



The beginning of your next move

Reach out to the experts at HG Graphics.



<https://www.linkedin.com/company/hg-graphics-pvt-ltd>

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DELHI | HARYANA | MUMBAI | BANGALORE

ORIGIN
OF THE
BEGIN-
NING

OVER 27 YEARS OF EXCELLENCE



HARJEE GANDHI
Director & Consultant

The beginning of excellence !!

27 years ago, a bright idea flashed in the eyes of our founder. It was one which envisioned to elevate the sensory experiences of a person.

The idea was to take everyday brands and turn them into objects of desire. It was about making brands so attractive to the senses that one may feel spellbound, and willingly so.

Having started such a journey then, HG Graphics is reckoned today as the most trusted name when it comes to making brands stand out from the crowd. What began as a vision to capture the imagination of consumers, is today a legacy of excellence in retail merchandising.

The road so far has been nothing short of inspiring and we wish to take you along with us as we scale newer heights, into a world of trailblazing brands.





27+ YEARS EXPERIENCE
8000+ PROJECTS COMPLETED
115+ PAN INDIA CITIES
250+ DOMESTIC CLIENTS
100+ INTERNATIONAL CLIENTS
380+ MANPOWER
80000+ SQ. FT PRODUCTION AREA

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The beginning of our journey !!

1996

Started our journey with a HP Digital Printer along with handful team members.

1998

Installed 3.2mtr Solvent printer + Eco solvent printers & created our own Installation teams.

2009

Introduced 3d & flip flop lenticular prints in large format printing with the help of licenced Human Eyes software from Israel.

2011-13

Started manufacturing of Retail Fixtures along with exports of Signages & VM props.

Became the Authorised Converter for 3M & Avery.

Executed first complete store fit-outs for LOGITECH store in Avani Mall, Kolkota.

Imported 3ft x 2ft Italian 3D printer to create interesting props.

2015-16

Started Mumbai & Bangalore office aswell.

Got 1st VMRD Retail Design award.

Awarded by Govt. of India with MSME Excellence Award.

2nd VMRD award for Best VM Installation - DIOR

2017

Started 2nd unit of HG in Haryana dedicated only Fixtures & Furniture.

2018

Added Machineries for Metal fixtures at Haryana unit.

3rd VMRD award for Best Store Signage - 24 Seven.

2019-21

HG certified as Sedex SMETA four pillar Certified factory.

Global Excellence Awards in the field of Retail Display, Fixture, Signage, Facade and Branding.

Became stronger in Covid era by adding bigger machines like AMADA and BEISSE. Expanded unit by additional 30,000 Sq Fts. Now in total 70,000+ Sq Ft area.

2022

Installed Metal Powder Coating unit to complete our entire in-house metal setup.

2023

Confident and ready to face new Challenges and achieve new heights.





Retail Architecture !!

It is to define the architectural identity a Retail Store and ensure that it is implemented and monitored in existing and future stores. To ensure that schedules and budgets are respected when carrying out projects and monitor the installation of new stands and the renewal of areas in the stores. The term 'retail' refers to the sale of goods to the public for use or consumption rather than for resale. This is as opposed to wholesale, which refers to the selling of goods in larger quantities to be sold on by retailers at a profit.

Retail Architecture

Turnkey Projects

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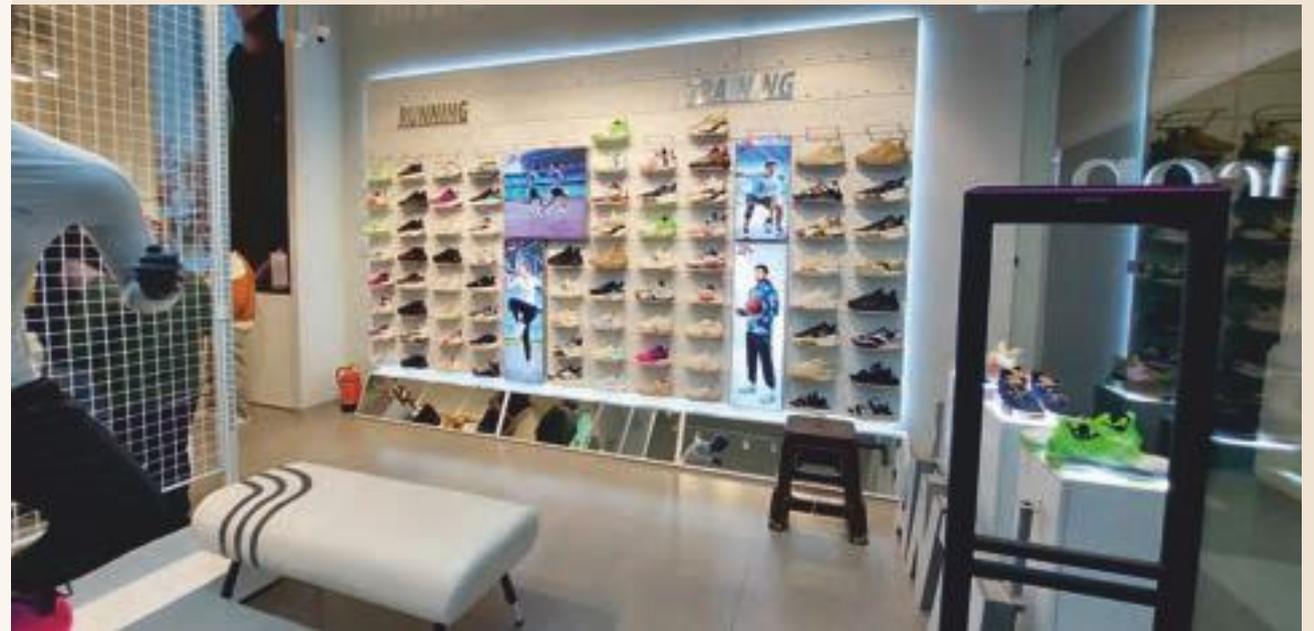
06 - 39

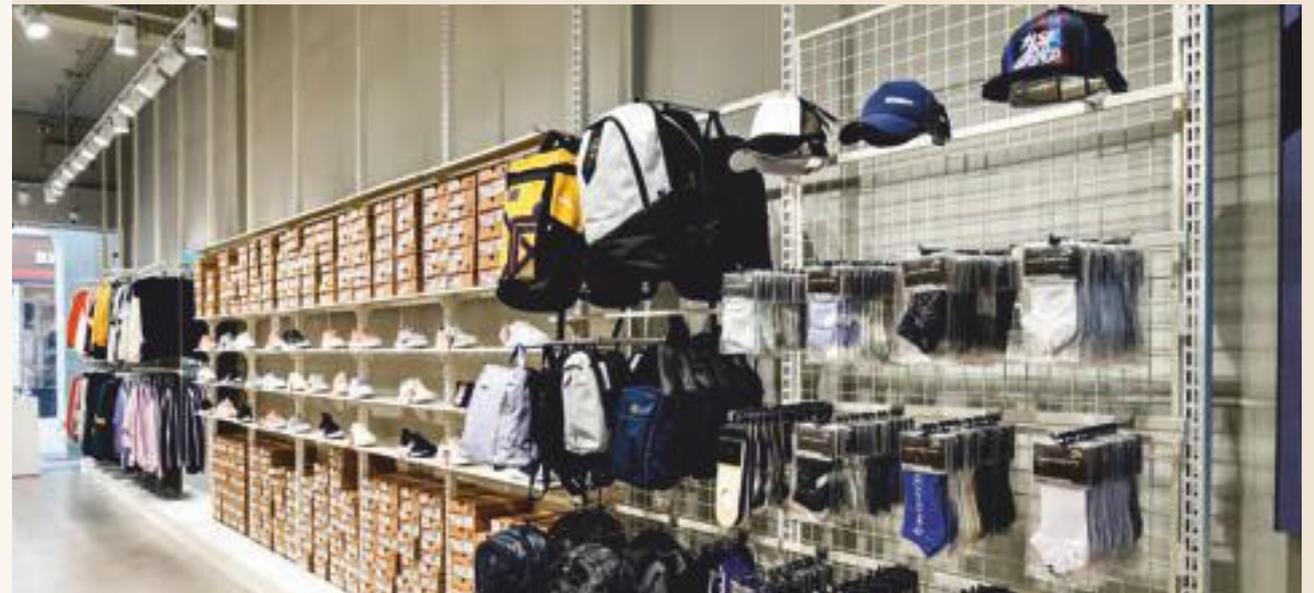


TURNKEY PROJECTS

As a turnkey project, we at HG have successfully delivered numerous Retail stores & offices. We agreed to fully design, construct and execute with in-house fully equipped manufacturing unit & service facility. Complete fit outs and furniture along with facade, signage & VM, etc.. have been delivered in given budget & timelines anywhere in INDIA.









Pernod Ricard

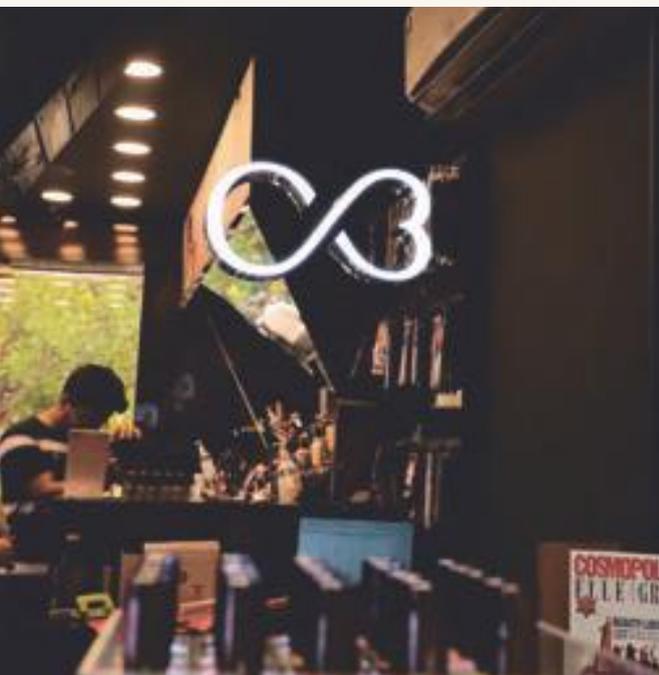
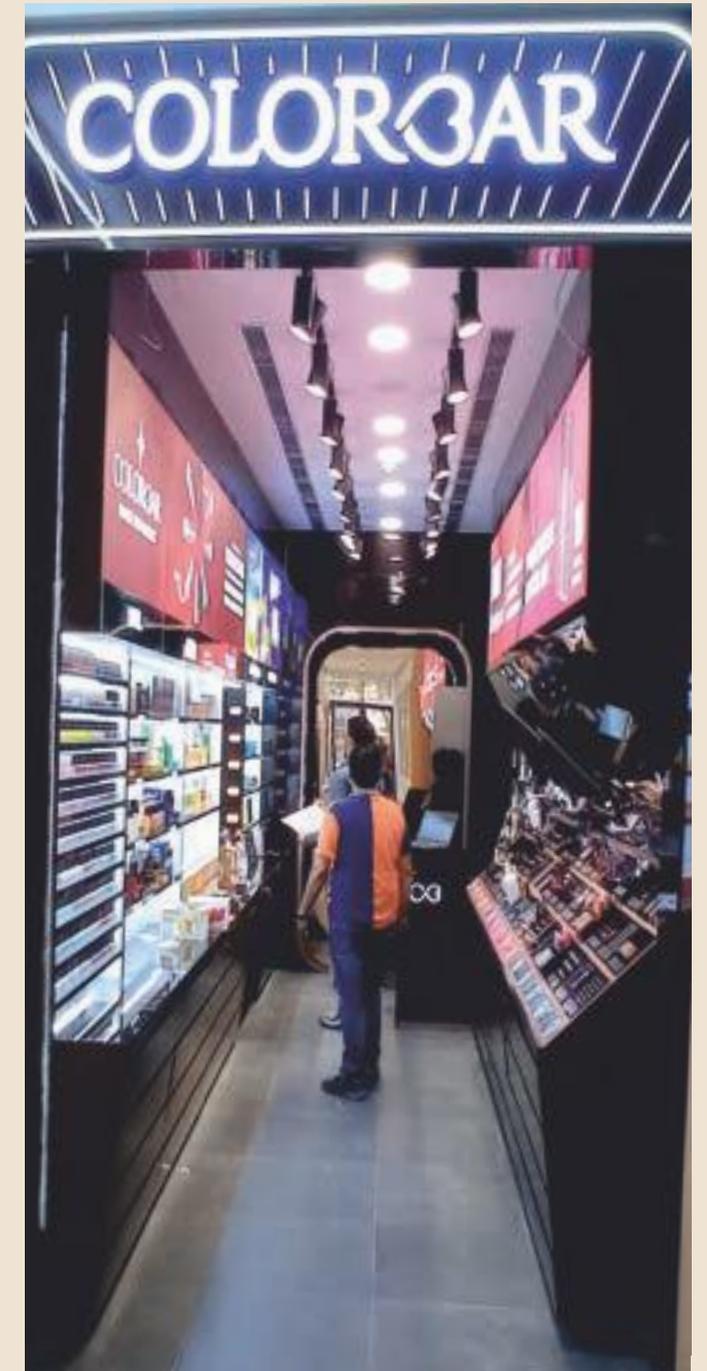
AIRPORT | UDAIPUR



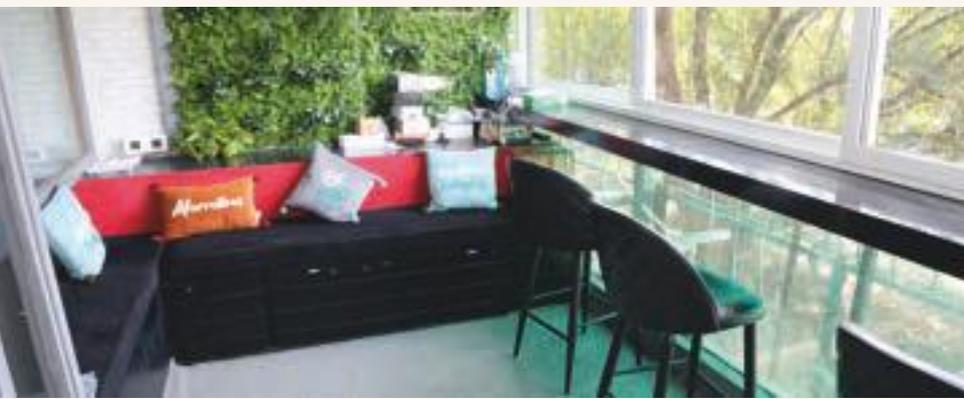
Rose.

EMPORIO MALL | NEW DELHI













FARIDKOT | PUNJAB







Life's Good

INDORE | MADHYA PRADESH

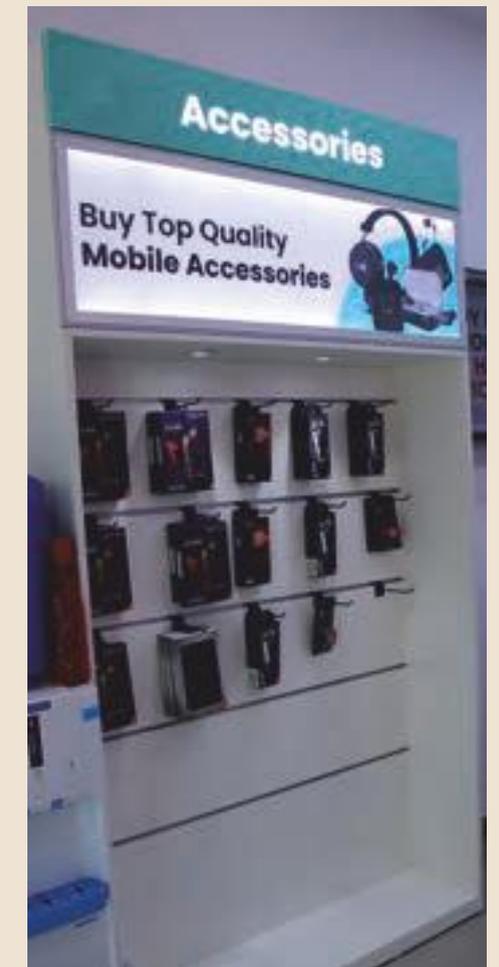
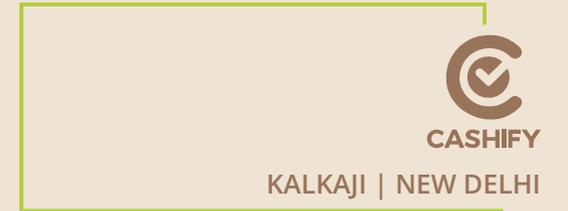




FACES CANADA

JALANDHAR | PUNJAB







KATRA | JAMMU





The beginning of attraction !!

In over 27 years of experience we have always advised our patrons to pay special attention to the entrance of their retail stores. In our experience, we have found that attractive window displays are a powerful means to get people to enter inside the store.

As consumer tastes have evolved over the decades, so has our design aesthetic sense. We humbly take pride in the fact that we excel in the art and science of capturing consumers attention with modern concepts of window displays and instore VM year after year.

Visual Merchandising

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SHOP WINDOWS

Our highly experienced creative team design, produce and install window display concepts and in store creative that push boundaries whilst listening to a brand commercial need. Whether it will be multiple store roll-outs or bespoke one-off creative we will adopt and evolve with your brand.





"HG Graphics has been a great support to LV India for almost 10 years! The quality of work and the services extended, have been more than asked for! We wish to choose their services for years to come."

HINNA BEHEL | VISUAL MERCHANDISER | LOUIS VUITTON





It is an immense pleasure, to work with HG Graphics & team. We have built a strong professional relationship & wish to continue the same in upcoming years. "Timely executions & deliverables are a plus point with ease in better understanding" !! Keeping this in mind HG Graphics' & have always been proactively involved in all the VM activities for our brand. I would like to congratulate the entire team of HG Graphics, for the glorious 6 years with Asics Corporation. We wish you good luck ahead.

DIGVIJAY GAUTAM | VM- MANAGER | ASICS



I would like to express our sincere appreciation for your service to us as one of our most reliable Partner in delivering VM windows, Props and Prints. We have always appreciated the timely delivery of VM props and services. Having business terms with professional vendor like you is great. We look forward to continuing this relationship for years to come. Thank you to entire HG team.

RAHUL GAUTAM | REGIONAL VM - NORTH | PUMA



 **MELORRA**

Here is a heartiest appreciation from Melorra to HG graphics. Melorra has started its VM journey 2 years ago and HG have been a huge part of it . Any experimentation on the scale of large or small, HG has delivered speed without a compromise of quality. We have created wonderful projects together and will continue to be doing so. P.S. after work service too is at par excellence.

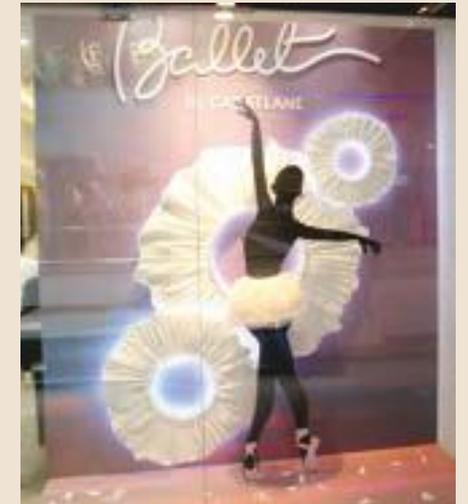
KEERTI SHUKLA | VISUAL MERCHANDISER | MELORRA



CARAT LANE

HG Graphics has been a one stop dependable agency for CARATLANE. Highly recommend them for retail prints and production. They are very professional in their approach . We have had a timely and hassle - free experience.

RADHIKA MCGREGOR | VICE PRESIDENT PROJECTS & VISUAL MERCHANDISE | CARATLANE

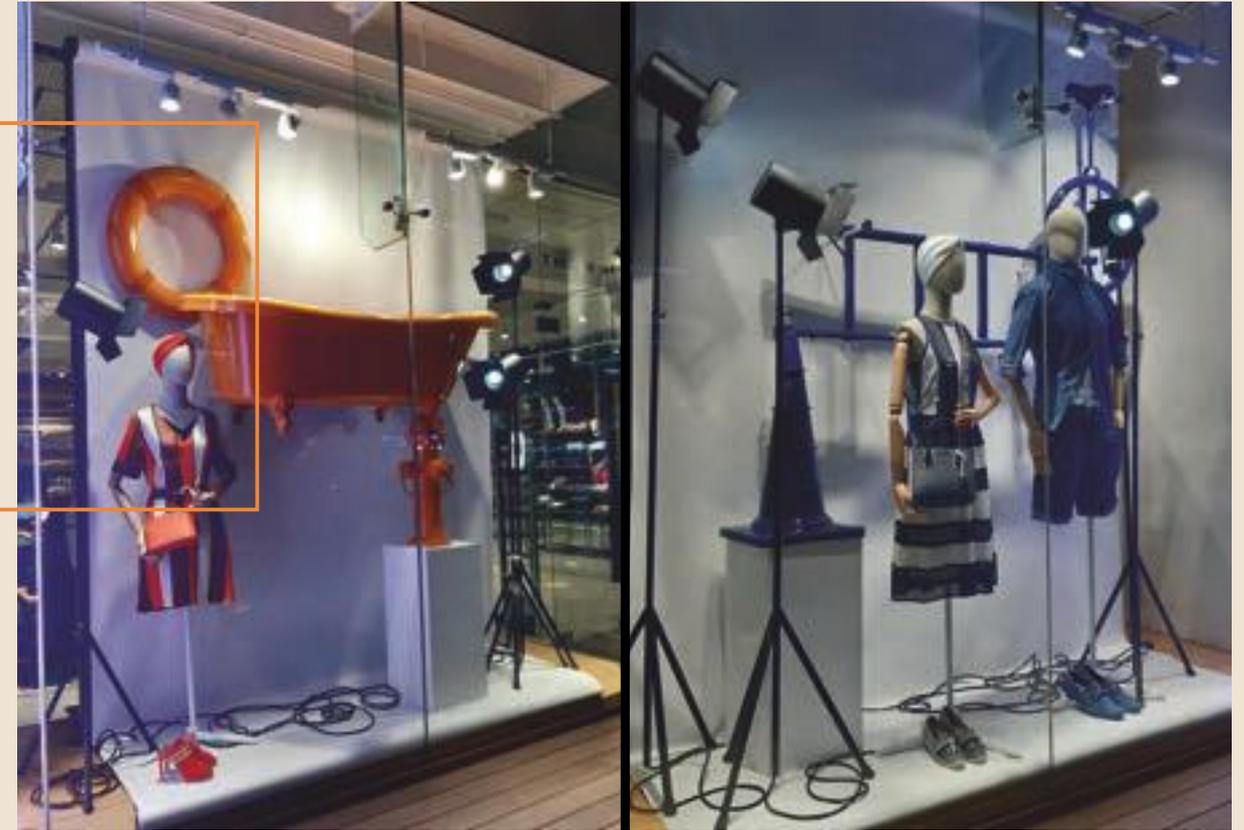




THE WHITE CROW

Thanks for being a very important part of RBL. I really like working with you and your team members. You deliver the best quality and match the timelines. Your team is very co-operative and disciplined. I look forward to do more interesting projects with your team.

DIVYATA RASTOGI | DY MANAGER VM | THE WHITE CROW





HG Graphics has been associated with Reebok since a long time and I must say that they have been doing a remarkable job. The helpful employees who are open to ideas, deliver exuberant premium work on time and we couldn't have been happier. The notable assistance provided by the HG Graphics' team in a short notice of time, has not only won the confidence of the Reebok team but the heart as well. I would like to conclude by saying that the HG Graphics team offers quantitative services which are of high quality and calibre, hence they have great potential to grow and expand. The smooth process in which the work is done is very commendable and we are very satisfied with the final outcome.

VIKESH KUMAR | VISUAL MERCHANDISER | REEBOK & ADIDAS





02J
FSA

HG Graphics has been one of our most trusted and reliable vendors through multiple retail executions. The team has a sound understanding of various materials and manufacturing techniques which makes the translation of design into reality, a much smoother process. They are highly professional and committed in delivering high quality products, within the agreed time frame. Their experience in the field is an added advantage to their expertise and skills.

SIDDHANT SAHU | MANAGING PARTNER & CO FOUNDER | 02JUNE/FEW STEP AHEAD





I thank you for the privilege to recognize HG Graphics in a testimonial. I am writing to thank Team HG as a whole for the value you bring to our projects on a regular basis.

It's been 8+ years I have been connected with Team HG, the journey so far has been really exiting with exceptional consistency in quality & timeline which are 2 key factors in Retail Execution.

Would also like to mention the after sales service which is the core strength of our relationship.

Thank you for your professionalism and assistance.

PRATEEK AGRAWAL | REGIONAL VISUAL MERCHANDISER - NORTH & EAST | AFBRL



RITU KUMAR

I had very good experience working with you , really like your professionalism the way you coordinate and close tasks each and every time. Even you help us to meet short notice time lines by taking ownerships for given tasks.

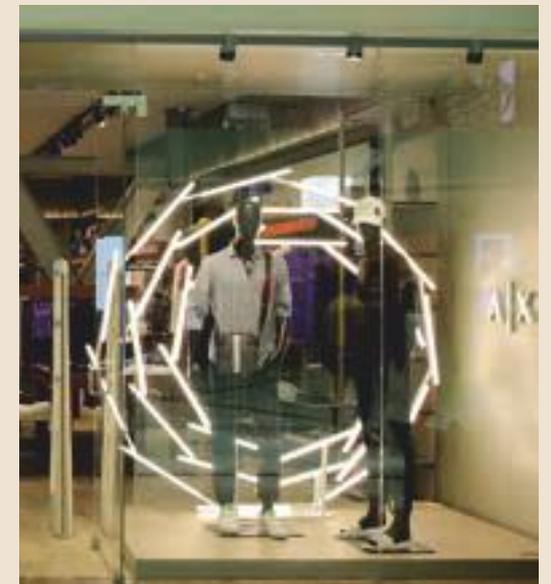
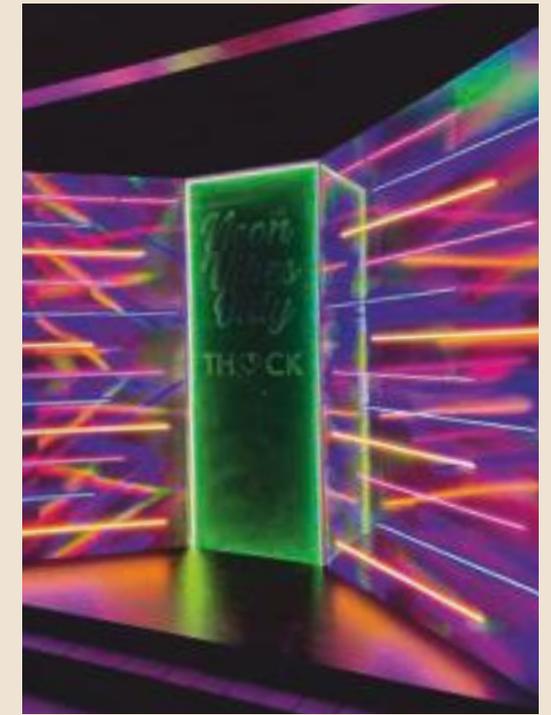
NARENDER SINGH | DEPUTY MANAGER | RITU KUMAR



HG Graphics is one of the most professional partners I have worked with in my entire VM career. They not only provide required solutions, but also owns the entire project and provides newer technologies for better output. Once you give a project to HG Graphics, they will deliver in time, with the best quality you can get in the industry.

SHIVAM SAGAR | DGM - VISUAL MERCHANDISER | GAS





RBL

HG Graphics have been an integral part of the RBL's VM executions for over 10+ years, from the core work to executing one of a kind installations. The team is extremely supportive and understanding, resulting in timely execution at considerate value. Over the years, HG team has been versatile, while working on multiple brands and meeting their individual requirements with fidelity. Wishing them the best of future ahead with many more projects to come.

SNEHI RASTOGI | VISUAL MERCHANDISER | RBL



DIESEL

HG Graphics is one of the most professional partners I have worked with in my entire VM career. They not only provide required solutions, but also owns the entire project and provides newer technologies for better output. Once you give a project to HG Graphics, they will deliver in time, with the best quality you can get in the industry.

SHIVAM SAGAR | DGM - VISUAL MERCHANDISER | DIESEL

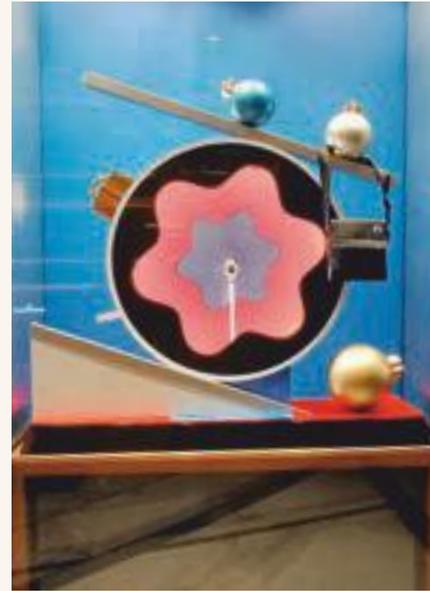


iconic

"HG Graphics has always been an expert when coming to window executions or lounge props setup. No matter how complicated the designs are they try level best to deliver best possible execution and living format to our designs."

DEVSHRI DAYAL | VISUAL MERCHANDISER | ICONIC





I have known Harjee for over 23 years. He is always updated with new technologies and processes and ready to take new challenges. His knowledge, solution oriented approach and eye for detail makes him a great partner.

NEERAJ WALIA | MANAGING DIRECTOR & CEO | MONTBLANC INDIA

 **LACOSTE**

I would like to appreciate the various teams of HG Graphics for the continuous support provided to us since past 6 years. We have developed variety of display props for Visual merchandising with your team's effort. I would like to thank the team of HG Graphics who were always available for us and have supported during the time of various window theme launches and store openings.

I wish you all the best and keep up this good work in future.

CHINTESH KUMAR | VISUAL MERCHANDISER | LACOSTE



TOMMY HILFIGER

My experience with HG has been nothing short of outstanding. HG has unparalleled dedication to customer service. They always go above and beyond to ensure that requirements are met and my expectations are exceeded. Their team is composed of experts in their respective fields, whose level of attention to detail is commendable and are always willing to go the extra mile to ensure that deliverables are met. I am impressed with their commitment to on-time delivery. Overall, I can wholeheartedly recommend HG to anyone looking for a reliable, trustworthy, and results-driven business partner for their VM needs. I look forward to continuing our partnership for years to come.

SUPRIYA SAHANI | DGM - VM | TOMMY HILFIGER

INSTORE VM

Instore communications have more impact when they are consistent. They have the ability to grab consumer's attention when leveraging the same branding cues, mnemonics, taglines, colors and tone that they saw from outside the store. These Highlight zone carries on the same story that is being usually done on show windows along with the merchandise display.





THE WHITE CROW

It's been great working with you all. I appreciate the quality and timelines you are able to match for all my VM related work. The global team appreciates the quality and the exact materials you have maintained for all the works.

*Keep up the good work.
Looking forward to work more with you.*

DIVYATA RASTOGI | DY MANAGER VM | THE WHITE CROW





RBL

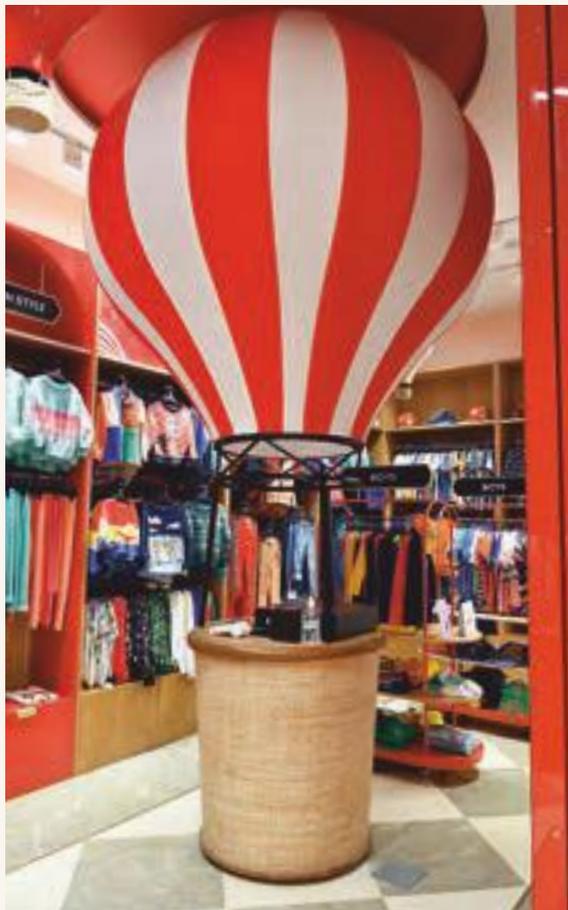
Thank you & congratulations on having a great year. Across all my brands, I have seen a very supportive & creative effort from you all. Your team is greatly equipped in working under pressure and meeting difficult timelines.

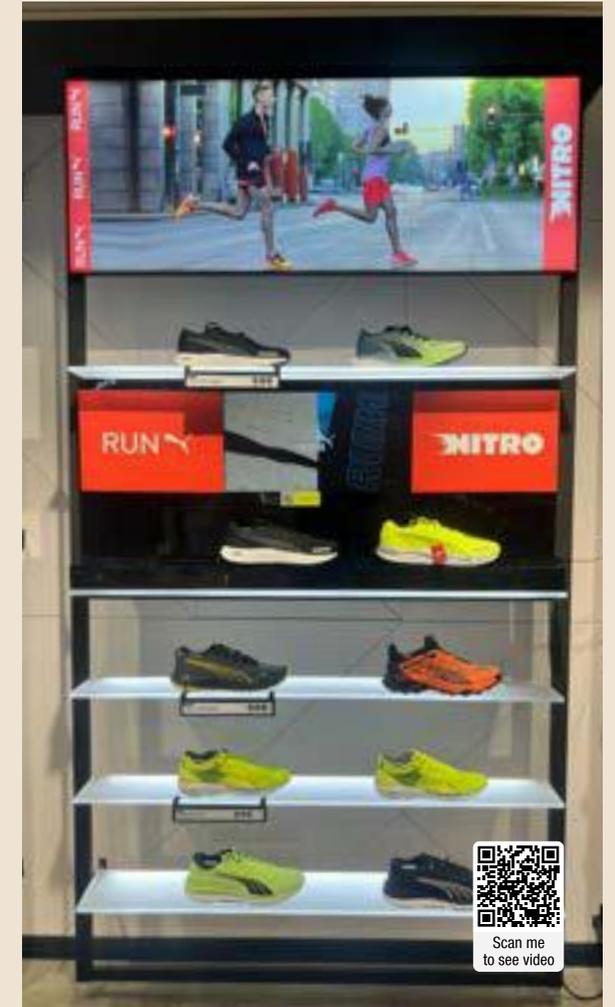
SNEHI RASTOGI | VISUAL MERCHANDISER | RBL



I recently had the pleasure of working with HG for a Hamleys Play project. Their level of expertise, creativity, and professionalism was exceptional. They understood the company vision and requirements for the project. Their attention to detail and commitment to delivering high-quality work was evident in every aspect of the project. Throughout the design process, HG communicated effectively and kept us informed of the progress. They were responsive to our feedback and made revisions promptly, ensuring that the final design met my expectations. Their ability to capture the essence of the brand and translate it into a visually appealing and impactful design was impressive. Working with them was a seamless and enjoyable experience. I am extremely satisfied and would highly recommend HG. I look forward to working with them again in the future

PRANAY SRIVASTAVA | LEAD - PROJECTS | HAMLEYS







iconic

"HG Graphics has always been an expert when coming to window executions or lounge props setup. No matter how complicated the designs are they try level best to deliver best possible execution and living format to our designs."

DEVSHRI DAYAL | VISUAL MERCHANDISER | ICONIC



Working with HG graphics from past 7 years with esteemed team and professional vendors has been a pleasant working experience. A Team who is Highly Committed towards timely and qualitative deliveries. We can work along for both on big and small projects for Max within stated timelines. We are happy and looking further for long and cohesive association with Max and HG graphics. All the best for your future projects.

PALLAVI KRISHNAN | VM TEAM NORTH | LANDMARK GROUP





It is an immense pleasure, to work with HG Graphics & team. We have built a strong professional relationship & wish to continue the same in upcoming years. "Timely executions & deliverables are a plus point with ease in better understanding" !! Keeping this in mind HG Graphics' & have always been proactively involved in all the VM activities for our brand. I would like to congratulate the entire team of HG Graphics, for the glorious 6 years with Asics Corporation. We wish you good luck ahead.

DIGVIJAY GAUTAM | VM- MANAGER | ASICS



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I wish you all the best and keep up this good work in future.

CHINTESH KUMAR | VISUAL MERCHANDISER | LACOSTE






WROGN

We have been associated with HG Graphics for over 8 years now and their service is impeccable. The team understands the brief very well and executes it to perfection every time. We look forward to a long and fruitful association with them.

DHARMENDRA SHARMA | PROJECT MANAGER | USPL WORLD



HG Graphics has been associated with Adidas since a long time and I must say that they have been doing a remarkable job. The helpful employees who are open to ideas, deliver exuberant premium work on time and we couldn't have been happier. The notable assistance provided by the HG team in a short notice of time, has not only won the confidence of the Adidas team but the heart as well. I would like to conclude by saying that the HG team offers quantitative services which are of high quality and calibre, hence they have great potential to grow and expand.

VIKESH KUMAR | VISUAL MERCHANDISER | REEBOK & ADIDAS



I have known HG Graphics for more than 10 years, they are always my preferred partner when it comes to executing challenging and innovative VM solutions. The way company has evolved over the years on strengths of Executing Innovative Solutions, Taking up Challenging Assignments, Superior Customer Service and One Stop Solution Provider Expertise Is Highly praiseworthy. I wish them Success in all their future endeavours and look forward to long association ahead.

AMIT GUPTA | HEAD - TRADE MARKETING | LT FOODS LTD.

CASIO.

HG is one of the most reputed brands we work with and no wonder they are! Professional, always attentive and do not mince words to share feedbacks. We love working with honest, professional people. Keep up the good work!

SAYANTANI SANTRA | NATIONAL MANAGER- RETAIL PROJECTS & VM | CASIO





Here is a heartiest appreciation from Melorra to HG graphics. Melorra has started its VM journey 2 years ago and HG have been a huge part of it. Any experimentation on the scale of large or small, HG has delivered speed without a compromise of quality. We have created wonderful projects together and will continue to be doing so. P.S. after work service too is at par excellence.

KEERTI SHUKLA | VISUAL MERCHANDISER | MELORRA



GIVA

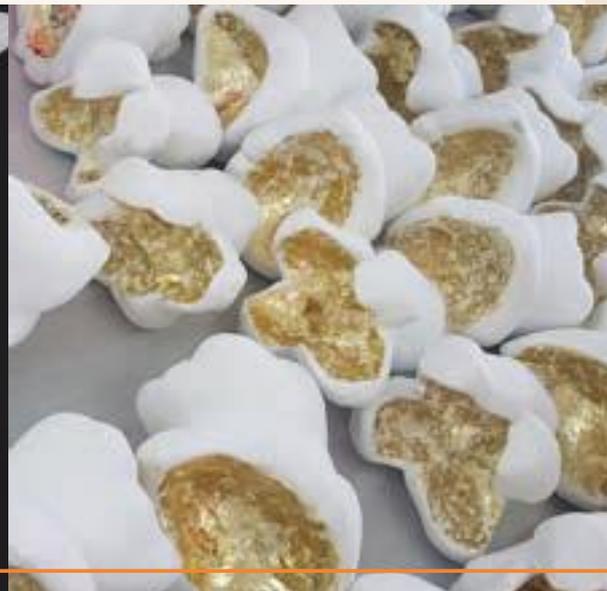
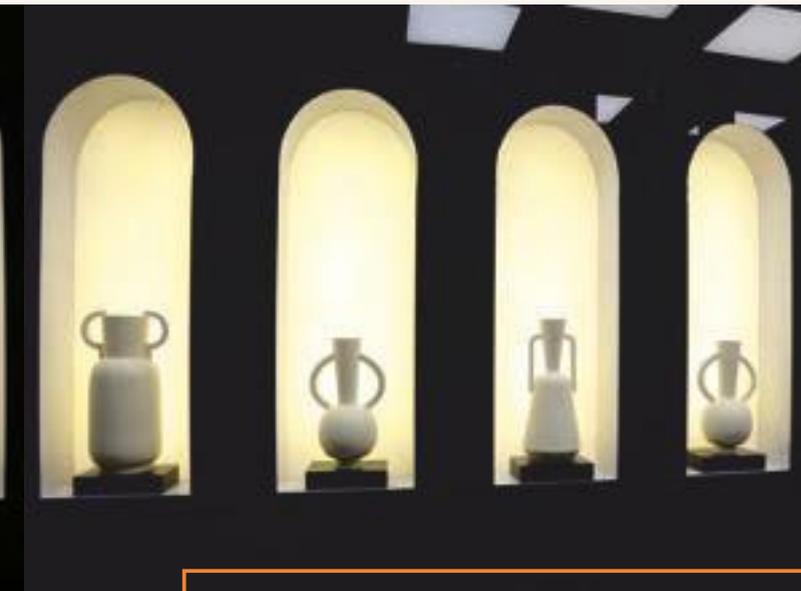
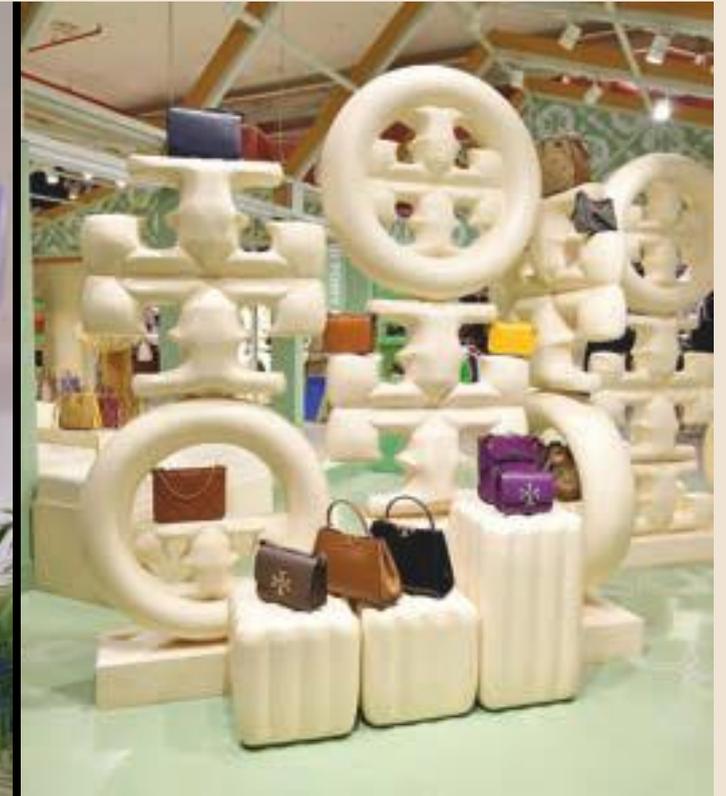
This is my 5th year of working with HG. I sincerely appreciate your efficient, gracious customer service, the level of detail and accountability you have demonstrated on each project, and the way you conduct business as a whole. Our team could not be more satisfied with your work, and we look forward to continuing this relationship for years to come. Thank you again.

RASHI SARAF | VICE PRESIDENT - VM | GIVA

INNOVATIVE PROPS

We have been creating attention grabbing props for some of the well known brands. We use Fibre glass, Moulding, Polystone, Thermocol, etc. in making them. These props create environment and sets a mood for people to have a brand experience. Now with advanced innovative technology - 3D printing, enables us further to make out of the box props. Anything is Possible.

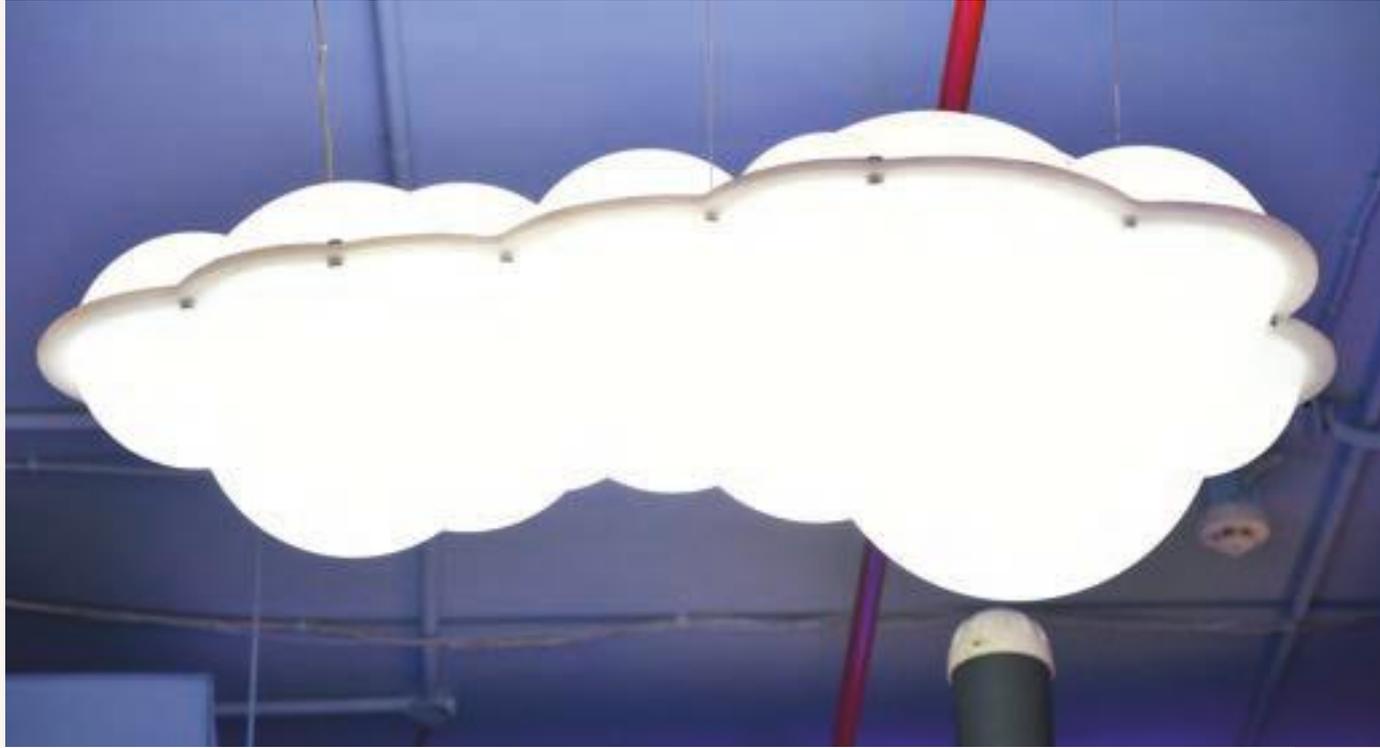




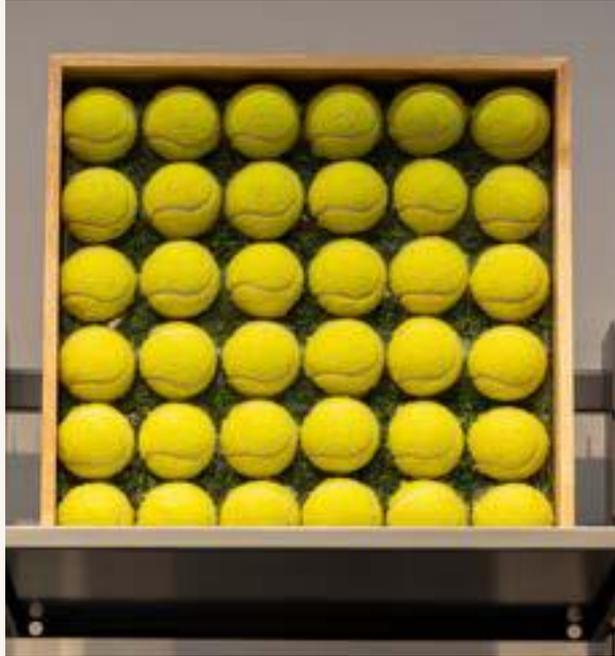
3D printing or additive manufacturing is a process of making three dimensional solid objects from a digital file. The creation of a 3D printed object is achieved using additive processes. In an additive process in object is created by linked down successive layers of material until the object is created. 3d printing enables you to produce complex (functional) shapes using less material than traditional manufacturing methods.



Metal Functional Props





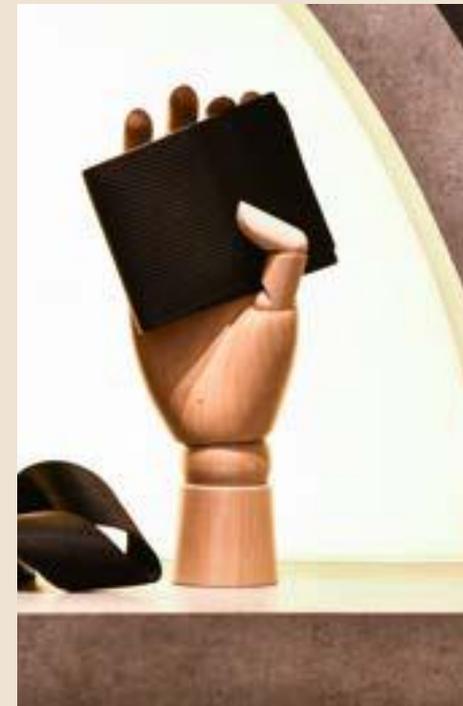



LACOSTE

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I wish you all the best and keep up this good work in future.

CHINTESH KUMAR | VISUAL MERCHANDISING LEAD | LACOSTE



MALL ACTIVATION

Unique brand experiences and impressions offered in a brand activation often go viral on social media to boost brand awareness. Pop-up store and product sampling campaigns are the main popular types of brand activation that local and global brands combine in singular events.





Mall Activations are an ideal way to generate brand awareness for clients and to introduce new products/services to consumers. Unique brand experiences and impressions offered in a brand activation often go viral on social media to boost brand awareness. Pop-up store and product sampling campaigns are the main popular types of brand activation that local and global brands combine in singular events.





COLORBAR

"HG Graphics is a truly valued partner when it comes to bringing ideation to execution. A team of thorough professionals, they ensure that your thoughts translate into their best form to engage consumers as intended. When others express their limitations, HG Graphics presents solutions. We truly appreciate their dedication and efforts to go the extra mile and deliver smiles for us and our consumers alike with their out of the box VM, POS, Event and Retail solutions." Team Colorbar... I wish you all the best and keep up this good work in future.

GAUTAM ARORA | MARKETING MANAGER
COLORBAR



RBL





The beginning of admiration !!

It gives us immense joy to be able to enthrall a brand's consumer inside the four walls of a store. The goal is always to elevate a consumer's brand experience at the store.

With more space to showcase our creativity, we ensure that we embed the floors, walls and ceilings with thoughtfully crafted merchandising units – the likes of which makes the in-store experience all the more worthy of admiration.

Retail Display & Fixtures

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RETAIL FIXTURES

In order to make products sell, you must organize them so that customers can see at a glance what's available. Retail fixtures let you do that in an endless variety of configurations based upon your needs. Fixtures, such as shelves, racks, and displays, play a vital role in not only attracting and engaging customers but also organizing and showcasing products. Proper maintenance of these fixtures ensures that they are functional, aesthetically pleasing, and safe for customers and employees to use.



boAt

Quality, Reliability & Execution. Above comes to my mind when I look for a partner to execute the project. HG, a well known and reputed brand lives up to the expectations with an additional quality of having a great team. Thanks HG for helping us out in executing turnkey project of boAt office, boAt Retail store and Retail POSMs.

ANKUSH GUGLANI | NATIONAL SALES MANAGER | BOAT

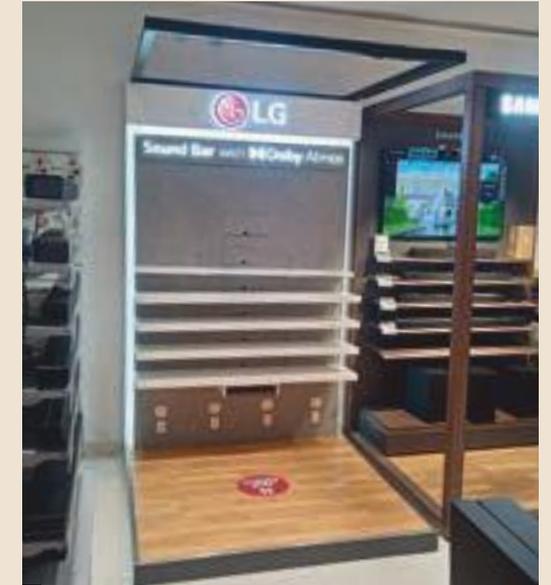


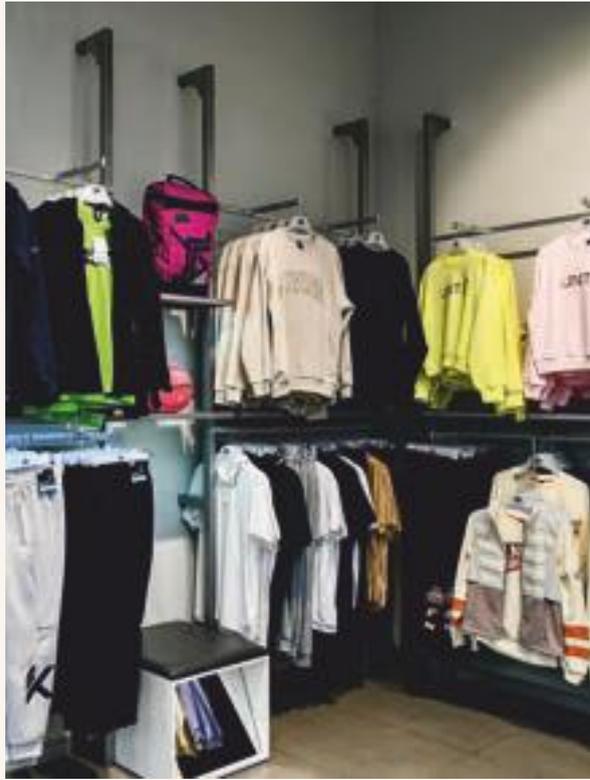




I believe, any retail team should be able to understand the requirements, quality parameters required and deliver on time. With HG we have found the team that can provide all three. It's a great team with excellent infrastructure to support our business requirement.

GAURAV DHAMMI | ACCOUNT DIRECTOR - BTL @ HS AD INDIA | LG ELECTRONICS

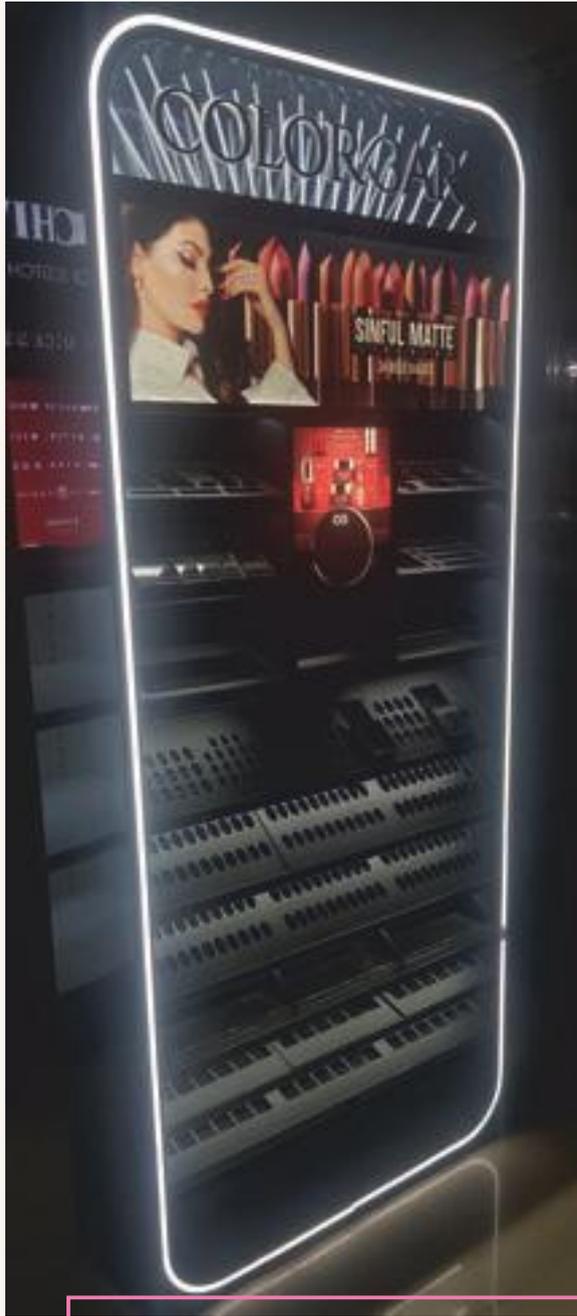




"HG has executed our Bhatinda store which is a factory outlet cum Retail store as a turkey project. They have also executed few SIS for our franchisee. They have been efficient and professional, ensuring that every detail was taken care of with precision and care. Their complete in-house manufacturing facility is the core strength and is able to deliver whatever is expected. Look forward to work more with them in future."

ASHISH BANSAL | COUNTRY HEAD | BRANDFOLIO PVT LTD





COLORBAR

I would like to thank HG graphics team for the extra effort's you guys have taken up to do our projects and taking up the pressure to match the deadlines. I had wonderful time working with you and my experience has been incredible. Working with you I know one thing for sure that sky is the limit for you guys.. all the best and keep working with the same spirit.

RICHA SETH | PROJECT HEAD | COLORBAR



D'YAVOL

Would like to express my utmost appreciation and admiration for HG commitment to detailing, creativity with high quality finishing. Their work is a testament to their exceptional talent and their dedication to pushing the boundaries of whatever is possible. Kudos to Team HG!

LEANDER REIS | NATIONAL TRADE MARKETING MANAGER | D'YAVOL





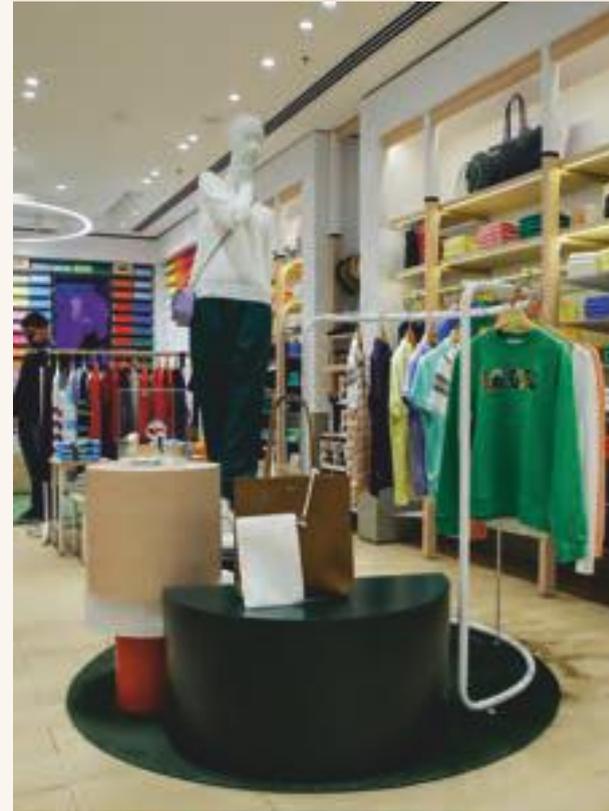
Pernod Ricard

HG Graphics is synonymous to Quality. For them, the jobs don't end just after completing the projects, but they are always available for any service required post installation too. Understanding the clients' requirements is one part but delivering as per the expectations is the crucial one and they always excel in that. Also, making a wine shop into a premium brand store is a tough job as lots of unexpected changes comes on site during final installation and HG Graphics accommodate all the changes required with great quality and proper finish.

RAKESH PRAJAPATI | TERRITORY MARKETING MANAGER | PERNOD RICARD



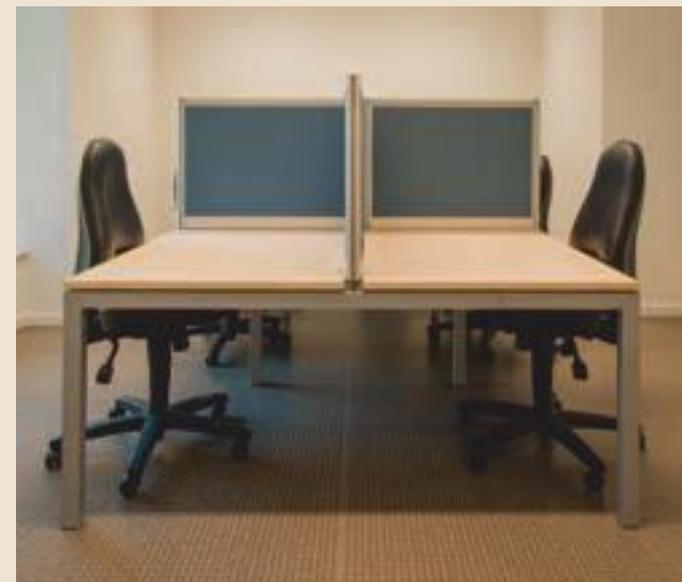




FURNITURE

Be it Commercial or Retail furniture, it is to satisfy people certain material demand and use purpose and design and make, accordingly furniture still has the element of material and exterior form respect. We at HG specialise in making any form of furniture in Metal and Wood both to fulfil clients requirement using appropriate material as per its use and longevity.









KIOSK & GANDOLA

Retail kiosks are frequently located in shopping malls or on busy city streets with significant foot traffic and provide owners with a low-cost alternative to market their products or services. A pop-up shop is a temporary retail space that is typically used to introduce a new product line, test a new market or generate awareness for a product or cause. These solutions are low cost with less risk and a chance to test the market for your product; see how well your products sell and seek feedback from real customers.





mamaearth®

HG Graphics is not an agency, its a solution oriented warehouse. I was fully impressed by their, when I was doing the studio visit along with Mr. Harjee. All the team member starting from graphic designer, marketing, support function and production team are very helpful to provide best solution to our projects. Looking forward for many more collaborations in future. Kudos entire HG+ gang...

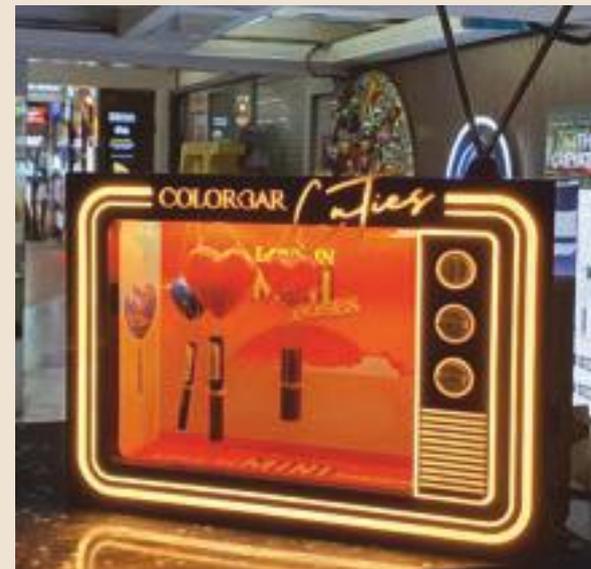
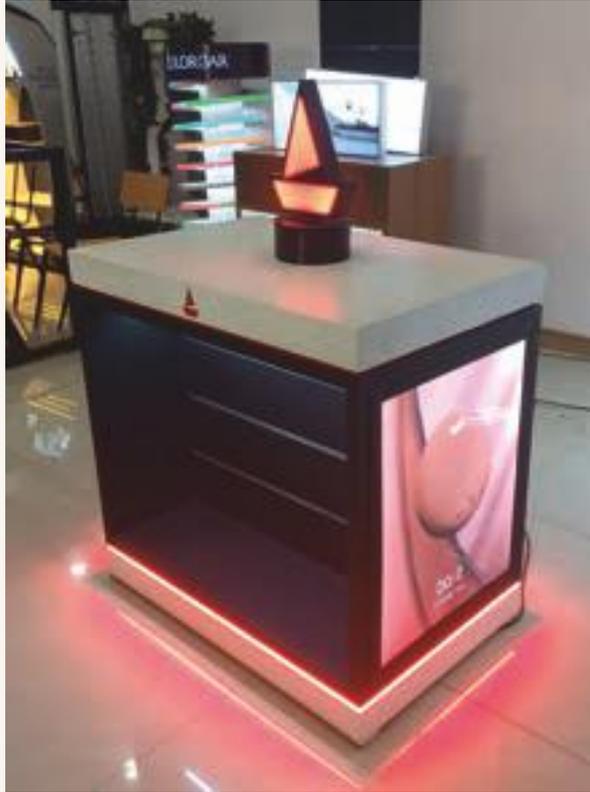
DEBASIS MOHAPATRA | NATIONAL
TRADE MARKETING & CHANNEL
MANAGEMENT HEAD | MAMAEARTH

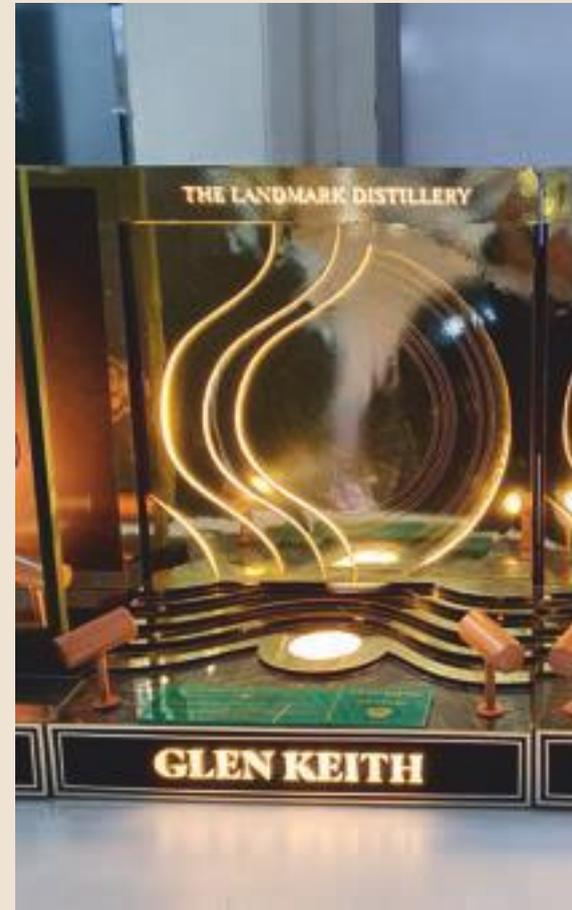
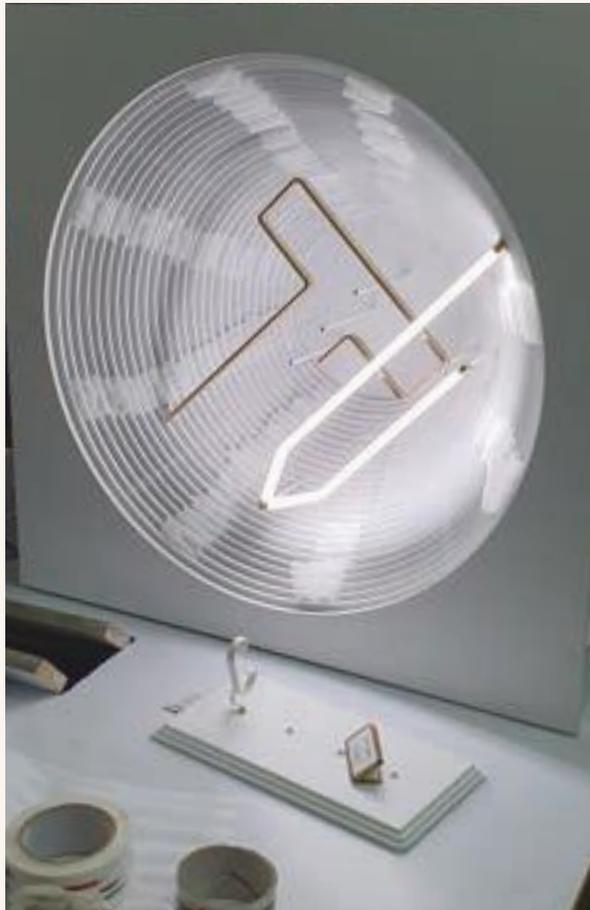
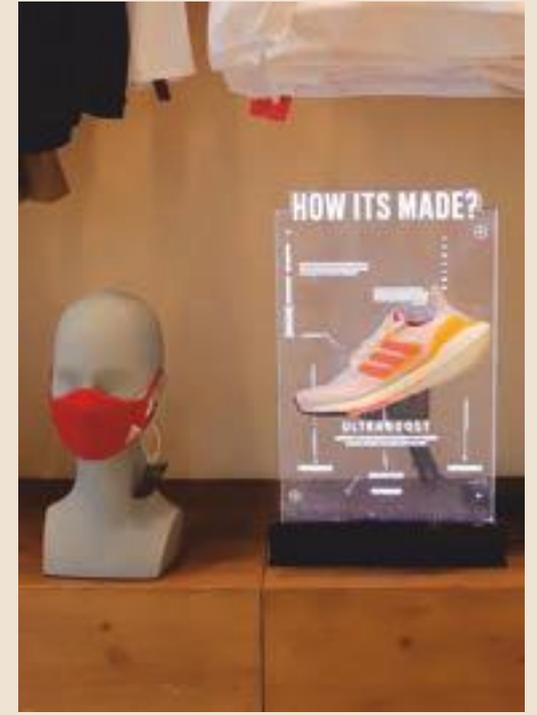


FSU & POP

Free standing display units can be employed in various positions throughout the store - they are, after all, fully independent fixtures requiring no counter tops or shelving units for placement. They simply stand on any part of the floor under their own structural integrity. That being said, since the main purpose of FSDUs & is to draw attention to themselves and to the products, they are very frequently employed in the position of point of purchase displays.









The beginning of increased footfall !!

While we revel in creating memorable brand experiences, we are equally focused on ensuring that people actually get to experience our craft. Hence, the amount of planning that we undertake to lead people inside the store is comprehensive to say the least.

At our level of experience in the retail merchandising industry, we have refined the art of leading the right customer to the store. Our signages are not just another run-of-the-mill notice board for the people to pass by. We actually make the effort to ensure that our signages command the attention of passers by, making them take notice and take action.

— Signages & Large Format Printing

Facade Signage	158 - 167
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Digital & In-Store Graphics	180 - 184

156 - 184



FACADE SIGNAGE

The front of your store or building is one of the most important areas of the entire business, not least in terms of establishing strong customer relations at the earliest possible stage. Illuminated Facade Signs are the perfect way to achieve the desired results for many years to come night and day.

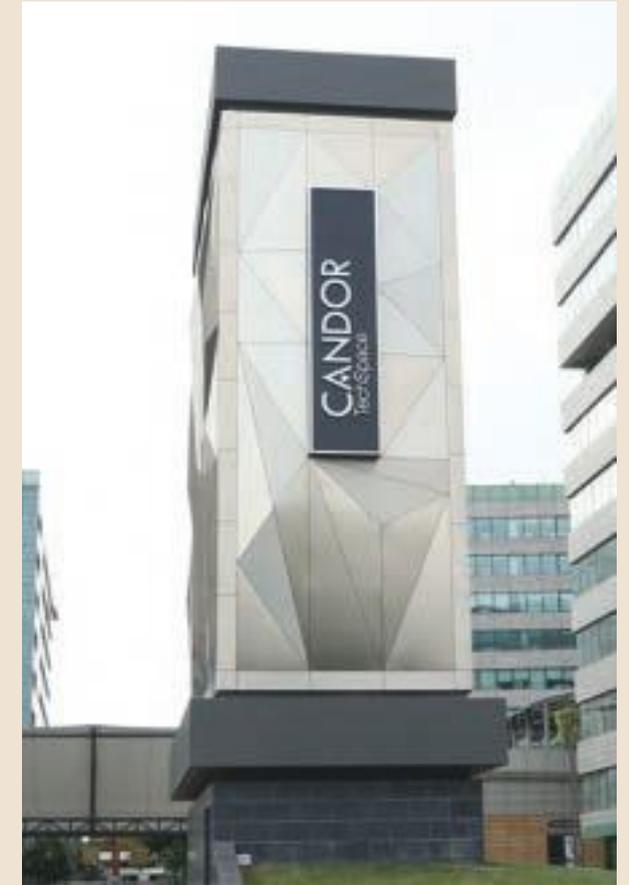
With over 27 years of experience, our expert and friendly technicians can guide you through every step of the process before installing quality store signs in a fast, affordable fashion.

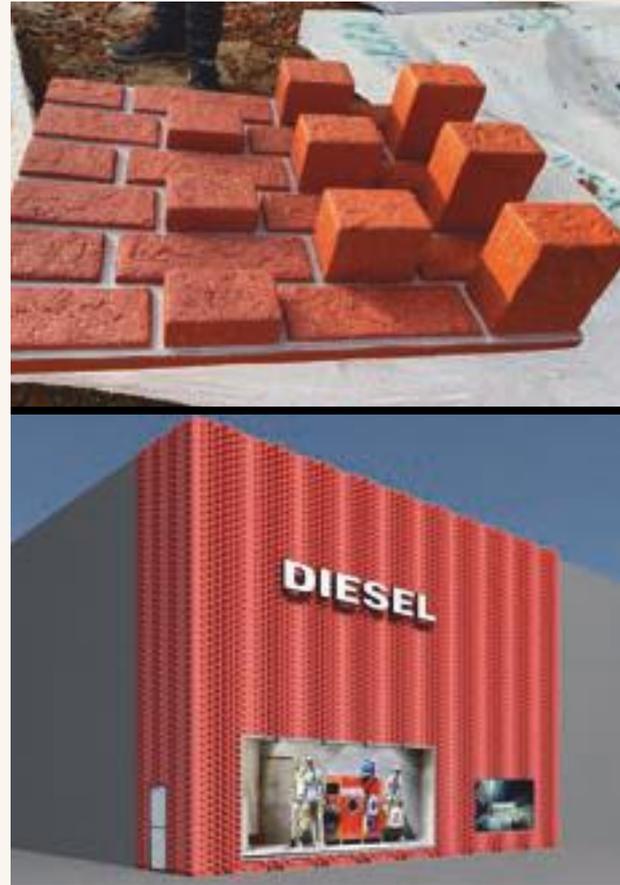
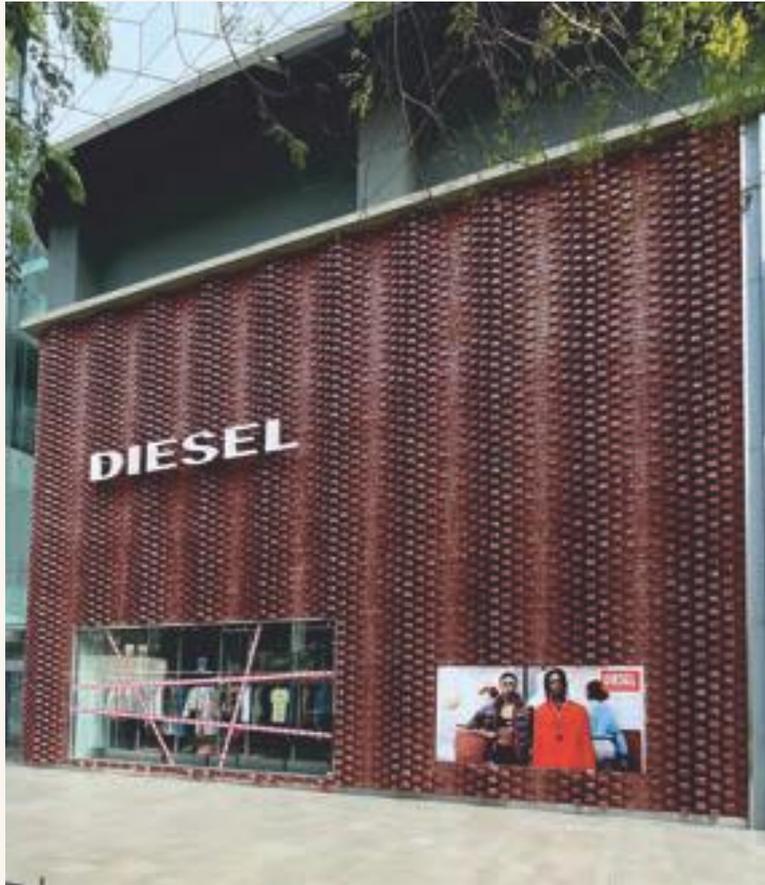




Harjee has been working for me more than 10 yrs. Needless to say that he is an extraordinary person and his commitment and service to me as a client is unmatched and impeccable. I truly appreciate their professional approach towards the assigned work. Working experience has always been timely & hassel - free. Wish HG all the success in future and would highly recommend them for Store signages and Fixtures.

DEVESH DUBEY | CHIEF CONSTRUCTION OFFICER | BURGER KING







We would like to express our sincere appreciation for your service to us, as one of our most reliable Partner in delivering our Brand signages. We have always appreciated the timely delivery of Signage and services. Having business terms with professional vendor like you is great. We look forward to continuing this relationship for years to come. Thank you to the entire HG team.

MANEESH SHARMA | CEO | MR. DIY



📍 **24SEVEN**

We are 100% satisfied with the Team HG Graphics responsiveness to our needs, exceptional delivery timelines, honesty and clarity along with overall ongoing service. It's been over a decade now we are using their services for all our façade Signage and instore branding for Modicare and 24/7 stores and they are fully reliable. We recommend HG Graphics for all Branding, Signage, and instore jobs.

AMIT MISHRA | PROJECT HEAD | 24 SEVEN

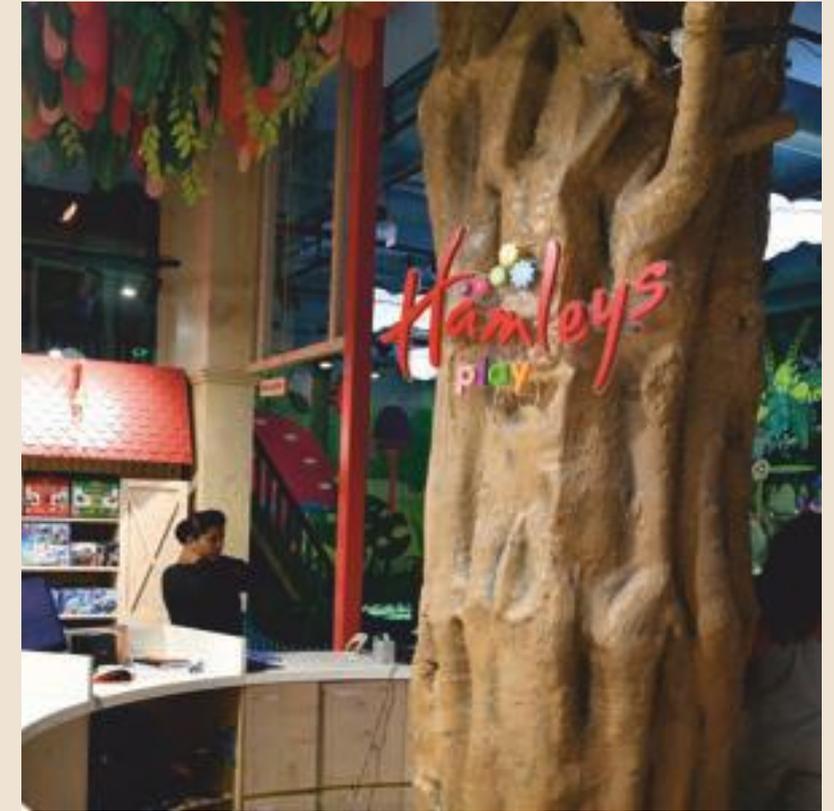
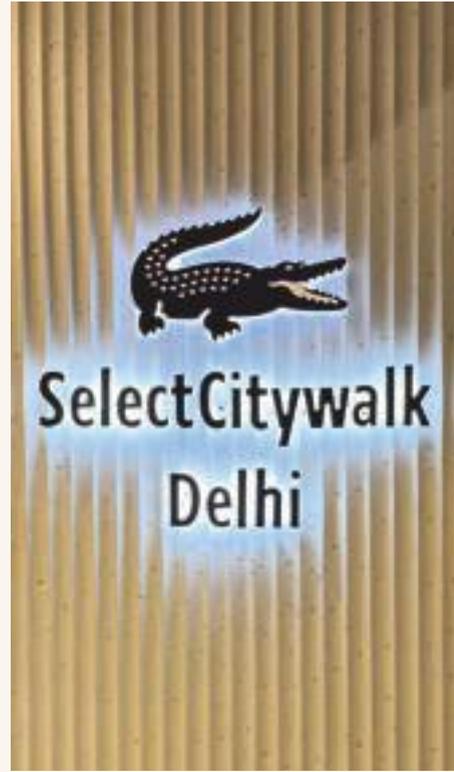




IN-STORE SIGNAGE

Retail store graphics and bright, colourful window displays are an important part of any retail store's design strategy and are key to a customer's decision to enter a store or not. But retail store interiors are constantly subjected to a barrage of scuffs and scrapes from bags, trolleys, products and people, quickly turning the most carefully and colourfully designed stores into cruffy eyesores.



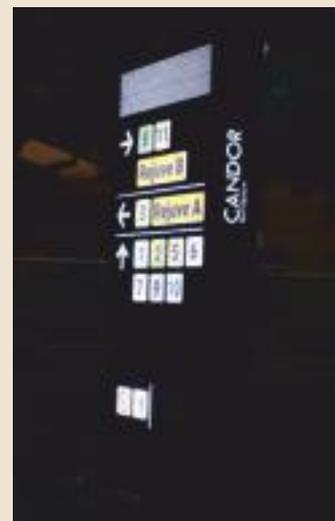
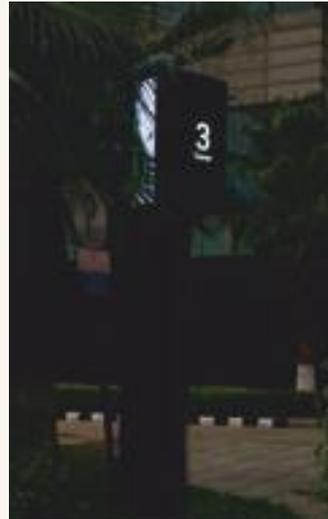


WAYFINDING & MANDATORY SIGNAGE

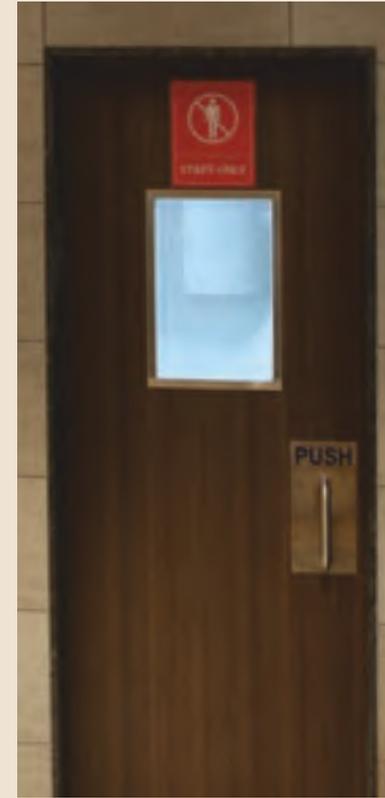
Directional signs are necessary for vast locations such as shopping malls, hospitals and corporations. With these building signs, visitors or customers are less likely to get lost which helps to avoid a situation that could reflect badly on the business. Directional signage can also be useful for large scale outdoor events such as festivals or places where there are multiple buildings or entrances.

Mandatory Safety Signs are used to inform that a certain action or requirement must be fulfilled in the area. These signs can also be obligatory on the traffic which uses a specific area of road. These signs indicate what must one do, rather than must not do.









DIGITAL & IN-STORE GRAPHICS

Digital signage can be used to provide public information, convey internal communication or share product information to enhance customer service, promotions and brand recognition.

Digital signage in retail can be used to direct customers to specific products, upsell items, promotional purpose and moreover its being used to highlight any new launches . This reduces staff costs and places shoppers in charge of their own experience. This can be CMS integrated (Cloud Management System) which gives you complete flexibility to changes contents anytime anywhere with complete log malfunctioning details if any.





NEW LAUNCH

RAISED UV METALLIC FOIL PRINTING



Clear Gloss Varnish Printing



Raised Gold Foiling on Glass with Reverse UV Printing



Coloured UV Raised Foil Printing



Raised Gold foil with UV Printing



Raised Gold foil Printing on Fabric



Raised Braille Signages



Raised Copper Foil Printing



Raised Iridescent Foil Printing



Raised Silver Foil Printing



Raised Gold Foil Printing on Dark Wood

OUR FEW MORE HAPPY CUSTOMERS



Team HG Graphics has been a great support to BIRA. They have executed our customized Wallbays, Gondolas, Fabric light boxes, etc.. for Pan India locations in a very short time with superb execution. They can be fully relied upon the quality, timeline, and seamless execution for their fixtures & branding jobs.

AKHIL DHARIWAL | MANAGER - PROCUREMENT | BIRA



We developed a great partnership with HG Graphics and would continue to do so. HG has always delivered Quality signage's for Lenskart, on time and at right cost. Our Most Premium stores of Lenskart in India are GK2 and Park street, both these are done by HG. Not to mention all the good signage's you see around Delhi and NCR. Thanks to the entire team of HG for their great service.

PRABHU BALARAJ | HEAD PROJECTS & MAINTENANCE | LENSART



Good experience, friendly staff, and good customer service. Timely work completion with quality. Would recommend them for the projects.

MD TAUQEER ALAM | PROJECT MANAGER - PROJECTS (NORTH) | CROMA



Overall it has been a good experience working with HG Graphics. We have been working for almost 4 years now. The team members were quick learners and easy to train. We are in a fast fashion changing world where the customer's requirements change every day. To give our customers the best experience, we need to refresh the shop floor very quickly. One of the best thing about HG Graphics has been the quick response to such requirements. In India, we still have too many material availability limitations. My suggestion to the team is to be more innovative in terms of media and material.

NIKHIL SHARMA | VISUAL MERCHANDISER | UNIQLO INDIA



Reliable and 100% upto the mark! I can always trust on HG's team to deliver superb output for us. As a new brand, Hippo Stores, we wanted work to be of 100% quality and Abhay, Vinay and team have never failed us. Whether it is for new store branding, events production or continuous requirement of communication in various assets, we got results as well as expert guidance! I will highly recommend HG's services to any retail store or brand!

RAVEENDRA SINGH | MARKETING DIRECTOR | HIPPO STORES



Meena Bazaar has collaborated with HG Graphics for the past 2 years, and during that time we have completed more than 15 projects together. I can confidently say that HG Graphics has consistently exceeded our expectations. Their attention to detail and commitment to quality is unparalleled. Their team is professional, courteous, and easy to work with. I highly recommend HG for anyone looking for signage services. They have been a great partner for our business, and we look forward to continuing our collaboration in the future. Thank you, HG Graphics, for your outstanding work!

SHAHROZ MIRZA | BUSINESS HEAD- PROJECTS AND MARKETING | MEENA BAZAAR



The beginning of your supremacy !!

Over the decades we have garnered the respect of all our clients, and we aspire to elevate you to the top of your customer's mind as well. With HG Graphics it's not about when you'll see your brand at the top of your customer's consideration, it's about how soon you want that – and we shall deliver.



VMRD Retail Design Award 2020 for Best Window Display (ICONIC)

Image partner of the Year for BURGER KING (2018)

Excellence Award for Best Retail Solution by Hon'ble Union Minister, Shri Kalraj Mishra ji, Govt. of india

VMRD Retail Design Award 2016 for Best VM Installation (Dior)

Global award for Retail Excellence in Best VM Installation 2019 (ICONIC)

VMRD Retail Design Award 2018 for Best Store Signage (24 Seven, Vikaspuri)

VMRD Retail Design Award 2015 for Best Store Signage (Burger King)

Global award for Retail Excellence in Best Store Signage 2019 (24Seven)



Our success depends on your growth !!



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