



Customised Solution for Brand Promotion





Deepak S. Lokhande

*“We Remain Humble; We Are Grateful
We Are Your Team; Always Resourceful”*



OUR VISION

Stagnating Markets, increasing cut-throat competition, consistent changes in consumer behaviour and their increasing expectations, post great challenges before big brands to make effective inroads in new markets. By availing Merchandising, Sales promotion & Branding services through seasoned & reliable campaigners, they surely can establish their presence in new retail markets and effectively overcome the challenges.

ICRC's Sales & Brand promotion activities are meticulously designed and planned considering the market requirements, ongoing market trends and with thorough study of people's mindset. These activities are passionately and vigorously executed through experienced manpower and impeccable Logistic support.



ABOUT US

ICRC is a leading name in India, offering Sales promotions, Merchandising solutions, Branding & Event Management in urban & rural markets. ICRC's distinct strength immensely benefited big brands like HUL, P&G, Pidilite, Marico, Nestle.

Established in 1990, ICRC has evolved as the most reliable partners for Sales Promotion, Merchandising & Branding activities for scores of powerful Brands. ICRC has developed strategic linkages with large agencies such as O&M, Mudra, Lintas, HTA, Percept & Meccan. ICRC is the most trusted outsourcing resource with well established set up and offices in Pune & Mumbai. ICRC manoeuvres its promotional activities across the length and breadth of India. The Company has excellent warehousing facilities at all major activation towns in India and a skilled team of project coordinators for Management and Data Processing at major places in India. We have a skilled network of Male and Female Promoters and operational associates across India to handle pan India Operations.



AREAS OF EXPERTISE



CONSUMER CONTACT PROGRAMS (Rural / Rurban / Urban)

- Home To Home
- In Shop Promotion
- Demo / Sampling



POINT OF SALES PROMOTION

- College Events
- School Academic Related Activity
- Society Interactive Campaigns
- Institute Demonstration





MERCHANDISING ACTIVITY @ MT/GT OUTLETS

- Postering & Window Display Regular / Contract
- Contract Merchandising With Manpower & Mis Back Up
- Air Space / Small Sku Visibility @ Rurban / Rural / Slum Markets



RURBAN & RURAL PROMOTION

- Haat / Mela Activity
- Mandi Operation
- Cinema Van
- Rurban Connect
- Rural School Event
- H2H / Moholla Activity
- Farmers / KOL Interactive





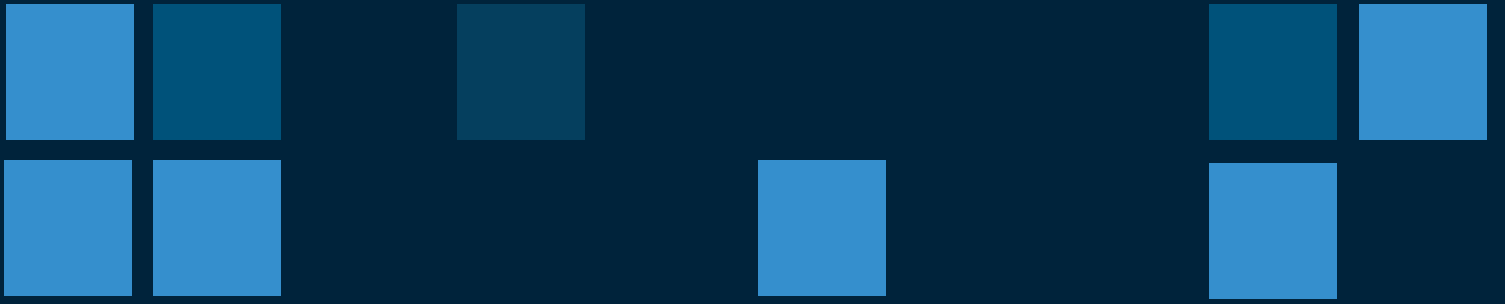
**BRANDING > RECCE >
DESIGNING >
PRINTING > INSTALLATION**
Urban / Rurban / Rural

- Wall / Impact Wall Painting & Wall Media
- Retail Branding (Modern Trade, General Trade, Wholesaler)
- Non Selling Outlet Branding



Accomplishments Over 25 Years

- 1.26 Crores (12.6 Millions) household touched via House To House activity across 147 towns in Western India.
- 96,000 Man-days of in-shop activities across 236 towns in 7 States.
- 131 Van activities for 32 brands and covered 12,464 villages.
- 10.22 Lacs (1.02 Millions) Sq. Ft. of Retail Space Branding done pan India.
- 1.36 Lacs (0.136 Millions) outlets in Micro Interior of India, Air Space visibility in 15 States.
- 4.5 Lacs (0.45 Millions) outlets Merchandised by our Merchandisers for 11 brands.
- 1.50 Cr (15.00 Millions) Sq. Ft. Wall Painting for 8 Brands in 4 States in just 18 months.
- Pan India MT (Modern Trade) + Beauty Stores Scientific Scooping > 21 States > 132 Towns > 2756 Outlets in just 30 days operation .



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