



From bud to bloom - ideas to life



Calyx is a 4-year-old, Creative agency, with a portfolio of 10 clients, whose products and services have been protected, nourished and nurtured into fragrant brands.

calyx
MEDIA

From bud to bloom - ideas to life

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The Services



Calyx-like all round support is what a brand breathes, survives and thrives on.

Calyx offers:

- **Research & Strategy**
- **Creative for all Media**
- Print
- Radio
- TV Commercials
- Films Corporate
- Outdoor
- POP Merchandise and Packaging
- **Media Services**
- **Marketing & Sales Promotions**
- Exhibitions
- Events
- Market Audits
- **Print & Production**
- 4 Colour Scanning of Photographs, Transparencies, Positives, etc.
- **2D/3D Animation**
- **Web Communication**

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Research & Strategy



Calyx-like knowledge is what any brand needs. An internal stimulus on a sustained basis. Knowledge, born out of research, deep evaluation of consumer psyche and trends. An insight where the market is headed.

Research is an important tool for brand development and evolution, which culminate into an innovative advertising and marketing strategy.

- Quantitative Study
- Qualitative Study
- Types of Studies handled

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The strong belief of nourishing and protecting brands in their respective stages of life cycles, has ensured a chain of clients from different industries who have attained a position of their own.

Creative Clients

- Asian Paints
- Birla White
- Jayna Packaging
- Sejal Glass
- Sri Adhikari Brothers
- Unichem Lab. Ltd.

The Clientele

Media Clients

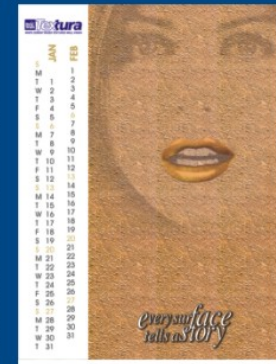
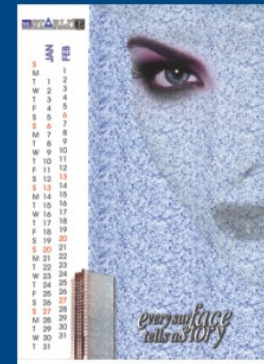
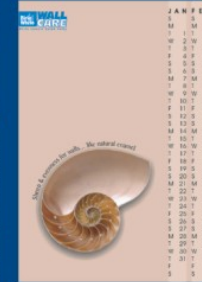
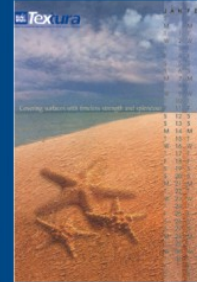
- Pretti Slim
- Rahi Electronics
- The Upper Deck
- Sejal Encasa



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← Birla White - 2



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◀ Birla White-4

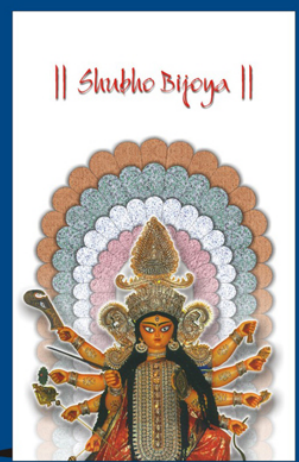


Birla White Exhibition 2004

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Works
◀ Birla White-5



Works

◀ Birla White-6




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Paint
Beauty for walls is surely more than just deep.
There is nothing so delicate as a woman. The delicacy and beauty of a wall need the same care you have used. Protecting Birla White Wallcare Putty with its superior water-repelling properties and adhesion, conceals it from stains, dust and the damage of the walls, and offers it the strength of a warrior that will protect its beauty for years. This is the care you need to keep your house perfect, based on Birla White Wallcare Putty.

WALLCARE
Putty
Protective base for wall paints

Birla White Wallcare Putty
Birla White Wallcare Putty is a water-based, ready-to-use, white, adhesive and water-repelling product. It is used to prepare the wall surface for painting. It is available in 10kg and 20kg packs. For more information, visit www.birlawallcare.com



Not all pieces of art are on the walls
Birla White dsioneer is a unique wall paint that offers you a wide range of artistic and decorative designs. It is available in a wide range of colors and finishes. You can choose from a variety of designs and finishes to suit your taste and the style of your home. It is a perfect choice for those who want to add a touch of art to their walls.

dsioneer
Decorative Wall Paint

Birla White dsioneer
Birla White dsioneer is a water-based, ready-to-use, decorative wall paint. It is available in a wide range of colors and finishes. For more information, visit www.birlawallcare.com



Let your walls display your world

Birla White Tura
Birla White Tura is a water-based, ready-to-use, decorative wall paint. It is available in a wide range of colors and finishes. For more information, visit www.birlawallcare.com



എന്നു മാത്രം പ്രകാശംകാലം നിങ്ങളുടെയും തിളക്കം കാണുക
Birla White is a water-based, ready-to-use, decorative wall paint. It is available in a wide range of colors and finishes. For more information, visit www.birlawallcare.com

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Heat proof roofs
 crack proof roofs

Kool-Seal

Birla Industries Limited (Birla Cement Division)
 Plot No. 100/10000, Industrial Estate Road, Sector 10/10, Gurgaon 122002, India



The Whitest White Coat that retains its sheen for years.

White CEMENT WASH

Birla White Cement Wash requires a more regular, but less intensive, wash than other exterior wall finishes. It is available in a range of colors and finishes. It is also available in a range of colors and finishes. It is also available in a range of colors and finishes.

In all cities in India
 Birla Industries Limited (Birla Cement Division)
 Plot No. 100/10000, Industrial Estate Road, Sector 10/10, Gurgaon 122002, India

Works 
 ◀ Birla White-7

Birla White YINA RATNA AWARD

Birla White
The Best of Design

INVITING YOUNG ARCHITECTS TO UNLEASH **The Power to Create**

Attractive Prizes
 Contest open from 1st July 2005 to 30th Aug. 2005.
 Entry form and contest details available at Principals office.

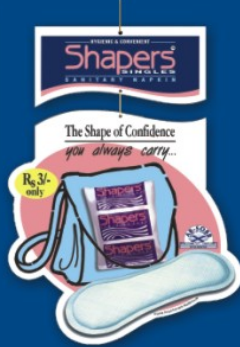
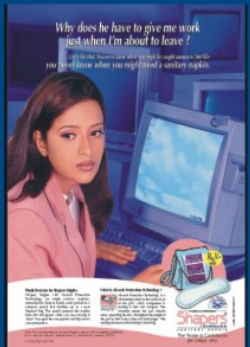
The Major Prizes include: 1. Best of the Best, 2. Best of the Best, 3. Best of the Best, 4. Best of the Best, 5. Best of the Best, 6. Best of the Best, 7. Best of the Best, 8. Best of the Best, 9. Best of the Best, 10. Best of the Best.

For more information: Visit our website at www.birlawhite.com or contact us at 0124-2611111. For more information, visit our website at www.birlawhite.com or contact us at 0124-2611111.

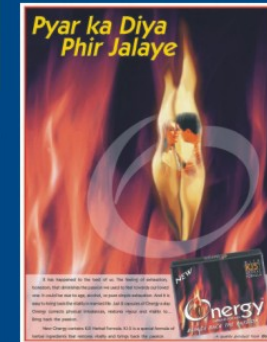
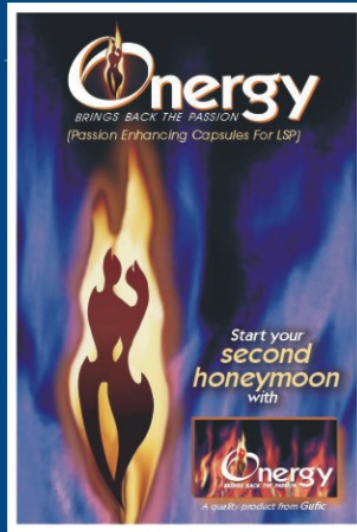


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◀ Shapers

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Suffering from icy colds?

Roll-on a quick relief

Tired of sniffing, sneezing and blowing your nose? Get yourself an easy-to-carry, quick-acting pack of Roll-on herbal cold relief with a unique hot and cold action, which provides instant and continuous relief. Roll-on is non-greasy, non-messy and perfectly invisible. For severe colds, get Roll-on. Only Roll-on **FIGHTS COLD HEAD ON**

17th ANNUAL REPORT 2005-2006

OFIC

RELIEF FROM ITCHING ?

МИКОЛ

ANTI-FUNGAL SKIN CREAM

Works

← Roll-On/Mycole

Our Aim

Our Vision

Our Mission

Our Values

Our Products

Our Services

Our Clients

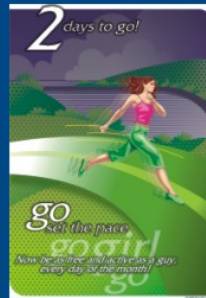
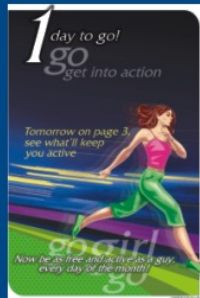
Our Awards

Our Future



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← Acti-slim



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Sejal Glass Exhibition 2004 - Bangalore

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Sejal Glass Exhibition 2004 - Bangalore

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← Time Packaging Ltd.

To contain its
Deadly Sting
is now child's play



Don't worry about the contents, when you trust the container.

The handling and transportation of hazardous and dangerous chemicals has never been easier before. It calls for the most advanced technology, expert know-how, time-tested designs and above all years of proven experience. We offer strong, rugged and the most dependable packaging to take hazardous products safely, with ultimate safety and security. These are backed with rubber seals, production facilities and support services from a team of highly experienced and dedicated packaging people. There has consistently emerged the widest range of international packaging in 2011-2012 by industry for almost all conceivable applications. These products feature an highly sophisticated, fully automatic, computer controlled production facility, set at the highest quality VDA 6.2P for top performance. They conform to the most stringent national and international standards involving the United Nations packaging regulations for highly hazardous and dangerous chemicals.

Our Collaborators B&B Wacker Chemie AG Germany are the world leaders in industrial packaging with a global presence in over 47 countries. It's a clear sign of 50 years of technology, quality and service that we've won an average of the independent market leaders in our line of business. Today, we enjoy the complete confidence of over 200 top industrial clients including OPEC and OPEC affiliated companies for providing the safest packaging.

Packaging of dangerous chemicals has always posed severe challenges. We share the experience and expertise of our Collaborators in offering the best and the safest packaging solutions for the most difficult applications. With the most advanced technology and the highest quality VDA 6.2P for top performance. They conform to the most stringent national and international standards involving the United Nations packaging regulations for highly hazardous and dangerous chemicals.

TIME PACKAGING LTD
INDUSTRIAL PACKAGING SOLUTIONS
115, Lake Centre, 26, New Street
Hemel Hempstead, Herts, AL3 4JH, UK
Tel: +44 (0)1462 433333
www.timepackaging.com

Keeping Pace with Time.

Now the
Fierce & Ferocious
too, are contained royally



Don't worry about the contents, when you trust the container.

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To contain the
Wild & Volatile
mere Charm won't do!



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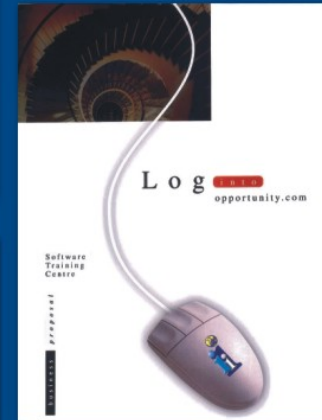
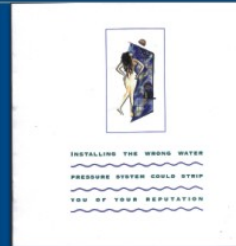
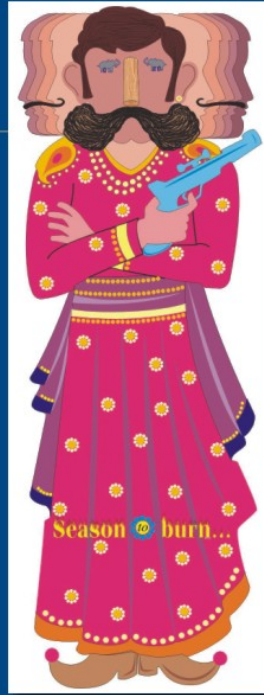
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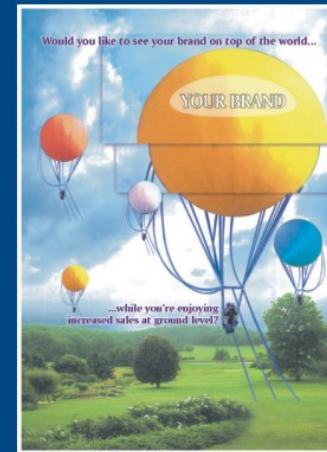
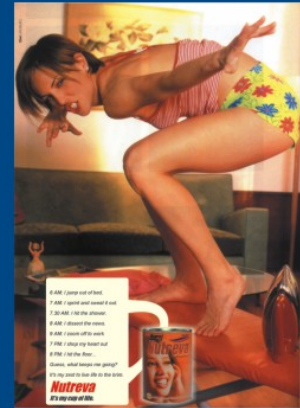
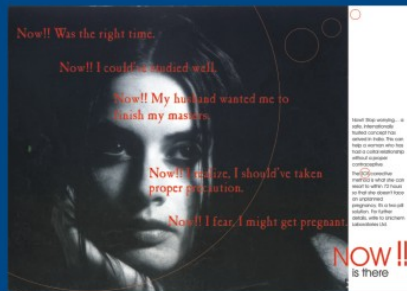
Works 

← Chitrlekha/Vans.com

Works

← Paraballoon/Nutreva

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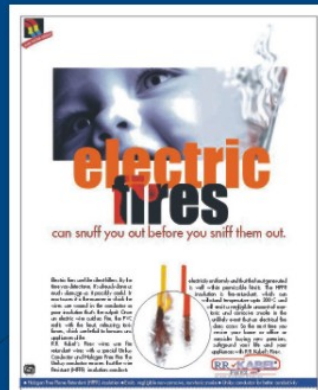
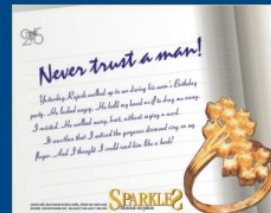
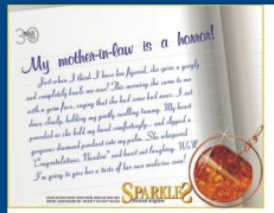


Sejal Glass Exhibition 2004 - Bangalore

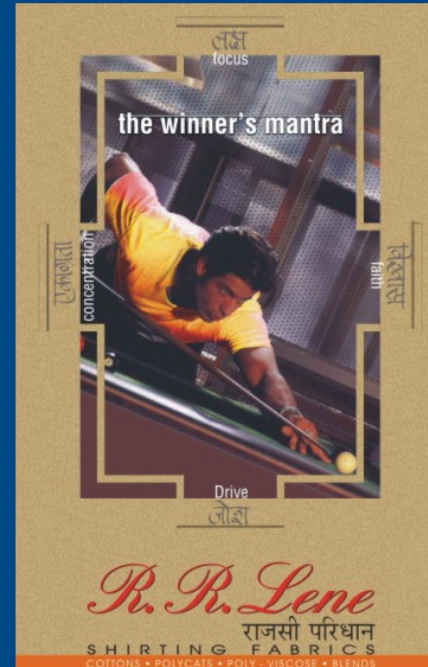
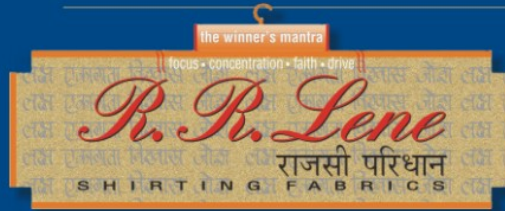
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◀ Sparkles/RR Kable/Neel



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◀ RR Lene

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Calyx-like involvement is not just about building a brand but about creating a following. With scientific media selection, your brand gets maximum impact with minimum ad spends. Latest Media Planning Software and Tracking Systems ensure comprehensive support in building a brand preference.

Services offered

- Planning
- Operations
- Buying
- Tracking

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Marketing & Sales Promotion



Calyx-like impact is not just the commitment to deliver services, but the will to provide a solution. To optimize every opportunity for brand interaction, encompassing events, road shows, dealer conferences and retail promotions. Opportunities that impact bottom lines.

- Exhibitions
- Events
- Market Audits
- Sales Promotions

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The People 

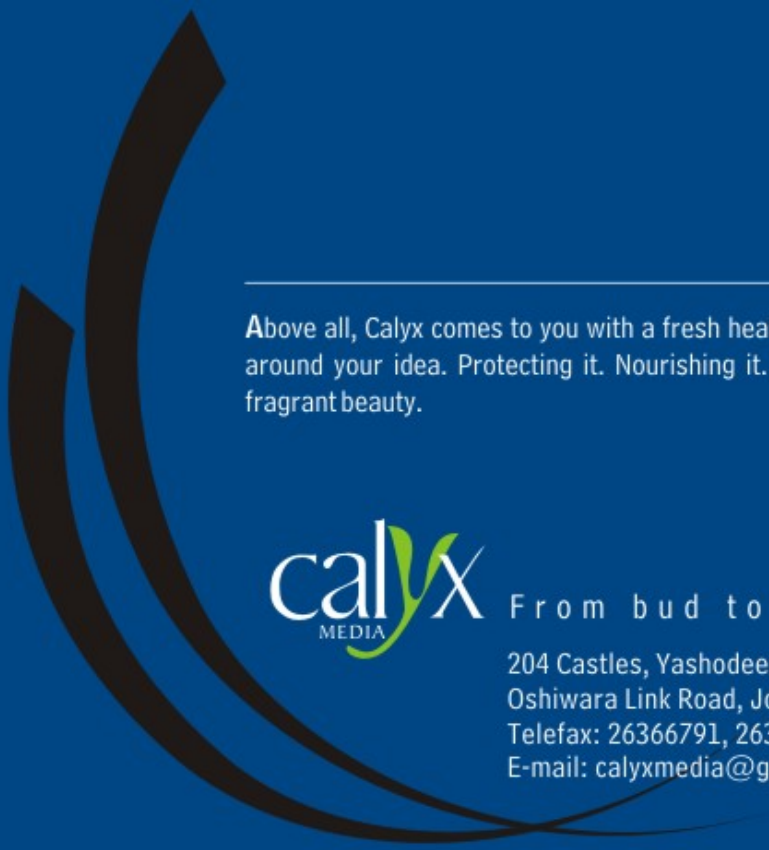
Calyx- The cells that work for you!

So essential for the healthy growth of your brand, these cells look & protect it from every angle and nourish it with an ever expanding base of knowledge & expertise.

Shefali Randeria : Brand Planning Director

With a full fledged

- Creative Team
- Servicing Team
- Media Team
- Studio Team
- Accounts



Above all, Calyx comes to you with a fresh healthy attitude. One that wraps itself around your idea. Protecting it. Nourishing it. Nurturing it. Till it unfolds into a fragrant beauty.



calyx
MEDIA

From bud to bloom - ideas to life

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