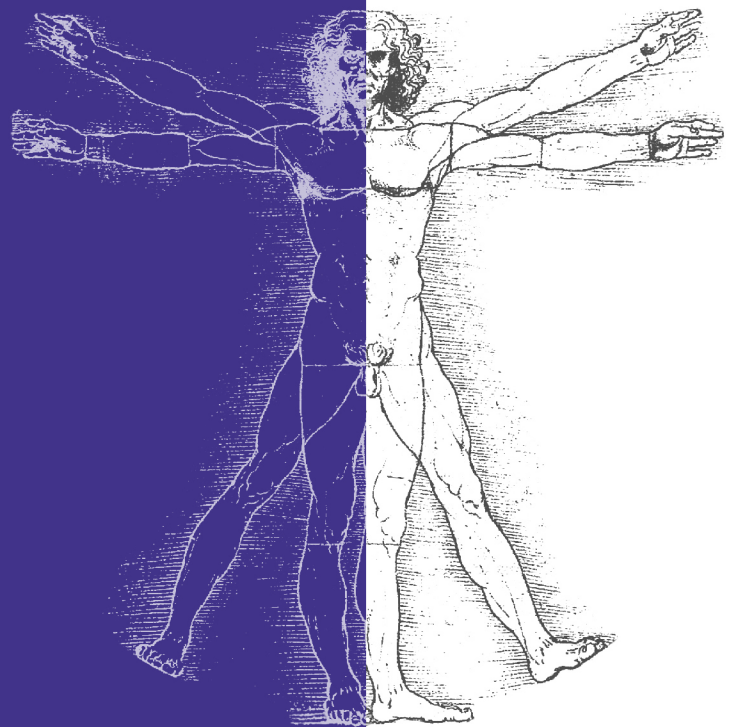
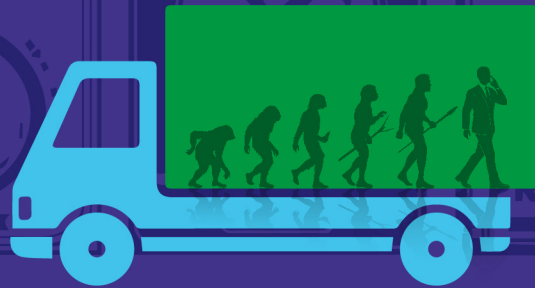
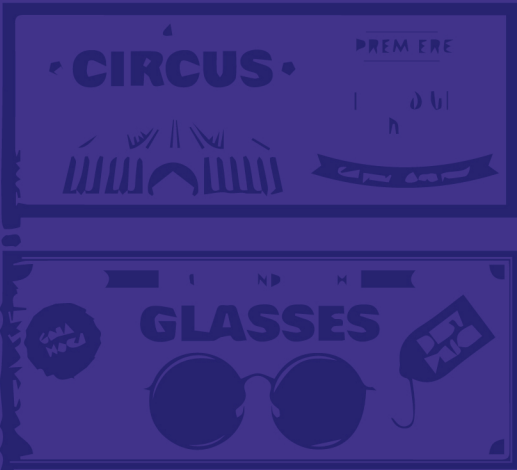
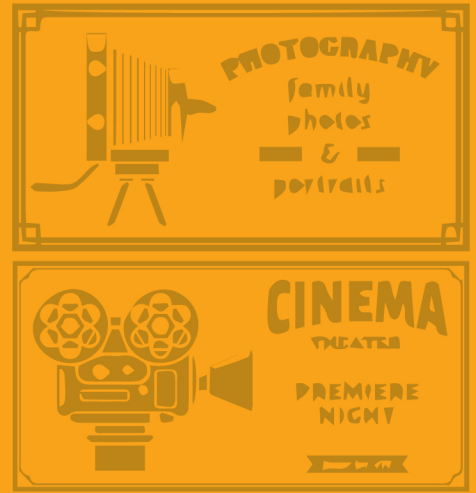
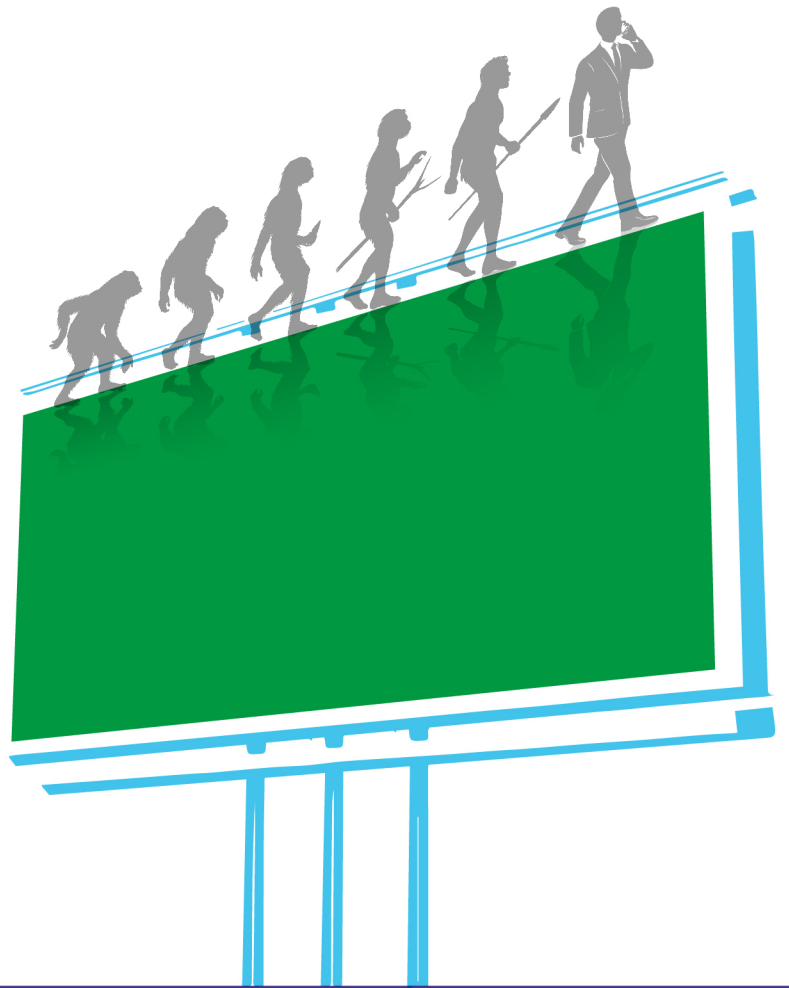


**WHERE BRAND COMMUNICATION
BECOMES REAL-WORLD EXPERIENCE**
LAST-MILE ACTIVATION THAT BRINGS
BRANDS CLOSER TO PEOPLE



Advertising creates awareness

Activation transforms awareness into experience



Last-mile connectivity for brands

RAMM (Raj Ad Mass Media Pvt. Ltd.) brings brands to life through on-ground engagement, retail visibility, and direct consumer interaction. For over 17 years, we have supported leading consumer brands across:

- Urban and semi-urban markets
- Rural and emerging markets
- Retail and trade environments

Turning communication into participation and purchase.



Where Awareness Becomes Action

Brand building moves across multiple stages:

Strategy

Communication

Experience

Purchase

RAMM operates at the moment where communication enters the real world – transforming awareness into engagement, trial, and trust. This is where brands move from being seen to being chosen.



How RAMM Activates Brands

We design and execute activation programmes that build visibility, drive trial, and strengthen retail engagement.



Brand Activation

- Van campaigns
- Roadshows
- Experiential marketing



Retail Engagement

- In-shop promotions
- Merchandising
- Trade promotions



Consumer Outreach

- Sampling programmes
- Door-to-door engagement
- Community activations



Market Visibility

- Wall paintings
- Banners and non-lit boards
- Branded gates and retail branding



Brands in the RAMM Network

For nearly two decades, RAMM has supported activation programmes for a wide range of consumer brands. Working closely with brand and sales teams to strengthen market presence and consumer engagement.



Navratna
AYURVEDIC OIL
COOL

Kesh King®



emami*
Healthy
& Tasty®

emami*
7 OILS™
IN ONE
NON STICKY HAIR OIL

SHE

Fena
फेना ही लेना

Kellogg's

RAMM





Consumer Activation

Direct engagement with consumers through real-world experiences.



Van promotions



Roadshows



Mall Activations



Event Activations



Sampling Campaigns



Community Outreach





RAMM



RAMM



Retail Engagement

Driving visibility and conversion at the point of purchase.



In-Shop Promotions



Merchandising Programs



Retail Branding



Promoter-led Product Demonstrations



Trade Engagement





RAMM



RAMM



Rural & Community Marketing

Reaching consumers across rural and emerging markets.



Haat Activations



Mela Activations



Temple and Community Events



Door-to-door Outreach



Village Campaigns





RAMM



RAMM



Market Visibility

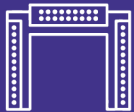
Creating strong brand presence across local environments.



Wall
Paintings



Digital Wall
Printing



Branded
Gates



Non-lit
Boards



Banners



Outdoor
Branding





RAMM



Execution Framework

Structured activation.
Disciplined delivery.
Every RAMM campaign
follows a proven execution
framework:

1	Market mapping and planning
2	Route planning and execution design
3	Fabrication and branding execution
4	On-ground activation
5	Retail engagement and sales support
6	Monitoring and campaign reporting

Ensuring consistent
visibility and
measurable impact.



The RAMM Edge

Experience. Coordination. Execution.
Our strength lies in combining strategic activation planning with disciplined on-ground execution.

7

Experienced field teams

8

Pan-India activation capability

9

Robust reporting systems

10

Transparent working processes

11

Strong vendor relationships

12

Proven experience with national brands

Delivering programmes that are efficient, scalable, and reliable.

Closing Slide

Activating brands where consumers live, shop, and decide what to buy.

Contact

Website

Email

Socials

We are here to help brands to earn attention, build trust, and grow with purpose

www.dps.com

