

CSG MEDIA

Your partner in growth.

“I worked with Arun & his team extensively while I was leading the content vertical at BabyChakra. They are quite patient in getting the brief, professional about committed timelines, and go an extra mile to meet client expectations even if several edits are required. We were able to do some quality work together while optimizing on effort and costs.”

Rhituparna Mitra
Head - Content Strategy and Expert Alliances, BabyChakra

01 | About Us

Services

- **Video Production**

TVCs, brand films, corporate videos, product/ service explainer videos, training videos, etc.

- **Photography**

E-Commerce photography, food photography, real-estate photography, industrial photography

- **Graphic Designing**

Amazon Aplus content, Package designing, social media creatives, marketing collateral designing

- **Web Designing**

CMS based website development and maintenance, AWS, Google Workspace

- **Social Media Management & Influencer Marketing**

Complete day-to-day management of all social media channels. Network of over 1,000 influencers across India.

Our Experience



13+

**YEARS IN
SERVICE**



3K+

**CREATIVES/ DESIGNS
DELIVERED**



500+

**PRODUCT LABELS
DESIGNED & DELIVERED**

Start-Ups that have trusted us with their media works since their initial days

Melting Pot Food Products (Brands Inchi and Indi), LN Goenka Group (Brands Urban Salsa, Urban Munchy and Mom's Pantry), Retranz Infolabs (Brand SuperZop), mwalletplus, WOOP.

Prominent brands/ organizations we have worked for

Dorf Ketal, Cisco, Volkswagen, BNY Mellon, BabyChakra (GoodGlam Group), Velocis, Stanley Black & Decker, CrossBeats, Thorogood, Times OOH, Ministry of Culture (GoI), Siemens, Faurecia, Aakash Educational Services, Takshilla Institute, etc.

02

Our Work

GRAPHIC DESIGN

**“We at Trofii Magazine, have contracted
CSG Media for our magazine’s media needs.
We have always been 100% satisfied.**

**Arun and his team are consummate professionals,
and we are always calmed to have them around,
knowing they will deliver quality work
for our magazine.”**

**Aditi Balsaver
Assistant Editor, Trofii Magazine**

Brand Identity

Logo and Stationery design for a UK based fintech company



DEV KOTECHA
Founder & CEO


 +44 7778 880404
+44 7966 555655

 dk@mwalletplus.com
www.mwalletplus.com

 1 Agincourt Villas, Uxbridge Rd,
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England-UB8 3NX

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Hillingdon, Middlesex,
England-UB8 3NX

Creatives for Digital Marketing

Stanley Black & Decker- Aplus creatives for Amazon



**BLACK+
DECKER**

**Clean Smarter,
Not Harder**

With BLACK+DECKER™ pressure washers turn your most difficult cleaning tasks into something simple so you can enjoy life more, with less effort.



**BLACK+
DECKER**

-  Highly effective spray gun
-  Auto stop system upon trigger release
-  Hose length: 3m





**Up To
45% OFF**
on Pressure Washers

Creatives for Digital Marketing

Stanley Black & Decker- Aplus creatives for Amazon



PRODUCT DETAILS

 Max Pressure 1600 PSI	 Max Pressure 1300W
 Hose Length 3m	 Pump Material Aluminum

BLACK+DECKER

**1300W
HIGH PRESSURE
WASHER**

BEPW1600- CORDED

With BLACK+DECKER™ pressure washers turn your most difficult cleaning tasks into something simple so you can enjoy life more, with less effort.

Small but powerful!



Creatives for Digital Marketing

Stanley Black & Decker- Aplus creatives for Amazon

**BLACK+
DECKER**

550W

**13MM VSR
HAMMER DRILL**

550W POWER

Suitable for home drilling

HAMMER ACTION FUNCTION

For drilling into masonry

REVERSE BRUSH SYSTEM

Full torque and power in forward and reverse



Creatives for Digital Marketing

Stanley Black & Decker- Aplus creatives for Amazon



STANLEY

UPGRADE YOUR TOOLBOX
CORDLESS HAMMER DRILLS ON SALE

UP TO 45% OFF



A yellow and black Stanley cordless hammer drill is shown against a blurred workshop background. The drill has 'STANLEY PATMAX' and 'V20' branding on its side.



STANLEY

TIME TO
UPGRADE YOUR
TOOLBOX

**UP TO
45% OFF**

on Hammer Drills



A yellow and black Stanley cordless hammer drill is shown against a white background with a grid pattern. The drill has 'STANLEY PATMAX' and 'V20' branding on its side.

Product Photoshoot + GIF for online purpose

Stanley Black & Decker- 360 degree product photography



In case you aren't able to see the animated image, please [click here](#) to open the 360 degree image.

Creatives for Digital, Print & OOH Marketing

Creatives for brand activation on e-commerce site BigBasket

inchi® Subah ho ya sham, Indian Chinese anytime!

Ready in just 10 minutes

NEW

inchi® **FRIED RICE MASALA**
Easy To Cook!

inchi® **MANCHURIAN MASALA**
Easy To Cook!

inchi® **BURNT GARLIC FRIED RICE & HAKKA NOODLES MASALA**
Easy To Cook!

inchi® **DILLIWALI PANEER CHILLI MASALA**
Easy To Cook!

inchi® **SCHZWAN FRIED RICE MASALA**
Easy To Cook!

Creative visualization. Refer individual product packs for further information.

Pickles & Chutney

inchi® Subah ho ya sham, Indian Chinese anytime!

Ready in just 10 minutes

NEW

inchi® **FRIED RICE MASALA**

inchi® **MANCHURIAN MASALA**

inchi® **BURNT GARLIC FRIED RICE & HAKKA NOODLES MASALA**

inchi® **DILLIWALI PANEER CHILLI MASALA**

inchi® **SCHZWAN FRIED RICE MASALA**

SHOP BY CATEGORY

Other Veg Pickles

Non-Veg Pickle

Lime & Mango Pickle

Chutney Powder

Creatives for Print & OOH Marketing

Creatives for OOH Marketing + Offline Campaign Execution



OOH campaign for brand Inchi in Mumbai and Pune.



Creatives for Digital, Print & OOH Marketing

Creatives for website & OOH banners

Explore our Gluten-Free Flours

Premium Quality ★ Hygienically Packed

Mom's Pantry

Available in: 500g, 1kg, 5kg & 10kg

Flour varieties shown: Bajra Flour, Jowar Flour, Rajgira Flour, Oats Flour, Ragi Flour, Singhada Atta, Kuttu Flour.

Chef's Choice!

PREMIUM QUALITY STAPLES

Eat Healthy, Live Healthy!

Mom's Pantry

Chakki Fresh Atta — 100% Pure Whole Wheat Flour —

Flour varieties shown: Besan, Bajra Flour, Ragi Flour, Jowar Flour, Maida, Rava.

SHOP ON amazon, JioMart, bigbasket

Creative visualization.

Creatives for Digital, Print & OOH Marketing

Creatives for website & OOH banners

Urban Salsa

Elevate Ordinary Meals to Extraordinary Experiences!

Chaat Masala
Pav Bhaji Masala
Shahi Biryani Masala
Sambhar Masala
Chhole Masala
Schzuean Fried Rice Masala
Manchurian Masala

AVAILABLE MASALA VARIANTS: Black, Chaat, Chhole, Chicken, Garam, Panipuri, Pav Bhaji, Sabji, Sambhar, Shahi Biryani, Pasta, Manchurian, Barbecue, Schzuean Fried Rice, Burnt Garlic, Paneer Chilli, Hakka Noodles, Tandoori Tikka.

Urban Munchy

Authentic Gujarati Khakhras

EXPLORE ALL OUR 14 DIFFERENT FLAVOURS

100% Whole Wheat

Coco-Cardamom Khakhra
Pizza Pasta Khakhra
Kolhapuri (Chilli Garlic) Khakhra
Kadi Patta-Methi Khakhra

AVAILABLE KHAKHRA VARIANTS/ FLAVOURS: Ajwain, Black Pepper, Butterscotch, Cheesy Tomato, Coco Cardamom, Kadi Patta- Methi, Kolhapuri, Mint Corlander, Multi Seed, Peanut Masala, Pineapple, Pizza Pasta, Strawberry, Vanilla.

Creatives for Exhibitions

Stall backdrop designing, printing and set-up



Creatives for Exhibitions

Stall backdrop designing, printing and set-up



Creatives for Exhibitions

Stall backdrop designing, printing and set-up




Mami's Pastry

Celebrating
**INTERNATIONAL
YEAR OF MILLETS
★ 2023 ★**

Explore our gluten-free millet flour range

Space for racks





Mami's Pastry

Speciality flours for
**HEALTHIER &
BETTER YOU**

Premium Quality ★ Hygienically Packed

Space for racks



Embrace Flour Power!

7 DAYS - 7 FLOURS

ASSORTED PACK OF 7 FLOURS FOR EACH DAY OF THE WEEK

1 BAJRA FLOUR

Rich in iron, calcium, phosphorus & potassium

Good for bone health, cardiovascular health & a gluten-free



2 JOWAR FLOUR

Good for bone health, cardiovascular health & a gluten-free

Good source of iron, protein & fiber



3 WHEAT FLOUR

Rich in phosphorus, potassium, iron & calcium

Good for digestion & healthy lifestyle



4 CORN FLOUR

Rich in dietary fiber & phytonutrients (lignans, polyphenols, flavonoids)

Rich in potassium & magnesium



5 BHAJANI FLOUR

Rich in protein, calcium & iron

Healthy & nutritious, a gluten-free



6 MISSA FLOUR

Lowest carbons & 100% source of protein

Rich in fiber, iron & calcium

Rich in fiber, iron & calcium



7 MULTIGRAIN ATTA

Rich in fiber, iron & calcium

Healthy & nutritious, a gluten-free



Looking for **CUSTOMIZED FLOUR PACKS?**
Let's Talk!

A wholesome pack for wholesome living!

Our Promises

- Best Manufacturing Practices
- High Standards: GMP and GHP
- International Food Standard Compliance

Thinking about **Private Labelling?**
Let's Talk!



Space for racks

LN GOENKA AGRO FOODS PVT LTD

For any trade & business queries, contact:

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Director, Sales & Marketing
+91 9545554546 / Freshfood.agro@gmail.com

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Visit us at www.lngoengagrogroup.com

LN GOENKA AGRO FOODS PVT LTD

We are a
FSSCI 22000 v5.1 and
SMETA Certified company

Our Other Brands

Urban Salsa **Urban Munchy**

Space for racks

Our Product Portfolio

Urban Salsa
All purpose chutneys-sauces, traditional pickles, blended and natural spices

Urban Munchy
Instant-mixes and ready-to-eat snacks

Creatives for Exhibitions

Stall backdrop designing, printing and set-up



Creatives for Digital Marketing

Product Photography and Creative Designs for website



Creatives for Digital Marketing

Creative Designs for social media and website

WIN Little's Comfy Baby Pants worth ₹429 for FREE

WOOP WOMEN OF ORIGIN

Exclusive Discount by WOOP:
15% OFF on Charlie Banana cloth diapers

[Shop Now | Offer Ends Soon](#)

SHOPPING | WOOP EXCLUSIVE | CHARLIE BANANA

WOOP WOMEN OF ORIGIN

Baby Chakra

BABY MUST HAVES

24h Protection 24 Patches

Baby Chakra 100% Natural Mosquito Repellent Patches

Chitosan Oil | Lemongrass Oil
Protects From Malaria, Dengue, Chikungunya
Hypersensitive Skin

24h Baby Safe

Diast-Free Stain-Free Waterproof

Baby Chakra Natural Mosquito Repellent Body Spray

Lemongrass | Neem Leaf

100% Natural Mosquito Repellent Body Spray (100ml)

Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)

mwalletplus™

Instant Transfers

Transfer to 60+ countries

Safe & Secure

To make international bill payments download the **mwalletplus** app!

This creative features a man wearing a straw hat and headphones, smiling while looking at his smartphone. The background is white with orange circular accents. Three callout boxes highlight key features: 'Instant Transfers' (with a lightning bolt icon), 'Transfer to 60+ countries', and 'Safe & Secure' (with a shield icon). A large orange button at the bottom contains the text 'To make international bill payments download the mwalletplus app!'.

mwalletplus™ *Economical International Calling*

Worldwide Conversations Made Easy!

Economical Pricing | High Clarity | 180+ Countries

This creative shows a group of six diverse young people smiling and talking. The background is white with a large orange circle behind the group. The mwalletplus logo and tagline 'Economical International Calling' are at the top. A large orange button at the bottom contains the text 'Worldwide Conversations Made Easy!' and 'Economical Pricing | High Clarity | 180+ Countries'. A small orange icon of a hand holding a phone is in the bottom right corner.

mwalletplus™ *Economical International Calling*

Experience Seamless Conversations Across Continents using **mwalletplus**.

Economical Pricing | High Clarity | 180+ Countries

This creative features a world map with orange continents and dashed lines connecting various global locations. The mwalletplus logo and tagline 'Economical International Calling' are at the top. A large orange button at the bottom contains the text 'Experience Seamless Conversations Across Continents using mwalletplus.' and 'Economical Pricing | High Clarity | 180+ Countries'.

Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)

For immigrants globally

Super App

Download the **mwallet+** app today to experience seamless and economical solutions to stay connected with family and friends back home!

Featured Services

-  **International Bill Payments**
-  **Low-cost calls to 180+ countries**
-  **International Top-Ups**





Scan to download the app.



think BIG

Unlock Limitless Potential

Are you a business owner* serving 100 or more businesses like grocery store, pharmacy or any enterprise catering to the migrant market?

If yes, here's a golden opportunity for you to own a simple all-in-one communication and services desktop portal proudly carrying your business name in your local currency!

For more information : care@mwalletplus.com

* Business owners in Europe & United Kingdom only.





Stay connected without the fear of roaming charges

This holiday season, say goodbye to expensive roaming charges & embrace seamless, borderless communication with **iPayOn eSIMs**.

-  **Seamless Connectivity** across 150 countries
-  **Hassle-free Activation** eliminating need for physical SIM cards

Available on **iPayOn**, **iTransferOn** and **iRemitOn**. Launching soon on **mwallet+**




Creatives for Digital Marketing

AI generated creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)

NOW SHOP ONLINE AT www.myinchi.com

inchi

Bhook Mitao Minton Mein!

inchi SINGAPORE NOODLES MASALA

inchi Veggie Hakka Noodles

Serving Suggestion. Creative visualization.

Serving Suggestion. Creative visualization.

Urban Munchy

FLUFFY HEALTHY IDLIS

Urban Munchy INSTANT MIX RICE IDLI

SHOP ON [amazon](#) [JioMart](#) [bigbasket](#)

NOW SHOP ONLINE AT www.myinchi.com

inchi

inchi SCHEZWAN

Dinner Time Ko Banao Ekdam Thakaas!

Serving Suggestion. Creative visualization.

Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)



SHOP ONLINE AT www.myinchi.com

inchi®

Snacks Time
Ko Banao
Ek dum Jhakkas

inchi®
SCHEZWAN
इंची शेजवान
Ek dum
Jhakaas!

Serving Suggestion. Creative visualization.

This advertisement features a vibrant yellow background with faint illustrations of food items. On the left is a glass jar of inchi SCHEZWAN sauce, with a white label that includes the brand name and product name in Hindi. To the right of the jar is a plate of three golden-brown samosas, each topped with a dollop of red sauce. The headline is written in a mix of red and green fonts. The inchi logo is in the top right corner. A small green square icon is in the bottom right corner.



inchi®

Thoda Sweet
Thoda Spicy!

inchi®
Sweet & Spicy
STIR-FRY SAUCE

SHOP ONLINE AT www.myinchi.com

Serving Suggestion. Creative visualization.

SHOP ONLINE AT www.myinchi.com

This advertisement has a dark red background with a blurred image of a chili pepper. In the foreground, a white bowl is filled with stir-fried noodles, vegetables, and meat. To the right of the bowl is a blue and red packet of inchi Sweet & Spicy Stir-Fry Sauce. The headline is written in a white, handwritten-style font. The inchi logo is in the top left corner. A small green square icon is in the bottom left corner. A red rounded rectangle in the bottom right corner contains the website URL and a shopping cart icon.

Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)



Urban Munchy™

Sparkle up your Diwali

Celebrate the Festival of Lights with Urban Munchy Gulab Jamun Instant Mix

Urban Indian Taste

Urban Munchy™
INSTANT
Gulab Jamun

3 EASY steps

SHOP ON [amazon](#) [JioMart](#) [bigbasket](#)

Serving Suggestion. Creative Visualization.



Serving Suggestion. Creative visualization.

Urban Salsa®

Easy to cook Masala

IRRESISTIBLE & mouthwatering

Chhole Masala
छोले मसाला

Easy To Cook
RICH TASTE
NO MSG

SHOP ON [amazon](#) [JioMart](#) [bigbasket](#)

Serving Suggestion. Creative Visualization.

Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)

Urban Munchy

Kick Start Your Day with
WHOLESOME GOODNESS

Quick and Easy-To-Cook

Instant Mix UPMA

Urban South Indian Taste

3 easy steps

SHOP ON [amazon](#) [JioMart](#) [bigbasket](#)

Urban Salsa

Sandwiches ko Banao
FRESH AUR FLAVOURFUL

Made from fresh Mint & Coriander

Green Chutney
पुदीना धनिया चटनी

SHOP ON [amazon](#) [JioMart](#) [bigbasket](#)

Urban Munchy

Authentic South Indian Taste
CRISPY & TASTY

Ready in just 3 easy steps

Instant Mix MEDU VADA

No Veggie
e 200g/7 oz

SHOP ON [amazon](#) [JioMart](#) [bigbasket](#)

Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp)



Creatives for Digital Marketing

Creatives for social media (Instagram, Facebook, LinkedIn, WhatsApp), emailers & banners

WOOOP
WOMEN OF OPINION

SAMARKAN HIPERPIGMENTASI DALAM 6 HARI

#DontFakeltJustFixIt

- 37% Lingsaran Hitam Pinda Mata
- 38% Hada Hitam
- 32% Warna Kulit Tidak Merata

NEW BRIGHT COMPLETE Vitamin C AMPOULE SERUM

FADES HYPERPIGMENTATION* IN 6 DAYS*

GARNIER SKIN NATURALS

NEW BRIGHT COMPLETE Vitamin C AMPOULE SERUM 3% VITAMIN C

3% VITAMIN C + NIACINAMIDE

HALAL CRUELTY FREE

WOOOP
WOMEN OF OPINION

ABC

AYO IKUTI GERAKAN #SATUSEPERSERATUSKEBAIKAN BERSAMA ABC

1 Resep Spesial ABC Ibu dapat membantu 100 keluarga dhuafa yang membutuhkan

POVIDONE-IODINE BETADINE® CREAM

KAPAG NASUGATAN, I-BETADINE® AGAD.

- Hiwa (Cuts)
- Sugat (Minor wounds)
- Mamaso (Impetigo)
- Lacerations
- Abrasions

TRIPLE-A POWER vs. Clinically Significant Pathogens

POVIDONE-IODINE BETADINE® CREAM

IF SYMPTOMS PERSIST, CONSULT YOUR DOCTOR.
© BETADINE is a Registered Trademark of Mundipharma.

Case studies/ PPTs/ Reports

Combining Gamification and Social Purpose to deliver sampling leads based on audience profiling

OBJECTIVE Profiling moms with diapering concerns and **meaningfully educating** them with the key USPs of Merries Diapers + inducing trial via sampling.

STRATEGY

STEP 1

Higher click rates/ CTR on social ads

Use WOOP's BOOK+ mommy database to create custom and look alike audience which led to better targeting

STEP 2

Post click, higher form completion rate

Family lead capture form by marking each data field a step towards a chance to win a reward for self

Link form completion to helping the needy. Each form completed, funded one school hour for a poor child.

[Watch How](#)

RESULTS

Moms Engaged

2x

moms engaged with brand meaningfully

Audience Profiling based on diaper usage + concerns

Data Points Per Lead

7 vs 5

40% increase

Leads Generated & Shared

1.6x

Sampling leads generated & shared

Contact Us
letstalk@woop.world

Learn More
www.woop.world

Helping 15k+ Moms LEARN about Cottontouch and establish its superiority using its 'scientific efficacy' as a hook.

WOOP STRATEGY

- Using **WOOP UX** to getting moms to spend **10 minutes** with the brand.
- Driving **meaningful advocacy** powered by **quality learning**.
- Testing **conversions** for the brand with **engaged moms**.

15,529 Total Moms

4,383 Pregnant Moms

11,146 Moms with kids aged 0-2 yrs.

THE MOM UNIVERSE
Identified Pregnant and New Moms (0-2 yrs.)

THE RESULTS

KPI	ACHIEVED	% ACHIEVED
Simple Education	14,999	88.54%
Simple Lead	14,395	94.13%
Deep Education	4,445	98.78%
FB Share	6,100	101.67%
Total Conversations	1,140	63.33%
· WhatsApp Shares	282	15.67%
· Quora Conversations	707	39.28%
· Forum Conversations	81	4.50%
UGC on FB & Instagram	70	46.67%
Bonus Missions		
Purchases	36	

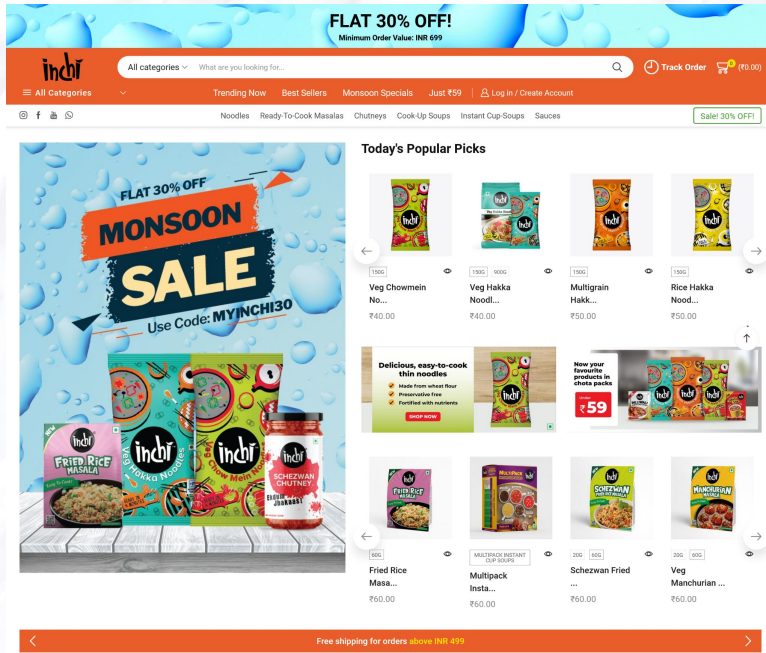
UGCs created by everyday moms

03

Our Work

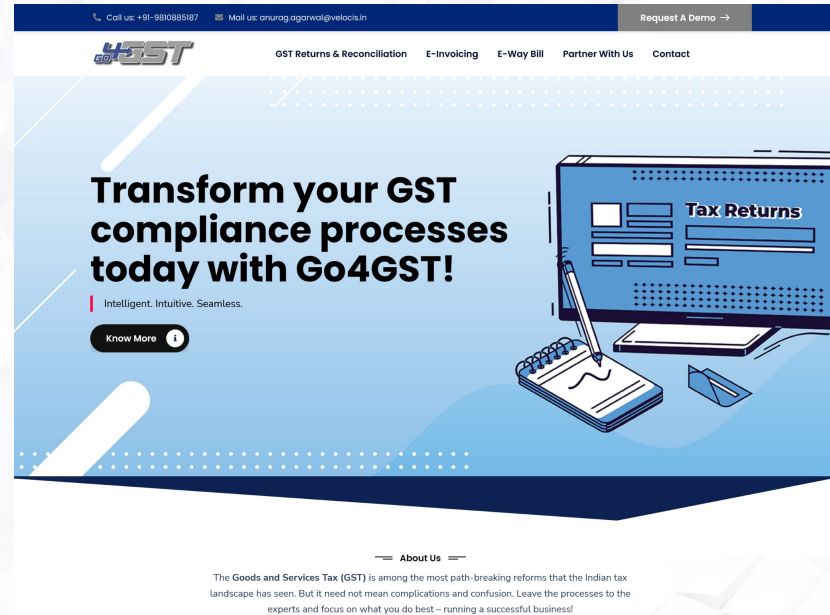
WEBSITE DESIGN & DEVELOPMENT

WordPress websites



www.myinchi.com

(E-Commerce website with payment gateway)



www.go4gst.com

(CMS based corporate website with multiple contact forms)

04

Our Work

VIDEO PRODUCTION SHOWREEL

Video Production

Video production showreel- from TVCs & corporate films to web videos, gifs!



“I recently worked with CSG Media on a shoot across multiple cities in India for a large banking client. The shoot, which required multiple moving parts, came together in just a few days.

Given the tight turnaround, there were inevitably several last minute requests throughout the process. And throughout, Arun and his team were always attentive and played an instrumental role in helping ensure a smooth process overall.

Arun oversaw both the crewing of the project on the ground and served multiple roles given his ability to speak several languages and capacity to work as a cinematographer. It was a pleasure working with Arun and his team. I would work with him again should another opportunity present itself.”

**Jeanne Gunther
Executive Producer, MultiVu**



Your partner in growth.



Like what we do? Let's connect!

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Pune- 411006

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