

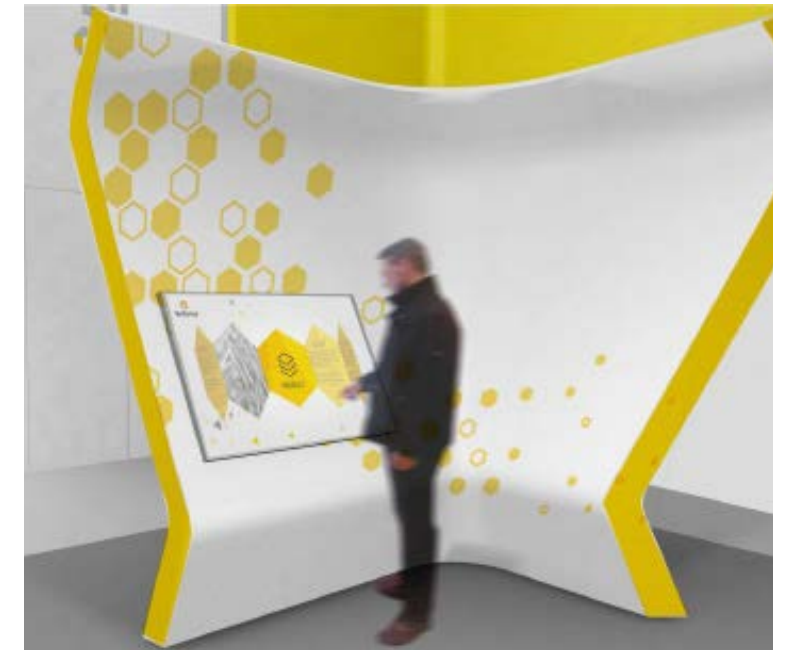
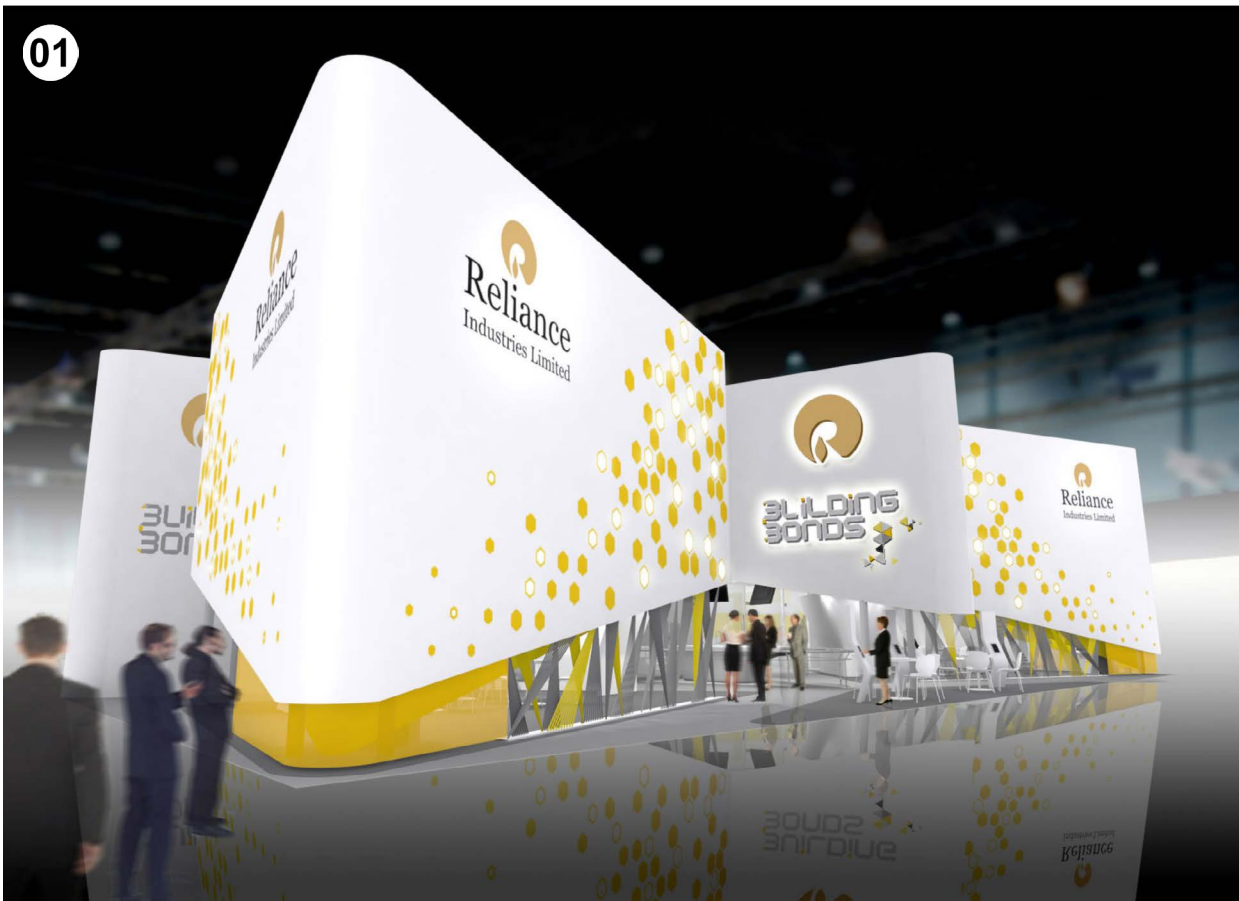


Reliance

Industries Limited

Company:	Reliance Industries Limited (RIL)
Core Business:	Indian conglomerate holding company headquartered in Mumbai, Maharashtra, India. The company currently operates in five major segments: exploration and production, refining and marketing, petrochemicals, retail and telecommunications.
History :	Established in 1966, RIL began in the petrochemicals, refining, oil and gas-related industries, which still forms the core of its business. This gradually expanded to include textile, retail, manufacturing, polymers, avionics and aerospace. It is the world's largest producer of polymer products, seeking to expand this division across global markets as a product developer.
Market Position:	RIL is one of the largest publicly traded companies in India by market capitalisation and is the second largest company in India by revenue. It is also India's second largest private sector company by revenue and profit. The company is ranked 99th on Fortune Global 500 list of the world's biggest corporations for the year 2012.

Reliance | K Fair 2013 Dusseldorf



Project

Creating a differentiated, impressive and immersive brand experience for your customers through a combination of environmental, experiential and digital techniques

Scope

Design concept and layout for 400 Square Meter stand incorporating physical and digital displays

Value

Undisclosed

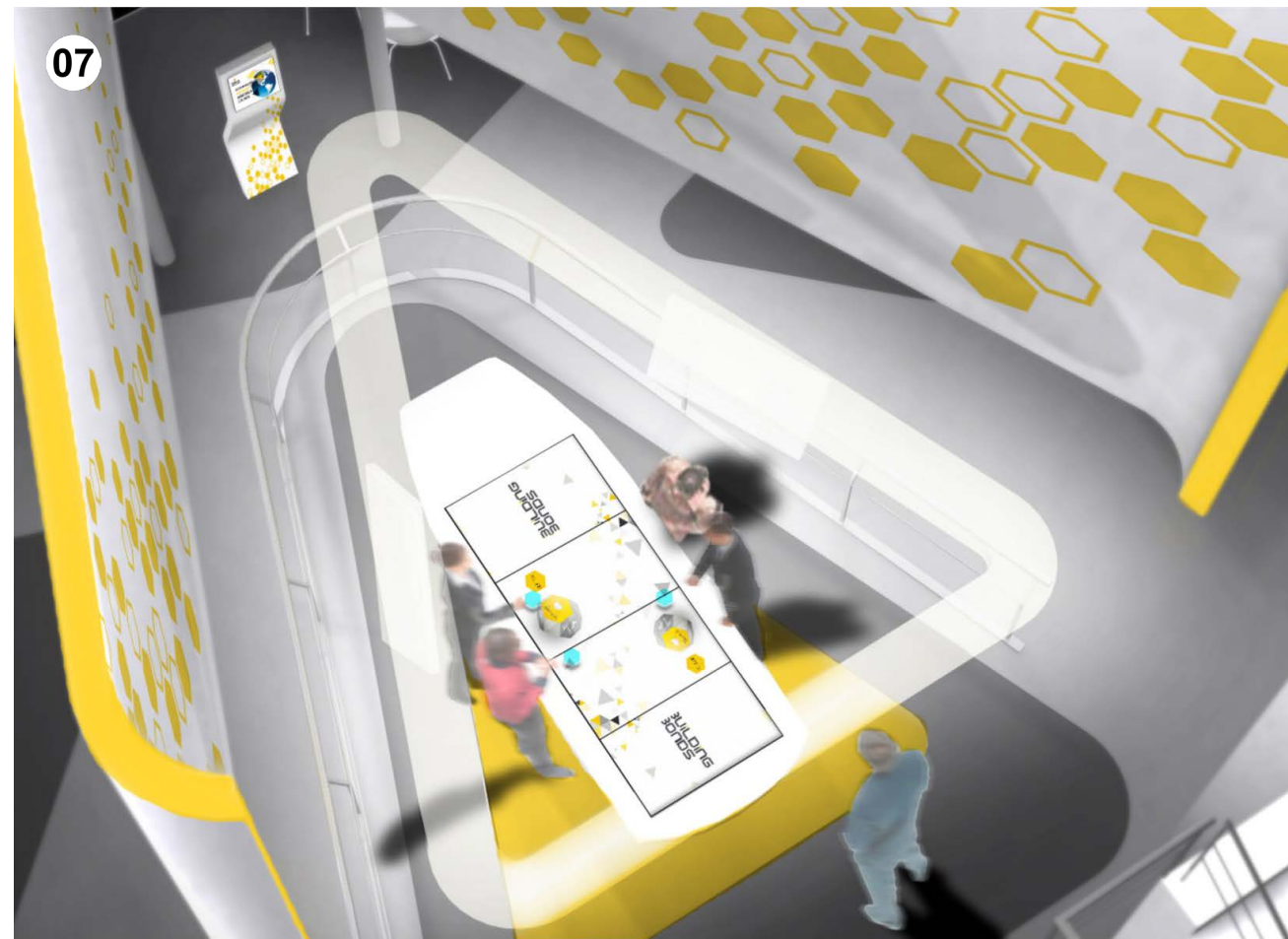
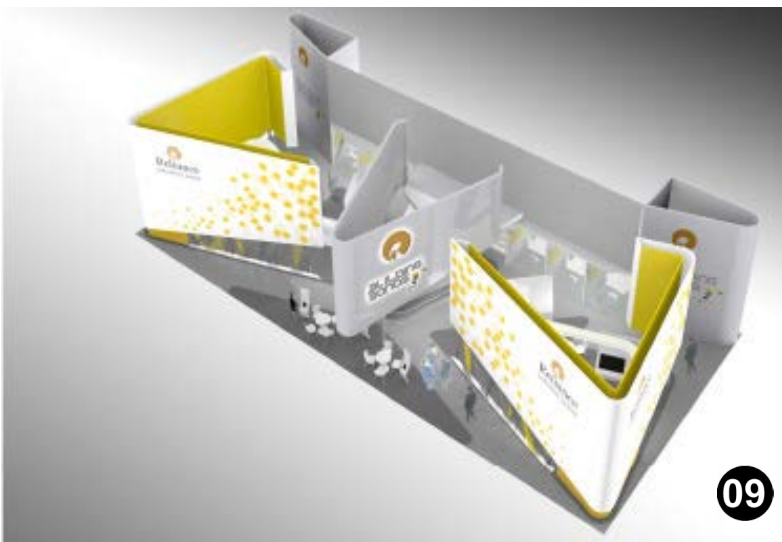
The Reliance Group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of US\$ 66 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

With over 3,000 exhibitors, The K Fair 2013 in Dusseldorf is The No. 1 trade fair for the global trade in plastics and polymer. With a broad range of exhibits, K 2013 is the most prestigious business and communication platform.

The brief was to develop an exhibition stand for Reliance Polymers with the latest materials and digital technology, which brings alive its brand values, corporate capabilities, technological achievements, philosophy and world-class products and services to customers.

To emphasise the value of Reliance in business relationships and

- 01 External facade of exhibition panel constructed from 2 layers of stretch fabric with hexagonal perforations
- 02 Central display panel to communicate RIL core industries, capabilities and products
- 03 Interactive screen with interlocking hexagon themes explored at every touchpoint
- 04 This extends to the touchscreen interfaces with a hexagon interface to indicate core capabilities



B C E

Concept and Design Development
Reliance K Fair 2013



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- 05 Curved panels incorporating Polymer technology was proposed to separate categories within Reliance Polymers.
- 06 Colour palette and hexagonal shapes incorporated across physical and digital platforms
- 07 Reliance Industries core communication platform - a large scale interactive digital table
- 08 Hexagonal decal's unlock content across central interactive table
- 09 Axonometric showing how the respective divisions have been demarcated
- 10 Central Theme of the RIL exhibition
- 11 Reliance Geosynthetic Zones with interaction points

Polymers the theme of 'Building Bonds' was developed. This was expressed graphically across the stand through interlocking hexagon shapes, in the form of physical shapes, patterns as well as across digital platforms.

The exterior walls of the stand had two layers of stretched fabric to reinforce Reliance's work in next generation stretch fabrics, using bold graphics and colour to produce a memorable visual identity. The stand walkway converged within the centre, in which there was a controlled area to communicate RIL's global positioning and reach using a dramatic touch table with customised content and themed activation points.

Either side of the central Reliance Industries area were two zones that express the categories of products within Reliance Polymers. A series of different interactives with a combination of graphic and digital content were divided into demarcated zones. A series of open, quick consult points were woven into the interactive journey to initiate and sustain interest

A combination of informative graphics, detailed digital content and skilled stand staff are designed to drive visitors towards the consultancy areas. These were the spaces designed to discuss technologies, agree volumes and negotiate deals.



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