



MAD **MEN** MARKETING

Company Profile

We at Mad Men Marketing believe in providing end to end marketing service support to all our clients.

With a young enthusiastic team we are aggressively working toward building strong and long lasting relationships with clients and businesses across all industries.

VAIBHAV ARORA
- Founder & CEO



WHO WE ARE

INTEGRATED MARKETING SOLUTIONS AGENCY



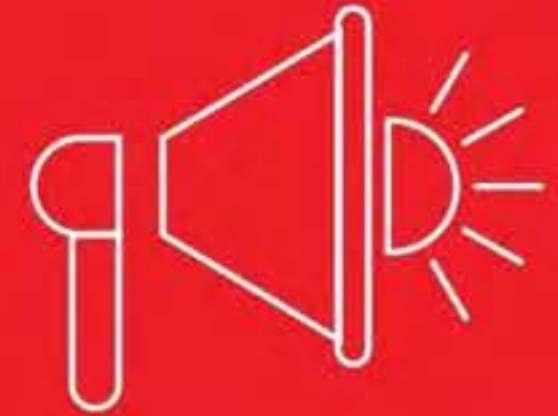
Digital Marketing

- Strategy Foundation
- Targeting your audience
- Generating business
- Analyzing the performance
- Lead nurturing
- Maintaining the brand image



Brand Investment

- Celebrity endorsement
- Sports & Entertainment Sponsorship
- Traditional media
- Non traditional media



Brand Marketing

- Advertising Projects
- Production Assignments
- Event planning & management



CLIENTS



CLIENTS

hindustan**times**


RAJASTHAN
JAANE KYA DIKH JAAYE!

99acres.com
India's No.1 Property Portal

Amway

Dalmia
BHARAT CEMENT

 **pepsi**

TVS 

Nasivion

NIKE

SEAGRAM'S

ROYAL STAG
MEGA MUSIC


ROYAL
CHALLENGE

 **HERBALIFE**
Independent Distributor

 **FLYING MACHINE**
thenewcool

Fenesta
Better by Design

TALENTEGE
Now you can 


Aakash
Medical IIT-JEE Foundations
(Divisions of Aakash Educational Services Pvt. Ltd.)


Dabur
ALMOND
HAIR OIL


MahaVastu


Dabur Honitus
COUGH REMEDY

 **OxyLife**



DIGITAL MARKETING

As agents of change, we have been helping brands to transform and connect with their audiences using the power of digital. By uniquely integrating our specialization in devising cut-throat strategies along with design, technology and marketing capabilities; we are all the time introducing new and inventive ways in which brands can 'win' the game using digital as a platform.



DIGITAL MARKETING



Strategy

Digital Strategy
Digital Research

Foundation

Logo Creation
Brand Communication
Website & Ecommerce
Web & Mobile Applications

Targeting your Audience

Social Media Marketing
Content Marketing
Brand Campaign Management
Search engine marketing & Optimization



DIGITAL MARKETING

Generating Business & Lead Nur-

Lead Generation Campaign
Email Marketing
Content Marketing
Consumer Engagement Program

Analyzing The Performance

Web Analytics

Maintaining the brand image

Online Reputation Program



A red-tinted photograph of a creative workspace. In the center, a person's hand holds a smartphone. To the left, another hand holds a pen over a document. The desk is cluttered with papers, sketches, and a small cup. The text "BRAND CAMPAIGNS" is overlaid in white, bold, sans-serif font. Below the text is a thin white horizontal line. In the bottom right corner, there is a white wavy logo.

BRAND CAMPAIGNS



Aqualite Women's Range - Comfort Jo Jachta Hai

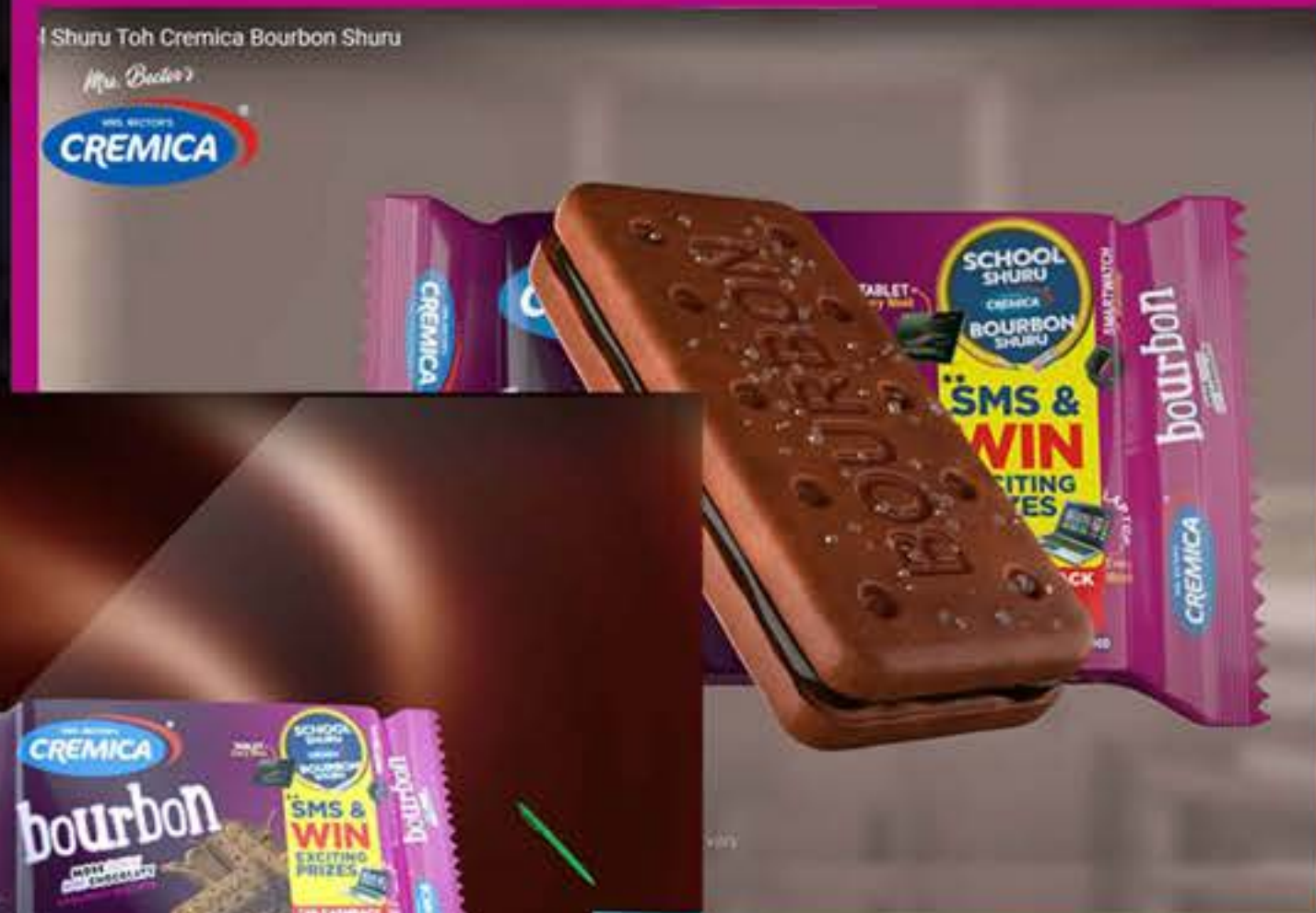
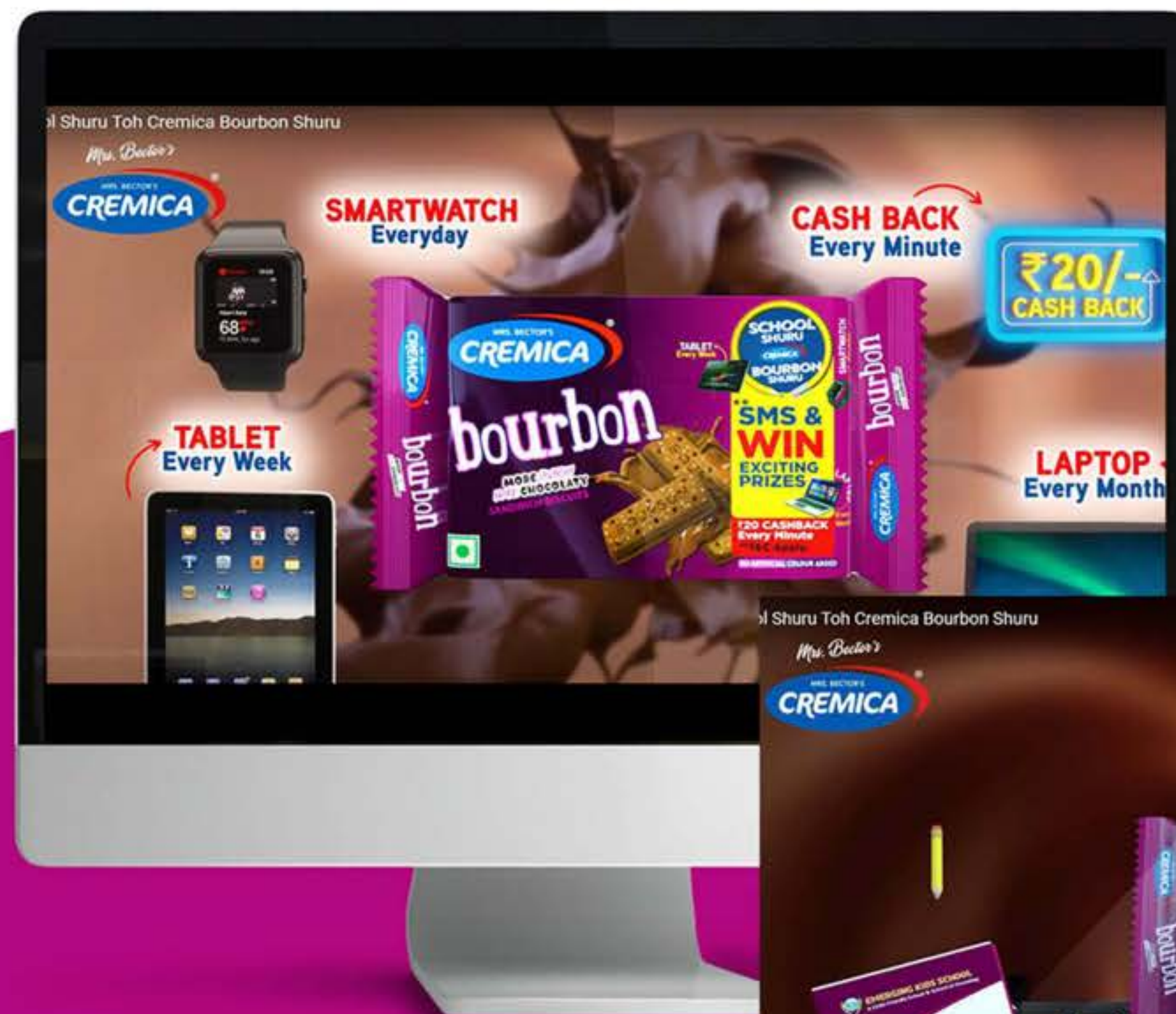
In every role life throws at you, your feet deserve the best comfort, and that's what Aqualite delivers. Join us in celebrating the perfect blend of comfort and style as you embrace life's various occasions



#ComfortJoJachtaHai

School Shuru Toh Cremica Bourbon Shuru

Get you favorite Cremica Bourbon today and stand a chance to win every minute



#ChocoBurbon

Dabur Amla Hair Oil | Asli Amla With Tamper Proof Seal & Purity Drop

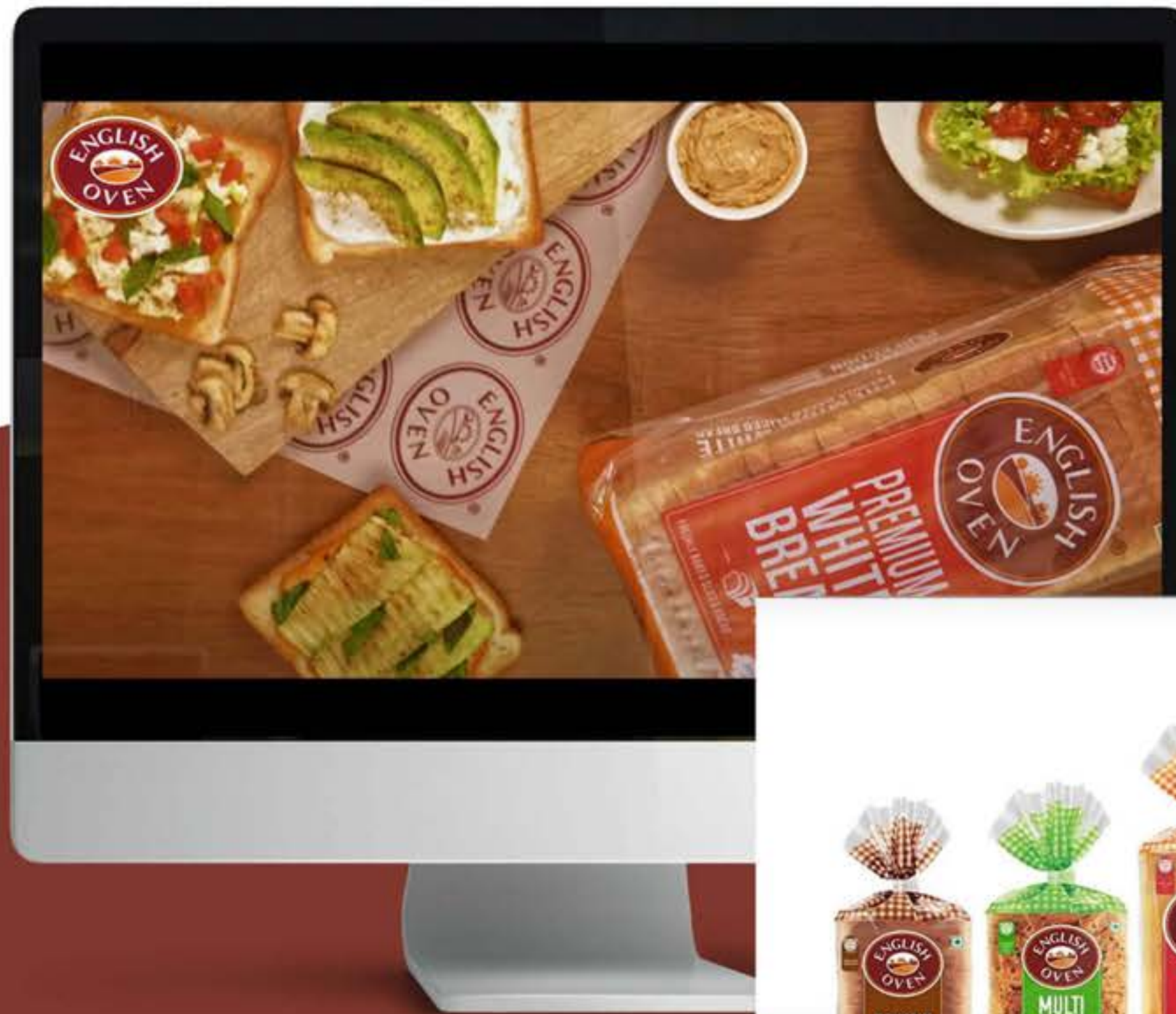
Dhakkan banne se bacho, Dhakkan check karo!! Stronger, longer, thicker baalon ke liye Tamper Proof Seal aur Purity Drop waala Asli Amla, Dabur Amla hi choose karo!!



#DaburAmla

English Oven Bread - Karo Har Din Ki Shuruaat Ko Great!

Jab Poore Ghar Ko Dena Ho Mazedaar Taste, Toh English Oven Bread Banayegi Aapke Har Din Ki Shuruaat Ko Great!



#MagicofMrsBector



#MagicOfMrsBector

Cremica Cookies Melto biscuit

The All New Cremica Melto, Made with the Goodness of Vanilla and Chocolate!



#CremicaCookies



Ab Daudega Hindustan

It was the first CSR led initiative of Dabur Glucose-D to provide aspiring athletes across India with a platform to hone their skills & train them to compete with the best in the arena of international championships & tournaments. A three phase campaign (Pre-event, during-event & post-event) campaign was carried out on mediums like Facebook, Twitter & Youtube etc., to generate buzz about it.



Sukhbir Singh Badal





AAkash Institute

The campaign was especially curated using various social medium platforms like Facebook & Twitter apart from digital platforms (website & application), often frequented by students & teenagers, to promote the various scholarship & other course related programs offered by the institute.



Dabur Amla Plus





InterGlobe

To promote the internal portal of the company, an engaging campaign weaved around the T20 World Cup, 2016, was run using various social media platforms and other engaging digital platforms like website & mobile application.



SOCIAL MEDIA MARKETING



ONE 8 SELECT

one8
Select

ONE8 SELECT RANGE IS NOW
AVAILABLE TO BUY ONLINE. GRAB
YOUR FAVOURITE PAIR TODAY!

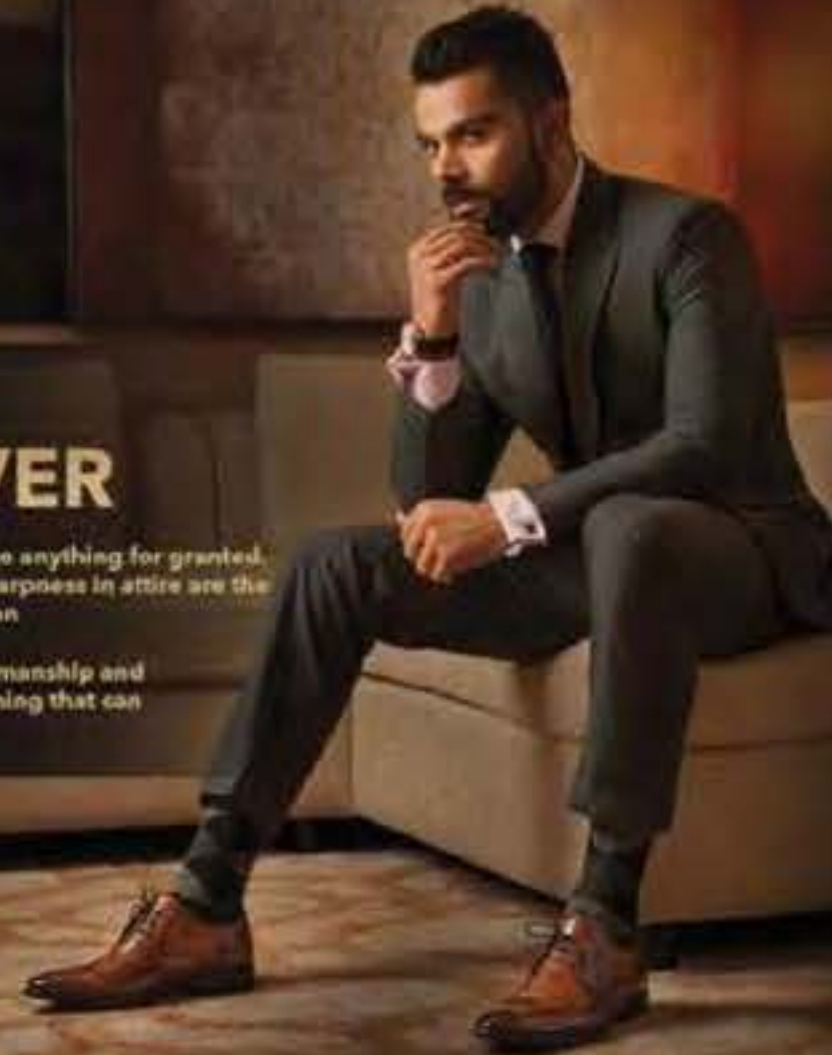


one8

THE ACHIEVER

The Achiever does not take anything for granted. Sharpness of mind and sharpness in attire are the keys to success for this man.

The Derbies exhibit craftsmanship and attention to detail, something that an Achiever can relate to.



THE ALPHA

The Alpha dictates style. He does not follow, he creates. A man who does not join the queue but starts one. There might be many others but there is only one Alpha.



one8

THE DEBONAIR

When everyone comes dressed to the nines, the Debonair stands out not by his choices, but the way he carries himself. He makes heads turn, he makes eyes flutter. Just another day in the life of a debonair.



one8

THE SUPERSTAR

When you don't need an introduction and still all eyes are on you. When you are the center of all attention, you need to talk the part and more importantly dress the part.



one8

THE WINGMAN

Relaxed, chilled out but yet a man with a plan. Values that resonate with Virat and this look, as when you are on point, you do not need vindication.



Dabur India



DABUR ORGANIC HONEY

The latest addition to our Dabur Honey family is a superfood sourced straight from the hive and brought to your home. It's 100% pure, 100% natural and unprocessed honey. Make it a part of your daily diet for a healthy lifestyle.

#NEWLY LAUNCHED



#ENVIRONMENT SUSTAINABILITY

WATER CONSERVATION & MANAGEMENT

As part of our Water Conservation initiative - Project Desert Bloom, we have developed one pond, 8 water tanks and 55 rainwater recharging pits across 6 villages of Newai, ensuring availability of water all through the year for 2,000 families living in the area.



CONGRATULATIONS

IKBAL HUSSAIN

Representing Assam in the 5th BOY'S NATIONAL BOXING CHAMPIONSHIP-2023, Under 53 Kg Category at Itanagar, Arunachal Pradesh.

SUCCESS STORIES

FROM OUR BOXING TRAINING ACADEMY IN ASSAM



We welcome Mr. Narendra Agrawal, who has joined us as Global CIO. Narendra is an MBA professional with 13 years of industry experience in Technology transformation & leadership. Narendra comes with a vast exposure in successfully leading large scale global transformation projects in ERP, Logistics Operations, Financial forecasting, and S&OP. Driven by his purpose - "Be better, Do better, each day", Narendra, a family man with a wife and son, finds his inspiration from sketching & reading.

MR. NARENDRA AGRAWAL
GLOBAL CHIEF INFORMATION OFFICER (CIO)

#WELCOMETO THE DABUR FAMILY



#CELEBRATE LIFE

#CELEBRATE TEAM INDIA

CELEBRATING ONE OF THE MOST HISTORIC WINS BY TEAM INDIA!!

Dabur
Celebrate Life!



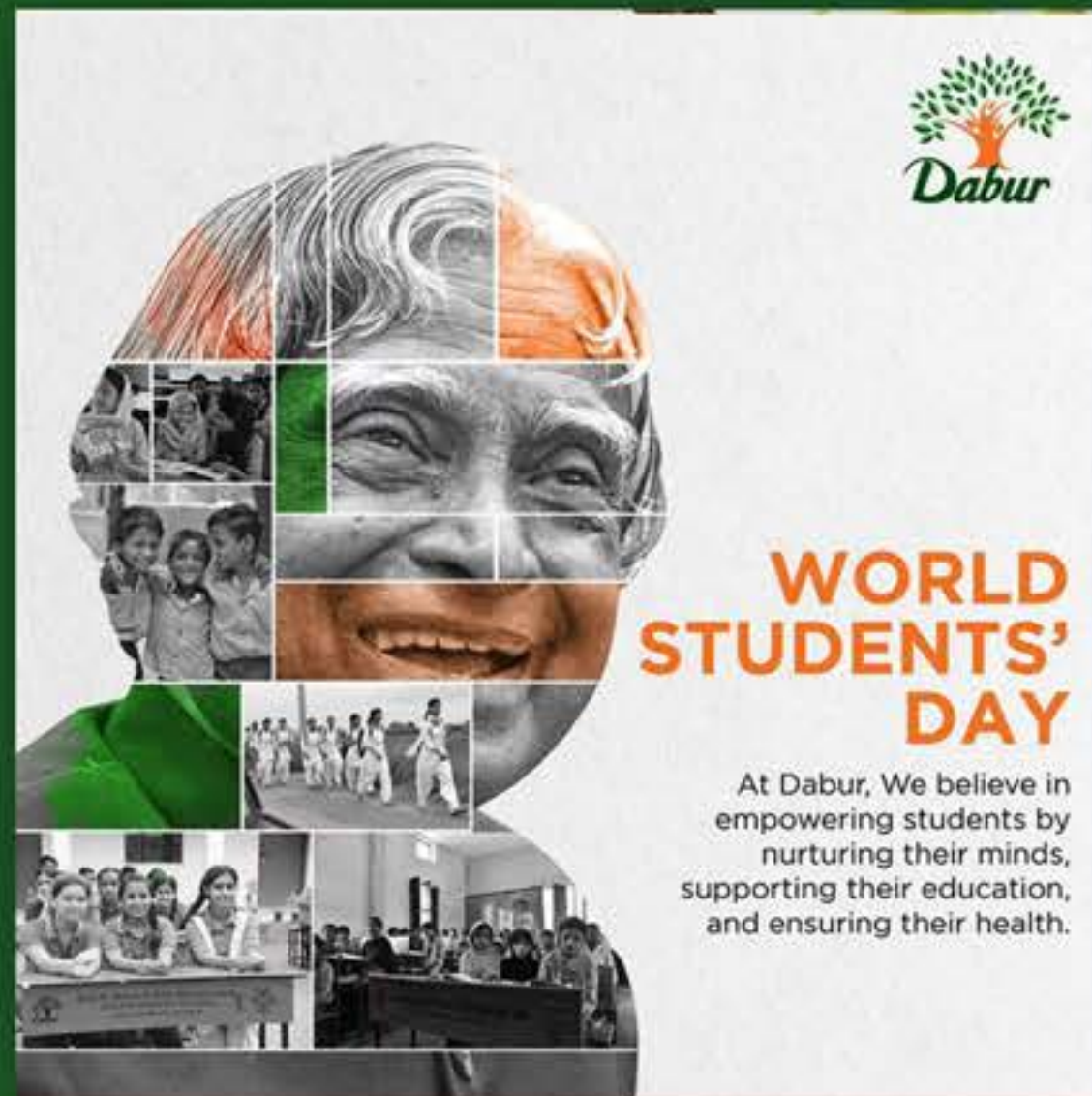
WELCOME ONBOARD

Kaustubh Dabral
Global CIO (Head IT)

Kaustubh is an MBA professional with almost 20 years of experience in strategizing, planning, developing, and implementing cutting edge information technology solutions to address business opportunities. He possesses sound understanding of CPG Industry and diverse leadership experience in managing IT in different business functions. He inspires trust and believes in execution excellence. A family man with wife and 9-year-old daughter, Kaustubh loves spending time in playing Sudoku and other puzzles with his daughter.

We wish you all the best!

Dabur India- GIF/Animation



Real Juices

Creative Visualization

Yeh  dosti hum nahi Todenge!



HAPPY NATIONAL
FRIENDSHIP DAY

*Real Fruit Power is only a trademark and does not represent its true nature. Dabur India Ltd. claim as per Nielsen IQ Retail Index data for period MAT Dec'22 for the India market in

Creative Visualization

The Power of  **Guava**
in Every Sip!



- ✓ No Added Preservatives
- ✓ No Artificial Colours
- ✓ No Artificial Flavours
- ✓ Rich in Vitamin C

*Real Fruit Power is only a trademark and does not represent its true nature. Dabur India Ltd. claim as per Nielsen IQ Retail Index data for period MAT Dec'22 for the India market in

Creative Visualization

 **Litchi Goodness**
in Every Sip!



- ✓ No Added Preservatives
- ✓ No Artificial Colours
- ✓ No Artificial Flavours
- ✓ Rich in Vitamin C

*Real Fruit Power is only a trademark and does not represent its true nature. Dabur India Ltd. claim as per Nielsen IQ Retail Index data for period MAT Dec'22 for the India market in

Creative Visualization

Taste the power of  **Fruits**



- ✓ No Added Preservatives
- ✓ No Artificial Flavours
- ✓ Rich in Vitamin C

*Real Fruit Power is only a trademark and does not represent its true nature. Dabur India Ltd. claim as per Nielsen IQ Retail Index data for period MAT Dec'22 for the India market in



**FOR THE
LOVE OF MANGOES**



No. 1
Juices & Nectar
Brand in India*

*Real Fruit Power is only a trademark and does not represent its true nature. Dabur India Ltd. claim as per Nielsen IQ Retail Index data for period MAT Dec'22 for the India market in

Creative Visualization



**PICK THE
GOODNESS**



- ✓ Made in state of the art manufacturing
- ✓ 108 Quality Tests
- ✓ No Added Preservatives, Colours, and Artificial Flavours

*Real Fruit Power is only a trademark and does not represent its true nature. Dabur India Ltd. claim as per Nielsen IQ Retail Index data for period MAT Dec'22 for the India market in

Aqualite

Aqualite
COMFORT DIKHTA HAI

NEO
SERIES

WHERE COMFORT
MEETS STYLE



WATERPROOF & WASHABLE NON-SLIP SOLE DESIGN PRECISE FOOT CONTOUR & FIT EXTREMELY LIGHTWEIGHT

Aqualite
COMFORT DIKHTA HAI

Lightweight Max Cushioning Flexible Shoe

CROATIA

MARINE BLUE - LIGHT YELLOW

www.aqualiteindia.com Creative Visualization

Aqualite
COMFORT DIKHTA HAI

www.aqualiteindia.com

ELEVATE YOURSELF

JACKSON
Running Shoes

Lightweight Knitted Fiber Memory Insole

Creative Visualization

Aqualite
COMFORT DIKHTA HAI

Modern Prints



Aqualite
COMFORT DIKHTA HAI

www.aqualiteindia.com

S T A G E
MAX CUSHIONING TECHNOLOGY



Lightweight Knitted Fiber Memory Insole

Aqualite
COMFORT DIKHTA HAI

www.aqualiteindia.com

SPORTS SHOES
Walking

MAX CUSHIONING TECHNOLOGY

Lightweight Knitted Fiber Memory Insole

SPAIN
L.Gry/D.Gry

Creative Visualization

Aqualite- GIF/Animation



Crax- Gif/Animation



Crax

CRAX

SCHOOL HAI BANDH,
BUT DON'T STOP THE FUN!



CRAX

Sabse Smooth
auri Tastiest
CORN PUFFS



CRAX

DIMAG MAT KHA
FRITTS
KHA



CRAX

BECAUSE
EVERYTHING IS
ALWAYS BETTER
WITH CHEESE.



CRAX

KYUNKI THODI
MASTI BHI
ZAROORI HAI!



CRAX

WHY CRAX IS
A GREAT
SNACK
CHOICE?



Dabur Cool King

5 BENEFITS OF THE KING

RELIEF FROM SLEEPLESSNESS
RELIEF FROM HEADACHE
REDUCES TIREDNESS
REFRESHES
REDUCES TENSION

Dabur COOL KING
ठंडा तेल



Dabur COOL KING
ठंडा तेल

Thande ka Funda!



Dabur COOL KING
ठंडा तेल

FEELING HOT?
TRY
DABUR COOL KING
...



Iss Garmi Mai Ride Hogi Chill!!!

Dabur COOL KING
ठंडा तेल

Yeh hai...
Thande Ka Funda



Dabur COOL KING
ठंडा तेल

Chill Tube Waala Zabardast Thanda Tel



To the **cool friends** who make every moment **chill!**

HAPPY FRIENDSHIP DAY

Dabur COOL KING
ठंडा तेल



Aston Martin

From videos to brand & car related trivia and from unknown or lesser known facts about the brand to latest updates; we keep the brand lovers engaged throughout the year with every little information and detail they would not want to miss out on.



Lamborghini

Keeping the brand value & lineage in mind, image led posts, contest posts, trivia and fun fact posts are just a few of the many properties that have been built to engage with the TG as well as give them a reason to come back time and again.



Dabur Homemade

To engage food lovers with the brand, innovative recipe led, kitchen hacks, food facts and other engaging content led posts are promoted to give them enough reasons to keep coming back to the page.



Spicy Strawberry jalapeno lemonade

Add a dash of Dabur Lemoneez to a mix of ripe strawberries, sugar & jalapeño for a perfect summer drink.

25 nimbos ka fuss without the fuss!

Dabur HOMMADE®




Blueberry Lavender Ice Tea

2 tbsp Dabur Lemoneez & 1 tbsp crushed blueberries added to a concoction of chilled lavender tea creates a perfect floral drink for a hot summer day.

25 nimbos ka fuss without the fuss!

Dabur HOMMADE®



Mocktail Anyone?

Add lemon juice, Dabur Homemade Coconut Milk, strawberry crush in a cocktail shaker.

Shake & pour in a highball glass filled with ice. Garnish with mint leaf & serve.

Dabur HOMMADE®



Minty Watermelon lemonade

Puree half watermelon in a blender. Add 2tbsp Dabur Lemoneez, 1 tsp sugar, ½ tsp salt & a pinch of black salt & blitz. Pour in a tall glass filled with ice. Garnish with mint leaves. Serve chilled!

25 nimbos ka fuss without the fuss!

Dabur HOMMADE®



Ab Daudega Hindustan

Dabur Glucose D is a house hold name in energy drink brands. They came up with the idea of national level talent hunt for aspiring athletes. The contest was named Ab Daudega Hindustan, as it aspired to inspire children between the age groups of 11-16, to come forward & showcase their talent in track and field.

#MYSTORY



**INDIA'S BLADE RUNNER
MAJOR DP SINGH**

HE IS THE FIRST INDIAN TO RUN A MARATHON WITH A PROSTHETIC

AB DAUDEGA HINDUSTAN



A dream is a dream till it gets the right kick start.

SUPPORT AB DAUDEGA HINDUSTAN to help aspiring athletes kick start their dream of becoming a champion.

#DIDYOUKNOW



MILKHA SINGH WAS GIVEN THE 'FLYING SIKH' TITLE BY IN AN EVENT HE DID NOT WANT TO CONTEST



P.T. USHA
HAS WON
101 International MEDALS SO FAR

AB DAUDEGA HINDUSTANI

AB DAUDEGA HINDUSTAN



Champions are made.
Not born.

Lets make a champion out of every athlete who dreams to be one but does not know how to.

#Di dYouKnow



IT'S BETTER TO RUN OUTDOORS THAN ON A TREADMILL!



Cafe Delhi Heights



JK Lakshmi Cement



JK LAKSHMI
PRO+
CEMENT

YOUR VOTE IS YOUR BIGGEST
STRENGTH
CAST IT WISELY!

20% HIGHER EARLY STRENGTH FOR PLUS MAZBOOTI.

JK LAKSHMI
PRO+
CEMENT



DLDS



WELCOME GROWTH!
7 MILLION
container mark crossed
...& counting



LDB Analytics makes a transformational impact. Improves dwell time of ICDs & CFSs by
26.7%



Warm wishes for a joyful, successful & prosperous times ahead
MERRY CHRISTMAS!



**MILLION
MARK CROSSED**
and counting...



**Happy
Holi**



MARKET 99

MARKET 99

“
GREEN MEANS FRESH!



Garden

INR
399 /-

MARKET 99

99
FOR HOME!
IN STORE ONLY



@ ₹ 249/-

MARKET 99

99
TO GIFT!
IN STORE ONLY



@ ₹ 229/-

MARKET 99

GUESS THE PRICE!

To stand a chance to win a shopping voucher worth ₹499

₹ __ 9



MARKET 99

DIWALI OFFER

WE ARE NOW ON
paytm



Serve it up in style!

AT JUST INR 189



MARKET 99





WEBSITE DESIGN & DEVELOPMENT



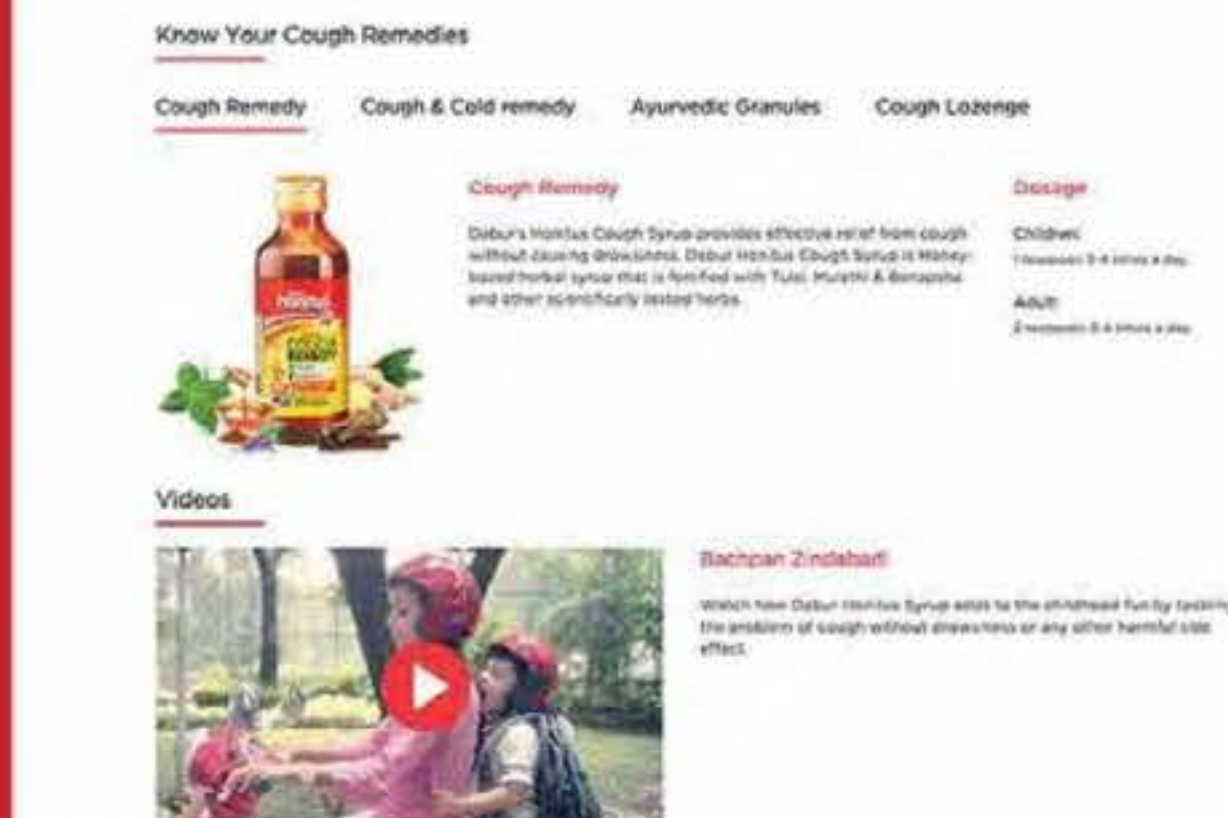
Dabur India

Since the launch of www.dabur.com, the monthly website visits have increased drastically; the monthly search traffic has gone up considerably; and the load time of the website has been decreased, despite the fact, that there are over 1000 inside pages. The bounce rate for the website has decreased, while search volume has increased.



Dabur Honitus

The website's aim was to highlight three key aspects: the benefits of the products, engage the reader with information, and to visually appeal the reader. Thus an extensive knowledge based website using interactive banners, infographics, visuals, illustrations etc., was created for maximum impact.



Dabur Vatika



Dabur Odomos



Dabur Meswak



Unwind

A food & music based property of HT City, the website was created with the aim to create a buzz about the event & generate awareness among the netizens about this on-of-a-kind property of the brand HT. Result was a responsive, engaging & fun website that garnered good amount of interest & eyeballs among the TG.







AMAZON A+ LAYOUT



Dabur Sanitize ANTISEPTIC LIQUID Strong Formula



YOUR ONE STOP SOLUTION AGAINST GERMS & BACTERIA



Dabur Sanitize Antiseptic Liquid combines the rich experience of Dabur with the goodness of antibacterial properties that guard against illness causing germs and give a hygienic shield to your home, washroom, and hard surfaces. Recommended by medical professionals, Dabur Sanitize Antiseptic Liquid is your one-stop-solution against infections and bacteria present in wounds & cuts.

MULTI USE ANTISEPTIC LIQUID



First Aid



Floor cleaning



Bathing



Clothing sanitization



Shaving cuts



Surface cleaning

WHERE TO USE

- For first aid, medical & personal hygiene.
- For minor cuts, scratches, and wounds.
- Antibacterial, Antiseptic Disinfectant.

BENEFITS

- Clean wounds and bruises.
- Sanitize and make your home germ free.
- Disinfects surfaces.
- Skin friendly PH.



HOW TO USE



First aid:
1 part in 15 parts of clean water.



Bathing:
1 spoon in a bucket of water.



Shaving:
2 spoons in a mug of water.



Clothes Washing:
1 spoon in half litre water.



General Disinfection:
1 spoon to wash linen and mop floor.



Stronger, Longer & Thicker Hair



World's No.1 Hair oil

WORLD'S NO.1 HAIR OIL
75 YEARS OF TRUST



ASLI AMLA, DABUR AMLA

Dabur Amla Hair Oil is World's No.1 hair oil brand. Packed with the natural goodness of Amla, Dabur Amla Hair Oil enriches your hair, making them strong from inside and beautiful outside to keep you looking absolutely gorgeous all day long.

Dabur Amla Hair Oil today is the largest hair oil brand in the world with over 25 million consumers. Dabur Amla Hair Oil has constantly evolved as the epitome of beauty for Indian women. It has been the secret of stronger, longer, thicker hair in India and around the world for over 75 years.



Power of Amla
Amla is one of the richest sources of Vitamin C. It is also enriched with Omega 3 and Antioxidants naturally strengthens hair from root to tip.



Makes hair thicker



Moisturises your scalp



Gives you glowing & healthy tresses



Makes hair grow longer



Makes hair stronger

HOW TO USE



STEP 01
Massage Dabur Amla Hair Oil on to your scalp



STEP 02
Leave it for an hour



STEP 03
Rinse your hair thoroughly & notice a healthy shine instantly



STEP 04
Get longer, stronger and thicker hair



NEW Dabur Sanitize Air Sanitizer

**PROTECT YOUR FAMILY
FROM AIR BORNE GERMS**

FIGHTS GERMS IN THE AIR



FIGHTS GERMS AND BACTERIA
Fights over 100 illness causing germs and bacteria.



UNIQUE ACTIVE TEC
Removes Germs and malodorous molecules from the air.



FIGHTS ODOUR-CAUSING BACTERIA
Fights odour causing bacteria and neutralizes with fresh fragrance.

WHERE TO USE



Bedroom



Kids room



Bathroom

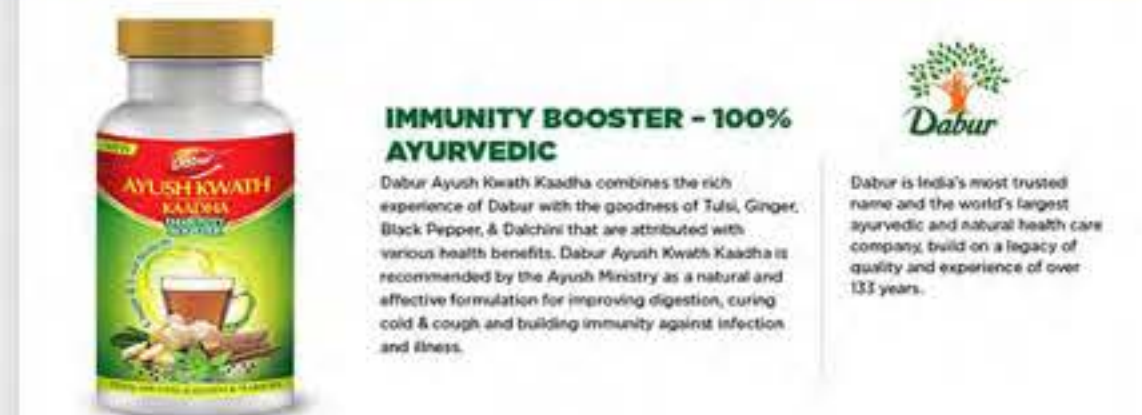
HOW TO USE

1 Shake
well before use

2 Spray
for 2 seconds towards the roof in the centre of the room

3 Repeat
4-5 times for a medium sized room







KILLS COVID-19 VIRUS

DABUR SANITIZE DISINFECTANT SPRAY

SAFE ON SKIN
SAFE ON SURFACES

BENEFITS

- Kills COVID-19 Virus
- Effectively usable on Hard & Soft Surfaces
- Eliminates bad odour
- Fast action and easy to use

HOW TO USE

- Shake the can
- Spray from 15-20cm
- Wait for 10 seconds to evaporate

WHERE TO USE

- Hard surfaces around the home like floors, counters, toilet seat, kitchen sink
- Soft surfaces around the home like sofa, mattress, curtains

WHEN TO USE

- To disinfect the hard surfaces
- To eliminate bad odour from the air or surfaces
- To sanitize the soft surfaces



Tan to De-Tan in 15 mins

Get active tan removal

- For Active Tan Removal:** Fem De-Tan Cream Bleach gives you Tan Free Skin in just 15 mins. Enriched with Orange Peel & AHA Extracts, it helps remove tan for a bright and glowing skin.
- Skin Nourishment:** It is also enriched with Shapthut extract which is known for skin soothing and nourishment.
- Even Skin Tone:** A gentle & safe advance corrector system, it lightens the skin tone by removing dead cells from the surface of the skin.
- Lightens Dark Spots:** With no added ammonia, it helps lighten dark spots.

Enriched With Natural Ingredients

- Orange Peel
- AHA Extract

How To Use

21 Days

It is recommended to use Fem Bleach every 10 days for radiant, glow and healthy skin.

- Cleansing foam and pat dry
- Mix 1 tsp spoon of creme Bleach with 1 small spoon of activator
- Apply mixture on the area to be bleached. Avoid around the eyes

- Do not keep the bleach for more than 15 mins
- Wash it with cold water and tap dry with soft towel
- Get naturally glowing skin

MYTH If I use bleach once, will I always have to use it?	FACT Bleach gives radiant skin for 21 days.
MYTH Patch test is not required for skin.	FACT Patch test is important as we all have different skin type which requires different skincare routine.
MYTH Bleach causes facial hair growth.	FACT Bleach does not cause hair growth. It only removes dead skin cells and makes skin smooth.
MYTH Bleaches with ammonia are the best as it causes autophagy.	FACT No Ammonia Bleaches are safer to use because ammonia fumes irritate the eyes & skin as compared to non ammonia bleaches.



Anmol GOLD COCONUT OIL

Promise of Purity!

Pure, Natural & Unrefined

Anmol Gold Coconut Oil combines more than a century old trust of Dabur with the purity and nourishment of finest handpicked and sun-dried coconuts available in India. The freshness of Coconut Oil is kept intact after multi-stage filtration process. The regular use of edible Coconut Oil is considered good for health and provides natural nourishment.

Proven Quality

- Made with Pure Coconut Oil from the finest hand-picked, sun-dried coconuts
- Promise of purity & nourishment with a unique tamper proof seal
- 34 Quality Tests & Multi-stage Filtration Process
- Fresh Coconut Aroma with long-lasting shelf life of 18 Months
- This is an Edible Product

Made with Pure and Natural Coconut Oil

Make Coconut Oil, A Part of Your Daily Life

- As Cooking Oil:** Antioxidant properties provide nutrition and nourishment to the body
- As Immunity Booster:** Helps boost immunity
- As Massage Oil:** Traditionally used for massaging to improve skin metabolism
- With Moisturisers:** Protects your skin from everyday damage
- As Make-up Remover:** Serves as a natural make-up remover





GET 5 IN 1 BENEFITS AT HOME

5
IN ONE
BENEFITS



HYDRATION:
Keeps your skin hydrated and conditioned.



NOURISHMENT:
Remove dead cells and nourishes the skin.



DETOXIFICATION:
Refresh and detoxify the skin from the core.



BRIGHT COMPLEXION:
Gives a bright complexion and helps restore the luster of the skin.



REJUVENATION:
Helps keep the skin refreshed and glowing.



SWARNA BHASMA
Provides instant sparkling glow and anti-ageing benefits to the skin.



SHEA BUTTER
Keeps the moisture intact in the deepest layers of the skin.



MOISTURIZER
Helps keep the skin supple and healthy.

IT'S TIME YOU DO IT YOURSELF



FACE CLEANSING GEL:
Massage it gently on the face and neck especially the corners of your hairline, chin and nose 2-3 minutes. Wipe off with moist cotton.



FACE SCRUB:
Apply the scrub and keep it for at least 5-7 minutes. Wipe off with moist cotton.



FACE MASSAGE CREAM:
Gently massage the cream all over the face till it gets absorbed.



FACE MASSAGE GEL:
Massage the gel all over the face and neck and keep it for 10-15 minutes. Wipe off with moist cotton.



FACE PACK:
Apply a thin layer of the pack avoiding the eyes for 10-15 minutes. Wipe your face with cold water and pat dry.

GET DOUBLE THE GLOW WITH THIS PERFECT COMBINATION



FEM Golden Glow Facial Kit
Get Salon-like Glow at Home.

FEM Gold Bleach
Get Golden Glow in 15 Mins



99.9% GERM PROTECTION FOR SOFT & SMOOTH HANDS



LEMON



GLYCERINE



COCONUT MILK



THE ONLY HAND WASH CARE YOUR FAMILY NEEDS

- 99.9% Germ Removal**
- Soft Clean Hands
- Protection With Softness

HOW TO USE



OPEN THE SPOUT CAP



POUR LIQUID INTO THE EMPTY FEM SOFTHANDZ HANDWASH BOTTLE



USE DAILY FOR PROTECTION FROM GERMS



YOUR DAILY SKINCARE SAVIOUR

The eternal rose has been revered and loved by all things beautiful. Our ancestors couldn't get enough of this belle and so can't we! Dabur Gulabari Rose water that has the goodness of the edible grade Damask roses from Kannauj, is worthy to be your daily skincare saviour.

You can count on Dabur Gulabari rose water to be the puppy loves for your beloved skin because it is:

- Paraben Free
- Alcohol Free
- Dermatologically tested*
- Good for all skin types!

BENEFITS

CLEANSSES THE SKIN

HYDRATES THE SKIN

MAINTAINS THE PH BALANCE OF THE SKIN

SOOTHING AROMA THAT REFRESHES YOU

HOW TO USE



1 Dab it directly on the face with a cotton pad



2 Rinse your face with water



3 Get glowing & radiant rose like skin naturally

EXPLORE OUR RANGE



DABUR GILOY NEEM JUICE TULSI

IMMUNITY BOOSTER

Pure. Natural. Safe.

ABOUT DABUR GILOY NEEM JUICE TULSI

Dabur Giloy Neem Juice with Tulsi combines the rich experience of Dabur with the goodness of three versatile herbs that are attributed with various health benefits. To protect yourself and your family from various infections, pollution and untimely seasonal changes, take Dabur Giloy Neem Juice with Tulsi, which help to boost your immunity.

BENEFITS



INGREDIENTS



HOW TO USE

1. Shake the bottle well before use.
2. Take 10-20 ml (1-2 tablespoons) twice a day or as directed by the physician.
3. Add to a cup of water and drink.



DABUR

AMLA JUICE

IMMUNITY BOOSTER

PURE, NATURAL, SAFE

Dabur Amla Juice combines the rich experience of Dabur with the goodness of Amla that is attributed with various health benefits. Amla has nutrients which help keep your hair healthy. Being a rich source of Vitamin C, Dabur Amla Juice also helps shield against cold & cough.

BENEFITS



INGREDIENTS

AMLA

Extracted from 100% fresh amla enriched with Vitamin C, Iron and High Fibre Content

HOW TO USE

1. Shake the bottle well before use.
2. Take 10-20 ml (1-2 tablespoons) twice a day or as directed by the physician.
3. Mix Amla Juice in a Cup of water
4. Consumed on empty stomach or as directed by physician

DABUR GILOY RAS

IMMUNITY BOOSTER

Pure. Natural. Safe.



IMMUNITY BOOSTER — 100% AYURVEDIC

Dabur Giloy Ras combines the rich experience of Dabur with the goodness of Giloy that is attributed with various health benefits. To protect yourself and your family from various viruses, pollution and untimely seasonal changes, take Dabur Giloy Ras, which naturally boost your immunity.



Dabur is India's most trusted name and the world's largest ayurvedic and natural health care company, built on a legacy of quality and experience of over 133 years.

WHY DABUR GILOY RAS?



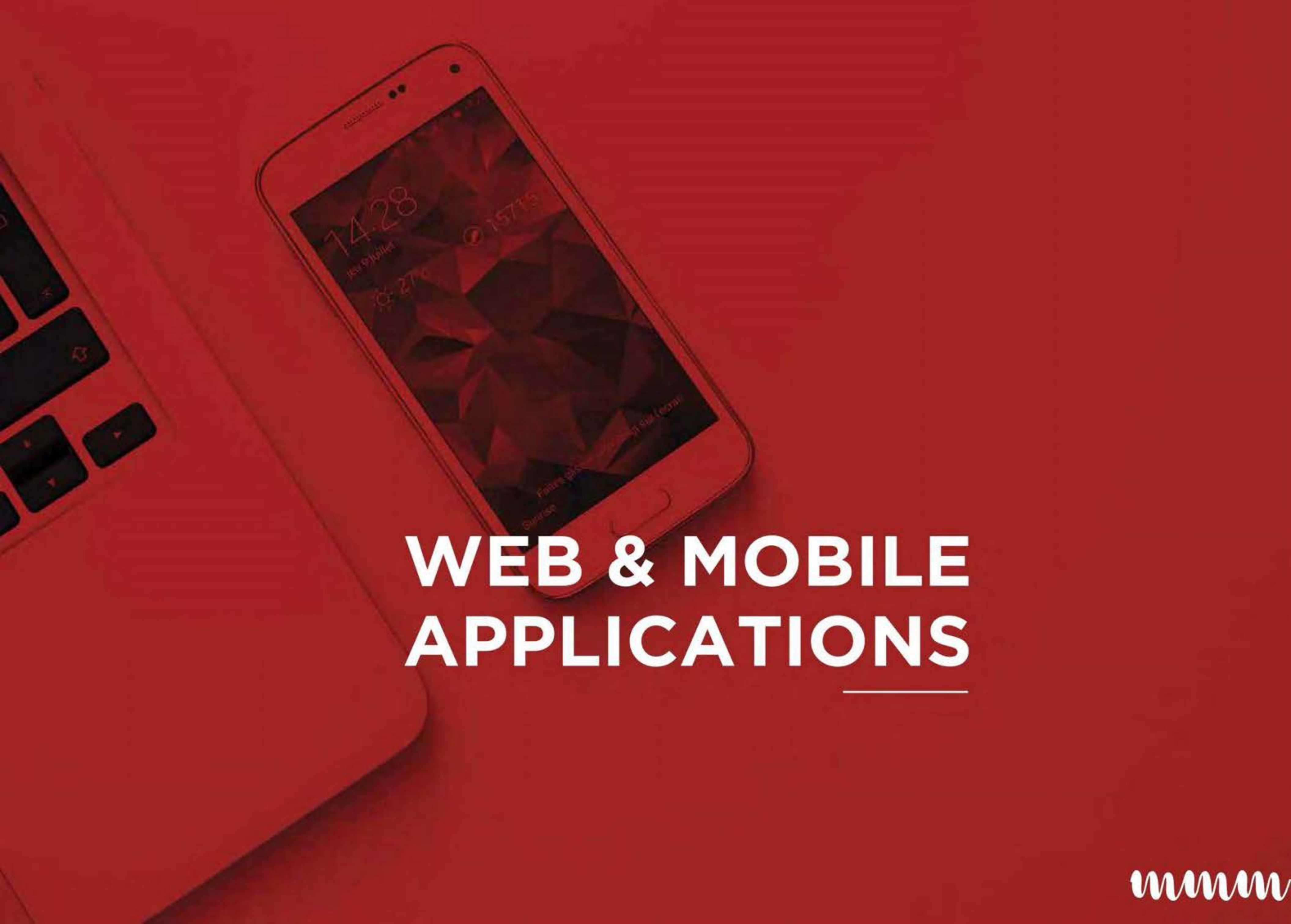
BENEFITS



HOW TO USE

1. Shake the bottle well before use.
2. Take 10-20 ml (1-2 tablespoons) twice a day or as directed by the physician.
3. Add to a cup of water (100-150 ml) and drink.





WEB & MOBILE APPLICATIONS





Real Juice

An HTML presentation was created to showcase the range, usage & recipes that can be created using Dabur Real Juice. The presentation is used by the representatives of the brand to make inroads in restaurant & hospitality space and demonstrate the buyers innovative ways in which the brand can be used for various purposes.



Dabur Vatika



AAkash Pledge

Various applications like Akash KBC & Akash Pledge were created to keep the students engaged while making them aware of the various promotional activities of the institute. The apps were created to increase traction and generate public awareness about the brand.

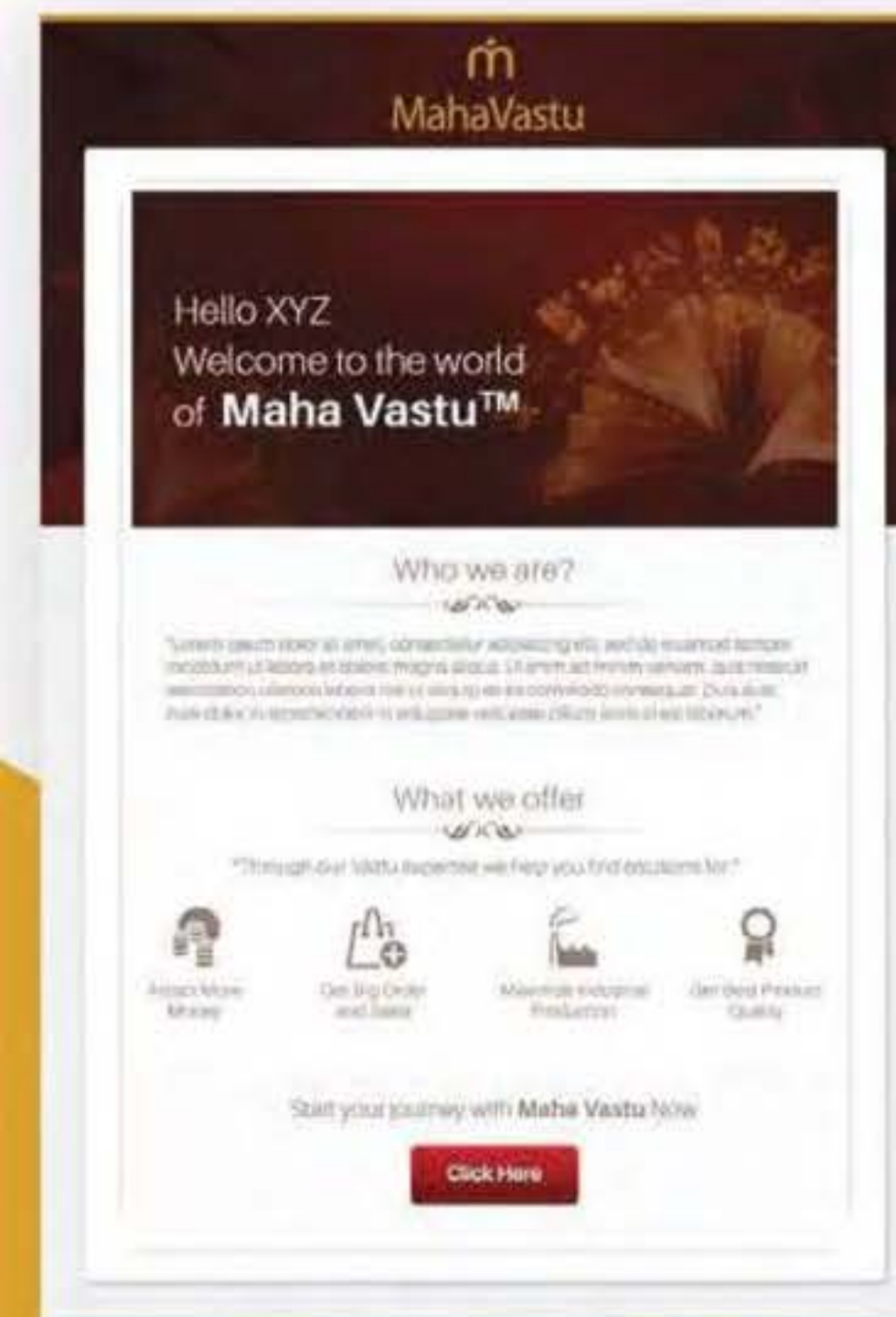


EXL RJ Hunt




EMAIL MARKETING






Mailers



WISHING YOU A HAPPY
REPUBLIC DAY

**26TH JANUARY IS CELEBRATED AS
THE INDIAN REPUBLIC DAY ALL OVER THE WORLD.**

On this day, India had become a democratic government system and an officially independent republic after claiming Purna Swaraj meaning Declaration of Indian Independence. The Constitution of India had come into effect in 1950 for the first time. As a tribute to its unity in diversity and rich cultural heritage, ceremonious parades take place at Rajpath in the country's national capital, New Delhi.



More information regarding Republic Day is available on [https://en.wikipedia.org/wiki/Republic_Day_\(India\)#Delhi_Republic_Day_parade](https://en.wikipedia.org/wiki/Republic_Day_(India)#Delhi_Republic_Day_parade) However, please note that EXL has not reviewed and does not expressly endorse this information.




Dear xyz,

We at Dabur India, would like to take this opportunity to thank you for your continued trust and support. Your consistent encouragement and faith in us strengthens our commitment to the health and well-being of our consumers, partners and investors.

As a token of our gratitude and care for you and your loved ones, we would like to extend 10% discount on all our products listed on Amazon.in

LIVE BETTER WITH DABUR



To avail the additional 10% discount use

COUPON CODE: INV20

T&C APPLY

amazon.in



**LET'S DO
OUR BIT IN SAVING
THE PLANET!**

**THIS YEAR,
EARTH HOUR WILL BE OBSERVED ON 28th MARCH.**

Earth hour is an initiative to raise awareness for energy consumption. Towards the end of March, on a specific day every year, more than 187 countries take part in this event organized by the WWF i.e. World Wide Fund for Nature. The event is about turning off the non-essential lights for one hour from 8:30 to 9:30 pm to show their contribution towards energy consumption and its effective benefits on the environment.

More information regarding Earth Hour is available on https://en.wikipedia.org/wiki/Earth_Hour However, please note that EXL has not reviewed and does not expressly endorse this information.



CREATIVE SERVICES

Agile thinking, innovative ideas and the passion to execute them flawlessly is what makes us reach out to the TF in the best possible manner. Our expertise in the field enable us to build and execute campaigns that work across a broad spectrum of mediums – print, digital, TV & radio etc.



CREATIVE SERVICES

Logo creation
Visiting card design
Letterpad design
Brochures
Leaflets

Prospectus design
Magazine adverts
Newspaper advertisements
Outdoor hoardings
Banner

Posters
Tent cards
Standies
Packing material design
3d walk through



SOME OF OUR WORK



Left cannot
attacks on
policy, warns

Aakash
HUMANITY'S BRIGHT FUTURE

Celebrating 26

YEARS OF OUR SERVICE TO THE NATION

What started with a vision...

Has now turned into the largest network for **IIT & Medical** Coaching.

Umunna: Labour must 'scream' at the election

Joseph Watts
Political Correspondent

LABOUR'S Chuka Umunna has accused his party of behaving like a "petulant child" in the wake of the general election defeat.

The shadow business secretary who was a leadership candidate before withdrawing, said the party was "screaming at the electorate" when it should be attempting to "meet people where they are at".

Speaking on BBC Newsnight, he warned that the politics of left-winger Jeremy Corbyn would lose Labour the next election, adding that "there is no glory in opposition".

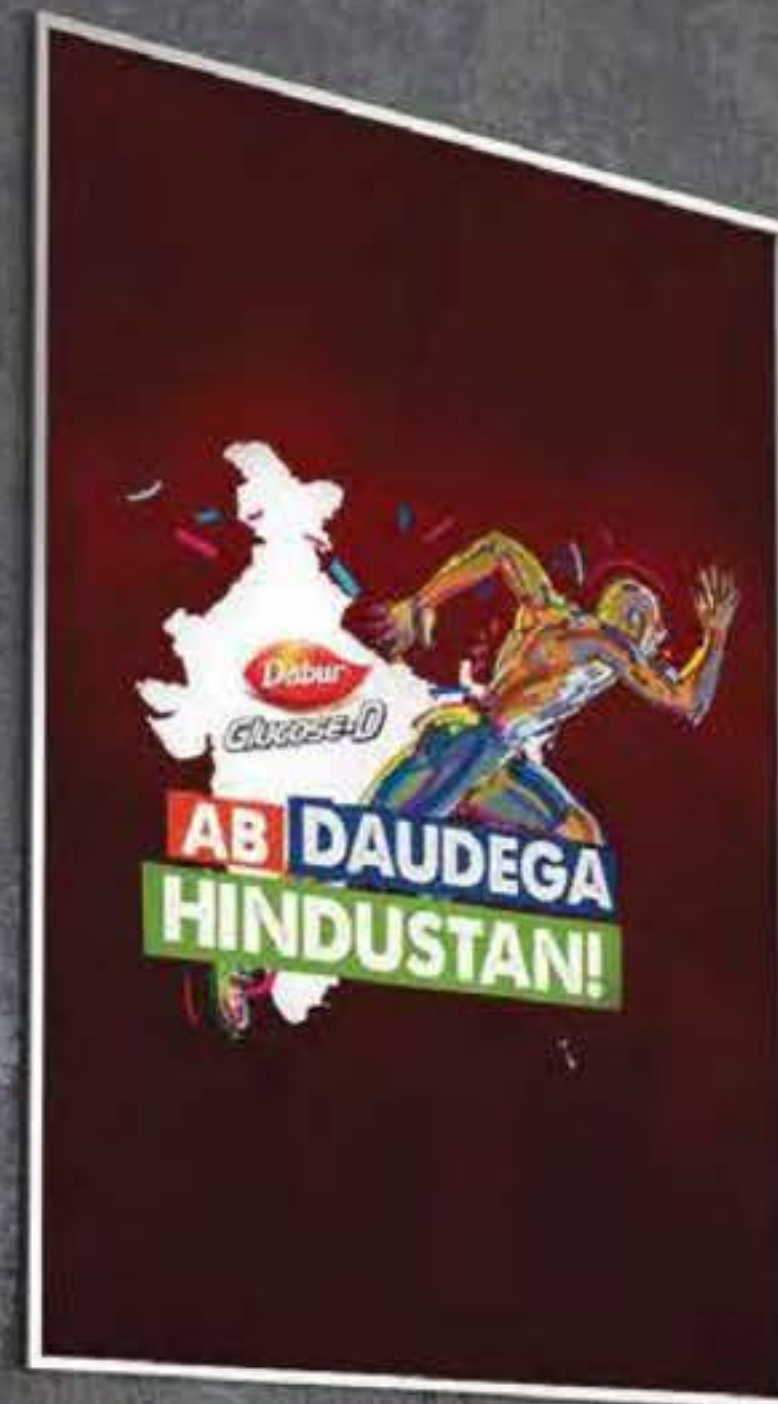
Mr Umunna, who is backing Liz Kendall

Warning: Labour must listen, said Chuka Umunna

AAkash Institute

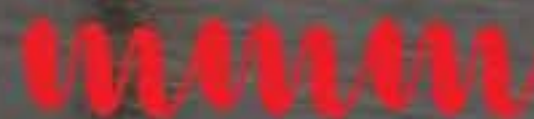
26 years celebrations of founder's day





Ab Daugega Hindustan

A poster summarising the essence of the campaign 'Ab Daudega Hindustan' for Dabur Glucose-D.



THE NEWS

a iaculis urna. Maecenas quis neque eu augue
scelerisque tincidunt non et magna.

Mauris aliquet suscipit convallis.

Pellentesque nisi lacus, bibendum ut tempus a, tempus
id arcu. Mauris a odio accumsan, auctor erat et
malesuada est. Etiam viverra orci sit amet elit molestie
fermentum. Quisque vel semper velit. Donec lacinia
non augue ac cursus. Cras a eros eget ipsum
commodo pellentesque. Nulla at vulputate lorem. Nulla
tincidunt vitae orci eget mollis. Praesent sit amet purus
lectus. Integer feugiat at lectus id euismod.
Maecenas ullamcorper luctus ante non eleifend. Nam
varius molestie posuere. Quisque at sapien volutpat,
tincidunt leo vitae, aliquet nisi. Suspendisse
consectetur orci a ligula suscipit, sollicitudin mattis
augue ultrices. In congue hendrerit augue ac vehicula
Mauris quis turpis ut erat condimentum venenatis
Quisque non nisi sed libero vehicula condimentum.
Nunc in rutrum velit. Mauris elit ipsum tempor in sem
non, scelerisque varius nibh. Sed elementum at turpis
eu semper. Sed nunc est, vulputate vitae lacus eget,
convallis eleifend turpis. Nam posuere nisi tempor ante
lacinia, in commodo lectus volutpat. Vestibulum nisi
lectus, elementum non diam sit amet, bibendum
gravida mauris. Fusce sit amet adipiscing magna, eu
posuere lorem.

Sed congue turpis at elementum rhoncus. Nam sed
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lacinia ac. Mauris purus mi, dapibus at magna id,
vehicula venenatis arcu. Cras eleifend neque hendrerit
condimentum consequat. Integer commodo felis quis
leo sollicitudin, non ultrices nulla. Aliquam erat
diam, sollicitudin ac mollis ut. Aliquam erat
tempus porttitor justo, et. Aliquam erat
amet. Cras sodales eget. Aliquam erat
Aliquam luctus porttitor risus. Aliquam erat
sollicitudin arcu vel cursus. Aliquam erat
blandit viverra. Donec ligula. Aliquam erat
condimentum varius leo. Aliquam erat
Class, ante.

OIL BALANCE FROM VATIKA

e, your hair needs proper oil balance.
roduces, leaving hair too dry, flaky
aged and leads to hair problems like



Science OF OIL BALANCE



G
il B
ge
nt shampoo with oil balance
d with natural ingredients
p restore the natural oil
n root to tip, making hair

OUTDOOR HOARDING



**WITH
GREAT
PEOPLE
COME
GREAT
AWARDS**

THANKS TO YOU
WE ARE NOW
THE 8TH BEST
WORKPLAC IN
ASIA

 **Aqualite[®]**

**COMFORT JO
JACHATA HAI**



 **Aqualite[®]**

**COMFORT JO
JACHTA HAI**





Inspired by the
Freshness of Fruits



Real
Fruit
Orange

Inspired
by
the
Purity
of
Nature



Inspired by the
Purity of Amrita



Dabur
Chyawanprash
3 TIMES
Immunity

In-shop Banners



Crax Chips Banner

CRAX[®]

100% MORE CHIPS*

**Best Crisp
Best Taste**

CRAX[®]
100% MORE CHIPS
SIMPLY SALTED

CRAX[®]
100% MORE CHIPS
CREAMY ONION

CRAX[®]
100% MORE CHIPS
TOMATO TWIST

₹5

Dabur Almond Shampoo

Festive special packaging for dabur almond shampoo



Dabur Sanitize Disinfectant Spray

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting its use to kill Covid-19 virus and 99.9% hidden germs.

The container packaging went live in September 2020 and since its launch, it is in use.

Client Name: Dabur



Dabur Sanitize Laundry Sanitizer

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting its suitability for all fabrics along with projecting that it helps kill 99.9% germs left behind on fabrics by laundry detergents.

The container packaging went live in September 2020 and since its launch, it is in use.

Client Name: Dabur



Dabur Sodium Hypochlorite Hard Surface Cleaner

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting its use to kill 99.9% hidden germs and viruses on hard surfaces.

The container packaging went live in xxxx 2020 and since its launch, it is in use.

Client Name: Dabur



Dazzl Disinfectant Floor Cleaner

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting its use to kill Covid-19 virus & 99.9% hidden germs suitable for marble, granite and tiles.

The container packaging went live in September 2020 and since its launch, it is in use.

Client Name: Dabur



Dazzl Multipurpose Surface Cleaner & Disinfectant

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting its multipurpose use to kill Covid-19 virus and 99.9% hidden germs along with showcasing the product as a Dazzl shield.

The container packaging went live in xxxx 2020 and since its launch, it is in use.

Client Name: Dabur



Sanifresh PEE Sanitizer

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting its fresh fragrance and fast action features along with projecting that it helps prevent diseases and give a germ free toilet experience.

The container packaging went live in August 2020 and since its launch, it is in use.

Client Name: Dabur



Dabur Veggie Wash

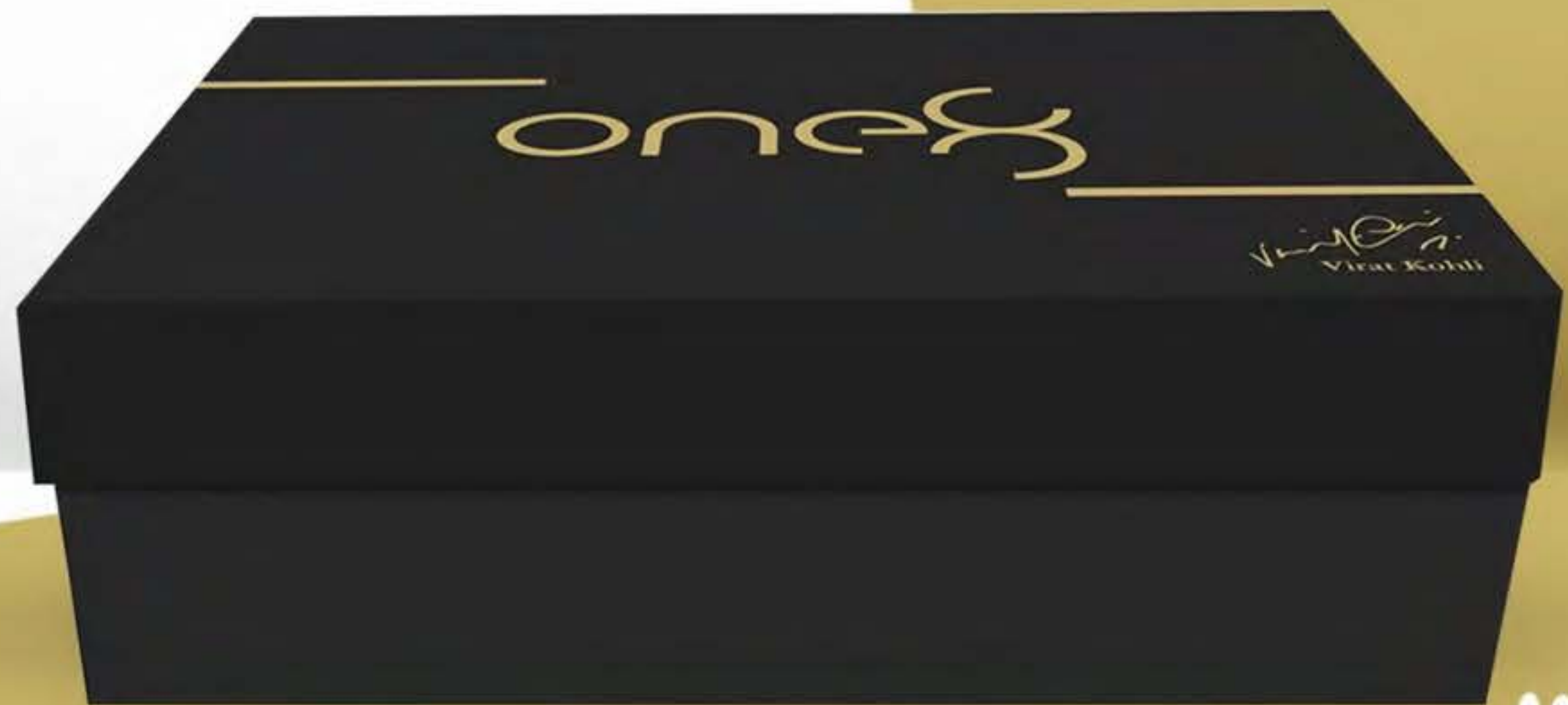
Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on highlighting fruits and veggies along with projecting a 100% safe product for the consumers.

The container packaging went live in August 2020 and since its launch, it is in use.

Client Name: Dabur



One8 Select



Proost

Mad Men Marketing Design Team carefully executed a layout, color palette & design theme to meet the requirements. The team focused on incorporating a unique tonality along with highlighting the intention of 'drink responsibly' for the consumers.

The container packaging went live in xxxxxxxx and since its launch, it is in use.

Client Name: Dabur





Logo
UNWIND





Logo
DGK





ADARA
BEAUTY & WELLNESS

Logo
ADARA





Cafe Delhi Heights Menu





Cafe Delhi Heights



VIDEO PRODUCTION

Whether it is about creating a 30 minute long documentary or a tiny 30 second animation, we have worked with a wide array of clients. Using our meticulous, imaginative and efficient approach towards production, we have delivered significant work for brands like Dineout, Du Pont, Su Kam, Somany, Karbonn, Swiss Military, Samsung, Fab Furnish, HP, Isobar, AskMe.com, DSM and STIR Education among others.



VIDEO PRODUCTION



TV Commercial
Low Budget Live Production
Videos
Brand AVS

Animation Videos 2D, 2D
Cutout, 3D
Event Coverage Videos

Making of the TVC videos
Behind the scenes videos



SOME OF OUR WORK



Video Production

one8 select



Video Production

Dabur Organic Honey



Video Production

Dabur Honey



Video Production

Stir education documentary



Fab furnish



Ask me fashion



Video Production

Somany



Su-kam

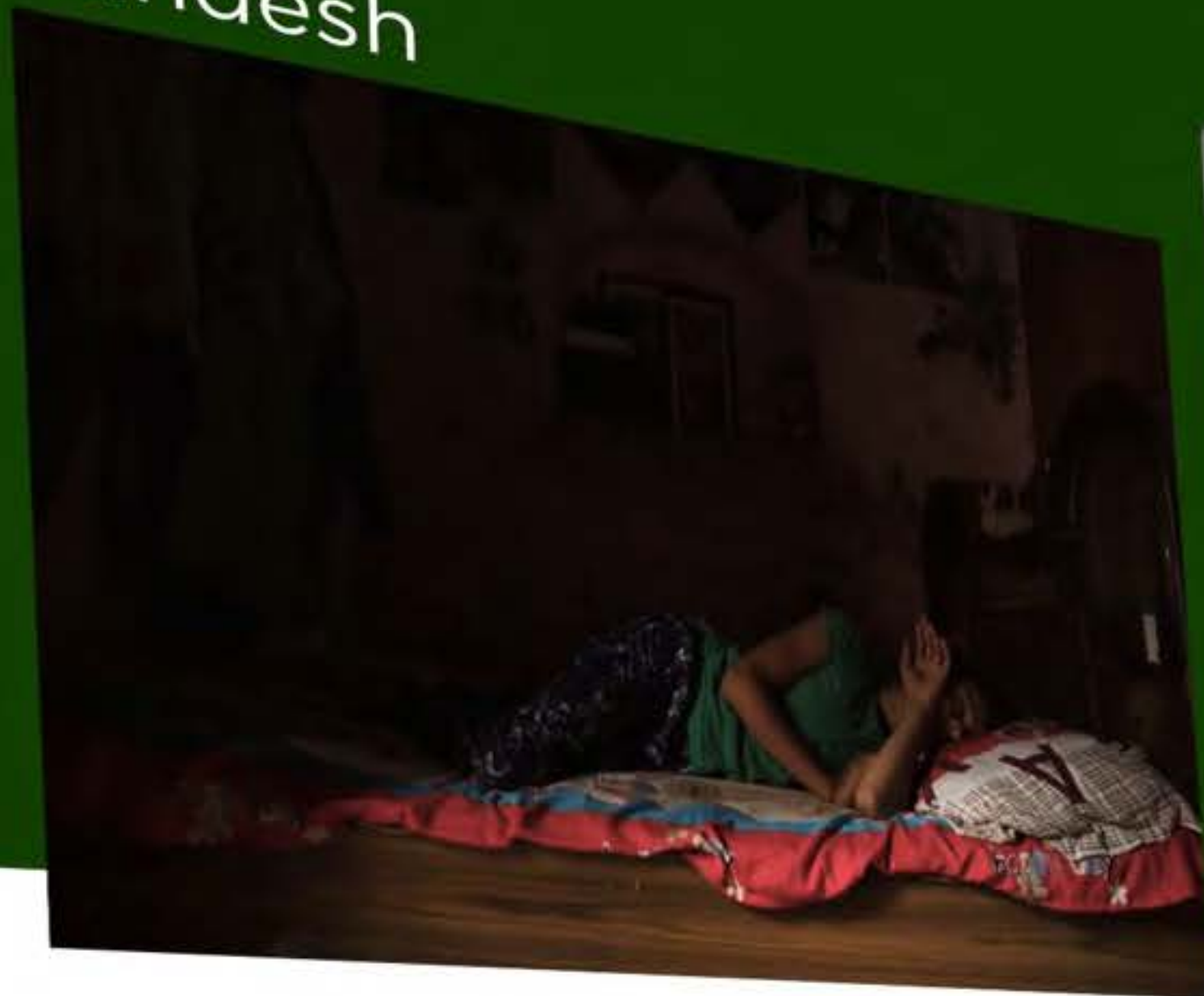


Karboonn



Video Production

Sundesh



Video Production

Crax Potato Chips



Crax 6 Secnder video

CRAX

**DON'T DO THE
NORMAL**



CRAX

**DON'T SETTLE
FOR LESS**



CRAX

**JAB DIL MAANGE
MORE**



CRAX

**MAT KHAO HAWA
KE JHATKE**



CRAX



**PARTY KAA RANG
TAB JAMEGA**

CRAX

**STOP SHARING
DAR-DAR KE**





TRADITIONAL MEDIA

We help our partners take their message to new heights through traditional & outdoor media. Providing solutions that are specific to the medium, we help enhance the marketing and advertising prospects of our clients. As experts, we are capable of reaching out to the target audience by using our ability to think precisely and creating unique experiences.



TRADITIONAL



TV & Print

Media planning
Media buys
Media implementation

Retail capabilities

Store development
Fabrication & Maintenance
GSB & ISB
Design + Conceptualization

OOH

Innovation
Implementation



NON-TRADITIONAL MEDIA

Non-traditional marketing programs are the links that directly connects to your brand with consumers to create a lasting impression. As experts, we bring in our expertise to take your message across and help you reach out to your audience in the best possible manner. We reach out to the consumers by putting your message right across meal tray graphics, boarding passes, in-flight branding, LCD screens, seat back devices, train wraps, OOH etc.



NON-TRADITIONAL

BRAND

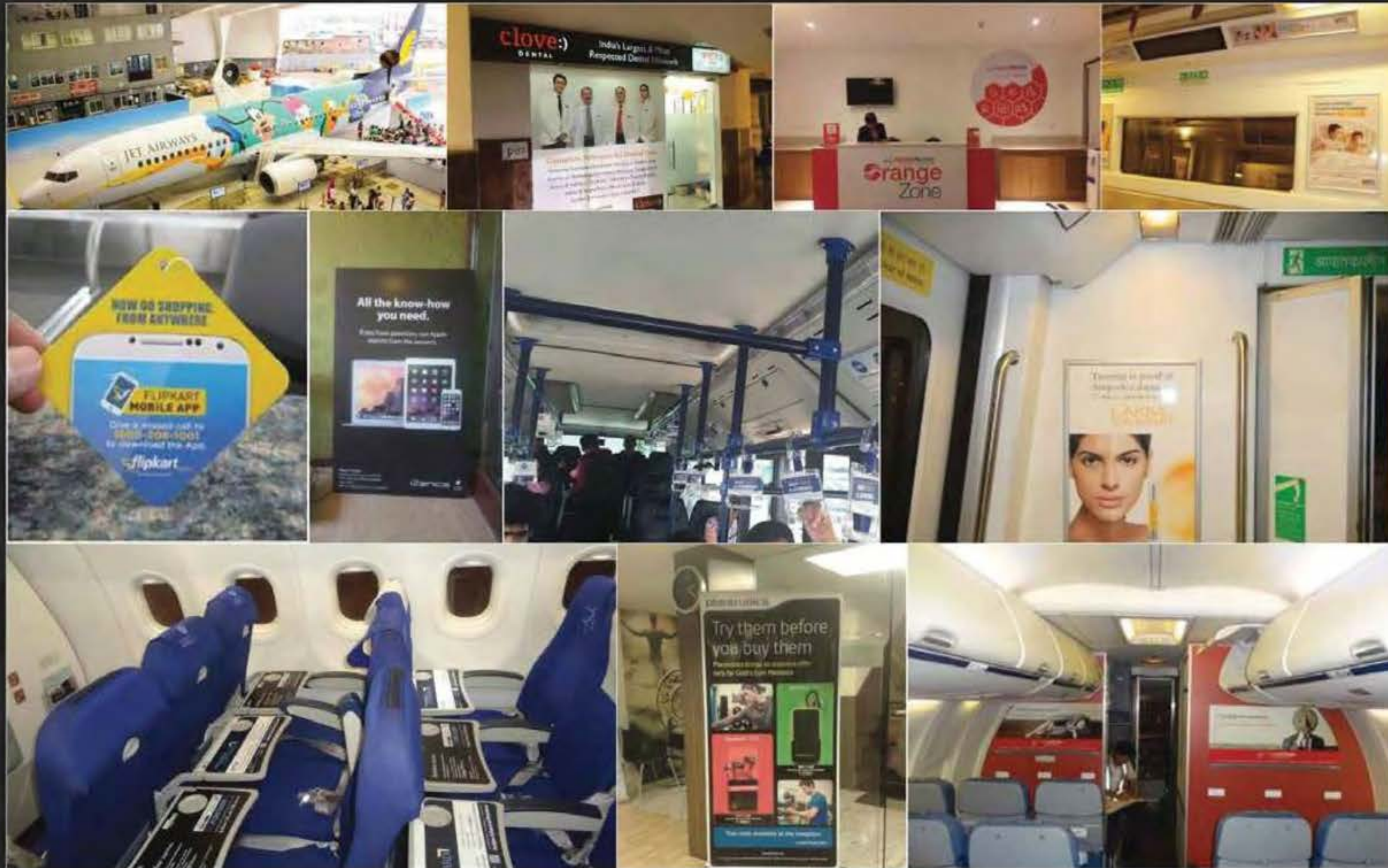
Inflight branding
Indian railway branding
Dmrc train branding
Cab/taxi branding

Destination branding
Salon & gym branding
Medical branding at clinics and chemists
Mall branding

Cinema branding
Media through brand associations



Non-Traditional Media



Traditional & Outdoor Media



EVENTS & ACTIVATION

With passion at the core of our work, we specialize in creative solutions for the corporate functions, conferences, product launchers, exhibitions & trade shows, activations, fashion shows and special programs. All of our events are individually crafted in line with our clients' specifications, highlighting their unique touches that their guests will remember.



EVENTS & ACTIVATION



Corporate events
Lifestyle events

Brand activations

Exhibition events



SOME OF OUR WORK





Blenders Pride





Asus





Carrier Midea



A background image of a baseball player in a red jersey with the number 4, holding a bat, overlaid with a semi-transparent red filter.

SPORTS & ENTERTAINMENT CONSULTANCY



BRAND ENDORSEMENT

At Mad Men we research and provide you with all the information you need to make the decision of finding a name & face for your brand. From finding options to negotiating rates and then servicing the entire deal as brand agents we ensure that you maintain your focus on improving your brand rather than coordinating for shoot dates with a celebrity manager.



BRAND ENDORSEMENT



Celebrity research & scouting
Post association analysis

Matching brand & celebrity
requirements & expectations

Endorsement deal closure
along with end to end deal



SPONSORSHIP

With the onset of the IPL and now with so many new leagues coming up, it is very difficult to keep track of the right opportunity which needs to be closed at the right time and price. Mad Men's sponsorship team will keep you updated about all the sport entertainment investments available in the country and abroad all year round to ensure you don't miss the opportunity which suits your brand.



SPONSORSHIP



Brand brief analysis & research

Analyzing movie association requirements of the brand & conducting a customized movie opportunity research

Packing & Servicing

Packing the association specific to the brand requirements
executing and servicing the deal

Post association analysis

Providing post association analysis on the brand

Finding the right opportunity

Matching a suitable movie opportunity with the brand & products positioning





SOME OF OUR ASSOCIATIONS



Sonakshi Sinha- Rajhans



Sonakshi Sinha- Fem



Virat Kohli- Toyota



Virat Kohli- Herbal Life



Virat Kohli- TVS



Virat Kohli- Fastrack



Priyanka Chopra- Expert



Virat Kohli- Flying Machine



THANK YOU!



www.madmen.in

team@madmen.in

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