



Brand Guidelines Manual

**This Brand Guidelines Manual has been
jointly conceptualised and designed by:**

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www.mjunction.in

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1 BRAND LOGO SPECIFICS

Brand Logo



Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

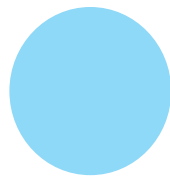


2 BRAND LOGO COLOUR SPECIFICATIONS

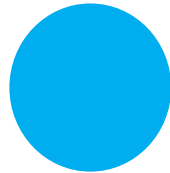
Brand Logo Colour



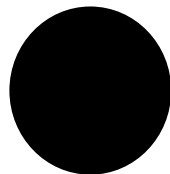
C-40 M-0 Y-0 K-0
R-141 G-215 B-247
Hex-#91D8F7



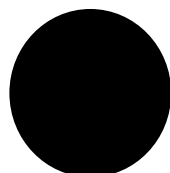
C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



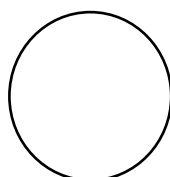
C-0 M-0 Y-0 K-100
R-35 G-31 B-32
Hex-#373435



Single Colour



Reverse Colour



3

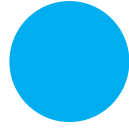
STRATEGIC BUSINESS UNITS LOGO COLOUR SPECIFICATIONS

C-25 M-20 Y-20 K-0
R-191 G-190 B-191
Hex-#C2C0C1



metaljunction®

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



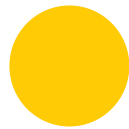
metaljunction®



One Colour

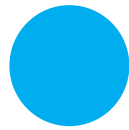
Reverse Colour

C-0 M-20 Y-100 K-0
R-255 G-203 B-4
Hex-#FFCC29



buyjunction®

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



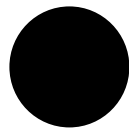
buyjunction®



One Colour

Reverse Colour

C-0 M-0 Y-0 K-100
R-35 G-31 B-32
Hex-#373435



coaljunction®

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



coaljunction®



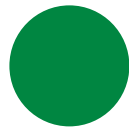
One Colour

Reverse Colour

3.1

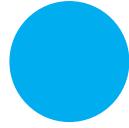
STRATEGIC BUSINESS UNITS LOGO COLOUR SPECIFICATIONS

C-100 M-0 Y-100 K-25
R-0 G-133 B-65
Hex-#008A4C



valuejunctionTM

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



valuejunctionTM

valuejunctionTM

One Colour

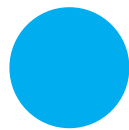
Reverse Colour

C-0 M-60 Y-100 K-0
R-245 G-130 B-31
Hex-#F58634



financejunctionTM

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



financejunctionTM

financejunctionTM

Single Colour

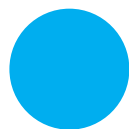
Reverse Colour

C-20 M-54 Y-5 K-0
R-200 G-135 B-178
Hex-#C98CB5



mjunctionedge

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



mjunctionedge

mjunctionedge

One Colour

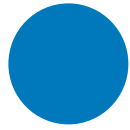
Reverse Colour

3.2

STRATEGIC BUSINESS UNITS LOGO COLOUR SPECIFICATIONS

Strategic Business Units Logo Colour Specifications

C-93 M-45 Y-2 K-0
R-0 G-121 B-188
Hex-#007EBE



straightline.in[®]
experience | reliable shopping

C-55 M-2 Y-96 K-0
R-128 G-190 B-71
Hex-#84C051



straightline.in[®]
experience | reliable shopping



One Colour

Reverse Colour

C-0 M-100 Y-100 K-0
R-237 G-28 B-36
Hex-#ED3237



autojunction[®]
a unit of mjunction

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



autojunction[®]
a unit of mjunction



One Colour

Reverse Colour

C-10 M-50 Y-100 K-0
R-226 G-143 B-38
Hex-#E19138



teajunction

C-100 M-0 Y-0 K-0
R-0 G-173 B-239
Hex-#00AFEF



teajunction



One Colour

Reverse Colour

4 LOGO USAGE

Actual Colour Logo

The mjunction logo may be used in its actual colours or in permitted single colour formats.



Single Colour Logo

An example where the mjunction logo and baseline has been used in a single colour against a coloured background.



5 TYPOGRAPHY

Typeface for Print

SWIS

Swis721 Th BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Lt BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 LtEx BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Md BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Ex BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swiss 721 Narrow SWA
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Cn BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 WGL4 BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Hv BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Bik BT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface for Web

SWIS

SWIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

6 mjPOLICIES

QUALITY POLICY

WE ARE COMMITTED TO
CREATE VALUE FOR OUR
STAKEHOLDERS BY
CONTINUALLY IMPROVING
OUR SYSTEMS AND
PROCESSES THROUGH
INNOVATION INVOLVING ALL
OUR EMPLOYEES.


MANAGING DIRECTOR



OCTOBER 01, 2004

6.1 mjPOLICIES

MISSION STATEMENT

MJUNCTION MAKES THE
WORLD A BETTER PLACE
EVERYDAY, CREATING ROBUST
AND SUSTAINABLE SUPPLY
CHAINS BY BRINGING IN
MORE EFFICIENCY &
TRANSPARENCY,
DISINTERMEDIATING VALUE-
DESTROYING MIDDLEMEN
AND DELIVERING DESIRED
OUTCOMES TO
STAKEHOLDERS, ALWAYS.


MANAGING DIRECTOR



APRIL 1, 2014

6.2 mjPOLICIES

VISION STATEMENT

MJ WILL BE CUSTOMER
FOCUSED, TECHNOLOGY
DRIVEN AND INNOVATIVE
AS IT CHARTS ITS PROGRESS
OVER THE NEXT FIVE YEARS.
IT WILL SEEK TO CREATE
VALUE FOR ITS CUSTOMERS
WHILST CONSISTENTLY
ACHIEVING A Y-O-Y
GROWTH OF 25%.


MANAGING DIRECTOR



APRIL 1, 2014

6.3 mjPOLICIES

CORPORATE SOCIAL RESPONSIBILITY POLICY

THE COMPANY'S LONG-TERM CSR OBJECTIVE IS TO IMPROVE THE QUALITY OF LIFE OF THE COMMUNITIES IT SERVES GLOBALLY THROUGH LONG TERM VALUE CREATION FOR ALL STAKEHOLDERS. THE COMPANY SHALL ALLOCATE AT LEAST 2% OF ITS AVERAGE NET PROFITS BEFORE TAXES OF THE PRECEDING THREE YEARS, TOWARDS CSR ACTIVITIES TO SUSTAIN AND IMPROVE A HEALTHY AND PROSPEROUS ENVIRONMENT AND TO IMPROVE THE QUALITY OF LIFE OF THE COMMUNITIES IT SERVES. THE COMPANY MAY ALSO UTILIZE ITS PRODUCTS AND SERVICES AS SUITABLE FOR ITS CSR ACTIVITIES. THE COMPANY SHALL POSITIVELY IMPACT AND INFLUENCE ITS EMPLOYEES AND PARTNERS IN FOSTERING A SENSE OF SOCIAL COMMITMENT FOR THEIR STAKEHOLDERS.

FOCUSED GEOGRAPHIC SPREAD

MJUNCTION'S FOCUS AREAS FOR DEVELOPMENTAL ACTIVITIES WILL BE IN URBAN AS WELL AS RURAL AREAS IN THE STATES IN WHICH IT IS LOCATED.

CSR FOCUS AREAS

MJUNCTION'S CSR INITIATIVES WILL PRIMARILY FOCUS ON AREAS LIKE EDUCATION, LIVELIHOOD AND HEALTH SEQUENTIALLY STARTING WITH EDUCATION.

APPROACH

THE COMPANY'S CSR WILL REVOLVE AROUND SIX GUIDING PRINCIPLES – IMPACT, PARTNERSHIPS, AFFIRMATIVE ACTION, VOLUNTEERISM, COMMUNICATION AND INNOVATION.

DELIVERY MECHANISM

WHILST A LARGE PART OF THE CSR EFFORTS OF MJUNCTION WILL BE IMPLEMENTED BY AN IN-HOUSE CSR DEPARTMENT AND THROUGH A TRUST PROMOTED BY THE COMPANY, THE COMPANY WILL ALSO PARTNER WITH CREDIBLE ORGANIZATIONS – INDIVIDUALLY OR AS A CONSORTIUM – TO DESIGN, FUND, IMPLEMENT AND REVIEW PROJECTS. PARTNER AGENCIES WILL BE SELECTED BASED ON WELL-DEFINED SELECTION CRITERIA.

GOVERNANCE MECHANISM

MJUNCTION CSR WILL HAVE A MULTI-TIERED GOVERNANCE MECHANISM.

THE CSR COMMITTEE OF THE BOARD WILL GOVERN AND REVIEW THE CSR OF THE COMPANY FROM TIME TO TIME. THE CSR COMMITTEE WILL RECOMMEND THE ANNUAL BUSINESS PLAN FOR CSR TO THE BOARD FOR ITS APPROVAL. THE PLAN WILL INCLUDE RESOURCE REQUIREMENTS AND ALLOCATION ACROSS INTERVENTIONS AND LOCATIONS.

AN APEX CSR STEERING COMMITTEE CHAIRED BY THE MANAGING DIRECTOR AND COMPRISING OF THE SENIOR MANAGEMENT TEAM OF MJUNCTION WILL DO A QUARTERLY REVIEW OF THE ACTIVITIES AND MONITOR ACHIEVEMENTS AGAINST TARGETS SET AT THE BEGINNING OF THE YEAR.

REVIEW OF POLICY

THIS CSR POLICY DOCUMENT WILL BE REVIEWED FROM TIME TO TIME AND ANY CHANGES, IF NECESSARY, WILL BE APPROVED BY THE CSR COMMITTEE OF THE BOARD.


MANAGING DIRECTOR



FEBRUARY 2015

6.4 mjPOLICIES

SAFETY, ERGONOMICS AND ENVIRONMENT (SEE) POLICY

THE MANAGEMENT OF MJUNCTION IS COMMITTED TO CONSISTENTLY SUPPORT SAFETY, ERGONOMICS AND ENVIRONMENT SYSTEMS. TOWARDS THIS, MJUNCTION WILL ENSURE THAT ALL ITS ACTIVITIES ARE CARRIED OUT IN A MANNER THAT PROVIDES REASONABLY PRACTICAL, SAFE AND HEALTHY ENVIRONMENT FOR ITS EMPLOYEES AND CUSTOMERS.

- EMPLOYEES ARE TRAINED TO EXECUTE THEIR WORK IN A SAFE AND ENVIRONMENTALLY RESPONSIBLE MANNER
- SAFETY, ERGONOMIC AND ENVIRONMENTAL CARE IS EXERCISED IN ALL ITS OPERATIONS AND PROCESSES
- SAFETY, ERGONOMICS AND ENVIRONMENT PERFORMANCE IS CONTINUALLY IMPROVED
- MJUNCTION WILL IMPLEMENT THIS POLICY IN LETTER AND SPIRIT AND WILL SURPASS THE APPLICABLE NATIONAL LAWS AND REGULATIONS


MANAGING DIRECTOR



APRIL 05, 2010

6.5 mjPOLICIES



Employee Code of Conduct

"Ethics is a code of values which guide our choices and actions and determine the purpose and course of our lives." — Ayn Rand

- 1 Committed for National Interest
- 2 General Standards include: ensuring safety & health; drug & alcohol free workplace; equal opportunity employment; free of discrimination; prohibition of physical, sexual or verbal harassment; and dress as per dress code
- 3 Protecting Company's Assets: physical access control; proper utilization of company funds; no misuse of electronic communication resources; use of licensed software only, and protecting intellectual property
- 4 Non Conflict of Self Interest that adversely affects the common good of the company
- 5 Fair & accurate Financial Reporting and maintaining records as per company's accounting standards
- 6 No Third Party Representation by non-junctionites
- 7 Compliance to Regulatory norms
- 8 Non-Concurrent Employment
- 9 Civic or political activities that do not adversely affect the business or interests of the Company
- 10 Cooperation with other Associate Companies
- 11 Adhering to Gifts and Donations policy
- 12 Selection of Suppliers ethically and lawfully
- 13 Encourage competition and strive for the establishment and support of a competitive open market economy
- 14 Building relationships based on TRUST with our Stakeholders
- 15 Political non-alignment & alignment to Democratic Constitution
- 16 Ethical conduct by every junctionite

Every junctionite shall deal on behalf of the Company with professionalism, honesty, integrity as well as with high moral and ethical standards. Such conduct will be fair and transparent and be perceived to be as such by third parties. Each junctionite will be responsible for the implementation of and compliance with the Code in his/her professional environment. Failure to adhere to the Code of Conduct and ethics may attract the most severe consequences, including termination of job or business contract.

Non-exclusivity

Nothing expressed in the Code of Business Conduct and Ethics can represent all the policies and procedures junctionites should follow. This code of conduct does not provide a full comprehensive and complete explanation of all the rules that junctionites are bound to follow. Junctionites have a continuing obligation to familiarize themselves with all the applicable laws and Company policies and procedures.

Report your concerns: ethics@mjunction.in

6.6 mjPOLICIES

INFORMATION SECURITY MANAGEMENT SYSTEM POLICY

WE ARE COMMITTED TO THE PROTECTION OF ALL INFORMATION ASSETS AND ASSOCIATED INFRASTRUCTURE AND TO ENFORCE INDUSTRY-BEST SECURITY PRACTICES FOR CUSTOMERS, STAKEHOLDERS, EMPLOYEES AND VENDORS.

FOR ALL INFORMATION ASSETS AND SERVICES, IT IS THE POLICY OF MJUNCTION TO PROTECT CONFIDENTIALITY, INTEGRITY AND AVAILABILITY FOR ALL INFORMATION ASSETS AND ASSOCIATED INFRASTRUCTURE.


MANAGING DIRECTOR



SEPTEMBER 11, 2014

6.7 mjPOLICIES

CORE VALUES

CUSTOMER FOCUS

WE STRIVE TO EXCEED CUSTOMER EXPECTATIONS FOR VALUE AND SERVICE. WE WILL BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS AND ENSURE LONG-TERM SATISFACTION.

EXCELLENCE

WE CONSTANTLY STRIVE TO ACHIEVE THE HIGHEST POSSIBLE STANDARDS IN OUR DAY-TO-DAY WORK AND IN THE QUALITY OF THE SERVICES WE PROVIDE.

INNOVATION

WE ARE MOTIVATED TO PRODUCE CREATIVE SOLUTIONS THAT MEET OUR CUSTOMER'S SPECIFIC NEEDS AND SITUATIONS. NEW METHODS, FRESH IDEAS, AND A DEDICATION TO CONTINUOUS LEARNING CHARACTERIZES OUR WORK.

INTEGRITY

WE ACT WITH INTEGRITY AND CONDUCT OUR BUSINESS FAIRLY AND ETHICALLY, WITH HONESTY AND TRANSPARENCY.



MANAGING DIRECTOR



JANUARY 04, 2010

7

CORPORATE AND BRANCH OFFICE NAMEPLATE

CORPORATE OFFICE
NAMEPLATE

mjunction services limited

Corporate Office: Godrej Waterside, Tower I, 3rd Floor, Plot no. 5, Block DP, Sector V, Salt Lake City, Kolkata 700091 Phone: +91 33 6610 6100 Fax: +91 33 6610 6187
Email: contactus@mjunction.in Website: www.mjunction.in
CIN: U00000WB2001PLC115841

Registered Office: TATA Centre, 43 J L Nehru Road, Kolkata 700071, India

এমজাংশন সার্ভিসেস লিমিটেড

কর্পোরেট অফিস: গোদরেজ ওয়াটার সাইড, টাওয়ার ১, ৩য় তল, প্লট ৫, ব্লক ডিপি, সেক্টর ৫, সল্টলেক সিটি, কলকাতা ৭০০০৯১ ফোন: +৯১ ৩৩ ৬৬১০৬১০০ ফ্যাক্স: +৯১ ৩৩ ৬৬১০ ৬১৮৭
ইমেল: contactus@mjunction.in ওয়েবসাইট: www.mjunction.in
সিআইএন: U00000WB2001PLC115841

রেজিস্টার্ড অফিস: টাটা সেন্টার, ৪৩ জওহরলাল নেহরু রোড, কলকাতা ৭০০০৭১, ভারত

BRANCH OFFICE
NAMEPLATE

mjunction services limited

Kashi Kunj, Ground Floor, Road No 02, Contractors Area,
Bistupur, Jamshedpur 831001

Registered Office: TATA Centre, 43 Jawaharlal Nehru Road, Kolkata 700071, India

Corporate Office: Godrej Waterside, Tower I, 3rd Floor, Plot no. 5, Block DP, Sector V, Salt Lake City, Kolkata 700091
Phone: +91 33 6610 6100 Fax: +91 33 6610 6187 Email: contactus@mjunction.in Website: www.mjunction.in
CIN: U00000WB2001PLC115841

এমজংশন সার্ভিসেস লিমিটেড

কাশী কুঞ্জ, গ্রাউন্ড ফ্লোর, রোড নো ০২, কন্ট্রাক্টরস এরিয়া, বিস্তুপুর, জমশেদপুর ৮৩১০০১

পঞ্জীকৃত কার্যালয়: টাটা সেন্টার, ৪৩ জওয়ালাল নেহরু রোড, কোলকাতা ৭০০০৭১, ভারত

কারপোরেট কার্যালয়: গোদরেজ ওয়াটার সাইড, টাওয়ার ১, তৃতীয় তল, প্লট নং. ৫, ব্লক DP, সেক্টর V, সল্ট লেক সিটি, কোলকাতা ৭০০০৯১ ফোন: +91 33 6610 6100 ফ্যাক্স: +91 33 6610 6187
ই-মেল: contactus@mjunction.in ওয়েব সাইট: www.mjunction.in
সিআইএন: U00000WB2001PLC115841

8

CORPORATE STATIONERY

- Letterhead
- Business Card

Letterhead

Front
Size: 21cm X 29.7cm (A4)



Business Card

Front
Size: 8.89 cm X 5.08 cm



Business Card

Back
Size: 8.89 cm X 5.08 cm

The CIN Number must be mentioned.



8.1


CORPORATE STATIONERY

- Personalised Letterhead
- Envelope

Personalised Letterhead

Front
Size: 21cm X 29.7cm (A4)

Viresh Oberoi
Managing Director and Founder CEO



metaljunction® buyjunction® coaljunction® valuejunction™


financejunction™ mjunctionedge straightline.in® autojunction® teajunction

mjunction services limited
Corporate Head-Quarters: Godrej Waterside, Tower-I, 3rd floor, Plot No. 5, Block-DP, Sector-V
Salt Lake City, Kolkata - 700091, West Bengal, India
Tel: +91 33 6610 6100 Fax: +91 33 6610 6187
Registered Office: TATA Centre, 43 J L Nehru Road, Kolkata 700071
CIN: U00000WB2001PLC115841

Envelope

Front
Size: 24 cm X 10.5 cm

The CIN Number must be mentioned.



mjunction services limited
Godrej Waterside, Tower-I, 3rd floor, Plot No. 5, Block-DP Sector-V
Salt Lake City, Kolkata - 700091, West Bengal, India
Tel: +91 33 6610 6100 Fax: +91 33 6610 6187
www.mjunction.in CIN: U00000WB2001PLC115841

8.2

CORPORATE STATIONERY

- Branch Letterhead
- Continuation Page

Branch Letterhead

Front
Size: 21cm X 29.7cm (A4)



Continuation Page

Front
Size: 21cm X 29.7cm (A4)



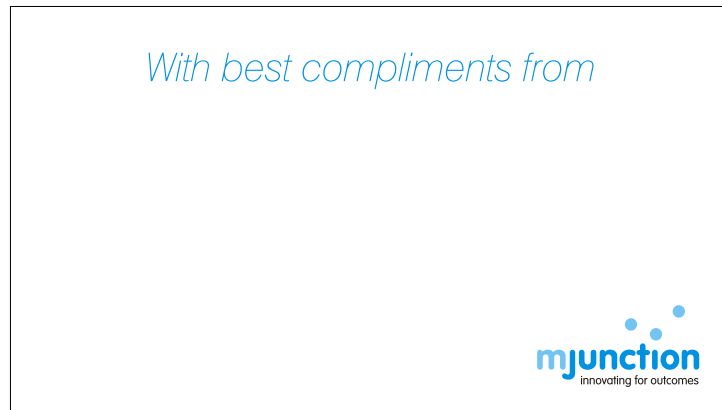
8.3

CORPORATE STATIONERY

- Compliments Slip
- Internal Comm Document

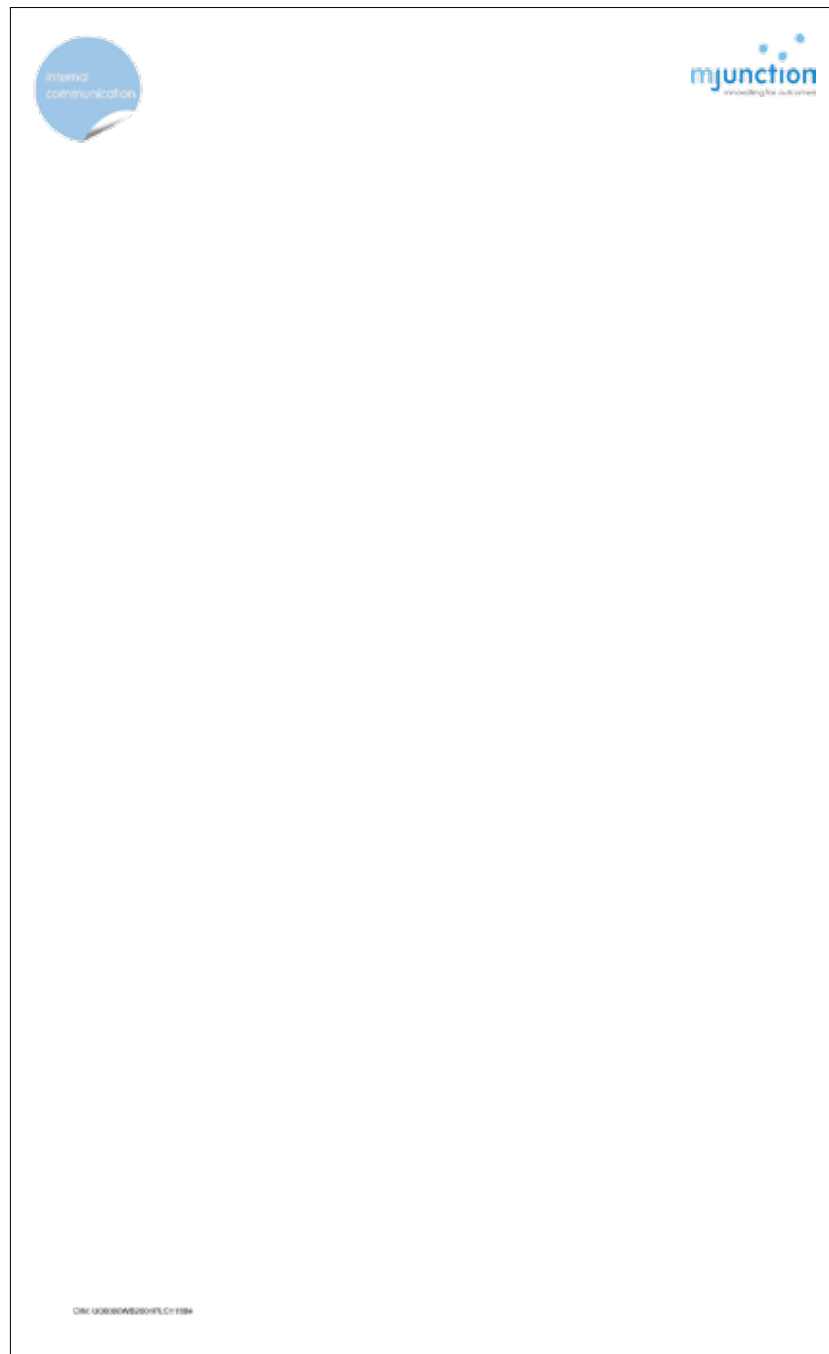
Compliments Slip

Front
Size: cm X cm



Internal Comm Document

Back
Size: 21cm X 29.7cm (A4)



8.4

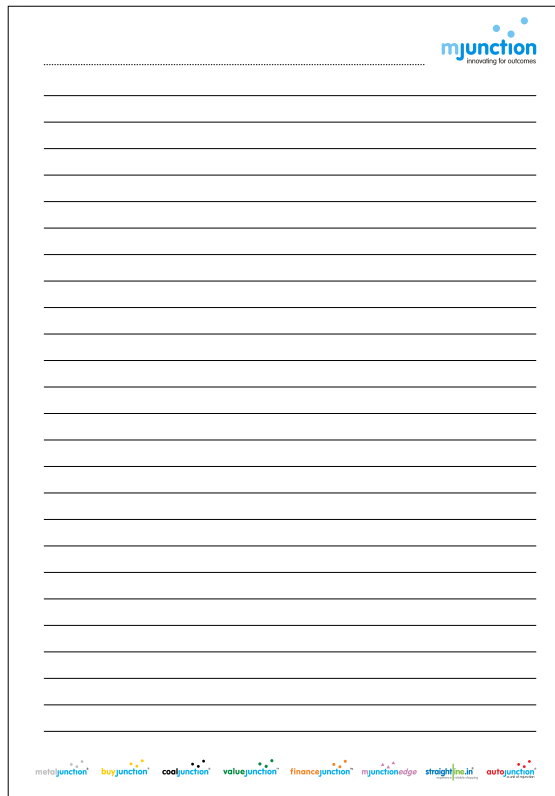
CORPORATE STATIONERY

- Notebook
- Folder

Notebook

Size: 14.18cm X 21cm (A5)

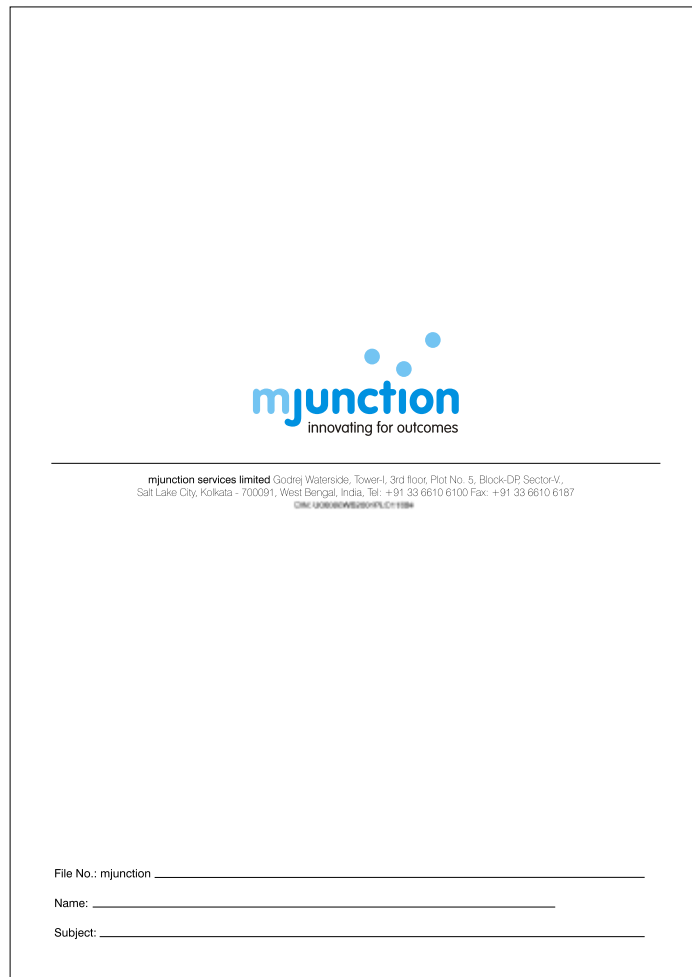
The Notebook page will always carry the mjunction logo with the baseline on top right of the page and all the BU logos on bottom of the page.



Folder

Front
Size: 29.7cm X 42cm (A3)

The Folder Cover page will always carry the mjunction logo with the baseline, complete office address, phone numbers and CIN No.



9

NEWSLETTER

buyjunction Connect

buyjunction connect
Logo



Masthead

buyjunction Connect
Newsletter with
mjunction Logo



Newsletter

Front and Back
Size: 21cm X 29.7cm (A4)

The back cover must
carry the CIN No. along
with the mjunction
office address and
phone numbers.



Newsletter

Inner (Spread)
Size: 42cm X 29.7cm (A3)



9.1 NEWSLETTER

financejunction Connect

financejunction connect
Logo

Masthead

financejunction
Connect Newsletter
with mjunction Logo

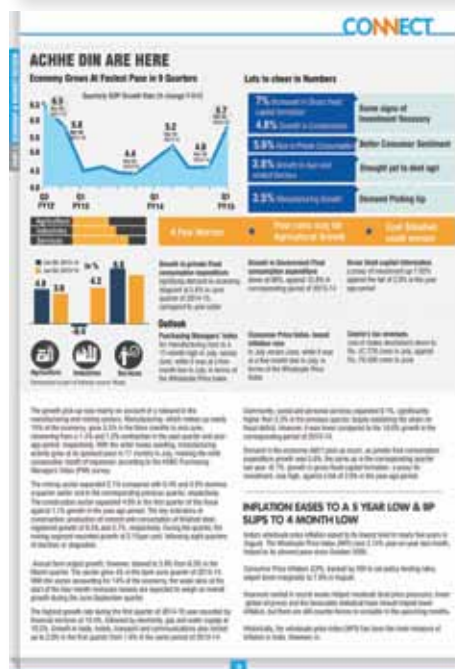
Newsletter

Front and Back
Size: 21cm X 29.7cm (A4)

The back cover must
carry the CIN No. along
with the mjunction
office address and
phone numbers.

Newsletter

Inner
Size: 21cm X 29.7cm (A4)



10 mjPOST

mjPost Logo

mjPost Logo in actual Colour



Masthead

mjPost Logo as featured in the masthead with Edition Date, Volume and Issue



mj Post Cover Page

mjPost Front Page Design

The back cover must carry the CIN No. along with the mjunction office address and phone numbers.



mj Post Inside Pages

mjPost Inside Page Design



11

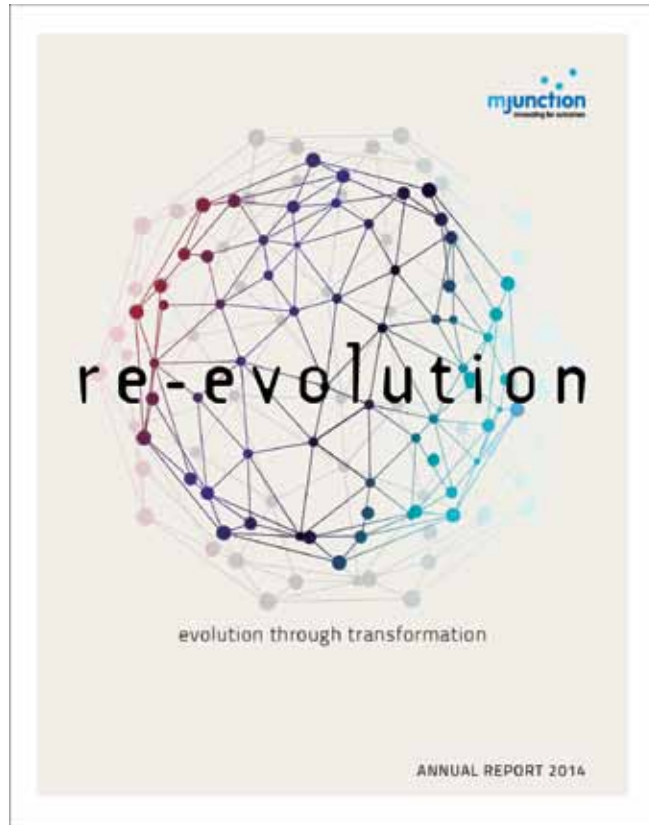
ANNUAL REPORT

Front Cover Page

Front and Back
Size: 21cm X 29.7cm (A4)

The front page will always carry the mjunction logo with the baseline. The size may vary, but will be very close to A4. The creative messaging and overall theme of the Annual Report will be based on what needs to be communicated.

The back cover must carry the CIN No. along with the mjunction office address and phone numbers.



Back Cover Page

The back cover page will also carry the mjunction logo with the baseline.

12

COMPANY BROCHURE

Front Cover Page

Front and Back Size: 21cm X 29.7cm (A4)

The front page will always carry the mjunction logo with the baseline. The size may vary, but will be very close to A4. The creative messaging and overall theme of the Company Brochure will be based on what needs to be communicated.

Back Cover Page

The back cover page will carry the complete office address and CIN number, along with all the BU logos.



Inside Pages

The Inside page will carry the messaging that needs to be communicated.

13

CALENDAR

Front Page

The front page will always carry the mjunction logo with the baseline.

The creative messaging and overall theme of the Company Calendar will be based on what needs to be communicated in that particular year.

In case of the calendar, the CIN No. may be added in the front page or the inside page that carries the address and phone numbers.



Inside Page

The Inside pages will carry the theme established in the Cover Page.



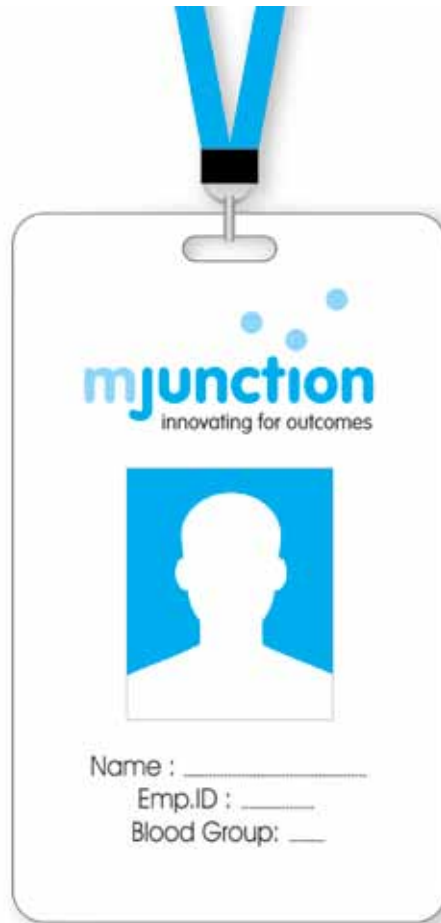
14

IDENTITY CARD

Identity Card

Front Side

The Identity Card will always carry the mjunction logo with the baseline on centre of the ID card. The ID Card will carry the Employee Name, ID No., Blood Group.



Back

The back of the identity card will carry the mjunction logo with the baseline, along with Complete office address and CIN No.



ID card for employees deputed at Satellite Offices

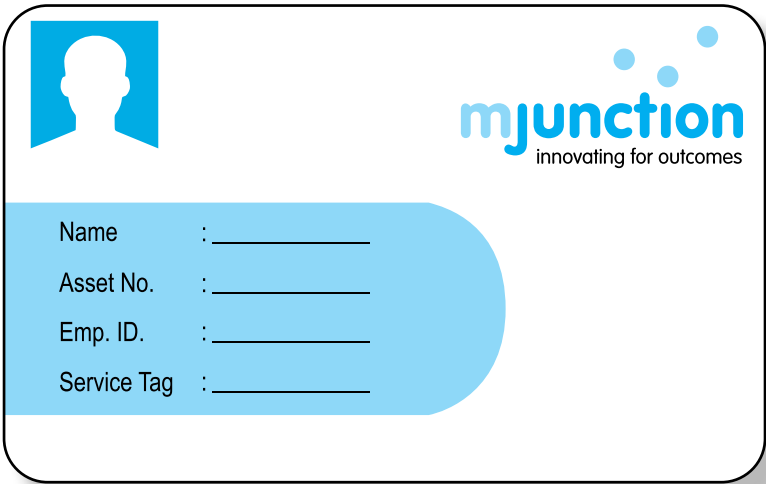


ID card for employees deputed at Corporate Office

15

LAPTOP STICKER

LAPTOP STICKER



16

ADVERTISING

Print Ads

Print ad

Print ads will always carry the mjunction logo in its actual colours or permitted single colour formats based on the design. The logo of the relevant BU may also be carried, depending on the messaging of the ad.

It is mandatory for all press ads to carry the CIN No.



Where work is fun,
goals are easier to achieve.

Presenting mjunction. India's largest e-commerce company that grows at an average of 78% year on year. While we pursue our goals very seriously, we also have fun doing it. Yes, we have a swanky office, but the smiles of our employees are brighter. At mjunction, we offer you a competent platform for a new-age career and thrilling opportunities for an all-round development.

To learn more about us, log on to mjunction.in

CIN U08090WS2007PLC1194



With actual colour logo

Print ad with mjunction logo in actual colours



Celebrating Outcomes, since 2001

We are a Business Process Management company. With our extensive knowledge of e-Selling, e-Buying and Finance and Knowledge services, we have ensured the profitability of over 50 clients across segments like Steel, Coal, Defense, Power, BFSI, FMCG, Manufacturing, etc.

CIN U08090WS2007PLC1194



metajunction | costjunction | financejunction | buyjunction | valuejunction | autajunction | insightjunction | mjunctionedge

To know more, call us at +91 22 9618 6106 or write to contact@mjunction.in
CIN U08090WS2007PLC1194 | mjunction services limited, Godrej Waterside, Tower-1, 3rd floor, Plot No. 5, Road Off Sector-4, Salt Lake City, Kolkata - 700091

With single colour logo

Print ad with the mjunction single colour logo

16.1 ADVERTISING

eDM

eDM

eDMs will carry the mjunction logo in its actual colours or permitted single colour formats based on the design. The logo of the relevant BU may also be carried, depending on the messaging on the ad.

It is mandatory for all eMailers to carry the CIN No.

With actual colour logo

eMailers with the mjunction logo in actual colours



mjunction
enabling for outcomes

**UNLIMITED BUSINESS
LIMITED TRANSACTION FEE**

**GET HUGE SAVINGS WITH OUR CHANNEL
FINANCE FIXED ARRANGEMENT FEE SCHEME**

You demanded it, and we heard you. You no longer need to pay fees every time you use our Channel Finance services. By opting for the Fixed Fee scheme, you pay just 0.75% of your Credit Limit, ensuring you great savings throughout the year.

Many distributors have already started reaping the benefits of this scheme. A reputed distributor who had an average utilization of 56.6%, reduced his cost of finance by 79.46% and saved INR 30,96,570 (between Feb to Dec 2013). Which resulted in an increased usage of the Channel Finance facility thus enabling him to fund bigger buys.

To opt for this scheme and get more information, please write to shamim.ahmed@mjunction.in or joyotpol.paul@mjunction.in or call 033 - 33 6610 6006.
CIN: U00000WB2010PLC11584

financejunction™

With single colour logo

eMailers with the mjunction single colour logo



mjunction
enabling for outcomes

Wishing you a Happy Durga Puja
CIN: U00000WB2010PLC11584

16.2 ADVERTISING

Press Backdrop

Press Backdrop

A press backdrop will be used in certain events and will feature the mjunction logo and relevant BU logo in a minimum size of 10"W x 5"H.

For press backdrops, the logos could be used in the actual colours or reverse form.



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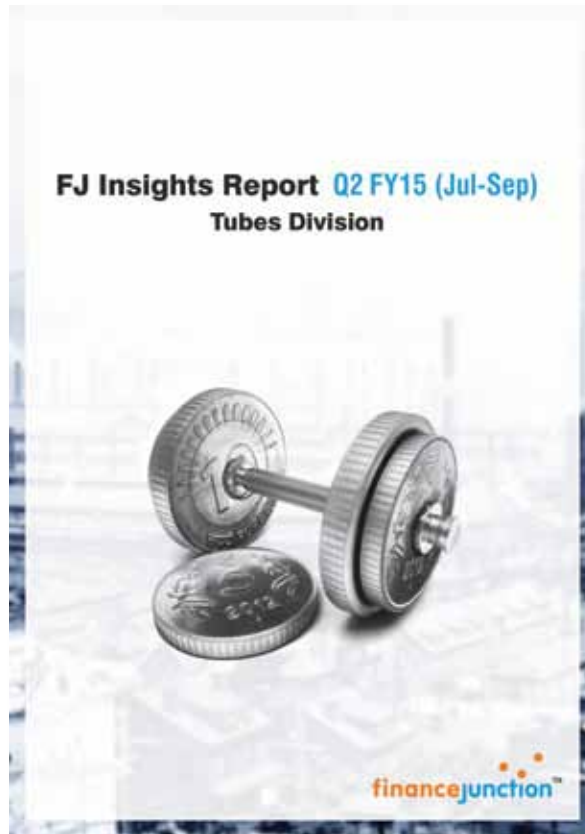
INSIGHT REPORTS

Cover Page

The Insights Report is how we present our performance to clients on a quarterly basis.

The cover will always carry the BU's logo in its actual colours or permitted single colour formats.

The back cover must carry the CIN No. along with the mjunction office address and phone numbers.



Inside Pages

The Inside page will carry the messaging that needs to be communicated.

The colours used will predmoninantly be from the blue colour wheel, so that it is consistent with mjunction's brand colours.



18

CD STICKER & COVER

CD Sticker

CD Sticker will always carry the mjunction logo in its actual colours with the URL and CIN No.



CD Cover

CD Cover will carry the mjunction logo in its actual colours or permitted single colour formats based on the design.

It will have a provision to label what the CD contains and also carry the CIN No.



19 MERCHANDISING

T-Shirt

The T-Shirt will carry the full colour mjunction logo without the baseline.

Minimum Logo Size:
3"W x 1.5"H



Cap

The Cap will carry the full colour mjunction logo without the baseline.

Minimum Logo Size:
4"W x 2"H

19.1 MERCHANDISING

Formal Shirts

On a white formal shirt that will be worn by mjunction personnel during various occasions, the mjunction logo will be embroidered on the shirt above the chest pocket in the left hand side in actual colours.

Minimum Logo Size:
3"W x 1.5"H



19.2 MERCHANDISING

Other Items

On merchandising items that are white in colour, the mjunction logo will appear in actual colours. Else, the mjunction logo will be used in a single colour (black / white), depending on the colour of the surface.

Minimum Logo Size:
If the logo can be used in a size above 5cms. in width, then the baseline will appear. If the mjunction logo appears below this size, then the baseline will not be used.



20 WEBSITE

website

On all websites launched by mjunction, the mjunction and BU logo size should be a minimum of 300px X 150px and should appear prominently in the top left or right.

All websites will display the CIN No. in the Contact Us page.



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CAN MJUNCTION
BE REFERRED
TO AS “mj”?

It is common practice to abbreviate a company's name.

For e.g., Tata Steel Limited is commonly referred to as TSL, Tata Consultancy Services is popularly called TCS and so on.

In the case of mjunction, the letters "mj" may be used in the brand name of various branding or marketing-led initiatives, as in the case of mj Times.

But such usage must be approved by the Brand Management Team. Unless approved by the Brand Management Team, the organisation's name should not be mentioned as mj in any external sales and marketing collaterals. This includes presentations, press ads, digital banners, eMailers, etc.

