



**TEAMPLUZ**<sup>®</sup>  
ADVERTISING AGENCIES

your partner in innovative  
advertising solutions!

DESIGN | PRINT | DISPLAY



## About Myself

I am the Managing Director of The Roys Group of Companies, a dynamic and diversified business group committed to excellence in advertising, branding, and equipment manufacturing. With a legacy of innovation, creativity, and customer satisfaction, we have built a reputation for delivering high-quality, impactful, and reliable solutions that empower businesses.

### OUR BRANDS & DIVISIONS:



#### **TeamPluz Advertising Agencies (Since 2012)**

A leading name in the advertising industry, providing comprehensive solutions in advertising tents, umbrellas, outdoor advertising, signage boards, banner stands, and promotional displays. We specialize in creating innovative marketing strategies that maximize brand visibility.



#### **Brandware Creative Agency (Since 2020)**

A full-service creative, branding, and digital agency, offering cutting-edge design, brand strategy, and digital marketing solutions. We help businesses craft compelling brand identities that drive growth and engagement.



#### **Auspex Umbrella (Since 2024)**

A dedicated manufacturer of premium-quality umbrellas and advertising equipment, providing custom branding solutions for businesses. Our focus on durability and creativity ensures maximum impact for brand promotions.

At The Roys Group, we are driven by innovation, quality, and customer satisfaction, ensuring our clients receive the best in advertising, branding, and promotional solutions.



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# HELLO.

We help brands and companies stand out in the branding and advertising age with clear, impactful, and strategic solutions. Our expertise ensures your brand captures attention and leaves a lasting impression.



## More Ideas

### Do one thing at a time

The brain is a sequential processor, unable to pay attention to two things at the same time. Businesses and schools praise multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption-free zone during the day—turn off your email, phone, and social-media sites—and see whether you get more done. If you have trouble untangling yourself, download software that blocks your access to certain websites for a certain amount of time that you specify.

### Divide presentations into 10-minute segments

Remember my students who said they got bored in 10 minutes into a mediocre lecture? The 10-minute rule, which research has known for many years, provides a guide to creating presentations people can pay attention to. Here's the model I developed for giving a lecture, for which I was named the Hoechst Marion Roussel Teacher of the Year (awarded at one of the largest annual meetings in psychiatry).

I decided that every lecture I'd ever give would be organized in segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always general, always explainable in one minute. The brain likes general meaning before detail, and the brain likes hierarchy. Starting with general concepts naturally leads to explaining information in hierarchical fashion. Give the general idea first, before diving into details, and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily traced back to the general concept with minimal intellectual effort. I would regularly pause to explicitly explain the link. This is like allowing the guests to reorient between stuffings. In addition to walking through the lecture's plan at the beginning of the class, I sprinkled liberal repetitions of "where we are" throughout the hour.

This prevents the audience from trying to multitask. If the instructor provides a detailed description of the presentation, the audience is free to do anything while reorienting to the instructor and attempt to absorb the information. The result of trying to drive while talking on a cell phone is that it's impossible to pay attention to ANY two things at once, and this will cause listeners a series of millisecond delays throughout the presentation.

When I gave the lecture, after 10 minutes had elapsed, I had to be honest with the audience. Why did I construct my lecture that way? I knew that I only had only about 600 seconds to make my point to be heard—or the next hour would be useless. And I knew that I needed to do something after the 601st second to "buy" another 10 minutes.

### Build the hook

After 10 minutes, the audience's attention is getting ready to plummet to near zero. If something isn't done quickly, the students will end up in successively losing bouts of an effort to stay with me. What do they need? Not more information of the same type. Not any completely irrelevant cue that breaks them from their train of thought, making the information stream seem disjointed, unorganized, and patronizing. They need something so compelling that they blast through the 10-minute barrier—something

# PROFILE & HISTORY OUR STORY



*A little bit more*

# About us.

Established in 2012 in Erode, TeamPluz Advertising Agency has become a trusted name in the advertising industry, delivering innovative marketing solutions that empower brands. Under the leadership of Managing Director Rajesh Mohan Kumar, we have successfully helped numerous businesses enhance their visibility and engage their target audiences through creative strategies and comprehensive services.

## Our Mission

At TeamPluz Advertising Agency, our mission is to empower businesses by delivering innovative and effective marketing solutions that drive growth and foster meaningful connections with their audiences. We are committed to

### **Creativity and Innovation**

We strive to push the boundaries of creativity, developing unique strategies and compelling campaigns that capture attention and inspire action.

### **Client-centric approach**

We prioritize understanding our clients' unique needs and goals, ensuring our services are tailored to meet their specific requirements and deliver impactful results.

### **Quality and Excellence**

We are dedicated to upholding the highest standards in all our work, ensuring that every project reflects our commitment to quality and excellence.

### **Integrity and Transparency**

We believe in building trust through honest communication and ethical practices, fostering long-lasting relationships with our clients and partners.

### **Results-Driven Strategies**

Our focus is on delivering measurable outcomes that contribute to our clients' success, using data-driven insights to continuously optimize our efforts.

Through our passion for advertising and unwavering dedication to our clients, TeamPluz aims to be a trusted partner in their journey toward growth and success. Together, we create brands that resonate, engage, and thrive in today's competitive landscape.

# Our Vision

At TeamPluz Advertising Agency, our vision is to be the leading advertising agency in Erode and beyond, recognized for our creativity, strategic excellence, and commitment to transforming brands into market leaders. We aspire to

## **Elevate Brands**

Help businesses achieve their full potential by crafting innovative marketing strategies that resonate with their target audiences and create lasting impressions.

## **Foster Strong Connections**

Build meaningful relationships between brands and consumers through authentic storytelling and impactful communication.

## **Embrace Innovation**

Stay at the forefront of industry trends and technological advancements, continuously adapting our services to meet the evolving needs of our clients and the marketplace.

## **Cultivate Talent**

Nurture a diverse team of creative professionals who are passionate about advertising, providing them with opportunities for growth and development.

## **Drive Sustainable Success**

Partner with our clients to create sustainable marketing strategies that not only deliver immediate results but also build long-term brand loyalty and recognition.

## **Results-Driven Strategies**

Our focus is on delivering measurable outcomes that contribute to our clients' success, using data-driven insights to continuously optimize our efforts.

Through our vision, TeamPluz aims to set new standards in the advertising industry, becoming a trusted partner for businesses seeking to make a significant impact in their markets. Together, we will shape the future of advertising and create brands that thrive.

*What guides us?*

## Core values.

At TeamPluz Advertising Agency, our core values guide our actions and decisions, shaping the way we work with clients, collaborate as a team, and approach every project. These values are the foundation of our agency's culture and **commitment to excellence**:

### **Creativity**

We believe that creativity is at the heart of effective advertising. Our team is encouraged to think outside the box, generate innovative ideas, and develop unique solutions that set our clients apart in a competitive market.

### **Collaboration**

Collaboration is essential to our success. We foster a team-oriented environment where open communication and cooperation are paramount. By working closely with our clients and each other, we ensure that every project reflects a shared vision and achieves collective goals.

### **Integrity**

Integrity is the cornerstone of our business. We uphold the highest ethical standards in all our interactions, maintaining transparency and honesty with our clients, partners, and team members. Trust is built through our commitment to doing what is right.

### **Excellence**

We strive for excellence in everything we do. From the quality of our work to the level of service we provide, we are dedicated to delivering outstanding results that exceed our clients' expectations. Continuous improvement and a passion for quality drive our efforts.

### **Accountability**


We take ownership of our actions and results. Our team is committed to meeting deadlines, fulfilling promises, and delivering on our commitments. We believe in being accountable to our clients and to each other, ensuring that we are always working toward success.

### **Innovation**

We embrace change and encourage innovation. Staying ahead of industry trends and technological advancements is vital to our success. We continuously seek new ways to enhance our services and provide our clients with cutting-edge solutions.

### **Client-Centric Focus**

Our clients are at the center of everything we do. We prioritize understanding their unique needs and goals, tailoring our strategies to deliver impactful results. Building strong, long-term relationships is key to our approach.



*Inspired by curiosity*

## **Philosophy.**

At TeamPluz, our philosophy is rooted in the belief that every brand has a unique story to tell. We are passionate about helping businesses discover their voice and amplify it through innovative marketing strategies. Our approach is driven by creativity, collaboration, and a commitment to excellence, ensuring that we deliver tailored solutions that resonate with our clients' target audiences. We believe in building lasting partnerships based on trust, transparency, and measurable results, empowering brands to thrive in an ever-evolving marketplace.





*LED Board Signage Services*

**Light Up Your  
Message!**





*Make Your Brand Stand Out!*

## Trim Cap Letter Advertising Services.

Trim cap letters offer a sleek and modern way to showcase your brand's name or logo. These dimensional letters provide a professional look, making them ideal for both indoor and outdoor applications.





*Illuminate Your Brand!*

## LED Sign Board Advertising Services.

LED sign boards are a powerful and dynamic advertising tool that captures attention and communicates your message effectively. With vibrant colors and customizable displays, LED sign boards are perfect for any business looking to stand out.



### **Acrylic LED Sign Board**

Our acrylic LED sign boards combine durability and style. With vibrant colors and customizable designs, these boards are perfect for showcasing your brand or promotions in any setting.

### **Stainless Steel Letter**

For a modern and sophisticated look, our stainless steel letters are an excellent choice. These letters are weather-resistant and provide a sleek finish, making them suitable for both indoor and outdoor use.

### **LED Letter Sign**

Make a bold statement with LED letter signs. These illuminated letters ensure your business stands out, enhancing visibility and attracting attention from a distance.

### **LED Acrylic Letter**

Combine elegance with visibility using LED acrylic letters. These lightweight yet durable letters are illuminated, making them ideal for storefronts and interior displays.

### **Acrylic Letter**

Our acrylic letters offer a clean and professional look for any signage project. Available in various colors and styles, these letters can be customized to fit your brand identity perfectly.

### **Channel Sign Letter**

Channel sign letters provide a three-dimensional effect that enhances visibility. These illuminated signs are perfect for businesses looking to make a lasting impression, both day and night.





Hotel

*ACP Elevation*

# **Crafting Iconic Facades with Precision and Innovation**

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*Elevating Structures with Style and Strength.*

# ACP Sheet Front Elevation Design for Shops & Buildings Services.

At TeamPluz, we specialize in designing and installing ACP (Aluminum Composite Panel) sheet front elevations that redefine the appearance of shops and buildings. Our modern, innovative designs enhance the visual appeal of any structure, making it stand out with a sleek, polished look.

ACP sheets are not only known for their contemporary aesthetics but also for their durability, weather resistance, and low maintenance requirements. Whether it's a retail outlet, a commercial building, or a corporate office, we ensure that the ACP elevation reflects the brand's identity and elevates the property's overall appearance.

At TeamPluz, we bring together cutting-edge technology and creative design to craft unique facades that are energy-efficient and cost-effective. Our expert team ensures precise installation with a focus on quality and long-lasting results. Whether you're updating your existing front elevation or starting from scratch, our ACP solutions are designed to create a stunning first impression.





WE LOVE WHAT WE DO

# Crafting Visual Stories That Resonate!





*Elevate Your Brand, Engage Your Audience!*

# Branding.

Craft a powerful brand identity that resonates with your target audience. Our branding services encompass brand strategy, visual identity development, and messaging, ensuring your brand stands out in a crowded marketplace.



*Creating Memorable Logos for Lasting Brand Recognition!*

## Logo Design.

A logo is the cornerstone of your brand. Our creative team designs unique and memorable logos that capture the essence of your business, conveying your values and mission at a glance.





*Turning Ideas into Beautiful Brochures!*

## Brochure Design.

Inform and engage your audience with professionally designed brochures. We create visually appealing layouts that effectively communicate your products or services, helping you make a lasting impression.



*Innovative Designs That Make Your Products Stand Out!*

## Package Design.

Packaging is not just about protection; it's a vital marketing tool. Our package design services focus on creating eye-catching designs that enhance product visibility and drive consumer interest, ensuring your brand is memorable on the shelf.

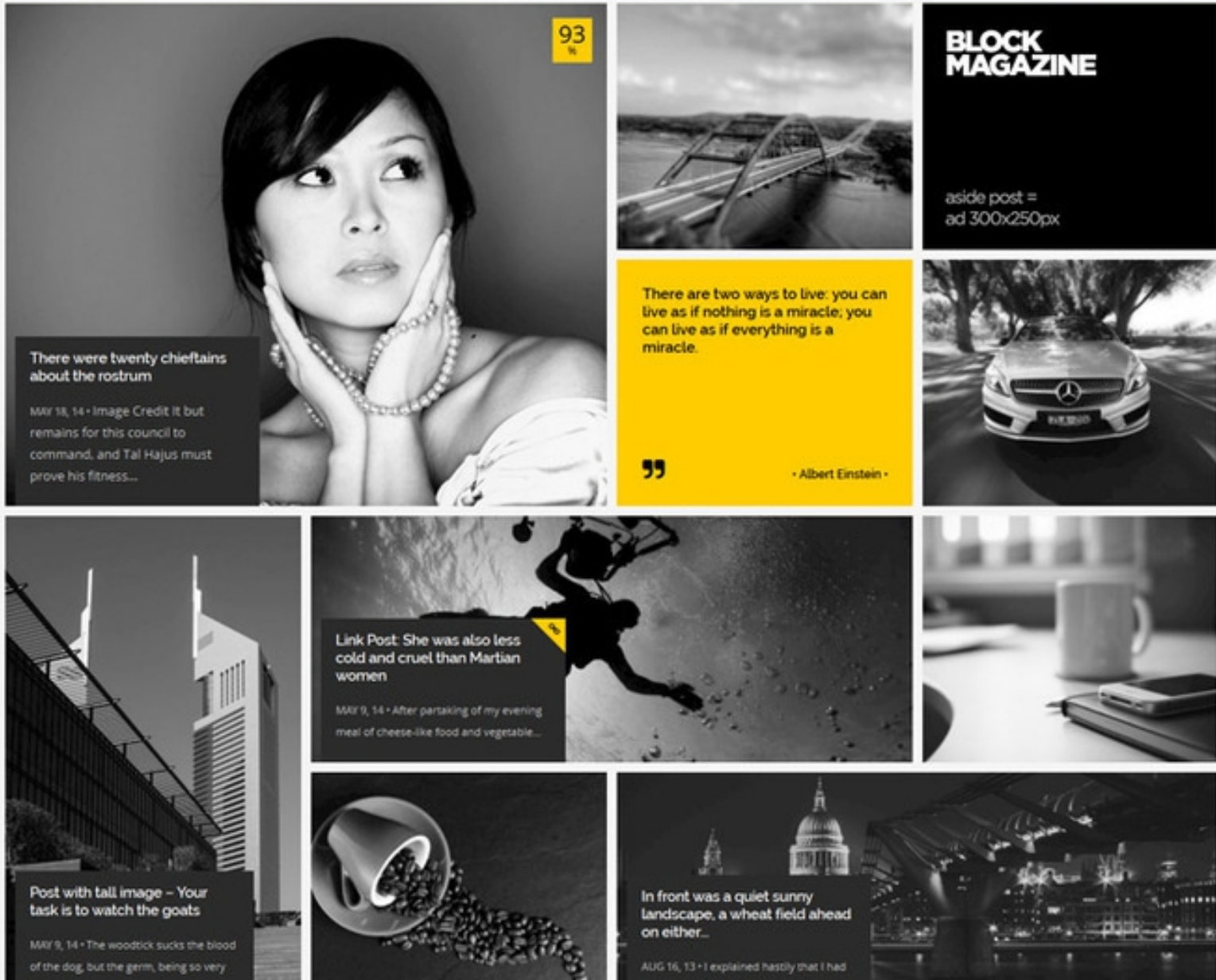




*Creative Solutions for Every Design Challenge!*

# Graphic Design.

From posters to social media graphics, our graphic design services encompass a wide range of visual communication needs. We produce striking designs that align with your brand identity and engage your audience across various platforms.



*Your Online Presence Starts with Exceptional Web Design!*

# Web Design.

Your website is often the first impression potential customers have of your business. Our web design services focus on creating user-friendly, visually appealing websites that reflect your brand's identity while providing a seamless user experience.





*Comprehensive Printing Services*

# **Quality Printing That Speaks Volumes!**

# Comprehensive Printing Services

At TeamPluz Advertising Agencies, we offer a diverse range of printing solutions tailored to meet your specific needs. From high-quality apparel to promotional items, we've got you covered!

## Digital Print

### Overview:

Digital printing is the modern solution for quick, high-quality prints. It's ideal for short runs and offers vibrant colors and sharp images.

### Applications:

Perfect for brochures, flyers, business cards, and promotional materials.

### Benefits:

Fast turnaround times.

Cost-effective for smaller quantities.

Customizable with various finishes and sizes.

## Offset Print

### Overview:

Offset printing is the preferred method for high-volume, high-quality prints, ensuring consistent color and clarity.

### Applications:

Best for magazines, brochures, and marketing collateral.

### Benefits:

Exceptional print quality with precise color accuracy.

Cost-effective for large quantities.

Versatile with various paper stocks and finishes available.

## Screen Print

### Overview:

A traditional printing method perfect for bulk orders, offering vibrant colors and durability.

### Applications:

Ideal for apparel, bags, promotional products, and custom merchandise.

### Benefits:

Long-lasting prints that resist fading.

Cost-effective for large runs.

Ability to use specialty inks (metallic, glow-in-the-dark, etc.).





## T-Shirt Printing

### Overview:

Design custom t-shirts for any occasion with our high-quality printing techniques.

### Applications:

Great for team uniforms, events, promotions, and personal gifts.

### Benefits:

Multiple printing options available (screen printing, digital printing).

Wide range of styles, colors, and sizes to choose from.

Comfortable and durable prints that last.

## Mug Printing

### Overview:

Create unique, personalized mugs perfect for gifts, promotional items, or branding.

### Applications:

Ideal for corporate giveaways, event promotions, and personal gifts.

### Benefits:

High-quality, durable prints that withstand washing.

Variety of mug styles and colors available.

Perfect for creating memorable brand experiences.





*Advertising Equipment*  
**Equipping Brands for  
Success in Every  
Campaign!**

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*Portable Branding Solutions for Every Event!*

## Advertising Canopy -Tent.

Our advertising canopy tents are perfect for outdoor events, trade shows, and festivals. These durable and eye-catching tents provide shelter while prominently displaying your brand logo and message, creating a welcoming atmosphere for potential customers.





*Portable Branding Solutions for Every Event!*

# Advertising Umbrella.

Stand out in any setting with our custom advertising umbrellas. Ideal for outdoor promotions, these umbrellas not only provide shade but also feature vibrant graphics that showcase your brand, making them a practical and effective marketing tool.





*Stand Out Anytime, Anywhere with Rollup Banners!*

## Rollup Banner Stand.

Rollup banner stands are a versatile solution for trade shows, exhibitions, and in-store promotions. Lightweight and easy to transport, our high-quality banners retract into a compact base for convenience. With customizable designs, they effectively draw attention to your brand in any environment.



*Stay Cool and Promote Your Brand!*

## Advertising Caps.

Promote your brand with stylish advertising caps that combine fashion with functionality. Our caps can be customized with your logo and messaging, providing a practical giveaway item that keeps your brand visible while adding value to your customers.





Advertising & Signage Services

**YOUR BRAND  
OUR CANVAS**

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*Your Vision, Painted Boldly.*

## Wall Painting Advertising Services.

Transform walls into eye-catching canvases that promote your brand message. Our skilled artists create vibrant murals and graphics that attract attention and enhance the ambiance of any space.





*Posters that Speak Your Brand.*

## Wall Poster Advertising Services.

High-quality wall posters are a powerful way to communicate your message. We design and produce visually appealing posters that can be placed in strategic locations for maximum exposure.



*Pointing the Way to Success.*

## Way Board Advertising Services.

Directional signage that guides customers effectively. Our way boards are designed with clarity and visibility in mind, ensuring that your message is easily understood.





*Delivering Messages, One Pamphlet at a Time.*

## Pamphlet Insertion.

Engage potential customers with informative pamphlets. We provide services for the insertion of pamphlets into newspapers, magazines, or other publications, ensuring your message reaches the right audience.





*Distributing Success, One Pamphlet Away.*

## Pamphlet Distribution.

Our team manages pamphlet distribution, targeting specific demographics and locations to ensure your promotional materials are delivered directly to potential customers.





*Engage Viewers Where Attention is Undivided.*

# Theater Advertising Services.

Capture the attention of moviegoers with engaging advertisements before film screenings. We create compelling theater ads that resonate with audiences in a captivating environment.





*Turning Traffic into Brand Exposure.*

## Auto Back Panel Advertising

Maximize brand visibility on the move with auto-back panel advertisements. These eye-catching designs turn vehicles into mobile billboards, reaching a broad audience.





*Autos and Vans, Wrapped for Maximum Impact.*

## Auto & Van Wrap Branding.

Transform your vehicle into a brand ambassador with full or partial vehicle wraps. Our vibrant and durable wraps ensure your brand stands out on the road.



*Take Your Brand on the Road!*

## Bus Advertising Services.

Bus ads are a dynamic and effective way to reach a diverse audience. With millions of people commuting daily, bus advertising ensures your message is seen by thousands, creating impactful brand visibility.





*Vibrant Displays that Stand Out!*

# Sunpack Sheet Advertising Services.

Sunpack sheets are versatile, durable, and weather-resistant materials ideal for various advertising and promotional needs. They offer a fantastic way to grab attention and communicate your message effectively.



*Elevate Your Brand Visibility!*

## Front Arch Banner Advertising Services.

Front arch banners are an eye-catching advertising solution perfect for events, promotions, and branding opportunities. Designed to attract attention from all angles, these banners make a bold statement and create a lasting impression.





*Capture Attention with Vibrant Displays!*

## Outdoor Flex Banner Advertising Services.

Front arch banners are an eye-catching advertising solution perfect for events, promotions, and branding opportunities. Designed to attract attention from all angles, these banners make a bold statement and create a lasting impression.





*Make a Bold Statement with Outdoor Hoardings!*

## Outdoor Hoarding Advertising Services.

Outdoor hoarding advertising is a powerful way to reach a large audience and create impactful brand visibility. With their large formats and strategic placements, hoardings attract attention and leave a lasting impression.





*Capture Attention Where It Matters!*

## Bus Shelter Advertising Services.

Bus shelter advertising is a prime opportunity to reach commuters and pedestrians in high-traffic areas. With strategically placed ads, your brand can make a significant impact while people wait for their rides.



*Illuminate Your Brand Message!*

## Backlight Board Advertising Services.

Backlight board advertising offers a vibrant and eye-catching way to showcase your brand, especially in low-light conditions. With illuminated displays that attract attention, backlight boards ensure your message shines bright, day and night.



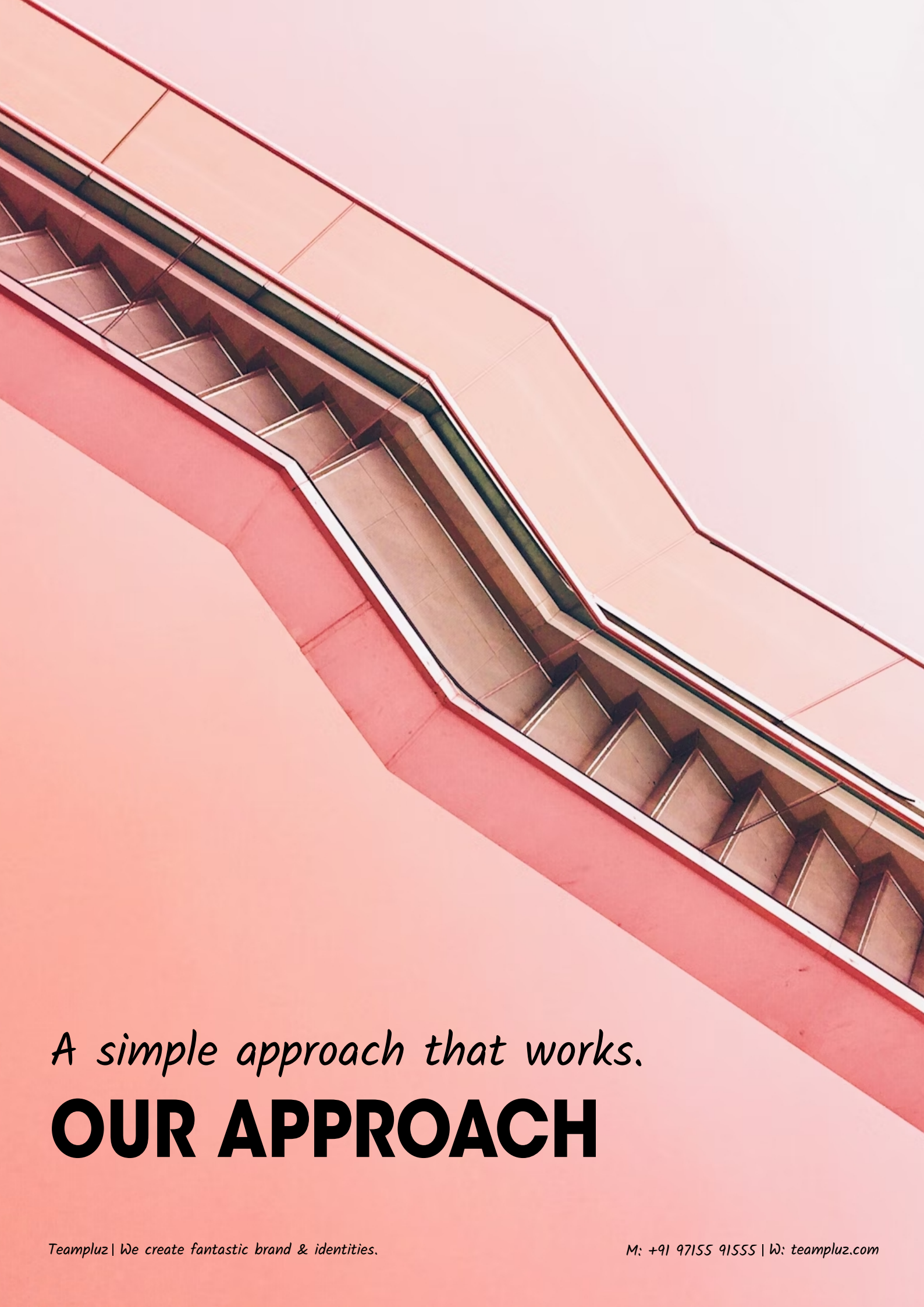


*Drive Your Brand Forward with Mobile Advertising!*

## Mobile Vans Advertisement Services.

At TeamPluz Advertising Agencies, we offer innovative mobile van advertisement services that turn your vehicle into a powerful marketing tool. Our mobile advertising solutions ensure that your brand reaches potential customers wherever they are!





*A simple approach that works.*

# **OUR APPROACH**



*A case for good design*

# A simple approach that works.

We take the time to understand your business and your aspirations, your market and your product or service. We help define what makes your brand great. Our approach is simple. we create inspirational brand stories that connect businesses with their audiences.



## PLAN

Regardless of the size of project, from a simple logo concept to the 360 campaign we always have a plan to follow. Well planned concepts always deliver the desired outcome. As they say, if you fail to plan, you are plan to fail.



## CREATE

With the big ideas firmly in hand, the creative team and copy writers start to work out the concepts. Research and background information are handed over from the account manager and photography acquired as needed.



## DELIVER

After creating visually exciting and compelling designs, we present them in the way the intended audience will receive them to give you an appreciation of how impactful your new designs are and will be.



*Your Trusted Partner for Innovative Advertising Solutions.*

# WHY CHOOSE TEAMPLUZ?





*Your Vision, Our Expertise.*

# Why Choose The Roys?

## **Expertise & Experience:**

With years of industry experience, we bring deep knowledge and innovation to every project.

## **Creative Excellence:**

Our team delivers cutting-edge designs, branding strategies, and advertising solutions that make an impact.

## **Quality & Reliability:**

We are committed to delivering high-quality products and services that meet your business needs.

## **Customized Solutions:**

We tailor our advertising, branding, and promotional strategies to suit your unique goals.

## **End-to-End Support:**

From concept to execution, we ensure a seamless experience with top-notch customer service.

LETS STAY IN TOUCH

# THANK YOU



## THE ROYS

Turning Your Dreams Into Reality

A Group of Companies



**TEAMPLUZ**  
ADVERTISING AGENCIES

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