



# PROJECT

# MARKETING

# COMMUNICATION

**RUPAK RANJAN DEY**

C-Tech HD 3D

Student ID: IGW-101-05-165

# SELECTED PRODUCT FOR THE PROJECT



**Lemon Pickle**

The background features a vibrant composition of fresh citrus elements. In the top left corner, there is a branch with several bright yellow lemons and green leaves. The center and right side are dominated by dynamic water splashes and droplets, creating a sense of freshness. At the bottom, there is a dense arrangement of sliced green limes, showing their characteristic segments and seeds. The overall color palette is bright and natural, emphasizing the freshness of the products being discussed.

## 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.

The background features a vibrant composition of fresh citrus fruits. In the top left corner, there is a branch with several bright yellow lemons and green leaves. The center of the image is dominated by a large, dynamic splash of clear water, with a large, semi-transparent slice of an orange or lemon partially submerged within it. The bottom and right sides of the image are filled with numerous thin, circular slices of green limes, some showing their characteristic white pith and green segments. The overall aesthetic is clean, fresh, and emphasizes natural ingredients.

## Definition of Pickle

It is the process of preserving food by anaerobic fermentation in  $C_6H_8O_7$  to produce Citric Acid or marinating and storing it in an Acid solution, usually vinegar (Citric Acid) the resulting food is called a PICKLE.

The background features a vibrant scene with lemons and water splashes. In the top left corner, there is a branch with several bright yellow lemons and green leaves. The center and right side of the image are dominated by dynamic water splashes in various shades of white and light blue. At the bottom, there is a decorative border consisting of numerous circular slices of green lemons, some showing the internal segments. The overall aesthetic is fresh and natural.

## 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.



## LIST OF BEST PICKLES

**Amla Pickle**



**LEMON PICKLE (LIME)**

**Mixed Pickles**

**Carrot Pickle**

**Garlic Pickle**

**Green Chili Pickle**

**Spicy Onion Pickle**

**Raw Mango**

**Chickpea Pickle**

**Red Chili Pickle**

**Sweet Mango Pickle**

**Sweet Sour Lemon Pickle**

**Tomato Pickle**

**Coconut Pickle**

# “LIME” Logo Processing



# 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



# Mind Mapping

## MARKETING

Hoarding, Poster  
Magazine, Standee  
Danglers, News paper  
Caps/T-Shirt

## TARGET AUDIENCE

Adults  
Young Adults  
Teen  
Kids

**OPENING A LEMON  
PICKLE COMPANY**

## SERVICES

Pickle  
Jelly  
Candy  
Chocolate

## COMPETITORS

Mother's Recipe  
Tasty Treat  
Nilon's  
Priya



**MARKET RESEARCH**

**COMPETITORS ANALYSIS**

# COMPETITORS LOGOS



The joy of good taste



Discover The Taste Of Tradition





# **STATIONARIES**

# Letter Head/ Visiting Card



# Company Invoice & Tag



## D. Utility Store

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

Name: \_\_\_\_\_

Con: +87-1234567891

### INVOICE

| Sl. No. | Name | Quantity | Price | S/GST | Remarks |
|---------|------|----------|-------|-------|---------|
| 1       |      |          |       |       |         |
| 2       |      |          |       |       |         |
| 3       |      |          |       |       |         |
| 4       |      |          |       |       |         |
| 5       |      |          |       |       |         |
| 6       |      |          |       |       |         |
| 7       |      |          |       |       |         |
| 8       |      |          |       |       |         |
| 9       |      |          |       |       |         |
| 10      |      |          |       |       |         |
| 11      |      |          |       |       |         |
| 12      |      |          |       |       |         |
| 13      |      |          |       |       |         |
|         |      |          |       | TOTAL |         |

Customer

Web: [www.Limepicjally.com](http://www.Limepicjally.com)

Email: [lmcpicjally2018@gmail.com](mailto:lmcpicjally2018@gmail.com)

Date: \_\_\_\_\_

**Conditions:**

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

Seal & Signature of Manager



# Envelope





# Our Products



**Lemon Pickle**



**Lemon Chocolate**



**Lemon Jelly**



**Lemon Candy**



# MARKETING

# INDOOR MARKETING-Standee

**Lime**

At Niman  
**Lime**  
Pickle

Best Quality

Known for,  
**"SHARP TANGY TASTE"**

**D. Ulity Store**  
Silpaguri Pickle & Liquid Pvt. Ltd.  
Near Niman Industries Sefahuri- 765250  
Con:-87-1234567891  
Email: limepicjally2018@gmail.com  
Web: www.Limepicjally.com

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# OUTDOOR MARKETING- DANGLER



**PURE, TASTY & HEALTHY** *Lemon Pickle*



**PURE, TASTY & HEALTHY** *Lemon Pickle*



# OUTDOOR MARKETING-HOARDING DESIGN

  
**lemon Tangy**



Known for , “SHARP TANGY TASTE”



**Introductory Offer**

**GET 20 %  
Extra**

LEMON का आचार, जो करे HEALTH का विचार

**D. Utility Store**

**Arkatipur-30**

**Fruit Bazar**

Contact us  
[www.Limepiejelly.com](http://www.Limepiejelly.com)  
+91-840205XXXX, Fax-700221XXXX

# Hoarding

lemon Tangy



Known for , "SHARP TANGY TASTE"



Introductory Offer

GET 20 %  
Extra

LEMON का आचार, जो करे HEALTH का विचार

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+91-940205XXXX, Fax-700221XXXX

# BRAND PROMOTION- T-Shirt/Cap



**FEMALE T-SHIRT**



**MALE T-SHIRT**



**CAP FRONT/REAR SIDE**

# OUTDOOR MARKETING-Pamphlet



## Your Best Choice lime Products

### Our Products

- Lemon Pickle
- Lemon Jam/Jelly
- Lemon Chocolate
- Lemon Candy



Cont: +91-7086159179

**D. Utility  
Store**

Silpaguri Pickle & Liquid Pvt. Ltd.  
Near Nimar Industries Sefahuri- 783053  
Email: limepicjelly2018@gmail.com  
Web: www.Limepicjelly.com

A Taste of Tangy  
keep you Healthy

**1** Fruit  
Different  
taste





# OUTDOOR MARKETING-Poster

**Lime**  
Lime

LEMON का आचार, जो करे HEALTH का विचार

ALL NATURAL  
**Leme**  
Pickle

INTRODUCTORY OFFER

**GET 20%  
Extra**

Your  
**Best Choice**  
lime Products

Known for, "SHARP TANGY TASTE"

The advertisement features a central image of a glass jar of Lime Pickle with a yellow lid. The jar's label includes the Lime logo, the product name 'Leme Pickle', and the tagline 'Known for, "SHARP TANGY TASTE"'. To the left of the jar is a yellow starburst containing the text 'GET 20% Extra'. Above the jar is a yellow banner with 'INTRODUCTORY OFFER'. Below the jar is a plate of food, likely chicken, garnished with the pickle. The background is a vibrant green with a red border at the top and bottom. The overall theme is freshness and health, reinforced by the text and the presence of lemons and lime slices in the surrounding outdoor marketing scene.



# OUTDOOR MARKETING-Brochure



LEMON का आचार, जो करे HEALTH का विचार



ALL NATURAL  
**Leme**  
Pickle



This is a very easy recipe with no-oil and no-cooking involve in this pickle and with only 4 ingredients, we just have to mix all the ingredients that's all it can't be simple than this. If you like to preserve lemon pickle for longer time say a year or more than you can add oil in this so the pickle stays fresh for longer time and of course if you are making it in large quantity. Read the notes section on how to do it.

Since Onam is around the corner I thought this is best time to share this easy pickle recipe as lemon pickle is part of Onam Sadya. You can quickly make this pickle even in small quantity just for Sadya

Best  
Quality

Known for,  
"SHARP TANGY TASTE"



It is the process of preserving food by anaerobic fermentation in CO<sub>2</sub>H<sub>2</sub>O<sub>7</sub> to produced Citric Acid or marinating and storing it an Acid solution, usually vinegar (Citric Acid) the resulting food is called a PICKLE



Cacao production is labor-intensive. Trees require hand harvesting and machetes, as the pods can reach a size comparable to butternut squash and hold between 30 and 50 beans. Cacao trees grown in the wild with shade can maintain production for nearly 100 years. Take that, biennials



food may be a candy in one culture and a dessert in another. Candy is a sweet food product



Lemon Jelly  
Lemon Jelly Live.jpg  
Lemon Jelly, performing at De Montfort Hall on 13 August 2005  
Background information  
Origin London, England  
Genre: Electronica,[[1]] trip hop, downtempo[[1]]  
Years active: 1996–2006 (on hiatus)  
Labels: Impostant Fury, XL Recordings  
Members: Fred D'haese, Nick Franglen  
Lemon Jelly is a British electronic music duo from London, formed in 1996. Since their inception, the band's line-up has included Fred D'haese and Nick Franglen. Lemon Jelly has been nominated for the Mercury Music Prize and BRIT Awards

D. Utility Store

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

Con: +91-8402058164

il: limepicjelly2018@gmail.com

Web: www.Limepicjelly.com

# Magazine Cover Page

The Magazine LEME Have Been Waiting for YOUR HEALTHY LIFE !



**ISSUE NO : 3365**

April 2018

Time : 03:45:52 pm

## **D. Utility Store** Magazine

ALL NATURAL  
**Leme**  
Pickle



Web: [www.limepicjelly.com](http://www.limepicjelly.com)

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Web: [www.Limepicjelly.com](http://www.Limepicjelly.com)



Best  
Quality  
Product



81-012



Toll-free: 1800 220 330

Silpaguri Pickle & Jelly Pvt. Ltd. Near Nimar Industries Sefahuri- 765250

# Magazine



**World Brand**  
**Lime Reviews**  
a natural tasty pickle

Definition of pickle  
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**LEMON का आचार, जो करे HEALTH का विचार**

**Known for ,  
"SHARP TANGY TASTE"**

Our company producing pickle of about 50 kg's/ day. There will be 26 working days in a month. Therefore in a month we produce 1050 kg's of pickles. Profit sharing ratio 1:1

**Best Quality Products**

Email: [limepickjally2018@gmail.com](mailto:limepickjally2018@gmail.com)  
Silpaguri Pickle & Jally Pvt. Ltd. Near Nimar Industries Sefahuri- 765250

**D. Utility Store**  
Toll-free: 1800 220 330

stand up paddle boarding




Cacao production is labor-intensive. Trees require hand harvesting and machetes, as the pods can reach a size comparable to butternut squash and hold between 30 and 50 beans. Cacao trees grown in the wild with shade can maintain production for nearly 100 years. Take that, biennials

500 gm Lemons or 12 to 13 medium sized Lemons (approx. 100 gm)  
Per Lemon - cut into 1 cm size pieces and remove all the seeds  
02 Teaspoon Ajwain (Carom Seeds)  
02 Teaspoon Salt  
02 Teaspoon Red Chili Powder  
20 gm Mustard Seeds  
20 gm Mustard  
20 gm Anardana

It should be small, and with thick rinds; rub them with a little oil (mustard), then slit them lengthwise. Boil them thoroughly until the pulp is soft. Fill the slits with salt and pressed in, set them upright in a pan for four or five days, until the salt melts. Turn them twice a day in their own liquid, until brine is made. Pack them in a jar to cover them, of sugar, vinegar, the brine of the lemons, Jamaica pepper, and ginger; boil and skim it when cold, put it in the lemons, with two ounces of mustard-seed, and two cloves of garlic to six lemons. When the lemons are used.

Web: [www.limepickjally.com](http://www.limepickjally.com)



**Lime Candy** Taste



**Lime**  
Pickle



# MASSMEDIA ADVERTISEMENT- Newspaper





**PACKAGING**

# Packaging (Label)

**Lime**  
Citrus 2018

ALL NATURAL  
**Leme**  
Pickle

LEMON PICKLE

Known for, "SHARP TANGY TASTE"

**Best before 12 Month Mfg**  
Net Wt. Batch No. ↓  
Date of Mfg.  
MRP Rs. (Incl of Taxes)

**Introduction**  
Edible Vegetable oil,  
Salt, Tamarind Extract,  
Mix Spices, Citric  
Acid and Seasoning.

**Nutritional Information**

|               |          |
|---------------|----------|
| Energy        | 563 cal  |
| Protein       | 0.8 g    |
| Carbohydrates | 137.4 g  |
| Fiber         | 1.4 g    |
| Fat           | 0.7 g    |
| Cholesterol   | 0 mg     |
| Vitamin A     | 0 mg     |
| Vitamin B1    | 0 mg     |
| Vitamin B2    | 0 mg     |
| Vitamin B3    | 0.1 mg   |
| Vitamin C     | 32.2 mg  |
| Calcium       | 57.8 mg  |
| Iron          | 0.2 mg   |
| Folic Acid    | 0 mg     |
| Sodium        | 0 mg     |
| Potassium     | 222.8 mg |
| 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  
contents are over. Use dry Spoon only.  
Keep Bottle closed after Use.

**SELF Certified**

Mfd by:  
Limecitrus Foods Ltd.  
165, SS Road, Arkatipur  
785002.

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

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*

640509 040147

# Packaging







**THANK YOU**