

India Show 2009

Carborundum Universal Limited (CUMI)

The Brief

After our successful design for the CUMI-EMD division, an exhibition stall showcasing the electro mineral products, CUMI approached us yet again. This time it was for the **India Show 2009** to be held at St. Petersburg, Russia. One of the largest business events of India in Russia, it is a unique B2B platform for manufacturers, exporters, importers, suppliers and buyers from both India and Russia. The event seeks to project a range of India's quality products and all-round technological advancements to the Russian market.

We were asked to showcase the Abrasives, Ceramics & Refractories and Electro Minerals division of CUMI. In particular, product range and user industry of the mentioned divisions were to be highlighted.

The overall branding of Murugappa group and CUMI was to be presented using a concept.

Our Strategy & Recommendations

It was decided to showcase the products and user industry of three divisions, Abrasives, Ceramics & Refractories and Electro Minerals in separate panels. Apart from this, one panel which will talk about the overall branding and another which will show Murugappa group.

In addition, product towers that will display the various products from the different divisions of CUMI were planned. This was to reinforce the products listed on the panels.

A brochure, which will explain in detail the divisions of the company and their corresponding products, was also discussed.

A complimentary package for the guests which will include a packet of tea from the parent company was also designed.

Stall Design



Brochure Design



Brochure



Brochure

Tea-box Design



Bag



Bag

The Final Creatives

Stall Design



Brochure Design

**OUR GLOBAL REACH
BEGINS WITH YOU**

CUMI MAKING MATERIALS WORK FOR MAN

ABRASIVES ELECTRO MINERALS CERAMICS REFRACTORIES

Tea-box Design

Made in India
 Manufactured by Parry Agro
 Weight: 100gms
 Net Weight: 100gms
 Best Before: 12 Months from the date of packing
 Storage: Keep in a cool, dry place

Best Compliment from

CUMI

DOING BUSINESS WITH YOU
 IS A PLEASURE.
 WE HOPE ITS
 YOUR CUP OF TEA AS WELL.

TRADE SAMPLE - NOT FOR SALE

Exclusive Tea from our
 very own group company
 Parry Agro's Gardens in India.

**PARRY
AGRO**

Branding Concept

At the Show

