

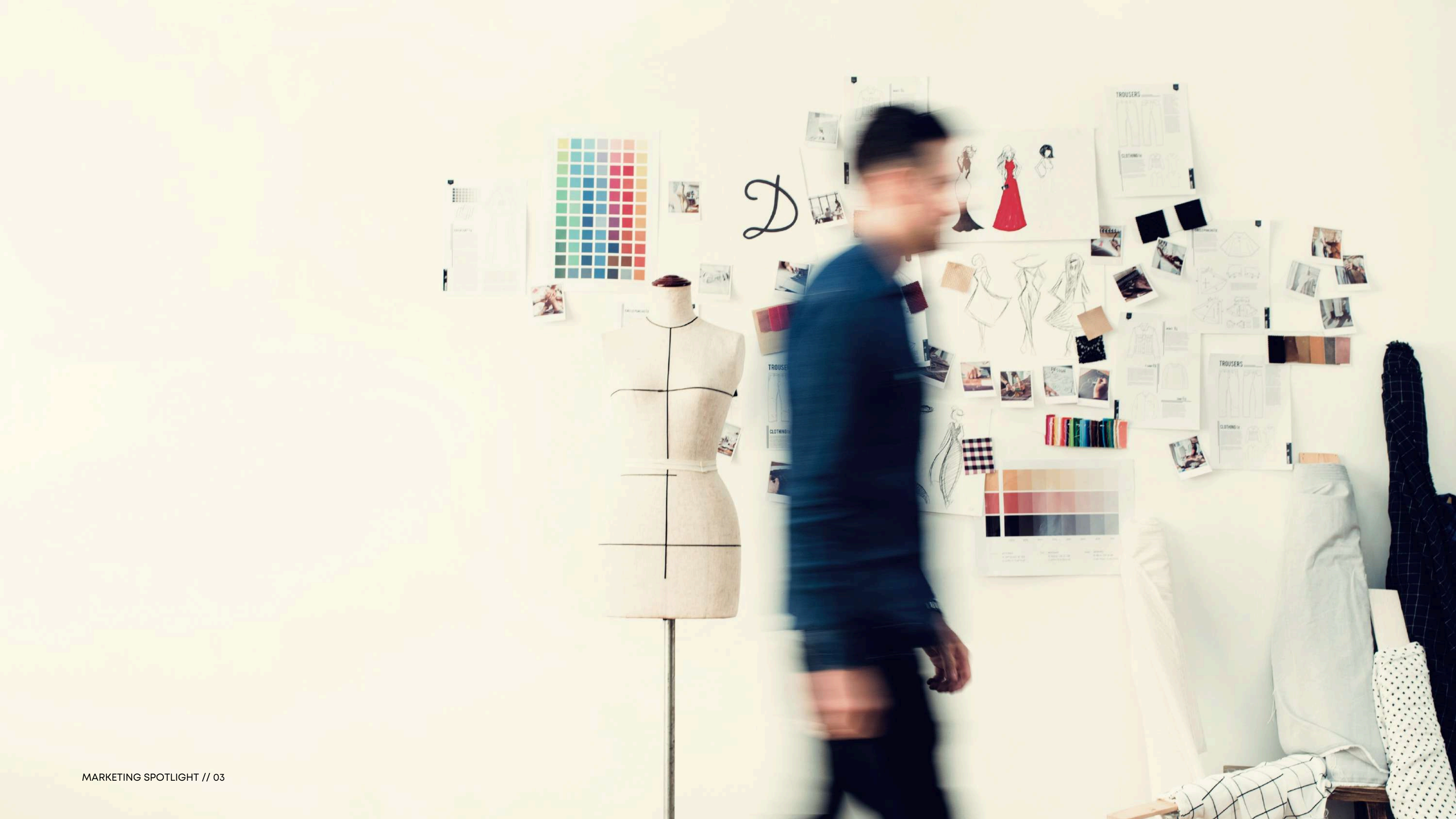
# Marketing Spotlight



We are a first-of-its-kind digital marketing house all set to connect **brands** and **talents** to **create magic**.



# About



# Fundamentals of Marketing

Global competition is getting fierce, and consumers are flooded with choices. Marketers need to think far beyond the point of sale and use their strategic imagination and business acumen to deliver one-of-a-kind engaging experiences that no competitor can replicate. Think barrier to entry. A successful marketing campaign starts with a clear purpose and a relevant business need.

Building a campaign across digital marketing channels through its products and services defines it in customers' minds. The possibilities are endless.

It requires;

- Steps to build your marketing strategy and campaign
- Selecting your channel mix
- Channel spotlight: Paid search, display, email, and social
- Campaign measurement
- Do's and Don'ts of campaign management

# Every marketing campaign reflects a story!

Retaining consumer interest is a constant challenge for brands. However, relevant storytelling allows for conveying values and messages of interest through ingenious marketing mechanisms that play on the audience's curiosity, interests & sensitivity-creating nothing short of magic!

## Ideation:

Effective communication designing begins with creating a story to depict through perceivable content. We analyse the brand story, image, and tone while creating a unique storyline to represent the brand's essence and a new dimension to its identity.

## Our recipe:

In our communication, we use existing channels to relay the message efficiently with minimal words, using the audience's ability to perceive and associate emotions with relatable products and services.

## Process:

We execute marketing activities focusing on distinct elements like KPI, ROI, leads quality and brand's message. This psychologically impacts target consumers, persuading them to engage emotionally with the brand. Retaining all the aspects of marketing, our marketing services go a step ahead to factor in consumer responses and keep the brand's objectives and interests in mind.



The opportunity to work with a wide range of esteemed clients from diverse industries has helped us grow and perfect our skills to deliver unique solutions and effectively drive the brand message home.

I've to say thank you for sending the Indiimed logo and for this excellent job. I'm very happy with it, and it looks very professional!

- Hagen Fleisch, Indiimed, Germany

Thanks to the team City &Talent for this great report. It's very nice, professionally made, better, and more interesting than any other presentation.

- Michaela Tedsen, Studiosus Incoming, Germany

Overall, the brochure looks brilliant. Kudos to the team. It would not have been possible at all.

- Krishna Wattal, Greaves Tours, India

Undoubtedly, the City &Talent team is a confluence of creative minds. Their clarity of design and understanding of the market we address hugely benefited our business. Our experience with them has been a mutual learning curve to develop the best solutions and designs.

- Shoba Rudhra, Founder Rare India

I want to thank the City &Talent team for the fantastic work done on my website. The team has been kind enough to do this under their Pro Bono scheme with No-Cost support.

- Navendu Parthasarathy, The Hospitalitarian, India

# What we do

Explore the true potential of your brand's identity with City & Talent's comprehensive range of Communication Design services. Experience handcrafted brand stories and exponential customer engagement with our customised solutions.

- **Website Development & Management**
- **Marketing Campaigns**
- **Branding**
- **Visual Communication**
- **Business Intelligence & Chatbot**



# Services

# Marketing Campaigns

**Every marketing campaign advertisement should be considered as a contribution to brand image.**

Building brand awareness and converting the target audience into customers are key factors that affect the success of any brand. With marketing material curated through strategic planning, research and execution, you can avoid stressing about your brand reach and conversion rate.

Our team will draft the perfect strategy to help you build a strong brand identity covering the following;

- Key Performance Indicators (KPIs)
- Quantitative (i.e. survey) or Qualitative (i.e. focus groups) assessment of target
- Develop target personas and Marketing funnel
- Define the user journey from awareness to retention
- Communicating the core characteristic which defines your brand
- Reflecting the unique value-add to make your brand or product attractive to your target

## **Our Sales & Marketing portfolio**

- **Marketing research**
- **Lead generation campaigns**
- **SEO**
- **Social media campaigns**
- **E-mailers & flyers**
- **Newsletters marketing**





# Branding

**Creating a distinct identity for your brand is a crucial step that decides its future.**

Customer perception heavily relies on your branding, making it a complex task to create a story that moves customers and evolves with time.

With our branding service, we attempt to hear your requirements and draft a strategy revolving around brand pillars that empower and align with your vision of establishing a unique identity. We at City & Talent call branding an art, and our prolific team of artists conceptualise and curates your brand's exact picture the way you want it to be!

## **Our Branding portfolio**

- **Brand strategy**
- **Brandbook**
- **Brand ideals**
- **Logo**
- **Taglines**
- **Personal branding**



# Visual Communication

**'You are not merely making something to be perceived when visually communicating; you are fundamentally making something to be thought about.'**

Symbolism and imagery have been a part of human civilisation since their inception. Over time, its significance has grown, and brands can now make use of visual communication to effectively convey their ideas, data, products, and more through the digital medium.

After all, what matters is not what you say but how you say it!

## **Our Visual Communication portfolio**

- **Brochures**
- **Survey reports**
- **Culture books**
- **Company profiles**
- **Sales presentations**
- **Social media designs**
- **Digital video creation**
- **Website UI/UX**



# Business Intelligence & Chatbots

Business intelligence comprises the strategies and technologies used by enterprises for the data analysis and management of business information.

## Data quality improvement

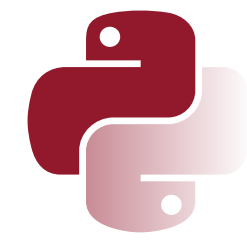
Power Apps help you turn your raw data into high-quality, meaningful data, giving you more valuable insights for your critical business decisions.

## Big Data, Data House, and Data Marts

Business Intelligence can weed out your worries about managing and storing big data and helps in efficient and secure management of your data.

## Data modelling (Simple/Complex)

Convert your raw and monotonous data into engaging, insightful, and visualized data to understand your data better using Power BI applications.



## Customised reporting

Get your personalised portable reports with unlimited insights and KPIs per your requirements with a few clicks with Power BI

## Interactive BI dashboard

Using Power BI, get to the details of any KPIs using the convenient drill-down options, which give you a hassle-free and detailed insight into any parameter.

## Data extracts, Automation Pipelines

Automate the data extraction, transformation, and loading processes from multiple sources to improve efficiency and keep everything in sync round the clock.

# Clients Worldwide

With our sales office in UAE, Operational offices in Delhi & Mumbai, we handle businesses across the globe.



# Some of the brands we work with...



Innovators of today, leaders of tomorrow!

The heavy-metal musicians, have-been college politicians, so-called engineers, champion cricketers, hot soccer fans, and bootstrap entrepreneurs – we are here to break the status quo.



### **Aash Jain**

Head Digital

Aash believes in achieving growth with the optimal use of trending technologies. He helps establish an online brand presence by ranking the websites at the top of the search results through SEO activities.



### **Kaustubh Latake**

Marcom Head

Kaustubh is an engineering professional, content writer, and bootstrap entrepreneur dedicated to fuelling brands' growth through the power of a top-notch content-driven process.



### **Pratik Poshe**

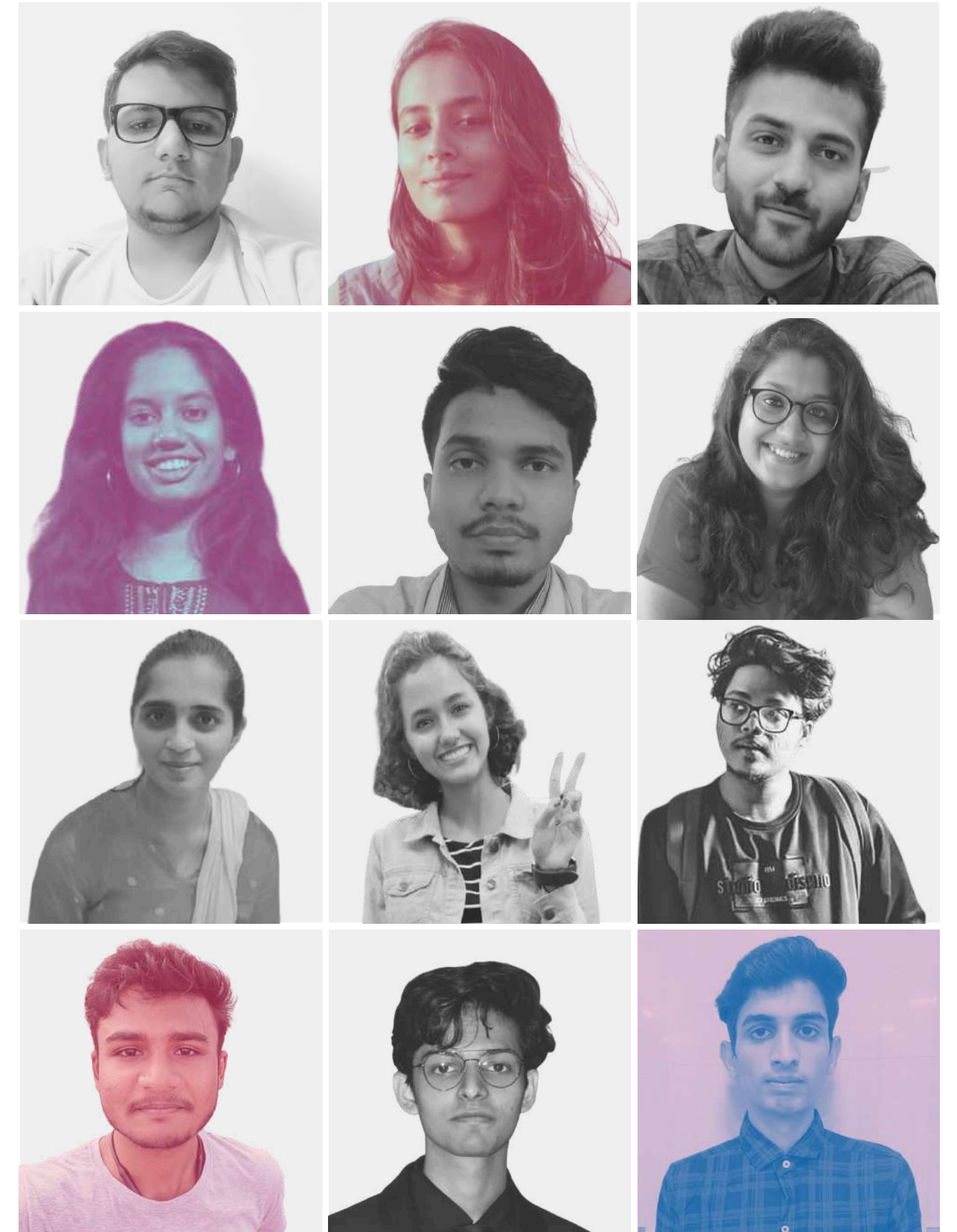
Lead Design

A pro-efficient designer with a creative mind, Pratik's areas of interest lie in uplifting the growth of brands through the power of awe-inspiring design elements.

# Our Creative Tribe

We take pride in facilitating collaborative efforts amongst a community of upcoming masters of their crafts and allow them to put their passion and innovation to work. We provide direction, flexibility to work, and adequate resources to help our creative force identify their spark and unleash their true potential to create designs that can never go off-style.

We derive the best outcome by delivering compelling digital solutions by collaborating with a talented community of 60+ freelancers.



# Talents

Borrowing the words of William Osler, "The value of experience is not in seeing much, but in seeing wisely."

The expertise of our board, which we call our advisory council, has helped us finetune our business approach from time to time and tap into unexplored possibilities.



**Ravi Bhandari**

On-board Advisor & Partner

Ravi's background of over 20 years incorporates a variety of senior roles in India and Europe, including working with corporates and helping start-ups and international companies to establish their business in the markets.



**Preetham Kiron**

On-board Mentor & Partner

An IIMA alumnus, ex-CEO of Dnata (Emirates group), strategic advisor, keynote speaker, and entrepreneur, Preetham is our driving force. A corporate professional with over 34 years of experience in reputed MNCs companies overseas.



**Gaurav Hasija**

On-board Advisor

With over 13 years of experience, Gaurav knows all the tricks the big brands play. As a digital strategist, he understands the brand objectives and accordingly designs strategies that incorporate functionality and aesthetics for optimum results.



**Lakshay Khurana**

On-board Advisor

Lakshay's journeys, spanning throughout India and far-off places abroad, inspire the content he writes, blending his passion for travel with his knack for storytelling.



**Savitha Naidu**

On-board Mentor & Advisor

With an illustrious career spanning over 20 years, Savitha is the current CEO of Flymac Holdings and our guiding light. She brings substantial experience from global brands like Gillette Middle East, PwC, and Booz Allen Hamilton and is a seasoned HR expert and strategic leader.



**Aakansha Nayal**

On-board Advisor

An ex-IBM designer who runs her indie design studio from Delhi to help companies building the intersection between brand philosophy and design. Her works stand out in a densely crowded marketplace.



# Case Studies

Our work

# Studiosus

Industry: Travel Agency, Germany

Service: Brochure, Survey Reports

## The idea in brief:

Studiosus Incoming, a German Travel Agency, tasked us with running a campaign to highlight "Best of Europe" for Indian tour operators. We surveyed over 100 Indian travel agents and their staff, sharing the findings in a visually engaging digital report sent to 2000+ Indian outbound tour operators.

## The process:

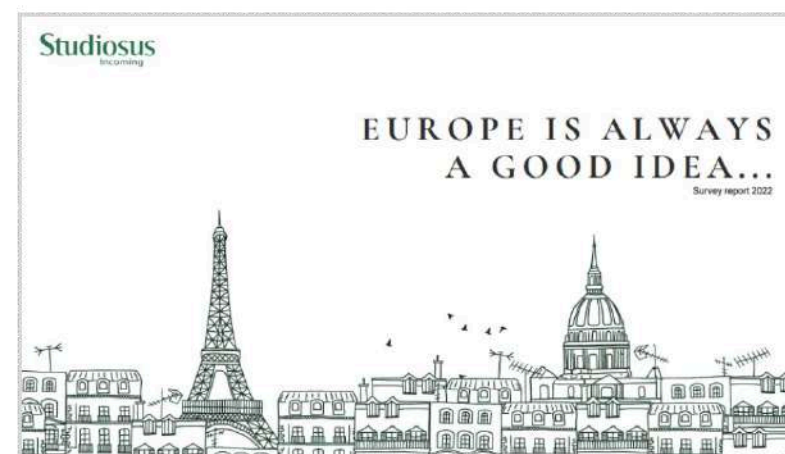
We created a visually-centric survey report using infographics, supporting images, and eye-catching fonts and colours. This approach made the data-heavy content easy to read, understand, and visually appealing.

## Outcome:

This interesting survey report was made to excite readers with simple infographics and pictorial representations and facts in easy-to-understand formats.

## Important Stats

- ★ Survey report sent to over 2000+ Indian outbound tour operators in a newsletter campaign.
- ★ The newsletter open rate was 43% with over 570 downloads.





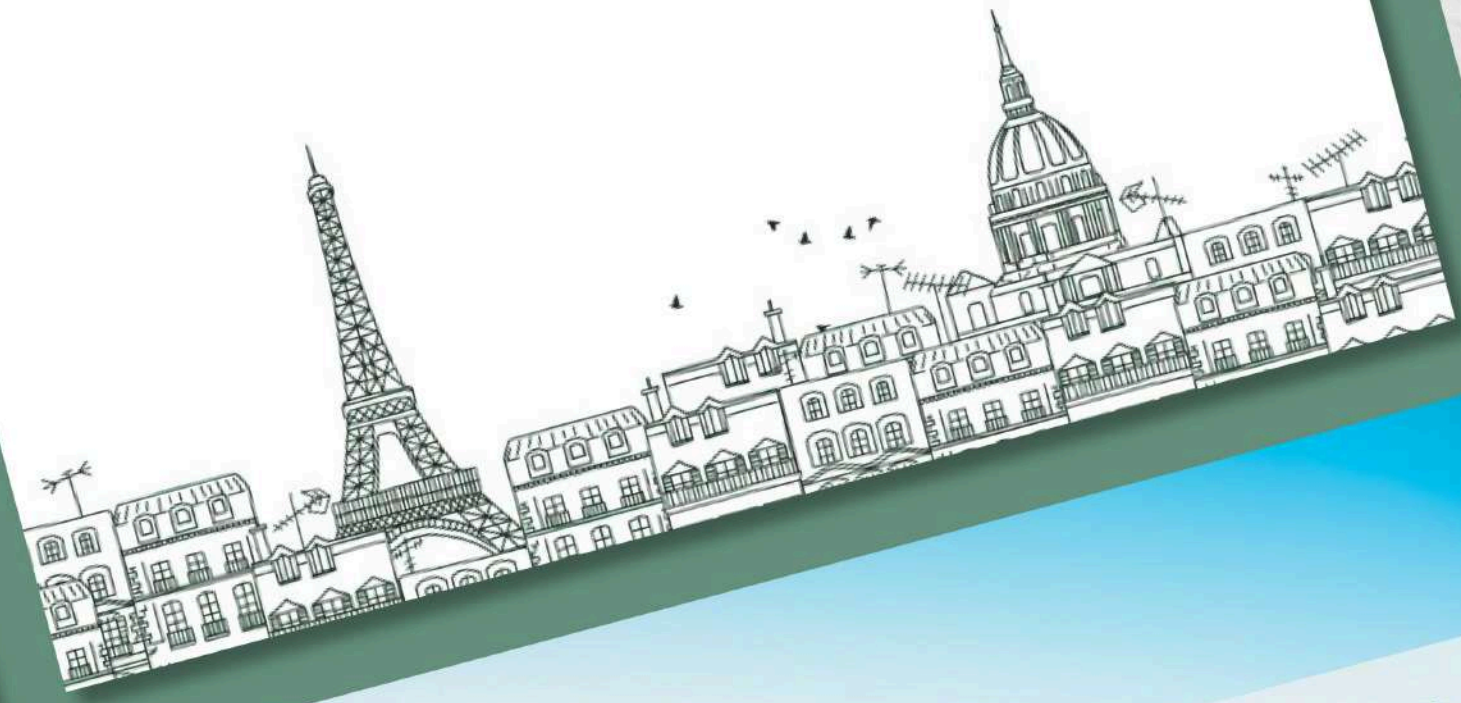
heart-war...  
A sizable group of customers cited destinations, heritage, unmatched architecture, cuisine, and attractions change, but what remains the charm of this vibrant country, making it a "must-visit" destination for every passionate traveller.

50% love Europe for its locations.

Studiosus  
incoming

# EUROPE IS ALWAYS A GOOD IDEA...

Survey report 2022



Studiosus  
incoming

Studiosus  
incoming

## ONDING TO FUTURE TRAVEL TRENDS

Do you prefer stylish shopping in Munich's exclusive Maximilianstraße? Or bustling for bargains of international fashion labels at one of the big outlet centres? Or going on a fast drive without a speed limit on the Autobahn in an exclusive German car? Or walk around in the high-streets of Paris?



### Why Switzerland tops the bucket list?

1. There is no better place to fall in love with than Switzerland.
2. This beautiful European country is a paradise for perfect honeymoons and family trips.
3. Serene lakes, jaw-dropping natural landscapes, finger-licking cuisine, and warm hospitality make Switzerland an alpine gem of Europe- making it always first!
4. Bollywood calling!

Europe is all set to welcome you back...  
**Are you?**

think that Switzerland is the top destination in demand

57.5%

think that April to September is the most active time of the year when their customers prefer to visit Europe

100%

Customers believe that exotic European locations are better than any other destinations of the world

42.5%

of the queries are for travellers of an average age ranging from 40 to 55 years

92.5%

think that vacations are the top reason for family holidays

80%

of the customers are excited to set off on family trips after the international borders gets fully open

customers take more on month or more to finalize their trip

62.5%

think that vacations are the top reason for annual holidays as their preferred travel option for special occasions

97.5%

of customers enquire about the general information about the world to start in Europe

70%

think that competitors concerning factors to consider to travel to DMC to travel to

70%

# Indiimed

Industry: Healthcare, Germany

Service: Corporate Logo Design

## The idea in brief:

Indiimed is a German-based recruitment company providing jobs to Indian nursing staff into the German labour market. Indiimed wanted to establish its online presence to penetrate the healthcare sector, which needed a "logo" that resonated with the brand's identity.

## The process:

Our designers started with curating logo guidelines. While working on the design, we combined three aspects to produce the final logo: the conventional "medical" cross in an abstract way, a person raising hands to depict zeal and continental outreach. We termed it "compassionate care".

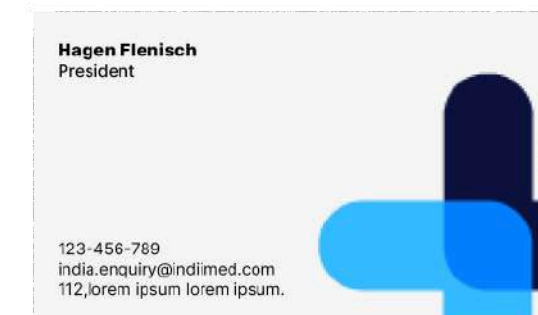
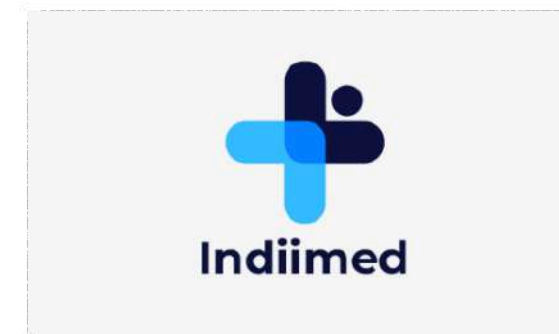
## Outcome:

Within the same logo, we could convey three different identities associated with the healthcare without using standard symbols and fonts in a generic sense.

## What our client says...

I've to say thank you for sending the Indiimed logo and this excellent job, I'm very happy with it and it looks very professional!

- Hagen Fleisch, Indiimed, Germany



A depiction of an figure or human entity with hands in the air, showing zeal

Indiimed



Indiimed

ined the elements and tried to give an ed subtly. We have used Picton Blue and renwhelming but soothing and comforting. For affirmative stance for the name "Indiimed".

03/07

### Meaning of the different elements of the logo



The logo of typical "Health" symbol represented in an abstract way



A depiction of an figure or human entity with hands in the air, showing zeal



Direction symbols depicting continental outreach and network



The logo of typical "Health" symbol represented in an abstract way

A depiction of an figure or human entity with hands in the air, showing zeal

### Meaning of the different elements of the logo



The logo of typical "Health" symbol represented in an abstract way



A depiction of an figure or human entity with hands in the air, showing zeal



Direction symbols depicting continental outreach and network



## Indiimed logo specifications.

Do not attempt to make any unnecessary modifications to the logo and only use the original file formats of the logo variants.



Do not eliminate any elements from the logo



Avoid adding any extra elements to the logo



Do not use shadows



Do not stretch the logo



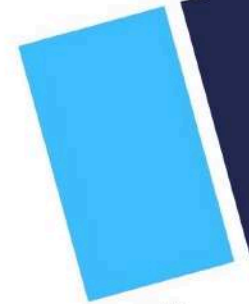
Do not add stroke

Indiimed

Indiimed Logo Guidelines

05/07

## Indiimed colour specifications.



Hex: 40BFFF  
RGB: 64, 191, 255  
CMYK: 75,25,0,0



Hex: 242951  
RGB: 36, 41, 81  
CMYK: 70,35,0,65

Indiimed

### Meaning of the different elements of the logo



The logo of typical "Health" symbol represented in an abstract way



A depiction of an figure or human entity with hands in the air, showing zeal



Direction symbols depicting continental outreach and network

### Meaning of the different elements of the logo



The logo of typical "Health" symbol represented in an abstract way



A depiction of an figure or human entity with hands in the air, showing zeal



### Meaning of the different elements of the logo

# Meraki Diaries

Industry: All Women Travel, India

Service: Women's Day Campaign, Social Media, Paid Ads

## The idea in brief:

Our idea was to imprint the brand image of Meraki into the audience's mind through a unique social media campaign strategy that enhanced Meraki's visibility on Instagram.

## The process:

Aligning with the need to be woke, brands often use facades to persuade short-term conversion. In collaboration with a by-women, for-women travel management brand; we designed a purposeful marketing campaign to honour womanhood while increasing the brand's recall value. To ensure that our impactful message truly stood out on our audience's timelines, we devised a strategy to keep our audience engaged with regular posts spread throughout the day on International Women's Day.

It involved posting reels on Instagram featuring women travellers whom they call the 'Meraki Tribe' expressing their authentic take on being a woman while on a trip.

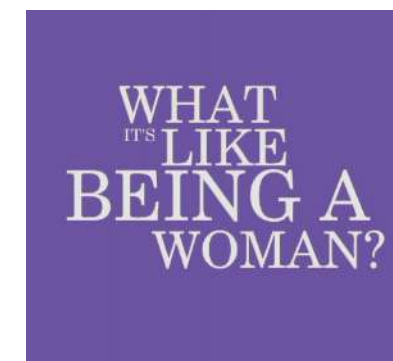
## Outcome:

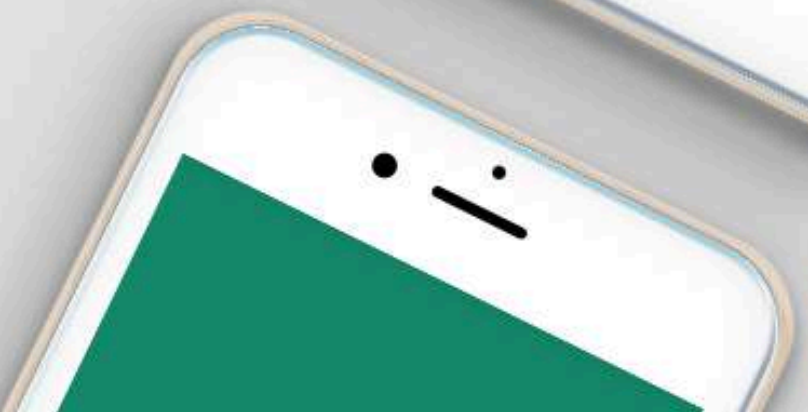
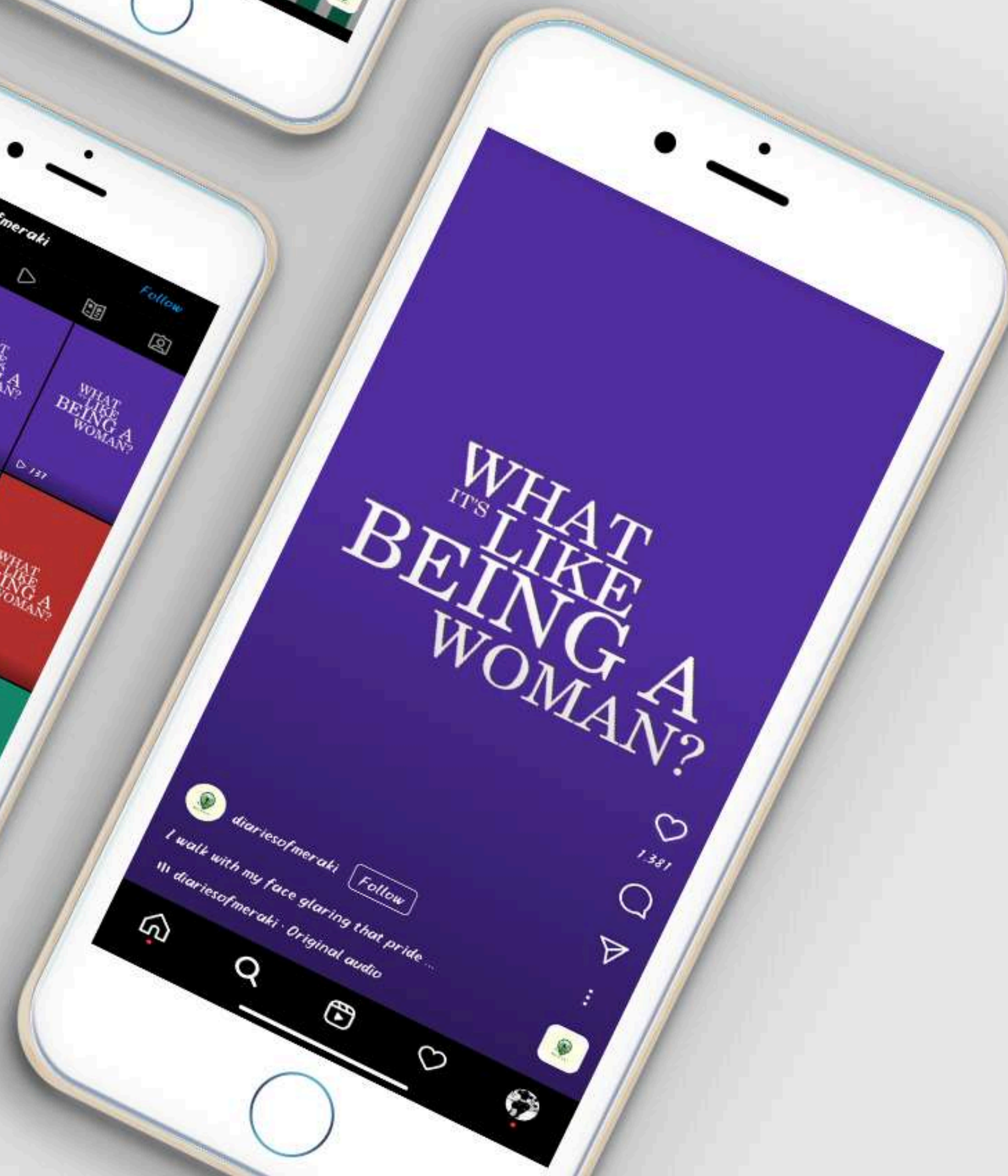
The campaign fostered inclusivity in the community and initiated an open discussion about members' shared yet diverse experiences instead of running a standard, impactless campaign with run-of-the-mill designs and illustrations. Meraki's Instagram page saw good interaction.

---

## Important Stats

★ Overall, the campaign exceeded its targets, delivering 36% higher reach and 2.5X more engagements than planned and provided the brand with additional followers.





# Ambika Nivas Palace

Industry: Hotel

Service: Logo and Brandbook Design

## The idea in brief:

Ambika Nivas Palace, a heritage hotel, was looking for a way to highlight its luxury aspects while preserving its royal aesthetics. We pitched the thought of designing their brandbook with a concept from once being a royal residence to becoming a premium heritage stay.

## The process:

While designing the brandbook, our team primarily focused on minute details and drew inspiration from the hotel's physical aesthetics with its ubiquitous swirls. We used commonly identifiable symbols like the gold colour and incorporated horses in our design as they are widely associated with regal palaces and an important member of the royal families.

## Outcome:

The outcome was an elegant, intriguing brandbook with seemingly simplistic design elements placed comprehensively. This project delivered the historical value of Ambika Nivas Palace through the digital medium, creating a buzz among travellers looking for a luxurious heritage stay option.

**\*Relaunch soon!**





TORY

ate in Kathiawar, Gujarat, is expressly recognised for its hospitality since the legacy is quite apparent at Ambika Nivas Palace. Once an ancestral palace, the ad into a heritage hotel by the current Thakore Saheb of Mul.

otel offers a world-class heritage experience and international standards of erience the royal way of living surrounded by a community famous for its amiable



### AMBIKA NIVAS PALACE - WHO WE ARE

Royal weddings, grand occasions, yoga in serenity, and an ideal family getaway! We are for everyone who wishes to celebrate the heritage of Gujarat by staying with us. All our visitors receive overwhelming treatment to savour all the rustic experiences with a traditional touch. Explore the most profound endeavours to discover priceless happiness.

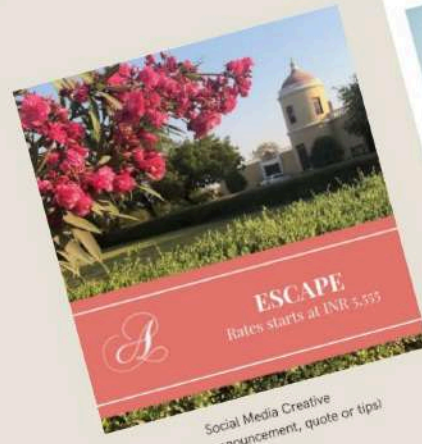


ANP | Brand Guidelines

NEWSLETTER

### LOGO TECHNICALITY

### SOCIAL MEDIA POSTS



Social Media Creative (review, announcement, quote or tip)

ANP | Brand Guidelines



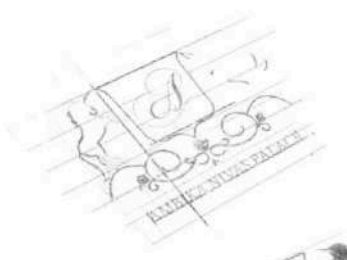
Social Media Creative



Social Media Creative

### AMBIKA NIVAS PALACE

### THE STORY OF LOGO MAKING



Laying out the blueprint of the design idea on the paper - the traces were drawn precisely, keeping in mind all the inspirations.



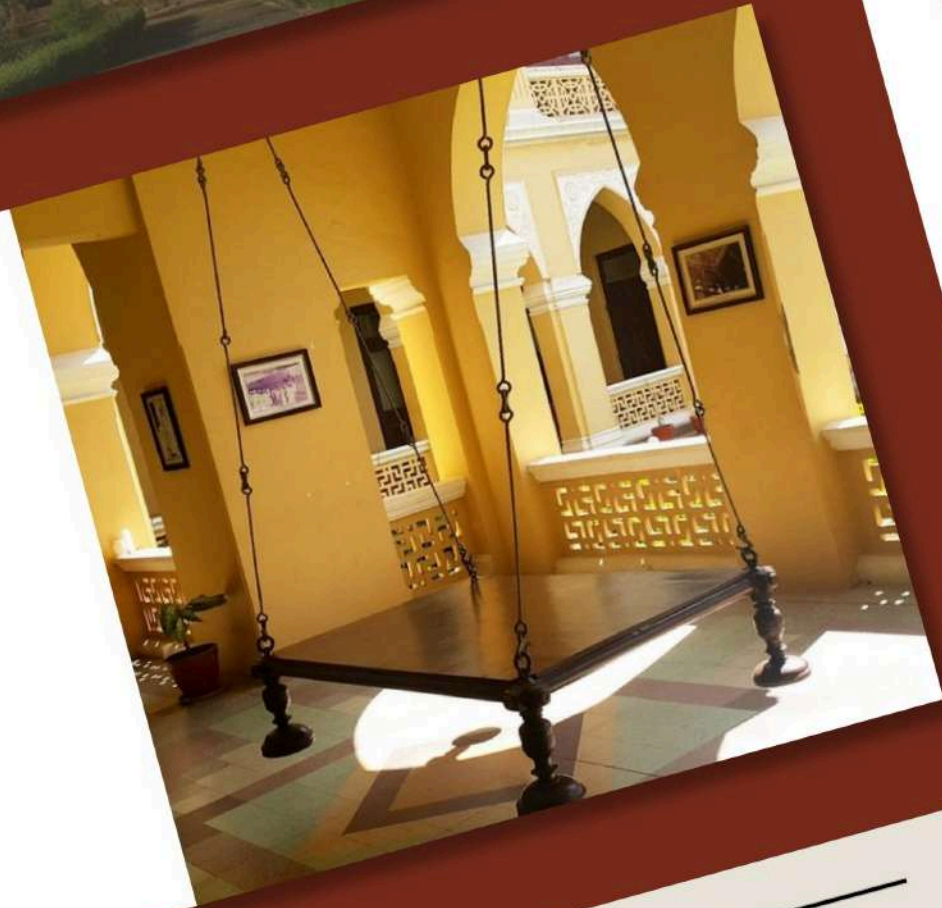
The final logo of Ambika Nivas Palace stands as a symbol of its personality, intent and all that it offers. It is a complete package of royalty with elegance.

11

ANP | Brand Guidelines



branding query, please contact us at ambikanivaspalace.com

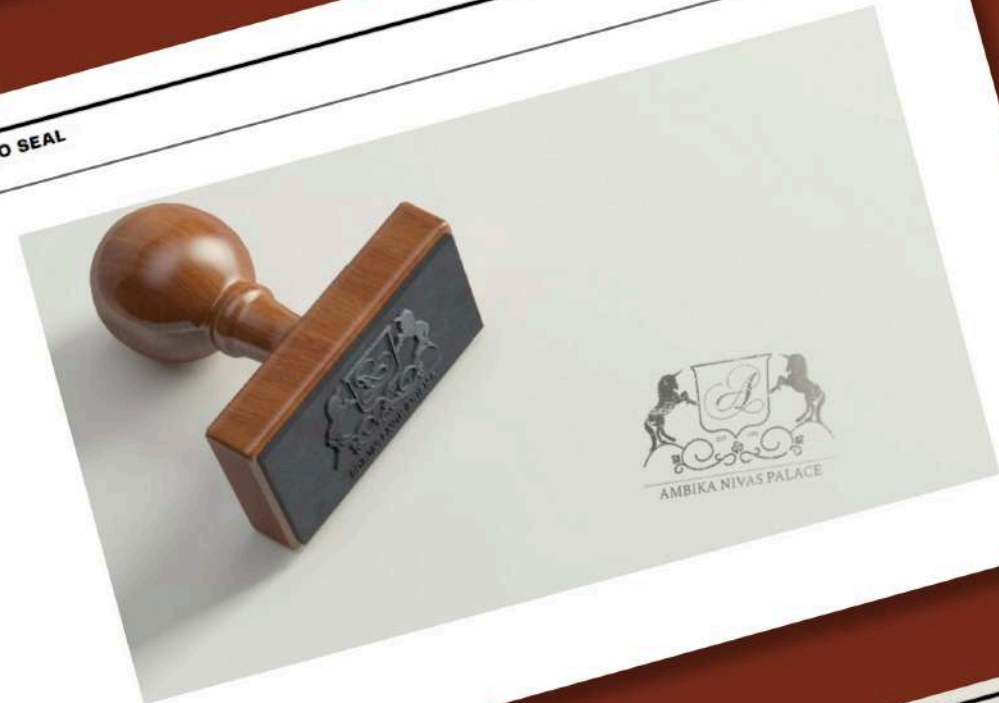


### HOTEL VISITING CARD



### PHYSICAL APPLICATION

### LOGO SEAL



25

### PROPER LOGO USE

### BASED USING DIFFERENT COLOURS



\*Standard Logo  
\*Can be used on both light and dark surfaces.

\*Mono Logo - Black  
\*To be used on lighter surfaces.

\*Mono Logo - White  
\*To be used on darker surfaces.

Note - Do not use any colour except these logo variations.

ANP | Brand Guidelines

### PHYSICAL APPLICATION

### ENVELOPE AND LETTERHEAD

# Greaves Travel India

Industry: Travel

Service: Company Brochure

## The idea in brief:

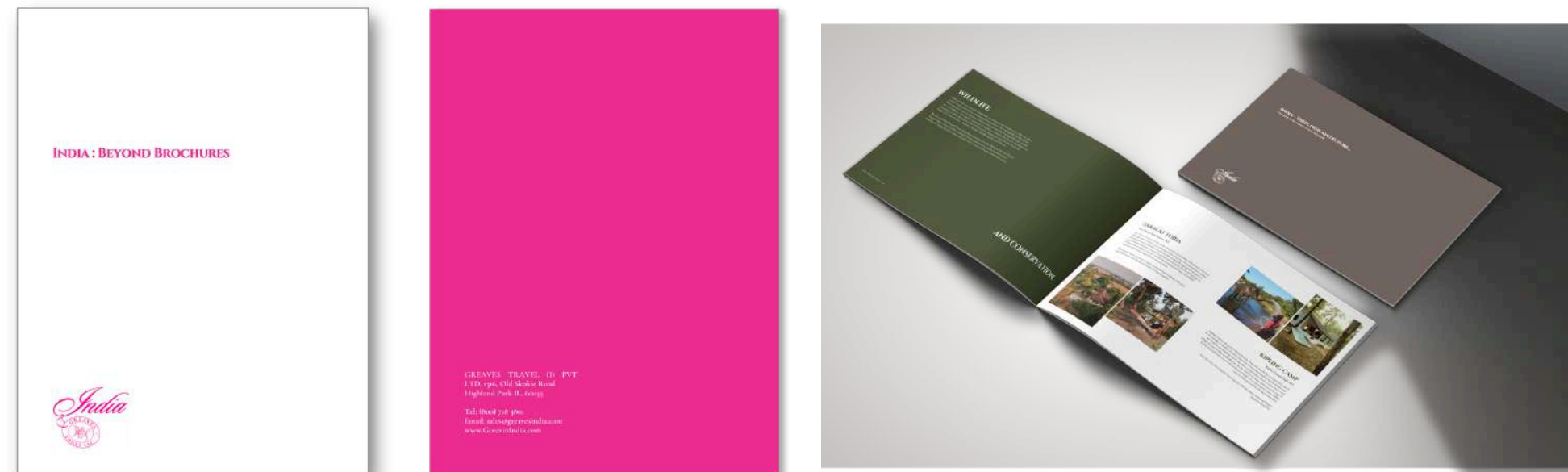
Greaves Tours, a premier India-based DMC curating innovative travel experiences in the Indian Subcontinent, required an unconventional brochure highlighting its magnificent collection of boutique and immersive properties.

## The process:

Based on an atypical strategy that aligns with the brochure tagline- 'beyond brochures', we used subtle design elements that complement the brand's values. We used custom colour palettes and understated images of the properties to retain the luxurious brand narrative.

## Outcome:

The non-standard brochure simulating a book's layout with subtle yet impressionable visuals was nothing less than a visual treat. The brochure was made accessible through a QR code to be read on the go, adding an element of interaction through technology!



## RIVER JOURNEYS.



### THE MALABAR HOUSE

Kochi, Kerala

Designed to the last detail, The Malabar House effortlessly combines the old and new. All 17 rooms & suites blend traditional and contemporary design. The feel is small, cozy, and personal, a haven amidst this vibrant city's historical fabric. Its history dates back to 1755, when Jan Herman Clausing, a Dutch, bought the property from Mathew Henrich Reyls. Subsequently owned by spice traders, tea traders & bankers, in 1977 it became Fort Cochin's first boutique heritage hotel.

The Malabar House is more than a highly designed heritage hotel. It is an art hotel with a carefully curated collection highlighting Kerala's composite culture as a passage between East & West.

PUBLISHED BY  
GREAVES TRAVEL (P) PVT LTD.  
Tel: (800) 798 9801  
Email: sales@greavesindia.com  
www.Greavesindia.com



Scan here to download "India - Beyond Borders"



Noida  
High Altitude Desert  
TUTU, Thiruvananthapuram  
Sole Palace Heritage Hotel: www.solepalaceheritage.com  
The Grand Dragon Lodge: www.thegranddragonlodge.com

## WILDLIFE

Indian forests are special. While they are hotspots for biodiversity, they are also unique ecosystems where communities continue to live alongside, living off the forest produce and continue to celebrate forests and their beings through rituals, art, and folklore. The perfect program to explore central and diverse National Parks of Central India - Sarapara, Kanha, Bandhavgarh, and Panna.

Kanha and Bandhavgarh have long been promoted as key habitats for the Royal Bengal Tiger. Sarapara offers multiple forest experiences, while Panna is now famous for being the first national park with a successful tiger relocation story.

## AND CONSERVATION.

### POINTS FOR PLANNING

Travel period: Best from Oct to March  
Travel duration: 07 - 14 night programs  
Perfect for: Small groups and independent travellers

*Itinerary subject to change  
\*Check our destination expert to get more details*

### ITINERARY

## ALMOST ANOTHER COUNTRY

There are many curations that we have for the south, one of our favourites is to combine the south and north Kerala as one journey. Exploring Fort Cochin while staying at the Malabar House is ideal as heritage, and the backwaters are a walk or a short drive away.

Windemere Estate in the Munnar Hills is the base for many interesting treks, while the River House by the Periyar is close to the Thattakkal Bird Sanctuary.

A short flight to Calicut places you in North Kerala, where Neeladwari Heritage, an ocean-side retreat that is also a window to some of the erstwhile traditions of the Malabar region, and a short drive into misty Wayanad known for its cardamom, pepper and coffee plantations.

A stay at Pepper Trail is the kind of relaxing note you would want to end your holiday.



## CONTENT

- 02 India - Beyond Borders Introduction
- 04 Wildlife and Conservation: Exploring Indian Forests
- 08 Story of Bengal: Immersion in India's East
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- 35 Information: Contact Us

## SUSTAINABILITY AND GREAVES TOURS LLC

There is no planet B. The planet is at stake, and we are concerned. The imbalance between have-too-much and have-nothing strikes right at our hearts. Familiar rituals and rich traditions that touch our collective consciousness seem to fade at an alarming rate. As a race, as we focus more and more on our personal well-being, we seem to lose sight of the fact that the planet is a victim of our excesses, and we foolishly seek wellness on an ailing planet.

At Greaves, while we are concerned, we also believe that each of us can make a change. In fact, travel done right could be a game-changer both for the people and the planet. Hence it is with renewed commitment, our post-pandemic strategy will focus on key areas of programming, operations, marketing, and communications but through the rigorous prism of sustainable and mindful travel.

Our first step as a global team is to teach ourselves about what is going on, what is over the tipping point, and what can we do as individuals, as a company, and as an industry. Our teams are reworking their hotel choices and operations to include destinations with authentic experiences that reflect people and places and their social, cultural, and environmental perspectives. Conservation-based lodges, repurposed heritage buildings, surviving crafts, arts, textiles, performing traditions, wildlife conservation, and nature is now a large part of the story of the subcontinent we bring to you, slowly.

In short, every experience, hotel, and destination that places people and the planet first will be a part of our curated program for India and the sub-continent. All this without compromising on style and luxury, service and perfection, we have always prided on being Greaves' longstanding philosophy.

Greaves Tours LLC

## RAJASTHAN

Rajasthan is India's quintessential celebrity state. It's romance is timeless enticing travellers in awe of its erstwhile royalty, many of them owners/believers of some of the most iconic forts and palace hotels. Hospitality and luxury come naturally to the state, and who make the most of the state's signature cuisine and

## ABN CHARAIDEW

Brahmaputra, Assam  
ABN Brahmaputra cruises feature visits and village walks, visits to tea gardens, exploring harbours on deserted river islands, dance workshops. ABN Charaidew II is the latest addition to the fleet, reflecting the state's rich heritage and culture. Reflects a sense of homeliness to Assam, reflecting traditional Assamese design elements, shallow draught and a lower profile cruise liner.

All standard cabins on ABN Charaidew feature private balconies.

## HIGH

The diverse nature and culture of the region is reflected in the architecture and the way of life. The region is a treasure trove of natural beauty and cultural heritage.

# Pedal for our heroes - Atalian India

Industry: Facility Management, India

Service: Social Impact Campaign, Online Campaign

## The idea in brief:

As an impact-focused company, Atalian was looking for opportunities to express gratitude to the facility management heroes through a unique bicycle campaign in Karnataka. They needed ideas to cover different cities and meet the facility management heroes, suggestions on slogans and taglines, and a social media strategy to create online hype throughout the bicycle campaign.

## The process:

Offering marketing support, our team planned the entire strategy from inception to execution. We provided services wider than just the digital medium.

Our campaign strategy comprised creatives and captions to post daily updates and facilitate massive outreach of the bicycle campaign. Not just this, our skilled designers also contributed unique physical designs for the jerseys and wristbands for the campaign.

## Outcome:

The campaign was a great success. As a result, Atalian India's Instagram page received good interaction throughout the bicycle campaign and saw a significant increase in followers.

## Important Stats

- ★ The entire campaign was perceived as a noble initiative by all the frontline workers at various facilities, which promoted organisation's social causes and mission.



Day

# #PedalForOurHeroes

Saluting facility management staff  
Bangalore



# #PedalForOurHeroes



# #PedalForOurHeroes

Saluting facility management staff

Atalian Global Services India appreciates the contribution of the facility management staff to the safe and hygienic environment for enterprises.



# #PedalForOurHeroes

Saluting Facility Management Staff



# Assam Bengal Navigation

Industry: Travel & Hospitality, India

Service: Company Profile, Brochure

## The idea in brief:

Assam Bengal Navigation is a river cruise company known for its sustainable and authentic identity. The idea was to highlight the company's outstanding success during an important event at WTM, London. We thought to devise a plan to make a minimalistic brochure describing the journey and philosophy of the brand.

## The process:

Our creative team came up with an aesthetic design to beautifully narrate the incredible story of ABN through subtle visuals, minimal design, and supporting content. We named this brochure "Manifesto" to leverage ABN's standout brand quality and presence.

## Outcome:

All the aspects and elements covered while making this brochure reflected the power of keeping it simple yet impactful. The result was a perfect justification for the efforts put in!

## Important Stats

- ★ The clients recognised ABN as not "just any typical travel agency" but a boutique cruise company.
- ★ ABN received good engagement and response from travellers worldwide.



Research and development of the new 100% Green River Cruises

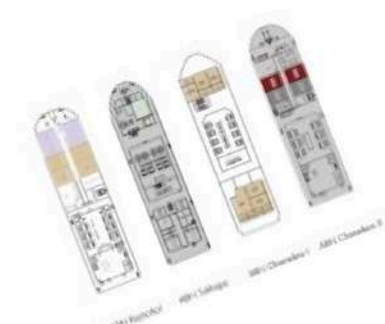
- 2006
- 2007
- 2009
- 2014
- 2015
- 2017
- 2018
- 2019
- 2020

### EXPEDITION CRUISE SHIPS

Our expedition cruise ships are created in size and built primarily to sail the mighty waters of the Brahmaputra River to distribute our path places.

## CONTENTS

- 4-5 OUR STORY
- 6-7 MISSIONS
- 8-13 TALE OF TWO RIVERS
- 14-15 BOUTIQUE CRUISE SHIPS
- 16-17 EXPEDITION CRUISE SHIPS
- 18-19 WHY ABN
- 20-21 ABN FOUNDATION
- 22-23 WAY FORWARD



Asam Bengal Navigation

Manifesto

### ABN FOUNDATION

MINDING LOCAL  
Overview of our initiatives in responsible tourism

- 97 % of employees are local hires
- 30 % women employment and upskilling
- 90 % of locally sourced goods and materials for our cruise ships and amenities
- 85 % number of local customers who benefited from our passage
- 65 % number of guides trained to the highest standards with UNWTO & Ministry of Parks, Government of Assam

### WAY FORWARD

Promoting conscious hospitality

ABN is going to develop design initiatives that help restore, regenerate and revive communities, crafting beautiful products and spaces that celebrate heritage, embrace modernity and honour craftsmanship, all with respect for the people and planet.

ABN will continue to curate and enhance experiences for inspiring holidays with inspired community participation — a blend of contemporary travel, designed by locals and offered with local hospitality.

26.1445° N, 91.7362° E

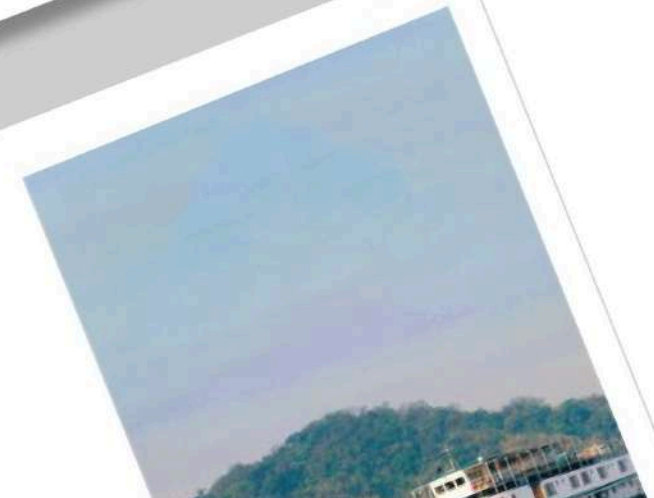
23



### TALE OF TWO RIVERS

Two of India's great rivers — both originating in the upper reaches of the Himalayas, the Brahmaputra in Tibet and the Ganges near the Indo-Tibet border — have deep-rooted historical and cultural significance for the vast masses of the Indian subcontinent. Despite the very different course of flow through India, they do meet up in Bangladesh and flow combined for miles into the Bay of Bengal together with their tributaries, the two rivers drain one-third of the Indian subcontinent, creating hundreds of thousands of navigable inland waterways along the way. It is in these two rivers, where we play our cards and take our guests on unique voyages that discover the heart of India.

Over the years, the Ganges and Brahmaputra rivers have many guests from around the world to experience the true beauty and support of their banks. Many of them have become better with their repeat visits to experience and explore the river with us.



Assam's...  
comes in...  
wards in...  
in 201...  
India's...  
beco...  
pro...

# Travel Inn - UI/UX & Website

Industry: Travel & Hospitality, India

Service: Website Revamp

## The idea in brief:

Travel Inn wanted to upscale its brand perception from a veteran in the destination management sector to a wildlife-tourism-centric experiential travel DMC. Their request was to revamp the website and make it refined and minimalist.

## The process:

After identifying its niche and future vision, our adept designers created an ideal layout for their website. We focused on building a minimalistic, easy-to-navigate platform using a nature-themed colour palette aligned with Travel Inn's services.

## Outcome:

Drawing inspiration from their mission of being a wildlife niche DMC, we successfully redesigned their website to allow a clear depiction of the brand's identity. The new website version offered enhanced accessibility, impact, and engagement.

## What our client says...

We have been delighted with our new website! It looks attractive, narrates our story, and addresses our operation's varied aspects. Aash and the team handled things very efficiently. I personally want to thank them and recommend City & Talent to anyone looking for website design or marketing work!

- Ravi Kalra, Founder - Travel Inn





**OUR STORY**

At Travel Inn, we aim to be your trusted travel partner for bringing the most amazing travel and wildlife experiences that you would want for your clients. Imagine leading your clients on a journey to the most breathtaking places of the Indian subcontinent. Our dedicated staff understands their requirements and offers tailor-made services to bring their dream of a perfect holiday come true.



Founded in 1987, Travel Inn today is a reputable landscape travel agency with a mission to provide unforgettable experiences to your clients in the Indian subcontinent. We are one of India's most trusted and quality-oriented destination management companies.

Our commitment to responsible tourism has been the core value of our operations while delivering high-quality services. From our inception, we have emerged as India's top travel destination Management agency, primarily focusing on bringing the best wilderness experiences to nature lovers and wildlife enthusiasts.

**MEMBERSHIP**

We are proud to be a member of various international, regional, and national associations.



**OUR RESPONSIBLE TOURISM CHARTER**

Being responsible in the way that we operate our business is very important to us here at Travel Inn. Travel Inn fully supports the philosophy of responsible tourism and sustainable tourism and has been working hard to ensure that it is possible to provide an excellent quality service whilst being eco-friendly, sensitive and helpful to conserve the environment. We believe that responsible tourism doesn't mean a compromise on the enjoyment of any of your clients or the quality of their accommodation.

From Nature, Wildlife, Travel Inn

**ECONOMIC RESPONSIBILITY**

We ensure that the financial benefits of tourism are passed on to the local community, including the office staff, guides, restaurants, and other service providers. We provide hotels that employ staff from local areas.

**OUR STORY**

The chapter of Travel Inn began 35 years ago when two friends with a shared passion for travel and adventure came together. We've come a long way since our inception in 1987 and now offer a wide range of services to make experiential travel easier.

From untangling the secrets of wildlife to immersing in the quaint experiences of vibrant cities, get onboard with us to explore the globe precisely the way you want!

Travel Inn

**TRAVEL INN & SUSTAINABILITY**


Responsible tourism is a part of our culture at Travel Inn. Our social endeavours focus on bringing positive change into society, promoting a sustainable environment, boosting local communities, and enjoying travel.

Believing carbon footprint is always on the tip of our travel plans when you book with Travel Inn. We are committed to regulating our environmental impact and encouraging our travellers to do so.

Travel Inn

**GLAMPING**

When it comes to enjoying the great outdoors, there are several ways to go about it. Some enjoy camping in tents, while others prefer a more luxurious experience. For those who prefer the latter, we offer premium glamping experiences in luxurious spaces that give a feeling that is rare to discover.



India's most awarded Destination Management Company

Our Story

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Travel Inn

**OUR MISSION**


At Travel Inn, we strive to provide your clients with unforgettable experiences. We are one of India's most trusted and quality-oriented landscape travel management companies. Our company's core value has always been responsible tourism, while maintaining high-quality standards at all times.

Traveling means so that you never miss out on any opportunities useful for your clients!



**EXPLORE INDIA**

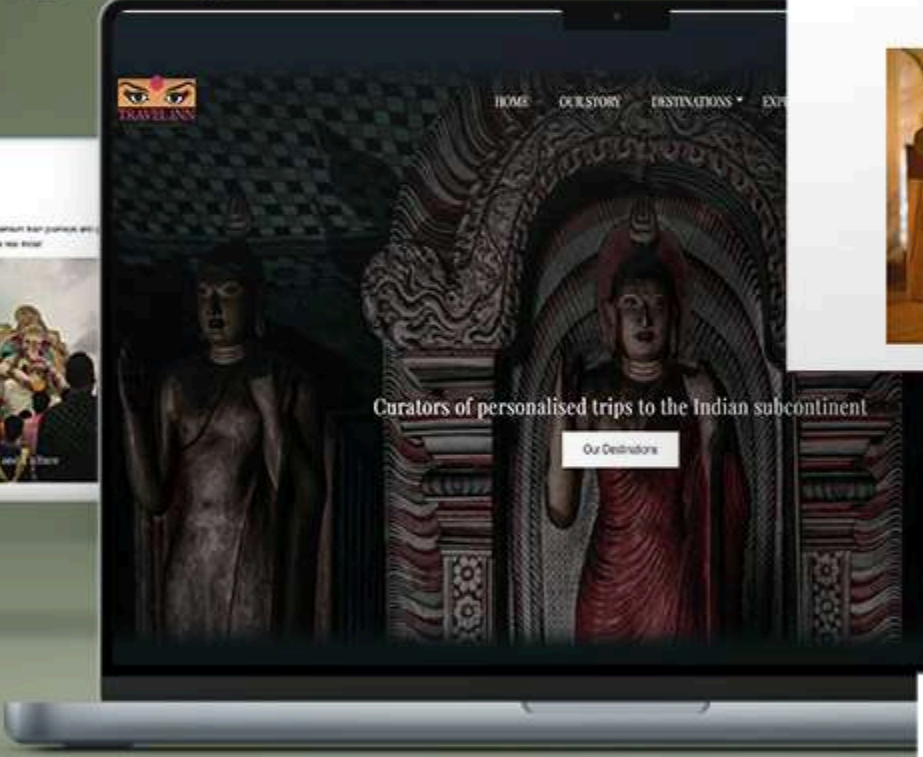
From heritage trails to safari into the wild, India offers to pamper your passions, and we at Travel Inn are your travel partners to explore the best!



Essays, Travel Tours, Festivals and Events

Curators of personalised trips to the Indian subcontinent

Our Destinations



**Travel Inn Initiatives**

Travel Inn has been committed to environmental conservation and social responsibility. We have several initiatives in place to support the local community and the environment.

**Travel Operations for Tigers**

Travel Inn has been a member of the Tiger Conservation Foundation since its inception in 1992. We have been instrumental in the conservation of tigers in India.

**Adopt a Rare Bird**

Travel Inn has been instrumental in the conservation of rare birds in India. We have been instrumental in the conservation of birds in India.

**EXPERIENTIAL TRAVEL**

Travel can be best enjoyed when you immerse into the souls of the destinations and develop a connection with the heritage, culture, and people of that particular destination. We pride ourselves on giving your clients a true of vibrant places and amazing travel experiences to encounter the lesser-known character of the Indian subcontinent.

With the most exciting collection of fun-filled adventures like wildlife safaris, treks, and cultural events, as well as luxury tour options, train tours, and enlightening excursions, we ensure that every experience turns into a magical moment!




**CULTURE, FAIRS, AND FESTIVALS**

Being a diverse country with multi-ethnic and multi-lingual identities, India celebrates several festivals and cultural fairs that can be enjoyed throughout the year. It is the ideal time when people of all ages and parts of the nation together to light up India with their love of togetherness.

**GLAMPING**

When it comes to enjoying the great outdoors, there are several ways to go about it. Some enjoy camping in tents, while others prefer a more luxurious experience. For those who prefer the latter, we offer premium glamping experiences in luxurious spaces that give a feeling that is rare to discover.



# Airport in the City - OACIS Italy Campaign

Industry: Airport Services

Service: OACIS Italy Brand Launch

## The idea in brief:

The "Airport in the City" launch aims to introduce OACIS as the go-to off-airport baggage service provider in Rome, offering convenient luggage transfer services from Stazione Termini to FCO airport for travellers flying with ITA airline.

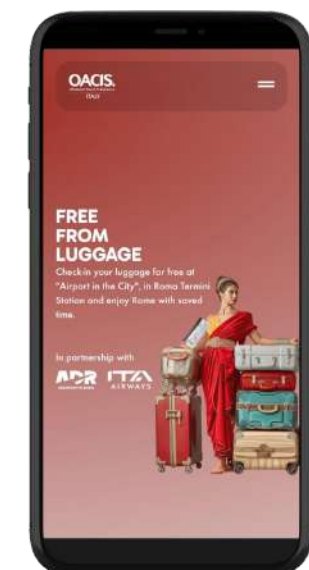
## The process:

The brand launch seeks to increase brand awareness, generate engagement, and ultimately drive bookings for OACIS' services. We focused mainly onto the services including:

- Website Launch
- Marketing Campaign for Brand Awareness and engagement
- Social Media (Meta, Insta and LinkedIn) Management
- Creative Design Support for on-site displays and advertisements

## Outcome:

We used catchy phrases and vibrant colours as shown in the given creatives, that attracts the tourists to take these baggage services related to airport check-in and highlight that if you're flying out of the FCO Airport with ITA Airways, get your baggage check-in done at Roma Termini with OACIS.



OACIS.  
Off Airport Check In Solutions  
ITALY

# SMOOTH CHECK-IN GUARANTEED

Drop your bags at our Roma Termini centre, get your boarding pass, and travel bag-free to the airport.



In Partnership with



OACIS ITALY

**SMOOTH CHECK-IN GUARANTEED**

Drop your bags at our Roma Termini centre, get your boarding pass, and travel bag-free to the airport.

In Partnership with ADR ITA

OACIS ITALY

**DISCOVER ROME WITH EASE**

Visit "Airport in the City" to enjoy free remote check-in and explore Rome with the time saved!

In Partnership with ADR ITA

OACIS ITALY

**FREE FROM LUGGAGE**

Enjoy Rome, check-in your luggage for free at "Airport in the City", in Roma Termini Station.

In Partnership with ADR ITA

OACIS ITALY

**Fast track to immigration**

Start your journey with ease, ensuring swift boarding and a hassle-free experience!

In Partnership with ADR ITA

OACIS ITALY

**Skip long airport queues**

No more waiting in long queues, head straight to the gate and enjoy a leisurely departure.

In Partnership with ADR ITA

OACIS ITALY

**Travel bag-free**

Travel light, leave luggage behind, and explore Rome hands-free before heading to the airport.

In Partnership with ADR ITA

OACIS ITALY

**LIGHTEN YOUR BAGGAGE RIGHT NOW.**

Go to Roma Termini station.

In Partnership with ADR ITA

OACIS ITALY

**CHECK-IN YOUR BAGGAGE IN ADVANCE**

Go to Roma Termini station.

In Partnership with ADR ITA

OACIS ITALY

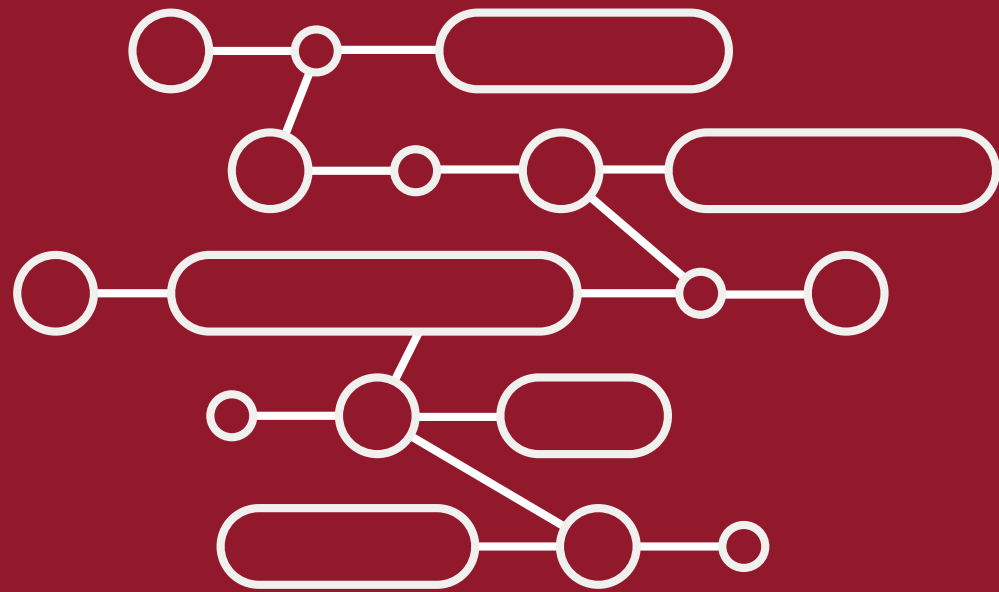
**ENJOY MORE TIME BEFORE YOUR FLIGHT**

Go to Roma Termini station.

In Partnership with ADR ITA

## Case Study

# A Global Biopharma Company's Manufacturing Sites



## Designing data ecosystem

The growing complexity of regulatory requirements and the need for operational efficiency, they recognized the importance of accurate, timely, and reliable data in their maintenance and operational processes.

## Business Challenge

Our client, a leading global biopharma company, approached us to optimise and maintain the data quality of their manufacturing sites. The focus areas covered Maintenance Planning & Execution, Maintenance Repair and overhaul, Maintenance Execution Report, and Finance Reports.

### Top challenges include:

- **Diverse KPIs and Reports:** The client had 50+ reports and over 100 KPIs across the four main categories, making it challenging to ensure the consistency and accuracy of data.
- **Maintenance Complexity:** Managing Maintenance Planning & Execution, Repair and overhaul, Execution Reports, and Finance Reports required a comprehensive approach to data quality management.
- **Compliance:** Stricter regulatory requirements demanded a robust system to accurately track and report compliance-related KPIs.

## Opportunity

The implementation of a robust data quality management system for a global biopharma company's manufacturing sites presents a unique opportunity to enhance operational efficiency, facilitate data-driven decision-making, and establish a proactive approach to compliance management.

## Overview of City & Talent's intuitive self-help dashboard

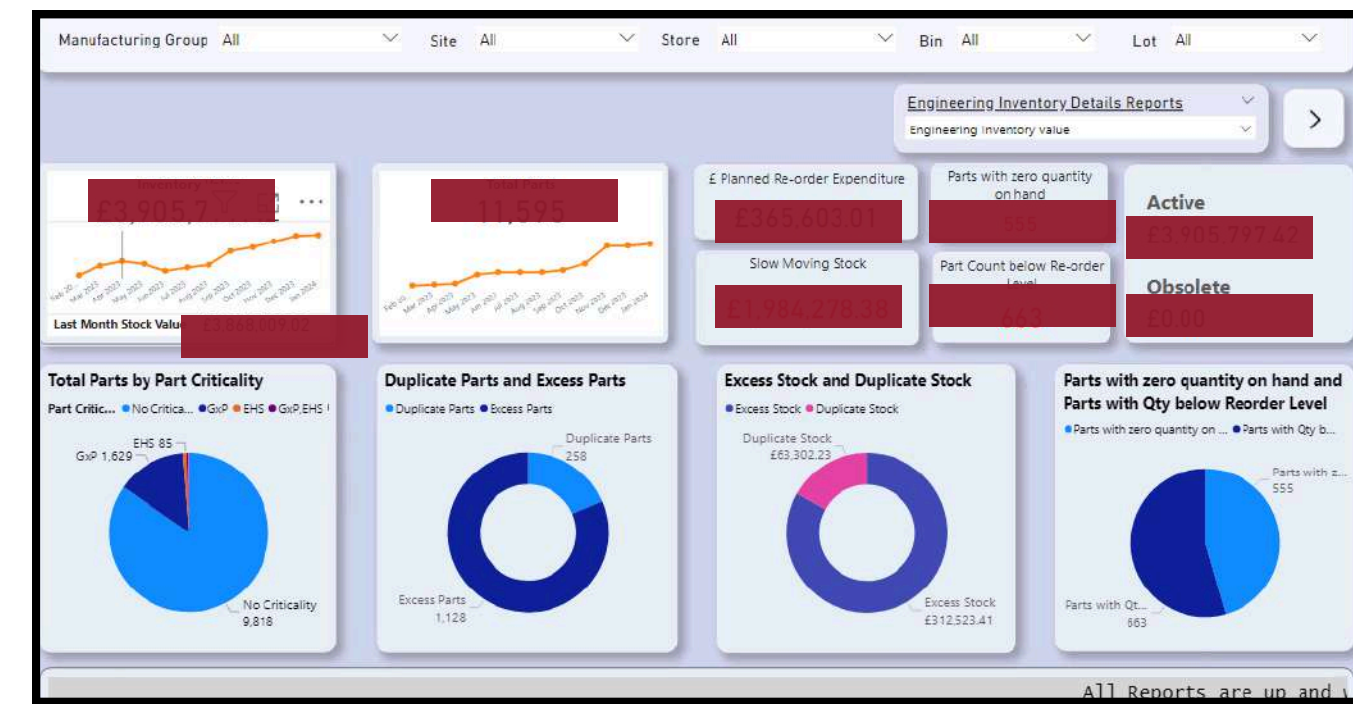
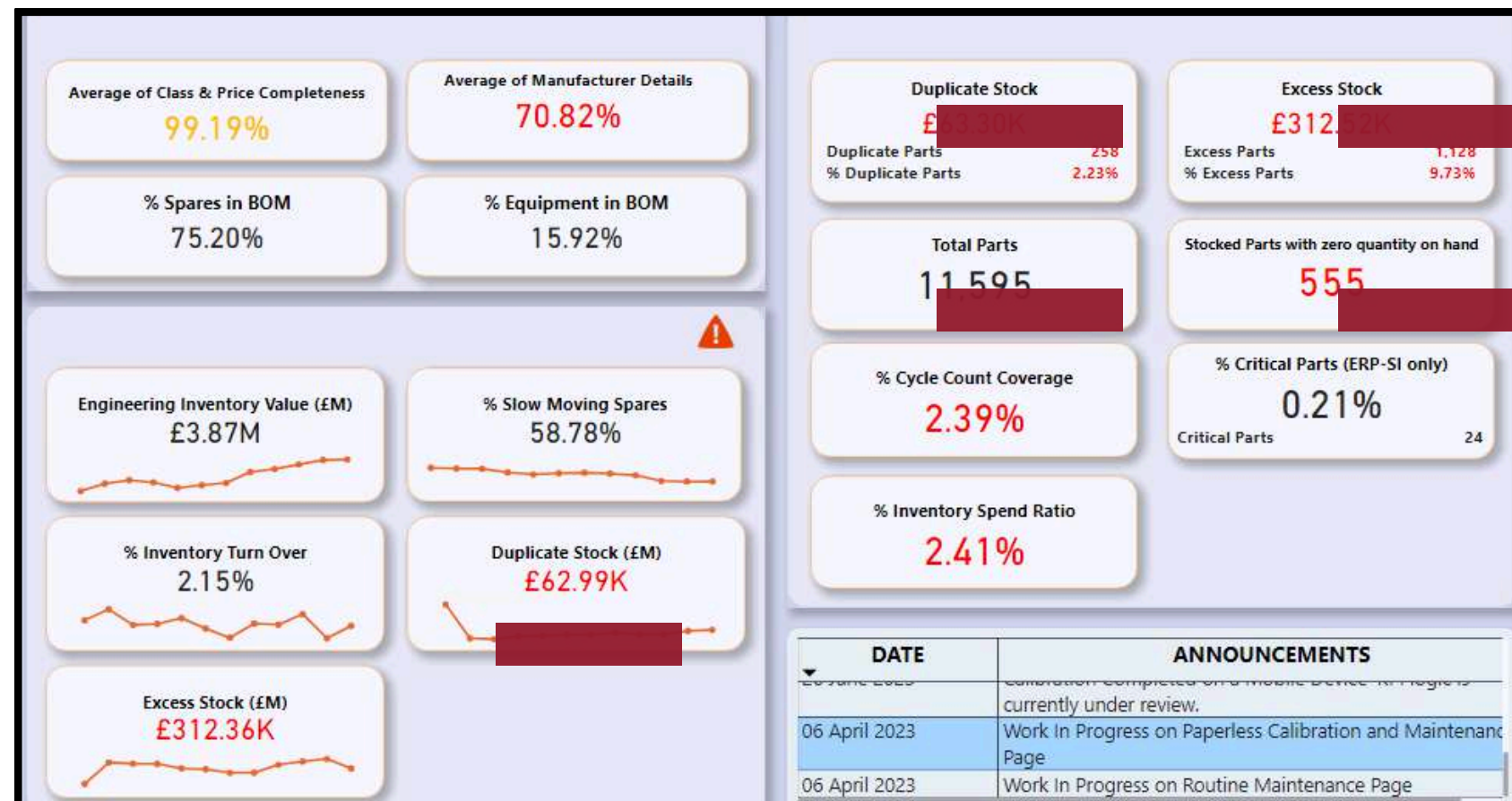
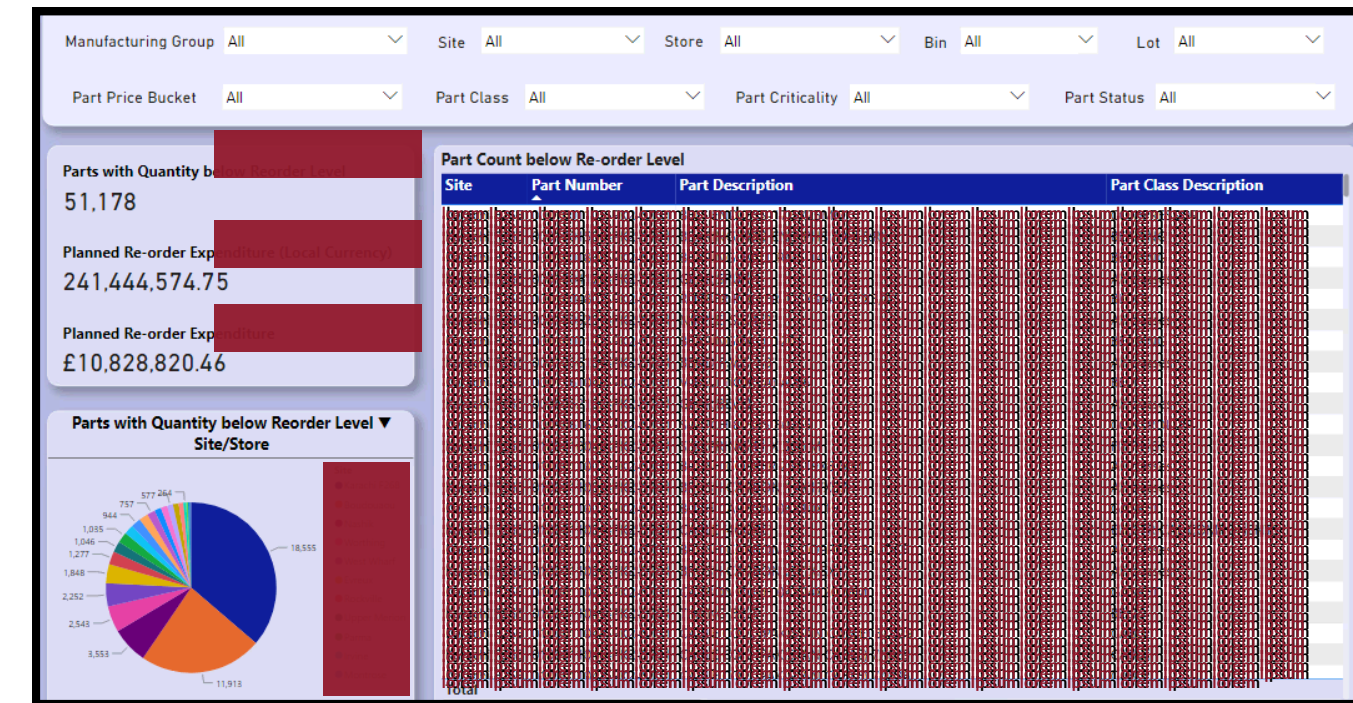
1. **Data Quality Framework:** To address the diverse challenges in maintaining data quality, a robust framework was implemented. This comprehensive approach covered data profiling, cleansing, validation, and continuous monitoring.
2. **Integrated Data Governance:** Implementing a robust data governance framework was pivotal in ensuring accountability and ownership of data across various departments.
3. **Customised Dashboards and Automated Data Validation:** To empower stakeholders with real-time insights, customised dashboards were designed and implemented for each category.
4. **Compliance Tracking:** Recognising the importance of compliance in the biopharmaceutical industry, a dedicated module was implemented for tracking and reporting compliance-related KPIs. Automated alerts were integrated to promptly notify stakeholders of potential compliance breaches, enabling proactive measures to maintain regulatory standards.

### Why did they hire us?

- Deep experience in today's technology trends, applications, and tools to effectively apply them to the finance industry.
- Creative IT solutions tailored specifically to our client's situations, timelines, and budgets with utmost confidentiality and dedication.

# The Data Ecosystem

In collaboration with the client, we successfully implemented a comprehensive data quality management solution, addressing the challenges of maintaining diverse maintenance KPIs. The integrated approach enhanced data accuracy and empowered the client with real-time insights for more informed decision-making. The streamlined processes and improved compliance tracking positioned the global biopharma company for sustained success in a highly regulated and dynamic industry.



# Jaquar Lighting

Industry: Hardware and Lighting

Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO, AI-based SEO

The idea in brief:

An offering of the Jaquar Group, Jaquar Lighting provides a complete range of LED solutions for various needs and requirements. The website ranked for only a few branded keywords; the traffic was limited to the home page even though it had many add-before-it product categories and subcategories.

The target:

To increase organic traffic monthly.

Strategy:

The website ranked mostly for branded keywords, with only 30 keywords on the first page of Google. The website has multiple categories and subcategories, yet the users only landed on the home page for non-branded keywords.

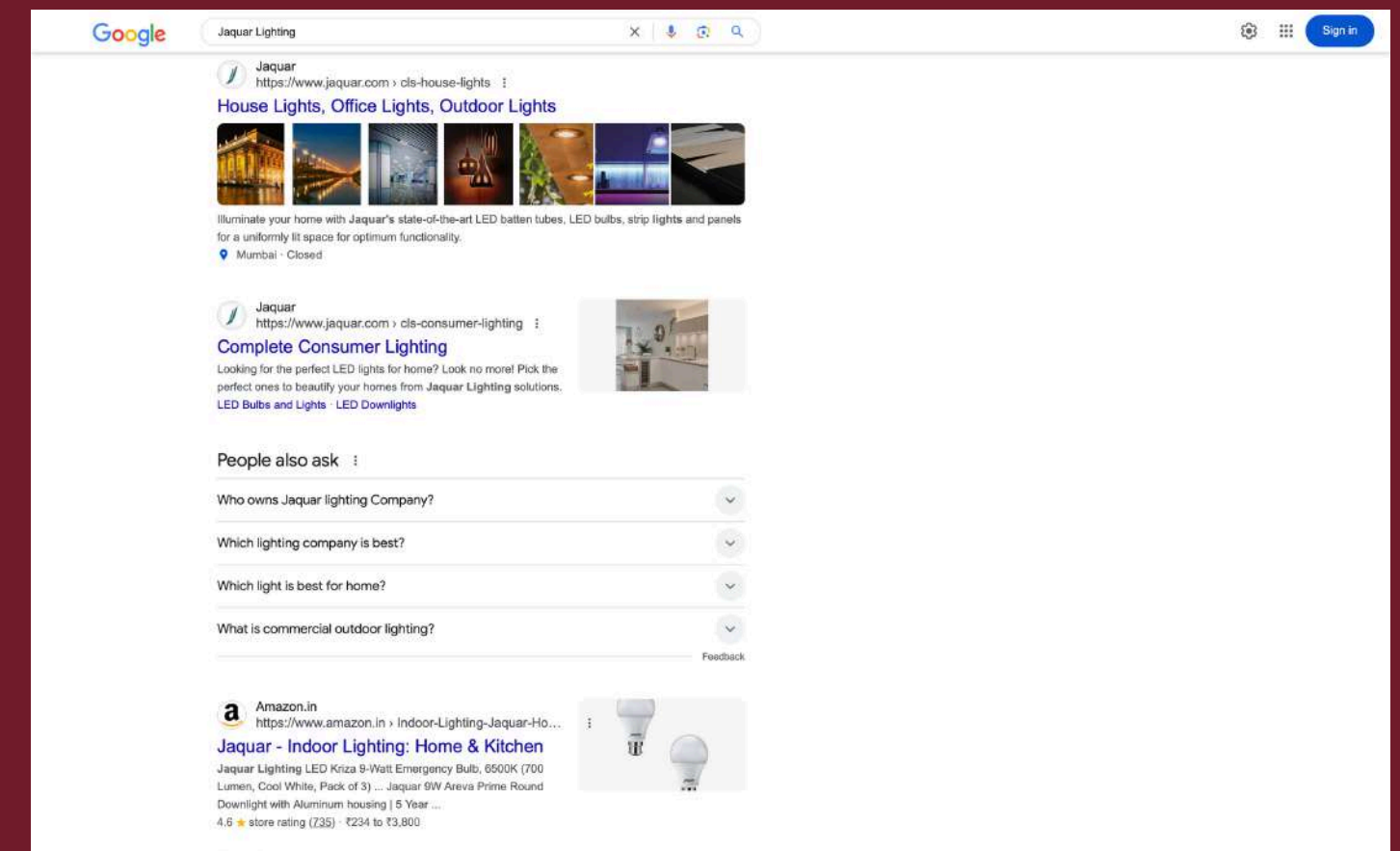
The ongoing strategy was to add backlinks and wait for the website to rank. However, to achieve our goal, we changed the strategy completely and focused more on the website landing pages.

We focused solely on non-branded keywords as we started adding relevant content on landing pages so that the search engines could understand the landing page. During this activity, we were considerably active on SEO tools like - SEMrush and Google Search Console to see what was working and where we needed to make more efforts.

Results:

This activity helped push the keywords to the 1st page, whereas earlier, they ranked on the 2nd or 3rd pages and even beyond.

Regarding keywords on the first page, the website got ranked for 300+ keywords on the first page in 6 months, most of which were from non-branded buckets.



# Where do we go from here?

Personalisation, navigation, discovery, and displays to keep customers coming back, are high on the to-do lists of brands.

If everyone else is doing regular, why would you? So, we approach things differently. We combine the strength of our talents to achieve your objectives with creative and agile thinking.

## Thank you!

+91 - 99603 953 51 (Mumbai)

+91 - 98711 39200 (Delhi)

+971 - 50 - 454 2103 (Dubai)



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### Our Synergy Partners



dau.

WYS