



STUDY

Aditya Birla Group



STRATEGIC BRANDING ● COMMUNICATION



VGC was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

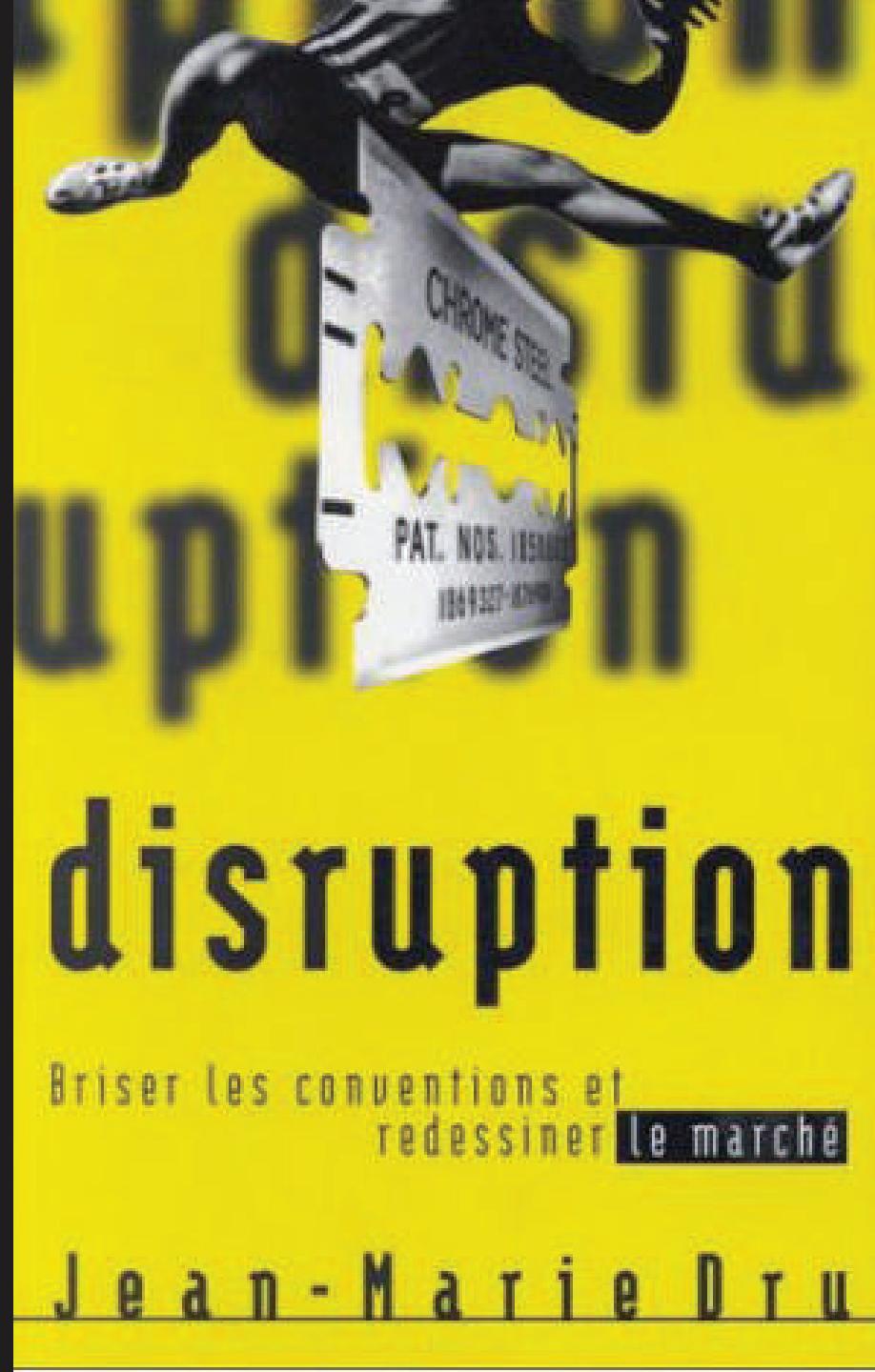
ABOUT vgc



What makes a good Brand
great?

“ Apple opposes,
IBM solves,
Nike exhorts,
Virgin enlightens,
Sony dreams,
Benetton protests....
**Brands are not nouns
but verbs”**

Jean-Marie Dru, Disruption



And like all people,
like all things alive..





Your Brand is Alive

A photograph of Richard Branson, founder of Virgin Group, smiling warmly at the camera. He has his signature long, wavy, light-colored hair and a well-groomed beard. He is wearing a dark, V-neck sweater. The background is a soft-focus sunset or sunrise over water, with warm orange and yellow tones.

Branding demands
commitment;
commitment
to continual
re-invention....

RE

view
fresh
invent

Journey of a brand ...

from good to **GREAT !!**

Aditya Birla Group

The Early Days: Partnering the thought

The requirement: A Logo design

Our interpretation: A time to change

The Brand Iceberg

External Experience

(Logo, Look & Feel)

Internal Engagement

(Processes & Rituals)

Brand Conviction

(Culture, vision, mission,
Brand pillars)



1

Brand Foundations

Who are we today? – personality, culture, beliefs & behavior



Brand immersion and stock-taking:

Accessing current status and perceptions across the key stakeholders

2

Culture Compass

Who do we want to be? – generating options, researching best fit, appeal, differentiation



Use the immersive understanding and efforts so far to create possibilities for brand conviction, culture and cohesion.



3

Brand Evolution

What will accelerate the brand cohesion and the brand evolution? Identify Hero activities and engagement hero categories

Researching hero category potentialities & competitive intensity at a secondary level.
Reorganizing the portfolio and creating a Branding system.

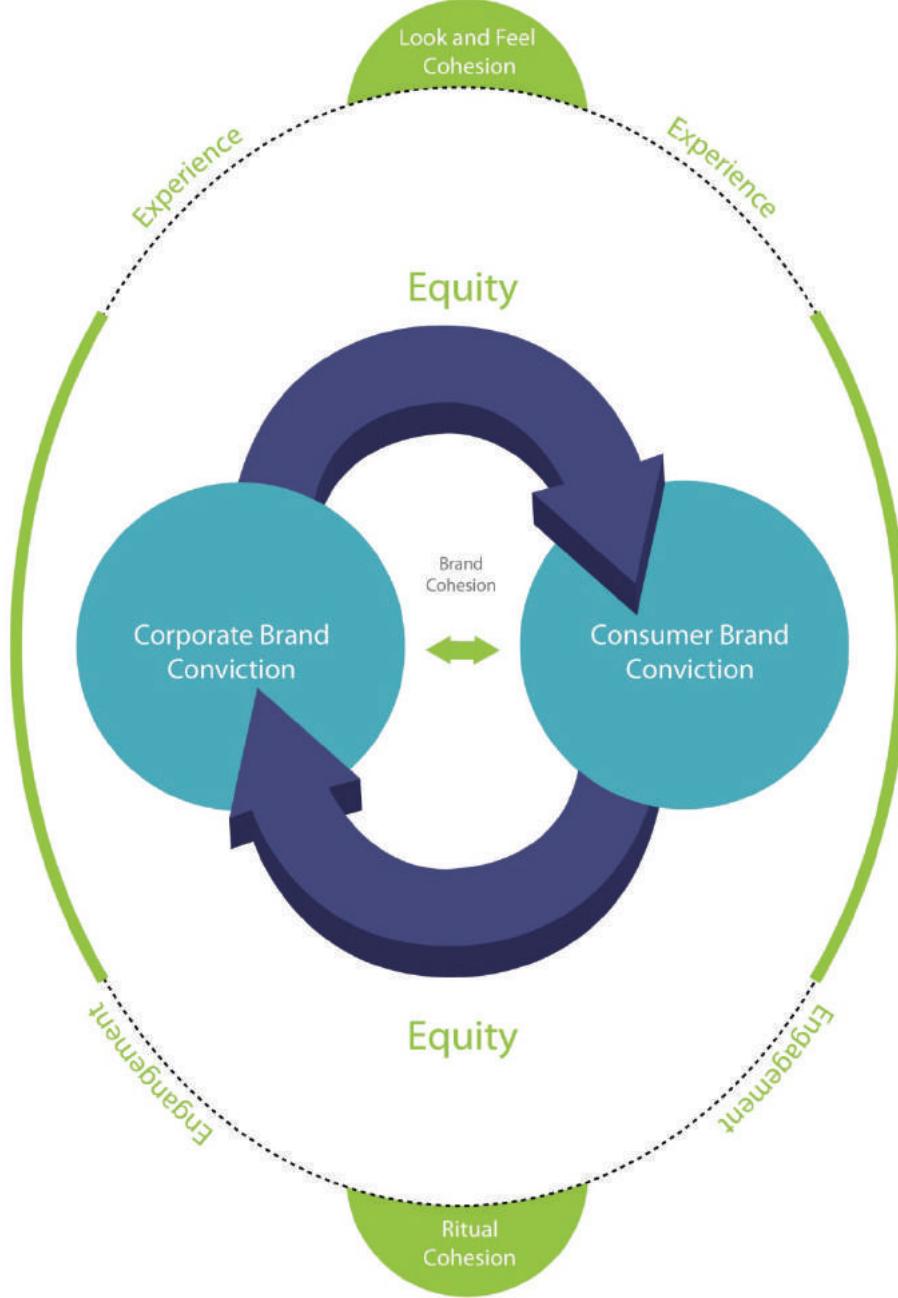


4

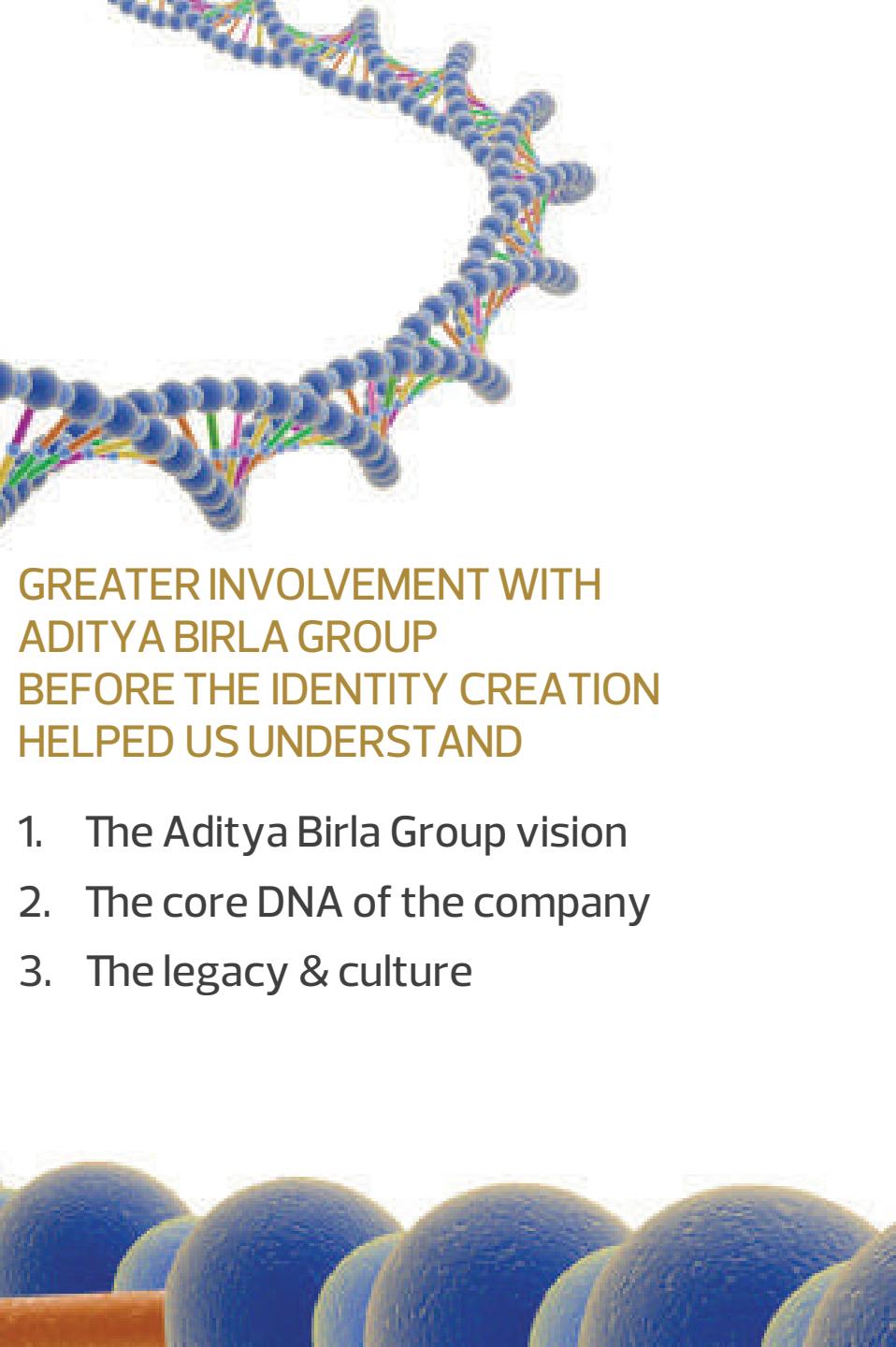
Portfolio Management

What will be the best manifestation of the new brand evolution?

Symbol, branding system, visual architecture, identity guidelines, engagement, communication & experience program.



Long Term Partners



GREATER INVOLVEMENT WITH
ADITYA BIRLA GROUP
BEFORE THE IDENTITY CREATION
HELPED US UNDERSTAND

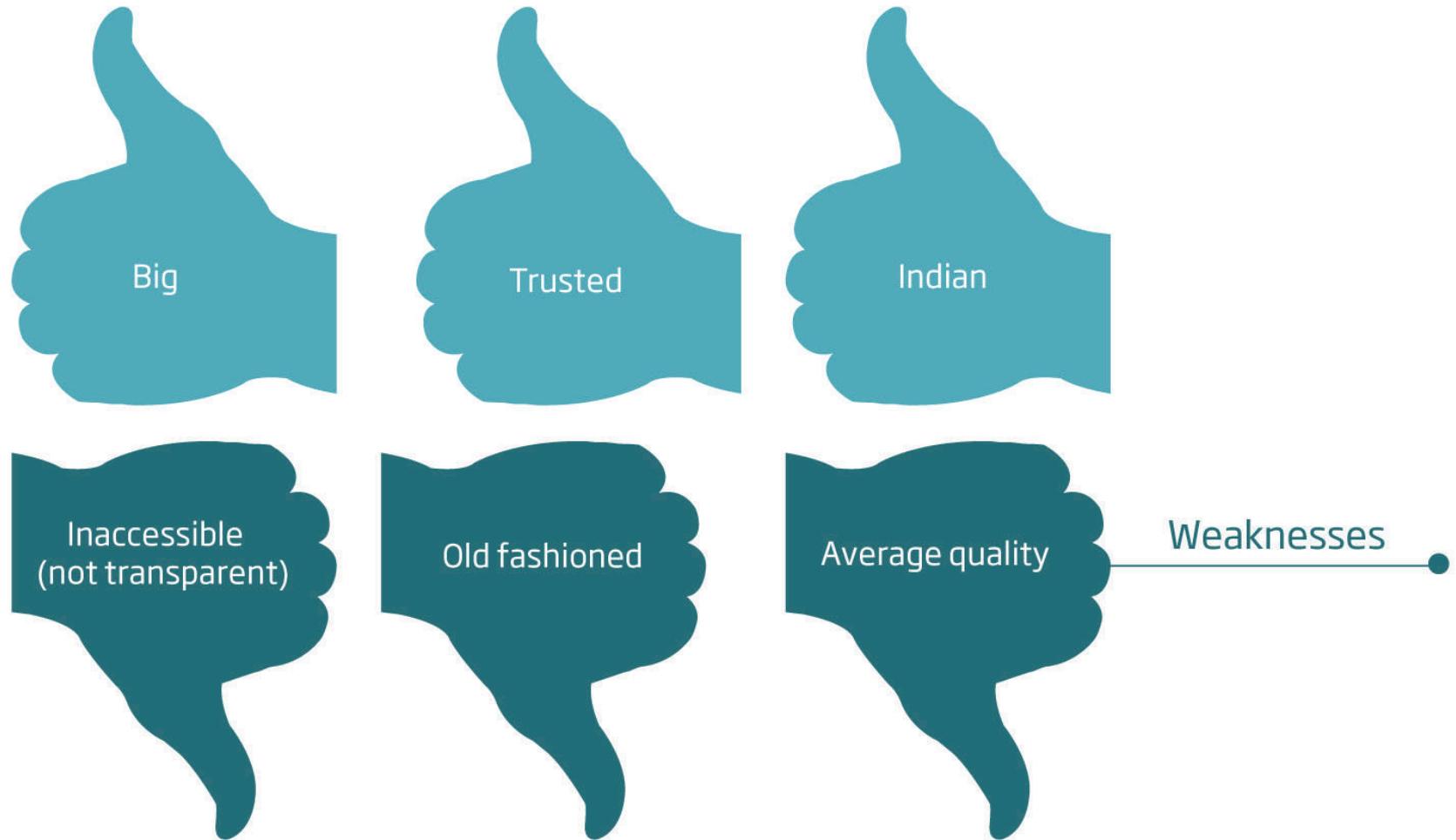
1. The Aditya Birla Group vision
2. The core DNA of the company
3. The legacy & culture



This helped us define a
identity for

1. A virtual group
2. With holdings in parts that are powerful
3. Engineering a process of change through consensus

Values and Personality

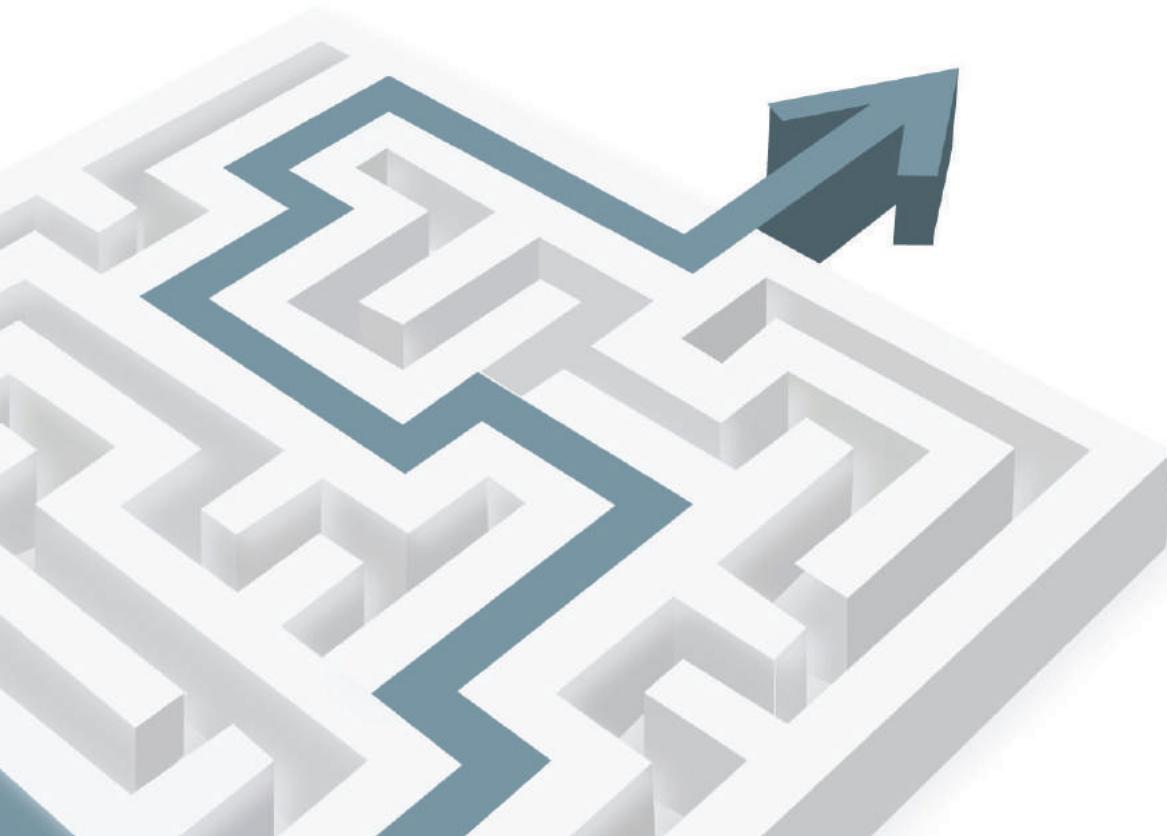


Desired Shift



Identity Roll Out for the Communication Orbits

The Roadmap



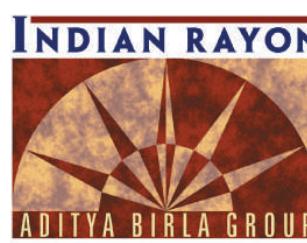
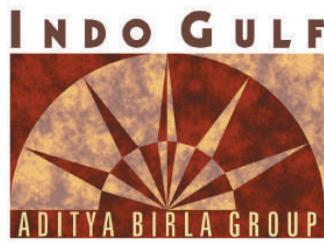
- Taking Aditya – The Sun as the starting point
- The source of all beings, of energy, of life itself
- Marry that with a rendition that gives a young and energetic feel



Identity Creation - A Holistic Approach

- Identify and prioritize audience groups
- Partnering Aditya Birla Group in various initiatives to :
 1. Inspire shareholder confidence
 2. Attract and retain quality talent. Boost employee morale
 3. Establish the group as an aware and responsible citizen
 4. Transform Aditya Birla Group into a high-value corporate brand

Generating Synergies



Corporate Identity Manual



HR Initiatives

Mission Articulation



Awards

- Captured the positive spirit and pride in designing awards and rewards
- Assisted the Corporate HR Cell in formulating motivational programs
- Created employee handbooks that outlined the Aditya Birla Group brand etho



Management Journal

- Recommended sharing of information and knowledge within the group through a management journal – ADITYA



Talent Retaining and Acquisition



Shareholders



Annual Reports

- A program of regular communication including PR and strategic design inputs on annual reports



CSR – The Aditya Birla Scholarships

- An agency initiative
- Background work done by the agency in terms of a feasibility report with Coopers & Lybrand
- Proposed the scholarships to ABG management
- Instituted for IIT and IIM students



The 12th Aditya Birla Scholarships

*Taking the dream of a visionary forward.
Building a nation. Creating tomorrow's leaders today.*

This year 20 students from each of the premier institutes—the IIMs, the IITs and IITMs, IITs, were evaluated. This process led to the short-listing of 40 candidates, interviewed in Mumbai on the 10th of September 2010 by an eminent jury.

Our Jury (left to right):
Mr. D. K. Chaturvedi, Member Planning Commission;
Mr. T. N. Ninan, Editorial Director & Chairman, Business Standard; Dr. Rajiv Kumar, Former Director & Chief Executive, Indian Council for Research on International Economic Policy; Mr. R. Venkateswaran, Chairman, McKinsey & Company; Prof. R. Horne, Director, Department of Atomic Energy's (DAE) UGC-DAE Consortium in Basic Sciences; Prof. Deepak Mhatre, Senior Scientist, Indian Institute of Science; Prof. S. Venkateswaran, Director, Institute of Microbial Technology, Department of Science & Technology, Government of India; Prof. P. C. Ray, Director, Institute of Fundamental Research (TIFR); Mr. R. Balakrishnan, Chairman & Chief Creative Officer, Lowe Lintas.

And they have selected the 21 Aditya Birla Scholars.

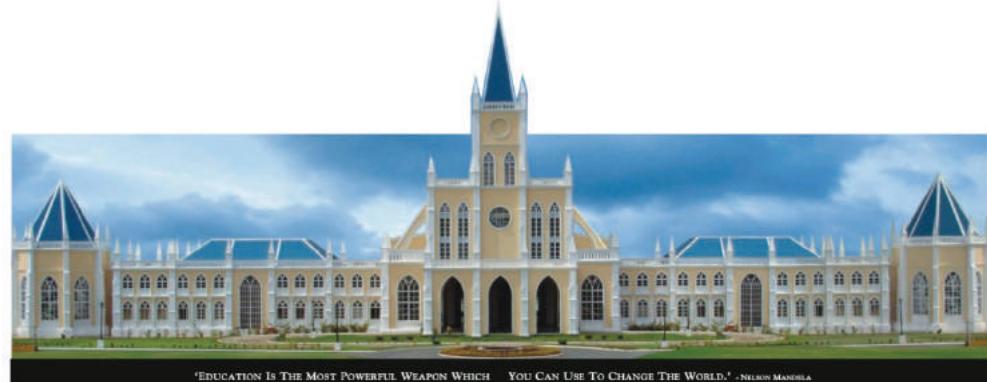
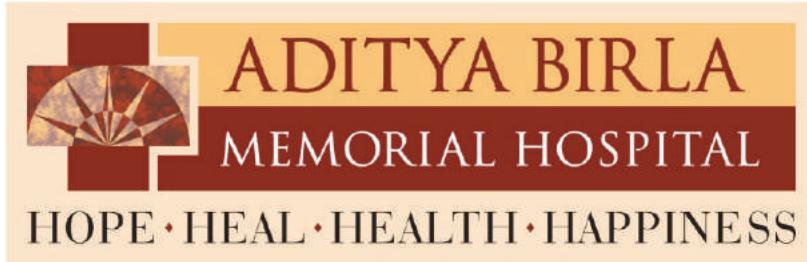
The Aditya Birla Scholars 2010:
IIT (IITs) new: Vibya Mukundan—IIT Madras;
Avneet Jaggi—IIT Bangalore; Aditya Nayudu—IIT Bangalore; Usha Sekar—IIT Lucknow; Arshita Ashok—BITS, Pilani; Richa Thakur—IIT Lucknow;

IIT Old new: Gurav Kumar—IIT Kharagpur; Vishal Gupta—IIT Kharagpur; Sahadeep Nikhil—IIT Bombay; Meenal Kumar—IIT Delhi; Shivan Handa—IIT Delhi; Anjali Sakar—IIT Bangalore; Arshi Nazirulzada—IIT Bangalore; Aditya Khanda—IIS Ahmedabad.

IIM (IIMs) new: Nitinjan Sundararaman—IIM Calcutta; Pratik Srivastava—IIM Bangalore; Shashank Tuli—IIM Bangalore; Shubh Shinde—BITS, Pilani; K. R. Anand—IIM Ahmedabad; Ankit Gupta—IIM Ahmedabad; Amit Verma—IIM Bangalore; Abhiram R—IIM Lucknow; Vaibhav Grewal—BITS, Pilani;



Schools and Hospitals



The Aditya Birla Group has set up The Sarala Birla Academy for Boys. Spreading over 67 acres of prime land in the heart of Bengaluru, the school has been designed to be of international calibre.

Strategic is Bannerghatta (12 km. from Melmaruvathur Road, a half-hour drive from the International Airport), Bangalore, The Sarala Birla Academy is an English-medium 10+2 boarding school.

It has classes from V to XI & XI. Progressively standards X, XI and XII will be added every year. In the year 2008, the school will open its doors to girls. The school opens class XII. The school follows the C.B.C.E.T (The Council for the Indian School Certificate Examinations, New Delhi), and the I.G.C.A.E (The International General Certificate of Secondary Education) curriculum and International Baccalaureate.

The school learns at the school are:

- Fun-filled learning through more creative and experiential
- The Teacher - Student ratio is 1:10.
- Creatively qualified and experienced teachers.
- Building capabilities and competitiveness of a truly global standard, supported by technology.
- No limit to a child's abilities in order to bring out his maximum potential and strengths.
- Extra-curricular activities to fully fully develop the child's spirit of creativity.
- Events that enhance a child's leadership qualities as well as his creative potential.
- Promoting Indian culture and values among the students and ret mainaining a global perspective.
- Internet connectivity to help a child be in constant touch with his family.

Registration is open for the academic year 2005-06 commencing June 1, 2005.

For more details please log on to www.saralabirlaacademy.org or contact us at the following address:

Dr. S. Ganguli, Chairman, Sarala Birla Management Corp. Ltd., #29, Gokhale Chambers, 1st Floor, Virajpet, Bangalore - 560037. Phone: 080 27384527/54/55/56.
Mobile: 098431210400. Email: ganguli@vishwakarma.com

Dr. Birendra Kumar, Principal / Mr. Veena Pandit, Headmaster, The Sarala Birla Academy, Bannerghatta Road, Bengaluru - 560037, Phone: (080) 51140220, Fax: (080) 51190426 or Email: veenapandit@saralabirla.org





Milestones Achieved. But Miles to go.

Leveraging the local-global presence of the conglomerate, we positioned the Aditya Birla Group as an Indian multinational of scale and stature

Taking India to the World

Taking India to the World – Print Campaign



Taking India to the world – TV Commercial



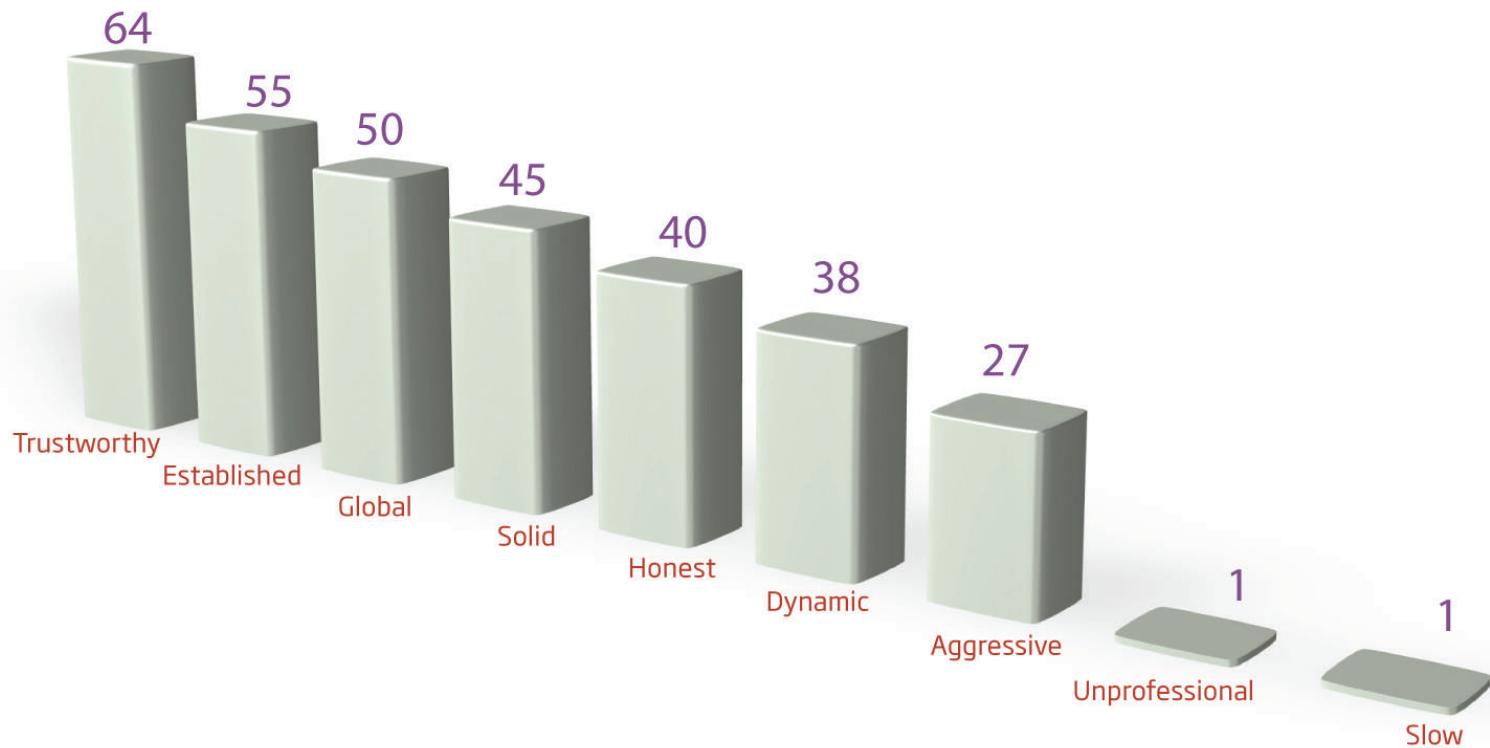
Let's reach the sun – TV Commercial



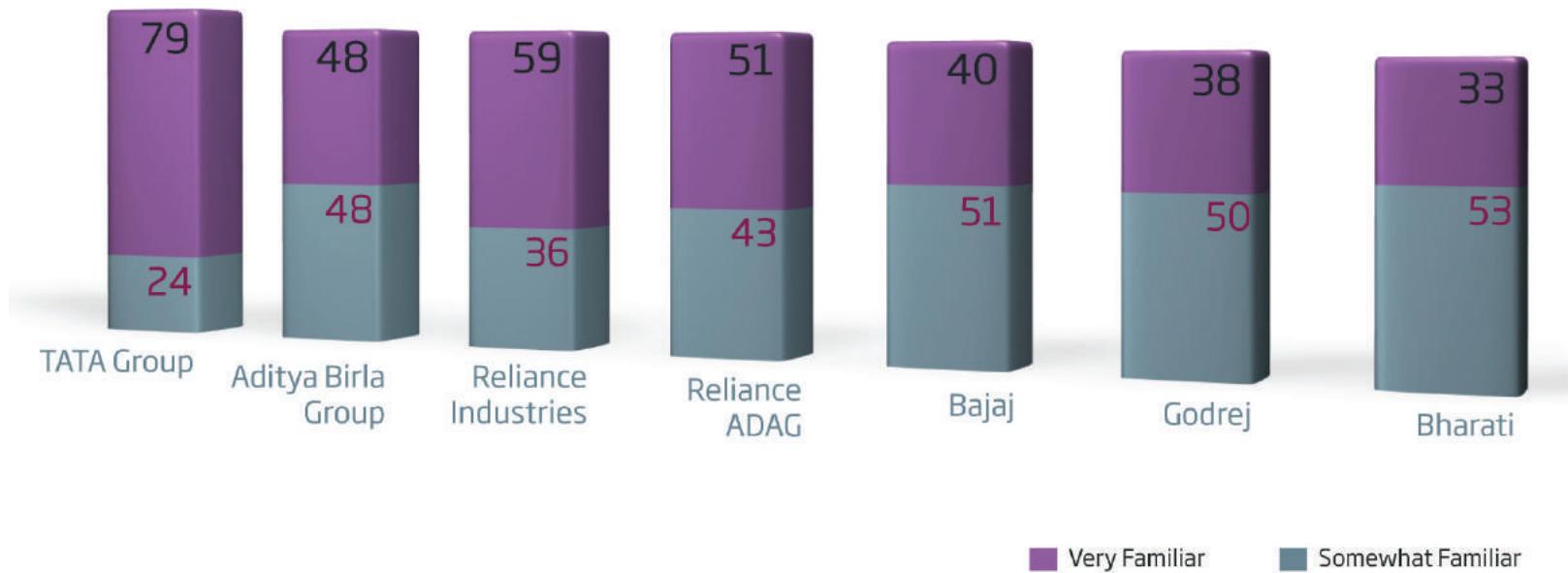
Tracking study post the campaign



Values association: The Group is perceived as trustworthy, established and Global.



Level of familiarity



The Next Phase

Key insight:

After only a decade the Aditya
Birla Group scaled to place itself
amongst one of the **most**
trusted Indian brands

Key Opportunity:

Leverage the **super brand**
equity

Initiated a repositioning
exercise through the branding
system guideline



To meet the new demands for the global as
well as the local market place

A brand
Refreshment
not a
Reinvention

Old Identity



New Identity

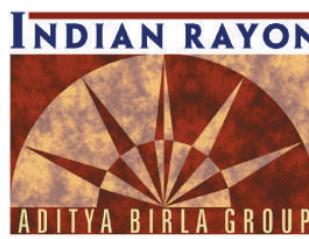
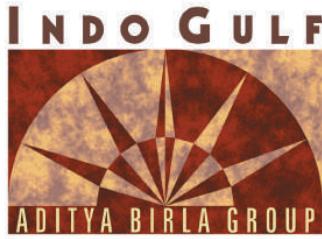


ADITYA BIRLA GROUP

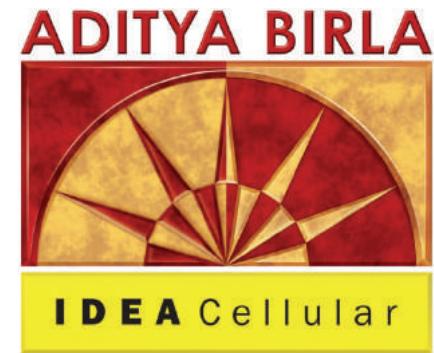


A small graphic step,
a giant leap in corporate
positioning

Brand Architecture – Before



Brand Architecture – After



Visiting Cards



Shashank Awasthi
Joint Executive President



Kamlesh Dixit
Marketing Head
Hi-tech Carbon



Shashank Awasthi
Joint Executive President



Shashank Awasthi
Joint Executive President



Dr Pragnya Ram
Group Executive President
Corporate Communications & CSR



Shashank Awasthi
Joint Executive President



Shashank Awasthi
Joint Executive President

Design Language

Design Language Exploration

Colour Palette

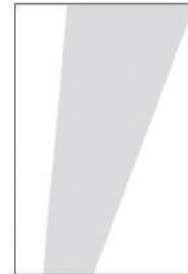
The colour palette has been derived from the colours of light.
The seven colours that a prism splits white light into are:
red, orange, yellow, green, blue, indigo and violet.



Design Language Exploration



Design Language Exploration



Corporate Stationary



Aditya Birla Centre, S.N. Ahire Marg,
Off. Anrie Basant Road, Worli, Mumbai 400030, India.

Telephone: +91 22 66525151, 24995151
Fax: +91 22 66525850, 24995850

Website: www.adityabirla.com



Dr Pragya Ram
Group Executive President
Corporate Communications & CSR

Aditya Birla Management Corporation Pvt. Ltd.
Aditya Birla Centre, C Wing, 1st Floor, S.N. Ahire Marg, Worli,
Mumbai 400030. **Phone:** +91 22 26455600, 24995160 (02), 66525500;
Fax: +91 22 66525821, 24995821. **Email:** +91 9702624395
Email: pragya.ram@adityabirla.com **Website:** www.adityabirla.com

Aditya Birla Management Corporation Pvt. Ltd.
Aditya Birla Centre, C Wing, 3rd Floor
S.N. Ahire Marg, Worli, Mumbai 400030, India

Telephone: +91 22 26455165, 24995165
Fax: +91 22 66525741, 24995211



Brand Merchandise



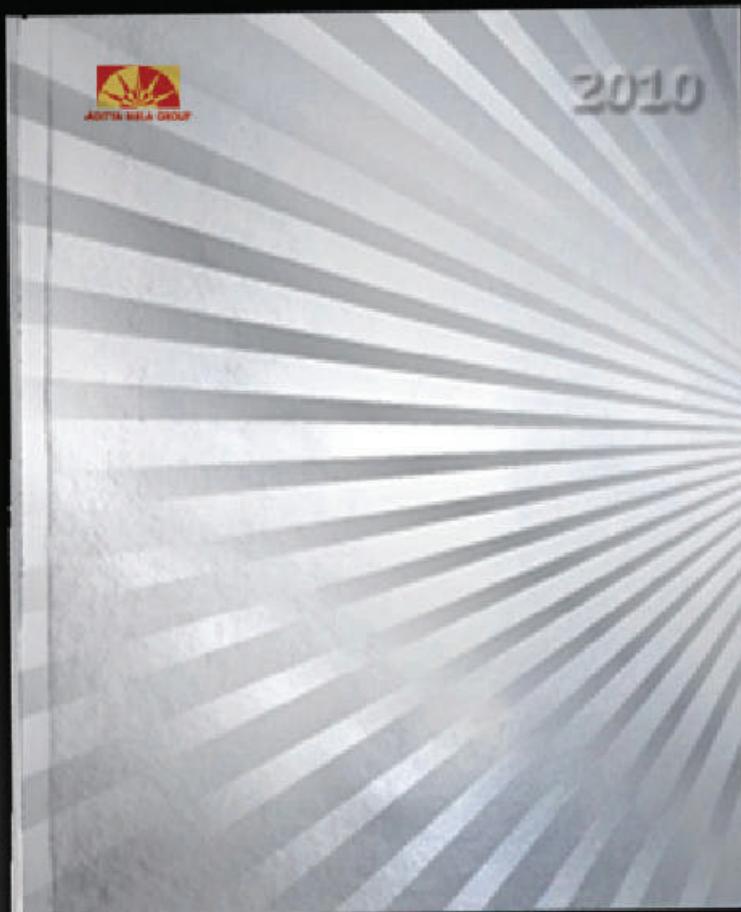
Brand Merchandise



Brand Merchandise

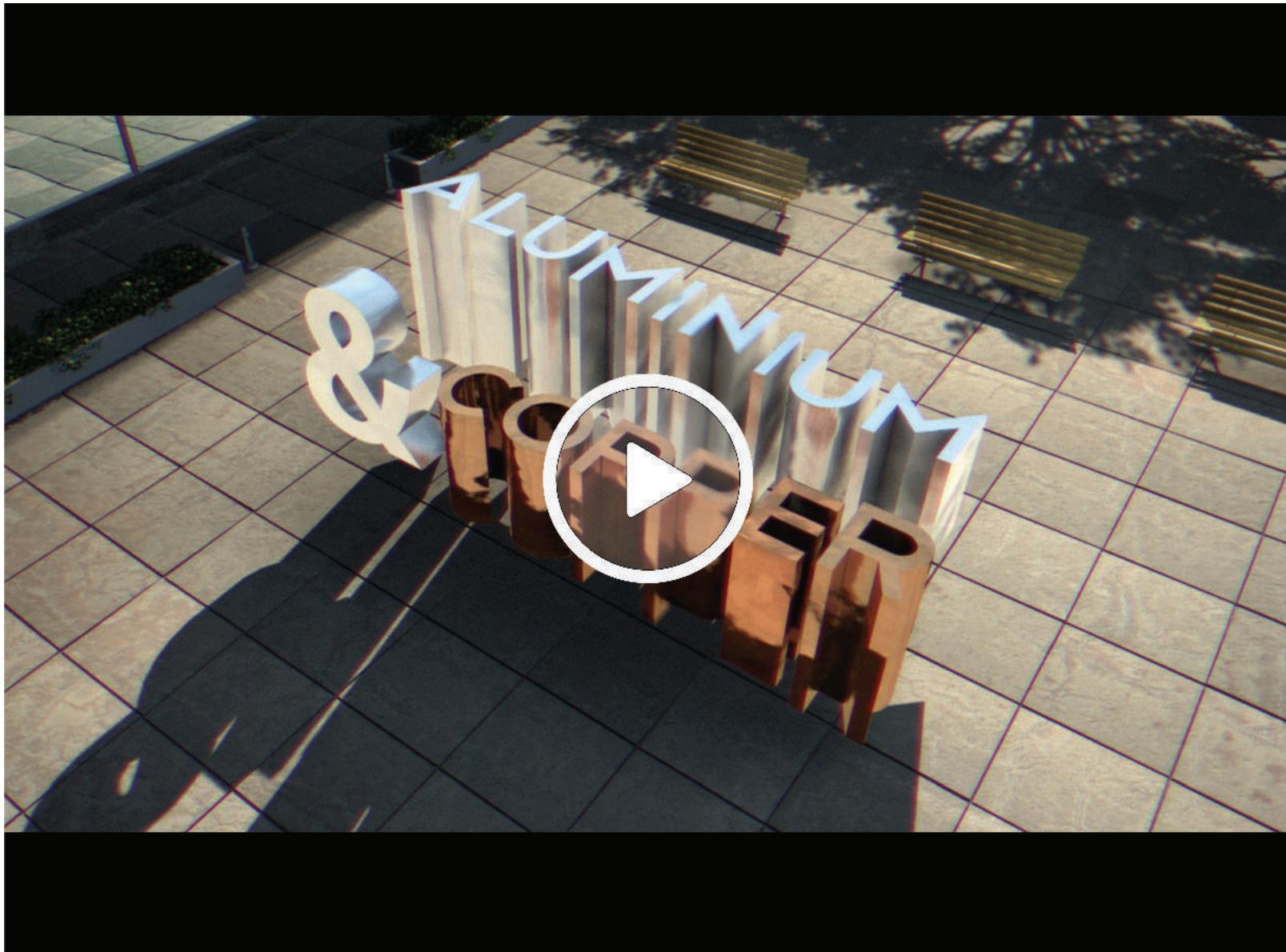


Planners & Diary



Communications

Sector wise TV Commercial



**RANKED
4TH IN THE WORLD
1ST IN ASIA-PACIFIC
IN THE 'TOP COMPANIES
FOR LEADERS' STUDY
BY AON HEWITT, THE RBL GROUP AND FORTUNE**

MADE POSSIBLE BY 1,33,000 LEADERS



**Leadership
Advertisement**

The Times of India, India's leading English newspaper, is a global human resource consulting and outsourcing enterprise, in association with the RBL Group, an advisor to the world's top 500 companies. The company's mission is to provide leadership development services to businesses, ranging from Fortune 500 companies to small and medium enterprises. The company's focus is on developing leadership skills and capabilities, particularly in the areas of strategic planning, operational efficiency, and innovation. The company's clients include some of the world's most recognizable brands, such as Google, Microsoft, and IBM.

INDO-PAK TALKS: WIN SOME, LOSE SOME

No Visa Pact, But Neighbors Progress On Legal Treaties, Relocation Policies

Karnataka drought kills 23 elephants

Three UP Tigers found dead

Jay Isha PM, Kerala blocking, claim reports

40% jump in Gyr visitors, hotel rooms keep pace

GOOD NEWS

EAD NEWS

Docs to have cops in tow for Tiwari paternity test

Poll plot: Will Modi target Sonia aide Ahmed Patel?

NATIONAL CONFERENCE FOR RURAL DEVELOPMENT

BIM EXPO - AN INTERNATIONAL TRADE FAIR

14 FOCUS POINTS

Stamp Release Advertisement

**HE MADE A MARK
ON THE WORLD.
THE NATION MADE A STAMP
IN HIS HONOUR.**

500
राजेश विक्रम बिला
ADITYA BIRLA GROUP

India honours its first global industrialist, the visionary Aditya Vikram Birla, with a commemorative stamp.

A special postage stamp to commemorate the steward, industrialist and noted philanthropist Mr Late Aditya Vikram Birla, was released in New Delhi by the Honourable President of India, Sri Pranab Mukherjee, in the august presence of Shri Kapil Sibal, Minister of Communications and IT and Shri Milind Deora, Minister of State for Shipping on 14th January 2013 at Rashtrapati Bhavan. And in Mumbai, Maharashtra, Shri K. Sankaranarayanan on 19th January 2013.

This stamp is a fitting testament to Sri Aditya Vikram Birla's innumerable contributions to his country. As a proud Indian who was passionate about contributing to the process of nation building. As an industry leader who was a pioneer and practised responsible

corporate citizenship. As a philanthropist whose compassion reached out to create sustainable livelihood projects helping people move from a culture of dependency to one of self reliance. And as a radical thinker whose views and ideas are as relevant today in the 21st century as they were two decades ago in the 20th.

Even today, the Aditya Birla Group's global character has its roots in his entrepreneurial drive beyond Indian borders, way before its time. It has given the group the conviction and confidence to shrinkingly by the day, thanks to technology, this has been a source of great competitive advantage for us. Today we operate in 36 countries across 6 continents and from our overseas operations. This truly is the outcome of his vision and exceptional clairvoyance.

ADITYA BIRLA GROUP
TAKING INDIA TO THE WORLD

Stamp Release Advertisement



"Our goal is to become a US \$65 billion Group by 2015 from US \$30 billion today. We expect your company to contribute significantly to this growth and earnings."

KUMAR MANGALAM BIRLA

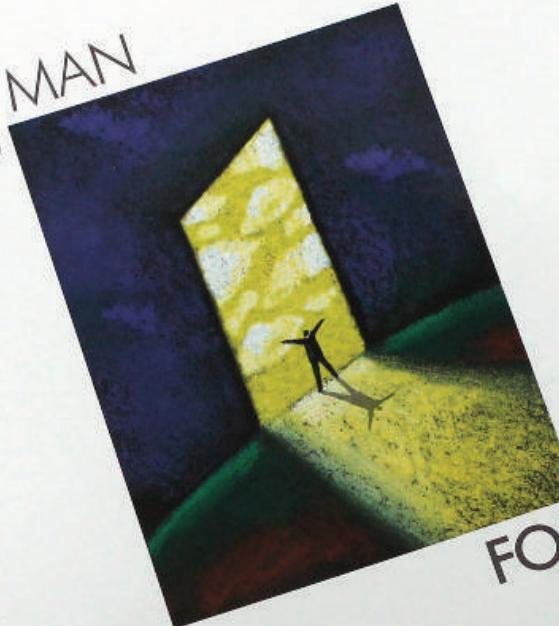
ADITYA BIRLA MINERALS LIMITED
ANNUAL REPORT | 2009-2010

Annual Report 2010–2011



Annual Report 2011 – 2012

LAST MAN
STANDING



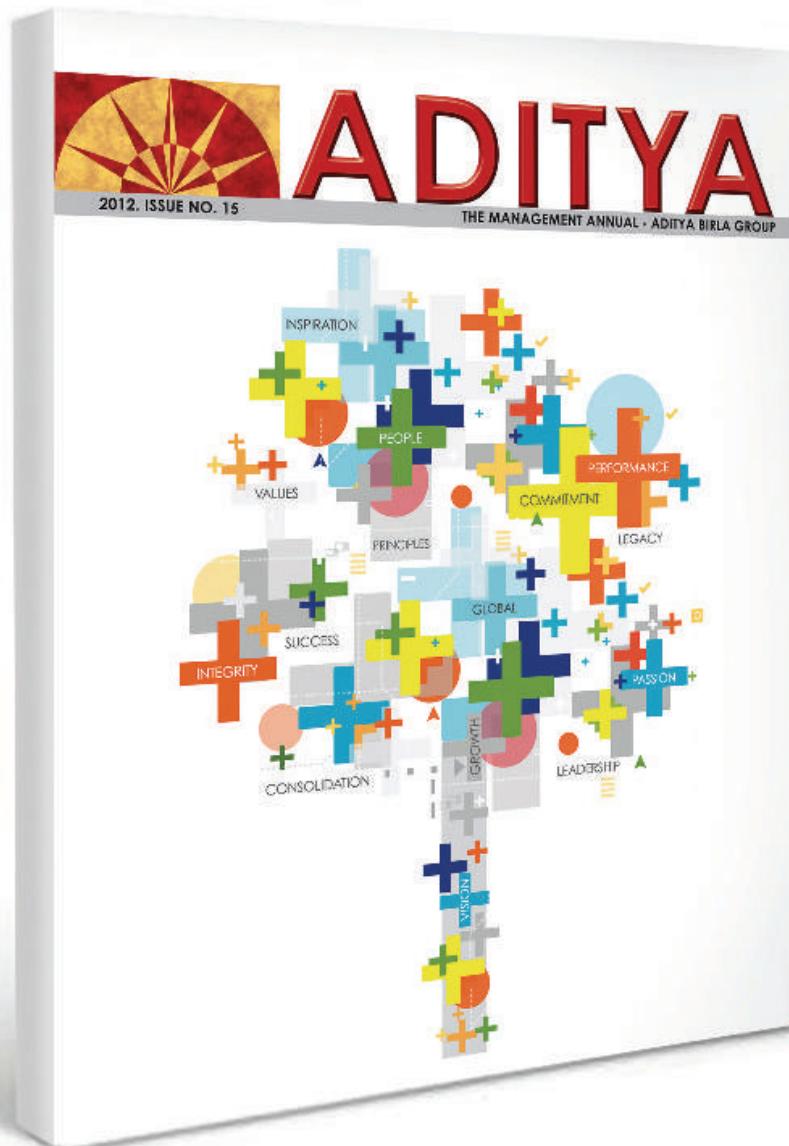
FIRST MAN
FORWARD



ANNUAL REPORT
2011-2012

HINDALCO INDUSTRIES LIMITED

Management Journal



Client Speak

"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

Kumar Mangalam Birla, Chairman
ADITYA BIRLA GROUP

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

Deepak Nath, Category Head
SABMILLER INDIA

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

Derek Hugh Jones, Director Marketing
SABMILLER INDIA

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

Anurag Batra, CEO
EXCHANGE4MEDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

Neha Hiranandani, Director
HOUSE OF HIRANANDANI

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

Pranab Barua, CEO
MADURA FASHION & LIFESTYLE

SOME OF THE CLIENTS POWERED BY VGC SINCE 1997





Vyas Giannetti Creative Pvt. Ltd. | Integrated Design Consultancy | E creative@vgc.in | W vgc.in