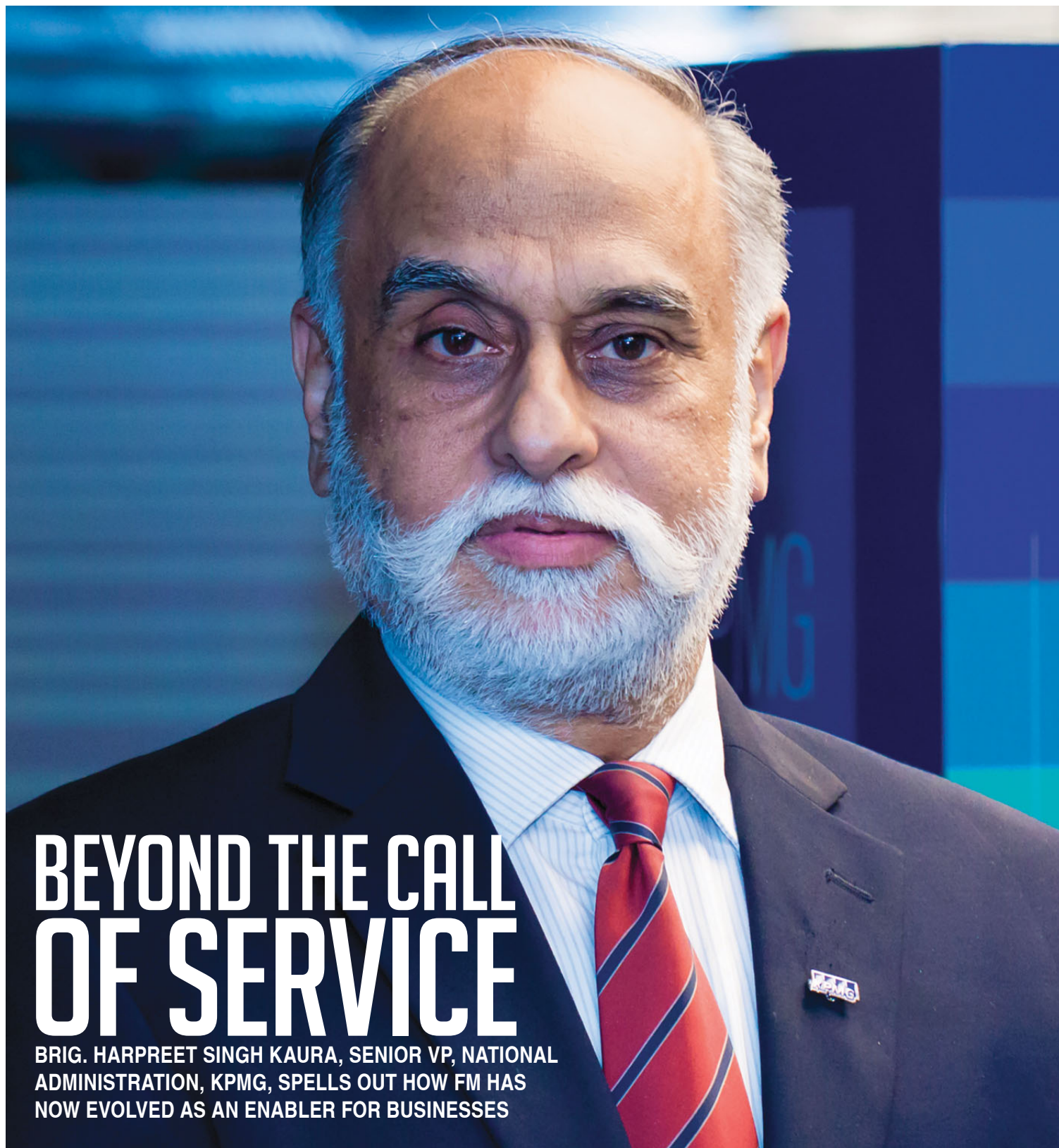


# COMMERCIAL DESIGN

The future of office design;  
A peek into the commercial  
lighting industry; Dynamics  
of managing employee  
transport system

The definitive guide to successful commercial spaces and facilities management

Total pages 52  
Volume 4 | Issue 10 | June 2017 | ₹50



## BEYOND THE CALL OF SERVICE

BRIG. HARPREET SINGH KAURA, SENIOR VP, NATIONAL  
ADMINISTRATION, KPMG, SPELLS OUT HOW FM HAS  
NOW EVOLVED AS AN ENABLER FOR BUSINESSES

# Stonex India brings first ever transparent and institutional experience to marble market in India

Stonex India Pvt. Ltd. recently announced world's first ever true value based quality benchmarking, with corresponding price tags, for marble. This heralds a never before era of quality and price assurance along with hassle free institutionalized market experience for retail and bulk buyers of natural stone, including marble across the country. The market pricing is now scientifically based on parameters like colour variation and ingrained vein pattern in marble slab along with thickness, size and uniformity of shape.

The initiative aims to fill the long felt gap between expectations of high-end customer and their vendors in traditional stone mandis. With this price innovation, stone traders' deceptive haggling based on ambiguous nomenclatures and misinformation will become a thing of past.



# Orient Bell's Tiles that Educate



As part of its CSR initiative, Orient Bell Limited introduced 'Tiles that Educate' to promote the importance of learning. The company kicked off the initiative in Uttar Pradesh's Til Begampur, revamping classrooms with educative yet aesthetically pleasing digitally printed (and patented) tiles of alphabets, numbers and maps. The washrooms, too, received an upgrade with patented germ-free tiles. Madhur Daga, the company's joint-MD, stated, "After the revamp, the school witnessed an increase in enthusiasm... to educate, and student attendance also saw a substantial rise."

# iSticker unveils e-book to build a one-page marketing blueprint

iSticker, a global platform for architects and designers, unveils the first-of-its-kind e-book for design industry professionals. This free e-book, penned down by the CEO, founder and inventor of iSticker, Chetan K Singh, is available on the company blog. Titled 'One Page Marketing Plan for Architects and Interior Designers', the book serves as a useful guide to create the marketing blueprint. Singh emphasises the importance of first creating a simple one-page marketing plan and then implementing it to establish the right branding for firms or even individuals, which will help win more projects. The e-book focuses on helping architects and designers create their distinct positioning as a brand, define their niche, chalk out communication strategies as well as points out how to nurture the leads and convert them into clients and consequently, build long-term relationships.

One page marketing plan for Architects and Designers



Build your marketing blue print Win more clients, and become successful