



IDENTITY  
DISTRIBUTION  
SOURCING LOGISTICS  
HUMAN RESOURCES  
NETWORK SETUP  
BTL MARKETING  
CREATIVE CONSULTANT  
DEVELOPMENT  
MARKETING  
GROWTH  
BRAND  
MEDIA  
BUILDING  
IDENTITY  
SOURCING  
ONLINE  
PRODUCT  
FRANCHISING  
MEDIA  
GROWTH  
HR  
IDENTITY  
SPECIALITY  
BTL  
ONLINE  
BUSINESS CONSULTING  
FRANCHISING  
BTL  
SOURCING  
BUSINESS  
MIRACLES  
JOIN THE  
PARTY  
LOGISTICS  
GROWTH  
IDENTITY  
ONLINE  
CONSULTANT  
GROWTH  
CREATIVES  
MEDIA  
SOURCING  
CREATIVES  
LOGISTICS  
NETWORK SETUP  
DISTRIBUTION  
BRAND

Dear

It gives me great pleasure in introducing you to Brandtrotter® – a marketing & business development consulting firm – Just what you are looking for.

I believe your business is great. However, I see a lot more potential for your business's expansion. Be it aggressive marketing, superior branding, effective communication or better distribution channel – We, at Brandtrotter® help you find the right mix for your business, taking it to greater heights.

For the past 3 decades we have been nurturing brands, generating top line growth, increasing profits and market share for our clients. With an accomplished team of experts having excellent credentials, we specialize in channel management, franchise, product launches, corporate sales and innovations.

We give our best by value additions, cost-efficient innovations, database generation, digital set up etc. Having written success stories for global and national biggies, we now hope to write yours.

We are confident that your business has the potential to double its revenues within the next 18 months.

We look forward to becoming your consultant. Your partner in success.

Thank you for your time.

Make it happen®

Rajiv Frank | Founder

+91 9999497044

**brandtrotter®**  
*Miracles are possible*



# About Brandtrotter®

• Brandtrotter® is a team of dedicated, competent and highly qualified professionals with diverse backgrounds and enriching experiences.

Having worked and contributed at corporates such as Hindustan Unilever, Herman Miller, Osim, Sukam and many more has helped us understand the criteria of performance across varied business conditions.

Our USP is in combining old world knowledge with new age technology, powered with 360° insights. We offer our unique, specialized and value-added services on result-oriented terms.

We believe that selling is living. We have learnt marketing and branding the hard way. From mobilizing crowd through loud speaker at rural fairs to launching luxury lifestyle brands. We have seen it all, done it all.

We understand that the consumer has the greatest power. The power to decide what sells and what doesn't. Our strategy revolves around this philosophy. That is why, we create marketing foundations that help SELL – automatically and constantly.

**Dedication, instant results, affordable are some of the keywords of our business.**

**“** What is a brand? - A name, term, symbol or design (or a combination of them) which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. **”**

“ Excellence can be obtained if you care more than others think is wise; risk more than others think is safe; dream more than others think is practical; expect more than others think is possible. ”

# 6 sigmas of success



## Brandtrotter<sup>®</sup> mantra

- ⇒ Help client in leveraging best quality at minimum cost
- ⇒ Inject value additions, create hype, add glamour to brand
- ⇒ Communicate to the audience through best available means
- ⇒ Add innovations everywhere. Think! There must be a better way
- ⇒ Treat the customer as king

## Enjoy better profits with Brandtrotter<sup>®</sup>

Your business is standing on the threshold of massive growth. You can capitalise on it by leveraging the consumer's ever increasing purchasing power. If your business can reach out to them in a cost-effective manner, you stand to gain immensely. Brandtrotter<sup>®</sup> will work with you as your partner in reaching out to your desired target audience through innovative and cost-effective strategies.



## How will Brandtrotter<sup>®</sup> help your business?

We will put your business on fast-track growth by:

- ⇒ Align sales objectives with a robust business plan
- ⇒ Identify right partners
- ⇒ Expand geographical footprint
- ⇒ Increase returns on marketing investments



“ We will place your brand in the best place.  
The consumer's mind. ”

## SUCCESS STORY 1

**Product:** India's largest variety of eggless premium biscuits.

**Exercise:** Promoted the opportunity of retail franchise across popular print media. Met franchise prospects pan India, gave presentations and appointed 12 franchises within 2 months. Helped design and implement contemporary & interactive store layouts. Hired staff and imparted launch orientation as well as training to partners. Developed advertising and PR for the brand. Added value through national and international affiliations. Recruited and motivated franchisees to help create independent profit centers.

**Highlights:** Frontline uniform AV, OOH Advertising, informative print and digital advertising, direct mailers, festive packaging, in-pack booklet, home delivery, social media & blogging, POS, **mascot**, telemarketing, sampling, events, SEO.

**Achievement:** **300% increase** in turnover. Annual Target of **50 outlets across India** seems achievable to client.

## SUCCESS STORY 2

**Product:** Leading hair transplant clinic of India.

**Exercise:** Designed and implemented direct marketing, sourced Indian and International data of affiliates for licensed counseling centers world over. Formed an academy to train doctors and franchise clinics. Explored new markets, participated at B2B fairs, implemented display of branded kiosks across malls, helped acquire technology patents, trade registrations, international affiliations and accreditations.

**Highlights:** Bulk e-mailers, AVs, legal agreements, launch of first-of-its kinds books on Hair Transplanting in India (Hair Miracle & An Encyclopedia of hair). Collaboration with Holland's best hair care products. Import of latest gadgets for diagnosis and transplants. Recruitment and training of manpower. Talks at medical colleges, institutes and seminars.

**Achievement:** Felicitated with best Hair Transplant Clinic Award & several recognitions from reputed international organizations. **100% increase in fee & turnover within 9 months.**

## SUCCESS STORY 3

**Product:** Among world's best premium sleep products.

**Exercise:** Established Tempur 's retail presence in India. Identified appropriate locations and staff. Designed and launched Tempur stores. Took the 1st store to break-even within 6 months.

**Achievement:** Conceived the retail expansion roadmap that is still driving brand's foray into every major cities of India.

## SUCCESS STORY 4

**Product:** Arguably the world's best ergonomic work chair

**Exercise:** Implemented a dipstick to understand the consumer and his work-comfort requirements. Designed a unique 12 page catalogue, mailed 350 daily to target audience.

**Achievement:** This initiative helped **turnover 6 crores within 11 months** (new product, first ever introduced in the territory).

# Services

- ⌚ Business strategy & plan
- ⌚ Advertising & marketing
- ⌚ Branding
- ⌚ Business & franchise development
- ⌚ BTL Promotions
- ⌚ Interactive advertising
- ⌚ Product launch
- ⌚ Brand extension
- ⌚ Repositioning
- ⌚ Viral marketing
- ⌚ Luxury marketing
- ⌚ Distribution network set-up

# Industries served

- ⌚ Retail
- ⌚ Luxury & lifestyle
- ⌚ Healthcare
- ⌚ FMCGs
- ⌚ Safety & security products
- ⌚ Office automation
- ⌚ Gadgets & gizmos
- ⌚ Electronics & telecom
- ⌚ Furniture & furnishing
- ⌚ White goods
- ⌚ Innovative & utility products

## Team Brandtrotter®

RAJIV FRANK | Founder

Rajiv honed his marketing skills at Hindustan Unilever, helped promote and establish leading brands across consumer goods & lifestyle retail industries. He has been felicitated by organizations such as CII and ITPO for achievements and contribution in innovative marketing and business development techniques.

## Consultants

⌚ Sanjeev Dhawan	- Retail
⌚ Rajendra Taneja	- Teleshopping, ad films
⌚ Rahul Dravid	- Merchandising
⌚ Ajay Bhardwaj	- Logistics & imports
⌚ Jitender Sharma	- SEO, digital media, web
⌚ Ajay Sharma	- Designing & branding

# Who all have benefitted from our expertise?



**Charak**

**Sonitel**

Eltech Enterprises



**Admonter**<sup>®</sup>

YOUR NATURAL FLOOR. AND MORE.



**TRAMONTINA**

**XOXO**  
SKY SHOP

**FRONTIER**  
Taste of Leadership

**EAGLE<sup>®</sup>**  
**SAFES**

**TEMPUR**  
PRESSURE RELIEVING MATTRESSES AND PILLOWS

**PHILCON**  
Exclusive Electrical

**Springwel**  
Healthy Life!

**RATIONAL**

**TVC**  
SKYSHOP

**OBUS Ortho-PEDIC**  
Comfort Without Compromise™

**CELESTRON**

**avni**  
ENERGY

**Nightingale**

**HermanMiller**

& many more ...

“ The major assets of a consumer business, overwhelmingly, are its brands. They are of incalculable value. They represent both its heritage and its future ”

- Mike Perry

## Social Networks



[blog.brandtrotter.com](http://blog.brandtrotter.com)



[facebook.com/brandtrotter](http://facebook.com/brandtrotter)



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A 47, Level 4, Dayanand Colony, Lajpat Nagar - IV, New Delhi - 110024, INDIA

**+91 9999497044**, Phone: +91 011- 41072358 / 64644614, [info@brandtrotter.com](mailto:info@brandtrotter.com)

[www.brandtrotter.com](http://www.brandtrotter.com)

