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Eggfirst shines in its client's victory

Company Brief

Mumbai, March 17, 2009

A leading cement manufacturing company of India, with consolidated net turnover of over Rs.100 billion (FY 2008), was recently conferred an award for excellence in innovation. Eggfirst played a major role in the company's achievement by designing the stunning presentation that wowed the judges and the audience alike.

The Award, initiated by one of India's leading and renowned corporate groups, recognizes innovation undertaken by its group companies. In the highly competitive competition, the cement company's presentation stood out like a bright star and won over everyone present at the ceremony held at Mumbai.

The team at the client's end had worked tirelessly to identify and implement innovations that help cut costs, increase competitiveness and stay ahead of the rest in the already crowded cements industry. New processes were initiated to foster innovation as a culture. Renewed enthusiasm in the team led to some completely out-of-the-box thinking and cutting edge innovation. Some of these innovations helped bring down costs while others helped reduce emissions and be more responsible towards the environment.

The innovations carried out over a period of one year at the company were packaged in a power-packed audiovisual presentation by Eggfirst. The presentation was not only a stunning display of visual artistry but was strategically right on the mark too. Working against time, Eggfirst put the thoughtful flow-architecture, ably supported by strategic yet attractive visuals, groovy music and remarkable voice over.

Commenting on Eggfirst, a senior member of the client's management team said, "Their professional touch and experience was clearly visible in the amazing quality of the presentation. Moreover, the enthusiasm and dedication with which they worked was quite assuring. They worked like a part of our team itself. Without them, this award would not have been possible."

Eggfirst has scripted several such success stories in the past. "More than anything else, I guess our success lies in the fact that we could contribute towards the client's success. The team spirit with which we work, completely dedicating ourselves to the client's success as if it is our own, is in many ways representative of the service ethos of Eggfirst," said Ravikant Banka, CEO of Eggfirst.

On another occasion in the recent past, Eggfirst has received recognition for its strategic design prowess at the Annual General Meeting (AGM) of one of the world's largest banking institution. One of the investors present at the AGM stood up and commented about the superior quality of creative (being used by the corporate in recent past). No wonder, the Chairman was all but praise for Eggfirst and was thankful to Eggfirst for putting together various creative – including the Annual Report being discussed then!

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