

Sheron Wali Baat






A Brand & Communication Consultancy

Gurugram .Delhi .Mumbai .Kottayam .Paris

www.houseoflions.in



THE TRAIL

Communication Platter

Divisions

Clients

Founder

Mentors

Success Saga

Why us?

Contact

**A Communication & Brand Consultancy
Offering Integrated Creative, Digital &
PR solutions.**

WE ARE ...

BRANDING & POSITIONING

Logo, Brand Manual, Brand Positioning & PR

ACTIVATION & EVENT

Concept & Creative

STRATEGY & CONSULTING

Communication Strategy, GTM Plan,
Brand Strategy, Media Strategy & Image
Consulting

CREATIVE

Creative Strategy, 360 Degree Creative
Planning and Execution

SOCIAL MEDIA

Strategy, Planning, Creative,
Reporting & Analysis

DIGITAL

Performance & Influencer Marketing, SEO,
Media Planning, Blog, Content Marketing &
Media Planning

DIVISIONS



Social Media Specialist

Global insights, out-of-the-box creative ideas, seamless execution, and more.
All this at a pocket-friendly price.

This specialized social media outfit offers communication edge, along with zing, engagement and reach.



blusteak

Performance Marketing Specialist

A cutting-edge digital agency with a global footprint and diverse offerings.

From performance marketing to SEO, influencer marketing to content marketing, it delivers bang for your buck.

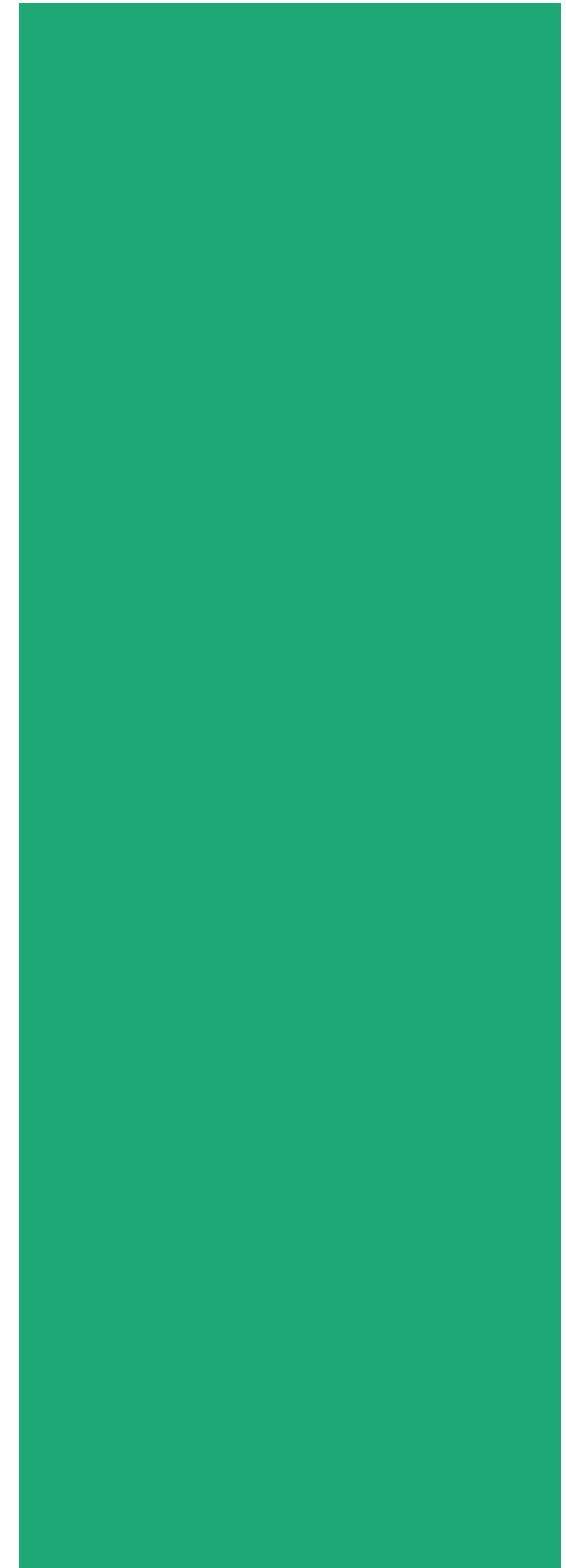




PR & Image Management Specialist

With strategic hubs in Mumbai and New Delhi, their presence spans the globe: Europe, the UK, North, South, and Central America, Africa, and the APAC region.

They empower your brand with a fusion of international cross-sector proficiency and astute local insights.



Social Media

Aayom Welfare Society
Anny's
Baxy
Cartrade Exchange
Cremsytry
DLF
Eastman Auto and Power Ltd.
Embassy Of Hungary
Grapevine
Memsahab
Monteria Village
Morning Owl
OK EV
Proquest Nutrition
Radisson Blu
Shriram Auto Mall
Sopra Steria
Smile Foundation
Voila Experts
Whiteland Corporation

PR

Audi
Wakao Foods
Brewdog
Kaventers
Beat Cocktails
Daikin
DLF
Maersk
Okinawa
Stranger & Sons
Skoda
Yamaha

Performance Marketing

Dunkin
Muthoot Healthcare
Ubon
Viacom18

CLIENTS

AMIT SHANKAR

Founder

An awarded Creative Director, he has spearheaded communication for Fortune 500 brands like Nestle, Cisco, Microsoft, WHO, Canon, Pedigree, Honda, and GSK.

A best-selling author with five titles to his credit, he is a visiting faculty at top advertising, design, and management institutes.

As a Political Analyst, he is a regular on prime-time news.



ADVISORY BOARD



**PROF DR. DIVYA
TANWAR**

Life Mentor

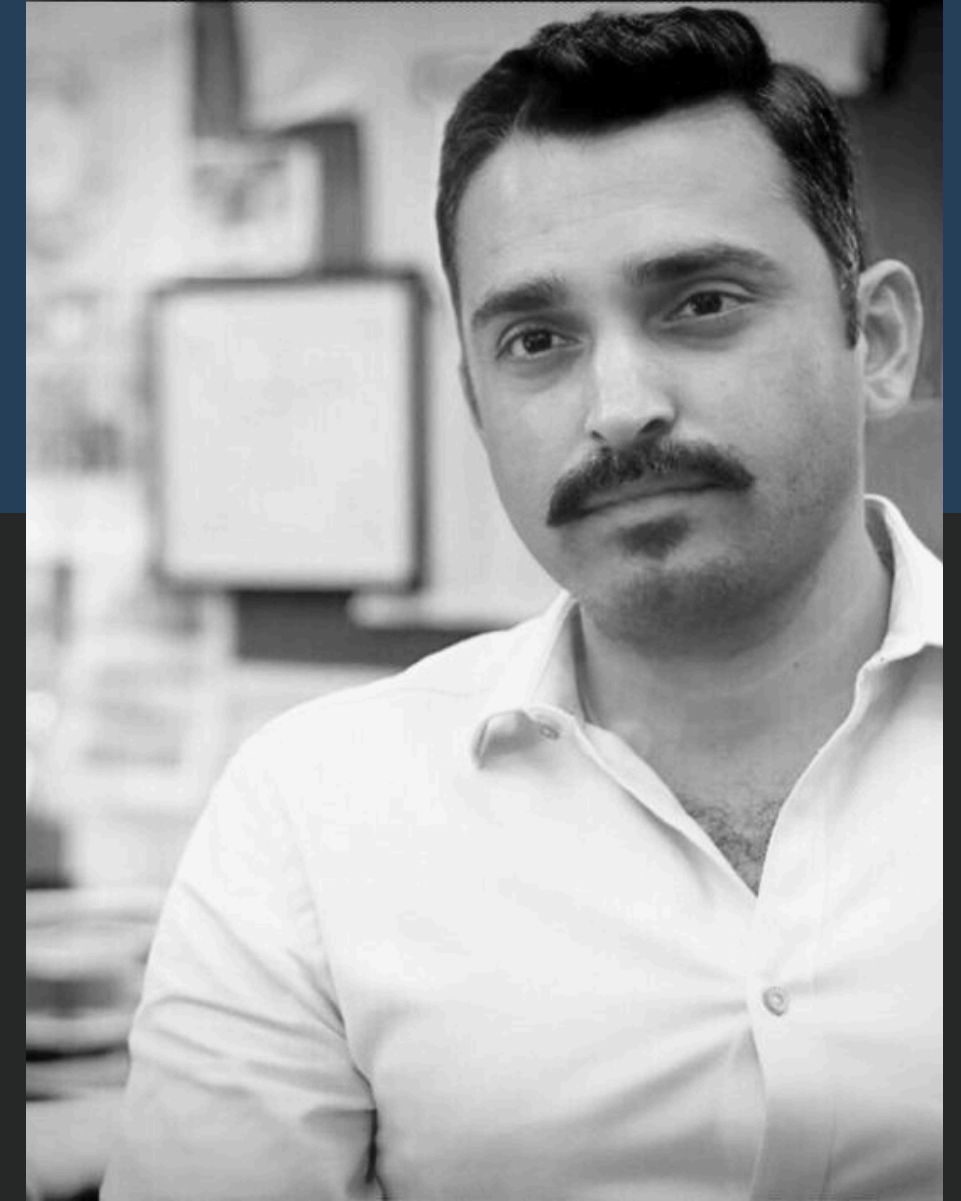
She is a distinguished academician, Professor (Adj) at Somaiya Vihar University, Mumbai and a cyber security specialist.



**SIDDHARTH
NARULA**

Business Mentor

As Chief Revenue Officer for Zee Digital-OTT and Culture Machine, he has been at the forefront of India's digital revolution. As Business Head, he has been with Walt Disney and Bloomberg UTV.



**SIDDHARTHA
UPDAHAYAY**

Communication Mentor

A PR and Communication stalwart, he is a national awardee, and has single handedly redefined sports at the grassroot level..

ADVISORY BOARD



**AKHIL
BAKHSHI**

Creative Mentor

India's leading photographer, he has shot some of the top brands and faces across the globe.

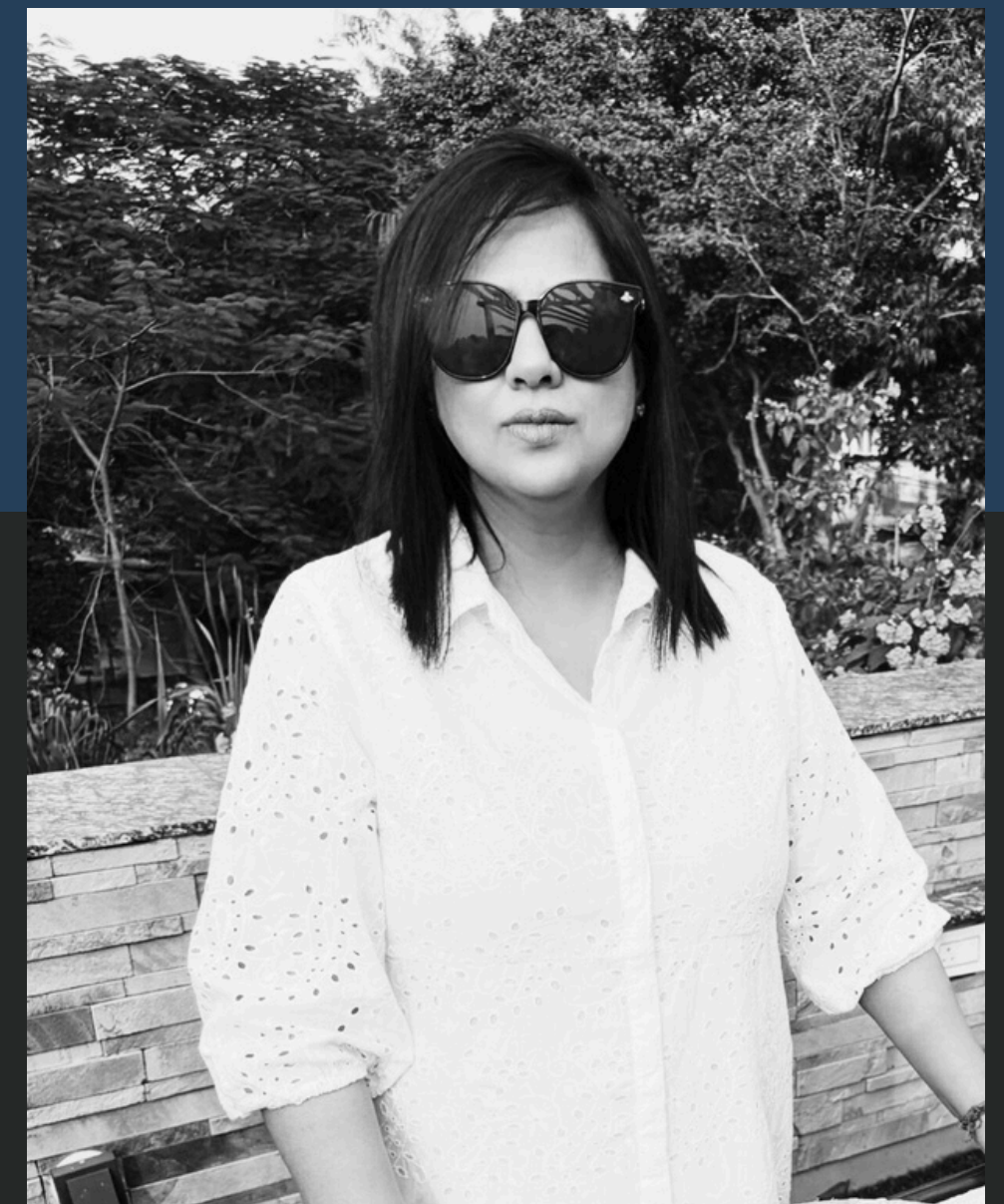


**RATNA
DUHAN**

PR Mentor

Her PR forte includes Hospitality, Liquor, FMCG, Fashion and Lifestyle.

She excels at crafting strategic communication and managing brand reputation.



**ANITA
AJWANI**

Lifestyle Insight Mentor

Her journey spans collaborations with leading hospitality brands across the US, Australia, and India. As a board member of a prominent bank, she brings strategic foresight to our table.



SUCCESS SAGA

Real estate

WHITELAND CORPORATION

Global Outlook, Indian Values



Edition 1, 2022

The
WHITELAND
WAVE

NAVDEEP JP SARDANA

THE DEEPER
YOU ARE
ROOTED,
THE HIGHER
YOU CAN
SOAR"

WHITELAND
Committed to Excellence

SUSTAINABILITY

Creating and nurturing our eco-system,
ensuring growth for all

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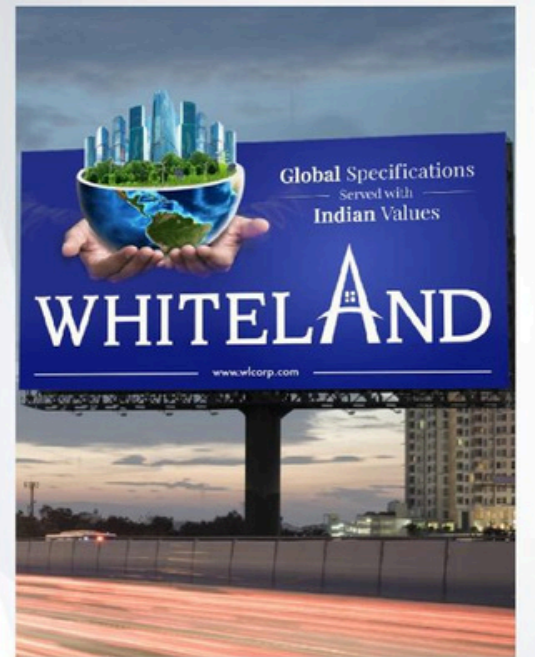
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• Modular kitchen

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Hafeez Contractor

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» QUALITY FORMULATION

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Autorickshaw & LCV

MONTERIA

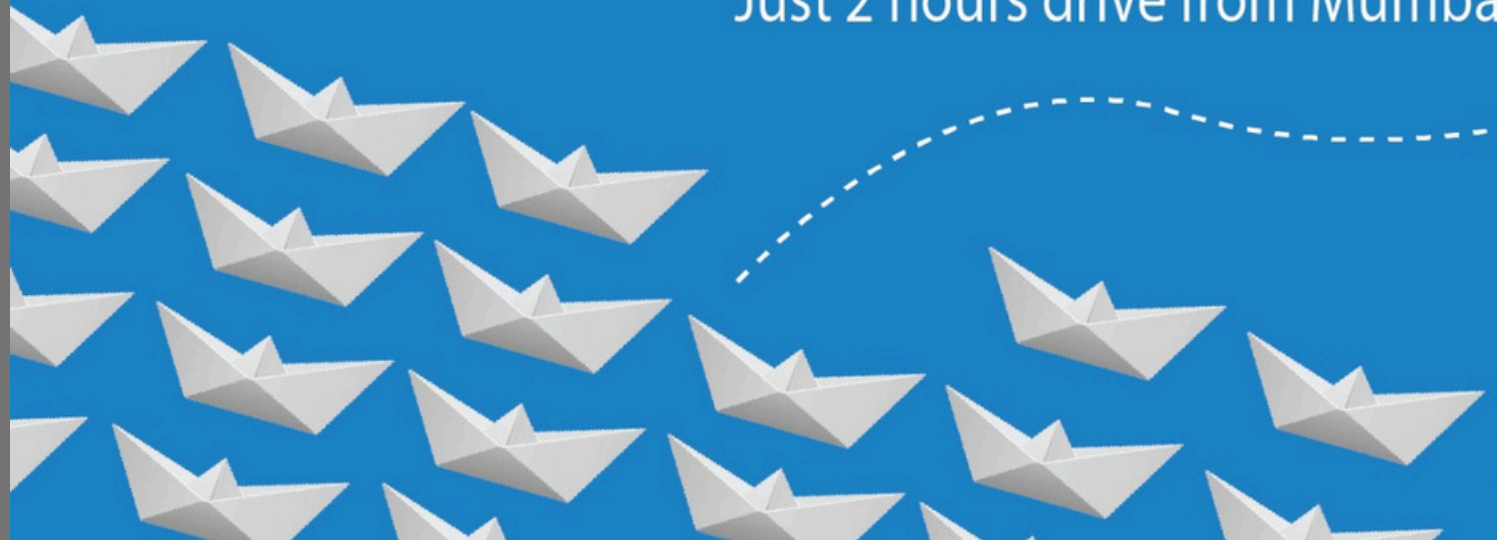


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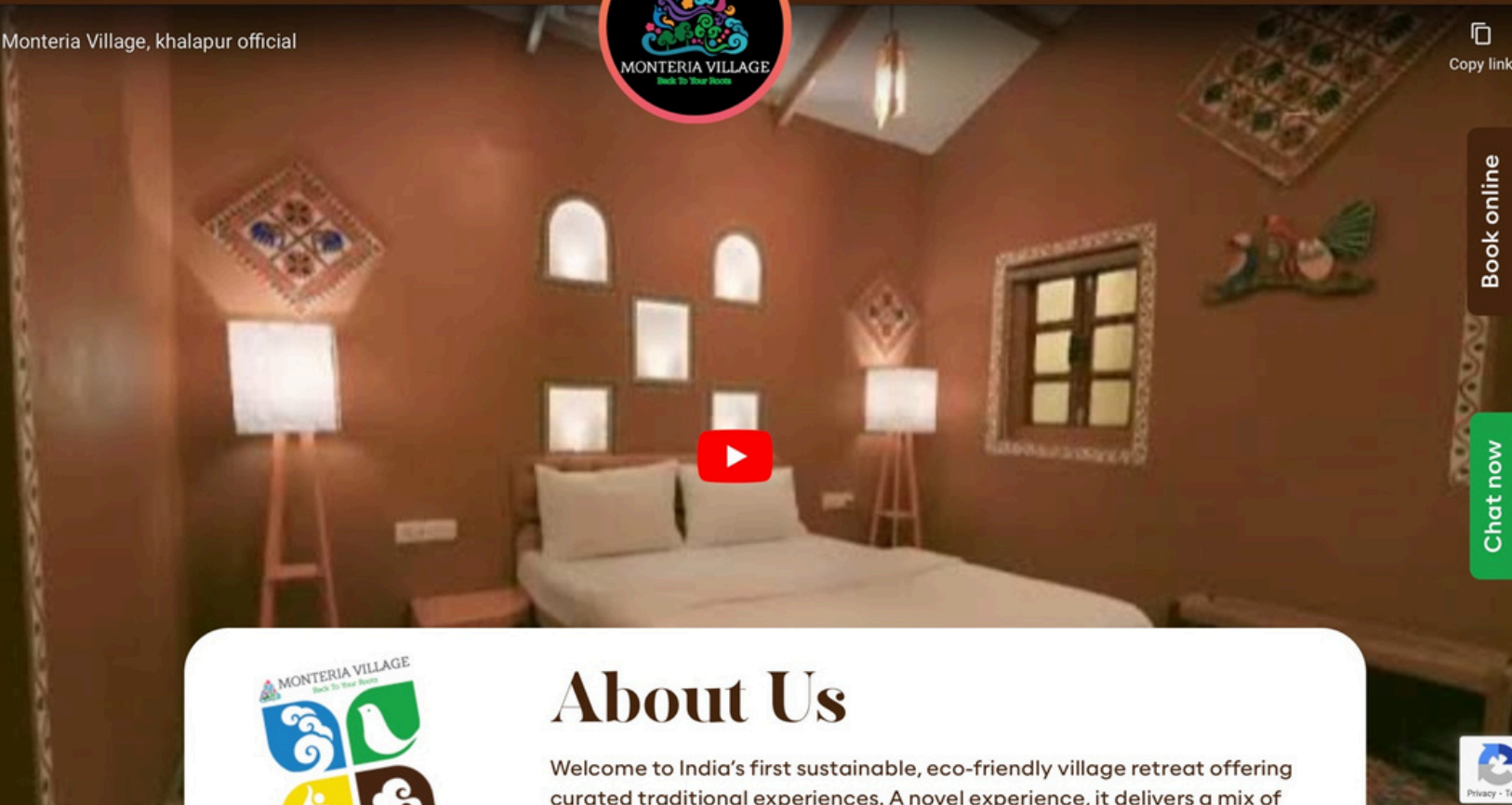
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BACK TO YOUR ROOTS



Man with a dream

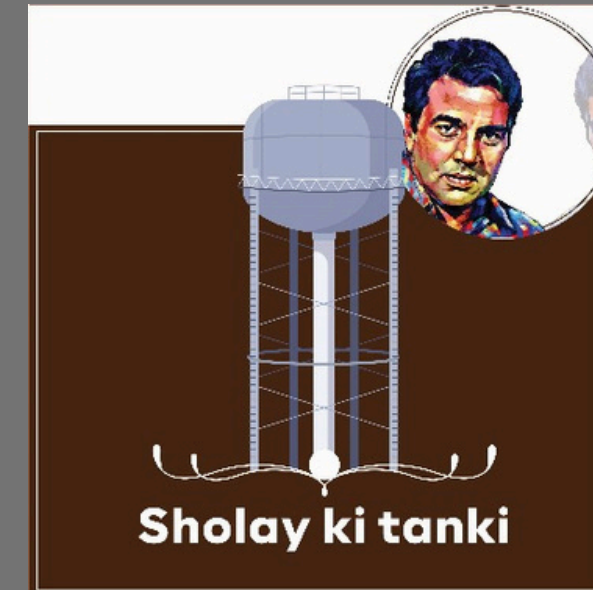
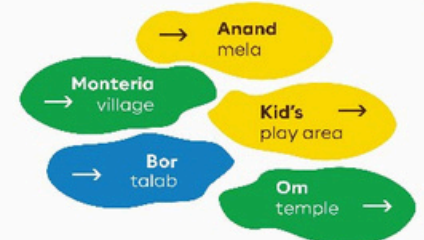
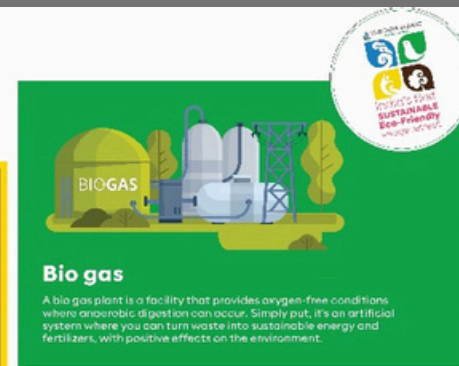
Mr. Govind Vaghani

Founder, Monteria village

A civil engineer by training, he ran a successful and flourishing real-estate company before being consumed by the desire to create something as spectacular as Monteria Village.



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Autorickshaw & LCV

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Bharosa Jeet Ka





BAXY
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- Bada Loading Area: 6.5 x 4.5 feet
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CNG variant main
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Bharosa Jeet Ka

Merry Christmas



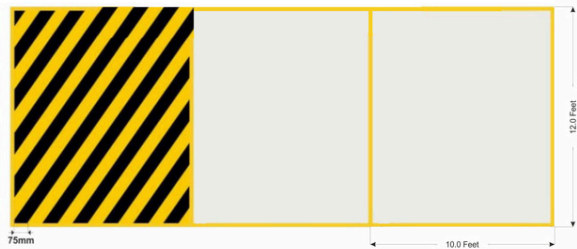


M/s Raathi Motors Company
12/5, Jharsa Village, Nathupur Chowk, Gurgaon- Haryana, INDIA
Phone: 0124-234567890, 12345678
email: raathij@gmail.com

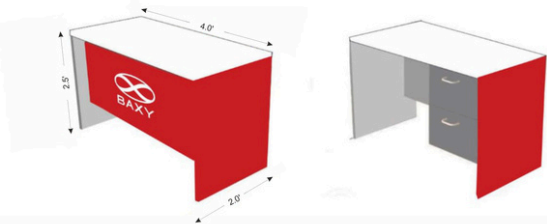


SANJAY CHOWTALA
Showroom Manager
+91-8882977667
sanjay.c@gmail.com

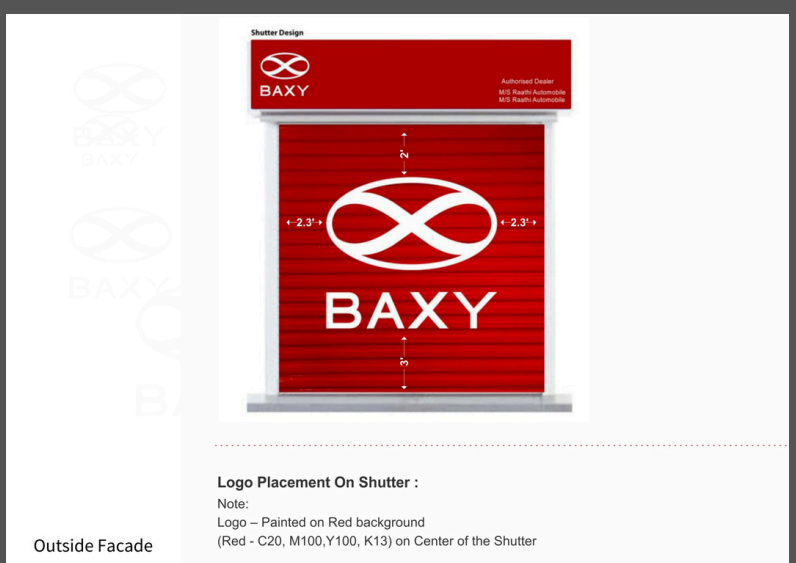
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Gurgaon- Haryana, 122002, INDIA
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Workshop Floor Bay Marking 12 X 10
Process - To be done locally by the dealer as per the above mentioned specification



Sales Table :
Table To be done locally by the dealer as per the above mentioned specification
Logo sticker – 25(H) X 25(W) cm



Outside Facade



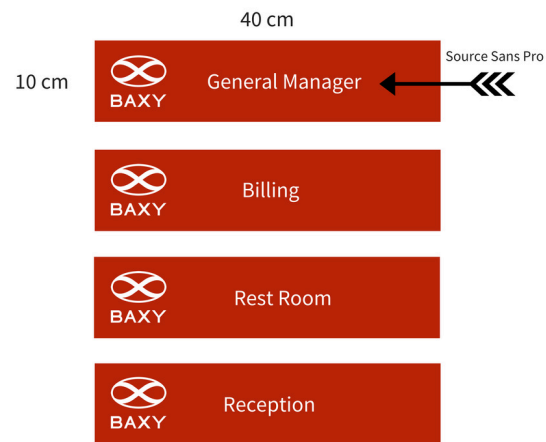
BAXY logo font Source Sans Pro

- Minimum Size Of The Logo Width - 30MM
- Paper Size - A5 Width - 30MM
- Paper Size - A4 Width - 45MM
- Paper Size - A3 Width - 75MM

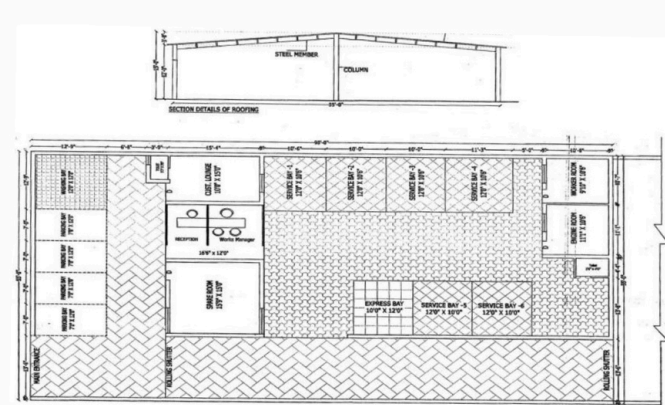
Logo Proportions:
It is very important to maintain the integrity of BAXY in terms of layout , proportion, spacing and color, wherever it is reproduced. Along side is the detailed specifications of the logo proportions.
It is advised the one may use the softcopy of the logo provided where ever required than recreating the logo manually as per the specifications given alongside.



MALWA MOTORS
माल्वा मोटर्स



Signage



Workshop Layout

PDI OK

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Date. _____
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• Made with 100% Essential Oils

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★★★★☆ 3.1

Longevity

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Natural Air Freshener Concentrate

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Highly rated by customers for

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looks good

good smell

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M.R.P.: ₹498 (42% off)

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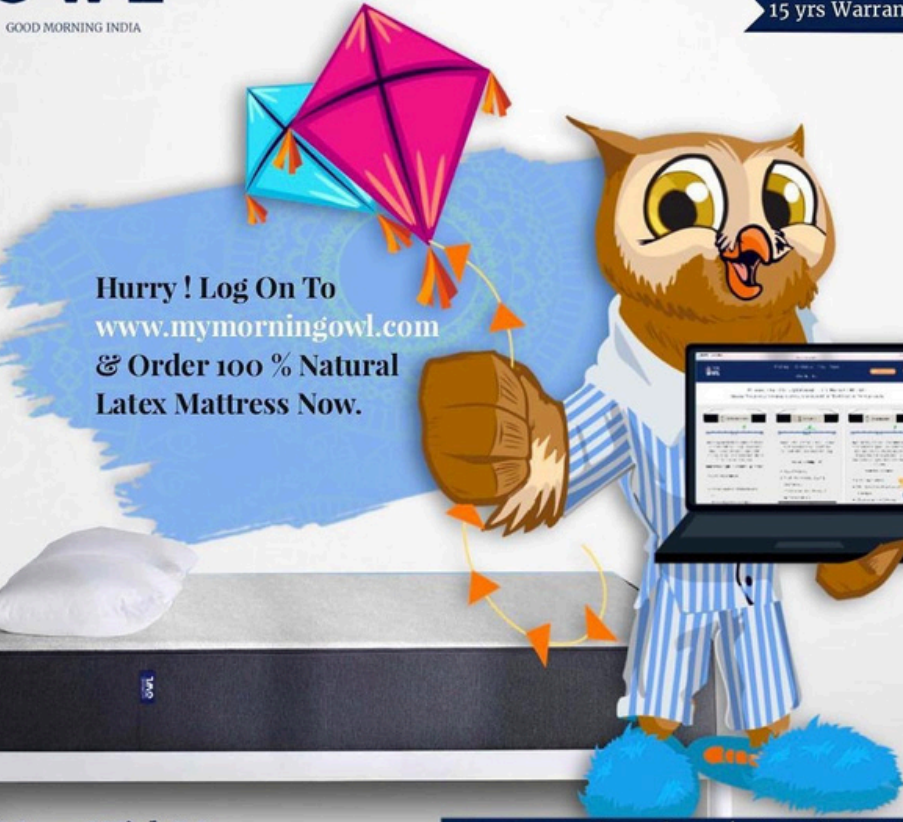


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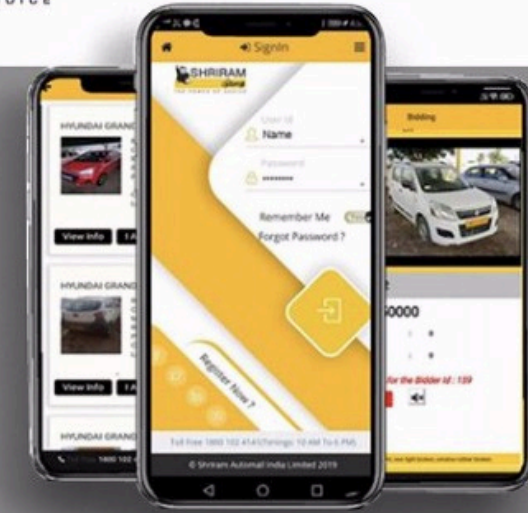
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| <div>URS</div> <div>produire, notamment les itent d'avoir des couleurs</div> <div>re utilisées qu'en cas de</div> | <div>ROSE</div> <div>C: 5 M: 90 Y: 0 K: 0</div> | <div>ELECTRIC PINK</div> |
| | <div>LIGHT BLUE</div> <div>C: 80 M: 0 Y: 0 K: 0</div> | <div>BLUE LAGOON</div> |
| | <div>YELLOW</div> <div>C: 0 M: 20 Y: 90 K: 0</div> | <div>TEQUILA SUNRISE</div> |
| | <div>DARK BLUE</div> <div>C: 100 M: 60 Y: 0 K: 0</div> | <div>OCEAN BLUE</div> |

COULEURS PRINT

COULEURS PRINT
Les différents éléments à produire, notamment les objets publicitaires nécessitent d'avoir des couleurs dites print.

Ces couleurs ne doivent être utilisées qu'en cas de nécessité.

ROSE

C: 5
M: 90
Y: 0
K: 0

BLUE LAGOON

C: 40
M: 0
Y: 5
K: 0

TEQUILA SUNRISE

C: 0
M: 20
Y: 90
K: 0

OCEAN BLUE

C: 80
M: 0
Y: 0
K: 0

LIGHT BLUE

C: 80
M: 0
Y: 0
K: 0

YELLOW

C: 0
M: 20
Y: 90
K: 0

DARK BLUE

C: 100
M: 60
Y: 0
K: 0

ELECTRO PINK

C: 5
M: 90
Y: 0
K: 0

TEQUILA SUNRISE

C: 0
M: 20
Y: 90
K: 0

OCEAN BLUE

C: 80
M: 0
Y: 0
K: 0

LOGO ELEMENTS



FIG. 1 FORMS
The squares used for the logo are separable and reclining. Used with the gradients, they are the basic toolbox needed to develop different pictograms.



FIG. 2 DESIGN
The design of the pictograms is free depending on whether it fits into a 5 by 5 square given by a unit of "x".

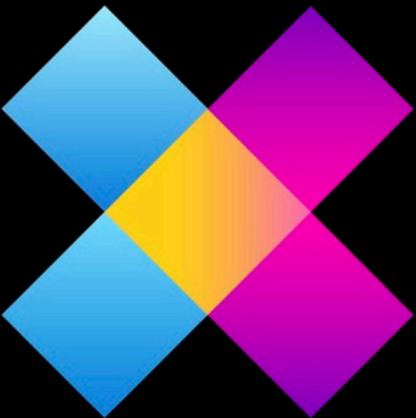


FIG. 3 USE
The use of pictograms must remain extremely moderate so as not to encroach on the logo itself.

PHOTOGRAPHY: TOP DOWN VIEW

This is supported by the use of top down views images to express the greatness and the internal aspect of Sopra Banking Software.



PHOTOGRAPHY: HUMANS

At Sopra Banking Software, humans come first. Within our photo selection we put the individual in all its facets first.



WEB TYPOGRAPHY

Aa

WEB FONT
Baton Turbo is a whimsical and trendy sans serif font. Her design brings clarity and enthusiasm to the brand. It further underlines a certain fiery and gives to our brand a real optimism. This elegant sans-serif typeface family intended for a state-of-the-art look, without losing focus on the letters.

BATON TURBO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#]{}@]/&\<

BATON TURBO MEDIUM
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#]{}@]/&\<

BATON TURBO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#]{}@]/&\<

BATON TURBO HEAVY
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
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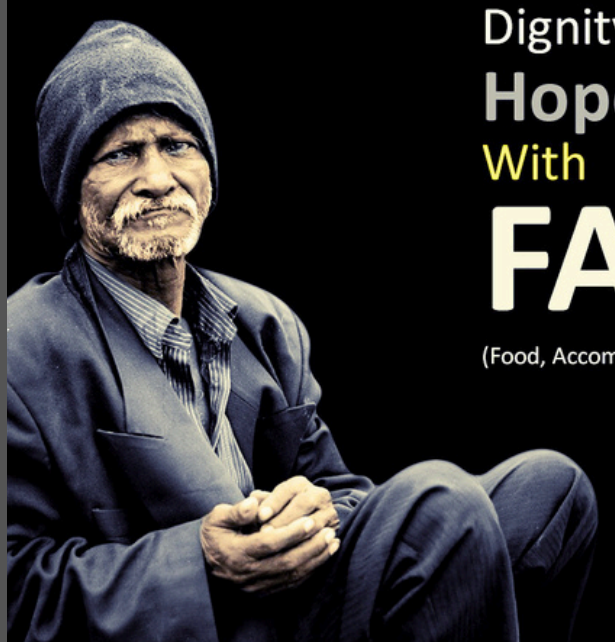
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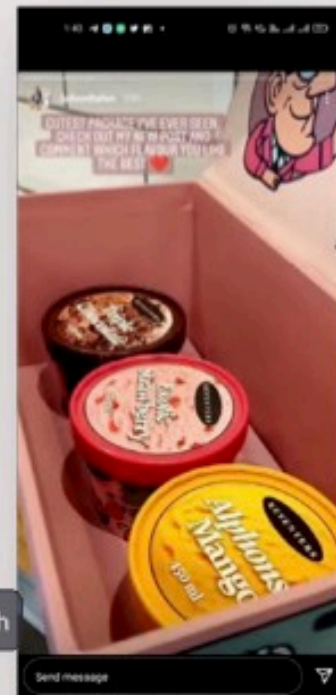
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Public Relations

KEVENTERS SINCE 1925

INSTAGRAM - PAN INDIA NEW COLLAB/LAUNCH INFLUENCER OUTREACH



Try Pitch

KEVENTERS SINCE 1925

Keventers on expansion drive; targets turnover of Rs 700 cr by 2025-26

It has also earmarked capital expenditure of Rs 200 crore over the next 5 years. The company has also partnered with sports nutrition brand Myprotein.

Topics
Keventers



Try Pitch

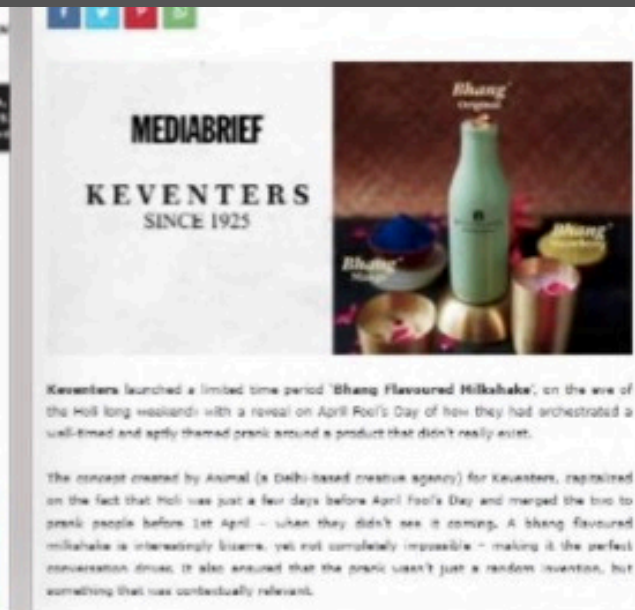


Keventers on expansion drive; targets system turnover of Rs 700 crore by 2025-26

The vintage brand was revived in 2015 by three individuals Agastya Dalmia, Anam Arora and Sohrab Sittaram, having undergone changes in ownership in its history since it was founded in 1925 by Edward Keventer.



Representative image



The launch of Keventers Cafe marks a shift in the brand's retail strategy as it moves from its core traditional kiosk setup and QSR formats to embrace a larger dining space.

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Don't let the Global Economic
crisis prevent you from
investing in India

New Delhi (India), March 30 (ANI) - Keventers, the iconic 97-year-old dairy brand, opens its first ever, 'Keventers Cafe' at Indraprastha, New Delhi.

An expansion drive spread across an area of 25 sq ft., at Keventers Cafe customers can dine in and enjoy the iconic Keventers milkshakes, cold coffee with light bites.

The launch of Keventers Cafe marks a shift in the brand's retail strategy as it moves from the conventional kiosk and QSR formats to embrace a larger dining space. This is a part of the brand's shift to create more engaging consumer experience with rising market demand.

The Keventers Cafe has an exceptional ambience to cater to visitors across a varied demographic, from families, to millennials and Gen Z with the right balance of Vintage, Modern and Retro aesthetics. The experiential ambience

STRANGER & SONS

World's First
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2 new gins blended across thousands of miles
will finally arrive in March

"The year was 2020. Stranger & Sons had just become the first Indian distillery to win Gold at the International Wines and Spirits Competition. We were elated. Things were going well and we were in talks with Four Pillars, an Australian distillery, to create limited-edition **gins**. What could go wrong, right?," says Sakshi Saigal, one of the brains behind Goa-based Third Eye Distillery. Saigal, who—along with partners Rahul Mehra and Vidur Gupta— has brought **world-class gins** to India via Stranger & Sons, tells us the story behind the distillery's latest **spirits** to hit the market.

Try Pitch

THE WEEK

Stranger & Sons is taking the craft gin trail beyond Indian shores

It was around 2015 that Sakshi Saigal, while pursuing her MBA from Barcelona, started noticing pockets in Europe fizzing with gin bars, especially gin tonic and cocktails bars in London. "I was really surprised that the back-label of these gin bottles listed botanicals, herbs and spices that you could easily find in India, like coriander, black pepper, nutmeg. At that point I was like why isn't anybody in India making premium gin?" says Saigal who after coming back to India went on to set up Stranger & Sons in 2018 with Rahul Mehra and Vidur Gupta.

Today Stranger & Sons, packaged in a stylishly stout bottle with a cork stopper, is best-known as an early innovator in the Indian craft gin landscape, a premium Indian brand that can be spotted in bars in London, Dubai, Singapore, Hong Kong and Bangkok. "A domestic consumer in India is always suspicious of premium Indian spirits. And we wanted to challenge that. And not only at home in India, but even globally," says Saigal, now ready with plans to expand to more international markets like New Zealand, Mauritius and Australia.

This aspirational Indian brand, once hardly available beyond Goa where it is distilled, is on an expansion spree. Available in Maharashtra and Karnataka, Stranger & Sons launched in Delhi this year and has just landed in Rajasthan too. Not exactly a London dry gin, Stanger & Sons mostly has Indian botanicals and the robust flavour is a perfect blend of black pepper, nutmeg, mace, coriander, liquorice, cassia bark, angelica, juniper and four aromatic citrus peels including Gondhoraj lemons from Kolkata. While not as ubiquitous as Greater Than, another homegrown brand which was the earliest mover in India's gin renaissance, Stranger & Sons is a bit boutique with accessible characteristics. Priced a little under Rs 2,000, it appeals to a wandering tippler always on the lookout for exciting new brands with a story to tell, preferably with farm-to-table bona fides.



LIFESTYLE ASIA

Dining 13 Sep 2022 02:00 PM

Spruce up your spirits stash with these all-new Indian gins, rum, and vodka

Featuring unique botanicals, crisp flavour notes, and eclectic aromas – a sea of new spirits now adorn the aisles of stores across the country. From invigorating gins to smooth rum – these heady beverages are elevating the Indian drinking culture, one sip at a time. Here's our pick of bottles that are worth being added to your home bar.

Over the past few years, innovation has been the name of the game for homegrown spirits. How else would you explain the kaleidoscope of experimentative flavours and unique collaborations that have underlined the industry lately? Take for instance the world's first Indo-Japanese gin that fuses botanicals from two cultures. Or the one-of-a-kind coffee-infused gin that brings the aroma of cold brew to a glass of juniper berry goodness.



THE HINDU

Stranger & Sons gin draws attention to Indian botanicals by winning multiple international awards

Stranger & Sons, a contemporary Indian Gin, just won gold at Gin Master 2021 after competing with 472 entries from 233 different companies. The judges were convinced that it would "stand up well mixed in a gin and tonic."

This is the latest of multiple gold medals won by this debut spirit from Third Eye Distillery in Goa this year. Founded in 2018 by Rahul Mehra, Sakshi Saigal and Vidur Gupta, Stranger & Sons was the first Indian gin to win a Gold-outstanding medal at the International Wine & Spirit Competition in 2020 in London. It happened to be one of the only 8 gins in the world to receive this award out of 800 brands that participated last year.



ET

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From The Economic Times

EXCLUSIVE

100 BrewDog pubs in 10 years is an achievable target: Karan Jain

Aloha International Brewpub, the India master franchisee of the Eilon (Scotland) based craft beer and pub brand, BrewDog, is hopeful of multiplying with a minimum 10 new outlets per year in India starting 2026, says its CEO.

P Krishna Kumar • ETHospitalityWorld • January 31, 2023, 12:07 IST

A+

A-



Karan Jain, CEO of Aloha International Brewpub, the India master franchisee of BrewDog.

In a statement after winding up his tour to India recently, James Watt, CEO and co-founder of BrewDog had expressed strong confidence in the potential that India market possesses for premium Craft beer players like BrewDog. Citing the yearly growth of nearly 125 percent. in the craft beer category in India last year, Watt reportedly said that he believes that India can have over 100 BrewDog outlets.

THE ECONOMIC TIMES

Industry

English Edition | Today's Paper

ETPrime

World's largest craft brewer BrewDog plans to enter India with 35 pubs



MUMBAI: [BrewDog](#), the world's largest craft brewer, is entering India with plans to open 35 pubs and launch nearly a dozen bottled [beer](#) brands over the next four years.

The Scottish brewer sees a clear opportunity in the mostly warm and tropical country with increasing affluence and proliferation of craft beer.

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BW Businessworld spoke to Jain, CEO of BrewDog India, to understand the nitty-gritty of opening a brewery in India

Photo Credit



TH

Scotland's BrewDog to launch 3 bottled beers in India

Firm plans to open world class craft beer brewery

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BUDGET 2023

The New Normal

First Look: Brewdog launches its first brewpub in North India in the heart of Gurugram

With 110 bars across the globe, the multinational brewery and pub chain is also the first carbon-negative beer business in the world.

SATARUPA PAUL | SEPTEMBER 11, 2022 / 06:07 PM IST



Try Pitch



This Homegrown Brand Offers Carbonated Gin-Based Cocktails In A Bottle In Exciting Flavours!

Boasting 8% alcohol content, BEAT offers lip-smacking cocktails in bottles that are available in flavours like Original, Watermelon Crush, and Cucumber Ice.

Don't we all love to sip on a glass of **chilled cocktail** paired up with some delicious nibbles? Well, although we love to relish its complex flavours, it's also true that the idea of having to prepare one on our own makes us nervous. After all, it's no simple task to prepare a drink to make the perfect concoction.

So, if you don't wish to go through the hassles of preparing a delicious drink but want to relish one in the comfort of your home, you must read this article for we have found the perfect solution for you.



World Cocktail Day: Happy hours on the go with RTD cocktails

Vidur Relan, founder BEAT Cocktails that has launched carbonated gin-based cocktails says, "Making cocktails is a tedious process. From procuring ingredients to getting the right recipes, it is challenging for the consumers to prepare and consume cocktails conveniently. We are redefining the cocktail drinking experience. When we say cocktails, the pre -notion is that they are alcoholic beverages that you get in bars."

Ready-to-drink segment has couple of verticals such as 'ready-to-drink wines', 'ready-to-drink mixes' and more in the market. "RTD cocktails is another niche in this category that is growing phenomenally. We expect this to grow from 0.5 % of share of the entire alcobev market to 3% by 2025. This change that is happening in the alcobev industry, is all because of the change on the preferences of millennials and the younger generation. People want to move away from yellow drinks and those heavy drinks which are not so hygienically healthy. They are looking for healthier and lighter alternative, on the go and that is the entire idea essentially," says Relan. The brand presently offers three flavours - Original, Watermelon Crush, and Cucumber Ice



BEAT Cocktails is rocking the ready-to-drink space

Convenience has trumped craft, and consumers are increasingly embracing ready-to-drink cocktails. BEAT Cocktails saw an opportunity here and plunged right in. In conversation with Vidur Relan, Co-Founder, BEAT Cocktails.

Making cocktails can be a tedious process, from procuring ingredients to getting the right recipes, making it challenging for consumers to prepare and consume cocktails. **BEAT Cocktails** saw an opportunity here. Also, the Indian consumer is looking for variety beyond traditional alcoholic beverages, and the ready-to-drink beverage market offers just that.

Try Pitch



FOOD AND DRINK

Mock Meat: Tried & Tasted—BBQ Jack by Wakao Foods

A jackfruit preparation that is meant to taste like pork

JACK OF ALL TRAITS

A hometown superfood, the jackfruit is finding a new lease of life across kitchens as well as cuisines from various cultures

CHARITING SATHI

It's not just the jackfruit's size, but its versatility that has made it a star in the kitchen. "It's a fruit that can be used in a variety of ways, from a hearty meat substitute to a delicate garnish," says Chef Carlos Delgado, who has been using jackfruit in his restaurant, El Comedor, in Mexico City. "It's a fruit that can be used in a variety of ways, from a hearty meat substitute to a delicate garnish," says Chef Carlos Delgado, who has been using jackfruit in his restaurant, El Comedor, in Mexico City.

WHAT'S COOKING?

The jackfruit is a versatile fruit that can be used in a variety of ways, from a hearty meat substitute to a delicate garnish. It is a fruit that can be used in a variety of ways, from a hearty meat substitute to a delicate garnish.

Diwali Long Weekend Alert Ahoy!

FOOD TREND - PLANT BASED FARE

Party without guilt this festive season as the hospitality industry balances the sinful and the mindful to offer a whole new paradigm in eating out

Written by **Fe Features**
October 31, 2021 12:30:31 am

The way we eat now

Speaking to experts across the food landscape in India, from chefs to restaurateurs, F&B brands and food consultants, the Lounge team has identified seven distinct trends that promise to change the way we eat, forever

PLANT-BASED MEAT TAKES CENTRE STAGE ON THE INDIAN PLATTER

Meats, kebabs and steaks

Plant-based meat is taking the Indian food scene by storm. From kebabs to steaks, these plant-based alternatives are becoming a popular choice for many diners. The article explores the reasons behind this trend, including health benefits and environmental concerns.

Try This!

GALLERIA

The way we eat now: Seven ways the pandemic changed India's food scene

Speaking to experts across the food landscape in India, from chefs to restaurateurs, F&B brands and food consultants, the Lounge team has identified seven distinct trends that promise to change the way we eat, forever



Plant-based meat: The healthy, green kitchen block?

Mock meat, a rage internationally, is making inroads in India. Climate warriors but, sustainable alternative. Others sound a note of caution.

NILUTPAL THAKUR | OCTOBER 10, 2021 / 10:59 PM IST



Plant-based meat is touted to be a healthier, safer and more sustainable alternative to animal products.



Indulgence comes in many avatars, always has been. But being mindful even as you indulge is a revelation. Long restricted to homemade goodies, the delicious and healthy tag is what's enticing this year as we eat out.



soul tree

MW20

Culture Current Edition Entertainment Experiences Health & Fitness People Sports Style & Luxury



Everything You Need To Know About The Boom Of Hemp In India

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BEAUTY

Ten homegrown beauty and wellness brands for conscious, eco-friendly self-care

Want to switch to a natural, sustainable skincare and self-care regime or just looking for more options in clean beauty? Here are our picks.

ARTICLE HIGHLIGHTS PUBLISHED 21/12/22 07:59 PM



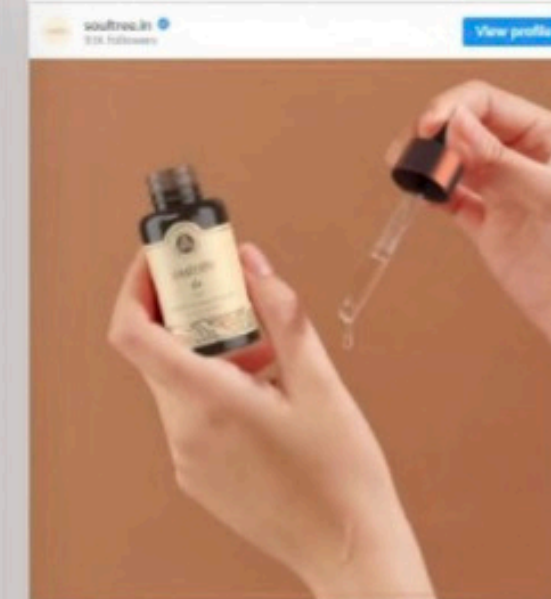
Illustration: [Name]

FOR / FINDER

HEMP EXPLOSION



2. SoulTree Hemp Ayurvedic Treatment Facial Oil



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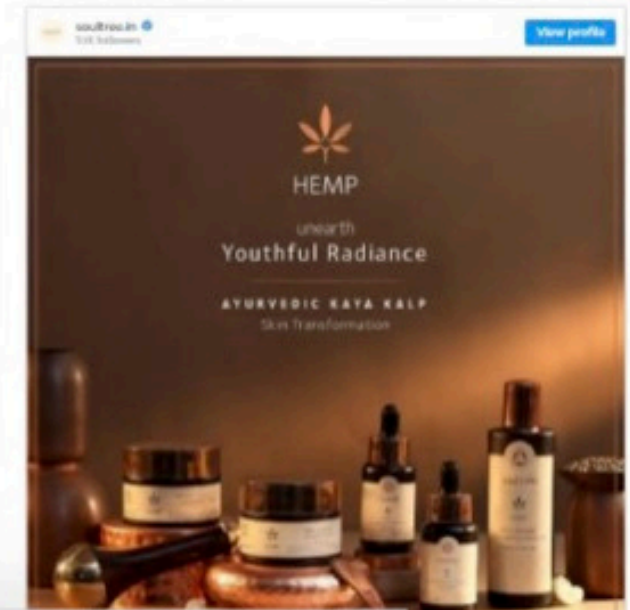
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Food, fashion, nutrition, grooming, self-care — the common factor across them all is hemp. What is it about this plant that you can't turn left or right without bumping into it? And how does it help? We find out



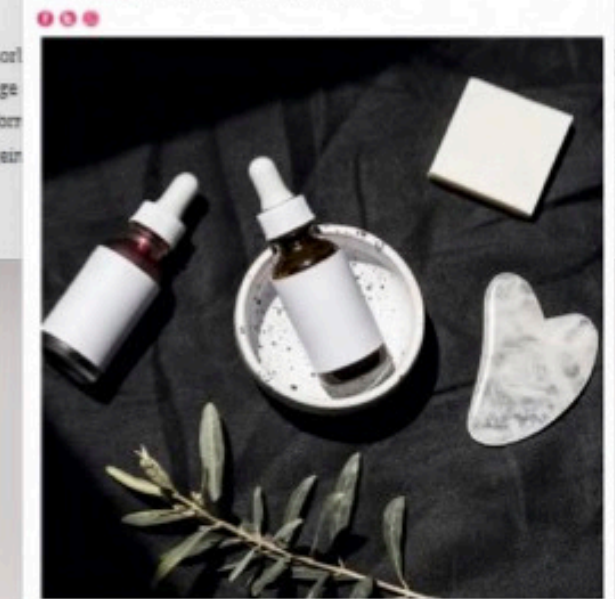
Did you wonder 'will this get me high?' when you heard of hemp? Don't worry, you're not being judged. The answer is an obvious no, but there's quite a confusion about what hemp is, and why it's literally in every moisturiser or muffer you come across. Let's begin by understanding hemp.


SoulTree



5 Luxury ayurvedic products that will give your year a refreshing kickstart & clear skin

by [Name] | Updated on Jan 04, 2022 05:04 AM IST | 10 min read





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