



MEDIA KIT



LED TVS | AIR CONDITIONERS | WASHING MACHINES | AUDIO

BACKGROUND

We introduce ourselves as Truvison, a Europe based consumer electronics & appliances Company, delivering superior-quality technology across the globe. Truvison expands its presence with 36 branches across the nation, offering its complete range of products in India with LED / LCD TV's, Home Audio, & Home appliances. Our products are designed with keeping a fine balance between innovation and style and Truvison is committed towards delivering the best in class quality and services to its valued customers.

We believe in being dynamic and hence we are constantly evolving our technology by developing premium quality products. Truvison takes pride to have sold over 5 million products, reaching 25 million customers, marching towards being a **One billion USD Organization**.

OUR MANAGEMENT

Our management together with the Executive committee ensures, that Truvison operates as per principled business practices. The management is responsible for the ultimate direction, strategic supervision and controlling the operations of the company, as well as other matters which by law, are under its responsibility.

Our executive committee upholds expertise in a spectrum of fields such as Finance, Strategy, R & D, Marketing, Production and much more. It's through their blend of diversity and proficiency that the management makes a vital contribution in leading our company through complex and ever changing market scenario.

MEET THE LEADERS DRIVING THE FORCE AT TRUVISON



Mr. Santosh Kabra
Managing Director - Eurasia



Mr. Saurabh Kabra
Director - Business Operations



Ms. Riya Kabra
GM Commercials

OUR WORK ETHICS

At Truvison, we follow trustworthy ethics at work and believe in accomplishing our objectives underlined. We respect fair and transparent business practices and implement the same at work place. Truvison abides by the rules and regulations as stated by law and ensures all employees follow the code of conduct as per principle guidelines of the company and law.

VISION

A soulful brand that each one can own. Your first choice in India to feel International. Truvison its different, It's got soul.

BRAND IDENTITY



● BRAND

A soulful consumer electronics brand. Truvison is mix of **True & Visionary**. “Tru” defines Life-Like & Accurate, and “Vison” derived from Visionary which denotes Innovative and Creativity.

● IDENTITY

Colour **Crimson Red** that brings Passion to our soulful brand. Black brings the dignified approach and the power to excel.

● LOGO

Our Monogram defines Our perfection in Evolution. Our Typography depicts our combination of Boldness, Clarity in business and the letter “n” illustrates our nobel business practices.

LOGO USAGE

Company Logo



- Advertising (Print, Online, TV and Outdoor)
 - Websites and microsites
- Promotional literature (Leaflet, Brochures, etc)
 - Packaging
- Retail signs and POPs

Company Logo in White



- For Banners in Black & Red Background (Digital and Print)
 - Social Media creative
- Ad material - Posters, Leaflets, in Black & Red Background (Digital & Print)

Company Logo in Black Background



- OSD Display
- Logo display on LED/LCD TV
 - TVC
- Short Films
- Ad material - Posters, Leaflets, in Black Background (Digital & Print)

CORE VALUES

TruSoul

We are a consumer-focused electronics brand that believes in enhancing experiences by delivering high-quality technology. And it is this belief that we have articulated as our SOUL. Our products are designed with keeping a fine balance between innovation and style.

TruInnovation

Dynamism is where we are truly comfortable. We are constantly evolving our technology in our quest for developing high-quality products.

TruHonesty

Our speakers speak for themselves and the LED TVs show true colours. Our future ventures will be equally honest to the promises. We, as a brand, are built on honour and it lies at the core of our organization.

TruSatisfaction

Everything we do at Truvison is focussed at one thing: optimum satisfaction of the users. We hold customer satisfaction and peace of mind in extremely high regards and we are constantly striving to exceed expectations.

TruPromise

We promise you leading, innovative technology and the satisfaction of being associated with a time-tested brand.

TruPurpose

We aim to revolutionise the way people consume and experience electronics. Our vision is to change lives for the better.



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Truvison Industries Pvt Ltd

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