



DELHI . BANGALORE . MILAN

Purple

Creativity, Wisdom & Magic

Albedo

How the Surface reflects energy back

Our Solutions combine Creativity
& Expertise to make your Brand Shine



THE MANAGEMENT TEAM



Pravin Bhhardwaj
FOUNDER

Over his career spanning 2 decades, Pravin has had the privilege to work with the best hotels and travel companies, spearheading revenue functions, sales management, supply side management.



Pooja Nataraj
COO

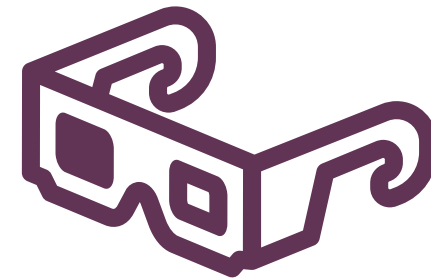
An International MBA in Sustainability & Marketing Strategy, a stage actor, artist and singer with a strange love for hotels, she has all the ingredients for compelling storytelling!

CORE SERVICES



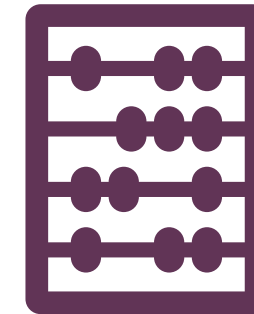
Marketing & Communications

Brand communications, specializing in boutique brands with unique narratives, we excel at creating compelling stories that establish deep connections with audiences. Our strategies are innovative, personalized, and geared towards elevating brands through the power of storytelling.



Enhancing Guest Experience with VR

Utilizing cutting-edge Augmented Reality (AR) and Virtual Reality (VR) technologies, hotel brands can offer potential guests a simulated tour of their hotel spaces, allowing them to virtually navigate through rooms, public areas, amenities, and even local attractions. This offers a unique and realistic preview, enhancing the guest's pre-stay experience.



Sales & Social Commerce

Sales-focused approach and strategic positioning in Social Commerce. Their proficiency lies in translating brand strategies into tangible sales figures, ensuring each move is not just strategic but also results-oriented.

Virtual Reality

RESHAPING THE
HOSPITALITY SPACE



Spatial depth is key to human sensory perception

- ▶ 60% of human sensory perception is visual
- ▶ 20% rest Smell, Touch & Taste
- ▶ 20% is audio

Source: Statista and Economic Times



Spatial depth is key to human sensory perception



- Almost Half of the Indian population has a smart phone with Active Internet Connection.
- Mobile data consumption is growing at 152% Annually in India
- India has the 2nd Highest Internet users in the world
- AR active users have doubled to 0.8 Billion since 2019 and further expected to double (1.7 Billion) by 2023
- With Social Media apps and the Web AR, majority of smartphones are now AR enabled.

Creative Tech in digital Promotions amplifies customer experience

Brand Awareness



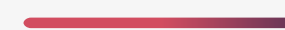
70%

Engagement



70%

Brand Loyalty



60%

Brand Recall



50%

Why Virtual Reality?

- Virtual and Physical Site Inspection: Enabling cross selling and up -selling of other services
- Showcasing the Hotel at Tradeshows & Events: Reduces the cost of collaterals
- Effective Sales Training: Provides the sales team with powerful selling tools
- Global Content Control & Accessibility: Enables better control and accessibility of the marketing content across teams globally
- Future Ready: Mapping the hotels in 8K / 12K resolution and making the hotel future ready
- Cross device functional: Works on any device with a Browser and an internet connection

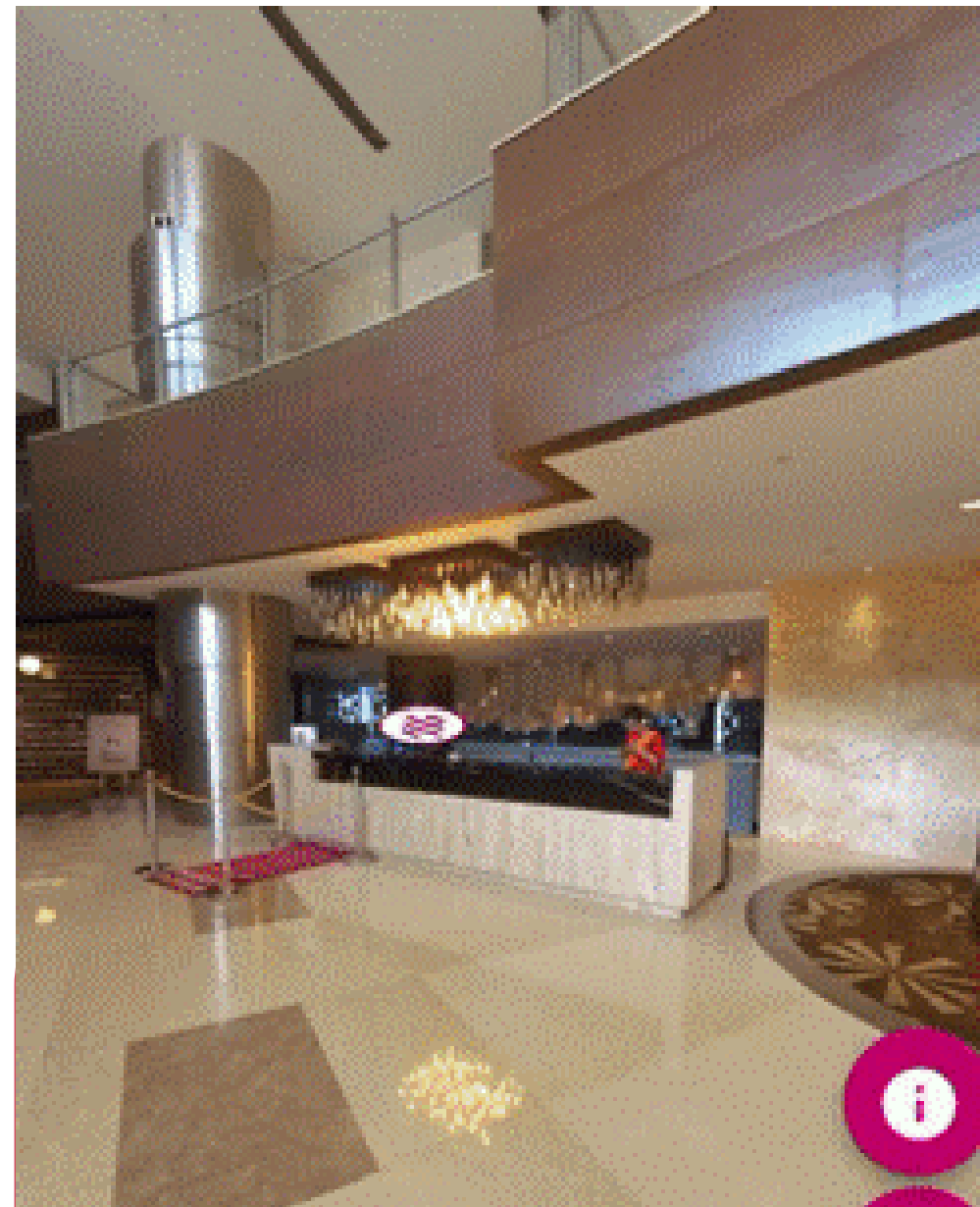


Why Should you go Virtual?



Web/ VR Experience

A One stop solution for the Customers



Real Time Bookings

- Experiential & Immersive
- Interactive
- Leads to Increased Direct Bookings
- Increased opportunities for Up-Selling and Cross-Selling

Benefits

Mapping Hotels in 12K resolution VR
Experience

01

360 Voice guided VR
Walkthrough

02

Setting up VR Experience
Centres

03



Global Control Panel and
maintenance

04

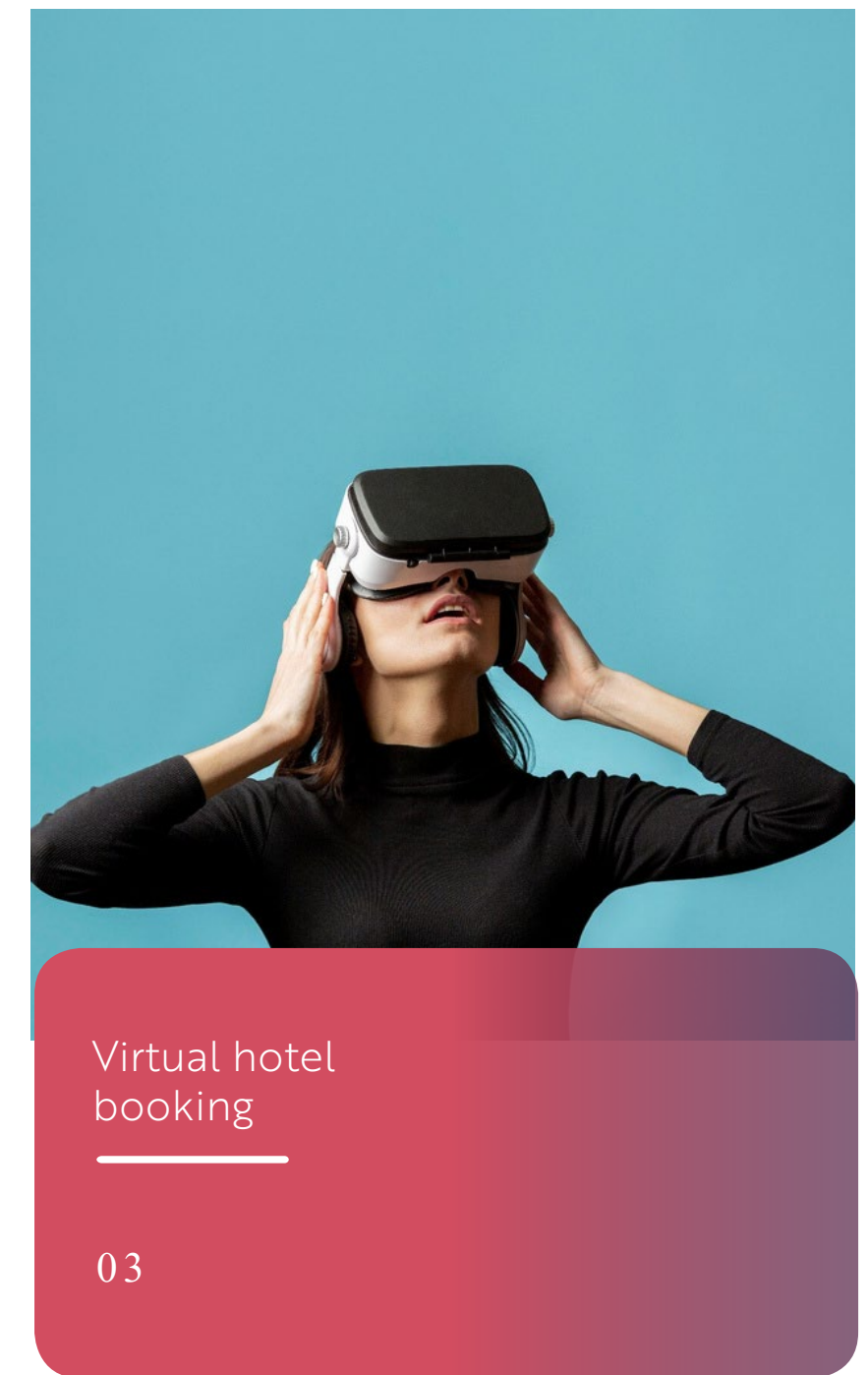
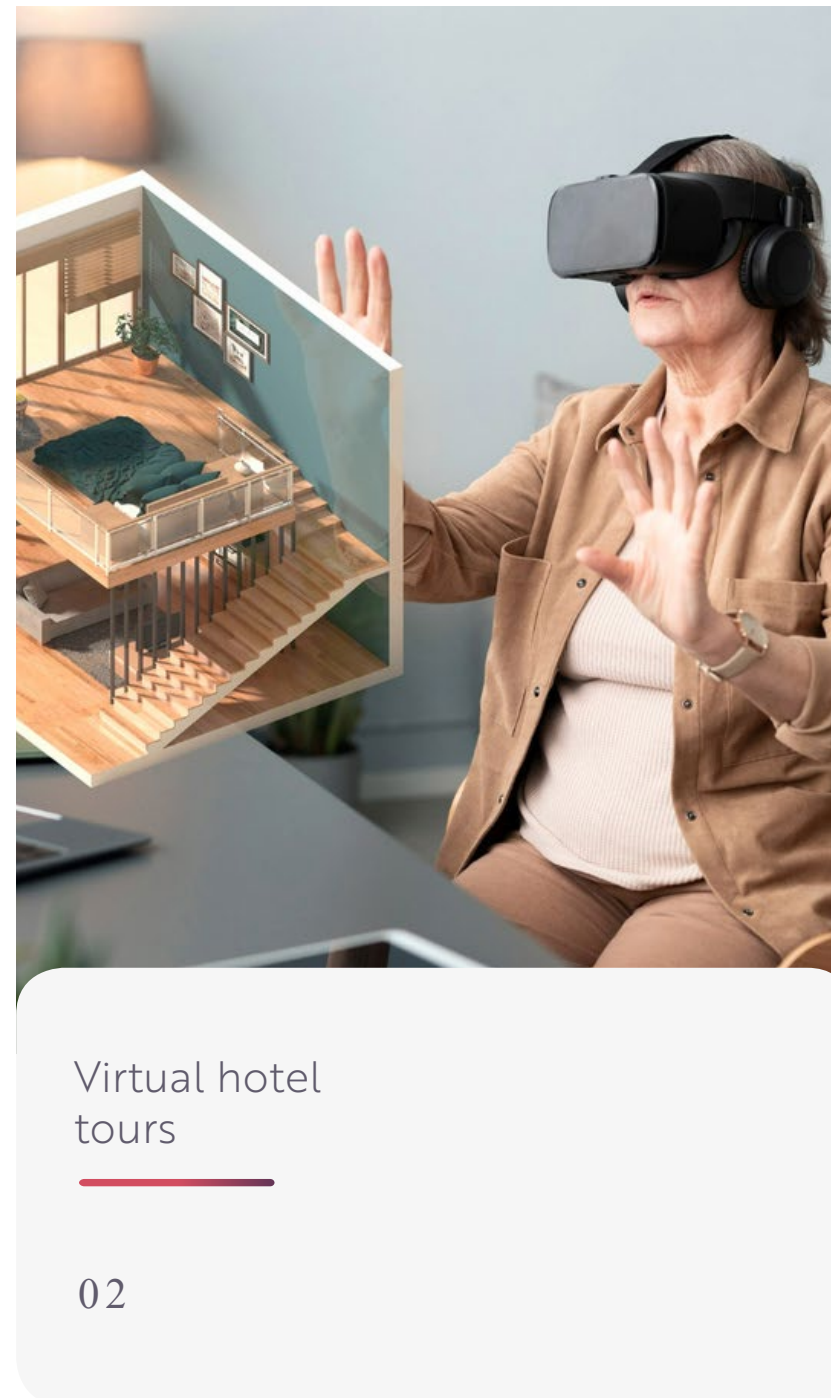
Contactless and Immersive
Experience

05

Sales Training on
Product

06

Successful Use-Cases



Completed Projects



Crowne Plaza Ahmedabad

Ahmedabad's Address for Business and Celebrations. At Crowne Plaza Ahmedabad City Centre, every stay feels like a stimulating experience. Conveniently located in the central business district of Ahmedabad with a close proximity to the airport, the hotel is easily accessible to business districts of SG Highway and Sanand. Be it for business or leisure, Crowne Plaza Ahmedabad provides a wide range of services guaranteed to satisfy the needs of the most discerning guests.

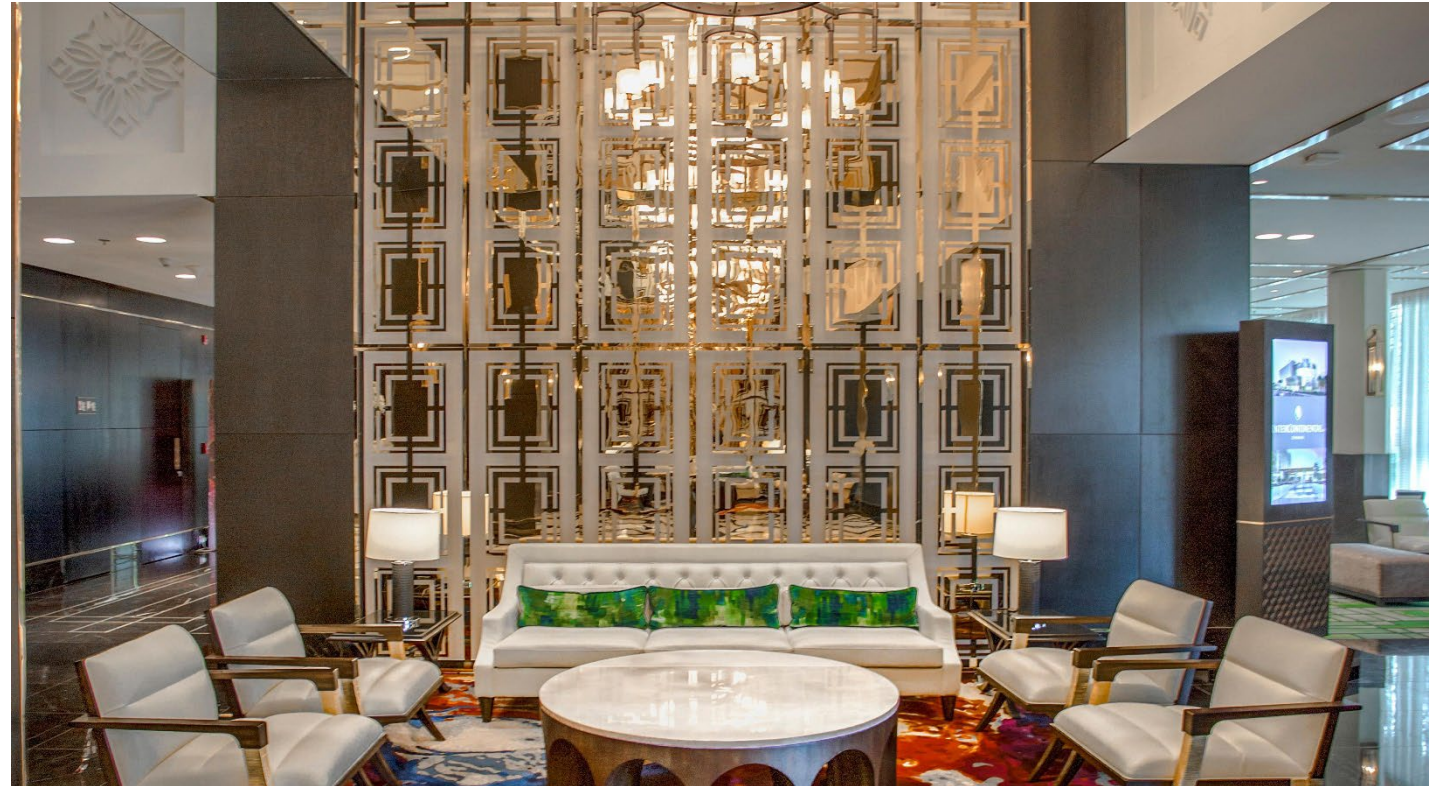


Radisson Blu Delhi Airport

5-mins away from Indira Gandhi International Airport & 10 mins away from Cyber City – business district of Gurgaon, Radisson Blu Plaza Delhi Airport is conveniently situated on Delhi-Gurgaon Expressway.

With closest metro station just 600 meters away & world-class shopping malls minutes away, the hotel is conveniently connected to New Delhi on one hand & on commercial hub of Gurgaon from another side.

Completed Projects

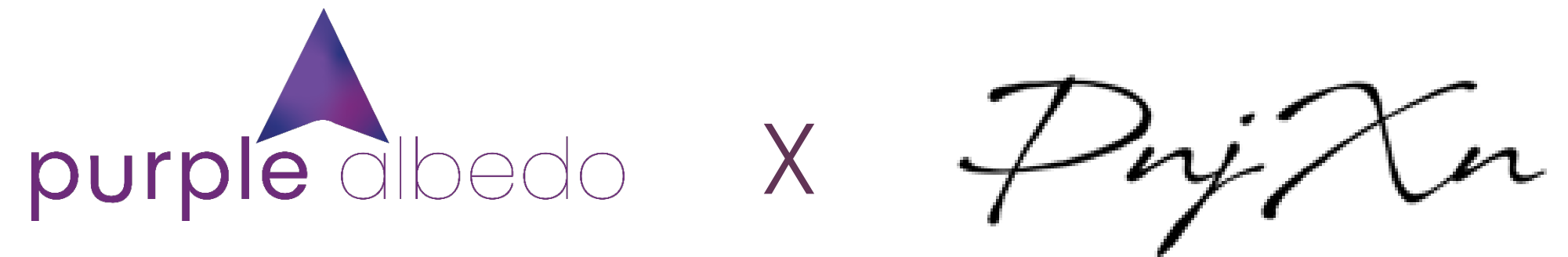


Intercontinental Dhaka

InterContinental Dhaka is the most prestigious name in luxury, located in the prestigious central business zone. The hotel has a Millennium modern design with a touch of local culture. It has 226 luxury rooms and suites, as well as a variety of restaurants giving exceptional gastronomic experiences. Host your gatherings in our cutting-edge meeting rooms. Our outdoor Temperature-Controlled Swimming Pool, Fitness Center, and The Spa are ideal places to relax throughout your trip.



Our Clients



We are excited to announce the partnership between PNJXN and Purple Albedo, a collaboration aimed at revolutionizing brand communications and Social Commerce.

We Are Storytellers

LET US TELL YOURS

Pnjxn

www.pnjxn.com

DELHI . BANGALORE . MILAN

COMMUNICATIONS . BRANDING . MARKETING . STRATEGY . PR



India Calcutta: Kalighat painting 19th Century Rai Raja 2003.
Cleveland Museum of Art

STORIES ARE THE CURRENCY OF HUMAN TRANSACTIONS

Who we portray ourselves to be,
are the stories we tell others;
who we are – the stories we tell
ourselves.

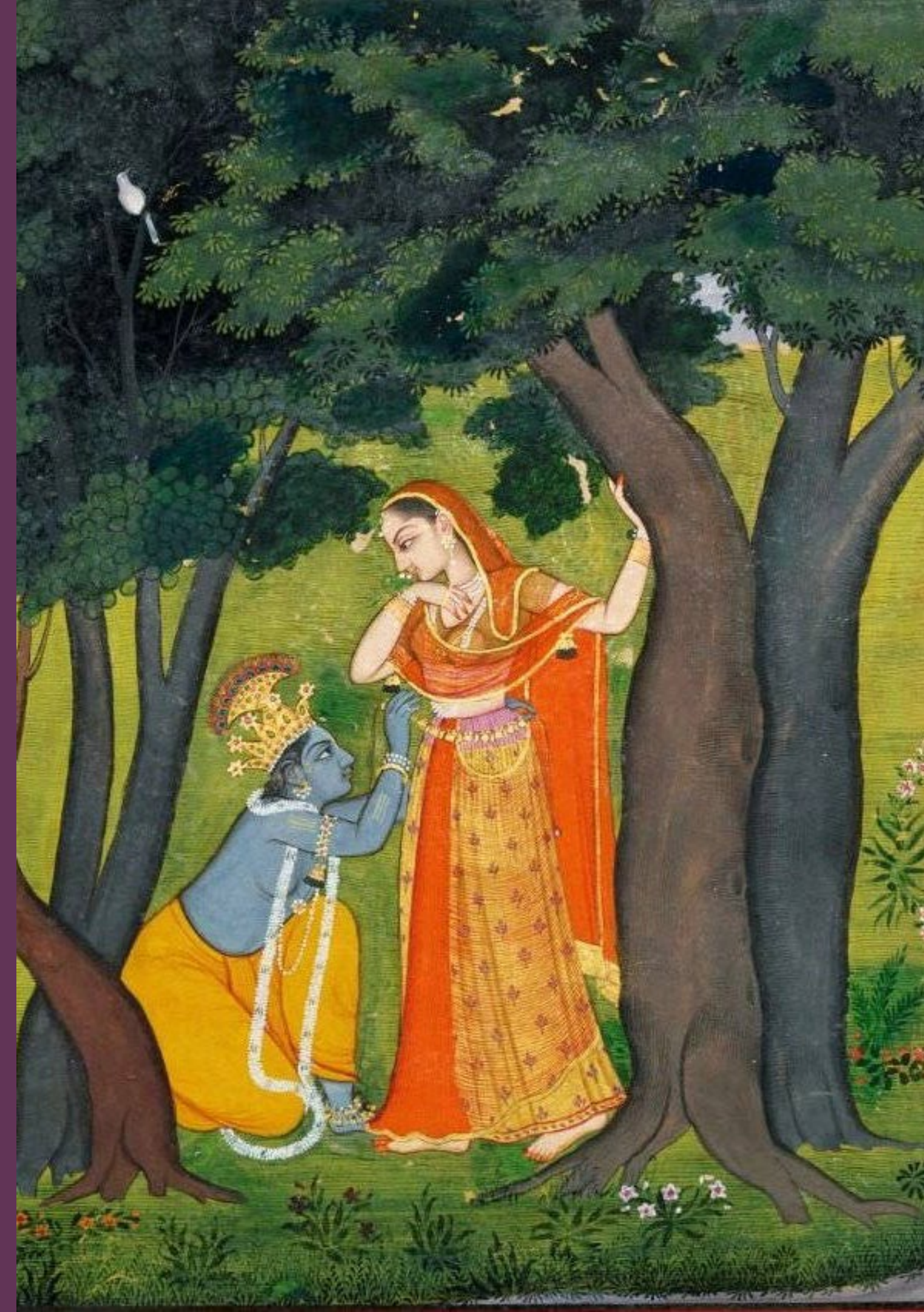
Children of the Aborigines of Australia grow up listening to stories of trees, rocks, mountains, skies and everything under the sun. Little do they know that these stories will help them one day navigate the vast and wild outback when they set upon their right of passage, the 'walkabout'.

If some stories help us survive the physical realm, most stories help us manoeuvre the emotional space. Stories are the currency of human transactions. We all create, borrow and exchange stories. Who we portray ourselves to be, are the stories we tell others; who we are – the stories we tell ourselves.

Sustainability Matters

We at PNJXN partner with clients who are more than just a business. Real people rooted in the community, working together to achieve social upliftment and economic emancipation along with conservation of heritage, natural and historic, tangible and intangible are our favourites.

We leave no stone unturned to tell their story.



We make brands matter!

In this world of Chaos, even big Brands find themselves losing ground. Small Brands are far behind. However, boutique brands have an advantage of being able to choose their audience and effectively communicate with them. We create niches for every brand, personally

That's the superpower- Personal and value creation. We tell their stories, we make them matter to the audience of their choice!



Covered
by

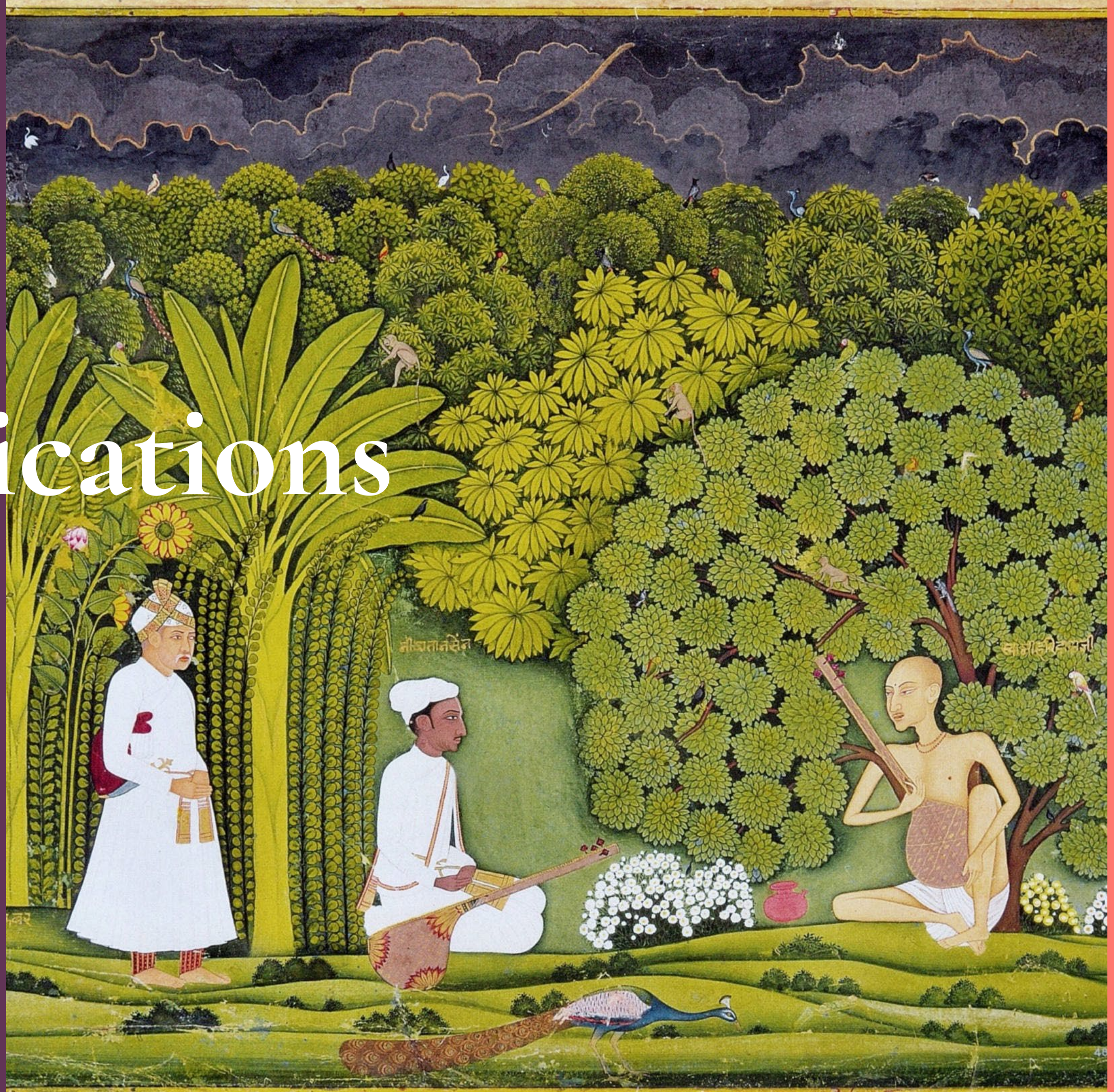


PunjKor



Our Clients

Communications Case





JEHAN NUMA PALACE



the peerless palace

JEHAN NUMA
PALACE www.jehannuma.com



Meet our General Manager

JEHAN NUMA
PALACE www.jehannuma.com



*iconic
gastronomy*

JEHAN NUMA
PALACE www.jehannuma.com



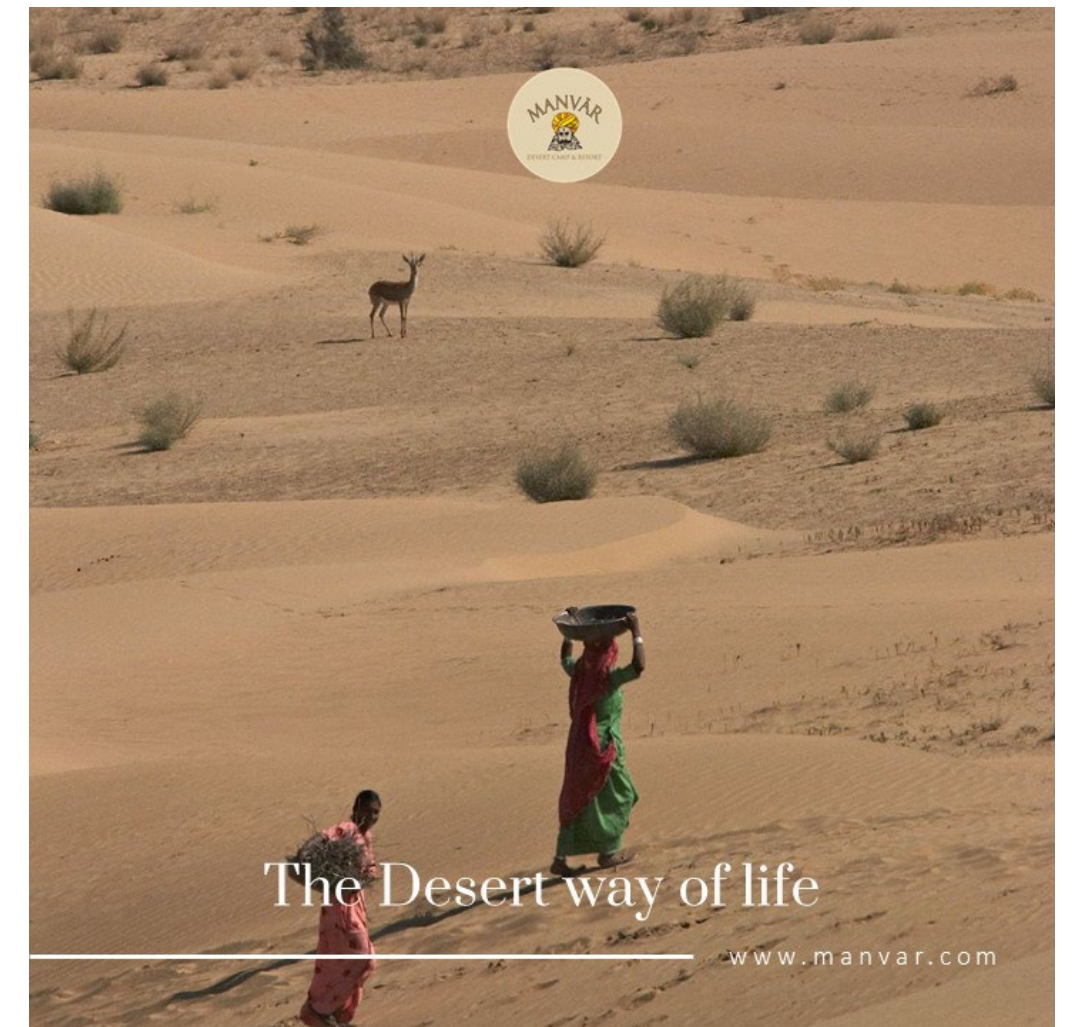
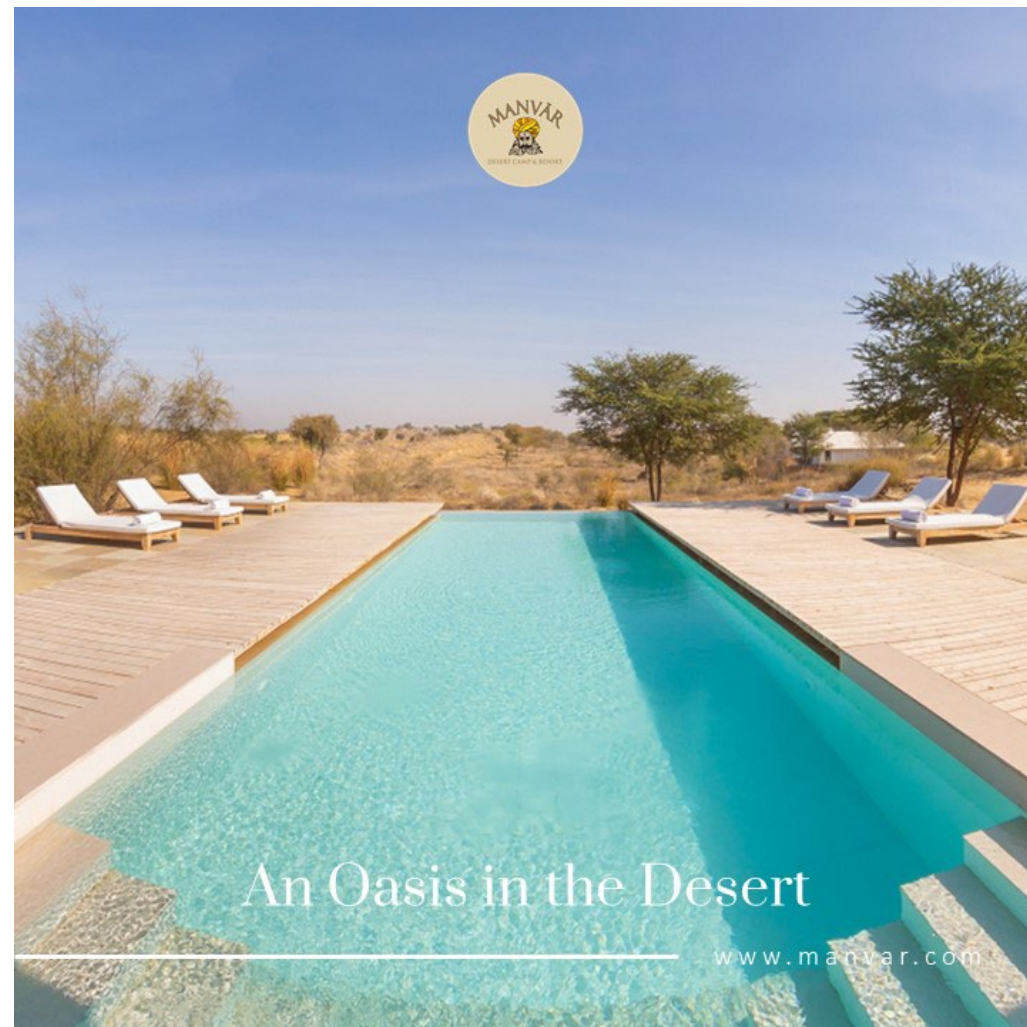
Unparalleled **Leisure**
Experience

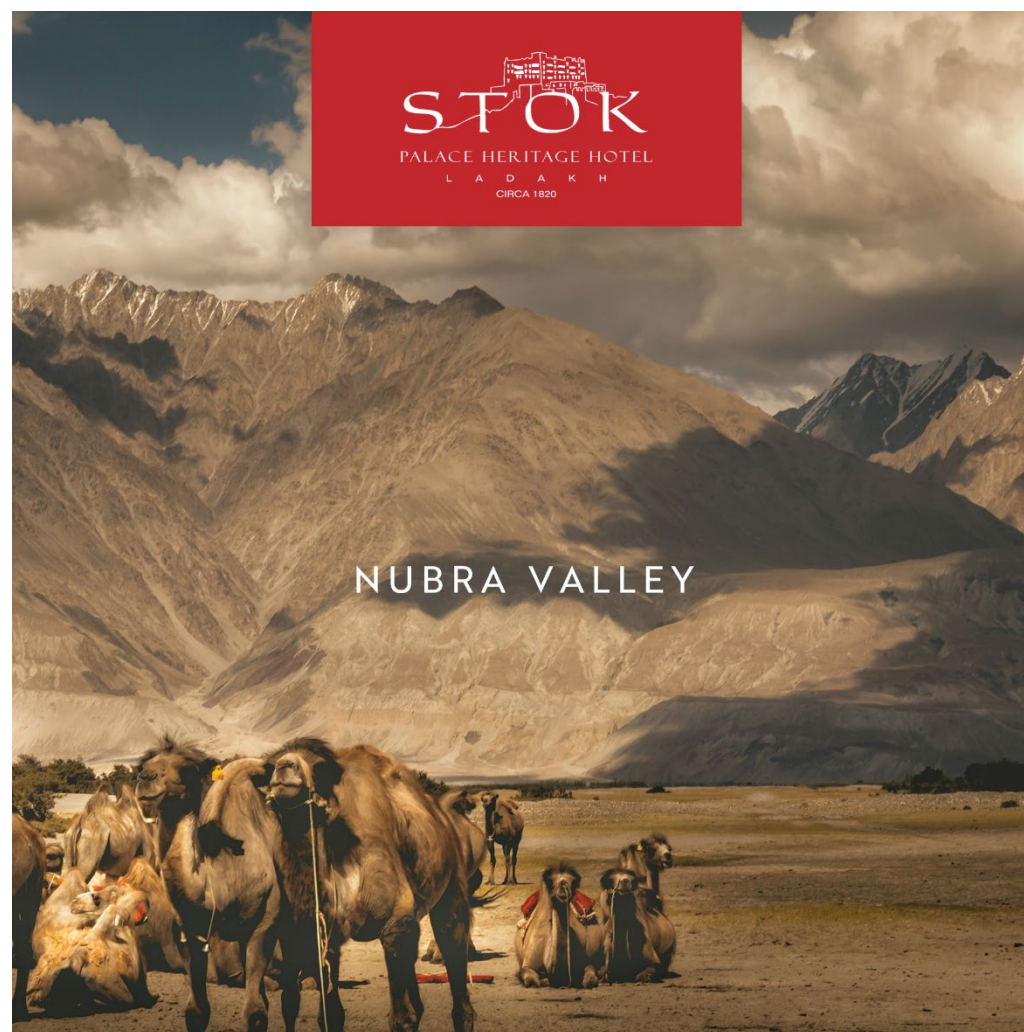


Living with **Attention** to
Detail



Farm to Table
Experience





STOK
PALACE HERITAGE HOTEL
L A D A K H
CIRCA 1820

NUBRA VALLEY

STOK

Don't be satisfied with stories, how
things have gone with others.
Unfold your own myth.
- RUMI

WWW.STOKPALACEHERITAGE.COM

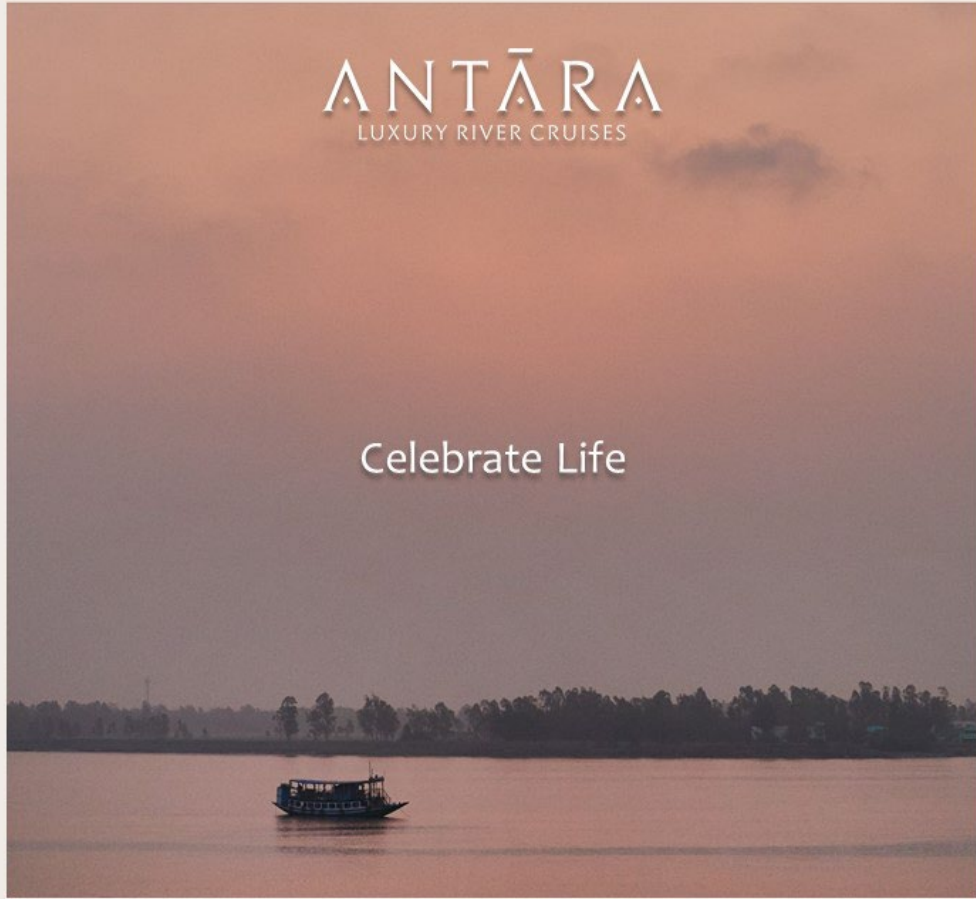


STOK
PALACE HERITAGE HOTEL
L A D A K H
CIRCA 1820

BUDDHIST VILLAGES

ANTĀRA

LUXURY RIVER CRUISES



ANTĀRA
LUXURY RIVER CRUISES

Celebrate Life

www.antaracruises.com



ANTĀRA
LUXURY RIVER CRUISES

Sail in style on your chartered
Luxury Cruise

www.antaracruises.com



we are taking you
away

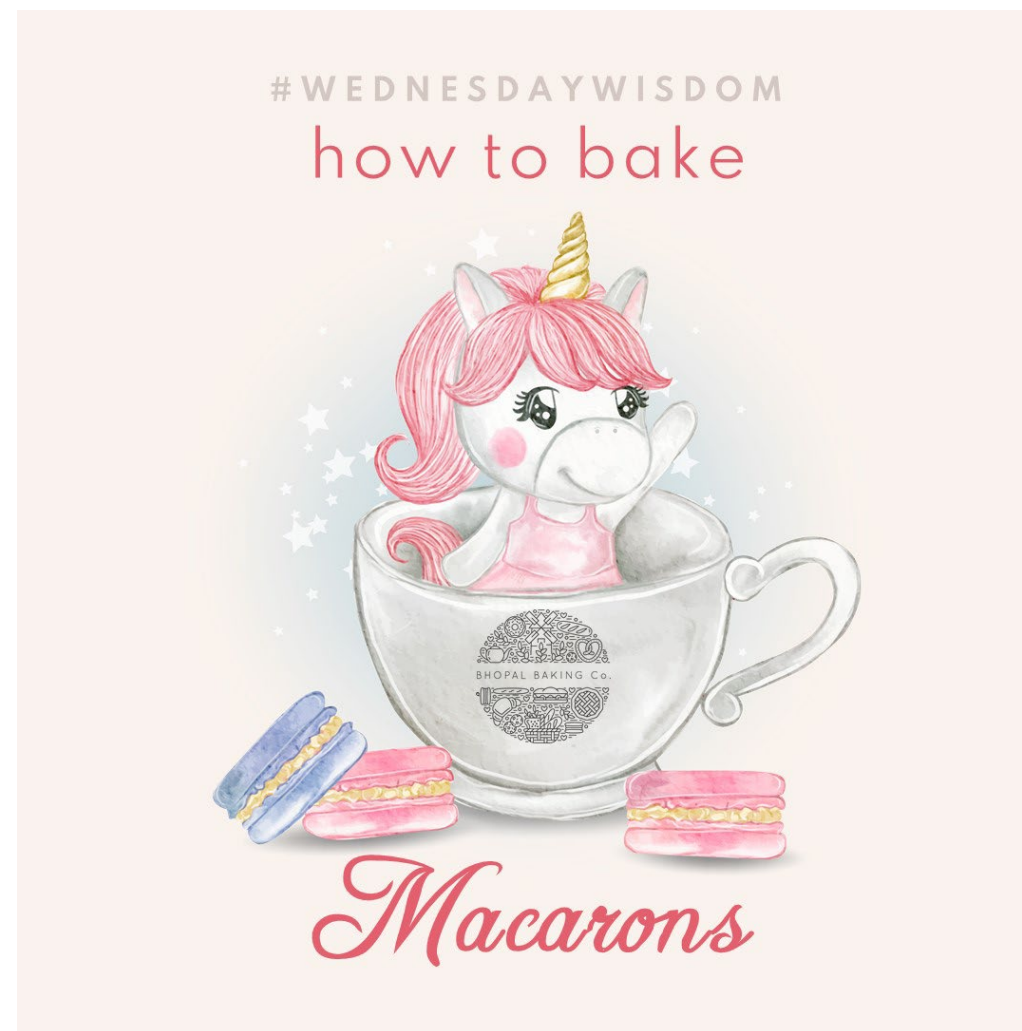


to the birthplace of
hepburn

PRESENTING



Belgium
MIRAGE



ANTĀRA

LUXURY RIVER CRUISES

Dear Metal Artists of Matiari,

ANY METAL WILL LEND ITSELF TO THE HEAT OF YOUR
PASSION FOR ART AND DILIGENCE.



Love,
BENGAL GANGA

Dear Hooghly Imambara ,

YOU STAND TALL SEPARATED IN SPACE AND TIME ZONE
FROM YOUR BROTHER, THE BIG BEN OF LONDON.



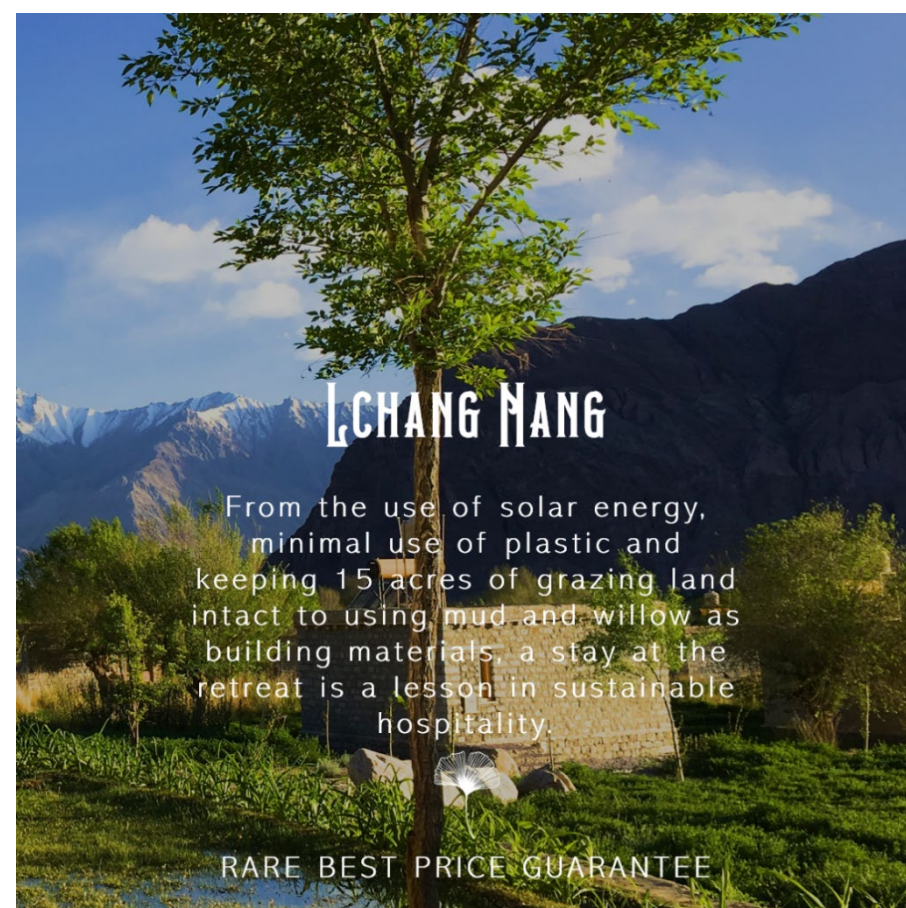
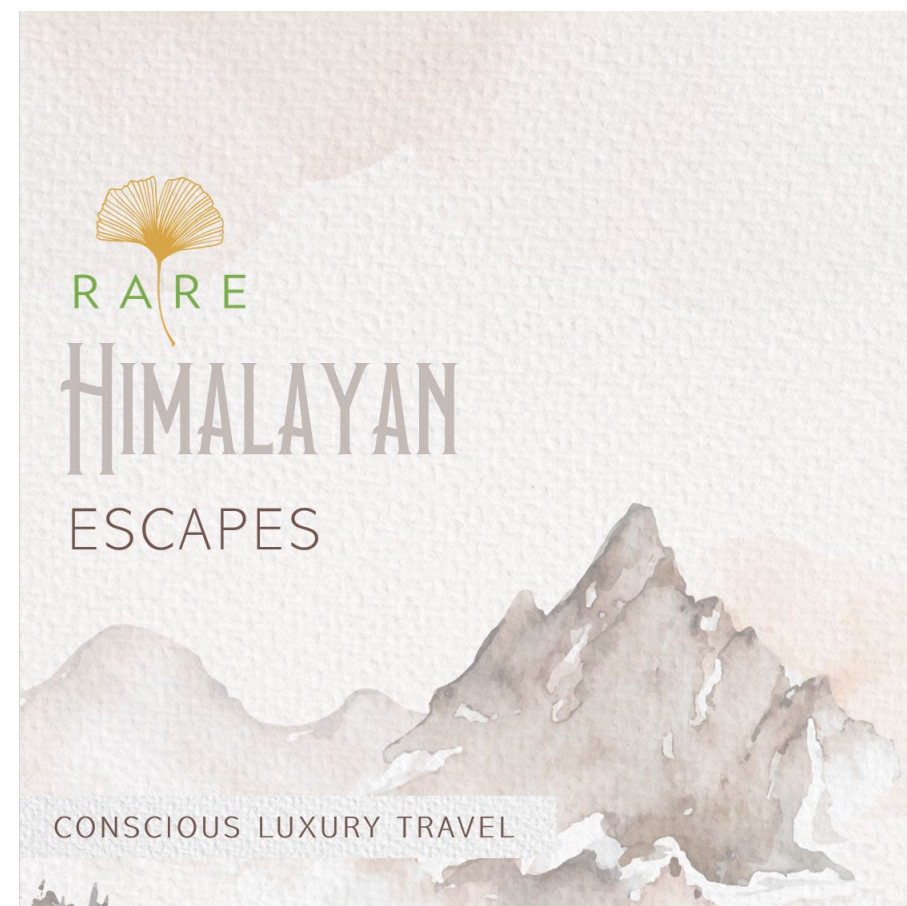
Love,
GANGES VOYAGER

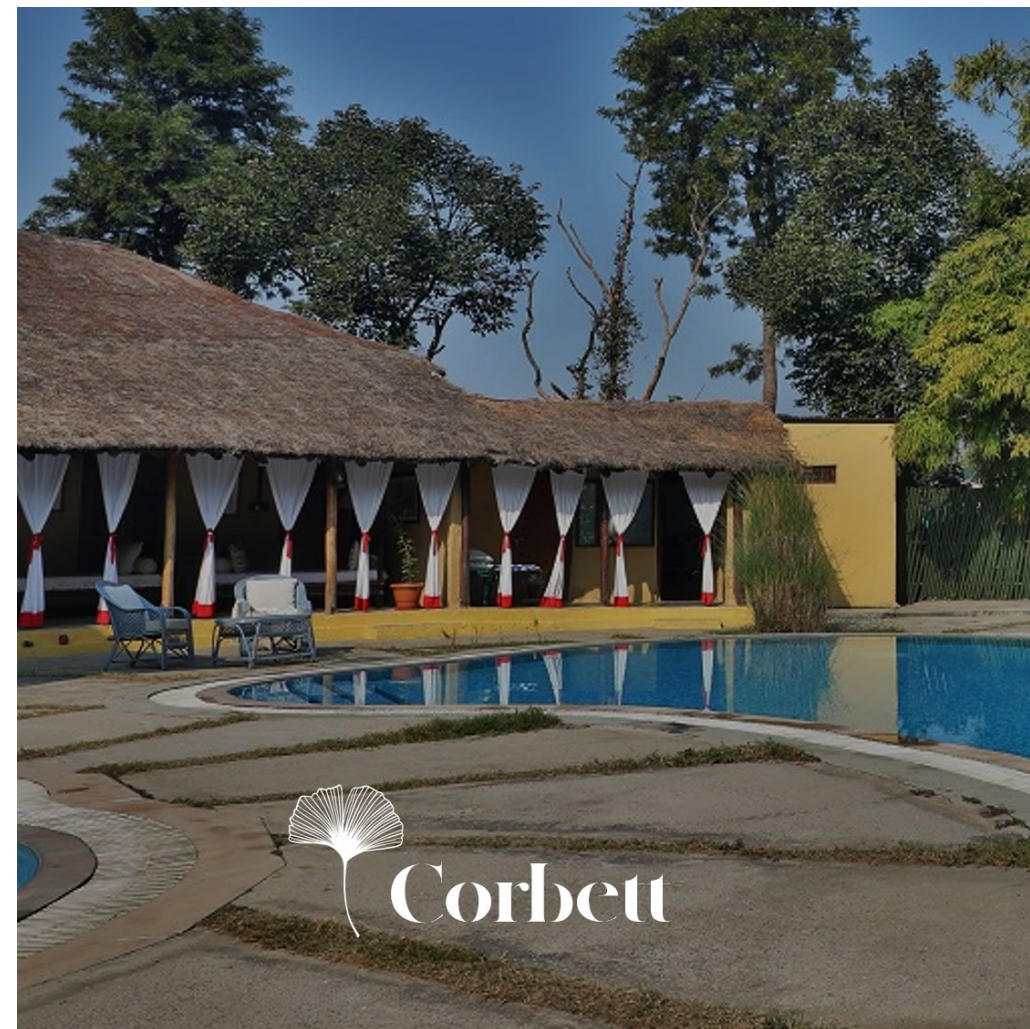
Dear Hooghly,

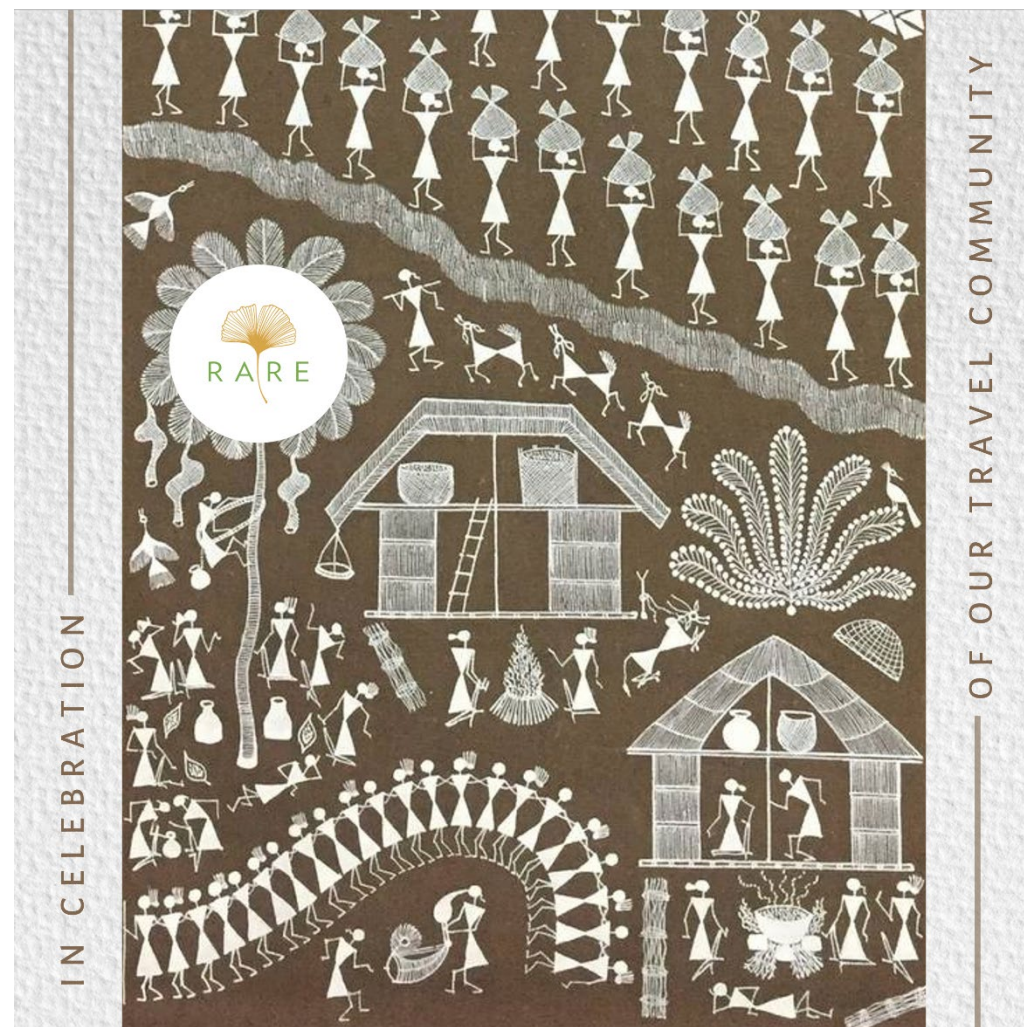
YOU ARE LIFE GIVING AND LIFE SUSTAINING!



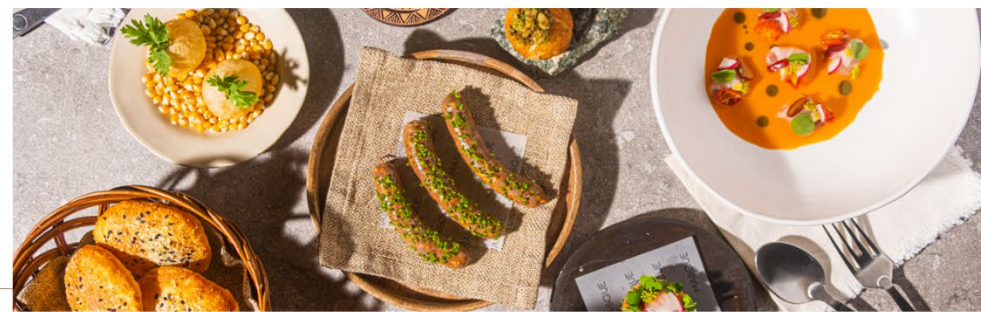
Love,
BENGAL GANGA







MASQUE

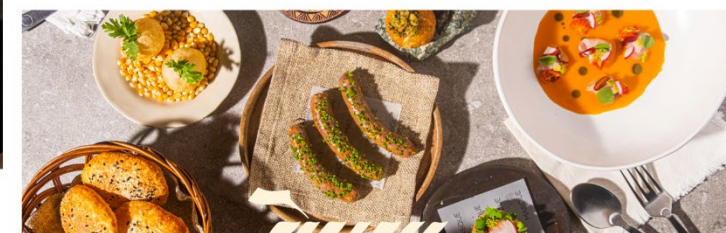


SEMSKIT
CULINARY LADAKH / 2021

Come explore the flavours of
Ladakh. Join us for lunch under
the crystal clear sunny skies.

10, 11, 12 September '21
www.stokpalaceheritage.com

MASQUE



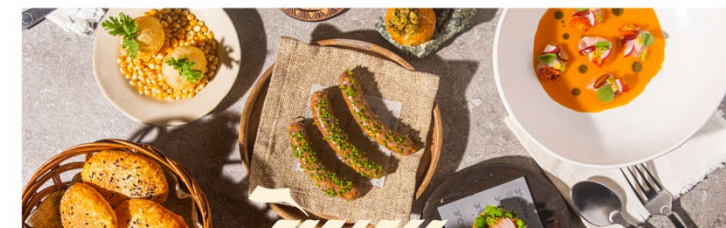
SEMSKIT
CULINARY LADAKH / 2021

MASQUE

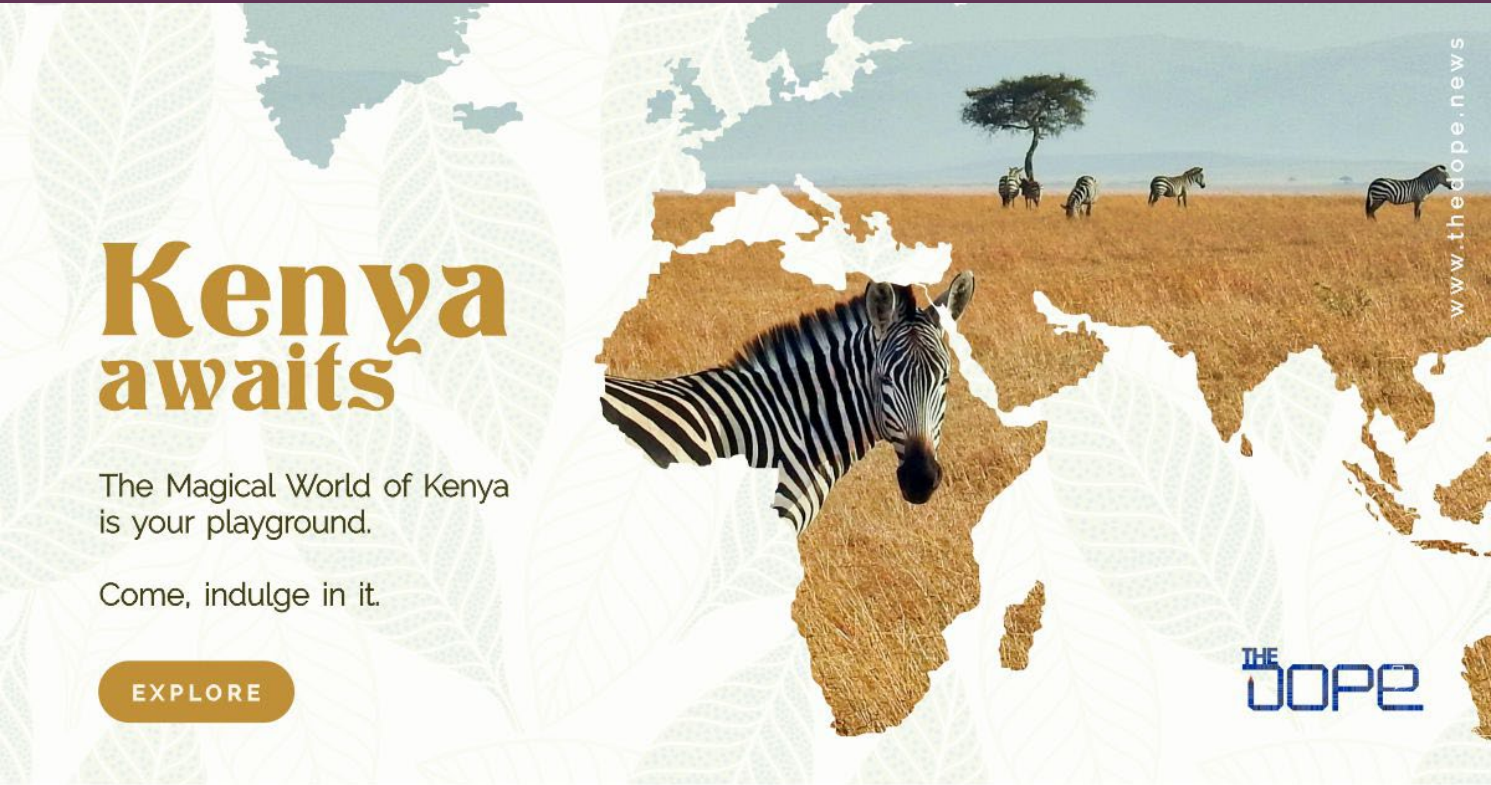


Come explore the flavours of Ladakh. Join us for
lunch under the crystal clear sunny skies.

10, 11, 12 September '21



SEMSKIT
CULINARY LADAKH / 2021





CELEBRATE DURGA PUJA
AT THE GLENBURN PENTHOUSE
with special rates and experiences.

Elegant rooms, stunning infinity pool and
festive menus curated by
Chef Shaun Kenworthy.

Validity: Saturday 9th to Sunday 17th October
Contact +91 98 302 58050 for more details

www.glenburnpenthouse.com

Glenburn
THE PENTHOUSE
Calcutta

Glenburn
FINE INDIAN TEAS
• SINCE 1859 •



DIWALI GIFT BOX
GLENBURN ELEPHANT GIFT SET

Glenburn
FINE INDIAN TEAS
• SINCE 1859 •



DIWALI GIFT BOX
GLENBURN ELEPHANT GIFT SET

www.redearth.in



OUR HOME IS NOW OPEN
AND READY FOR YOU

*Rachel, Ravi and the entire Red Earth
Family invite you to the family-owned
& operated resorts in pristine locations
made safe for you.*



Call: 8722745555 | Email: info@redearth.in

www.grassrootswayanad.in



OUR HOME IS NOW OPEN
AND READY FOR YOU

*Aditya and the entire Grassroots
Family invite you to a Glamping
experience in pristine Wayanad,
made safe for you.*



Call 8722745555 | Email info@grassrootswayanad.in

www.redearth.in



OUR HOME IS NOW OPEN
AND READY FOR YOU

*Rachel, Ravi and the entire Red Earth
Family invite you to the family-owned
& operated resorts in pristine locations
made safe for you.*



Call: 8722745555 | Email: info@redearth.in

CASE STUDY

The RARE Touchstones

RARE India is a pioneer in responsible and sustainable hospitality and travel, creating a cohort of owner-operated retreats across India, most of them, hidden from the trite itineraries with unique offerings, be it heritage, wildlife or nature. RARE India believes and follows several tenets of responsible hospitality but a communication strategy that would resonate with businesses and guests alike was missing. We created the RARE Touchstones, a simple visual depiction of the sustainable milestones a retreat has so far achieved, building a case for all the RARE partners to embark on this audit and accreditation more seriously at the same time informing and inspiring the guests to patronize these hotels for their vacations. The design and implementation of RARE Touchstones were created with cross-platform distribution in mind. The visibility and traction this has brought RARE India has given them a much-needed impetus to go B2C creating a more mindful alternative to the generic OTAs.

EXPLORE



chooses because explain pursues.



teachings all
plain pursues.

CASE STUDY

RTSOI

Conceptualized a Virtual event – MY RT STORY, that happens every month showcasing achievements of members of RTSOI in the field of Sustainability and Responsible Travel.

EXPLORE

THE RESPONSIBLE
TOURISM SOCIETY OF INDIA
FORMERLY THE ECOTOURISM SOCIETY OF INDIA

MY
RT STORY
FEATURING

Ashwani Khurana
KARMA
LAKELANDS

Inspiring Stories of
Sustainable Tourism and
Hospitality

20TH MAY 2021
11.00 am to 12.00 pm

FACEBOOK PREMIER

ZOOM MEET

www.rtsoi.org

The background features a dark purple vertical band on the left, a central area with vertical stripes of various colors (blue, orange, red, green, and purple) each containing a fine grid pattern, and a solid coral-colored vertical band on the right. Two white rectangular shapes are positioned on the far left, one near the top and one near the bottom.

Social Media Case



JEHAN NUMA
RETREAT

JEHAN  NUMA
W I L D E R N E S S
Lodges & Camps

CASE STUDY

Jehan Numa Group is a Legacy Hospitality Brand and our Mandate has been to communicate the same to an audience that understands the values of the brand.

Since we began in May 2021, we have seen a 300% growth in reach as well as Engagement across the channels. We have planed and curated content from across interests starting from Royal Legacy to Culinary prowess to Staff Stories and the response has been very encouraging!



JEHAN NUMA
PALACE

www.jehannuma.com



CASE STUDY

For us personally RARE has been an inspiration. We resonate with their values and philosophies greatly and have derived the communication strategy from there. We have partnered with the company to organize successful online events during the pandemic which were completely driven by Social Media engagements.

Since we began, we have brought organic traction to the Social Handles of RARE India. **We started at 2k and now have crossed 13.4k followers** with high engagement and reach. We have run lead generation campaigns for RARE Partner hotels which has generated conversions for the brand.



UX Case





SUSTAINABLE
RESORT

Rakkh Resort, *Palampur*

EXPLORE



CASE STUDY

Rakkh Resort in a small hamlet near Dharamshala is completely manned by locals. The promoters too hail from the region and want to create opportunities for the people of the region so that no one has to leave home for a living. We ensure this message comes through in all our communications, from website to social media and ad campaigns.

We have ranked globally and locally for important business keywords for Rakkh Resort which is translating into direct business for the company



With out Smart and Intelligent UI design which has been designed for users has garnered a Bounce rate of 14% which is the lowest in the industry so far!





CIRELLA, DIAMANTE, ITALY

Welcome to Alfredo & Luisa Villa

DISCOVER

Here, you are *more* than a
Guest..

an epic journey through several centuries

THE INDIAN SUBCONTINENT



RESERVE

DESTINATIONS

OFFERS



OCCASIONS

LETTERBOX



an escape to *remember*

JOYS AT TREE OF LIFE

Book Now

LOCATION

I want to escape to



CHECK-IN

17-10-2023



CHECK-OUT

18-10-2023



Check Availability

Welcome to Tree of Life

Tree of Life Resorts offer a discerning traveller a utopia far removed from the pressures of everyday living, and a chance to enjoy the essence of authentic India: her friendliness, hospitality and serenely balanced lifestyle.

your escape awaits...

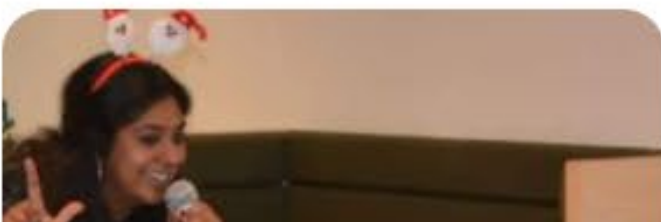


AUTHENTIC & CURATED EXPERIENCES right from your couch!

Book a private **online** session with expert Indian hosts from cooking to culture, art to ayurveda, dance to delicatessens, well-being to wow!

[Explore](#)

Most Loved Streams



[HOME](#)[MY TRAVEL STYLE IS...](#) ▼[WEB EXCLUSIVES](#)[BLOG](#)[NEWSLETTERS...](#) ▼[TALK TO US](#)

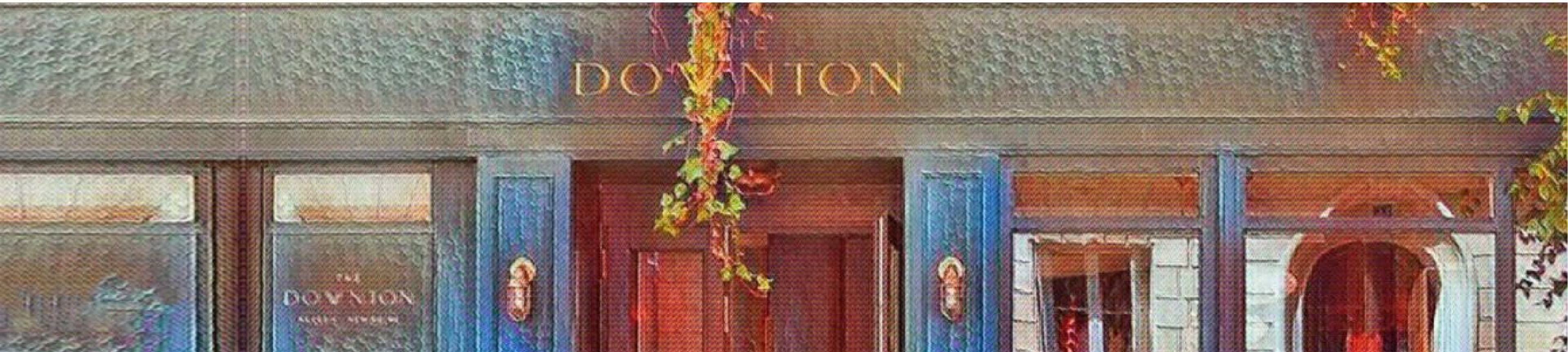
S★AR
Vacations

Personal Discoveries

ETD. 2004

YOUR TRAVEL EXPERIENCES

should be as Unique as you are!



at Downton,

Every city tells a story

The Downton is a series of open hobnob hotels made in the image of the stories of every city. Motivated by the multiplicity and ingenuity of the cities and avenues it exists in, The Downton embodies the true spirit of hospitality.



WE
EXPAND YOUR
HORIZONS
ONE EXOTIC
EVENT AT A
TIME!

WE
CREATE EVENTS
THAT ARE YOU
& BEYOND

REMARKABLE EVENTS	100 %
EXOTIC INCENTIVES	100 %
CHARACTERFUL CONFERENCES	100 %
ANYTHING BUT ORDINARY!	100 %



Informazioni

Lavoro Originale

Educatore

Concerti dal vivo



ENGLISH

Antonino NINNI Pezza

Musicista | Arrangiatore | Educatore



Lavoro

ORIGINALE

CASE STUDY

Manvar Desert Experiences

Manvar, at the doorway of the vastness of nothingness, the Thar is not a picture of vacation that comes to the minds of most of us. Started by Moti Singh who has roots in the region going back centuries is motivated by the rich legacy of guardianship his ancestors displayed for the region and its people. Situated in the unknown little village of Khiyasariya close to Jodhpur, Manvar has carefully crafted a true experience of the Thar. The communities and people form an integral part of this.

Every member of Manvar hails from the region and display with such natural flair and panache, a streak of hospitality unseen anywhere else in the world. Bringing home this message of easy generosity even amidst severe austerity has been our proud achievement.

EXPLORE



Red Earth *Resorts*


CASE STUDY

Red Earth started out as a unique experiment in hospitality apprenticeship and entrepreneurship. Today, present at three destinations under the Red Earth brand and one another location, the ethos of Rachel and Ravi are inspiring and infectious.

Having worked with tribes all through their lives, they chose Kabini, Tadoba and Gokarna for their ventures owing to the natural beauty and the ability to impact the lives of tribes in a positive manner. Nine out of ten staff members are from the local tribes, who have been trained, many advancing leaps and bounds in their careers. We have been instrumental in telling the story of Red Earth. Local is not an alias for low quality nor is the service lax. But local definitely implies a lot more love and warmth.

EXPLORE



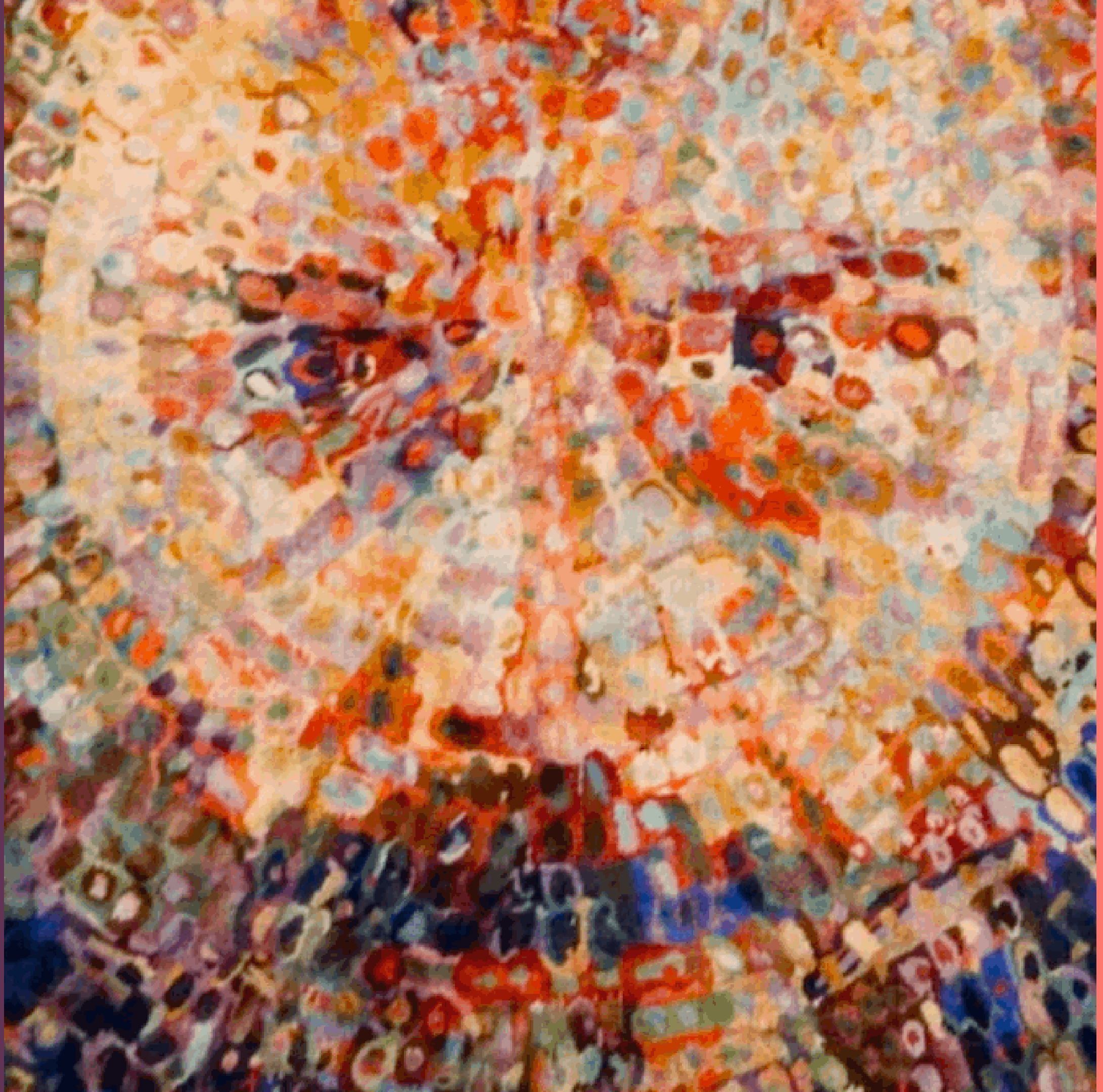
A woman with dark hair and sunglasses is lying in a hammock, wearing a blue and white striped dress. She is holding a straw hat. The hammock is strung between two trees in a lush green forest. The text "Nature truly comes together to heal you... at Red Earth" is overlaid on the image.

Nature truly comes together to
heal you...
at Red Earth



“The greatest threat to our planet is the belief that
someone else will save it.”
– Robert Swan, Author

Content Case





CASE STUDY

Branding with *Humour*

Rakkh Resort is a perfect amalgam of family and adventure resort in Palampur, near Dharamshala. The promoters of Rakkh believe in tuning out of quotidian lives to truly enjoy the company of our loved ones. Humour and laughter, they believe is what a vacation should bring and a resort should just be an enabler of this. To this end, they consciously choose to leave out certain amenities such as TV and internet in rooms, Room service among others. We were charged with saying this with humour so as to not let these influence purchase behaviour adversely. Our page has elicited many laughs and some loyal patrons to Rakkh.

Portmanteau *By Leisure Ways*

CASE STUDY

Leisure Ways is a bespoke outbound travel consultancy, creating unique experiences that a person, couple, family or group needs. The promoters pride themselves in being akin to a therapist who can gauge exactly what the client needs out of a vacation and crafts the perfect itinerary for them. With COVID enforcing flights of fantasies alone, Leisure Ways wanted to enable these. Together we came up with the idea of Portmanteau, a travel magazine providing glimpses of what awaits once travel resumes, helping Leisure Ways keep an active and interactive channel open with its base of clients and attracting prospects.

EXPLORE



Exotic Heritage *Group*

CASE STUDY

Exotic Heritage Group operates both travel and hospitality verticals. One of the prime offerings is the river cruise in the East of India. The target audience for such exclusive and premium experiences are well-heeled, well-educated world travellers who want to go beyond just the usual bucket-list travel itineraries. The communication had to resonate with said demography, revealing enough while promising more. The content creation and distribution for such offerings has to be sustained as these are not impulse purchases. So a coherent social media, email marketing strategy driven by rich content was put in place along with the long-form blogs, distributed in a wide variety of channels.

We were able to garner a lot of interest for the high-ticket river cruises through our focussed approach.

EXPLORE



Strategy Case



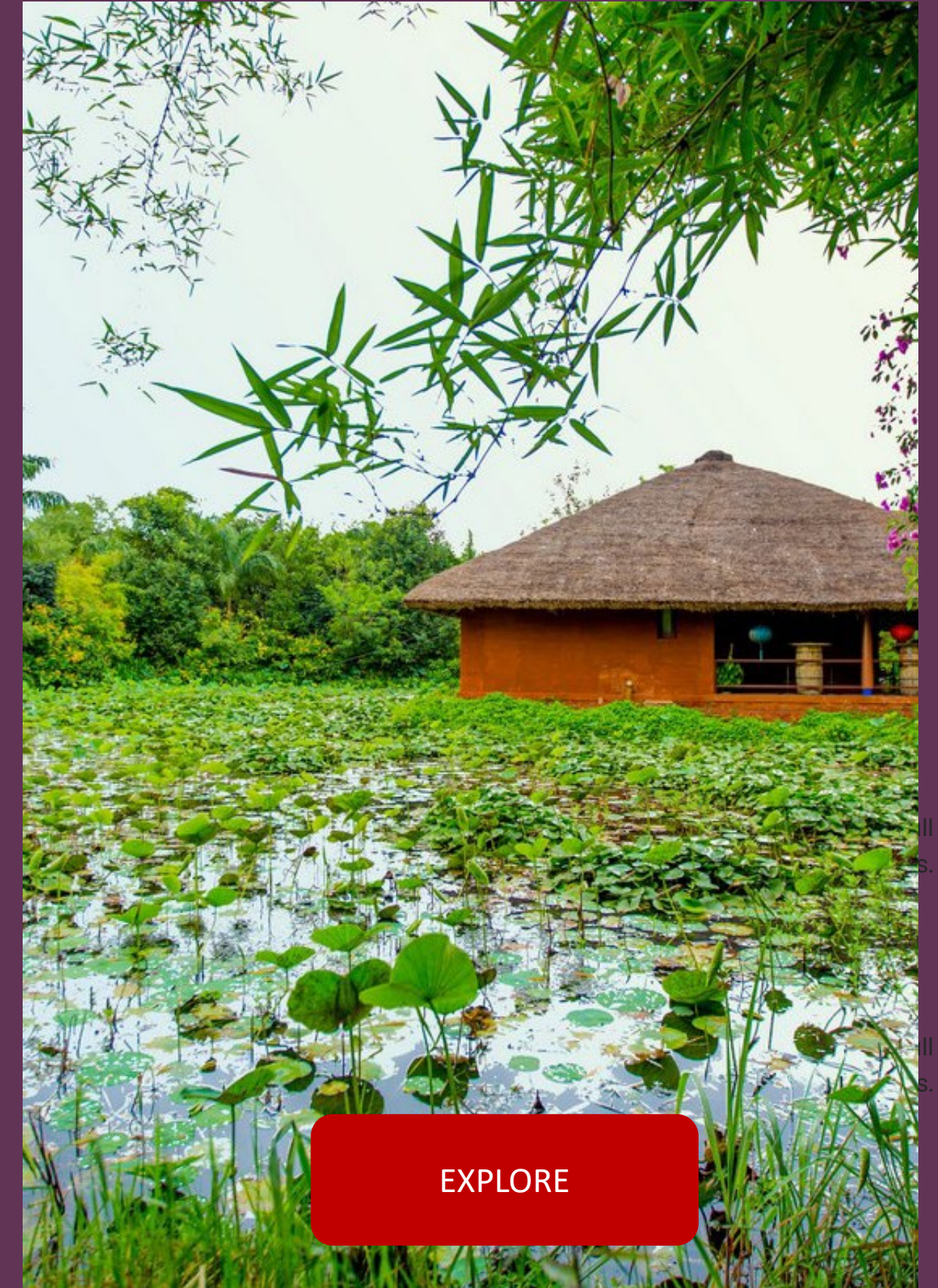
Red Earth *Resorts*

CASE STUDY

Red Earth Resorts has three wonderful retreats in the choicest locations of Kabini, Gokarna and Tadoba. Red Earth Kabini being one of their first ventures, it has over time grown organically into a favourite for weekend getaways from Bangalore. Red Earth Tadoba located at the relatively unknown Zari Gate of Tadoba Wildlife Sanctuary needed a push for visibility. Most of the market was captured by the properties to the north at the more famous Kolara Gate. The challenge was to look at a different feeder market than the TG of lodges at Kolara Gate.

Excellent road connectivity from Hyderabad through the idyllic countryside of Maharashtra is a better drive than through Nagpur to Kolara Gate. The surrounding cities of Chandrapur, up to Raipur too could be tapped.

Creating highly optimized landing pages along with well planned SEM ad campaign saw an increase in occupancies to 75% with guests from Hyderabad discovering the Zari Gate and the road that leads to it. So a combination of destination promotion along with that of the property resulted in patronage by guests and wildlife enthusiasts from the target cities and even those who previously preferred the Kolara Gate experience. We are ranking for important business keywords within 3 months of project commencement on a brand new domain and group website



Junoon in the Hills

CASE STUDY

Set amidst a paradisiacal backdrop of a little hamlet of Darmani high in the hills of Uttarakhand, a 5 room homestay, built lovingly as a vacation home for the family commands some of the best views of the Greater Himalayas that Uttarakhand has to offer. Being a small inventory property operated and run by local community members, creating an awareness, demand and apt messaging of what to expect at Junoon In The Hills was essential.

A website, social media presence with appropriate enlisting in portals such as Airbnb, VRBO, Booking.com maintaining communication consistency along with price parity across all these platforms created a sense of trust amongst prospects. An active Social Media presence with consistent posts and proper CTAs in all communications including WhatsApp Business account catalogues helped create a loyal base of clients who in turn became ambassadors promoting it among their family and friends as a safe, private and exclusive place to vacation even in a pandemic. Regular SEM and SMM would infuse a new set of clients who turn into ambassadors feeding the marketing funnel in Perpetua.



Design & Optimization Case



First Tours *DMC*

CASE STUDY

First Tours India is a well-respected organization providing services to Foreign Tour Operators from across the world for travel in India. Experts at handling ground operations ensuring smooth and otherwise uneventful vacation, First Tours wanted an optimized website that is easily navigable, fast and aesthetic at the same time. Being in the space of fixed itinerary travel, First Tours India would not need regular updates, additions and edits to their content. So we recommended using a static platform instead of a Content Management System (CMS). HTML was the choice as it is still the native platform for the internet.

We were able to optimize the website not only for design but also speed, scoring above par results on all the external metrics.

EXPLORE



Brand Identity Case



Cece

By Travel Earth

CASE STUDY

A large fan following the content-rich platforms of Travel.earth and The Dope decided to provide the much-needed relief during the first COVID lockdown of 2020 by stepping into the nascent field of streaming experiences, bringing the best and authentic Indian experiences to all in their push for Content-to-Commerce. While ideating on the brand identity, the brief was to be fun, light-hearted and even absurd with a brand name and identity that could lend itself to a variety of branding exercises. The power of playful absurdity and a sense of innocence was in focus while creating the brand identity of Cece by Travel.earth. We even put together a rap jingle, tongue twisters, brand application cases with even a small market study to understand the resonance the branding created.

EXPLORE



DOWNTON

Downton *Hotels*

[EXPLORE](#)

CASE STUDY

A story of aspiration from emerging India, Earth Suites and Resorts is an ambitious organization with three distinct verticals of hospitality planned from business hotels to boutique luxury offering. Based out of Raipur, the destination of their first Leisure Business Hotels, The Downton, we created three separate identities for each vertical, The Earth, Earthotel and The Downton to keep the distinction and the brand messaging and targeting apt and distinct.

Bringing world-class hospitality services to the emerging markets of India's Tier 2 and Tier 3 cities, the brand identity and messaging of The Downton is classy and approachable and warm with a coherent mix of elements. Of essence was consistency across the spectrum from physical signages, collaterals and in-room stationery to the website and social media presence. Simple yet thoughtful brand and design guidelines were created to achieve this.





FBX

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THANK YOU