



केन्द्रीय भण्डारण निगम

(भारत सरकार का उपक्रम)

CENTRAL WAREHOUSING CORPORATION

(A Govt. of India Undertaking)

जन-जन के लिए भण्डारण - Warehousing for Everyone

No.CWC/CO/Tech.Div./PCS/2020-21

Dated - :05/06/2020

Subject:- Suggestions for New brand name for Pest Control Services offered by CWC

The demand for Pest Control Services offered by CWC is growing and is expected to rise further in post-corona environment. Pest Control Services offered by CWC need to be identified, in order to further increase the customer base of CWC in the Pest Control Segment.

In order to enhance the visibility of CWC in the Pest Control Market, it is the need of hour to develop a brand which shall be solely dedicated to/represent the Pest Control Services of CWC.

In this regard suggestions for a **Brand name, Logo, Tagline and Brand promise** for the PCS of CWC are invited in order to promote and register PCS services offered by CWC by a dedicated name. The suggested logo, tagline and Brand Promise are as under:-

Brand Name –	PESTROKE which shall be promoted and branded as	PESTरोक
Logo -		
Tagline –	“सम्पूर्ण कीट नियंत्रण“	(Sampoorna Pest Control)
Brand Promise -	Harsh on pests, soft on Nature.	(कीट पर कठोर, सुरक्षित पर्यावरण की ओर)

RM's and HOD's are requested to give wide publicity in order to have best suggestions/ideas from all employees. Staff whose brand name, logo, tagline or brand promise will be the best and selected would be a cash prize of Rs. 5000/- for each item.

The suggestions may reach this office by 1200 hours, 10th June, 2020.

HOD (Technical)

Copy to:-

1. All RM's / HOD's for wide publicity for getting suggestions in the matter.
2. SPA to MD, SAM to Director (Fin.), PS to Director (Pers.), PS to Director (MCP).
3. DGM (Admin/Purchase & Publicity) for formalizing the process for **trademark registration** of the selected Brand name, logo, etc, and hiring of **Attorney/Trademark Registration** agency.

निगमित कार्यालय: 4/1, सिरी इंस्टीट्यूशनल एरिया, अगस्त क्रांति मार्ग, हौज़ खास, नई दिल्ली-110016,

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