

Invest less Expose more

Advertainment engages with bigger impact,
deeper connectivity and broader reach

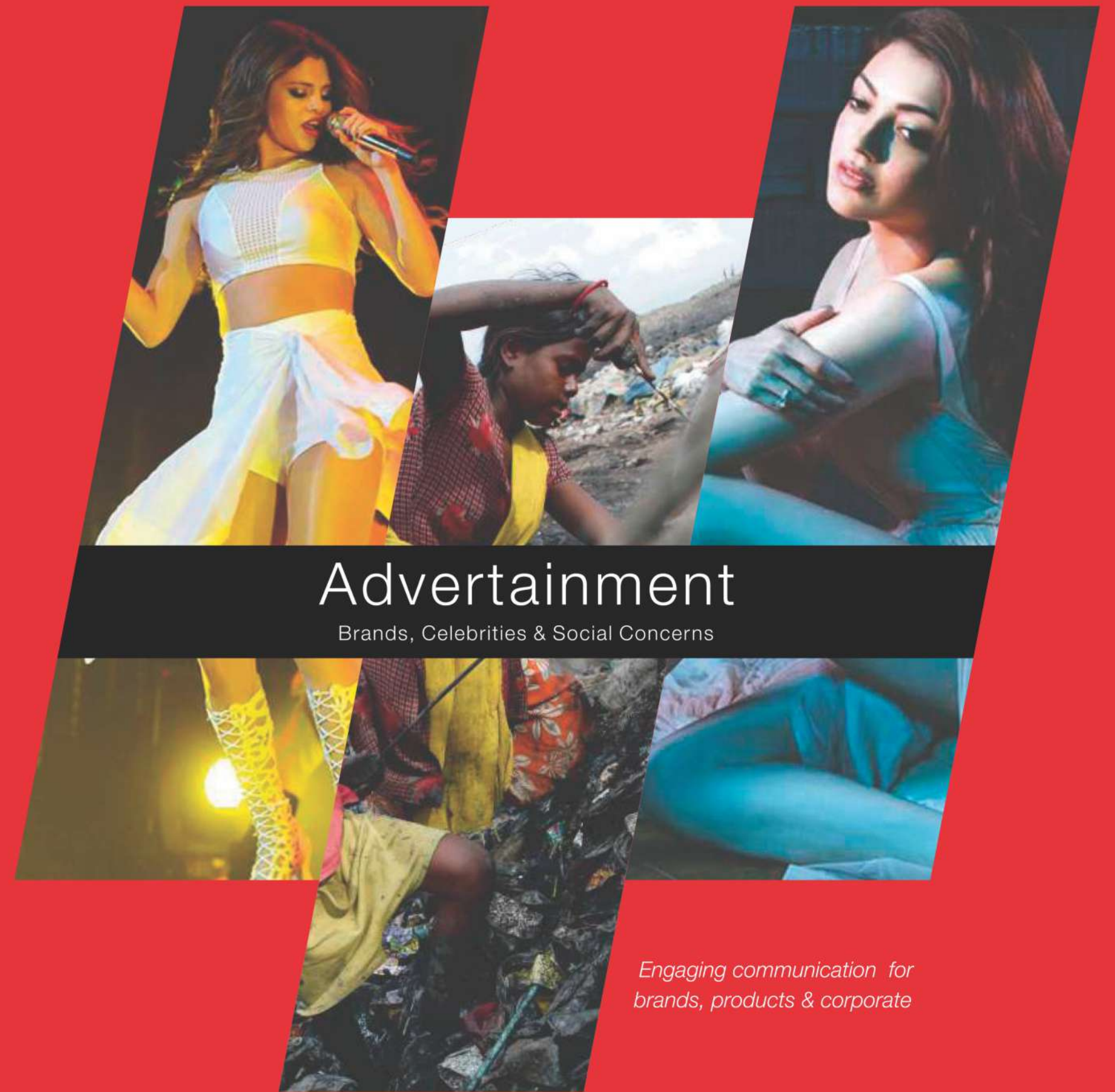
HEMOPHILIA SOCIETY | CHANDRA PANORAMA | CHANDRA EXUBERANCE
O15'S CAFÉ | JASHN | IDBI BANK | BANK OF BARODA
ECGC | SBI LIFE | WITTY KIDS

SMOKE
COMMUNICATION

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www.smokecommunication.com



Advertainment

Brands, Celebrities & Social Concerns

*Engaging communication for
brands, products & corporate*

SMOKE

COMMUNICATION

An Integrated marketing communication company, Smoke has been carefully designed to connect with the audience through art, artists, and entertainment. Production of live events, digital content and International music allows brands to not only be glamorously visible but to have interactive engagement.

Services

Creating **Brands, Image and Opinion** through Strategic planning, creative execution and engaging ideas

Creating **Events and activation** with concept, logistic support, expert inputs and celebrity presence.

Producing **Music, Films & Entertainment** with excellence of art, artists, celebrities and master craftsmen

Process

We rely upon **Knowledge, Research & Analysis** Empowered to predict for future markets and consumer behaviour with observation and analysis of data.

We are **Conscious. Social & Emotional** Equipped to establish deeper connect, strong bonding & dialogue

We Involve **Glamour, Celebrities & Talent** Driven to mesmerize the audience & generate appealing response

ADVERTAIMENT
Entertainment synergised with brand theme, extended into digital content and advertising, linked with Social concerns and celebrities



Brand communication with entertainment, social concerns and celebrities



Smoke live

Events & activation

Entertainment and Activation events are undeniably the most important consumer interface - we tap potential by live activities, subsequently extending the experience through digital and broadcast media. The strategic approach transforms one idea into multiple mediums, hence multiplying audience reach.

Musical Events

We imply real music, where perfection of pitch, master artists and musicians unionize to create meaningful entertainment. From classical promenade concerts to light music events, Rock genre to electronic music festivals, we create an experience for each age group and social strata. We bring a confluence of Indian and International artists along with Bollywood celebrities.

Smoke Live



Daastane Melody

When melody reminds moments and turns you nostalgic, the music created to build those stories is the attempt Daastane Melody tries to create for its audience. It is the maestro's masterpiece of entertainment, never thought of before.



HAVAS MEDIA BRIGHT
OUTDOOR MEDIA PVT. LTD.

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BINA BANK
A Government of India Enterprise

Daastane Melody

Uttam Singh with
Udit Narayan & Rupa Chak



Smoke Live

By the Rare - For the Rare

Music concert with Uttam Singh, Anup Jalota, Rupa Chak and Diwakar Sharma

Music Concert By the RARE- For the RARE has been created to support and seek attention for a Rare Genetic Disorder, Haemophilia, which impairs blood's natural clotting ability, post any injury. Maestro Uttam Singh, Padmashri Anup Jalota, Melodious Rupa Chak and Extraordinary Diwakar Sharma came together to entertain the audience and motivate the community affected with Hemophilia.

Rare people Rare disorder.



BRIGHT
OUTDOOR MEDIA PVT. LTD.

MAHARASHTRA
GOVT.
CORPORATION



**Uncommon..
Unusual..
a rare genetic status**

Born Rare

**You have it,
I don't.**

I am born Rare

Because my genes are rare.
I have a blood clotting disorder- inherited.
My blood doesn't clot like yours does, even during minor injuries.
Internal or external, any injury that ruptures my blood vessels may cause endless blood flow, unless a dose of the missing factor is administered.
By the time the help arrives, my body organ where bleeding occurred may get badly affected.
Therefore, I am born rare!
Who looks perfect like any other human being but can't survive without special care.
1 in 10,000 from Hemophilia, 1 out of 5000 males born is hemophilic.

You know? Know about hemophilia to talk about hemophilia..

Phone: +91-22-2415 8315, 2418 4071
Email: Mumbai@hemophilia.in
www.hemophiliamumbai.in

Hemophilia Society
Registered under Public Charities



Music to seek attention and create awareness for those who suffer from a bleeding disorder with no fault of theirs.

The process continues through various mediums till we all know about Hemophilia and talk about Hemophilia

Smoke Live



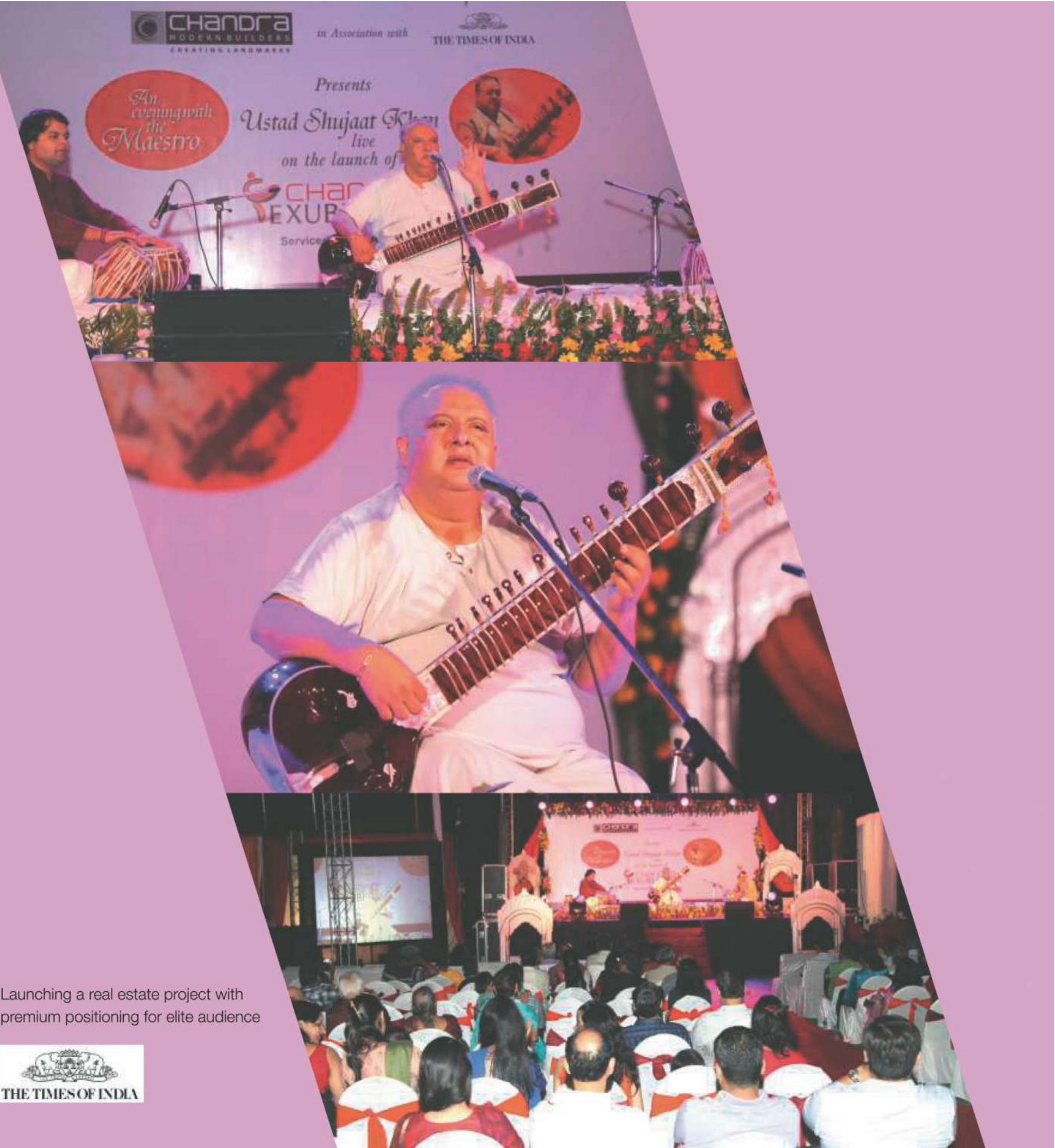
CHANDRA
MODERN BUILDERS
CREATING LANDMARKS

in Association with
THE TIMES OF INDIA

presents
Grammy nominated, sitar maestro
Ustad Shujaat Khan
live

on the launch of
CHANDRA
EXUBERANCE

A music concert with Ustad Shujaat Khan in association with the Times of India, Lucknow



Launching a real estate project with premium positioning for elite audience

THE TIMES OF INDIA

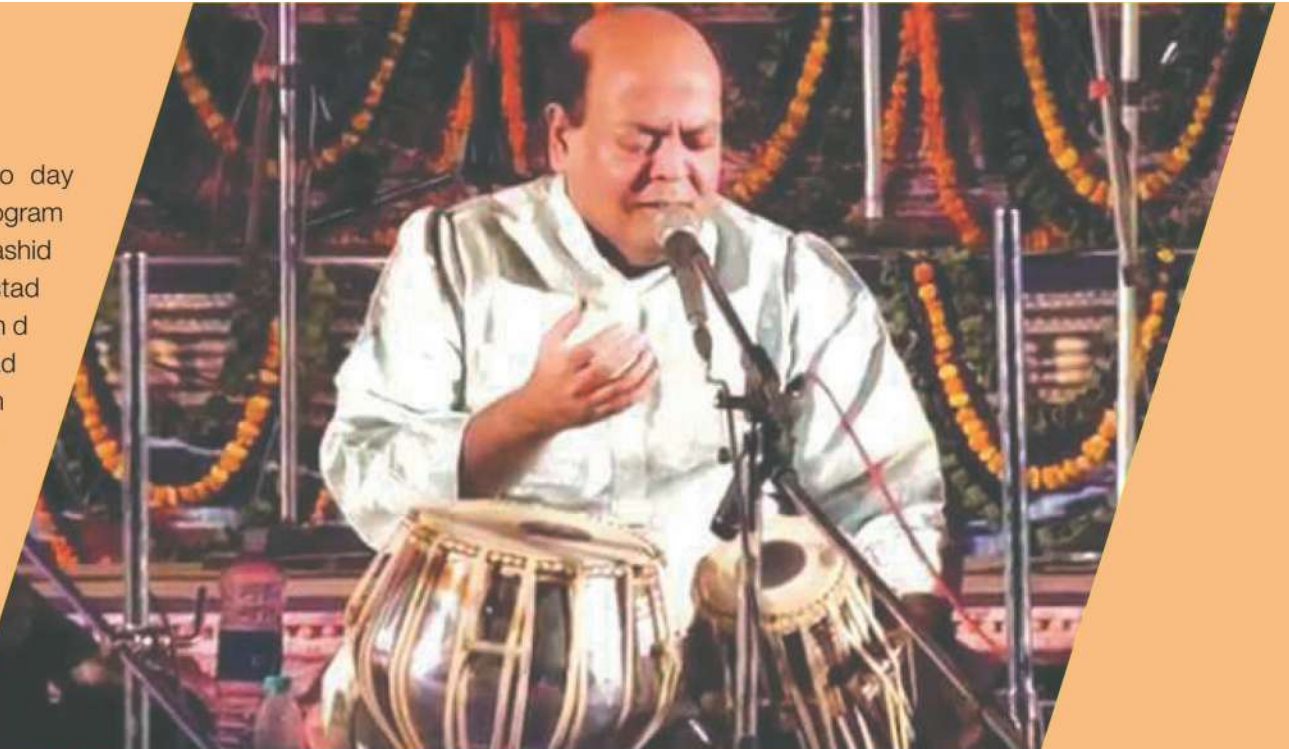
Smoke Live



A celebration of India's Independence with Hindustani classical music & the maestros.



The Spirit of Freedom, a two day Hindustani Classical Music program with Padma Bhushan Ustad Rashid Khan (Vocal), Padma Shri Ustad Sabir Khan (Tabla) and Internationally acclaimed Ustad Shujaat Khan (Sitar), in association with Surolok, an organisation committed to promote, preserve and facilitate Indian performing art forms and the performers.



It is a tribute to the heroes of India's freedom struggle. The Spirit of Freedom Live, expresses gratitude to the hardships and sacrifices of the real architects of our free nation, we proudly call India. As proud Indians we are indebted to the defenders of our borders, who give away their comfort, personal life and often their own lives to ensure freedom to us. It is also tribute to brave Indian soldiers who not only preserve, protect and defend our freedom but who also maintain internal security, disaster management and crisis management for us.

Smoke Live

Initiatives of Social Concern

A dance recital by Divya Pai, depicting Earth, who emotionally appeals to treat her well and save life

Music director: Uttam Singh
Lyrics: Pradeep Chak



SAVE EARTH  SAVE LIFE

Get associated with the Climate Change Awareness program

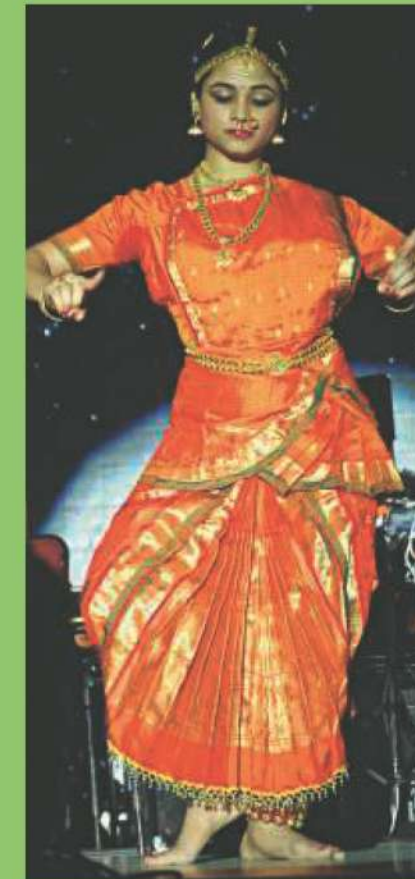
Dancing to sensitize to know earth & appeal to Save Earth-Save Life

The only planet known in the universe, which harbours life, is our very own Earth.

Born approximately 4.5 billion years ago in Solar family and took nearly a billion years to deliver life.

Life creates life and she-the Earth, was capable of creating, nurturing and preserving life, thus making us live.

In 21st century due to the excessive emission of green house gases, eco-system is facing drastic conditions leading to anthropogenic dangerous Climate Change, causing drastic rise in Earth's surface temperature.



Human activities, rampant urbanization, deforestation, industrial activities, extreme consumption, emissions from fossil fuel combustion etc. has increase level of CO₂ only to cause irreversible changes in the climate.

On 12 November 2015, NASA scientists reported that human-made carbon dioxide (CO₂) continues to increase above the levels not seen in hundreds of thousands of years. Currently, about half of the carbon dioxide released from the burning of fossil fuels remains in the atmosphere and is not absorbed by vegetation and the oceans. It's alarming for the entire civilization.

HAVAS MEDIA

BRIGHT
OUTDOOR MEDIA PVT. LTD.

DEVELOPMENT

यूनियन बैंक Union Bank
of India
असो सोच, असो कर
Good people to bank with

Initiatives of Social Concern

To help and support Tsunami affected children

Support for Tsunami affected children was created with the music video where 12 Bollywood singers participated in creation of a song, Aao de saath hum. This initiative was supported by Child Line India foundation and released by Universal Music, where the entire income generated through the sale of music was pledged to Child Line India Foundation



Bali Brahmhatt

Udbhav Jha

Sonu Kakkar

Vikesh Mehta



Hariharan



Sunidhi Chauhan



Udit Narayan



Abhijeet Bhattacharya

Tsunami song
"Aao De Saath Hum,
Milkar De Saath Hum"

Narration: Jackie Shroff
Lyrics: Pradeep Chak
Music: Vikesh Mehta



Kailash Kher



Hema Sardesai

Smoke Live

Initiatives of Social Concern



A 360 degree campaign to create awareness & seek support for Hemophilia affected community



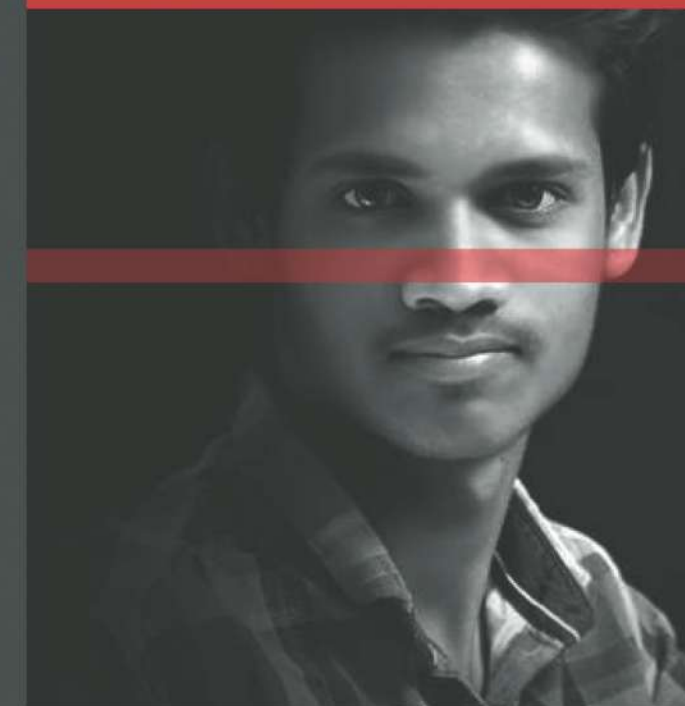
Hemophilia is X chromosome linked rare genetic disorder

Have you ever met with hemophiliacs? You may have or maybe not... but how many of us know that hemophilia is not a disease-it's a rare genetic disorder, which is carried forward in X chromosomes.

Hemophilia, creates a permanent blood clotting syndrome to affected people which prevents clogging of their blood on its own. People with hemophilia may have uncontrolled bleeding which can only be controlled with infusion of an expensive factor. This uncontrolled internal or external bleeding in Hemophilia causes pain in joints, pain, severe joint damage, disability and sometimes death.

One out of 5000 boys born and One out of 10,000 boys born invariably suffer from Hemophilia A and B respectively- who we call Born Rare and there is definitely a need to create awareness about this Born Rare community, their pain, sufferings and prevention and support since there is no cure available for Hemophilia.

We seek people's support in the process of creating awareness and developing support for Hemophilia. To achieve this we have organized rallies, documentaries for social media and participation of celebrities to create a voiced support.



You got it, I missed.

I am born Rare

Because my genes are rare.
I have a blood clotting disorder- inherited.
My blood doesn't clot like yours does, even during minor injuries.
Internal or external, any injury that ruptures my blood vessels may cause endless blood flow, unless a dose of the missing factor is administered externally.
By the time the help arrives, my body organ where bleeding occurred may get badly affected.
Therefore, I am born rare!
Who looks perfect but need special medical care to survive.
I suffer from Hemophilia. 1 out of 5000 males born is hemophilic.
You knew? Know about hemophilia to talk about hemophilia...

Hemophilia Society Mumbai (Chapter)
Registered Under Public Charitable Trust Act Reg. No. F17567
Phone: +91-22-2415-8315, 2418-4071. Email: mumbai@hemophilia.in
www.hemophilia.in



Smoke Live

Product Launch



Topsline commandoes who supported the rescue operation of 26/11 walked with the models during a fashion show



Felicitation of TOPSLINE Commandos and the launch of Suraksha 99





Smoke Live

Product Launch

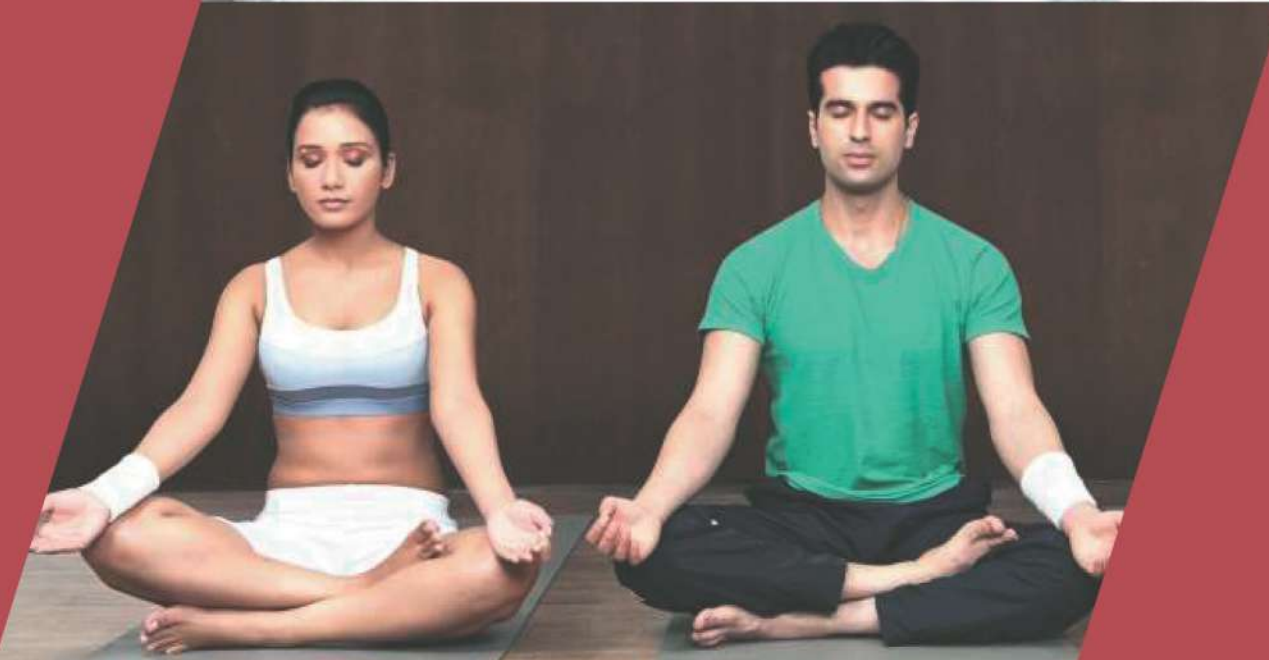


CHANDRA
PANORAMA
Experience life in all its colours



CHANDRA
PANORAMA

SUSHANT
GOLF CITY
HI-TECH TOWNSHIP, LUCKNOW



Life in all its colours

The premium positioning of this project was created while addressing to moments, days, weeks, months and years of life and while considering the needs, duties and desires of each family member.

The strategic communication "Life in all its colours" for CHANDRA PANORAMA was very well understood by the invited CII Lucknow members and the guests when the launch was addressed by Swami Shukhbodhanand.

Smoke Live

Product Launch

Launch of Chandra Exuberance

This 1 BHK apartments has been designed with "every routine need addressed by our service" concept which we positioned as the apartments with convenience to the extent that the life here becomes hassle free. A star hotel like facilities make these apartments, the hassle-free apartments for those who not only need it but deserve it. The consumer segment was clearly demarcated as the premium and those who have been left in the city to support themselves after their grown-up children have moved in different cities for work. Clearly for them the premium like is created not only with care but with fun, entertainment and social warmth. Chandra Exuberance offers a life for senior citizens with pride and pleasures.

The launch was conceptualized for the who and who of the city with classical and sufi music concert by the Grammy nominated Sitar maestro Ustad Shujat Khan, preceded by a product presentation and a walk through. The sample flat and the pictorial display of the facilities with a grand reception lobby surprised many with the fact that the apartments could be very useful for young professionals as well who have moved to Lucknow city for their work and professional placement.



Hassle-free living gives unlimited happiness and security in your twilight years

Now Presenting

Hassle-Free Apartments = Stress Free Life



Chandra Exuberance-Super luxury hassle free apartments with exclusive packaging supported with the performance of Grammy nominated Sitar Maestro & Sufi performer Ustad Shujat Khan

Smoke Live
Product Launch

Club Gestalt



Club Gestalt has been created to deliver Life in all its colours in reality to the residents of Chandra Panorama and the hassle free life to Chandra Exuberance residents. For the city of Lucknow, club Gestalt becomes a facility with world class comfort, facilities of health & fitness, access to pulsating entertainment, indoor games and outdoor sports, multi cuisine restaurants, conference and banquet services.



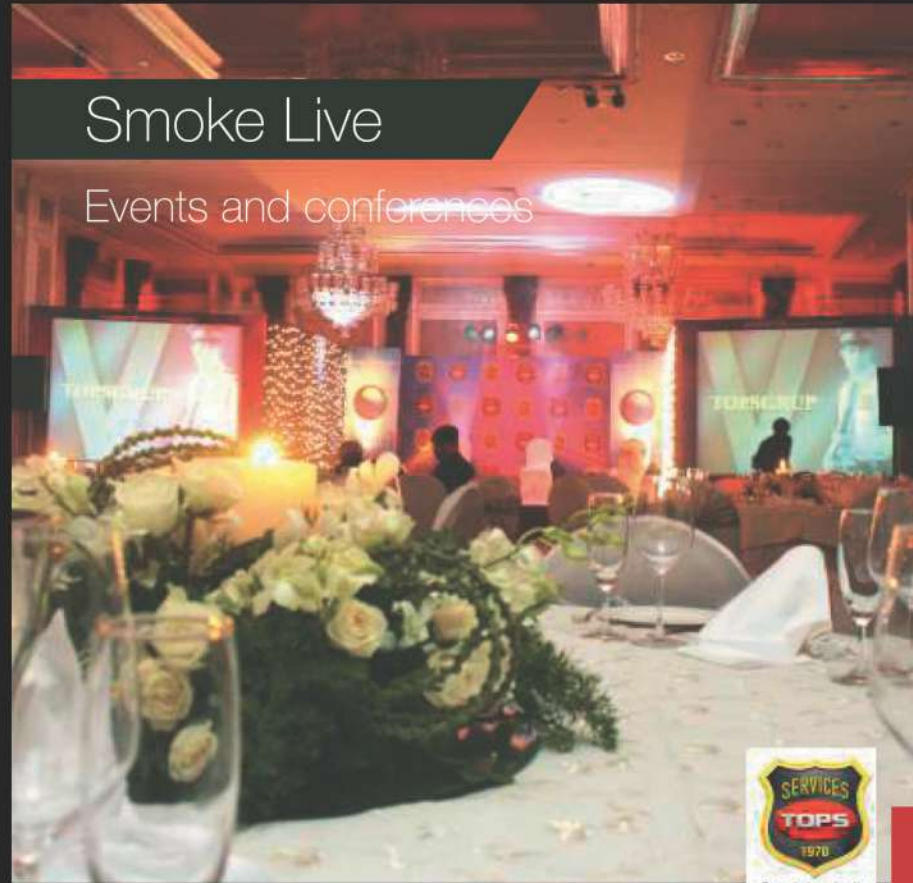
The launch of this facility was conceived with latest party trends, electronic music, engaging games, happening drinks and international cuisines. It was truly a pampered experience of something for everyone and a lifestyle to boast about.



Gestalt has a Swimming Pool, Gym and Yoga Center, Sauna, Spa, squash court, tennis court, billiards and pool tables, multi cuisine restaurants, conference and banquet halls.

Smoke Live

Events and conferences



The acquisition of **Shield Guard Company, UK** was celebrated as an extra-ordinary achievement by Tops Group under the leadership of Dr. Diwan Rahul Nanda at Hotel Taj Mahal, Mumbai.



Events and conferences

Product promotion and lead generation

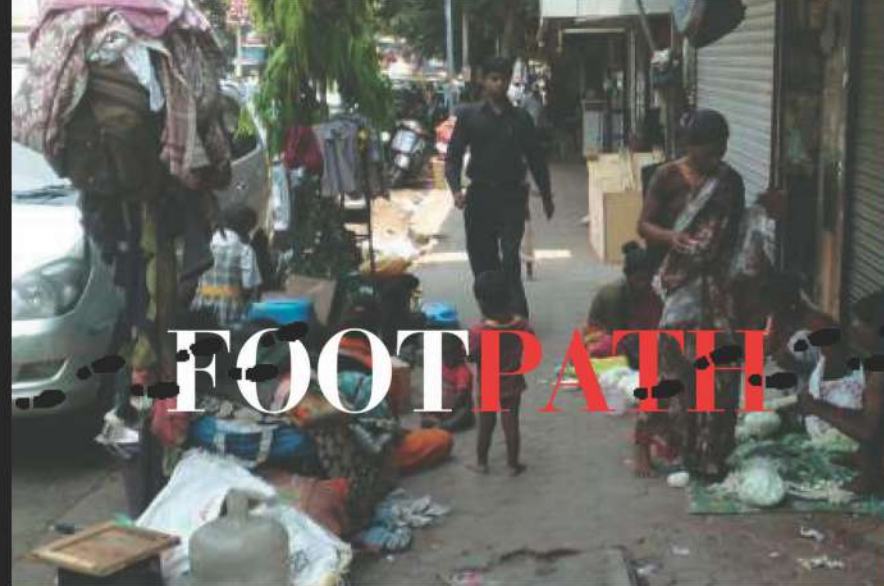
These exhibitions were organized for lead generation, loan product display and sales, customer interactive sessions and financial product promotions.



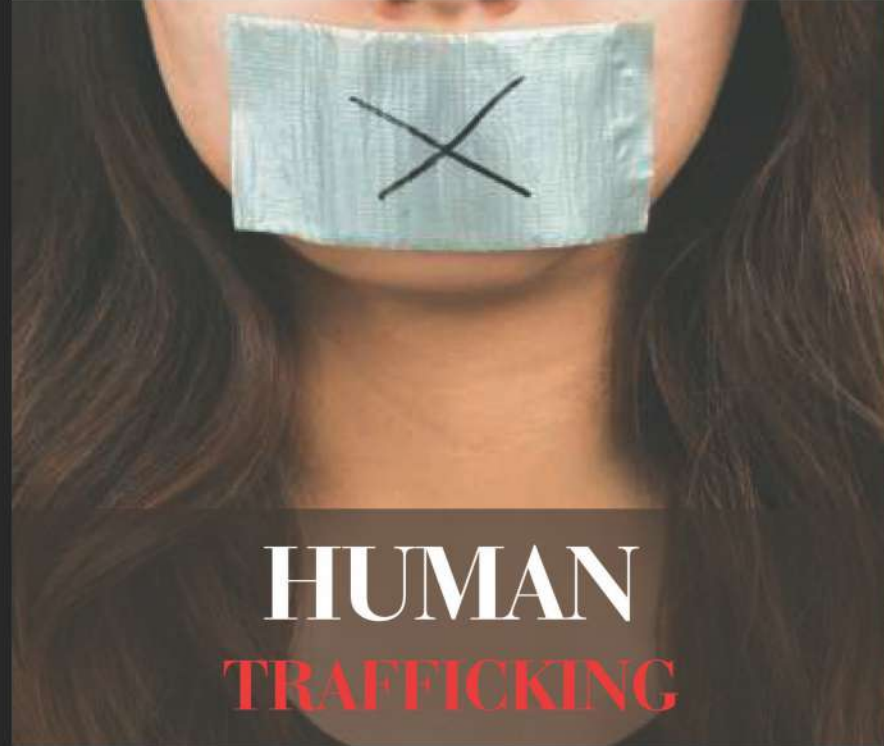
MCHI Property exhibitions at Bandra-Kurla Complex, Mumbai, Thane & Vashi, Navi Mumbai



Initiatives of Social Concern



THE LAW OF THE UNIVERSE
Responsible



AFROZE SHAH
A man who started the "World's largest beach cleaning project"



Talking about life is interesting, but more interesting is being philosophic about it. At Meetings, celebrations or other social occasions, we find ourselves often narrating some anecdotes, experiences from our lives. We all would agree that despite having many complains, life goes on and we don't stop laughing or crying. It is worth living, for most of us it is for our loved ones. But have we ever thought there are a bunch of people who live their lives so that we can live our lives smoothly. They touch those areas of our lives which are too obscure for us to notice. Responsible brings to you some of those people.