



VIGILANCE PUBLICITY

Selected 2011-13



Director : Mr. Govind Pharkya &
Mr. Pramod Pharkya

Established : 1982

Products: We are a full-fledged Advertising Agency with an outstanding record of 30 years. Vigilance is based at Indore and involved in Advertising, Media Planning, Media Buying, Marketing Consultation, Designing, Events and other related works. With an excellent track record we serve Agriculture, FMCG, Education, Electronic Goods, Service and other business sectors.

History: Vigilance Publicity was established by Late Shri Kanhaiya Lalji Pharkya. He was an employee of Naidunia and was working in the Advertising Department. He established the agency with his unique vision of contacting all the clients personally every day. His eldest son Late Shri Dinesh Pharkya took this agency to the pinnacle with his vision. Vigilance is an INS accredited agency and founder member of Indore Advertising Agencies Association (IAAA). Now the agency is operating in apt guidance of Mr. Govind Pharkya and Mr. Pramod Pharkya. The Agency started with a turnover of Rs. 1000 and now it earns around 20 Cr. per annum.

Achievements: Some of the awards we have received are as follows:

- Naidunia Business Awards- 1988 to 2011
- Dainik Bhaskar Business Awards- 2005 to 2011
- Dainik Bhaskar Creative Awards- 2005 to 2011

- Patrika Business Awards- 2009 to 2010
- Free Press Best Agency Awards- 2009 to 2011
- Krishak Jagat Excellence Awards- 2002
- 'Samajratna' given to Late Mr K L Pharkya in 1998 by Jangra Porwal Samaj, Indore Chapter
- Fair Business Practice honour given by State Bank of Indore in 2004 on their 85th foundation day.

Market: Vigilance is a National Agency with its base in Indore. The agency serves various national and regional clients. It makes the agency central India's largest and most trusted agency. The market size of Indore is around 200 Cr. being the largest city of MP, most of the business houses operate from Indore. Vigilance has an active clientele of over 3000 clients which is an achievement in itself.



Recent Developments: The agency is the recipient of business and creative awards since the inception of these awards by media groups.

To name a few Dainik Bhaskar Business Awards, Naidunia Business Awards, Patrika Business Awards, Free Press Best Agency Awards, Krishak Jagat Excellence Award and more.

Promotion: Being an advertising agency, we do not promote ourselves in any main stream medium. Our work for client and efficient promotion through active PR practices speak for itself.



1989 Naidunia



Samaj Ratna Award



Krishak Jagat



Chotha Sansar 1994



Dainik Bhaskar 2006



State Bank Indore

Brand Values: We take deep interest in the client's business. Our growth lies in our client's growth. We believe in genuine business practices. We create a synchronisation between competition and nurture talents.

Future plans: We are keeping pace with the industry. Our target is to grow 20% annually in turnover. Apart from this we have plans to provide 360 degree marketing solutions under one roof. In the last two years we have expanded in the field of event Management and have been immensely successful. In the coming years the emphasis will be on events and on shop branding.

Mantras to become successful entrepreneur: India is land of relationships. By respecting one another relationships grow, so does the business. One should share knowledge as it is helpful in strengthening our country. One should invest in technology and have a good vision of the projects.

Facilities for staff: We are in the field of media marketing hence such activities are part of our business. Apart from that we take part in sports tournaments. We keep organizing family tours and parties for our office staff.

Corporate Social Responsibility: The agency is working with Narayan Sewa Sansthan, Udaipur that works for Polio afflicted kids. It is also a member of Sadachar Sewa Samiti, which provides food to hospitals in Indore for needy people. Apart from this Vigilance organizes various religious programmes to spread knowledge about Hinduism. The agency has created a special fund for needy and underprivileged kids, to help in their education. A special merit scholarship is being given for years in Rampura, a village of MP.

Salient features: Vigilance is amongst the most experienced agencies of India that are still successfully running on its own feet. Mostly, all the National Agencies have been taken over by foreign groups. Our agency has great respect for people. 50% of our staff is with us from more than ten years, depicting our values, our nurturing and growth with them.

National Level Clients

Ratan
ayurvedic
sansthan
आयुर्वेद में अनुकरण

Kisan
THE MARK OF EXCELLENCE

SAYAJI
INDORE

Guruji

MATLANI
GROUP
Guarding wealth security

KHARE INSTITUTE OF
DISTANCE EDUCATION

CHOITHRAM
SCHOOL

Vishesh
diagnostic solutions

CHOKSI
LABORATORIES LIMITED
YOUR PARTNERS IN QUALITY

PUNJABI SARAF
PURE JEWELLERY IN FINE TASTE SINCE 1977

धेका डेलिया
[गुरुजी] मसाला

Softvision
MANAGEMENT & SCIENCE COLLEGE