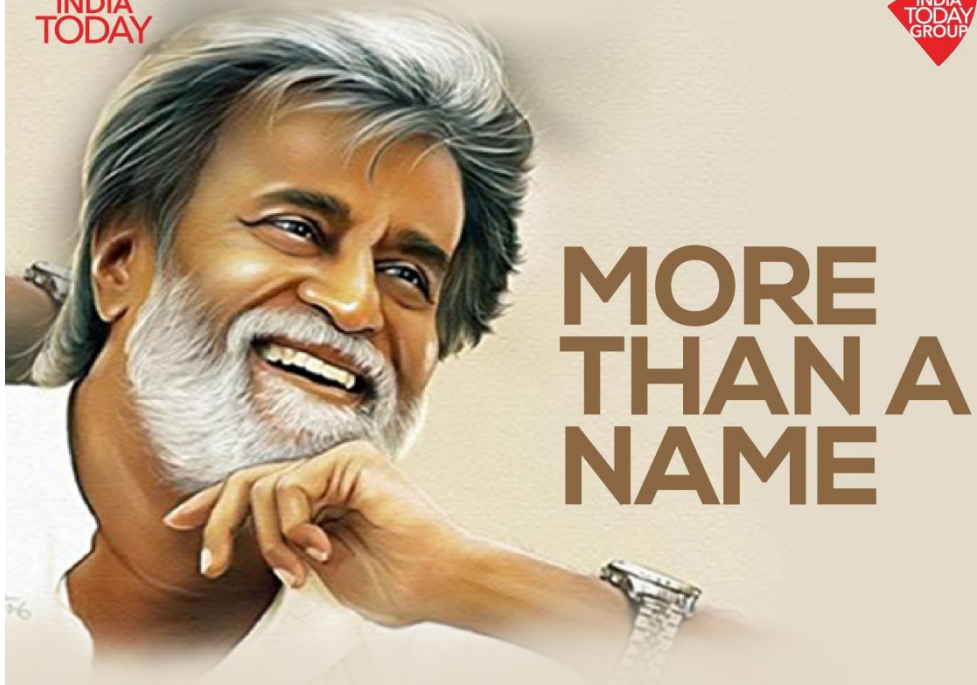


COPYWRITING PORTFOLIO

Payal Mathur

INDIA TODAY

From breaking news to current affairs, economics, politics, business and lifestyle, I've created the copies for India Today's online magazine.



MORE THAN A NAME

We have seen him making a grand entry on the screen, sending the audience into a state of frenzy. We have seen him as a larger-than-life superstar on the screen, and a warm, compassionate, down-to-earth artist off it. He has been a changemaker, an entertainer, a social servant and an inspiration to millions. And with each passing day, his stardom has only scaled newer heights.

— — — — —
In this special issue of India Today, read about
Superstar Rajinikanth – then, now and forever.
— — — — —

Issue Date: December, 2018 | On Stand Date: 05th December, 2018

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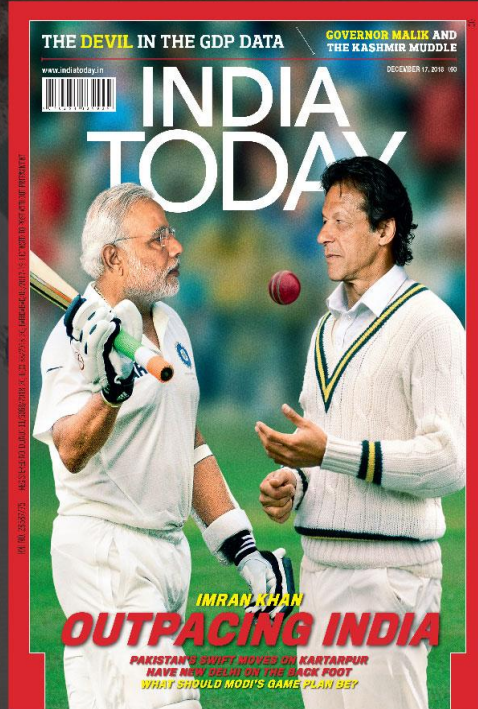
There are Legends.
Then there is RAJINIKANTH.

He's invincible. His stardom stays unconquered. Thalaivar, Shivaji, Rajini are a few names people fondly address him with. Movies or politics, he has been on issues head-on that have affected the society. With action packed dialogues and his own unique style. Rajinikanth has carved a niche for himself.

INDIA
TODAY

INDIA
TODAY
GROUP

FASTER TOWARDS PEACE



Imran Khan's attempt towards peace by opening up the Kartarpur corridor has put New Delhi on the back foot. What should be PM Modi's response?

Read how the Kashmir governor's outspokenness is fanning controversy, the questions raised on release of new GDP back series just before the Lok Sabha polls, and more in this issue of India Today.

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*Gift applicable only for 2 and 3 year subscription.

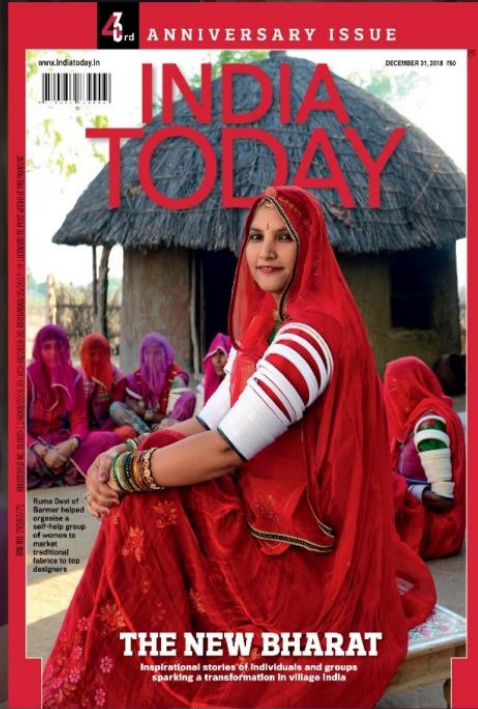
Pacing towards Peace

Imran Khan's attempt towards peace by opening up the Kartarpur corridor has put New Delhi on the back foot. What should be PM Modi's response?

INDIA
TODAY

INDIA
TODAY
GROUP

Bharat, 43 Years Later.



Founded during the Emergency, winter of 1975, India Today has now become the gold standard of journalism. This special issue explores stories from the grassroots of growing Bharat through the aspirations and achievements of those who transformed "village India".

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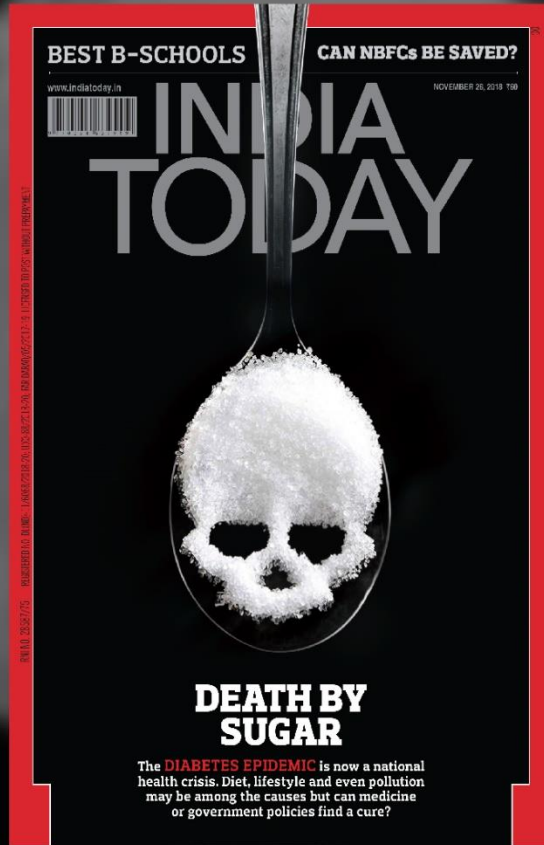
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*Gift applicable only for 2 and 3 year subscription.

43 Years of Change

Founded during the Emergency, winter of 1975, India Today has now become the gold standard of journalism.

INDIA
TODAY



Caught in the not-so-sweet spot.

Diabetes is turning into a pan-India epidemic. With more than 72 million Indians caught in its grip, will medical research or government policies come up with a solution?

Read how B-schools are innovating to stay on top of the game, how the RBI board meeting might pan out in light of the NBFC crisis and more in this issue of India Today.

[Subscribe Now](#)

Ending the Epidemic

Diabetes is turning into a pan-India epidemic. With more than 72 million Indians caught in its grip, will medical research or government policies come up with a solution?

The three battlegrounds



BJP is well aware of the after-effects of 2018 assembly elections. With the 2019 general elections depending heavily on the outcome, will BJP get another chance, or will the tides turn?

Also read, how KCR is securing advantage in the fledgling state of Telengana and how the sacking of Sri Lankan PM resulted in a constitutional crisis.

All of this and more in this issue of India Today.

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FREE
GIFT

Get a 15% discount and a CROSS Pen worth ₹1,899/- with your 1-year subscription.

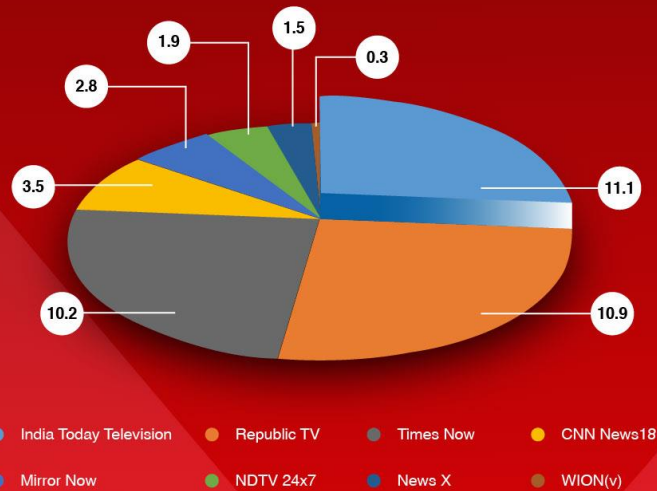
The Prelude to 2019

BJP is well aware of the after-effects of 2018 assembly elections. With the 2019 general elections depending heavily on the outcome, will BJP get another chance, or will the tides turn?



LEADER TODAY AND TOMORROW

According to the BARC report, India Today Television was the most viewed English news channel during the Exit Polls. We are grateful to every one of our viewers for staying tuned.



Source: BARC, TG 22 A+, Market: Megacities, TB: 1700-2000 Hrs, Date: 07 Dec 2018, Gross imp'000s

NUMBER 1 NEWS CHANNEL, THEN AND NOW.

HOME CREDIT

Now you can

Time for Diwali and discount! Broken electronics aren't a headache because Home Credit has come up with zero per cent interest and easy EMIs. I've created the copies for Home Credit's YouTube channel, flyers and Facebook page.

We are an **NBFC** (Non-Banking Financial Company) with our roots in Czech Republic, and branches extending to every corner of India.

OUR GLOBAL FAMILY COMPRISES OF

Over **101 Million** Happy Customers



More Than **400,000** Distribution Points



155,100 Employees



22,042 MEUR Total Assets



Our journey in India is fuelled by **29,000** points-of-sale across **175** cities in **20** states.

We have been providing easy loans to more than **7.5** million customers through our transparent and agile processes.



BRAND PILLARS

- Friendly
- Belonging
- Selfless
- Dynamic
- Approachable
- Positive
- Supportive
- Optimistic

ATTRIBUTES OF OUR TELESales EMPLOYEES



Sociability



Self-confidence



Composure

These are the flyers that were distributed among people who had come to get a job at Home Credit. It has a description of the company's history, number of customers with values, brand pillars and attributes of telesales employees.

HOME
CREDIT

Now you can



खुशियों का है मौसम,
पर राहुल का फ़ोन नॉट ऑसम।

Broken screens shouldn't be a break in your plans. It's time to say #NoCompromise and yes to festivities

#MobileLoan #ZeroPercentInterest
#EasyEMI #HomeCredit

HOME
CREDIT
Now you can



Tyohar ka tha mauka,
Par fridge ne diya dhoka!

Festivals are about celebrations, not regrets. So, why miss out on memories, on fun? It's time to say #NoCompromise and yes to festivities.

#HomeApplianceLoan
#ZeroPercentInterest #EasyEMI
#HomeCredit

HOME
CREDIT
Now you can.

Har jagah ho rahi puja
ki tyari,
Nair uncle ko padi
mehngai bhaari!



Washing away happiness trying to fix
what's broken? It's time to
say #NoCompromise and yes to
festivities.

#HomeApplianceLoan
#ZeroPercentInterest #EasyEMI
#HomeCredit



Making appliances the pride of every kitchen and coming across ideas that can sell the products from stoves to blenders, Suryaflame has everything under its name. I've written copies for their Facebook page.

Reduces
Weight

Strengthens
Bones

Heals
Wounds

Lowers
Cholesterol

Improves
Digestion



A BOTTLE FULL OF HEALTH

According to Ayurveda, water stored in a copper vessel helps you live a healthy and well balanced life.

#MondayMotivation #SuryaFlame #Health
#Appliances #Home #Happiness #Tips
#copper #benefits #Yogastra

**TASTE THE
SEASON'S
FAVOURITE
SWEET!**



With Suryaflame's Chopper, preparing your favourite winter delight gets easier than ever!

#SuryaFlame #Home #Appliances #Chopper
#Weekend #WeekendVibes #Sweets #Food
#Foodie #Love

**WEEKEND
CALLS FOR
A SPECIAL
TREAT!**



Experience superfine mixing and grinding with Suryaflame Mixer Grinder.

#SuryaFlame #Home #Appliances #Kitchen
#Love #Cooking #Mixer #Friday #Foodie
#WeekendVibes #Weekend #FridayFeeling



**LET THE FESTIVE
FERVOUR OF LOHRI
BRING HAPPINESS
TO YOU!**



Suryaflame wishes you a very happy and prosperous Lohri!

#SuryaFlame #HappyLohri #Appliances
#Cooking #Love #Celebrations
#WeekendVibes



**Now you can spill the beans!
We've got it covered.**



Stainless Steel Spill Trays— For a mess-free kitchen!

#SuryaFlame

#Kitchen #Appliances #Home #Love

#WednesdayWisdom #Foodies #Healthy #Cook

#Happiness



StreetWear quickly gained fame because of its affordable and quality products. The target audience were college goers and teenagers. StreetWear wanted to relaunch in India and, therefore, I worked for the pitch with #NowWatchMe.

STREET
WEAR™
COLOR
RICH

NOW
WATCH
ME
WOW



STREET
WEAR™
COLOR
RICH

NOW
WATCH
ME
SWIPE
RIGHT



STREET
WEAR™
COLOR
RICH



NOW
WATCH
ME
SLAY



STREET™
WEAR
COLOR
RICH

NOW WATCH ME
TRANSFORM





NOW
WATCH
ME
FLAUNT
IT



NOW
WATCH
ME
NAIL
IT



NOW
WATCH
ME
WING
IT





Twelve teams fought against each other for the title of the ultimate Kabaddi champion. The tournament went on for more than two months. My role was to handle their Twitter account for every match twice a day with #PerfectFan.

WHICH TEAM WILL BE FIRST TO SCORE 10 POINTS?



TEAM
HYDERABAD

VS



TEAM
PATNA

Is it @Telugu_Titans or is it @PatnaPirates, who will get the first ten raid points?

#ParticipateAndWin in the #PerfectFan contest and you could win tickets to the VIP seats or the king seat. You could get an all new #VivoY95! #VivoProKabaddi

#VivoY83Pro

#PerfectFan



vivo
PRO
KABADDI

**WILL UMUMBA
BE ON TOP OF THE
LEADERBOARD
TODAY?**

UMUMBA

SONIPAT LEG

Will the captain of @U_Mumba pull off a super-tackle against @DabangDelhiKC?

#ParticipateAndWin in the #PerfectFan contest and get a chance to win tickets to the VIP box or the king seat. You could also win #VivoY95! #VivoProKabaddi

Halo FullView™ Display

WHAT WILL HAPPEN
FIRST, SUPER-RAID
OR SUPER-TACKLE?



The #VivoProKabaddi is all set to start, but what do you think will happen first, super-raid or super-tackle?

The #PerfectFan could get a chance to win the tickets to the VIP seats or the king seat. You could even win an all new #VivoY95! #VivoProKabaddi

vivo
PRO
KABADDI

#PerfectFan

#VivoY83Pro

WHICH TEAM WILL
GATHER THE MOST
RAID POINTS?



AHMEDABAD LEG

JAIPUR
PINK PANTHERS

With great raiders in both the teams, which team will score the first raid point?

Are you just a fan or the #PerfectFan?
Guess the answer and watch your stars from the best seats in the stadium. You could also get an all new #VivoY95! #VivoProKabaddi

#VivoY83Pro

#PerfectFan



vivo
PRO
KABADDI

**WHICH TEAM
WILL GIVE US THE
MAN OF THE MATCH?**

**PATNA
PIRATES**

PATNA LEG

Among all the great players, guess who will be the man of the match?

Participate in the #PerfectFan contest and get a chance to win VIP seat tickets or the king seat. You could also win an all new #VivoY95! #VivoProKabaddi



Waffle Wallah has brought the luscious taste of waffles with an Indian twist. With its savoury waffles, they have won the hearts of many people. I was incharge of handling Waffle Wallah's Instagram account with #TimeToWaffle.



Call home a sweet treat
for your beloved.



Go online and order the perfect pair
of waffles for the perfect couple
like yourself! Happy Karwa Chauth!
#TimeToWaffle

.
.
.
.

#WaffleWallah #KarwaChauth
#Fasting #SweetTreat #Couples
#Love #WaffleLove #OrderOnline



Going through
a mid-week crisis?



Mid-week frustration feels
never-ending?
We've got the fix.
#TimeToWaffle.

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.

#wafflewallah #ThursdayTreats
#Midweek #Work #Food #Fun



Be a Loyal Wallah!



Get 50% off on your 4th visit and any one waffle free on the 6th visit. Time to enjoy the luscious flavours of Waffle Wallah.
#TimeToWaffle.

.
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.
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#WaffleWallah #FrequencyCard
#VisitNow #FreeWaffles
#MondayHustle #MondayBlues
#Flavours #Happiness #LoyaltyCard



Make your Weekend be
waffleicious one!



Create your favourite combo with our
yummiest range of waffles and sundaes.
#TimeToWaffle.

.
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.
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.

#wafflewallah #waffleForever
#waffleLove #weekend #Chill #Friday
#Friyay #Friends #Gossips #waffles
#Sweet #Savoury



We accept party orders now!



Unlimited waffles for 40 people at ₹8000

7838423665, 8448290986 | www.wafflewallah.com

*T&C apply



Salty Wala



Chipotle & Cheese



bestseller

Pizza Topping Wala



Pizza Topping Wala with Chicken



Grilled Paneer with Tandoori Sauce



Grilled Chicken with Tandoori Sauce

Sweet Wala



Butter & Honey Wala



Churros & Choco Sauce



Oreo & Chocolate



Nutella and Banana



Death by Chocolate



Any additional guests will be charged at Rs. 200/-
Get 1+1 Waffle Wallah coupons and balloons for kids

Add shakes starting at ₹ 120 per person



Our funky Waffle Wallah E-cart will be the life of your party!

Get ready for a waffle-tastic party!

Delhi: 7838423665, 8448290986 | Kolkata: 8017651842, 9831487566

Delhi GK-1 | Malviya Nagar | PVR Anupam, Saket | NSP | Gurugram DLF CyberHub | Ambience Island | Galleria Market

Kolkata Acropolis Mall | City Centre 1 | City Centre-2 Mall | Park Street | PS Magnum | Rosedale | Quest Mall



The Chef's Bowl brings back the meal-in-a-bowl concept in India and has been getting love from people. You can choose between Mexican, Indian and Continental cuisine and either has it in a bowl or in a roll with your preferred grains and mains. I've written copies for their Instagram account with #GetBowled.



the chef's bowl.

FRESH. FAST. FILLING.

**pick and mix for
the perfect fix.**

#getbowled



starting
@ ₹140

Pick your base, protein and toppings
to make your bowl as unique as you.
Walk into The Chef's Bowl to
#GetBowled

.
. .
. .
. .
#TheChefsBowl #GetTheBowl
#ThursdayCravings #BreakTime
#MealInTheBowl #SoulFood #Foodie
#AnytimeMeal #FoodLovers #Lunch


the chef's bowl.
FRESH. FAST. FILLING.

make karwa chauth
bowlsome for her.

#getbowled

 starting
@ ₹140

Make sure she eats right after a
long day of fast.
Happy Karwa Chauth! #GetBowled

.

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#TheChefsBowl #KarwaChauth
#Treat #GetTheVeggies
#GetTheBowl #GurgaonFoodie
#DfCybercity



the chef's bowl.

FRESH. FAST. FILLING.

this navratri,
east meets west!

#navratrispecial



starting
@ ₹ 140



Add western flavours to traditional celebrations this festive season. Try our Angrezi Sabzi Bowl! #GetBowled

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. .
. .
. .
. .

#TheChefsBowl #NavratriSpecial
#AngreziSabzi #DurgaPuja #Day4


the chef's bowl.
FRESH. FAST. FILLING.

feeling the
monday
motivation?

#getbowled



starting
@ ₹140

It's time to call it a day. Or is it yet?
If you still need some inspiration,
walk into our store and #GetBowled

.
.
.
.

#TheChefsBowl #GetTheBowl
#MondayMotivation #LazyMonday
#DifCyberHub #Freinds #Family
#EveningSnacks



the chef's bowl.

FRESH. FAST. FILLING.

don't let the
weekend buzz stop!

#getbowled



₹ 260

And we are all geared up to take the party to the next level! Walk into our store and enjoy the taste of happiness with you favourite bowl!

#GetBowled

.
. .
. .
. .

#TheChefsBowl #wholesomemeals
#foodie #foodgasm#foodblogger #bowls
#rolls #Mexican #veggies #ricebowl
#BeerTime #weekendChills