

**ideosphere**

Ideosphere Creative Strategy Showcase

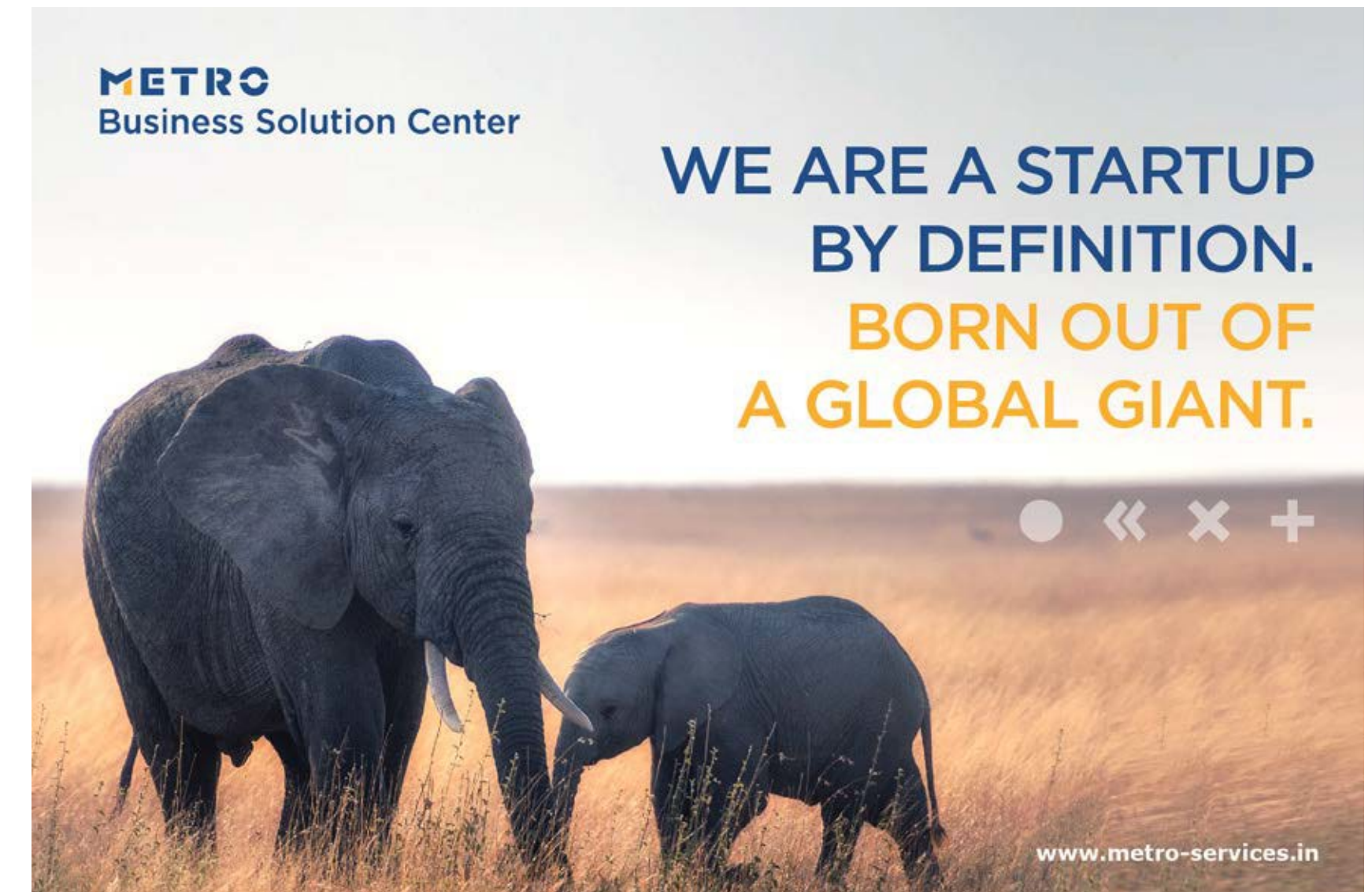
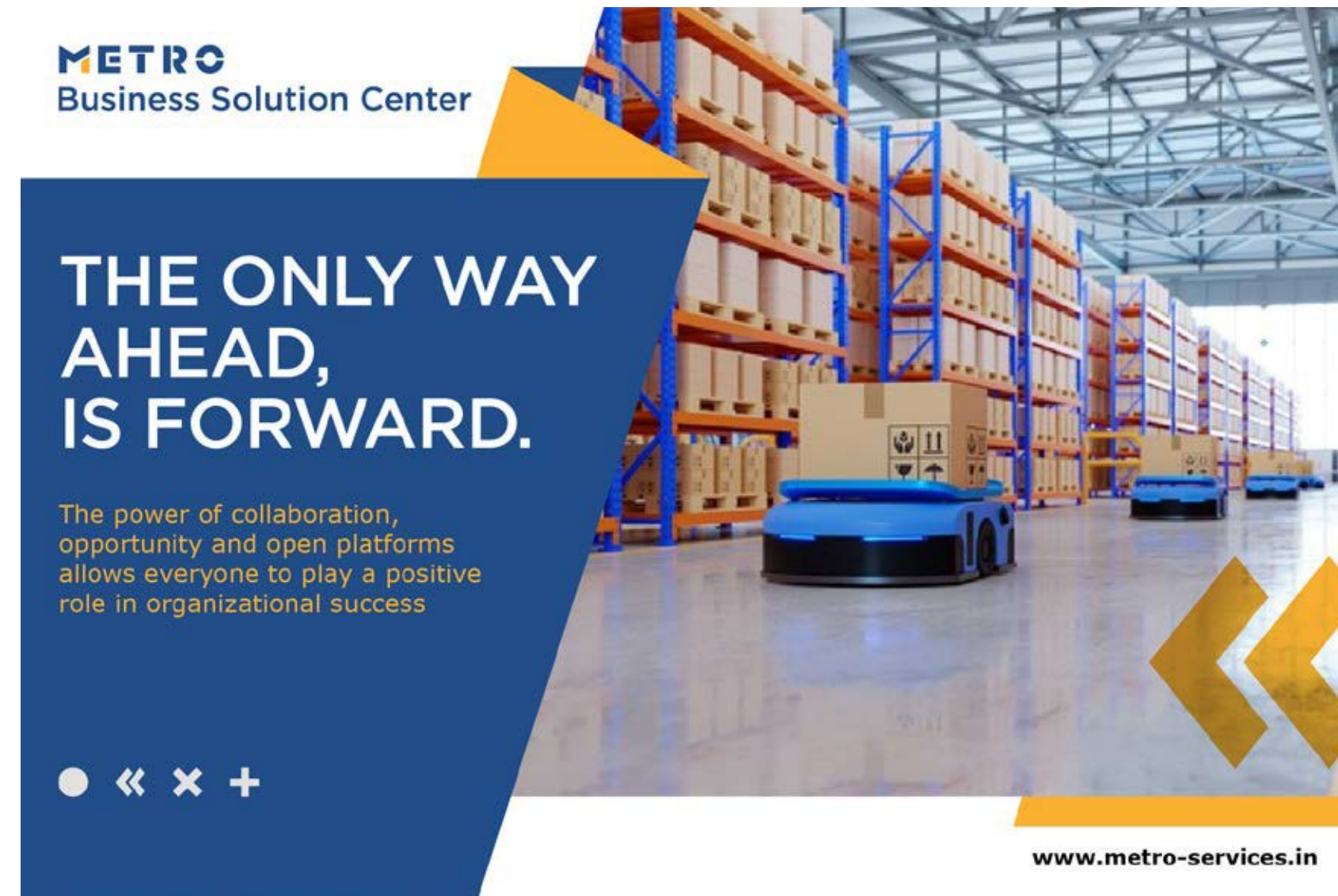




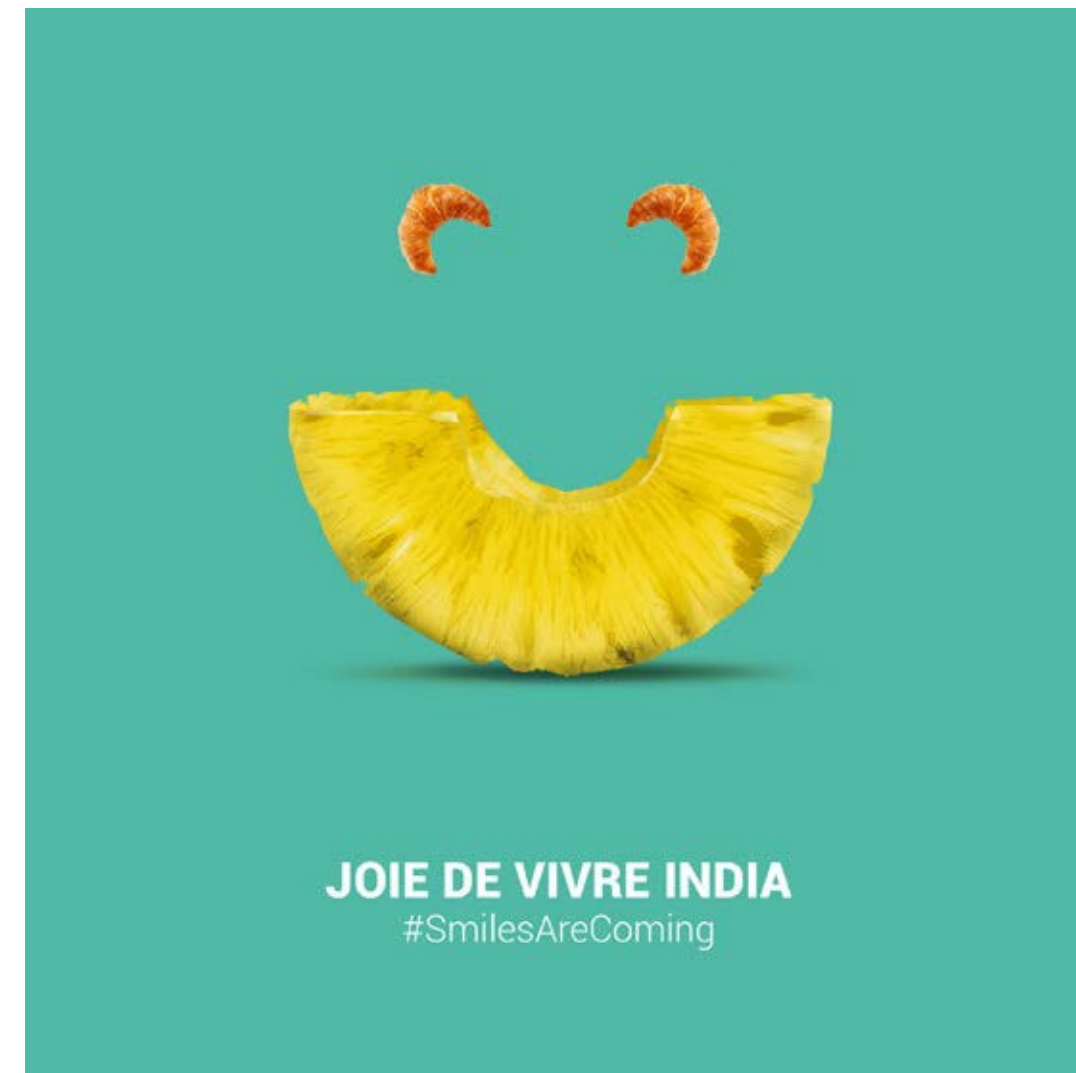
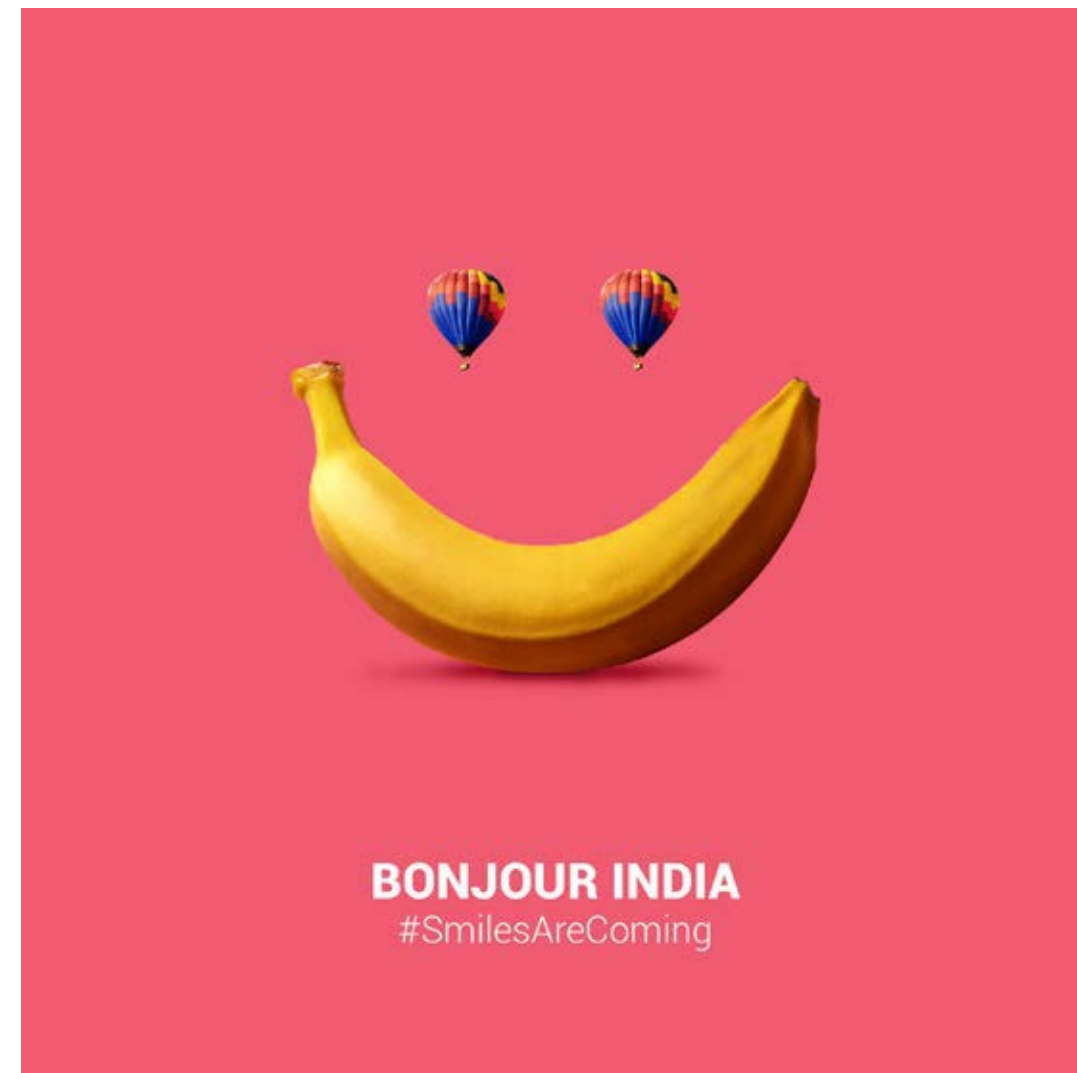
# Digital Design Language

A collection of our best narratives set through social media channels









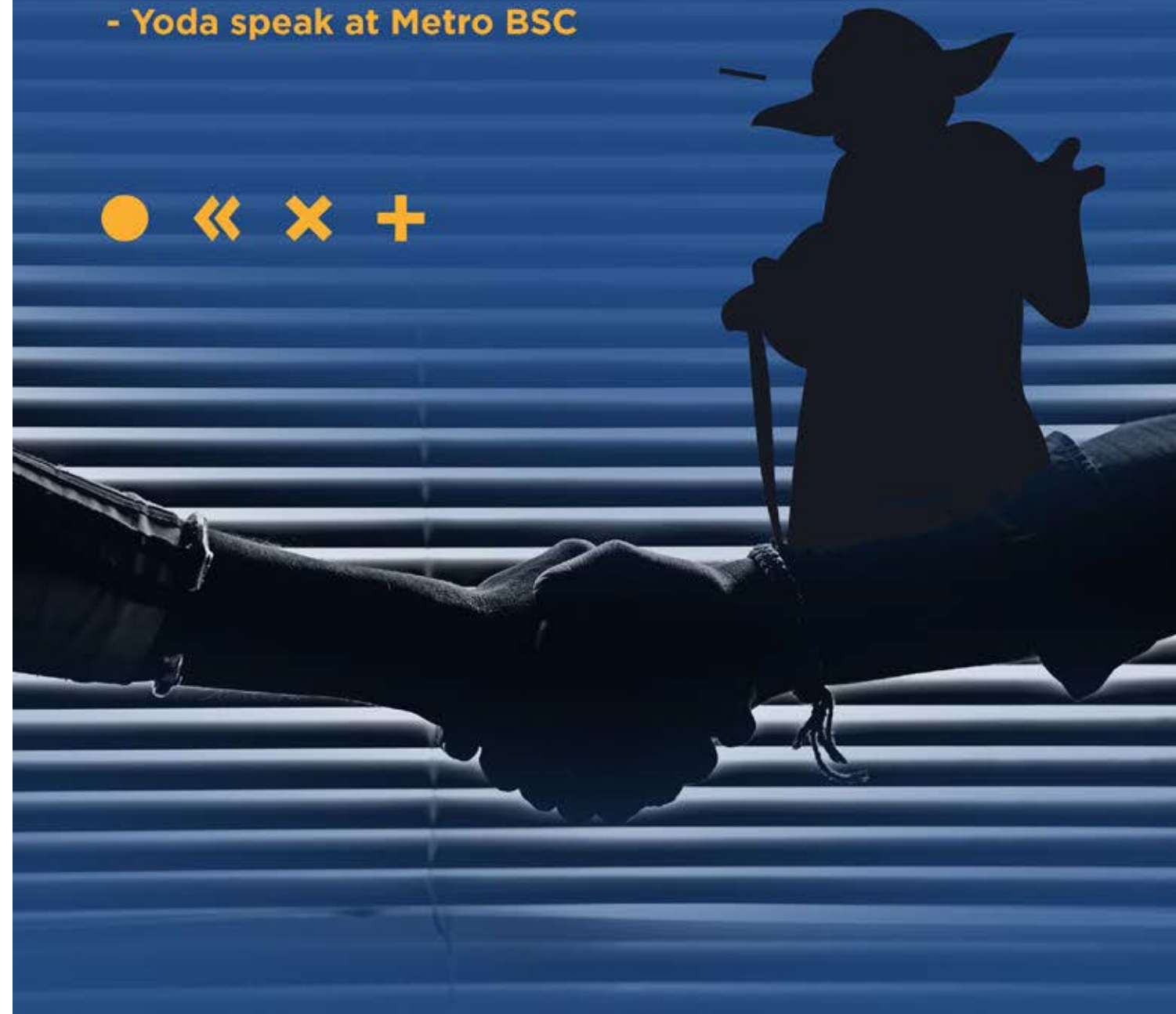



**METRO**  
Business Solution Center

**With clients be the best partner. With team members be the best colleague.**

- Yoda speak at Metro BSC

● ‹ × +



 **AXIS SECURITIES**

**AXCHANGE**

TRADING  
STORIES

July | 2021



QUARTERLY  
NEWSLETTER  
VOL. IV



A vintage typewriter is shown from a front-facing perspective, overlaid with a semi-transparent red filter. The typewriter's carriage is visible at the top, with a ruler and the text "The revolution will not be monospaced" printed on it. The keyboard is visible at the bottom, featuring a mix of Latin and German characters. The main title "Content with a Purpose" is centered in large white font, with a subtitle "Content ideas that enabled tangible business impact" below it.

# Content with a Purpose

Content ideas that enabled tangible business impact



# NAD Tech Mahindra



## #NAD ROADSHOW, CHENNAI

Date: 5th Feb, 2019 | Time: 2:30 - 4:30 pm  
Venue: TLS Auditorium, SDB2, Ground Floor, B Wing

DEAR TECHMIGHTIES,  
Are you ready to experience the power of #NewAgeDELIVERY?  
Today's VUCA environment demands a paradigm shift in the way we approach application design and development. NAD is here to change the way we think, work and deliver. Join us for the #NewAgeDELIVERY Roadshow in Chennai on 5th February, to learn how we can re-design the future of IT delivery.

**WHY YOU SHOULD ATTEND?**

- Learn how an AI-based engine is using the power of big data to navigate an end to end project delivery possible?
- Adopt micro-services to ensure massive reuse to reduce TTM (Time to Market) and ensure RFT (Right First Time)?
- Put your career on the right path through access to right skilling and skill gap assessment and training paths
- Explore how we can adopt a Design Thinking culture that envisions the business output before writing even one line of code with access to rapid prototyping tools
- Learn how we can adopt Open Source to create community of contributors in a cloud-native environment and use containers to make deployment seamless?

**NAD-ify Yourself**  
Join the growing NAD community, meet product engineers and experts, discuss business and application potential and view showcased application case studies to accelerate your adoption of #NewAgeDelivery.

**Session Covers**

- Learn about the 6 platforms that power NAD
- NAD Milestones and Future Vision
- How you can adopt NAD to improve productivity and delivery in your work
- NAD application case studies
- How NAD will change the way we work

Date: 5th Feb, 2019 | Time: 2:30 - 4:30 pm  
Venue: TLS Auditorium, SDB2, Ground Floor, B Wing

For more information, email [nadsupport@techmahindra.com](mailto:nadsupport@techmahindra.com)



# What Makes #NAD Awesome!

TECHNOLOGY DISRUPTION TO TACKLE TOMORROW'S CHALLENGES

BUSINESS OUTCOMES TO MEET THE DEMANDS OF THE NEW AGE CUSTOMER

Methodologies, Differentiators & User Value Propositions

<http://nad.techmahindra.com>

## #NAEngine Led Outcomes

### CLOUD NATIVE ENVIRONMENT

Our smart cloud infrastructure is continuously learning to support the flow, storage, processing and analysis of data, supported by strong security protocols and built for scale. Smarter infra ensures delivery on demand.

ANYTIME, ANYWHERE

CAP-EX REDUCED BY 40-50%

### DEPLOY FASTER. WIN SOONER.

CICD enabled containerized microservices architecture cuts across the software delivery conveyor. Real-time integration, pre-built DevOps pipelines and faster code maintenance allows you to deliver customer delight faster.

FASTER DEPLOYMENT & CODE MAINTENANCE

30% FASTER TTM

### WE PLAN REALLY WELL

Smart planning leads to co-creation, transparency and the ability to automate micro jobs. NAD transforms associates into design-thinking SCRUM teams while recommending specialist partners to increase output capability.

FULL STACK TEAMS

25-35% INCREASE IN ARPE



## Building the MarketPlace



On-boarded as a capability partner	Access to our marketplace	900+ customers can access	Revenue generation opportunities	Prospective project dashboard	Deep engagement
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renew oceans

# Clean Oceans begin with Clean Rivers

## FIRST ANNIVERSARY REPORT

### 2019 Highlights

Plastic pollution in our oceans is one of the most urgent problems facing our planet.

It is estimated that by 2050, there will be more plastic than fish in the oceans. And that's worrisome.

According to the recent Jambeck Study, the size of our populations and lack of proper waste management systems are the key drivers of plastic marine debris from uncaptured waste. In fact, much of the material that ends up in the environment could be recycled and repurposed if only markets existed. Low-value plastics, such as flexible packaging or soft plastics, are particularly concerning. This is an area where traditional efforts to reduce plastic marine waste fall but where Renew Oceans is uniquely positioned to provide a holistic solution.

Our vision is to create new markets for these plastics so that the plastic we use never goes to waste and ends up back in the economy. While we are at the beginning of this journey with our pilot project in India, our work has the potential to spark systemic change across geographies.

**Diverted 100,000+ pounds of waste in the first year**

**Engaged 1,000+ community members**

First ever **Plastic-Powered Rickshaw using ReFuel**

Launched first ever **Reverse Vending Machine for soft plastics**

Launched our **Inaugural ReFence**

## Renew Ganga

An Inspirational Start

For our inaugural project, we wanted to capture significant quantities of plastic pollution before it enters the ocean, while creating a circular economy that would generate financial and social gains for the informal sector and the community. Renew Ganga allows us to meet both goals. The Ganges is one of the 10 rivers responsible for 90% of river-based marine plastic pollution, and the vibrant informal sector in India is well suited for the financial opportunities provided by the circular economy we wish to build.

We chose the city of Varanasi, a sacred pilgrimage site with deep cultural and industrial roots, for our pilot project. Varanasi is named after the Varana and Assi Rivers, which are tributaries of the Ganges. The Ganges, known locally as Ganga, represents the Hindu Goddess Ganga and is of immense spiritual importance to the local community. It was thus an ideal place for us to begin our work.

**Large amounts of uncollected plastic waste**

- Varanasi produces an average of 650 metric tons of municipal solid waste every day, but only 450 metric tons are collected and disposed.
- Plastic makes up 22 percent of the waste in Varanasi.
- An estimated 2,305 metric tons of plastic waste has the potential to enter the Ganges each year—enough to fill 16 263 garbage trucks!

**The development potential of India's informal waste sector**

Our goal of redirecting material flows from a linear to circular economy has the added benefit of safeguarding broader economic and social development goals in India. By working closely with the informal sector in India, we hope to uplift their lives by increasing incomes and providing quality work. It's estimated that waste pickers earn less than 10% of the value of products in the overall recycling value chain. Gender inequalities often perpetuate these challenges. Better waste management practices have the potential to enhance equity and empower women. Although definitive figures are hard to come by, some sources estimate that there are at least 1.5 million waste pickers across India. We hope our approach will ultimately help to transform the lives of this large segment of the Indian population.

## Our Theory of Change

*"I will not hesitate in cleaning my surroundings, wherever that might be. I don't want plastic pollution in my country."*  
Saroj Tiwari  
ITI Field Staff Supervisor

**100,000+** Pounds of plastic waste collected.

**1,000+** Individuals demonstrating increased civic awareness.

**IMPACT**  
By creating circular local economies, we empower the informal sector and reduce plastic entering the ocean.

**COMMUNITY**  
Plastic waste and debris in the River Ganges is reduced.

**COMMERCIAL**  
Create markets for different types of plastic waste.

**PROFESSIONAL**  
Empower and support marginalized waste pickers and their companies.

**COMMUNITY**  
Where plastic waste is properly collected and recycled.

**COMMERCIAL**  
Create incentives for collecting and recycling plastic waste properly.

**COMMUNITY**  
The informal sector is part of the new plastic economy. Civic awareness on plastic pollution is increased.

**COMMERCIAL**  
Consolidation of both low- & high-value plastic waste is increased.

**COMMUNITY**  
Develop complementary technologies for improved collection and separation of plastic waste.

**COMMERCIAL**  
Support education programs.

**COMMUNITY**  
Carry out public awareness campaigns.

**STRATEGIES**

**KPIs**  
KEY PERFORMANCE INDICATORS

### THEIR OWN WORDS: The Stories of Waste Pickers

*"Before working at the RVM, I along with some of my community members used to segregate different kinds of waste all over the city, and there were no fixed returns for all the work we did. Working with team Renew Oceans has been great for me because the [stuff] have been really supportive and helped us learn and grow here. We are very thankful for this opportunity and also proud to be able to be making a difference for our city."*  
Sabina Bibi  
Waste Picker

*"Before working at the RVM, I used to work as a ragpicker and would spend most of my day segregating different types of waste. This is a much better opportunity for us since we get to work in better conditions and also interact with so many more people every day."*  
Sabina Bibi  
Waste Picker

*"I believe that it is citizens like you and I who can truly make a difference for the city... Before joining Renew Oceans, I was working as a ragpicker and would spend most of my day segregating different types of waste. This is a much better opportunity for us since we get to work in better conditions and also interact with so many more people every day."*  
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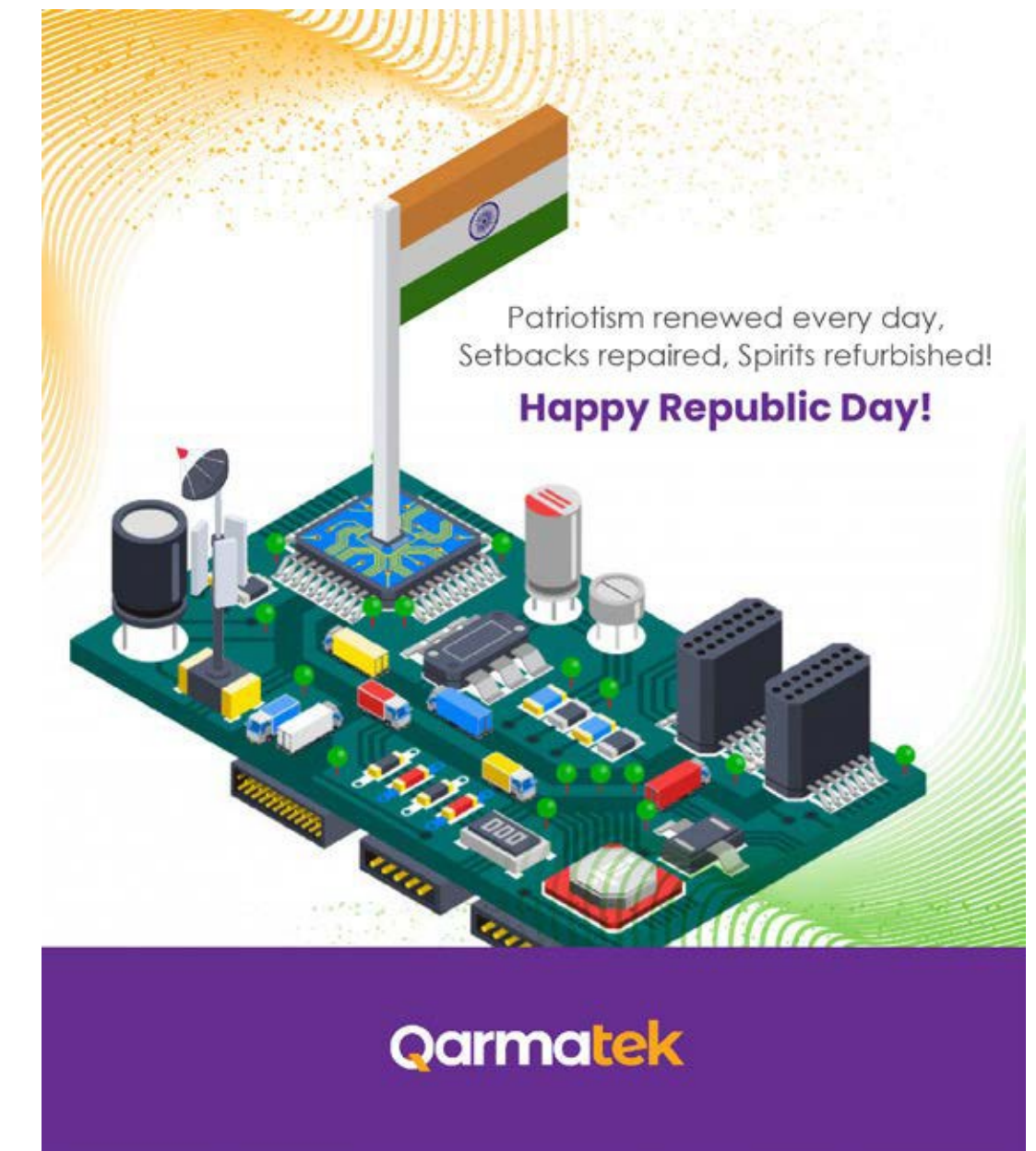
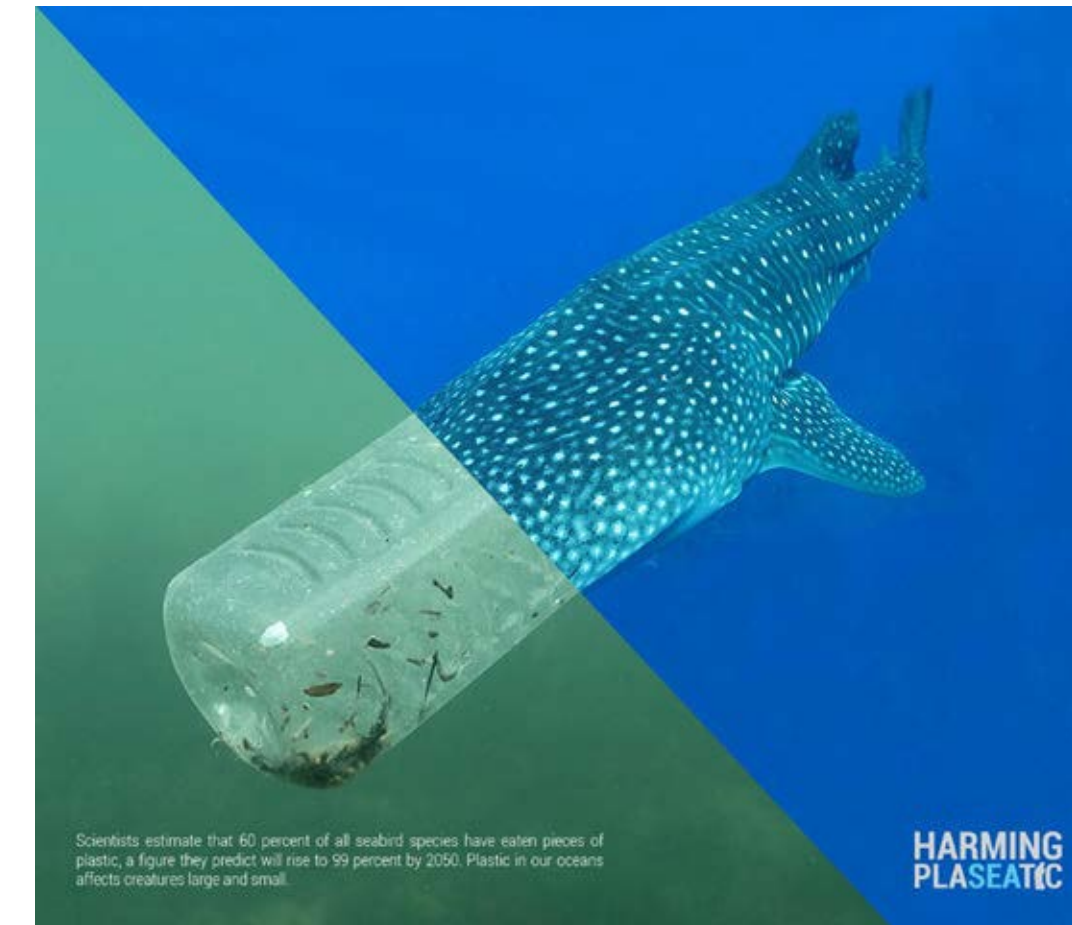
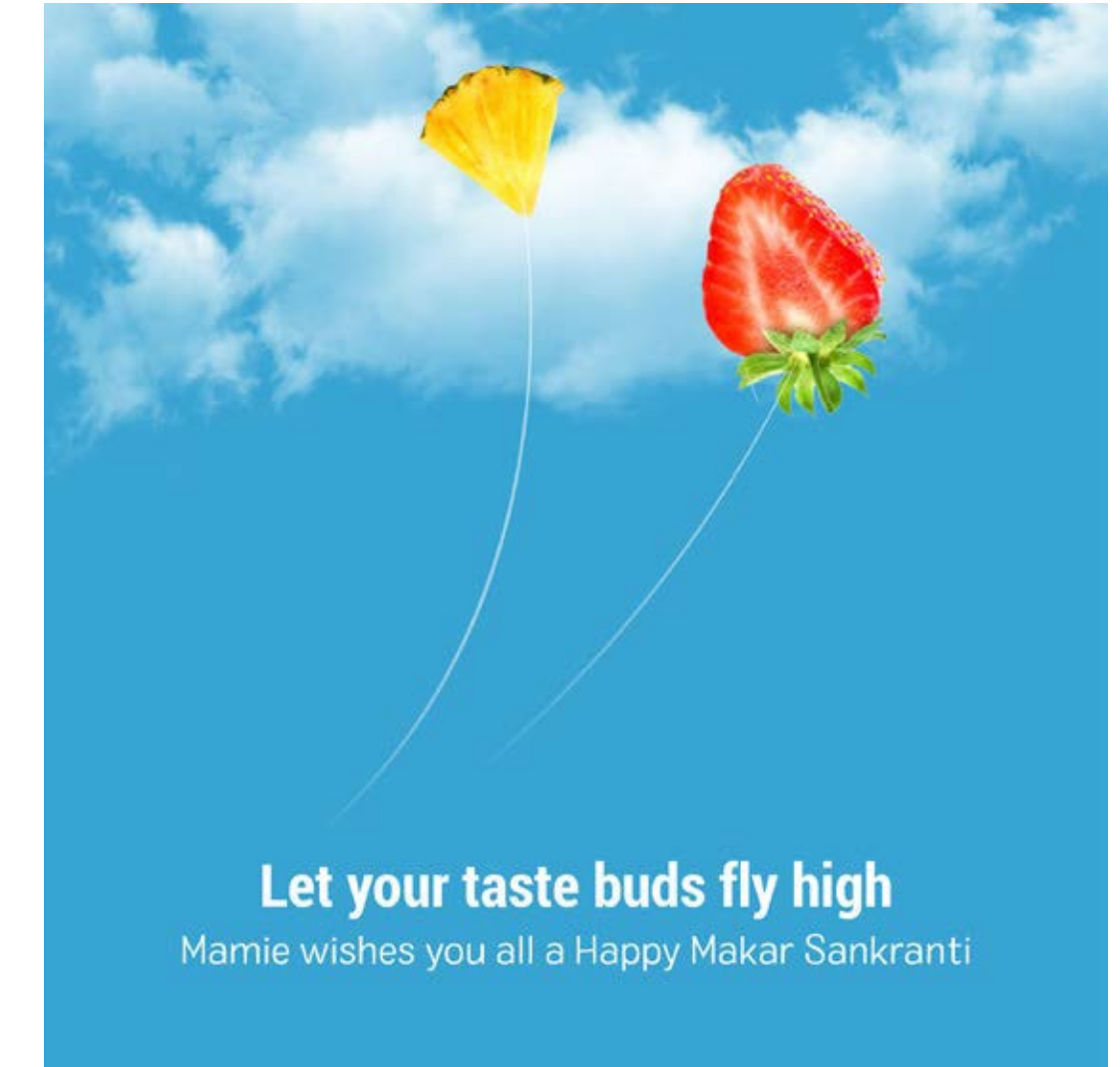




# Calendar Creatives

Milestones and special day  
campaign creatives









# Out of the Box Creative Solutions

Some examples, we think you will love





## WELCOME TO #MVIRONMENT

Hello! MVIRONMENT is an interactive survey that will enable us to create impactful strategies that benefit the world around us. Your input is important to us and don't worry, we'll keep it really safe. So, let's get started.

A green, rounded rectangular button with the word "AGREE" written in white, uppercase, sans-serif font. The button is centered on the page and has a subtle drop shadow.

AGREE

### Disclaimer & Consent:

Your participation in this survey is voluntary. By participating in this survey, you consent to the transfer of the information you submit to the METRO AG – Corporate Responsibility Team. Please be assured that the information collected is for internal research purposes only and will not be publicly associated with your account. We do not collect identifying information such as your name, email address, or IP address. Therefore, your responses will remain anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the survey.



I buy locally grown fruits and vegetables.

Move the slider on the circle on a scale of 1 to 5 to submit your response, where 1 = least likely and 5 = most likely.



BACK

NEXT

Arrange the following foods according to the amount of water required to produce 1 kg of that food item.

Drag and drop the food items into the boxes, starting with at the left side for the highest amount of water and the right side for the least amount of water.



Cocoa



Tomato



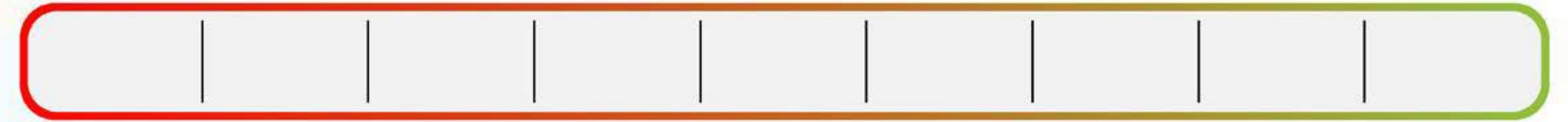
Beef



Cheese



Eggs



Start from here



Avocado



Milk



Potato



Almonds

BACK

RESET

NEXT

Which of the following alternative protein sources do you use in your diet?

Drag and drop the food items you consume regularly on to the plate.



Tofu/soy products  
(soy cutlets, seitan, tempeh etc.)



Meat alternatives  
(Veggie sausage, mince, burger.)



Legumes  
(lentils, chickpeas, kidney beans, peas etc.)



Nuts/seeds  
(pumpkin- sunflower seeds, peanuts, cashew etc.)



None of these

BACK

RESET

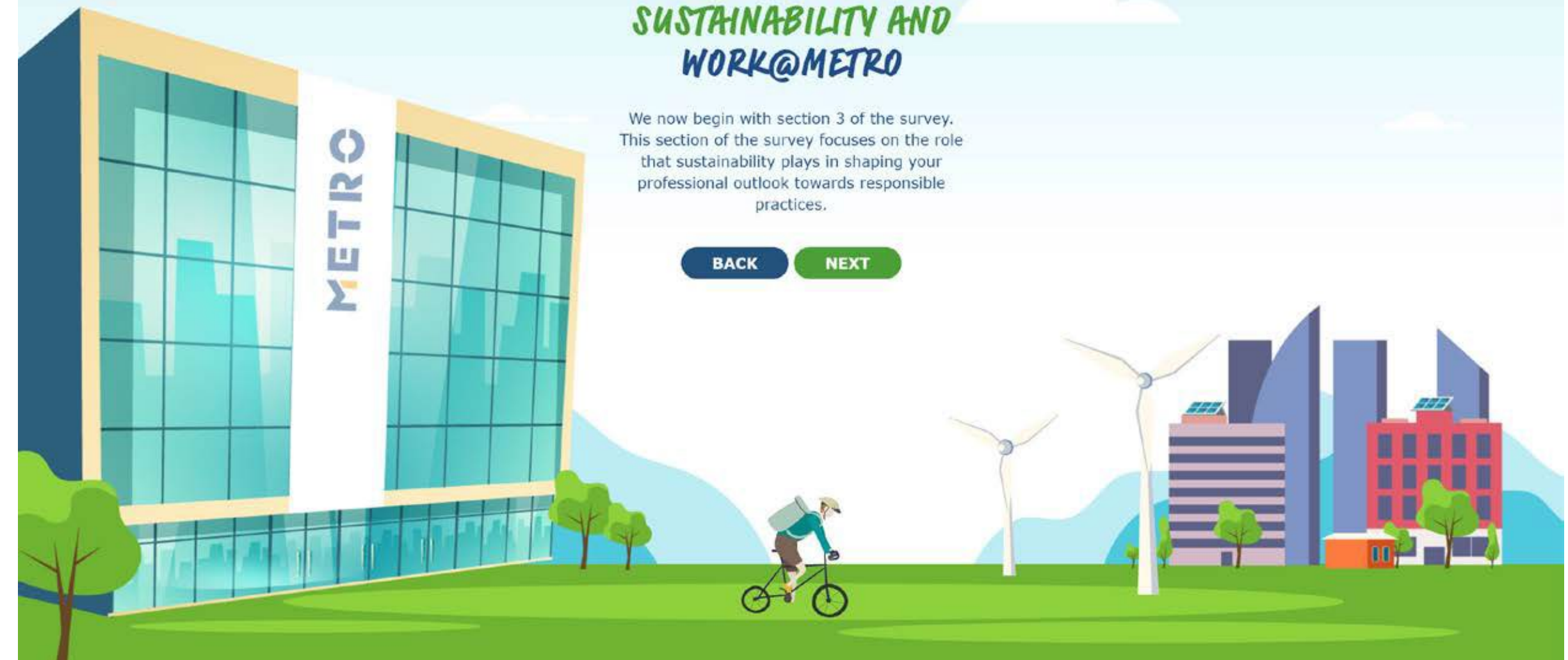
NEXT

### SUSTAINABILITY AND WORK@METRO

We now begin with section 3 of the survey. This section of the survey focuses on the role that sustainability plays in shaping your professional outlook towards responsible practices.

BACK

NEXT

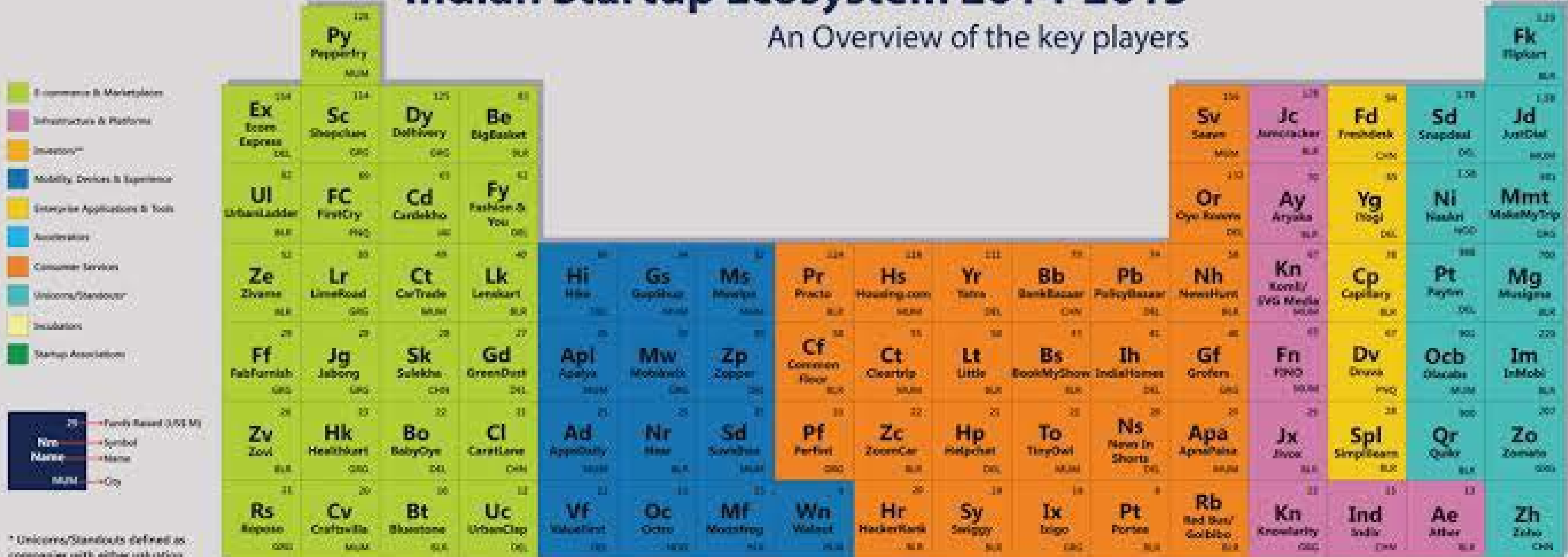




# Periodic Table of Indian Startup Ecosystem 2014-2015

## An Overview of the key players

Microsoft Ventures



\* Unicorn/Standouts defined as companies with either valuation over US\$ 1B or significant traction in their industry segment

\*\* Investor List selected based on number of investments made in past 18 months

Credits:  
Venture Intelligence



MUM - Mumbai | JAI - Jaipur | GGS - Gurgaon | DEL - Delhi | BLR - Bangalore | PNQ - Pune | NOD - Noida | CHN - Chennai



# Video Content

Some examples, we think you will love

SAMSUNG



Mamie Yova comes to India!



Press Esc to exit full screen



*Bonjour India!*

0:02 / 2:30

A standard video player control bar is located at the bottom of the screen. It includes a play button, a volume icon, a progress bar showing 0:02 / 2:30, a settings gear icon, an HD icon, and a full-screen icon.

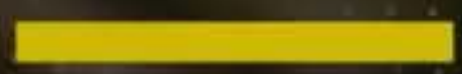


# ESTRELLAS





**1 OUT OF 3 MEALS  
ARE EATEN  
OUT OF HOME**





**Thank You**