

RUBIK AZARIAH

WRITING SAMPLES

No words were harmed in the crafting of this work



Blog Portfolio CV

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Hello there!

The purpose of this presentation is to showcase in detail, some of the work that I have done as a writer and Creative Director.

Do check my online portfolio first for the cherry picked version of the best work before you go down this rabbit hole.

<http://rubikazariah.com/portfolio>

Featured Work

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E- Mail Campaigns ([Jump to Slide 3](#))

A sample of the work done for FMCG and Luxury clients.

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Websites & Microsites ([Jump to Slide 28](#))

A sample of CRM driven platforms created and event and product related microsites that I contributed UX & copy too.

3

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Whether it is growing fans from scratch or establishing creative social properties, these are some of the social campaigns I've worked on.

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With the web growing more visual here are some samples of the animation work that I have helped script.

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Conceptualizing and creating a pilot app for Reward Me, here are few of the screens that I helped wireframe and create content for.

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The perfect conversion funnel often begins with the humble banner. Here are few creatives that drove leads for brands.

7

Direct Mailers ([Jump to Slide 140](#))

Sometimes its better to get a personal touch. These physical direct mailers are a class apart.

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Print Advertisements ([Jump to Slide 148](#))

I am always quick to help out where help is needed. Which is why I've got a print ad or two to my name.

9

Concepts ([Jump to Slide 151](#))

Ideas that didn't quite see the light of day but showcase my creative UX and writing skills.

A laptop is open on a desk, displaying an email interface. The screen shows a list of emails on the left and a selected email on the right. The email content includes a header with a name and address, a body with a paragraph of text, and a signature block. The entire scene is overlaid with a semi-transparent teal color. A large white bracket is positioned on the left side, framing the text 'E-Mail Campaigns'. A horizontal white line is located below the text, and another white bracket is on the right side, framing the text.

E-Mail Campaigns

Everyday inspired by you **march's bestbits**

The confidence confidant

JUMP RIGHT IN ▶

Empower each day with these exclusive tips & tricks

| | |
|---|--|
| <p>Tackle those tresses</p> <p>Fight bad hair days with our easy fixes for a hairdo that screams confidence.</p> | <p>Speak up & be heard</p> <p>Quick tips to help you to stop freaking out before you need to speak out.</p> |
| <p>Review your favourite brands</p> <p>★★★★★</p> <p>Tell us what you think</p> <p>We want to hear what you have to say about your favourite brands today.</p> | <p>#UseYourAnd to take a stand against labels</p> <p>Show "on" the door - this is the story of "8." The story of realizing your true potential.</p> |

One of our members said...

“ There is nothing quite empowering than getting a bit of appreciation from the people around you so appreciate and be appreciated. ”

Have a tip that will help empower women like you?

SHARE NOW ▶

NEW **Swisse Multivitamins**
Be the first to try Australia's #1 Multivitamin brand*
Get Sample Now ▶

Everyday inspired by you Make every day more rewarding with great tips, articles, and product reviews by people like you. Visit [EverydayMe.com](#) today.

*Nutra Data Ltd 2013/2014
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To view our Terms and Conditions, please visit [http://www.everydayme.com.au/terms-and-conditions.html](#)
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REWARD ME **Pampers** active baby

It's time for a change.

It's time to pamper your toddler with easy to wear pant style diapers from Pampers. A three-way fit and amazing absorbency ensures superior leakage protection throughout the day. Have you tried the magic of Pampers yet?

GET A FREE SAMPLE

Exclusive offer for Reward Me members only!
[Click here](#) for a chance to get a free sample today!

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It is about time he comes clean

Stubbles don't look good and he knows it

NO SHAVE no lipstuck
THE LIPSTICK MOVEMENT AGAINST SHADY STUBBLE

Give a missed call on **Zipdial no. 080 30050035**
And you could win your man a free Gillette Fusion

REWARD ME

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REWARD ME **NEW Gillette Fusion PROGLIDE**

URNS SHAVING INTO GLIDING

E-Mail Design & Newsletters

When crafting email campaigns for brands like Mercedes-Benz and P&G one learns how to balance creativity with a clear call to action that drives engagement.

The work that follows are some of examples of copy crafted to elicit the right consumer response, driving engagement with the brand against strict brand guidelines.

The result? Sample quotas that are sold out. Test drives filled with fans and happy customers that drive home like stars.

P&G Reward Me Email Campaigns

Reward ME

The following are examples of work crafted for P&G India for their product sampling and content website RewardMe.

- ▶ The objective: Drive product sampling.
- ▶ To marry RewardMe brand elements with individual P&G brand ethos.



REWARD ME Pampers active baby

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REWARD ME Olay NATURAL WHITE

all in one fairness

Spot Remover
Sunscreen
Fairness Cream

SAMPLE NOW

Helps reduce dark spots, lighten skin tone & gives glowing fair skin
Free sample exclusively for Reward Me consumers!

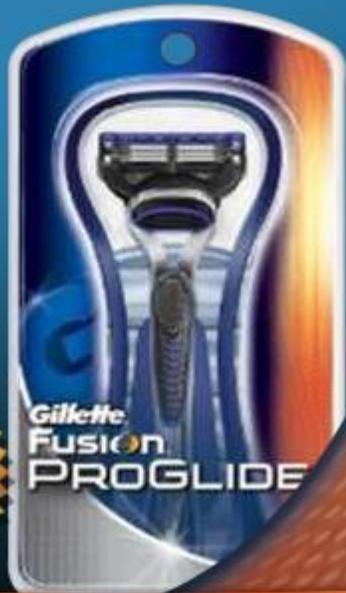
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REWARD
ME

NEW
Gillette
Fusion
PROGLIDE

URNS SHAVING INTO GLIDING

THINNER
FINER BLADES*



Gillette
Fusion
PROGLIDE

Buy now and get free shipping from  flipkart.com

[Read More](#)

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**It is about time
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**Stubbles don't look good
and he knows it**

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no Lipstick
THE LIPSTICK MOVEMENT
AGAINST SHADY STUBBLE



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And you could win your man a free Gillette Fusion

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ME

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Gillette
Fusion

REWARD
ME

Another chance to sample **Gillette Fusion**

Sample now



**You
know
you want it.**

**Experience the
closest shave in India
once again**

Exclusive offer for Reward Me members only!
[Click here](#) for a chance to get a free sample today!

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[Privacy Policy](#) | [Terms and Conditions](#).

**Brought
back
exclusively
for you**

**The closest
shave in India**

Sample now

Gillette
Fusion



REWARD
ME



Exclusive offer for Reward Me members only!
[Click here](#) for a chance to get a free sample today!

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REWARD
ME

OLAY[®]
REGENERIST

Olay's most awarded
Anti-ageing solution,
now in India



Discover it today!

Discover a dramatic reduction in lines & wrinkles without
Rs. 10,000 clinical skin treatments.

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OLAY[®]
NATURAL WHITE

REWARD
ME



all in one
fairness

Helps reduce dark spots, lighten
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REWARD
ME

Pampers
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Ambi
pur

REWARD
ME

A fresh start to the festivities.



BUY
NOW

Let the busy festive season take a new turn. Welcome fragrance to your home with ease.
To buy, click <http://ambipur.govasool.com> or give a missed call to 080-8280 8080.

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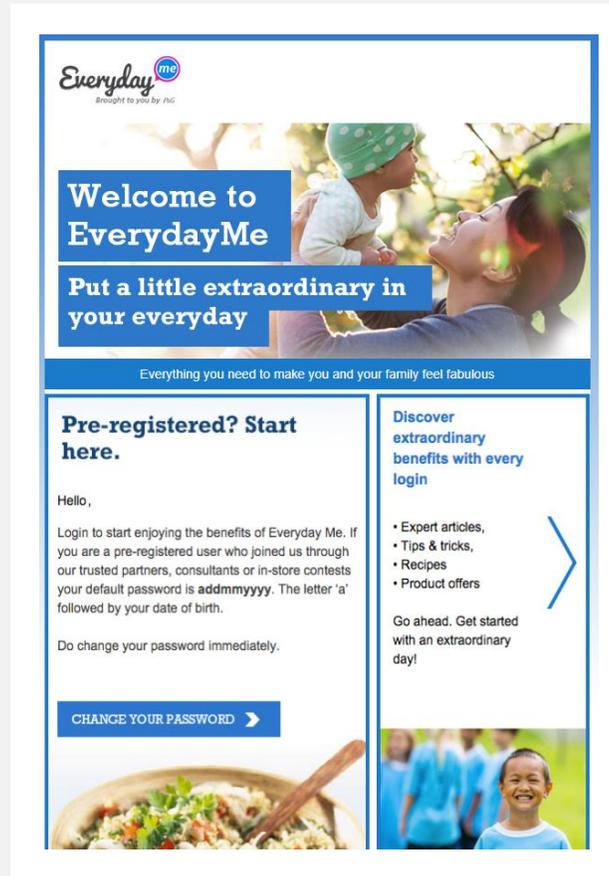
P&G Privacy Inquiries, P&G Plaza, Cardinal Road, Chakala, Andheri (East), Mumbai, Maharashtra-400099

P&G Everyday Me Email Campaigns

Everyday Me

These emailers are work done as part of a CRM program for P&G ASEAN for their product sampling and content website Everyday Me.

- ▶ The objective: Drive brand content around personal tips, family tips, health and other topics that have brand adjacencies. .
- ▶ To drive engagement on the parent website.



Everyday Me
brought to you by P&G

Welcome to EverydayMe

Put a little extraordinary in your everyday

Everything you need to make you and your family feel fabulous

Pre-registered? Start here.

Hello,

Login to start enjoying the benefits of Everyday Me. If you are a pre-registered user who joined us through our trusted partners, consultants or in-store contests your default password is **addmmyyy**. The letter 'a' followed by your date of birth.

Do change your password immediately.

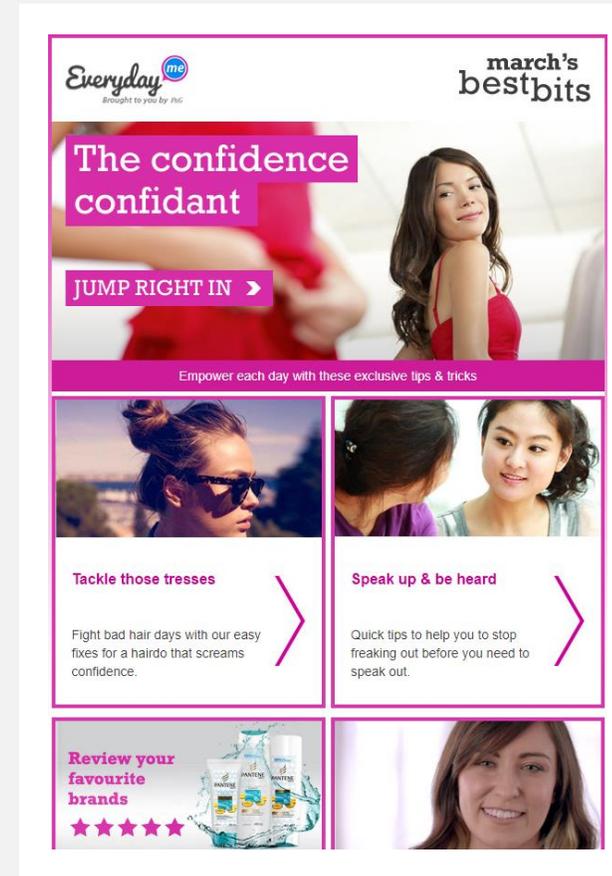
[CHANGE YOUR PASSWORD >](#)

Discover extraordinary benefits with every login

- Expert articles,
- Tips & tricks,
- Recipes
- Product offers

Go ahead. Get started with an extraordinary day!

Images: A woman holding a baby, a bowl of food, and a smiling child.



Everyday Me
brought to you by P&G

march's bestbits

The confidence confidant

[JUMP RIGHT IN >](#)

Empower each day with these exclusive tips & tricks

Tackle those tresses

Fight bad hair days with our easy fixes for a hairdo that screams confidence.

Speak up & be heard

Quick tips to help you to stop freaking out before you need to speak out.

Review your favourite brands

★★★★★

Images: A woman in a red dress, a woman with sunglasses, two women talking, and a woman smiling.

Welcome to
EverydayMe

Put a little extraordinary in
your everyday

Everything you need to make you and your family feel fabulous

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Hello,

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CHANGE YOUR PASSWORD >



Discover extraordinary benefits with every login

- Expert articles,
- Tips & tricks,
- Recipes
- Product offers

Go ahead. Get started with an extraordinary day!



Making the most
of family time

READ MORE >

Everything you need to make family time fabulous

5 TIPS TO UNLEASH THE DOMESTIC GODDESS IN YOU

Hard-pressed for time and have way too many chores to tackle? We've got some handy tips to help.

Get organized with a schedule
Knowing what you need to do saves time.

Quality appliances go a longer way
Invest in things that perform better and last longer.

Use smart cleaners
Make washing up easier and faster in the process.

READ MORE >



Review your favourite brands

★★★★★

Tell us what you think

We want to hear what you have to say about your favourite brands today.



What happened to weekends?

Helpful hints to claim your weekends back.



GET YOUR
FREE SAMPLES

SWISSE MULTIVITAMINS
Be the first to try Australia's #1 Multivitamin*

Request sample >

Everyday me Brought to you by P&G

March's **bestbits**

The confidence confidant

JUMP RIGHT IN >

Empower each day with these exclusive tips & tricks

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Quick tips to help you to stop freaking out before you need to speak out.

Review your favourite brands

★★★★★

#UseYourAnd to take a stand against labels

Show "or" the door - this is the story of "&". The story of realizing your true potential.

Tell us what you think

We want to hear what you have to say about your favourite brands today.

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“ There is nothing quite empowering than getting a bit of appreciation from the people around you so appreciate and be appreciated. ”

Have a tip that will help empower women like you?

SHARE NOW >

NEW

Swisse Multivitamins

Be the first to try Australia's #1 Multivitamin brand*

Get Sample Now >

Everyday me Brought to you by P&G

Make every day more rewarding with great tips, articles and product reviews by people like you. Visit [EverydayMe](#) today.

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Everyday me Brought to you by P&G

top tips

Discover our most popular tips on beauty, health, and family life

JUMP RIGHT IN >

Check out our top tips today!

5 best moves to flatten your tummy

Essential exercises to trim that tummy today!

Dewy beauty

5 easy ways to achieve a natural, healthy glow. Brought to you by Olay.

The 1 minute style challenge

Turn your shirts into new fashion statement pieces!

Quick & healthy recipes

A yummy dish to whip up when you are short of time.

One of our members said...

“ Yoga in the morning in the park followed by a run is a brilliant way to start your day energised. ”

Have a tip to make every day better?

SHARE NOW >

Everyday me Brought to you by P&G

Make every day more rewarding with great tips, articles and product reviews by people like you. Visit [EverydayMe](#) today.

This message was sent to you on behalf of EverydayMe. You recently gave us permission to contact you by e-mail. If you do not wish to receive monthly newsletters from EverydayMe by e-mail, please select this [link](#) to unsubscribe. For more information, please read our privacy statement: www.pg.com/privacy/html

To view our Terms and Conditions, please visit <http://www.everydayme.com.sg/page/terms-condition>
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Everyday me Brought to you by P&G

something extra

Hello swimsuit season!

READ ON >

In this issue, get secret tips to let your hair down and moves for a firmer behind.

5 MOVES TO A TIGHT TUSH

When it comes to swimsuits, a firm derriere makes all the difference. Shape up with these moves!

10 days to healthy hair

Unlock the secret to healthy locks.

1. LIFT THE BUM
Lie on your side with bent knees. Exhale and push your knees apart, with your hips still. Inhale and close.

2. WORK YOUR ABS, BACK AND HIPS
Lie face down with arms outstretched. Lift and stretch opposite arm and leg. Repeat on other side.

3. ALL-IN-ONE BUTT MOVE
Stand on one leg with the other leg lifted behind you at 90° angle. Bend knee slowly and straighten. Repeat on other side.

READ MORE >

Inflight skin care [Video]

Let Sara show you how to protect your skin from the dry airplane air.

Have a product to recommend?

Visit our Tried & Tested section to post a review and tell everyone why you love it!

POST A REVIEW >

Everyday me Brought to you by P&G

Make every day more rewarding with great tips, articles and product reviews by people like you. Visit [EverydayMe](#) today.

This message was sent to you on behalf of EverydayMe. You recently gave us permission to contact you by e-mail. If you do not wish to receive monthly newsletters from EverydayMe by e-mail, please select this [link](#) to unsubscribe. For more information, please read our privacy statement: www.pg.com/privacy/html

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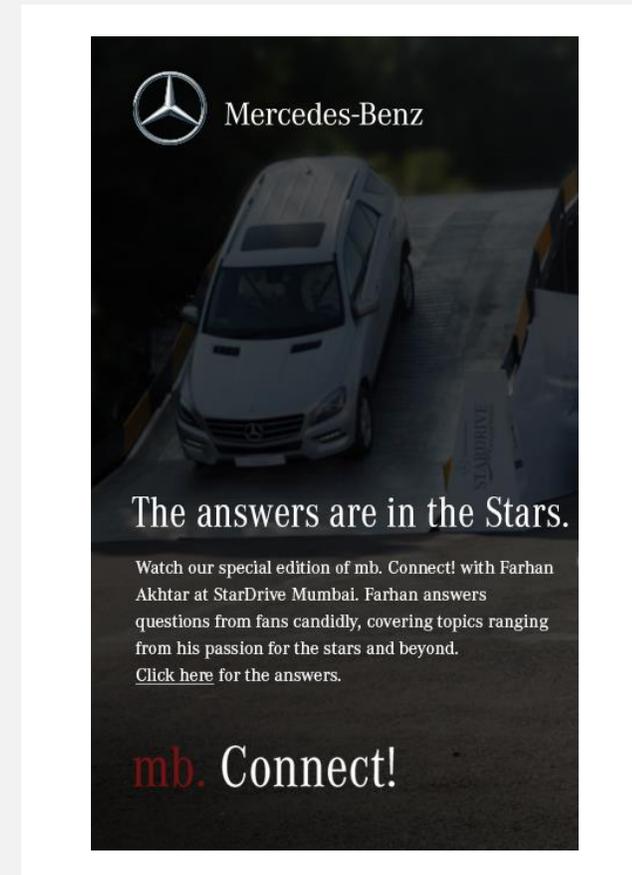
Procter & Gamble (Singapore) Pte Ltd. 11 North Buona Vista Drive, The Metropolis Tower 2, 138589

Mercedes-Benz Email Campaigns

A class apart

These email campaigns for Mercedes-Benz are for exclusive events, test drives and product launches.

- ▶ The objective is to position Mercedes-Benz products and events as the pinnacle of automotive luxury.
- ▶ To drive event participation and test drives and get customers to dealerships.



Mercedes-Benz
Performance Drive



Your drive to perfection begins with the basics.

BASIC Training at the AMG Driving Academy.

The first step to mastering a performance automobile begins with the BASIC Training course at the AMG Driving Academy. From theoretical training sessions to practical training units, professional instructors help hone your driving skills as you master slaloming, lane changing, braking and handling oversteer and understeer. Sign up to drive home your mastery of speed today. [Click Here](#).

Next BASIC Training batch begins 12th - 13th April 2013.

For more information write to us at Performancedrive-India@daimler.com

Or call us on 02135-673280 / 81 / 42



Mercedes-Benz



The answers are in the Stars.

Watch our special edition of mb. Connect! with Farhan Akhtar at StarDrive Mumbai. Farhan answers questions from fans candidly, covering topics ranging from his passion for the stars and beyond.

[Click here](#) for the answers.

mb. Connect!



A swing with a difference

The Mercedes-Benz Golf Trophy unites a luxury sport in the subcontinent with world-class talent and luxury motoring like never before.

The emailer seeks to educate and drive user participation by leading users to a landing page to register to compete in the event as an amateur.



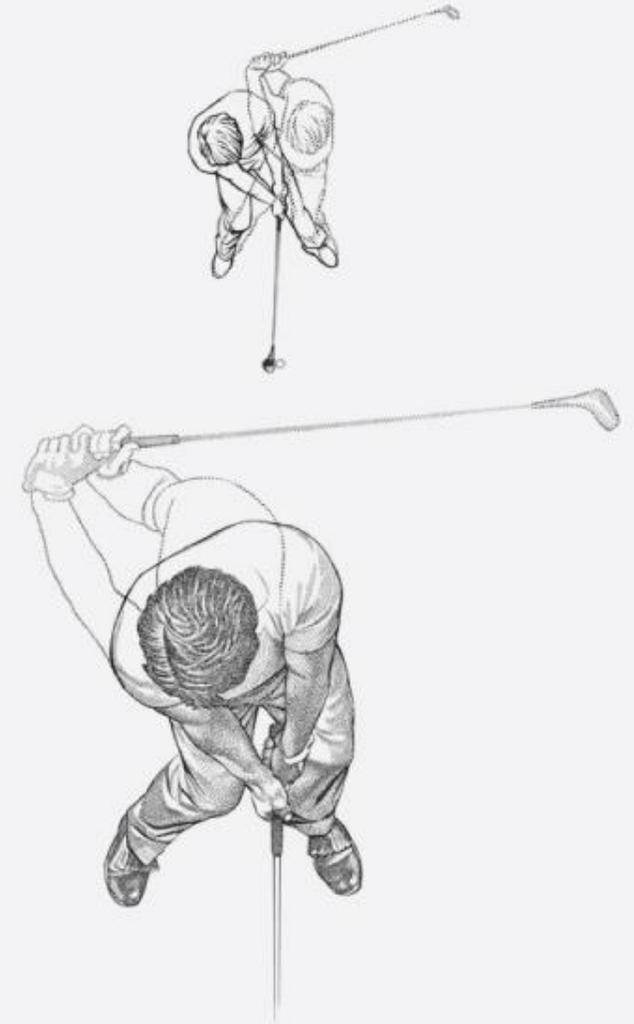
Mercedes-Benz

It's your turn to step up.

Introducing the Golf Clinic for beginners at the MercedesTrophy 2011.

Here's your chance to stop being a spectator and learn the game from the pros. Join us at the Golf Clinic at the MercedesTrophy 2011 to claim your turf. [Click here to register.](#)

- Join us for a day of fun with family and kids while learning the sport you love
- No prior golf experience required
- Have fun learning how to play from the pros
- Be a part of the Mercedes-Benz golf experience
- Experience the luxury of relaxing at our marquee
- Check out the latest Mercedes-Benz models
- Get an exclusive gift of Mercedes-Trophy merchandise
- Take part in fun contests and win exciting prizes





Mercedes-Benz

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A swing with a difference

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- Have fun learning how to play from the pros
- Be a part of the Mercedes-Benz golf experience
- Experience the luxury of relaxing at our marquee
- Check out the latest Mercedes-Benz models
- Get an exclusive gift of Mercedes-Trophy merchandise
- Take part in fun contests and win exciting prizes



Mercedes-Benz

Savour the other side of golf.

The action may be on the golf course, but the glamour is where it reaches a completely different high.

Mercedes-Benz cordially invites you to a private champagne lunch with a select list of playes and their spouses, to celebrate the MercedesTrophy 11th Edition. Do join us, for an afternoon of glamour and entertainment, as India's most exclusive and sought after corporate golfing event prepares to tee off.

Date : Xxoxo Xxoxo
Time : Xxoxo Xxoxo - XoXoX XxoXoXo,
Venue: Xxoxo Xxoxo - XoXoX XxoXoXo,
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RSVP: Xxoxo Xxoxo
+00 00000000,
.oXoX@oXoXo.oXo



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Mercedes-Benz



Golf. Glamour. Glory.

The MercedesTrophy 2011 is coming soon and filling up quickly, so register now on www.mercedestrophyindia.co.in

It's time to get ready for some fantastic golf, incredible prizes and sheer glamour. You can aplay alongside Gaganjeet Singh Bhullar, win a Mercedes-Benz with the Hole-in-One Contest, and even learn from the pros with the Golf Clinic for beginners.

This year, the winners of the Regional Rounds will go on to play at the National Finals in Mauritius. Remember, entry is on a first-come-first-serve basis and lucky draw, so register today!

Date : Xxoxo Xxoxo

Time : Xxoxo Xxoxo - Xoxox Xxoxoxo,

Venue : Xxoxo Xxoxo - Xoxox Xxoxoxo,

RSVP : Xxoxo Xxoxo +00 00000000, .oxox@oxoxo.oxo



The Hole-in-One Contest



Golf Clinic for beginners



National Finals in Mauritius



Play with Gaganjeet Singh Bhullar

An aspiration of agility redefined

Mercedes-Benz needed to appeal to a younger more affluent target audience. This began with relooking at how we could subtly tweaked the language to reposition the C-Class - the entry level car (at the time) The product's visual facelift was matched with a more racy tone of voice to appeal to its younger target audience.



Mercedes-Benz

The drive of a lifetime is calling.

Dear Colleague,

Few things in life embody pedigree, excitement and desirability like the Mercedes-Benz C-Class. Discover an all new class of aspirational agility and world-class safety with an automobile engineered for pure performance. And now, this thrilling and supremely agile machine is more attainable, with a scheme tailored exclusively for Tata Technologies employees.

The adrenaline pumping C-Class can now be yours with a very special offer* exclusively for you. Come and take a test drive of the new generation C-Class on 21st September 2011 at Tata Technologies, Hinjewadi premises to avail of this exclusive offer. **The time to be a Star is now.**

Speak to Mercedes-Benz Key Account Manager @ +918805079555 or send an e-mail to corporatesalesindia@daimler.com



*Terms & conditions apply.

An aspiration of agility redefined

This was followed by balancing creative messaging with the rationale appeal of owning such a finely crafted automobile from Mercedes-Benz. All within a global e-mailer template.



Ready. Get set. Drool.

Presenting the Special Edition C-Class.

[find out more >](#)

Mercedes-Benz



Bred to Perfection

Prepare to roll with the new pride of the pack. The Special Edition C-Class, styled to impress with a dominating new grill, chrome-ringed fog lamps, performance air intakes and precision crafted 17" alloy wheels.

[find out more >](#)



Music to your ears

A new state of the art Universal Media Interface delivers outstanding in-car entertainment.

[find out more >](#)



Engineered to make a mark

Choose between the C 220 CDI and C 200 K engines combined with the AGILITY CONTROL PACKAGE to thrill your senses.

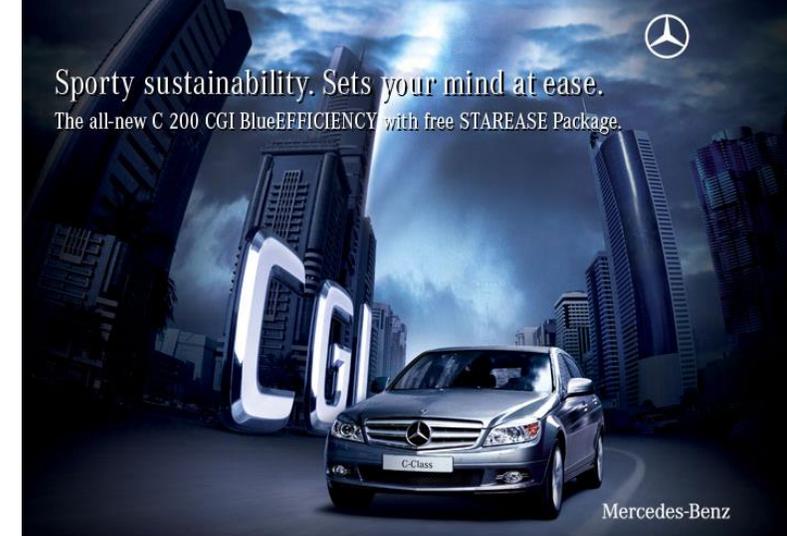
[find out more >](#)



Focusing on staying focused

There are no limits to safety in the C-Class Special Edition. The state of the art safety package includes over 60 electronic support systems like NECK-PRO® head restraints, belt tensioners, numerous airbags; Electronic Stability Program (ESP) and Brake Assist (BAS) for a smarter and safer drive.

[find out more >](#)



Sporty sustainability. Sets your mind at ease.

The all-new C 200 CGI BlueEFFICIENCY with free STAREASE Package.

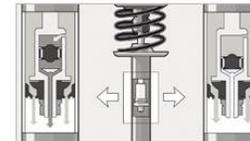
Mercedes-Benz



Enticing efficiency

Historic automotive excellence meets the future of environmental sensitivity in the Mercedes-Benz C 200 CGI BlueEFFICIENCY. Experience the perfect blend of effortless superiority and environmental efficiency with the all new Charged Gasoline Injection (CGI) technology. A marvel of modern engineering that reduces CO2 emissions and fuel consumption, giving more torque as you lavish in luxurious interiors.

[find out more >](#)



Uncompromising control

Take to the road with unmatched control at your finger tips with the AGILITY CONTROL package. It intuitively adapts to your driving style, adjusting the suspension setup according to road conditions and the speed you are travelling at.

[find out more >](#)



Lavish luxury

No luxury has been spared in the C-Class. Ergonomic seating, plush, premium upholstery and superfine trim elements deliver an unparalleled driving environment that makes every long trip feel much too short.

[find out more >](#)



Supreme Safety

The C-Class, with the Mercedes-Benz Integral Safety Concept is the ultimate symbol of automotive safety. The revolutionary PRE-SAFE anticipatory occupant protection system senses a possible impact and triggers a slew of systems that include seat belt tensioners, NECK-PRO head restraints and numerous airbags to protect occupants from harm.

[find out more >](#)

Ready to experience a ride that redefines power and responsibility? Step into your nearest Mercedes showroom for a test drive. Step forward into the future.

Precise, Sporty & Sophisticated

The C-Class, make a statement with agility and effortless superiority.

[find out more >](#)



Mercedes-Benz



An Incredible Opportunity Awaits

Discover an opportunity of incredible value with the C-Class at an irresistible low interest rate of 6.99%* or low EMI of Rs. 45,999/-#. With the 'STAR CARE PROGRAMME**', your car is looked after even in its third year with no limits on mileage.

[find out more >](#)



AGILITY CONTROL

Experience the road like never before with an outstanding driving experience, provided by AGILITY CONTROL suspension and a selective damping system that automatically adjusts the suspension set-up in accordance with the condition of the road.

[find out more >](#)



Comfort

The ultimate comfortable drive with the interior crafted from soft materials, fine trim elements and more space than ever, the luxuriant C-Class redefines relaxed motoring. The exceptional ambience is augmented by attractive design details with chrome and wood.

[find out more >](#)

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*Conditions apply. #'Step Up' Scheme for 4 years. Limited period offer. Offer varies from model to model and city to city. Offer valid with select financiers only. Sanctions of loans are at the sole discretion of financiers. **Ensures your car is looked after even in its third year, with no limits on mileage. Accessories, colours and fittings shown may not be part of standard specification. Mercedes-Benz cars, series W 204 meets Bharat Stage III emission norms.

One small step for a car. A giant leap for car kind.

Presenting the new E-Class. Engineered around you.

[find out more >](#)



Mercedes-Benz



THE NEXT GENERATION OF EXHILARATION IS HERE

Experience the most intelligent automobile ever created by Mercedes-Benz. Whether it's the graceful lines of its aerodynamic profile that soothe your senses or a slew of sensors that study the way you drive, the all New Mercedes-Benz E-Class is elegance engineered around you.

[find out more >](#)



THE NEXT GENERATION OF INTELLIGENCE

Awaken an all new intelligent drive in your life with over 80 sensors including Intuitive Steering, Attention Assist, Intelligent Light System and Parktronic that preserve and protect while anticipating the road ahead.

[find out more >](#)



LUXURY ENGINEERED AROUND YOU

Experience comfort that redefines every notion of luxury you ever had. Seats that adjust for your comfort and built-in massagers that gently work their magic. All this complemented by the COMAND APS multimedia system that pampers the audiophile in you.

[find out more >](#)



THE NEXT GENERATION OF PERFORMANCE

Discover a new drive with the powerful new E 350 V6 engine that delivers increased power, torque and fuel efficiency. Every road now feels silky smooth with the AIRMATIC air suspension, while 7G Tronic transmission and 4-MATIC all-wheel-drive provides you more punch to tackle the road ahead.

[find out more >](#)

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*Conditions apply. #'Step Up' Scheme for 4 years. Limited period offer. Offer varies from model to model and city to city. Offer valid with select financiers only. Sanctions of loans are at the sole discretion of financiers. **Ensures your car is looked after even in its third year, with no limits on mileage. Accessories, colours and fittings shown may not be part of standard specification. Mercedes-Benz cars, series W 204 meets Bharat Stage III emission norms.



Sporty sustainability. Sets your mind at ease.

The all-new C 200 CGI BlueEFFICIENCY with free STAREASE Package.

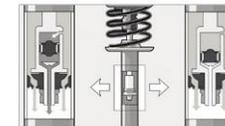
Mercedes-Benz



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[find out more >](#)

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Step into your nearest Mercedes showroom for a test drive. Step forward into the future.

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Reinventing the automobile.
Since 1886!



A celebration of pedigree

With the first automobile to its credit, Mercedes-Benz needed to highlight the fact that it has been at the pinnacle of automobile development for over 125 years.

Mercedes-Benz invites you to celebrate with an exclusive and exciting drive like never before. In 1886, we invented the automobile and gave the world one of its most important inventions. And for the last 125 years, we have been the frontrunners of innovation, creating products that raise the bar, as part of our founder, Gottlieb Daimler's philosophy to give our customers "the best or nothing".

Today, Mercedes-Benz India is a symbol of excellence. And it's largely due to the efforts of employees like you, whose hard work and dedication make you an equal partner in our success.

We invite you for a very special StarDrive celebration for employees. Here you will experience the true engineering prowess of the legends that you yourself have helped create. A live and exciting demonstration of our incredible Mercedes-Benz cars that will thrill you unlike any other.

Date: 03rd & 04th February, 2011. Venue: Mercedes-Benz India Plant.

Information on department wise batches shall be communciated shortly.

125! years of innovation



 Mercedes-Benz
STARDRIVE
experience II

Offers you can bank on

There have been several tactical mailers done for Mercedes-Benz. Whether in collaboration with banks, Mercedes's own financial services or creating ads that dealers could adapt for their own purposes. Here are few examples that I worked on.



 Mercedes-Benz

 **HDFC BANK**
We understand your world

An exclusive offer for the chosen few.

A rare combination of power and grace.
Take to new heights with the dynamic Mercedes-Benz M-Class and GL-Class. Fully loaded with an Off-Road Pro Engineering package, BlueEFFICIENCY engines, 4MATIC 4-Wheel Drive and 4 ETS – features that enable them to stop, turn and pass just like sports cars.

Only the chosen will conquer.
As a privileged HDFC BANK customer you can now drive home the M-Class or GL-Class with an exclusive, complimentary **Star Ease Package worth Rs.85,000/-***. So get ready to experience unlimited thrills backed by three years of hassle-free maintenance.

SMS CAR MERC to 5676712 or write to us at mycar@hdfcbank.com

 **Star Ease**
SERVICE PACKAGE

*All offers from Mercedes-Benz India Pvt. Ltd. Maintenance package is offered only till January 31st, 2011.



Mercedes-Benz

125! years of innovation

One star leads to another.

Mercedes-Benz Financial

Introducing an Exclusive Loyalty Program.

A financial powerhouse in over 40 countries, Mercedes-Benz Financial is now here in India with its world-renowned customised solutions and expertise, to help you purchase your next Mercedes-Benz car. Now you can conveniently own cars like the legendary S-Class; the vehicle most preferred by world leaders and the benchmark for automotive perfection. Or the stunning E-Class; a car that will change your very perception of luxury performance motoring with its breathtaking presence and incredible array of performance, luxury and safety innovations.

The loyalty voucher entitles you to:

- A special interest rate
- A complete waiver on the processing fee
- Free insurance for 1 year* on your new S-Class or E-Class
- A low EMI of just Rs. 79,999/-* on the S-Class and Rs. 29,999/-* on the E-Class

To know more, please call us on 1800-212-3374 or visit your nearest Mercedes-Benz dealership. You may also write to us at sales-india@daimler.com

* Terms and conditions apply.

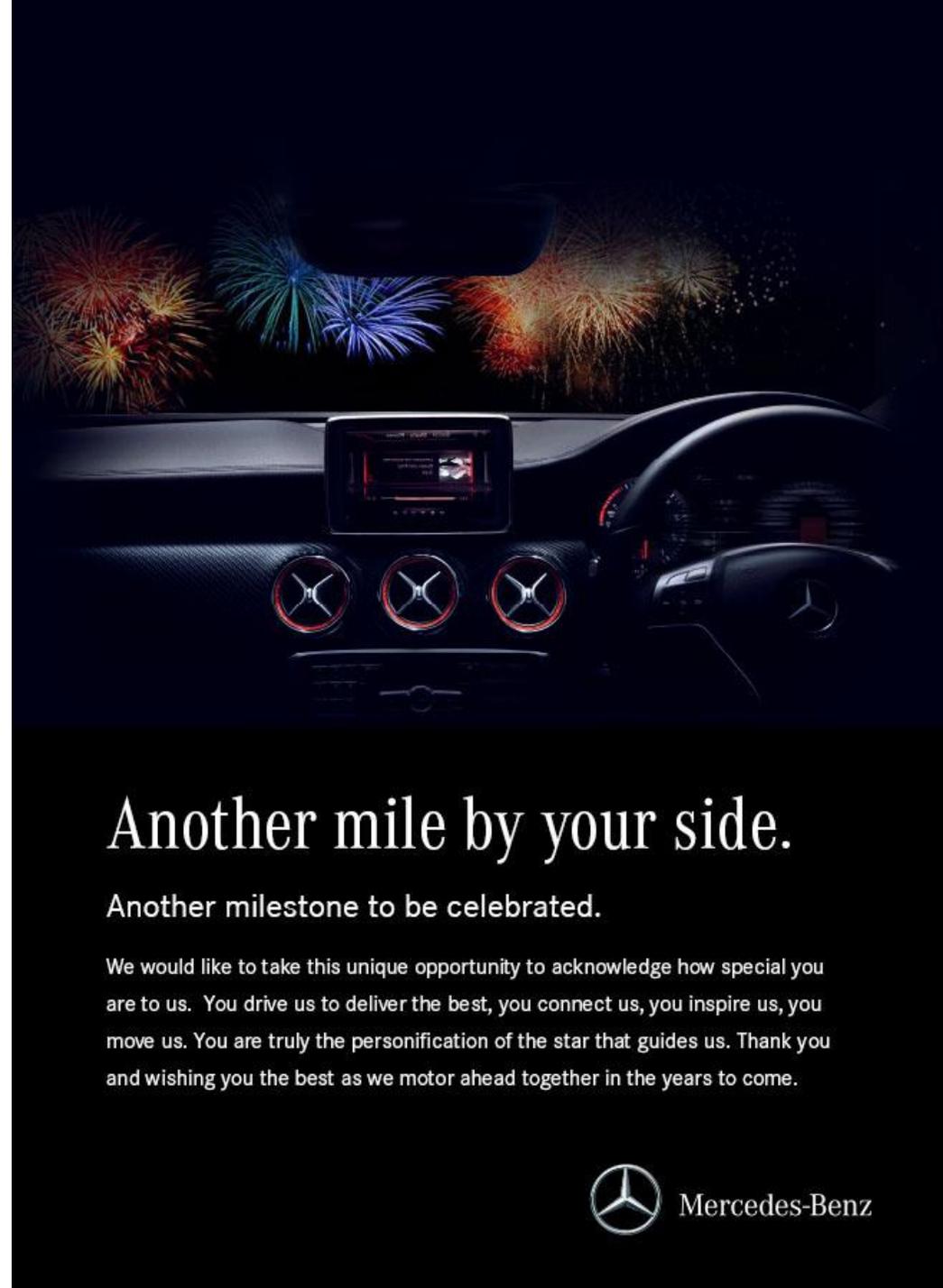


Offers you can bank on

There have been several tactical mailers done for Mercedes-Benz. Whether in collaboration with banks, Mercedes's own financial services or creating ads that dealers could adapt for their own purposes. Here are few examples that I worked on.

Greetings & Invitations

Every once in a while we get to do something a little more creative. Like the yearly New Year Greeting. Or a birthday card that subtly pushes brand messaging. Or an invite for an event. These allow us to reinterpret what are otherwise stringent brand guidelines.



Another mile by your side.

Another milestone to be celebrated.

We would like to take this unique opportunity to acknowledge how special you are to us. You drive us to deliver the best, you connect us, you inspire us, you move us. You are truly the personification of the star that guides us. Thank you and wishing you the best as we motor ahead together in the years to come.

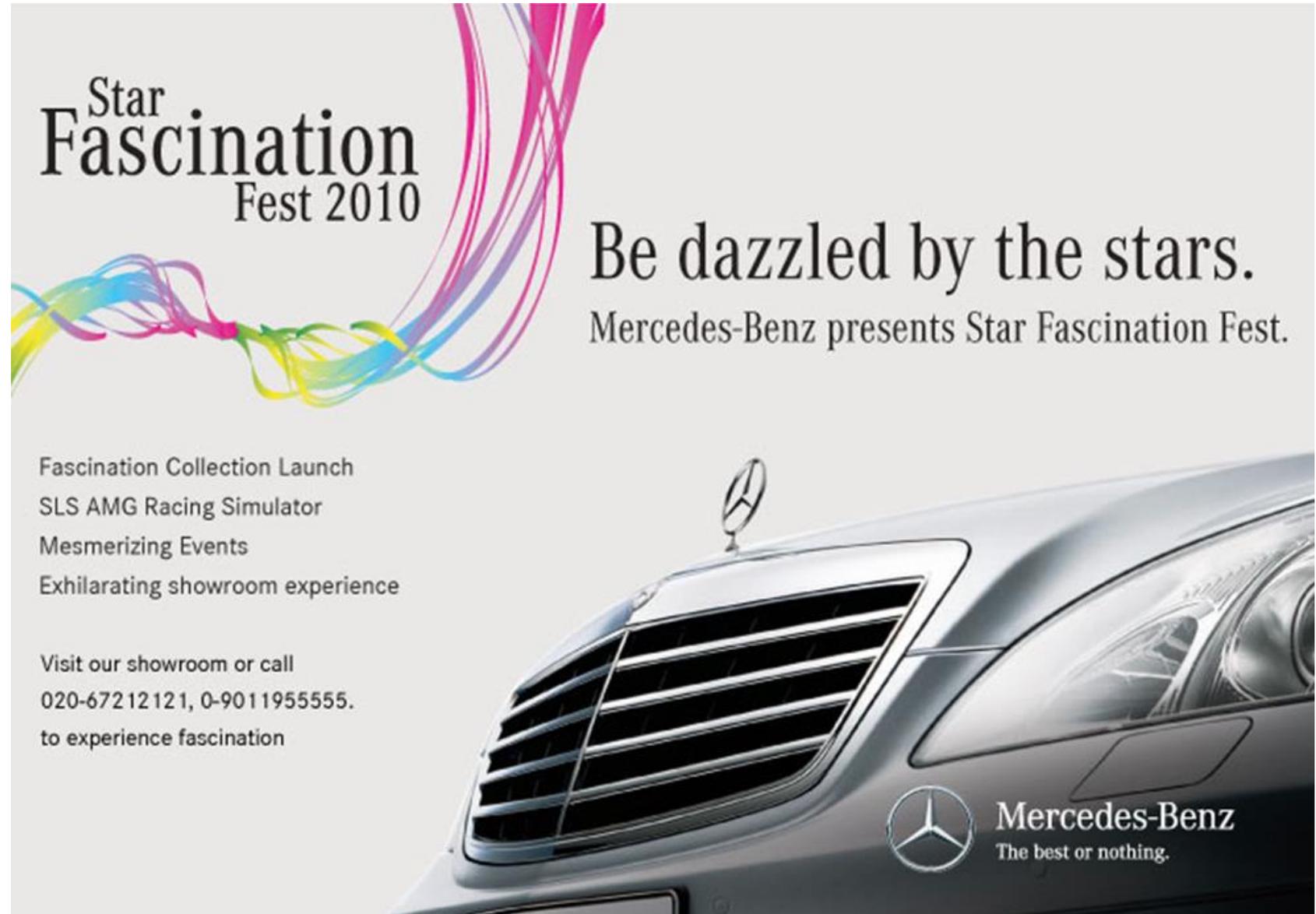


Animated GIF New Years's Greeting Card



Getting the show on the road

More than a road-show. More of a star-studded experience. At the fore of Mercedes-Benz engineering is the AMG line of automobiles. Each taking sublime luxury a lot further with performance that is a throw back to the rich racing heritage of the brand. You could now experience this for yourself with a unique simulation experience at showrooms.



**Star
Fascination
Fest 2010**

Be dazzled by the stars.
Mercedes-Benz presents Star Fascination Fest.

Fascination Collection Launch
SLS AMG Racing Simulator
Mesmerizing Events
Exhilarating showroom experience

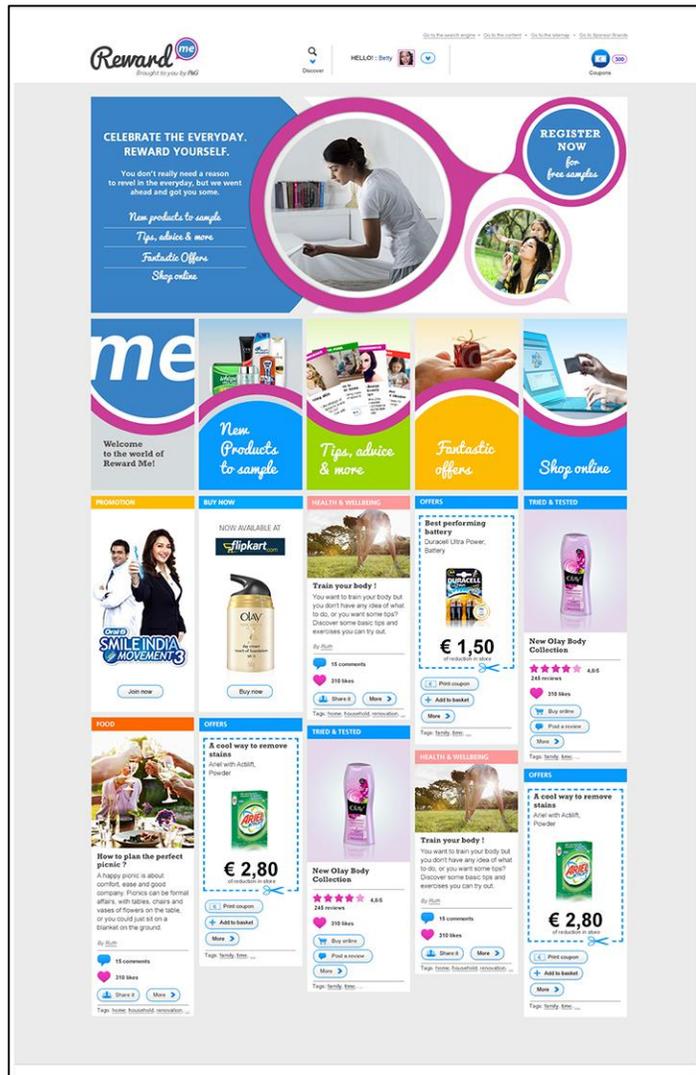
Visit our showroom or call
020-67212121, 0-9011955555.
to experience fascination

 **Mercedes-Benz**
The best or nothing.

Websites & Microsites

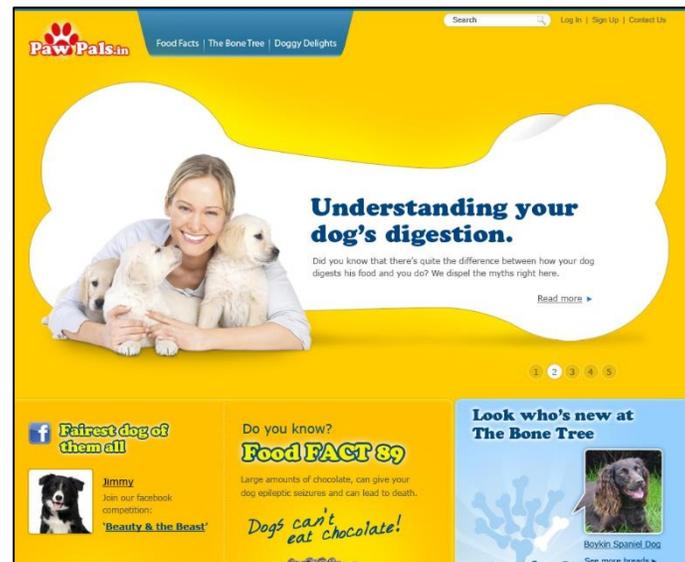
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Project
├── Coding
│   └── 100-days-of-code
│       ├── .git
│       ├── FAQ.md
│       ├── log.md
│       ├── r1-log.md
│       ├── README.md
│       ├── resources.md
│       └── rules.md
├── atom-packages
├── browser-notistation
├── c01
├── FlashcardsExpress
├── freecodecamp_tribute
├── JavaScript-Authentication
│   ├── .git
│   ├── models
│   ├── public
│   └── routes
│       ├── index.js
│       ├── views
│       ├── .gitignore
│       ├── app.js
│       ├── package.json
│       └── README.md
├── LocalWeatherFCC
├── node-weather-zipcode
├── nodeschool
├── NodeWeather
├── portfolio
└── ...

log.md
1 var express = require('express');
2 var router = express.Router();
3 var User = require('../models/user');
4
5 // GET /register
6 router.get('/register', function(req, res, next) {
7   return res.render('register', { title: 'Sign Up' });
8 });
9
10 // POST /register
11 router.post('/register', function(req, res, next) {
12   if (req.body.email &&
13       req.body.name &&
14       req.body.favoriteBook &&
15       req.body.password &&
16       req.body.confirmPassword) {
17
18     // confirm that user typed same password twice
19     if (req.body.password !== req.body.confirmPassword) {
20       var error = new Error('Passwords do not match!');
21       res.status(400).render('register', { error });
22       return next(error);
23     }
24
25     // create object with form input
26     var userData = {
27       email: req.body.email,
28       name: req.body.name,
29       favoriteBook: req.body.favoriteBook,
30       password: req.body.password
31     };
32
33     // use schema's "create" method to insert document into MongoDB
34     User.create(userData, function(error, user) {
35       if (error) {
36         return next(error);
37       }
38     });
39   }
40 });
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index.js
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Websites & Microsites

The following is a collection of the work done on websites ranging from purpose built event microsites to ever evolving CRM platforms.



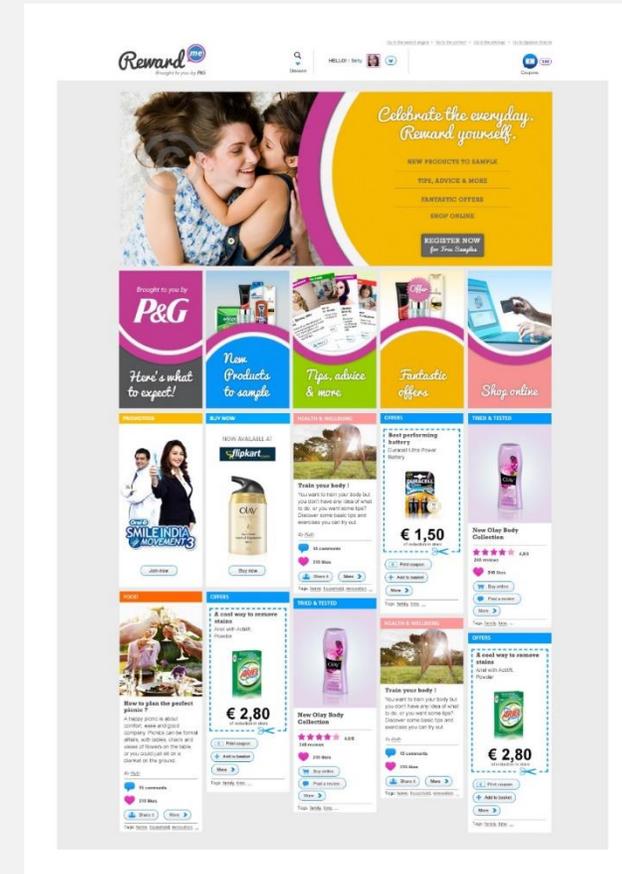
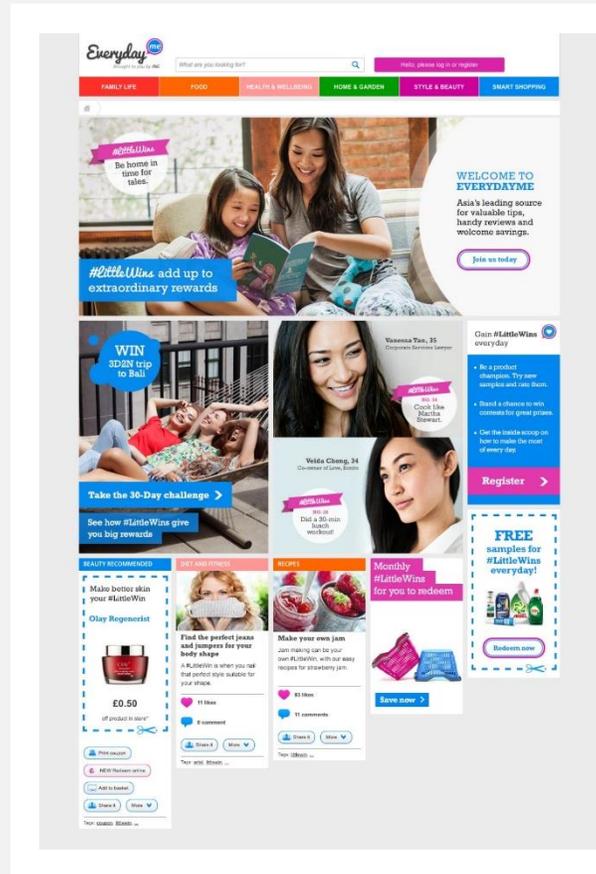
Apart from contributing content for these sites I was also instrumental in the UX - information architecture and wire-framing of some of these websites.

P&G Reward Me & Everyday Me Websites

Sampling & Content driven CRM

The following is an evolution of the work done for P&G's multi-brand content and sampling driven CRM platform Reward Me. And subsequent work done on the ASEAN platform Everyday Me

- ▶ Is India's largest sampling platform with more than 100,000 members by 2014.
- ▶ Multiple brands consolidate their online presence on the platform driving economies of scale.



PG Improving Life

The first step was to reskin an existing sampling platform to give it a more prestigious point of view. A stepping stone to a larger brand experience, this was a placeholder site for things to come. This was jazzing up an existing site framework with some visual appeal.

The screenshot shows the homepage of PG Improving Life.com. The header features the logo "PG Improving Life.com" in blue and green, with the tagline "Great Values, Expert Advices & Free Samples" below it. A navigation bar contains links for "ARTICLES & TIPS", "PRODUCTS", "SAMPLES", "ASK EXPERT", "SEEING IS BELIEVING", "PRESS RELEASE", and "CONTACT US". A secondary navigation bar on the right says "Get free samples now >".

The main content area is split into two columns. The left column features a large image of Olay Total Effects skincare products (a jar and a pump bottle) with the text "Experience the best of international brands in India today. > click here". The right column lists navigation options: "ARTICLES & TIPS", "PRODUCTS", "SAMPLES", "ASK EXPERT", "SEEING IS BELIEVING", and "PRESS RELEASE".

The footer section is divided into three parts. The left part is titled "EXPERT ADVICE" and features a small portrait of Coleen Khan with the text "When the Sensex falls, don't let your hair fall too." and a button "> Ask Coleen Khan". The middle part shows a row of various PG products (Olay, Pepsodent, etc.) with the text "Try it to believe it!" and a button "> click here". The right part features a yellow "shiksha" logo with the text "Let's keep contributing to build Shiksha schools. Find out how YOU helped support 150,000 children and learn how to contribute this year....." and a button "> know more".

At the bottom, there is a footer with a secondary navigation bar: "HOME ARTICLES & TIPS PRODUCTS SAMPLES ASK EXPERT SEEING IS BELIEVING PRESS RELEASE CONTACT US" and a copyright notice: "Copyright © P&G 2011. All Rights Reserved. FAQs | Terms & Conditions | Privacy Policy".

PG Improving Life

The first step was to reskin an existing sampling platform to give it a more prestigious point of view. A stepping stone to a larger brand experience, this was a placeholder site for things to come. This was jazzing up an existing site framework with some visual appeal.

The screenshot displays the PG Improving Life website interface. At the top right, there is a navigation link: [Demo > | Get free samples now >](#). The main header features the logo **PG ImprovingLife.com** with the tagline "Great Values, Expert Advices & Free Samples" below it. On the right side of the header, the breadcrumb trail reads "You are here :: Home > Products > Downy". A dark navigation bar contains the following menu items: HOME, ARTICLES & TIPS, PRODUCTS, SAMPLES, ASK EXPERT, SEEING IS BELIEVING, PRESS RELEASE, and CONTACT US.

The main content area is titled "Products" and includes a sub-menu: Duracell | Ariel | Head & Shoulders | Pampers | Gillette | Pantene Pro-V | Whisper | Olay | [Downy](#) | Herbal Essences. Below this, a banner reads "Downy - Trusted Everywhere".

The central focus is a large banner for Downy fabric softener. On the left, the word "Downy" is written in a large, blue, cursive font. To the right, four bottles of Downy fabric softener are displayed in various colors (blue, pink, light blue, and white). Below the banner, a text block states: "Feel more connected to your fabrics with the wonderful softness, freshness of Downy. A fabric softener that not only softens fabric but helps with static control as well. Its softness made simple." This is followed by the text: "Downy is available in a variety of scents, experience them today."

Below the text, there is a section titled "Downy: Browse by Line" which features five product categories, each with a representative bottle image and a label below it: "Ultra Downy", "Simple Pleasures", "Free & Sensitive", "Downy with Febreze", and "Pure Essentials".

On the right side of the page, there is a "Request a Sample" box. It contains an image of several Downy bottles and two buttons: "> read more" and "> request a sample".

At the bottom of the page, a dark footer contains the same navigation menu as the top: HOME, ARTICLES & TIPS, PRODUCTS, SAMPLES, ASK EXPERT, SEEING IS BELIEVING, PRESS RELEASE, and CONTACT US. Below the menu, the copyright notice reads: "Copyright (C) P&G 2011. All Rights Reserved."

PG Improving Life

When the time came to migrate to the new websites we needed to inform existing members of the new change and additional benefits, like the expert advice that they could get from our panel of experts.

PG ImprovingLife.com

is now
**REWARD
ME**

Your favourite website
just got more **rewarding**.

You asked, you demanded and we responded.
PG Improving Life is now RewardMe.in.

Your definitive destination to experience the best of international brands and keep up with the latest trends in fashion, beauty and grooming. Interact with our leading experts and stay tuned to reward yourself with exclusive brands coming your way.

[Log in](#) today using your existing PGImprovingLife.com username & password and remember to update your profile.

EXPERIENCE IT NOW

Experience the best
of international brands:



Announcing
Olay Regenerist
Know More.

Get advice from leading experts:



Natasha
Naegamwala



Coleen
Khan



Manish
Malhotra

Connect to them [now](#)

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If you wish to unsubscribe from this communication, and therefore cease to enjoy expert advice, discount offers and other benefits offered by the Reward Me programme, please [click here](#).

[Privacy Policy](#) | [Terms and Conditions](#).

PG ImprovingLife.com

is now
**REWARD
ME**

Reward yourself with the
best international brands.



Get these Fantastic
Free Samples today!

Get customized advice from top experts:



Manish Malhotra
Leading Fashion
Designer



Natasha Naegamwala
Leading Hairstylist



Coleen Khan
Leading Hair &
Skin Expert

Connect to them for your personalised advise [now](#)

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PG Improving Life

Here is an early iteration of the website.

The screenshot shows the P&G Reward Me website homepage. At the top, a dark navigation bar contains the following links: REWARD ME, TRENDSPOTTING, ASK THE EXPERTS, WINDOW SHOPPING, GOLDEN CIRCLE, and LOGIN. The main header features the 'REWARD ME' logo on the left and a large promotional banner on the right. The banner includes the text 'Reward those lips with a sexy new shade.' and 'Luscious lip colour from the Queen collection.' alongside a close-up image of a woman's face. Below the banner is a 'beauty' category label and a numbered navigation bar with items 1 through 5. The main content area is titled 'Top 5 Rewarding Beauty Reads' and contains five articles:

- A cheeky way to turn heads**: It's time to reap in the rewards and climb the corporate ladder. Look your best with a closer shave at that next presentation. (Accompanied by an image of a man in a suit).
- Pamper your skin with youth**: Say farewell to wrinkles and welcome back the attention you garnered in your youth with the wonders of Olay. (Accompanied by an image of a woman's face).
- Reward him with a stunning new you**: Surprise your better half with a ravishing new look. (Accompanied by an image of a woman's face).
- Reward yourself with cute curls**: Reward yourself with some attention. Pantene hair solution provides an all new lustre and curls for your hair with Pantene. (Accompanied by an image of Pantene hair products).
- A rewarding new hairstyle**: Set your hair in this stylish look for the season. (Accompanied by an image of a woman's face).

On the right side of the page, there is a 'How REWARD ME Works' section with a 'Learn more' button, and an 'Inside window shopping' section featuring 'Satin-Hair 5 Straightener' with the text 'Precise styling with maximum hair protection*' and an image of the hair straightener.

At the bottom of the page, there is a footer with the text 'Rollover for the best brands and the best advice', a copyright notice 'Copyright (C) P&G 2011. All Rights Reserved.', and social media icons for Facebook, Twitter, and YouTube.

Reward Me

This is the last iteration of the site before it migrated to the new global platform. This layout allowed the brand to quickly refresh the homepage with two banners while calling out relevant content sections in the third.

REWARD ME

WELCOME RUBIK | MY ACCOUNT | LOG OFF | YOU HAVE 35 POINTS

FREE SAMPLES | LATEST TRENDS | EXPERT CONSULT | EXCLUSIVE OFFERS | GOLDEN CIRCLE | CONTACT US

Search SEARCH

Experience the best of international brands with our **free samples**

[Register](#) to try exciting brands

Worth ₹1100

Number of Members: 0 | 9 | 3 | 0 | 5 | 6 | 1 | 4
Number of Samples Sent: 0 | 7 | 2 | 9 | 3 | 6 | 2 | 1

NEW Gillette Fusion ProGlide THINNER FINER BLADES™

Turns shaving into gliding

Get free shipping from [flipkart.com](#) [BUY NOW](#)

Get customized expert advice

Your personalised advice from top experts.

[Ask Now](#)

Manish Malhotra | Coleen Khan | Natasha Naegamvala

I want to Reward ▶ MYSELF | MY FAMILY | MY HOME | MY LIFE WITH SOMETHING NEW

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Smile India Movements

I've helped showcase both the Smile India Movement and its sequels on the Reward Me platform, creating a dedicated landing page for the same.

Fans flocked to the page to get an opportunity to meet Madhuri Dixit in person and win a free dental checkup too.

Tucked away in this landing page is a wealth of advice on better brushing habits.



Oral-B SMILE INDIA MOVEMENT-2

Madhuri Dixit and India's top 10,000 dentists have come together to protect a billion valuable Indian smiles. Join Madhuri and be part of the Oral-B Smile India Movement by taking the pledge now! Remember to follow the Oral-B 3 step programme for a healthier, brighter smile.

Speak to Madhuri Dixit on 09021590215* & join Oral-B Smile India Movement!

PLEDGE NOW

And Get Free Dental Checkup*

share

Share this with your friends and protect smiles now!

0 0 0 7 2 6 7 9 8
pledges so far

Brush twice a day | Brush for two minutes | Visit the dentist every 6 months

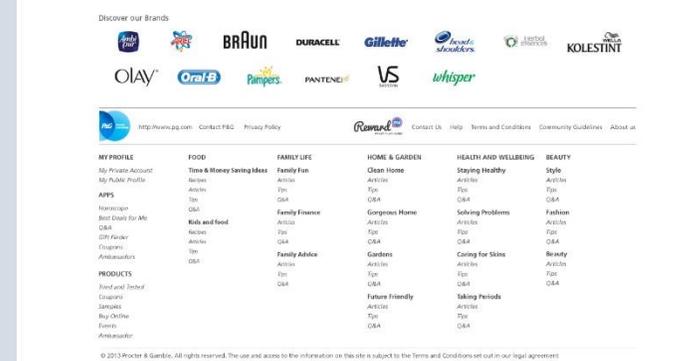
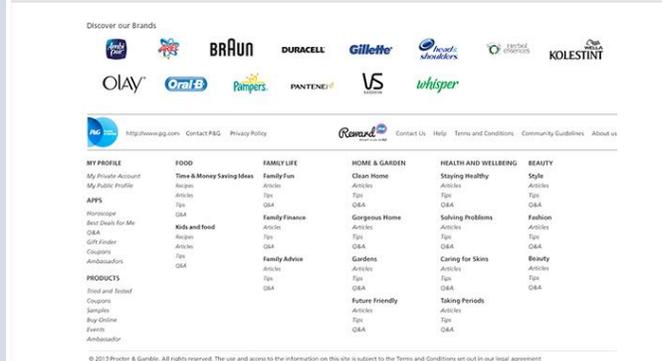
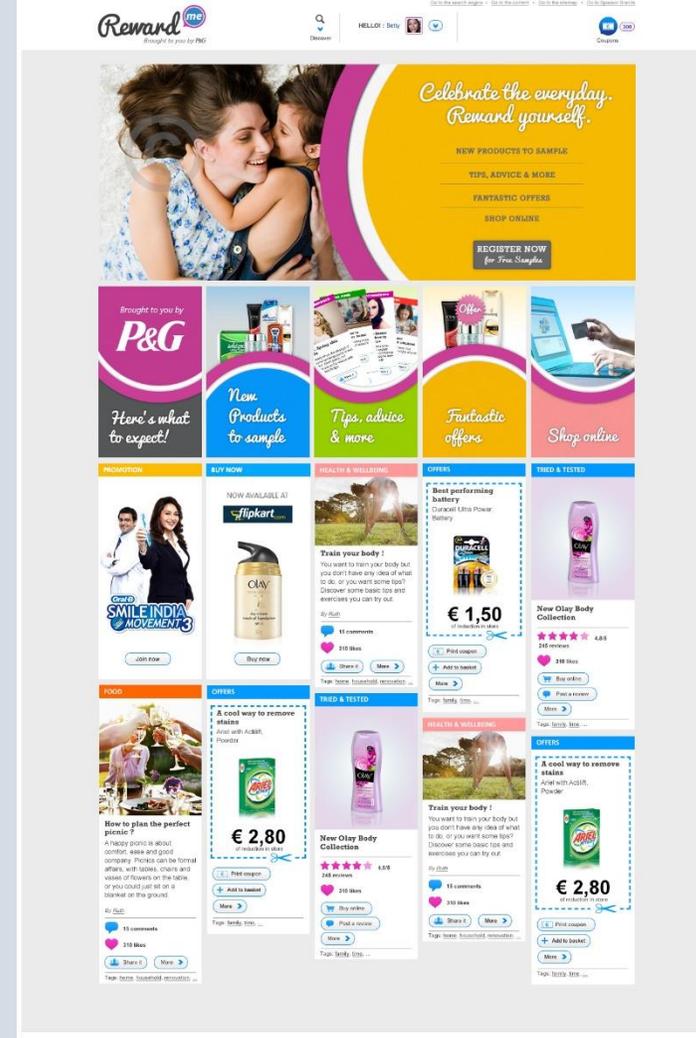
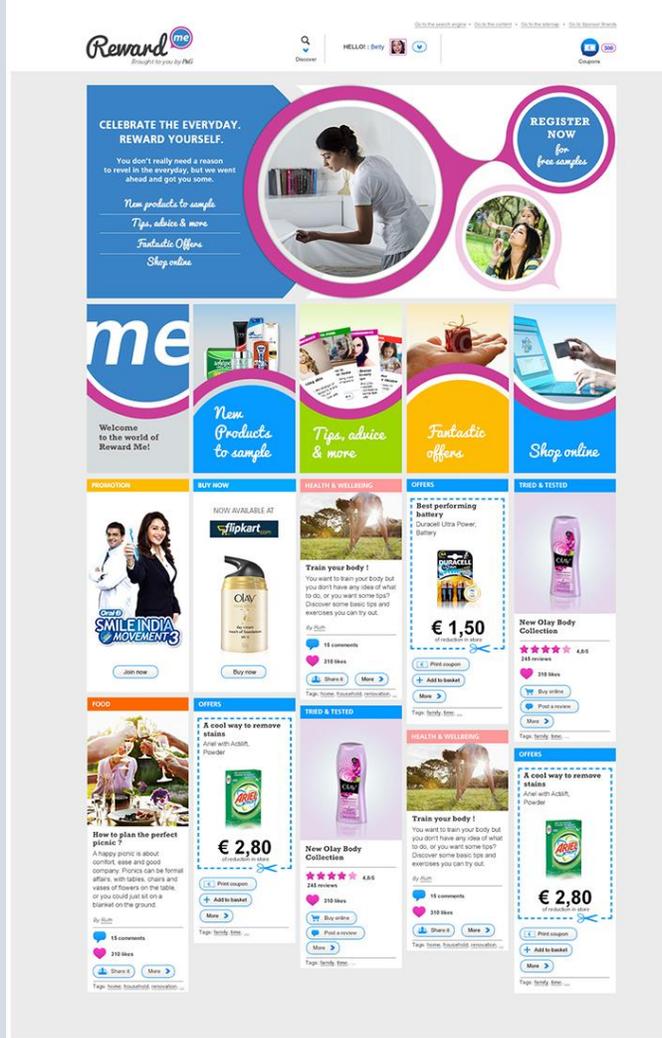
#Interactive Voice Response System with pre-recorded voice of Madhuri Dixit. Standard call rates apply as per tariff plan. Terms and conditions apply.
* Offer valid in select cities till April 30, 2012. Please refer to [terms and conditions](#) for details.

Copyright © P&G 2012. All Rights Reserved

Reward Me V2

With success came the migration to a new global platform. With new features, functionality and new content pieces. It also meant coordinating with new stakeholders within the network.

I continued to work on this project in Singapore as part of BBDO Proximity Singapore. The following screens are content from our ASEAN sites. Sites I worked on include Singapore, Malaysia, Thailand, Vietnam, Indonesia





ME moments

Turn Me Moments extraordinary with **EVERYDAYME**

Asia's leading source for valuable tips, handy reviews and welcome savings.

Join us today

Me Moments make everyday extraordinary

WIN 3D2N trip to Bali



For 30 days, challenge yourself to unlock the extraordinary in every day

Take Today's Challenge >

How do you spend your Me Moments?



Vivian Lai
Celebrity Mum

"I read up on fun stuff to do with kids. Tonight, we're making cookies!"



Velda Teo
Co-owner of Love, Bontio

"Watching style tutorials because hey, fashion is my passion!"



Mae Tan
Fashion Blogger

"I search for clean eating recipes. It helps me make better meal choices."

RECIPES



Cheesecake is always a good idea

Simple yet classic. A hearty cake can do wonders to perk your mood right up!

1 like

0 comment

Share it More

Tags: food

FREE samples for an extraordinary everyday!



Samples

Make everyday extraordinary

Be a product champion. Try new samples and rate them.

Stand a chance to win contests for great prizes.

Get the inside scoop on how to make the most of every day.

Register >

WOMEN'S HEALTH



Me Moment: What to repeat in your head when you see your own reflection

2 likes

0 comment

Share it More

BEAUTY TIPS



Give yourself some TLC

When you have a Me Moment, try out these DIY beauty spa tips. Pop by the kitchen for all the things you need, then, go ahead and find your zen!

100 likes

6 comments

Share it More

Tags: beauty recommended



#LittleWins Be home in time for tales.

#LittleWins add up to extraordinary rewards

WELCOME TO EVERYDAYME

Asia's leading source for valuable tips, handy reviews and welcome savings.

Join us today

WIN 3D2N trip to Bali



Take the 30-Day challenge >

See how #LittleWins give you big rewards



Vanessa Tan, 35
Corporate Services Lawyer

#LittleWins NO. 54 Cook like Martha Stewart.

Gain #LittleWins everyday

- Be a product champion. Try new samples and rate them.
- Stand a chance to win contests for great prizes.
- Get the inside scoop on how to make the most of every day.

Register >



Velda Chong, 34
Co-owner of Love, Bontio

#LittleWins NO. 28 Did a 30-min lunch workout!

FREE samples for #LittleWins everyday!



Redeem now

BEAUTY RECOMMENDED

Make better skin your #LittleWin

Olay Regenerist



£0.50

off product in store*

Print coupon

NEW Redeem online

Add to basket

Share it More

Tags: cosmeo littlewin

DIET AND FITNESS



Find the perfect jeans and jumpers for your body shape

A #LittleWin is when you nail that perfect style suitable for your shape.

11 likes

0 comment

Share it More

Tags: ariel littlewin

RECIPES



Make your own jam

Jam making can be your own #LittleWin, with our easy recipes for strawberry jam.

93 likes

11 comments

Share it More

Tags: littlewin

Monthly #LittleWins for you to redeem



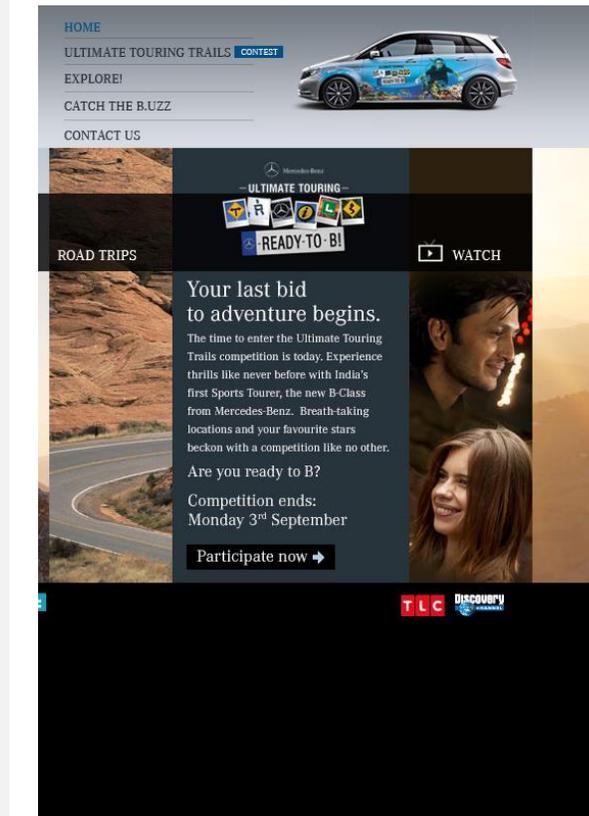
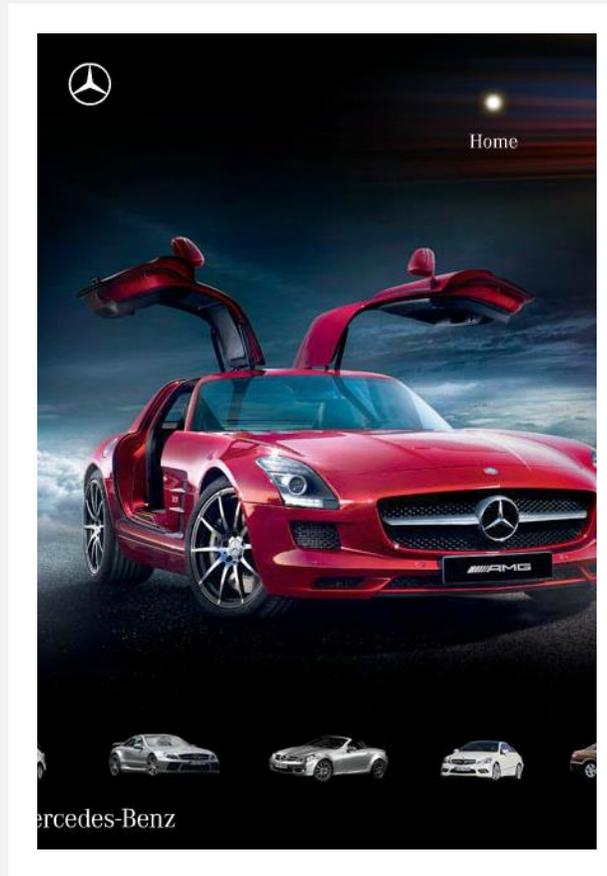
Save now >

Mercedes-Benz Websites & Microsites

Driving with the Stars

From their first website for an Indian Auto Expo to car launches and landing pages, here is a sample of some of the projects I have worked on.

- ▶ Information architecture and content for Mercedes-Benz website Pure Fascination
- ▶ Content creation for Mercedes-Benz B-Class campaign Ready to B.
- ▶ C-Class landing page for test drive - copy.





Sound off | on

Home

Cars

Technology

Downloads

The Fascination

Auto Expo Highlights



Enter the gallery of stars.

Get ready for a breathtaking experience of Mercedes-Benz at the 10th Auto Expo. Discover the acme of luxury and performance at the largest stall in the luxury segment. Step into our spectacular marquee, headlined by the stunning new SLS AMG, the path-breaking Concept Facination, the stylish S 500 L and the trail-blazing GL 350 CDI to name just a few. It's a line-up of cars that is guaranteed to leave you utterly fascinated.



Mercedes-Benz

Pure
fascination.

Mercedes-Benz Auto Expo 2010.



Sound off | on

Home

Cars

Technology

Downloads

The Fascination

Auto Expo Highlights



360° view

SLS AMG - Two wings make it a legend. The third prevents it from taking off



Mercedes-Benz

Pure
fascination.
Mercedes-Benz Auto Expo 2010



Home

Cars

Technology

Downloads

The Fascination

Auto Expo Highlights



Staying focused

At Mercedes-Benz we ensure you stay focused on the road ahead with ATTENTION ASSIST. This safety system alerts you if you appear drowsy or inattentive on the road and operates between speeds of 80 and 180 km/hr. The sensors analyse a variety of driving factors including speed, longitudinal & lateral acceleration, time of the day and steering behaviour. It observes any deviation by you and alerts you, preventing mishaps caused by driver fatigue.



Mercedes-Benz

[HOME](#)

[ULTIMATE TOURING TRAILS](#) [CONTEST](#)

[EXPLORE!](#)

[CATCH THE B.UZZ](#)

[CONTACT US](#)



SCUBA DIVING

RIVER RAFTING

SKYDIVING

TREKKING



ROAD TRIPS



[WATCH](#)

Your last bid to adventure begins.

The time to enter the Ultimate Touring Trails competition is today. Experience thrills like never before with India's first Sports Tourer, the new B-Class from Mercedes-Benz. Breath-taking locations and your favourite stars beckon with a competition like no other.

Are you ready to B?

Competition ends:
Monday 3rd September

[Participate now →](#)





Race with the stars.

The C-Class. Prepare for pole position.

Asphalt has never been so enticing. Get ready to race with the stars in a car that promises power, precision and pedigree.

You can now avail of either a Low EMI of Rs. 36,666*, 0% Interest Rate* or Zero Down Payment*.

What's more, you have the opportunity to witness the pulse pounding action at the race at Monte Carlo** in person. So gear up and get to your nearest dealership to take a test drive today.

* Offer on C 220 CDI only. Offers at the sole discretion of dealers and financier. Terms & conditions apply. Accessories, colours and fitments shown may not be part of standard specification. **Conditions apply. Offer for two lucky draw winners and their spouses only. Limited period offer. Can be withdrawn without any prior notice. Mercedes-Benz cars: series W 204 meets Bharat Stage III emission norms.

Fill in your details to experience luxury that is just a drive away.

| | |
|---------------------|----------------------|
| Name * | <input type="text"/> |
| Email * | <input type="text"/> |
| Mobile * | <input type="text"/> |
| Landline | <input type="text"/> |
| Age * | <input type="text"/> |
| Occupation * | <input type="text"/> |
| Current car owned * | <input type="text"/> |
| City * | <input type="text"/> |

*Mandatory fields

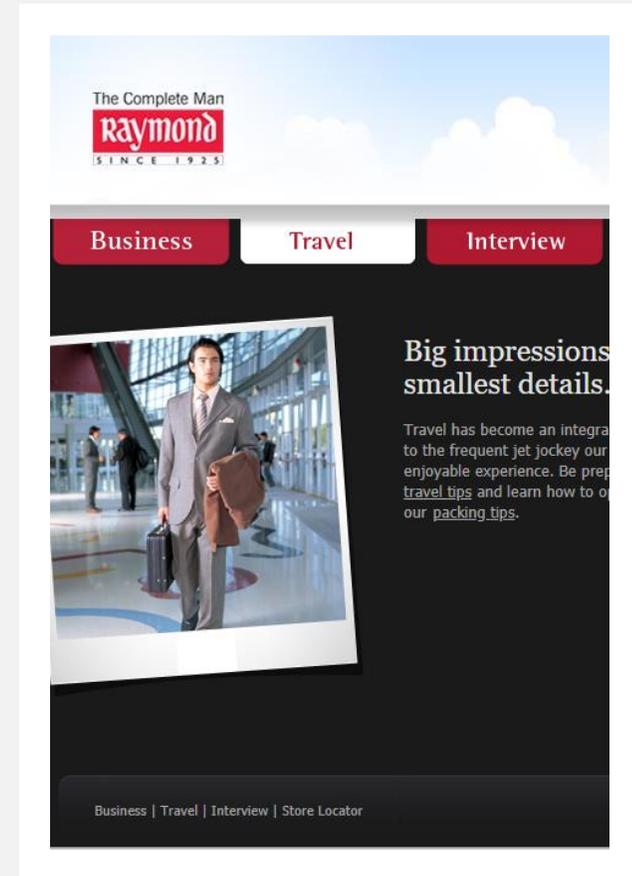
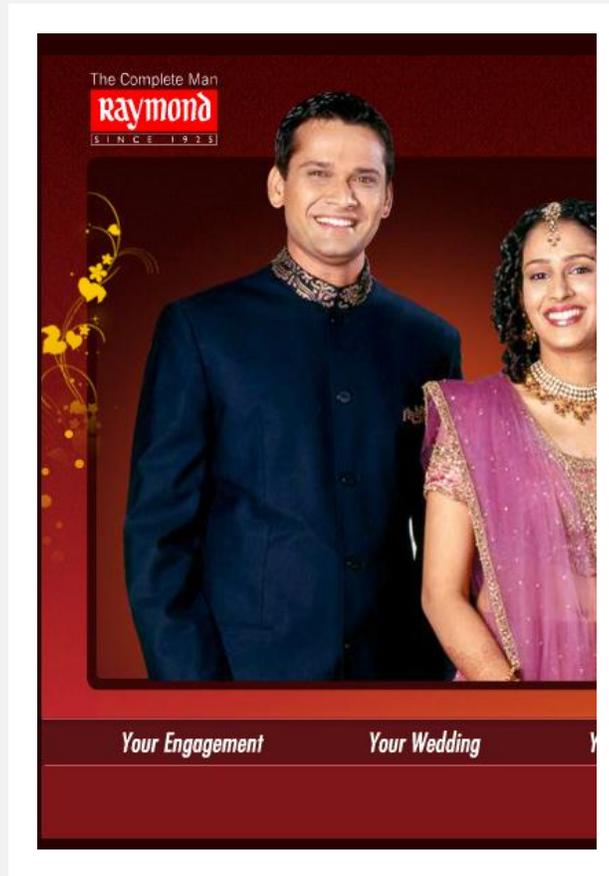
Submit

Raymond Websites

Completing the 'Complete Man'

Bringing Raymond's iconic 'Complete Man' into the digital age with websites that focused on being suited for the right occasion.

- ▶ Information architecture and content for websites on wedding attire and corporate & travel.
- ▶ Creating banner campaigns to drive traffic to the site.



Raymond Wedding
Wear Website:
<http://wedding.raymond.in/>
Helping complete
Raymond's
Complete Man on
his most important
day. With fashion
advice for the three
big days.



The Complete Man
Raymond
SINCE 1923

Make a momentous beginning.
Effortlessly.

skip intro

Sound off | on

Your Engagement Your Wedding Your Reception

© Copyright 2009 Raymond India | Designed and Developed by RK SWAMY Interactive

The image shows a website interface for Raymond Wedding Wear. At the top left is the Raymond logo with the tagline 'The Complete Man SINCE 1923'. To the right of the logo are several navigation icons: a white jacket, a red circle with a white question mark, a blue notepad with a pen, a red book labeled 'Style Guide', a blue laptop, and a magnifying glass. The main content area features a photograph of a smiling couple. The man is wearing a dark blue Nehru-style jacket with a patterned collar, and the woman is wearing a pink and gold saree with a matching blouse and jewelry. To the right of the couple, the text 'Make a momentous beginning. Effortlessly.' is displayed in yellow and red. Below the couple's photo is a 'skip intro' button. At the bottom of the main area is a 'Sound off | on' control. Below the main content area is a dark red navigation bar with three buttons: 'Your Engagement', 'Your Wedding', and 'Your Reception'. At the very bottom of the page is a small copyright notice: '© Copyright 2009 Raymond India | Designed and Developed by RK SWAMY Interactive'.

The Complete Man
Raymond
SINCE 1935



Make her proud.
From this day on.

skip intro

Sound off | on

Your Engagement

Your Wedding

Your Reception

The Complete Man
Raymond
SINCE 1925



Make your future memories perfect.
Today.

skip intro

Sound off | on

Your Engagement

Your Wedding

Your Reception



How to make the occasion of a lifetime, last a lifetime.

With wedding bells on the horizon it is time to prepare for your special day. A well planned wedding is the first step to your 'happily ever after'. Dress up to the nines on this special occasion with a wide variety of fabrics suited for weddings from Raymond.

The Raymond wedding guide helps you select the right fabric that suits the occasion whether you wish to make your mark in a **suit**, or get in touch with your roots in **ethnic wedding** formals. Win the hearts of your bride-to-be and relatives on every occasion with a winning match of fabrics from Raymond.

Sound off | on

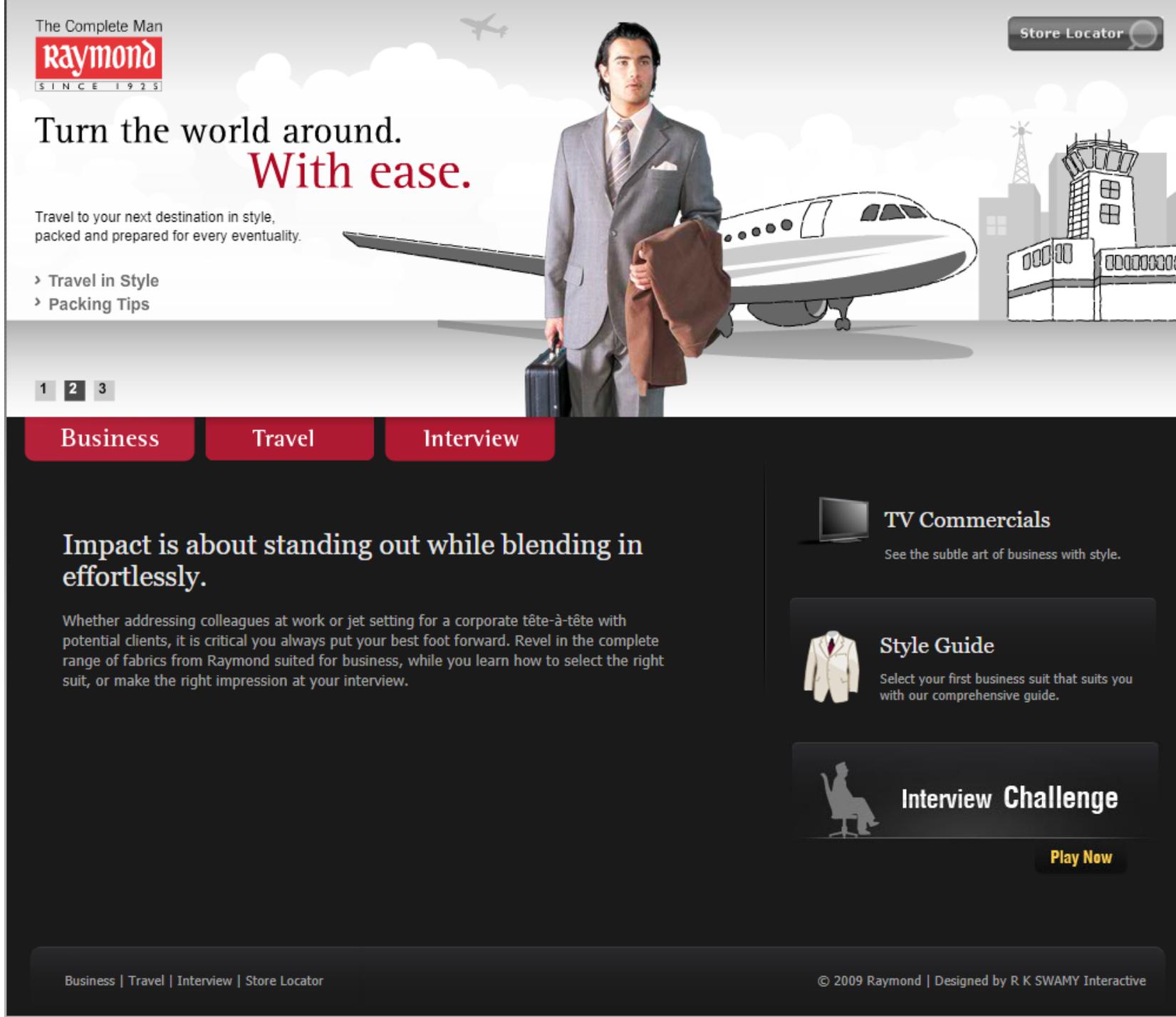
Your Engagement

Your Wedding

Your Reception

Raymond Corporate
Wear Website:
<http://corporatewear.raymond.in/>

The site aims to promote a range of suiting fabrics that are ideal for business wear. What's more it is rich with sartorial advice that helps you make the right first impression right off the bat.



The Complete Man
raymond
SINCE 1925

Store Locator

Turn the world around. With ease.

Travel to your next destination in style, packed and prepared for every eventuality.

- > Travel in Style
- > Packing Tips

1 2 3

Business **Travel** **Interview**

Impact is about standing out while blending in effortlessly.

Whether addressing colleagues at work or jet setting for a corporate tête-à-tête with potential clients, it is critical you always put your best foot forward. Revel in the complete range of fabrics from Raymond suited for business, while you learn how to select the right suit, or make the right impression at your interview.

TV Commercials

See the subtle art of business with style.

Style Guide

Select your first business suit that suits you with our comprehensive guide.

Interview Challenge

[Play Now](#)

Business | Travel | Interview | Store Locator

© 2009 Raymond | Designed by R K SWAMY Interactive

Business

Travel

Interview



Earn your stripes, with easy elegance.

Make a favourable impression whether meeting clients in the boardroom, at conferences, or for a business lunch. Be the centre of attention, clad in a suit tailored to perfection in fabric from the *Premium Collection* from Raymond as you bring your skills to the fore to seal the deal or to sway the crowds. Learn how to present with panache with our section on [presentation tips](#) and select the right suit that means business, whatever the venue with our [dressing tips – suits](#) section.

Meetings

[Presentation Tips](#)

[Dressing Tips – Suits](#)

[Knotting a Tie](#)

Office Formals

[Dressing Tips – Shirts](#)

[Dressing Tips – Trousers](#)



Style Guide



TV Commercials



Business

Travel

Interview



Big impressions come from the smallest details.

Travel has become an integral part of business. From the first time flyer to the frequent jet jockey our tips on travel help make your trip a more enjoyable experience. Be prepared for every eventuality with our [travel tips](#) and learn how to optimise your space, travelling light with our [packing tips](#).

Travel tips

[Tips for Travellers](#)

[Packing Tips](#)



Style Guide



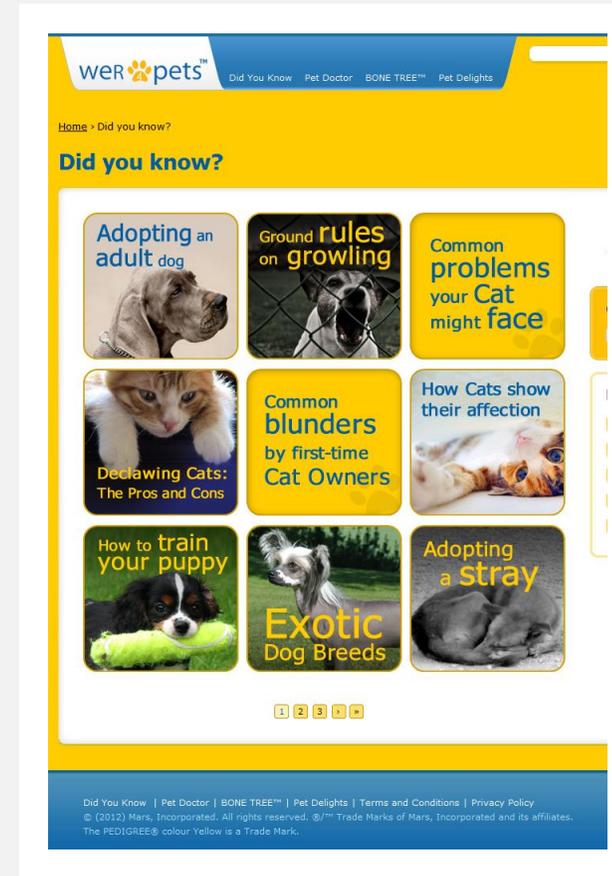
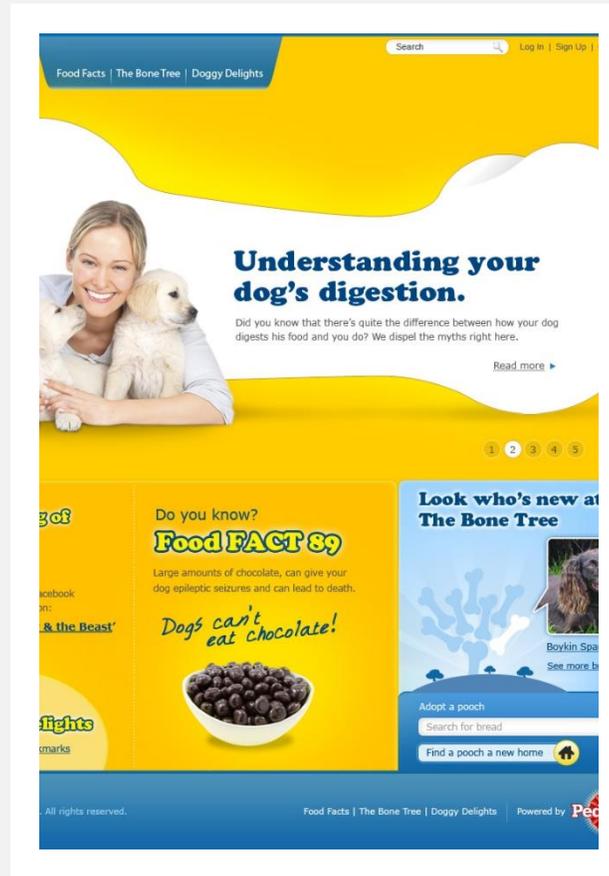
TV Commercials

Pedigree WeR4pets

Creating a new content focussed social CRM property for pet food brand Pedigree

Wer4Pets was conceived as a social platform for pet owners and pet lovers with content at its core.

- ▶ Information architecture and UX for websites including conceptualizing functionality.
- ▶ Creating content for the site and guiding a team of writers to craft content on an on-going basis for the brand.
- ▶ Vendor management for the outsourced build and internal team management for the site revisions subsequently.



This is the first iteration of WeR4Pets



Understanding your dog's digestion.

Did you know that there's quite the difference between how your dog digests his food and you do? We dispel the myths right here.

[Read more](#) ▶



Fairest dog of them all



Jimmy

Join our facebook competition:

'Beauty & the Beast'



Doggy Delights

▶ [Screensaver](#) ▶ [Bookmarks](#)

Do you know?

Food FACT 89

Large amounts of chocolate, can give your dog epileptic seizures and can lead to death.

Dogs can't eat chocolate!



Look who's new at The Bone Tree



Boykin Spaniel Dog

[See more breeds](#) ▶

Adopt a pooch

Search for breed [Go](#)

Find a pooch a new home 

At **Wer4pets™** you can learn, connect with other pet parents and have loads of fun!



The BONE TREE™

Searching for information about a breed? The BONE TREE™ brings you insights about your favorite pooches.

[Try it now ▶](#)

1 2 3 4

Latest reads



Bringing home an adult dog

[Adopting an adult dog](#)

Famous dog of the week



Laika

Soviet space dog that became the first animal to orbit the earth.



Trump card of the week



[Download](#)

Dogix



Check out our latest comic strip today.

Dogwords



Download our latest crosswod

Puzzles



Solve our latest puzzles

Pet Delights

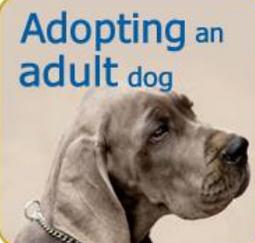
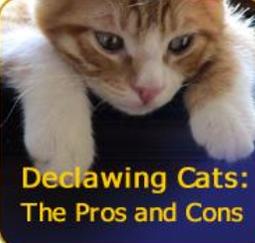
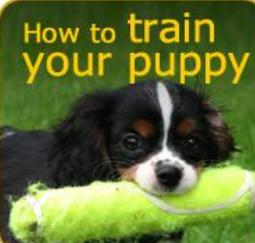


Screensavers and Bookmarks

The site provides a range of content for both existing pet parents and prospective ones.

[Home](#) > [Did you know?](#)

Did you know?

| | | |
|--|--|---|
|  <p>Adopting an adult dog</p> |  <p>Ground rules on growling</p> |  <p>Common problems your Cat might face</p> |
|  <p>Declawing Cats: The Pros and Cons</p> |  <p>Common blunders by first-time Cat Owners</p> |  <p>How Cats show their affection</p> |
|  <p>How to train your puppy</p> |  <p>Exotic Dog Breeds</p> |  <p>Adopting a stray</p> |



Categories

-Category-

- Most Read**
1. The marvels of gravy food
 2. Why Dogs Eat Grass
 3. Dealing with separation anxiety
 4. Tips for keeping your dog healthy during the Monsoon
 5. The ten golden rules of puppy care

The Bone Tree



Find a Breed : A B C **D** E F G H I J K L M N O P Q R S T U V W X Y Z

The Bone Tree

If you have a bone of contention about a breed, this is the place to solve it. The bone tree brings together not just everything you need to know about the most popular dog breeds, but likeminded people interested in the same. You can even help find a new home for a dog of your favourite breed.

Using the bone tree

Using the bone tree needn't make you barking mad. Here's how to do it.

- 1 Pick a bone to learn about a breed.
- 2 Click read more for additional details.
- 3 Contribute by adding a breed to the tree.
- 4 Share the tree with your friends.

The Bone tree was conceived to be the platform that brought it all together. Dog profiles, pet parents and dogs that are up for adoption.



Dalmatian

Guard dogs, rescue dogs, they are good with children.

Tell Your Friend

Like +4 retweet

SHARE

- Weight: 39-75 lbs
- Temperament: Active
- Expected Lifespan: Upto 20 years
- Litter size: 4-6 Puppies
- Noise levels: Loud
- Food Habits: Greedy

- Description
- Temperament
- Food Habits
- Care
- Activity Level
- History

Description:

Along with being intelligent, energetic, and alert dogs, Dalmatians have a great deal of stamina, which means they need physical and mental outlets in the family environment.

These sports can provide the challenges Dalmatians need: agility, flyball, tracking, rally, traditional obedience training, and scent hurdling (in which the dog goes over four jumps and picks up one of four articles previously scented).

Dalmatians also bond with people in animal-assisted therapy. As sensitive dogs, Dalmatians respond well to a reward-based approach to training, although food rewards should be given in small pieces to prevent weight gain.

Dalmatian Owner

- Moonlight
- Jems
- MUNNA
- ANIME obsessed
- DBSK
- shetty

See more

For Adoption:

- Jimmy
- Rocky
- Dolly

Add a dog + See more

Testimonial

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

read more

- RUBIK A. Lorem ipsum dolor sit amet

Add Testimonial +

Look who is barking :

- LOREM IPSUM 3 days ago
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- LOREM IPSUM 2 days ago
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- LOREM IPSUM 2 days ago
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Each bone of the bone tree features a dog breed with a wealth of information.

What's more it was cross connected with other breed owners and charitable organizations that had that particular dog up for adoption.

Comics add a little fun to the site.

This particular format ensured the characters are modular in nature and easy to create a layout for.

[Home](#) > [Tall Tails](#)

Dogix

Tall Tails | Thu, 2012-03-08 20:07

[◀ Previous](#) | [Next ▶](#)



[Share](#) [Like](#) [Tweet](#) 0 [+1](#) 0

[Log in](#) or [register](#) to post comments

Latest Dogix

1. [Tall Tails](#)
08 Mar 12
2. [Tree talk](#)
08 Mar 12
3. [Dog Day Afternoon](#)
09 Jan 12
4. [The Christmas Present](#)
26 Dec 11

Dogwords



Download our latest crossword
[more ▶](#)

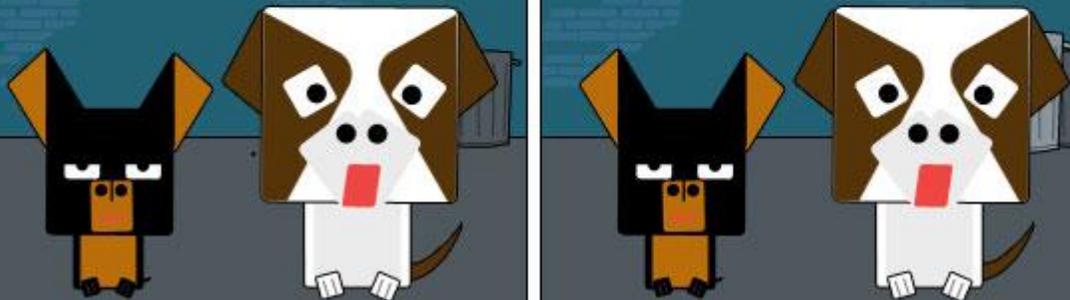
Puzzles



Solve our latest puzzles
[more ▶](#)



This Dog's Day



I'm telling you Bernie,
it's going to be
the latest fad
amongst dogkind.

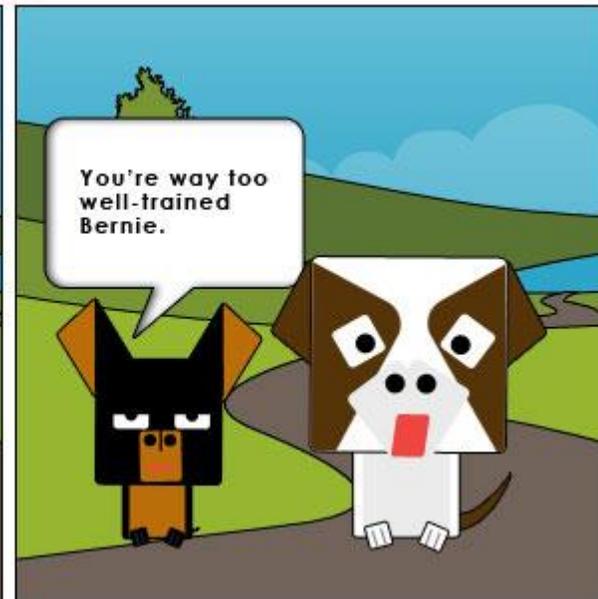
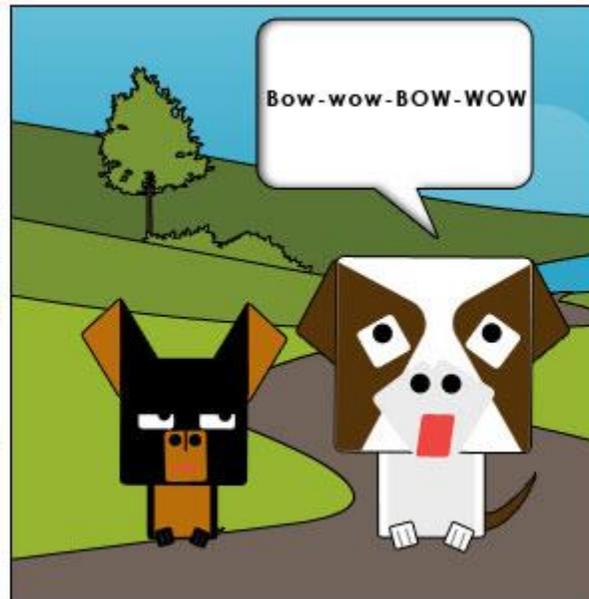
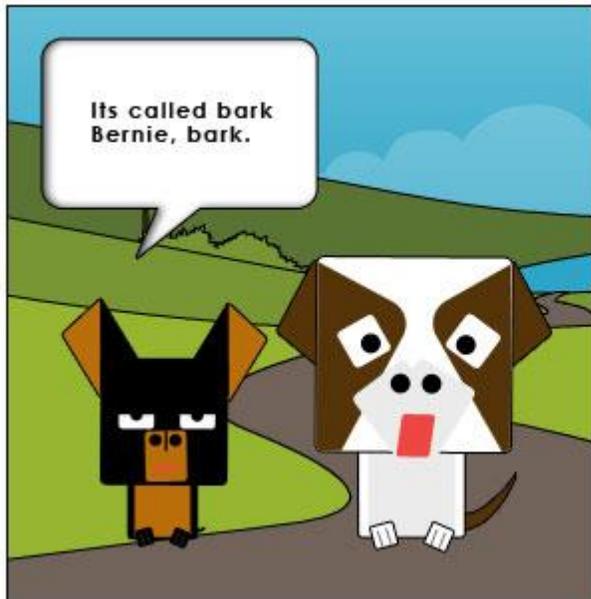
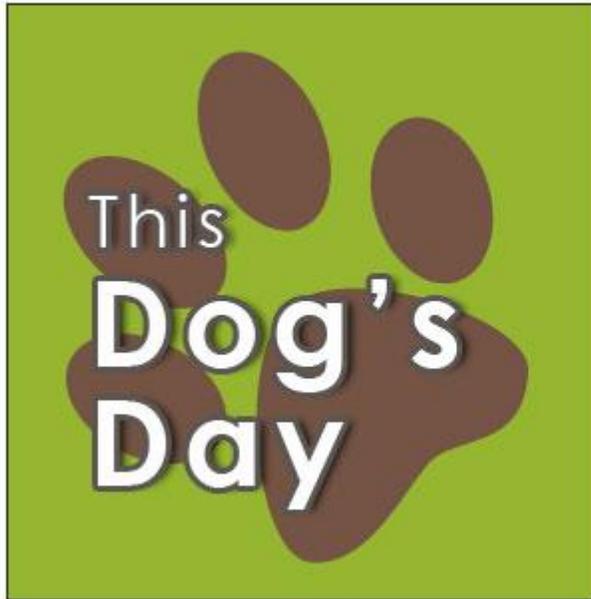
You sure?

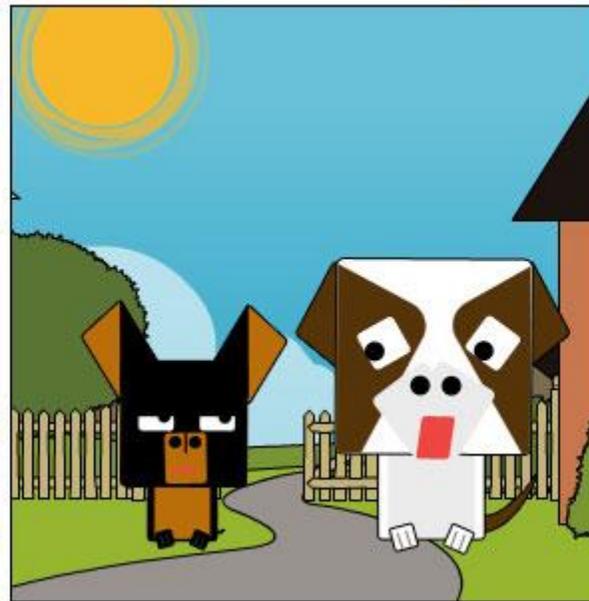
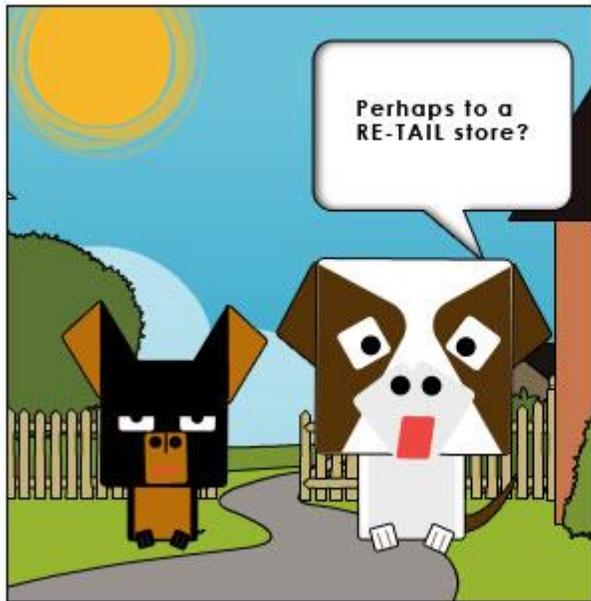
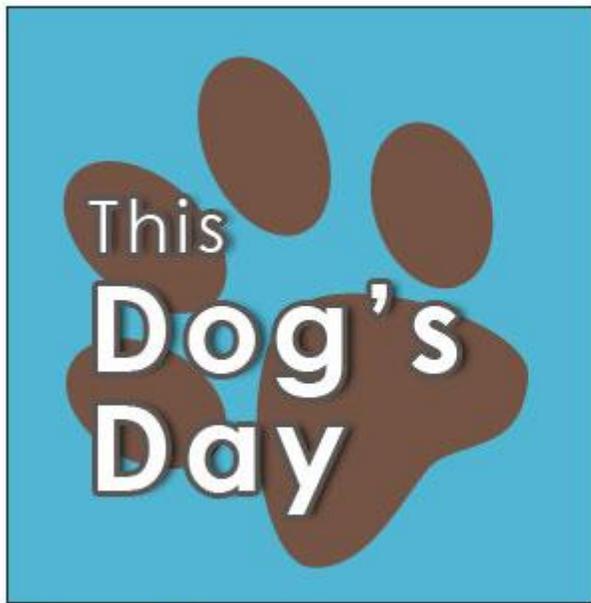
Yes its a style
statement like
no other. Its
forward thinking.

Every pooch that's
dog enough is
going to want one.
There are even
Chinese rip offs
available!

Those dog
pyjamas are one
wierd Christmas
present.

Yeh!





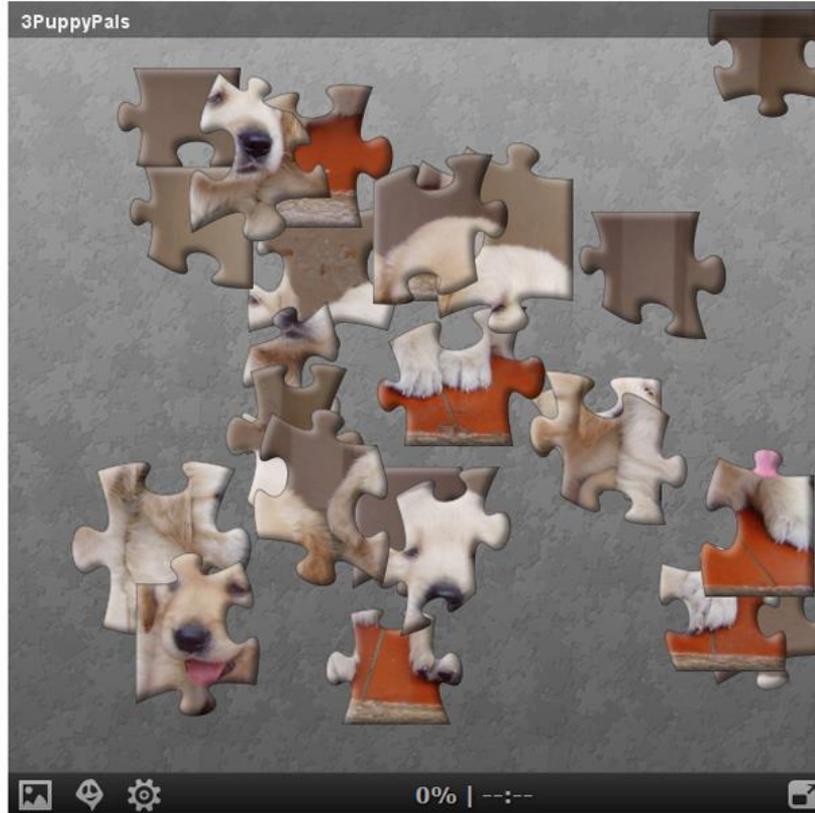
Adding fun elements like a jigsaw puzzle by using existing web components all help to drive engagement and time on site.

[Home](#) > [3 Puppy Pals](#)

Puzzle

3 Puppy Pals | Tue, 2011-12-27 14:56

[← Previous](#) | [Next →](#)



0% | --:--

[Share](#) [Like](#) [Tweet](#) [+1](#)

- ### Latest Puzzles
1. **3 Puppy Pals**
27 Dec 11
 2. **The Yellow Frisbee**
20 Dec 11

Dogix



Check out our latest comic strip today.
[more](#)

Dogwords



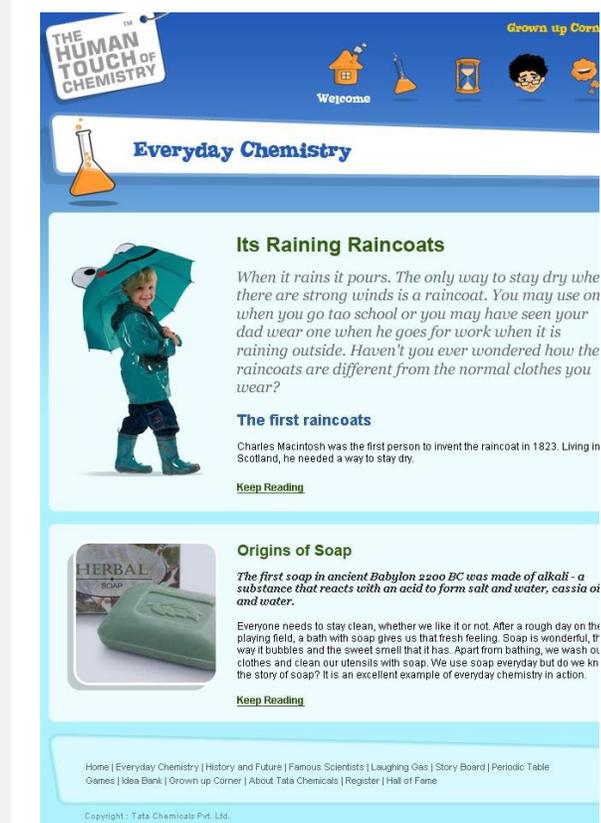
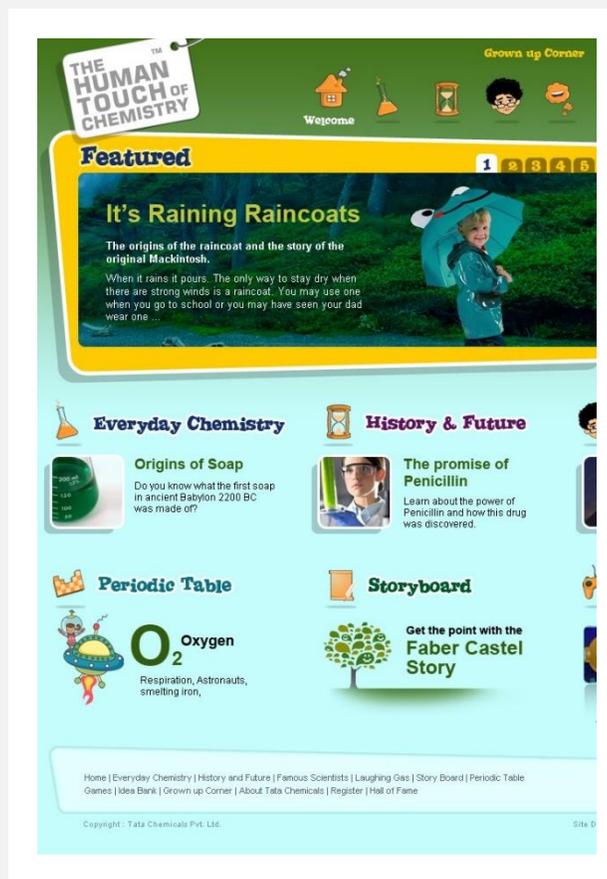
Download our latest crossword
[more](#)

Human Touch of Chemicals for Tata Chemicals

Creating a kid friendly website to promote an interest in Chemistry & positive PR.

Wer4Pets was conceived as a social platform for pet owners and pet lovers with content at its core.

- ▶ Information architecture and UX including conceptualizing functionality.
- ▶ Creating content for the site and guiding a team of external experts to write articles for the same.





Welcome

Featured

1 2 3 4 5

It's Raining Raincoats

The origins of the raincoat and the story of the original Mackintosh.

When it rains it pours. The only way to stay dry when there are strong winds is a raincoat. You may use one when you go to school or you may have seen your dad wear one ...



Search

Go

Login

Username:

Password:

Submit

[Forgot your password ?](#)

[Register Now](#)



Everyday Chemistry



Origins of Soap

Do you know what the first soap in ancient Babylon 2200 BC was made of?



History & Future



The promise of Penicillin

Learn about the power of Penicillin and how this drug was discovered.



Famous Scientist



Joseph Priestley

See how Joseph Priestley added fizz in our life with the discovery of soda water and oxygen.



Periodic Table



O₂ Oxygen

Respiration, Astronauts, smelting iron,



Storyboard



Get the point with the Faber Castel Story



Games



Chemistry Twist

Are you game to challenge your friends?



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Everyday Chemistry

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Its Raining Raincoats

When it rains it pours. The only way to stay dry when there are strong winds is a raincoat. You may use one when you go to school or you may have seen your dad wear one when he goes for work when it is raining outside. Haven't you ever wondered how these raincoats are different from the normal clothes you wear?

The first raincoats

Charles Macintosh was the first person to invent the raincoat in 1823. Living in rainy Scotland, he needed a way to stay dry.

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Origins of Soap

The first soap in ancient Babylon 2200 BC was made of alkali - a substance that reacts with an acid to form salt and water, cassia oil and water.

Everyone needs to stay clean, whether we like it or not. After a rough day on the playing field, a bath with soap gives us that fresh feeling. Soap is wonderful, the way it bubbles and the sweet smell that it has. Apart from bathing, we wash our clothes and clean our utensils with soap. We use soap everyday but do we know the story of soap? It is an excellent example of everyday chemistry in action.

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Its Raining Raincoats

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The first raincoats

Charles Macintosh was the first person to invent the raincoat in 1823. Living in rainy Scotland, he needed a way to stay dry. In fact it is due to his invention that for long-time raincoats was known as Macintoshes. People have tried to make water-resistant fabrics since the 13th Century when the people of South America coated fabrics with natural latex to make water-resistant footwear.

Waterproof mixtures

In 1748 French scientist François Fresneau invented a way to use turpentine as a rubber solvent. He used this to coat fabrics making them waterproof. It was only after 70 years that James Syme discovered that coal tar naphtha (a hydrocarbon mix) could dissolve rubber and used for waterproofing. Coal tar was available as a by-product of the coal based gas street lamps.

The original Macintosh

Macintosh bought coal tar from the Glasgow Gas Light Company. He first tried to extract Ammonia from this mixture to use in his father's dye company. He still had extra coal tar naphtha. Soon he discovered that rubber could dissolve in this. Fabric that was coated with this mixture became waterproof. The problem though was that this fabric remained sticky and had a bad smell. The sticky problem was resolved by sticking two sheets with the rubber between them. Early raincoats were also stiff to wear.

Improvements in rainwear

Over the years others have improved on Macintosh's discovery. The discovery of cold cure vulcanization removed the stickiness of the coal tar and naphtha mixture. This meant that multiple layers were no longer necessary.

Making modern raincoats

Today's raincoats are made of synthetic polymers and come in various colours. A major difference between the raincoat you wear today and the first raincoats is that new raincoats allow your perspiration to escape. This is achieved by a polyurethane layer that absorbs water.

Tags : Raincoats, synthetic, polyurethane, rainwear, waterproof, hydrocarbon mix, naphtha, waterproof mixtures.

Print PDF SHARE

Have your say

You may also like

- Learn how to make clouds with cloud seeding.
- Going green over greenhouse gases.
- The chemistry behind chocolate.
- Discovering the dangers of Acid rain.

Take the Quiz

What was the problem with the first raincoat?

- It was smelly and stiff
- It was not available in different styles
- It didn't keep out the rain

Submit



Periodic Table

Get to know your favourite element & join in the fun

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|--|--|--|
| H ¹ | | | | | | | | | | | | | | | | | He ² | | | | | | | | | | | | |
| Li ³ | Be ⁴ | | | | | | | | | | | B ⁵ | C ⁶ | N ⁷ | O ⁸ | F ⁹ | Ne ¹⁰ NEON | | | | | | | | | | | | |
| Na ¹¹ | Mg ¹² | | | | | | | | | | | Al ¹³ | Si ¹⁴ | P ¹⁵ | S ¹⁶ | Cl ¹⁷ | Ar ¹⁸ Ar | | | | | | | | | | | | |
| K ¹⁹ | Ca ²⁰ | Sc ²¹ | Ti ²² | V ²³ | Cr ²⁴ | Mn ²⁵ | Fe ²⁶ | Co ²⁷ | Ni ²⁸ | Cu ²⁹ | Zn ³⁰ | Ga ³¹ | Ge ³² | As ³³ | Se ³⁴ | Br ³⁵ | Kr ³⁶ | | | | | | | | | | | | |
| Rb ³⁷ | Sr ³⁸ | Y ³⁹ | Zr ⁴⁰ | Nb ⁴¹ | Mo ⁴² | Tc ⁴³ | Ru ⁴⁴ | Rh ⁴⁵ | Pd ⁴⁶ | Ag ⁴⁷ | Cd ⁴⁸ | In ⁴⁹ | Sn ⁵⁰ | Sb ⁵¹ | Te ⁵² | I ⁵³ | Xe ⁵⁴ | | | | | | | | | | | | |
| Cs ⁵⁵ | Ba ⁵⁶ | | | | | | | | | | | Hf ⁷² | Ta ⁷³ | W ⁷⁴ | Re ⁷⁵ | Os ⁷⁶ | Ir ⁷⁷ | Pt ⁷⁸ | Au ⁷⁹ | Hg ⁸⁰ | Tl ⁸¹ | Pb ⁸² | Bi ⁸³ | Po ⁸⁴ | At ⁸⁵ | Rn ⁸⁶ | | | |
| Fr ⁸⁷ | Ra ⁸⁸ | | | | | | | | | | | Rf ¹⁰⁴ | Db ¹⁰⁵ | Sg ¹⁰⁶ | Bh ¹⁰⁷ | Hs ¹⁰⁸ | Mt ¹⁰⁹ | Ds ¹¹⁰ | Rg ¹¹¹ | | | | | | | | | | |
| | | La ⁵⁷ | Ce ⁵⁸ | Pr ⁵⁹ | Nd ⁶⁰ | Pm ⁶¹ | Sm ⁶² | Eu ⁶³ | Gd ⁶⁴ | Tb ⁶⁵ | Dy ⁶⁶ | Ho ⁶⁷ | Er ⁶⁸ | Tm ⁶⁹ | Yb ⁷⁰ | Lu ⁷¹ | | | | | | | | | | | | | |
| | | Ac ⁸⁹ | Th ⁹⁰ | Pa ⁹¹ | U ⁹² | Np ⁹³ | Pu ⁹⁴ | Am ⁹⁵ | Cm ⁹⁶ | Bk ⁹⁷ | Cf ⁹⁸ | Es ⁹⁹ | Fm ¹⁰⁰ | Md ¹⁰¹ | No ¹⁰² | Lr ¹⁰³ | | | | | | | | | | | | | |



Untitled Document - Mozilla Firefox
<http://www.humantouchofchemistry.com/sites/all/themes/zen/chem/pages/periodictable.html>

Periodic Table



Cr Chromium

Chróma (Greek)

| | |
|-------------------|---------------------------------|
| Colour | silvery metallic |
| Standard State | solid at 298 K |
| Category | transition metal |
| Atomic weight | 51.996 g.mol ⁻¹ |
| Atomic number | 24 |
| Density | 7.19 g.cm ⁻³ at 20°C |
| Melting point | 1907 °C |
| Boiling-point | 2672 °C |
| Isotopes | 50Cr, 51Cr, 52Cr, 53Cr, 54Cr, |
| Crystal Structure | body-centered cubic |

Hello! A bright good morning to you. I am Chromium and it's nice to meet you. My chemical element, has the symbol Cr and atomic number 24, and I am the first element in Group 6, the transition metals. I am a steely-gray, lustrous, hard metal that takes a high polish and has a high melting point. It's hard for you to find me as I am odourless, tasteless, and malleable.

Why see how shiny I can be, join me for a cup of tea.

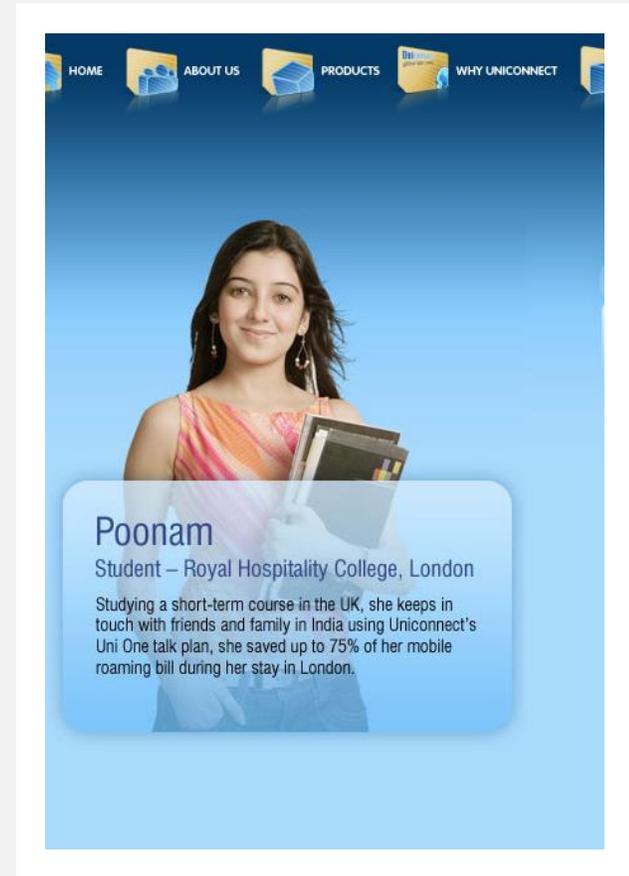
My name was derived from the Greek word "chroma" which means colour. This is because many of my compounds are quite colourful. You know me today because I was discovered by Louis Nicolas Vauquelin in the mineral crocoite (lead chromate) in 1797. Crocoite was used as a pigment and after the discovery the mineral, chromite one of my cousin was used to produce pigments as well.

Transferring data from www.humantouchofchemistry.com...

Uniconnect Sims

Using personas to connect the product with the consumers for Global SIM card brand Uniconnect to illustrate the different target audiences that this brand is ideal for.

- ▶ Information architecture and Content



[Home](#)[About us](#)[Products](#)[Why Uniconnect](#)[Travel Info](#)[Faqs](#)[Contact Us](#)

Welcome to Uniconnect

Planning an international travel trip and looking for an affordable way to stay connected with business associates, family and friends ? Look no further! Everything you need to know about the most cost effective global roaming solution is available right here.



Cost Efficient

Credible

Convenient



Coverage

More than 200 countries
can be accessed on
single card

Click on the travel profile bellow that is similar to your communication needs.





Poonam
Student – Royal Hospitality College, London

Studying a short-term course in the UK, she keeps in touch with friends and family in India using Uniconnect's Uni One talk plan, she saved up to 75% of her mobile roaming bill during her stay in London.

Our Products

UNI ONE - United Kingdom

Your travel essential for long stays in the UK

Enjoy the lowest tariff rates and the best coverage in the UK with Uni One. UNICONNECT'S exclusive tie-up with Telefonica O2, U.K.'s premier mobile service provider enables you to access the most affordable and cost efficient roaming service in the UK.

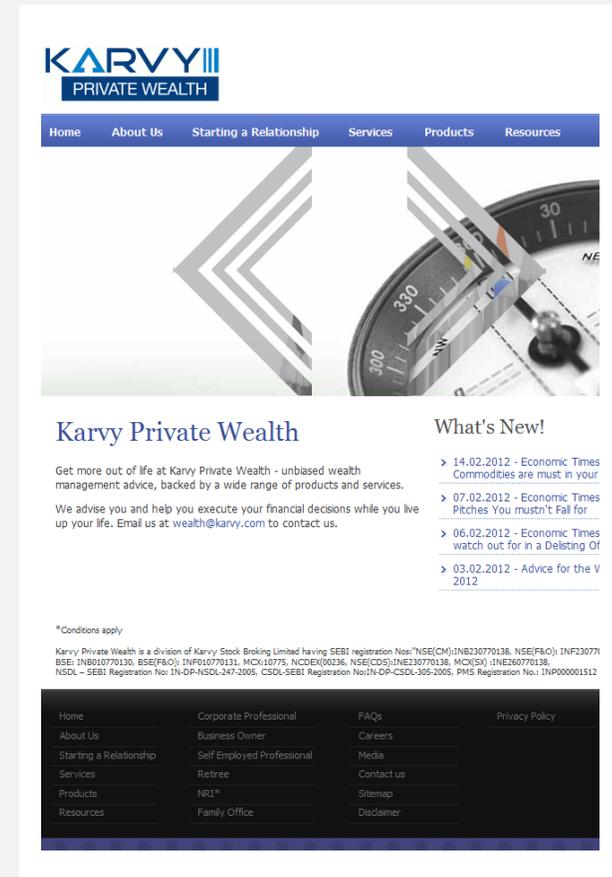
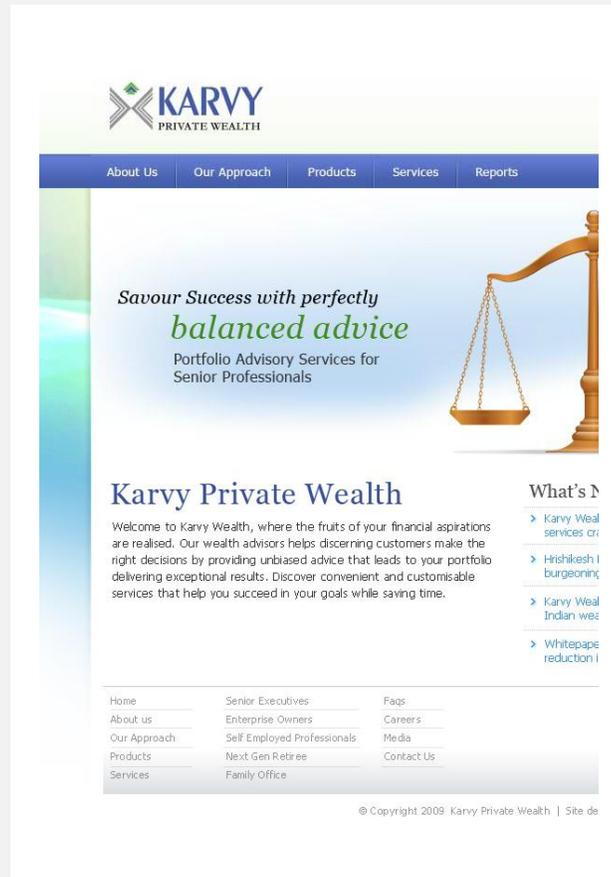
- Full roaming facility throughout Europe
- Free incoming calls within the UK
- Free incoming SMS from anywhere in the world
- Free subscription to any value added services
- Lowest call charges within the UK
- Cost effective international tariffs
- Highest number of GPRS roaming tie ups world wide



Finance related sites

Apart from FMCG sites there have been a number of Banking & Financial Sector clients I have worked on. Notables ones include work for Karvy Private Wealth, LIC, FIMMDA, Quantum Mutual Fund and more. Here are samples of work done for Karvy.

- ▶ Karvy Private Wealth initial design UX and content creation
- ▶ FIMMDA homepage redesign



*Savour Success with perfectly
balanced advice*

Portfolio Advisory Services for
Senior Professionals



Karvy Private Wealth

Welcome to Karvy Wealth, where the fruits of your financial aspirations are realised. Our wealth advisors help discerning customers make the right decisions by providing unbiased advice that leads to your portfolio delivering exceptional results. Discover convenient and customisable services that help you succeed in your goals while saving time.

What's New !

- > Karvy Wealth introduces a new range of services crafted for NRI's.
- > Hrishikesh Parandekar speaks about the burgeoning private wealth in India.
- > Karvy Wealth aims at top ten position in Indian wealth management.
- > Whitepaper on how credit limit reduction impacts your credit score.

Senior Executives

- > Portfolio Advisory
- > Retirement Planning
- > Insurance Planning
- > Investment Advice
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email : info@karvyprivatewealth.com

contact : 9967037241



Karvy Private Wealth

Get more out of life at Karvy Private Wealth - unbiased wealth management advice, backed by a wide range of products and services.

We advise you and help you execute your financial decisions while you live up your life. Email us at wealth@karvy.com to contact us.

*Conditions apply

Karvy Private Wealth is a division of Karvy Stock Broking Limited having SEBI registration Nos: "NSE(CM):INB230770138, NSE(F&O): INF230770138, BSE: INB010770130, BSE(F&O): INF010770131, MCX:10775, NCDEX(00236, NSE(CDS):INE230770138, MCX(SX) :INE260770138, NSDL – SEBI Registration No: IN-DP-NSDL-247-2005, CSDL-SEBI Registration No:IN-DP-CSDL-305-2005, PMS Registration No.: INP000001512

What's New!

- > 14.02.2012 - Economic Times: Why Commodities are must in your portfolio
- > 07.02.2012 - Economic Times: Four Sales Pitches You mustn't Fall for
- > 06.02.2012 - Economic Times: What to watch out for in a Delisting Offer
- > 03.02.2012 - Advice for the Wise February 2012

CORPORATE PROFESSIONAL

BUSINESS OWNER

SELF EMPLOYED PROFESSIONAL

- > Comprehensive Financial Planning
- > Wealth Review & Investment Strategy
- > Retirement Planning through Goal-driven Investing
- > Risk Management & Insurance Planning
- > Property Purchase & Financing

RETIREE

NRI*

FAMILY OFFICE

Pharma related sites

In the pharma space I have done work on sites for Hansa Med Cell which is a Pharama focused marketing agency and for Gelixer which is a product for patients with arthritis

- ▶ Content creation for Hansa Med Cell
- ▶ Content creation oversight for Gelixer

HANSA MedCell



WELCOME TO HANSA MEDCELL

HANSA MedCell is a fully integrated and Independent medical communication and education company. It has a team of experienced doctors, content researchers, medical writers, technology experts and communication specialists who can assist in developing result oriented high impact programs. The team has a good blend of analytical, strategic, clinical, marketing, innovative and creative skills.

HANSA MedCell is a part of the R.K SWAMY/ HANSA Communication and Marketing Services Group of companies.

HANSA MedCell is a leading provider of distance education based Continuing Medical Education Services in India. It provides International and Indian options in CME self study programs and are made available in Text and Digital formats. It has established partnerships with leading institutions like Harvard Medical School, American College of Cardiology, CMC Vellore and National College of Chest Physicians (NCCP) to provide quality educational programs across specialties.

Additionally, HANSA MedCell provides Scientific Communication Materials in the form of Monographs, Newsletters, updates, leave behind literatures, Journal Watch, Abstract Compilations, Case Compilations, Atlases, Disease Dialogues, Algorithms, etc.

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GELIXER LIVE LIFE HAPPILY EVER AFTER



Clinical Evidence

We put **Gelixer CollagenPep** to the test. See how it fared in its Clinical rounds and the final result. Stay tuned to read about the latest research regarding CollagenPep and osteoarthritis.

HOME GELIXER



Pediatric Fever

What to do when the fever persists

[VIEW DETAILS](#)

WELCOME TO HANSA MEDCELL

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PROGRAMS

Fellowship Program



This one year distance education program, which is highly intensive and rigorous [readmore](#)

Post Graduate Certificate Programs



These distance education programs of 6 months duration serve as in depth courses in disease management. [readmore](#)

Specialist Certification Program



A one year online program in a specialty where a panel of Key opinion leaders in that Specialty who [readmore](#)

Self Study CME programs



Short programs in text and video formats. Successful completion of the built in test leads to [readmore](#)

Scientific Booklets



There are 6 titles available. The content can be customized as per requirement. [readmore](#)

Advocacy Program



We can form and manage a body of key opinion leaders to arrive [readmore](#)

Post Marketing Surveillance study



Multi location program of any size can be conducted by us. [readmore](#)



Distance Program

Distance Education Fellowship Program in Diabetology from CMC Vellore

This one-year program has been specially designed to improve the clinical skills of Consulting Physicians with a significant Diabetes Management practice. A textbook on Diabetes Management published by CMC Vellore forms the core of the program.

The textbook is broken into 12 sections; every month one section is covered. The participant receives a workbook and a video lecture every month pertaining to the section of the textbook designated for that month. The workbook would have multiple exercises and assignments. The assignments will have to be completed and returned for continuous assessment by the participant. A one-week contact program at CMC Vellore is mandatory. Satisfactory performance in the continuous assessment and successful completion of a final online exam will lead to awarding of Distance Education Fellowship.

The course fee for the program is Rs.40,000. Travel boarding and lodging costs of the participant for the contact program are extra.

If you are interested in joining this program register today, we will get in touch with you when the next batch commences.



[Click here to download the program brochure.](#)

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To access the vast resources on our site

CURRENT PROGRAMS

Distance Education Fellowship Program in Diabetology from CMC Vellore



This one-year program has been specially designed to improve the clinical skills of Consulting Physicians with a significant Diabetes Management practice.

[Read More](#)

Specialist Certificate Program in Dermatology



This one-year online program upgrades the skills of Dermatologists and Plastic Surgeons in Dermatotomy, Cosmetology, Trichology, Dermatohistopathology, Laser medicine and HIV medicine.

[Read More](#)

CME Programs



These short programs are in text and video formats. Successful completion of the built in test leads to certification. Indian and International program options are available.

[Read More](#)



Our Services

Fellowship Program

This one year distance education program, which is highly intensive and rigorous, has been specially designed for the practicing Physicians. The program comprises of Learning Modules which help get an in depth understanding of the subject, supported by video lectures which substitute classroom instruction and workbooks for self assessment and assignments. Successful completion of an online test at the end of the program will lead the certification. Some programs

Post Graduate Certificate Programs

These distance education programs of 6 months duration serve as in depth courses in disease management. Analysis of case studies forms the core of this program.

[Read More](#)

Specialist Certification Program

A one year online program in a specialty where a panel of Key opinion leaders in that Specialty who are masters in their sub specialty will deliver practical knowledge to the participants.

[Read More](#)

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Short programs in text and video formats. Successful completion of the built in test leads to certification. Indian and International program options are available.

[Read More](#)

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We can form and manage a body of key opinion leaders to arrive at an opinion, or prepare a guideline or recommend a set of actions.

Post Marketing Surveillance study

Multi location program of any size can be conducted by us.

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[Read More](#)

Specialist Certificate Program in Dermatology



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[Read More](#)

CME Programs



These short programs are in text and video formats. Successful completion of the built in test leads to certification. Indian and International program options are available.

[Read More](#)



CREATING PRODUCTS THAT HELP PEOPLE LIVE BETTER



Presenting Gelixer CollagenPep.

Don't let knee pain and osteoarthritis put the brakes on your life.

[Read More](#)

Clinical Evidence

We put **Gelixer CollagenPep** to the test. See how it fared in its Clinical rounds and the final result. Stay tuned to read about the latest research regarding CollagenPep and osteoarthritis.

Nitta Gelatin India Ltd.

Nitta Gelatin India Limited (NGIL) is a successful Indo-Japanese venture promoted by Nitta Gelatin Inc. Japan and Kerala State Industrial Developmental Corporation Ltd. A perfect blend of Japanese excellence and Indian innovation, NGIL has helped



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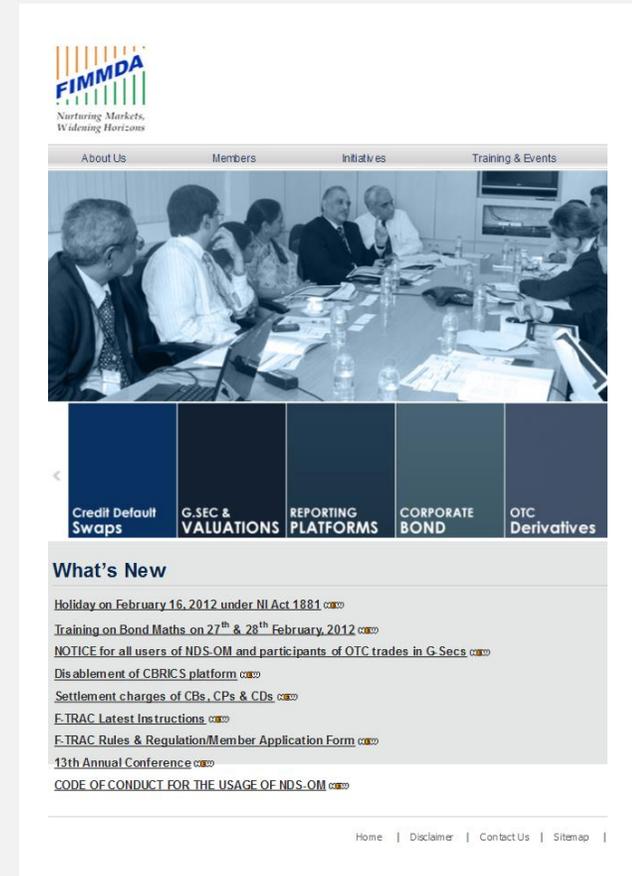
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B2B Sites

Zuari is a website focused at the agricultural community. The farmers who are the backbone of India's economy. FIMMDA is focused on the heads of treasury departments of both public sector and private sector banks who deal in derivatives.

- ▶ Zuari Information Architecture & Content
- ▶ FIMMDA homepage redesign UX





Zuari Industries Ltd.

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GO

*Dedicated to the well being of
the farming community*

Partners in Progress

Sound on | off

At Zuari, we understand every Indian farmer's need for effective, affordable and easily available fertilisers. We go beyond just providing products specifically formulated for farmer's fields by closely working with farmers, educating them in scientific techniques for optimal results. We also undertake programs and projects that improve the prosperity of India's agricultural community, facilitating the glory of farmers as we grow together.

Zuari Industries Ltd. is an Agri-Input company belonging to the KK Birla Group of Companies. Established in 1967, the company manufactures complex fertilisers and agricultural inputs, also contributing to the agricultural community with educational programs and developmental projects.





10yr BENCHMARK FOR IRF MARGINS

10 year G-Sec Benchmark -8.79%
2021 (with effect from 21st November
2011)

Price Band for
February 21st,
2012



Par Yield as on 17th
February 2012

1Yr - 8.28%

3Yr - 8.10%

5Yr - 8.27%

10 Yr - 8.24%

Credit Default
Swaps

G.SEC &
VALUATIONS

REPORTING
PLATFORMS

CORPORATE
BOND

OTC
Derivatives

Exchange
Traded
Derivatives

What's New

[Holiday on February 16, 2012 under NI Act 1881](#) 

[Training on Bond Maths on 27th & 28th February, 2012](#) 

[NOTICE for all users of NDS-OM and participants of OTC trades in G-Secs](#) 

[Dis ablement of CBRICS platform](#) 

[Settlement charges of CBs, CPs & CDs](#) 

[F-TRAC Latest Instructions](#) 

[F-TRAC Rules & Regulation/Member Application Form](#) 

[13th Annual Conference](#) 

[CODE OF CONDUCT FOR THE USAGE OF NDS-OM](#) 

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[Cash Settled IRF \(2Yr & 5Yr\) as on 13th Feb 2012](#)

[Liquid Securities for Short Selling for the Month of February 2012](#)

[Valuation OF Investments](#)





Social Media



facebook

Mercedes-Benz India

A STELLAR EVENT: AMG DRIVING ACADEMY

Automotive enthusiasts experienced passion like no other at the **AMG Driving Academy** this Easter weekend. There is something amazing about sharing your passion with like-minded individuals and driving cars like a racing driver. While some got to live out their excitement in the driver's chair, you can witness the spirit of AMG from the comfort of your armchair. This is the place to keep yourself updated with all AMG Driving Academy activities. Stay with us and be the first one to know when we are back with this exhilarating event.

>>> Video >>> Photo Gallery

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Raymond - The Complete Man

ARE YOU THE NEXT COMPLETE MAN?

Presenting the **raymond MODEL HUNT**

THE OPPORTUNITY OF A LIFETIME IS HERE!

Click Like to find out how you could be a Raymond model and win incredible prizes!

Terms & Conditions

Sandy Tan likes EverydayMe Singapore.

EverydayMe Singapore

Starting today, make your everyday extraordinary with EverydayMe.

Make every day extraordinary.

Introducing EverydayMe

Say hello to EverydayMe, Asia's leading source of beauty tips, welcome savings, free samples & more! It's time to turn ordinary days extraordinary. Join today!

WWW.EVERYDAYME.COM.SG

Like · Comment · Share · 10,345 · 1,189 · 460

Mercedes-Benz India

April 11

It's a date with a legend, served with the Stars. Answer our trivia questions correctly and you'll get a unique chance to meet Tennis legend Boris Becker and witness the grace of the GL-Class. Participate now - https://www.facebook.com/MercedesBenzIndia/app_137541772984354



Mercedes-Benz India

May 21

If you think you keep the party alive and pulsating, tweet your pictures with #AClassPulsate and win a trip to Ibiza or the new A-Class for a year.

Win an A-Class in a snap. Take your photo at a Pulsate Party. Tweet with #AClassPulsate to win.

Pulsate

Like · Comment · Share · 2,366 people like this.

Brett Fret #03

Do you have a pet that tries to break the speed barrier? My Charlie has me running around in circles.

But the fact that he is so healthy and energetic is probably because he loves his Pedigree.

I am PetLee

Brett Fret



Social Media

As the first social media writer for the agency I have helped craft the social voice for brands like Mercedes-Benz, Raymond and Pedigree.

In Dentsu Singapore I helped analyze social strategy and performance using tools like Social Bakers for drink brand Peel Fresh. Which was a client we pitched for and won.

Raymond

Give the Complete Man a younger and more social tone of voice

Helping create the first social media driven model hunt for a Raymond model, managing the social calendar and creating yearly engagement properties.

- ▶ Created and covered Raymond Model Hunt event.
- ▶ Created contests around Mother's Day that was converted into a yearly engagement piece drawing over 155 entrants a year.
- ▶ Grew the fan base from 0 to 263,260 fans in 6 months.



ARE YOU THE NEXT
COMPLETE MAN?

Presenting the
raymond
MODEL HUNT

THE OPPORTUNITY OF A LIFETIME IS HERE!

Click  Like to find out how you could be a Raymond model and win incredible prizes!

Presenting the
MOMENTS WITH MOM
contest by **raymond**

PERFECT SON.
COMPLETE MAN.

Make this Mother's Day more special by taking her on an unforgettable holiday.

1. Log on to her Facebook profile or create one.
2. Fill the timeline with your best stories of her.
3. Share it on our fan page.

Every moment counts and the best ones can win a trip for 2 to Singapore and much more.

Terms & Conditions

Raymond The Complete Man Model Hunt Contest

When you want to make a big mark that is above the fold what do you do? Crowd source for the most iconic symbol of Indian advertising - Raymond's timeless Complete Man. A role played by some of India's top modelling talent.

The screenshot shows a Facebook page for 'Raymond - The Complete Man'. At the top, there's a blue header with the Facebook logo and login fields. Below that, a navigation bar contains a 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.' The main content area features a large image of a man in a Raymond suit, with the text '50,000 cheers for The Complete Man' overlaid. To the right, there's a 'Like' button and a 'Create a Page' button. Below the main image, there's a section titled 'Want to like or comment on this page?' with a 'Sign Up' button and a note that it's free to join. The central part of the page has a large image of four men in suits, with the text 'ARE YOU THE NEXT COMPLETE MAN?' and 'Presenting the Raymond MODEL HUNT'. Below this, a red banner says 'THE OPPORTUNITY OF A LIFETIME IS HERE!' and a call to action says 'Click Like to find out how you could be a Raymond model and win incredible prizes!'. At the bottom right of this section is a 'Terms & Conditions' link. On the left side of the page, there's a sidebar with navigation options like 'Wall', 'Info', 'Photos', and 'The Raymond Model H...'. Below that, there's an 'About' section with the text 'Trust, Excellence, Quality, these are some of the abiding values that have...' and a 'More' link. At the bottom of the sidebar, there's a 'Page Owners' section with the 'Raymond Textiles' logo. The footer of the page contains copyright information and various links.

facebook

Email Password Log In

Keep me logged in Forgot your password?

Sign Up Facebook helps you connect and share with the people in your life.

50,000 cheers for The Complete Man

Raymond

Raymond - The Complete Man Like

Create a Page

Want to like or comment on this page?

To interact with Raymond - The Complete Man you need to sign up for Facebook first.

Sign Up

It's free and anyone can join. Already a member? Log in.

Wall Info Photos The Raymond Model H... Feels Like Heaven Corporate Wear Wedding Wear Made-to-Measure Store Locator MORE

About Trust, Excellence, Quality, these are some of the abiding values that have... More

52,123 like this

7,793 talking about this

Page Owners Raymond Textiles

ARE YOU THE NEXT COMPLETE MAN?

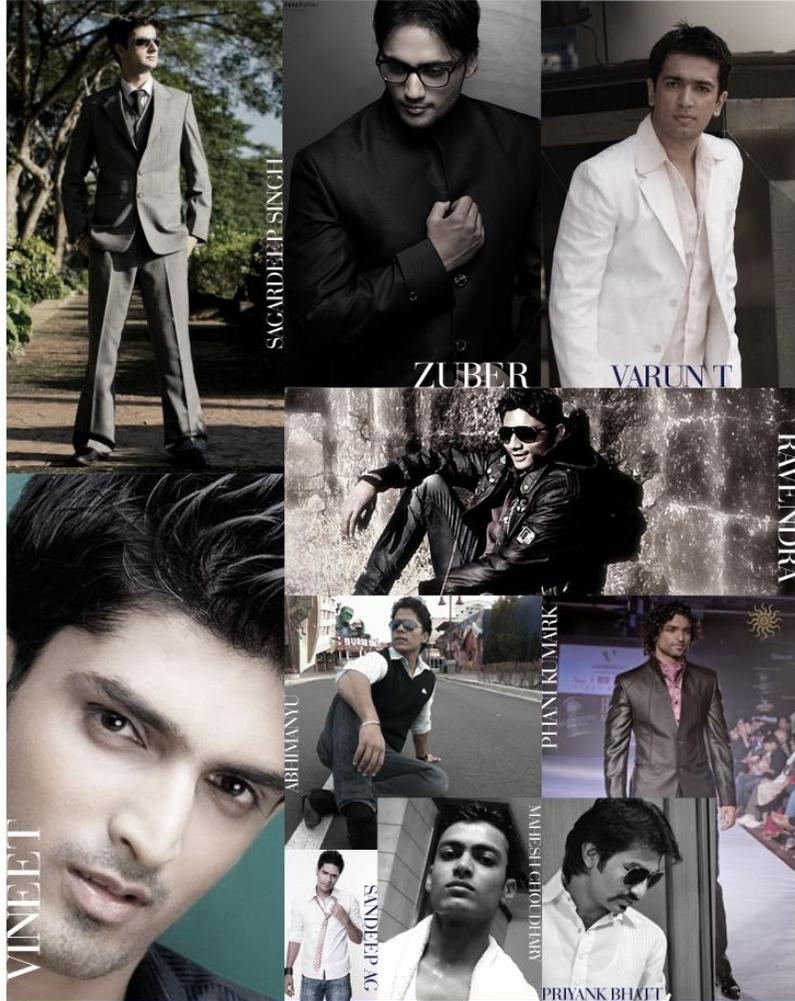
Presenting the Raymond MODEL HUNT

THE OPPORTUNITY OF A LIFETIME IS HERE!

Click Like to find out how you could be a Raymond model and win incredible prizes!

Terms & Conditions

Facebook © 2012 · English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help



MAY THE BEST MAN WIN MANY CONTENDERS, ONE WINNER

Congratulations to the top 10 participants for reaching the last leg of the Raymond "Model Hunt" contest. The time is now for one participant to be a part of the timeless history of Raymond.

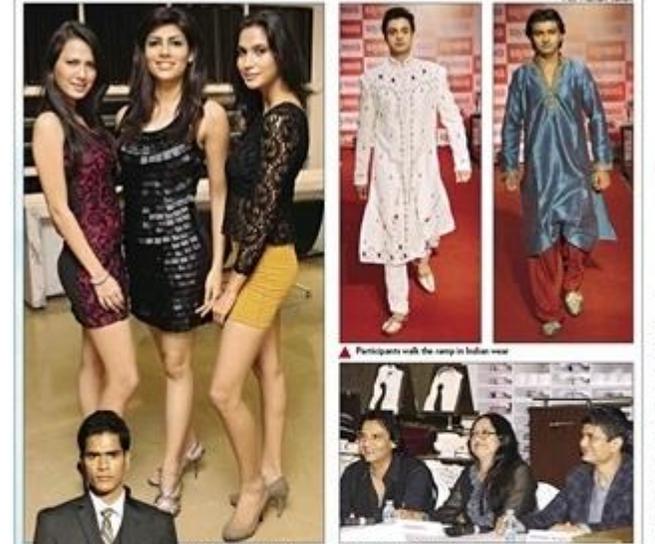
The winner will be announced by our jury at the Raymond flagship store at Warden House in a fortnight. We wish the participants the best of luck and hope that a deserving winner emerges. The suspense ends on 13th June 2012, keep your hopes high and watch this space for event details.



Presenting the **Raymond** MODEL HUNT

Sakal Times | Friday, June 15, 2012

style etc >>11



▲ Participants walk the ramp in Indian wear

▲ (l-r) Mani India 2012, Varun Mishra, Rishabh Rao and Prachi Mishra

▲ Judges Mani Robinson, Sangeetha K. and Ministry Mukherjee

The hunt for the 'COMPLETE MAN'

The stage was set as male models walked the ramp for the grand finale of the Raymond's Model Hunt. Around 30 finalists from different parts of the country were selected through social networking site Facebook. The hunt was a tribute to the new age red-carpet-ready Indian male.

The winners were judged by Mani Robinson, Sangeetha K, Ministry Mukherjee (editor, marketing and business development, retail, Raymond) after intense elimination rounds, that included Indian and Western wear.

Hyderabad-based Phani Kumar and Sangeetha from Mumbai emerged as the winner and first runner-up respectively. Kumar will be featured in advertising - promotional materials for Raymond. Robinson had groomed the models for the event and photographed the hunt.



▲ Phani Kumar, Hyderabad won the title while Sangeetha, Mumbai is the runner-up

Raymond

Mother's Day Contest

Creating an emotional connect that celebrates that special relationship between the Complete Man and that lady who has toiled to make him who he is. His mother. This contest got fans to contribute content with the promise of a memorable outing with mom.



The image shows a Facebook post from the 'Raymond' page. At the top, the Facebook navigation bar is visible with the 'facebook' logo, a search bar, and a 'Find Fri...' button. Below the navigation bar, the post header includes the 'Raymond' profile picture, the name 'Raymond - The Complete M...', and a dropdown menu showing 'Moments with Mom'. A 'Like' button is also present. The main content of the post features a photograph of a man in a dark suit and a woman in a saree standing together. To the right of the photo, the text reads: 'Presenting the MOMENTS WITH MOM contest by Raymond'. Below this, the headline 'PERFECT SON. COMPLETE MAN.' is displayed. The contest details are as follows: 'Make this Mother's Day more special by taking her on an unforgettable holiday.' followed by a numbered list: 1. Log on to her Facebook profile or create one. 2. Fill the timeline with your best stories of her. 3. Share it on our fan page. Below the list, it says 'Every moment counts and the best ones can win a trip for 2 to Singapore and much more.' At the bottom right of the post, there is a link for 'Terms & Conditions'.

facebook

Search

Find Fri

Raymond - The Complete M... Moments with Mom

Like

Presenting the
MOMENTS WITH MOM
contest by **Raymond**

**PERFECT SON.
COMPLETE MAN.**

Make this Mother's Day more special by taking her on an unforgettable holiday.

1. Log on to her Facebook profile or create one.
2. Fill the timeline with your best stories of her.
3. Share it on our fan page.

Every moment counts and the best ones can win a trip for 2 to Singapore and much more.

Terms & Conditions

Raymond Facebook Cover Photos

raymond

From the centre of my universe
to the ends of it.

She brightens up my life.

This Women's Day I acknowledge the special
woman in my life. My daughter.



Raymond Facebook Cover Photos

raymond

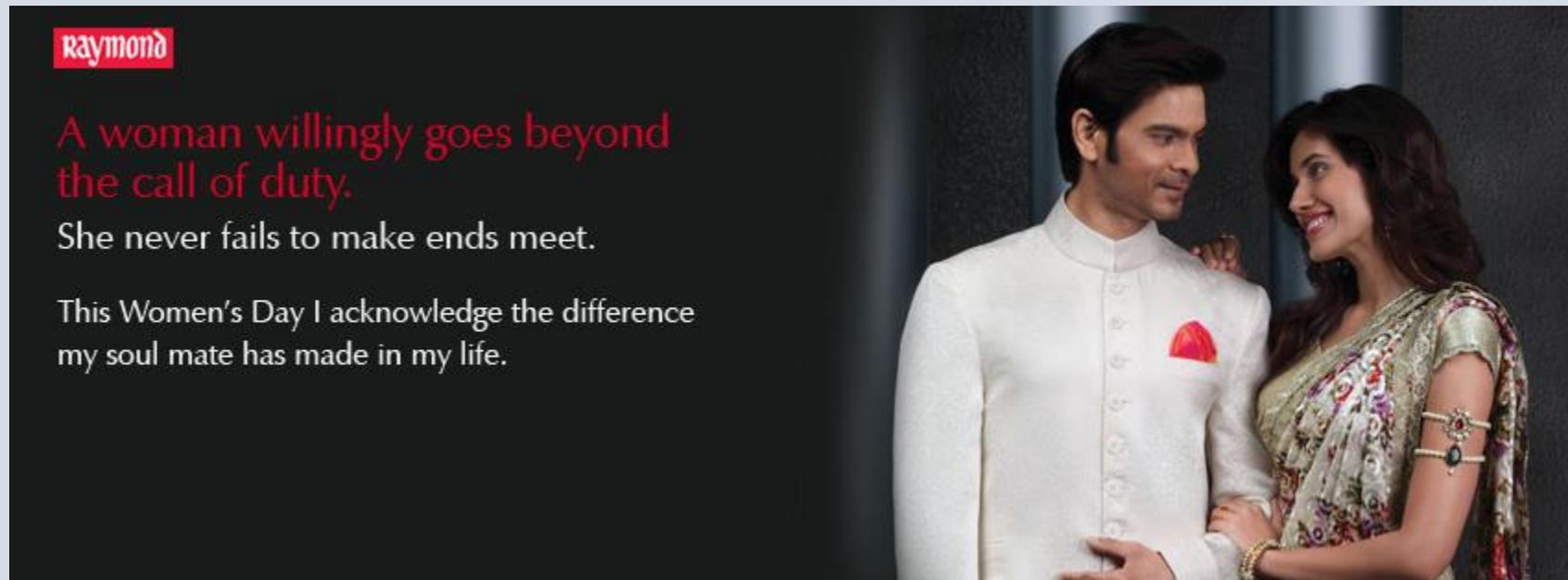
A woman is more than
just a man.

And yet she never fails to be one of the boys.

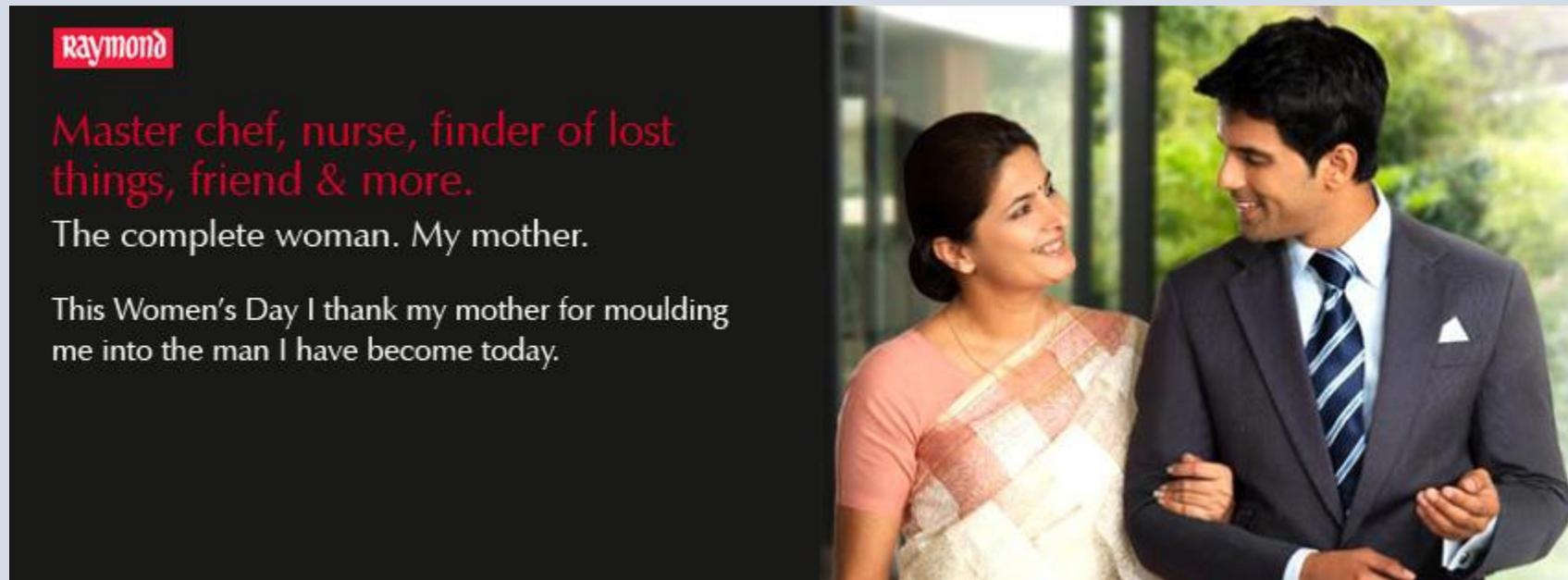
This Women's Day I acknowledge my partner
in crime. My sister.



Raymond Facebook Cover Photos



Raymond Facebook Cover Photos



Raymond Facebook Cover Photos

raymond

A woman's perseverance knows no bounds.
She never tires to lend a helping hand.

This Women's Day I acknowledge every woman who has made my work easier.

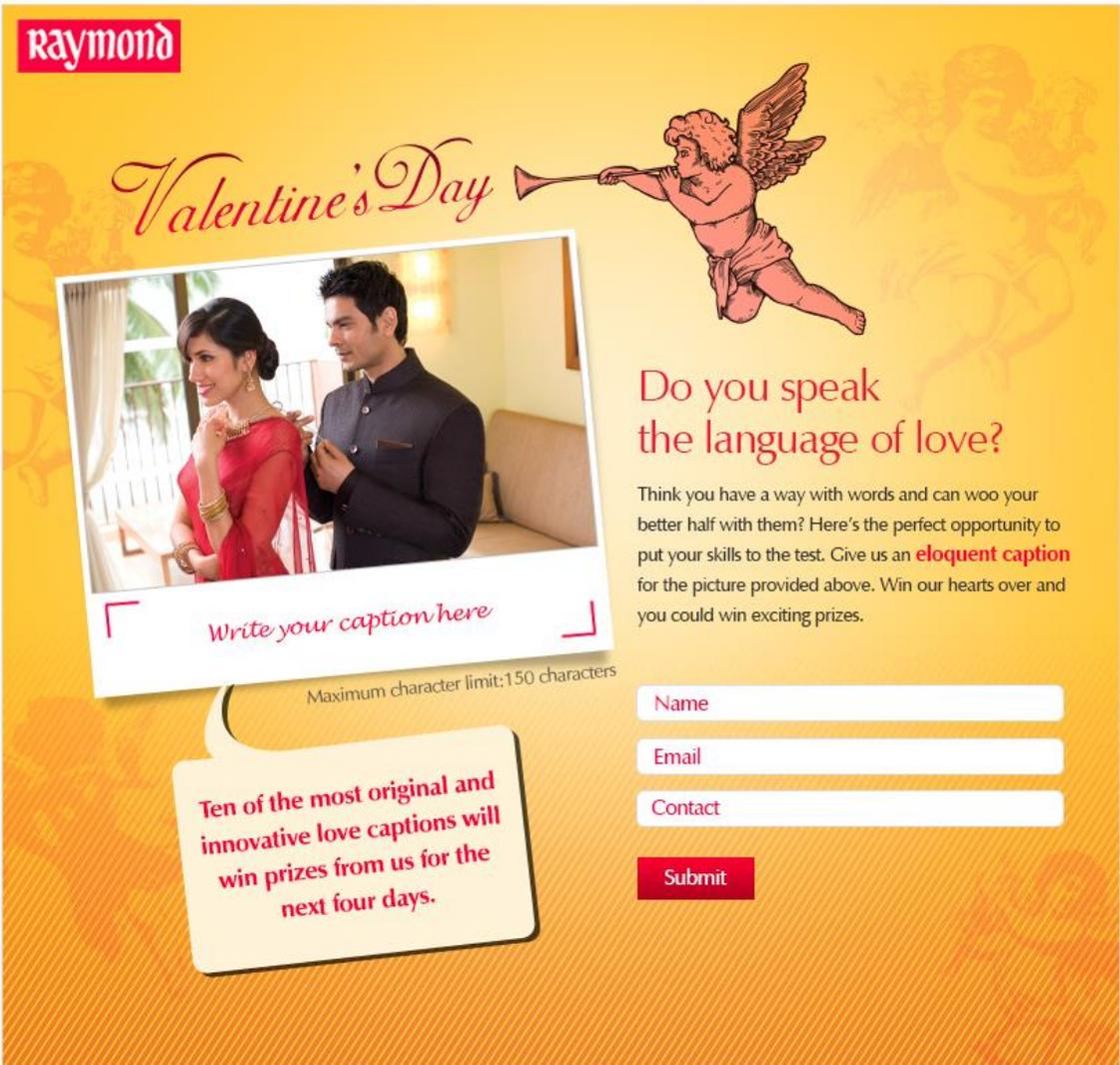


Raymond Valentine's Day Caption Contest

Nothing drives engagement like a contest does on Facebook. Raymond ran this contest for Valentine's Day allowing fans to key one of those momentous lines that make a Raymond occasion a cut above the rest.

facebook Search for people, places and things Shirish Prabhudesai Home

Raymond - The Complete... Liked



The advertisement features a yellow background with a faint illustration of a couple. In the center, a photograph shows a man in a dark Raymond shirt adjusting a woman's red sari. To the right, a cupid figure is blowing a trumpet. The text 'Valentine's Day' is written in a cursive font. Below the photo is a white box with a red border containing the text 'Write your caption here' and 'Maximum character limit: 150 characters'. A yellow speech bubble at the bottom left contains the text: 'Ten of the most original and innovative love captions will win prizes from us for the next four days.' On the right side, there are three input fields for 'Name', 'Email', and 'Contact', followed by a red 'Submit' button.

Raymond

Valentine's Day

Do you speak the language of love?

Think you have a way with words and can woo your better half with them? Here's the perfect opportunity to put your skills to the test. Give us an **eloquent caption** for the picture provided above. Win our hearts over and you could win exciting prizes.

Write your caption here

Maximum character limit: 150 characters

Ten of the most original and innovative love captions will win prizes from us for the next four days.

Name

Email

Contact

Submit

Raymond

Teacher's Contest

Sometimes nostalgia and appreciation can be two key drivers when it comes to driving social conversation. This Teacher's Day contest saw people from all walks of life talking about how their teachers had shaped their lives. Creating memorable stories for the brand.

The image shows a Facebook post from the brand 'Raymond'. The post is a promotional graphic for a 'Teacher's Day' contest. At the top, the 'Raymond' logo is in a red box, followed by the word 'Celebrates' and 'TEACHERS DAY' in colorful, blocky letters. The central focus is a large, orange-bordered frame containing a handwritten letter. The letter is written in cursive and reads: 'Letters to my teacher. Away from home, on the first day of school between your childish sobs and wails, you walk into the comforting hands of a teacher. From that day on she becomes the source of many lessons. While some of the academic teachings are forgotten, the moral ones stay and those are the ones that matter. A heartfelt, handwritten thank you note goes a long way in making your teacher feel special. Write a note of appreciation for your teacher. Tell her how she touched your life with our beautiful templates. If we judge your note to be the best, you and your teacher can expect a surprise.' Below the letter, there is a red button that says 'Start writing' with a yellow pencil icon. At the bottom of the frame, there are two cartoon children: a boy on the left with glasses, a green shirt, and a blue backpack, and a girl on the right with pigtails, a blue dress, and a red bag. The background of the frame is light yellow with small white flowers scattered around. The post is set within a Facebook interface, showing the search bar at the top, the user's name 'Shirish Prabhudesai', and a 'Liked' button.

facebook Search for people, places and things Shirish Prabhudesai Home

Raymond - The Complete... Liked

Raymond
Celebrates
TEACHERS DAY

Letters to my teacher.

Away from home, on the first day of school between your childish sobs and wails, you walk into the comforting hands of a teacher. From that day on she becomes the source of many lessons. While some of the academic teachings are forgotten, the moral ones stay and those are the ones that matter.

A heartfelt, handwritten thank you note goes a long way in making your teacher feel special.

Write a note of appreciation for your teacher.

Tell her how she touched your life with our beautiful templates.

If we judge your note to be the best, you and your teacher can expect a surprise.

Start writing

Facebook © 2012 · English (US) About · Create an Ad · Create a Page · Developers · Careers · Privacy · Cookies · Terms · Help

Raymond Furnishings

Sometimes nostalgia and appreciation can be two key drivers when it comes to driving social conversation. This Teacher's Day contest saw people from all walks of life talking about how their teachers had shaped their lives. Creating memorable stories for the brand.

A Facebook post from the user 'Shirish Prab' featuring a promotional graphic for the 'A Whole New World' contest. The graphic is set against a yellow background and includes the Asian Paints logo, the text 'A WHOLE NEW WORLD YOUR HOME SHOW', and a 'Start' button. The main text reads: 'A signature wall can change the look of your entire room. Use your imagination and colour combinations to create your masterpiece wall with Asian Paints, and get maximum people to like it.' A secondary line of text states: 'The best creation with most likes stands a chance to win a home makeover, on the new home show - A Whole New World on NDTV Good Times.'

A screen from the 'A Whole New World' app showing a grid of room categories: Living Room, Entertainment Room, Guest Room, Dining Room, Master Bedroom, and Study Room. Below the grid is a 'Select a room to create your masterpiece' prompt and a 'Next' button.

A screen from the 'A Whole New World' app showing a 3D rendering of a living room with a purple wall and a pink wall. A sidebar on the right offers customization options for 'COLOUR', 'TEXTURE', 'STUCCO', and 'TEXTILE'. Below the rendering are 'Back' and 'Done' buttons. At the bottom, instructions are provided: 'The wall is your canvas, so start painting your masterpiece! Instructions: Choose your wall, Choose your colour, Choose your texture (1) Select a base colour (2) Choose Stucco or Texture Finish, Click done to finish.'

Raymond Clothes for Hope

What if you could use social media to put a shirt on his back. That was the key thought behind The Raymond Clothes for Hope initiative. Getting people into Raymond stores with their unused clothes and donating them for charity as they picked up brand new threads. A win for the brand. A win for the destitute.



- Wall
- Info
- Photos
- Feels-like-heaven Moments
- Feels-like-heaven Moments 2
- Raymond Clothes for hope**
- Wedding Wear
- Fabric Outlets
- YouTube
- Tweets
- LESS

About

Raymond - Clothes for hope

Clothing

[Like](#) to take the **first step** to Join the cause

Clothes for hope

Raymond

- 1 **Donate your old clothes**
- 2 **We make them as good as new**
- 3 **We donate to charities for children**

Bring hope to children who struggle to make ends meet with Raymond's Clothes for Hope initiative. Donate clothes that you have out grown or have no use for (but still good to wear) and we make them shine like new for these children.

Create a Page

Event Invitations

See All

31 Play Valentine's Day dress up
Tomorrow, June 15



RSVP: Yes · No · Maybe

Pokes

Ajit Jani has poked you.
[Poke Back](#)

Sponsored Story

Ajay Joshi likes moneycontrol.com.



Sponsored

Create an Ad

Lee Cooper Shoes Rs 999
yepmeshopping.com



Kirsten Lea

Like this page for the latest Fashion & Lifestyle features by Kirsten Lea

[Like](#) · 95,989 people like this.

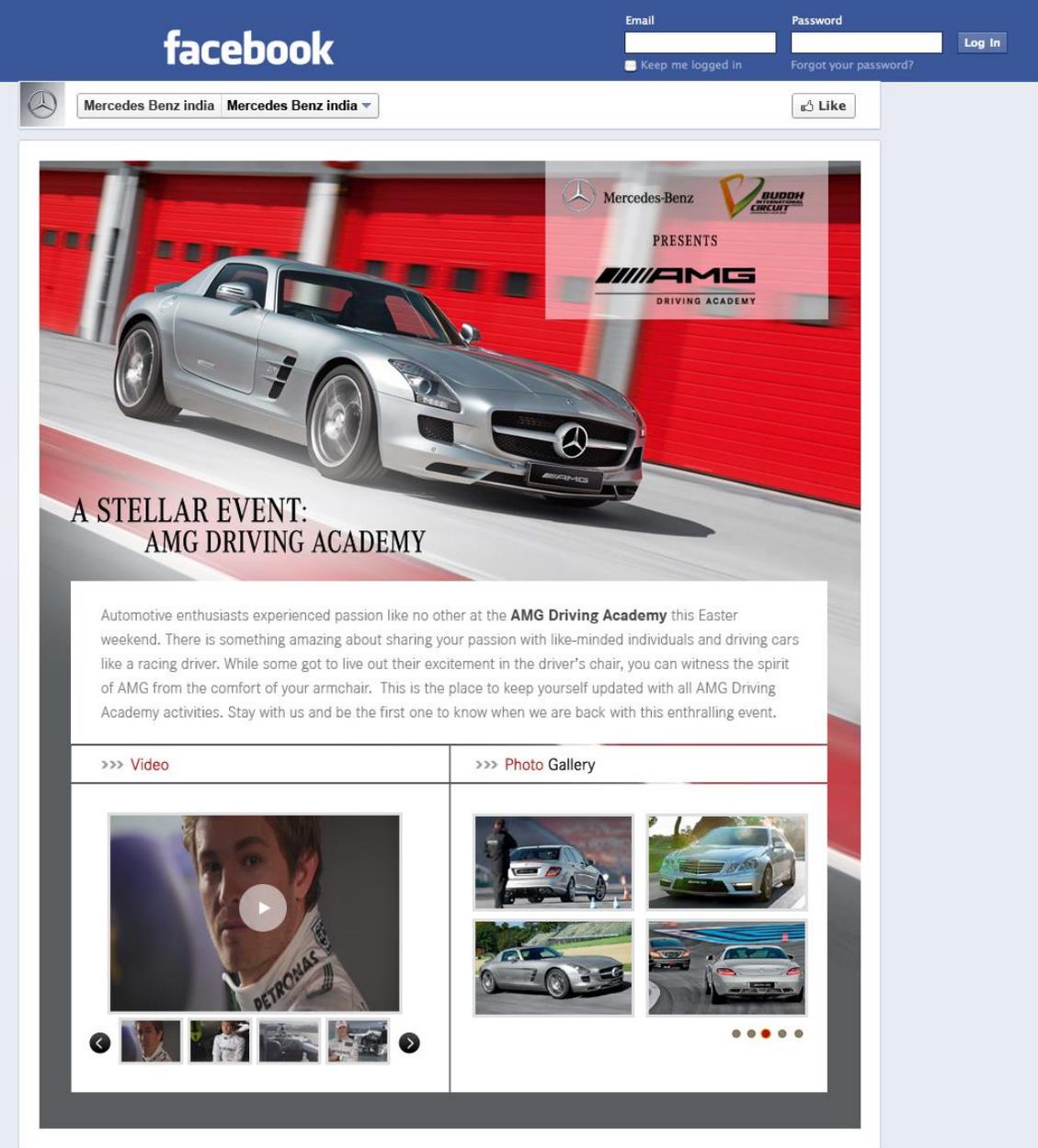
INSEAD Entrepreneurship
eruditus.com

Classic Puma Shoe
myntra.com



Mercedes-Benz AMG Driving Academy

The AMG Driving Academy brings a racetrack experience right to your doorstep. Users could register to participate in this unique driving experience and test out the fastest AMG stars on the Buddh International Driving circuit at Delhi. With some guidance from racing professionals. The event was covered in detail on social media.



The screenshot shows a Facebook post from Mercedes-Benz India. At the top, the Facebook navigation bar is visible with the logo and user login options. The post header includes the Mercedes-Benz India profile name and a 'Like' button. The main image features a silver Mercedes-Benz SLS AMG sports car on a racetrack. A text overlay in the top right corner of the image reads: 'Mercedes-Benz BUDDH INTERNATIONAL DRIVING CIRCUIT PRESENTS AMG DRIVING ACADEMY'. Below the image, the text reads: 'A STELLAR EVENT: AMG DRIVING ACADEMY'. The post body contains a paragraph: 'Automotive enthusiasts experienced passion like no other at the AMG Driving Academy this Easter weekend. There is something amazing about sharing your passion with like-minded individuals and driving cars like a racing driver. While some got to live out their excitement in the driver's chair, you can witness the spirit of AMG from the comfort of your armchair. This is the place to keep yourself updated with all AMG Driving Academy activities. Stay with us and be the first one to know when we are back with this enthralling event.' Below the text are two sections: 'Video' and 'Photo Gallery'. The video section shows a thumbnail of a man in a racing suit with a play button overlay. The photo gallery section shows four images of AMG cars and drivers on a racetrack.

Mercedes-Benz AMG Driving Academy

With Mercedes-Benz well established in the social space, it was natural that the brand managers decided that when an all new segment was to be created by the new A-Class it would be done through a social lead 360 Campaign.

Split into a pre-launch, launch and sustenance phase creatives had to create curiosity and drive participation in exclusive events while extolling the sublime new small chassis that was big on luxury.

Mercedes-Benz India
May 21

If you think you keep the party alive and pulsating, tweet your pictures with #AClassPulsate and win a trip to Ibiza or the new A-Class for a year.



Like · Comment · Share 77

2,366 people like this.

Mercedes-Benz India
June 9

Instagram Sunday (5 photos)
Amazing at every angle. Discover the all new A-Class with our latest photos from Instagram.



Mercedes-Benz India
June 4

The talk of the town and the most pulsating launch ever. Our fans keep telling us how the A-Class debut in India has been a stellar spectacle. Thank you for your support.



Unlike · Comment · Share 256

You and 3,667 others like this.



The long-awaited launch of the A-Class is here! In an unprecedented move, Mercedes-Benz India is bringing the spectacular unveil to everyone, LIVE! Get an exclusive look at the 'Pulse of the New Generation' through LIVE webcast at <http://bit.ly/19gPmJU> on 30th May, 12 noon. Tune in and let your pulse do the talking.



Like · Comment · Share

304

3,851 people like this.

A-Class Launch (12 photos)

A car that moves you even at a standstill. Designed to perfection, a car that shuns compromise - The all new A-Class. Check out the snaps from its sensational launch!



Like · Comment · Share

8,551 117 973



Mercedes-Benz India

June 11



Big demand for small luxuries. The A-Class has set the pulse of the new generation throbbing for more with this fantastic automobile having been sold out in less than 10 days of its launch.

India wowed. We bow.

Thank you for making the new A-Class an overwhelming success.



Like · Comment · Share

383

6,345 people like this.



Mercedes-Benz India

May 23



A staggering debut was on the cards. Watch Youtube stagger as it struggles to keep the new A-Class within your screen- www.youtube.com/mercedesbenzind



Like · Comment · Share

191

3,678 people like this.

Mercedes-Benz G-Class & A Good Day to Die Hard

Uniting an iconic actor with an iconic machine. It's what silver screen dreams are made off. And social media ones too! In collaboration with the movie A Good Day to Die Hard, Mercedes-Benz launched its all new G-Class SUV with Die Hard legend Bruce Willis! The other big star of the film.

The G-Class was put through its paces in what is practically a feature length product testimonial. In order to promote the launch of the new vehicle fans were invited to compete for tickets to a screening of the premiere of the movie and win custom memorabilia like a John McClane NYPD badge and bottle opener.

Posts ranged from call for entrants, infographic posts around the car features and movie trivia. The premiere was covered online from the event location.

Mercedes-Benz India
February 19

Mercedes-Benz launches G 63 AMG (9 photos)
An automobile that rises to every occasion. Mercedes-Benz India presents to you the all new G 63 AMG which redefines dynamism, comfort, safety and status.

Like · Comment · Share

Mercedes-Benz India
February 5

A Good Day To Die Hard - Behind the Scenes (7 photos)
Bruce Willis isn't the only one running the show in A GOOD DAY TO DIE HARD, he's got a solid supporting cast that includes 13 Mercedes-Benz cars, trucks and vans. Here's a peek at our very own Stars behind the scenes.

Like · Comment · Share

Mercedes-Benz India
February 21

A Good Day to Die Hard - Exclusive Screening (5 photos)
Mercedes-Benz fans and contest winners geared up for a special screening of a Good Day to Die Hard. A pulse pounding adrenaline rush that saw the finest performances from an all-star cast and your favourite automobile Stars.

Like · Comment · Share

1,380 likes · 6 comments · 79 shares



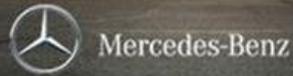
Mercedes-Benz India changed their cover photo.
February 5

John McClane plays his cards right in A GOOD DAY TO DIE HARD with Mercedes-Benz. The right car goes a long way in getting the hero to the right place at the right time, what say?

Wrong place. Wrong time.
Right car.

Mercedes-Benz celebrates the movie
A GOOD DAY TO DIE HARD. Only in Cinemas.

A GOOD DAY TO
DIE HARD
ONLY IN CINEMAS



Like · Comment · Share

104 likes, 9 comments, 33 shares

BRUCE WILLIS
A GOOD DAY TO
DIE HARD
COMING SOON

Mercedes-Benz India
Liked · February 4

Die Hard fans of Mercedes-Benz are in for a treat! They can catch their favourite Stars in some blockbuster action this February. Stay connected for more.

Like · Comment · Share

Divya Uthup and 992 others like this.

87 shares

Sourmya Mulherjee boooo yall new Die Hard! must see all

February 5 at 9:24pm · Like

Himanshu Raizada 22nd Feb

February 6 at 3:37pm · Like

Lakshmi Sudhakar YES

February 9 at 9:24am · Like

Nachiketh Rv the king of action rolls back again

February 9 at 11:00am · Like

Write a comment...



Mercedes-Benz India
February 19

Mercedes-Benz launches G 63 AMG (9 photos)

An automobile that rises to every occasion. Mercedes-Benz India presents to you the all new G 63 AMG which redefines dynamism, comfort, safety and status.



Like · Comment · Share

6,509 likes, 108 comments, 573 shares

Mercedes-Benz Mb. Connect!

MB Connect is a unique property created for Mercedes-Benz that brought fans unparalleled access to brand ambassadors and the Mercedes-Benz management.

This is a webstream / webinar format before Facebook introduced its own livestreaming function. Fans could tweet or posts their questions and see them answered in real time from the likes of Boris Becker, Michael Schumacher etc.

Mercedes-Benz India
May 9

mb.Connect! is an initiative by Mercedes-Benz that gives fans an opportunity to interact with the brand that they are so passionate about.

In the latest edition of mb.Connect! we have Former World No.1 Boris Becker in the hot seat. It's y... See More

Mercedes-Benz

mb. Connect!
with Boris Becker

One-on-one Q&A exclusively for you.



 Mercedes-Benz India
March 4

It's time to meet the star that drives us. We bring to you an exclusive opportunity to get up close and personal with Mr. Eberhard Kern, Managing Director & CEO of Mercedes-Benz India. Ask your question at www.mbconnect.in



mb. Connect!
with Mr. Eberhard Kern
(Managing Director & CEO of Mercedes-Benz India)

Like · Comment · Share

1,283 19 42



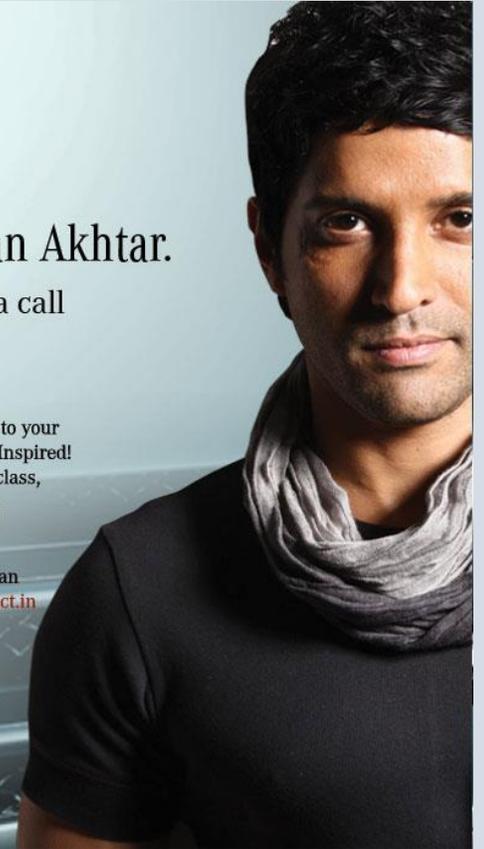
Mercedes-Benz

A tête-à-tête with Farhan Akhtar.

Be one of the lucky few to get a call from the mb. Inspired! icon.

On the occasion of StarDrive, the second session of mb. Connect! brings you an opportunity to talk to your favourite star. Chat with none other than the mb. Inspired! icon and the first owner of the Mercedes-Benz M-class, Farhan Akhtar, as he opens up to your questions.

Ask him about his driving style, his passion for Mercedes-Benz, and you can get a call from the man himself. Drop by for a tête-à-tête at www.mbconnect.in



Mercedes Benz Posts - FormulaOne

Fuel your fastest weekend.
Fashion & fast cars at the 2012 Airtel Indian Grand Prix.
Stylo party | Indian Grand Prix 2012 | After race party at Amber Lounge

 **Mercedes-Benz India**
Liked · 26 October

Unmistakeable styling meets superlative speed only at the Stylo party brought to you by Mercedes-Benz at the Blue Frog Club, Mehrauli. The party begins today at 9:30 as we get ready to race.

Like · Comment · Share

 529 people like this.

 20 shares

 View 1 comment

 Write a comment...

Sponsored  [Create an advert](#)

Moment of Truth

 Pay a tribute to your special time of togetherness with 'Moment of Truth' contest.

You and Vineesh Venugopal like Raymond - The Complete Man.

Signed. Sealed. Revered.

Catch the exclusively autographed
SLS AMG at the AMG Driving Academy.



Mercedes-Benz India

606,528 likes · 15,964 talking about this

✓ Liked

Message

Cars

The Official fanpage of Mercedes-Benz India

About



Photos



AMG Driving Academy



mb. Connect!



Events

Everyday Me

ASEAN Launch Campaign

These Facebook posts are part of an awareness launch campaign for P&G's CRM platform Everyday Me. They are localized for each market, translated into Thai, Vietnamese and Bhasa and establish the site as your daily source of rewarding Me Moments.

Sandy Tan likes EverydayMe Singapore.

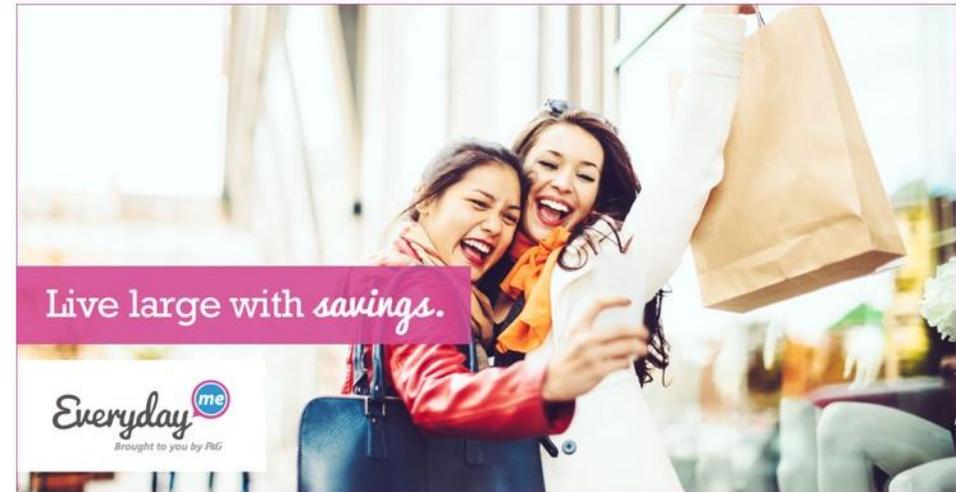


EverydayMe Singapore

Sponsored · 🌐

👍 Like Page

Every day can bring extraordinary rewards with winning savings on EverydayMe.



Get more with less

Reward your everyday with exclusive savings on the brands you love. Plus, enjoy free samples, offers, tips and more from EverydayMe. Join us for an extraordinary everyday.

WWW.EVERYDAYME.COM.SG

Sign Up

Like · Comment · Share · 👍 10,345 💬 1,189 ➦ 460

Sandy Tan likes EverydayMe Singapore.

 **EverydayMe Singapore**
Sponsored · 

 Like Page

Make everyday extraordinary with handy tips and life hacks on EverydayMe.



Get advice from the *best.*


Brought to you by P&G

Because women know best

Discover tips and advice on beauty, home and health, picked by women like you, to make every day a little easier and a lot more rewarding at EverydayMe.

WWW.EVERYDAYME.COM.SG

Sign Up

Like · Comment · Share ·  10,345  1,189  460

Sandy Tan likes EverydayMe Singapore.

 **EverydayMe Singapore**
Sponsored · 

 Like Page

Let Asia's leading source of handy tips inspire you to an extraordinary everyday.



Start every day *inspired.*


Brought to you by P&G

Get instant inspiration

Find your daily dose of inspiration with EverydayMe. From hand-picked articles to quick tips and tricks, EverydayMe equips you to discover the extraordinary in every day.

WWW.EVERYDAYME.COM.SG

Sign Up

Like · Comment · Share ·  10,345  1,189  460

Wer4Pets & Brett Lee

Brett Lee is the official brand ambassador for Pedigree which provided our newly launched platform. What's more, he loves dogs. This was the perfect opportunity to capitalize on this synergy turning a celebrity endorsement into a regular feature on our social wall. Pet Lee – where Brett Frets about his pooches namely his favourite 'Charlie'.

Brett Fret #01

I sometimes worry that Charlie will be barking mad when I come back from a trip.

But he always greets me with such gladness. Could be because he never goes hungry and is always well fed on Pedigree.



Brett Fret #03

Do you have a pet that tries to break the speed barrier? My Charlie has me running around in circles.

But the fact that he is so healthy and energetic is probably because he loves his Pedigree.



Brett Fret #02

Charlie has such a good taste in music. I hope he isn't chewing his way through my favourite vinyl collection.

But the sound of his clear bark is always music to my ears when I get home and I know he has been well fed with Pedigree.

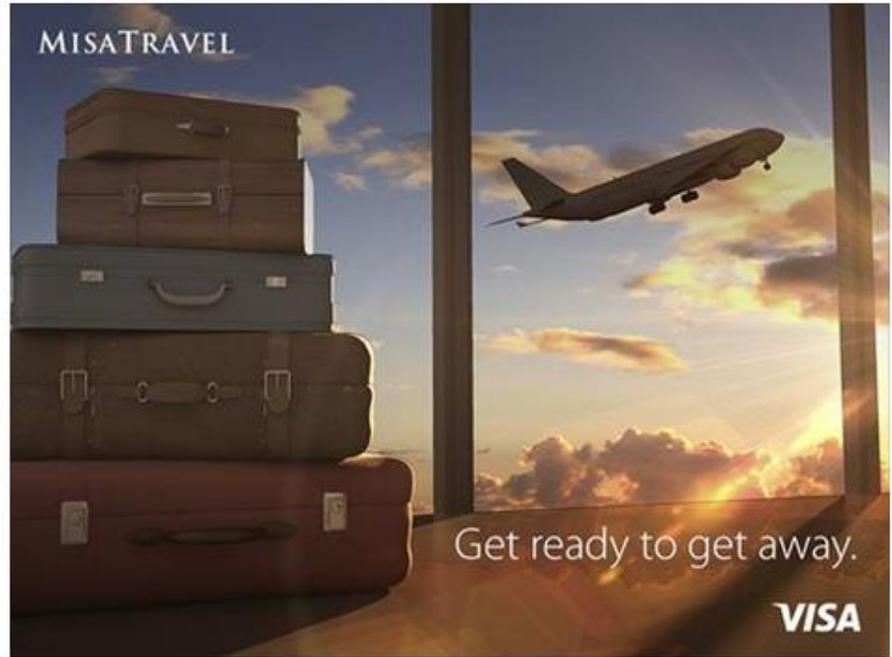


VISA Singapore

These are promotional posts crafted for VISA Singapore that range from travel offers, discounts and deals in FairPrice and jewelry exhibitions.

Visa
6 May at 17:00 · 🌐

Visa brings your dream destination closer. Enjoy great deals at Airfares.com.sg when you book with Visa before 30 May. Visit www.airfares.com.sg/visa-promotion to find out more.



MISATRAVEL

Get ready to get away.

VISA

Like · Comment · Share



Visa

2 May at 12:00 · 🌐

Visa gets you from groceries to getaways with purchases above \$30 on Visa payWave at FairPrice. Shop by 15 May to stand to win Chan Brothers travel vouchers worth \$5,000. Double your chances of winning with OCBC Plus! Visa card. Learn how at www.visa.com/fairprice.



Like - Comment - Share



Visa

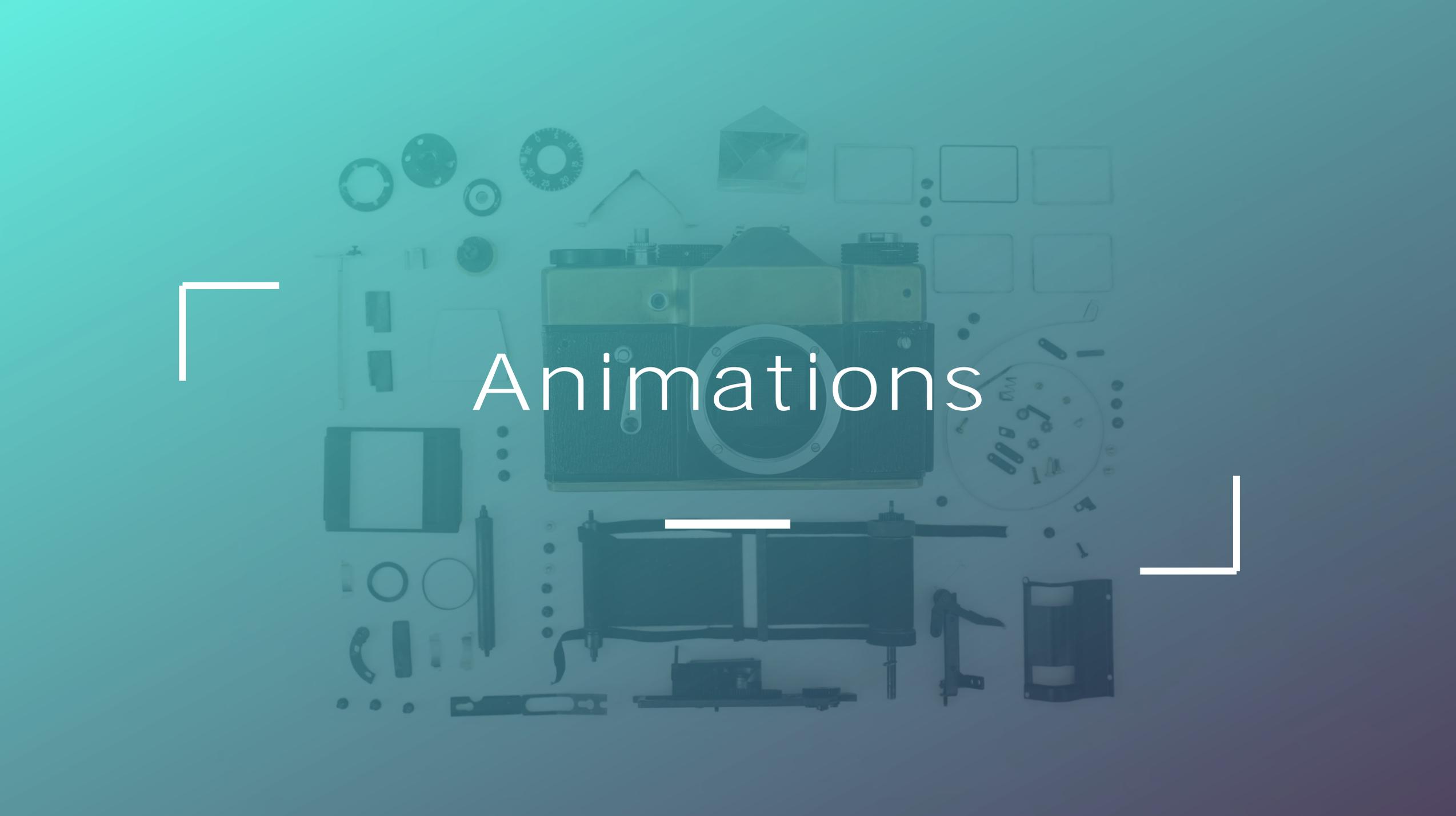
8 May at 19:00 · 🌐

No matter how you say it, let her know she makes your day, every day. Happy Mother's Day from Visa.



Unlike - Comment - Share

👍 You and 1,244 others like this.

A top-down view of a camera body and its various components, including lenses, filters, and accessories, arranged on a teal background. The camera body is centrally located, with various parts like lenses, filters, and accessories scattered around it. The background has a gradient from light teal on the left to dark teal on the right. There are white L-shaped corner brackets on the left and right sides, and a white horizontal line below the camera body.

Animations

CCIL

Simplifying a complex financial product for stakeholders.

This animation crafted for CCIL is for a product launch and helped explain how the product work with a analogy to a bee hive.

- ▶ Animation scripting
- ▶ Assisted in animation storyboarding, voice over recording.
- ▶ Client sell in and delivery





The markets were buzzing with anticipation.

A new day had dawned in our bee nation.



You see, our little bee wanted to trade.

So out into the big world a journey he made.

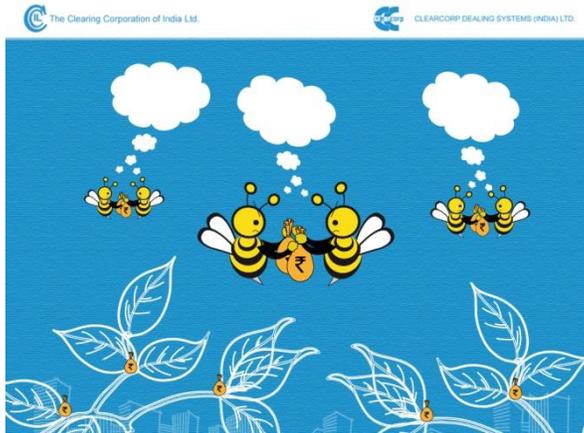
In search of a counterparty he flew.

Join that big party in the sky he must, he knew.



Lo and behold what luck!

A partner did he find, and a deal was struck!



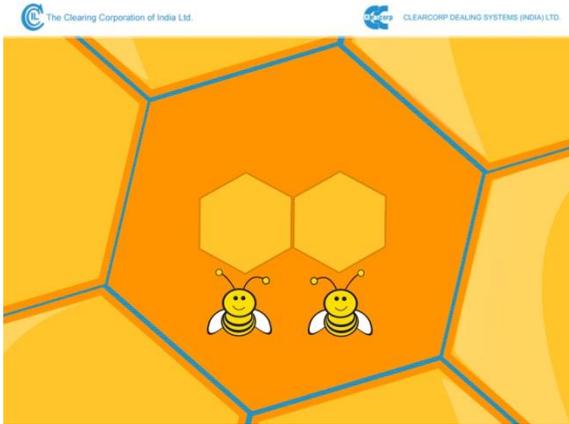
Make the exchange he did... without peace of mind.
For the market was chaotic with bees buzzing around and flying half blind.



In all the chaos a lot of unfortunate bees were at a loss.
Of the bigger picture there was no sense.
This made a lot of bees very, very, tense.



But wait! What's this?
Here's something to set right what is amiss.
A common place where the best bees are buzzing at.



A place that makes trades transparent to see.
For each and every one of you little bees.
It's our very own trade repository.



Making it easier for all of us to
make a little bit more honey.



Don't fret. Here's how we do it. Step by step.

ASHENA

Selling the services of a luxury yacht

Gautam Singhanian owner of the Raymond Group wanted to rent out his luxury yacht the Ashena to patrons who wished to spend a night out or take it for a cruise to Dubai.

- ▶ Crafted copy for the presentation that brought to life a one-of-a-kind experience on the Seven Seas.





She has been crafted by India's greatest boat builders.

Ashena



Discover Seven Star Luxury on the High Seas
Ashena



She mesmerizes you with 46 meters of pure luxury with an area of 50,000 square feet.

Her luxuriant interiors are fitted by world renowned [Greenline Yacht Interiors](#), accommodating 12 guests in one master cabin and four guest cabins.

Ashena



*The
Main Saloon*

Her spacious lounge cum saloon features the finest in European & Indian fabrics & décor.

Ashena

*Glowing Tributes from
Connoisseurs of the High Seas*

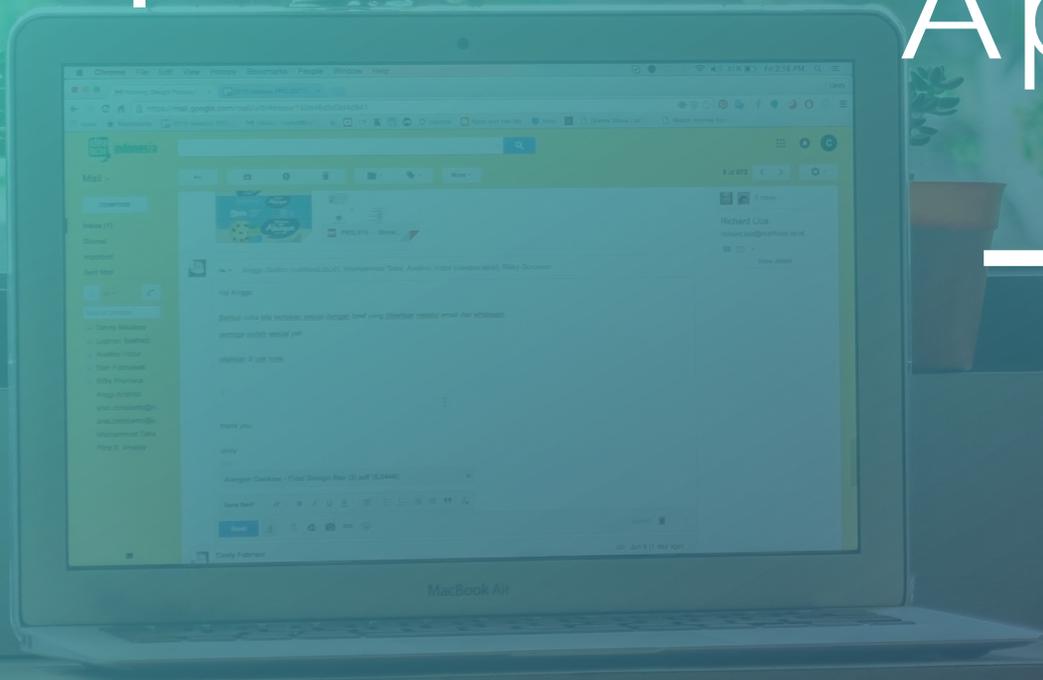


“...it is one of the world's few yachts constructed out of wood. It is likely the only yacht with an all-wood superstructure.”

Hello Volume 1 Issue 4 July 2007

Ashena

Apps



P&G Reward Me In-Store App

Reward ME pilot app

A one of its kind initiative for P&G this Android app is a sales facilitation tool that allows people to understand which product is right for them.

- ▶ The objective: Drive product purchase.
- ▶ Helped in planning app flow and functionality and wireframes. Working closely with designer and developers to create the final app.



MOTOROLA

REWARD
ME

Touch the Reward Me logo to proceed



4:28



MOTOROLA

NICOLE M.

TELL US HOW YOUR SKIN

REWARD
ME

Feel



Tight Skin



Fatigued Skin



Dry Skin



Sensitive Skin

Look



Acne Prone



Few Wrinkles



Large Pores



Over Slept

Touch



Trim Eyelid



Un-Elastic



Hard to apply Makeup

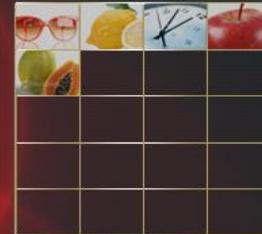


Makeup Wears off



Drop your
selection here

YOUR SKIN



Drag your symptoms here & click proceed

PROCEED ▶



4:28



MOTOROLA

NICOLE M.

Understanding your skin

REWARD
ME



Very dry to dry skin



Normal skin



Combination skin



Oily skin

Skin Type

Cheek



Take a photo of the tester

Skin Type

Forehead



Very dry to dry skin



Normal skin



Combination skin



Oily skin



Select your nearest match & click begin to proceed

PROCEED ►



4:28



MOTOROLA

NICOLE M.

THIS IS YOUR SKIN REPORT CARD

REWARD ME



Puffy Eyes



Over Slept



Sleepless



NICOLE M.



30 YEARS



FEMALE



MUMBAI



COPYWRITER



Enlarged Pores



Dry Skin



Clogged Pores



Sun Burnt



Wrinkles



Dry Skin



Fine Lines



Select an issue to learn more



4:28

MOTOROLA



Give your skin a fresh new start everyday.

Benefits:

- Regenerates skin's surface at the epidermal cellular level
- Provides powerful anti-oxidant protection
- A skin moisturizer that absorbs moisture from the air.

Regenerist
Eye Lifting Serum

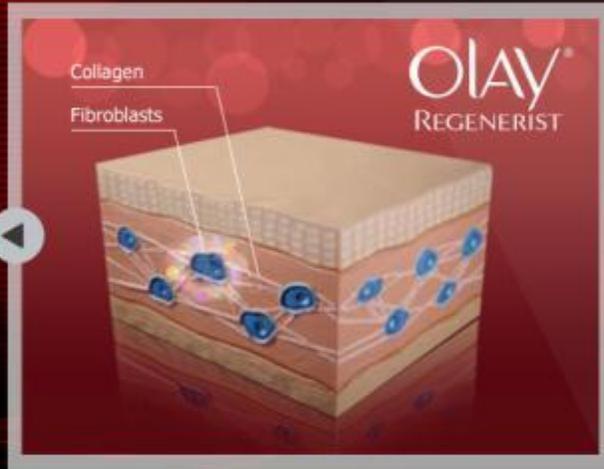
Benefits Science Apply Regime



4:28

MOTOROLA

The science behind better skin for you



Youthful skin



Benefits



Science



Apply



Regime

Get real made to learn more

swipe left to proceed >



4:28



MOTOROLA

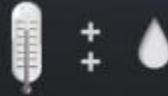
Seasons and Skin Care

REWARD
ME

Summer



Environment



Skin concerns

- > Over-secretion of sebum, oily facial skin
- > Breeding of bacteria
- > Pimples
- > Spots and freckles
- > Dry and dehydrated
- > Tanningskin

Recommended skincare

- > Keep skin clean (cleansing/toning)
- > Whitening
- > Protect skin against UVA & UVB
- > Supplement skin with moistureskin

Monsoons



Winters



Select a a section to learn more

Swipe left to proceed >



4:28



MOTOROLA

Order a product today

REWARD
ME



Regenerist
Cream Cleanser

BUY NOW ▶



Regenerist
Regenerating Serum

BUY NOW ▶



Regenerist Eye
Lifting Serum

BUY NOW ▶



Regenerist
Regenerating Cream

BUY NOW ▶



Regenerist
Night Firming Cream

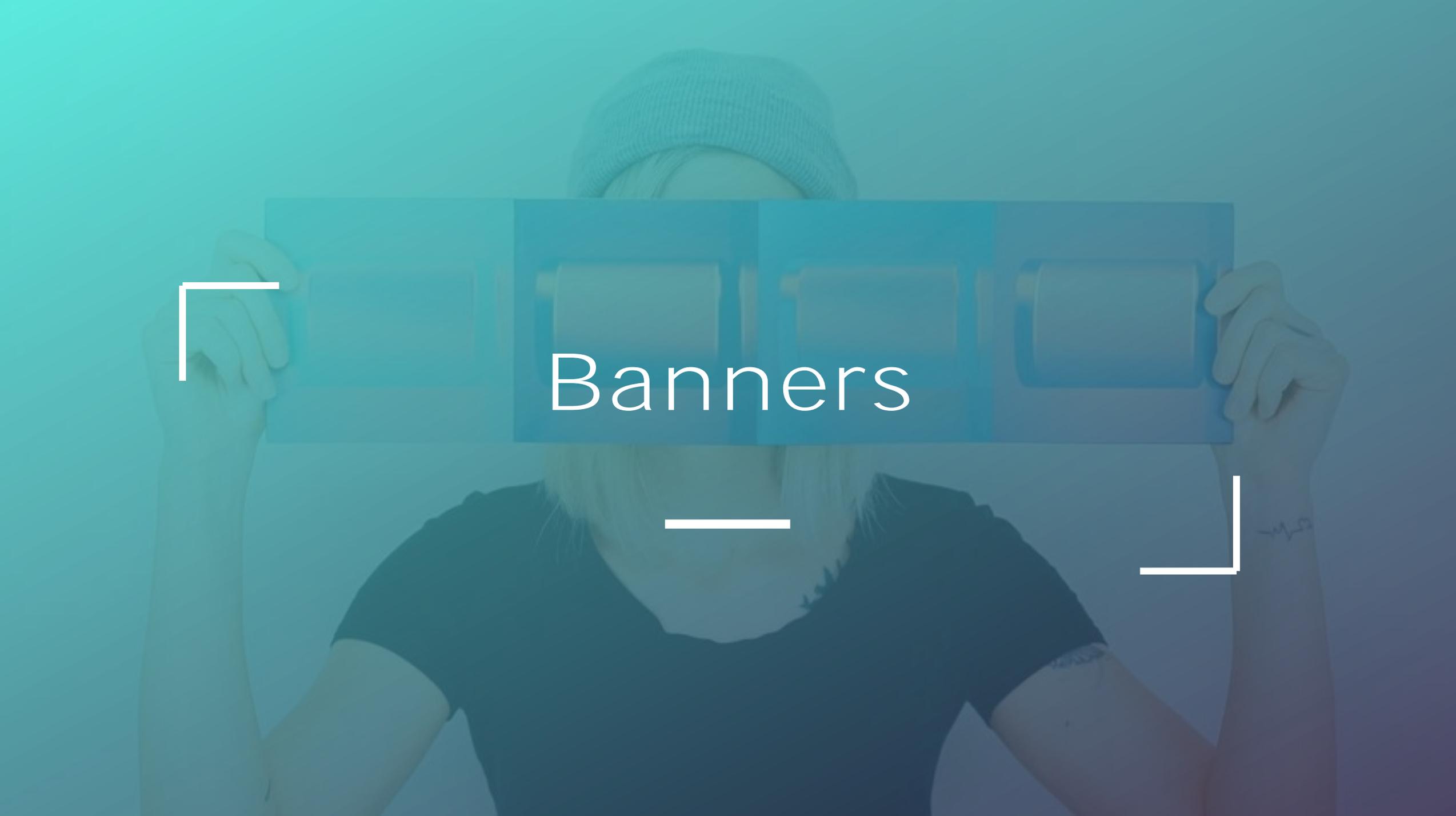
BUY NOW ▶

Swipe left to proceed >



4:28



A person with blonde hair, wearing a light blue beanie and a black t-shirt, is holding a long, horizontal banner. The banner is divided into four equal sections, each containing a small, square image. The word "Banners" is written in a white, sans-serif font across the center of the banner. The background is a solid, light blue color. There are white L-shaped corner brackets in the top-left and bottom-right corners, and a white horizontal line below the banner.

Banners

Banners

*A collection of out of the box ideas
in a very small animated box*

Crafted when flash was the norm for
banners this is a selection of some of the
static and animated banner works done.

- ▶ Created concepts & copy for banners
- ▶ Banners for financial products for LIC, SBI.
- ▶ Banners for Mercedes-Benz



Cox & Kings



WITH THIS RING.
ONE MISSED CALL.
ONE WEDDING IN PARIS.

CALL NOW
1800 22 1235



SWAY HER WITH A SCENIC WEDDING
MAKE YOUR SPECIAL CONNECT IN KASHMIR.

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CHARM HER AT A CHALET.
HOST YOUR WEDDING IN SWITZERLAND

[LEARN MORE](#)



SBI



SBI & LIC



Mercedes-Benz

Venerated.

Eminent.

Transcendent.

Awe-inspiring.

The New S-Class.
Icon of motion.



Replay



Mercedes-Benz

Mercedes-Benz Attention Assist is a feature that provides sleepy drivers with an audio and haptic feedback if it detects irregular driving behavior and thinks the driver has fallen asleep.

The cursor in this banner starts out drawing a circle but it falls asleep. The banner's Attention Assist activates allowing a smooth circle to be drawn.

Our engineers spent sleepless nights creating...



A teal-tinted photograph of a mailbox. The mailbox has a dark, textured body and a lighter-colored top panel with the word "LETTERS" embossed in capital letters. The background is blurred, showing what appears to be a residential area with trees and a house.

LETTERS

Direct Mailer



Direct Mailers

Going beyond digital, these Direct Mailers were done in collaboration with the Mercedes-Benz mainline team.

The first one is for the SLS AMG, the pinnacle sports car from Mercedes-Benz.

The second is for their Star Drive II invite. A test drive experience to try out a variety of automobiles and driving thrills.

- ▶ Crafted copy for Direct mailers



SLS AMG – AMG Driving Academy
experience Direct Mailer

1



Fly across the asphalt

Seeking supercar owners who want to spread their wings. Take flight at the AMG Driving Academy, a school for those raised on speed and precision driving. Not for the faint of heart. Nerves of steel and split second reflexes are not mandatory when you put the SLS AMG, the pride of Mercedes-Benz AMG, through its paces. But they help. Entrants should possess a fascination for thoroughbred racing cars and should seek to develop their dynamic driving skills to the level of a private racing driver.

02 Guided to perfection - Public Road Tour



Get ready for fascinating driving fun with a unique opportunity to drive the SLS AMG on everyday roads. Experience why this vehicle stands in a class of its own as you tear down country roads and motorways in pursuit of your instructor. This 40 minute drive allows you to try out the various modes and settings of the SLS AMG.

03 Pace Setter - Experience Course



Experience the agility of the SLS AMG, on a driving course that is specially designed to highlight its stunning driving prowess. With guidance from a professional instructor, you drive on a cordoned-off area of a racetrack for 20 minutes. The course marked out with traffic cones, is specially designed to highlight the SLS AMG's different handling, braking performance, traction and lateral dynamics.



01 Bred for pole position



Step into a unique exhibition that unveils the engineering prowess behind the SLS AMG. Experience firsthand the very racing DNA of this magnificent supercar. The 40 minute guided tour covers engineering components that are crafted to perfection. Exhibits include the SLS AMG powertrain, bodyshell, ceramic high-performance compound brakes and AMG sports seat that give sporty drive to the SLS AMG.

02 Guided to perfection - Public Road Tour



Get ready for fascinating driving fun with a unique opportunity to drive the SLS AMG on everyday roads. Experience why this vehicle stands in a class of its own as you tear down country roads and motorways in pursuit of your instructor. This 40 minute drive allows you to try out the various modes and settings of the SLS AMG.

03 Pace Setter - Experience Course



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04 Racing Taxi



Take to the racetrack for the ride of your life. Your instructor takes the lead with you closely on his tail as you follow his racing line and braking points at optimum speed. The SLS AMG feels right at home on the racing track with its transaxle configuration with dual-clutch transmission, lightweight design, brakes, drive unit adopting for a perfectly sporty drive. After 4-5 laps a short pit-stop and your instructor takes you through the definitive driving dynamics of this supercar. 20 minutes of pure adrenaline rush.





The StarDrive is back.

Join us for pure exhilaration.

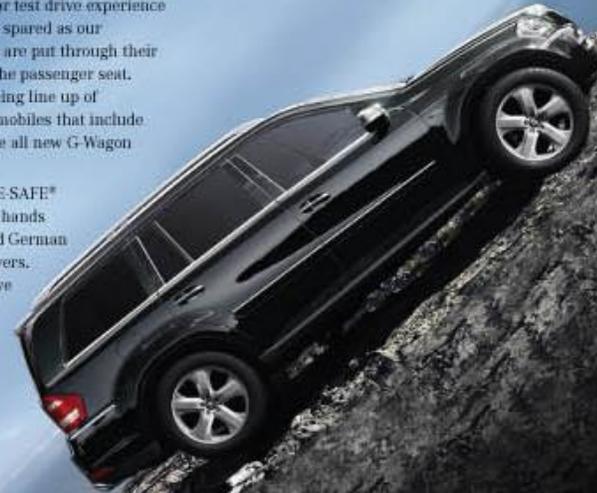
Date: 5th & 6th February, 2014

Venue: Juhu Aerodrome, Mumbai.

Mercedes-Benz STARDRIVE II —experience— II

Mercedes-Benz invites you to the most authentic luxury car test drive experience till date. Nothing is spared as our thoroughbred stars are put through their paces with you in the passenger seat. Select from a stunning line up of awe-inspiring automobiles that include stunning AMG's, the all new G-Wagon and GL 500.

Experience our PRE-SAFE® technologies at the hands of the most talented German and Indian test drivers. A breathtaking drive that will take you from 0 to 100 and back to 0 in 7 seconds flat.



Mercedes-Benz
The best or nothing.

Printing : 4 Colour + Special Silver (Pantone 877) Paper : Impressive Ivory 400 gsm Card (of Grupoo Cordenons) Finish : Varnishing

210mm

Special Silver

210mm

148mm

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420mm

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The ever-agile C-Class sets pulses racing. Take pole position with an attractive financial offer and the opportunity to witness fantastic racing action at the iconic Monza circuit in Italy. **Visit your nearest showroom today.**

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Special finance offer: 0% interest rate OR EMI of Rs. 19,999*.

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*Terms and Conditions apply. Scheme offered on select C-Class models only. Offer valid with select banks & financial institutions. Sanction of loan at the sole discretion of financiers. Accessories, colours and fitments shown may not be part of standard specification. Mercedes-Benz cars: series W 204 meets Bharat Stage IV emission norms.

Trade your car for a star.

Presenting the “Star Exchange” program.

Trade in your four wheels for the drive of your life. Mercedes-Benz brings you a unique opportunity to turn in your existing car and upgrade to an exhilarating new E-Class or sublime S-Class. Attractive financial packages are also available for your convenience. **Visit your nearest showroom today and take home your Star.**



Mercedes-Benz

The Star Exchange program will be held in Jaipur on DATE.

Dealer Name: Address, Telephone

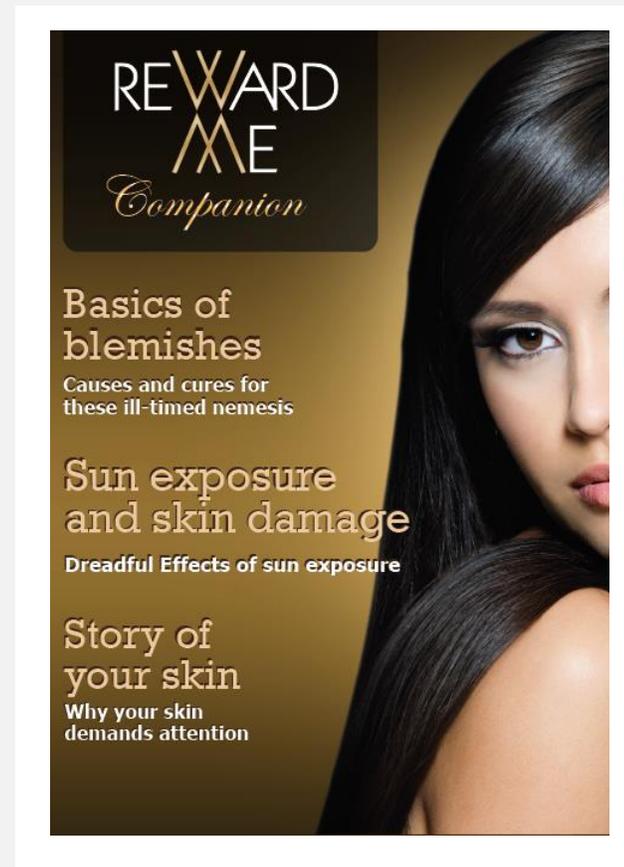
Accessories, colors and fitments may not be part of standard specification. Mercedes-Benz cars: series V 221 and W 212 meets Bharat Stage IV equivalent emission norms.



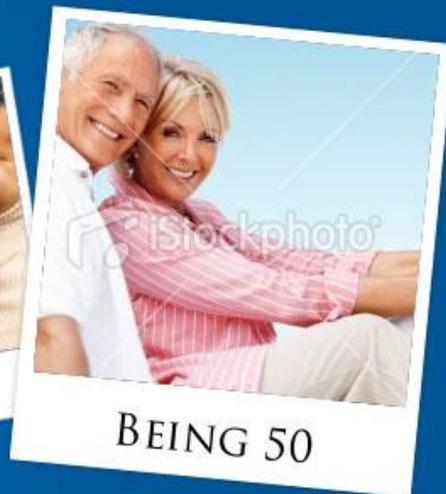
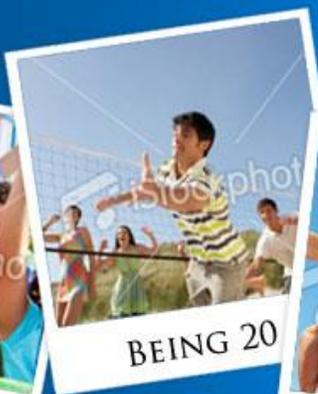
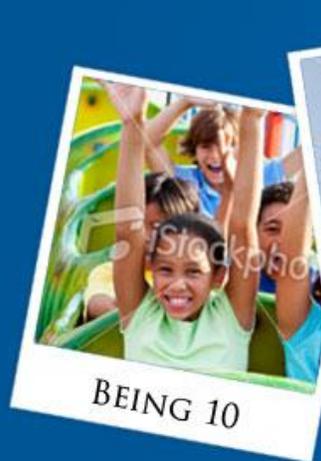
Concepts

Concepts for pitches

Here is a collection of some of my pitch work. This includes campaign work done for Cox & Kings. A digital magazine for P&G's Reward Me website. Concepts for the RewardMe website revamp. Work done for Hiranandani property developers.



Cox & Kings



Concept work done for Cox & Kings pitch. These range from tactical executions such as the landing page featured here...

FOR THE CHILD, ADULT AND INDIVIDUAL IN YOU.

Bring out in you the innocence of a child, curiosity of a youth and zest of a thirty year old.

At **Cox & Kings**, we invite you to celebrate your years, all of them with holiday packages designed especially for you.

Spoil yourself silly at the Japanese doll festival, feel the adrenaline rush with a bungee jump at the Verzasca dam and spend a lazy afternoon on the beach at Byron Bay even if you're fifty. Begin your journey here.

FILL IN YOUR DETAILS INCASE IF YOU WANT US TO CALL YOU

* Mandatory fields

First Name

Last Name

Select Package

Departure Date

Email

Mobile

~~228vm4~~

Enter the code above here

SEND ENQUIRY

OR CALL: 1800 120 0660



CALL: 1800 120 0660



BEING 50 ALSO MEANS BEING 10, 20, 30 AND 40.

Does a candy light up your eyes at 40? Does a campfire ignite that old passion even at 50? There is a reason to it.

No matter what your age, a vacation brings out within you an innocent child of ten, a curious youth of twenty and the zest of a thirty year old.

Cox & Kings invites you to celebrate your years, all of them. Holiday packages designed to appeal to the child, the youth and the individual in you. Enjoy the Japanese doll festival, go bungee jumping at Verzasca dam, Switzerland and relax on the beach at Byron Bay, Australia. [Click here](#) to start your journey.

Start your journey today



* Mandatory fields

SEND ENQUIRY

Got 2 thank

The gift of gratitude

To conceptual idea pieces such as Got 2 Thank a social platform that is driven on gratitude.



Why Thank

There are people all around us who touch our lives, changing it for the better. Many of these people go about their lives never being truly thanked for the difference they have made. Gottothank is a place to reach out to these people and to tell the world what makes them so special.

How to thank

- 1 Pick someone who has made a difference.
- 2 Enter their email address.
- 3 Choose to be anonymous or tell them who you are.
- 4 Write a thank you note
- 5 Send it on its way.

Write on the Thank You Wall

Write a thank you on this virtual wall to see it get turned into a beautiful graffiti on our real wall.

Today's thank you shout

Join us at 7 Pm to thank Anna Hazare for standing up for corruption.

Got 2 thank

The gift of gratitude



How to thank

- 1 Pick someone who has made a difference.
- 2 Enter their email address.
- 3 Choose to be anonymous or tell them who you are.
- 4 Write a thank you note
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Write on the Thank You Wall

Write a thank you on this virtual wall to see it get turned into a beautiful graffiti on our real wall.

Today's thank you shout

Join us at 7 Pm to thank Anna Hazare for standing up for corruption.

Got to thank
The gift of gratitude

What are you thankful for?

Got to thank- the gift of gratitude is a unique video platform that helps you to share what you are thankful for with the world.

Thank your office water cooler or your long lost kindergarten friend. Now there is a perfect way of showing your gratitude:

Give Thanks



Mix It

Drag two or more categories together into the thanks mix box to see where your thanks lead you.

Got to thank
The gift of gratitude



You chose:

Cycle & Wine

Your thanks mix leads you to :

FRANCE

Got to thank
The gift of gratitude



Related Videos



Burgundy is the southern half of Yonne, France. Cycle the terrain of the famous Route des Grand Crus (road of the great wines) through picturesque vineyards of Côte de Nuits and the Côte de Beaune.

Witness the beauty of elegant chateaux and medieval villages as you ride on.

With so many sights to savor, there is nothing ordinary about this place. It is simply magnifique!

You chose:

Cycle & Wine

Your thanks mix leads you to :

FRANCE

Got to thank
The gift of gratitude

Let the world know

Cynthia Thomas decided that to thank Blackberry in a unique way:



Thanks 13



[Your Thanks in this category](#)

[A Brand New Thanks](#)

Comments

Posted by Peirre Cardiff

Got to thank this too: I agree. If BBM was not there I'd still be paying by the message for SMS.

2 minutes ago

Related Videos



To be or not to be is no longer the *question*

At State Bank of India, we are here for you who dare to dream. For you who are unafraid to take the reins of the future in your own hands, in pursuit of further education, while funding for yourself. It has never been simpler with courses from the country's best engineering colleges, medical colleges, or law colleges funded by your favourite bank. Avail of an attractive interest rate, loan amounts up to Rs. 15 Lakhs with ATM / Debit card facility, internet banking and the convenience of an on-campus branch or a designated branch close to campus.



See if you make the cut.

- [Eligibility](#)
- [The loan](#)
- [What you need](#)
- [Courses Covered](#)

Creative concept for a SBI landing page that focused on student loans.

Learn astonishing expert secrets,
experience international brands and
indulge in ravishing style updates.

DID YOU KNOW?

Laser treatments wound your skin. Literally.

Laser treatments deliberately wound your skin (albeit in a controlled manner), triggering formation of protein bonds that lead to regeneration of new skin. Painful isn't it? Well, there is always an alternative. Curious to know what?

[Read more](#)

Olay
 all in one
 fairness

[Sample now](#)

Pampers

Ask the expert

Gillette
 Fusion

[Sample now](#)

whisper
 Ultra Clean

MY STORY
 MY ARIEL

REWARD
ME
Companion

Celebrate
your skin

Basics of
blemishes

Causes and cures for
these ill-timed nemesis

Sun exposure
and skin damage

Dreadful Effects of sun exposure

Story of
your skin

Why your skin
demands attention

Signs
of aging

Identify & avoid the
early signs

Know
your skin

Your skin type and how
to take care of it

Skincare routine
– tips & tricks!



*Concept for E-Magazine
for P&G to promote site
content on Reward Me*

REWARD
ME
Companion



REWARD ME *Companion*

› Story of your skin

01 Why we bring you the lowdown on skincare

› Sunscreen terms explained

07 SPF, Broad spectrum & Protection grade for dummies

› Know your skin

03 How to make the most of your skin type

› Signs of aging

09 Identify & avoid the early signs

› Getting under the skin of it

04 Know the science behind your skin

› Basics of blemishes

11 Causes and cures for these ill-timed nemesis

› Sun exposure & skin damage

06 Dreadful effects of sun exposure and how to cope

› Skincare routine –tips & tricks!

15 Proper routine to keep skin looking healthy and young

Know your skin

Unmindful trial and error with skin care products may cause an irreversible damage to your skin.

While some of us continuously strip our skin of natural oils believing our skin to be oily, others make the mistake of hydrating the skin unnecessarily leading to acne and blemishes. It therefore becomes very important to recognize our skin type.

There are primarily four types of skin- normal, oily, dry and combination. Each type requires special care, routine and specific type of products.



Grease be gone!

Identifying Oily Skin:

Oily skin is perhaps the most troublesome type. It is caused by over-secretion of sebum, often in adolescence. If your skin looks oily with large pores, has acne, is less sensitive and your make-up wears off easily, you have oily skin.

Caring for Oily Skin:

Since oily skin is blessed with natural oils one must avoid using harsh products that strip the skin of oil and encourage flakiness. A light lotion that is readily absorbed can be used as a protectant.



[Login](#) | [Sign Up](#)



ALERTS

TO DO LIST

DOGGY TIPS

4th
Nov

It's time to give Caesar his yearly shot.
Call your Vet today.



4:35 PM



- ▶ Hiranandani Gardens Powai
- ▶ Hiranandani Meadows Thane
- ▶ Hiranandani Estate Thane

Creating better communities

Creating Better Communities

Committed to creating better communities, the Hiranandani group builds self-sufficient integrated townships that synergise luxuriant homes with astounding amenities. Our 1300 strong real estate development team consists of 900 engineers and technical staff, dedicated to producing avant-garde architectural abodes.

At a Hiranandani project, you can rest assured that you will be assailed with stunning architecture, and vibrant greenery in your home whether at Powai, Thane or elsewhere. With an acute attention to landscaping, parks, shopping, and recreation facilities, we provide the highest lifestyle standards with every conceivable convenience for our communities.

Providing an international standard of living in India, the Hiranandani group is a pioneer in mix-use and township development. An ISO 9001 : 2000 certified company we have a number of firsts to our name including the use of copper plumbing and the use of Fly Ash concrete. We are even a main developer for 23 Marina, Dubai the world's largest residential building.

Hiranandani Gardens Powai



Richmond

Richmond occupies pride of place at Hiranandani Gardens, Powai - Mumbai's most sought after residential address. Richmond Tower is a 24-storey building and offers smart 4 BHK & 5 BHK apartments with all modern day amenities. Intelligent planning is the key feature of each 3470 & 4925 square feet apartment. The interiors are designed to maximize functionality and there by optimize the per square foot usage.

[View Details](#)



[Glenridge](#)



[Glendale](#)



[Richmond](#)



[Amanda A](#)



[Amanda B](#)



- ▶ Hiranandani Gardens Powai
- ▶ Hiranandani Meadows Thane
- ▶ Hiranandani Estate Thane

Creating better communities

Hiranandani Gardens Powai

Richmond



Generous allowances for light fixtures, appliances and floor coverings



Check out my online
portfolio for more work &
info about these projects

<http://rubikazariah.com/portfolio/>



Blog Portfolio CV

+919820106919, Whatsapp +6581770518
rubik.azariah@gmail.com