

# ICAR-Indian Institute of Spices Research, Kozhikode

## **CIRCULAR**

### **BRAND NAME & TAGLINE WRITING CONTEST**

The ITM-BPD unit has organized a name writing contest for the sales counter. The committee has selected the name “SPICERY” suggested by Mrs. Sumayya Hassan and the prizes will be distributed later.

Now we are inviting suggestions for:

- a) A brand name for the products. ( unique and not registered by others)
- b) A tagline (to be used along with the name “SPICERY”.) Primarily this outlet is meant for marketing of authentic spices purchased directly from farmers and agri- inputs/ products from IISR licensees. Ideally we would like the tagline to reflect this fact. Kindly write suitable brand name and tagline along with your contact details on a paper and deposit in the box kept near the reception desk by 4 PM on 29<sup>th</sup> June 2019. The winners will get attractive prizes.

Example:

- a) **‘Indspice’**
- b) **‘SPICERY- The hub of good spices’**

**27/06/2019**

**Dr. Lijo Thomas**

Scientist & Member Secretary, ITM-BPD Unit

This is issued with the approval of the Director