

*Where strategy meets print –
Your next move starts here.*



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ORIGIN
OF THE
BEGIN-
NING

Dhirender Ralhan is a seasoned freelance retail specialist in **Marketing and Visual Merchandising**, with over **22 years of extensive experience** in the Indian retail and fashion industry. He provides **end-to-end turnkey solutions** and has worked with several leading brands, contributing to their retail growth and visual identity.

He holds a **graduate degree in Fashion Design** and a **Postgraduate MBA in Design**

Management, with a specialization in **Visual**

Merchandising and Fashion Retailing. Throughout his career, he has been instrumental in the **launch and execution of over 250 stores** across India, covering an expansive retail space ranging from **25,000 sq. ft. to 80,000 sq. ft.**. Known for his creative mindset, leadership skills, and collaborative spirit, Dhirender brings a deep passion for innovation and excellence to every project.



DHIRENDER RALHAN

Until 2018, he served as a **Visual Merchandising Manager**, where he successfully led teams and played a key role in:

- Store openings and conceptual planning
- Driving sales growth by over 50% through impactful VM initiatives
- Strategic brand communication and retail experience enhancement

His contributions have consistently added value, helping brands improve customer engagement and overall store performance. Dhirender continues to collaborate with various clients, offering **bespoke marketing and VM solutions** tailored to their brand vision and retail objectives.

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Modular & Event Solutions !!

When your brand needs to travel or adapt to dynamic environments, modular and event solutions offer the perfect combination of versatility, reusability, and visual impact. Whether you're activating in a mall, showcasing at an exhibition, or launching a seasonal campaign, we provide customized systems that are easy to set up, dismantle, and transport - all while delivering a powerful brand presence. We provide you all the solutions under one roof.

● MODULAR & EVENT SOLUTIONS

Turnkey Projects
Exhibition Displays
Kiosk
BoardOut

TURNKEY PROJECTS

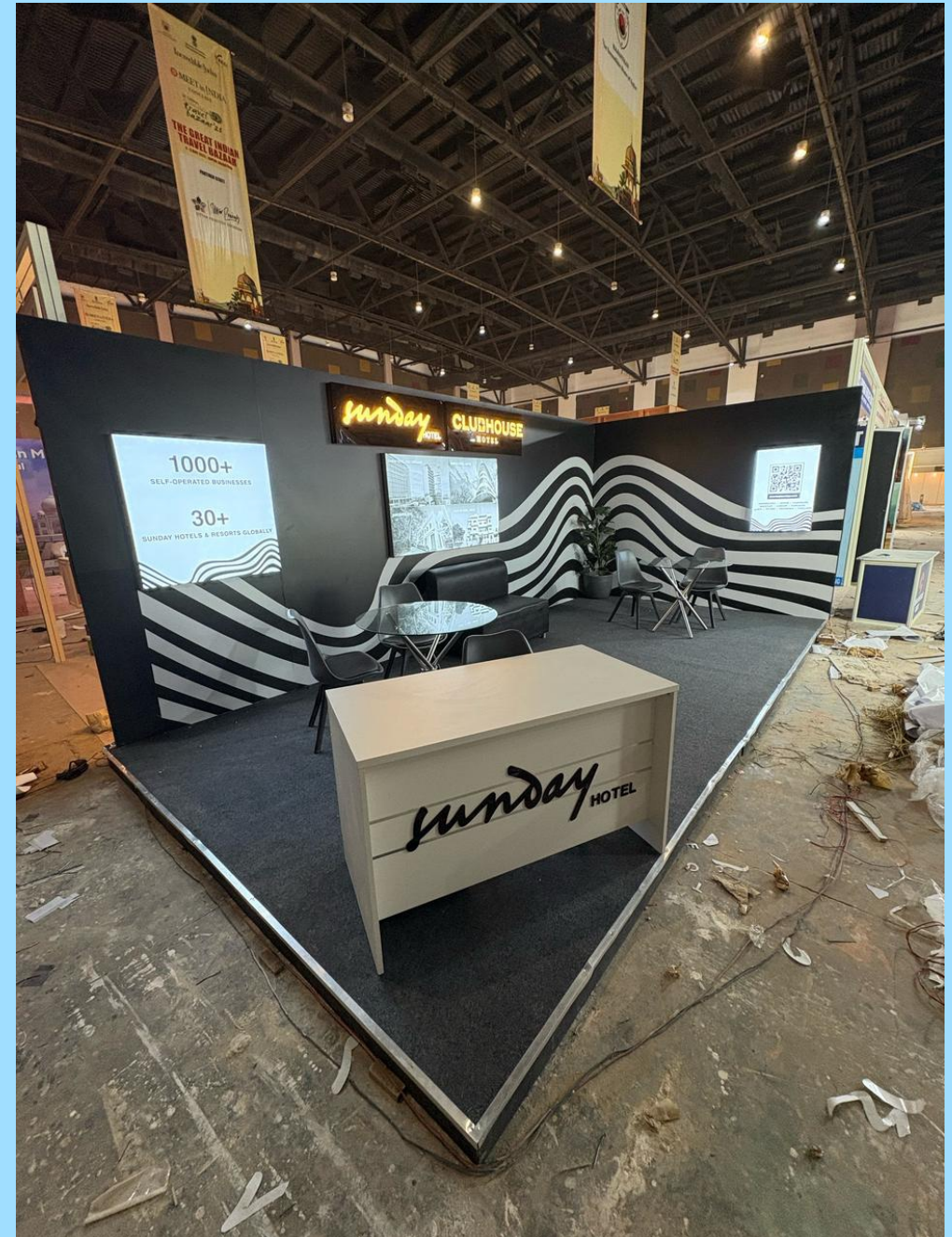
Our turnkey project solutions are designed to deliver complete peace of mind. We take full ownership of your branding and retail environment needs - managing everything from initial design to final installation - ensuring quality, consistency, and timeliness every step of the way. Whether you're launching a single outlet or a multi-location rollout, we act as your strategic execution partner, turning concepts into fully realized brand spaces.

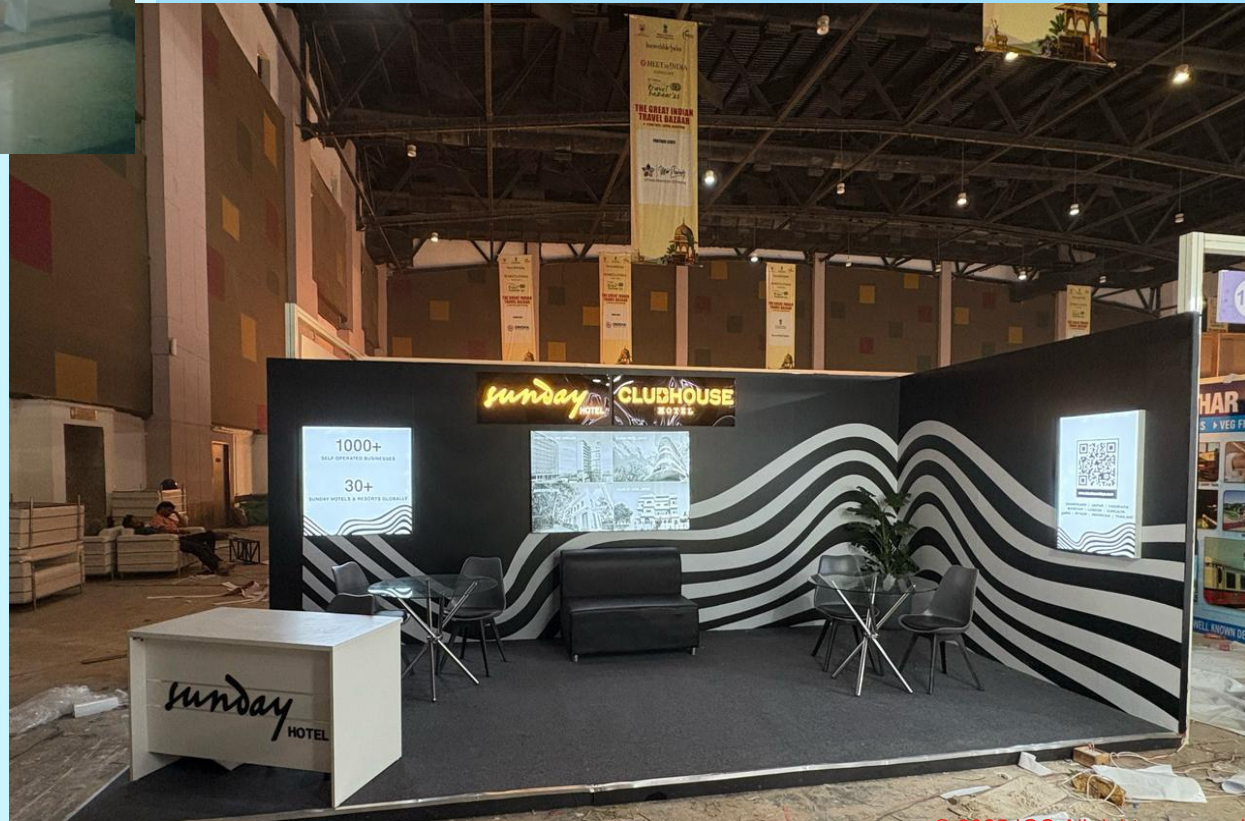




EXHIBITION DISPLAYS

At exhibitions and trade shows, your booth is your brand's stage. It must not only attract attention but also communicate your message effectively in seconds. Our Exhibition Display solutions are designed to deliver premium brand experiences in busy environments — with creativity, functionality, and flawless execution.







KIOSK

Kiosks are powerful micro-retail environments that offer maximum brand exposure with minimal footprint. Whether placed in malls, airports, events, or outdoor venues, kiosks serve as high-impact touchpoints for product interaction, impulse sales, sampling, or brand awareness. We specialize in designing, fabricating, and installing turnkey kiosks that are functional, visually engaging, and brand-aligned.









BOARDOUT

At IGC, our Boardout Printing services are designed to make your brand stand out—literally. Whether it's for retail displays, events, exhibitions, or in-store branding, we deliver high-impact, durable printed boards that grab attention and communicate your message effectively.





Retail Interior Experience !!

A well-designed retail interior goes beyond aesthetics - it shapes customer behavior, enhances product visibility, and strengthens brand perception. We create immersive, functional, and brand-aligned retail environments that elevate the shopping experience and drive business results.

- **RETAIL INTERIOR EXPERIENCE**

Shop Windows

In-Store Signage

Fabric & Translit Boxes

STORE WINDOWS & DEVELOPMENT

A shop window is your brand's billboard - it captures attention, tells a story, and invites customers to step inside. Whether seasonal, thematic, or campaign-driven, a well-executed shop window display is one of the most powerful visual merchandising tools to attract foot traffic and drive sales.









Brand Visibility & Exterior Identity !!

Your brand's exterior is the first touchpoint for customers — it sets the tone, builds trust, and communicates your identity even before a word is spoken. Our Brand Visibility & Exterior Identity solutions are crafted to ensure your business stands out in a crowded visual landscape, all while staying true to your brand story.

- **BRAND VISIBILITY & EXTERIOR IDENTITY**

Facade

Signage

LED Screens

ACP Boards

Arch Gate

FACADE

A well-designed façade is more than just an exterior — it's your brand's first impression. It sets the tone for everything that follows inside. Our façade solutions are crafted to create visual impact, enhance brand recognition, and transform your storefront into an iconic landmark.







SIGNAGE

Signage is more than just a name on a wall — it's a critical brand communication tool that informs, guides, and leaves a lasting visual impression. Whether positioned outdoors for high visibility or placed inside to influence in-store navigation and ambiance, our signage solutions blend creativity with function to deliver maximum brand impact.







LED SCREEN

In today's fast-paced visual world, static signage often isn't enough. LED screens provide a high-impact, modern solution that delivers your content in real-time — with motion, color, and clarity that captivates. Whether mounted indoors or outdoors, these digital displays create immersive brand experiences that are both engaging and versatile.





ACP BOARD

Aluminum Composite Panels (ACP) have become a go-to material in modern architecture and signage due to their durability, premium finish, and design flexibility. Whether used for branding, cladding, or display purposes, ACP boards provide a clean, professional look while offering excellent weather resistance and structural integrity.





ARCH GATE

An arch gate is more than just an entry point - it's a bold statement that sets the tone for your event, promotion, or retail activation. Designed to create instant visibility and impact, arch gates are ideal for high-traffic zones such as store entrances, exhibition venues, malls, trade fairs, and promotional events.





Marketing & Communication Essentials!!

In-store and out-of-store marketing materials play a crucial role in shaping how customers perceive and engage with your brand. Our Marketing & Communication Essentials are designed to support your campaigns, enhance visibility, and create a seamless brand experience across all touchpoints — from printed materials to in-store visuals.

- **MARKETING & COMMUNICATION ESSENTIALS**

Offset Stationary

Cluster Branding

Customized Merchandise

Props

OFFSET STATIONARY

Offset stationery represents the foundation of your business's printed identity. From the first impression of a business card to the formality of a letterhead or envelope, professionally printed stationery reinforces trust, consistency, and brand credibility. Our offset printing solutions deliver high-quality results in bulk, ideal for cost-effective yet premium communication materials.







CLUSTER BRANDING

Cluster branding (also known as cluster or cluster branding) is a high-impact strategy used to dominate visibility within a specific locality, market area, or retail cluster - such as a marketplace, high street, or shopping complex. It involves creating a synchronized brand experience across multiple touch points within a confined geography to increase recall, footfall, and conversion.





CUSTOMIZED MERCHANDISE

Customized merchandise transforms your brand into something people can carry, wear, and use - creating a lasting impression and expanding your brand's reach. Whether used for promotions, events, loyalty programs, or internal branding, branded merchandise is a powerful and cost-effective tool for engagement and recall.





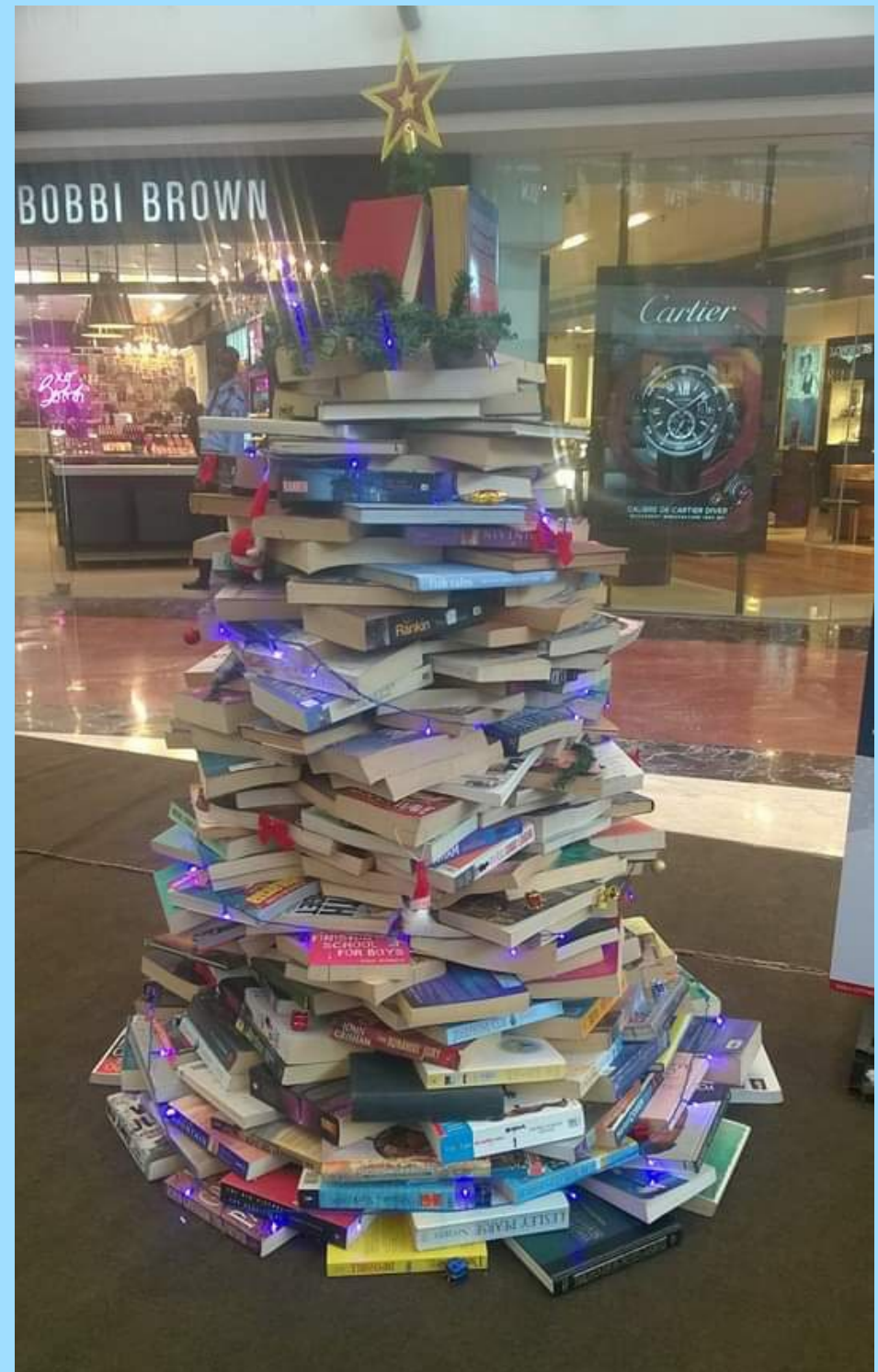






PROPS

Props are the unsung heroes of visual merchandising and brand storytelling. Whether crafted in acrylic, wood, foam, or mixed media, they add dimension, character, and emotion to your displays - turning ordinary spaces into memorable brand experiences. From festive decor to thematic retail setups, from promotional campaigns to photo ops - well-designed props enhance visual impact, support product presentation, and increase engagement.















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