



**HEALTHCARE COMMUNICATIONS**  
Private Limited

CONVERTING MEDICINE TO RX

# WHAT MAKES US, WHO WE ARE...

## About Us

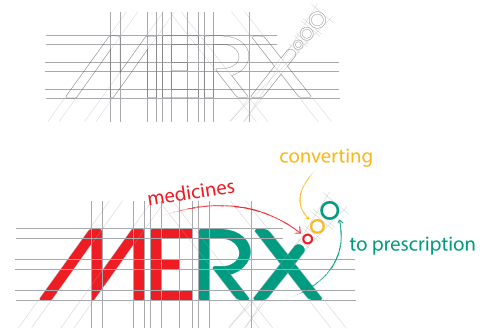
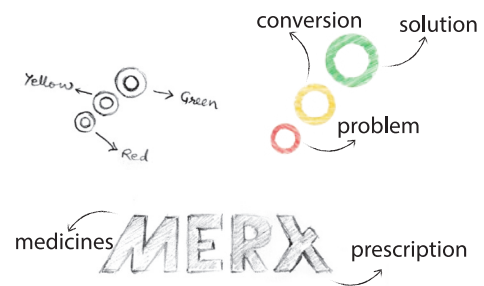
Pharma Medico-Marketing Team with  
40 plus years equivalent experience

Creative & Designing Team with 32 plus  
years equivalent experience

Wide exposure from pharma sales &  
marketing to training & development,  
dispensing pharmacy to pharmaceutical  
production, pharma retail chain operations  
to logistics and from intellectual property  
rights to clinical research management

Comprehensive product management  
support under one roof

**Creative**  
means **Not**  
**Obvious**



through healthcare communication services



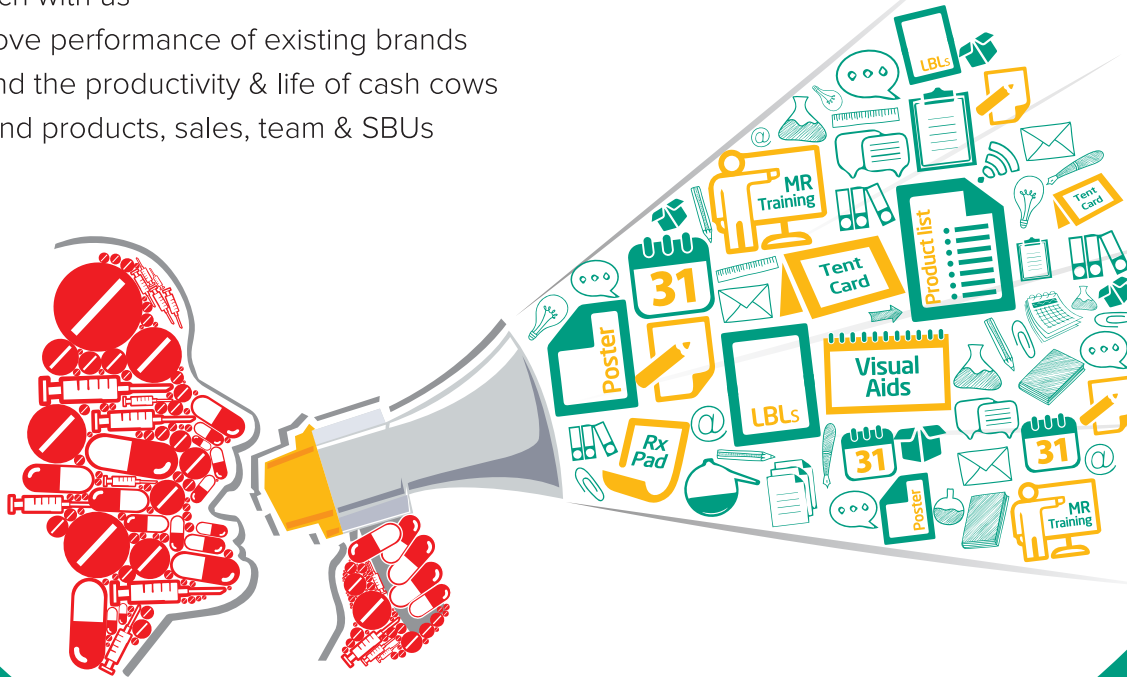
# WHAT WE DO FOR YOU...

# Brand Building

We build strong brands through marketing, whether its your Company, Logo, Product or Image

- Launch with us
- Improve performance of existing brands
- Extend the productivity & life of cash cows
- Expand products, sales, team & SBUs

# MARKETING IS EVERYTHING



# VISUAL AID DESIGNING



A concept is worth  
**1000 words.**

Get the top spot in the mind of the customers with our visual aids

- Thoughtful ideation
- Interest generating conceptualization
- Eye catching designs, colors & graphics
- Strategic product positioning
- Precise USPs with clinically useful scientific information
- Well connected detailing story

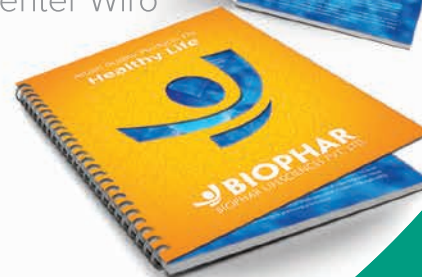
Book Shape



Top Wiro



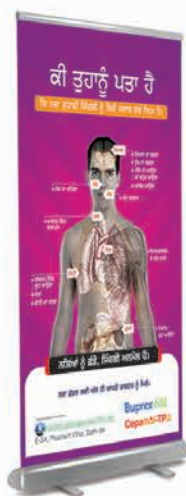
Center Wiro



# LEAVE BEHINDS

Leave behind a lasting impression with the bold & loud Leave Behind Literatures. We create **gimmick inputs, leave behind cards, reminder cards, product lists, prescription pads, stickers, dangles, tent cards, chemist booklets, patient awareness booklets, scientific product monographs, teaser cards, greeting cards, conference material** etc.

**I BELIEVE IN DESIGN.  
DESIGN THAT SELLS.**







## CREATIVE PACKAGING

Differentiate your brands from the crowd with creative packaging designs & innovative sample catch covers.

## LOGO DESIGNING

The brand logo designed by us, speak about the character of the product. Mnemonics that connect to brand and convert into strong brand recall.

**Tas med**  
India Pvt. Ltd.

**TRivIA**  
LIFESCIENCE

**BioStel**  
A Cosmetic Division of Stellar Biolabs

**MRL**  
MISSION RESEARCH  
LABORATORIES (I) PVT. LTD.

**wise femy**  
Division of A.B.PL

**Opthostel**  
A DIVISION OF SBL

Let your **BRAND**  
wear the Attitude.

## POSTER

Let the walls speak-up  
with our interesting, interactive  
and informative posters.



If the walls  
have ears,  
why can't  
they have a  
**mouth.**

## PRODUCT LIST

List down your strengths in more  
innovative and different styles so as  
to look different from the crowd.



# BRAND CAMPAIGN

**We enhance your brand value.**

Enhance the value of your brand with creative campaigns right from its launch to a position of market leader.



**Brand Value** = Benefits (Physical + Emotional) / Cost (Price + Efforts + Time)



# CALENDAR & GIFTS

Wrap your brand recalls in shape of gifts and touch the hearts on special occasions like new year, diwali etc. with year long utility tools like diaries, calendars and premier unique gifts like artistic paintings, antique & decoration items & idols.



Design  
is making  
things  
work



# TRAINING & DEVELOPMENT

There is only one thing worse than training your staff and having them leave, and that is not training them and having them. Get into sale seminars and management empowerment programs and get equipped with product knowledge, selling skills, personality development, motivation, inspiration & training manuals.



Confidence - Preparation = **Suicide**

# WEBSITE DESIGNING

We make customized pharmaceutical interactive web sites too, including our own.

- averpharma.com
- veojecosmetics.com
- kadwindrugs.com
- aotree.com
- dermabel.in
- kryptomed.com
- realmedpharma.com
- theoratanlifesciences.com



New

## DIGITAL VISUAL AID

Standout with outstanding Digital Visual Aid for laptop / tablet / mobile with moving concepts through gif / flash files. Be the trend setter in Pharma Industry with Digital VA.

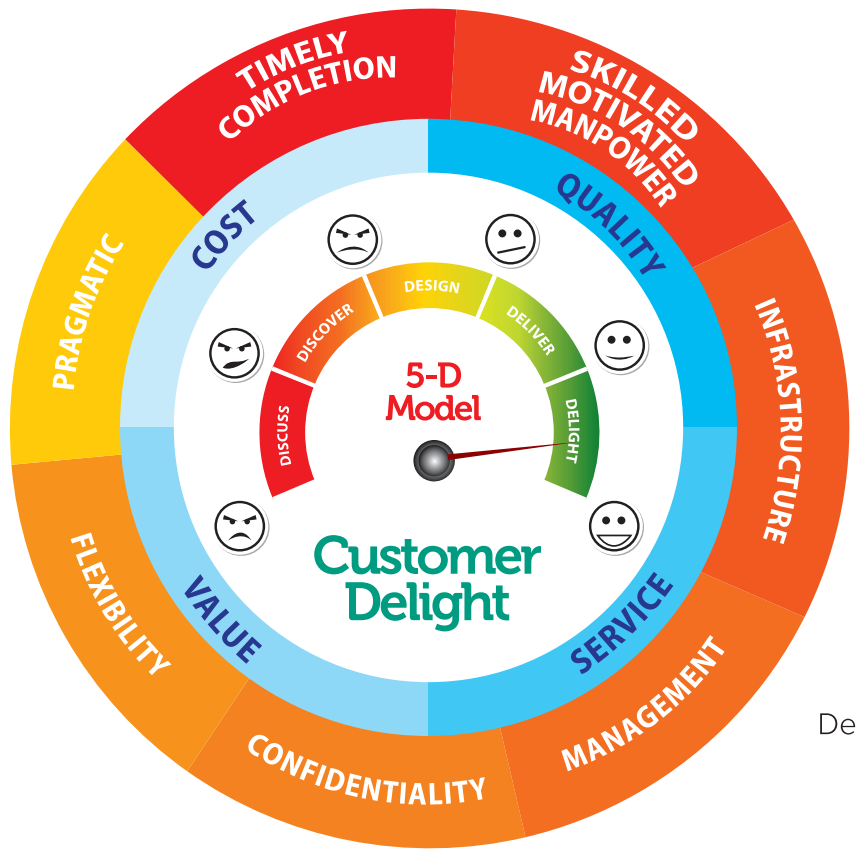


Grow  
**Big & Tall**  
with  
**DigiTal**



# CUSTOMER RELATIONSHIP MANAGEMENT

We go above & beyond customer service, through our 5-D model, in order to create delight in customers. We listen, understand and help you in taking the right decision.



Scope of project

Briefing

Conceptualization

Designing

Client Feedback

Finalization

Printing & Binding

Delivery of final product

## PROCESS OF JOB



## OUR CLIENTS



## ONLINE PRESENCE

Some of our highly creative designs are  
present at our web site

[merx.in](http://merx.in)

**Our happiness**  
is in your delight,  
because our success  
is in **your growth.**



To explore more, visit:  
[www.merx.in](http://www.merx.in)



To post a query, mail at:  
[merxhc@gmail.com](mailto:merxhc@gmail.com)



To meet our executive, call:  
09878666730

**MERX**

**HEALTHCARE COMMUNICATIONS**  
Private Limited

SCO-833, 2nd Floor, NAC Manimajra,  
Chandigarh-160101