



Overview of Media Plan

By



Our Strengths

Personal Selling

Advertising

Publicity

*Point of
Purchase
Communication*

Social Media &
PR

Sales
Promotion

Personal Selling

- Visiting Cards
- Forms
- Letter Head
- Envelopes
- Diaries
- Brochures
- Leaflets



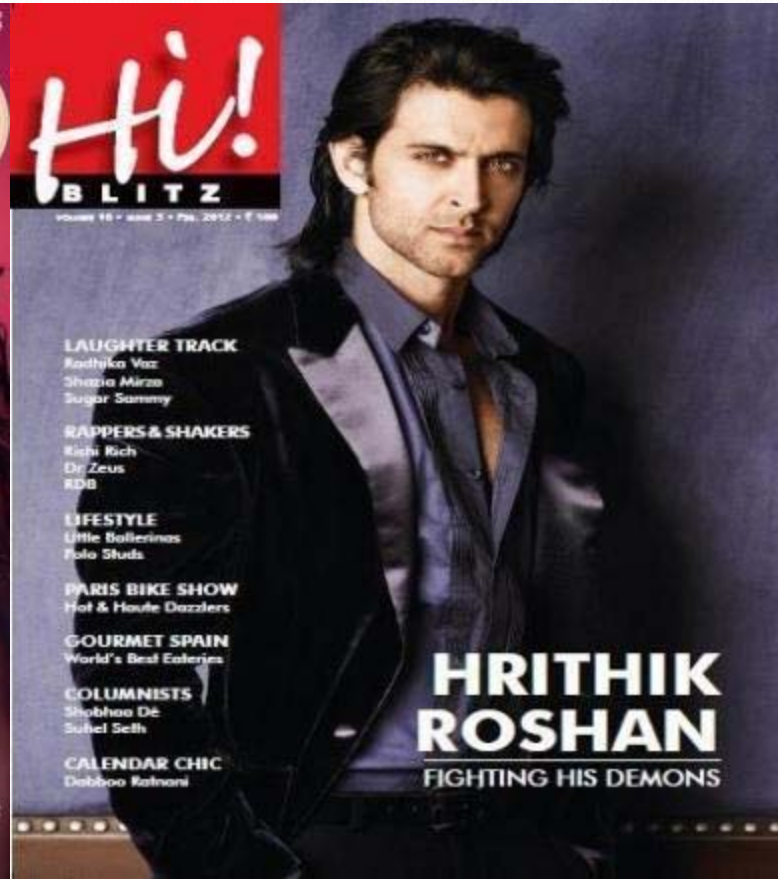
Advertising

Print Media (Newspaper)



Advertising

Print Media (Magazines)



Advertising

Radio



India's Leading Radio Network



Advertisement

Television



Life OK

Advertising

Social Media



Publicity

- Hoardings
- Kiosks
- Tin Plates
- Sun Packs
- Canopies
- Flex Boards
- Sun Boards
- One way vision etc.,



Sales Promotion

1. Exhibitions
2. Road Shows
3. Society Activity
4. Car Branding



Events & PR

- **Product Launch**
- **Announcements**
- **Tie-Ups**
- **Distributor Meet**
- **Product Presentation**



Point of Purchase Communication

- Standees Point of Purchase
- Tent Cards Communication
- Danglers
- Stickers
- Brochures
- Leaflets





Thank you



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