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THE CHRONICLES



SPECIAL EDITION

YOUVA'S NEW AVATAR



The Journey of
Navneet Stationery

Youva logo
Transition + Color

New
Ideology

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THE JOURNEY OF NAVNEET

Navneet Education Limited is a purpose-driven organization, doing what it takes to move the needle and promulgate knowledge. The story of Navneet's birth begins in pre-independent India. A youth with dreams in his eyes travelled from Kutch to Mumbai and set up a humble grocery store at Walkeshwar. Over time, he realized the business potential of school books. While literary books had to be marketed well to be sold off the shelves, school books were demanded by the customers themselves—there was a ready and eager market for them. In 1959, he opened a shop in Dhobi Talao called the College Book Depot, which went on to become part of the school books business folklore. The Gala Group established the brand in 1959 and since then the company has been a force in the dissemination of knowledge to the little learners of India. Their mission has been to provide the highest quality of educational products and services to customers the language/medium of their choice.

Navneet has created education syllabus-based content in print and digital media, scholastic paper and non-paper stationery products and general and children's books. Over the decades, Navneet has emerged as the preferred brand for educational products among teachers and students. The immensely popular products like Vikas workbooks, Gala practice books, Youva full-scapes, are hot favourites amongst the young segment of India. These products are bestsellers not just because of their superior quality but also because of the nostalgic association of 90's kids.

In December 2016, the company acquired Encyclopedia Britannica (India) Pvt. Ltd. for publishing their CBSE textbooks. With this acquisition, Navneet will focus on serving the regional teaching and learning needs with supplemental digital solutions.

In 2013, Navneet Education Limited started Navneet Foundation which has played a leadership role in the fields of healthcare, disaster relief, affordable housing, education, tribal welfare and other areas of public service.

In the year 1993, Navneet forayed into the stationery segment. Showing a year-on-year growth, today the company owns a lion's share of the total stationery market of India. The stationery division is sub-categorized as Paper Stationery and Non-paper Stationery. Cumulatively, Navneet becomes a brand offering an all-encompassing range of student stationery products.

Paper Stationery includes premium quality long books, notebooks, drawing books, scrapbooks and office stationery in its repertoire. Due to superior paper and binding quality and beautiful title designs, Navneet Paper Stationery boasts of a large base of happy and satisfied customers. With the hope of replicating the success of our Paper Stationery Division, Navneet in the year 2006 ventured into Non-paper Stationery market with pencils, erasers, sharpeners, geometry sets, glue, clay, colours and paints.

With the intent to facilitate quality stationery and a great learning experience to students, Navneet actively participates in all major book fairs in India.

REJUVENATE BRAND YOUVA



YOUVA
It's Cool!

**Why we felt there was a need to rejuvenate Brand Youva:
Youva growth, change is the only constant,
to keep up with today's gen-z:**

It is estimated that 2020 will mark India's rise as the youngest country in the world with an average age of 29. As a business, Navneet understood this trend and reoriented themselves with their primary focus being the youth. To keep with changing times, the company is rejuvenating and infusing new energy into Youva. This brand rejuvenation is in step with the business' reorientation. To create a

sharp, distinct positioning as well as a visual language to strengthen Youva's presence in the retail ecosystem, the company will establish a greater synchronization within the paper and non-paper ranges by designing both popular and premium products, but with a clear distinction in quality, aesthetics and functionality.

DISCOVERY POINTS

What does 'cool' mean for GenZ, mothers & retailers

The 3 target groups behave and think very differently which the brand is trying to harp, in synergy with the brand belief- Enabling & inspiring the creator in You:



Gen-Z is Youva's primary audience, comprising of consumers in the age group of 15-20 years old. They aspire to craft their world, while they express creatively & their focus lies on the impact which will be created. To achieve mutual goals, they co-create & have the will to dream big but also apply a lens of realism.



Mothers are the key decision-makers for their children, especially in the age group of 5-10 years. While the mothers are willing to give their children the freedom to pursue their interest, they are also conscious of the products their children use.



Retailers are the interface between the brand and the end-consumer. Retailers are always looking forward to co-creating and collaborate with the brand as active stakeholders. Retailers are key for a brand to get more visibility and market share.

CONSUMER BELIEF & BRAND BELIEF

Consumer belief



I am the creator:
The ultimate source of inspiration lies within me

Brand belief



Anyone can be a creator

TRANSITION OF “IT’S COOL”

It's cool → **'Do' Cool** → **Create**

Passive

Active

A process with a purpose, also has a sense of community, where everybody contributes



AHAM BRAHMASMI

The Origin of Creation



In Hindu Mythology, Lord Brahma is the CREATOR, regarded as an inspiration underlying all creations. Brahma is closely linked to the universe and its infinite nature. Originating from this, Aham Brahmasmi believes in creation as a force, residing within every individual.

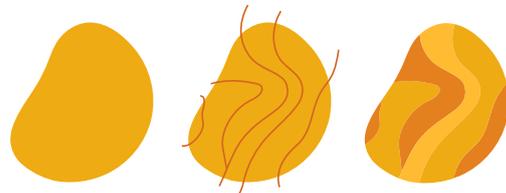
Our brand Youva believes that anybody can be a creator. Youva believes in promising to enable and inspire the new generation of creators by offering them high quality, innovative stationery products. The brand promises to create an experience that motivates the consumer to experiment and explore new avenues.

THE STARTING POINT OF ALL THE NUCLEUS



About the new YOUVA logo

The new YOUVA logo reflects the spirit of creation, dynamism and fluidity in its form and style. The nucleus has a malleable shape and the orange color lends it a youthful and contemporary vibe. Its fluidity connotes limitless manifestations of creativity.



Nucleus

The nucleus is a source of all creativity, signifying energy and dynamic action. It is the core of YOUVA's brand essence. The design language is derived from this nucleus, giving a distinct visual identity to all YOUVA products.

YOUVA LOGO TRANSITION + COLOR



Primary colours

IGNITE YELLOW C:00 M:30 Y:100 K:00 PANTONE:1375C	C:00 M:75 Y:100 K:00 PANTONE:021C	C:00 M:00 Y:00 K:100
	C:00 M:20 Y:90 K:00 PANTONE:151C	C:00 M:00 Y:00 K:0

Secondary colours

CURIOUS BLUE C:80 M:40 Y:00 K:00 PANTONE:2172C	C:00 M:00 Y:00 K:80
	C:00 M:00 Y:00 K:50
	C:00 M:00 Y:00 K:30

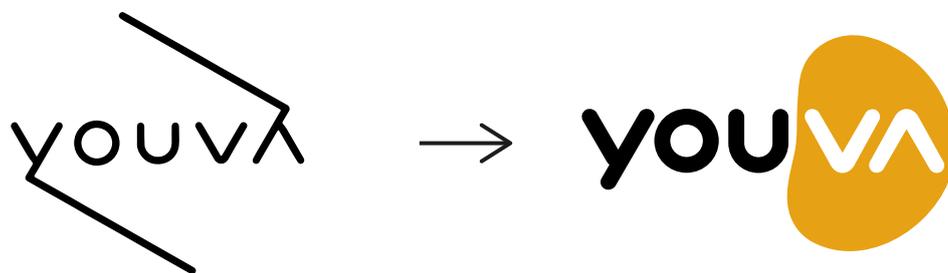
NEW IDEOLOGY

YOUVA

now has a new



CHANGES HAPPENING IN YOUVA



How has the design changed

After understanding how the old logo looked, some changes are made. The extended lines on “y” and “a” are cleared for better readability. The typography has been further developed by increasing its thickness which enables the name element to be set much tighter as a block, again to increase visual impact. The VA in Youva has been enclosed in a nucleus which is the source of all creativity; signifying energy and dynamic action. It is the core of Youva’s brand essence.

Brand Architecture

Till now Youva had 3 sub-brands only for paper stationery Tru, Pro and Ace. This was primarily based on the price segments. Now the architecture that the brand is following is same for both paper and non-paper stationery and is segregated on the basis of quality and usage.

YOUVA to be a unified brand targeting 15-20 years old, with products classified as popular and premium.

YOUVA ECONOMY

- » All Paper stationery with basic features, including products like
 - Soft-bound notebooks
 - Practical files
 - » Non-paper stationery including
 - Wax crayons
 - Oil pastels
 - Color pencils
-

YOUVA PREMIUM

- » Paper Stationery with value-added features like spiral bound, curved-edges, colored paper edges, including products like
 - Case-bound notebooks
 - Wiro-bound notebooks
- » Non-Paper Stationery with value-added features like
 - Premium oil pastels
 - Two-in-one color pencils
 - Twistable crayons

What is the communication approach?

To launch Youva, the communication approach has been divided into external and internal communications. External communications is where the brand would talk to dealers, retailers and media and Internal communications would be where the brand would talk to its sales teams and employees.

SALES RESTRUCTURING

To ensure that you get the most out of this reorientation, and to ensure proper focus and placement of our products, we are initiating a restructuring into two separate teams for popular and premium products respectively. One team will sell popular products in all three category outlets across all markets while the other will sell premium products in only Category A&B outlets in A&B markets. Each is equally important to

the company. This is currently applicable in Maharashtra, Gujarat and some cities of Madhya Pradesh, Andhra Pradesh, Karnataka, Bihar and Kerala. This is to ensure more premium products reach Category A outlets even as popular products are maintained across all categories of retail outlets.

EVENTS

Unveiling of the new Youva Logo



▲ **TEAM JUMPERS:** The new Youva logo was unveiled to the employees of the Dadar office with an introduction by Mr Shailendra Gala on the Youva brand rejuvenation followed by a fun-filled activity. The activity was a challenge given to the employees to solve the jigsaw puzzle, which would form the Youva logo.

The winner of this activity was **Mr. Rahul Patel** from the Ahmedabad office. When asked to Rahul how did he manage to solve the jigsaw he said, 'Pehle maine Youva banaya aur dusra sab bante gaya'.



DADAR OFFICE EMPLOYEES: The new Youva logo was unveiled to the employees of the Dadar office with an introduction by Mr Shailendra Gala on the Youva brand rejuvenation followed by a fun-filled activity. The activity was a challenge given to the employees to solve the jigsaw puzzle, which would form the Youva logo. The winner of this activity was **Mr. Sushil Patil** from the Dadar office.