

The Brand Game

Company Profile

History:

Three friends, two from mechanical engineering and one from electronics engineering recently started a company in the field of innovative product development catering to the needs of Indian people.

Vision:

The Indian consumer has many needs that are simply not present anywhere else in the world. Products that are popular in other geographies are often not designed with our Indian realities in mind, and are often wholly unsuitable for the Indian environment.

The company aims to build products that are aware of Indian sensibilities and tuned to work best in the Indian environment without compromising on quality, ease of use, reliability and technological superiority.

The company was founded with a vision to make engineering products for India. It aspires to play a leading role in creating an environment that will sustain innovation and entrepreneurship in India.

Philosophy

Technology is global, but invention is local: Why is a car built in Germany not ideal to run on Indian roads? Technology is universally available; however, for it to be useable in the local context, it has to be designed taking into account the local mindset.

Invention leads to lasting success: Importing products that are engineered abroad or re-engineering them locally might work in the short term. However, in today's fiercely competitive Indian marketplace, only those companies that invent with the specific needs of the Indian consumer in mind will survive and prosper.

It wants to be the pioneer in the new wave of engineering, in the new wave of Indian entrepreneurship, using global technologies to offer effective local solutions.

It wants to be India's inventor.

Product development is where it all comes together: The Company believes creating a product is the highest form of engineering, and is extremely demanding. The challenge is immense, but the pay-off makes it worthwhile. It believes that product development is the most appropriate job for the crème de la crème of India's engineers and businessmen, and that's why they are doing it.

Products:

1. **Solar Lanterns:** The Company designed a solar lantern just for Rs.699 for rural households.
2. **Biomass Stoves:** These are stoves which use waste biological material as fuel.
3. **Electric Moto scooter:** This scooter can run on electricity and speeds up to 80 kmph.

ROUND 1

You have to give the company a name, logo and tagline. Also, any three of the following have to be submitted in prelims:

- Web banner
- An email advertisement
- 2 Magazine advertisements (one color and one black and white).
- 1 banner
- 1 poster
- A pop-up advertisement

The Last Date of submission is 21st February 2010.

Note:

1. The above mentioned files need to be submitted in a single zipped folder of size less than 5 mb.
2. The folder name should be of the format "teamname.zip".
3. A single pdf containing name, logo and tagline should be submitted clearly mentioning the idea behind the logo design.
4. The other three components can be submitted in any desired format.