

CASE STUDY

FINAR



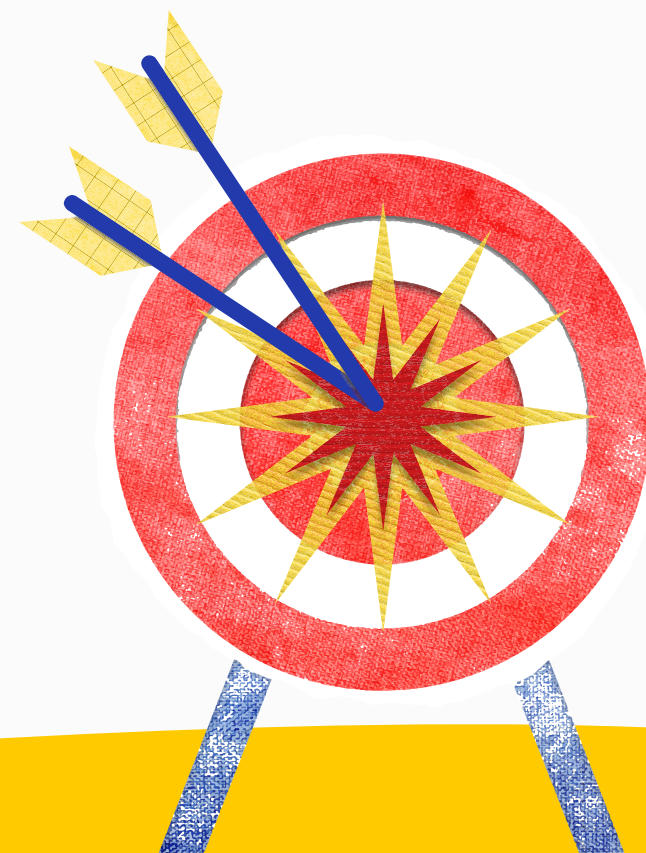
CAMPAIGN OBJECTIVE



Generate interest among the TG & expand consumer base



Brand/product awareness +
Brand/product recall



COMMUNICATION ROUTE

- Highlighted the credibility, certifications, legacy etc.
- Highlighted various products catering to different industries
- Highlighted Finar's state-of-the-art R&D facilities
- Talked about national & international certifications
- Shared interesting updates/discoveries in the field of science (chemistry)
- Launched two biggest & crucial product offering by Finar

CHEMISTRY OF CARBON

Carbon bonds with itself to create both:



The hardest substance - **Diamonds**



The softest substance - **Graphite**

#ChemMysteries



12.011
Carbon

THE INGREDIENTS OF OUR SUCCESS
PURITY, SAFETY & CONSISTENCY

EXPLORE OUR **FINSQ** BRAND OF
FOOD ADDITIVES

ON OUR NEW WEBSITE!

www.finarchemicals.com





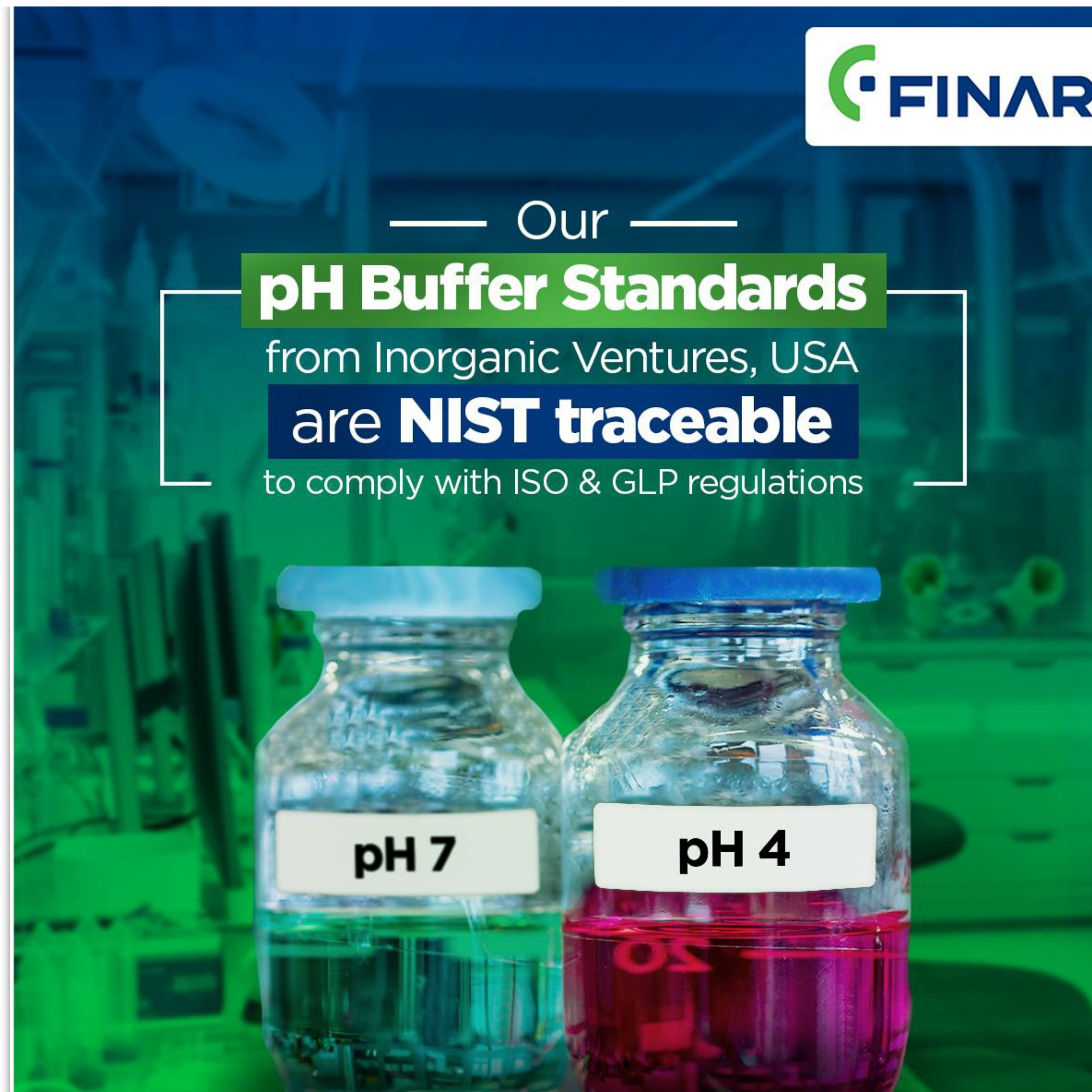



#YourModernAlchemist

**OPTIMIZING LAB
EFFICIENCY
WITH NOVEL
INNOVATIONS**

**EXPLORE
800+ SOLUTIONS**

**ON OUR NEW WEBSITE!
www.finarchemicals.com**





— Our —

pH Buffer Standards
from Inorganic Ventures, USA
are **NIST traceable**
to comply with ISO & GLP regulations

pH 7 **pH 4**



This season, let's practice the **festival of colours** by staying **indoors!**

Happy Holi

#HoliAtHome

FinSQ Range of **Antioxidants**

- ✓ Prolongs shelf life of food products
- ✓ Protects from oxidation



Ideal for:
Bakery & Confectionery, Beverages, Dairy, Convenience Foods,
Health and Nutraceuticals, etc.

FSSAI FSSC2200
Products comply FCC and JECFA specifications

#SolutionsThatMatter

SHAPING THE
FUTURE
OF HEALTHCARE
WITH SOLUTIONS THAT MATTER!

EXPLORE OUR
PORTFOLIO OF INNOVATION
ON OUR NEW WEBSITE!



www.finarchemicals.com



#YourModernAlchemists

for
Our
Modern
India

Happy Republic Day



May this
— **auspicious occasion** —
bless us with **innovative solutions**
— to **overcome every evil** —

[#HappyDussehra](#)

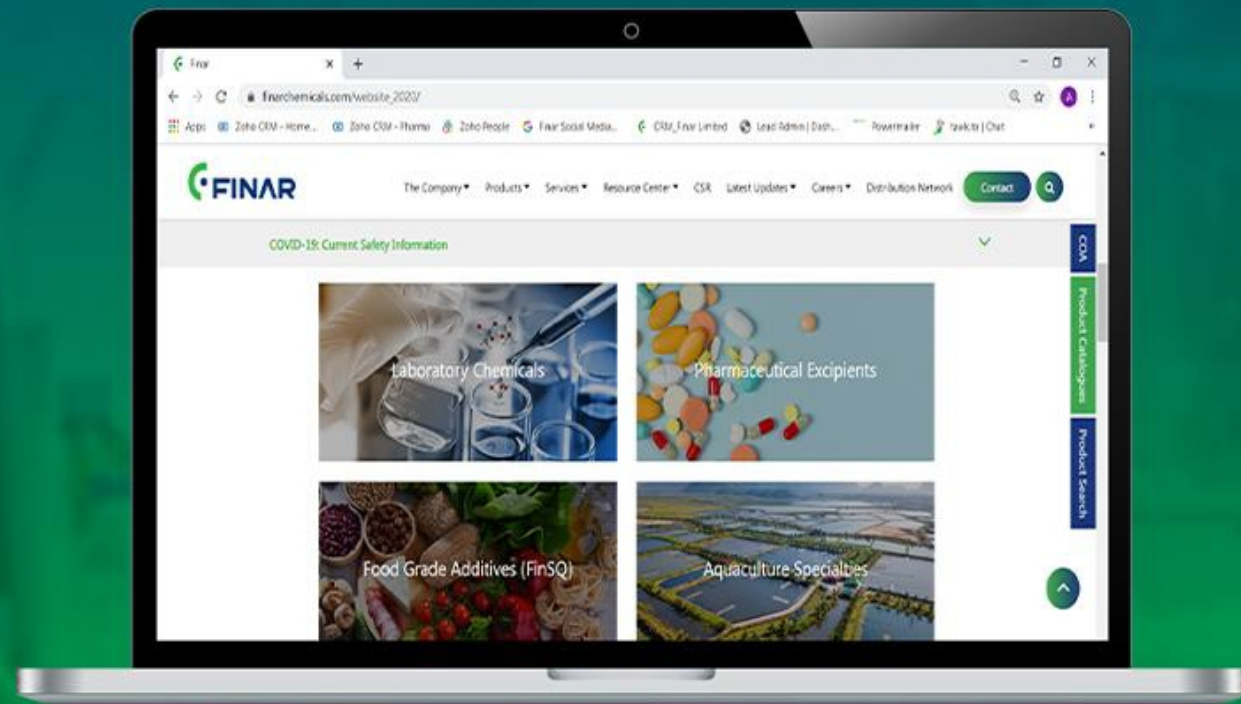


Choose Your Future Life Source Wisely.
Save the Environment.

[#WorldEnvironmentDay](#)

FINAR IS LAUNCHING A
NEW WEBSITE ON 15TH AUGUST.

STAY TUNED



We Innovate | Ideate | Inspire

#FinarRaisingTheBar

10K+
Customers

50+
Countries

KNOW MORE

FINAR'S
**BUFFERING AGENTS
& pH MODIFIERS**
ensure

- ✓ Stability of Final Formulation
- ✓ Achieve target pH
- ✓ Maintain target pH







#FinarRaisingTheBar
in innovation with
an expanded
and a
cutting-edge
5500+ sq.ft
R&D facility!





Improve the
bioavailability of active
ingredients with our
unmatched portfolio of
Solubilizers

#SolutionsThatMatter

 Sales@finarchemicals.com  www.finarchemicals.com



▶ Buckminsterfullerene ▶

is termed as the universe's
most beautiful molecule
for its striking symmetry resembling a soccer ball

#ChemMysteries

✉ Sales@finarchemicals.com 🌐 www.finarchemicals.com



***A rubber tire is one
giant molecule!***

#ChemMysteries

✉ Sales@finarchemicals.com 🌐 www.finarchemicals.com



Sodium Lauryl Sulphate AR/ACS

A Reliable Solution for accurate & consistent results in Drug Dissolution Test

#YourModernAlchemist



We will be at **SAFIC-ALCAN's first Pharma Digital Event**

to share our wide portfolio of products with you

1ST & 2ND DEC. 2020

DO JOIN US





May the **magic of Christmas**
fulfill all your wishes & bless
you & your family with happiness

Wishing you a
*** **MERRY CHRISTMAS** ***

Amit Maheshwari





Our World Revolves Around Her
#HappyMothersDay

www.finarchemicals.com



Saluting the Mahatma who became the
— Catalyst for a —
Revolutionary Change

[#HappyGandhiJayanti](#)



May the
Chemistry Of Divinity & Devotion
welcome
Good Times & Happy Celebrations

[#HappyNavaratri](#)



Improving Aquaculture Productivity with Holistic Solutions That Matter

EXPLORE **50+ SPECIALITIES**

ON OUR NEW WEBSITE!

www.finarchemicals.com

Ensure

Workplace Hygiene

— with our New Range of —

Antimicrobial Chemical Agents



CLICK HERE TO WATCH



CLICK HERE TO WATCH



 [CLICK HERE TO WATCH](#)



 [CLICK HERE TO WATCH](#)



CLICK HERE TO WATCH




CLICK HERE TO WATCH



 [CLICK HERE TO WATCH](#)



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TAKES A NEW LEAP WITH NEW POSSIBILITIES IN INVENTIONS & INSPIRATION

BRAND NEW WEBSITE LIVE IN 1 DAY


#FinarRaisingTheBar
While proudly setting benchmarks with

10K+ Customers | **50+** Countries


Through our globally trusted technical expertise in developing novel excipients and solvents




Laboratory Chemicals



Pharmaceutical Excipients and Solvents



Food Grade Additives




Aquaculture Specialties

And a cutting-edge Research & Development division registered with the Department of Scientific & Industrial Research (DSIR) committed to innovation and invention.

As we take the leap into a future of unlimited scientific possibilities, we explore

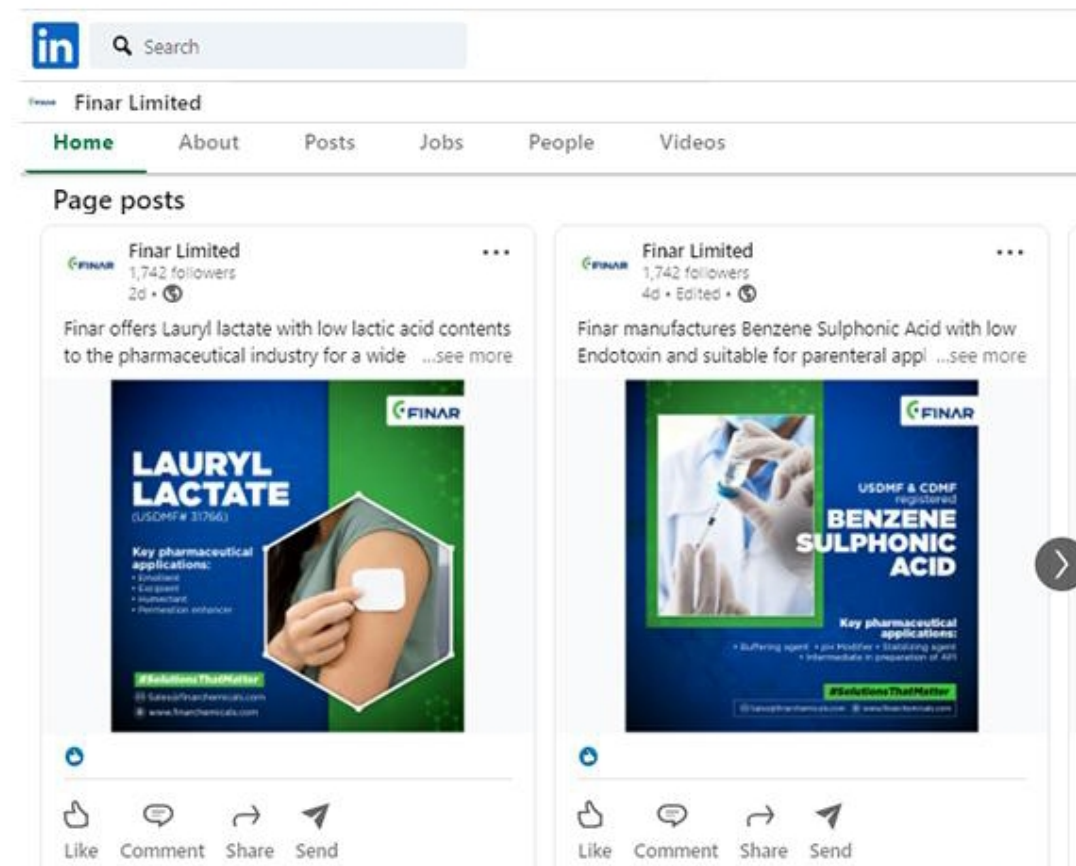
A NEW WORLD OF INVENTIONS & INSPIRATION
with
A BRAND NEW WEBSITE

1 DAY TO GO!



Connect with us through our LinkedIn Page
for all our latest updates

A sneak peak of our social presence to keep you up to date



Don't miss out our latest formulations, solutions & excipients.

Follow us on LinkedIn



Inventing a Better Today for a Transformed Tomorrow

Explore Our New Website
www.finarchemicals.com

The foundation of #YourModernAlchemist rests on



RESPONSIBILITY
Towards our customers & stakeholders



SUSTAINABILITY
Through compliance



INNOVATION
For a better future



CUSTOMER-CENTRICITY
At the heart of all that we do

Our extensive list of Accreditations & Certifications upholds our commitment to quality, environment and occupational safety.










Our Quality assurance team stays updated on the latest guidelines put forward by respective authorities and ensure all our products follow global best practices in quality, standards and safety.

To know more check out Our New Website
www.finarchemicals.com

TAKES A NEW LEAP
WITH A
LEGACY OF EXCELLENCE
& **PASSION FOR**
INNOVATION

BRAND NEW WEBSITE
LIVE IN **3 DAYS**

Cutting-edge Research

High-Quality Solutions

Adherence to Global best practices in Quality standards & Safety

Commitment to Exceeding Customer Expectations

And Now...What's New?

GET READY
as we are set to take a new leap
With a New Transformed Online Presence!!
Finar is coming with a **brand new website**

- A More Vibrant & User-Friendly Look
- An Ever-Expanding Portfolio of Products
- Easier Navigation
- Newer Inspiration & Ideation

And more to explore...
3 DAYS TO GO!

Wishing you a
PROSPEROUS,
SAFE &
HAPPY DIWALI

On this auspicious festival of lights, we at Finar Chemicals wish you blessed beginnings for all your endeavours and success in all your ventures. May the divine lights illuminate your pathway with new ideas and inspiration. Let's celebrate the festivities with safety and social distancing.

📍 184-185-186/P, Village: Chacharwadi-Vasna, Bavla 8 km Milestone, Sarkhej Bavla Highway, Ta.: Sanand, Dist.: Ahmedabad - 382110 Gujarat (India)

✉ Sales@finarchemicals.com 🌐 www.finarchemicals.com

New Look
Same Commitment
#YourModernAlchemist

Established in 1998, Finar has been synonymous with exceptional quality excipients, chemicals & food additives.

Upholding our track record of inspiring innovative products that surpass our customers' expectations, we at Finar have launched our **BRAND NEW WEBSITE!**
www.finarchemicals.com

WHAT'S NEW?

<p>Same efficiency, evolved outlook</p> <p>to meet the ever changing requirements of the industries</p>	<p>Same consistency, new ideas</p> <p>to progress in research and development.</p>	<p>Same vision, new skills</p> <p>performed at the highest quality standards.</p>
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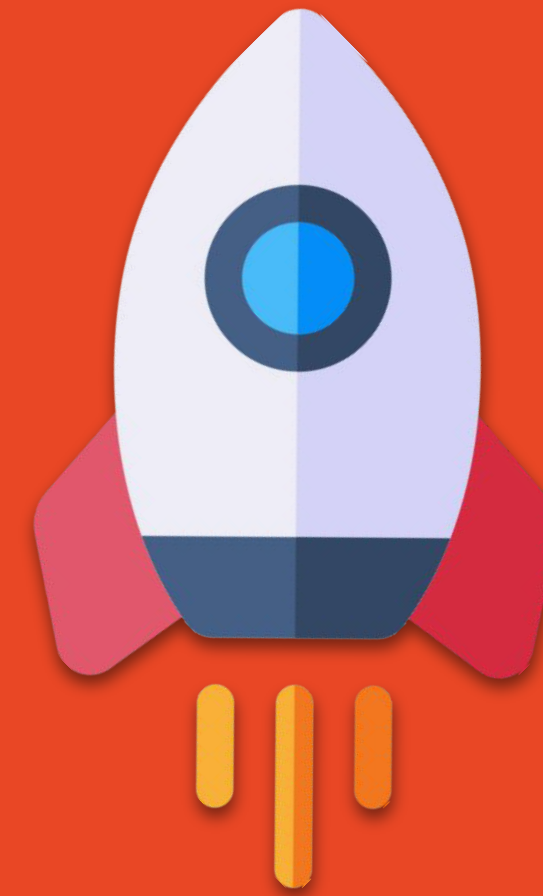
Welcome to the evolved world of Finar!

Know More
Follow Us:

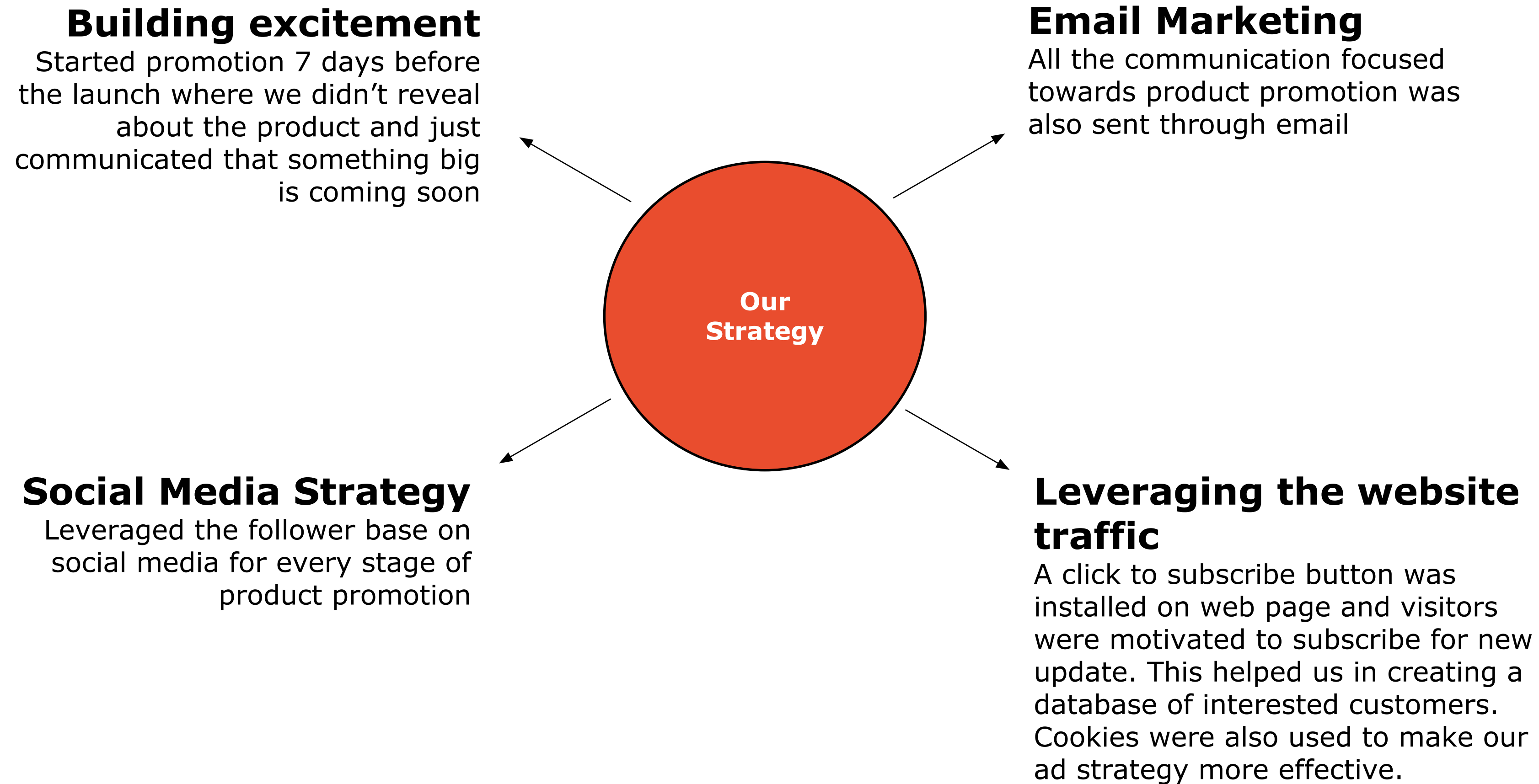
www.finarchemicals.com

PRODUCT LAUNCH

Duksan HPLC & LCMS
Solvents



Product Launch Strategy





COMING SOON

A NEW RANGE OF
High Purity Solvents for HPLC & LCMS,
to Finar's ever-expanding portfolio.

Stay Tuned

#SolutionsThatMatter



CLICK HERE TO WATCH



DUKSAN HIGH PURITY SOLVENTS

obtain unmatched:

- ✓ Precision
- ✓ Reproducibility
- ✓ Accuracy

#SolutionsThatMatter



CLICK HERE TO WATCH

FINAR INTRODUCES High Purity Solvents for HPLC & LCMS from DUKSAN



KNOW MORE

Introducing DUKSAN range of LCMS products as a part of Finar's portfolio of Pharmaceutical Excipients



#SolutionsThatMatter

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COMING SOON
A New Range of HIGH PURITY SOLVENTS
 to optimize HPLC & LCMS performance

At Finar, we take pride in our comprehensive portfolio of products that cater to multiple industries. We have always aimed to solve complex customer challenges by expanding our portfolio with best-in-class products.

STAY TUNED
 for Finar's expanding portfolio of **#SolutionsThatMatter**




Finar introduces a new range of **High Purity Solvents** from **DUKSAN PURE CHEMICALS**

LCMS Grade Acetonitrile & Methanol
 for critical analysis in Pharma, Biopharma & Clinical research

Quality assuring parameters

- Trace Mass detectable impurities
 - No signals should be greater than 50ppb Reserpine (ESI positive mode) & 50ppb 4-Nitrophenol (ESI negative mode)
 - Trace metal ions and non-volatile residues
- UPLC-UV-MS/MS & UPLC-UV-TOF-MS Tested
- Filtered through the 0.2um filter
- Also tested HPLC gradient suitability, UV/VIS absorbance, assay, water & residue after evaporation



Available in 4 Litre packs

To place your order, email us at sales@finarchemicals.com

To know more, visit www.finarchemicals.com

KEY RESULTS

Duksan HPLC & LCMS
Solvents



FAR REACHING IMPACT



82% 

More impressions
than all previous
months



46% 

More impressions
than all previous
months



7 Lacs

Impressions generated
through Google Search
Ads in just 7 days



ALL TIME HIGH ENGAGEMENT



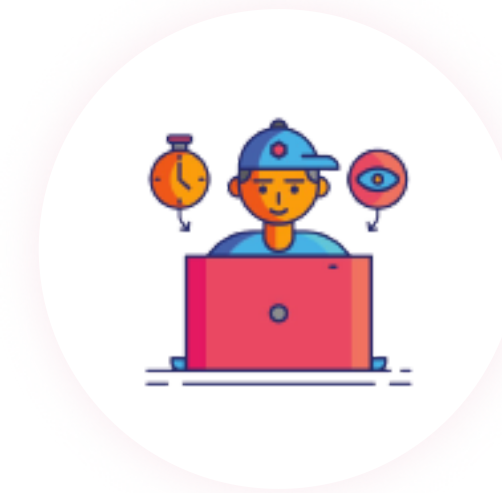
20% 

More engagement
than all previous
months



21% 

More engagement
than all previous
months



30.15%

Rise in average session
duration in comparison
to all previous months



BRAND RECALL REJUVENATED



15% 

more visitors than
all previous months



27% 

Rise in brand searches
than all previous months

AND ALL OF THIS....

With

50% less

budget spent in all previous months

—

KEY RESULTS

Overall Project



IMPACTFUL RESULTS...



28.65

Increase Brand search



66.66

Drop in average sales cycle



24.80

More leads than committed



50.40%

Quality Leads



THANK YOU

SRV
MEDIA



3rd Floor, Echoing Greens, Wakad,
Pune, Maharashtra - 411057



1800 212 4438
+91 9711698821



sales@srvmedia.com