

IC-SURE PROJECTS MARKETING PVT. LTD.

MARKETING SERVICES



Services Marketing



Digital Marketing



Product Marketing

360 DEGREE MARKETING APPROACH

WE HAVE A LONG ESTABLISHED NETWORK FOR EXTENDING MARKETING SUPPORT TO OUR CLIENTS ACROSS INDIA. WE HAVE OUR INHOUSE TEAM AS WELL AS SUPPORT ASSOCIATES FOR :

DIGITAL MARKETING, SOCIAL MEDIA CAMPAIGN, SOCIAL MEDIA ENGAGEMENT, YOUTH ENGAGEMENT, PRODUCT PROMOTION, EVENT MANAGEMENT, BRAND DEVELOPMENT, MARKET RESEARCH, PRODUCT AND SERVICE LAUNCH, SURROGATE MARKETING, RETAIL & DISTRIBUTION MANAGEMENT & ONLINE SALES



KEY MARKERS

FOCUS AREA
Marketing Lead Generation



DIGITAL MARKETING:

- Research
- Ideation & Conceptualization
- Content writing
- Copywriting
- Key words research
- Link building
- Facebook leads
- Instagram leads
- Google optimizing
- Blogging
- Vlogging
- Third party website leads
- On-line campaigns
- Live events
- SMS & Whatsapp campaigns



SURROGATE MARKETING:

- Brand promotion
- Product promotion
- Service campaigns
- Youth engagement
- Community engagement
- Event management
- Township engagement
- Word of Mouth publicity
- Social cause based outreach
- Agency management
- Lead generation



STRATEGIC MARKETING:

- Brand strategy
- Market research
- Appraisals and certifications
- Product & service development
- Label and logo design
- Printing and cataloguing
- Outdoor and media publicity
- Press release
- Retail & distribution channel development
- Seminars and Dealer meets
- Sales and logistics management



PINAKI
ROYCHOWDHURY
GLOBAL



INDUSTRY

- MINING & TECHNOLOGY
- EQUIPMENT TRADING
- BULK MATERIAL HANDLING
- FASHION INCUBATION
- FARM TECH
- SKILLING & PHILANTHROPY

PRG ON THE WEB

web : www.prglobal.co
email : corporate@prcgroup.in
phone : + 91 33 4003 21551 / 55
cellular : +91 90070 55566

COME OVER

PR GLOBAL
175 Block G, New Alipore, Kolkata 700 053
West Bengal, INDIA

Higher !

We must aspire.

Further !

We must reach into the
depths of possibilities.

Faster !

We must react to
change.

PR GLOBAL BRANDS



MECHANIC
MULTI BRAND SOLUTION



CREDO
CREDOFORU.COM



The
Global Machines



ABOUT PR GLOBAL

Pinaki Roychowdhury Global Group (PRG Group) is an emerging leader in industrial innovation, skill development, and social impact. With a diversified portfolio spanning mining technology, heavy equipment sales-service-rebuilding, fashion incubation and non-profit initiatives, PRC Global Group is positioned to drive value across multiple sectors. Headquartered in India, with global footprint at Dubai, Canada, Africa and East Europe, PRC Global Group is committed to excellence, sustainable practices, and responsible growth, with a clear path towards a future that has exponential growth opportunities within the domestic and foreign markets.

PRG Group is uniquely positioned to bring a diversified and sustainable portfolio to the public market. By integrating industrial expertise with social responsibility and a commitment to sustainable practices, PRC Global Group is set to attract investors who value innovation, resilience, and responsible growth. With a clear roadmap toward future readiness, PRC Global Group aims to unlock significant value for its shareholders and drive positive change in the industries and communities it serves.





WHAT WE DO

- Mining Technology & Services.
- Bulk Material Handling Technology.
- Equipment Trading.
- Fashion Incubation & Skilling.
- Corporate Marketing.
- Agri-technology.
- CSR Initiatives.

OUR ECO-SPACE

- KRASNY PROJECTS PVT.LTD.
- THE GLOBAL MACHINES LLC, DUBAI.
- IC-SURE PROJECTS MARKETING PVT LTD.
- CREDO CENTER OF EXCELLENCE
- PRG AGRO-TECH
- CREDO FOUNDATION





FOUNDER'S MESSAGE



At PRG, we are dedicated to delivering comprehensive solutions that span commodities, infrastructure, engineering, and technology. Our commitment to sustainable impact is reflected in our various initiatives, particularly through our CSR arm, the CREDO Foundation, which focuses on community empowerment and social responsibility through innovative skilling programs.

In the mining sector, we ensure ethical sourcing and advanced practices: **KRASNY Projects Private Limited** oversees national operations, while **The Global Machines LLC-Dubai** manages international projects.

IC-Sure Projects Marketing Private Limited, with the CREDO Centre of Excellence, champions the apparel sector by training rural citizens in garment production and equipping designers with entrepreneurial skills to foster sustainable fashion manufacturing. Our IT division provides complex hardware and software solutions, including robust e-commerce platforms.

PRG AGRI-TECH, Our commodity services encompass a broad spectrum—from agriculture and horticulture. Additionally, we support rural technology initiatives that promote scientific farming methods, assist MSMEs, enhance logistics, and develop edu-tech platforms for improved knowledge accessibility.

PRG, an integrated diversified Group, is positioned to expand into allied verticals creating a Global chain in Multi Brand Equipment Sales, Service and Managed services while also throttling ahead to create World class Fashion and Apparel global footprint.



CO-FOUNDER'S MESSAGE



PRG is focused into business ventures that support empowerment and contribute to the rural economic activities. Our projects are aligned towards the welfare of Women in particular as well as the under privileged in general.

CREDO Foundation: Touching Hearts, Spreading Smiles

At CREDO (Confederation of Rehabilitation, Empowerment & Daedal Organizations), we believe in building a sustainable ecosystem that empowers every individual to thrive, regardless of gender, economic, or social background. Founded as a charitable trust in 2019, CREDO has grown rapidly, dedicated to weaving a new economy where everyone can be part of the mainstream.

With 360 registered NGOs and entities under our umbrella, CREDO has invested over ₹50 million in projects that drive inclusive growth and skill development. Under our principal vision of creating an empowered society - to incorporate an organization specifically dedicated to implementing empowerment projects.

Through our work, CREDO is more than a foundation—it's a movement toward an inclusive future. We are committed to touching hearts, spreading smiles, and fostering empowerment through innovative vocational incubation.



OUR VISION

To be a global leader adding critical value to our clients while fostering innovation and delivering responsible, sustainable growth.

MISSION 02

To build and scale an ecosystem that integrates industrial expertise with responsible business practices.

MISSION 03

To maximize stakeholder value through disciplined growth and strategic expansion.

OUR MISSION

MISSION 01

To empower industries and communities through advanced technology, sustainable practices, and social impact initiatives.

LET'S TALK



+ 91 84200 55560



www.prcgroup.in



corporate@prcgroup.in

