YESHWANT CHAUDHARY F- GD Art, F-SIDes, India, N D Des, PGD Des/Hons, M-CSD-UK,
Graphic & Industrial Designer, Visual Communications Consultant

PACKAGING DESIGN & DEVELOPMENT ASSIGNMENTS

ICONS: ● Completed ■ Specialised Design Services
○ National Awards ○ International Credit/Published

2a

Company	Product Category	Product Name Brand	Product Range	Individual Packagings	Range/Packagings	Integrated and system approach	Range Logotype Identity	Corporate Logo type & Identity	Container or Carrier Design	Packaging Material Used	Production Control/systems	Promotion Design	National Award	International Credit/Published	Other Highlights
As a Associate Designer with Hans Schleger & Associates, London , UK. 1959-60															
1 **British Sugar Corporation**		• Caster Suger	1	1	-	■	●			Paper Boar	●			○	
2 **Reemtsma Cigarettes** W. Germany		• HB Cigarettes (Soft)	1	1	-	■	●			Foil + Paper	●			○	
As a Designer & Design Director with CIBA of India, 1962-70			■ Specialised Design Services												
1 **Ciba India**	Pharmaceuticals	• Ciba Products	8	-	58		●	●		Paper Board	●	●			Total Corp. Identity
	Dyestuffs	• Textile Dye-Stuffs	4	-	20	■	●	●		Tin	●	●			Rural Comm. Concept
	Ciba-Atul Products	• Synthetic Resins	4	-	8	■	●	●		Glass & Lables	●	●			
	Agro Chemicals	• Pesticides	6	-	15	■	●	●		HDP	●	●			Multi Lingual
	Toiletaries	• Binaca Talc for Men	1	1	-	■	●	●	■	HDP	●	●	○	○	Record Sales
		• Binaca Fluoride	1	1	-	■	●	●		Coll. P.Board	●	●		○	
		• Binaca Tooth Brush	1	-	3	■	●	●	■	Stru. P.Board	●	●			
		• Binaca Febin Talc	1	1	-	■	●	●	■	HDP					
		• Binella Baby Oil	1	1	2	■	●	●	■	Glass	●	●	○		
As a Designer & Creative Director, Communica, Bombay. 1971-97			■ Specialised Design Services												
1 **Dalmia Rampur Distilleries**	Premium Liquere	• Zafran Liquere	1	1	-	■	●		■	Ceramics	●	●		○	Market : Middle East
	Premium Liquors	1 Contessa Rum	1	1	-	■	●		■	Ceramics	●	●			
		2 Cambridge Dry gin	1	1	-	■	●		■	Glass & paper	●	●	○	○	New corp. identity
	Standard Liquors	1 Old Admital Whisky	1	1	-		●	●		Glass & paper	●				
		2 Bon Soir Brandy	1	1	-		●	●		Ceramics	●				
		3 Vien Waltz Rum	1	1	-										
		4 White House Dry Gin	1	1	-										
	Economy Liquors	1 Windies Rum	1	1	-		●	●		Ceramics	●				Record Sales
		2 Geisha Dry Gin	1	1	-		●	●		Glass & paper	●				
		3 Sun Gold Whisky	1	1	-		●	●		Glass & paper	●				
		4 Brandy	1	1	-		●	●		Glass & Paper	●				
2 **Godrej Soaps**	Toiletaries	• Shaving Creams	1	-	4		●			P. Board	●				New cosmetic image
	Cosmetics	• Cinthelle Shampoo	1	1	-	■	●		■	Glass & Paper	●				
		• Fresca Beauty Talc	1	-	2		●	●		Tin	●				
		• Prim Hair Cream	1	1	-	■	●		■	Opal Glass	●				
	Edible Oil	• Groundnut Oil	1	-	2		●	●		Tin	●				HDP proposed
3 **Centron Industrial Alliance**	Safety Razor Blades	• Hi-Life	1	1	-	■	●	●	■	P. Board	●	●	○	○	Market : Malaysia
		• Chromex	1	-	2	■	●	●		P. Board	●	●			Total Corp. Identity
		• Swish	1	1	-		●	●		" "	●				
		• Super Swish	1	1	-		●	●		" "	●	●			
		• Platinex Revised	1	-	2	■	●	●	■	" "	●				
4 **Centron Agro-Research**		• Media Chemicals	1	-	2		●	●			●	●			
5 **Writing Instrumentation**		• Fountain Pen	1	-	4	■	●		■	HDP	●				Also Pen Design
6 **Kemp & Co**	Pharmaceuticals	• All Products	6	-	58		●	●		Multi	●	●			Sound Pharma. Basis
7 **Maharashtra Sugar Tilaknagar Distilleries**	Premium Liquors	• Dutchess Dry Gin	1	1	-	■	●	●	■	Glass & Paper	●	●	○	○	Top most Sales
		• Concorde Brandy	1	1	-	■	●	●	■	" "	●	●		○	
	Standard Liquors	1 Rum	1	-	4		●	●		" "	●				Record Sales
		2 Dry Gin	1	-	4		●	●		" "	●				
		3 Whisky	1	-	4		●	●		" "	●				
		4 Brandy	1	-	4		●	●		" "	●				
	Sugar	• Sugar Cubes	1	1	-	■	●	●		Paper Board	●				Record Sales

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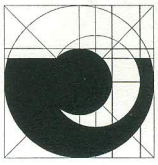

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8 **Duphar Interfran-I**	Cosmetics	• Lacto Calamine	1	1	-	■	●		■	HDP	●				Innovative container
		• Lacto Calamine Talc	1	1	-	■	●		■	" "	●				
	Pharmaceuticals	• Interfran Products	1	-	26		●	●		Glass & Paper	●	●	⊙	◘	Duphar Identity
9 **NuLife Pharmaceuticals**		• Pharmaceuticals	6	-	20		●	●		Paper & Board	●				Total Corp. Identity
		• Dermatologicals	1	-	10		●	●		" "	●		⊙	◘	
10 **United Phosphorous**		• Red Phosphorous	1	-	2		●	●		Tin	●	●			
	Agro Chemicals	• Domestic Pest Control	1	-	10		●	●		Paper Board	●	●	⊙	◘	Total Corp. Identity
11 **Nishkam**	Pharmaceuticals	• All Ranges	3	-	10	■	●	●		" "	●	●			
12 **Usha Laboratories**		• Media Chemicals	4	-	8	■	●	●		Paper Board	●	●			Total Corp. Identity
13 **Swift**	Fertilisers	• Bio-Fertilisers	1	-	10		●	●		Poly Paper	●	●			Total Corp. Identity
14 **Somani Group**	Medicines	• Herbal Medicines	1	-	5		●	●		Multi	●				To be Introduced
		• Herbal Aphrosidiac	-	1	-	■	●		■	HDP/P. Board	●				
15 **Geep**	Battery Cells	• Hi-Life Cells	2		2	■	●			Nickle	●				High Sales
16 **Wockhardt-I**	Pharmaceuticals	• Winofit Tonic	-	1	-	■	●			Glass & Foil	●	●	⊙	◘	Record Sales
		• Probofex Tonic	-	1	-	■	●		■	Paper Board	●				
		• Probofex Capsules	-	1	-	■	●		■	HDP & Foil	●				To be Introduced
17 **Wockhardt-II**	Veterinary	• Veterinary Products	1	-	15		●	●	■	Paper Board	●	●			
18 **Crysclear**	Feeding Bottle, Carton	• Mother's Touch	-	1	-	■	●		■	Poly carbonate	●		⊙	◘	Top most Sales
													⊙		Not for National Competitions
19 **TATA Tea**	Tea	• Brim Instant Tea	-	1	-	■	●			Glass & Paper	●				High Sales
		• Frostee Cold Tea	-	1	-	■	●			Stand Pack	●				Olympic Sales
20 **Wockhardt-III**	Sp. Pharmaceuticals	• Tridoss Products	1	-	12	■	●	●		Multi	●	●			New Identity
21 **Duphar Interfran-II**	Cosmetics	• Lactocalamine Plus	-	1	-	■	●		■	HDP	●				Totally New Identity
		• Moreve Creams	-	1	-	■	●		■	HDP	●				
		• Moreve Perfumes	-	1	-	■	●		■	Glass					To be Introduced
		• Moreve Body Spray	-	1	-	■	●		■	Glass & HDP					
22 **DupharInterfran-III**	Pharmaceuticals	• Interfran Products	6	-	44		●	●		Multi	●	●		◘	Total Corp. Identity
23 **Technova-I**	Imaging Systems	• General Pkg	4	4	12	■	●	●	■	Paper Board	●	●			
		• Presentation PKG	2	-	4	■	●	●	■	Paper Board	●			◘	Interesting construction
	Offset PTG Chems	• Process Chemicals	1	-	20		●	●	■	Paper	●	●			Total Corp. Identity
24 **Technova-II**	Graphic Films	• Film Sheets+Rolls	1	-	2	■	●	●	■	Paper Board	●	●			
25 **Technova-III**	OHP Films	• OHP Films	-	1	-	■	●	●		Paper Board	●	●		◘	
		• OHP Film Mounts	1	-	2	■	●	●		Paper Board	●	●			
26 **Amul Milk**	Milk Products	• Milk	-	1	-		●	●		Tetra Pack	●			◘	Highest Sales
27 **Wockhardt-IV**	Baby Foods	• DexoLac Series	4	-	4	■	●	●		Tin	●			◘	Being introduced
		• NusoBee	2	-	4	■	●	●		Tin	●				
28 **Ecomax Organic**	Agro Systems	• Organic Fertilisers	3	-	12		●	●		Paper Board	●	●			Total Corp. Identity
29 **Torrent Group**	Pharmaceuticals	• All Ranges	7	-	28	■	●	●	■	Paper Board	●				Indian Market
		• All Ranges	7	-	20	■	●	●	■	Paper Board	●				Russian Market
29 Assignments in packaging ranges with 33 styles designed, 472 Procucts			128	33	472	with 2-3 adoptations, about 1200 PKG units on the shop shelves.									