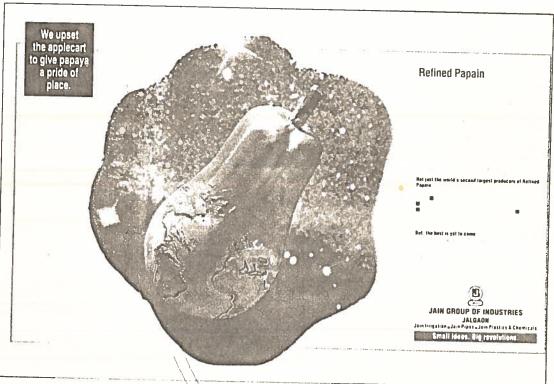
## BRANDEQUITY

## BRAND LAUNCHES



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 manufacturers 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."