



**Presents**





Your memories are priceless. We, at Croma, value it. And just like you, we too are committed to safeguarding the environment. Allow us to suggest a befitting way to dispose-off your old electronic products: Memories in Print. For every product you hand over to us to be recycled, we give you a t-shirt printed with the product picture and your memory attached to it. So that you not only retain your memories, but also act as an E-Ware (environmentally aware) and a responsible, global citizen.

Call us on our Toll Free Number **1800 22 66 99** for more on Memories in Print



Presents



# IT'S 2020. THERE ARE CARS ON THE ROAD LESS POLLUTING THAN THIS PHONE.



Times have changed. We no longer spill oil on our oceans, we spill the beans about big corporations that poison our seas. We try not to choke our fish by shoving plastic straws down their throats anymore. Instead, we have forks and spoons you can eat after your meal. Shopping bags got a makeover if you noticed - we're going ethnic with jute. If you're adequately well informed, you'll use it to buy organic non-GMO tomatoes grown by local farmers who avoid synthetic pesticide. Once you're done eating them, be sure not to put the leftovers in the bin but in the compost - the plants are hungry! Today we befriend animals instead of eating them. We prefer natural darkness over artificial light. We believe in minimalism and compensating for the excesses of our past. It's a new era. One in which students bunk classes to strike against the environmentally unsustainable policies of our governments. Where kids show grown-ups how the world works. An age in which the present generation try to rectify the wrongs of the previous. So, save yourself a lecture from a 16-year-old and become e-ware. Call 1800 22 66 99 and we'll come to your house to collect all your e-waste and recycle it the right way. And with your help, if we can become e-neutral by 2025, we'd feel as woke as a vegan teenager from Scandinavia who collects rainwater in a bucket for their bath.





A TATA ENTERPRISE

Presents



YOUR  ACKED  
SMARTPHONE,  
 OKEN CAME ,  
DAMAGED GEY  R,  
 TTERY, TO  TER,  
EMPTY GAS  
 GHTER ARE TOXIC  
FOR YOU AND THE  
ENVIRONMENT.

When you dispose of your e-waste to unorganised scrap vendors, your junk is recycled in the most unscientific way possible. This emits poisonous fumes that are not only carcinogenic, but also highly detrimental to the environment. So be e-ware if you really care about your health and the generations to come. Get rid of your e-waste responsibly.

Call the Croma E-Care toll-free number : **1800 22 6699** for e-waste pick-up.

POPCR201921107





#### THOUGHT:

Disposing of them irresponsibly, is as good as a death sentence – because e-waste causes a plethora of harmful and potentially fatal illnesses, and those who handle e-waste in the unorganized sector are most likely to contract them.

#### EXECUTION:

We've taken the warning signs of a device's death, and rewritten them in a fun way that ties in Croma E-Care's toll free number. This will help readers understand when to call it a day with their old devices, and take action to dispose of them responsibly.



## WHO SAYS TOMATOES ONLY HAVE IRON?



Today, they might be rich in copper, arsenic, cadmium, lead, bromine and other such toxic elements. How, you ask? It all started when you gave away your old electronics to the Kabaadiwala. They usually dismantle electronic products in an improper way. And today, these toxins are coming back to you through air, water and soil. Don't be surprised. As they say, what you sow so shall you reap.

But it's time you become e-ware. Take a step towards responsible consumption with Croma.

Call 1800 22 66 99 for free pick up of e-waste.

## WHO SAYS TOMATOES ONLY HAVE IRON?



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But it's time you become e-ware. Take a step towards responsible consumption with Croma.

Call 1800 22 66 99 for free pick up of e-waste.

### Objective \_\_\_\_\_

Educate the readers about the dangerous effects of e-waste and encourage them to call Croma for its proper disposal.

### Idea \_\_\_\_\_

**E-waste is like bad karma,  
it comes back to you.**

### Execution \_\_\_\_\_

Here is an interactive print ad solution. It asks the readers to peel a layer of the tomato. On opening the outer layer, they'll find out what e-waste toxicity has done to the nature.



**NATHANIEL  
BALDWIN  
WAS BORN  
IN 1878.**

**AND  
HE STILL  
RESIDES  
IN YOUR  
DRAWER.**

His invention took us close to music, as he gave us Earphones. But today, his discovery is just lying in our homes, leading to **e-waste**. Set them free by recycling them. Visit your nearest Cromia Store or call: **1800 22 66 99**.

**cromā**  
BRIGHTER EVERY DAY!

**ALESSANDRO  
VOLTA WAS  
BURIED IN  
ITALY.**

**BUT  
HE'S STILL  
ALIVE IN  
YOUR PEN  
HOLDER.**

His invention charged our daily life, as he gave us the Electric Batteries. But today, his discovery is just lying in our homes, leading to **e-waste**. Set them free by recycling them. Visit your nearest Cromia Store or call: **1800 22 66 99**.

**cromā**  
BRIGHTER EVERY DAY!

**STEVE JOBS  
BID US  
GOODBYE  
8 YEARS AGO.**

**BUT  
HIS SOUL  
STILL  
WANDERS  
IN YOUR  
STORAGE.**

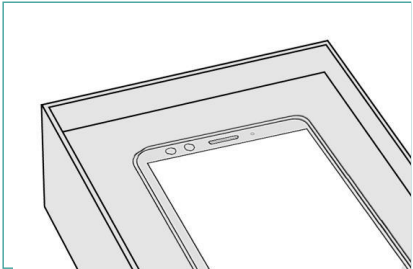
His invention revolutionised the gadget's world. But today, some of his discoveries are just lying in our homes, leading to **e-waste**. Set them free by recycling them. Visit your nearest Cromia Store or call: **1800 22 66 99**.

**cromā**  
BRIGHTER EVERY DAY!

# Unbox for Joy

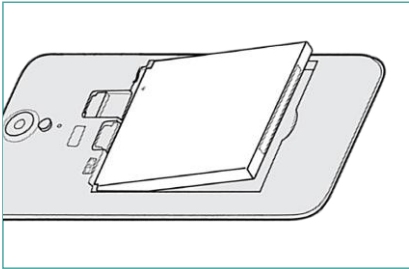
Now, your old electronic gadgets will be a part of a greener planet and a brighter everyday.  
Because at Cromā, we are e-ware, so we recycle electronics in a way that it doesn't pollute the environment.

6. Put phone into box and call Cromā at 1800226699 for doorstep pickup.



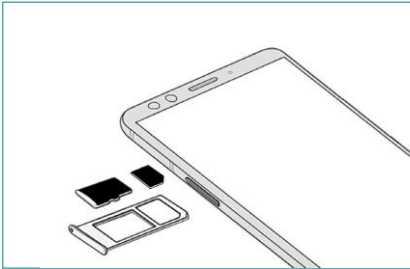
1. Remove phone from box.

5. Remove battery.



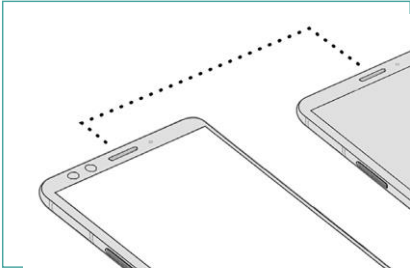
2. Insert battery.

4. Remove SIM and micro USD.



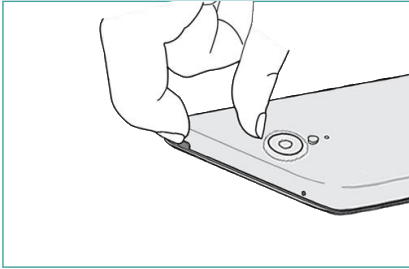
3. Insert SIM and micro USD.

1. Back up data and reset phone.



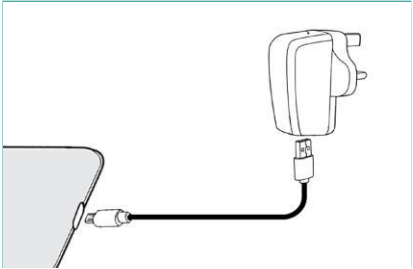
6. Sync data from old phone.

2. Switch of the phone.



5. Switch on the phone.

3. Disconnect charger.



4. Connect and charge the phone.

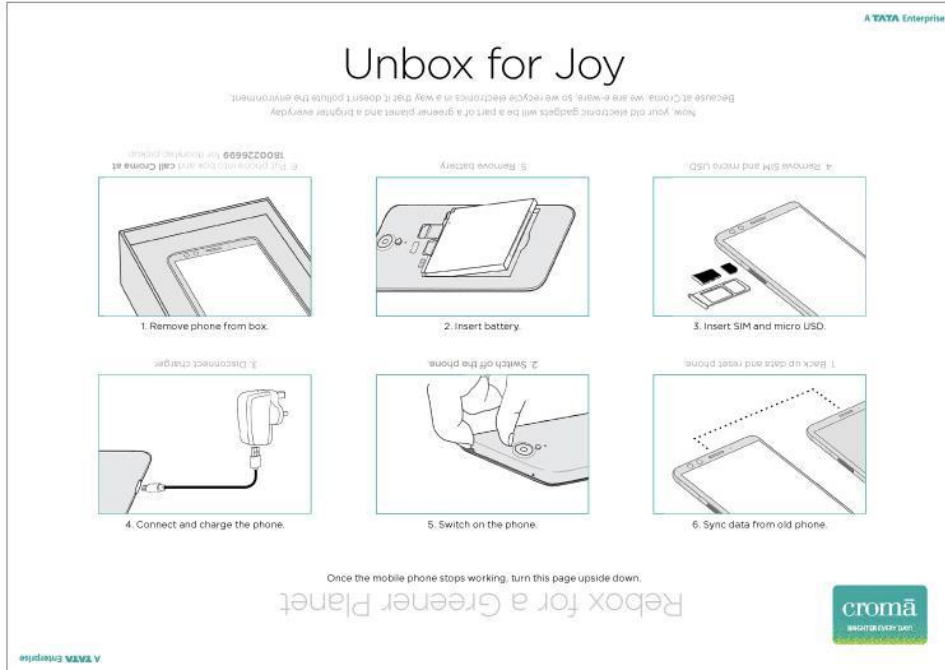
Once the mobile phone stops working, turn this page upside down.

Rebox for a Greener Planet

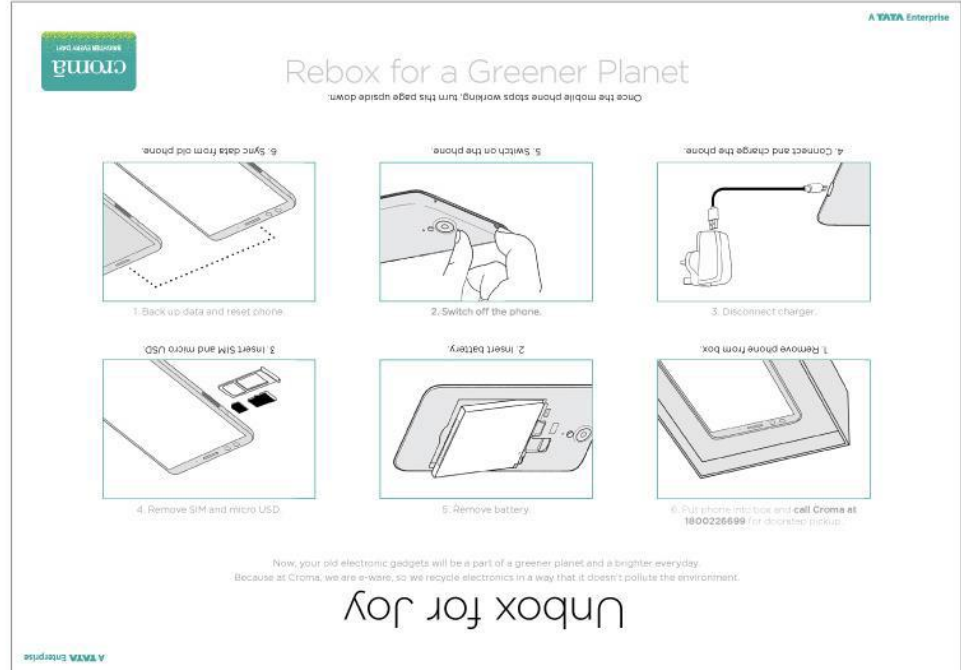




## Straight

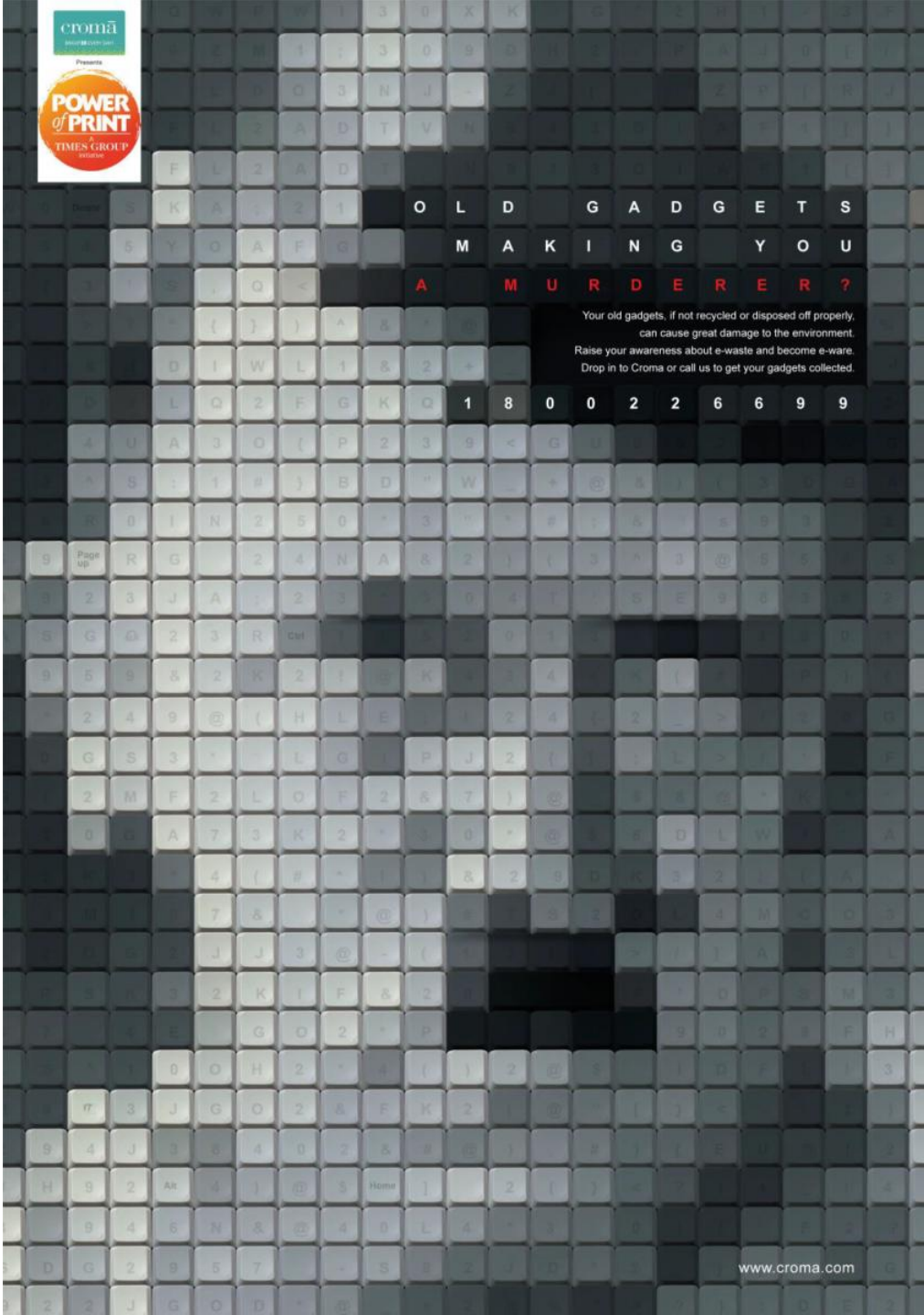


## Upside down



We use the upside down format to reverse the popular **Unboxing** practice.

So now we position **Reboxing** old electronic devices and exchanging them at Croma store as an eco-responsible behaviour. And with Croma being an e-ware chain, e-waste will be recycled with utmost care, so that it doesn't affect the environment.



O L D G A D G E T S  
M A K I N G Y O U  
A M U R D E R E R ?

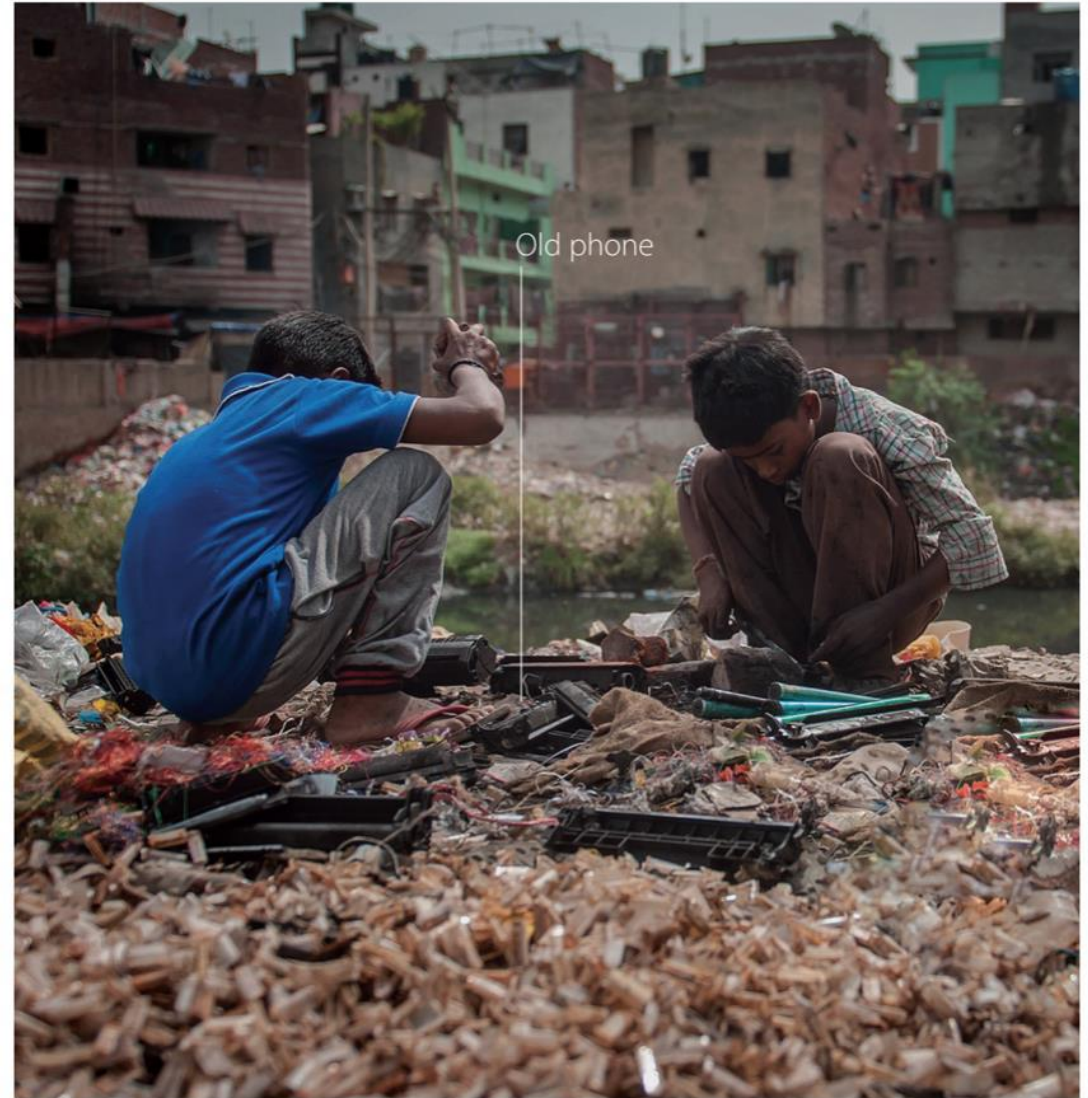
Your old gadgets, if not recycled or disposed off properly,  
can cause great damage to the environment.  
Raise your awareness about e-waste and become e-ware.  
Drop in to Croma or call us to get your gadgets collected.

1 8 0 0 2 2 6 6 9 9



Shot on a new Camera

Every new electronic device you purchase,  
gives you a chance to dispose your old devices  
in an environmentally friendly manner.  
Be e-ware, call Croma at 1800 22 66 99.



Shot on a new Phone

Every new electronic device you purchase,  
gives you a chance to dispose your old devices  
in an environmentally friendly manner.  
Be e-ware, call Croma at 1800 22 66 99.

POPCR201923085



# E-Organ Donor

Here, we have likened recycling old electronics to something as noble as becoming an organ donor. Much like how donating our organs upon our demise can give life to other human beings, we coined a term 'E-organ donor' for people who can sign up to help donate their electronics' parts to save other devices. With the print ad, we are also including a donor form alongside Croma's toll-free number, so people can simply tear off the form, fill it out and recycle their electronics easily.



LET YOUR  
OLD COMPUTER  
BE AN  
E-ORGAN DONOR



In E-world Recycling your old electronics can help save the lives of other devices.

**E-ORGAN CARD**

NAME: ..... CONTACT DETAILS: .....

SEND TO THE POINT: ..... NO OF THE POINT: ..... FROM THE POINT: .....

TYPE OF DEVICE: ☐ MONITOR ☐ LAPTOP/COMPUTER ☐ SMARTPHONE ☐ TABLET ☐ CAMERA ☐ OTHER: .....

REASON FOR DONATION: ☐ REPAIR/REPLACE ☐ UPGRADE ☐ OTHER: .....

DATE: ..... TIME: .....

Signature: .....

**CROMA**

LET YOUR  
OLD TV  
BE AN  
E-ORGAN DONOR



In E-world Recycling your old electronics can help save the lives of other devices.

**E-ORGAN CARD**

NAME: ..... CONTACT DETAILS: .....

SEND TO THE POINT: ..... NO OF THE POINT: ..... FROM THE POINT: .....

TYPE OF DEVICE: ☐ MONITOR ☐ LAPTOP/COMPUTER ☐ SMARTPHONE ☐ TABLET ☐ CAMERA ☐ OTHER: .....


REASON FOR DONATION: ☐ REPAIR/REPLACE ☐ UPGRADE ☐ OTHER: .....

DATE: ..... TIME: .....

Signature: .....

**CROMA**

LET YOUR  
OLD IRON BE AN  
E-ORGAN DONOR



In E-world Recycling your old electronics can help save the lives of other devices.

**E-ORGAN CARD**

NAME: ..... CONTACT DETAILS: .....

SEND TO THE POINT: ..... NO OF THE POINT: ..... FROM THE POINT: .....

TYPE OF DEVICE: ☐ MONITOR ☐ LAPTOP/COMPUTER ☐ SMARTPHONE ☐ TABLET ☐ CAMERA ☐ OTHER: .....

REASON FOR DONATION: ☐ REPAIR/REPLACE ☐ UPGRADE ☐ OTHER: .....

DATE: ..... TIME: .....

Signature: .....

**CROMA**

That shiny new piece of laser sculpted steel in your pocket seems like the epitome of your success. But six months down the line, that same piece will look dauntingly old and so very replaceable. That's the story of 325 million phones sold in 2017, 350 million in 2018 and over 400 million phones in 2019. With new tech growing so rapidly, it only seems fair to be on the cutting edge of technology and replace old tech. But since 95% of this 'replaced' e-waste (that's over a billion units) is never recycled correctly, that cutting edge tech devotee within you is making sure that,

**The only thing growing faster than new technology is old technology.**



**BE E-WARE AND  
CALL US ON 1800226699**



Drop your e-waste at Croma E-Care Zone or call us at 1800226699



We pick up the e-waste from your doorstep



We ensure safe & responsible recycling



We plant a tree in your name for the e-waste disposed





**Faulty electronics - repairable**  
**Damage to the environment - irreversible**

Wrongly disposing of old electronics slowly find a way to come back to haunt you and the environment. Careless disposal of e-waste causes irreversible damage to our surroundings.

Call our toll free number: 1800 22 66 99  
It's time to #BeEWare. Call our toll free number: 1800 22 66 99.







**Faulty electronics - repairable**  
**Damage to the environment - irreversible**

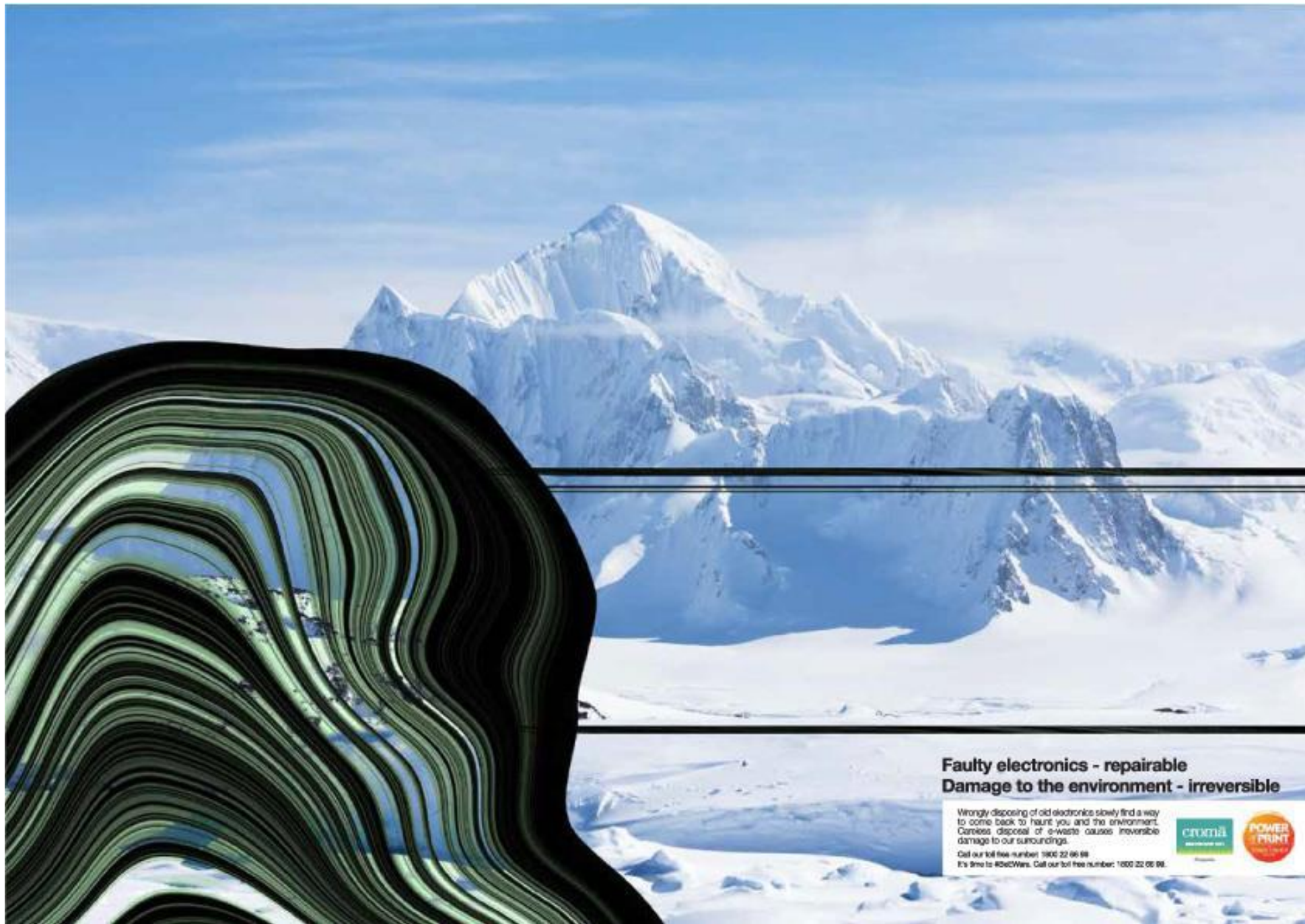
Wrongly disposing of old electronics slowly find a way to come back to haunt you and the environment. Careless disposal of e-waste causes irreversible damage to our surroundings.

Call our toll free number: 1800 22 66 99

It's time to @RePhilips. Call our toll free number: 1800 22 88 99.







C57383190



cromā images®  
By Yeshwant Kumar

## STOCK MEMORIES OF YOUR E-WASTE AT CROMA. NOT IN YOUR HOME.

Croma presents [cromaimages.com](http://cromaimages.com)

Old gadgets hold fond memories. But they are also e-waste. That's why we've created a portal where you can upload images of your old electronic gadgets, before handing them over to us. So, your cherished images will always be a click away. The best part: if these stock images get utilised for commercial purposes, you earn royalty on them. Visit [cromaimages.com](http://cromaimages.com) to start your e-ware journey or call us at 1800 22 66 99.





C48383145



cromā images®

By Rukmani Devi

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POPCR201947277

C45980480

cromā images®  
By Sukumar Sharma

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Presents



POPCR201947277



*What fits in 1.2 MB does not really fit in 1.2 acres.*

*With 52.2 million tons of e-waste expected to be around us by 2021, it is fast becoming a global concern. It's time, therefore, for our customers to become e-ware like us and participate in the e-waste recycling system we've created at Croma. Simply donate your e-waste to us at the time of any purchase. Or better still, let us pick it up from your home for free by calling **1800 22 66 99**. And one day, we might have less to fear.*






**AIR CONDITIONER**

CANE
CORD
IRON
RADIO

CART
DART
ROD

Many from one.  
One from many.




Be E-ware. Call 1800 22 66 99 to recycle your old electronics.

**EARPHONES**

PAN
HORN
PANE
SHOE

PEN
HOSE
ROPE
PHONES

Many from one.  
One from many.




Be E-ware. Call 1800 22 66 99 to recycle your old electronics.

**WASHING MACHINE**

MIC
CHAIN
SWING
CHAINSAW

SAW
CHIME
WINCH
MACHINES

Many from one.  
One from many.



Be E-ware. Call 1800 22 66 99 to recycle your old electronics.

## WHAT IS DEAD MAY NEVER DIE

What may seem useless to us may be useful in its own way. There are loads of parts inside our old electronics that can be recycled and put to use for other things.

So, to showcase this point, we used the letters of the our appliances to make other everyday useful things into which the machine can be recycled.

croma

SHOWS EVERY DAY

Presents

**POWER  
of  
PRINT**  
A  
TIMES GROUP  
INITIATIVE

**It looks good  
on TV.  
The TV on it,  
does not.**

Over 90% of your e-waste ends up in the oceans,  
disrupting the food chain, with two-thirds of  
all aquatic life living on the verge of extinction.

So, stay e-ware and drop your e-waste at a Croma store, or call at 1800 22 6699 for a free home pick-up.





**It looks good  
on computer.  
The computer on it,  
does not.**

Over 90% of your e-waste ends up in the oceans,  
disrupting the food chain, with two-thirds of  
all aquatic life living on the verge of extinction.

So, stay e-ware and drop your e-waste at a Croma store, or call at 1800 22 6699 for a free home pick-up.







**It looks good  
on mobile.  
The mobile on it,  
does not.**

Over 90% of your e-waste ends up in the oceans,  
disrupting the food chain, with two-thirds of  
all aquatic life living on the verge of extinction.

So, stay e-ware and drop your e-waste at a Croma store, or call at 1800 22 6699 for a free home pick-up.



Let your e-waste take newer forms and restore the sacred balance between technology and the environment.

So, be e-ware and recycle your e-waste,  
by giving us a call at 1800 22 66 99.



**Fire  
101**

**e-Waste  
1800-226-699**

**Police  
100**

**e-Waste  
1800-226-699**

**Emergency  
112**

**e-Waste  
1800-226-699**

**e-Waste Management  
is an emergency.**

**Treat it like one.**

Call the Cromā helpline to dispose  
your e-waste like old phones,  
computers, music systems or other  
electronic gadgets responsibly,  
without harming the environment.  
Don't just be aware, be e-ware.

**cromā**  
BRIGHTER EVERY DAY!

**e-Waste Management  
is an emergency.**

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without harming the environment.  
Don't just be aware, be e-ware.

**cromā**  
BRIGHTER EVERY DAY!



## Your old cell phone can get you honey with breakfast for years to come.

Your old cell phone has nothing more than your old contacts, but can have a lot more significance. At Croma e-care, we have certified e-waste disposal processes.



We search your old gadget for parts that can be reused to make something new. And we make sure other parts don't harm the environment, so radiation around is reduced, and bees can be on the move, pollinating flowers and making honey. That's the perfect breakfast, glazing it over warm fluffy pancakes for a perfect start to a busy day.

### Croma e-care

E-waste management that gives old electronic gadgets a new purpose.  
Call toll-free no: **1800 22 66 99** to book a free pick-up and be e-ware.

## Your old radio can let you take your grandkids birdwatching.

Your old radio today may only be a reminder of a much simpler time. But, it can do much more.

At Croma e-care, we have certified e-waste disposal processes. We search your old gadget for parts that can be reused to make something new. And we make sure other parts don't pollute the environment, so seeds can germinate into trees, which can purify the air, and be home to birds.



By this time, your kids would have had your grandkids, you'd spoil them rotten, and be the fun grandparent who takes them birdwatching by the river across the district.

### Croma e-care

E-waste management that gives old electronic gadgets a new purpose.  
Call toll-free no: **1800 22 66 99** to book a free pick-up and be e-ware.

## Your old television can preserve a whale's song fifty years from now.

Black and white static is all your television may have to display today. But you can make it way more purposeful. At Croma e-care, we have certified e-waste disposal processes. We search your old gadget for parts that can be reused to make something new. And we make sure other parts don't pollute the environment, like the oceans, so marine life is still around.

Your curious and enthusiastic grandchild will be able to go deep sea diving in the Pacific and hear the Pygmy Blue Whale's hauntingly beautiful mating call.



### Croma e-care

E-waste management that gives old electronic gadgets a new purpose.  
Call toll-free no: **1800 22 66 99** to book a free pick-up and be e-ware.

### OBJECTIVE:

- Activate consumers into giving up old electronic gadgets when they are buying a new one or upgrading to the latest gizmo.
- Get people to consciously identify items of e-waste lying around in their homes and dispose them off.

### IDEA:

E-waste disposed the right way presents endless possibilities - A greener planet for a promising future.

This campaign through the written word expresses how the small deed of disposing your gadget appropriately, can have a huge positive impact in saving the planet. So that you can continue to make the most of life's simpler joys in the years to come.



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cromā

BRIGHTER EVERY DAY!

Uss marr chuke  
toaster ke liye  
kya ab Taj Mahal  
banwaoge?

Nahin na? Toh fir Croma ko dijiye. Iss se aapko  
honge do fayde:

- Poorane electronic item ke exchange mein paoge Croma vouchers. Matlab discount
- Poorane toaster ko recycle karke hum rokenge e-waste pollution. Matlab punya

#DiscountKamaoPunyaKamao

Claim based on The World Health Organisation and The Lancet's report health consequences of exposure to e-waste. A systematic review published in 2017.

FREE PICK UP KE LIYE CALL KAREIN 1800 22 66 99



POPCR201994393

cromā

BRIGHTER EVERY DAY!

# Kya aapka purana charger pade pade ande deta hai?

Nahin na? Toh fir Croma ko dijiye. Iss se aapko  
honge do fayde:

- Poorane electronic item ke exchange mein paoge Croma vouchers. Matlab discount
- Poorane charger ko recycle karke hum rokenge e-waste pollution. Matlab punya

#DiscountKamaoPunyaKamao

FREE PICK UP KE LIVE CALL KAREIN 1800 22 66 99





croma

BRIGHTER EVERY DAY!

# Marne ke baad aapka mobile aapke naam kya karke gaya?

Nahin na? Toh fir croma ko dijiye. Iss se aapko  
honge do fayde:

- Poorane electronic item ke exchange mein paoge Croma vouchers. Matlab discount.
- Poorane mobile ko recycle karke hum rokenge e-waste pollution. Matlab punya.

#DiscountKamaoPunyaKamao

FREE PICK UP KE LIVE CALL KAREIN 1800 22 66 99



POPCR201994393