

Our Chemical Romance with B2B Marketing

Driving consumer preferences, both online
and offline, through visual story-telling



The Not-so-Fishy outcomes

- Inbound enquiries increased by **50%**
- Pre-orders increased by **25%**
- Lead conversion cycle improved by **30-40%**



seventeen
of two


TATA
TATA CHEMICALS LIMITED

TATA chemicals wanted help in marketing their newly launched products - **Gutshakti, Retblend Immuno, Coconourish and many more**



Efficiently communicating with the target customers was their main obstacle, due to:

- Age barriers
- Language barriers
- Geographical barriers

This is where team 1702 came up with unique solutions.



From start to FIN-ish

- Created a **mascot** to transcend communication barriers
- Revisited and optimized the **product packaging**
- Redesigned marketing collaterals and **brand identity**



TATA NO3

RITEBLEND IMMUNO

WHAT IS RITEBLEND IMMUNO?

RITEBLEND IMMUNO™ is the registered trademark of Probiotic/Prebiotic/Enzyme in a blend that helps maintain healthy fish.

It is a Probiotic/prebiotic blend that works through a defined mechanism and:

- The key mechanism of action of NO3 (prebiotic) is selective release of good factors and decrease in pathogenic ones in the gut, which in turn leads to overall health benefits for the shrimp through absorption of SO4 (Probiotic/Fish Acid) and its

KEY BENEFITS OF RITEBLEND IMMUNO

- Power of NO3 (Probiotic/Prebiotic/Enzyme) helps which supports growth of probiotics in water column.
- Power of Probiotics, with Probiotics being considered as a probiotic.
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- Absorption of gut with its control pathogen growth.
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DOSAGE

SHRIMP
1-10 g/l of feed
Or as advised by Aquaculture Consultant

CONTACT:

INDIA
TATA NO3
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#Handcrafting

WHAT IS RITEBLEND PROTEIN?

RITEBLEND Protein is a combination of Synbiotics (PROBIOTICS with PREBIOTICS, proteins and micronutrients) to provide essential factors in shrimp's development.

Essential amino acids are important requirements of daily diet for the shrimp for well-being and balanced growth.

Lack important protein components and micronutrients may directly impact over growth and immunity of an animal.

WHAT IS RITEBLEND SOIL WATER?

RITEBLEND Soil Water helps organic wastes and pollutants degrade with suitable bacteria and re-conditions the pond ecosystem.

Drowning shrimp lead the pond ecosystem with organic wastes, excreta and discharges.

The resulting pollution causes production of toxic gases like ammonia, nitrite, hydrogen sulphide etc.

DOSAGE

FOR SHRIMP
Powder: 200-250 g/l of water
Treatment: 100-150 g/l of water in one meter water depth.

FOR FISH
Powder: 75-100 g/l of water in one meter water depth OR as directed by the Aqua Consultant
Feed Application: 5-10 g/l of feed OR as advised by Aquaculture Consultant.

KEY BENEFITS OF RITEBLEND-PROTEIN

- Probiotic supports growth of probiotics or useful factors.
- Boosts the power of protein absorption.
- Provides essential micronutrients like vitamins and minerals.
- Supports growth of probiotics.
- Enhances feed efficiency and survival rate of fish in the ecosystem.

DOSAGE

SHRIMP
1-10 g/l of feed
Or as advised by Aquaculture Consultant

KEY BENEFITS OF RITEBLEND-SOIL WATER

- Supports growth of probiotics or useful factors.
- Contains beneficial bacteria that produce enzymes for ammonia, nitrite, hydrogen sulphide reduction.
- In conditions for ecosystem to stabilize pH, alkalinity and water hardness.
- Safely helps to suppress pathogenic microbes in the pond water column.
- Enhances pond environment by degrading toxic materials and other pollutants in the pond.
- Degrades shrimp wastes and helps to control bad odors.
- Supports healthy phytoplankton.
- Reduces stresses which further through natural metabolism and detoxification, converted to harmless nitrogen.

WHAT IS RITEBLEND RECYCLE?

Probiotics present in Riteblend Recycle decomposes unutilized feed, organic waste, exoskeleton of shrimps and supports growth of phytoplankton, which is beneficial for pond ecosystem.

Besides live animals, aquaculture ponds house a variety of materials where organic matters like excessive or unutilized feed, fecal matter, molted exoskeleton etc. forms dominating part.

These materials settle at bottom and undergo degradation to produce toxic gases, ammonia, hydrogen sulfide.

This further lead to impact over pH and spoils the ecosystem.

KEY BENEFITS OF RITEBLEND-RECYCLE

- Power of NO3 (Probiotic/Prebiotic/Enzyme) Probiotic, which supports growth of probiotics or useful factors.
- Power of Microorganisms helps to reuse organic waste and exoskeletons.
- Helps in ecosystem water purification by decomposing excess food and fecal matters.
- Decomposed organic matters supports growth of phytoplankton, which helps to maintain balance in pond ecosystem.
- Use beneficial flora in RITEBLEND-Recycle plays role of feed supplements by supporting growth of phytoplankton.

DOSAGE

FOR SHRIMP
Treatment: 1-1.5 liter / acre
Treatment: 2-3 liter / acre in one meter water depth.

FOR FISH
Treatment: 1 liter/acre in one meter water depth OR as directed by the Aqua Consultant.

We made their business go Jhinga-lala

We can do the same for you.

Drop up as mail at solutions@1702digital.com

