



<p>Prayag India Limited</p> <p>New Delhi</p>		
<p>Case Synopsis</p> <p>Prayag India Ltd is represented in Central India by Wahid Marketing, Master Distributors. The CP and Bathroom Fittings range of Prayag was launched in Central India in 2013. The launch phase warranted a high decibel backed up with TOM levels of awareness and visibility in the market.</p>		
<p>Key Deliverables</p> <ol style="list-style-type: none"> 1. Channel of Distribution policy 2. Channel Acquisition 3. Channel Meets 4. BTL and ATL Planning with client 5. Visual Merchandising (VM) initiatives in the market 6. Learning and Development for Channel partners 		
<p>Foot print</p> <p>Nagpur, Chandrapur, Gondia, Bhandara, Gadchiroli, Amravati, Akola, Buldana, Washim, Yevatmal, Wardha.</p>		