

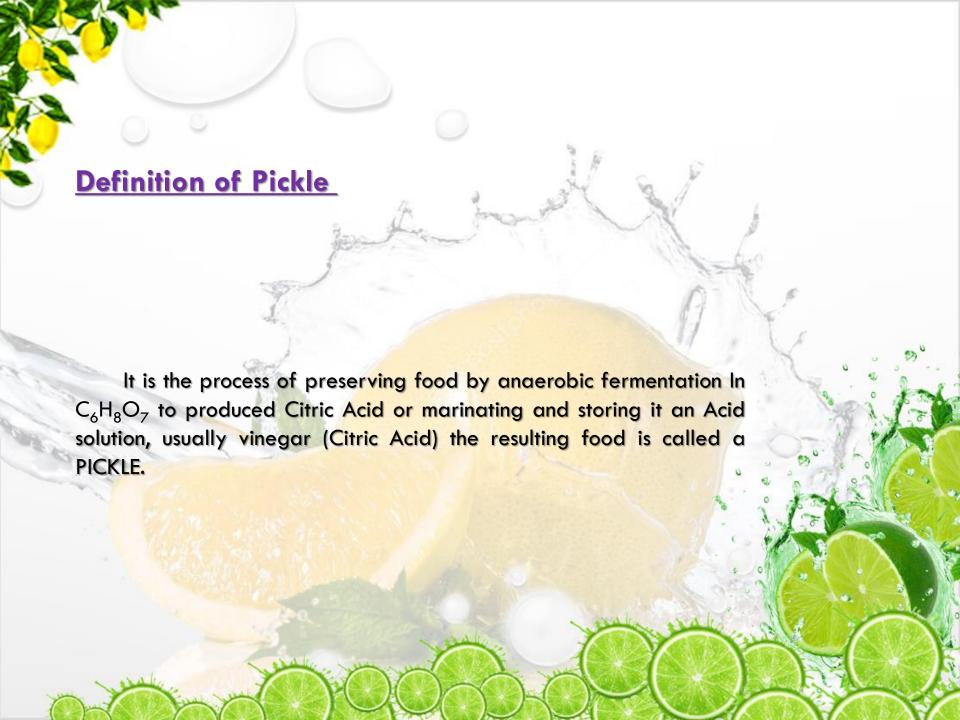
Student ID: IGW-101-05-165

# SELECTED PRODUCT FOR THE PROJECT **Lime** Known for , "SHARP TANGY TAST **Lemon Pickle**

### **About Brand**

"LIME Citrus" is a Pickle Brand. Which is selected for my classroom exercise project. This Brand name, Location, Contact details is not available on the world. The Lime brand provided best quality products of Lemon Pickle, Lemon Jelly, Lemon Candy, Lemon Chocolate.

It's Known for Tangy tasty Pickle and contains zero saturated fats or cholesterol, Lemon pickle contains many health benefiting nutrients such as Minerals, Iron, Potassium, Calcium. Which control heart rate & blood Pressure.

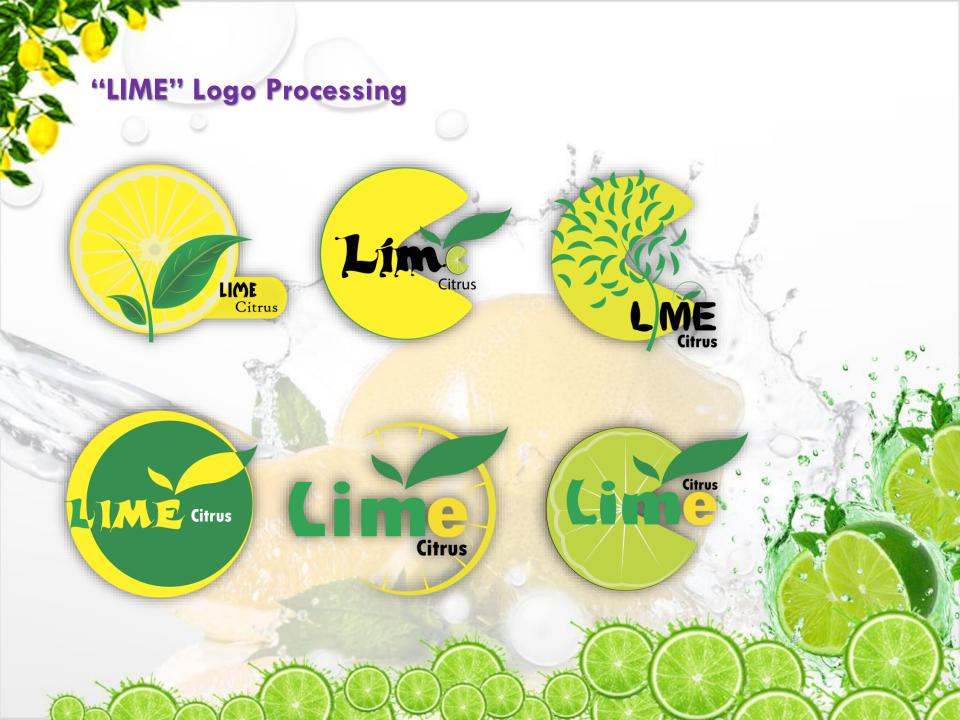


### MANUFACTURING PROCESS

- 500 gm Lemons or 12 to 13 medium sized Lemons (Nimbu)
- Per Lemon- cut into 1 cm size pieces and remove all the Seeds
- 02 Tablespoon Ajwain (Carom Seeds)
- 02 Tablespoon Salt
- 03 Tablespoon Red Chili Powder
- 50 gm Mustard Seeds
- 20 gm Turmeric
- 20 gm Asafetida

It should be small, and with thick rinds: rub them with a piece of flannel; then slit them Small Pieces, but not through to the pulp; fill the slits with salt hard pressed in, set them upright in a pan for four or five days, until the salt melts; turn them thrice a day in their own liquor, until tender; make enough pickle to cover them, of rape-vinegar, the brine of the lemons, Jamaica pepper, and ginger; boil and skim it; when cold, put it to the lemons, with two ounces of mustard-seed, and two cloves of garlic to six lemons. When the lemons are used.





## **Finalized Logo**



### **Used Green Color**

C- 100 M- 0 Y- 100

K- 0

### **Used Yellow Color**

C- 1.7 M- 9.23 Y- 99.76 K- 0

### **Used Black Color**

C- 0 M- 0 Y- 0 K- 100

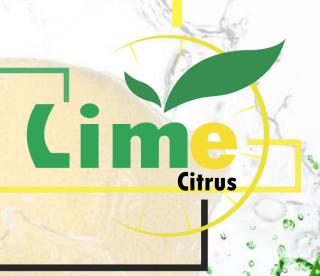
# Meanings of LOGO

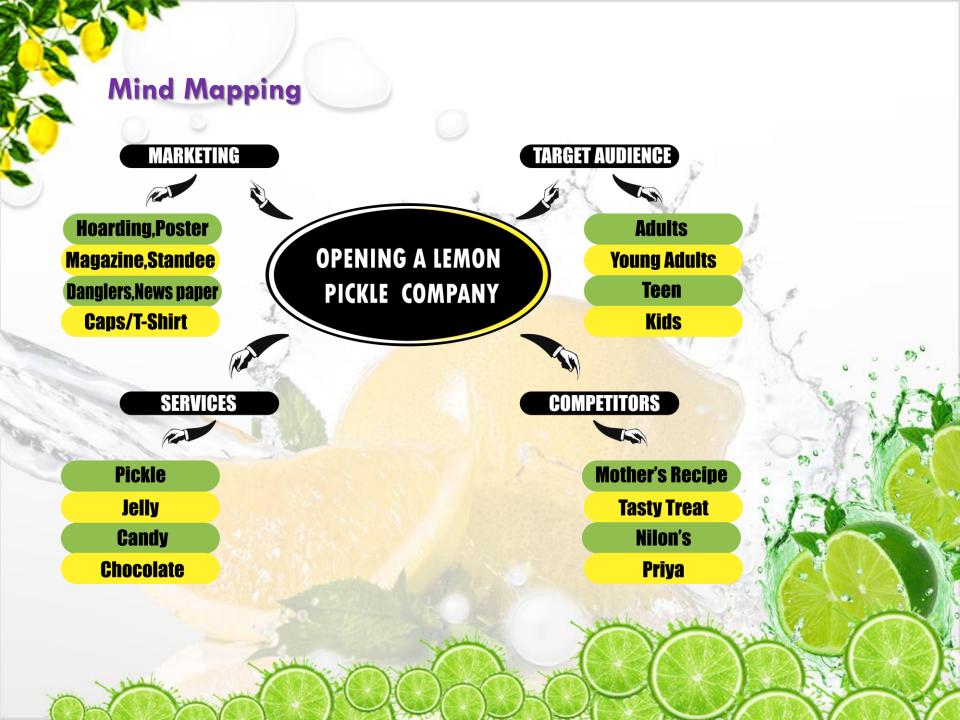
It shows a Lemon which products we are producing for our customers.

This is our brand name and the green color with these leaves is because it is a raw lemon and its pickle.

It shows People face and yellow color is the color of the pickle.

It is the name of Brand shown as Liquid form which is the juice of the lemon



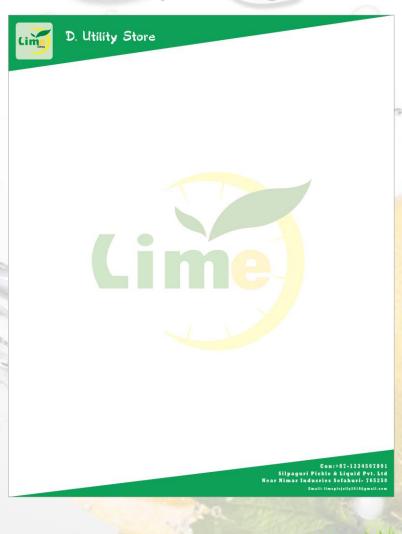








# **Letter Head/ Visiting Card**





# **Company Invoice & Tag**



### **D.Utility Store**

Silpaguri Pickle & Liquid Pvt. Ltd. Near Nimar Indusries Sefahuri- 765250

ame:	Con:+87-123456789	

### INVOICE

SI. No.	Name	Quantity	Price	S/GST	Remarks
1				10 38	
2				100	0
3					
4				48.77	
5			-		
6			1		
7					
8		7			
9					
10					7
11					
12		1		2	1
13				8	3
		10.00		TOTAL	P

### Customer

Web: www.Limepicjally.com

Email: Imepicjally2018@gmail.com

Conditions:

Seal & Signature of Manager

Account Conducted on a cash basis . no Credit
We are unbie to return or exchange goods if item seal is broken.









# **INDOOR MARKETING-Standee**





# **OUTDOOR MARKETING-HOARDING DESIGN**





# BRAND PROMOTION- T-Shirt/Cap



# **OUTDOOR MARKETING-Pamphlet**

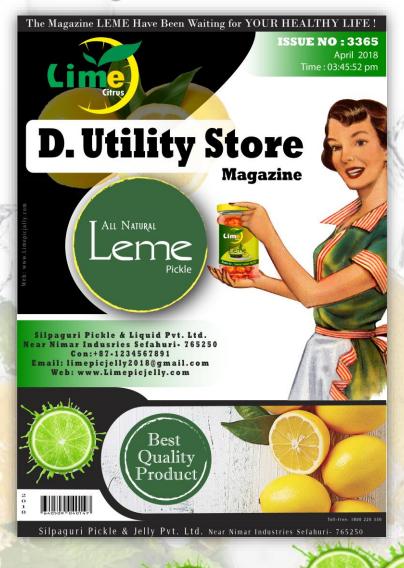




# **OUTDOOR MARKETING-Brochure**



### Magazine Cover Page



## Magazine



# MASSMEDIA ADVERTISEMENT-Newspaper









### Mfd b

Limecitrus Foods Ltd. 165, SS Road, Arkatipur 785002.

For Mfr. & Mfg, Unit address, reed the first character of batch No are not valid and see bellow

Limecitrus Foods Ltd. 165, SS Road, Arkatipur 785002.

for ideas and suggestions contact Limecitrus Exicutive Call to toll free no: 1800-25-3232 SMS"Limecitrus" to 515658 Email: info@Limecitrusfoodsltd.com







### Best before 12 Month Mfg

Net Wt. Batch No. Date of Mfg. MRP Rs. (Inclo of Taxes)

### Introduction

Edible Vegetable oil, Salt, Tarmarind Extract, Mix Spices, Citric Acid and Seasoning.

### Nutritional Information

Energy	563 cal
Protein	0.8 g
Carbohydrates	137.4
Fiber	1.4 g
Fat	0.7 g
Cholesterol	0 mg
Vitamin A	0 mcg
Vitamin B1	0 mg
Vitamin B2	0 mg
Vitamin B3	0.1 mg
Vitamin C	32.2 m
Calcium	57.8 m
Iron	0.2 mg
Folic Acid	0 mcg
Sodium	0 mg
Potassium	222.81
Zinc	0.1 mg

Not a Significant source of Trans fat and cholesterol.

### To retain freshness

Keep in refrigerator Once. opened retain Oil layer on top till the contnts are over. Use dry Spoon only. Keep Bottle closed after Use.

SELF Certified



