


BRAND EQUITY

BRAND LAUNCHES



We upset the applecart to give papaya a pride of place.

Refined Papain

Not just the world's second largest producer of Refined Papain

But, the best is yet to come

JAIN GROUP OF INDUSTRIES
JALGAON
Jain Irrigation • Jain Pipes • Jain Plastics & Chemicals
Small Ideas. Big revolutions.

■ THE Rs 150 crore Jain group of Industries recently launched a five-ad corporate campaign as a prelude to a range of projects they have lined up. The group manufactures enzymes and chemicals, extruded and moulded plastics and micro-irrigation systems and pipes. And now the company, known better for its drip irrigation systems, is planning a series of new projects.

The mega campaign is expected to make the group's presence felt across the country. Says a spokesperson for Everest advertising, the agency handling the account: "The campaign is aimed at policy makers, investors and export/import houses."