



Resources Pvt. Ltd.

24 YEARS OF
MAKING A DIFFERENCE

WE MAKE

THE DIFFERENCE

#MakeADifference

www.uirpl.com

 Proudly Made in INDIA

SIMPLE, CLEVER, CONSISTENT

Our company truly stands by its name **'U & I'**
Where we understand your needs
and cater them with infinite gallery of
ideas and creativity



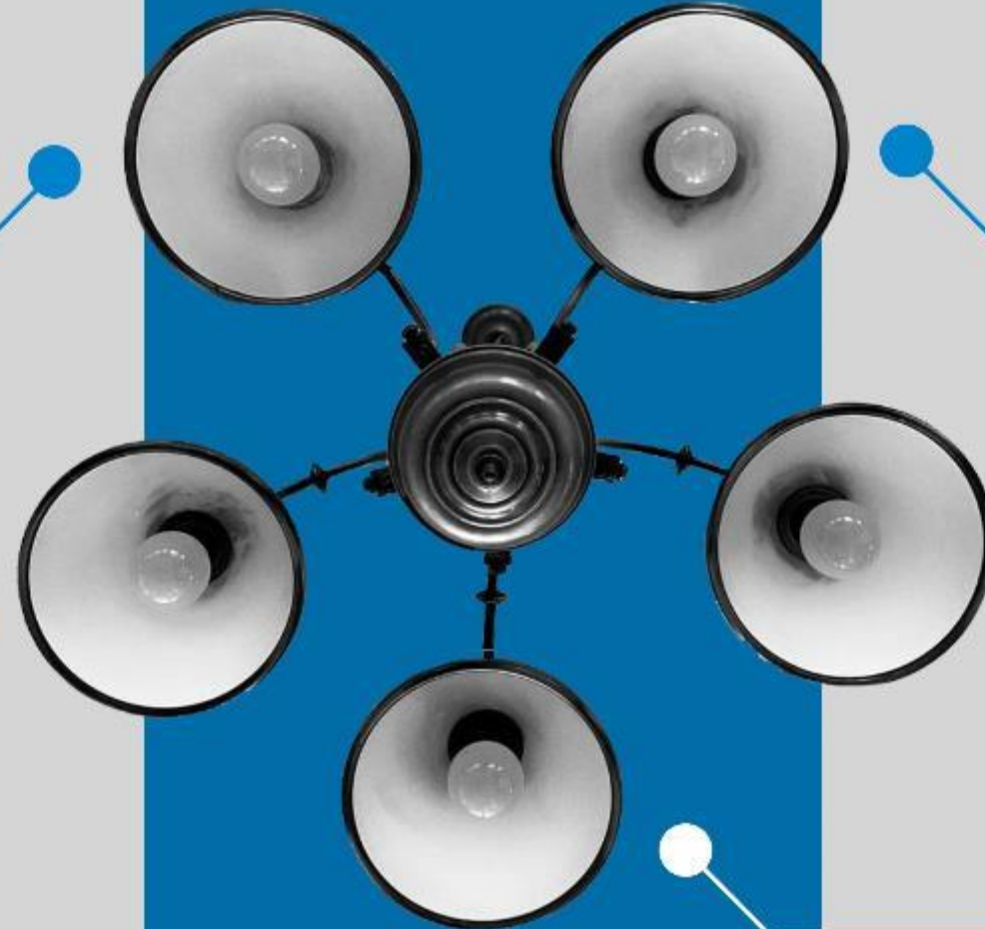
Verticals



**Strategic
Brand Consulting
And Creative Design**



**Project
Marketing
Consultancy**



**Product and Services
Sourcing**



**Digital
Marketing**



Exhibitions, Events & MICE

Our Experience



20+ Years of Global Experience

Engaged in Four Key Areas

Building Successful Partnerships

360° Brand Solutions

We will change
how people think and feel
about your brand



Strategic Brand Consulting And Creative Design



From idea to implementation to end results

All your communication needs are fulfilled here



Strategic

Brand Consulting and Creative Design



Strategic
Brand Consulting



Creative Services &
Design



Media
Planning & Buying



Digital
Marketing



Audio Video Production &
Post Production



Content
Creation



Product Photography &
Videoshoot



Signage &
Printing

**360°
Solutions**

Single Point In-House Solution

Marketing Strategy & Brand Development



Brand Design

Research & Data Analysis

Strategy

Media Plan & Activation

Strategic Marketing & Communication Development



Creative Services



Graphic Design

- ✎ Brand Design
- ✎ Communication Design
- ✎ Ad Design
- ✎ Marketing Collaterals
- ✎ Digital Creatives
- ✎ Packaging Design
- ✎ UI Design
- ✎ Event Creatives



Audio & Video Content Creation

- ✎ TV Commercials
- ✎ Corporate Video
- ✎ Feature Films, Documentaries
- ✎ 2D & 3D Animation Films
- ✎ Radio Jingles
- ✎ Croma Shoot & Keying
- ✎ Sound Design
- ✎ VR, AR
- ✎ Product Photography & Videography



Post Production

- ✎ Editing
- ✎ Dubbing
- ✎ Foley
- ✎ Mixing & Mastering
- ✎ Subtitling
- ✎ Grading & Color Correction
- ✎ Voice Over

Digital Experience



CAMPAIGN
MARKETING

SOCIAL MEDIA
MARKETING

DIGITAL
PR

CONTENT
MARKETING

EMAIL
MARKETING

SEO

CONSUMER
ENGAGEMENT

DIGITAL
TECHNOLOGIES

Accreditations



in association with



This is to certify that

Chintan Gandhi

has successfully completed the 6-month online program
and has been awarded the

Post-Graduate Certificate in
Digital Marketing
and Communication

on

January 9, 2019
12420501

Jay Trivedi

DR. JAY TRIVEDI
Program Director

S. Mehta

DR. SHAILENDRA RAJ MEHTA
President & Director

[Signature]

DR. ANITA BASALINGAPPA
Chairperson, Online Programs

[Signature]

DR. PREETI SHROFF
Dean

Accreditations



CERTIFICATE OF RECOGNITION



Vidhi Vora

is hereby recognized for her inspiring and remarkable contribution in the field of Marketing. Agency Reporter applauds your efforts in challenging the status quo and emerging as a winner, against all odds.

A handwritten signature in black ink, appearing to read 'Rahul'.

Rahul Puri
Founder & Editor
Agency Reporter

An initiative by



Brand Conformance

Policies

Statements

Accessibility

Conformance Claims



Brand Experience



Our Journey So Far Credentials...

350+

No. of Clients

2000+

No. of Projects
Delivered

13500+

Hours of Research

200000+

No. of Creatives

20

Years of Experience



Delivered

CASE STUDIES & PORTFOLIO

Client: Vodafone India

Problem :

- Saturated urban market as per company
- A huge gap was seen in rural market which had huge potential
- The company wanted some innovative solution to increase subscriber base

- Conceptualized and suggested the plan for rural penetration with “Har Gaon Hutch Gaon” in year 2005
- Performed GIS survey and GEO mapping for entire plan.
- Planned the overall execution in Gujarat for 1632 towns for one year.
- The company's subscriber base increased from 20 lac to 40 lac in just one year and reached to 1 cr. subscribers in 2009.
- Seeing the success ratio the company gave the open work order for 3 states
- The consolidated value of contract was worth Rs. 6.7 crores



Client: Zota Healthcare Limited

Problem:

- A 20 years old 65 cr turnover company with 27+ brands had zero brand presence in market
- No efforts done on brand development
- The company wanted to establish strong brand presence



India's Leading
Generic Pharmacy Retail Chain

- Started consulting with the company in 2015.
- Developed a new brand DavaIndia and worked towards its expansion.
- 10000+ creatives, 2500+ packaging design, Various presentations, store branding
- Generated leads for franchise through various media campaigns.
- Established 650+ stores across India.
- Identifying PR needs and plan media coverage as per target audience.
- The company now stands at a valuation of 1000+ cr.



Client: Carzspa Autofresh Pvt. Ltd

Problem:

- Running a 10 years old dying car detailing brand of Carzspa
- Very few active franchise out of franchise network of 90 franchise.
- The company was not able to sign new franchise even at ZERO franchise fee
- The brand was about to shutdown due to low or meagre profits
- The brand faced strong competition from local unorganised market of car detailers

- Revamped the brand Carzspa that was on the verge of closing down.
- Launched the brand with new brand identity across India.
- Rebranded 90+ franchises across India
- Turned Carzspa into a successfully running brand with 100+ franchises across India.
- Developed and marketed successfully running e-commerce portal for Autofresh.in



Client: Vodafone India

Problem 1:

- The company wanted to launch a campaign to promote reduced data fares and reduced tariffs in tier 2 and tier 3 cities of Madhya Pradesh and Chhatisgarh.
- The existing campaign zoo zoo failed to connect with audience in targeted area.



- Conceptualized and designed the OOH campaign for Madhya Pradesh and Chhattisgarh.
- One of the few agencies to have conceptualized the campaign for Vodafone.
- Managed entire shoot and post production of the campaign for the brand.



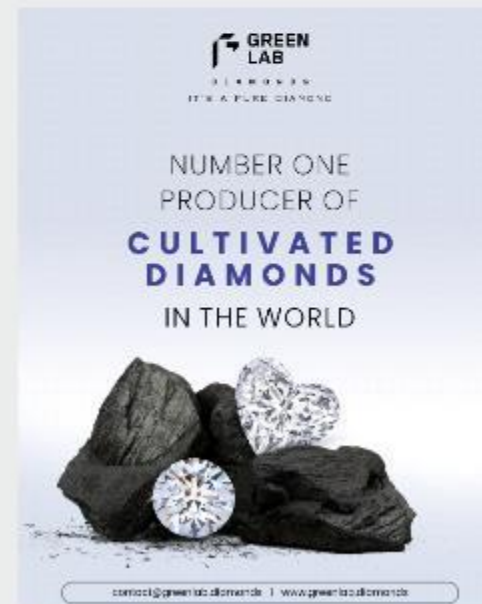
- Defining the company portfolio to meet increasing consumer needs when it comes to Solar power consumption
- Aligned brand strategy with business strategy.
- Identifying PR needs and plan media coverage as per target audience.
- Developing and strategizing 360 degree media consumption
- Executing company presentation to reach out to internal & external stakeholders
- Designing stalls and using the space to its maximum capacity





World's biggest lab grown diamond manufacturing company

- Providing 360 degree brand consultancy.
- Our scope consist of Strategy, Brand guideline, All creatives, Media Planning, Media buying and Digital Marketing, PR.
- Conceptualized and designed company presentations with curated content.
- Branding design for national and international exhibitions





World's biggest lab grown diamond
manufacturing company



MAKING
memories
MEMORABLE



info@greenlabjewels.com | www.greenlabjewels.com



We are all a great deal luckier
than we realize

HAPPY SAINT PATRICK'S DAY

#ItsAPureDiamond

www.labondiamonds.com



ARTISTRY
with
BENEVOLENCE



info@greenlabjewels.com | www.greenlabjewels.com



राष्ट्रीय डेरी विकास बोर्ड
NATIONAL DAIRY DEVELOPMENT BOARD

- Designing the product packaging for the esteemed NDDB brand





राष्ट्रीय डेरी विकास बोर्ड
NATIONAL DAIRY DEVELOPMENT BOARD

- Proposed campaign conceptualization, content and creatives for Varanasi milk union (Parag Dairy)



AM/NS INDIA

AM/NS
INDIA

Arceel/Mital Nippon Steel India

પ્રિયા શિક્ષિકા અને નિશી પત્રકાર
બનવા ઇચ્છે છે

તેમના સપનાઓને સાકાર કરવા
અમે પ્રતિબદ્ધ છીએ

ભૂગોળ

ભાષા

SMARTER
STEELS
BRIGHTER
FUTURES

AM/NS
INDIA

Arceel/Mital Nippon Steel India

**FLOWER
SHOW**

COMING SOON

Bouquet Making Competition
Tribal Dance
Flower Themed Fancy Dress Show
Flower Rangoli Competition

SMARTER
STEELS
BRIGHTER
FUTURES

AM/NS
INDIA

Arceel/Mital Nippon Steel India

**TEAM REST OF
INDIA**

SMARTER
STEELS
BRIGHTER
FUTURES

Top 6
Other Max

Health & Safety Policy

Shop Floor
Insulation
Fire
Stop
Process

Shop Floor
Insulation
Fire
Stop
Process

AM/NS
INDIA

Arceel/Mital Nippon Steel India

રાજ ક્રૂટબોલર અને કમલ ક્રિકેટર
બનવા માંગે છે

તેમના સપનાઓને સાકાર કરવા
અમે પ્રતિબદ્ધ છીએ

SMARTER
STEELS
BRIGHTER
FUTURES

AM/NS INDIA

AM/NS
INDIA

ArcoelorMittal Nippon Steel India

THE BEST CHEF COMPETITION



COOK, COMPETE CONQUER

REGISTRATIONS ARE OPEN

December 22, 2023
7:00 PM Onwards
Bay Viewpoint, AMNS Township, Hazira

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INDIA

ArcoelorMittal Nippon Steel India

INTER-DEPARTMENT FOOTBALL



Registrations are open

November 12, 2024
07:00 PM Onwards
AMNS School Ground, AMNS Township, Hazira

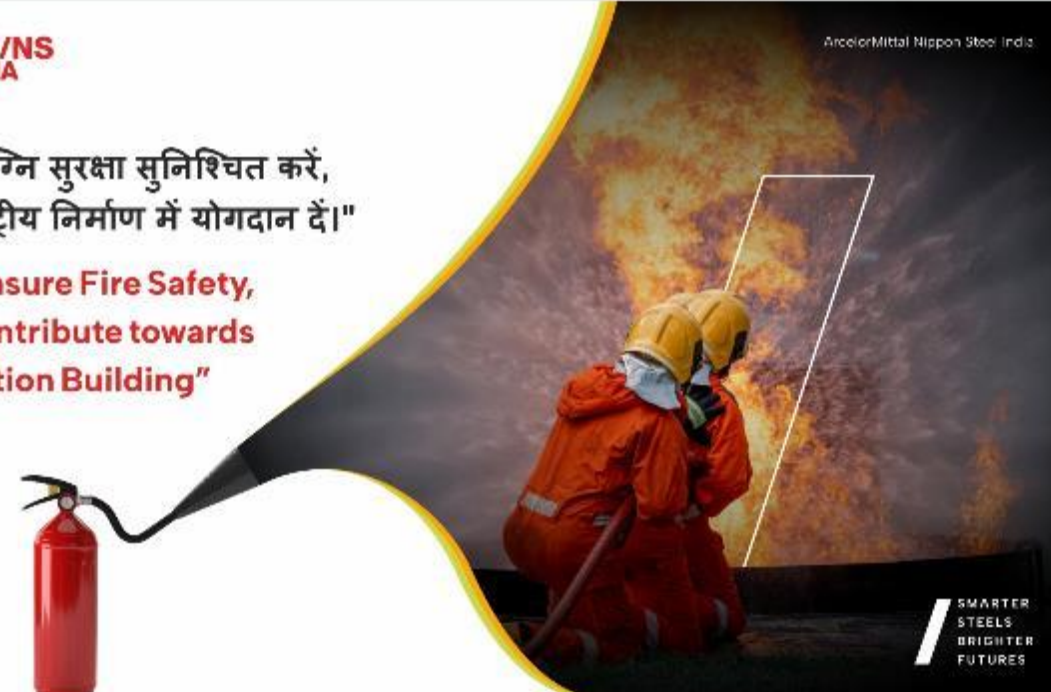
SMARTER
STEELS
BRIGHTER
FUTURES

AM/NS
INDIA

ArcoelorMittal Nippon Steel India

"अग्नि सुरक्षा सुनिश्चित करें, राष्ट्रीय निर्माण में योगदान दें।"

"Ensure Fire Safety, Contribute towards Nation Building"



SMARTER
STEELS
BRIGHTER
FUTURES

AM/NS INDIA

AM/NS INDIA ArcelorMittal Nippon Steel India

CRAVE CLICK DEVOUR

Skip the Queue



- / User Friendly Interface
- / Seamless Ordering Experience
- / Convenience at Your Fingertips
- / Multiple Payment Options

Makes life convenient for employees

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STEELS
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FUTURES

AM/NS INDIA ArcelorMittal Nippon Steel India

LEARNING WEEK 23

HEALTH & SAFETY TEAMWORK SUSTAINABILITY INNOVATION

June 12 to 16, 2023

RE/MAGINEERING LEARNING



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AM/NS INDIA ArcelorMittal Nippon Steel India

“રાખો પર્યાવરણની કાળજી અને પ્રકૃતિ પ્રત્યે પ્રેમ,
ચાલો, ફરજ બજાવીએ, એક જાગૃત નાગરિકની જેમ...”

પર્યાવરણને પ્લાસ્ટિકથી નહિ,
પ્રેમથી શણગારીએ.



#BeatPlasticPollution

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FUTURES

AM/NS
INDIA

ArcelorMittal Nippon Steel India

MANGROVE PLANTATION & Conservation

July 5, 2023

50Ha land at
Nada Village, Jambusar, Bharuch

The Project Green,

A CSR Initiative of ArcelorMittal Nippon Steel India, Hazira

SMARTER
STEELS
BRIGHTER
FUTURES



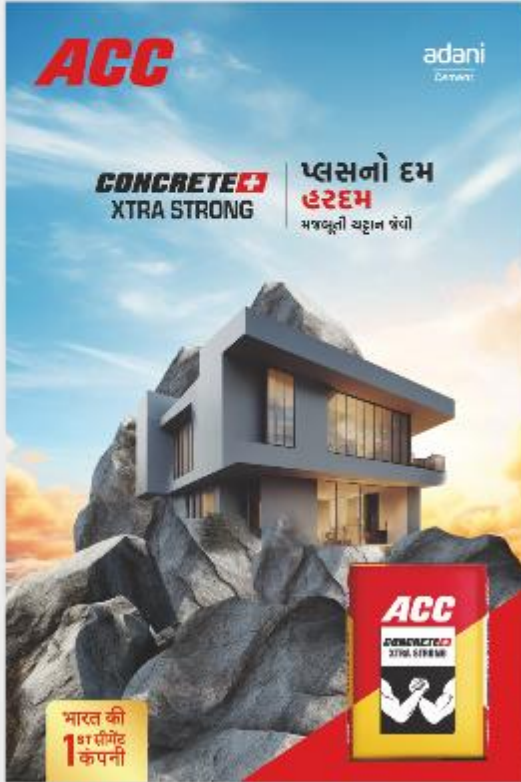
- Conceptualized and executed Bhumi Poojan Ceremony by Hon. Prime Minister Sh. Narendra Modi in the presence of Mr. Lakshmi Mittal, Mr. Aditya Mittal and Gujarat Chief Minister Mr. Bhupendra Patel at Hazira.
- Creative design and execution for the entire event.



adani

ACC adani
Cement

CONCRETE+ XTRA STRONG **प्लसनो एम ७२.५एम**
मजबूती अटान केपी



भारत की 1st सीमेंट कंपनी

Ambuja Cement adani
Cement

Best audio quality



Premium Product रेडियो डेम्पेन

60 दिवस सुपारे ६ बी ११ आने साफे ६ बी ६ दिवस २०+ फोडस

आ शिडेरी भां शरडीट, भुज, जमनगर, गुनागडे, भावनगर, महेसावा, पालनपुर, वडीहरी, लडुथ

FM स्टेशन **MIRCHI**

ACC adani
Cement

अटूट घर का निर्माण

ACC * CERTIFIED TECHNOLOGY**

के साथ

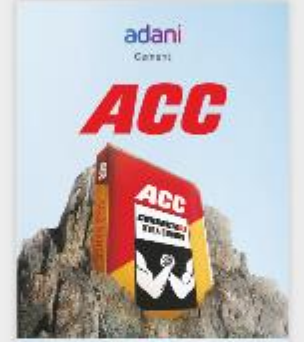
-  सही मटेरियल एक समान प्रोडक्ट क्वालिटी
-  सही तकनीक ACC एक्सपर्ट्स द्वारा ऑन-साइट सेवाएं
-  सही एक्सपर्ट श्रेष्ठ विशेषज्ञों से जानकारी

ACC सर्टिफाइड टेक्नोलॉजी पाने के लिए कॉल करें 1800 103 3444



adani
Cement

ACC



ACC कंक्रीट प्लस अतिरिक्त मजबूत सिमेंट
प्लसचा दम, प्रत्येक पाऊलावर, सर्वश्रेष्ठ मजबूती

प्रत्येक मजबूत टाईमिंग वापसी टैकनीक सपोर्ट्स

अधिक टिकाऊपणा
क्लिनिकल 3D मॉडलिंग टेस्ट / ऑन-साइट मॉडलिंग 3D मॉडलिंग टैकनीक टैकनीक टैकनीक

अतिरिक्त चर्कीबिलिटी
कठोर अतिरिक्त चर्कीबिलिटी कठोर अतिरिक्त चर्कीबिलिटी

अनालया विवहीटी टैकनीक भारत की 1st सीमेंट कंपनी



- Rebranded the entire brand and gave a modern outlook to the brand.
- Suggested new ways to promote most consumed anchor product of Snappy noodles.
- Rebranded the packaging for entire product range.
- Set up the platform for online selling for products.





- Strategy, Communication design and packaging design, Digital Marketing.
- Developed and managed online selling platform for the brand.
- Suggested new avenues for sale of bulky product online.
- Developed and marketed RTE products for the brand.
- Created presence on online platforms for the brand.





- Rebranded the entire brand of AMBER Detergent.
- Revived the brand look and feel to suit the modern taste.
- Established online platforms for selling of Products.
- Expanded the brand visibility and presence from South Gujarat to entire Gujarat region.



OOH DESIGN



OOH DESIGN



- We are working as brand consulting agency for them
- Our scope consist of Strategy, Brand guideline, All creatives, Media Planning, Media buying and Digital Marketing, PR.
- Created New brand identity
- Increased the brand visibility to multiple states of country.
- Created a strong brand presence on digital media.



- Brand creatives for national and international campaigns
- Mascot design
- All communication design
- Media Buying
- Airport Branding





- Defined a 360-degree marketing strategy to get maximum long-term impact for project marketing.
- Identified all possible media to reach defined target audience.
- Complete media planning using all possible research database.
- Planning and execution of campaigns.





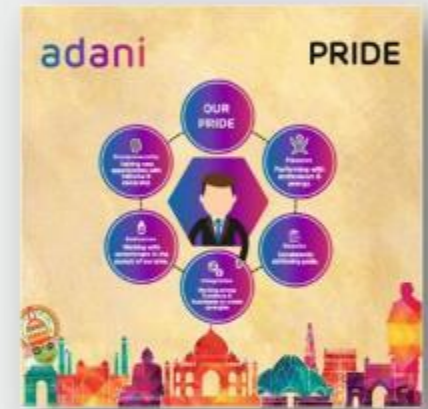
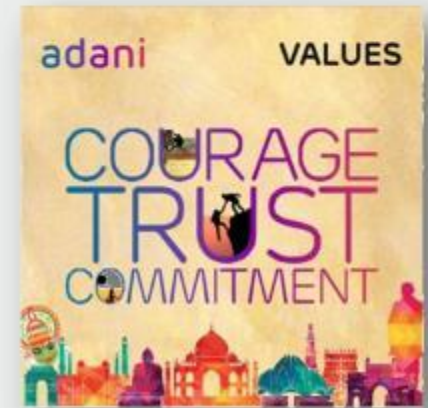
- Lead generation campaign for real estate clients
- Maintain their digital presence and their websites
- Maintain the third party portals for their sell perspective
- Ad executions on social media platforms like Facebook, Instagram, Google ads, etc
- Ad executions on news apps, music apps, sports apps, etc.



- Conceptualized and executed inauguration ceremony of Ro-Pax terminal and flag of ceremony of RO-pax services from Hazira to Ghogha by Hon. Prime Minister Sh. Narendra Modi in the presence of Gujarat Chief Minister Mr. Vijay Rupani and Mr. Karan Adani, CEO of Adani Ports and SEZ
- Creative design and execution for the entire event.



- Designed overall creatives for various events.



TESTIMONIALS

U and I made remarkable contributions in ideation and execution to increase the customer base in rural India for Vodafone.



Yashwant Sinha
Head Sales and Marketing, Vodafone

U and I worked together on various dimensions by understanding our requirements and those of our customers, giving a new direction to our various brands and the company. U and I are the brains behind DavaIndia, which is now a tremendous success.



Ketan Zota
CMD, Zota Healthcare Ltd.

We have been associated with U and I for more than 5 years now. They have been adept at understanding our customer needs and have always delivered spot-on communication strategies for us.



Dhruv Rajguru
Manager, International Marketing

The brand they have been working for is doing splendidly well in the years we've been associated with it. The name of the brand is easily recognized in the market due to its recent marketing, advertising, and branding efforts, which are now clearly visible. Keep up the good work, and congratulations to the team involved!



Ankush Alwal
TATA MOTORS

The work done by U and I over the past year is truly commendable in bringing the brand to where it is today. The level of branding and the events is extraordinary. They have truly raised the bar and set new standards for the company. Great work. Kudos!



Sivakumar V
DIRECTOR - SALES

Congratulations to the Branding team of U And I Resources Pvt Ltd. Excellent work by all of you in making the brand heard and seen in the right places and with the pertinent audience. I look forward to seeing many innovative promotional mediums being used by you. I am excited to see more innovative initiatives rolled out by such a dynamic team.



Deobrat Singh
HEAD KEY ACCOUNT MANAGER

We have received exceptionally good service from the agency. We always appreciate their creative designs, clear communication, and absolute dedication to developing great concepts and unique ideas.



Bhadresh Limbani
Director at Organic Stevia

Working with U And I Resources Pvt Ltd has been a game-changer for our brand. As a PMS company, we needed a partner who could simplify complex financial concepts and present them in a creative, engaging manner. The team's strategic insights and innovative campaigns not only enhanced our brand visibility but also deepened client trust and engagement. We highly recommend U And I Resources Pvt Ltd to anyone seeking creative solutions that deliver real results.



Dishant Shah
Director, Jainam Broking Limited

These guys go beyond the scope of what might be their obligation. The team is excellent, knowledgeable and sensitive to our particular business attributes. They are great at explaining the relevance of some very technical aspects of their role, and I think as a result, we are building a comprehensive view of "cause and effect" for our brand. They help us in so many ways that I feel we can truly call them a partner because they have become an extension of our team.



Manan Sheta
Partner at Shaligram Group

The company they have been working with is growing rapidly as a brand. Great work!



Amit Kalra
DIRECTOR

If you are looking to kickstart your company with branding, digital marketing, innovative ideas, and strategies to effectively communicate with your audience, then this is the company to get you soaring. With the right people by your side, success is within reach.



Janak Patel
Director at Sangini Group

Team U and I is a smart and dynamic group, always ready to accept the ever-changing challenges of the marketing landscape. The creative product is exceptional, as are their media strategies and executions. They are a true agency partner—talented and nimble—that we can confidently recommend to clients in need of effective advertising.



Vikram Patel
Director at Ramoji Foods

Nationwide Footprint



Key Management



Sandeep Modi
Chairman and Founder

He is a master of the impossible. From attracting clients to orchestrating successful events, everything comes effortlessly to him. Mr. Sandeep Modi, an engineer by education, made a bold decision to leave his 9 to 5 job and dive into the realm of event planning and branding. With a remarkable 31 years of experience in this field, he has become an expert in every aspect imaginable. His unwavering dedication, perseverance, and passion for his work led to the creation of the U&I Resources Events department. Under his leadership, the team has accomplished major triumphs, including the Pre Navratri Garba Night, Jainam Broking Limited's Cultural Event, and the AM/NS Bhoomi Poojan Ceremony. He has played a pivotal role in transforming numerous brands into industry leaders.



Chintan Gandhi
CEO and Founder

Renowned as the campaign prodigy, he is celebrated for his groundbreaking and imaginative ideas that give birth to extraordinary campaigns. He possesses a remarkable talent for crafting campaigns tailored for 628 clients. With his inventive concepts and campaigns, he has assisted numerous brands in establishing a distinctive identity. Chintan, equipped with an MBA in marketing, has been honored twice with nominations for the prestigious Social Samosa '40 Under 40' in India. As the driving force behind U & I Resources' strategic execution, he is the revered genius of the company. From content creation to suggesting design concepts and media plans, he is the mastermind behind every aspect. His presence is cherished and admired by all.



Vidhi Vora
CMO

She is the invaluable heart of our firm, possessing extensive knowledge in digital marketing and branding. As the head of our social and digital marketing department, her exceptional intellect drives the creation of trendsetting campaigns, content, and ethical advertising practices. Leveraging over 7 years of technical experience gained from esteemed MNCs like Sun Pharma and Sophos, she now oversees the digital portfolios of all our clients. Her remarkable achievements include winning the prestigious Agency Reporter award in 2023 and earning a nomination for the esteemed Superwoman recognition. As a travel enthusiast, she has explored more than 10 countries, both professionally and for leisure, including the USA and UK. Holding a Canadian permanent residency card, she brings valuable international work experience to our team, further enhancing our capabilities.

Key Management



Shailie Choksi
Brand Strategist

Within the realm of boundless creativity and strategic thinking, she stands out with her exceptional ability to craft and implement innovative strategies for brands. She possesses a profound understanding of consumer behavior and is well-versed in current social trends. Her innate talent for generating ingenious ideas for branding campaigns, messaging, and visualizations results in brands that possess a unique and unmistakable identity. With an MBA in marketing, she has gained valuable experience working with renowned organizations such as Madison World and TNS Global. With a Gold award in Emviva, she has established a prominent reputation for herself in the media industry.



Jaya Singh
Sales Head - North India

With over 10 years of experience, she excels in various aspects of the field. From briefing to production execution, she drives revenue growth through brand recognition and customer acquisition. Serving as the main point of contact, she aligns agency services with client goals, while also understanding brand challenges and market trends. Collaborating with internal teams, she develops tailored brand strategies and provides strategic guidance to enhance brand positioning and messaging. Jaya's expertise is invaluable in delivering effective marketing solutions and optimizing overall brand experience.



Vijay Kanani
Production Head

A seasoned expert in event production, he brings over a decade of experience in event management to the table. With his exceptional skills, he effortlessly handles a wide range of events, including social gatherings, corporate functions, and MICE (Meetings, Incentives, Conferences, and Exhibitions). His ability to seamlessly manage every aspect of event planning and execution is truly remarkable. HE has played a pivotal role in successfully managing and executing activations for renowned brands such as Vodafone, Ambuja Cement, and other major players in the industry.



Our Creative Lab

We can successfully provide you measurable results owing to our dedicated and experience in-house staff. Our team of experts include :

- Brand Strategist
- Marketing Strategist
- Research Expert & Analyst
- Data Analyst
- Media Planner
- Creative Head & Visualiser
- Graphic Designers
- Copywriter & Script Writers
- Video Animators & Editors
- Digital Marketing Experts
- Digital PR Team
- UI Web Designers
- Content Creators
- Influencer Manager
- SMM Response Team
- Event Manager
- Sales & Distribution Strategist
- FMCG Expert
- Analyst
- Product Sourcing Team



Awards & Accreditations



Remarkable Contribution For Achieving The Landmark Feat Of 1 Cr. Customers



Nominated For Best Digital Marketer 40 Under 40



Corporate Guru World Summit & Award 2020-21 For Excellence In Sales & Marketing



Corporate Guru World Summit & Award 2020-21 For Excellence In Digital Transformation



Awards & Accreditations



Appreciation For Invaluable Contribution As Brand Consulting Agency



Social Media Agency Of The Year



For Invaluable Contribution Towards South Gujarat Event Industry
And Valuable Knowledge Sharing



For Valuable Contribution For Promoting Good Health Through
Medium Of Cricket



For Promoting The Event Through Digital Medium



Awards & Accreditations



ACE 2023 Gold Award Winner For Best Hybrid Event of The Year



ACE 2023 Bronze Award Winner For Best Contact Program of The Year



ACE 2021 Gold Award Winner For Best Csr Activity



ACE 2021 Gold Award Winner For Best Social Event



ACE 2019 Silver Award Winner For Best Use Of Technology



ACE 2016 Silver Award Winner For Innovation In Corporate Activations



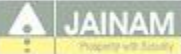
Our Achievements



A man with a beard, wearing a white button-down shirt, is holding a large, light-colored wooden frame. Inside the frame is a white card with blue text. The background is split horizontally into a blue top half and a grey bottom half.

**We pride ourselves for having
had the opportunity of planning
and executing some of the most
challenging and stimulating
projects for our esteemed clients
across the country**

Our Esteemed Clients

COMPANY PROFILE VIDEO



https://www.youtube.com/watch?v=RTPt_Mm0OC8



#MakeADifference

THANK YOU

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