

Water Cooler Donation

**Place : Mata Chintpurni Temple Distt. Una
(H.P.)**

Date:- 16th May, 2014



Introduction

To enhance brand value of “Tata Shaktee” in the market, among the next generation youth and from Competitive point of view there was a need to promote the product in this area. So we took the initiative to donate a Water Cooler at Mata Chintpurni Temple Distt. Una (H.P). Footfall in this temple is approx. 1,000 people on daily routine and more than 20,000 when its ‘navratras’ or any other festival throughout the year. People gather from different location of Himachal & other neighbouring states.

Objective:

- To spread awareness among people about our brand .
- To explain the key features and benefits of our products.
- To recall the brand between people and viewers.
- To strengthen the relation with end customer through this activity.

Branding



Front & Side View







After installation of Water cooler people started using it immediately



Temple officer Mr. Subhash appreciated the company for such activity & donation

THANK YOU

.....an effort by Mangla Sons