



# Perceptions.

what you see & what you don't

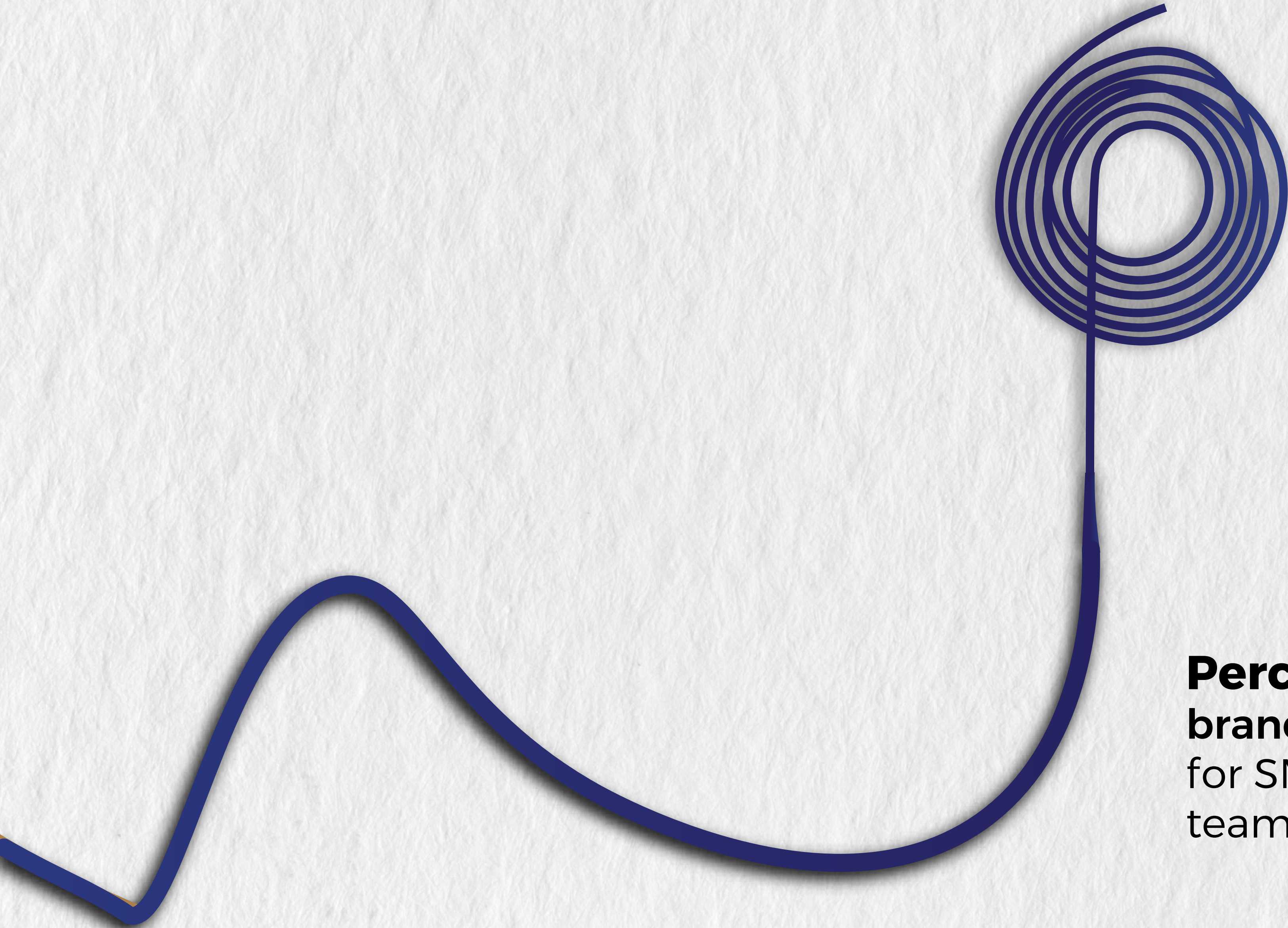


**PRODUCTS ARE MADE  
IN THE FACTORY,  
BUT BRANDS ARE CREATED  
IN THE MIND !**





# WHO WE ARE?



**Perceptions** is a strategy-based **brand & growth partner**, specially for SMBs- working like your in-house team from incorporation to scale.



**5+**

**YEARS YOUNG**

**350+**

**SATISFIED CLIENTS**

**27+**

**INDUSTRIES SERVED**

**86%**

**ACCOUNT  
RETENTION RATE**

**72+**

**YEARS OF COMBINED  
EXPERIENCE**

**<45**

**MINUTES OF AVERAGE  
RESPONSE TIME**

**10L+**

**LEADS GENERATED**

**96%**

**ONTIME DELIVERY**

**100+**

**POSTIVE REVIEWS**





We love to nurture and create brands that are **bold, brilliant & balanced** – basically, anything **but boring!**

Our **approach** to transforming visions into brands is **integrated** and multi-perspective.

In short, we

**DISCOVER, DECLUTTER,  
DESIGN, DELIVER!**



# SERVICES WE OFFER



## BRAND STRATEGY

A plan to take your brand to the next level: Brand values, vision, mission, brand story, positioning and messaging

## BRAND IDENTITY DESIGN

We help you create the visible elements of your brand, including its name, colour, design, logo, and other elements to establish your identity in consumers' minds.



## MARKETING MATERIAL & PRINT MEDIA

Be it Hoardings, Newspaper and magazine ads, Stationery & Merchandise design, brochures, pitch decks, company portfolio and social media creatives, Corporate Presentations - we've got you covered!

## PACKAGING DESIGN

Design Product packaging solutions, labels, hampers, gift packs



## PHOTOGRAPHY & VIDEOGRAPHY

Capturing the essence of your brand with effective storytelling via photos and videos



# SERVICES WE OFFER



## BRAND INFLUENCER COLLABORATION

We help your brand go viral by connecting you with the right influencers to create impactful and authentic collaborations.



## DIGITAL MARKETING

We deliver professional digital marketing services through various channels inclusive of Meta, Google, LinkedIn etc.



## DIGITAL OPERATIONS AUTOMATION

Now optimise your operations the smart and efficient way with softwares like CRM and HRM. Power up your brand presence with advanced project management and team communication tools and services.

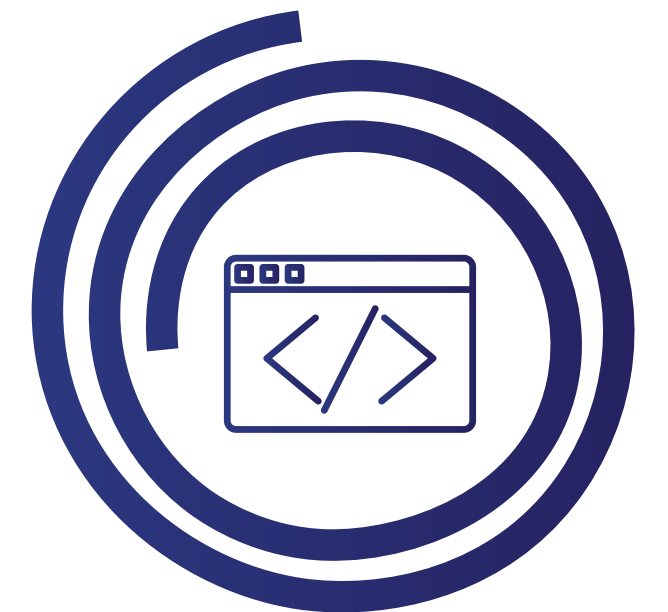
## SOCIAL MEDIA MANAGAMENT:

We plan, design and manage your Social Media Platforms. Alongside we customise and craft your content as well.



## WEBSITE DEVELOPMENT

We analyse your needs to build, create and maintain websites to help you establish your brand presence better.





# SERVICES WE OFFER



## VALUATION & FUND-RAISING:

We help you find your brand's valuation and assist in raising funds by connecting you with the right investors and crafting compelling pitch strategies.



## STANDARD OPERATING PROCEDURES

We help you develop clear, efficient Standard Operating Procedures (SOPs) for Operations, Sales, Marketing, and more to streamline your business and ensure consistency.

## PR:

We help you execute strategic PR activities that boost your brand's visibility, credibility, and media presence across the right platforms.

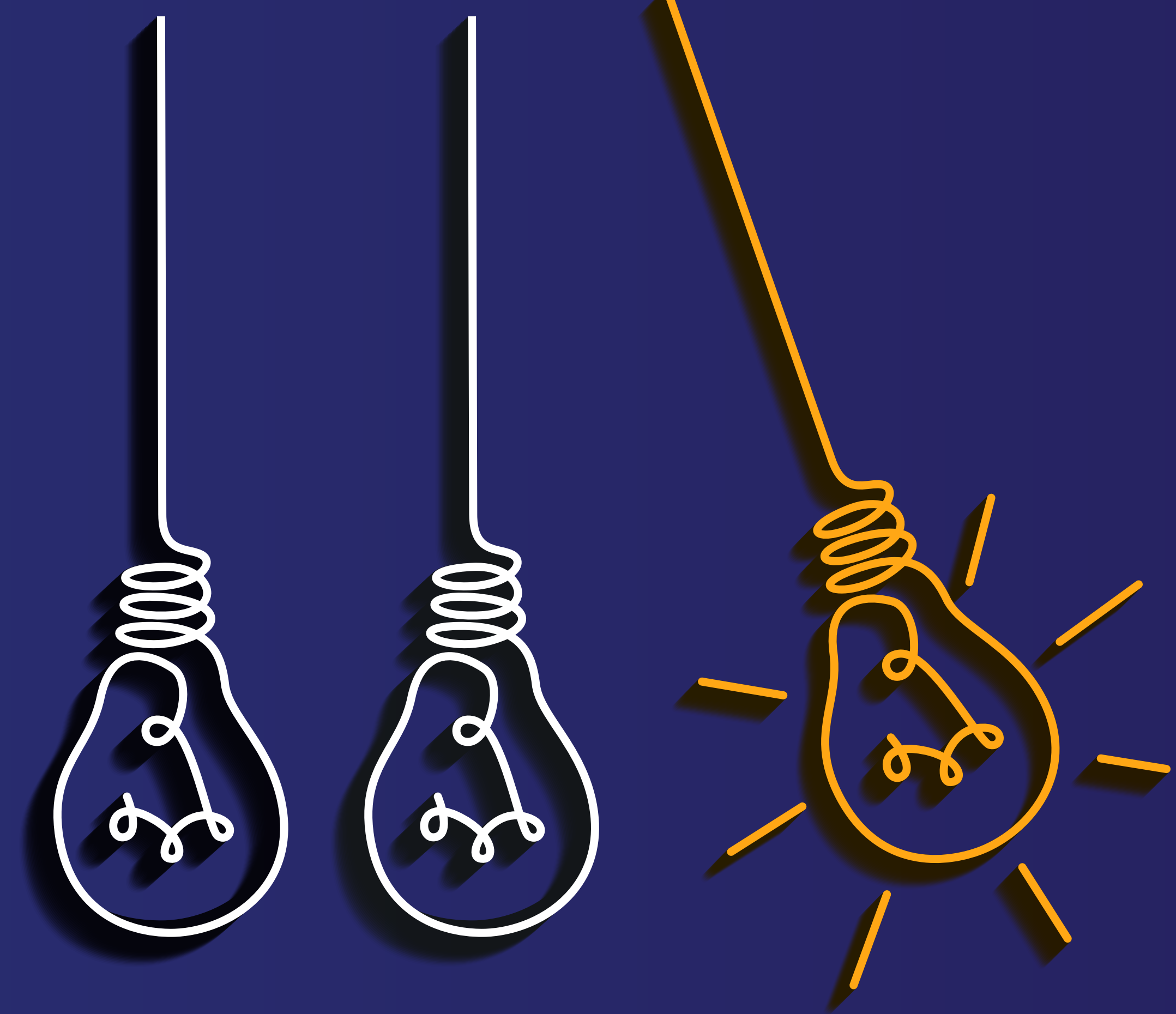




WHY US?

# PLACING YOUR BRAND RIGHT!

We focus on your needs to direct and drive you towards desired results



DESIGN IS  
**IMPORTANT**, BUT  
**RELEVANCE IS KEY!**



LOGO

TAGLINE

REPUTATION

EMOTION

## BRAND IDENTITY

the way you want folks  
to perceive you

WE DESIGN  
IDENTITIES THAT  
BRING THESE  
TOGETHER

## BRAND IMAGE

the ways that they  
actually perceive you

ASTHETIC  
STYLE

LANGUAGE  
TONE

BELIEF



# Integrated approach

vision, design, communication, colours

Consistency is the key!







**1**

Feeling out of touch  
with your customers?

**2**

Finding ways to stand apart  
from competition?

**5**

Firm culture not inspiring  
your employees?

Want to shake off  
your old image?

**4**

Planning to scale up  
your business?

**3**



A GLIMPSE OF  
**OUR CREATIONS**





# BRAND IDENTITY DESIGN





मोक्ष  
by  
N COLDPRESSED  
4:00 PM  
Santulan  
Promotes Immunity & Digestion  
I AM THE UNIVERSE  
400ml

मोक्ष  
by  
N COLDPRESSED  
2:00 PM  
Shuddhi  
Aids Kidney Function  
I AM THE UNIVERSE  
400ml

मोक्ष  
by  
N COLDPRESSED  
9:30 AM  
Urja  
Boosts Energy  
I AM THE UNIVERSE  
400ml

मोक्ष  
by  
N COLDPRESSED  
11:30 AM  
Kesh  
Promotes Hair Growth  
I AM THE UNIVERSE  
400ml

मोक्ष  
by  
N COLDPRESSED  
6:00 PM  
Nidra  
Promotes Sound Sleep  
I AM THE UNIVERSE  
400ml

मोक्ष  
by  
N COLDPRESSED  
8:00 PM  
Shak  
Promotes Digestion  
I AM THE UNIVERSE  
400ml





















HIMALAYAN RUBY









**payswiff®**

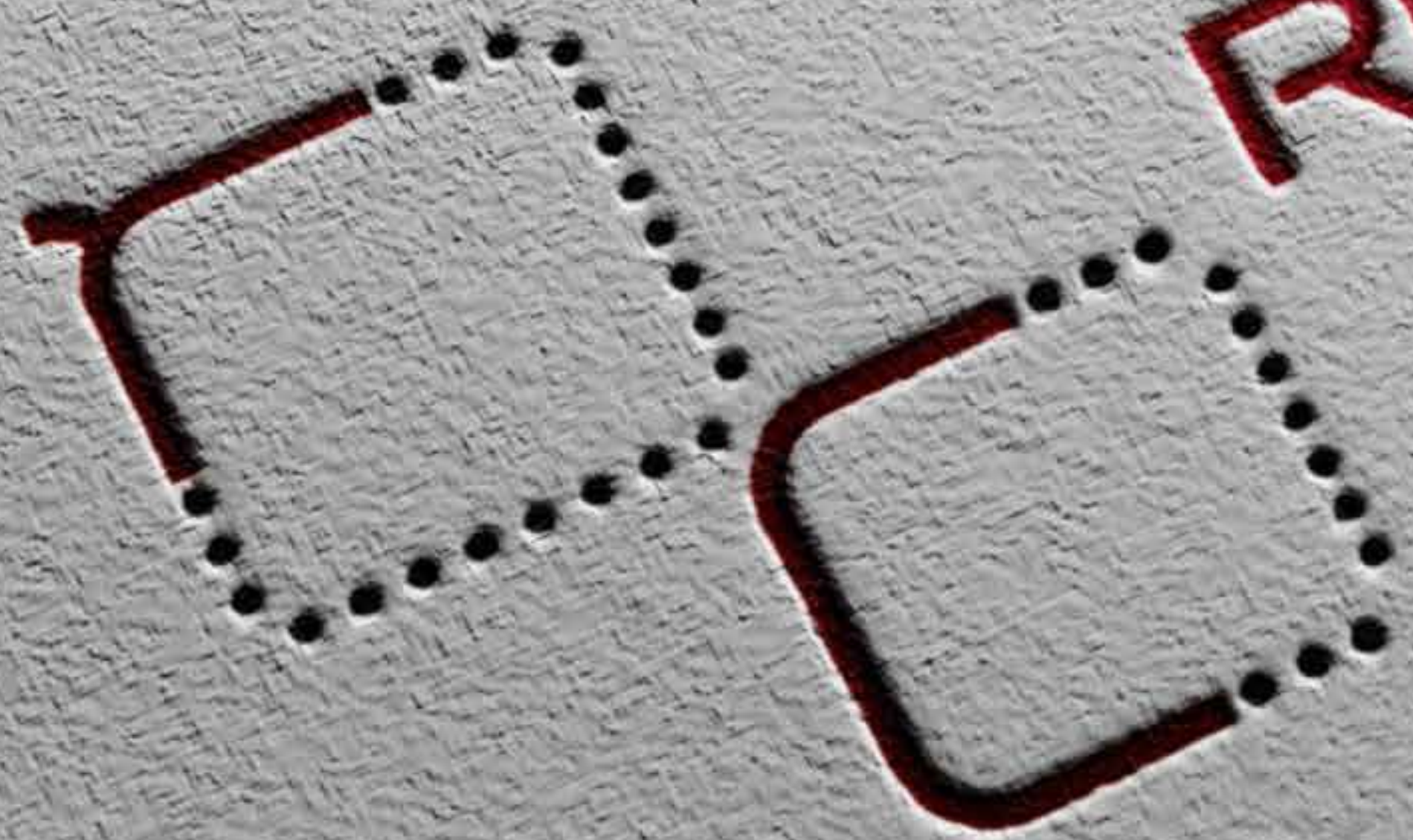
A SUBSIDIARY OF



**Chola**

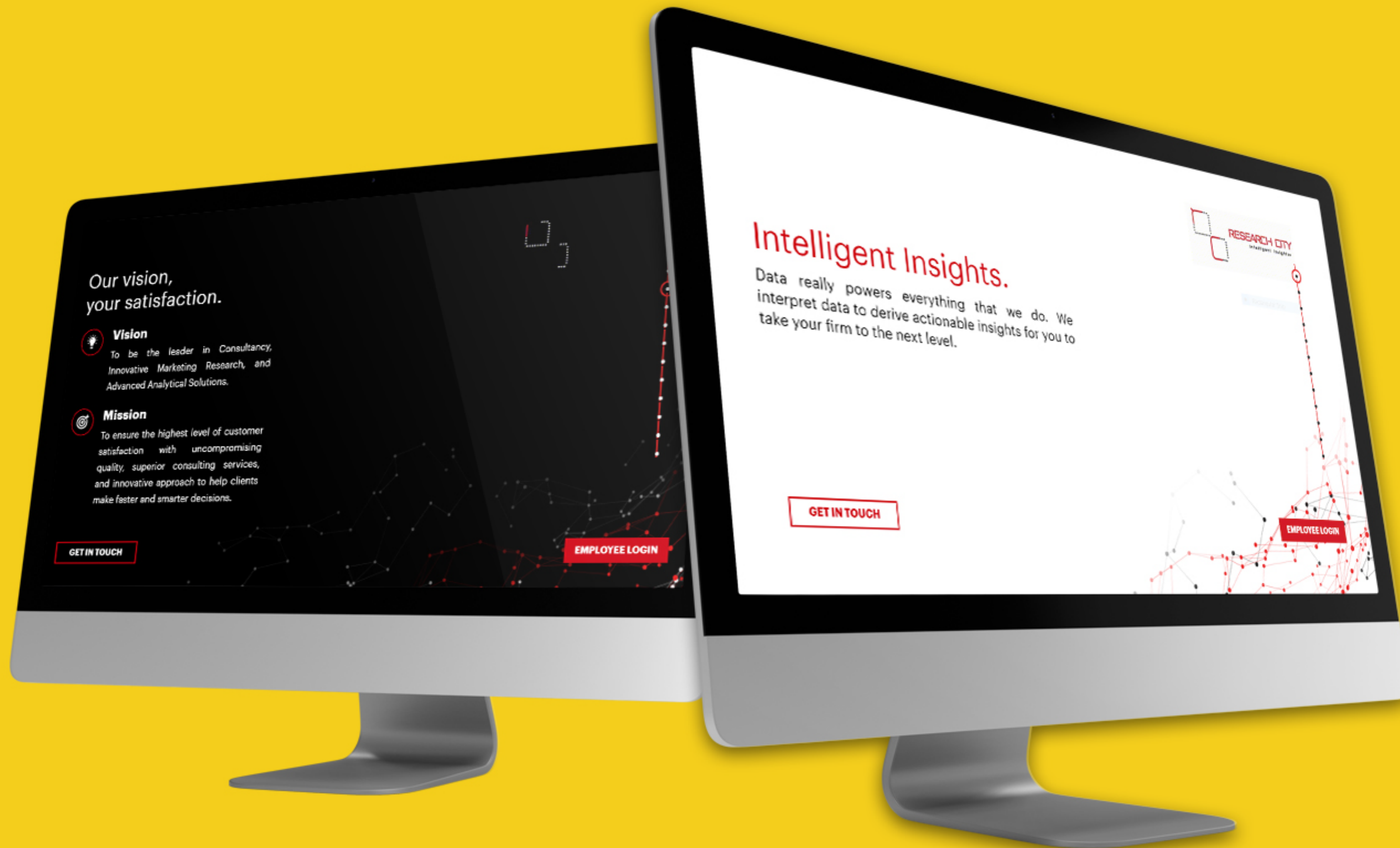
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FLAVORED MAKHANA

*Banaye khushiyan,  
Badhaye khushiyan!*



FLAVORED CASHEWS



FLAVORED ALMONDS



*Banaye Khushiyan, Badhaye Khushiyan!*



FLAVORED MURUKUL

*Banaye khushiyan,  
Badhaye khushiyan!*











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IPX4

XP70

Splash Proof  
IPX5

XP60

LUMIFORD

XploriaHD

Sports Wireless Earphones

IN SYNC  
WITH YOUR  
ADVENTURE

LUMIFORD

DESIGNED AROUND YOU

MAX  
T85

Splash Proof  
IPX4

MAX  
T55

Splash Proof  
IPX5

MAX  
T90

MAX  
T50

88  
Digital  
Display

MAXIMUS SERIES

WIRELESS EARBUDS WITH HI-FI BASS

LUMIFORD

DESIGNED AROUND YOU

UNLEASH POWERFUL SOUNDS WITH  
BASS, ANYTIME, ANYWHERE

Splash Proof  
IPX4

IPX4

IPX7

Water Resistant  
IPX7

88  
Digital  
Display

88  
Digital  
Display

WIRELESS  
SPEAKERS

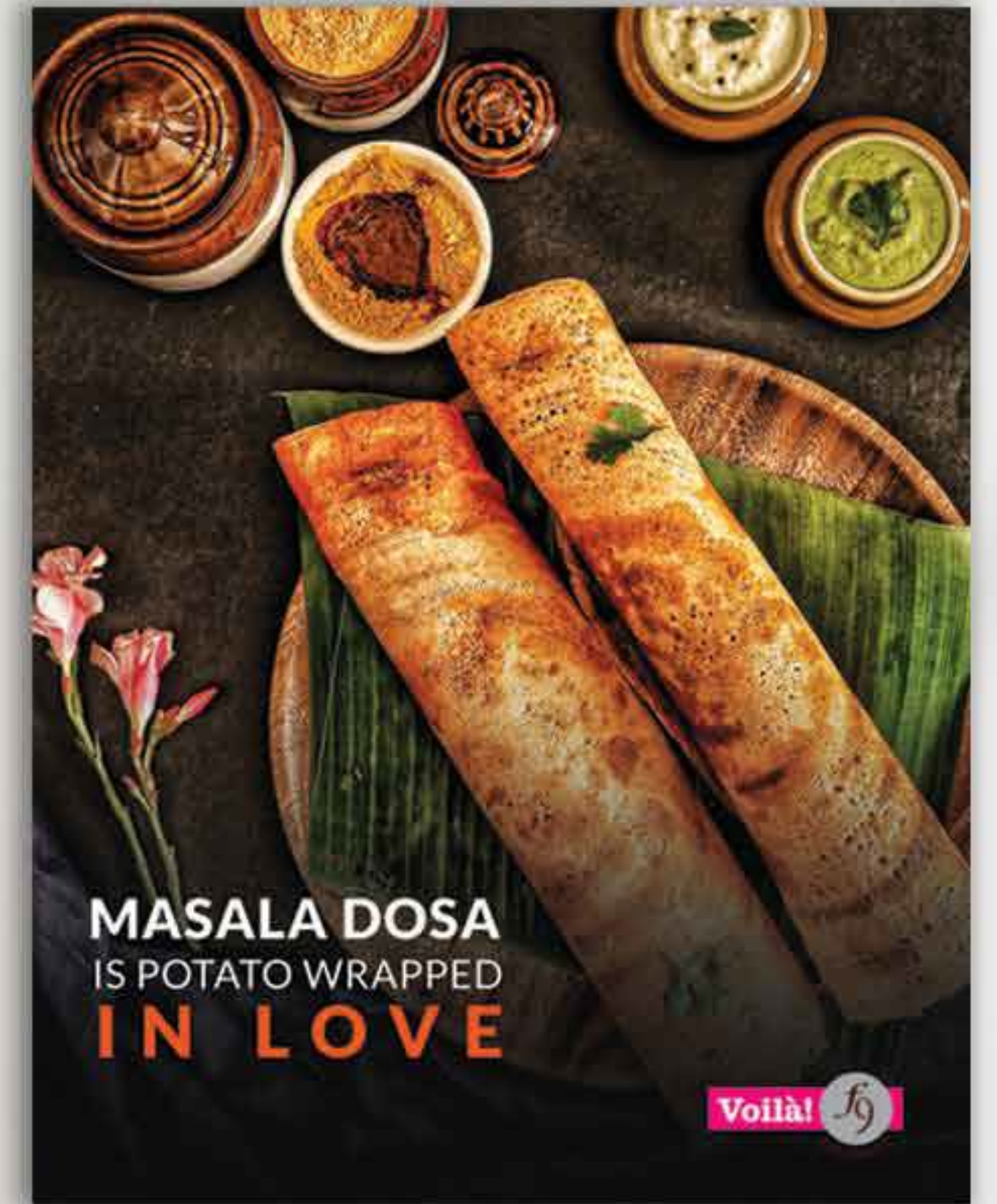


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nature's glory and a  
sumptuous meal at



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PRESERVATIVES



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Simply  
fresh

GREENHOUSE PRODUCE  
STATE OF THE ART  
ON FARM



## About Simply Fresh

Simply Fresh has built India's largest  
'Plant Factory' which is spread  
across ~140 acres (near Hyderabad).

- Producer of nutraceuticals & medicinal herbs, leafy greens and vine crops - all crops are grown in soil-less conditions
- Produces throughout the year using precision farming techniques - plant profiling & nutrient management in climate-controlled greenhouses (automated retractable roofs & walls).
- The greenhouses are equipped with growing systems (benches, gutters, pots etc.) and are supported by AI-driven fertigation and irrigation system.
- Proprietary software, **Fiab**, tracks plant's lifecycle and optimizes nutrient intake at each stage of growth
- The produce are fully traceable, free from chemicals & pesticides and consumes much less water than traditional farming



## Simply Fresh's Edge



**CROP PROFILING:**  
Thorough analysis of seeds and crops vs traditional trial & error approach.  
Better understanding of crop nutrient requirement



**ZERO-PESTICIDE PRODUCE:**  
All produce is cultivated with no use of pesticides.  
Insect control is achieved through integrated pest management practices that include use of beneficial insects, and pheromone insect traps.



**AUTOMATED GREENHOUSE  
FOR YEAR-ROUND SUPPLY:**  
Climate control greenhouses eliminate seasonal cyclicality.  
Dedicated weather station monitors temperature, humidity and exposure to light, to ensure ideal growth conditions for the plants.



**FOOD SAFETY:**  
We are committed to establishing, implementing and maintaining our core food safety values throughout our supply chain to create a hygienic and safe environment for our produce.  
Our robust food safety program is reinforced by our compliance with good agricultural practices (GAP) and good manufacturing practices (GMP).



**TRACEABILITY:**  
Our proprietary software, **Fiab**, tracks plant's lifecycle from seed to harvest.



Simply  
fresh

PREMIUM GREENHOUSE PRODUCE



## Fresh Produce

### LETTUCE

We have grown various varieties of lettuce and are currently offering Iceberg, Romaine, Red, and Green Butterhead Lettuce.



Iceberg Lettuce



Romaine



Green Leaf Lettuce



Red Leaf Lettuce



Green Card



Arugula



Kale



Celery



Basil



Dill



Coriander



Mint

### INDIAN GREENS

We grow Indian Greens such as Coriander, Mint, Fenugreek, and Spinach.

### HERBS

We grow various Herbs such as Oregano, Thyme, Light Parsley and Rosemary.



Oregano



Parsley



Tarragon

### MICROGREENS

We grow more than 40 varieties, including Baby Greens, Wheat Greens, Pea Shoots, Mustard, Cress, and many more.



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Harvesting Season - 300 days  
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www.simplyfresh.co.in  
@simplyfresh

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## Our Products



### Pocket MPOS with NFC

- Light Weight
- Email through SMS/Email



### GPRS/ Digital POS (W/O Printer)

- Connectivity with Wi-Fi, GPRS
- E-receipt (SMS/ Print/ Email)



### 4G with Digital POS (with Printer)

- Connectivity with 4G, Wi-Fi
- All cards supported (contact & contactless)
- E-receipt (SMS/Print/Email)
- Bigger battery for longer use in a single charge

Exclusive loan offer to  
**Grow your Business.**

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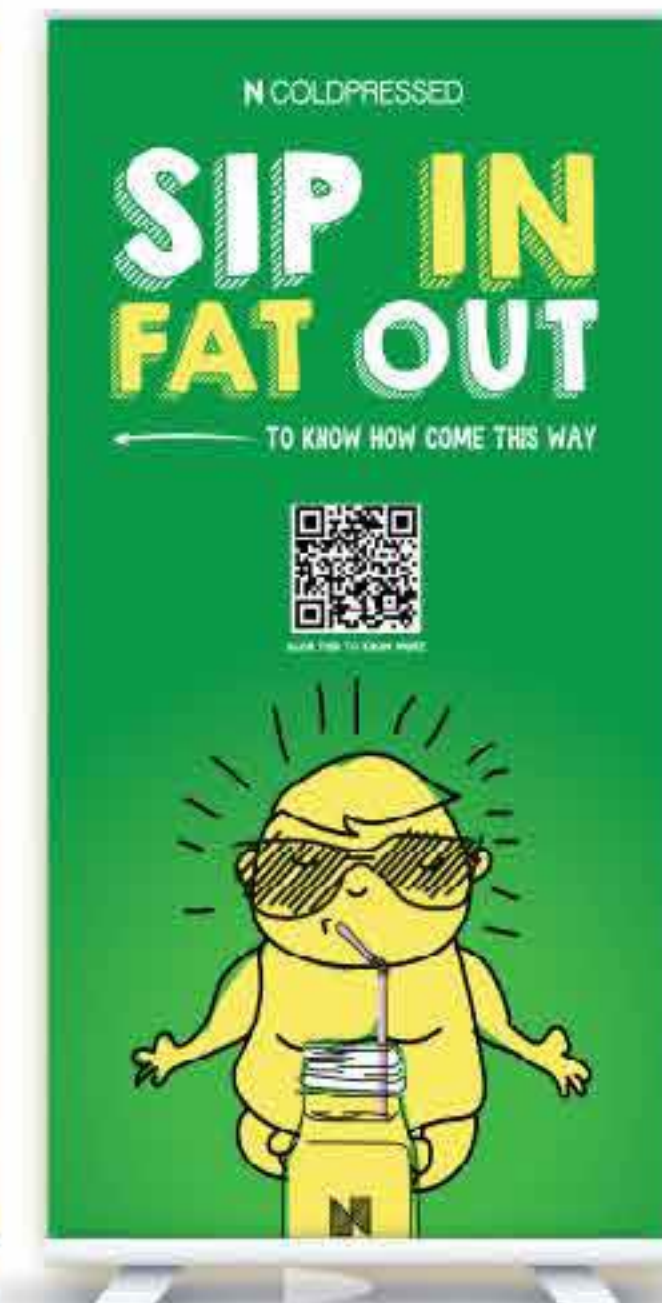
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notifications

Accepts payments  
via any UPI/QR code

Notifies in English,  
Hindi & other  
regional languages









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- Get a special Rajmaan laddoo!
- Inside the laddoo is your exclusive offer!
- Reveal it & claim your discount at checkout!

**Shahi Shopping, Shahi Surprises!**



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**Celebrate Eid in Style with Rajmaan!**

Unique Collection for Eid Now Available!  
Premium Men's Ethnic Wear

**BUY NOW & GET EXCLUSIVE OFFERS!**

**Limited Time Offer  
Don't Miss Out!**

Style. Tradition. Elegance.



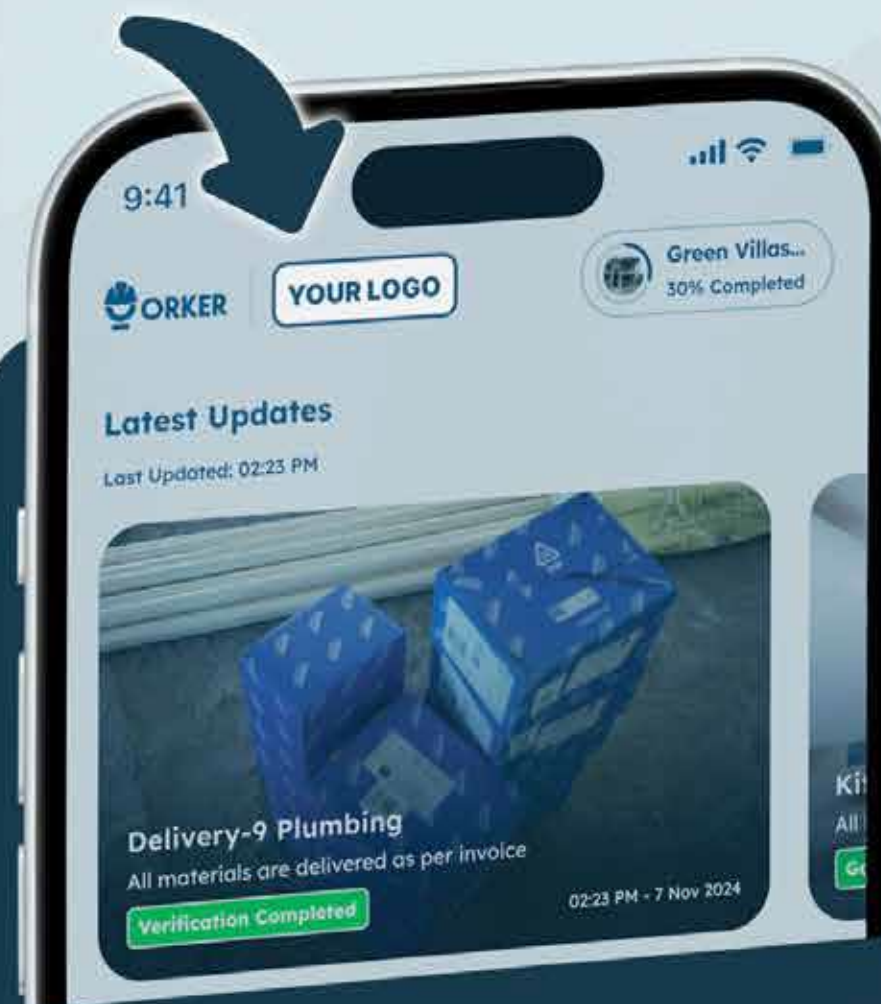




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PACKAGING













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# SOCIAL MEDIA POSTS





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**Advantages:**

- High elasticity and tensile strength for durability.
- Resistant to corrosion, chemicals, and environmental elements.
- Withstands high hydrostatic pressure and seismic forces.

**Uses:**

- Prevents water seepage at concrete joints in construction.
- Provides a seal for water retaining structures such as water tanks and swimming pools.
- Applied in basements, foundations, and below-ground constructions to protect against water ingress.

**Applications:**

- Concrete joints in RCC masonry for water-tight sealing.
- Structures exposed to temperature changes and foundation settlement.
- Earthquake-prone areas for enhanced joint movement protection.

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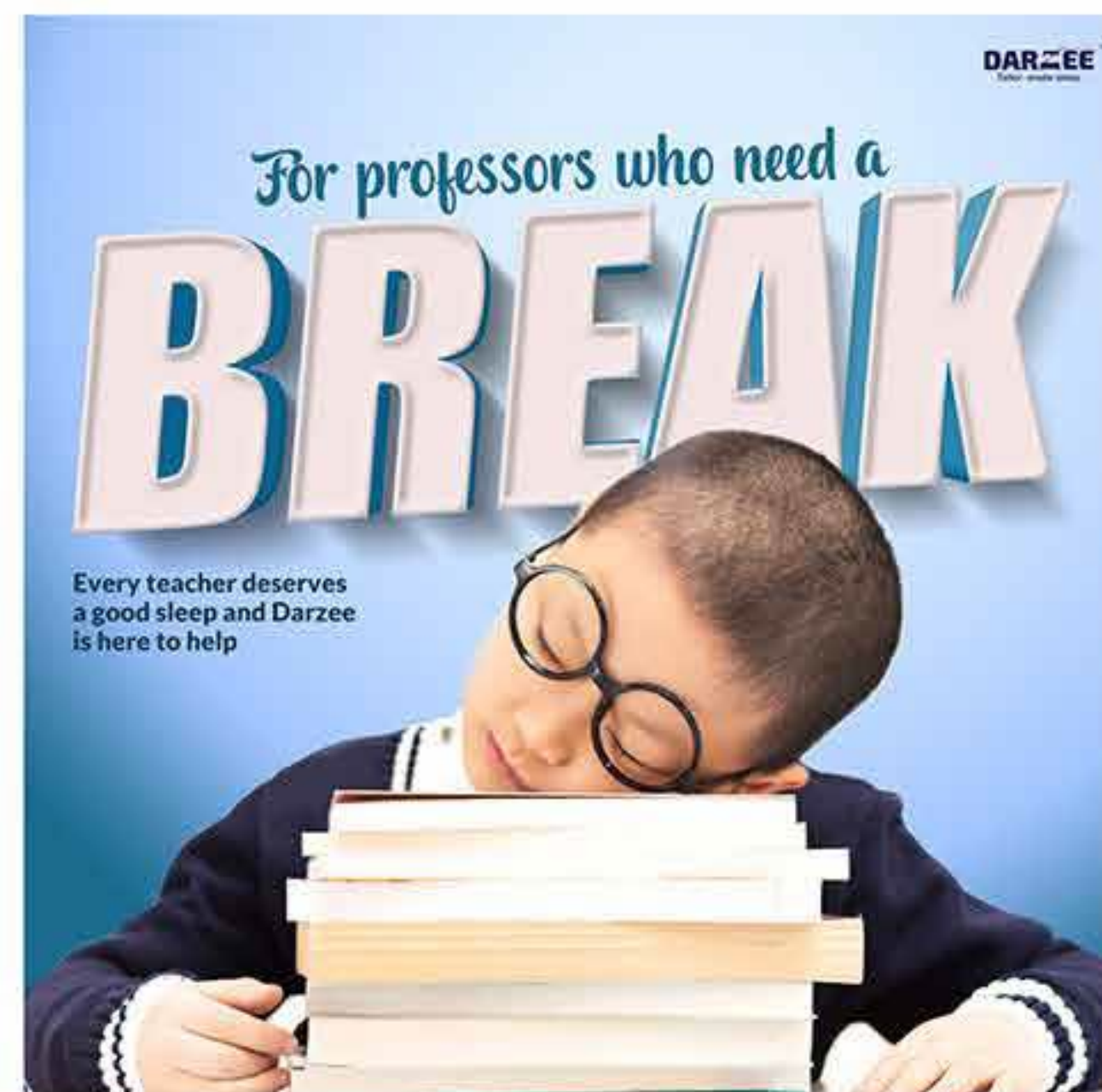
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LET THE  
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LIVE THE EXPERIENCE





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EDOMOTICS

Something  
**BIG**  
is coming





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JUST ANOTHER DAY IN OUR KITCHEN



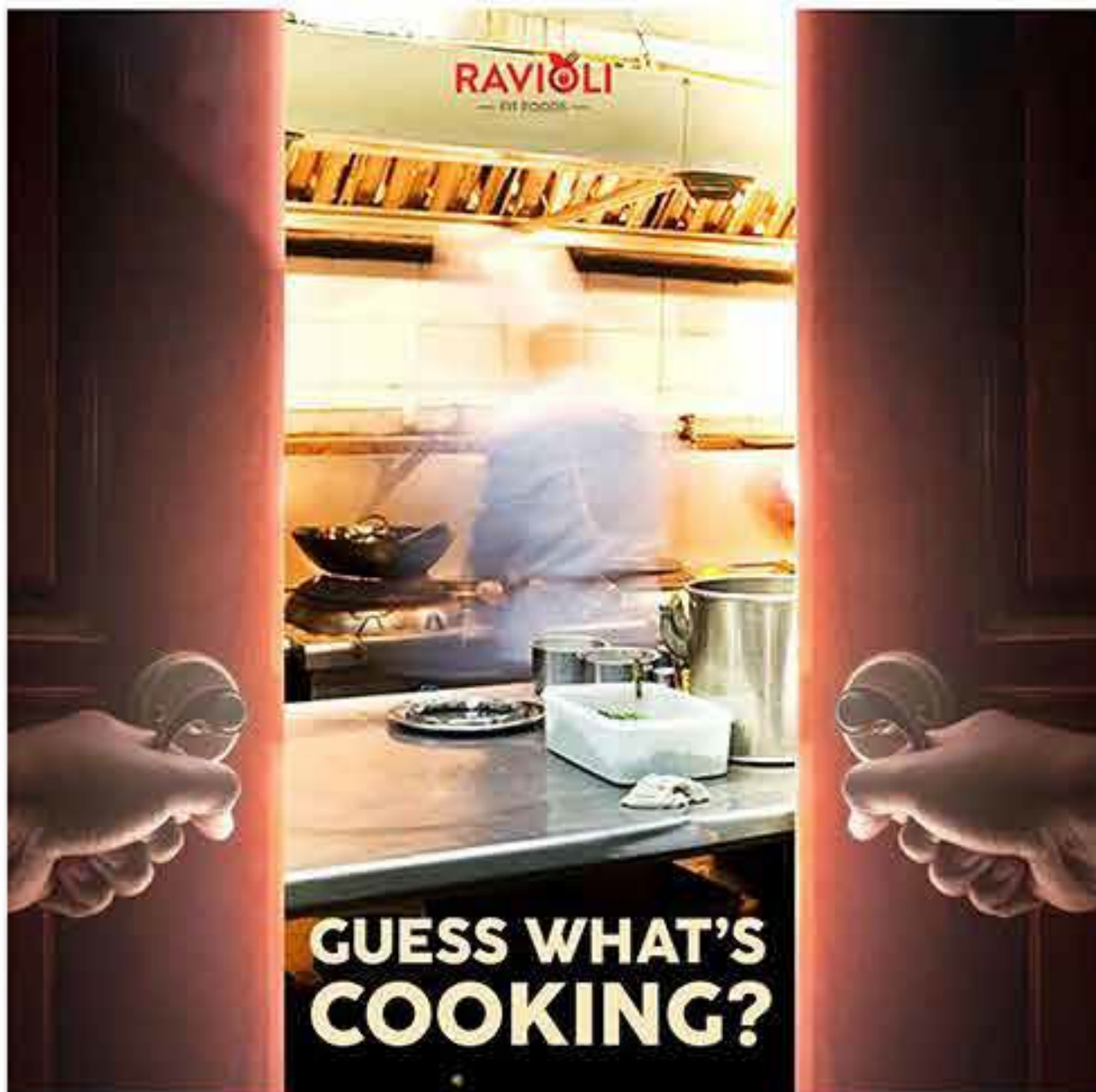
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GUESS WHAT'S  
COOKING?



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Wish we could  
**cut FAT** this way  
Try Ravioli fit foods this year !



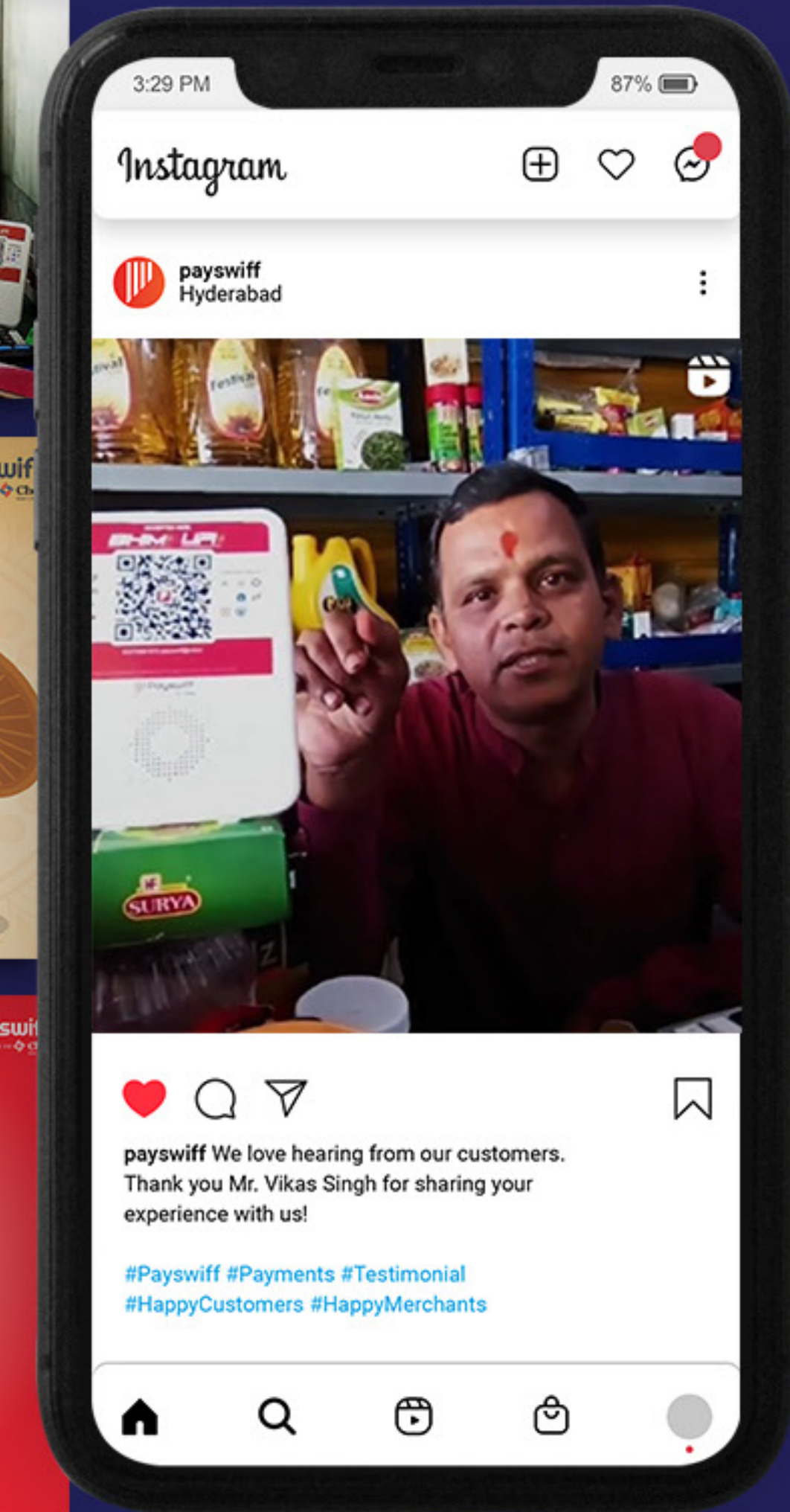
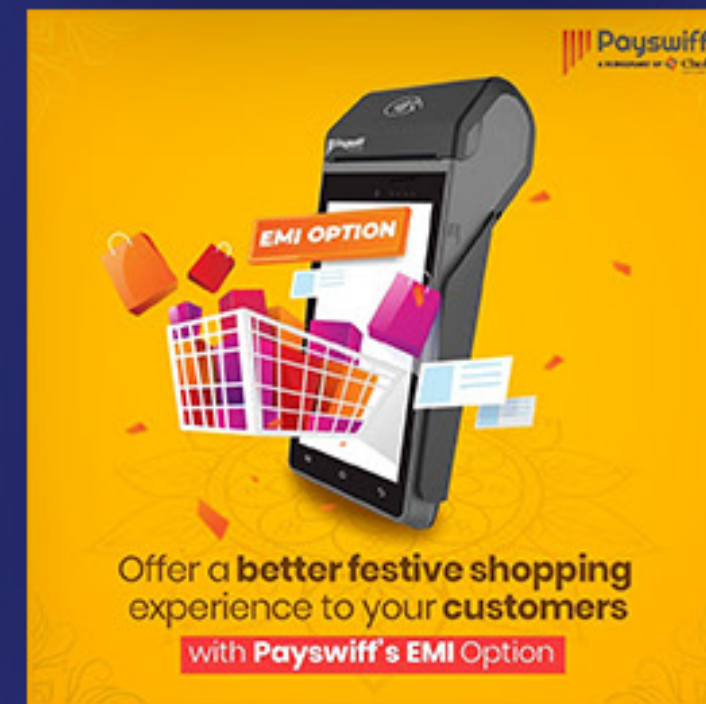
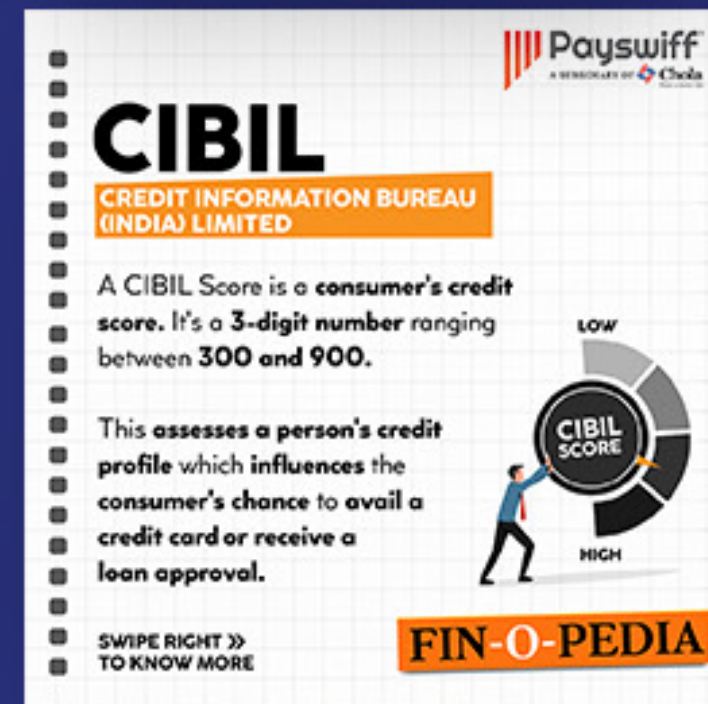
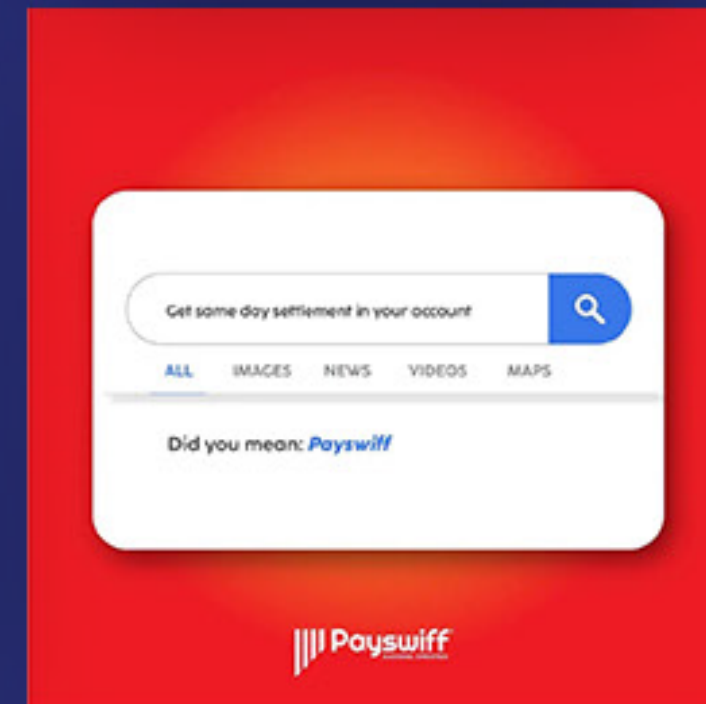
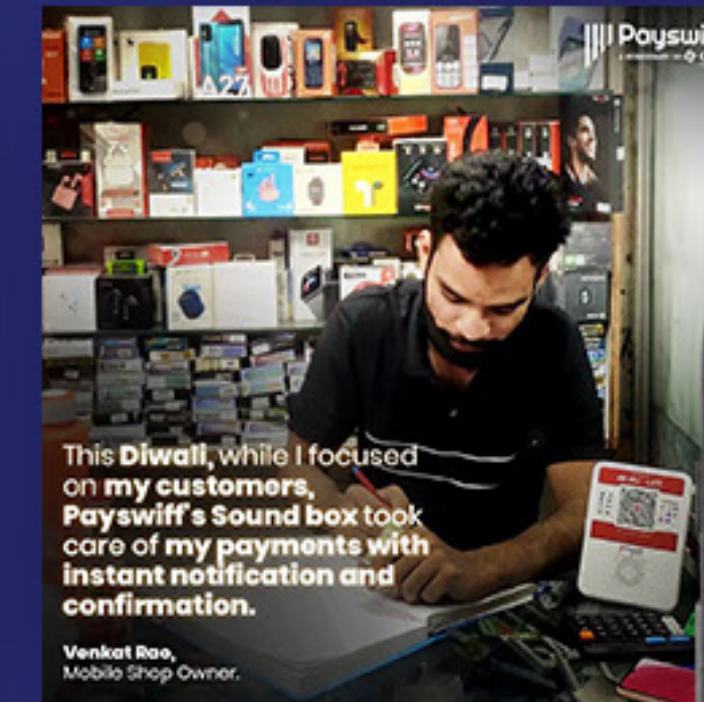
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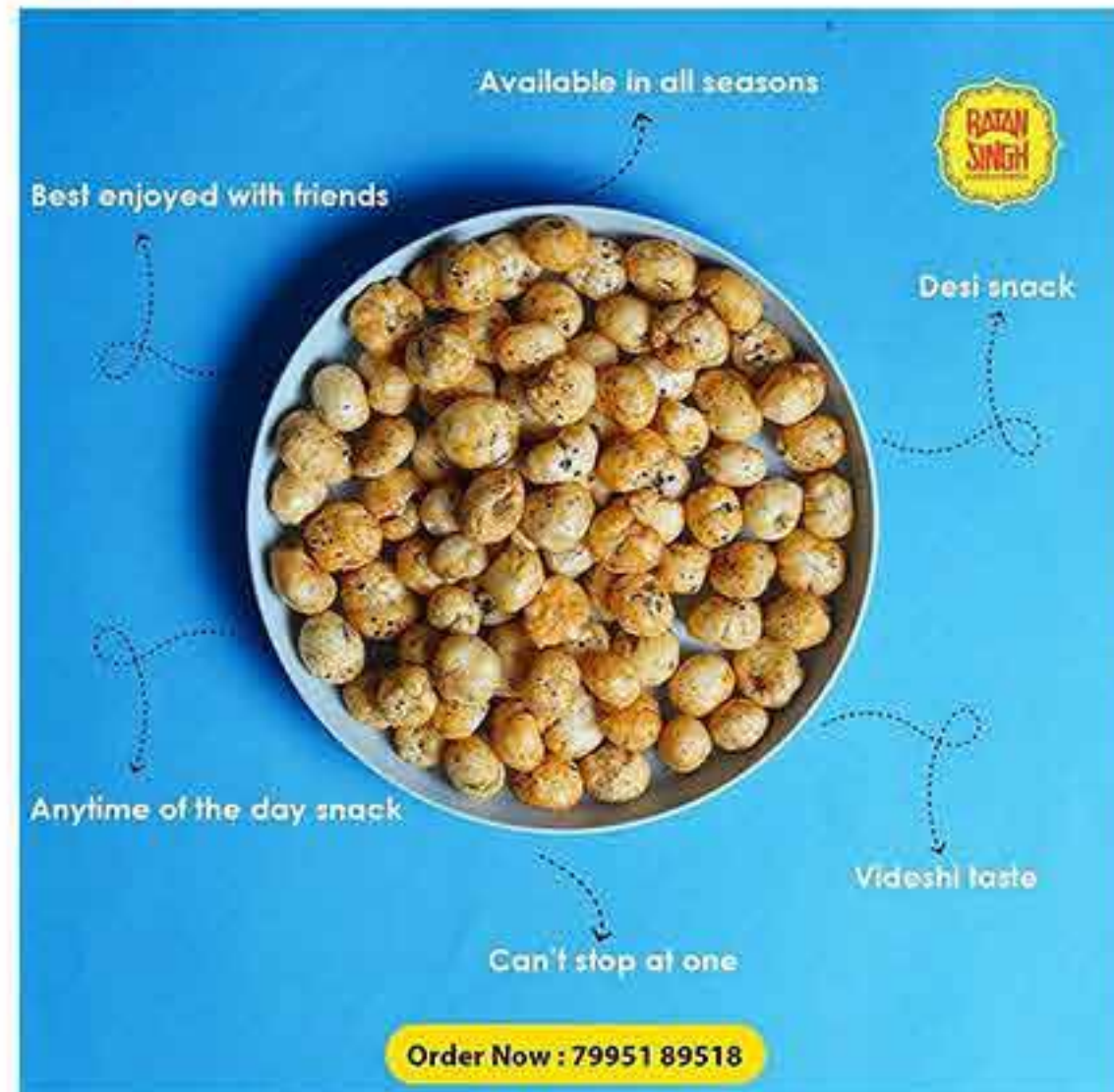
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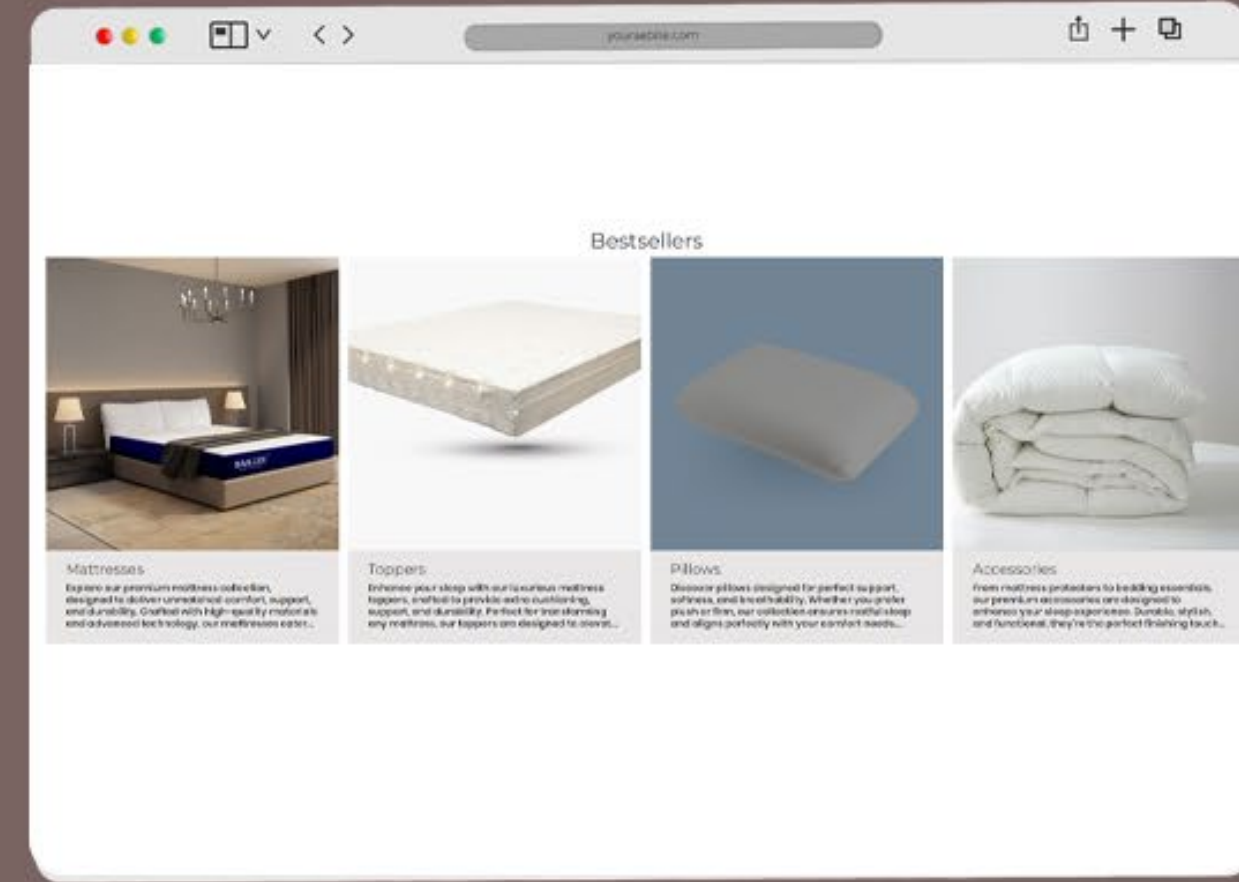
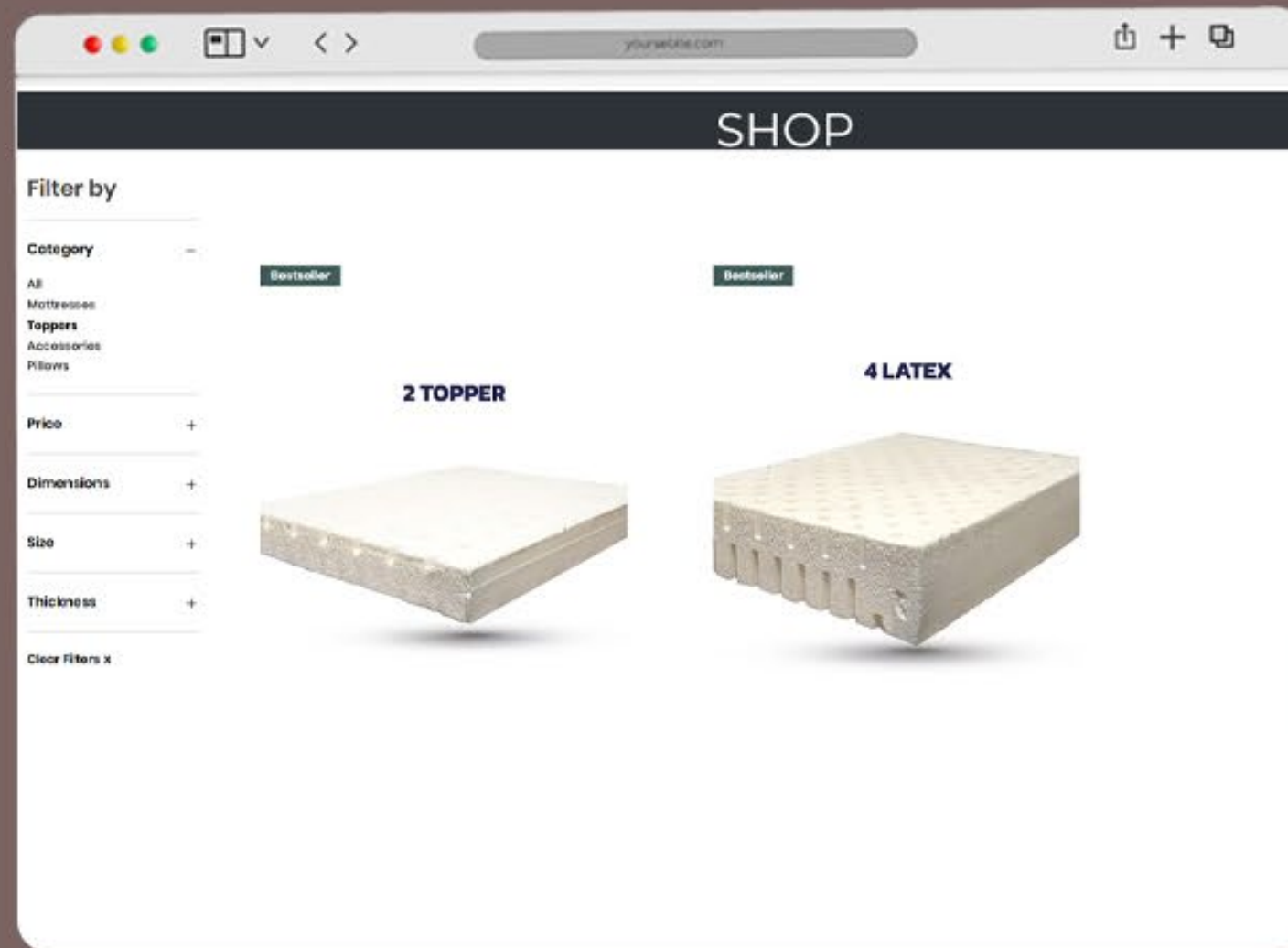
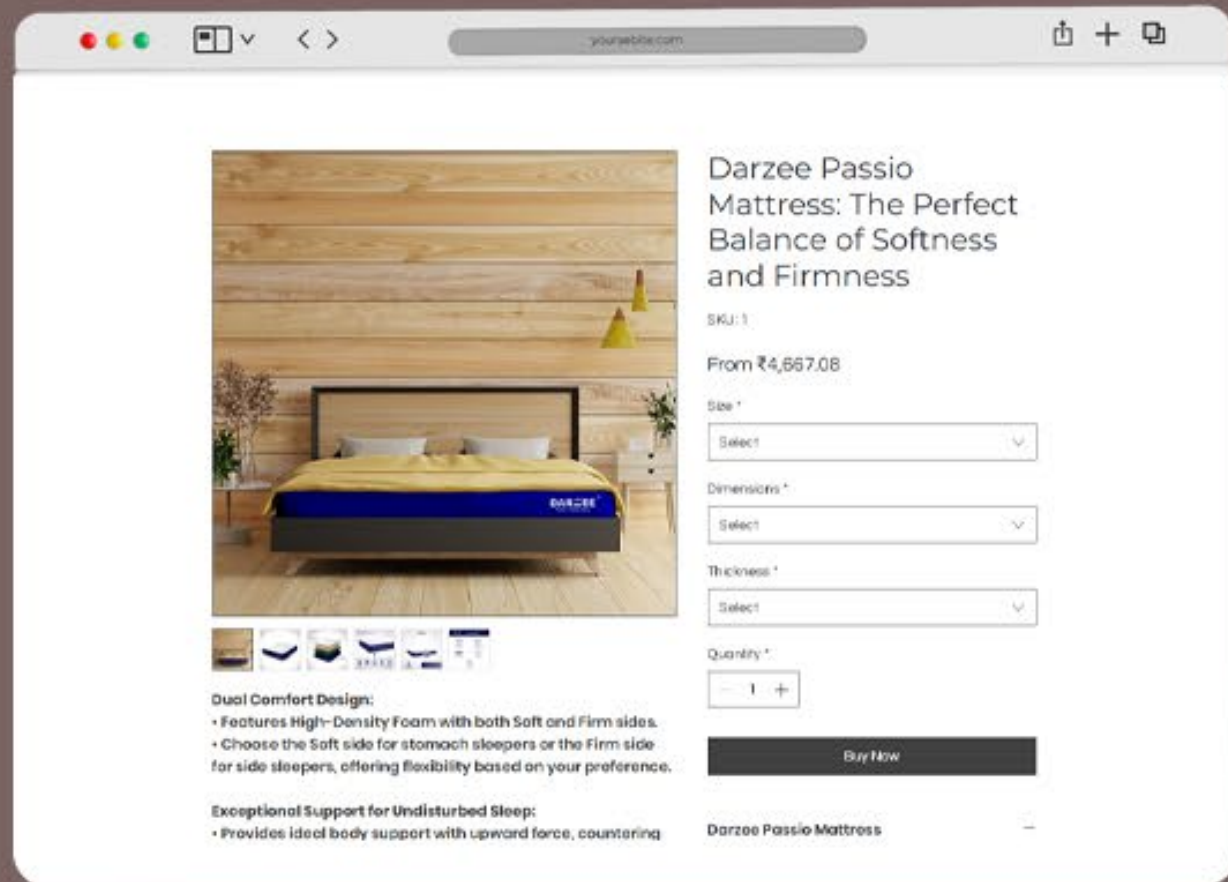
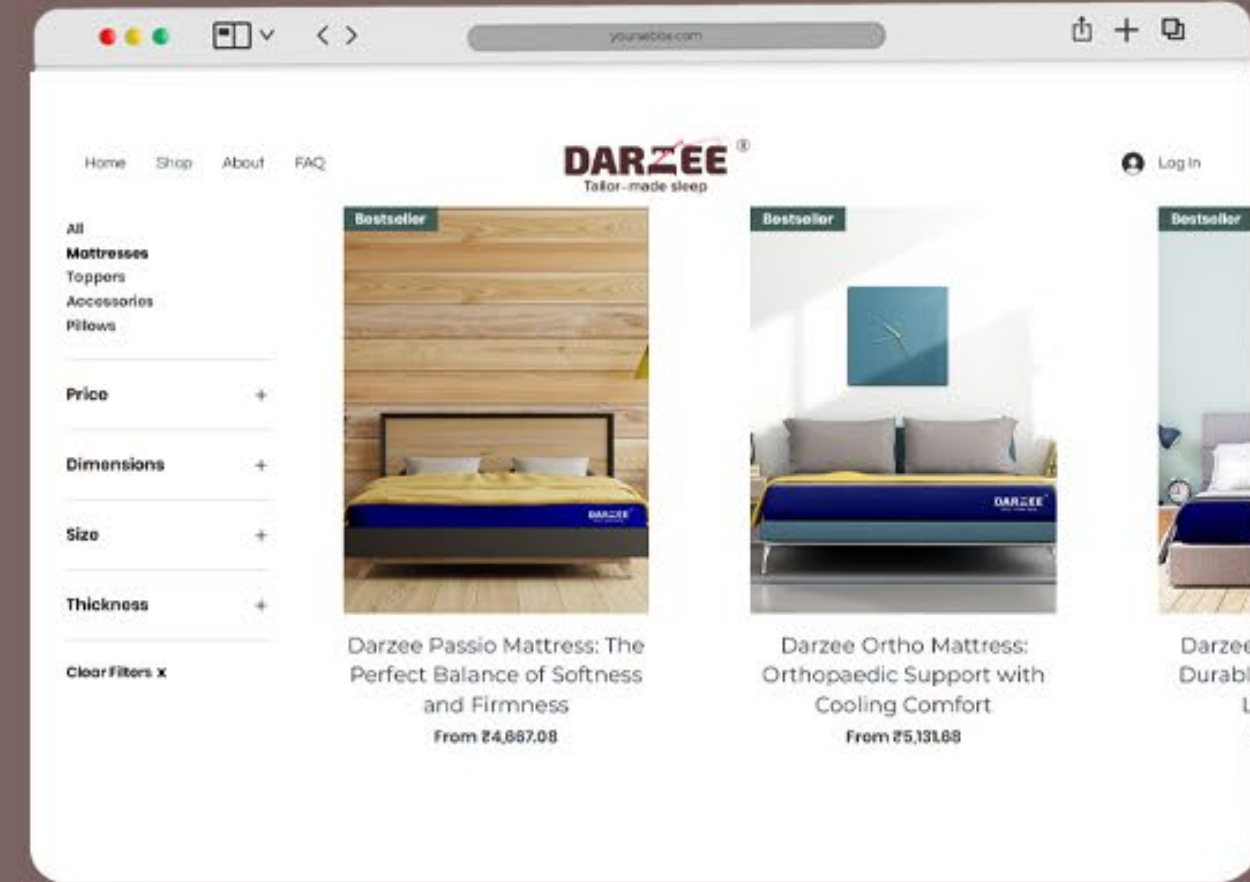
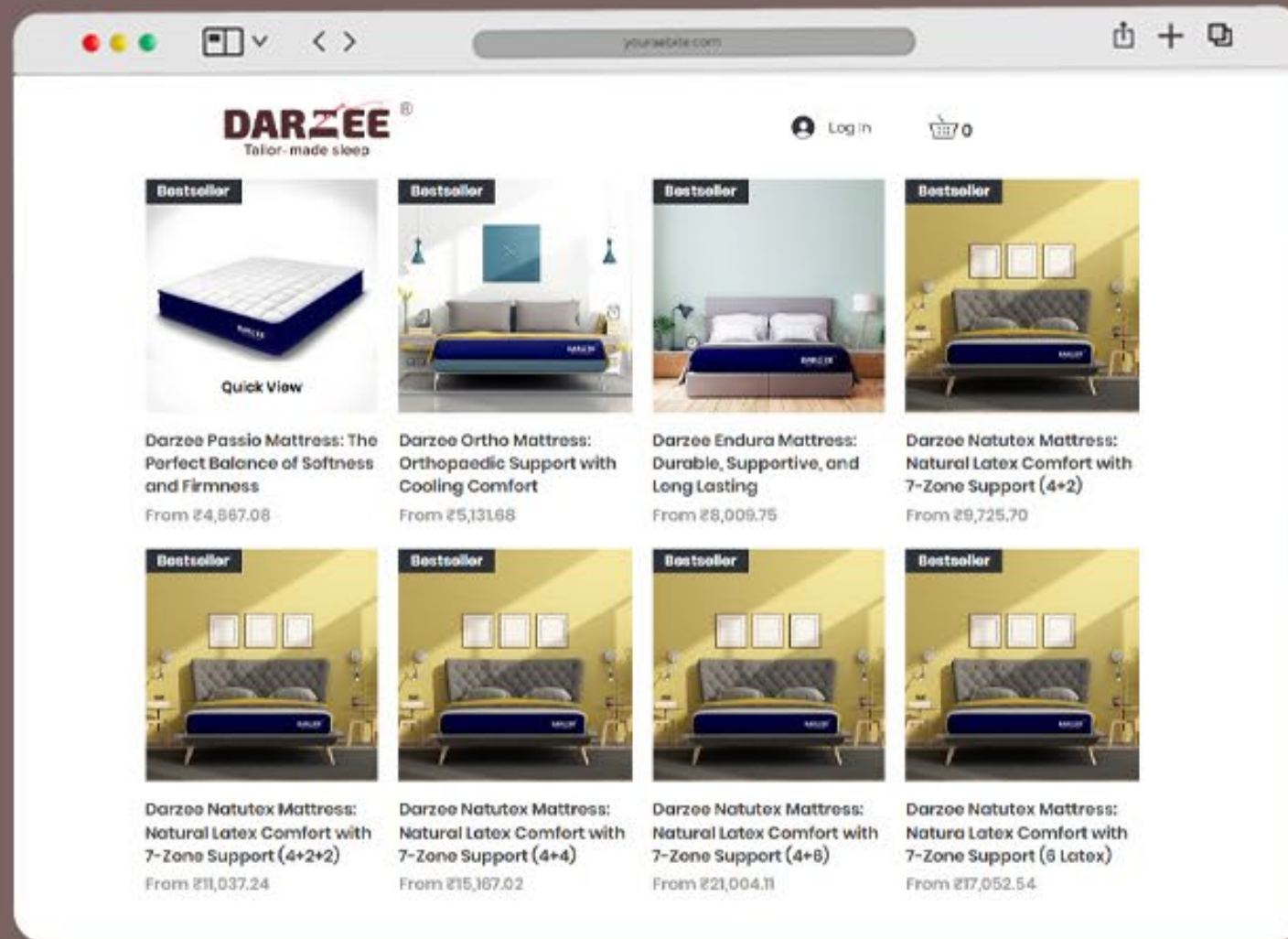
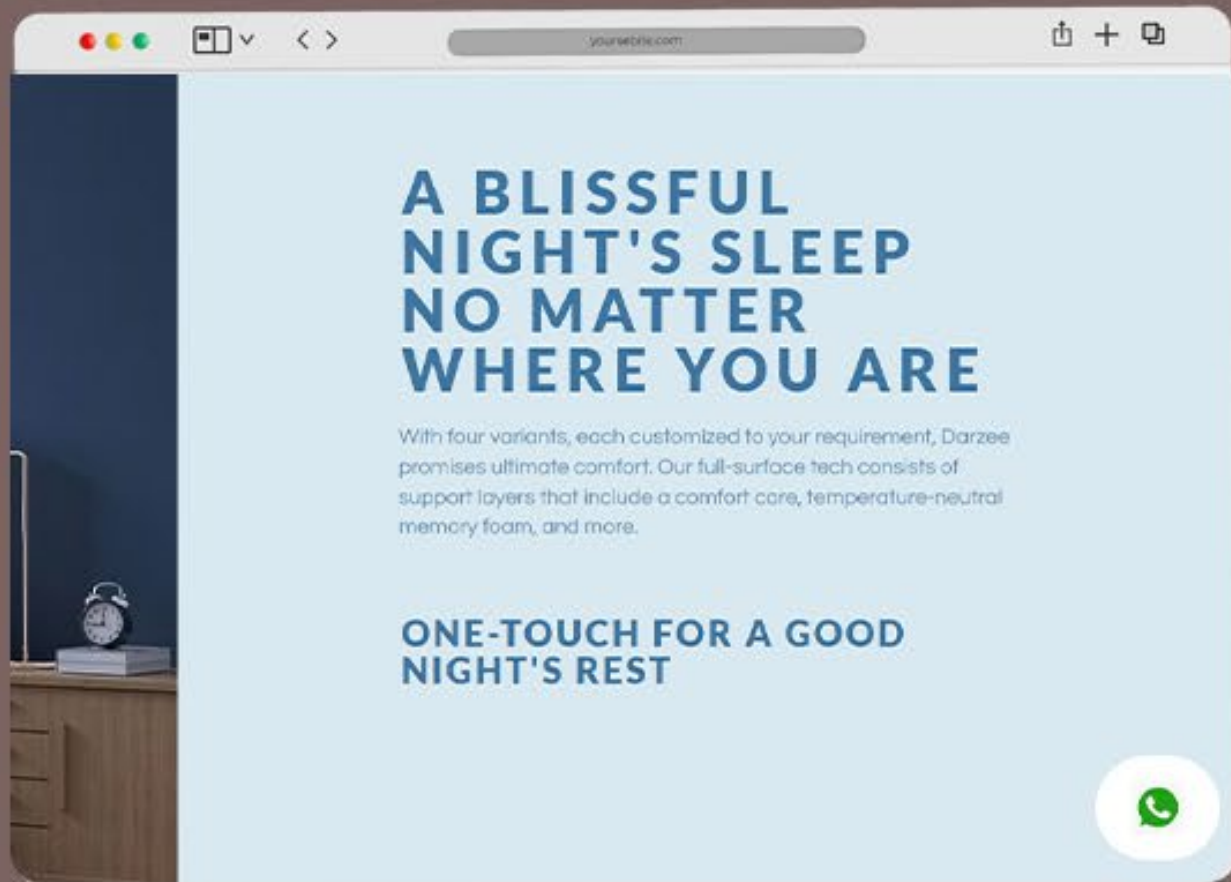
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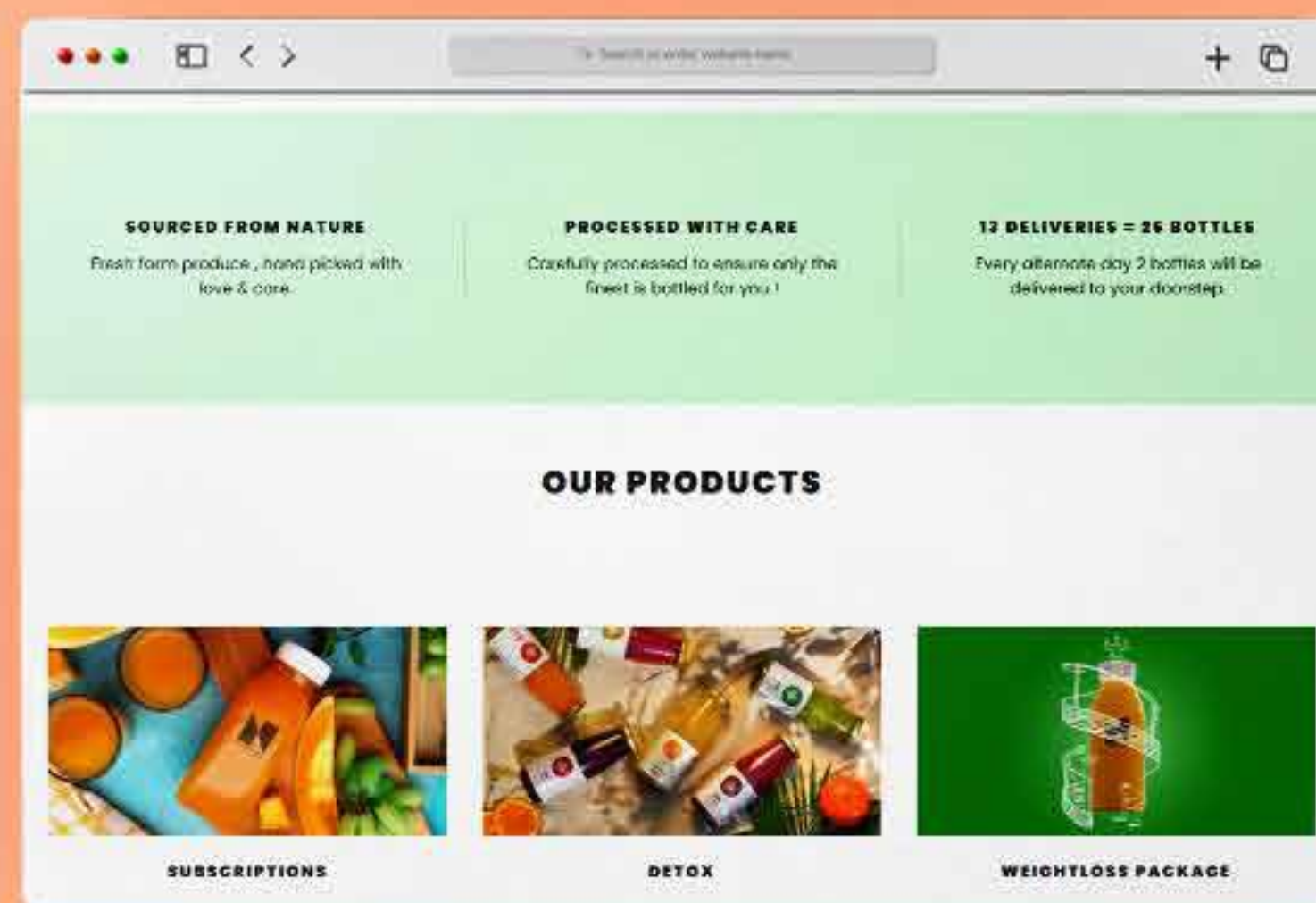
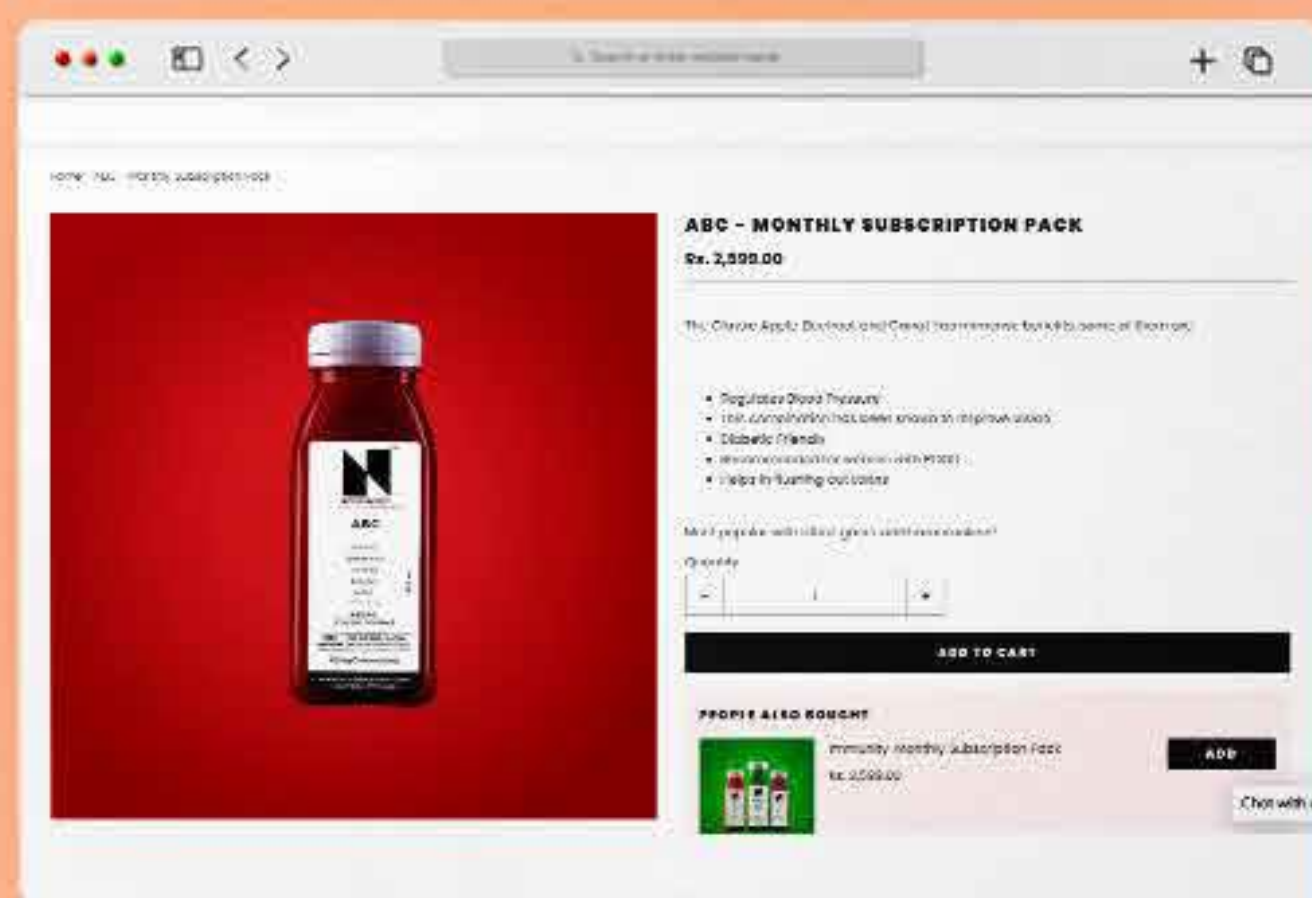
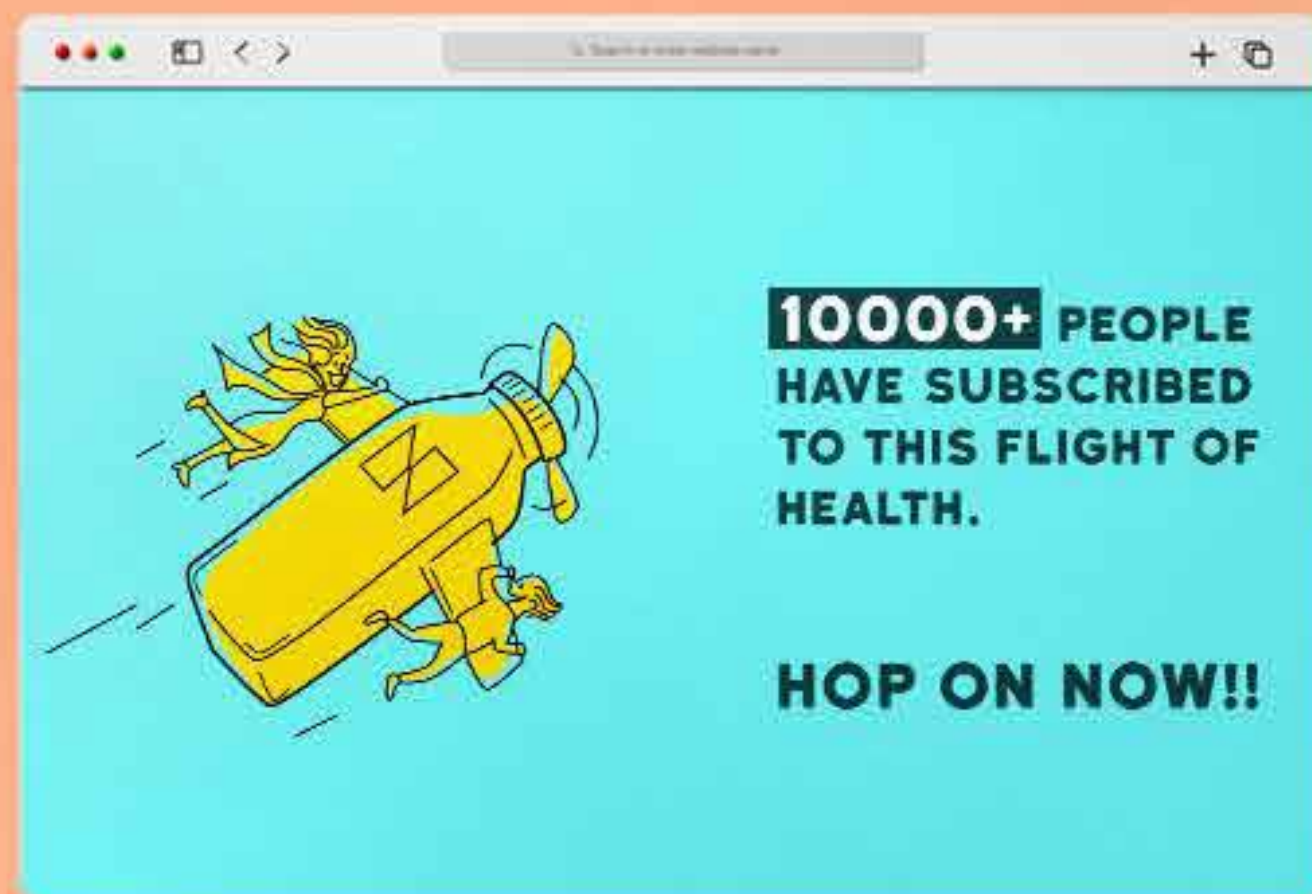


WEBSITE

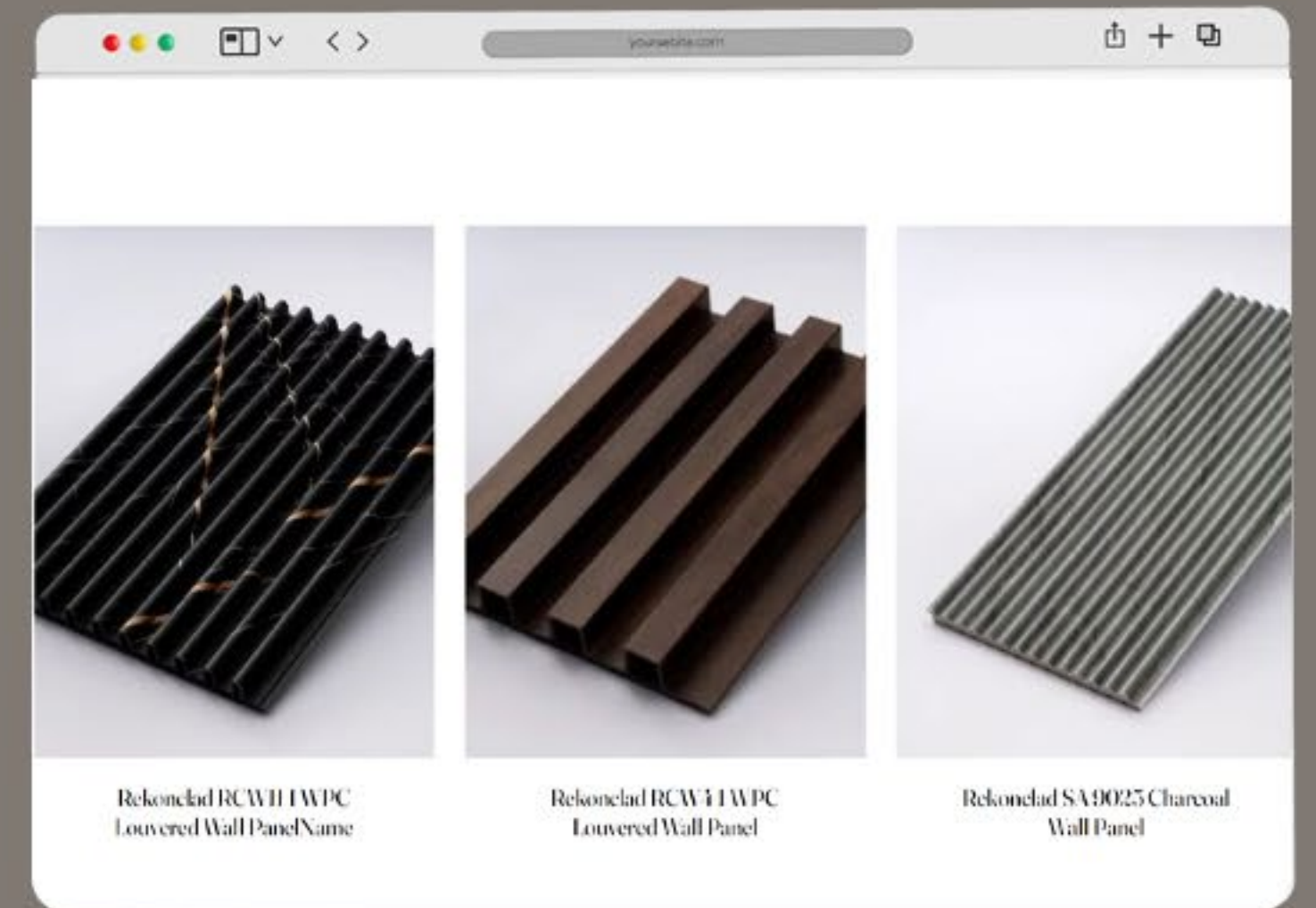
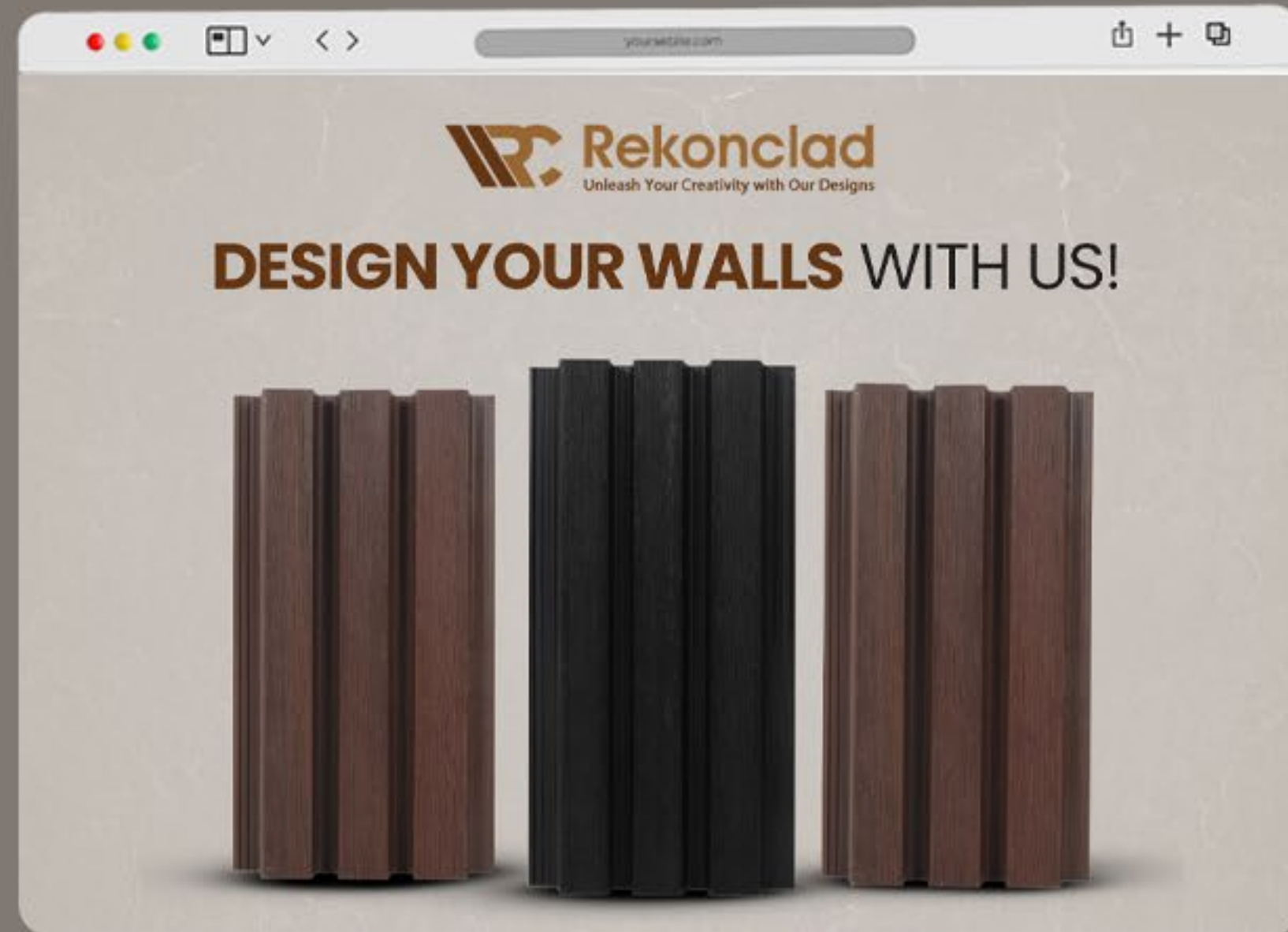
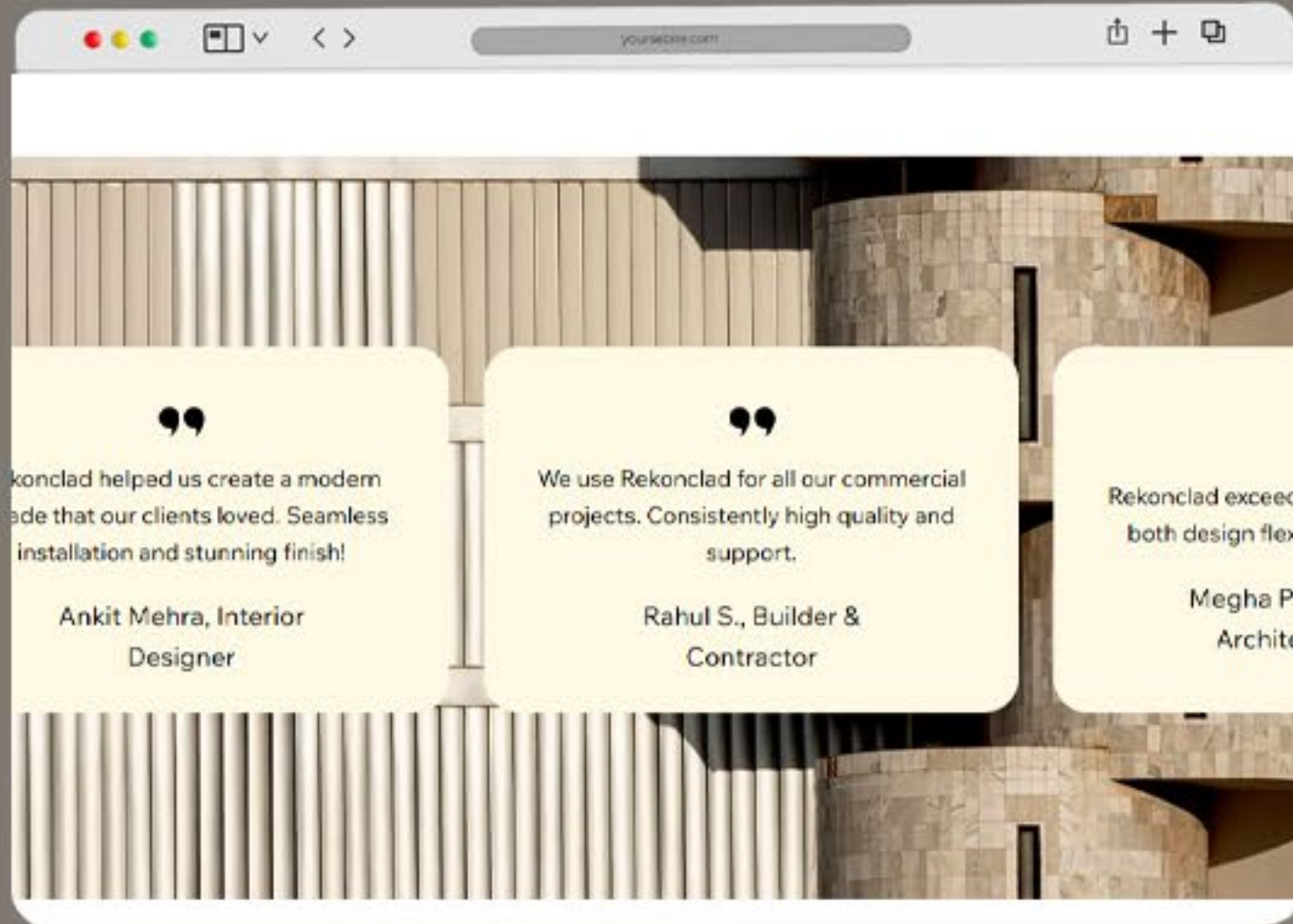




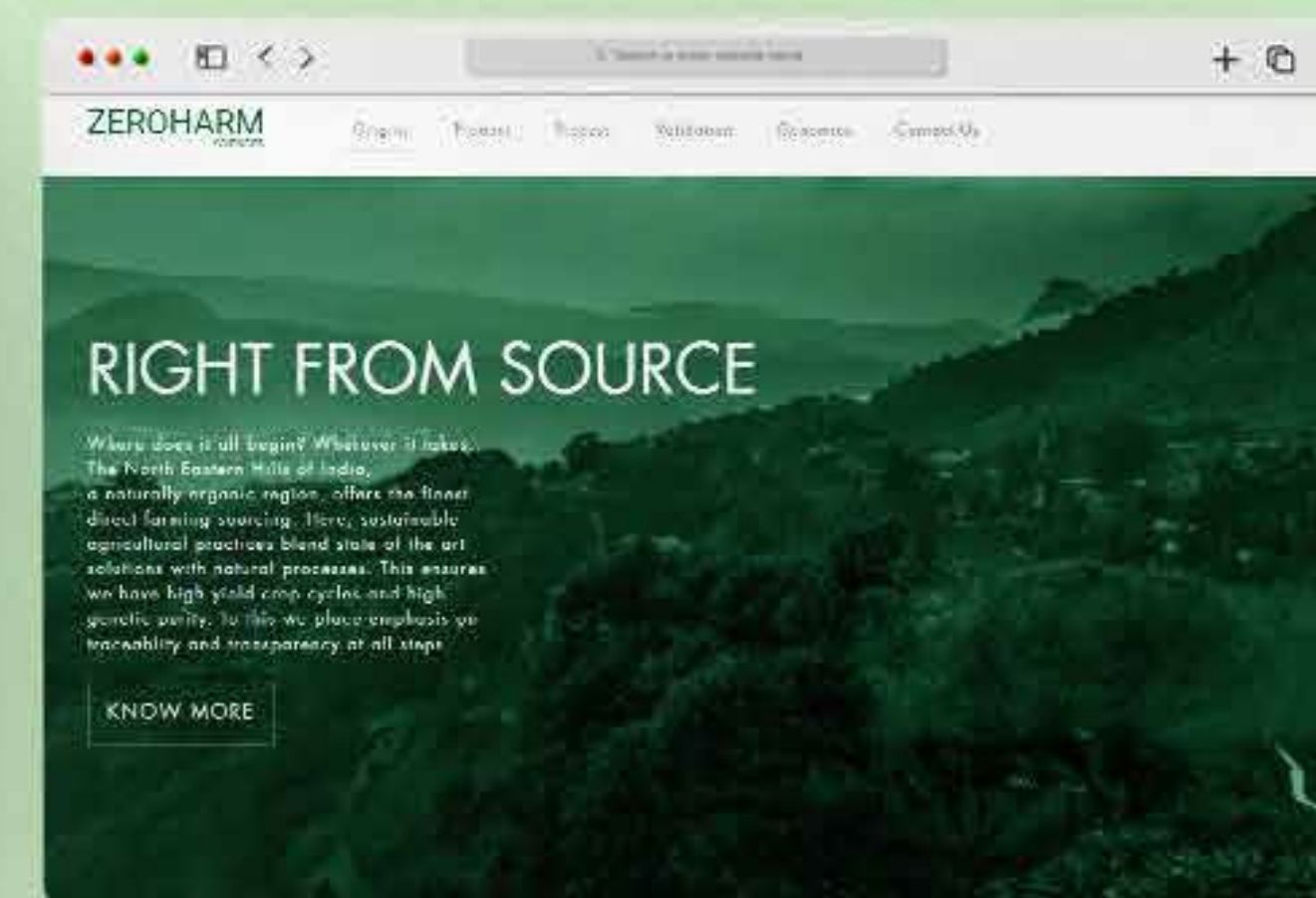
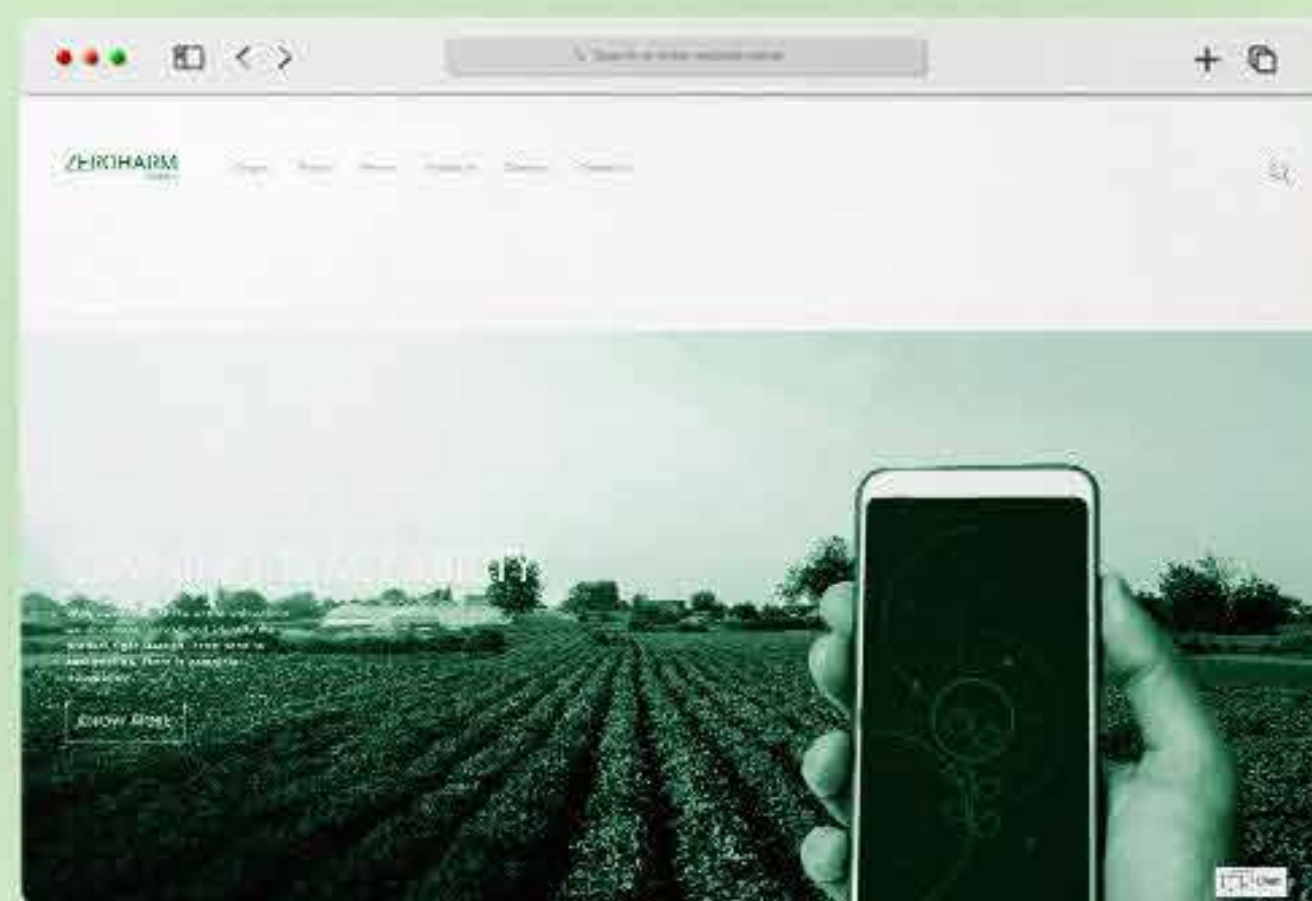
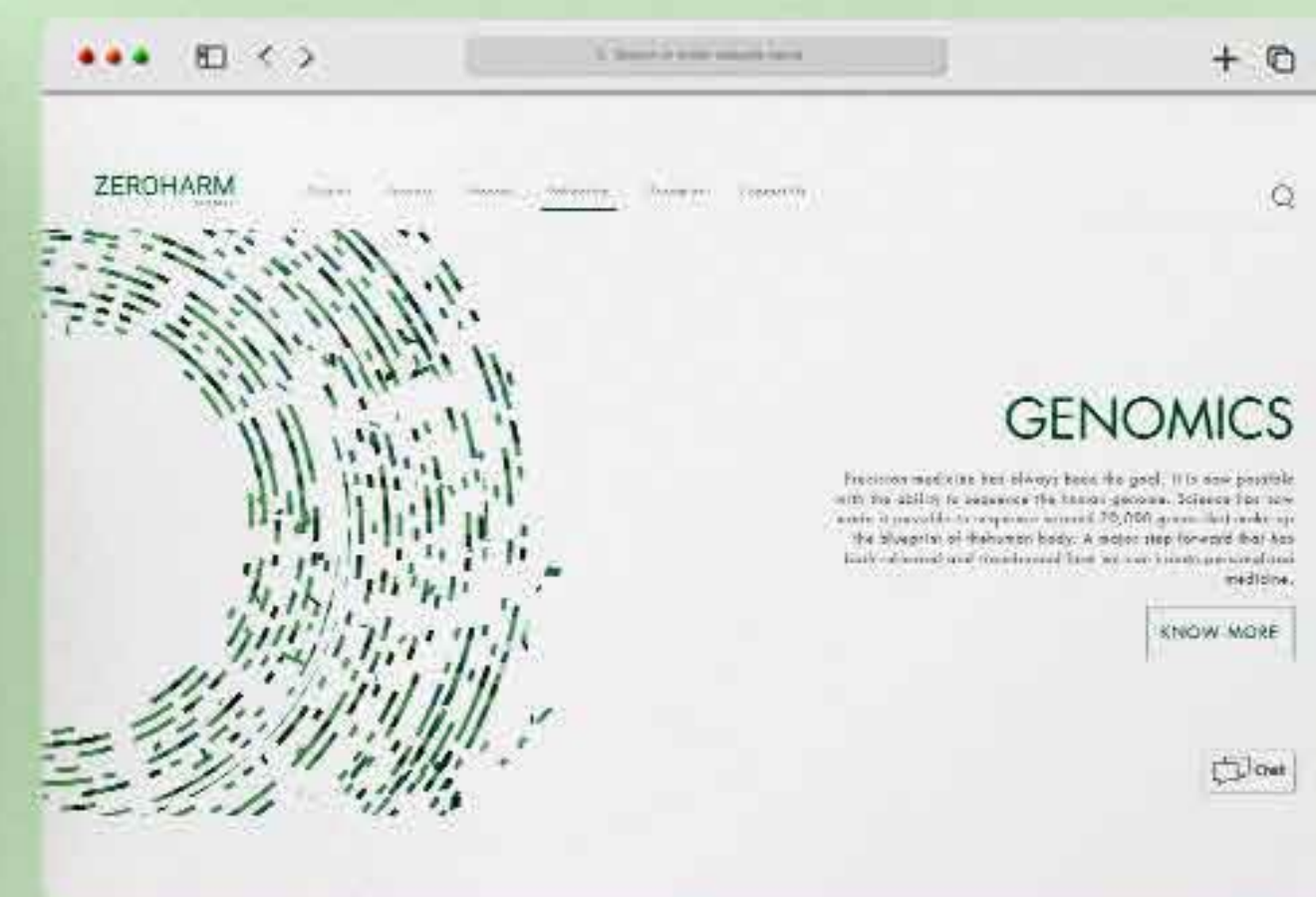
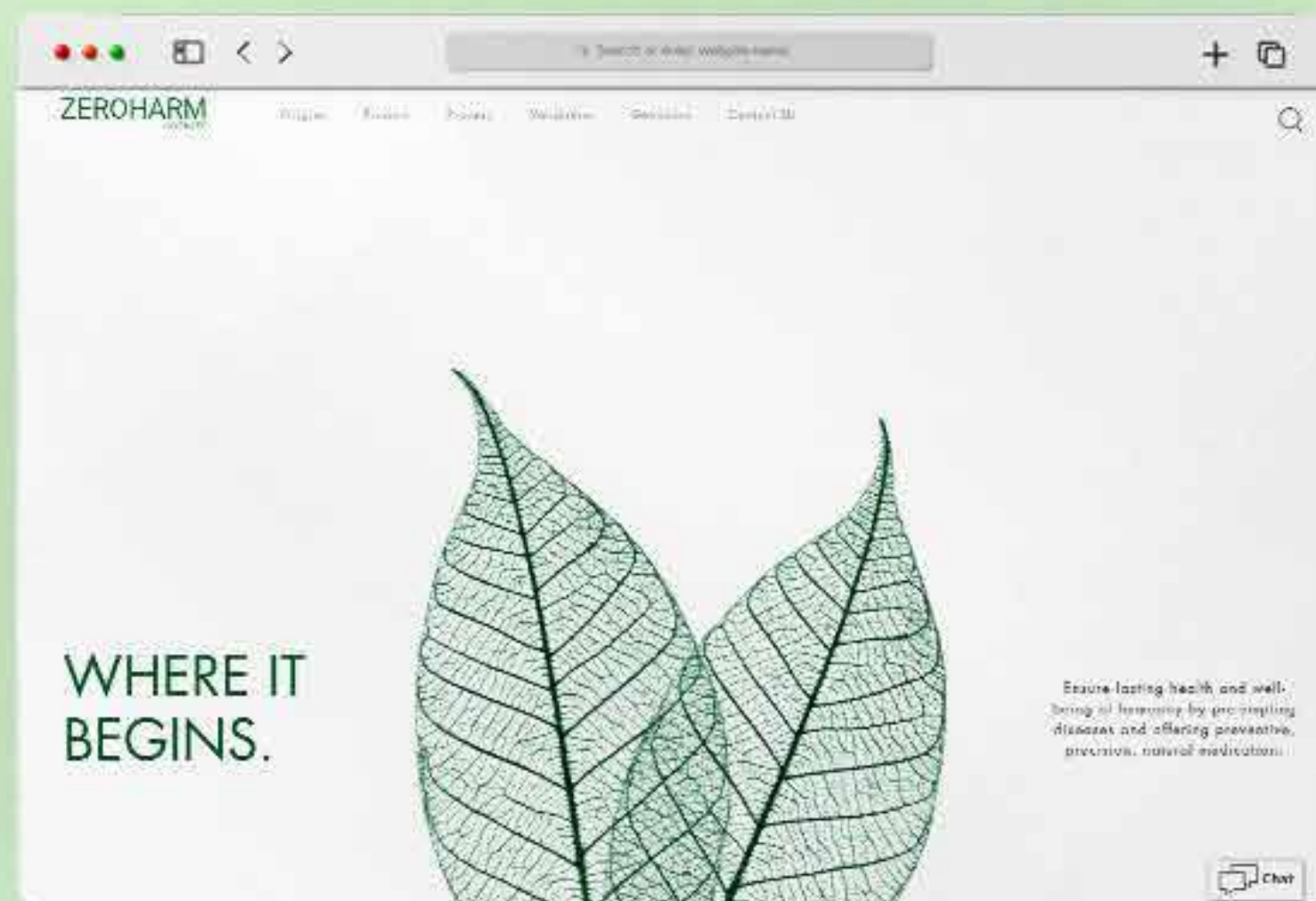














PHOTOGRAPHY































# DIGITAL MARKETING

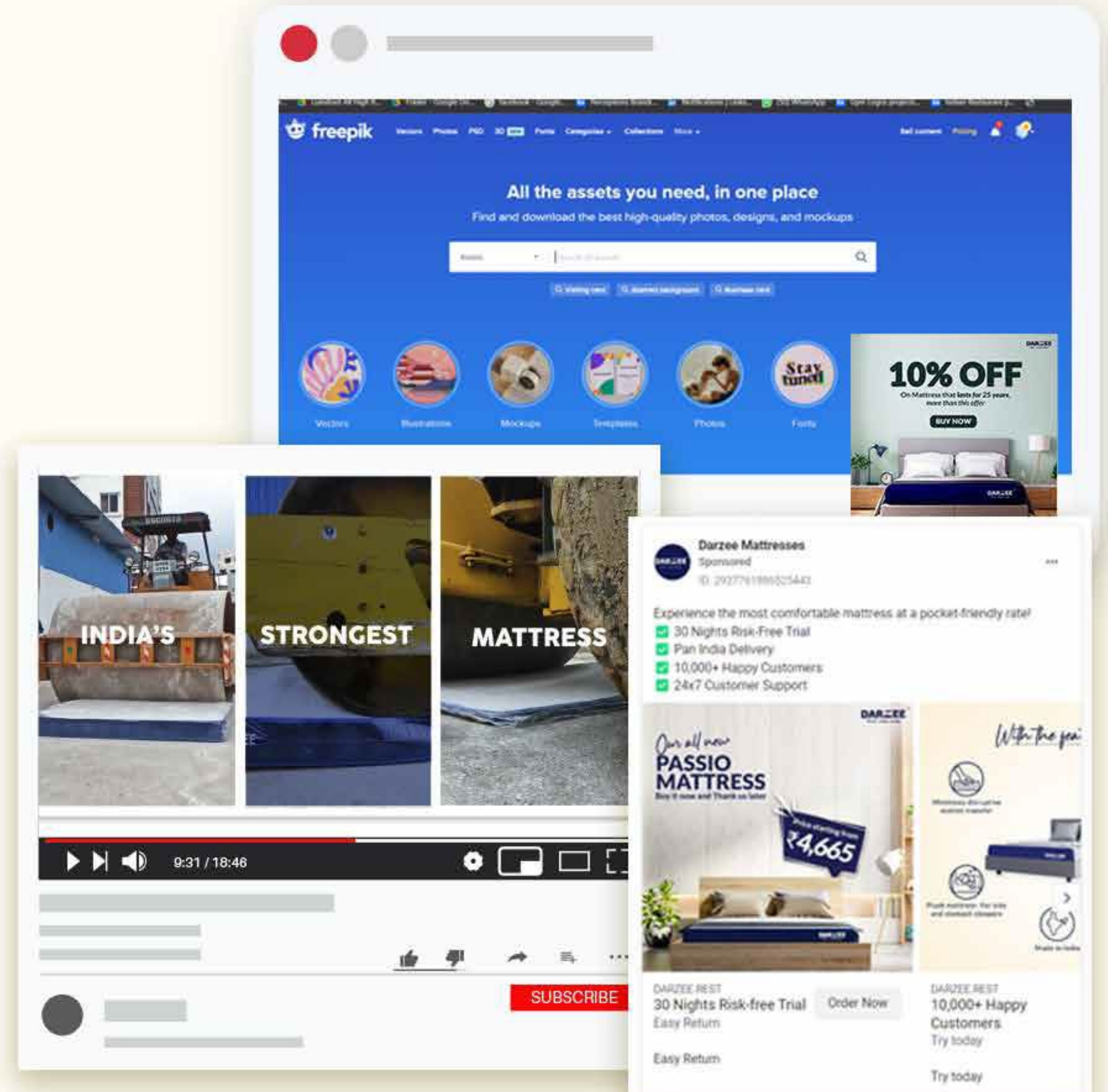


Our **Digital Marketing campaigns** have increased the overall website traffic of our clients on an **average by +759%** .

An **average ROAS** between **8 and 9**.

And have **increased the online leads** by over **+270% on an average**.

We have also **successfully brought down** the **Bounce Rate to an average of 8-10%** for a **few of the websites** of our clients.





SOME OF OUR CLIENTS





# SOME OF OUR CLIENTS



We are overjoyed to have served **100+ clients** in the **first 1.5 years** of incorporation. And today, after 4+ years we take pride in being the **catalyst for the progressive growth** of more than **375+ brands**.



FOR ANY ENQUIRIES , DO CONTACT

**HIMUNGSHU KASHYAPA**

CEO

PERCEPTIONS

**96555 04405**

**[himungshu@perceptionsbranding.com](mailto:himungshu@perceptionsbranding.com)**

