

Example 1

WhatsApp Display Name: BBLUNT

Website: <https://www.bblunt.com/>

BRAND INTRO

BBLUNT, founded by Adhuna Bhabhani, is one of India's most trusted premiere hair care brands offering a wide range of hair care and hair styling products including shampoos, conditioners, hair extensions and hair colours which are enriched with key ingredients for different hair types.

- BBLUNT is situated pan India with more than 200 plus salons,
- Catering to over 1,000,000 customers and
- Earning an annual revenue of more than USD 25 Million.

MEDIA COVERAGE & NOTABLE MENTIONS

1. <https://www.financialexpress.com/brandwagon/bbluntis-different-because-we-understand-indian-hair-anirban-banerjee-head-global-innovation/1745534/>
2. <https://www.stylecraze.com/articles/bblunt-salon-secret-mahogany-reddish-brown-review/>
3. <https://www.4psnews.com/brands/story/bblunt-encourages-consumers-to-embrace-their-hair-with-the-growoutchallenge-in-india>
4. <https://www.business-standard.com/article/pti-stories/gcpl-s-bblunt-re-energizes-growth-with-a-keen-eye-on-e-commerce-and-new-innovations-in-their-hair-care-and-styling-range-1191113005101.html>
5. <http://www.socialsamosa.com/2019/11/bblunt-social-media-strategy/#:~:text=Social%20Samosa%20takes%20a%20look,checking%20out%20at%20the%20store.>
6. <https://brandequity.economicstimes.indiatimes.com/news/marketing/heres-how-bblunt-is-helping-godrej-consumer-products-get-a-premium-vibe/53829424>

AWARDS

1. 2018 - Wedding Sutra Beauty Awards - Bridal Hair care treatments (BBLUNT SALON)
2. 2019 Cosmo India Beauty Awards - Best Hair products for Volume (BBLUNT Full On Volume Shampoo and conditioner)
3. 2019 Cosmo India Beauty Awards- Best product for damaged hair (BBLUNT Intense Moisture Shampoo and conditioner)
4. 2019 Elle Beauty Awards -Serum and Leave-ins (BBLUNT Repair Remedy Leave-In Cream)

Example 2

WhatsApp Display Name: Vizag Volunteers

Website: <https://www.vizagvolunteers.org/>

BRAND INTRO

Vizag Volunteers was formed by a group of well-wishers, volunteers, and donors to help people in need during the COVID-19 crisis in Vizag. The team uses the power of social media and online messaging services like WhatsApp to collaborate and amplify the COVID-19 relief work in the city. This has expanded further and involves various social causes.

- 1000+ volunteers in the city of Vizag.
- Serviced 15 million people in 6 months, and counting.
- 100+ active campaigns, affecting 5 million people, spreading awareness and safety.
- The doctors in the team have helped 5000+ Covid positive patients with Plasma donations via community reach out.

MEDIA COVERAGE & NOTABLE MENTIONS

1. <https://www.thehindu.com/news/cities/Visakhapatnam/volunteers-in-ppe-suits-spread-safety-message-on-beach-road/article32594596.ece>
2. <https://timesofindia.indiatimes.com/videos/city/hyderabad/visakhapatnam-vizag-volunteers-distribute-free-immunity-boosting-tea/videoshow/77430337.cms>
3. <https://www.thenewsminute.com/article/vizag-lg-polymers-gas-leak-volunteers-step-lend-helping-hand-victims-124121>
4. <https://www.yovizag.com/vizag-volunteers-against-covid-19/>
5. <https://twitter.com/xpressandhra/status/1305135460948144128>
6. Mention in BBC News Telugu:
<https://www.youtube.com/watch?v=TqgSxh57nkM&feature=youtu.be>
7. Mention in ETV Andhra Pradesh, regional news channel:
<https://www.youtube.com/watch?v=wssUc0od5lg&feature=youtu.be>
8. <https://youtu.be/TqgSxh57nkM>

9. <https://youtu.be/wssUc0od5Iq>