

Astral Advt. & Mktg. India P. L.

Selected 2012-14



Director : Smt. Jaya Narayan Pawar

Established : 2002

Product: Astral is an Advertising Agency which releases advertisements in national and international newspaper and electronic Media. Astral provides all media solution under one roof i.e. Public Relations, Outdoor, Prints and Electronic media.

History: Astral started business as a proprietary firm having one office in Nashik. Today, Astral is a Private Limited Company with 22 offices all over India; with corporate office in Mumbai and business touching 100 crores.



Achievements:

- Accreditation with Indian Newspaper society (INS)
- Advertising stand council of India (ASCI)
- Audit Bureau of Circulations (ABC)
- Registered with DD & AIUR
- Empanelled with directorate of Advertising Visual and Publicity
- Astral is an ISO: 9001:2008 company bearing certificate no. 09/896/J





and Designs, Haffkine, Maharashtra Fisheries Corporation Ltd, Bombay Electric Supply and Transport Company, Indian Rare Earth's Ltd, Naval Dockyard, Maharashtra State Road Transport Corporation, IDBI Bank, SIDBI, Bank of India, Oriental Bank of Commerce, Telecommunications Consultants India Ltd. and many others.

Expansion plans: Keeping 2014 as target, Astral has decided to improve business outdoors. Soon Astral is going to open a separate wing for public relations only. Before August Astral has decided to open their next first international branch in Dubai.

Market: Astral works in the advertising industry. Print media has a larger chunk of Astral's Business. Astral has over 150 clients from central govt., state govt., public sector units and private sector. Some of our esteem clients are: All power companies of MSEB – Maha Transco, Maha Vitran, Maha Genco, Maharashtra Electricity Regulatory Commission, Bhabha Atomic Research Centre, Maharashtra State Transport, India Security Press, Maharashtra Knowledge Corporation Ltd, Airport Authority of India, Food Corporation of India, Bharat Bhari Udyoog Nigam Ltd, Department of Atomic Energy, Central Public Works Department, Directorate of Purchase and Stores, Patents



Brand value: Astral is known in Advertising industry for Quality and Commitment.

Facilities for Staff: Astral Family is very conscious of all their members. Astral has very good office premises. The management provides all facilities which are required by staff members to work efficiently.

Mantras to become a successful entrepreneur: Astral believes that the only secret for success is client satisfaction, quality management and complete teamwork.