



WAH PANI, WAH PRICE!

SALES DECK

A Deep Dive Into The New Wave Of Marketing
That Is Also A Basic Necessity For Survival



**“HALF THE MONEY
I SPEND ON ADVERTISING
IS WASTED: THE TROUBLE IS
I DON’T KNOW WHICH HALF”**

-John Wanamaker, Forefather of Marketing

Stop Advertising Wastage, 100%



**WE'RE NOT JUST
A WATER BRAND,**

WE ARE THE

#WahterRevolution2.0

India's Only **BRANDED** Packaged Water!





INTRODUCING 'WAHTER'

Wahter is founded by **Mrs. Kashiish A Nenwani & Mr. Amitt Nenwani**, Global Indian of the Year 2020-21 recognised by AsiaOne Magazine. Wahter is a division of the renowned Shiva Group, originally founded in 1987 by **Mr. Shiv Kumar Nenwani**, a 1972 Electrical Engineer from MACT Bhopal and double Post graduate gold medalist from Punjab University, an enduring legacy in the making.

Shiva Group stands tall in the petrochemical industry and is Government recognised **Star export house** with more than \$100 million (USD) in revenue. Shiva Group was awarded Asia's Greatest Brand by **AsiaOne Magazine** in 2020-21.

Customers get the bottle of Wahter at a subsidised price for just **Rs. 2 per bottle**, which quenches physical thirst and fulfils their emotional need for fairness and accessibility.

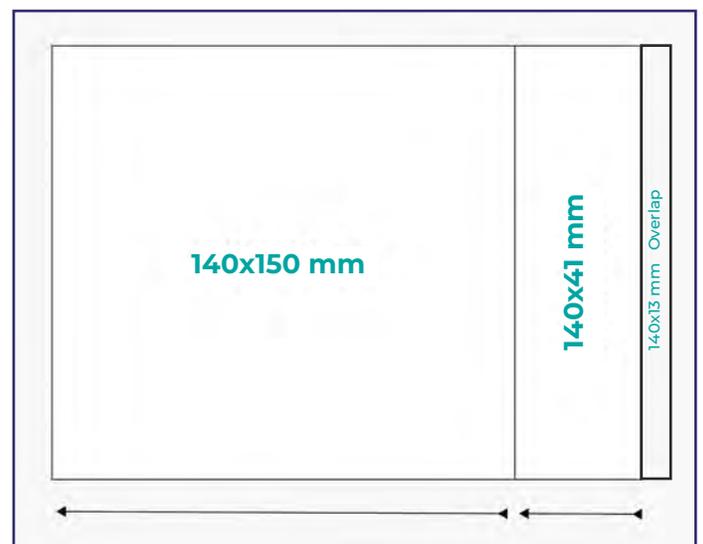
Approximately **80%** of our bottle label is **your canvas**, dedicated to brand advertisements. The remaining 20% proudly showcase our identity as your partners in redefining the **Media Spaces**.



THE NEW MEDIA SPACE

With a dominant, **80%*** ratio dedicated to your brand, it's bound to attract more eyeballs and make a lasting impression, ensuring your message is impactful, refreshing & memorable as compared to other mediums.

Also, this new medium of communication stays way longer in a physical capacity with a consumer so the chances of brand registration is way higher.





WHY CHOOSE WAHTER AS YOUR BRANDING MEDIUM?

Innovative | Targeted | Transparent | High Efficacy | CSR

01

Strategic & Effective Placement of Wahter Bottles

Water bottles accompany people everywhere, becoming prime advertising spaces, from **offices to gyms, parks, public transport, and homes**. With frequent use throughout the day, your brand on a water bottle gains high visibility, extending reach and recall value, which means **High Register Value & High recall of your brand**.

02

Align with Values

We're a part of the revolution that is making impact by providing **clean and affordable water** to the society at subsidised price of Rs. 2/ bottle. Your brand must align with today's consumers, making a **significant and positive impact** by giving back to the society.

03

Clutter Free Advertising

Branding on a bottle is a clutter-free form of advertising because it allows your product to stand out and capture consumer attention in a focused, tangible way.

With **limited distractions and a direct connection** to your target audience, it offers a unique opportunity to **exclusively engage** with your customers and leave a lasting impression.



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04

Customisation and Branding Opportunities

Showcase our ability to customize the branding according to the client's vision and needs. Whether it's through **logos, taglines, or visually appealing designs**, we ensure a seamless integration of their brand on the bottle.

05

Social Media Buzz

Drive organic social media reach. Engaged individuals will likely share their branded water bottle experiences online, **amplifying** your brand's **reach**.

06

ROI and Cost-Effectiveness

Branded water bottles offer a **cost-effective marketing solution** with a lower cost per impression compared to traditional methods like billboards or TV commercials, while also garnering more attention and engagement from the audience. Digital ads may be 'out of sight, out of mind,' whereas your branded bottles have the potential to leave a **lasting impression** in the consumer's subconscious, thereby enhancing recall.

07

Data Insights

Gather valuable consumer behaviour and interest data by utilising **geo-mapping** to track bottle distribution locations and usage patterns.

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08

New Wave of Branding

With water bottles, you can ride the crest of a new marketing wave. Brand managers are discovering **innovative approaches** while phasing out traditional methods of brand development.

09

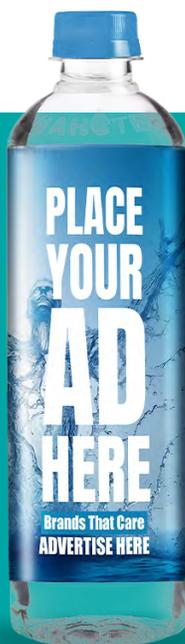
Promotion with a Cause

When you incorporate branded water bottles into your **CSR strategies** in mind without taking a toll on your marketing budgets. This allows your brand to contribute to a greater global cause.

10

First-Hand Experimentation

Brands that embrace water bottle partnership in their early stages gain a **competitive advantage** by being pioneers in setting their marketing goals right from the start.



IN



OUT





**DISPLAY BEHIND
CASH COUNTER**



**VISIBILITY IN
OPEN CHILLER**

YOUR BRANDED WATER BOTTLE PLACEMENT

Retail Market

- Grocery stores • Convenience Stores • 24*7 Stores
- Pharmacies • Paan Shops • Juice Corners



WATER BOTTLES IN EVENTS

YOUR BRANDED WATER BOTTLE PLACEMENT

BTL Activities

- Events and Experiential Marketing
- Marathons
- Mall Activation
- RWA Activation



**WINDOW HIRING
(SHOP-IN-SHOP)**



**FSU - FREE
STANDING UNIT**

YOUR BRANDED WATER BOTTLE PLACEMENT

Hypermarket*

- Modern Bazaar • Raj Mandir • Le Marché • Garg Dastak, etc.

*Currently in discussion for placement in these hypermarkets.



*For Representation Purposes Only

CART PLACEMENT

YOUR BRANDED BOTTLE PLACEMENT

In the world of advertising, mobility is the game-changer. **More than 100 carts** are strategically placed across Delhi NCR that are more than just carts; they are your moving billboards, your roving ambassadors.

While static billboards are anchored in one spot, our carts are the dynamic solution. They travel, ensuring that your brand's message travels with them. Your brand isn't bound by geographic limitations; it's on the move, Creaching new horizons and fresh eyes.

With our cutting-edge "Geo Tracking" feature, you have the power to locate and connect with your audience. See which carts are near your potential customers, and let them know where to find you. It's not just about reaching your audience; it's about being accessible when and where they need you.

Don't wait for your audience; let your brand travel and connect with them.



*For Representation Purposes Only

STROLLER PLACEMENT

YOUR BRANDED BOTTLE PLACEMENT

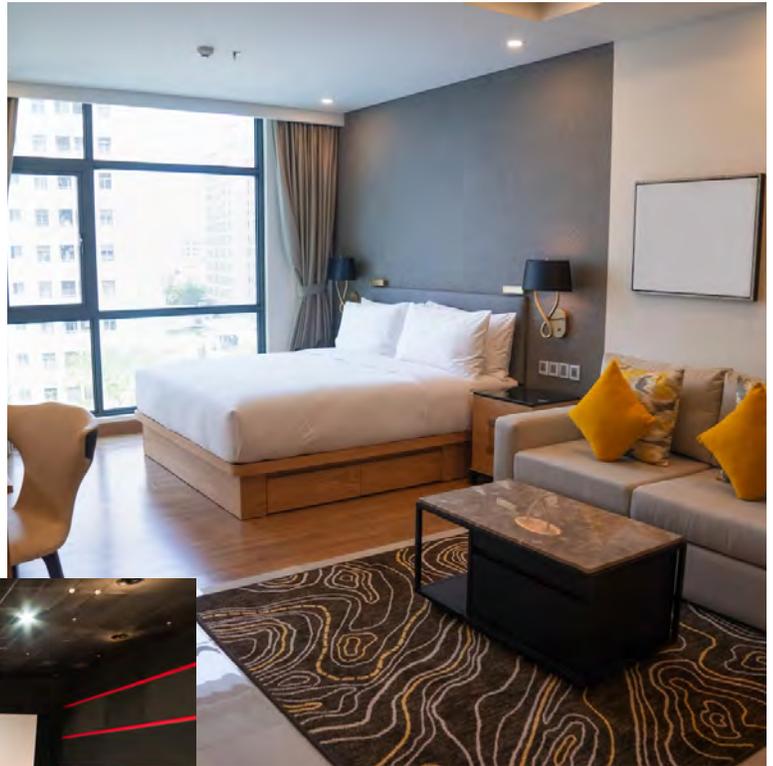
In a world where traditional advertising can sometimes miss the mark, we're rolling out another game-changing strategy with Stroller Placement. We're launching **100 strollers** for now in places where hypermarkets are not readily available.

Our strategy is as targeted and precise as it gets. Stroller Placement is your moving medium of advertisement, specifically designed for indoor locations where carts can't reach. Picture this: malls, cinema houses, and countless other venues where our strollers take your brand where others can't.

By strategically positioning our strollers in spaces that are otherwise difficult to penetrate, we're not only ensuring your message is seen but enhancing brand recall frequency. This is not just advertising; it's a revolution in making your brand memorable.

Brands will have an option to choose the areas for placing the strollers and, also, only 1 brand shall be visible in 1 dedicated stroller.

PREMIUM DISTRIBUTION NETWORKS



- Airport
- Airlines
- Cinema
- HoReCa
- Educational Institutions



**PLACE
YOUR
AD
HERE**

**Brands That Care
ADVERTISE HERE**



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