



TIC

THE INFORMATION COMPANY

CORPORATE *Storytellers*

COMMON COMMUNICATION CHALLENGES

The **business has evolved**, but the website and brand **story have not kept up**

Our organisation has many **compelling stories**, but they **remain largely invisible**.

Social media presence is inconsistent and lacks **credible thought leadership**

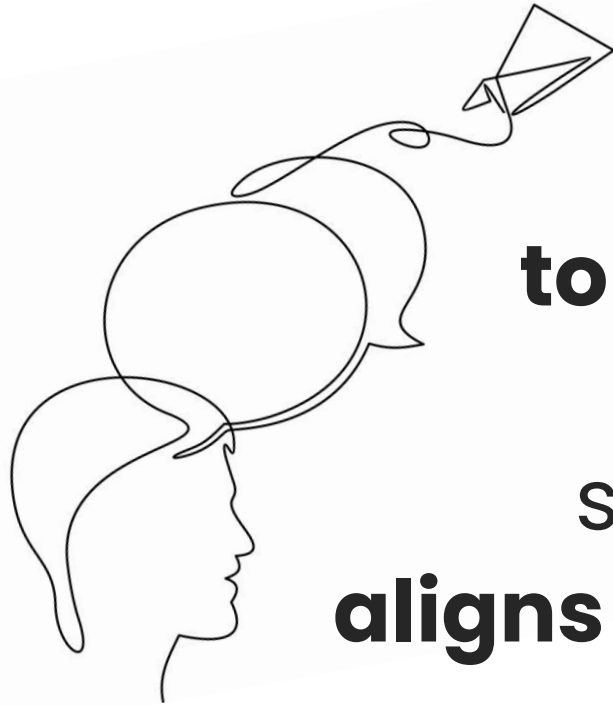
Internal communication is often **one way communication** and lacks engagement.

AI reads everything about the brand online. If **the story is scattered**, the brand **appears scattered**

Companies entering **global markets** with messaging not ready for international audience

Small corporate comms teams are stretched thin, managing multiple agencies and platforms

Our **PURPOSE**



We are on a mission
to empower your organisation
with communication that
strengthens your brand and
aligns stakeholders with your purpose

Our story

**26 years of crafting brand stories that drive
measurable business impact**

WE OFFER SERVICES POWERED BY

Storytelling +
Unified Brand Communication



One Company. One Voice. One Credible Identity



45+

Team of specialists across content, design and technology, including certified UX experts and former business journalists.

100+

**ACTIVE AND
HAPPY CLIENTS**

350+

CLIENTS SERVED

6,000+

PROJECTS EXECUTED

UNIFIED BRAND COMMUNICATION

The System that Aligns Your Brand, Voice, Leadership & Communication for Global-Ready Scale

IT IS A COMMUNICATION OPERATING SYSTEM THAT ENSURES:

- One narrative
- One identity
- One standard
- One voice across internal & external channels

DESIGNED FOR COMPANIES WHO WANT:

- ✓ Stronger market trust
- ✓ Clearer investor perception
- ✓ Higher global readiness
- ✓ Predictable communication maturity
- ✓ Stronger employee alignment

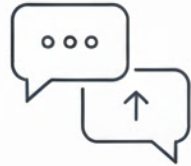
It's a **company-wide operating system for how you communicate, internally and externally.**

Ensuring communication delivers on Strategy and leads to Impact



UX design strategy, website development & management

Build unique brand experiences in digital media



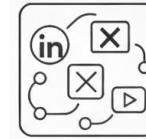
Employee experience communication

Foster culture and encourage employee engagement



Thought leadership content

Enhance brand perception amongst stakeholders



Social media management

Amplify brand and leadership narratives to drive influence and growth



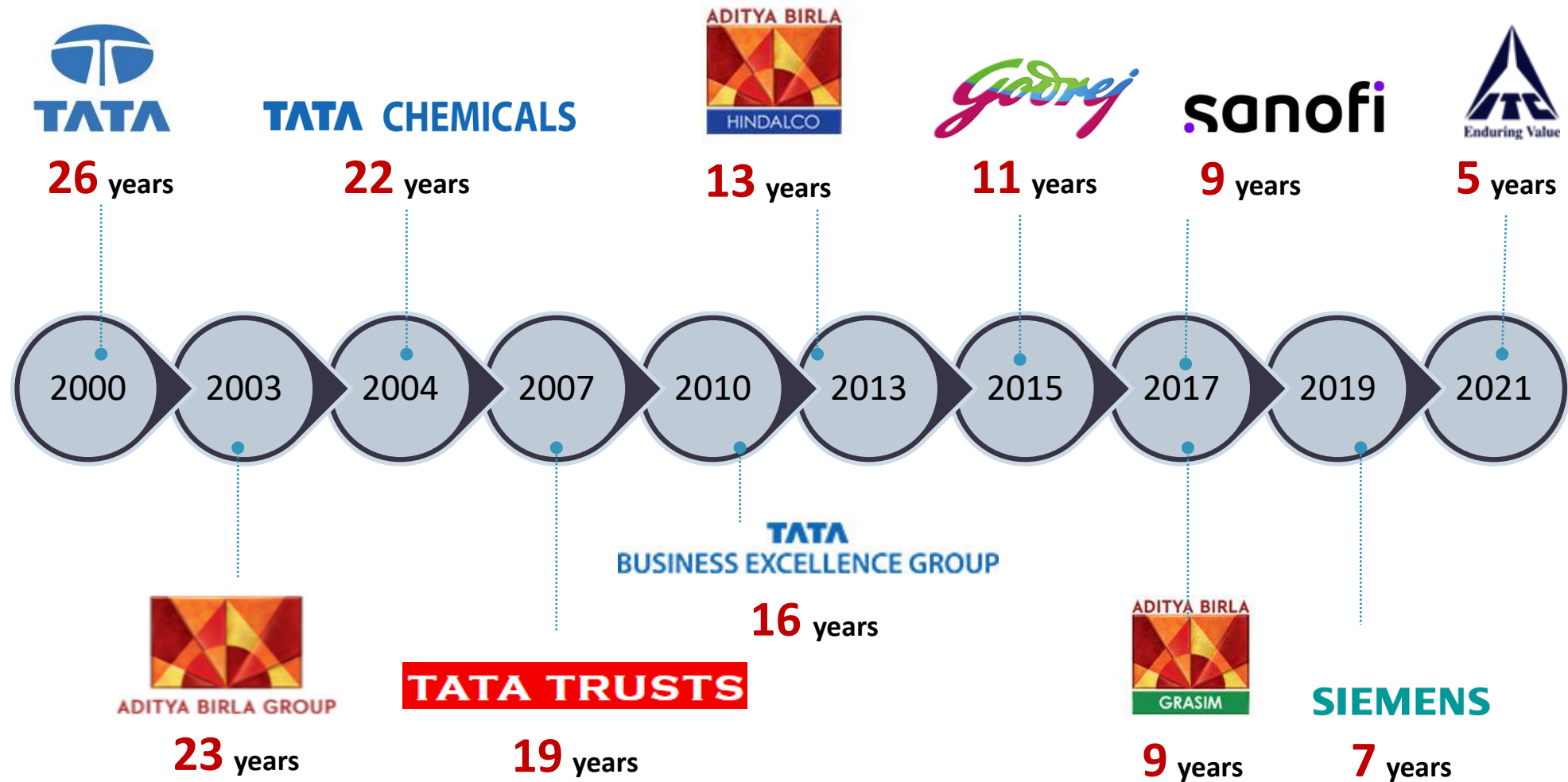
Digital magazines & print publications

Print and digital publications/reports that strengthen brand credibility.

WORKING WITH AND LEARNING FROM THE BEST



COLLABORATING EFFECTIVELY FOR SUSTAINED IMPACT



UX/UI BASED WEBSITES AND DIGITAL ASSETS

A data-driven scientific approach to understanding user needs and creating tailored solutions that aligns with business, brand experiences and your key stakeholders

- UX Strategy
- Mobile first websites and microsites
- Digital magazines & newsletters
- Website management
- Content development
- SEO and AEO
- DPDP and investor compliant

Our Clients



INTERNAL COMMUNICATION

*From Strategy, creating experiences,
engagement to Impact measurement*

- *Leadership communication*
- *Intranet management*
- *Internal Campaigns*
- *Internal branding*
- *DEI, POSH, Values, Safety communication toolkits*

Our Clients



STERLING & WILSON



TATA REALTY AND INFRASTRUCTURE LTD.



ADITYA BIRLA GROUP

AM/NS
INDIA

Mahindra
Rise.

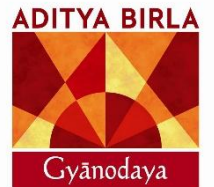


THOUGHT LEADERSHIP CONTENT

We create compelling thought leadership articles and brand narratives, that helps build credibility and trust, strengthening your position in the industry.

- Website content
- Authored articles
- Blogs
- Speeches
- Infographics
- LinkedIn articles
- Annual reports

Our Clients



Social Media

From strategic storytelling to campaign execution, our social media services are designed to help you stay relevant in a dynamic digital landscape

Corporate Branding & Storytelling

- *Leadership Communication & Profile Management*
- *Product GTM & Campaigns*
- *Influencer & Event-Led Marketing*
- *Performance & Paid Media Strategy*
- *Online Reputation Management (ORM)*



Publications

TIC delivers end-to-end print and digital publication services that blend strategy, storytelling and design excellence

- *Annual Reports*
- *Sustainability Reports*
- *Digital Magazines/newsletters*
- *Internal and external Magazines*
- *Coffee table books*

Our Clients



TATA TRUSTS

TATA PLAY

VOLTAS

TATA CHEMICALS

SIEMENS



RPG

Sterlite Power

BRIDGESTONE

QUICK LINKS

OUR WORK

OUR SERVICES

CASE STUDIES

ABOUT US

CLIENTS

BLOGS

CONTACT US

A FEW AWARDS AND ACCOLADES

For Best UI/UX Website



GOLD AWARD

Afaqs! Marketers' Excellence Awards



BRONZE AWARD

Afaqs! Digies



2 GOLD AWARDS

AVA Digital Awards is administered by the AMCP

Social responsibility & B2B

For Best Content Agency

MINT MKTG AWARDS BY
HINDUSTAN TIMES
Content Mktg – Best Storytelling



Best Content Agency
Best video content mktg
Best social media campaign



Bronze at Velocity Awards 2021

Best use of video by a corporate or brand

For Publications and storytelling



GOLD QUILL WINNER

IABC is a prestigious global forum that recognises excellence in communication

Print magazine



MERIT AWARD WINNER

IABC is a prestigious global forum that recognises excellence in communication

Digital magazine

PLATINUM & GOLD AWARD WINNER -
MarCom is administered by the AMCP



Special Publication – Print E-Magazine, E-Newsletter

GOLD at
Afaqs! Digies 2021



Award for Internal newsletter

Tata Trusts Horizons
digital & print magazine



Best storytelling

WHAT IT MEANS TO WORK WITH TIC

- ✓ **An extended strategic team**
We work alongside your team in shaping your communication strategy.
- ✓ **Strategy, planning and execution in one place**
From defining the narrative to building the platforms and content that carry it forward.
- ✓ **A multidisciplinary team under one roof**
Specialists in content, design, UX and technology working together in close collaboration
- ✓ **Less coordination. Faster progress.**
No time lost briefing and managing multiple agencies. One team aligned to your communication goals.
- ✓ **Consistency across every touchpoint**
Your website, thought leadership, internal communication and social platforms speak in one coherent voice.
- ✓ **An extended Corporate comms team**

We look forward to presenting our work and its impact...

You can reach us at:

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www.ticworks.com

[Do checkout our portfolio!](#)

TALK TO US FOR

UX Study &
Websites

Internal
Communication

Thought
Leadership Content

Social Media

Publications