



**scribbling**

Our motto is "Grab the best to give the best"

**conversation**

Communication is the beginning & most integral part of our operation

**LAUNCH**  **PD**

The view, we follow is "without a vision, there isn't any creation"

**envision**

**Research** **Make** **Generate** **Inquiry** **Produce**

repeated scrutiny brings those words into perfection

**Revolutionize**

**ception**

**Step**

**Theory**

forw

**Doodle**

**scribbling**

Our expertise...transforming & moulding visions into words

**riting**  
**aracter**

**delight**

Our target is pleasure and satisfaction for both our precious clientele and us

Publishing constitutes the finale of our hour de creative!

**Publishing**

partial success of our creatives comes through veneration by clientele

**admiration**

**rewards**

Our rewards lies in whole hearted smiles of our clients



## Services with a Difference ... Reasonable Care

It has not been an 'objective' of LaunchPD but it has also been a 'drive' with which LaunchPD's every department operates especially the Advertising Department. Thriving towards the apex with its creatives & customized designing abilities, LaunchPD is here to provide you the best from the world of media.



With the experienced career of five years in the field of communication and an unique 'modus operandi', LaunchPD has been successful in creating a niche of its own.

The background features a stylized illustration of a hand holding a glowing lightbulb under a dome. The word 'services' is written in a bold, black font on a yellow, torn-paper-like background that overlaps the top right of the dome.

# services

## Advertising Services

- Corporate Identification
- Strategy Planning and Execution
- Market Research and Analysis
- Content Development
  - Copywriting
- Press Creatives
  - TV Commercials
- Short Films
  - Documentaries
  - Radio Jingles
  - Radio Spots
- Media Buying
  - Media Planning
  - Media Releasing
  - Event Management

## Printing Services

- Screen Printing
- Offset Printing
- UV Printing
- Gravier Printing
  - Large Format Flex / Vinyl Printing

## New Media Services

- Web Designing and Development
  - Web Promotions
- Search Engine Optimization
  - Email Marketing
- Email System
- Communication Software
  - Billing Solutions
- Corporate Presentations
- 2D & 3D Animations



## team

A specialized group of individuals comprising of talented Creative Director, Graphic Designer, Copywriter, Content Developer and a dedicated team of Client Service Executives headed by Manager - Operations, who has won the prestigious Radio & Television Practitioner's Association (RTPA) Award twice.

Our Public Relation team is equally efficient. Above all, the extremely talented and experienced Chairperson heading the department and leading every member of the team towards achieving goals with a parallel objective of guaranteed satisfaction to clients.

# clientele

Apollo Hospitals

BSNL

VGP Group

Maybell Loungewears

Cinema Paradiso

Star Health and Allied Insurance

Lifeline Hospitals

Hides & Skins

Carlos Stefano

Studio Infiniti

Thyrocare

Infosys

and few more...



# portfolio

apollo hospitals

ശ്യാമഭദ്രയുടെ ദിവ്യകുമാരിയുടെ  
ശത്രുക്കളായ പാട്ടിയെ പാർപ്പിക്കുക



APPOINTED IN THE PUBLIC INTEREST BY



Apollo Speciality Hospitals  
touching lives



NATIONAL CANCER  
KOSE DAY

exercise



... EVEN A LITTLE IS BETTER THAN NONE



WORLD  
HEART DAY

APPOINTED IN THE PUBLIC INTEREST BY



Apollo Speciality Hospitals  
touching lives

# portfolio

apollo hospitals



ISSUED IN THE PUBLIC INTEREST BY



Apollo Speciality Hospitals

Touching Lives



WORLD  
HEART DAY



ex-cel

## BSNL PROVIDES MORE WIDES AS EXTRAS



- Prepaid Card absolutely free along-with new landline connection.
- Plan-145 scheme is extended upto 30-11-05.
- The registrants of prepaid card till 28-10-05 can get prepaid cards now.
- Plan-100 scheme in CellOne is available upto 30-11-05 for Central, State Govt., Central PSU employees and retired employees.
- CellOne Plan-140 is extended upto 14-11-05.
- Full talk time for the recharge coupons valued Rs.500 and Rs.1000. This scheme is valid for activation from 1-11-05 to 15-11-05 only.

Now you can get prepaid card on demand from the following exchanges:-

Alanganallur, Chozhavandhan, Palamedu, Gandamanur, Chellampatti, Sedapatti, Devathanapatti, Keeranoor, Lakshimpuram, Thevaram, Upparapatti, Ambilikai, Poolathur, Gudalur, Nilakottai, Chekkanurani, Eriyodu, Odalpatti. For further details, contact officers of the concerned Telephone exchanges.

GENERAL MANAGER, BSNL, MADURAI

BLPD

# portfolio

BSNL

We live up to our mission of  
"Bridging the  
Digital Divide"

## BSNL MADURAI LOOKS BACK ... 2005

Achievements of Madurai Telecom District

**CellOne**  
post-paid connections  
crossed 35,000

**ex-cel**  
crossed  
1.1 lakh connections

**tarang**  
WLL connections  
crossed 9,000

**DataOne**  
crossed  
1,300 connections

BTS - 122 Towers  
STD PCO - 6700  
Fault Rate - 2.8 per 100

General Manager,  
BSNL, Madurai



BLPD

# portfolio

BSNL



Data **DataOne**



## BEST IN ALL MEANS ... BSNL

- The best speed while surfing
- The best in the reliability
- The best cost-effective browsing solutions to all (both home and business)
- The best in the technology ... And a lot more bests.

### Salient features of DataOne

➤ 256 kbps & above ➤ State-of-the-art ADSL 2+ technology ➤ Simultaneous use of Phone and Internet ➤ Attractive plan for Home & Business ➤ Always Connected

General Manager,  
Bharat Sanchar Nigam Ltd., Madurai

BSNL

### new top-up plan

- Recharge Rs. 50/100 and get full talk time

**ovcel**

- Recharge for Rs. 5000 and talk for Rs. 6000 with 1 year validity
- Recharge for Rs. 1000 and get full talk time. This offer is valid upto 31-01-2006

### BSNL NEW YEAR BASH

#### sms power-up plan



**CellOne**

- Rs. 150 per month
- 2000 sms. Monthly free



The General Manager  
BSNL, Madurai

**DataOne**

- Payrate dial-up to broadband & Get 2 months rest free
- Offer extended upto 31-01-2006



 **INFLIGHT POST PRODUCTION**  
 **FILM TRADING**  
 **DVD AUTHORIZING**  
 **POST PRODUCTION**  
**DUBBING EDITING SUBTITLING DVNR**  
*and many more...*

**THE COMPLETE VGP EDIT SUITE TERRAIN**

25 YEARS ON THE FIELD  
**VGP**  
**POST PRODUCTION SUITE**  
**STUDIO WORKS**

Unit No. 31, 80F, II, SEEPZ, Andheri East, Mumbai - 400046  
 Tel: +91-22-28290452, 28280437, Fax: +91-22-28290453  
 Email: info@vgpvideovision.com, www.vgpvideovision.com

B-204, Green Parkes Apartment, Sakar Post-Lane  
 Road, W. Sector, Andheri East, Mumbai-400  
 Tel: +91-22-28290452 / 53




**OUR DELIGHT**

Passenger delight is one of the top priorities for any airline. And VPI is a proven means to enhance the flight experience. And our delight is purely Airline's satisfaction. So come in and never go out. Thanks.

**NEVER GET DISCONNECTED**





If you choose us to master guide, then do our top priority to make you comfortable by full support in terms of check-in, delivery and more. Contact us for more details.



**IN-FLIGHT POST PRODUCTION SUITE >>**

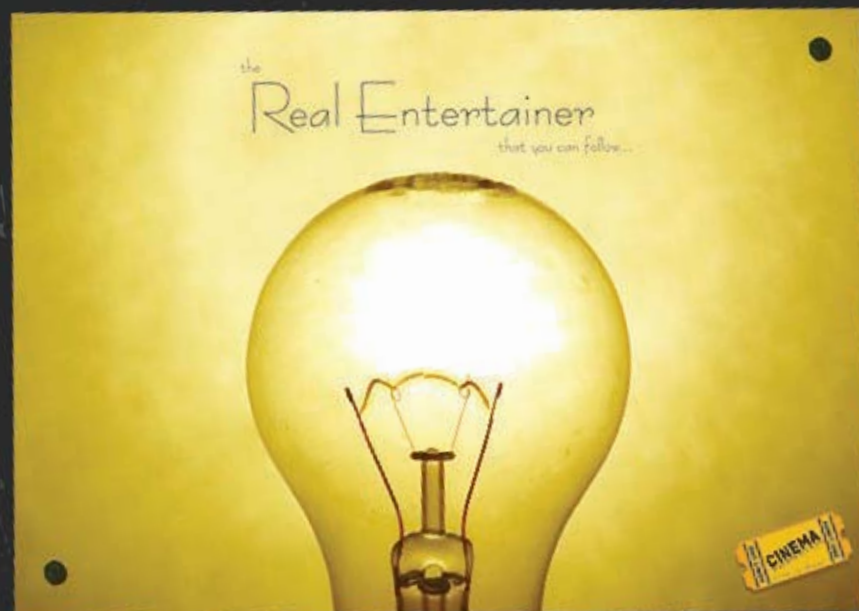
**VGP VIDEO VISION OF INDIA**

Unit No. 31, 80F, II, SEEPZ, Andheri East, Mumbai - 400 046  
 Tel: +91-22-28290452 / 28280437  
 Fax: +91-22-28290453  
 Email: info@vgpvideovision.com  
 www.vgpvideovision.com

portfolio

Cinema Paradiso



# portfolio

Star Health

DO YOU KNOW?

An estimated 8 lakh people die due to tobacco-related diseases every year in the country

ITS TIME TO  
**HANG**

**SMOKING**

WORLD  
ANTI-TOBACCO DAY  
31<sup>st</sup> May 2006

for further details & coverage



Issued in Public Interest by:



THE FIRST STAND-ALONE  
INSURANCE CO.

Star Health and Allied Insurance Company Limited  
www.starhealth.in

AWARENESS CAMP  
ANTI-DIABETIC DAY

free  
medical  
camp

for further details  
and coverage  
on insurance



THE FIRST STAND-ALONE  
HEALTH INSURANCE CO.

Free Medical Camp @

Star Health and Allied Insurance Company Ltd.,

No.1, New Tank Road, Nungambakkam, Chennai - 600034.  
Ph: 2828 8800 (30 lines). www.starhealth.in

REGISTRATION STARTS FROM TODAY ONWARDS!

Medical Camp Date: 26th and 27th June 2006

REGISTER and REAP BENEFITS!

www.starhealth.in



Star Health and Allied Insurance Co. Ltd.

# portfolio

lifeline hospitals



- Piles
- Hernia
- Hysterectomy
- Obesity
- Appendectomy
- Heart Burn
- Cancers
- Orthopaedics
- Sinuses
- Cosmetology
- Gall bladder

● No Pain ● No Scar ● Since 1993 ● 8000 Successful Keyhole Surgeries

Among India's largest Laser and Keyhole Surgery Centres

**OPEN YOUR EYES TO THE KEYHOLE REVOLUTION**

**Lifeline Multi-Specialty Hospital**  
5/639, Old Mahabalipuram Road, Perungudi,  
Chennai - 600 096. [www.lifeline-hospital.com](http://www.lifeline-hospital.com)  
☎ 42 45 45 45

**Lifeline Rapid Hospital**  
47/3 New Anna Road, Kāpālak, Chennai - 600 010.  
[www.lifelinehospitals.com](http://www.lifelinehospitals.com)  
☎ 44 77 47



**LifeLine**  
CLINICS & MULTI-SPECIALITY HOSPITALS



**OPEN YOUR EYES TO THE KEYHOLE REVOLUTION**

● No Pain ● No Scar ● 8000 Keyhole Surgeries Since 1993

**ACCIDENT AND EMERGENCY**  
**42 45 45 45**



**LifeLine**  
MULTI SPECIALITY HOSPITAL

5/639, Old Mahabalipuram Road, Perungudi, Chennai - 600 096, [www.lifeline-hospital.com](http://www.lifeline-hospital.com)  
[2.5 kms from Tidel Park]

**EMERGENCY**  
**42 45 45 45**



ACCIDENT  
ABDOMINAL PAIN  
CHEST PAIN  
FITS  
POISONING  
BURNS

**portfolio**

lifeline hospitals

**A DOCTOR IN YOUR POCKET**  
a revolution in healthcare

- Assuring a revolution in Healthcare
- Medical + IT + Telecom = LIFESAVE 24/7
- First time in India Trans Telephonic Health Monitor

• Abnormal Heart Rhythms • Irregular Pulse • Skipped Beats  
• Light Headedness • Flurring (ear) (Pulsations) • Racing Heart  
• Fatness • History of antybiotic and  
Assessing the condition of the baby in Pregnant Women

Special Guests of the Occasion :

- Prof. S. Thirukethan (Sr. Vice-Chancellor, SMC & R)
- Mr. S. Chandrasekar (Executive VP & MD, Digipark)
- Mr. Rajmohan Rao (CMD, Orchi Pharmaceuticals)
- Mr. L. K. Raju (M.A. Tambaram Constituency)



Inauguration by **Thiru. Dayanidhi Maran**  
Honourable Union Minister of Communications & IT

Date : 31 July-06, 12 noon | Venue : Tidel Park, Taramani, Old Mahabalipuram Rd.  
For more details : Ph : 42454545 | Fax : 4312004  
Entry by Invitation Only



# portfolio

Hides & Skins



H&S  
Accessory Range

**Handcrafted**

**Italian design**

**GENUINE LEATHER MARK**  
A unique combination of high quality full grain leather that is finished in the best tanneries around the world and cutting edge Italian designs handcrafted in traditional methods make H&S accessories an inimitable product range that you will enjoy using.

Style: Italian  
Leather: Leather  
Color: Brown  
Size: Medium  
M.R.P. 100€

Contact Store Manager for information on bulk corporate purchases

**SMART ACCESSORIES FOR THE SMART YOU**

**GENUINE LEATHER MARK**  
A unique combination of high quality full grain leather that is finished in the best tanneries around the world and cutting edge Italian designs handcrafted in traditional methods make H&S accessories an inimitable product range that you will enjoy using.

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**H&S**  
Accessory Range

**GENUINE LEATHER MARK**  
A unique combination of high quality full grain leather that is finished in the best tanneries around the world and cutting edge Italian designs handcrafted in traditional methods make H&S accessories an inimitable product range that you will enjoy using.

**Italian design**

**Handcrafted**

**GENUINE LEATHER MARK**

Style

M.R.P.



# portfolio

Hides & Skins



# portfolio

Carlos Stefano



Carlos  
work-out . . .

Start your day with the ultimate work-out for your body and mind.

To give you a running edge is the  
elegantly crafted CS fine-leather wallet  
with an enhanced coin compartment.

Also, don't forget the sturdy CS leather belt with a  
built-in mobile case.

Remember, it's your call, your day.



Start your day with a CS in your pocket.



Makes Smart Sense



CARLOS STEFANO

Italian Leather • Hand Crafted • Genuine Leather Mark

GENUINE LEATHER MARK



MAKES  
SMART  
SENSE



CARLOS STEFANO

Italian Leather  
Hand Crafted

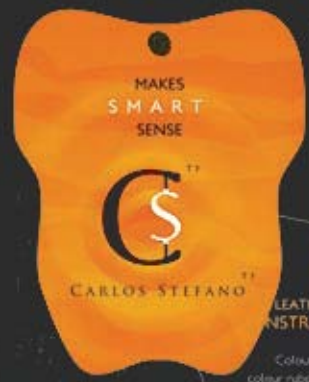
Genuine  
Leather Mark

M.R.P.

Style

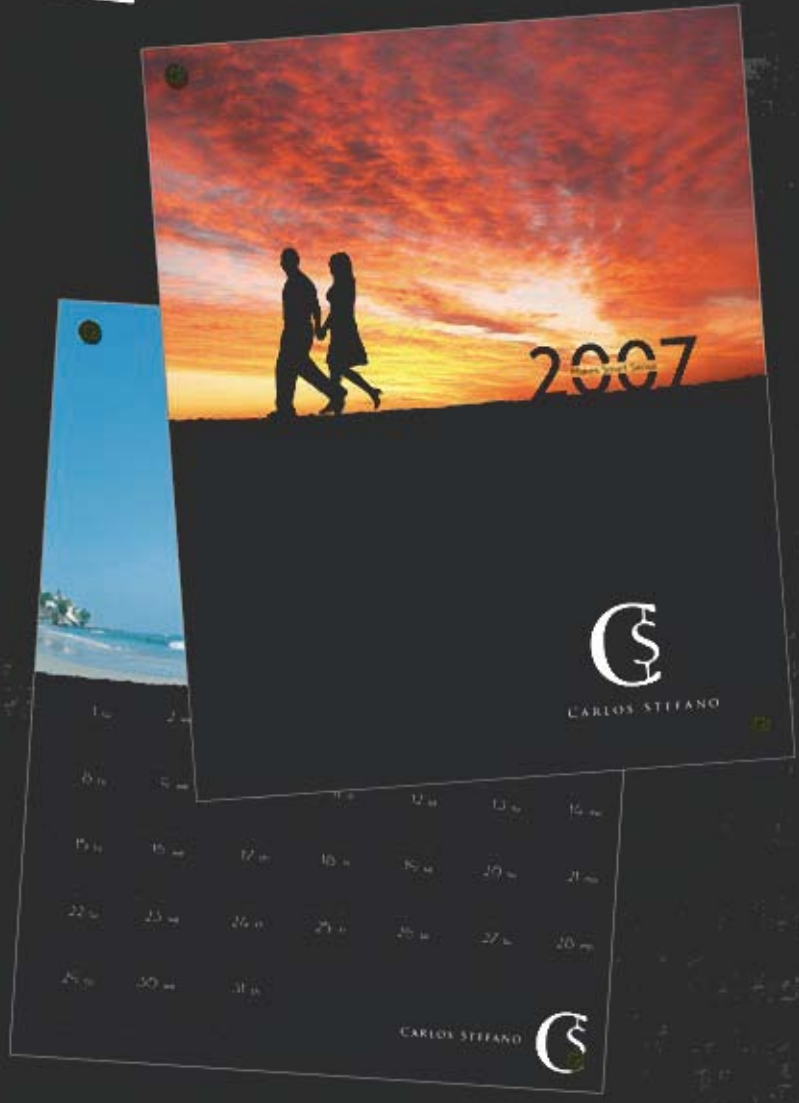
# portfolio

Carlos Stefano



### LEATHER CARE INSTRUCTIONS

Colour variations, colour ruboff, natural marks are intrinsic characteristics of genuine leather. Proper leather care will extend the life of your product and will enable it to age naturally upon usage.



# portfolio

Studio Infiniti



Exclusivo & Exquisito

THE TIMES GROUP

Studio Infiniti

Building accessories at its best

STUDIO INFINITI...  
THE UNCLE PLACE TO SAVE

Flowers of your home bring a sense of cheerfulness to the atmosphere. It's a natural choice because it has an inherent beauty that is hard to find. These colorful plants of all are beautiful, hardy and green and have an abundance of natural beauty in the form of natural and healthy flowers. Each tile is made to complement the floor design giving the appearance of a natural stone floor in your home.

Every tile brings brightness to your wall

Studio Infiniti

Amica Ceramic Industries

Graffiti

Studio Infiniti

# portfolio

Thyrocare

knowing it  
**Early**

the **man** who  
made things  
**Happen**



ructu

2000 AAROGYAM COLLECTION  
THYROSOFIT

**Thyrocare**  
World's largest thyroid testing laboratory

Thyrocare Pvt. Ltd., Hyderabad, India  
Thyrocare Pvt. Ltd., Bangalore, India  
Tel: 0844 2821100 / 2821211  
Fax: 0844 4662830  
www.thyrocare.com



2000 AAROGYAM COLLECTION  
THYROSOFIT  
40,000 SOLT TRAINING  
2000 AAROGYAM COLLECTION  
THYROSOFIT  
40,000 SOLT TRAINING  
2000 AAROGYAM COLLECTION  
THYROSOFIT  
40,000 SOLT TRAINING  
2000 AAROGYAM COLLECTION  
THYROSOFIT  
40,000 SOLT TRAINING

**Thyrocare**  
World's largest thyroid testing laboratory

Research

Inquiries

Generate

Fashion

Thought

Perception

Conception

step

**LAUNCH**  **PD**

Corporate Office : 11nd Floor, Surya Complex, 625, Anna Salai, Chennai - 600 006 Tamilnadu, India.  
Ph : + 91 - 44 - 28295836, info@launchpd.com

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Ph : 4358679, E-mail : madurai@launchpd.com

www.launchpd.com

Writing  
Characters

Draft

Positioning