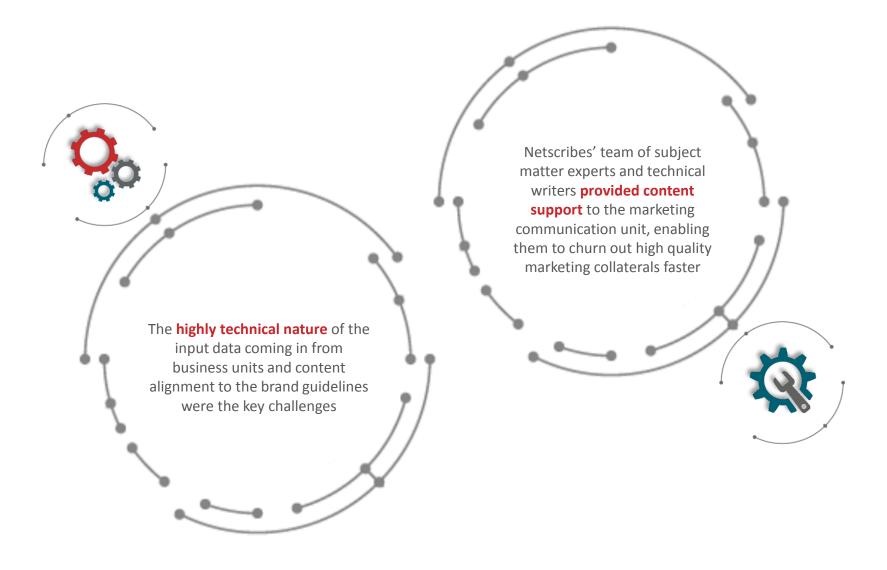


A global ICT giant was looking for research driven content solutions for their marketing communication unit. The objective was not only to bring down the TAT for the collateral development but also ensure greater consistency in terms of content quality and tonality.



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