

As per Indian Mythology,
what makes us Immortal is



AMRIT



WHAT MAKES BRANDS IMMORTAL?



THE QUEST FOR THE

BRAND NECTAR



LUCKILY, WE DON'T HAVE
TO GO TOO FAR



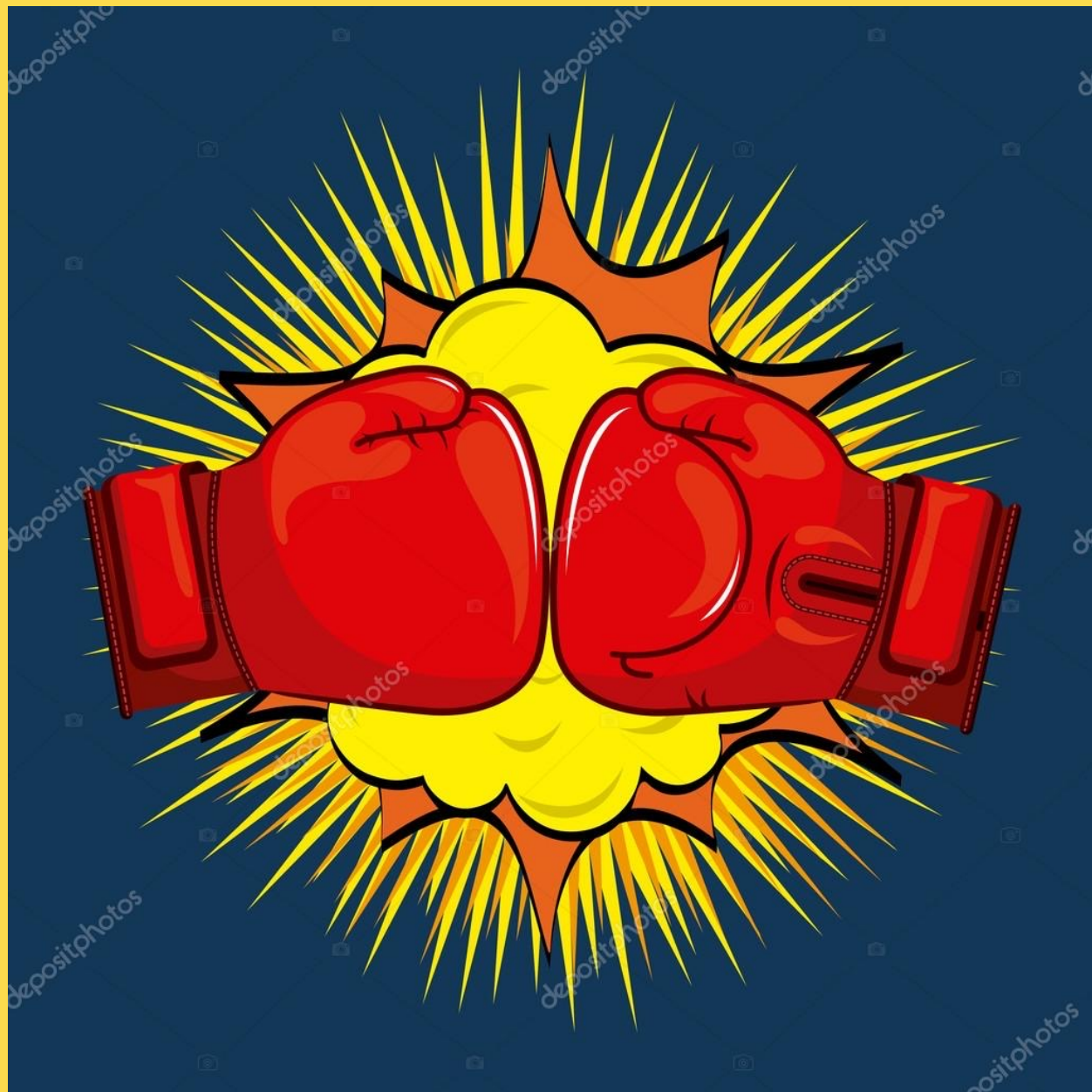
INDIAN MYTHOLOGY
SHOWS US THE WAY

THERE IS NO AMRIT
WITHOUT



SAMUDRA
MANTHAN

LIKEWISE, THERE IS NO
BRAND NECTAR WITHOUT



CONFLICT

THE BEST OF BRANDS RESOLVE
SOME KIND OF

SOCIAL,
CULTURAL OR
EVEN PHYSICAL
CONFLICT

AND IN THE PROCESS,
THEY ALSO END UP
BUSTING STEREOTYPES

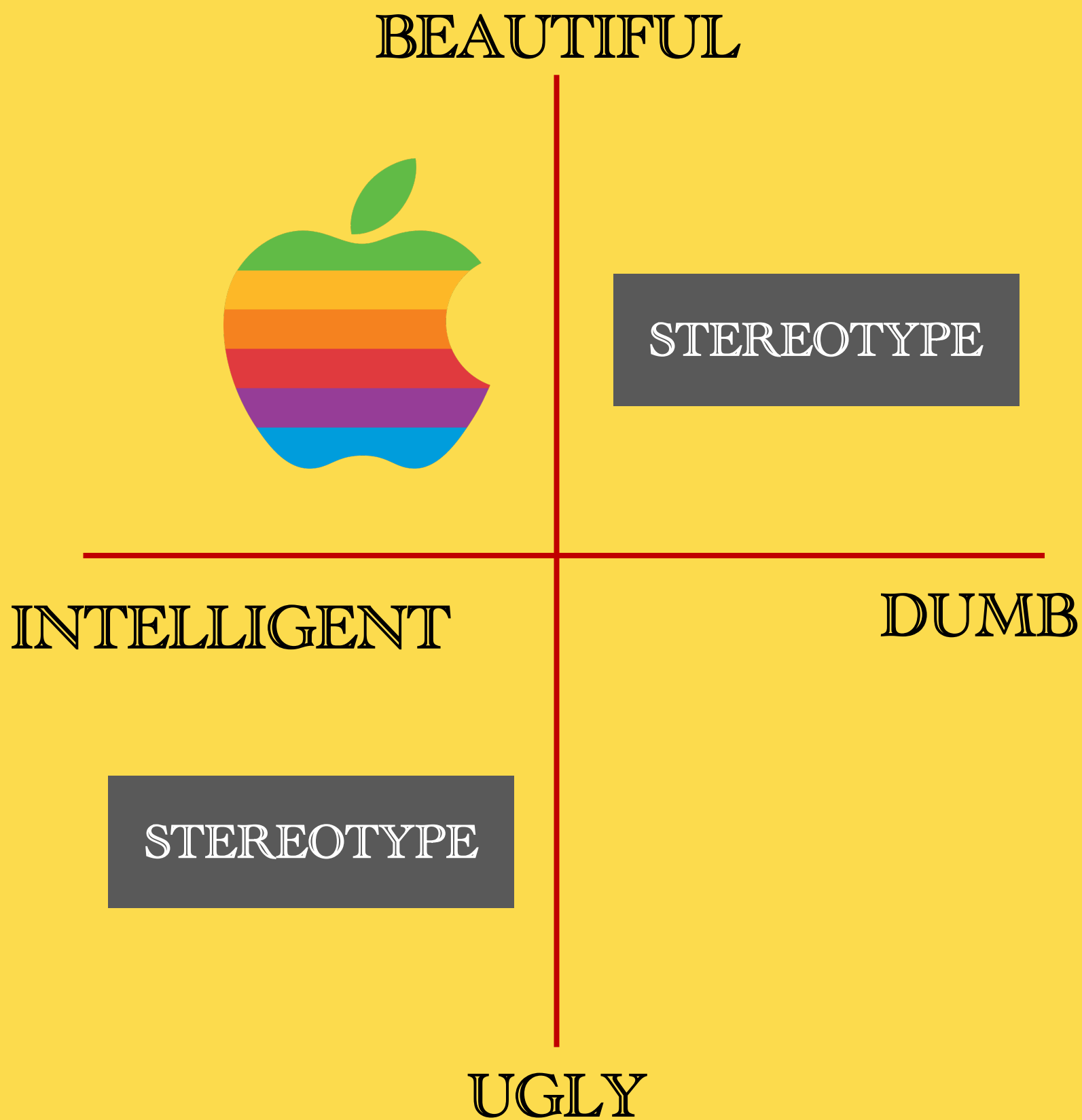
EXAMPLES OF BRANDS
FINDING THEIR

SWEET SPOT
OR NECTAR

BY RESOLVING A CONFLICT

BEAUTY VS BRAINS

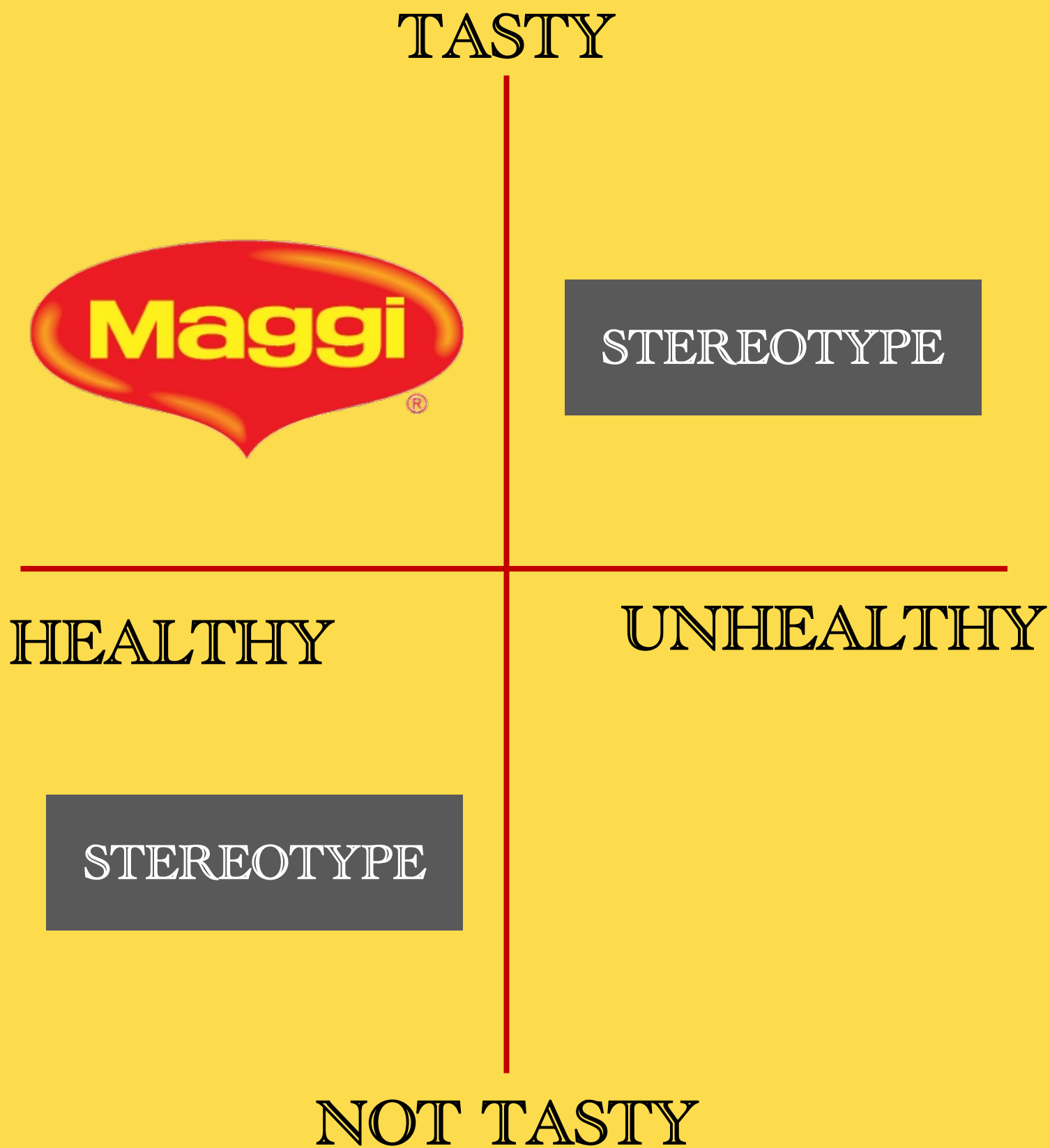
CONFLICT



An intelligent device can look good too!

TASTE VS HEALTH

CONFLICT



Taste bhi, Health bhi

LOOKS VS SEX APPEAL

CONFLICT

GOOD LOOKING

STEREOTYPE

SCORE



NOT SCORE

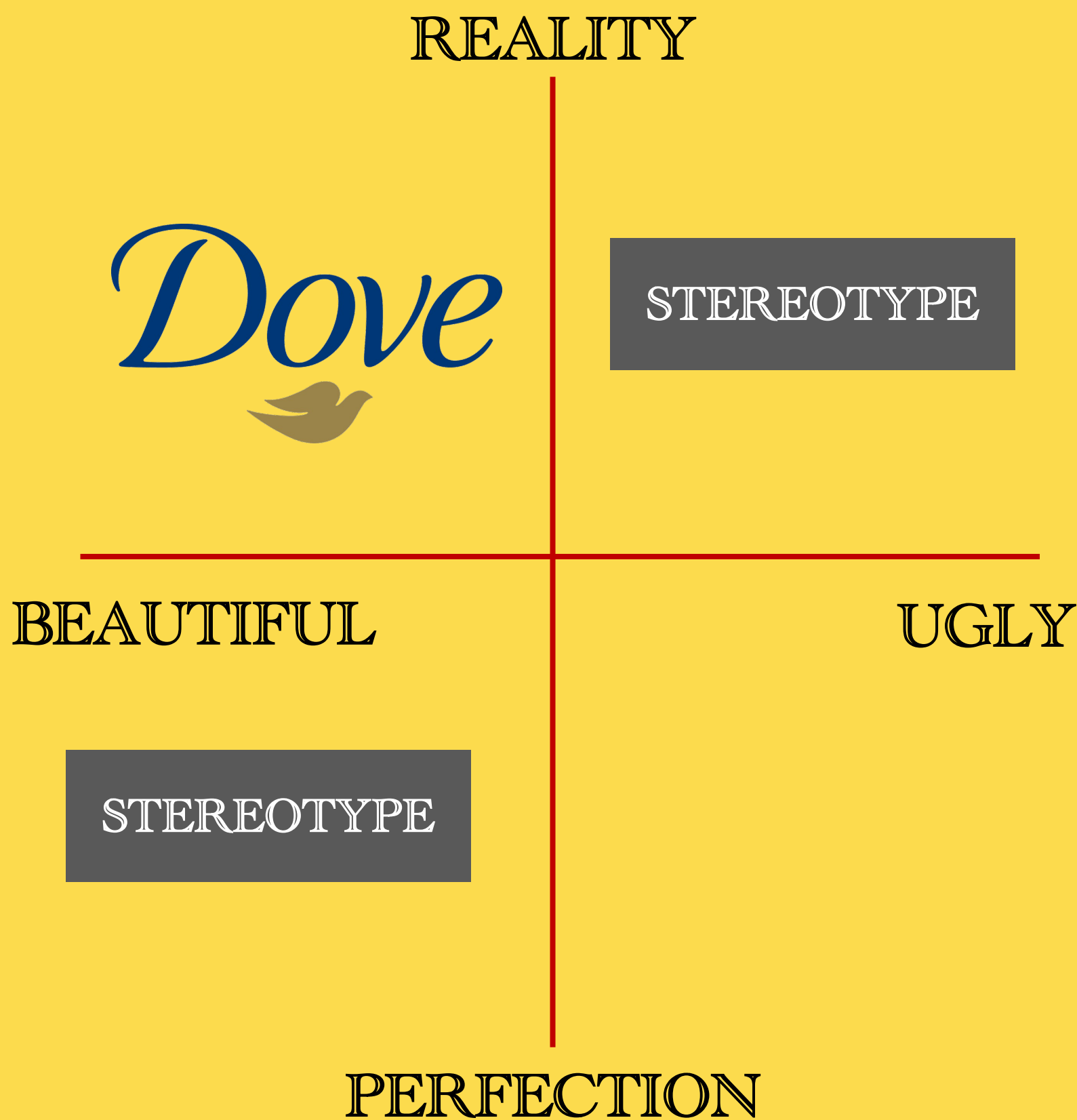
STEREOTYPE

AVERAGE LOOKING

With Axe, even a nerd can score!

PERFECTION VS REALITY

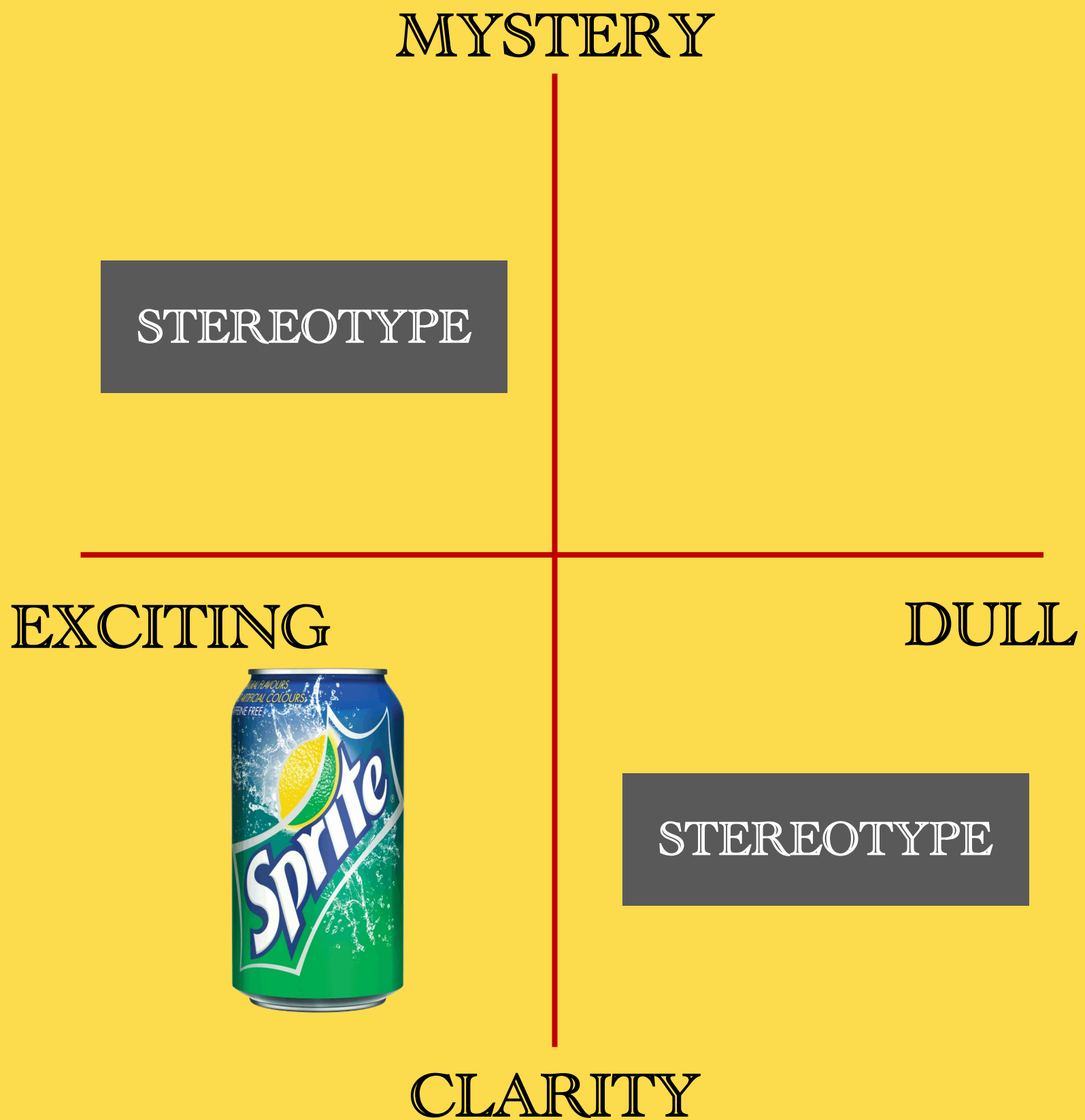
CONFLICT



Celebrating Real Beauty

CLARITY VS MYSTERY

CONFLICT



A 'clear' drink too can be exciting!

PARENTING VS HYGIENE

CONFLICT

GOOD PARENTING

STEREOTYPE



CLEAN

DIRTY

STEREOTYPE

BAD PARENTING

Daag Achche Hai

EXCEPTIONAL VS AVERAGE

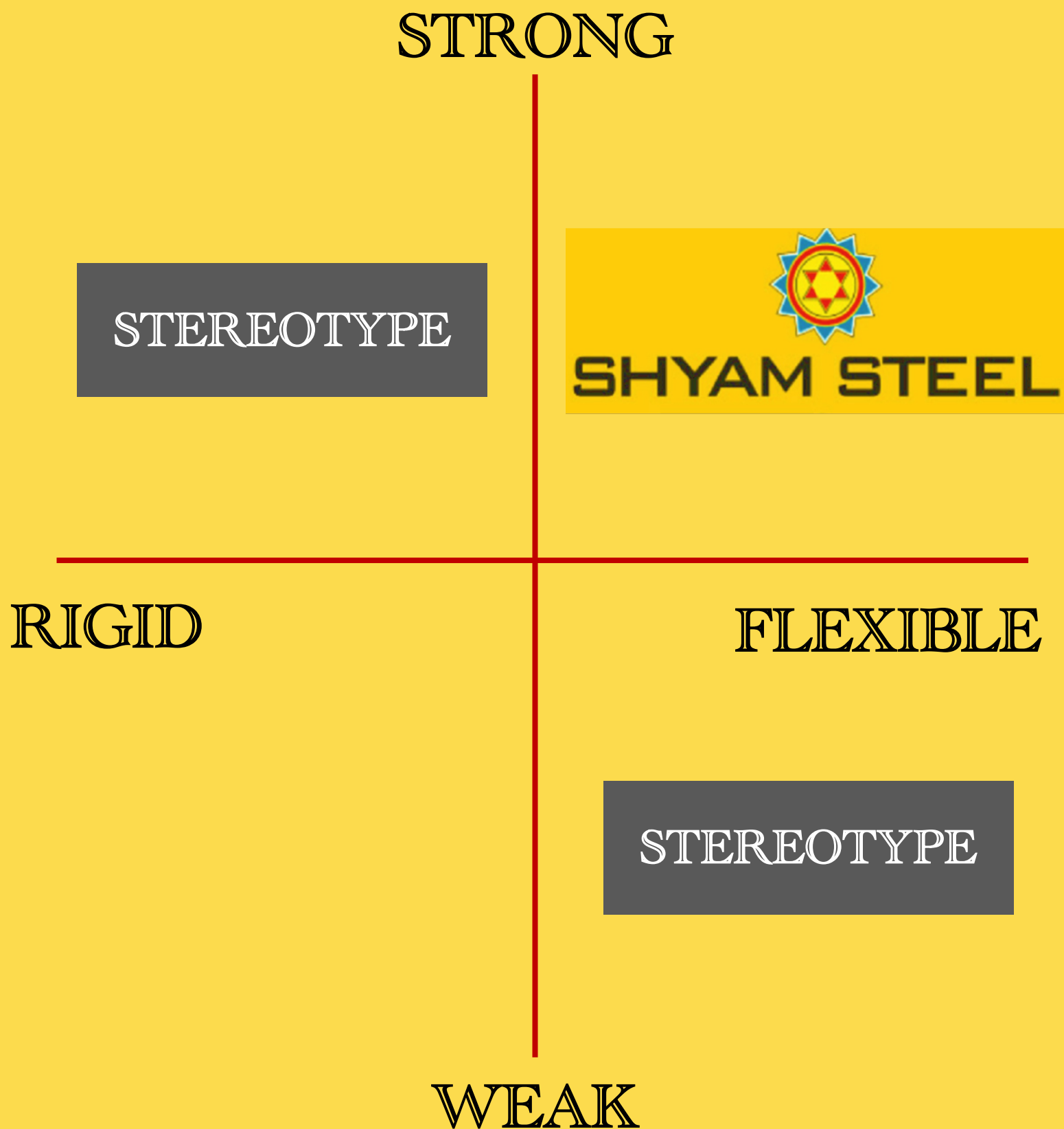
CONFLICT



Now anyone can Google his/her way to
being exceptional

STRENGTH VS FLEXIBILITY

CONFLICT



The Flexi-Strong Promise

DO GET IN TOUCH
TO UNLOCK YOUR
BRAND NECTAR

UnlockBrands™

WITH
Navonil

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Flibbr™