

RQ's WORK DONE SO FAR JUNE – DECEMBER

AND PLAN FOR JANUARY

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FLOW OF PRESENTATION

Work Done So Far (June to December 2013)

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Recommended Marketing Plans (June to December 2013)

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Plan for January (2014)

WORK DONE SO FAR

Packaging Design (Biscuits) Packaging Design (Breads) Packaging Design (Eggless cake) Diwali Creatives Wall Painting Dropdown for Cakes in Mall Activity Shell Design (Black Jack) Biscuit POS Bread POS

Calendar 2014 Corporate Gift Box Generic Stall Creative IITF Stall Creative Website Truck Design Key Chain Design New Year Emailers

BISCUITS PACKAGING

BOURBONN PACKAGING (FINAL)



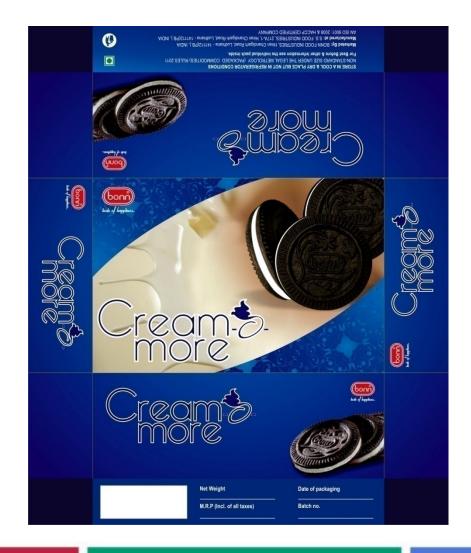
PREMUIM BISCUIT PACKAGING DESIGN



















MILK SHORT CAKE PACKAGING (FINAL)



Packaging Design (RUSK)

RUSK PACKAGING (FINAL)



DIGESTIVE BISCUIT PACKAGING (FINAL)





HONEY OAT PACKAGING (OPTION 1)



HONEY OAT PACKAGING (OPTION 2)



HONEY OAT PACKAGING (OPTION 3)



HONEY OAT PACKAGING (OPTION 4)



PRIME TIME PACKAGING (OPTION 1)



PRIME TIME PACKAGING (OPTION 2)



PRIME TIME PACKAGING (OPTION 3)



PRIME TIME PACKAGING (OPTION 4)



PRIME TIME PACKAGING (OPTION 5)



PRIME TIME PACKAGING (OPTION 6)





front

PRIME TIME PACKAGING (OPTION 7)





front

PRIME TIME PACKAGING (OPTION 8)





front



TWO PIECE BREAD PACKAGING

GARLIC BREAD – TWO PIECE BREAD PACKAGING



MULTI GRAIN 2 PIECE BREAD PACKAGING



CAKE PACKAGING

Packaging Design (Cake)

BAKERY CAKE – BUTTER SCOTCH



Packaging Design (Cake)

BAKERY CAKE – CHOCO VANILLA



Packaging Design (Cake)

BAKERY CAKE - VANILLA

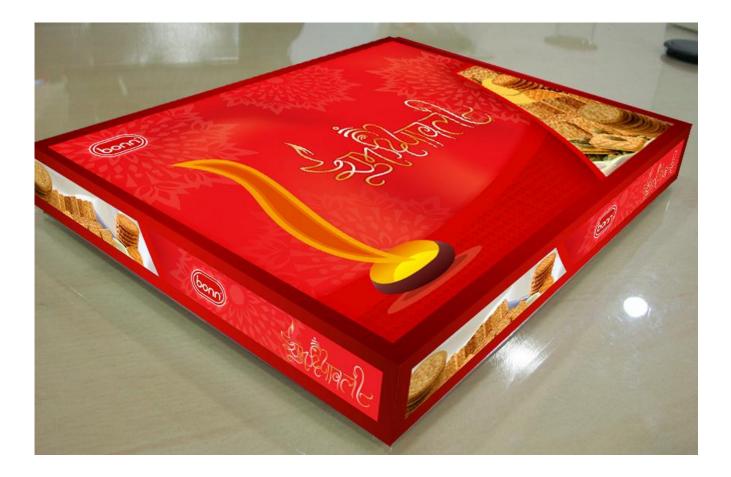


Packaging Design (Cake)

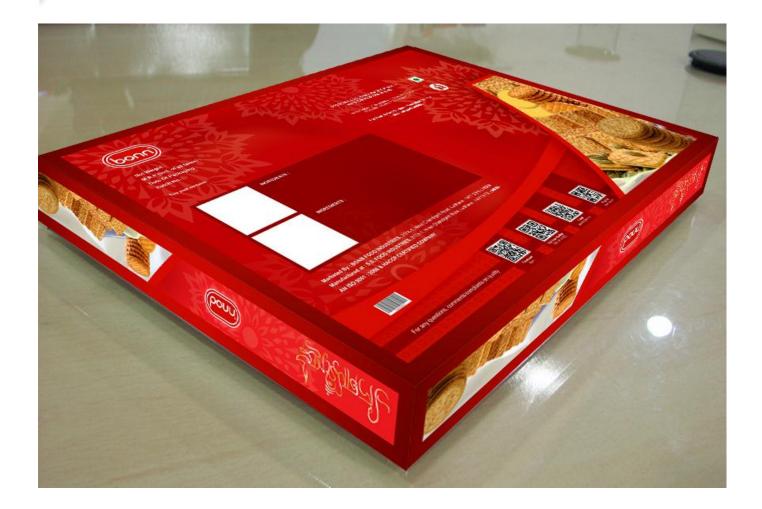
CUP CAKES PACKAGING



DIWALI GIFT PACKAGING



DIWALI BISCUIT PACK (backside) ASSORTMENT 1





DIWALI BISCUIT PACK (back side) ASSORTMENT 2











DIWALI BISCUIT PACK (back side) ASSORTMENT 5







DIWALI BISCUIT PACK (backside) ASSORTMENT 7









DIWALI CARTON

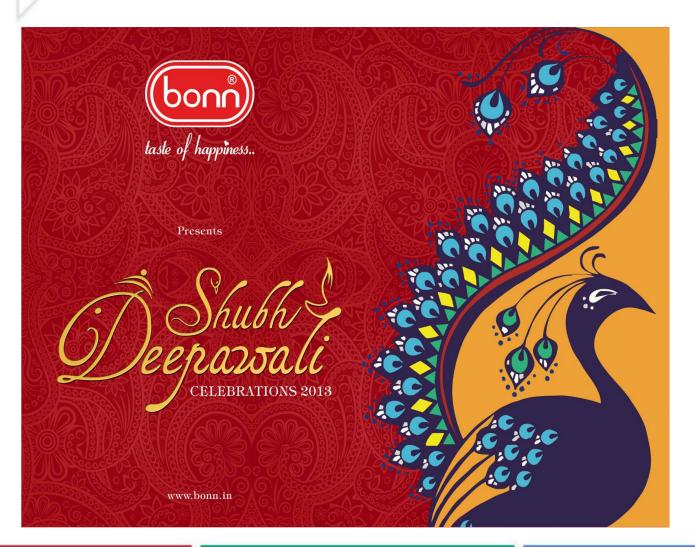


DIWALI CARTON



Catalogue Design (Diwali creative)

DIWALI CATALOGUE – COVER PAGE



DIWALI GATE



DIWALI DANGLERS (front and back)





DIWALI DANGLERS (front and back)





DIWALI Product Shoot









05 PRODUCT SHOOT IMAGE – CAKE



WALL PAINTING CREATIVES



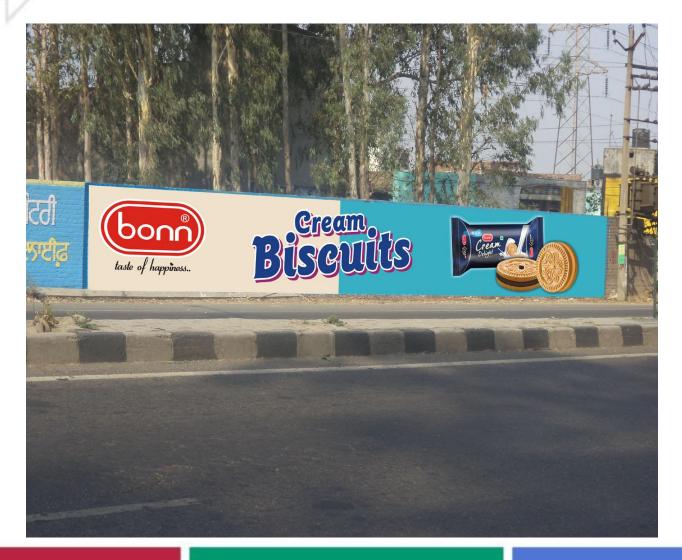




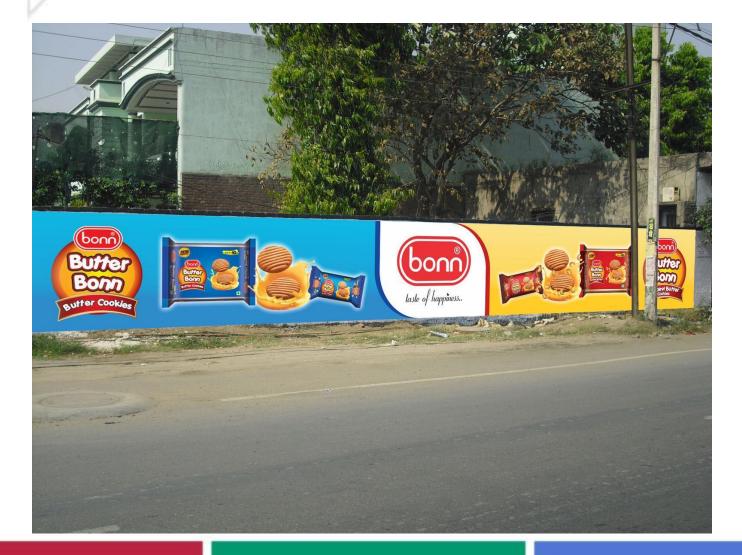


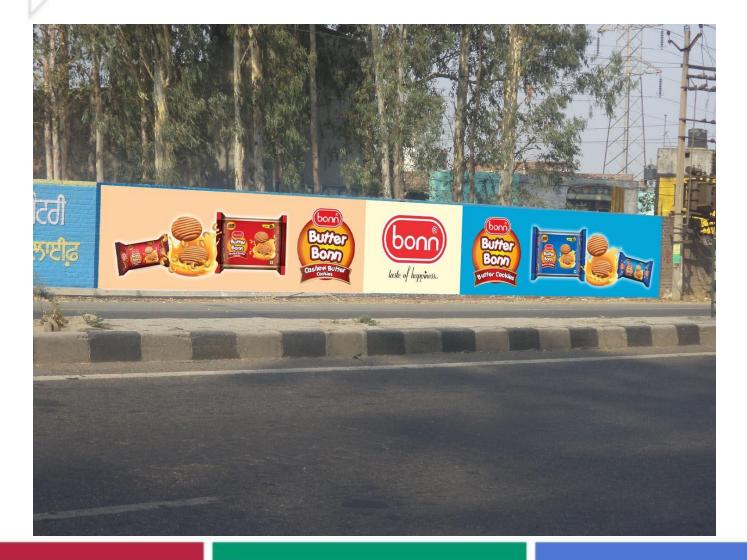


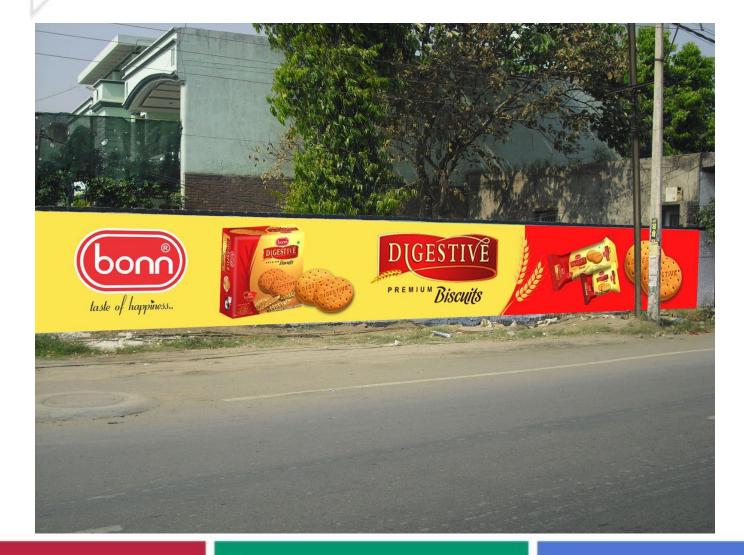


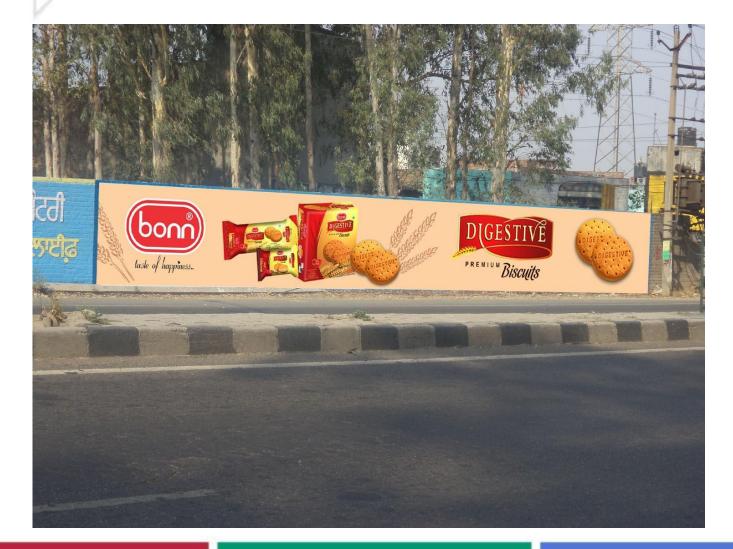




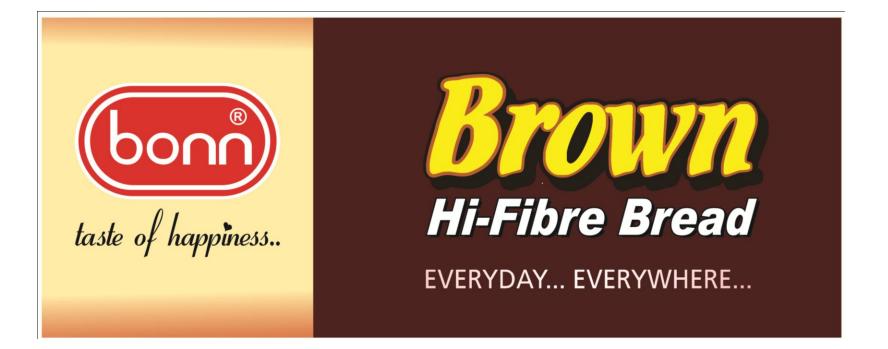








WALL PAINTING – BROWN BREAD



WALL PAINTING – GARLIC BREAD



WALL PAINTING – MULTI GRAIN BREAD





WALL PAINTING – BROWN BREAD OPTION



WALL PAINTING – BROWN BREAD OPTION





WALL PAINTING BROWN BREAD



WALL PAINTING – BROWN BREAD OPTION



DROP DOWN FOR CAKES IN MALLS

DROPDOWN FOR CAKES





SHELL DESIGN - BLACKJACK

BLACK JACK SHELL DESIGN



CREATIVE FOR EXHIBITION AT GERMANY

CREATIVE FOR EXIHIBITION AT GERMANY



CREATIVE FOR EXIHIBITION AT GERMANY





BOURBONN POS – BUNTING



BOURBONN POS – STICKER



SHELF TAPE





BOURBONN POS – DANGLER



BOURBONN POSTER



BOURBONN STICKER OPTION 1



BOURBONN STICKER OPTION 2



BUTTER BONN DANGLER



BUTTER BONN DANGLER OPTION



BACK



BUTTER BONN DANGLER OPTION





FRONT

BACK

BUTTER BONN DANGLER OPTION



MILK SHORTCAKE BUNTING





MILK SHORTCAKE DANGLER





MILK SHORTCAKE STICKER





MILK SHORTCAKE STICKER



SHELF TAPE



MILK SHORTCAKE PACKAGING OPTION

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DIGESTIVE POSTER



DIGESTIVE STICKER





CRAC NUT DANGLER





CRAC NUT DANGLER





CRAC NUT DANGLER



CRAC NUT POSTER







CRAC NUT STICKER

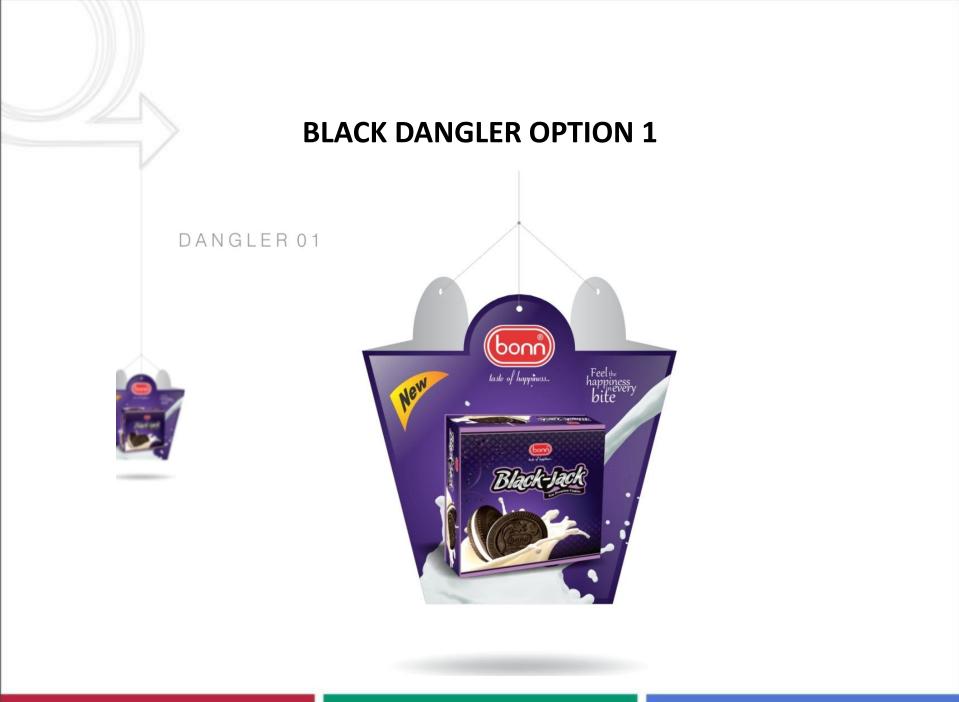


CREAM DELIGHT SHELF TALKER



CREAM DELIGHT SHELF TALKER







BLACK JACK STICKER





BLACK JACK WOBBLER





DEALER BOARD – DIGESTIVE BISCUIT OPTION 1



DEALER BOARD DIGESTIVE BISCUIT OPTION 2



DEALER BOARD – MILK SHORTCAKE



DEALER BOARD CRAC NUT BISCUIT



DEALER BAORD – CREAM DELIGHT BISCUITS



BLACK JACK DEALER BOARD



DEALER BOARD FOR CAKES

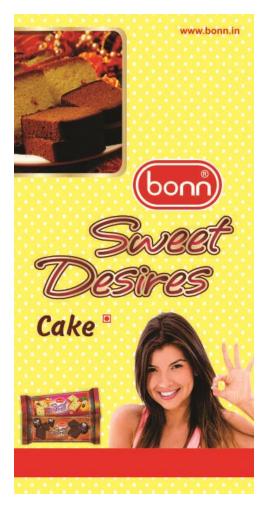
DEALER BOARD – SWEET DESIRES CAKE



KUMAR DAIRY

DEALER BOARD – SWEET DESIRES CAKES





DEALER BOARD FOR BREAD

DEALER BOARD – BROWN BREAD



DEALER BOARD – GARLIC BREAD



DEALER BOARD – MULTI GRAIN BREAD



DEALER BOARD GARLIC BREAD



DEALER BOARD – MULTI GRAIN BREAD



BUS BRANDING CREATIVE UP & PUNJAB

UP & PUNJAB BUS BRANDING – BUTTER BONN



UP & PUNJAB BUS BRANDING – BUTTER BONN



PERSPECTIVE OF BUS BRANDING



PERSPECTIVE OF BUS BRANDING





BROWN BREAD & MULTI GRAIN DANGLER

Front

Back



BROWN BREAD & GARLIC BREAD DANGLER

Front

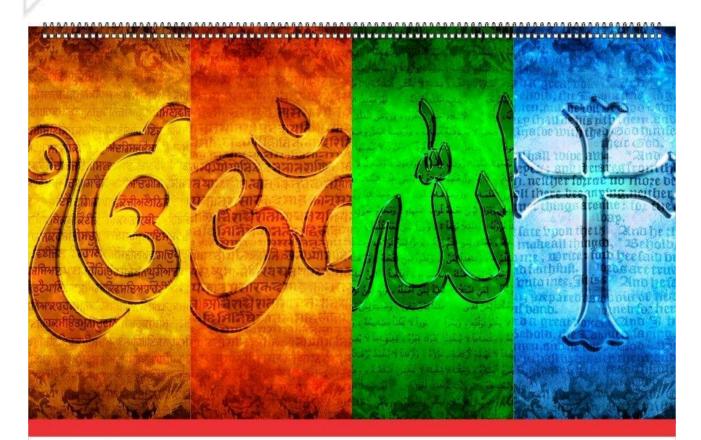
Back





CALENDAR CREATIVES

CALENDAR COVER PAGE





Proud to serve all communities





Proud to serve all communities



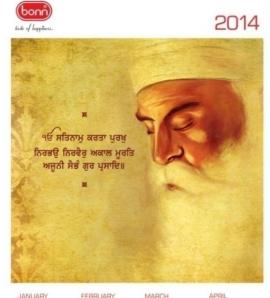


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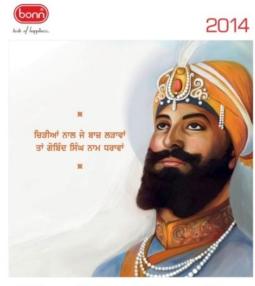
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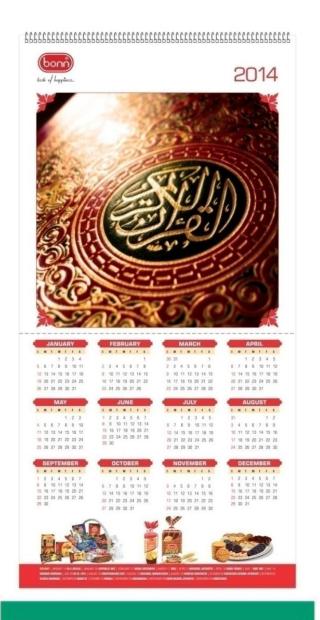


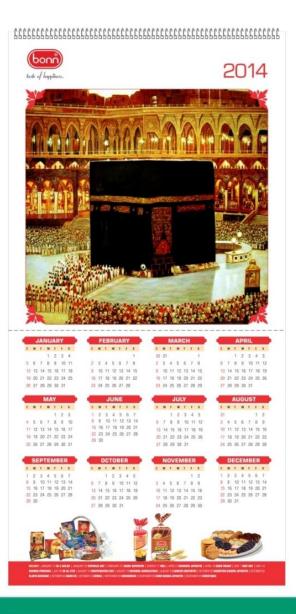
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CORPORATE GIFT BOX

CORPORATE GIFT BOX



CORPORATE GIFT BOX

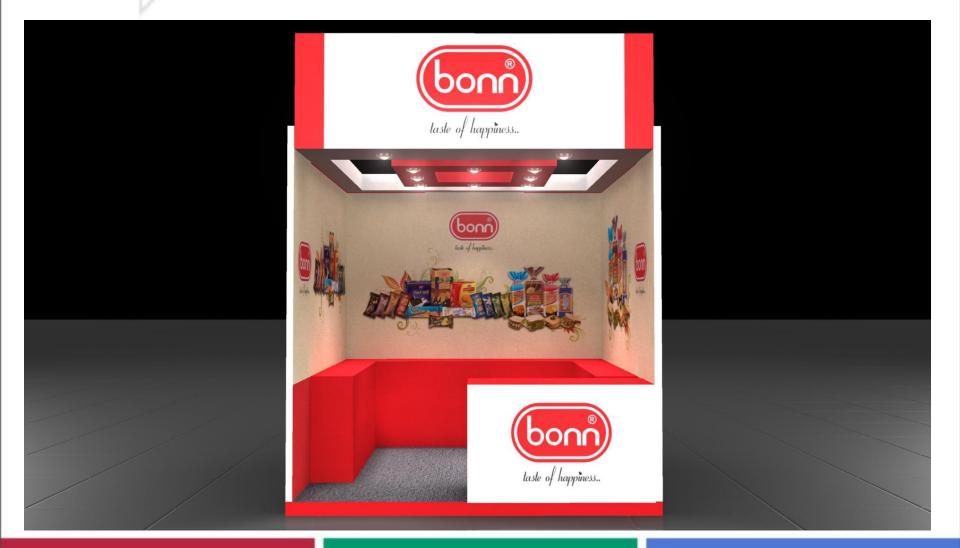


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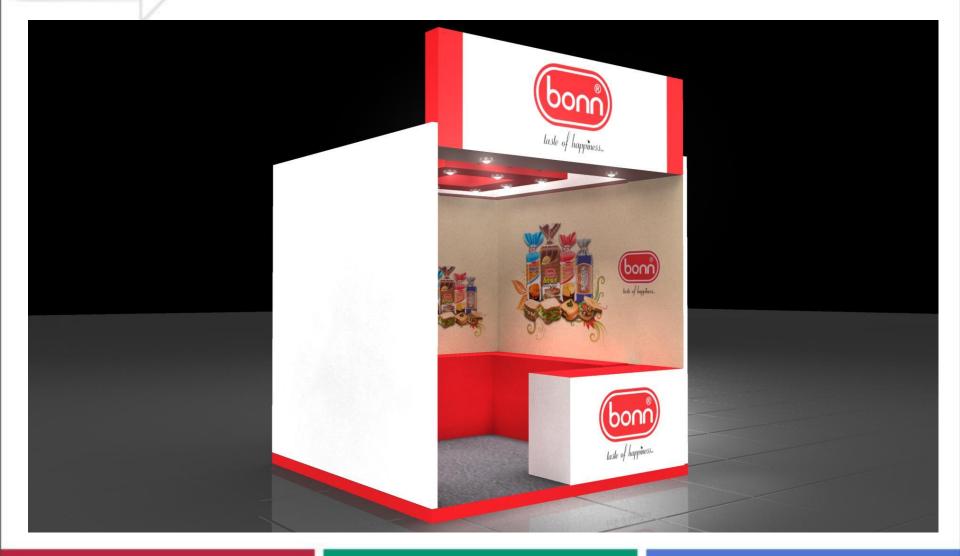




GENERIC STALL CREATIVE

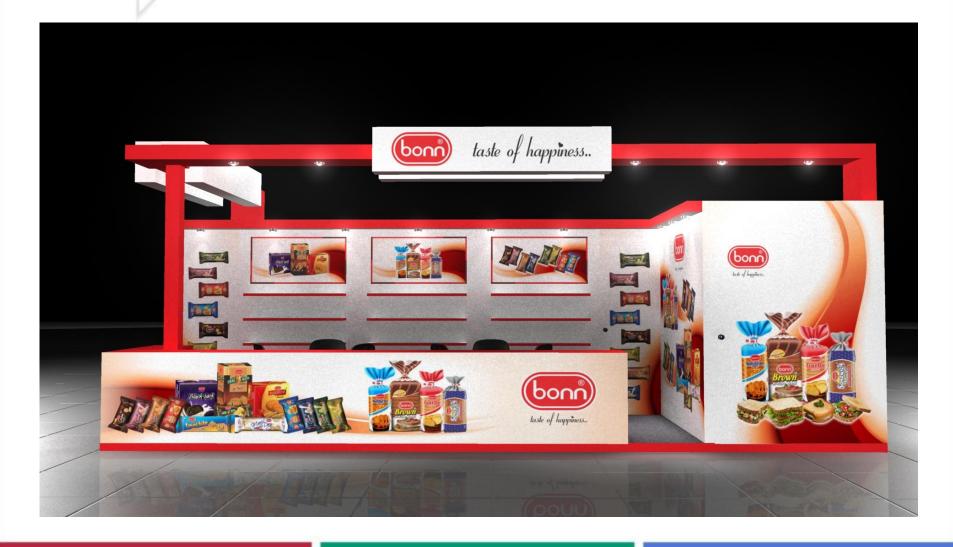
















WEBSITE STRATEGY



WEBSITE

Conceptualization & Strategy

Concept: Smile is Contagious

SMILES come from BONN Factory



BONN WEBSITE TEMPLATE



















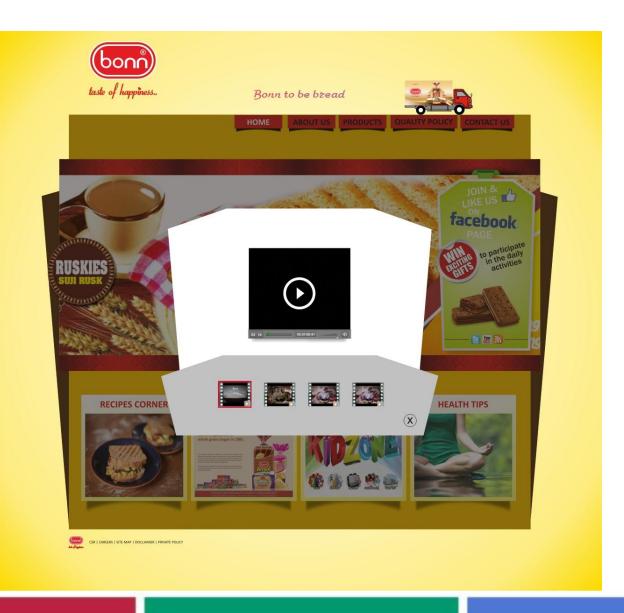






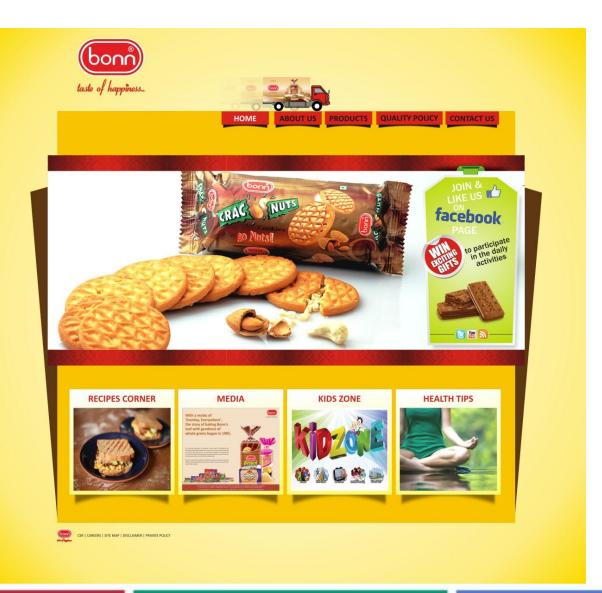


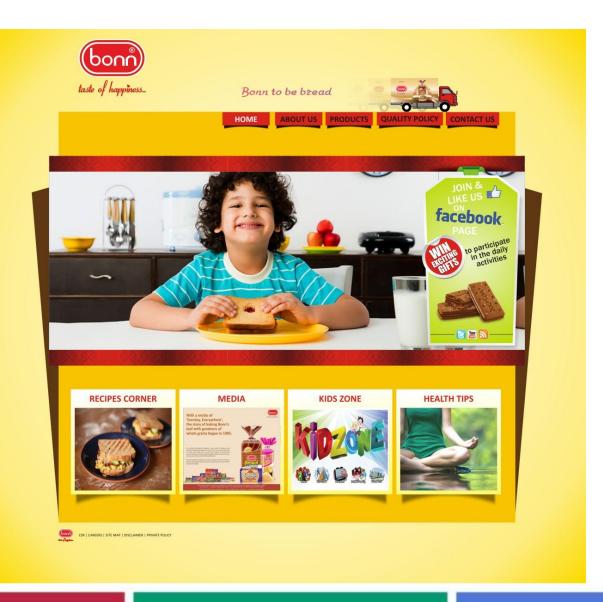








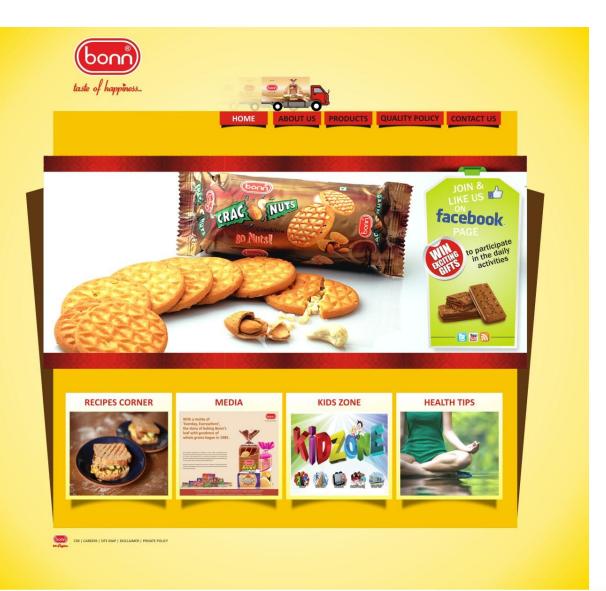




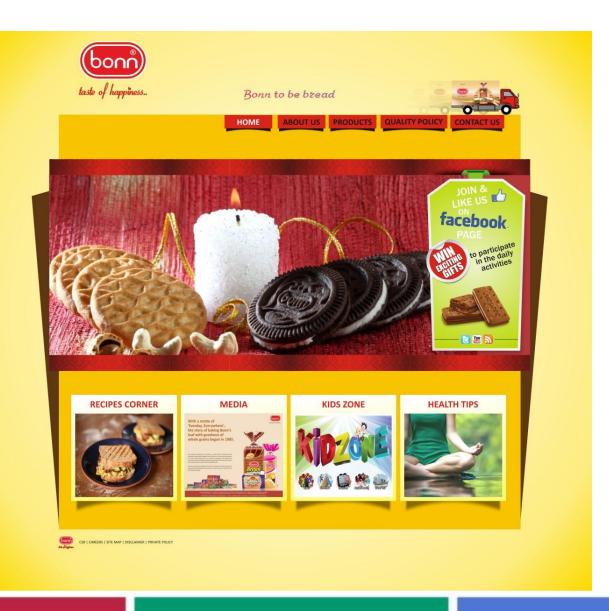


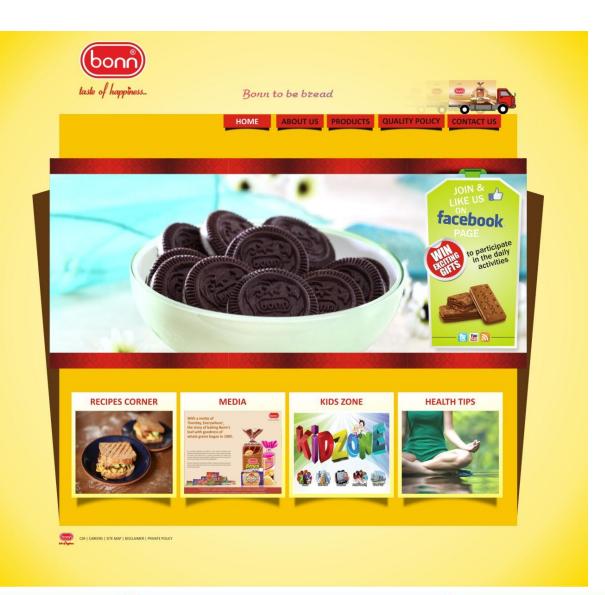


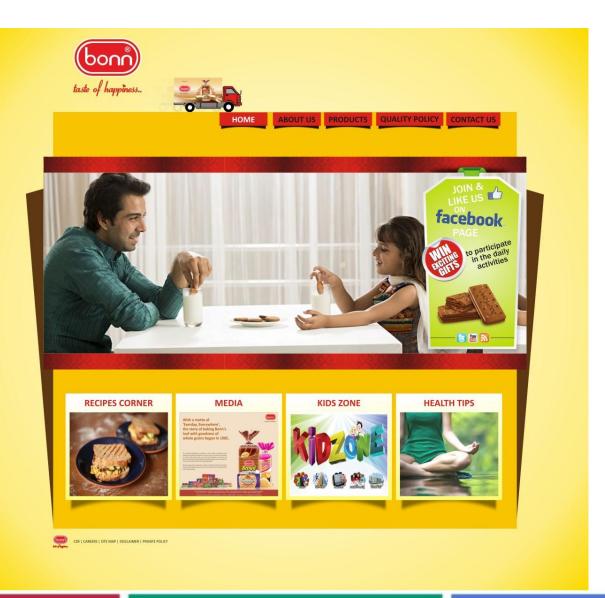






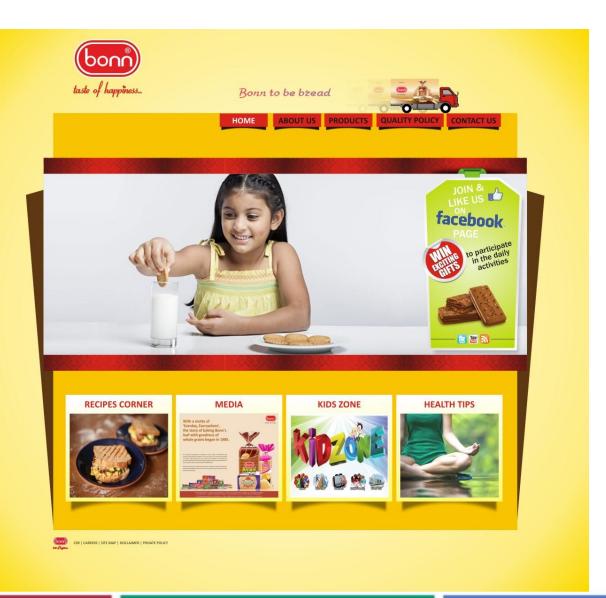
















ABOUT US

Company Overview

Vision and Mission

Awards and Achievements

Certifications

Our Network

Bonn to be bzead

The Beginnings

"The journey of a thousand miles is made up of a million steps, but the most important one is always the First step"

In 1985, we took our first baby step with a single traditional oven in Ludhiana, consuming 5 bags of flour per day and made our entry into the Food market by providing Bread of superior quality to the local distributors. Even though our products were circulated only at Punjab's grass root level, munity Ludhian's runal' mandif smarkets), never ever did we compromise on the standards of Service or our dedication towards efficient distribution because we have always believed that the quality of SERVICE defines a company's image and its perception in the market.

Soon, we made a shift from the Traditional Oven to a Rotary Rack, and within 2 more years, the number of Rotary Racks had increased to 3, consuming 80-90 bags of flour per day.

The Overdrive Mode

"Some stories end with Success. Some BEGIN with it "

In 1994, we came up with the first Automated Food Processing Unit of North India – Bonn Nutrients. In 1995, a new brand Prime Time was launched (High Volume bread – a first in India)) Prime Time was a huge success, so much so, that to meet the market demand, the company had to double its production capacity within 6 months!

In 2000, to meet an ever increasing Demand, a second Automated Food Processing Unit was brought up which produced 50,000 loaves of bread every day. By now, we had become a leading Regional player of North India, and with our impressive Distribution network, the service had grown to a circle of 400 km.

Within 5 more years, 3 more production lines were introduced, taking the production up to 2.5 lacs loaves of bread per day. Alongside bread, Bonn was now also producing 1.5 lacs units of other Bakery items on a daily basis.

From Bread to Biscuits and Beyond!

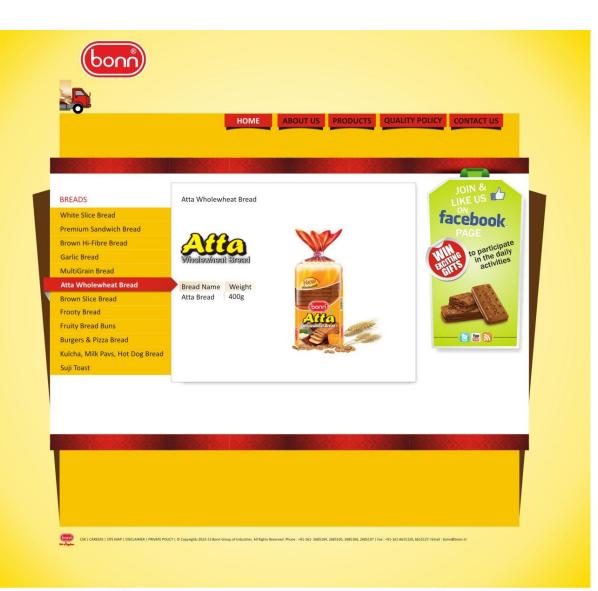
"A company that wants to touch the sky, would surely Diversify..."

With a vision to diversify, in 2002, Bonn started a Cookies plant, and became the first in India to start production of cookies on an industrial scale. Bonn also introduced other products like Bar Cakes and a Fresh Bakery Items range which were lapped up by the markets. In 2004, Bonn Biscuits were launched, for which a fully Jutomtade Online Biscuit Plant was started.

facebook

PAGE to participate the daily activities

CIR | CARLERS | UTE MAR | 255CLAIMER | HWART POLICY | © Copyrights 2212-33 Rev Group of Industries. All Rights Reserved. Hone: +91: 563: 2005506, 2005506, 20055106, 20055107 [Par: +93: 364:6655122; 6635127] Email: StormyBoom.in



TRUCK BRANDING CREATIVES



Truck Brown Hi-Fibre Bread







Brown Hi-Fibre Bread Side



Brown Hi-Fibre Bread Back



Brown Hi-Fibre Bread Top



Truck Healthy Slice Bread









Brown Healthy Slice Bread Side



Healthy Slice Bread Back





Healthy Slice Bread Top



Truck Atta Wholewheat Bread









Atta Wholewheat Bread Side



Atta Wholewheat Bread Back



Truck Atta Wholewheat Top



Truck Prime Time Premium









Prime Time Premium Side



Prime Time Premium Back



Prime Time Premium Top



Truck Multi Grain Bread







Multi Grain Bread Side



Multi Grain Bread Back



Multi Grain Bread Top





Truck Brown Hi-Fibre Bread







Brown Hi-Fibre Bread Side



Brown Hi-Fibre Bread Back





Brown Hi-Fibre Bread Top



Truck Healthy Slice Bread







Brown Healthy Slice Bread Side



Healthy Slice Bread Back





Healthy Slice Bread Top



Truck Atta Wholewheat Bread







Atta Wholewheat Bread Side



Atta Wholewheat Bread Back

www.bonn.in



BISCUITS | BREADS



1800 4190 125

Truck Atta Wholewheat Top



Truck Prime Time Premium





DOL

taste of happiness..

Prime Time Premium Side

A . A - 0 - 0 . . 🔿 - 0 www.bonn.in taste of happiness.. WHITE SLICE WHITE SLICE

Prime Time Premium Back





Prime Time Premium Top



6 Truck Royal Bake Bread



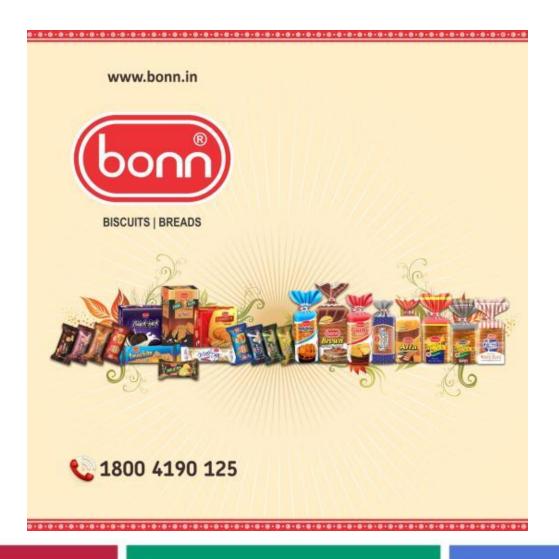




Royal Bake Bread Side



Royal Bake Bread Back





Royal Bake Bread Top



Truck Multi Grain Bread







Multi Grain Bread Side



Multi Grain Bread Back





Multi Grain Bread Top



Truck Prime Time Milk Pavs







Prime Time Milk Pavs Side



Prime Time Milk Pavs Back





Prime Time Milk Pavs Top



Prime Time Pizza Base









Prime Time Pizza Base Side



Prime Time Pizza Base Back





Prime Time Pizza Base Top



Prime Time Premium Hot Dog



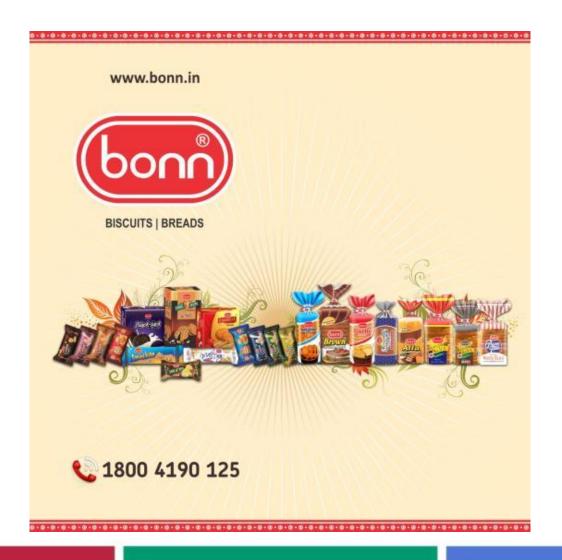




Prime Time Premium Hot Dog Side



Prime Time Premium Hot Dog Back



Prime Time Premium Hot Dog Top



Sandwich Special Back

www.bonn.in **BISCUITS | BREADS 1800 4190 125**



Sandwich Special Top





Bonn Truck Design (Biscuit)

Digestive Biscuit









Digestive Biscuit (side)



Crac nuts Biscuit





PB10 BJ 4015



Crac nuts Biscuit (side)



Cream Delight Biscuit





PB10 BJ 4015



Cream Delight Biscuit (side)



Butter Bonn Biscuit





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PB10 BJ 4015
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Butter Bonn Biscuit (side)



















Bonn Christmas Carnival Creative Tata Ace (New Delhi)

23-12-13 :: Rajori Garden •Karol Bagh •Punjabi Bagh
24-12-13 :: East Delhi •Malls •Saket •Vasant Vihar
25-12-13 :: Moti Nagar •Rohini Sec-7 and Sec-8

Tata Ace Christmas Carnival Option 1



Tata Ace Christmas Carnival Option 1



Tata Ace Christmas Carnival Option 1 Main Branding



Tata Ace Christmas Carnival Option 1 Side Branding



Tata Ace Christmas Carnival Option 1 Back Branding



Tata Ace Christmas Carnival Option 1 Top Branding



Tata Ace Christmas Carnival Option 1 Front Bottom Branding



Back Bottom Branding



Bonn Tata Ace Christmas Carnival Option 2

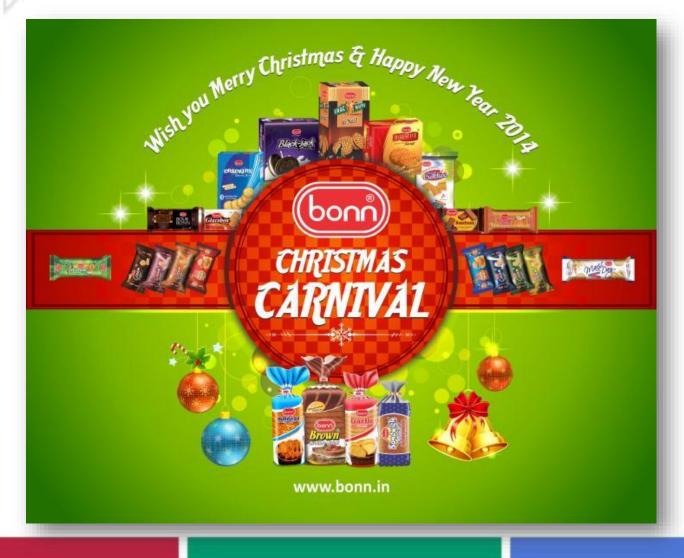
Tata Ace Christmas Carnival Option 2



Tata Ace Christmas Carnival Option 2



Tata Ace Christmas Carnival Option 2 Side Branding



Tata Ace Christmas Carnival Option 2 Back Branding



Tata Ace Christmas Carnival Option 2 Top Branding



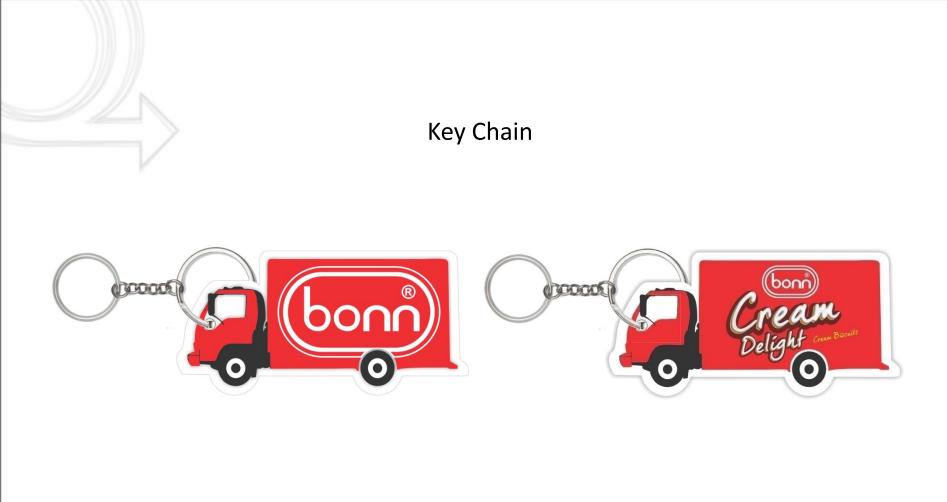
Bonn Christmas Carnival Creative Horse Cart (Ludhiana & Delhi)

Christmas Carnival Creative Horse Cart (Ludhiana & Delhi)





Key Chain

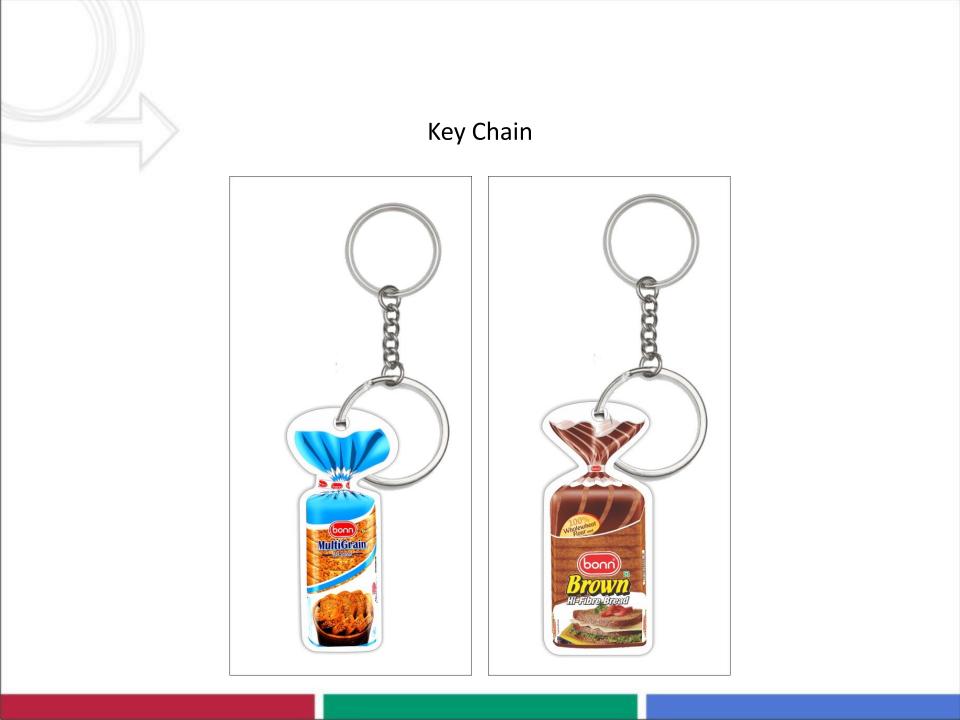




Key Chain





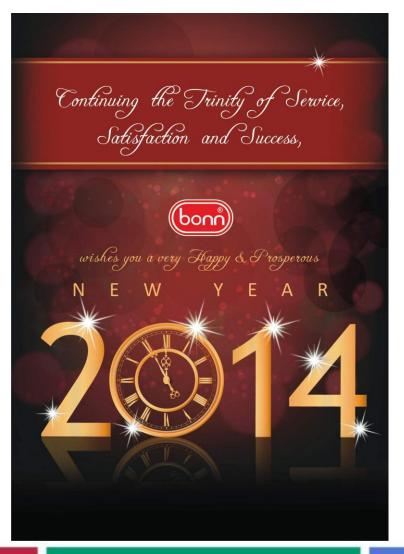




HAPPY NEW YEAR CARD AND E-CARD



New Year e card Option 1



New Year e-card Option 2

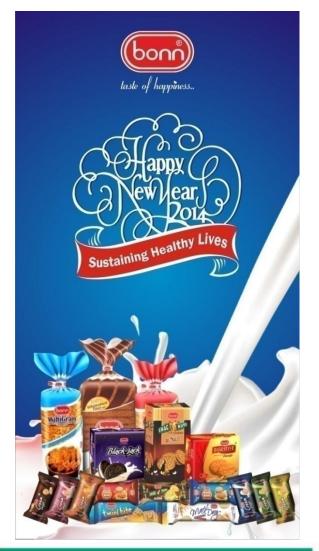


New Year e-card Option 3





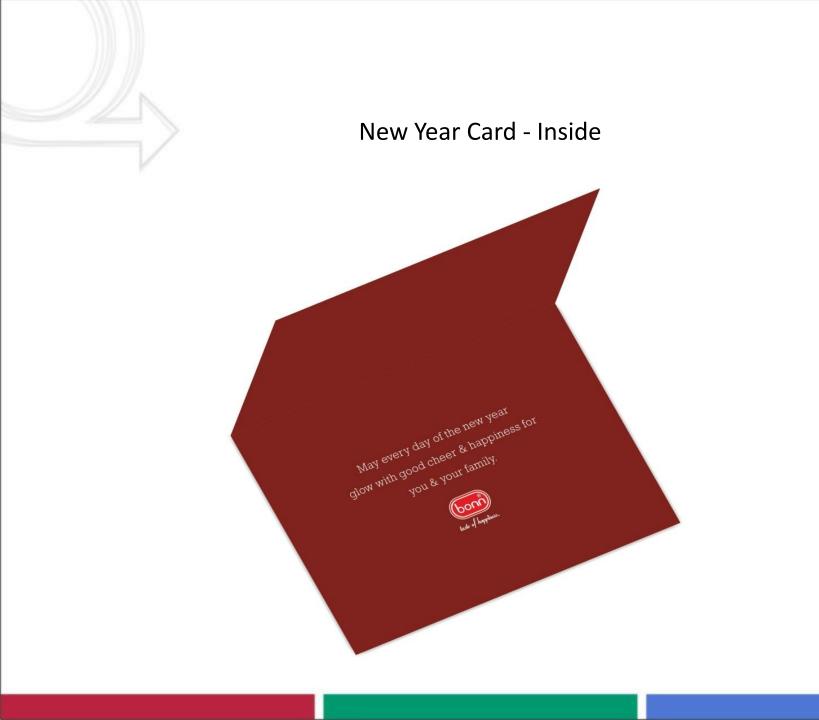
New Year e-card Option 4





New Year Card





RECOMMENDED MARKETING PLANS (JUNE – DECEMBER)

RECOMMENDED MARKETING PLANS

Experiential BONN Foods Van Mall Activation **Aerial Promotion** Market Research Partnerships **RWA Plan** Media Plan HR Strategy **Corporate Social Responsibility** Tata Ace & Horse Cart Activity Plan shared for Christmas Carnival Shipra Mall Activity in the New Year's Week



OBJECTIVE

To increase Bonn's overall Brand Awareness in Delhi-NCR



PHASE 1

- Ideation
- Conceptualization
- Design

PHASE 2

- Marketing
- Partnership
- Promotion

PHASE 3

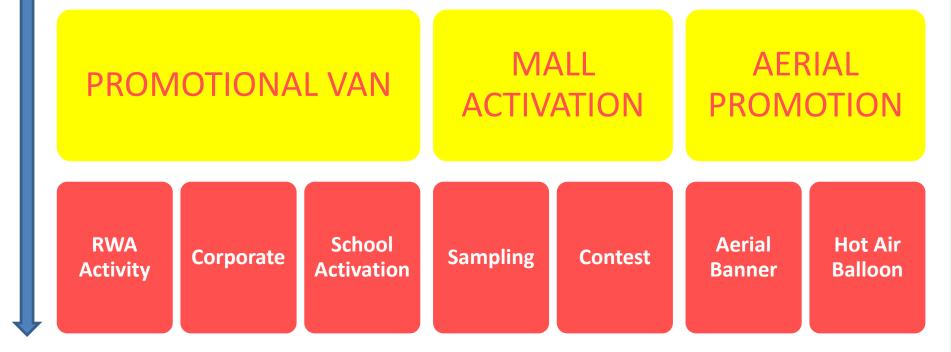
- Execution
- PR

PROJECT PLAN



MEDIA

POINT OF SALE



PROMOTIONAL BONN FOODS VAN

- Van to be fabricated to give the feel of 'Restaurant on wheels'
- Fabrication to be done on a normal truck
- BONN Van will do different activities at different locations like...
 At park in morning.
 At Schools in afternoon.
 At RWAs in evening.



- Relio Quick to operationally manage the Van by taking ownership of the following:
- Permission from the Authorities (RWAs, Schools, Colleges, Corporates) Route Plan

Manpower

- Our recommendation will be usage of the BONN Food's own vehicle as it can be used throughout the year.
- On an average in an RWA locality like Mayur Vihar there are around 300 flats. On an average there are three members in the family. 40 – 60% would visit the Food Van on a particular day. Approximately 500 -700 people will visit the Food Van.



MALL ACTIVATION



RECOMMENDED MALLS

- Select City Walk & Great India Place Malls had been recommended
- The Mall activity can be taken for duration of three months.
- Every month we can take one mall.
- 80 85% of the total number of visitors visit the Stall



BONN BROWN BREAD

- In the Modern Trade
 - Put a Weighing Machine with a Branded Cutout standee for people to take their weight for free.
 - This will emphasize on the point that Bonn's Brown Bread aims to keep you healthy
 - Just to reinforce the idea, this can be placed near green vegetable or Juice section too
- In other stores,
 - Brown colored Bread shaped danglers



BONN GARLIC BREAD

- In Modern Trade,
 - Put a small stand alone counter near Garlic Section of Grocery.
 - An innovative shape of a Garlic containing product packets.
 - In all stores,
 - Danglers with nutritional and interesting facts about Garlic
 - Showing the importance of garlic in food.

FLASHMOB

- **Objective:** To pull attention towards the brand 'BONN' and generate recall through music
- Activity: Flashmob + Sampling (10 mins)
- Theme: Taste of Happiness
- Hire a dance troupe to do the performance while few promoters can do the biscuit sampling.



BONN BROWN BREAD

- Objective: To reinforce nutritional quotient of Brown Bread
- Theme: Meri Mummy Smartest
- Activity: Contest to make most healthiest dish using Bonn Brown Bread for Children.
- Phase 1:
- Pilot activity to promote the concept and get participation for Phase 2
- Phase 2:
- Take the concept forward to a bigger level of a show



AERIAL PROMOTION



AERIAL BANNER

- **Objective:** To emphasize Brand presence and connect with consumers during festive season
- An helicopter with a huge banner to be flown from Delhi-NCR area to Punjab wishing everyone on the way





HOT AIR BALLOON

- Objective: To reinforce the entry of BONN in Delhi-NCR in a grand manner
- A hot air balloon to be raised in air with BONN branding to make it big !



MARKET RESEARCH

MARKET RESEARCH

Objective: To understand the TG properly and position the product accordingly



Exploratory Research

To support the branding of the premium biscuit



MARKET RESEARCH - EXECUTION

- Through promotional activities
 - EMCEE carrying out the activity can also take surveys of the people around
 - Can be done in a way of lucky draw
 - Like those who fill the forms, enter the lucky draw to win BONN Hampers

PARTNERSHIP

RADIO CHANNELS

- To market Black Jack and Crac Nut on a larger scale in an effective way
- Big FM, Radio City had been recommended
- To be done for 1 month

MALLS

- To associate BONN with regular promotions in Malls during festive season
- Can be done on Barter System basis for distribution of Biscuit Hampers



RWA PLAN

Push Carts at RWAs

- Objective: To create a Pull for the brand, Push Carts were recommended.
- Approach: 100 Push Carts will be taken forward for one month.
- Following locations were recommended
- East: Patparganj area
- West : Rohini, Janakpuri
- South: Lajpat Nagar, GK-1 and 2, Malviya Nagar



MEDIA PLAN – CHANNEL PARTNERS

MEDIA PLAN FOR CHANNEL PARTNERS

- Objective: Develop more trade enquiries and build Confidence in the existing Channel Partners.
- Option 1: National:

NDTV India, Live India, Sahara Samay

Our recommendation is for NDTV.

The Campaign should have at least 20 spots and 35-40 tickers per day.4 Week Campaign will give us good opportunity to measure the performance of the Channel.

2 weeks campaign on NDTV , Aaj Tak will be better than 4 weeks on the other Channels.

- Optional 2: Regional:
- Zee Rajasthan, Zee UP & UK, ETV Rajasthan, ETV UP & UK
 The campaign will cover Rajasthan, Eastern UP, Uttranchal, Western UP.



HR Strategy **MIS Outsourcing Pvt. Ltd** www.manpowerindia.com One Stop for your Complete HR Solutions



About Us

- MIS is Customer Centric, TUV Certified ISO 9001:2008, HR Solutions Provider operating for over a decade.
- MIS strives for Excellence in providing Competitive, Efficient and Reliable HR Solutions.
- PAN India operations, offices in Delhi, Mumbai, Bangalore, Hyderabad, Chennai & Chandigarh.
- We specialize in providing Quality Manpower at the Right Time, at the Right Place and at the Right Cost
- > MIS follows Best HR Practices and believes in 100% Transparency.



About Us

- MIS cares for its employee's Safety & Security, in addition to Statutory requirements; they are covered under Medical, Accidental, Baggage and Fidelity Insurance.
- Attrition rate is very low at MIS, as being a permanent employee of MIS gives the candidate Job Security and Feeling of Belongingness.
- Tie-ups with Universities, Professional and Technical Colleges / Institutes.



OUR SPECTRUM OF SERVICES

Direct Hire

- Contractual Hire
- Contract to Hire
- Training & Development Programs



DIRECT HIRE

> We specialize in providing manpower at all levels.

- Senior Mgmt - Middle Mgmt - Junior Mgmt

Process:

- Understanding the Clients' Nature of Business, Work Culture and Manpower Requirement.
- Screening and short listing the candidates as per Clients requirements.
- Arranging the interviews with the client.
- Coordinating the entire process till the candidate joins.



CONTRACTUAL HIRE

Advantages MIS:

- MIS is registered under PF & ESI and is responsible for payroll and statutory obligations of the employees.
- MIS employees are covered under Medical & Accident insurance, baggage and fidelity insurance.
- Attrition rate is very low at MIS, as being permanent employee of MIS gives the candidate job security and feeling of belongingness.



CONTRACT TO HIRE

Once the contract period is over, MIS gives flexibility to its Clients to absorb the employees of their choice on their Permanent Rolls



SOME OF OUR SELECT CLIENTS FOR MANPOWER SERVICES

Automobiles

- > ECEL
- Eicher Gears & Gensets
- Eicher Tractors
- Escorts
- Force Motors
- > Hero Electric
- Hero Honda
- > Hyundai
- International Tractors
- JCB India Ltd
- John Deere Equipments Pvt. Ltd.
- Mahindra & Mahindra
- Mahindra First Choice
- New Holland

<u>Retail</u>

- > 24*7
- Ebony
- Lifestyle Int. (P) Ltd.
- Shopper's Stop
- Vishal Retail

Consumer Durables

- Gem Batteries
- > Jaquar
- Map My India
- > Moserbaer
- Sahara Computers
- Sukam



SOME OF OUR SELECT CLIENTS FOR MANPOWER SERVICES

Clients in IT and Telecom

- Accell Frontline
- > Accenture
- Aircom International
- Cognizant
- > HCL
- > IBM
- Keane India
- Nagarro
- Oracle India
- UT Starcom
- > Wipro

and many more

Finance/ others

- Bussan Auto Finance
- **Escorts Securities & Asset Mgmt.**
- Indusind Bank
- L&T Finance
- Sharekhan Ltd.

Real Estate

- Amgeco
- Chadha Group
- Om Radianz
- Spaze



TRAINING PROGRAMS

Skills Programs

Selling skills, The Sales Call Process, Permanent Journey Plan, Merchandising, ROI, Trade Maths, Time Management, Distributor Management, Communicating & Listening Skills, Negotiation Skills, Channel Domination, ABC Classification, E-Mail Writing Skills

Advanced Leadership

Role of a Manager, Team Building, Leadership, Your Leadership Style, Leadership, Wheel of Excellence, How to Win, Lateral Thinking, Problem Solving, Coaching & Feedback, Regional Performance Analysis, Conflict Resolution, Decision Making, Core Values & Culture, Assertiveness, Situational Leadership

Strategic Management

Paradigm Shift, Brand Power, Creating-EVA intangible assets, Strategic Portfolio Analysis, Competitive Analysis, Risk Management, Balance Score Card, Vision & Values, Strategic Thinking, Change Management



List of Training Programs

Leadership & Management:

- 1. Situational Leadership
- 2. Transformational Leadership
- 3. Lagaan Aamir's way of Leadership
- 4. Consultative skills
- 5. Change Management
- 6. Coaching & Feedback
- 7. Motivation
- 8. Role of the Manager: Planning. Organising. Motivating. Controlling.
- 9. Strategic Thinking
- 10. Strategic Management
- 11. Assertiveness
- 12. Team Building
- 13. Team Orientation
- 14. Team Integration
- 15. Values, Mission & Vision
- 16. Decision Making



FOR BONN WE RECOMMEND THE FOLLOWING

PREPARATION OF HR MANUAL

IMPLEMENTATION OF HR SYSTEMS AND PROCESSES

TRAINING THE TOP MANAGEMENT

TRAINING NEED IDENTIFICATION

TRAINING AND DEVELOPMENT PROGRAM ACROSS LEVELS OF MANAGEMENT



HR MANUAL





VALUE AND OATH

- Integrity
- Perseverance
- Indomitable spirit
-to be decided by management



RECRUITMENT & APPOINTMENT

- Recruitment process
- Appointment & Induction
- Staff Member Contract
- Internal Transfer
- Probationary Period
- Employment of Relatives
- Intern
- Volunteers
- Temping Strategy
- Consultant
- Psychometric Test



POSITION MANAGEMENT

- Organizational structure
- Job Description
- Grading Structure
- KPI & KRA
- Special post Allowances
- Organizational structure



COMPENSATION & BENEFITS

- Competitive Salary Structure
- Salary Revision
- Vacation
- Holidays
- Leave policy
- Mediclaim
- Workman Compensation
- ESIC
- Special Benefits



PERFORMANCE MANAGEMENT

- Performance Management System
- Progress Review and feed back system
- Annual performance Evaluation
- Reward and Recognition for merit



PROFESSIONAL DEVELOPMENT TRAINING

- Training needs assessment
- On the job training



EMPLOYEE PERSONAL RECORDS

- All Employees Related Docs
- KYC/Third Party Verifications
- Personal Particular Form



GENERAL EMPLOYMENT PROCEDURES

- Work Discipline
- Conflict of Interest
- Sabbaticals
- Employee
 - Appearance



RESPONSIBILITY OF MEMBER OF STAFF

- Outside Activity
- Discipline Procedures



Personal Grievances

- Grievances
 - Procedures
- Grievance
 - Committee



Termination/Redundancy/Dismissal/Separation

- Termination of Employment
- Redundancy



MAKING OF HR MANAUL

- 10 working days to be spent at the client side to understand the present modus operandi
- 3 member team will be working on the manual
- Timeline of 2 months
- Senior Management time.



IMPLEMENTATION OF THE MANUAL

- Monthly 3 day stay at the client site
- Senior management time
- Ground work at each level and department
- Timeline of 12 Months



COMMERCIALS

- Research and Development of BONN HR Manual ---Rs 1000000
- Implementation of BONN HR Manual --12 Months @ 200000/month
- All other costs like Training etc at actuals.
- All travel and accommodation related expenses to be born at actuals

CORPORATE SOCIAL RESPONSIBILITY

CORPORATE SOCIAL RESPONSIBILITY

•Objective: To connect the brand BONN with a social cause and strengthen the brand value in the minds of consumer

•Activity: Corporate Activation

•Brand: BREADWALA – for a cause.

•Proposal to Corporates: Tie up with BONN for CSR activity

•Theme: Taste of Happiness

Bonn supplies sandwiches and biscuitsCorporates can do one-day activity to feed poor people on the street



TATA ACE & HORSE CART ACTIVITY-CHRISTMAS ACTIVITY

CHRISTMAS CARNIVAL ACTIVITY

 Tata Ace activity recommended for 23rd, 24th and 25th Dec 2013 from 11am - 8:30 pm.

23-12-13 : West Delhi

24-12-13 : East Delhi, South Delhi 25-12-13 : West Delhi

 Overall Cost suggested was Rs. 1,30,000



CHRISTMAS CARNIVAL ACTIVITY

 Horse Activity recommended for 23rd, 24th and 25th Dec 2013 from 11am - 6:30 pm.
 24-12-13 : East Delhi, South Delhi

25-12-13 : West Delhi

 Overall Cost suggested was Rs. 60,000



SHIPRA MALL ACTIVITY FOR THE NEW YEAR'S WEEK

Shipra Mall Activity

- **Objective**: Sampling activity for BONN Foods and the maximum number of customers experience the product who are visiting the BONN Foods Stall.
- Availability of Space: 4 mt x 4 mt and 4 mt x 6 mt
- Duration of the Activity: 29th Dec, 2013 5th Jan, 2014
- Footfall: On 31st Dec and 1st Jan approx 80,000 1 lac 1.30 lacs people visit the Mall. On the remaining days approximately 70,000 – 80,000 visit the Mall.



PLAN FOR JANUARY 2014



PLAN FOR JANUARY

Creative Deliverables Modern Trade Focused Consumer Touch Points RWA Parks Schools In Shop Activity for Breads Ladies' Club Activities Budget Allocation

CREATIVE DELIVERABLES PLANNED FOR JANUARY

Creative Deliverables

- Modern Trade Creatives **New Project**
- BONN Foods Catalogue for Breads & Biscuits **New Assignment**
- BONN Mascot New Project
- Bread Packaging Shoot (Honey Oat & Sandwich Bread) To be Closed Post Approval from Client
- Completion of Website **To be Closed with the 3D Team**
- BONN Foods Health Guide **New Project**
- Truck branding for Breads & Biscuits **To be Closed**
- Brand Manual New Project (To be initiated in January and completed in March)



MODERN TRADE

Modern Trade – Industry Overview

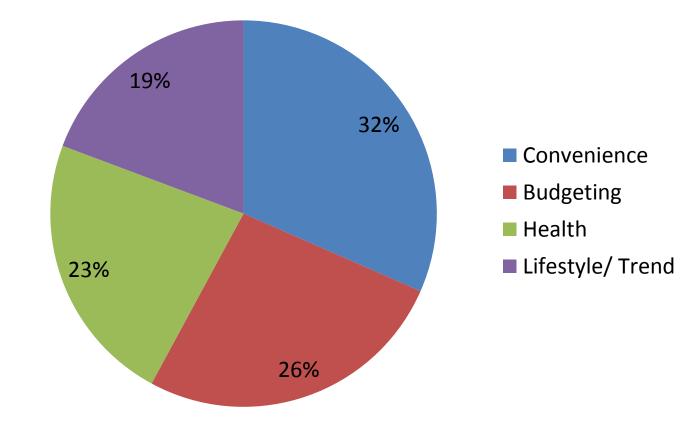
- Modern Trade (MT) consists of supermarkets and hypermarkets that ARE retail Fast Moving Consumer Goods (FMCG) goods. Also known as organized retail, this retail format started in India in the early 1990s and since than has slowly been gaining in importance.
- As per Nielsen, the proportion of consumers who claim to shop at MT "occasionally" has grown from 54% last year to 66% in 2012.
- 54% of the MT shoppers actively seek promotional deals, with 35% of them making bulk purchases. In fact, organized retail has gained momentum with increasing numbers of 'urban crossover shoppers' who patronize multiple store types.
- Modern Trade has a market share of 9.2% in overall FMCG sales.
- Modern Trade has opened up an important sales channel catering to the growing urban shoppers who have strong purchasing power and with more choices, a willingness to experiment. This sales channel has not only led consumers to make more impulse purchases but has also led to the growth of premium products and incubated new product categories. Although modern trade has only a 9.2% share in overall FMCG trade in India, it is growing much faster than general trade.

AC Nielsen Report: 2012

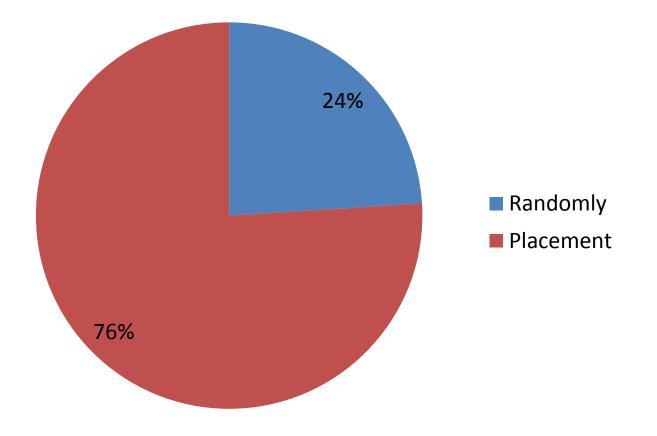
CONSUMER RESEARCH

- Research Objective: To evaluate the Consumer buying behavior in Modern Trade with respect to Confectionary products.
- Research Methodology: One to one interviews were taken from respondents through a structured questionnaire
- Sample Size: 100
- Location : Noida, Indirapuram, East Delhi (Mayur Vihar, Patpar ganj, Preet Vihar), South Delhi (Lajpat Nagar)

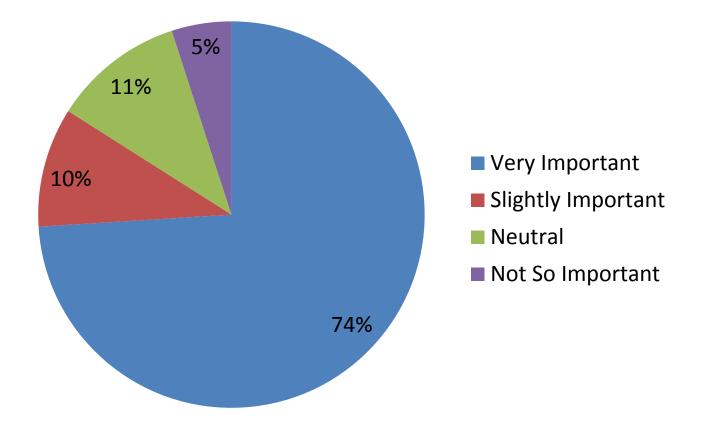
What are the factors that you consider when you buy Confectionary Products from Modern Trade?



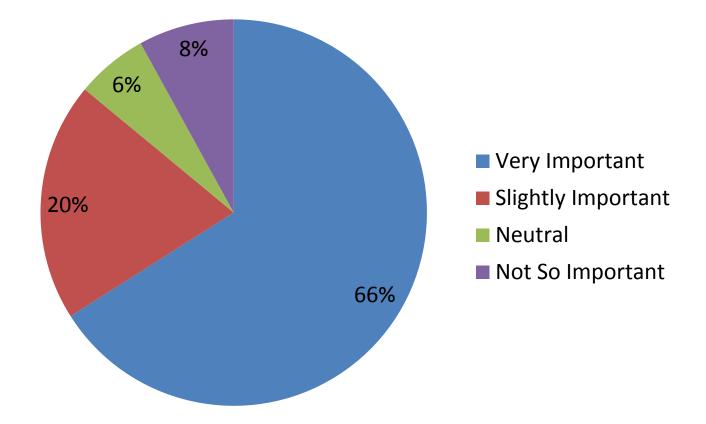
Do you randomly pick up biscuit products or is it the placement of the biscuit on the shelf which matters?



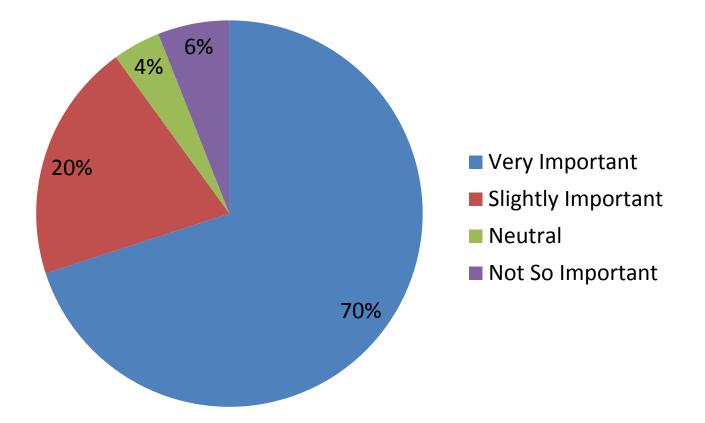
How Important is Packaging when you buy biscuits and cakes from Modern Trade?



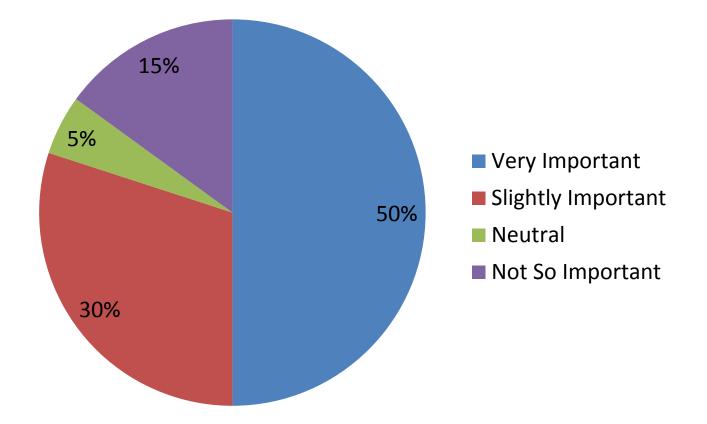
How Important is Brand when you buy biscuits and cakes from Modern Trade?



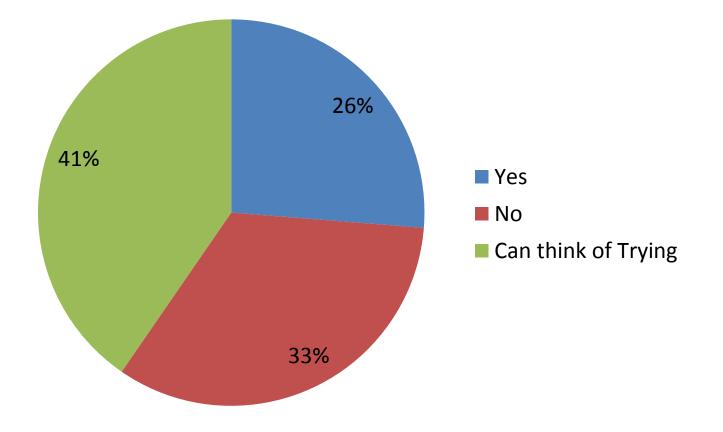
How Important is Promotional Scheme when you buy biscuits and cakes from Modern Trade?



How Important is Price when you buy biscuits and cakes from Modern Trade?



Will you try a biscuit brand which is coming for the first time in the modern trade?



ANALYSIS

- Change in Approach: There has been a recent change in the Consumer behavior where consumers have become flexible with their choices. The reason has been since each brand has a number of choices which is brand, the consumer as a decision maker has become much more Smart and not passive.
- **Packaging**: Where Confectionary products like biscuits and cakes are concerned Packaging holds an important preference for the Consumers.
- **Promotional Scheme**: The Consumer is looking for Promotional Schemes where he is making Monthly purchases.
- **Placement**: Placement of the product in the Modern trade holds an important decision making factor for the Consumers. What matters is the products placed should be at an eye level contact of the Consumers.

A LOOK AT THE MODERN TRADE









Easy Day











OBJECTIVE

- To create high awareness about the availability of BONN biscuits, breads and cakes at the Modern Trade.
- To generate curiosity in the minds of Consumers about BONN biscuits, breads and cakes.
- To create trial for BONN biscuits, breads and cakes by the Consumers.

BRANDING AT PROMINENT POINTS AT MODERN TRADE

- Objective: To create higher brand recall value and further make the customers in trying the BONN biscuits and cakes.
- Approach: Identifying the prominent positions where branding can be incorporated.
- Output: Focused visibility of the brand at the main Consumer touch points.

COMMUNICATION ELEMENTS

Mentioned below are the Communication Elements that should be taken forward:

- Shelf Stalker
- Dangler
- Bunting
- Standee
- Sticker
- Leaflet
- Small Catalogue

BONN MASCOT



BONN MASCOT

- **Objective**: To establish a strong connect with BONN Foods which will further create an identity with the brand.
- Approach: The Mascot will attract attention of Children/youth outside the Modern trade and in Malls.
- **Output**: The BONN Mascot will attract attention of Children/youth outside the Modern trade.

NEXT PHASE CONSUMER ENGAGEMENT PROGRAMMES

CONSUMER ENGAGEMENT PROGRAMMES

- Objective: To create consumer engagement activities in Jan, Feb, March in order to establish BONN as a Preferred brand in the modern trade.
- Every month there will be a Consumer Engagement Programme which will focus around the Special Day of the month.

Jan – Lohri February – Valentine's Day March – Holi

• These activities will further create a connect with BONN biscuits, breads and cakes.

LOHRI WEEK

- Objective: To create an environment for Consumers where they are Celebrating Lohri with BONN Foods.
- The Activity will be on 13th and 14th Jan the focus of the Consumer engagement activity will revolve around Lohri.

• The Activity can take place at Shipra Mall



- To create excitement in Valentine Day's Week where there will be a Contest for the Best Couple. The Activity will focus around Mr. and Mrs. Blackjack contest.
- The target segment will be the Youth.
- The Activity will commence from 7th Feb 14th Feb at Pacific Mall, Anand Vihar
- There will be a Quiz Competition and Dance Competition and the top five Couples will get a reward.

FOCUSED CONSUMER TOUCH POINTS

FOCUSED CONSUMER TOUCH POINTS

- RWAs
- PARKS
- SCHOOLS



ACTIVITY IN TWO PHASES

ASSOCIATION

WELFARE

RESIDENTS

(RWA)

FIRST PHASE – RWA ACTIVITY

- **Objective**: To make BONN Foods as the preferred choice of Customers and further ensure that we get leads.
- RWA Activities 4 locations in East Delhi
- First Phase (Fridays & Saturdays evenings 5 pm to 8 pm): This will focus on the sampling of brown breads in the Evening. Promotion will be of two piece Brown bread, garlic bread and Multi grain bread.
- Duration will be one month.
- Ensure availability of BONN brown bread, garlic bread and multi grain bread in the nearest retail shops.

SECOND PHASE – RWA ACTIVITY

- Objective: In the Second Phase, the objective will be to create an experience of the brand.
- Approach: Tasting and serving of BONN Sandwiches
- A feedback form to be filled by the Consumers.
- Consumer Insight: Anybody who tastes BONN bread once likes he it and favours it. Hence it is important to develop Product experience.

PROMOTIONAL ACTIVITIES IN PARKS



PROMOTIONAL ACTIVITIES IN PARKS

- Parks: We recommend promotion at two parks: IP Extension Park and Indira Puram
- Experiential Activity in the morning hours (7 am 9am) on Saturdays and Sundays.
- Focus will be on Health Benefits from Children to Old Age Group.





- **Objective**: To make BONN as a preferred brand of the TG and further create a high recall value which will result in making repeat purchase of BONN breads.
- **Phase 1**: Sampling of BONN Breads at Schools

Duration: One Month – 1st Month – January 2014. At each of the Schools, we will have a sampling activity every Friday.

Dates: 10th Jan, 17th Jan, 24th Jan and 31st Jan.



- Schools Identified
- Ahlcon Public School

Centrally located at Mayur Vihar – 1

The School is located just opposite the Main market of Mayur Vihar -1.

One of the Oldest Schools at East Delhi

Highly preferred School of the Students & Parents.



• Lovely Public Sr. Secondary School

Located at Laxmi Nagar Highly popular School at East Delhi There is distribution of BONN bread at Laxmi Nagar



ASN Senior Secondary School

Located opposite Samachar Apartment at Mayur Vihar 1 which is a popular landmark at East Delhi.

Opposite the main market of Samachar Apartment

Greenfields Public School

Located at Dilshad Garden, a highly important place at East Delhi.

Phase 2 of the Activity

Consumer Insight : Kids are usually Fussy eater...But when they prepare some dish on their own. They never let it go waste.

Hence let kids make sandwich out of BONN bread at schools.

We can name the activity as "NANHE CHEF"

IN SHOP ACTIVITY FOR BREADS

IN SHOP ACTIVITY

- Objective: To create a Product experience for the Customer who visits the local retail shop where he tastes the BONN Sandwich which will create repeat purchase of BONN breads.
- The Activity will be three days in a week at the local market of different locations at Rohini.
- The days suggested are Friday, Saturday and Sunday for a full day activity.

BUDGET ALLOCATION

BUDGET ALLOCATION

ACTIVITY	BUDGET
RWA FIRST PHASE	80,000
SCHOOL ACTIVATION FIRST PHASE	82,000
MODERN TRADE (LOHRI ACTIVITY)	1,25,000
IN SHOP ACTIVITY FOR BONN BREAD	13,500
ACTIVITY IN PARKS	53,000

LET'S DISCUSS !

