



a **passion** to **dream** big
and **drive** beyond

DREAM.

DETERMINATION.

DRIVE.

At Pehachan, it's a new passion that keeps us aware every day. No wonder we keep ourselves tuned with the changing face of communication. Creating meaningful and motivating solutions in different advertising and marketing platforms to add the required momentum in diverse businesses and services.

All it started with a dream in our eyes way back in 1979. Over the years we've gained valuable experiences and gathered energized think tanks: marketing strategists, art people, photographers, copy writers, web gurus, print consultants to guide us in this ever challenging path of new age communication spectrum.

And today when we look back to our glorious yesteryears it inspire us more to look forward with a new insight and innovation and we are confident enough that together with our business partners we will touch more new milestones in years to come.



Important milestones:

- 1979** > Initiated our journey
- 1987** > Received Accreditation from INS
- 2015** > Category 'A' Producer in DAVP





A 360 DEGREE COMMUNICATION DOMAIN
AN HONEST DRIVE TO DO THINGS
IN DIFFERENT MANNER

An idea gains its impetus when it has the potential of adaptation in different communication platforms. At the helm of our brainstorming sessions we keep that key principle in our mind and come out with brilliant ideas that work for your target audience and market in effective manner.

We are equally efficient to work in all the medium right from print to electronic, out of home or digital platforms for clients from diverse industries and backgrounds.

We listen to your specific brief carefully and give you out of the box ideas that help you accelerate your business or services the way you always want it to.

We think rationally and believe that the best creative is possible when the team work in unison.



YOU ASK FOR THE MEDIUM.

WE WILL DELIVER.



PRINT: Newspapers & Magazines

Ideation & visualisation > Art & copy > Execution > Final art work

ELECTRONIC: TVCs & Radio Spots

Preproduction planning > Production with the best Video & Audio interpretation > Post production in state-of-the art computerised set up

OUT-OF-HOME: UNIPOLES, DMRC, BQS & TB

Brief > Creation of message > Selection of best outdoor medium > Innovation & execution

DIGITAL: Advertisements, SEO, SEM, Analytics & Audit

Brief > Creation of message > Digital planning and Adaptation > Execution & Monitoring

WEB & APP DEVELOPMENT: Responsive Websites & Mobile Apps

Planning > Art & Content creation > Selecting the right web software & Creation of right web interface > Activation of Top-of-the-line prominence > Managing the key position

PUBLIC RELATIONS: Events & Exhibitions, ATL & BTL Activities

PRINTING: Offset & Digital printing





A MULTIDIMENSIONAL & MULTITASKING TEAM

AN INDIGENOUS ACUMEN

TO SERVE DIVERSE CLIENTELE

We have had the privilege to serve an array of prestigious clients: • Govt. • PSU • Corporate and Business of diverse interests and involvements.

We are proud to be associated with our clients for long and we believe that our work culture stems from an absolute attention and intention to do the best for

our clients contribute in significant manner to maintain this valued relationship with our clients.

We are committed to serve our client on 24 x 7 basis and always provide them a space to grow and prosper through our strategic marketing planning and creative services.

A state-of-the-art studio and modern work base

A brilliant and dedicated team who always want to do more

It always inspires one to give their best when they find an open and expansive environment to hone their wisdom and work process. Our state-of-the-art studio and work station are well equipped with the latest computers and other systems and its refreshing environment gives our team the enthusiasm to think and do more always.

Our team headed by qualified and experienced professionals.....

- Art directors
- Copy Heads
- Media Executives
- Client Servicing Managers
- Business Relations Chief
- Creative Producer
- Print Experts
- Accounts Executives
- Digital Experts
- Operations Managers

all travel that extra mile to give our valued clients the best creative and marketing solutions they look forward to.



A GLIMPSE OF OUR WINNING CREATIVE WORKS

We are fortunate to create a mark of our own in this competitive world through our winning creative works which not only woo the target audience towards desired direction but simultaneously play a great role in achieving the intended business goals for the respective clients.



THE UNCLE CHIPPS (Brand Name Creation)

The client asked for an uncommon brand name which gives the target audience a hint of traditional mastery over the others and at the same time denotes a personal touch in terms of taste and feelings.

Our team create the brand name "**Uncle chipps**", which became very popular amongst all group of the target audience.



MAAZA (Tagline Creation)

Our team create popular tagline "**Botal mein aam maaza hai naam**", which became very popular amongst all group of the target audience and established the brand.

The tagline is still being used by the brand in a modified way which compliments our efforts and brainstorming behind this idea.



THE "GHARI" DETERGENT (Tagline Creation)

The tagline, we create for this immensely popular detergent powder still catches our attention "**Pahela istemal karein phir viswas karein**". Which redefines the time tested values of this kind of product in the backdrop of stiff competition from other brands in this category in the market.

YOUR COMMUNICATION STAND

STRONG WITH US

INS

DAVP

ALL INDIA RADIO

DOORDARSHAN

SOME OF OUR TOP CLIENTS



HAVE A LOOK AT

OUR AWARD-WINNING CAMPAIGNS



www.pehachan.in/tvc-s



www.pehachan.in/events



www.pehachan.in/campaigns



www.pehachan.in/radio



www.pehachan.in/OOH

A strong nationwide network to match the infrastructure

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