



INDIA

bcc real estate
branding & marketing

RATE CARD

2023-24

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1 Basic - Corporate Logo & Stationery Design Proposal

Towards Brand Identity Package Conceptualizing, Planning, Strategizing and Designing of	
a	Brand Identity (Logo) on par with International standards
b	Brand Stationery Design master template • Business card • Letterhead • Identity Card • Envelope • Signage
c	Brand Identity Manual (One Hard Copy) It is your brand BIBLE which contains • Philosophy of Logo • Color Codes in International Formats • Logo Usage Guidelines with Do's & Don't's • Logo Application Mock Up
d	CD containing all the above files with the logo in various formats for all types of usgage
Package Cost	
Rs. 25,000/-	

2 Brand Identity Packages

S.No.	Features	Standard	Corporate	Ultimate
1	On par with International Standards	Yes	Yes	Yes
2	Original Design - Can be Copyright Protected	Yes	Yes	Yes
3	Brand Stationery Design & Guidelines			
	Business Card	Yes	Yes	Yes
	Envelope	Yes	Yes	Yes
	Letterhead	Yes	Yes	Yes
	Identity Card	Yes	Yes	Yes
	Files / Folders	No	Yes	Yes
	Uniform / T Shirt	No	Yes	Yes
	Helmets / Caps	No	Yes	Yes
	Badges	No	Yes	Yes
	Tapes	No	Yes	Yes
	Bags	No	Yes	Yes
	Packaging on Carton	No	No	Yes
4	Brand Digital Stationery			
	Corporate Presentation Template	No	Yes	Yes
	Email Signature Template	No	Yes	Yes
	Proposal / Quotation Template	No	No	Yes
5	Social Media Branding Guidelines			
	Facebook	No	Yes	Yes
	Twitter	No	Yes	Yes
	Google+	No	Yes	Yes
	Youtube	No	Yes	Yes
	Pinterest	No	No	Yes
	Blog	No	No	Yes
6	Brand Bible (Brand Standard Manual)	Soft Copy	Hard Copy	Hard Copy
	Philosophy of Logo Design	Yes	Yes	Yes
	Color Codes in International Formats	Yes	Yes	Yes
	Do's and Dont's with Logo	Yes	Yes	Yes
	Logo Application Mock Up	Yes	Yes	Yes
	Logo Usage Guidelines	Yes	Yes	Yes
	Neutral Combination	Yes	Yes	Yes
	Usage on Glass, Wood, Stone & Acrylic	Yes	Yes	Yes

S.No.	Features	Standard	Corporate	Ultimate
7	Cloud Back Up of Logo Files	Lifetime	Lifetime	Lifetime
8	Employer Branding			
	Offer Letter Design	No	Yes	Yes
	HR Induction Presentation Design	No	Yes	Yes
	Campus Recruitment Kit Design	No	Yes	Yes
	Company Policies & Procedures Design	No	Yes	Yes
9	Final Files Delivered in CDR, JPEG, EPS, PDF & PNG	Yes	Yes	Yes
10	CD Containing all the above files	Yes	Yes	Yes
11	Training Session on Brand Guideline Implementation to the implementation team	No	No	Yes
12	Duration for Design Completion	10 Days	15 Days	20 Days
13	Support on Usage (on Call)	1 Month	6 Months	1 Year
	Package Cost	50,000	1,00,000	2,00,000

3 Brochure Design Package

1	Brochure Design	4 pages (A4 / A5)	Rs. 15,000/-
2	Brochure Design	8 pages (A4 / A5)	Rs. 20,000/-
3	Additional Pages (Per Page)		Rs. 800/-

4 Leaflet Design Package

1	Single Side	Rs. 10,000/-
2	Double Side	Rs. 12,000/-

5 Annual Report Design Package

1	Standard Package	Rs. 50,000/-
2	Corporate Package	Rs. 1,00,000/-

6 Project Catalogue / Manual Design Package

1	Upto 20 Pages	Rs. 25,000/-
2	Additional Pages (Per Page)	Rs. 800/-

7 Sales Manual Design Package (with Client Inputs)

1	<ul style="list-style-type: none"> Industry Insights Documented Sales Pitch Strategy (Short & Long Pitch) Illustrated Product Benefits USPs of the brand 	Rs. 50,000/-
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8 Real Estate Presentation Design

1	10 Slides	Rs. 15,000/-
2	Additional Pages (Per Page)	Rs. 500/-

(2D/3D Content to be provided by client)

9 Corporate Video for the brand

1	Covering the brand story – milestones, values, infra, team, market presence, products, accolades and interview of key people.	Rs. 5 Lacs (Starts from)
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(The above cost is applicable for one day video shoot. The cost may vary if shoot has to cover multiple locations which increases number of days or if special animation effects are required)

10 Infographics

1	Creating informative content in visual form which is easy to read and understand – an effective tool to explain technical / core subjects easily	Rs. 10,000/-
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11 Brand / Project Explainer Videos

1	Explainer videos are 2D animation videos that explain the product benefits with voice and music. 60 sec animation	Rs. 75,000/-
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12 Films / Videos

TVC Package	Rs. 3.5 Lacs (Starts from)
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13 Corporate Office Branding

1	Brand your office in a way that reflects your brand philosophy and value system Concept creation + 10 Creative	Rs. 25,000/-
	Per concept extension creative	Rs. 2,000/-

14 Small Campaign

1. Single Page Campaign Site	
- Clear and precise sales communication	- Quick Details about the offers and packages offered
- Offer duration mention	- Lead Form linked to your email id for immediate call back
- Success Stories (if you may prefer to share)	- Contact Details
2. Leaflet	3. Standee
4. Poster	5. Print Ad / Emailer
6. Social Media Adaptation	
Facebook - Cover Page + 5 Posts	Twitter - Cover Page + 5 Posts (fb follow up)
Youtube - Cover Page + 1 video post	Google + - Cover Page + 5 Post (fb follow up)
7. Text Animation Video	
Package Cost	Rs. 50,000/-

15 Website Package Cost

Features	Standard	Corporate	Ultimate
No. of Pages	Max 15	Max 50	Max 75
Mobile Responsive	Yes	Yes	Yes
Industry / International Standards	Yes	Yes	Yes
Testing	Yes	Yes	Yes
User Friendly Navigations	Yes	Yes	Yes
Attractive Home Page	Yes	Yes	Yes
Elegant Design	Yes	Yes	Yes
Content Writing (Base Content to be provided by client) 300 words per page	Yes	Yes	Yes
Competition analysis	No	Yes	Yes
Visuals from Shutter stock images	10	25	50
Lead generation forms	3	10	Unlimited
One time on page SEO	Yes	Yes	Yes
Social Media Account Creation (FB, Twitter, G+, Pinterest)	No	No	Yes
Text Animation Video with music	No	No	Yes
One time off page SEO	No	No	Yes
Website Maintenance after handover	10 Days	20 Days	30 Days
Package Cost	40,000	75,000	1,50,000

16 Campaign Packages

S.No.	Features	Individual Project Single Campaign	Multiple Projects Single Campaigns (Max-3 Projects)
1	Project Logo	Yes	No
2	Corporate Communication Creation	Yes	Yes
3	Project Brochure	Yes	Yes
4	Leaflet	Yes	Yes
5	Sales Kit	Yes	Yes
6	Standee	Yes	Yes
7	Flags	Yes	Yes
8	Temporary Board	Yes	Yes
9	Direction Board / Traffic board	Yes	Yes
10	Hoarding	Yes	Yes
11	Site Office Branding	Yes	Yes
12	Site Branding	Yes	Yes
13	Tent / Umbrella / Promotional Table	Yes	Yes
14	Human Billboard	No	Yes
15	Launch Invite / Launch Video Invite	Yes	Yes
16	Project Explainer Video	Yes	Yes
17	Outdoor	Yes	Yes
18	Bus Back Panel	No	Yes
19	Bus Shelter	No	Yes
20	Signal Signage	Yes	Yes
21	Social Media Adaption	Yes	Yes
22	Emailer	Yes	Yes
23	Direct Mailer	Yes	Yes
Package Cost		1,00,000	1,25,000

S.No.	Features	Multiple Projects Single Campaigns (Max-5 Projects)	Multiple Projects Single Campaigns (Unlimited Projects)
1	Project Logo	Yes	No
2	Corporate Communication Creation	Yes	Yes
3	Project Brochure	Yes	Yes
4	Leaflet	Yes	Yes
5	Sales Kit	Yes	Yes
6	Standee	Yes	Yes
7	Flags	Yes	Yes
8	Temporary Board	Yes	Yes
9	Direction Board / Traffic board	Yes	Yes
10	Hoarding	Yes	Yes
11	Site Office Branding	Yes	Yes
12	Site Branding	Yes	Yes
13	Tent / Umbrella / Promotional Table	Yes	Yes
14	Human Billboard	No	Yes
15	Launch Invite / Launch Video Invite	Yes	Yes
16	Project Explainer Video	Yes	Yes
17	Outdoor	Yes	Yes
18	Bus Back Panel	No	Yes
19	Bus Shelter	No	Yes
20	Signal Signage	Yes	Yes
21	Social Media Adaption	Yes	Yes
22	Emailer	Yes	Yes
23	Direct Mailer	Yes	Yes
Package Cost		1,50,000	2,00,000

17 Campaign Packages (Multiple)

S.No.	Features	Multiple Projects Multiple Campaigns (Max-3 Projects)	Multiple Projects Multiple Campaigns (Max-5 Projects)	Multiple Projects Multiple Campaigns (Unlimited Projects)
1	Project Logo	Yes	Yes	No
2	Corporate Communication Creation	Yes	Yes	Yes
3	Project Brochure	Yes	Yes	Yes
4	Leaflet	Yes	Yes	Yes
5	Sales Kit	Yes	Yes	Yes
6	Standee	Yes	Yes	Yes
7	Flags	Yes	Yes	Yes
8	Temporary Board	Yes	Yes	Yes
9	Direction Board / Traffic board	Yes	Yes	Yes
10	Hoarding	Yes	Yes	Yes
11	Site Office Branding	Yes	Yes	Yes
12	Site Branding	Yes	Yes	Yes
13	Tent / Umbrella / Promotional Table	Yes	Yes	Yes
14	Human Billboard	No	No	Yes
15	Launch Invite / Launch Video Invite	Yes	Yes	Yes
16	Project Explainer Video	Yes	Yes	Yes
17	Outdoor	Yes	Yes	Yes
18	Bus Back Panel	No	No	Yes
19	Bus Shelter	No	No	Yes
20	Signal Signage	Yes	Yes	Yes
21	Social Media Adaption	Yes	Yes	Yes
22	Emailer	Yes	Yes	Yes
23	Direct Mailer	Yes	Yes	Yes
Package Cost		1,50,000	2,00,000	3,00,000

18 Monthly Retainer Packages

01. Standard Retainer Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 50,000

02. Corporate Retainer Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 1,00,000

03. Ultimate Retainer Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 2,00,000

04. Agency Partner Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 5,00,000

05. Agency Partner + Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 10,00,000

19 Digital Marketing Packages

Features	Standard	Corporate	Ultimate
A. Keywords Plan	10 Keywords	25 Keywords	50 Keywords
B. Initial Analysis	Yes	Yes	Yes
1. Website Analysis	Yes	Yes	Yes
2. Duplicate Content Check	Yes	Yes	Yes
3. Keywords Analysis	Yes	Yes	Yes
4. Competitor Analysis	Yes	Yes	Yes
5. Broken Link Check	Yes	Yes	Yes
C. Onpage Optimization			
1. Meta tag optimization	10 Pages	25 Pages	40 Pages
2. Images all tags updation	20 Images	50 Images	100 Images
3. Google webmaster tool set up (if not added)	Yes	Yes	Yes
4. Google Analytics tools set up (if not added)	Yes	Yes	Yes
5. XML Sitemap Updation	Yes	Yes	Yes
6. Robots.txt file updation	Yes	Yes	Yes
7. Page Speed Optimization	Yes	Yes	Yes
8. Internal link Structuring	Yes	Yes	Yes
9. Check Mobile Usability	Yes	Yes	Yes
10. Add Custom 404 page(in not created)	Yes	Yes	Yes
11. 301 Redirection	No	Yes	Yes
12. IP canonicalization	No	Yes	Yes
13. URL Canonicalization	No	Yes	Yes
14. Social Media Link Optimization	Yes	Yes	Yes
15. Add Favicon	Yes	Yes	Yes

Features	Standard	Corporate	Ultimate
D. Local Listing			
1. Add your Business in Google my Business	Yes	Yes	Yes
2. Company Profile Listing	3-5 listings	5-10 listings	10-15 listings
E. Monthly Reporting			
Seo Ranking Report	Yes	Yes	Yes
Traffic Analysis Report	Yes	Yes	Yes
F. Social Media Marketing			
1. Facebook Account Creation	Yes	Yes	Yes
2. Twitter Account Creation	Yes	Yes	Yes
3. Google+ Account Creation	Yes	Yes	Yes
4. Pinterest Account Creation	Yes	Yes	Yes
5. Youtube Channel Creation	Yes	Yes	Yes
6. LinkedIn Page Creation	No	Yes	Yes
7. Slideshare Account Creation	No	Yes	Yes
G. Regular Activity (Monthly Basis)			
1. Cover Image Design	1	2	4
2. Creative Post (Relevant to your Business)	5	10	15
3. Video Post	1	3	5
4. Motivational Post	2	5	8
5. Special Day Post	If Required	If Required	If Required
6. Infographics Design	0	0	2
7. Presentation Sharing	0	1	3
Package Cost	35,000	75,000	1,50,000



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