

A sneak peek into the world of



A Wit and Chai Media Network

Amul



BINGEBAR



NETFLIX

Faasos



PARAS
Group of Industries



LYKKEIN
A style for every story

महाMoney

+100 MORE

Who are we?

We are simply the consumers of your brand, and we know how to make more people aware about how awesome it is.

Partners in Crime, and business of-course!



Suyash Lahoti

Founder & Chief Executive Officer



Prithviraj Mali

Partner & Chief Creative Officer

All we need from you is **trust** and your brand info, ofcourse!

And we will explore these avenues for you...

BRANDING AND PACKAGING

COMMUNICATION DESIGN

PRODUCTION

MEDIA BUYING

DIGITAL CONTENT SOLUTION

TECH & DESIGN DEVELOPMENT

BRANDING AND PACKAGING

- Logo Design
- Brand Guidelines
- Rebranding

COMMUNICATION DESIGN

- Brand Communications
- Visual Communications

PRODUCTION

- Video Production
- Photoshoot
- Video / Photo Editing

MEDIA BUYING

- Media Planning
- Digital Publications
- Print Media

DIGITAL CONTENT SOLUTION

- Social Media
- SEO / SEM
- Website Content

TECH & DESIGN DEVELOPMENT

- Augmented Reality
- Visual Language
- Website Design

How about we let our work speak for itself?



Giving India's favourite food brand a Maharashtrian identity!

Bringing a popular brand closer to the consumer through region-specific insights and communication strategy to connect with tier 2 & 3 cities.

13M+

Accounts
reached

31K+

Followers on
social media

36K+

Comments on
Facebook

9K+

Shares on
Facebook

Instagram

https://www.instagram.com/amul_marathi/

Facebook

<https://www.facebook.com/Amul-Marathi-550024032596872/>



BINGEBAR™

Ek Aur interesting project!

Conception to reality and now making the reality larger than life one bar at a time. Ongoing campaign of the brand includes branding, packaging, lead generation, ad films, influencers and of course, Social Media.



Links To Ad Films

<https://youtu.be/xECG6QNHpao>

https://youtu.be/tVaUs6h-3_c

<https://youtu.be/RLPppnuwZBo>

1M+

Accounts
reached

3K+

Sign-ups on
website

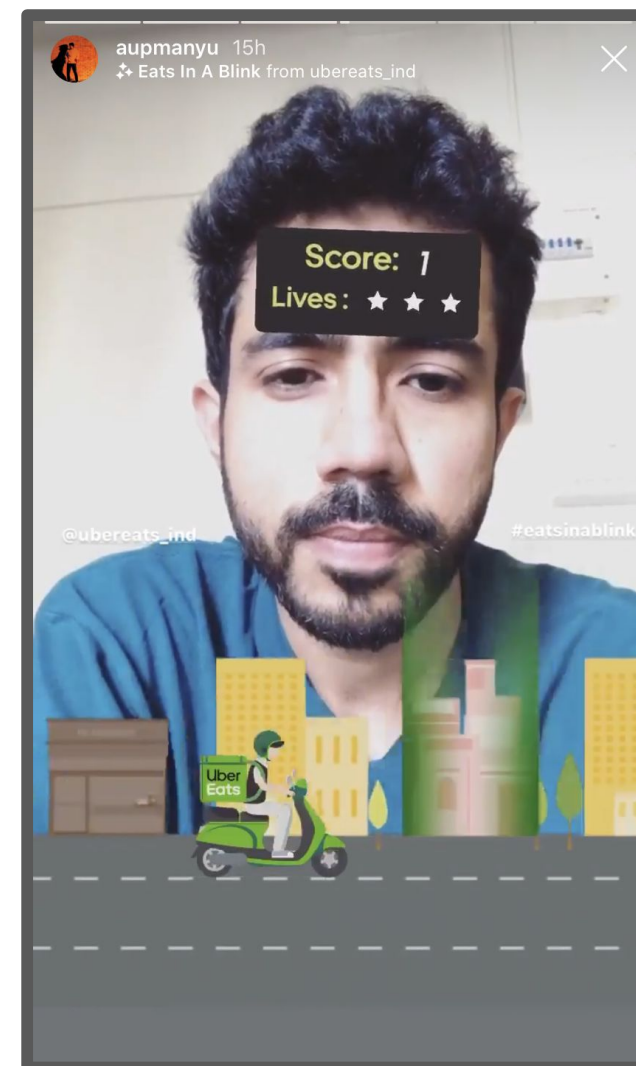
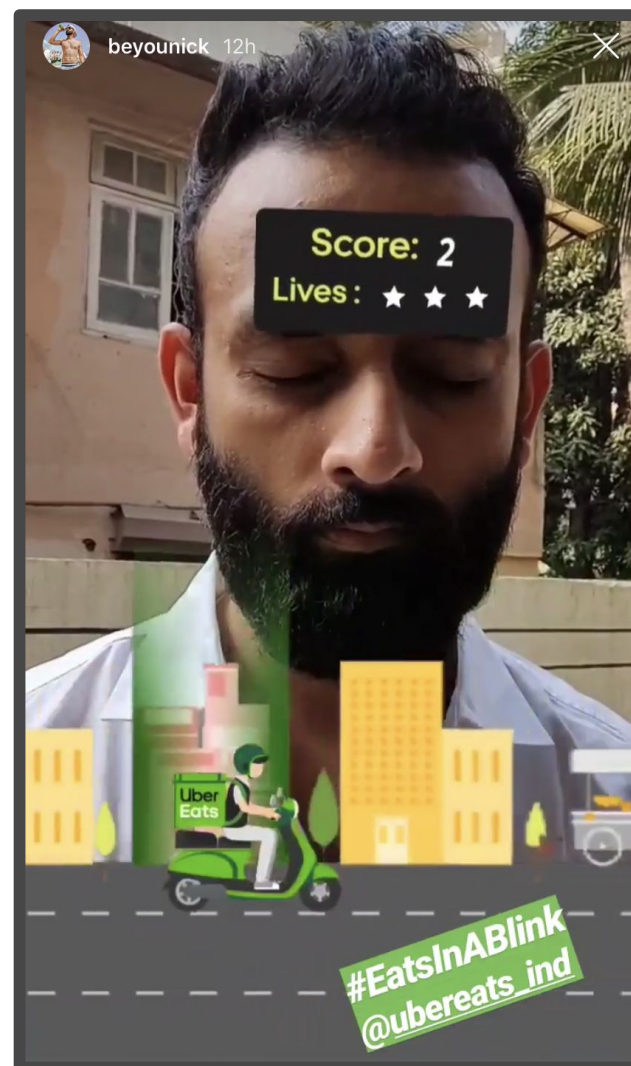
31K+

Content
interactions

Uber Eats

We made waiting for food fun!

The filter was on Uber Eats India's official Instagram page that allowed users to play a game, wherein an Uber delivery executive is seen riding through town and every time the user blinks, he makes a delivery on the screen.



Links To PR Features

<https://www.afaqs.com/news/advertising/after-zomato-uber-eats-promises-speedy-delivery-in-a-blink>

<https://vrscout.com/news/uber-eats-ar-filter-one-million-users/#>

1M+

Impressions

32K+

Captures

1K+

Shares



Raksha Bandhan campaign for a sustainable clothing brand? Count us in!

We designed 'sustainable rakhis' made out of unused organic fabric. Sending them to 150 females with *closed instagram profiles* and *less than 700 followers* (read: friends) was the magic..



300%

Increase in
website traffic

1 Lakh

Organic
impressions

₹60K+

Unpaid media
distribution

₹0

Spent in influencer
marketing



www.chitalebandhu.in





PRODUCTION

HAR JARURAT PEHCHANTE HAI | POOJARA TELECOM

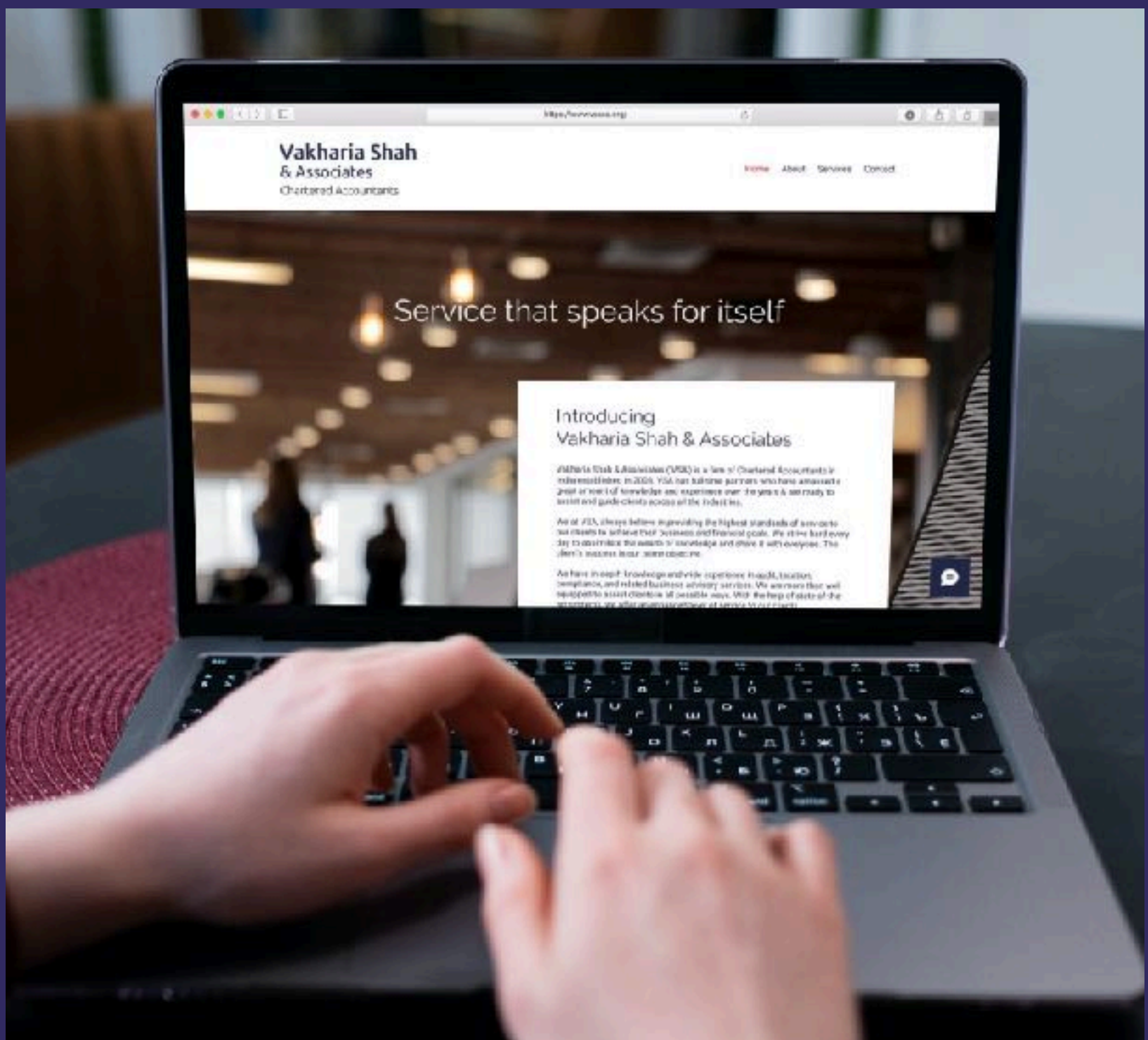
TUMCHYA HAKKACHA SATHIDAR | VYANKATESH BUILDCON | PUNE

BHAIYA EK AUR BINGEBAR DENA | BINGEBAR BY CHITALE

EK AUR BINGEBAR MILEGA | BINGEBAR BY CHITALE

YEH HAI NAYA BINGEBAR | BINGEBAR BY CHITALE

CAFÈ PAASHH | KALYANINAGAR PUNE | MEGHMALHAR MONSOON MENU





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