



BRAND DIRECTION For  
HINDUSTAN HYDRAULICS

## THE OBJECTIVE

CREATE BRAND POSITIONING  
FOR HINDUSTAN HYDRAULICS AND ITS SUB-BRANDS, (If any)

## TARGET UNIVERSE

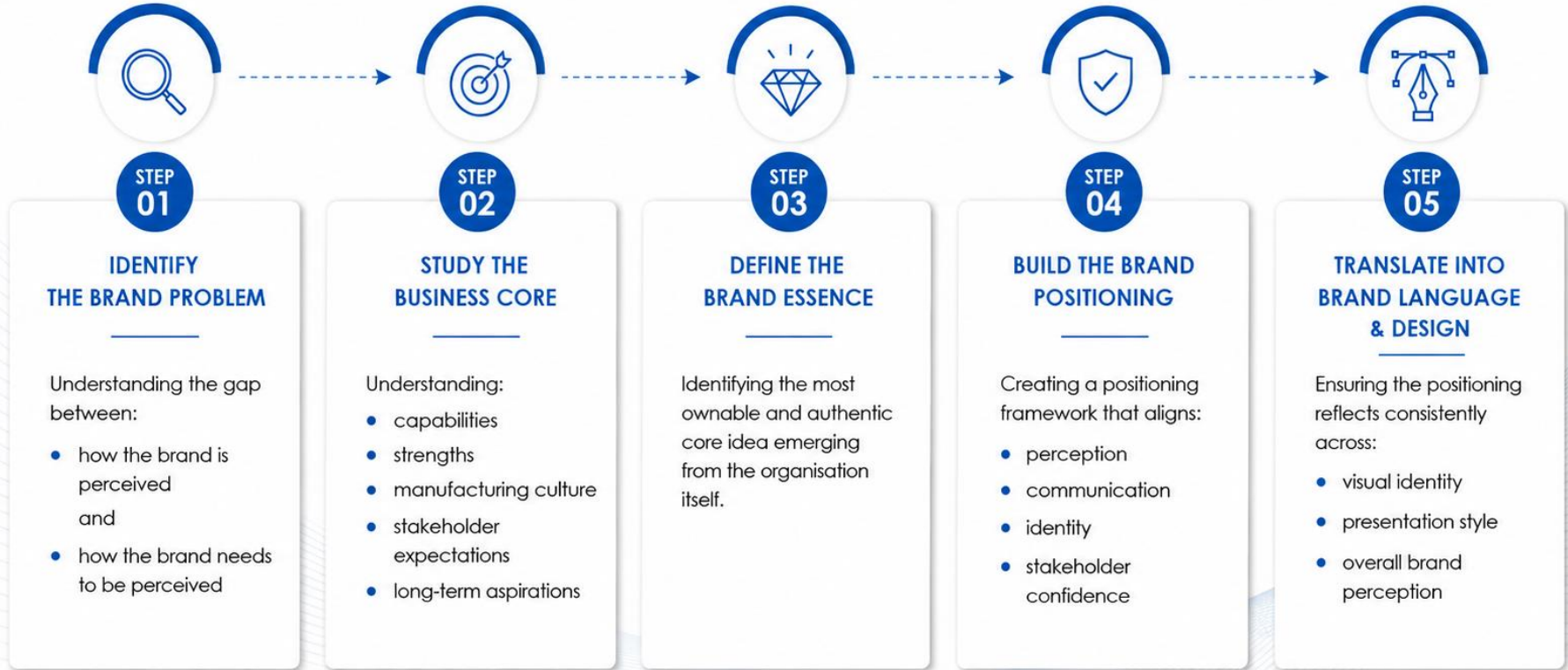
### PRIMARY

B2B Corporate(s) – CFOs, CXOs, Decision makers  
Investors, Opinion makers/Facilitators, Innovators  
and implementors (mechanics)

### SECONDARY

Millennials & Gen-Z – New-age OPINION-MAKERS

# OUR STRATEGIC BRAND APPROACH



## IDENTIFYING THE PROBLEM

In the words of the owner Mr Sunil Khosla itself :  
We needed to take the brand image

**FROM**

**“Traditional / Sarkari type Engineering  
Manufacturer”**

**TO**

**“Precision-Led Modern Engineering Brand”**

## THE CHALLENGE

Despite possessing strong engineering capability and manufacturing expertise, Hindustan Hydraulics was still perceived through a conventional industrial lens.

Because the brand lacked:

- sharp modern perception
- premium engineering cues
- visual sophistication
- a differentiated industrial identity

SINCE **GREAT BRANDS** HAVE A GREAT CORE:



## GREAT BRANDS

Are owned by People

Are responsive

Meet a compelling need

Inspire Loyalty

Create a Premium

Differentiated from competition

Create a strong culture

Change with the times

Facilitate choice

Pay Attention



DEFINING THE **CORE** OF  
BRAND HINDUSTAN HYDRAULICS IS ESSENTIAL

FROM WHO ARE WE  
to  
**WHO DO WE WANT TO BE**

**WHO ARE WE?**

- Sheet Metal Solution provider
- Largest manufacturers of CNC Hydraulic machines in India
- General manufacturing
- Best-in-class Product

**Quality product****WHO DO WE WANT TO BE?**

- Best Providers of Precision based solution
- Excellence-manufacturing platform for the industry
- Engineering Solution Provider
- Best-in-class Brand/ Service(?)

**Valued Brand**

WITH ALL THESE INSIGHTS, WE DEVELOPED THE ACTION PLAN FOR  
A CLEARLY DEFINED BRAND

HARDCODED VIA **KAPFRER'S BRAND PRISM**



# BRAND PRISM OF HINDUSTAN HYDRAULICS



THEREFORE THE BRAND PROPOSITION

**‘PRECISION - CRAFTED ENGINEERING’**

## WHY 'PRECISION-CRAFTED ENGINEERING'?

The positioning at once established Hindustan Hydraulics as:

- technically sharp
- engineering-led
- cutting edge

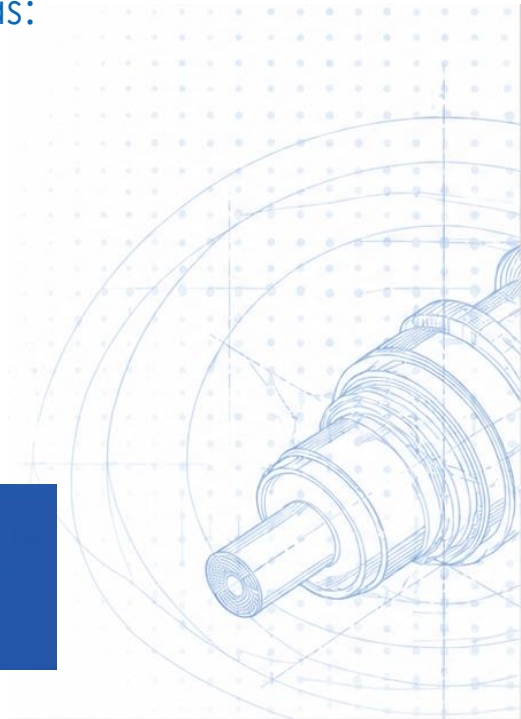
'Precision' became both:

- a strategic brand thought
- and a visual design principle



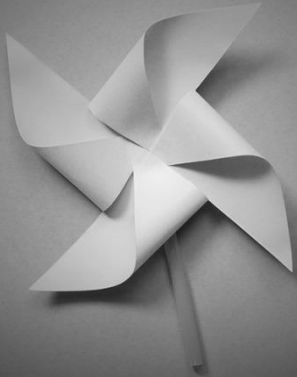
### KEY INSIGHT

*"The business already stood for precision.  
The brand simply was not communicating it!"*



SHOWCASING SOME CREATIVES  
THAT BROUGHT TO LIFE THE PRECISION CRAFTING OF HH

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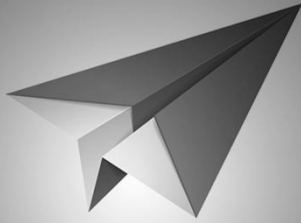
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THANK  
YOU

**conceptkanva**