



**RAJHANS<sup>®</sup>**  
**DESAI-JAIN GROUP**

# RAJHANS CHRONICLE

AUGUST, 2023 EDITION



## EDITOR'S NOTE

As we continue to expand our horizons, August holds a special place in our hearts. In this issue, let's take a moment to reflect on our journey so far during the last month and envision the path that lies ahead. Together, there's no limit to what we can achieve.

Join us in commemorating our endeavours during the past month and reminisce about the remarkable strides we've taken together.

Happy Reading...





**RAJHANS®**  
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અવનવા વિકાસથી ગુંજતું ભારત,  
વૈશ્વિકસ્તરે આગેવાની કરતું ભારત,  
ડિજિટલાઇઝેશન ફાઇવને વધાવતું ભારત,  
જનહિતને સર્વસ્વ માનતું ભારત,  
યુવા શક્તિથી સામર્થ્યવાન ભારત,  
પુનઃપ્રાપ્ત ઊર્જા સ્ત્રોતો તરફ વળતું ભારત,  
અદ્યતન ઈન્ફ્રાસ્ટ્રક્ચરની સીમાઓ પાર કરતું ભારત,  
અતૂટ સમર્પણથી દેશબંધુઓને પ્રોત્સાહિત કરતું ભારત,  
પૂર્વને પશ્ચિમથી, ઉત્તરને દક્ષિણથી જોડતું ભારત,  
નવીનતાના અનન્ય રંગોથી સુશોભિત ભારત,  
આંતરરાષ્ટ્રીય સ્તરોથી અંતરિક્ષ સુધી અગમગતું ભારત,  
હર એકને દિલથી અપનાવતું, ધમધમતું, સમૃદ્ધ ભારત,  
આપણું ભારત, શ્રેષ્ઠ ભારત!

આ સ્વાતંત્ર્ય દિને,  
ચાલો ભારતની ગરિમાનું  
હંમેશા સંવર્ધન કરવાની નેમ લઈએ.

**CELEBRATING 77<sup>TH</sup> INDEPENDENCE DAY**

**RAJHANS®**

REALTY | CONFECTIONERY | ENTERTAINMENT | E-COMMERCE | TEXTILE | HOSPITALITY  
Rajhans Group of Industries, Rajhans Empire, Beside Le Meridien Hotel, Near Airport, Dumas Road, Surat - 395007, Gujarat, India.

## RAJHANS GROUP'S INDEPENDENCE DAY PRINT AD FEATURED IN TOP DAILIES

Rajhans Group marked Independence Day with a heartfelt print ad in top Gujarat newspapers, honoring India's progress and achievements. The ad celebrated India's diverse culture, rich heritage, and contributions to fields like science, technology, innovation, and infrastructure. It aimed to showcase the nation's greatness and sources of pride among its people.

## RAJHANS GROUP HONORS THE CHERISHED BOND BETWEEN SIBLINGS IN PRINT ADS

**Happy Rakshabandhan**

અડગ છે એમનો પ્રેમ જાણે અડીખમ કિલ્લો,  
અવિભાજ્ય છે એમની ઓળખ જાણે ધરતી-આકાશ.  
સગપણનો એવો અતૂટ દોરો જે દરિયાના મોજાને પણ બાંધી શકે,  
તથા લાગણીઓના ઉંચા-ઉંચા આભને પણ બાંધી શકે.  
એવા ભાઈ-બહેનના અગાધ પ્રેમની મહિમા,  
'રક્ષાબંધન'ના એક તોતણામાં પૂર જોશમાં છલકાય છે.

**રાજહંસ પરિવાર**

આ પાવન અવસર પર  
સૌ ભાઈ-બહેનોને શુભકામનાઓ પાઠવે છે.

REALTY | CONFECTIONERY | ENTERTAINMENT | E-COMMERCE | TEXTILE | HOSPITALITY  
**RAJHANS GROUP OF INDUSTRIES**  
SURAT | MUMBAI | NOIDA | PUNE  
www.rajhans.co.in

At Rajhans Group, we understand the value of relationships, and Raksha Bandhan is a beautiful reminder of the unique connection shared by siblings. Our print ads honored this cherished bond while highlighting our dedication to fostering connections and celebrating traditions that unite us.



# *Celebrated* INDEPENDENCE DAY AT SITES



As the nation commemorated this significant day in its history, Rajhans Realty took the opportunity to come together with its staff to celebrate the spirit of freedom and unity. The day began with a solemn flag hoisting ceremony at both Rajhans Fabrizo and Rajhans Texpa sites. The national flag was unfurled with pride as everyone in attendance sang the national anthem.



## SCHMITTEN CELEBRATES FRIENDSHIP WEEK CAMPAIGN

Schmitten has always been synonymous with exceptional quality and flavor diversity. As friends are special, Schmitten took an opportunity to celebrate the everlasting bond of friendship by pairing different Schmitten chocolate flavors with various characteristic of friends.



CLICK TO SEE OUR CAMPAIGN

## HOPPITS CELEBRATES WORLD PHOTOGRAPHY DAY WITH 'CLICK A PICTURE WITH HOPPITS' CONTEST



Hoppits is a cherished chocolate brand known for its delectable offerings that blend exquisite flavors and premium quality. On 'World Photography Day', we ran a contest called, 'Click A Picture with Hoppits' which encouraged both photography enthusiasts and chocolate lovers to combine their passions for a chance to win exciting prizes.

CLICK TO SEE OUR CONTEST





# SCHMITTEN UNVEILS 'SCHMITTEN MOMENTS' CAMPAIGN FOR RAKHI

Rakhi, symbolizes the bond of love and togetherness between brothers and sisters. 'Schmittens Moments' campaign seeks to elevate the spirit of Rakhi by creating sweet, memorable experiences for siblings to share.

'Schmittens Moments' campaign encouraged siblings to create memorable experiences. Whether it's exchanging heartfelt notes along with Schmittens chocolates or enjoying a special Rakhi chocolate treat together, these moments became precious memories that strengthen the sibling connection.



HERE'S THE GLIMPSE OF  
#EkRakhiAur CAMPAIGN

## SCHMITTEN LUXURY CHOCOLATE PARTNERS WITH INFLUENCERS FOR RAKHI

Schmittens's decision to collaborate with influencers resulting on 94k views was a savvy one. The influencers, with their compelling content and stories about choosing Schmittens chocolates, generated substantial buzz around the brand.

Schmittens's collaboration with influencers for Rakhi, as a gifting item was a highly effective marketing strategy. It harnessed the power of influencer marketing to reach a broad and engaged audience, creating excitement and trust around the brand.

CLICK TO WATCH VIDEO



@Surties



@SurtiFoodForLife



@VirtueArts



@FusionVibe



@ThecheeseAddicts



# **schmitten**<sup>®</sup>

luxury chocolates

## **SCHMITTEN CONTINUES TO MARK ITS FOOTPRINT ACROSS VARIOUS LOCATIONS PAN INDIA**

Schmitten is thrilled to launch several outlets across multiple locations. This expansion marks a significant milestone in Schmitten's journey to bring exceptional chocolates closer to its customers across the country.

- 📍 Kohlapur, Karnataka
- 📍 Talegaon, Maharashtra
- 📍 Sisra, Haryana
- 📍 Hansi, Haryana
- 📍 Dhangadhra, Gujarat
- 📍 Tansa, Gujarat
- 📍 Valsad, Gujarat







# RAJHANS<sup>®</sup> CINEMAS

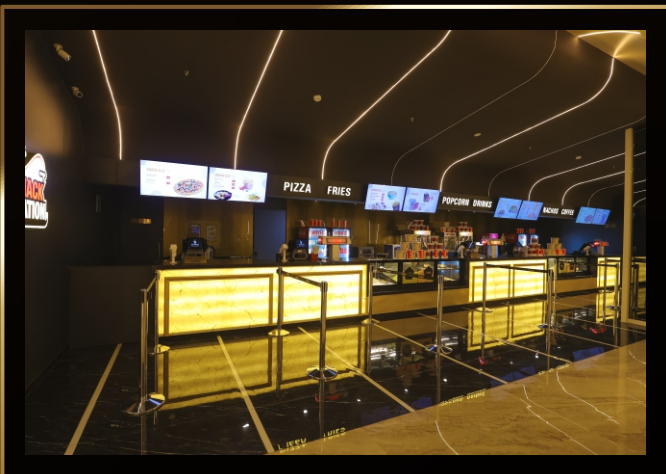
ENJOY THE MOVIE!

## RAJHANS CINEMAS UNVEILS A SPECTACULAR MULTIPLEX IN ANKLESHWAR

Rajhans Cinemas, a leader in the entertainment industry is thrilled to launch state-of-the-art multiplex in Ankleshwar. This marks a significant milestone in Rajhans Cinemas' ongoing commitment to providing top-notch cinematic experiences to audiences across the region.

A Luxurious 3-Screen Multiplex, with a seating capacity of 885. It is the first luxurious multiplex of Ankleshwar, offering a cutting-edge cinematic experience that combines technology, comfort, and unmatched hospitality.

Here's the glimpse



CLICK TO WATCH  
THE VIDEO





# Anniversary Celebrations

The anniversary celebrations at following sites underscores our dedication to offering unparalleled entertainment experiences and express gratitude to our cherished patrons for their continued loyalty .



**NADIAD PLEX  
15<sup>TH</sup> ANNIVERSARY**



**VASTRAL PLEX  
2<sup>ND</sup> ANNIVERSARY**



**NOIDA PLEX  
2<sup>ND</sup> ANNIVERSARY**



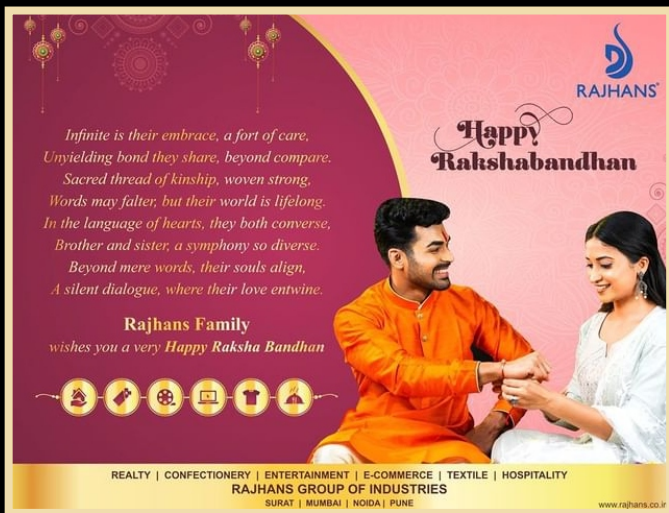
**KALASAGAR PLEX  
12<sup>TH</sup> ANNIVERSARY**



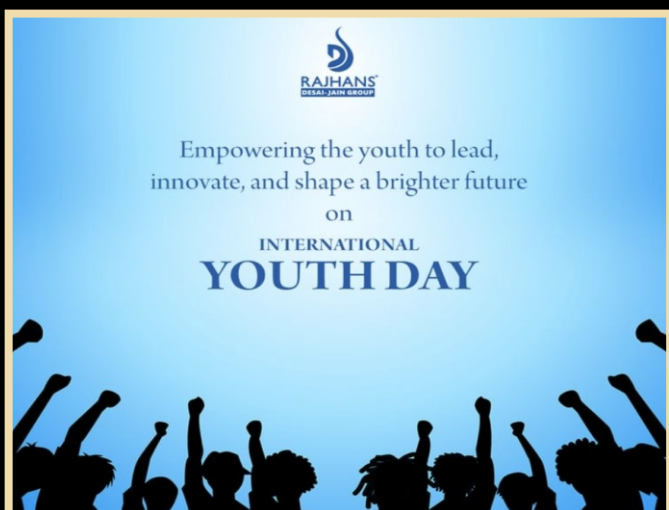
# TACTICAL CAMPAIGNS



## 77<sup>TH</sup> INDEPENDENCE DAY



## RAKSHABANDHAN



## INTERNATIONAL YOUTH DAY

## WORLD PHOTOGRAPHY DAY



CLICK TO WATCH VIDEO

## HAPPY FRIENDSHIP'S DAY



CLICK TO WATCH VIDEO



## BIRTHDAY CELEBRATION

At Rajhans, we take immense pleasure in commemorating the birthdays of our esteemed employees. The entire Rajhans family joined to extend warm wishes to each team member, ensuring their special day was brimming with happiness and love.



## WELCOMING NEW EMPLOYEES

As August began, Rajhans Group extended a heartfelt welcome to a fresh influx of talent. Together, we are enthusiastic about chasing new milestones and shaping an innovative future for our organization.

### NIKUNJ SOLANKI

Assistant - Operation  
(Operations & Maintenance)



### PINKESH PATEL

Executive - Graphic Designer  
(Marketing & Communications)



### MOHIT GANDHI

Deputy Manager  
( HR & Admin )





The image features a dark blue background with a gold geometric border. The border consists of a central rectangle and diagonal lines extending from the corners. There are two gold starburst accents: one in the lower-left corner and one in the upper-right corner. The text "thank you!" is written in a gold, cursive script font, centered within the rectangular part of the border.

thank you!