

PUNCH LINES

AIRLINE

Austrian Airlines
Cathay Pacific
Indian Airlines
Singapore Airlines
Lufthansa
Jet Airways
Air Sahara
Thai Airways
Sri Lankan Airlines
British Airlines

PUNCHLINE

The most friendly airlines
The heart of Asia
Your home in the sky
A great way to fly
There is no better way to fly
The joy of flying
Emotionally yours
Smooth as silk
You are our world
It's time to change the way you look at things

FINANCIAL INSTITUTIONS

State Bank of India
Punjab National Bank
Citibank
ICICI Bank
ICICI Prudential Life Insurance
LIC
Royal Sundaram
New Indian Assurance Company
Global Trust Bank
IDBI
Union Bank of India
HDFC Standard Life Insurance
SBI Life Insurance Co.
HSBC
Vysya Bank
Canara Bank
Aviva (Life Insurance Co.)
Iffco-Tokio
Oriental Bank of Commerce
IL&FS (mutual fund)
Ernst & Young
DSP Merrill Lynch

PUNCHLINE

With You – All the way
.....the name you can bank upon
Where money lives
We make banking a pleasure
We cover you. At every step of life
We know India better
Beyond Expectations
India's largest non-life insurance company
Experience a new way
What can I do for you
Good people to bank with
Service that makes you smile
With us you are sure
The world's local bank
Experience relationship banking
Serving to grow. Growing to serve
Kal par control
The life you deserve
Where every individual is committed
More than a fund. A friend
Quality in everything we do
The 100% money manager

NEWS PAPER/ORGANIZATION

The times of India
Hindustan Times
The Telegraph
Business Standard
Business World
Business India
Business Today
CNN

COMPANY

CNBC India
Rediff.com
Indiainfoline.com
Indian Express
Outlook
BBC World
The Economic Times
The Statesman
Amar Ujala

TOBACCO COMPANIES

Gold Flake
Four Square
Wills
Wills Classic
ITC

MISCELLANEOUS

Rivolta
Lacoste
Bridgestone tyres
Reid & Taylor
Digjam
Raymond
Parle
Indian Army
Orissa
Kerala

PUNCHLINE

Let Truth Prevail
Live Smart
Unputdownable
Intelligent Information
Magazine of the New Economy
The magazine of the corporate world
For managing tomorrow
Be the first to know

PUNCHLINE

Profit from it
Internet ka dum maximum
It's all about money, honey
Makes the point
The compelling truth
Making sense of it all
The power of knowledge
Why settle for less
Yehi sahi hai

PUNCHLINE

Quality that's forever
Live life kingsize
Made for each other
Discover a passion
Enduring value

PUNCHLINE

Undress code for men
Become what you are
A grip on the future
Bond with the best
A celebration of Life
The complete man
The sheer joy of creating originals
Do you have it in you?
The soul of India
God's own country