

In today's world, there are a zillion businesses vying for consumers' attention. Unfortunately, there is very little place at the top. Besides a good product offering, what separates a good brand from the rest is excellent communication. If a brand speaks to the consumers well, they take it well. Several great products have seen a tragic end, just because they could not communicate properly.

Crystal Hues Limited (CHL), established in 1989, offers complete communication solutions for your business. An ISO 9001:2015 & ISO/IEC 27001:2013 certified company, CHL is backed by a team of 150+ dedicated professionals with an impressive track record of launching new brands, localizing a brand across various markets and taking brands to the next level.

CHL offers the expertise of over 700 communication specialists across 34 cities around the world who ensure seamless support in providing value-based solutions.



#### **HOW IS CHL DIFFERENT?**

To meet all your communication needs, CHL has created four specialized verticals.









Localization Services www.chllocalization.com

Advertising Agency www.chlworldwide.com

Digital Marketing www.chldigital.com

Software Development www.chlsoftech.com

Each vertical has its own set of industry experts and specialists who offer highly customized solutions that are just right for you. These four verticals can operate as individual entities or work together to deliver solutions for your communication needs, seamlessly. In other words, we are a localization service provider, an advertising agency, a digital marketing expert and a website specialist - all available at one place.

# THE PROCESSES THAT MAKE CHL SPECIAL

CHL is a complete communications life-cycle company that provides effective solutions to all marketing needs. CHL's team of talented professionals follows strict quality-control measures and ethical practices to ensure the best in class services and uncompromising standards.





CHL believes in starting right. That's why every project here begins with thorough groundwork, irrespective of its scale. CHL's domain specialists first understand the project and then delegate the job among various team members (based on their expertise). After completion of the project, all the finished tasks are integrated back to ensure comprehensiveness and consistency. This process also removes redundancies and non-conformance to any particular project requirement.

#### HAND-PICKED SPECIALISTS FOR EACH JOB

Every project at CHL is overseen by a specialist who has substantial experience in handling similar projects and delivering on time. He or she supervises a team of various domain specialists who work on creating out-of-the-box solutions, which deliver desired results. All work procedures at CHL conform to international quality standards. Compliance with rules is adhered to through a customized project management system.

### 100 PERCENT ERROR-FREE REPORTING AND CORRECTION

CHL follows a mandatory process of evaluating individual projects through a system of continuous improvement and the obligatory use of the latest tools and techniques. All CHL's projects follow a "100 per cent error-free reporting and correction" process flow. This is mandatory for each and every project.



## What makes the team **EXCEPTIONAL**

CHL has a team of more than 300 talented and dedicated professionals, who ensure well-integrated service delivery. All team members have exceptional credentials, with each team head having more than a decade of experience. The domain expertise of the experts includes subjects such as advertising communications, project management, linguistics, graphic designing, publishing and software engineering. Over the years, has CHL catered to a wide range of clients from various industries, including FMCG, hospitality, engineering, automotive and pharmaceuticals.

CHL's combined strength of 300 plus working individuals, spread across 34 cities round the globe and covering a wide range of interest areas and domain specialization, gives you flawless execution and value for money.



