



CREATE



LISTEN

COMMUNICATION SOLUTIONS
across MEDIA



REFINE



“

OUR VISION

TO BE A WORLD CLASS SOFTWARE COMPANY
CREATING TRADITIONAL AND INTERACTIVE CONTENT,
APPLICATIONS, SOLUTIONS AND PRODUCTS
ACROSS MEDIA

OUR MISSION

TO DELIVER INNOVATIVE RESULT-ORIENTED,
VALUE-ADDED, MULTI-PLATFORM APPLICATIONS AND SERVICES,
CUSTOMIZED FOR THE COMMUNICATION NEEDS OF BUSINESS,
EDUCATION, ENTERTAINMENT
DEVELOPMENT INSTITUTIONS, WORLDWIDE

QUALITY PHILOSOPHY

TO ATTAIN THE HIGHEST LEVEL OF
CUSTOMER SATISFACTION BY DELIVERING
CREATIVE, COST EFFECTIVE
CONTENT CREATION AND DISSEMINATION SOLUTIONS
ACROSS MEDIA ENABLING
OUR CUSTOMERS TO EFFECTIVELY ADDRESS
THEIR TARGET AUDIENCES, THE
WORLD OVER

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Our Profile

Macro Graphics Pvt. Ltd. has been in the business of providing total communication solutions across media, for more than a decade in the areas of:

- Pre-Press and Print
- Video Production
- Content Creation and Copy Editing

We have a great talent pool of creative professionals specializing in the field of visual communication and applications development. Multifaceted Business Development and Client Relations Executives, Project Managers, Media Specialists, Instructional Design Specialists, inspired Designers, highly skilled Operators, Programmers and others constitute the backbone of our various activity-focused service offerings of Macro Graphics.

Over a hundred satisfied clients, both national and international, entrust us with regular repeat business.

Our clients have come to rely on our creativity, skillfully honed production systems and proactive solutions. Our systematic and thoughtful problem solving approach, innovative idea generating methodologies and a firm commitment to deadlines are the qualities that have helped us succeed.



Our Service Offerings...

...cater to the needs of our customers, encompassing both traditional media as well as some of the New Media technologies...

Pre-Press & Print

Graphic design, logo and corporate identity creation, image enhancement, art work creation, layout design, type-setting, page makeup, print production of reports, brochures, catalogues and a host of other printed material





Video Production

Content / subject research, conceptualization, visualization, script writing, direction, editing and production of corporate films, documentaries for broadcast and non-broadcast markets, audio visuals, TV commercials, video-based training programs for corporates, location selection, liaising and co-ordinating video shoots (outdoor and indoor) in DV, HD and Beta Cam formats, streaming media format deliveries, CD-ROM, DVD, VCD, DV, HD, Beta Cam format deliveries

Research & Original Content Creation

In addition to writing original copy, editing, copy-editing and repurposing of content, we are adept at both online and offline photo and content research, language translation both regional and international, on a wide range of technical and non-technical subjects



Skill Sets and Resources

Project Managers

Capable and experienced Project Managers and Team Leaders with management background and technical expertise who crystallise client requirements into project specifications

Visualizers

BFA graduates skilled in the science of visual communications

Graphic & Layout Artists

Proficient in creation of raster and vector art using Adobe Photoshop, InDesign, Illustrator, Corel Draw and Painter. Page makeup and PDF delivery, using InDesign, Corel Draw, Acrobat Professional, Photoshop, Illustrator etc.

Illustrators

Specialized in business and infotainment illustrations on paper as well as using the graphic tablet

Our Team

... is our greatest asset, constituting a fine blend of techno-savvy and creative minds. Naturally therefore, our solutions are a fusion of creative aesthetics and technological prowess. We handpick our personnel from reputed institutions.



team work



Coming together is a beginning
Keeping together is progress
Working together is success

Henry Ford



Editorial Support Team

In-house editorial staff, also a panel of researchers, creative writers, edutainment and training-specific content creators, subject experts and technical writers for conducting research and creating original content for all age groups and on a range of subjects

Non Linear Video Editing and Compositing Studio

Video Editors working in DV and HD format, specialized in using Final Cut Pro, Adobe Premier Pro, Aftereffects, Sound Forge, Adobe Audition

Creative and Technical Knowledge Bank

Extensive in-house resource library, with books and CD-ROMs on all possible subjects. Also available are video effects library, image library, clip arts and stock music

Infrastructure

24 x 7 high broadband connectivity with multiple backup

Efficient and reliable project management systems

Unique creative and technical knowledge bank

High configuration systems loaded with the latest licensed software versions to provide our staff with bug free applications

Highly efficient Linux based network

Multiple use of national and international dedicated and co-located server farms

Fiber Optic telephone connectivity

24 x 7 x 365 days of online and telephone support for key projects



Our Valued Clients (past and present)

UN Organisations & Development Institutions

The World Bank, India & Washington D.C.
UNESCO, India
UNODC
UNCTAD
Microfinance Information Exchange(MIX)
WFP (World Food Program)
WHO, India & Geneva
UNICEF
WWF
OXFAM
DFID
Micronutrient Initiative
CARE
IGSSS
ASER
Population Council
Sustainable Energy for All, Austria
World Lung Foundation
Caritas India
Centre for Early Childhood Education and Development (CECED)

Corporates

Ernst & Young
American Express
ICRA
Indian Energy Exchange(IX)
G4 Securitas
Gillette Worldwide
Jaipur Golden Hospital Pvt. Ltd.
DSCL
AGS Four Winds
SBL

Embassies/Missions

European Union
ECHO
British Council
Alliance Française de Delhi

Govt. of India

National Health System
Resource Center (NHSRC)
Ministry of External Affairs
Ministry of Agriculture
Small Farmers' Agri-Business
Consortium (SFAC)
Agricultural and Processed Food
Products Export Development Authority
(APEDA)
Ministry of Finance
Ministry of Health & Family Welfare
AIPTF (All India Primary Teachers
Federation)
Department of Personnel & Training
Delhi Development Authority
Indian Pharmacopoeia Commission

Educational Institutions

Jamia Hamdard
The Air Force Golden Jubilee School
Liberty Institute
British School, New Delhi
Lancer International School, Gurgaon
Council of Boards of School Education

“ On behalf of everyone at Apple India,
congratulations to your team of hardworking
professionals for a wonderful job done. ”
*for Apple Computers International
Marketing Director*

“ We congratulate Macro Graphics Pvt. Ltd.
on their efficient and timely execution of
the project, from concept to final product. ”
*for Hero Honda Motors Ltd.
Marketing Manager*

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