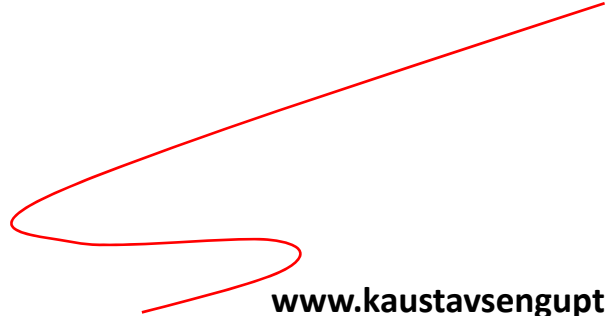


Value addition by design positioning leather products



www.kaustavsengupta.com

Associate Professor, CIC and Ph.D. research Scholar
National Institute of Fashion Technology

Organizer & Advisor : TEDxYouth Chennai, Design Camp ,
IIT Design Fest Chennai, InkLink D.A.M fest

♂ Persona and gender division ♀

Male Side (♂):

- Sporty:** Advertisement for 'Pulsar' featuring three riders on motorcycles in a desert setting.
- Adventures:** Advertisement for 'Feel like God' featuring a rider on a motorcycle in a vast, open landscape.

Female Side (♀):

- Girly:** Advertisement for 'Scooty Pep + Colours' featuring a woman on a pink scooter, with a color selection chart for 'REGULAR COLOURS' and 'FASHION SERIES'.
- Bold / Tough:** Advertisement featuring a woman in a red dress standing next to a motorcycle.



Product Value = Materialistic value +
Social value + Perceived value



The power of perception : **value of 'story telling'**



TIMESPROPERTY
FRIDAY, JUNE 4, 2010

Almond Tree
EXCLUSIVE ROW HOUSES & CONDOMINIUMS AT VELASINDA

According to science we use only 10% of our brain.
Own a home that makes the most of it with **90%** carpet area!

Almond Tree presents Condominiums and Row houses that exude luxury par excellence. The 3 B + 4BHK Condominiums and Row houses comes with amenities never heard before - Jacuzzi for every single unit, Concierge desk, Golf putting greens, infinity edge pool with huge wooden deck, to name a few. Welcome, to a privileged living!

Launching shortly

30 exclusive lake facing villas in 100MP land.

Visit our model house at the site

*Almond Tree Homes starts at Rs. 3150/- per sq.ft + Delivery Dec 2010 + BBMP/BDA approved + 9.5 kms from Hebbal near ACIS Matliya school off Doddaballapur road

EDIFICE The Edifice Builders Pvt. Ltd.
Mob: 93420 58000/ 59000, Ph: 080 41153350
email: info@edificebuilders.com, www.EdificeBuilders.com


How to manage your building manager anytime, anywhere.

A comprehensive approach to Condominium Building Management
The success of a building project is not only dependent on the quality of the construction but also on the quality of the management. A comprehensive approach to building management is essential for the success of any building project. This approach involves the following key elements:
1. **Clear Roles and Responsibilities:** Define the roles and responsibilities of all stakeholders, including the building manager, the building owner, and the residents.
2. **Open Communication:** Establish a clear line of communication between all parties involved. Regular meetings and updates are essential for keeping everyone informed.
3. **Transparency:** Be open and honest about the building's financial status, maintenance needs, and any other relevant information.
4. **Proactive Maintenance:** Regular maintenance is key to ensuring the building remains in good condition and safe for residents.
5. **Conflict Resolution:** Have a clear process in place for resolving any disputes or conflicts that may arise.
6. **Security:** Ensure the building is secure and safe for all residents.
7. **Energy Efficiency:** Implement energy-saving measures to reduce costs and environmental impact.
8. **Compliance:** Ensure the building meets all relevant local, state, and federal regulations.
9. **Documentation:** Keep accurate records of all building-related activities, including maintenance, repairs, and financial transactions.
10. **Flexibility:** Be prepared to adapt to changing circumstances and needs.

An efficient way to make Building Management Easier
The SolaGracia Building Management System is a cloud-based solution that makes it easy for building managers to manage their buildings from anywhere, anytime. The system provides a central hub for all building-related information, including financials, maintenance, and communication. It also offers a range of tools and features that make it easy to manage the building's day-to-day operations. The system is designed to be user-friendly and easy to learn, so that building managers can get up and running quickly. The system is also scalable, so it can grow with your building's needs. The system is a great way to make building management easier and more efficient.

Are these not just 'STORIES' which we believe ?

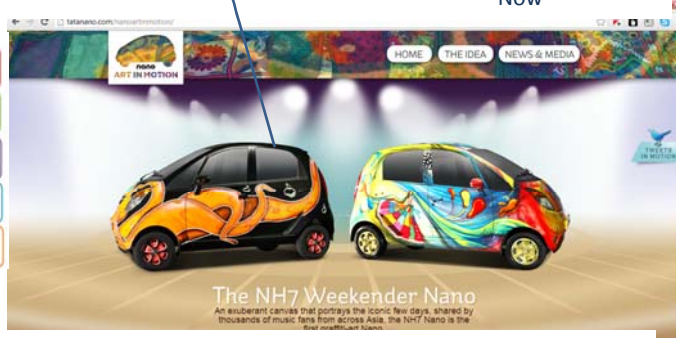
Then



'cheapest' 'most fuel efficient car'

When 'story' is wrongly defined...


Now



'true innovation' 'fantastically fun car'


Market	People who want to travel
Target Market	People who want it whether
Segment	<ul style="list-style-type: none"> • Affordable - 1000 INR - 1.5 Lakh • Compact - 3 Seater - 4 Seater - 5 Seater - 6 Seater - 7 Seater • Efficient - Fuel efficient - 1000 INR - 1.5 Lakh
Target Customer	<ul style="list-style-type: none"> • Urban & Rural areas • Lower and Middle Income groups • Families, Students
Competitor	<ul style="list-style-type: none"> • Lower and Middle Income families who want to travel • People who want to travel in a compact car • People who want to travel in a compact car with a good price • People who want to travel in a compact car with a good price

'home effect' + DIY + freedom + SOS



Test less goey food... yakk without test maker!

Meri maggi : what's your story



facebook

Meri Maggi


2 hours ago

Boss hai apse happy? Celebrate the khushiyan with MAGGI in office :D



Perception

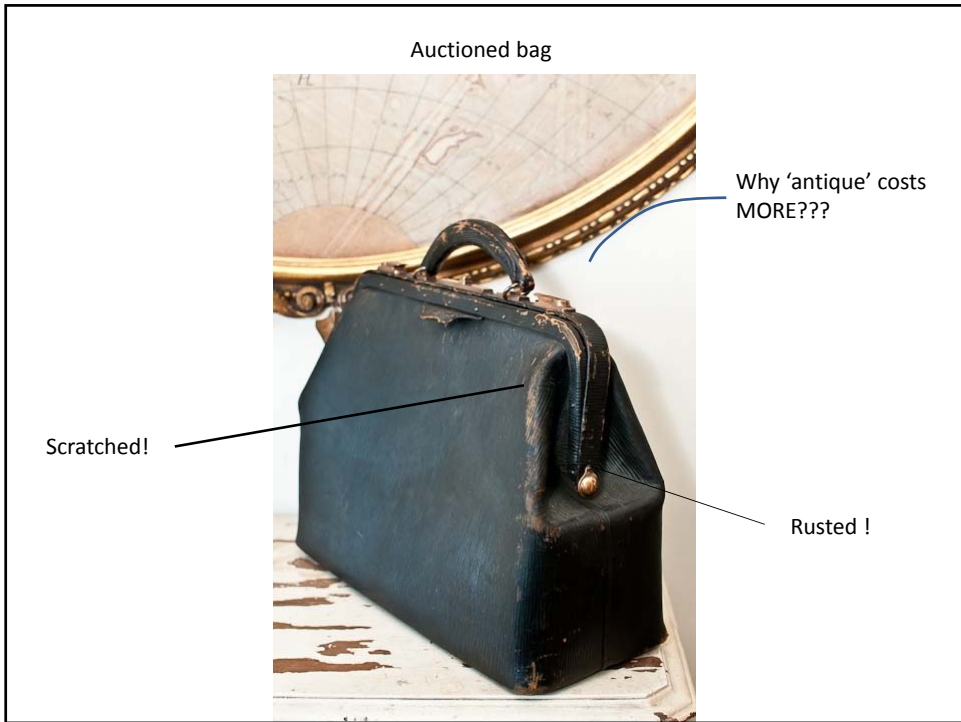
Esteem

Grass-root



'Kitanu' : Make people believe your story





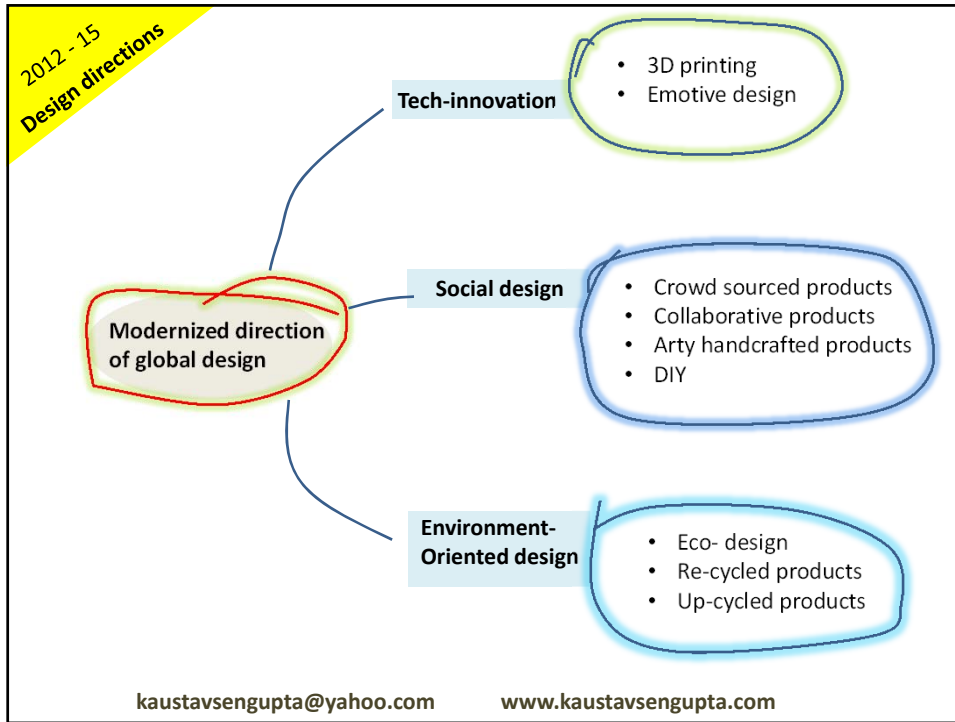


Have we been able to build a 'story' ? No? **why????**

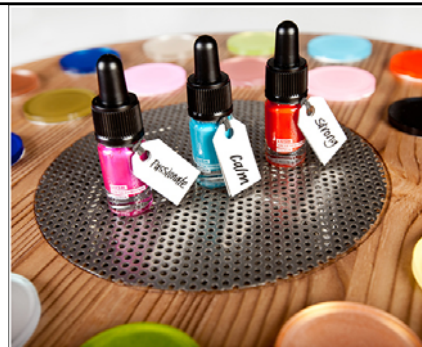
Billion population million stories.....



Building values, **beyond stories**



Ball packaging- color changing can



LUSH Emotional Brilliance Color Cosmetics



Tetra pack- color indicative pack



Bajca emotional pad and emotional beads

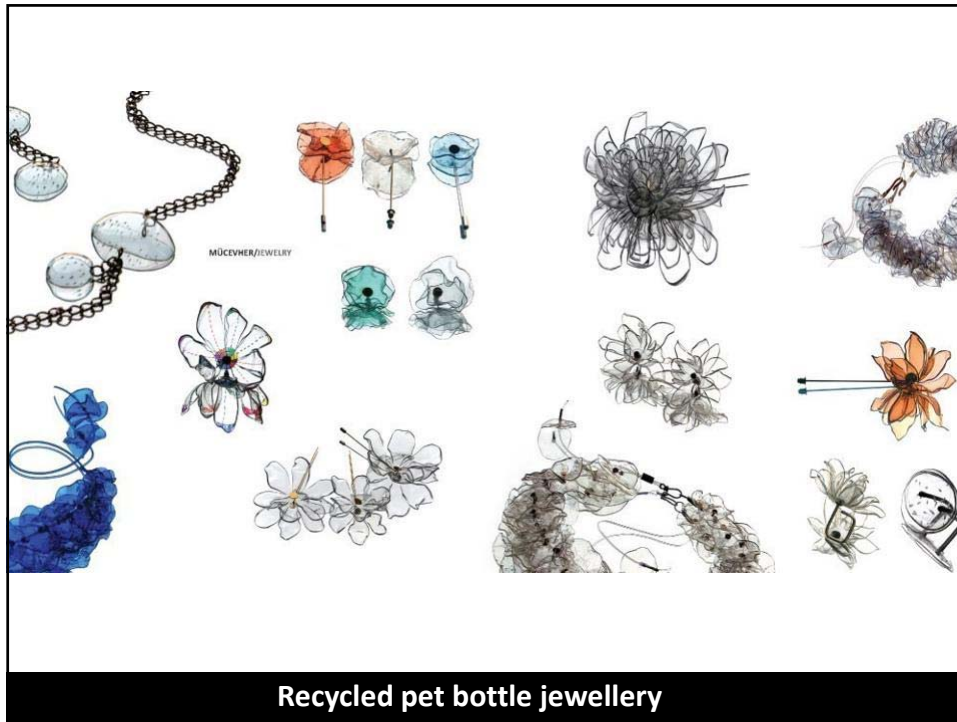
Emotion driven intelligent design



Green design



Eco recycled design



talenthouse ALL CREATIVE

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Accessory Designer For Anita Dongre

An opportunity to work with AND Designs India Ltd. as an accessory designer

Details Voting Closed

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Sujat Hussain Rizve

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Talenthouse_IND: Katie Holmes is set to make her New York Fashion Week debut as a designer #FASHION <http://t.co/UpGA7vY>

Talenthouse_IND: THANKS!! RT @chicoroy: Can't say I had heard of @Talenthouse_IND but it's a pretty cool platform.

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DOLCE & GABBANA

Design a t-shirt for Kylie Minogue and Dolce & Gabbana

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Click to call

Voting Closed

July 12, 2012

Spread the word

Share this submission to help support talent

Crowd sourced designing

THE **PRESCOTT** FROM OUR PORTLAND COLLECTION.

VIEW THE COLLECTION ▶

SPRING/SUMMER 2012
VIEW THE ENTIRE COLLECTION ▶

2011 FINALIST
/// FOOTWEAR CATEGORY ///

ISPO BRANDNEW

WHO'S ON THE RYZ
FIND OUT HERE ▶

sneakart.com sneakart.com sneakart.com

Crowd sourced shoe designs

NIKEiD. MEN WOMEN FAVORITES STUDIOS

HOME > VIEW ALL PRODUCTS > BUILD

ZOOM KOBE 2 iD \$145.00

1. DESIGN DESIGN
2. PERSONALIZE DESIGN
3. FINALIZE DESIGN
4. PREVIEW

Standard Your Selections

The Details

- Upper Color: Multicolor Navy
- Accent Color: Multicolor Navy
- Forefoot Overlay: White
- Liner Color: Court Purple
- Midsole Color: White
- Midsole Top Strip Color: Court Purple
- Outsole Color: Court Purple

VIEW OPTIONS

UNSUBSCRIBED GET A CARD APPLIED

LEVI'S CURVE ID

FIND YOUR LEVI'S CURVE ID IN 3 WAYS!

1. TAKE THE QUIZ GET STARTED
2. MEASURE YOURSELF AT HOME
3. GET A CUSTOM FITTING

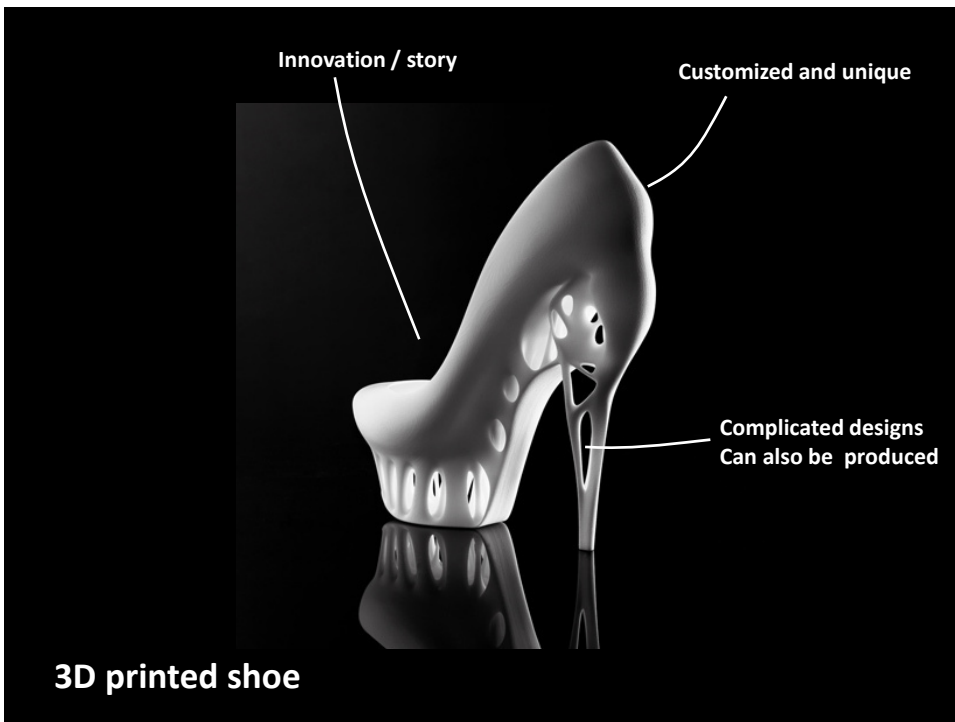
HOME REGISTRATION VIEW CART CHECKOUT

OLD SKOOL WOMEN \$70.00

CUSTOMIZE YOUR SHOE WOMEN - 6.5 -

- QUARTER +
- SIDE STRIPE +
- HEEL COUNTER +
- TOECAP +
- EVERLOW +
- TONGUE +
- TONGUE BINDING +
- FOXING +
- FOXING STRIPE +
- LACES +
- COLLAR LINING -

Consumer driven R&D







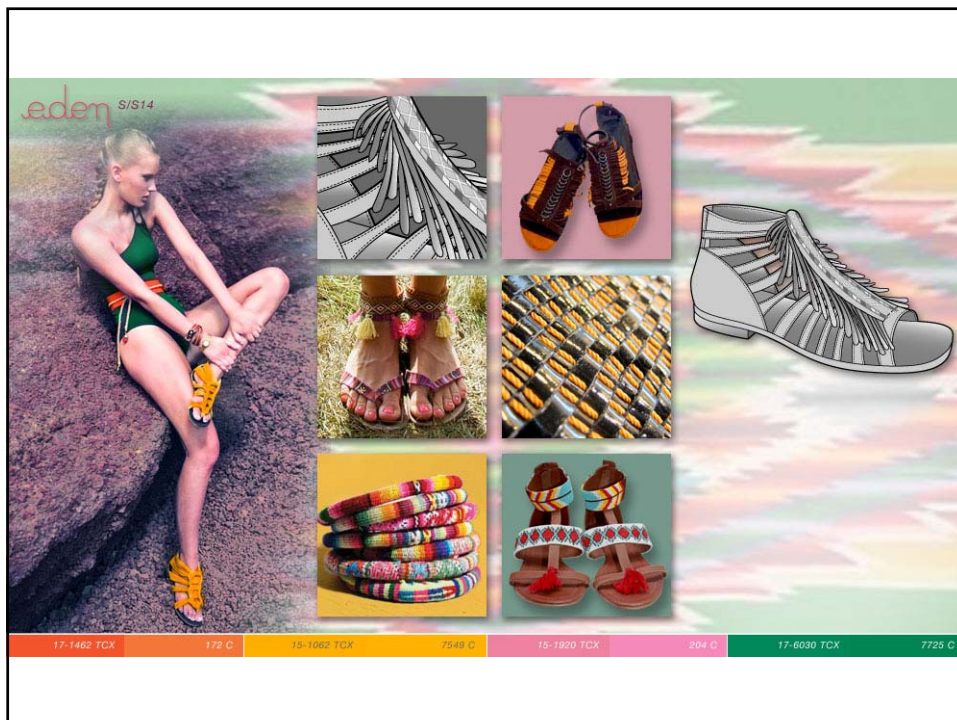
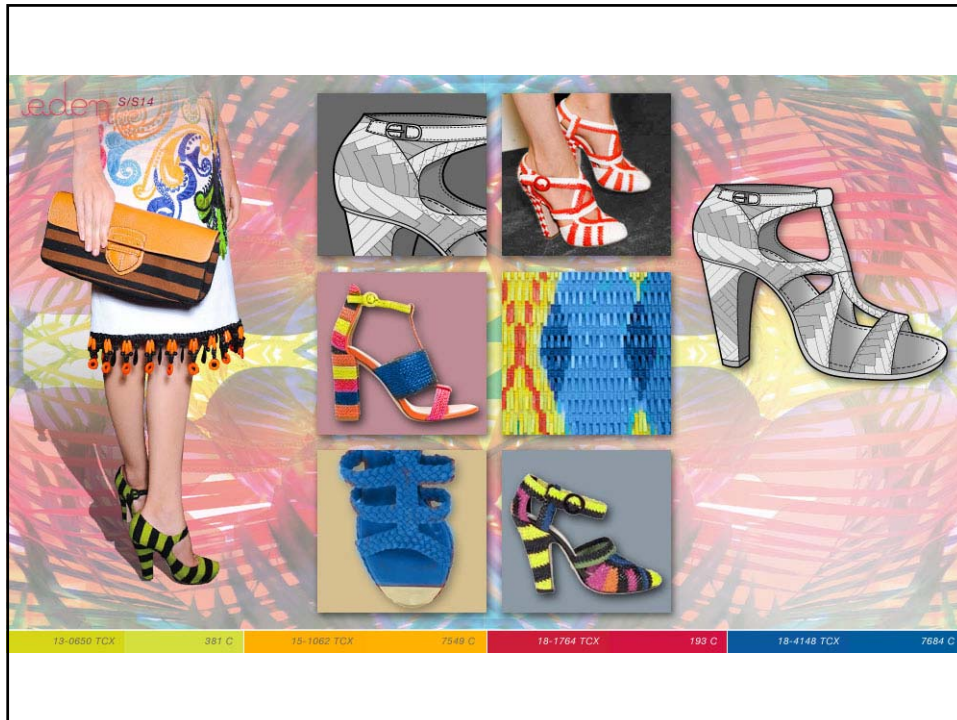


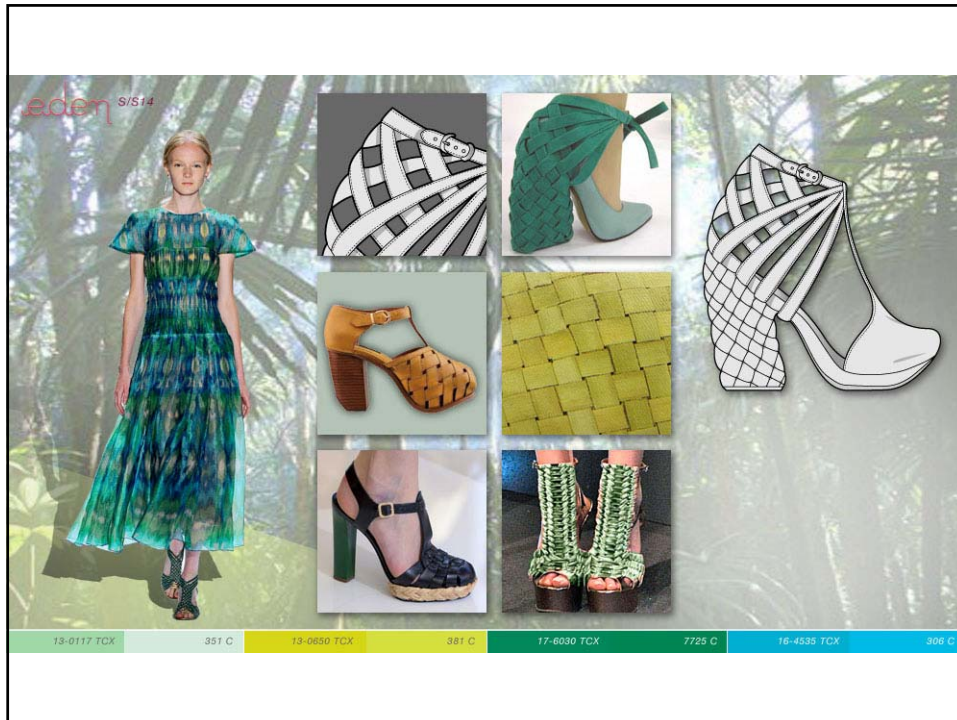
Today, good designers are no more creators,
but catalysts

Web 0.2 scenario

Forecast : Spring Summer 2014







Thanks ☺

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+9176655090

Err..... No pen?... how to find otherwise?

Easy, type my name 'kaustav sengupta' in Google