

Customer : Aurobindo Pharma
Industry/Sector : Pharmaceuticals & Healthcare
Exhibitions : CPhI Worldwide
Where: Paris, France

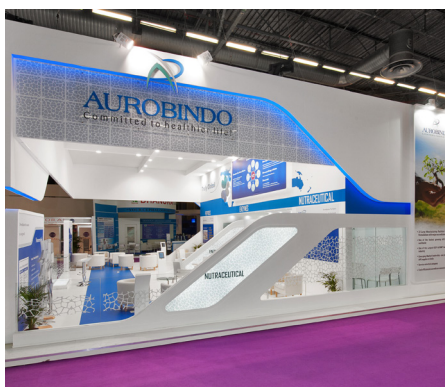


Case Study

Aurobindo Pharma – A Successful Depiction of its Business in Custom Built Stand



Aurobindo Pharma is a pharmaceutical manufacturing company headquartered in Hyderabad, India. The company manufactures generic pharmaceuticals and active pharmaceutical ingredients. It market its products in over 125 countries.



The Insta Advantage:

Insta Worldwide Group is a leading point of contact solutions provider for experiential marketing spaces. We understand brands because of our 4000+ clientele globally which include industry specific market leaders.

Our strong presence is marked by our state of art facilities, manufacturing offices in 7 Indian metros and a network of trusted vendors across India.

We're a global player for International Shows with 100% owned subsidiaries and manufacturing units in USA, Europe and the MENA region.

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Challenge Accepted:

- A Custom Built Design concept that depicts the theme of Aurobindo Pharma's diversified dimensions in business
- To incorporate their upcoming products into the same theme
- The overall **Custom Built Stand** should be set up within 3 days

Engaged:

- Insta proposed Aurobindo Pharma with various Custom Built Design concepts, giving them options like no other
- They created the perfect mixture of Aurobindo Pharma's upcoming products in theme with graphical representation
- Insta completed the entire set up of the stand with in two & a half days, before time

Scale:

- Insta created a well thought **Custom Built Stand** in an area of **175.5 m²**

Result:

- Insta succeeded in the Custom Concept Creation and executed well for which it was recognized and appreciated
- Aurobindo Pharma was delighted with the efficiency of I&D team to built the entire project with half day to spare
- It was overall a huge success, complimented by the whole management of Aurobindo Pharma