

ADITYA BIRLA CELLULOSE - CONCEPT PITCH

POSTER LINERS -

1. Innovation Theme

- ✓ If you are not innovating. You are degrading!
- ✓ Innovation is the very personification of progressive evolution!
- ✓ Wonders happen, when the coolest ideas meet the most experienced of skills!
- ✓ Don't wait for the innovation. March towards it!
- ✓ Wherever there is problem, there lies a tremendous scope for innovation!

2. Safety Theme

- ✓ Better be safe than at risk!
- ✓ Safety is the first step towards growth and performance!
- ✓ This is a safe zone. Adventures are strictly prohibited!
- ✓ Behind every devastating accident is some poor safety practice!
- ✓ Please follow all safety guidelines. Unless you are Super-Man!

3. Zero Theme

- ✓ Sometimes ZERO is the best SCORE!
- ✓ Zero Accidents. Zero Errors. Zero Uncertainty.
- ✓ Zero is the new Hero!
- ✓ Thanks for keeping this, a Zero Accidents Zone!
- ✓ When it's about accidents. Zero is the Best Score!

4. Eco-Green Theme

- ✓ Care for Nature so that it continues to care for you!

- ✓ Let's keep it Green. Every little step matters!
- ✓ Saving Earth is not an option at all!
- ✓ 3 Green Mantras - Recycle... Reuse... Reduce...
- ✓ There's only one green earth we know of. Let's save it!

5. 5S Theme

- ✓ BIG YES to 5S - Sort... Set in Order... Shine... Standardize... Sustain
- ✓ There are no shortcuts in real life. Please follow the 5S Process for great results!
- ✓ The Master Performance Booster - The 5S Formula.

AMBIENT CONCEPT IDEAS -

1. **The Road Length Logo:** Dismantling the Aditya Birla Logo and aligning each piece in a way that it looks like the complete logo from the entry point.
2. **The Fibre-Navigation:** Setting thick fibres along-side walls, ceilings and floor panels with color code, arrows and names of all departments in the facility.
3. A warrior model posing in bow-stretching posture (Arjun). Instead of bow in his hand he is holding and stretching a fabric cloth. **Text - The Warrior Fabrics!**
4. Mannequin standing as Draupadi and 4 different saree-fabric coming from ceiling and wrapping the body. **Text - Fabrics you'd love to wrap yourself into!**
5. Flower vases made of silky cloth wrapping. **Text - Where nature blends with fashion!**
6. Butterfly installations with wings of fabrics. **Text - The fluid wings of natural designs.**
7. GANDHI-1: Gandhiji's epic walking pose for Dandi march, with fabric from ground, curled into his stick. **Text - The Legendary & Timeless Fabrics!**
8. GANDHI-2: Gandhi's 3 monkeys using fabric to cover mouth, eyes and ears. **Text - The Ethical Fabrics!**

9. Fabric Scenery Installation: Typical landscape scenery alongside a wall made of different color fabrics. **Text - Fabrics for the Scenic Beauty!**
10. Musical Connect: All Real Musical Instruments wrapped in Fabrics of different colors and placed on the ground in an artistic fashion. **Text - Fabrics with the Sound of Fluidity!**