

Knowledge, Innovation and Persistence  
determines how far you can go...



## CASE STUDY

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## About Ajay Pipes

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The pioneers in extrusion technology in India. The founder, Shri SC Jain along with his brothers set up this enterprise that had its humble beginnings to manufacture Furniture cane in a garage at Old Delhi. A piece of straw taking shape of a beautiful domicile... this story of enterprise perspiring with hard work, is path-breaking and inspiring. 'Plumbing for life' is the corporate motto that translates into making life easier, smoother and comfortable with strong, resilient and flexible solutions for everyone. The streak of leadership made Ajay delve and explore their ability in search of new frontiers. Driven towards the goal of self-identity and innovation, Ajay pioneered UPVC Piping System and are credited for being the oldest ISI (BIS:4985) license holder in India.

# About Ajay Pipes

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Their identity grew to be multi-faceted through introduction of reinforced suction, Layflat hose and corrugated pipe technology in India. Ajay is also the first to use State-of-the-art European machines for UPVC and CPVC pipe manufacturing which have become industry norm today in India.

Another pioneering achievement is the title of being one of the largest manufacturing companies of hand pumps across the Globe and with history of successful relationship with UNICEF for supply of hand Pumps and UPVC casing pipes.

The pioneering story or story of leadership has been rejuvenated by its **Golden Jubilee Celebration in 2011.**

# Brands Under Ajay

CPVC, UPVC and  
SWR pipes & fittings



A division dedicated to  
disaster management and  
humanitarian relief aid.



Specialized in design  
and extrusion of a  
wide range of polymers



Widest range of  
deep well hand pumps



# Flags Communications Role in The Organization

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Flags Communications served as the brand's Marcom Agency for 2 years. Flags was hired to establish the **identity** and brand recall of Ajay in the market. Although Ajay as a brand was known for its quality, there wasn't much of a brand recall in the presence of big players like Astral Pipes and even some of the astral sub brands were marketed by Ajay in order to establish their name in market. The brand required a Serious make-over of Internal mindsets as well as external outlook without losing its old legacy and goodwill in market. As an integrated marketing agency flags took over this challenge & helped the organization in:

- ❖ Marketing & Advertising
- ❖ Brand Management
- ❖ Training Programs

# Initial Brand Challenges

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- Changing the outlook of an old established company mid-way is not an easy task to do
- Revamp had to be done in a way, that it does carry the value and legacy of past .. yet is completely new!!!
- PAN India Presence of brand made the challenge further difficult .
- Brand owners were apprehensive of trying newer brand outlook and other changed approach for brand.

# How Flags Played The Role of A Marcom Agency?

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As an integrated MARCOM agency, Flags took upon the complete exercise for Ajay, to establish its brand supremacy in the market. As the brand was more than 50 years old, the brand needed the complete makeover with a corporate outlook. Steps followed were:

- ✓ Understanding the UPVC Pipes market.
- ✓ Understanding the Plumbing market, influencers & buyers.
- ✓ SWOT analysis was done.
- ✓ Market survey had been done in 10 different cities with more than 250 nos. of dealers, retailers , architects and plumbers.
- ✓ Consistently hammering the name of Ajay in the minds of the end consumer & Influencers.
- ✓ Crafting customised marketing and communication strategies according to the needs of the market and need of the sector
- ✓ Launching various new products

# B2C Communication

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B2C communication is the most important work for any product manufacturer in its respective market, in order to draw the customers towards the brand and to keep the brand recall alive. Also multiple new products were launched in the market and the entire conceptualization right from the Naming & packaging to product communication was done by flags.

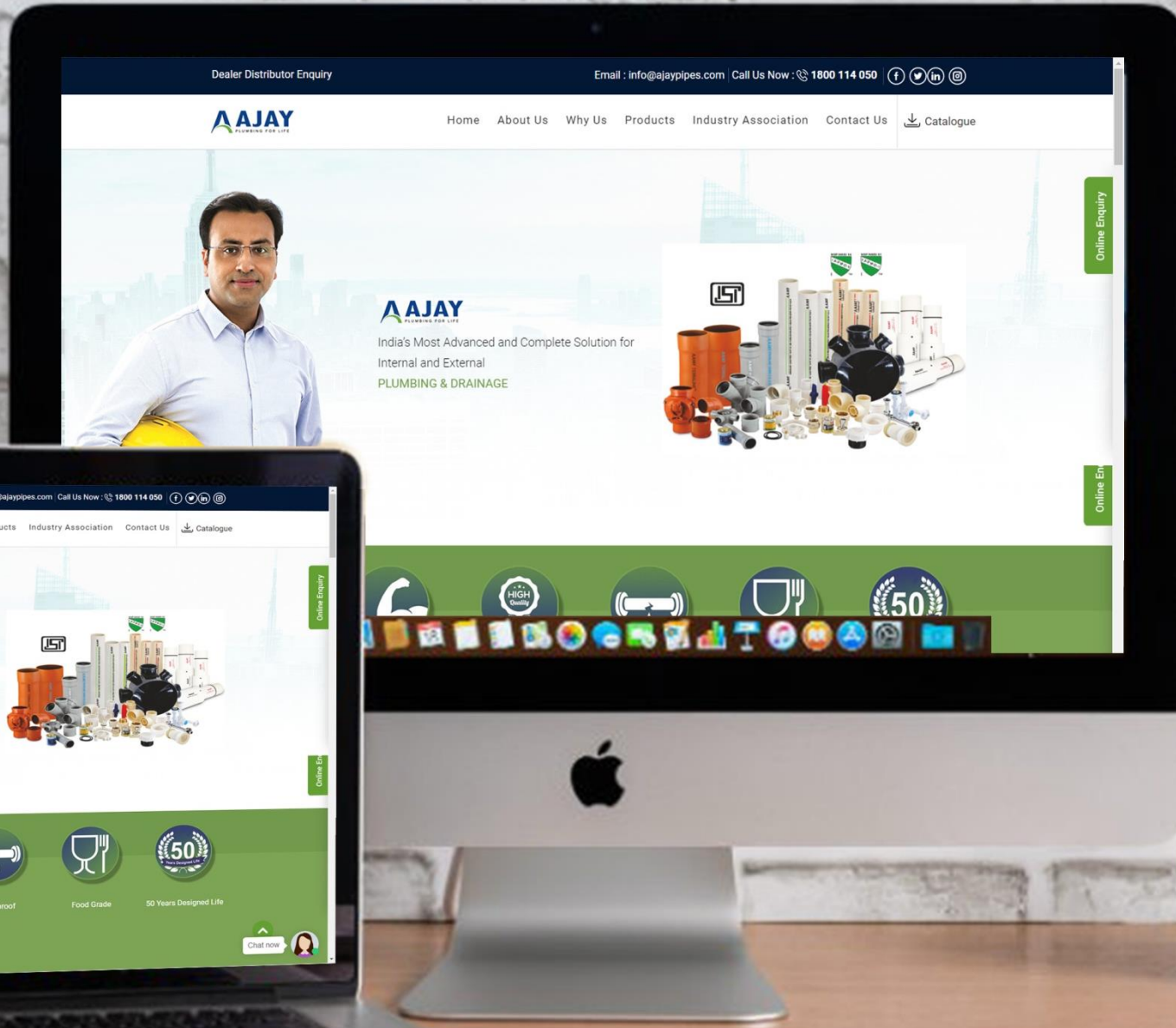
- Ajay was given a fresh brand identity & transformation of Brand identity from old to new was communicated effectively through different medium.
- 'Plumbing for life' was the new tagline derived which resonated well with the company's vision of launching several new products under the brand.



New identity was revealed to the target customers in a much deliberated manner.



# Website



Three categories had  
been introduced with  
new Identity



- All the product packagings were made afresh
- The bigger task was to fade out the old packaging and replace it completely with the new one.



- Strategic communications were made for the Sub brands for a proper and impactful launch in various target markets
- Everything was in sync with the new brand identity.. Fresh and exciting



# B2B Communication

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B2B strategy for Ajay had to do with giving corporate outlook to the brand.

- A lot of activities for **dealer network** were done to push across product in the markets.
- Communication with market influencers & B2B channels like Architecture, Builders, Stockiest & Dealers was being established
- Training program for plumbers were organised in various cities and at multiple centres.

# Corporate Profile



- ❖ Internal branding was done to imbibe a feeling of a corporate.
- ❖ Entire office branding was done to give it a refreshed outlook.
- ❖ Aggressive dealer branding exercise was carried out across India.
- ❖ Strategies were made for forming Dealer-distributor network .
- ❖ Branding through various mediums like public transports, Magazine Advertisement and direct communication through DM or mailer had been touched & pushed.

# Achievement/ Success Story

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- Ajay became a brand to reckon with
- The corporate feeling was much visible even to the end customers
- Fresh and positive sentiments were floated around the brand.
- Company launched many new products and they became a success.
- Today's entire product range of Ajay pipes and brand Ajay stands out in the shelves because of the new look and feel.
- All the marketing efforts reflected well on brand's ROI

FLAGS COMMUNICATIONS is proud to be the  
part of growth journey of AJAY...

THANK YOU

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