAI Website of Karnataka and click on sign up available on the right side of the page.
- All the Food Business operator need to provide a unique email address and mobile number.
- Input a unique username for [FSSAI Registration](#) in Bangalore and fill the details to complete the sign-up
- An account is created once the sign-up process is completed and the user gets a notification via email and SMS
- The user id is valid for 30 days, hence the details has to be filled before it gets

- After log into the account fill the details of the online application form and submit it.
- You will need your Photo, ID proof and GST certificate during application.
- On successful filling of details, the system will generate a Unique Reference Id.
- After the procedure is over, take the print out of the application form and acknowledgement and attach the demand draft of the fees with supporting documents
- The application needs to be submitted to state authority or regional office of Food Safety and Standards Authority of India, within 15 days from submission of application.

- With the help of the Unique Reference Id, the operator can keep track of the application.
- The Authority scrutinize the documents and approves the application.
- A 14 digit FSSAI Registration number is provided by the Authority which consists of information about the manufacturer and their state.
- The license is granted for a period of 1 to 5 years which needs to be mentioned at an early stage of the application.
- The license can be renewed after the expiry of the term.
- The application for renewal should be made 30 days prior to the expiry of the FSSAI license.

START UP COST FOR BAKERY SHOP

**FSSAI+ Fire License + Municipal Licence + GST +
Shop and Establishment Certificate + BBMP
Certificate**

**Space + Business Licenses + Equipment Cost +
Ingredient Cost + Packaging Cost + Marketing Cost
+ Miscellaneous Cost**

So brings the startup cost to

Space + Business Licence + Equipment + Ingredient + Packaging + Marketing + Miscellaneous which is on the lower side is = 0 + 100 + 10K + 7K + 5K + 5K + 5K = **32K**

And on higher side is = **150K** + 10K + **600K** + **20K** + **10K** + **100K** + 10K = **900K**

Now in addition to the startup cost, there are monthly fixed expenses and variable expenses you should also factor in. For the initial period, I always recommend you to keep fixed cost as minimum as possible and try to keep more of variable cost.