



Human Life  
Innovation



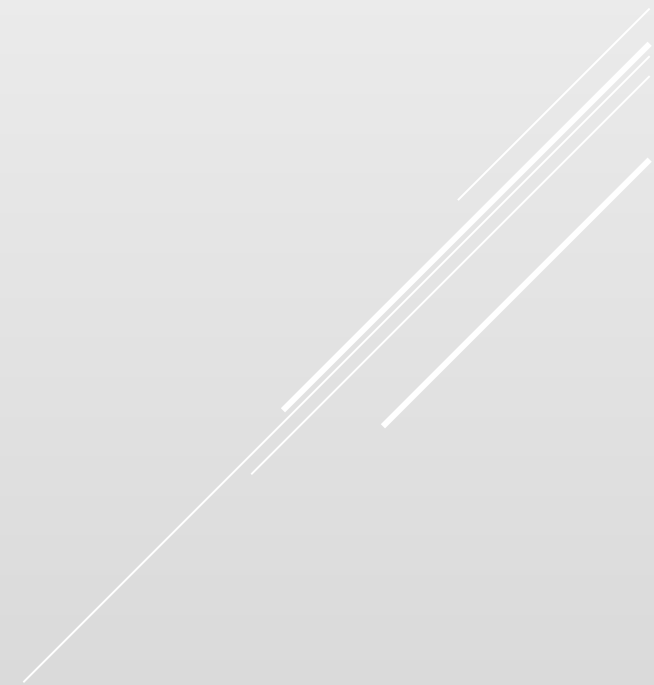
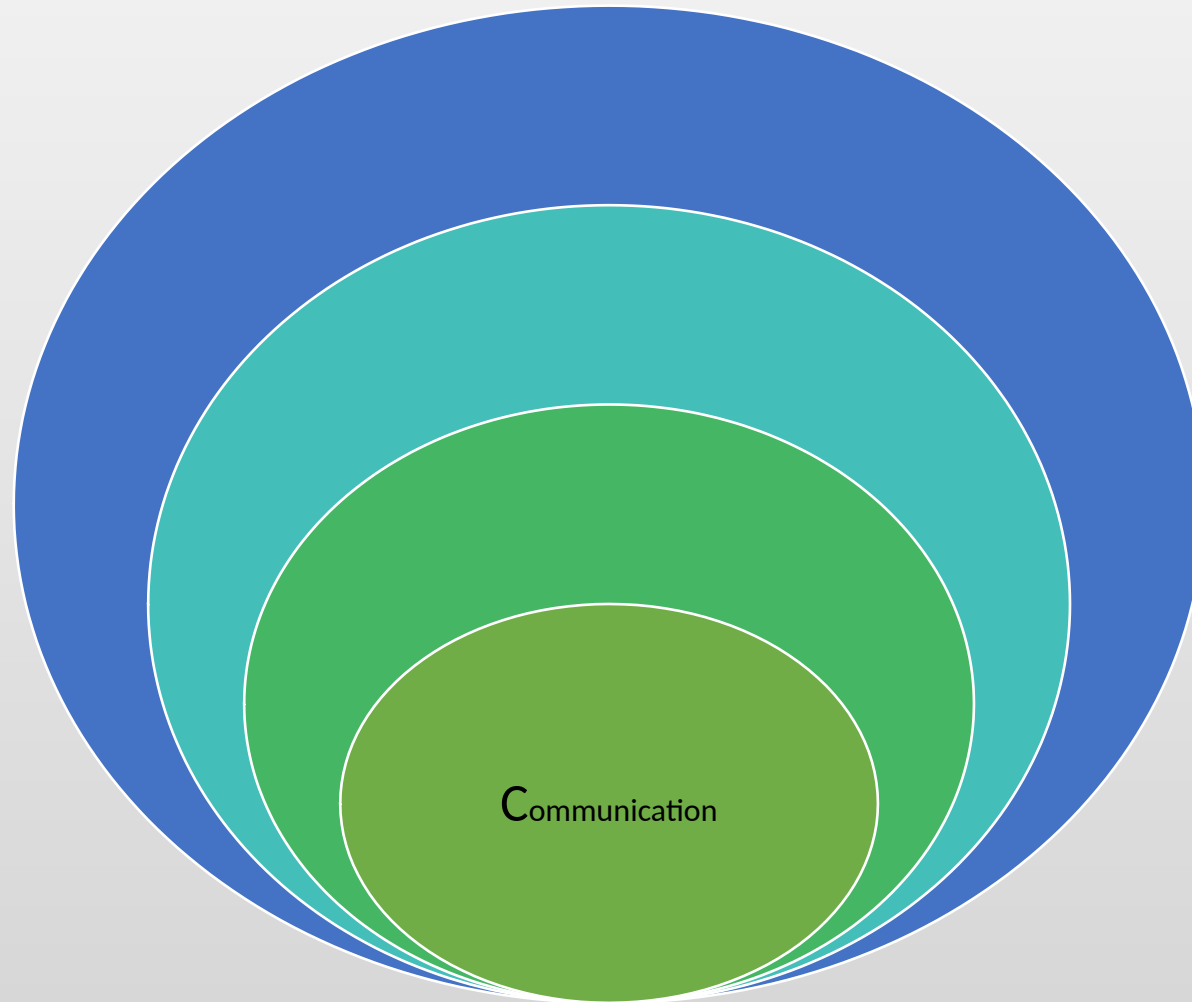
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**Human Life Innovation Advertising Private Limited**



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# Word-of-mouth. Amplified.



# Mission

To assist brands overcome marketing and advertising challenges and help them gain growth, profitability and competitive advantage. We aim to create value for brands and organizations by working closely with them to drive bottom line results with a fact based approach.

We want to be a team of professionals who can deliver measurable results and advance the knowledge base of brand and marketing / advertising strategy.

# Philosophy

Our philosophy is simple; we believe brands are the key source of differentiation. Powerful brands influence customer preference, strengthen the bottom line, and can even boost market valuation. With an integrated and aligned strategy in place, combined with effective marketing/ advertising tactics to support it, your brand promise will effectively drive and support your business objectives.

# Branding / Advertising Solutions

Our branding solutions are designed through an evaluative process that incorporates both tangible and intangible factors. Through our unique Branding Planning Campaign Platform, we offer companies an opportunity to craft a competitive value through their brands / products / services.

From the brand conceptualization to the brand identity and brand image development, our process ensures a powerful brand that attracts brand loyalty and assured financial returns.

# Spectrum of Services

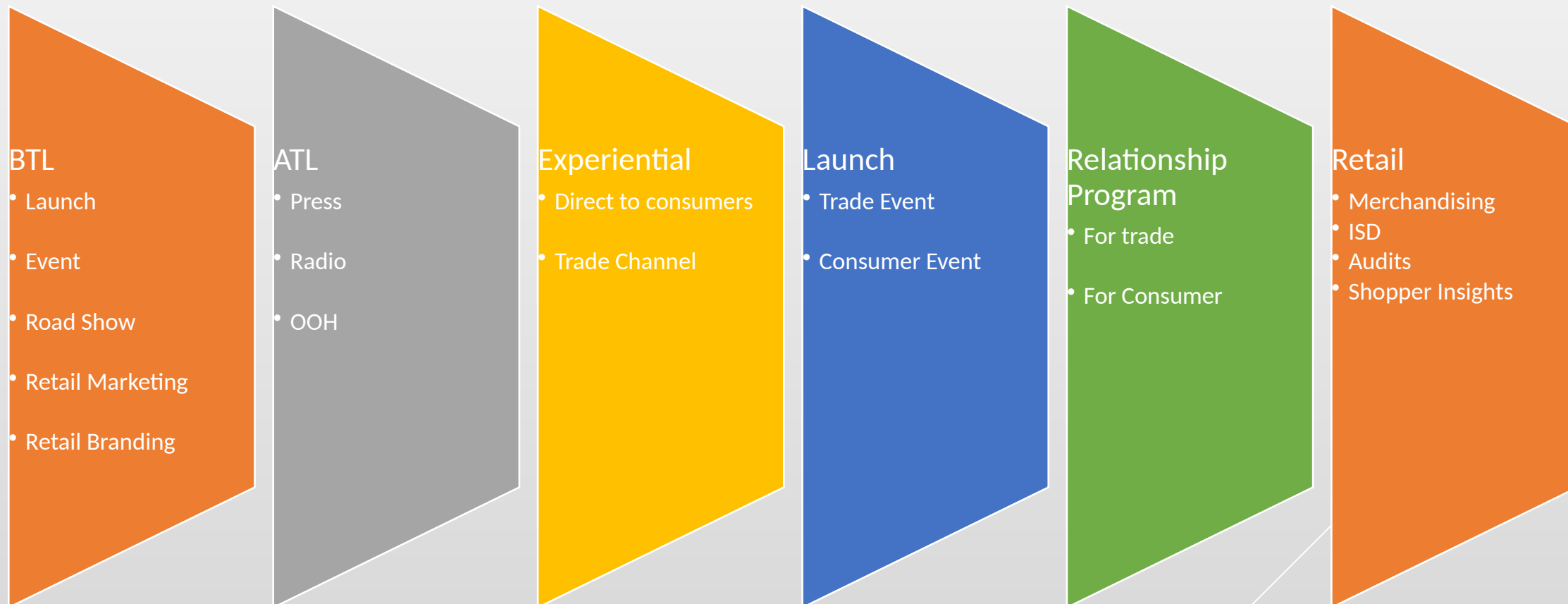
At HLI we break the barrier of above or below the line communications.

We integrate the media mix elements for an optimized value and benefits.

We excel by fusing insights, research knowledge, facts and new tools creatively to provide our clients with fresh solutions to address their toughest communication and consumer connect challenges.



# B 2 C Marketing Solutions





# B 2 B Marketing Solutions

## Direct

- Direct Mailing

## Online

- SEO
- SEM
- ORM
- Lead Generation
- Campaigns

## Business Events

- Press Meet
- Channel Meet
- Seminars
- Conferences
- Employee Engagement

## Design

- Brand Identity
- POS
- Packaging



# Our Team

Great organizations are built by people. Our team is our strength. The Team has a cumulative experience of 47 years. People come from diverse fields of strategy, operations, design, production, IT and art & culture.

The team is always on the lookout for the next Fresh idea to influence thoughts, feelings and experiences of the consumers thus to convene passionate emotional connections for the brand.

# Our Clients



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**INTEX**

**ZIIX**  
Mobiles

**Lemon**  
mobiles

**USHA**  
SHRIRAM

**EUROLEX**

**ARIHANT**

**InFocus**



**TITAGARH**



I LIKE DO

**maxima**<sup>®</sup>



**J.K. SUPER CEMENT**



And Many More...

# Our Clients



life insurance

And Many More...



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# Our Work >> Snapshot >> Samsung





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Our Work >> Snapshot >>

Somaliika, 15 Units, 30 Days – 75 tractors, 4.5 Crore in Sales

# Our Work >> Roadshows



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# Our Work >> Roadshow



# Our Work >> Roadshow



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Haryana - 2 Units - 45 Days





# Our Work >> Manpower ts>>M.P.



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# Our Work >> Snapshot >> Aviva Life Insurance >> Bihar



# Our Work >> Snapshot >> Zee Learn





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# Our Work >> Snapshot >> In





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Decoration, Lunch & Branding

**KOTA  
K  
LIFE  
INSU  
RANC  
E –  
BRAN  
CH**





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**KOTAK  
LIFE  
INSURANCE -  
BRA**



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Pax - 200 - 500  
Days - 2

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# Our Work >> Snapshot >> Dealer Boards>>U.P.



1500 boards across U.P.



3000 boards across Bihar & Jharkhand – 85000 sq.ft.



# Our Work >> Snapshot >> Deal Boards

1000 boards across  
Punjab & Delhi-NCR



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## Lemon Mobile Dhaba Branding – Bihar - Jharkhand



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**InFocus – 1000 Boards across Bihar-Jharkhand**





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**Do Mobile  
500 Boards across Bihar - WB**



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# Maxima Branding – W.B.



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**In-Shop Branding across Various States**

# Our Work >> Snapshot >> Dealer Boards

1000 boards across U.P.



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# Our Work >> Snapshot >>



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# Our Work >> Snapshot >> In Shop

## Branding & Lollypop



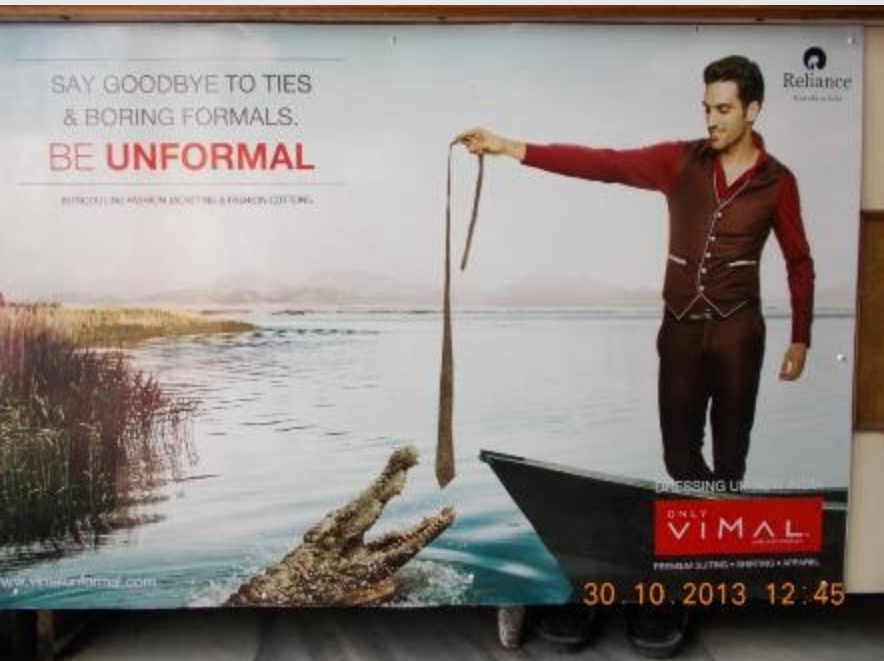
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# Our Work >> Snapshot >> In Shop Branding



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# Our Work >> Snapshot >> In Shop Branding



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# Our Work >> Snapshot >> In Shop Branding



# Our Work >> Snapshot >> POSM Installation



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# Wall painting – Honda

1 Lakh Sq. Ft. across U.P.



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## Shop Painting – Gulf Oil - UP



40000 Sq. Ft. across U.P.





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# Road Side- OOH- Bihar



**Let's meet over coffee**

