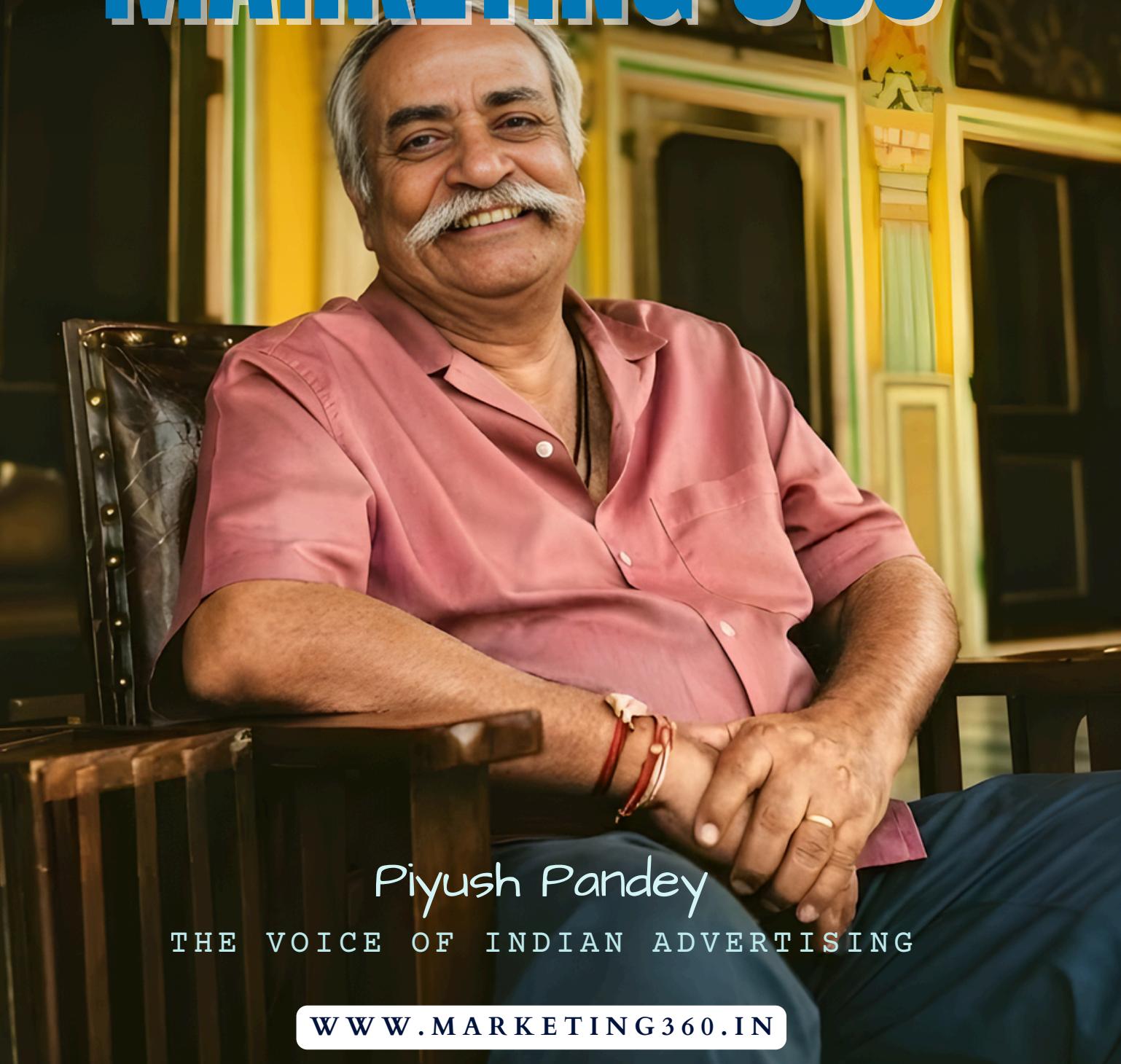


THE PIYUSH PANDEY EDITION

Marketing Insights Newsletter of Marketing360.in

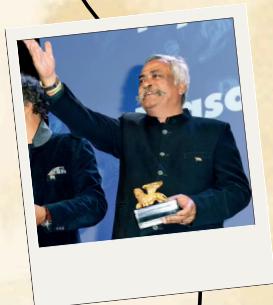
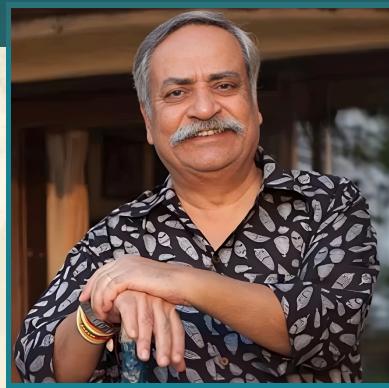
PANORAMA **MARKETING 360°**



Piyush Pandey

THE VOICE OF INDIAN ADVERTISING

THE ETERNAL STORYTELLER



The air in Indian advertising offices once felt imported, heavy with overseas concepts. Discussions often centered on making an ad "global". One such meeting ended with a client presenting his strategy, only to be met by a young man in a simple white shirt who carried a profound, proudly Indian sensibility.

Quietly, the young man stated, "Sir, your product is good, but your story is speaking English. India speaks Hindi, and more importantly, India speaks heart".

This was the defining start for Piyush Pandey, a journey woven into the fabric of Indian life.

Born into a large, simple family in Jaipur, Piyush's home was his first, deepest source of inspiration. Simplicity and the local language, brimming with wit, were valued. His father taught him that genuine, heartfelt expression, not rigid grammar, was the true key to connection.

Piyush moved from cricket to advertising, becoming a master of observation. He lives in the memories of millions through his work, guided by the belief: "True ideas don't live on Google, they live within us." This principle made him an Advertising Guru. By embracing Hindi, regional dialects, and simple, witty phrasing, he bypassed the mind and connected directly with the heart of mass-market India.

Glue stuck to his fingers. He realized stubbornness sells.
Chocolate melted in his palm. He realized joy sells.
Walls sat quietly. He realized homes tell stories themselves.

He didn't write ads. He caught conversations, pauses, jokes, and silences, the things people never thought mattered. Years passed, awards accumulated, offices changed, yet he remained the same, a listener first, a storyteller second. The world rushed around him, but he paused, watched, noticed the ordinary and turned it into extraordinary.

Piyush Pandey didn't just write ads. He wrote India's stories. He didn't sell products. He reflected life. And in every chocolate, every bus, every wall, every pause, India still hears him listening.

Campus Leadership



Dr. Pritee Saxena

Senior Director & Campus Head

"Big ideas come from the belief that you can fly; they cannot come when you are shackled by research or the success of the past."

- Piyush Pandey

Dear Readers,

We are pleased to introduce the special edition of marketing360°, a student driven publication by club Marketing360°. An initiative driven by young marketeers, where ideas are translated into action in an ever evolving marketing world.

Mr. Piyush Pandey is a household name hidden in memories of ads made by him running 24/7 in people's mind. Also known as "Father of Indian Advertising" for fundamentally transforming the industry by creating authentic, vernacular, and culturally rooted storytelling over Western ideas. His legacy lies in the ad campaigns made with extreme creativity turning daily instances which go unobserved into famous ads. Starting from iconic "Fevicol ka jod hai, tootega nahi" and emotional charge of the Cadbury Dairy Milk "cricket field dance," to the nationally impactful Pulse Polio campaign. His creativity and understanding of consumer behaviour paved his way in his exponential career. Leading Ogilvy India as Chief Creative Officer Worldwide and Executive Chairman along with that being first Indian to receive the Cannes Lions Lion of St. Mark Lifetime Achievement Award and being honored with the Padma Shri by the Government of India. The man lived it all and inspired us all.

Here at IBS Mumbai we believe in polishing students creativity and calibre. Every student is motivated to increase their potential and pushed towards excellence. What is more better example of creativity and hard-work leads man's success? I want students to enhance their observation skills, understanding customer needs, knowing your audience as these are the foundation of successful businesses they hope to join. I recommend students to read about Piyush Pandey to help them find the Piyush Pandey within them. Making them the bright changemakers of the future we all look forward to.

MENTORS INSIGHTS



Dr. Priyanka Mathur Dhingra

ASSOCIATE DEAN - SDCC & CLUB MENTOR

"Do not look at how different people are. Look for what's common."

- Piyush Pandey

Advertising is about building brand equity - not merely awareness or recall, but meaning, trust, and an emotional footprint that endures. Few individuals in Indian advertising have understood and practised this with the clarity and consistency of Mr. Piyush Pandey, rightly celebrated as the Father of Indian Advertising. When I entered the world of advertising as a young professional, I was drawn by creativity, big ideas, and the promise of work that mattered. During those formative years, Piyush Pandey's work quietly but profoundly shaped my understanding of what advertising should be. His campaigns became benchmarks not just of excellence, but of purpose. They taught me that great advertising does not shout - it listens, it connects.

While much of advertising those days chased novelty and persuasion, it still does, but Piyush Pandey chose emotion. His work reminded us that brands do not live in markets - they live in homes, conversations, memories, and hearts. This belief reframed my view of the industry from cleverness of strategy to empathy and emotional connects. Iconic campaigns like Cadbury Dairy Milk's Kuch Meetha Ho Jaaye, Fevicol's Fevicol ka Jod, Asian Paints' Har Ghar Kuch Kehta Hai, Surf Excel's Daag Achhe Hain, and ICICI Prudential's Hum Hain Na found deep emotional truth across categories.

This magazine is our tribute to a man who shaped not just brands, but mindsets - showing us that emotions are not advertising's weakness, but its greatest strength. When you touch the heart, the mind follows.

MENTORS INSIGHTS



Dr. Mayank Ranjan

CLUB MENTOR

"Celebrities are often used as brand tools substituting for clear ideas."

- Piyush Pandey

Absolutely believing in this quote Mr.Pandey has always showed that good marketing is always based on original ideas, observational skills, talking the language of audience, delivering them the brand perspective in a way they want to know. Mr.Piyush Pandey definitely deserves the tag of being 'Father of Advertisement'. He brought the authenticity of creativity now a days forgotten into his every work.

My personal favourite ad being Modi Sarkar ad,"Ab ki baar modi sarkar".It is a straight example of how one ad can rightly affect and get audience votes quit literally.For me, the "Ab ki baar, Modi sarkar" campaign is still the gold standard. It's not just a political success story; it's the ultimate lesson in marketing done right.

At its core, the campaign did something incredibly difficult: it took the messy, complex world of politics and distilled it into a single, rhythmic heartbeat. It didn't rely on jargon or over-polished slogans. Instead, it gave people a phrase they could actually see themselves saying over the dinner table.

That's the genius of Piyush Pandey. He has this rare gift for finding the "truth" in a room full of noise. He proved that you don't need flashy gimmicks to move a billion people—you just need to speak their language and tell a story that feels honest. For anyone who wants to understand how to truly connect with an audience, his work isn't just a case study; it's a masterclass in empathy and timing.

THE PIYUSH PANDEY EDITION

PANORAMA



SCAN TO KNOW MORE



MARKETING360.IN

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INDIAN RAILWAYS

**CHUK-CHUK RAIL GADI, LE JAAYE SAPNO
KI YATRA...**

If there's one person in India who can make fully grown adults run around shouting "**chuk-chuk**", it is unquestionably Mr. Pandey. In 2010, when Indian Railways planned its first major TV commercial, Mr. Pandey didn't pick big engines or dramatic visuals. Instead, he picked something far stronger, pure childhood nostalgia.

The ad, now known as the "Human Train" or "Rail Gadi" film, features adults happily forming a train by holding each other's shoulders and marching through streets and fields. Why? Because, as Mr. Pandey has often mentioned in his interviews, Indians don't just travel by train, they grow up with trains. Trains are where families bond, strangers become friends, and every child once pretended to be a locomotive commander of the world.

**“
TRUTH
WELL TOLD
IS THE
BEST
ADVERTISING.
-PIYUSH PANDEY**



Mr. Pandey believed that the best communication comes from simple human truths. His thought behind this campaign was to remind people that Indian Railways is not just a transport service, it's an emotional thread woven into every Indian's life. By making adults behave like carefree children, he wanted to show that trains awaken the same joy and innocence we all once felt. It wasn't about the train itself, but about the feeling of togetherness it creates.

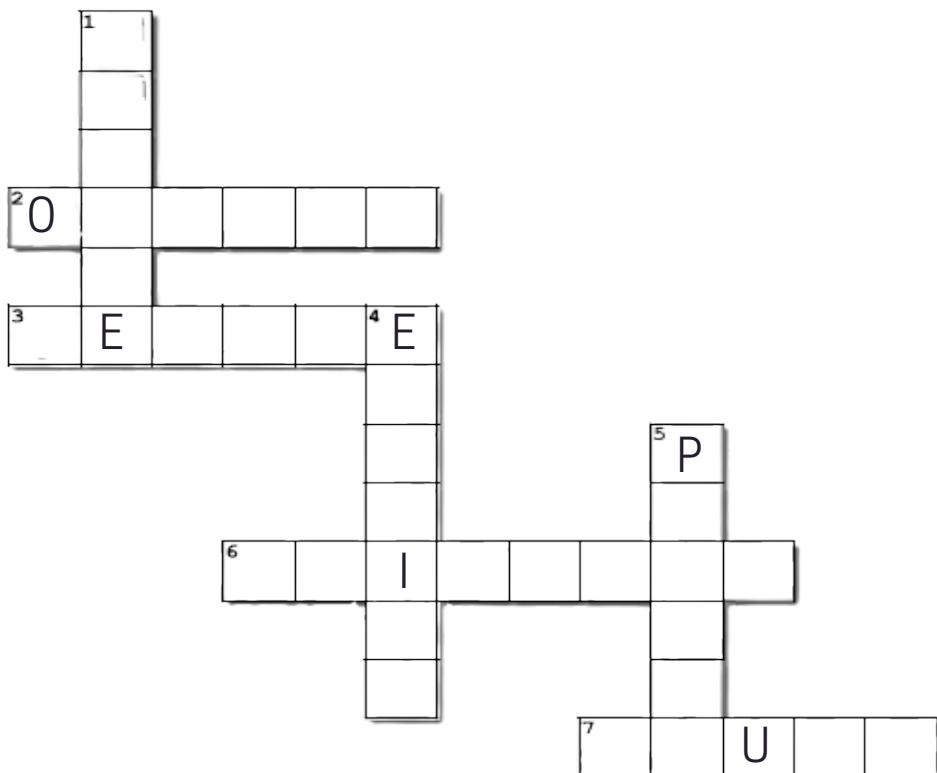
Directed by Prakash Varma and crafted by Ogilvy, the ad relied on zero CGI and 100% human warmth. Although this remains the only major Railway ad credited to Mr. Pandey, it became iconic for its simplicity, humour, and heart.



SCAN FOR
EXCLUSIVE
AD
STORIES

INDIAN RAILWAYS: EVERY CLUE, A JOURNEY

From Platforms to Puzzles



ACROSS

2. Famous ad agency where Piyush Pandey worked
3. Indian Railways connects cities and what?
6. India's largest public transport system
7. Sound often linked with trains in ads

DOWN

1. A short, catchy phrase in advertising
4. What ads mainly try to create in people
5. Person behind many iconic Indian ads

If you want to touch people, speak their language.



VICKS

WHEN A SMALL 'KHICH-KHICH' STARTED A VAST CREATIVE ADVENTURE

Back then, when Mr. Pandey was a young account executive at Ogilvy & Mather, navigating briefs, deadlines, and the buzzing energy of Mumbai's ad world. Among those early projects was a simple brief from Vicks Cough Drops, make an advertisement explaining throat pain in a way that consumers could relate to right away.

Mr. Pandey opted for storytelling rather than a serious medical approach. He pictured ordinary people going about their lives until khich-khich, a familiar uneasiness, abruptly interrupted them. He created a lively, light-hearted, and instantly recognizable jingle to bring it to life. In addition to describing the issue, the term "**Vicks ki goli lo, khich-khich dur karo**" became a common expression in the nation.



**BRAND SIRF
DIKHAYA NAHI
JAATA,
MEHSOOS
KARAYA JAATA
HAI.**

- PIYUSH PANDEY



Something unexpected occurred when the advertisement aired. In addition to watching it, audiences hummed it. Shopkeepers remembered it when dispensing cough medicines, children sang it, and families made jokes about khich-khich. The campaign demonstrated that advertising didn't necessarily require a lot of drama, sometimes a humorous melody combined with a straightforward human insight was sufficient to win people over.

For Mr. Pandey, the success of the Vicks ad was more than a campaign victory, it was the first spark of a creative voice that would go on to shape Indian advertising for decades. It showed his instinct for emotion, his knack for observation, and his belief that the best ideas often come from everyday life.



SCAN FOR
EXCLUSIVE
AD
STORIES

VICKS: EVERY CLUE, A RELIEF

Cold relief brand

1 C

2 V

3

4

5 C



ACROSS

1. Common winter illness
2. Famous chest rub Vicks product
4. Thick medicinal ointment
5. Chest irritation treated by Vicks

DOWN

1. Strong smelling ingredient for cold relief
3. What Vicks help you do easily?

Log product bhool jaate hain, par feeling hamesha yaad rehti hai.

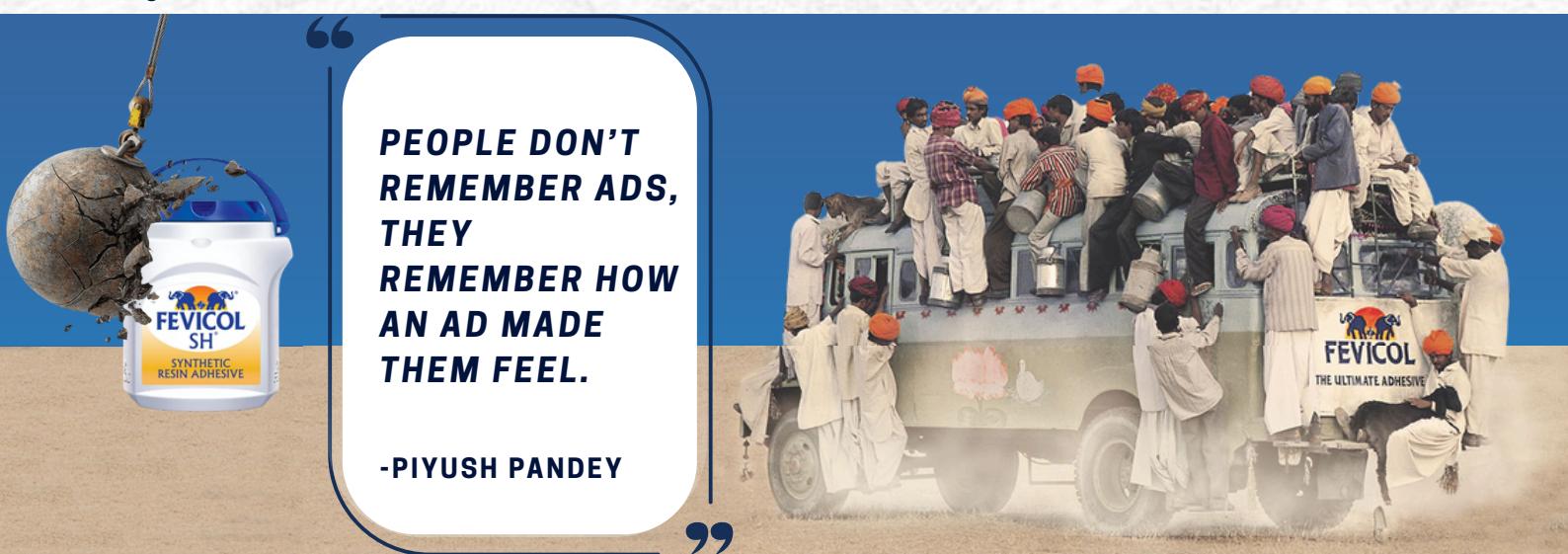


FEVICOL

THE GLUE THAT STAYED WITH INDIA

Mr. Pandey did something very special with Fevicol. He took an everyday product, a simple tube of glue, and turned it into something people across India could connect with. His Fevicol ads were never loud or complicated. They showed normal people, normal situations, and humour that felt natural. A crowded bus where no one could get down, a wooden chair that refused to break, a pot that stayed together no matter what, these scenes felt familiar, and that's why they worked.

Mr. Pandey understood one simple truth: life breaks things all the time. Furniture breaks. Plans break. Sometimes, even relationships break. Instead of ignoring this, Fevicol's ads gently reminded us that broken things don't always have to be thrown away. That's where the famous line "**Fevicol ka jod, tootega nahi**" became more than just a tagline. It became a feeling.



The line made people smile, but it also stayed with them. It told us that with a little care, patience, and the right bond, things can be fixed. Slowly, Fevicol stopped being just a glue brand. It became a sign of trust, strength, and togetherness.

Without trying too hard, Mr. Pandey made Fevicol a part of India's everyday stories, proof that the simplest ideas often last the longest.

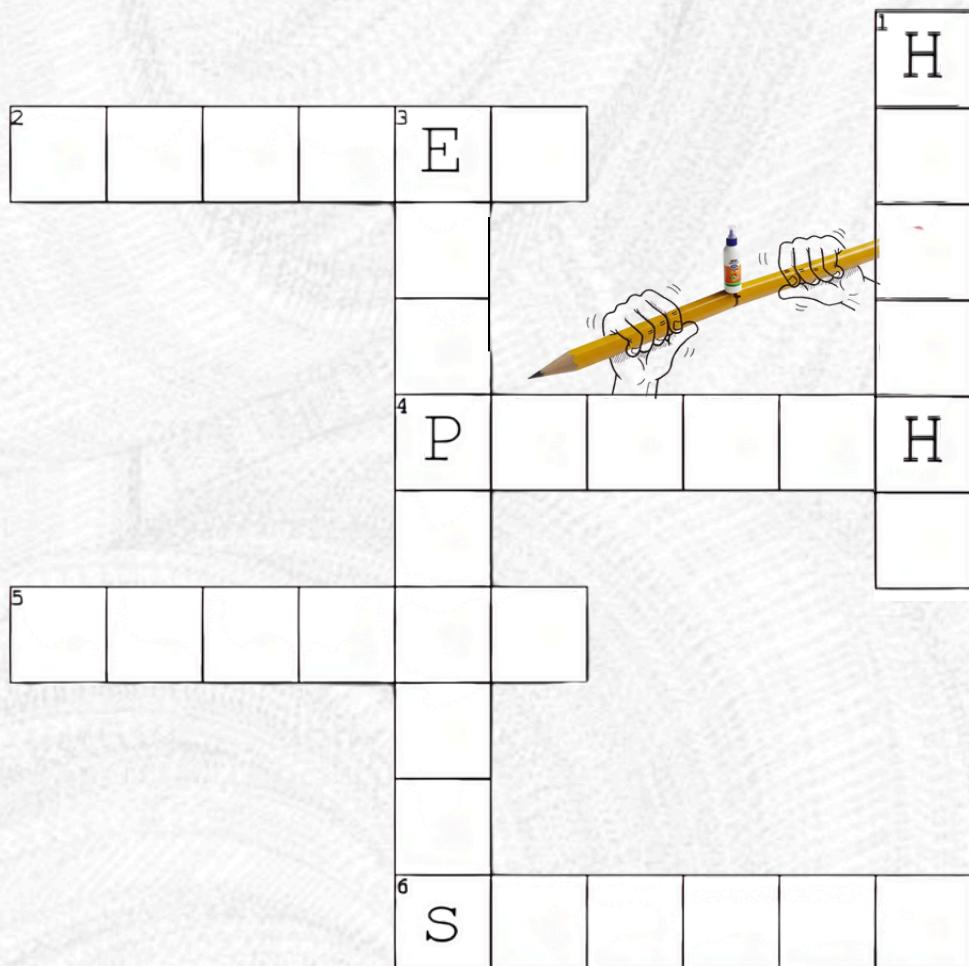
#FUN FACT

Many Fevicol ads had very little dialogue, yet people remembered them for years, proof that good ideas don't always need big words.



FEVICOL: EVERY CLUE, A MAZBOOT JOD

From 1959 to Forever - Test your Fevicol IQ.



ACROSS

- 2. The French city where the 'Overcrowded Bus' ad won a Silver Lion award
- 4. The surname of Balvant, the visionary founder of Pidilite Industries
- 5. The suffix 'COL' in Fevicol is derived from this language's word for glue ('Koll')
- 6. Before Fevicol, carpenters used this smelly, animal-fat based glue

DOWN

1. Complete the legendary line: 'Dum Laga Ke
3. The two strong animals featured in the logo pulling the bond apart

Culture se juda hua communication, kabhi outdated nahi hota.



POLIO

DO BOOND ZINDAGI KI

“Everyone sees you as the Angry Young Man”, Mr.Pandey told Big B softly. “What if... for this campaign... you become the Angry Old Man?”.

In his book *Pandeymonium*, Mr. Pandey shared a moment so pure, it still gives goosebumps. He shared the heartwarming story of how Amitabh Bachchan agreed to do the campaign entirely free of charge, simply because it was for the nation.

Long before India celebrated its victory over polio, the nation lived with fear, confusion, and unanswered questions. Health messages were getting lost, vaccine hesitancy was high, and awareness was low. India needed a voice people trusted.

That voice came with the unforgettable line: **“Do Boond Zindagi Ki”.**



**A GOOD IDEA
CAN COME
FROM
ANYWHERE, NOT
JUST A
BRIEFING.**

-PIYUSH PANDEY



Behind that voice stood a man who believed that advertising wasn't just about selling products; it was about shaping behaviour and touching hearts. Mr. Pandey didn't create an ad, he created a movement.

He turned Amitabh Bachchan's baritone into a drumbeat that echoed through every home. While some people wondered how India's biggest star could scold the audience, Mr. Pandey explained it perfectly:

“He will shout like a father who is upset... but the love behind the anger will be visible.”

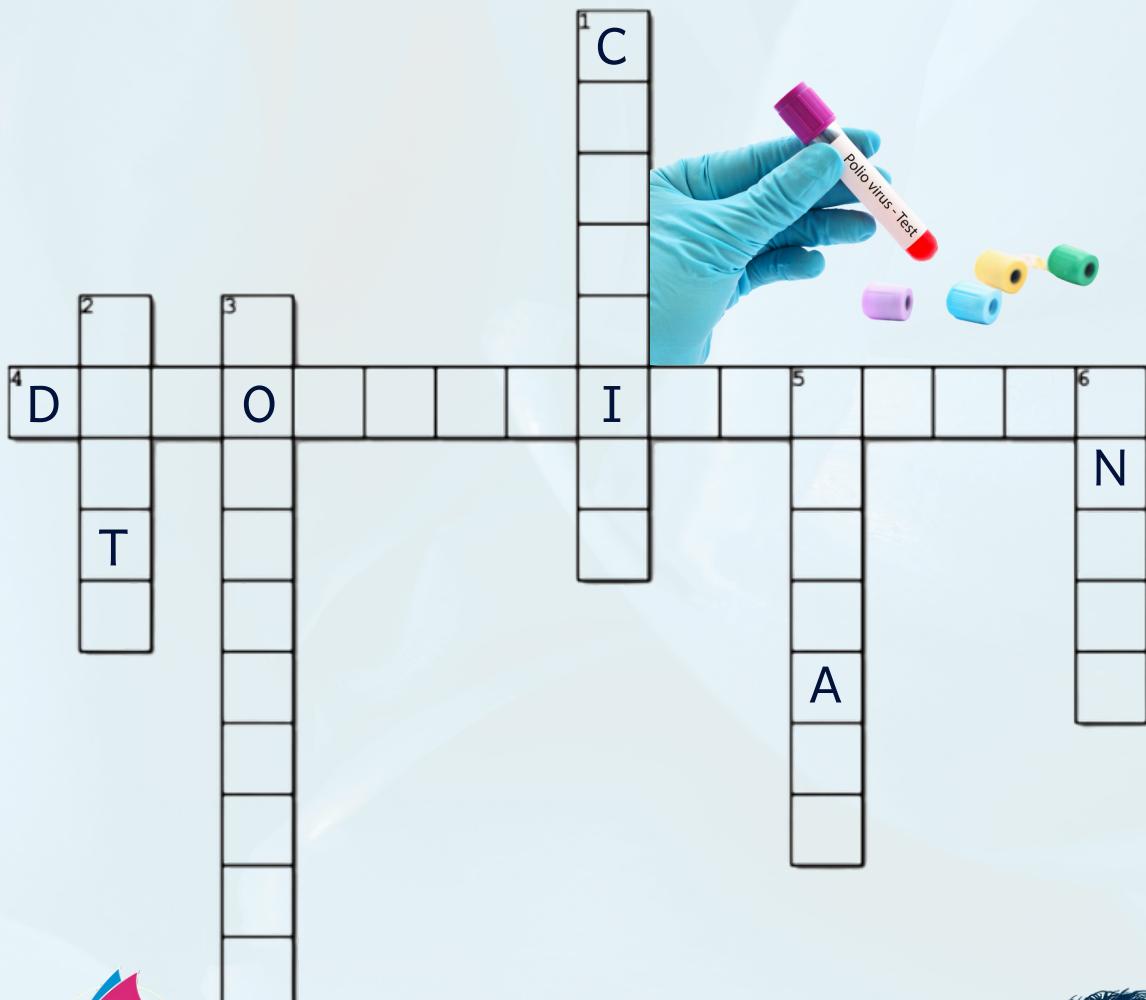
That is Mr. Pandey's true legacy, which proves that sometimes, two drops and one honest voice is enough to change the fate of an entire nation.



SCAN FOR
EXCLUSIVE
AD
STORIES

POLIO: EVERY CLUE, A ZINDAGI

Test your polio IQ



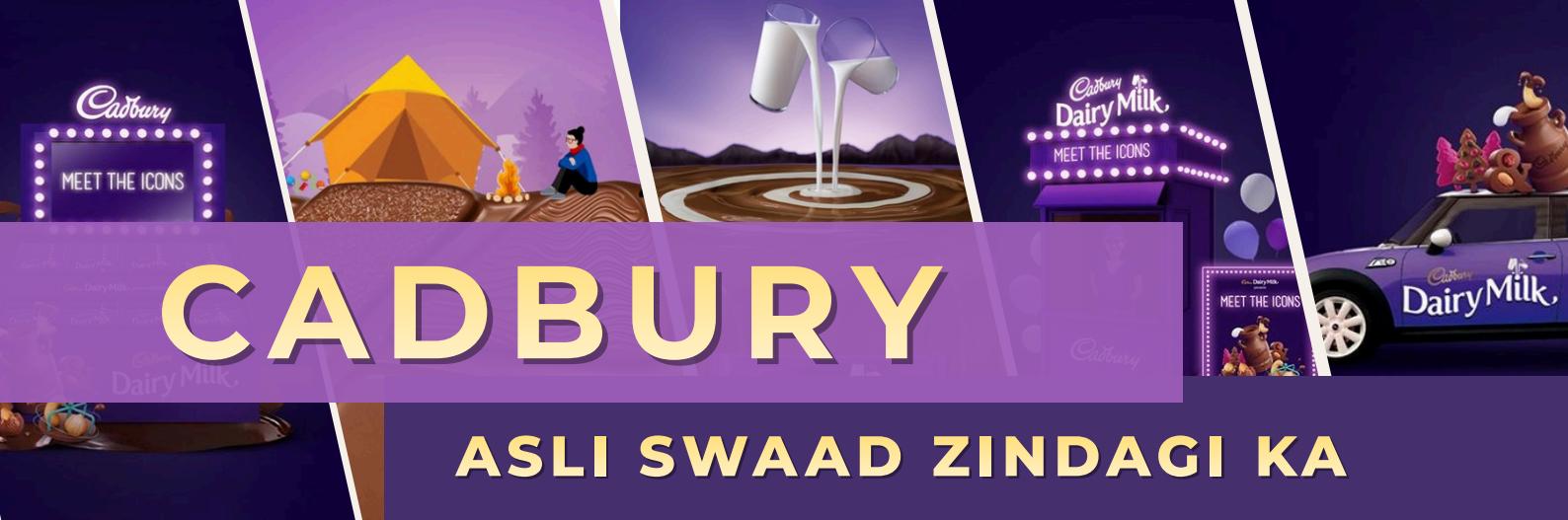
ACROSS

4. Iconic tagline written by Mr. Pandey for polio campaign

DOWN

1. Large-scale communication effort to eradicate polio
2. A place where polio drops are administered on Pulse Polio Day
3. Medicine given to children to prevent polio
5. A celebrity who became the face of the polio campaign
6. The country declared polio-free due to the campaign's success

Advertising is about telling simple stories in an intelligent way.



Cadbury's journey from a children's chocolate to India's favourite symbol of celebration is a strong example of how advertising can shape culture. A big reason for this change was Piyush Pandey, whose creative work at Ogilvy gave the brand a new meaning in Indian homes.

In the early 1990s, chocolate was mainly seen as something for children. Adults did not openly buy it for themselves. For Cadbury to grow, this thinking had to change. Mr. Pandey found a simple truth: happiness has no age. Adults also want to celebrate small moments.

This idea came to life in the famous 1994 "Cricket Lady" ad, where a woman runs onto the field dancing with a Dairy Milk. The ad felt real and free, and it changed how people saw the brand. Cadbury became a chocolate for celebration, not just for kids.



Over the years, Cadbury's communication celebrated small wins, family moments, and everyday happiness, reflecting real Indian life. Mr. Pandey's understanding of middle-class emotions helped the brand blend seamlessly into daily rituals.

His strategic clarity was tested during the 2003 worm controversy. Instead of defensive messaging, he focused on restoring trust, bringing in Amitabh Bachchan as a reassuring face. Soon after, "**Kuch Meetha Ho Jaaye**" repositioned Cadbury against mithai, embedding it into Indian celebrations.

Even today, Cadbury carries Mr. Pandey's imprint of joyful storytelling, cultural rootedness, and emotional connection. His work didn't just build a brand; it reshaped a category and became part of India's collective memory.

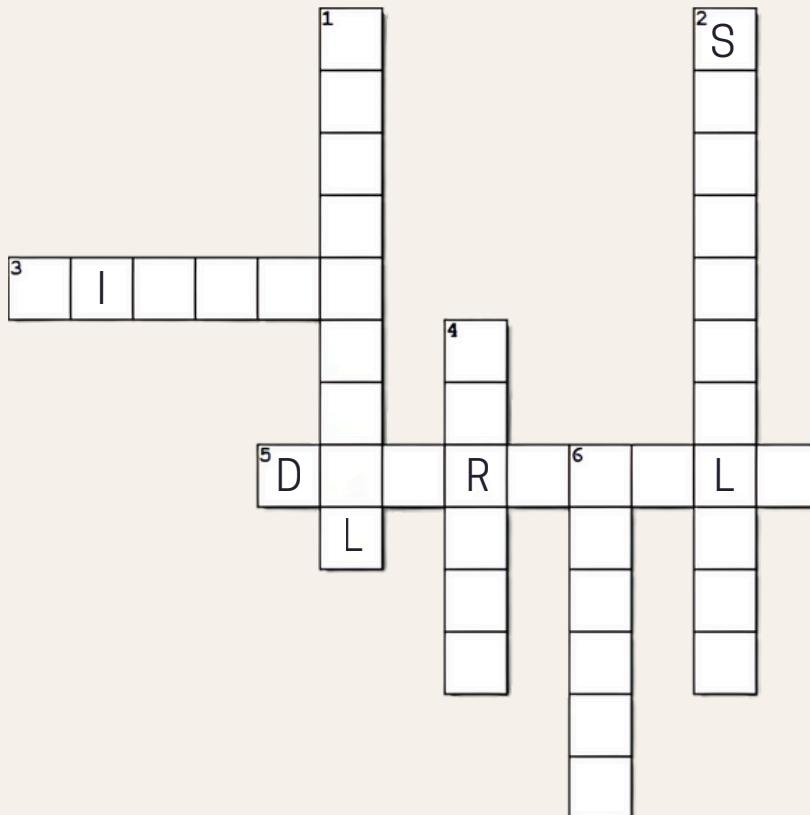


SCAN FOR
EXCLUSIVE
AD
STORIES

Cadbury

CADBURY: EVERY CLUE, A CELEBRATION

Decode the Magic Behind Cadbury Ads



ACROSS

- 3. Festival commonly featured in Cadbury advertisements
- 5. Cadbury brand that redefined celebrations in India

DOWN

- 1. Style of storytelling for which Mr. Pandey is famous
- 2. Mr. Pandey's role played in shaping India's advertising landscape
- 4. Colour most associated with Cadbury's identity
- 6. Iconic Cadbury tagline: "Kuch — Ho Jaaye"

Great brands grow when they respect the intelligence of the audience.



ASIAN PAINTS

THE VOICE BEHIND “HAR GHAR KUCHH KEHTA HAI”

“Har Ghar Kuchh Kehta Hai”

A line India still carries in its heart wasn't born in a meeting room, it was born in emotion. When Asian Paints first created the campaign, the English tagline couldn't connect. A home is not a structure; it is a memory, a heartbeat. The brand needed a voice in the language Indians connect with.

That is when Mr. Pandey entered, the man who could turn a simple feeling into an unforgettable truth. He wrote “हर घर कुछ कहता है”, a line that didn't just describe homes, it described the people living within them. It captured the pride of stepping into one's first home, the warmth of Diwali cleaning, the scent of fresh paint that carries hope.

He once shared that the idea came from watching families preparing for festivals. From that observation rose the timeless verse:

“

हर घर चुपचाप से यह कहता है,
कि अंदर इसमें कौन रहता है?
छत बताती है यह किसका
आसमान है,
रंग कहते हैं किसका यह जहाँ है?
कमरों में किसकी कल्पना
झलकती है,
इस फर्श पर नंगे पाँव किसके बच्चे
चलते हैं?
हर घर चुपचाप से यह कहता है,
कि अंदर इसमें कौन रहता है?

- PIYUSH PANDEY

”

These lines became mirrors of Indian life. To Mr. Pandey, Asian Paints was never just a paint brand, it was a character living inside every home.

His philosophy remained simple:

“When you talk to people in their language, you talk to their hearts”.

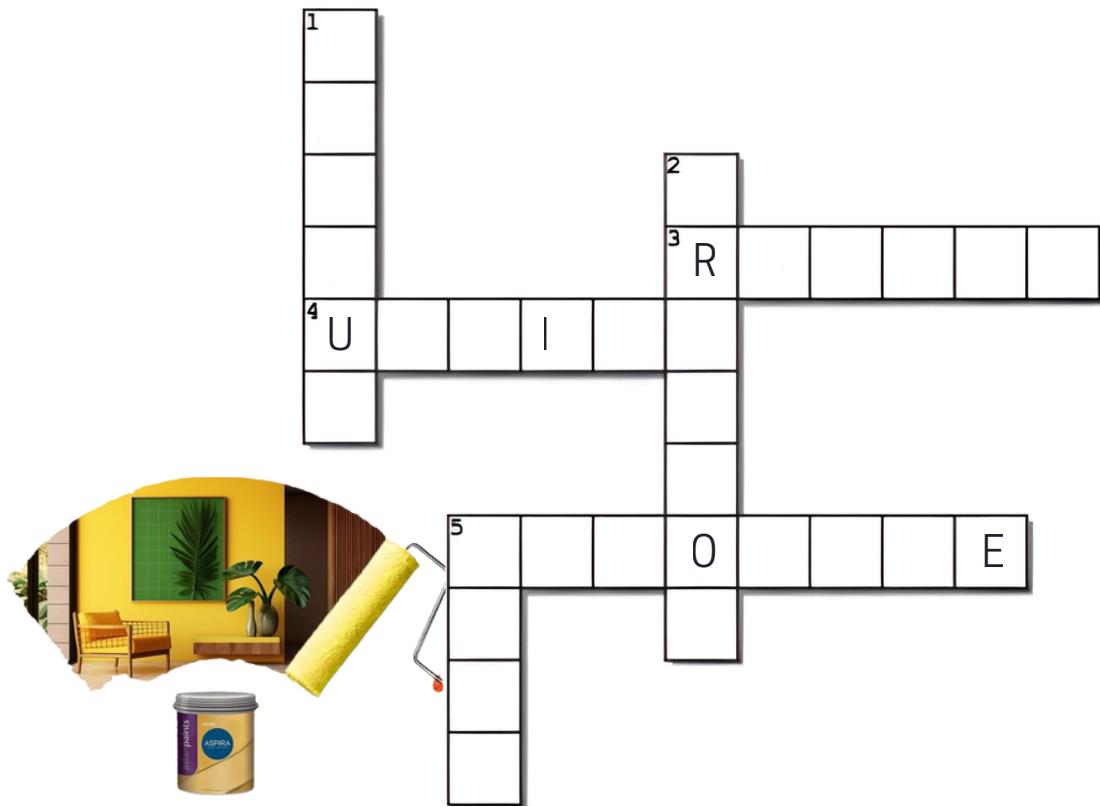
As every wall whispers a story, some voices stay with us.

Remembering the storyteller, “Har ghar ki kahaani ko rang dene wala, aur har kahaani ko awaaz dene wala”.



SCAN FOR
EXCLUSIVE
AD
STORIES

ASIAN PAINTS: EVERY CLUE, A STORY



Har
ghar
kuch
kehhta
hai...

asianpaints



ACROSS

3. A paint name fit for a King or Queen
4. The 'ultimate' choice for long lasting home exteriors
5. One of the oldest and most trusted enamel brands in India

DOWN

1. The service Asianpaints offer
2. The budget-friendly emulsion brand known for value
5. Popular weather-proof exterior paint

The strongest brands are built on human truths.



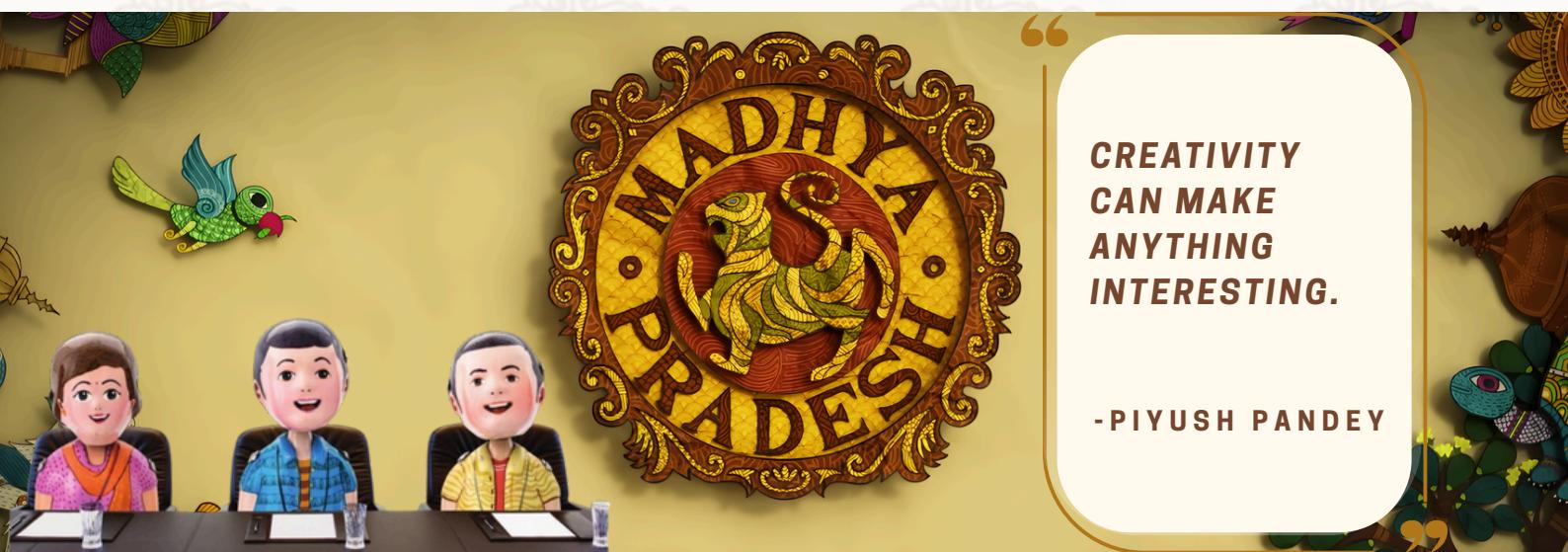
MADHYA PRADESH

TOURISM

"Ek Safar, Pure Bachpan Ki Khushi Ka"

Remember those old travel ads? Just stiff, perfect photos of perfect people in perfect cold spots. They didn't feel nostalgic which anyone could relate through memories, they felt like a photoshoot. Then, Piyush Pandey and team did something for Madhya Pradesh Tourism that was like being wrapped in a warm blanket. They didn't sell us a map they gave us a feeling, a memory that just wrapped around you. Their first series, "Hindustan Ka Dil Dekho", was an unexpected, heartfelt hug.

They took the song, "MP Mein Dil Hua Bachhe Sa", and changed everything. They showed us temples and forests, not through serious grown-up eyes, but through the wide-open, pure wonder of a child seeing a kaleidoscope. The message was sweet and simple: "Stop being an adult for a minute, and just feel the joy".



And the real genius? They threw out the airbrushed photos! They used thousands of real, sometimes blurry, sometimes messy pictures sent in by actual tourists. In a world obsessed with being just picture perfect, they basically said, this is what your trip will really look like and that's what made it the most honest, beautiful thing.

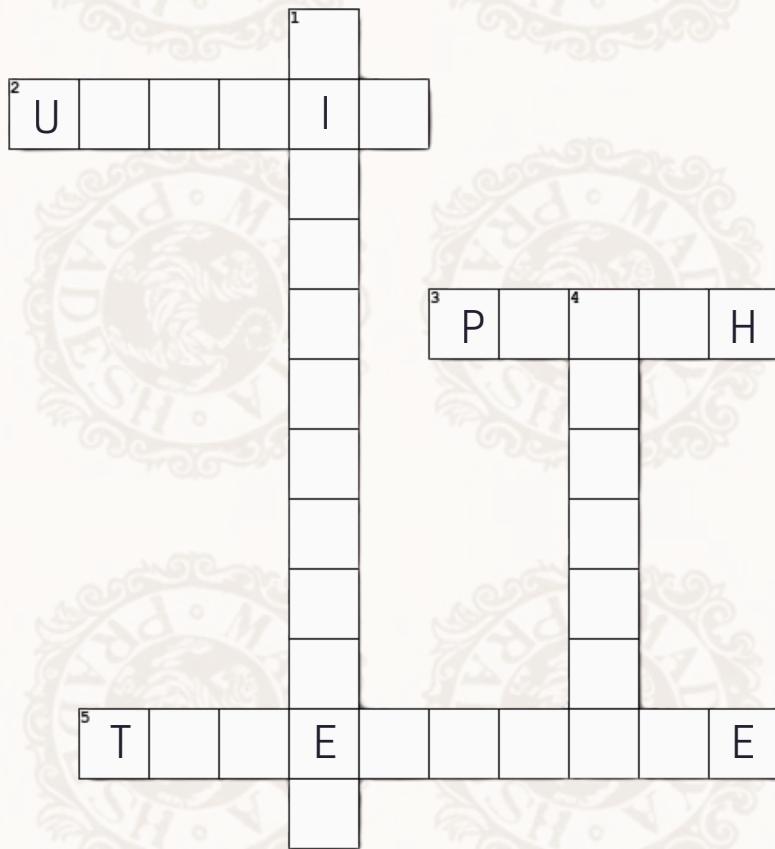
They showed the world that the quickest path to the heart isn't through a massive budget; it's through a true story. They didn't just sell MP (Unhone sirf MP nahi becha); they made everyone embrace the beauty of Madhya Pradesh.



SCAN FOR
EXCLUSIVE
AD
STORIES

MADHYA PRADESH: EVERY CLUE, A MEMORY

Test Your Knowledge of MP and its Breathtaking Campaign



ACROSS

2. The city known as the 'City of Temples' where the Kumbh Mela is held
3. The national park that is the setting for Rudyard Kipling's 'The Jungle Book'
5. The state's nickname due to its high population of the big cat

DOWN

1. The legendary advertising creative who designed the MP Tourism campaign
4. The river that flows through the marble rocks at Bhedaghat

Culture gives advertising its soul.

WE JUST
ADOPTED
A PUPPY...

VODAFONE

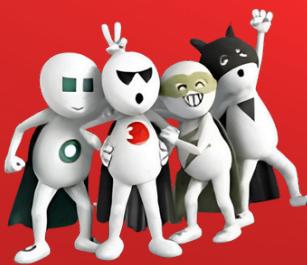
THE BIRTH OF THE ZOOZOOS,
A CREATIVE LEAP THAT WON INDIA.

Back in 2009, Indian television screens lit up with creatures no one had seen before, tiny, white, balloon like beings who spoke gibberish, ran like toddlers, and made everyone pause mid IPL matches. These were the **ZooZoos**, the brainchild of Piyush Pandey and his team at Ogilvy & Mather, brought to life in one of India's most unforgettable ad campaigns.

The Story began with a straightforward brief describing Vodafone's value added services in an entertaining and interesting manner. However, MR Piyush Pandey envisioned a world where strange may be good rather than taking the obvious path. His idea resulted in the creation of the ZooZoos characters, which were both peculiar and endearing enough to win over people all over the nation. There was an unexpected turn of events behind the scenes. The ZooZoos were genuine actors, typically men & women, occasionally children, dressed in exquisitely designed body suits, despite the public's perception that they were animated cartoons. The slow motion, exaggerated movements in the ads looked surreal, almost magical.

**JAB BAAT
DIL TAK
PAHUNCH
JAAYE, TAB
BRAND YAAD
REHTA HAI.**

-PIYUSH PANDEY



During the IPL in South Africa, these quirky characters became overnight celebrities. Each of their bite-sized stories transformed a basic service, missed call warnings, cricket scores and caller tunes into an exuberant occasion.

India welcomed the ZooZoos as pop cultural superstars, social media took off, and products rushed off stores. Piyush Pandey did more than merely design an advertisement. He produced a phenomenon, demonstrating that audacious innovation, despite initially appearing strange, may develop into something truly amazing.



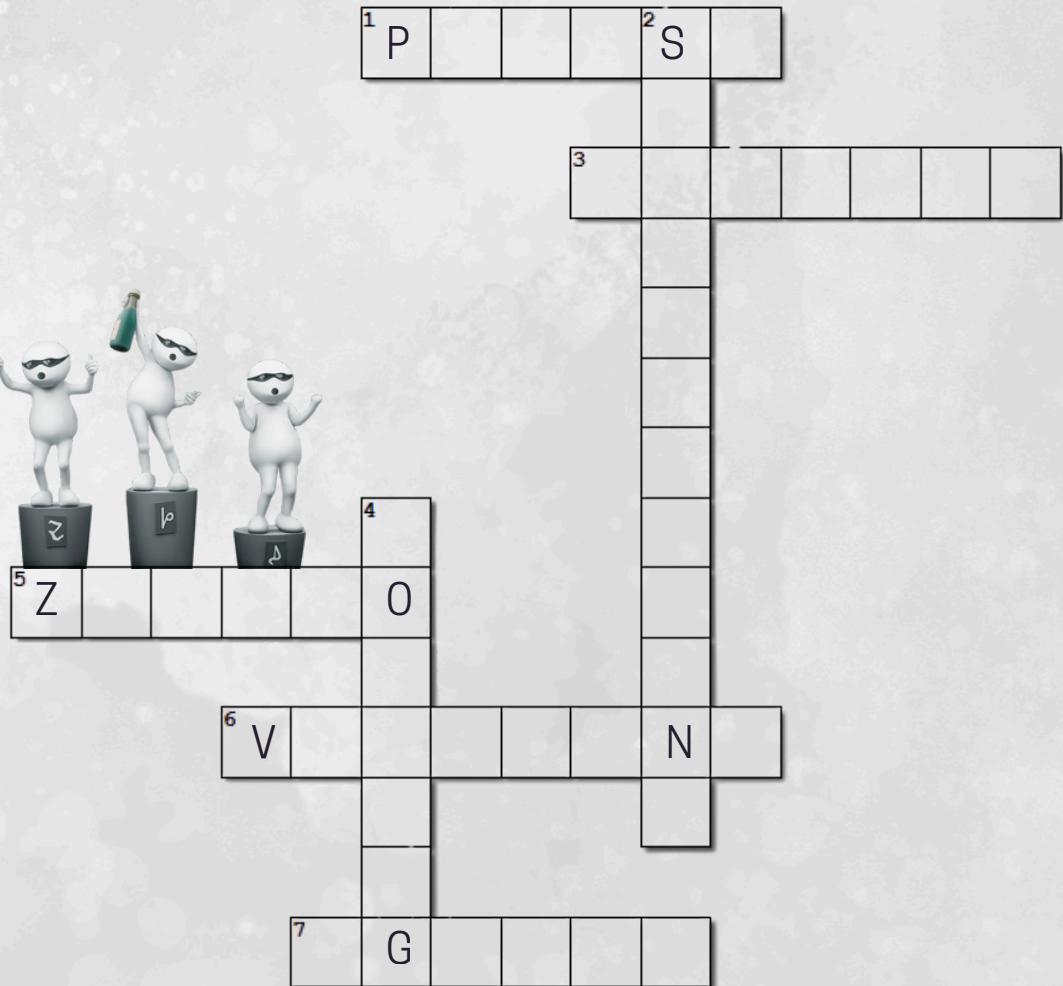
vodafone



SCAN FOR
EXCLUSIVE
AD
STORIES

VODAFONE: EVERY CLUE, A ZOOZOO

Test your Vodafone IQ



ACROSS

1. Indian advertising legend who created the Vodafone ZooZoo ads
3. Main idea behind Vodafone communication staying connected
5. The iconic white character used in Vodafone ads
6. Global telecom brand associated with ZooZoo characters
7. Advertising agency behind Vodafone's ZooZoo campaign

DOWN

2. Creative strategy used by Piyush Pandey, simple yet powerful
4. Emotion strongly used in Vodafone ads (connection + relationships)



Great advertising doesn't interrupt life, it becomes a part of it.

A LETTER TO PIYUSH PANDEY

**Do aankhon se aapne Hindustan dikhaya,
In bade bade shehero mein rishton ki roshni dikhayi.
Mithaas ko kahaan koi bech paaya?
Har khushi ko 'Kuch Khaas' usne banaya,
Ghar ki deewaron ko bolna sikhaya.
Rishton ki dor ko, usne mazbooti dee,
Fevicol nahi, Jodne ki kala ko usne ek basti dee.
Aapne aankho se duniya dekhi,
Aur inhi aankhon mein humne advertising ka dil dekha.**

This isn't a tribute page. It's more like a margin note. The kind you scribble quietly, when something important has already been said.

Your work didn't arrive with explanations. It arrived with recognition. People didn't clap, they applauded to the message you saw in plain view. You never needed big data; you had two eyes that missed nothing.

You trusted that India didn't need polishing, only listening. That Hindi doesn't need to be formal to be powerful. That humour lives in everyday moments.

Somewhere between strategies and decks, you reminded an entire industry that simplicity is not the easy way, It's the honest one.

Today, there are still meetings. Still briefs. Still big words floating around rooms. But the rock who stood in front of his team, the man who always said, "Well played, partner." will forever be missed.

But sometimes, when an idea feels too loud, someone instinctively says "Let's not overdo it". That instinct didn't come from a rulebook, It came from you.

This page won't try to summarise your work. Because your work never tried to summarise India. It just blended in. Stayed back, and became part of how we think.



(1955 - 2025)

*Thankyou for teaching us about emotions, conversations and humans
in the most creative way.*

ANSWER KEY

Indian Railways

ACROSS	DOWN
2. OGILVY	1. JINGLE
3. PEOPLE	4. EMOTION
6. RAILWAYS	5. PIYUSH
7. CHUKU	

Cadbury Diary Milk

ACROSS	DOWN
3. DIWALI	1. EMOTIONAL
5. DAIRY MILK	2. STORY TELLER
	4. PURPLE
	6. MEETHA

Vicks

ACROSS	DOWN
1. COLD	1. CAMPHOR
2. VAPORUB	3. BREATHE
4. BALM	
5. COUGH	

Asianpaints

ACROSS	DOWN
3. ROYALE	1. COLOUR
4. ULTIMA	2. TRACTOR
5. APCOLITE	5. APEX

Fevicol

ACROSS	DOWN
2. CANNES	1. HISHA
4. PAREKH	3. ELEPHANTS
5. GERMAN	
6. SARASH	

Madhya Pradesh Tourism

ACROSS	DOWN
2. UJJAIN	1. PIYUSH PANDEY
3. PENCH	4. NARMADA
5. TIGERSTATE	

Polio Campaign

ACROSS	DOWN
4. DO BOOND	1. CAMPAIGN
ZINDAGI KI	2. BOOTH
	3. POLIODROPS
	5. AMITABH
	6. INDIA

Vodafone

ACROSS	DOWN
1. PIYUSH	2. STORYTELLING
3. CONNECT	4. BONDING
5. ZOOZOO	
6. VODAFONE	
7. OGILVY	

THE TEAM

DESIGN TEAM



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Panchal



Dhruvi
Vyas



Prayag
Subbaiah



Pankti
Shah



Dhyana
Fatnani



Suhani
Vora



Shruti
Yerunkar

CONTENT TEAM



Taha
Suterwala



Simran
Priyadarshi



Aastha
Jain



Manaswi
Bhanushali



Riya
Giri



Abhilasha
Chotia



Neha
Saraf



Krishi
Jain



Anannya
Kelkar

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Dakshika
Agarwal



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