



"Serendipity, in one word, describes the CGH Earth brand story."

————— Jose Dominic

highest in those times. The Coconut Lagoon Resort at Kumarakom is built at a place which does not have road connectivity. The guests are transported to the resort in a boat. Dismantled old houses, which were sold to give way to new concrete houses during the Gulf boom, were put together to build the resort.

Land, environment and local community assume priority ahead of the customers according to Jose Dominic. "Please don't burden the customer with kingship," he said to emphasize his point. A '50-mile diet' was implemented when Spice Village was set up in Kumily. The menu was prepared with products sourced from within an area of 50-mile radius. This helped in supporting local farmers and vendors, in reducing transportation and fuel costs, and, what's more, serving fresh food to the guests.

Kollengode Palace was another property where the seemingly impossible was made possible, and simply at that. The main demand put forth by the royal family was that meat, liquor and leather not be used within the premises. As a result, the idea of turning the palace into an authentic Ayurveda retreat – Kalari Kovilakom Resort – took birth. At present, this is the highest revenue earner under the CGH Earth brand.

Originally Casino Group of Hotels, the company shortened its name to CGH Earth because the term 'casino' was a misnomer as the hotel didn't have a casino. Those who came expecting a casino went back disappointed and those who did not favour casinos, avoided coming to the hotel. "Today, CGH stands for Clean, Green and Healthy," said Jose Dominic.

Serendipity is 'the' one word that describes the secret of the success of CGH Earth, according to Jose Dominic, Managing Director, CGH Earth. He was speaking at the Brandstorm Lecture Series, organized by Organic BPS. CGH Earth is an internationally acclaimed hospitality firm with 18 properties, all of which are unique experience resorts or hotels built with minimal intervention strategies, bringing about the least change and nil harm to nature and environment.

Beside serendipity, what played an important role in the growth and evolution of CGH Earth is the incorporation of cell rule in the management of the properties. Each hotel or resort in the CGH Earth chain has its own cell apart from the management. The

cells comprise members who are passionate about their job and the company, and they may include from senior level employees to gardeners. The cell members come up with suggestions and ideas on how the properties can be improved, the environment protected and the brand experience enhanced. One such revolutionary idea suggested by a cell led to CGH Earth replacing plastic straws with bamboo straws across their properties.

According to Jose Dominic, "Luxury does not mean facilities, but its experience." Jose Dominic was recalling the setting up of Bangaram Island Resort in Lakshadweep in the 1980s. The resort charged \$130, which was equal to the rate charged by Oberoi Mumbai, and the

Dear friends,

Greetings of the season!

Vidyā dadāti vinayam
Vinayādyāti pātratām
pātratvāddhanamāpnoti
Dhanāddharman tatah sukham||

Knowledge gives humility. From humility, one attains character. From character, one acquires wealth. From wealth good deeds follow and then happiness.

Learning is the basis for growth, and as there is no end to learning, there is no end to growth. Simply put, we just need to get our lessons right. With the beginning of the new financial year, Organic BPS has raised MIMAMSA, our learning initiative, a few notches higher with the inclusion of Brandstorm Lecture Series. Brandstorm is a platform where you get to hear the story of various well-known brands literally from the horses' mouths, rather, the brand owners. This allows you a peek into the origin, history and growth of the brands, the rich experiences of the brand journeys and the strong bases of the brand entities.

May begins with a much-awaited event - Greenstorm. Nine years ago, Organic BPS, being a creative enterprise, decided to reach out to the community to make positive, albeit small, changes in the world through creative ideas. Thus was born Greenstorm - an annual creative contest to spread environmental awareness. Greenstorm Pictale Challenge 2017 is a photography contest based on the theme 'Connecting with Nature.' After posters and tiny tales, this is the first time we are conducting a photography contest, and we are excited!

Lately, Organic BPS has spread our wings to fly into the wide open sky. Making the most of the potential and possibilities of the digital media, we have now crossed the borders and are now building a clientele in Zambia, Africa. Needless to say, we are enjoying the feel of the flight.

We have a lot more in store for the year and we will keep you updated.
Happy reading!

Warmest regards,




Dileep Narayanan
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A Twist in the Tale

Every year, come May, Organic BPS turns on a Greenstorm to take nature lovers on a creative spin. Greenstorm - a creative contest organized to spread environmental awareness - is held in association with United Nations Environment Programme, in connection with World Environment Day. The contest has itself caught on over the years in such a way that this has become an event greatly looked forward to by both the organizers and a steadily enlarging section of the public.



Greenstorm Pictale Challenge 2017, the 9th edition of the contest, will be a photography contest based on the theme 'Connecting with Nature.' The idea is to reach out to nature lovers who in turn can reach out to others and thus create a storm of sensitive awareness about the nature we live in.

Anyone who can click a photograph - whether it is on a mobile phone or a handheld device, be it your own or your neighbour's - can join the contest. The guidelines of the contest are simple. Participants just need to freeze moments, where we as human beings connect with nature, in a photograph. Then caption the photograph in English in not more than 50 words, and submit. Detailed guidelines of the contest are available on the Greenstorm website at www.organicbps.com/greenstorm.

Submissions are free and open from May 5 to 31, 2017. From June 5 to 15, 2017, an online exhibition of select entries shortlisted by an eminent jury will be hosted on the Greenstorm website, where public can cast votes for their favourite entries. The top three winning entries will be awarded cash prizes worth a total of ₹ 50,000 along with citations. The prizes will be given away at a grand function to be held in Kochi.



New Brand of Learning Launched

On April 1, 2017, as part of MIMAMSA, the quarterly learning programme of Organic BPS, a new knowledge-enriching initiative was launched - Brandstorm Lecture Series.

Brandstorm Lecture Series is a platform where Organic BPS invites industry leaders and owners of internationally acclaimed brands to share their experiences of building brands - how they conceived and evolved their brands. The inaugural address was by Sri. Jose Dominic, Managing Director, CGH Earth,

who took the audience through the interesting and eventful history of the evolution of the brand, CGH Earth.

The CGH Earth story had all the suspense, hurdles, strife and struggles of a thrilling success story. However, how the management fixed the basic values of the brand and stood by them in the face of huge uncertainties was the biggest takeaway from this story. Sri Madhav Mohan, Corporate Mentor and member, Advisory Board, Organic BPS, extended felicitations.



Breaking Borders, Building Bonds.

The financial year began with a lot of excitement for Organic BPS. From redefining corporate identities to promoting products ranging from printers to spices in the online space, the team has been onto a wide range of creative activity. One of the major projects undertaken has been the creation of concept and design for rebranding of Asset Homes, the leading real estate company which has made its mark in the industry through on-time delivery of high-quality projects, customer-centric services and community-oriented activities. The digital division of Organic BPS, Brandize, has been driving its efforts into improving the visibility of the brand, Kancor Ingredients Ltd., in the online space, especially targeting the western borders of the country to extend online marketing services to Olive Innovations for promoting Pantum multi-functional monochrome laser printers in Zambia.

PANTUM
The New Era for Printing

Go **360 Degrees**

Scan
Copy
Print
Fax

Multi-function Monochrome Laser Printer

The all new M6600 makes even the most complicated look just simple.

Zambia is a rapidly expanding market, almost totally driven by social media. Pantum is a leading international brand of multi-functional monochrome laser printers manufactured in China. Olive Innovations has been enjoying a steadily increasing brand presence in the online space for Pantum monochrome printers solely through the social media.



Komiwe Namunde
PR Manager
Olive Innovation

ASSET
Responsibly Yours

Celebrate the New Face of Responsibility!

The Culture of Responsibility that Kancor has fostered in its heart, has now taken a further step as a new face Asset Homes enters into a new brand identity. The keyholder in the 'Face of Trust' is the responsibility for prompt delivery and total quality, whereas the 'Face of Responsibility' is customer centricity and social responsibility. Just as in this new journey, in the new look, to build homes in a million hearts!

PROMPT DELIVERY
TOTAL QUALITY
CUSTOMER CENTRICITY
SOCIAL RESPONSIBILITY

Visit us at CREDAI Property Expo (Stall No. 15 & 16), JN Stadium, Kaloor

Call: 98464 99999

Corporate Office: G-128, 28/14 A, Panaravilla Nagar, Kochi - 682 036, Tel: 0484 645474 **KANORAD**
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Prompt Delivery, Total Quality, Customer Centricity and Social Responsibility are the foundational principles of Asset Homes. The brand represents a culture of commitment through these values. The new identity with the red and gold colour combination creates a composite imagery. The keyhole depicts security that the brand offers to all its stakeholders through timely delivery and superior quality of projects. The canopy of shade, tree in the logo is suggestive of trust and prosperity. Asset Homes, as a brand, protects customers' interests, and preserves nature and future generations through customer-centric initiatives, promoting sustainable development ideas and fulfilling social commitments.



Sunil Kumar. V
Managing Director
Asset Homes

SEO
DIGITAL MARKETING

KANCOR
Integrated Solutions Partnership



Geemon Korah
CEO,
Kancor Ingredients Ltd.

Media habits of people are fast evolving. Digital media is influencing the decision making process even in the B2B space. People like to access information with a single click. It has become highly imperative that our brand is easily visible across all communication channels. At Kancor we are developing a 360° communication plan with an objective to optimize our visibility across various channels. SEO, SMO, mailers, referral marketing, etc. are very efficient for effective targeted communication. Digital channels provide accurate analytics, using which reports can be created to correlate the responses of the campaign and incorporate changes for improving the effectiveness of future campaigns. The media landscape influencing the decision making process of consumers are fast changing on a daily basis and a successful marketer needs to constantly enquire and evolve.

Organic Footprints

The last quarter for Organic BPS was full of creative education and engagement, awards and achievements, and fun and frolic. Organic BPS participated in several events. And with the MIMAMSA on April 1, 2017, we geared up to take the new financial year head on. Here are a few glimpses of the months that were.



Dileep Narayanan, Managing Director, Organic BPS, receives the Gold in the CSR Activation category of the NIB Awards 2017, initiated jointly by Public Relations Council of India and Ernakulam Press Club, from Kerala Speaker Sriramakrishnan at a function held at Hotel Crowne Plaza on February 18, 2017.



The women employees of Organic BPS attended the Women Leadership Conclave organized by KMA in connection with Women's Day.



MIMAMSA, April 1, 2017, concluded with a musical bonanza by Singer Tahir and his band. Of course, the nightingales of Organic BPS held the stage off and on.



Dileep Narayanan, Managing Director, Organic BPS, attending the Zonal Advisory Board Meeting of LIC of India held on 3rd March 2017.



Dileep Narayanan, Managing Director, Organic BPS, along with fellow Advisory Board members and Vision 2020 Team of Asset Homes at the Asset Homes Advisory Board Meeting held on 22nd March 2017 at Rainforest Resort, Kottayam.

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