



India's Corporate Communication Partner

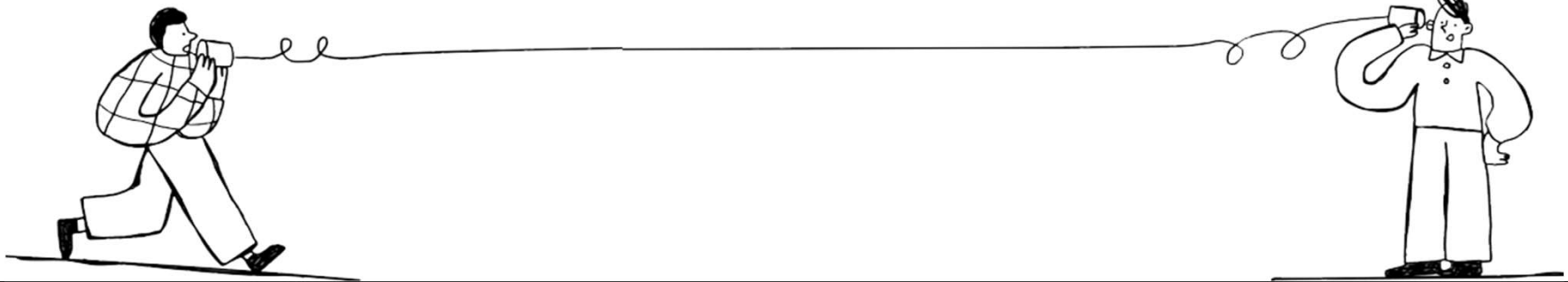
Bringing storytelling, design and technology together to build trust in every room that matters: the boardroom, the newsroom, the living room and the lunchroom.

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26 years of **crafting brand stories**

that build trust and drive business impact

Storytelling + **Unified Brand Communication**



50+

TEAM MEMBERS

100+

ACTIVE AND HAPPY
CLIENTS

350+

CLIENTS SERVED

6,000+

PROJECTS EXECUTED

OUR CLIENTS

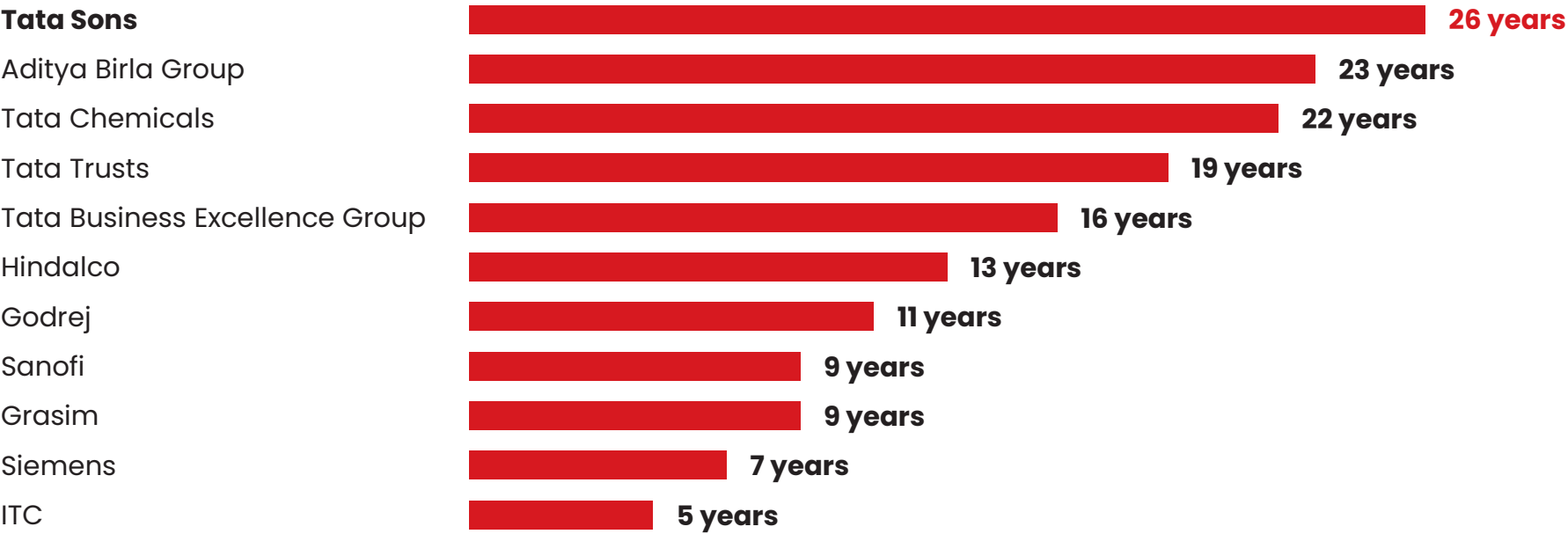
Trusted by companies where **communication can't fail**



CLIENTS WHO STAY

Long partnerships are **our best proof**

Years each client has worked with us, and counting.



OUR SERVICES

One Company. One **Voice**. One Credible Identity

Leadership Comms



Thought leadership content

Enhance brand perception amongst stakeholders for leaders and organisations

Brand Comms



UX design strategy, website development & management

Build unique brand experiences in digital media



Social media management

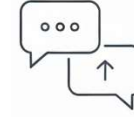
Amplify brand and leadership narratives to drive influence and growth



Digital and print publications

Print and digital publications and reports that strengthen brand credibility

Internal Comms



Employee experience communication

Foster culture and encourage employee engagement

COMPREHENSIVE CAPABILITIES



INTERNAL COMMUNICATION

- Communication Strategy
- Employee Engagement Campaigns
- Change Communication
- Culture Building
- Employer Branding
- Leadership Messaging
- Recognition Programmes
- Town Hall Communication
- Internal Campaigns
- Videos & Motion Graphics
- Digital Communication Assets



LEADERSHIP COMMUNICATION

- Executive Positioning
- Thought Leadership
- LinkedIn Strategy
- CEO Communication
- Keynote Speeches
- Articles & Opinion Pieces
- Ghostwriting
- Leadership Videos
- Personal Branding
- Executive Communication Strategy



DIGITAL ECOSYSTEM

- Website Strategy
- UX & UI Design
- Website Development
- Information Architecture
- Content Strategy
- SEO • GEO • AEO
- Social Media
- Digital Publications
- Landing Pages
- Performance Analytics



Every website starts **with a UX study**

A data-driven way to understand users, so the site serves the business and the people who matter to it.

- ✓ **UX study and strategy**
- ✓ Mobile-first websites and microsites
- ✓ Content development
- ✓ SEO and AEO, built for search and AI
- ✓ Website management
- ✓ DPDP and investor compliant

NAVIN FLUORINE · FIRST MONTH AFTER THE REVAMP

+223%	direct traffic
+163%	organic traffic
+77%	keyword visibility
+64%	citations in AI Overviews

CASE STUDY • PERCEPTION CHANGE

Hindalco: no longer just a metals manufacturer

BEFORE

Seen as just a metals manufacturer, with no compelling brand story.

AFTER

Repositioned as a metals solutions provider, with a website that tells its story.

+57%

sessions

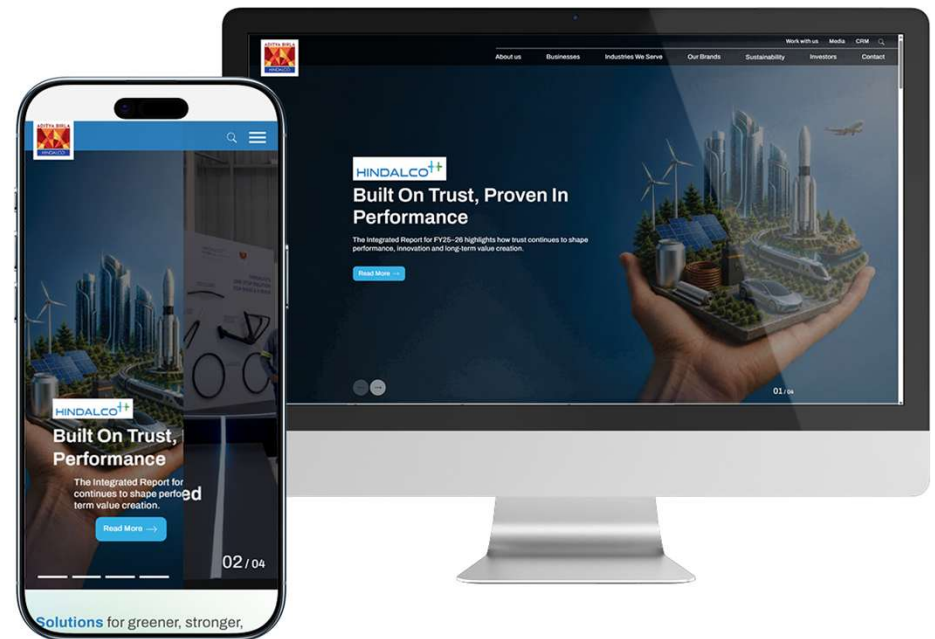
3×

time on site

39.4%

bounce rate,
down

Partners say they can now “see the Hindalco story”.



MORE PERCEPTION SHIFTS

Changing how companies **perform**



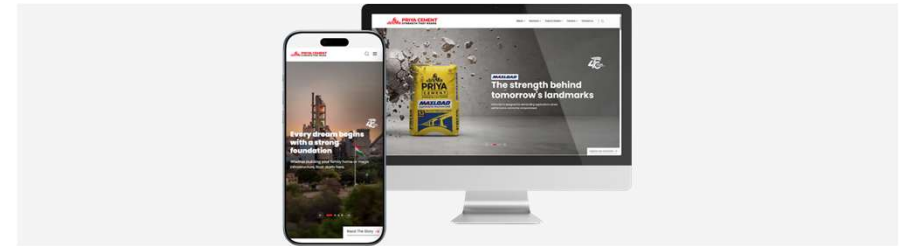
NAVIN FLUORINE

From a legacy brand

to modern and global

+163% organic traffic in the first month after the revamp.

TIC's role: UX study, brand messaging and purpose statement, corporate presentation and video, and branding from logo to spatial design.



PRIYA CEMENT

From a price brand

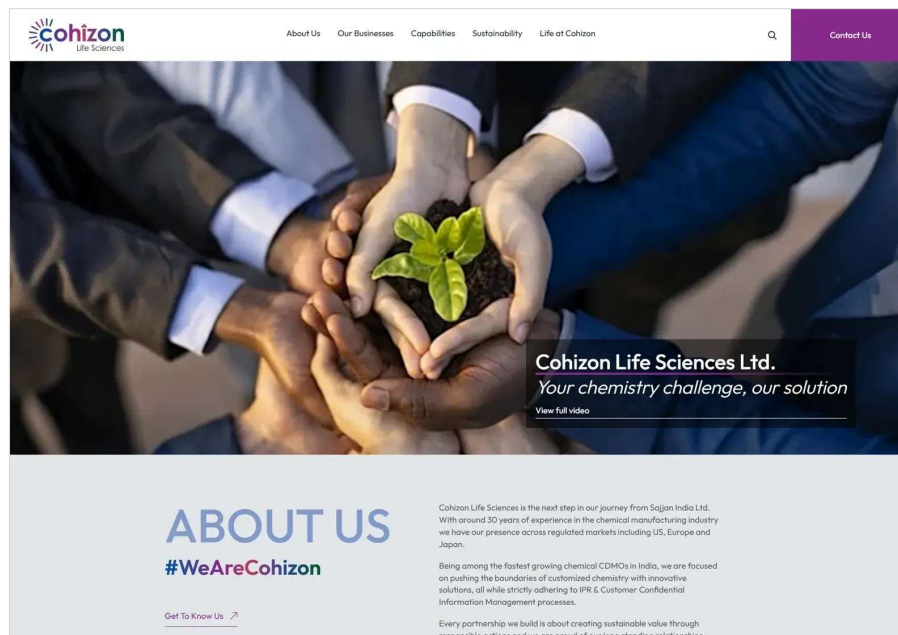
to a brand preferred for quality and trust

22 dealership enquiries in the first 10 days of the new website.

TIC's role: A new brand story built around quality, told through a website designed to generate leads.

CASE STUDY · COMPLETE REBRANDING

Sajjan India became **Cohizon Life Sciences**



THE CHALLENGE

Strong credentials, but a legacy identity that didn't match its global ambition.

WHAT WE DID

A new name, logo and identity, brand story and digital ecosystem.

THE OUTCOME

A brand whose perceived stature matches its ambition, with one credible presence everywhere.

Trusted by leaders, **and by the firms advising them**

Leaders we write for

Aditya Birla Group, Hindalco,
IndiaFirst Life, Siemens, ITC & more

PR firms that brought us in

Weber Shandwick and Genesis,
for CXO bylines and articles

Consulting firms we partner

McKinsey and Bain, for reports
and articles



POLYCAB · INFRA SAFETY WITH CNBC TV18

From a cable maker

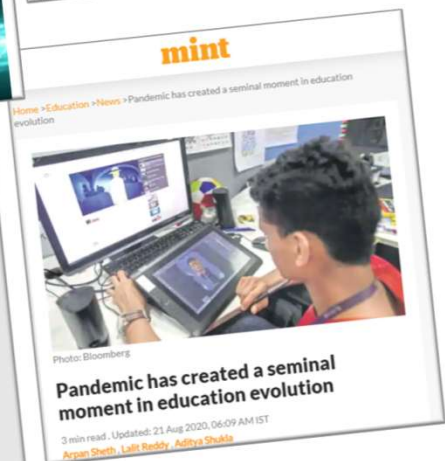
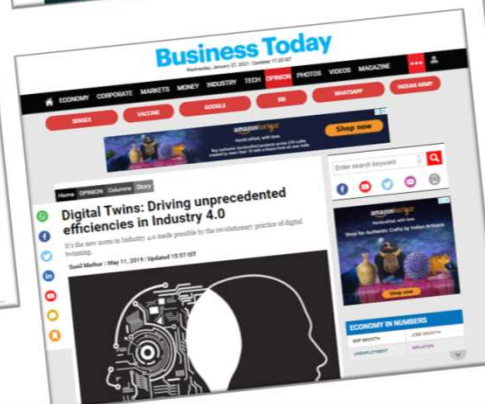
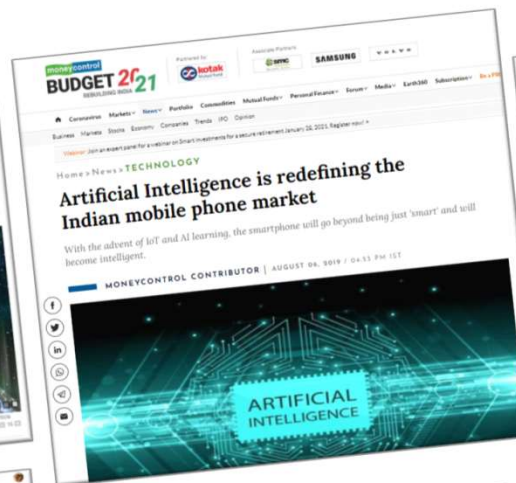
to the voice of electrical safety

TIC's role: ideation and scripting for leaders across a 4-city event, with session-specific narratives and talking points.

THOUGHT LEADERSHIP

Authored **articles and speeches**

Helping build the **credibility** of leaders and the **authority** of brand



SOCIAL MEDIA STORYTELLING

Perception, built **one story at a time**

We find the human story inside a business fact.



HINDALCO · VALENTINE'S DAY FILM

A new alloy of copper and silver

became a love story

~4.2% engagement on LinkedIn, well above B2B benchmarks.



MAHINDRA ACCELO · CERO

A news item: 14,500 vehicles recycled

became a story every car owner can be part of

Reposted by Anish Shah, Mahindra Group MD & CEO.

Turning employees into **brand ambassadors**

Leadership communication

Leaders speaking to their people with clarity and conviction.

Internal campaigns

Campaigns that move people through change and build culture.

Internal branding

An employer brand your people recognise as their own.

Intranet management

Always-on channels that keep a dispersed workforce connected.

Toolkits

DEI, POSH, values and safety communication

Impact measurement

Knowing what reached people, and what changed.

Our internal communication work is confidential by design. We are happy to walk you through it in person.

PUBLICATIONS

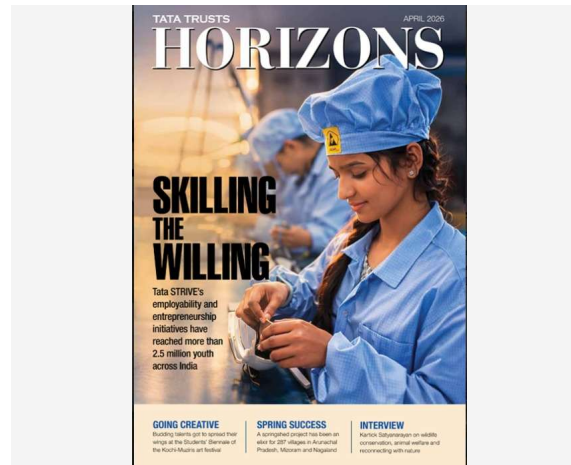
Publications that **build credibility**

Magazines · Annual reports · Sustainability reports · Newsletters · Coffee table books



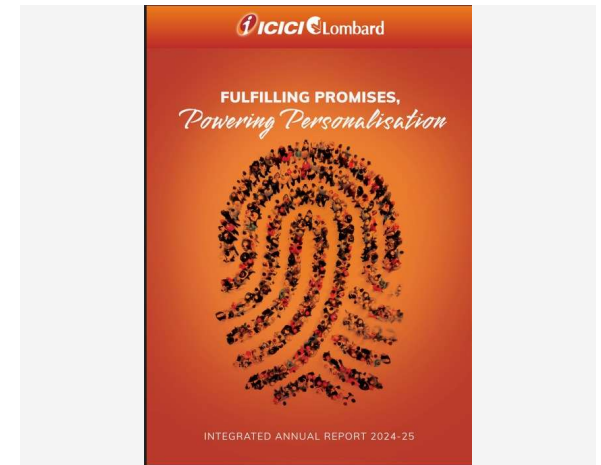
Tata Review

The Tata Group's flagship magazine, conceived and produced by TIC for over two decades.



Tata Trusts Horizons

Stories of change, picked up by English and regional newspapers. Award-winning for storytelling.



ICICI Lombard Annual Report

Compliance communication, told as a story. Integrated Annual Report 2024-25.

AWARDS

Recognised **for the craft**

Websites & UX

Afaqs! Marketers' Excellence Awards

Gold

Afaqs! Digies

Bronze

AVA Digital Awards

2 Golds: social responsibility, B2B

Content & storytelling

Mint MKTG Awards, Hindustan Times

Best Storytelling

Great Indian Marketing Awards 2021

Best Content Agency, best video, best social campaign

Velocity Awards 2021

Bronze: best use of video by a brand

Publications

IABC Gold Quill

Winner, print magazine; Merit, digital magazine

MarCom Awards

Platinum & Gold: print, e-magazine, e-newsletter

Afaqs! Digies 2021

Gold: internal newsletter

Sustainability Summit & Awards 2024

Best Storytelling: Tata Trusts Horizons

IN OUR CLIENTS' WORDS

Why clients **stay with us**



"...helped shape a stronger and more contemporary expression of our brand."

Nitin Kulkarni

Managing Director, Navin Fluorine



"TIC has been my content agency of choice for over 21 years, first at Tata Sons and now at Tata Trusts."

Christabelle Noronha

Director – Publications, Tata Trusts



"...represents the brand at its best and is now an important brand asset for us."

Rajesh Khanna

President, NIIT University



"What I value the most is the diversity of minds I can tap into."

Charu Gouniyal

Head, Corporate Communication, Hindalco

TALK TO US FOR

UX Design Strategy

Website Design and Development

Internal Communication

Thought Leadership Content

Social Media

Publications



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