



# Leaving a **Lasting Impression<sup>®</sup>**



[www.mosindia.biz](http://www.mosindia.biz)



# About Us

...Redefining boundaries of global direct marketing!

**M**ail Order Solutions India Pvt. Ltd. (MOS) is a Print Management Company and is part of the Regency Group. The Regency Group has been operating in India since 1997 and has pioneered and developed specialised 'Alternative Media Solutions' for advertisers and marketers alike (visit [www.rdmpl.com](http://www.rdmpl.com) for more information). Continuing in the same vein, MOS provides end-to-end integrated solutions, offering world-class Print Production and International Postal and Distribution Services.

MOS is led by Mehul A. Desai, a focused and progressive individual who pre-empt's clients' needs, is geared to tackle new challenges and innovations, and leaves no stone unturned to deliver the required results. As the Founder and Chairman, Mehul has ensured the MOS team thinks alike, and the results are evident in every project, big or small.

Today, we offer unmatched technology, infrastructure, people, and processes with one-stop services from design to fulfilment. MOS has successfully developed resources which enable a 15 million print run each month and continually researches new avenues in the print industry to bring cost-effective yet advanced techniques which provide revolutionary Print Management Solutions.

Regency Group Companies



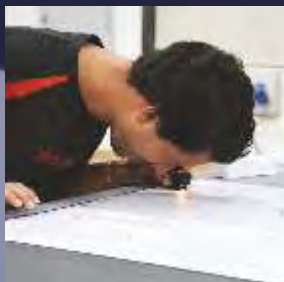
**REGENCY DIRECT MARKETING (I) PVT. LTD.**  
"A Targeted Alternative Media Company"  
CIN: U51900MH1999PTC122332  
[www.rdmpl.com](http://www.rdmpl.com)



**MOS**

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# Why Us

## Print Campaign Management

With 16 years of servicing both domestic and international clients, MOS is one of the few service providers that specialize in handling campaigns from start to finish. MOS has a fully integrated, digitalized print production facility, with specialists manning each stage of operations such as creative, pre-press, offset printing, digital printing, variable data printing, data management, distribution, fulfillment, fabrication solutions, dispatch, and logistics.

The most evident advantage for international and domestic clients is that they can outsource entire projects to MOS. The clients benefit from substantial savings without compromising on the level of service and quality that the advanced world expects. MOS nurtures a strong human resource base of 200 dedicated and quality-driven minds coupled with contemporary technology available across 100000 sq. ft. at one of India's largest digital printing facilities.



### Integrated Services under One Roof







# Awards

Recognition and Accreditation

At MOS, we endeavor to delight our customers with our various offerings. The recognition received by MOS across these offerings further motivates our team to serve you better.



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Print Week 2014 Awards: Direct Mail Printer of the Year



AIFMP: Best Digital Printer of the year 2014



OUR CHAIRMAN  
**MEHUL A. DESAI**  
BEING PRESENTED WITH THE  
"YOUNG  
ENTREPRENEUR"  
AWARD AT THE AIFMP  
DIAMOND JUBILEE  
CELEBRATIONS  
JULY 5TH 2013, CHENNAI.



Campaign management Appreciation Award at Print Summit 2014



"MOS continues to impress with its intelligent use of data, print and finishing techniques." - (quoted by Printweek)

ISO/IEC 27001:2005

Valued Member Of





# Creative

Giving Life to your Ideas

**C**reative design solutions are those that stimulate the eyes and compel people to associate your brand with the idea that's purported to be conveyed. At our digital design studio, we've perfected that art!

Our Design Studio addresses the requirements of end-to-end illustration and design solutions for catalogues, brochures, manuals, posters, and reference works where existing creative needs revamp.

Our creative team has the expertise to formulate design concepts from an initial idea through to the final product. Revisions are quickly and professionally undertaken to progress and to finalize the document before publication. Through a combination of research, strategy, creativity, and technology, we help you discover the potential of your brand and build a corporate image.

Ours is a creative design agency that provides services for clients across the globe, and we understand your needs as well as your company's branding requirements and make your ideas and brands come alive on paper.

## **We work in the following formats while developing the creative:**

- Corel Draw
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Quark Xpress



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# Data Management

The Heart of a Winning Campaign

For your message to reach across to the intended audience, it is important that you choose the right data management service provider. MOS has a dedicated team that, as part of protocol, always conducts hygiene checks on all data files shared by clients.



We 'health check' all of our data and carry out a full postal verification. Once these checks are complete, we then 'clean' the data, 'data cleansing' as we call it, to remove duplication, check against mailing preferences services, gone-aways, and bereavement files to make sure your brand communication reaches the right people with minimal wastage.

Data security is paramount, and we work with the leading encryption software to ensure data transfer is fully secure between MOS and its clients. In addition, we work closely with clients to implement the access rights to our secure FTP server. With these storage and data management measures in place, we are able to ensure that our clients can benefit from a cohesive, continuous data cycle that works towards the overall brand objectives without compromising data confidentiality.

**We also undertake complete data management solutions which include**

- High Volume data entry
- Data cleaning
- Merge/Purge/De-duplication
- Mail merge
- Mailing campaign management





# Latest Technology

Setting Standards for Others to Follow

To continue in its innovative and pathbreaking ways, MOS has invested in revolutionary inkjet technology and state-of-the-art roll-to-sheet slitting and automatic inserting equipment.



## Inkjet - RICOH Infoprint 5000 GP

- Continuous form (Roll-to-Roll) high-end inkjet printing Machine
- Speed up to 64 meters per minute i.e. up to 24,000 A4 sheets per hour
- Colour and variable printing in one go
- Front and back printing at the same time
- Printing width up to 20 inches

## Roll-to-Sheet Slitter - Hunkeler

- High-end roll-to-sheet slitter with precise cutting speed of 100 meters per minute
- Can cut up to 36000 A4 letters per hour
- Intelligent cutting for separating records
- Stacked delivery of finished material

## Automatic Envelope Inserting Machine - CMC 400

- Inserting speed up to 20000 inserts per hour
- Capable of inserting 6 elements in an envelope in one go
- All units equipped with barcode readers for precise matching and inserting of personalised DMs



# Technology

Setting Standards for Others to Follow

**A**t MOS, technology is of the utmost importance because it enables the team to be creative and deliver the best.



## Prepress

- Kodak T 860/T 1250 - Plate processors
- Kodak Trendsetter 400 III Quantum - Plate setter

## Offset Printing Equipment

- SM 74 Heidelbergs - 4 colour / 53 x 74 cm with high-pile delivery
- SM 74 Heidelbergs - 2 colour / 53 x 74 cm with standard-pile delivery

## Digital Printing Equipment

- Canon ImagePRESS 1135 - Monochrome
- InfoPrint 5000 General Production Colour
- HP 9050 DN Laser Machine
- Océ VarioPrint 6320 - Monochrome
- Xerox Nuvera 314 - Monochrome
- Xerox Nuvera 288 - Monochrome
- Xerox Nuvera 144 - Monochrome
- Xerox 4112 - Monochrome
- Xerox iGen4 Press - 4 Colour
- Xerox C75 Colour Press Machine

## Post-Press Equipment

- Autoprint Punching Machine
- Book binding Machine
- Envelop Making Machine CF 400
- Kern Pagemailer 18F
- Lamination Machines
- Pinning Machines
- Punching Machines
- Polar 115 XC-Automated high speed cutting Machine
- Pratham Superfold Machine-PGV PF 418/618
- Redland - Automatic Window Patching Machine - CF 200
- Stahlfolder KHC 78-Flat pile feeder folding Machine
- Strip Gumming Machine
- Shrink Wrapping Machine
- Strapping Machine
- Welbound Perfect Binding Machine 6 clamps
- Wiro Presser Machine
- Window pasting Machines





# Offset Printing

Sprinkle Radiance to your Prints

Offset printing is all about paying attention to the details. Even a minor difference in colour can make a huge impact on the end product.

MOS is synonymous with quality, and provides high-quality offset commercial print services to its clients in India and across the globe. The organization showcases comprehensive offset capability to match everyday printing necessities to a wide range of customers. From contemporary 4 and 5 colour modern equipment to CTP technology, MOS' offset printing technology is continuously evolving to keep pace with global industry standards.

## Our Offset Printing portfolio includes

- Direct Mailers
- Newsletters
- Posters
- Catalogues
- Leaflets/Flyers
- Diaries/Books/Calendar
- Tent cards/Menu cards
- Page mailers
- Customised Packaging



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# Digital & Personalisation

Opening a new page for your business

**D**igital printing is ideal when you're looking for quick and timely delivery without compromising on quality. The evolution of technology today has prompted printers to use high-end software and hardware, resulting in revolutionary Digital solutions for Transactional Printing, Transpromo Printing, or purely Promotional Printing. Having a state of the art Digital kit coupled with our Offset capability has enabled MOS today to produce over 15 million digital prints a month for quantities as low as 200 to as high as 500,000! MOS boasts of a number of Xerox and Canon monochrome machines and a Xerox iGen4 Press, which are capable of addressing digital printing needs in varied languages like Japanese, German, French, and Dutch.

In today's world, engaging with your customers is a key factor in building a relationship and retaining their loyalty. Statistics have proven that receiving 'Personalised' communication makes customers feel recognised and appreciated, and also boosts response rates to your campaign!

## **MOS recommends**

Monochrome digital/laser printing on Xerox Nuvera for

- Personalisation on pre-printed offset shells
- 100% variable data printing on documents
- Large volumes
- High response mechanism for Direct Mailers

Xerox iGen4 digital printing for

- Short print runs
- 4 colour variable data on documents
- Print on demand





# Distribution

We Move The World

At MOS, we understand the urgency of a client's demands, and to that end, we have integrated a professional and experienced logistics and distribution team that has the expertise required to execute mail delivery services including all transport and postal/freight solutions which are destination-appropriate and timeline-sensitive. MOS is also an exclusive Sales Agent for Swiss Post in India. This is a dynamic association which allows MOS customers to have access to Swiss Post products across their entire global network and, hence, gain sufficient proficiency in international mail services.



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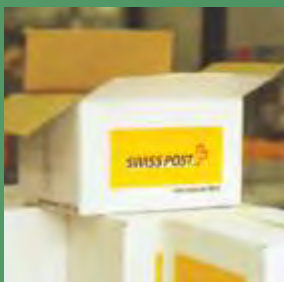
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## Distribution highlights

- Exclusive Sales Agent of Swiss Post International for inbound and outbound mail and packages
- Remailing to 80 countries through India Post (sea and air), Swiss Post, DHL Global Mail, Spring etc.
- Direct entry mail to France, Germany, Japan, and Switzerland through Swiss Post and DHL Global Mail
- Direct entry into UK through Royal Mail, TNT Post, and UK Mail
- Registered bulk mailer with India Post
- Fully accredited letter shop vendor for Royal Mail, with Match-IT software for postal presorts of 120, 700 CBC discounts
- Fast track clearance through Icegate online with Indian Customs







# Fulfillment

Discover the New Dimension  
to Grow Your Business

As a logical extension to offer integrated end-to-end solutions under one roof, MOS has been instrumental in product sourcing to International clients for specific products like Art Jewellery, Stones, Esoteric products, leather, and any novel innovations required by clients.

MOS has a large storage facility which enables storage of products and allows easy fulfillment services. Cost-effective and professionally managed, our Warehouse is used to store, fill, and ship orders for a variety of products by means of quick and innovative processing systems. MOS has extended infrastructure, manpower, and space to provide large-volume literature fulfillment, product fulfillment, inventory management, and reporting services to domestic and international clients.

In addition to storing, maintaining, and ordering your inventory, we have a trained and qualified team of agents available to quickly pick, pack, label, and ship your products within minutes, not days. MOS can receive, store, package, and ship your products on demand. Inventory systems and staff keep you apprised of inventory and ensure accuracy when fulfilling your orders. MOS can draw up a proposal, blueprinting the entire inventory management work flow to keep you up-to-speed on sales and balance stocks at all times. Our team will catalogue, ship, warehouse, and manage your products as if they were in your keeping.



## Our Product Fulfillment Includes

- Secured storage
- Climate controlled environments
- Freight optimization
- Detailed reporting
- Domestic and International shipping/freight
- Returns management





# Our Clients

What Our Clients Have to Say

**T**hank you for a fantastic job with the design and printing of 'Accounting Outsourcing' Brochure. Brochure design exceeded our expectations, everywhere we hand out our brochures we get complemented. I would like to say thank you for your hard work and creativity in building for us the best brochure ever! I appreciate your sincerity, quick turnaround time and accessibility to be reached at all times - it was indeed a pleasure working with you.

Naren Jawahrani - Datamatics Financial Services Ltd.

I just received the magazine, and it is looking very good. Please do congratulate your entire production and pre-press teams for a fantastic job done. We now look forward to a high-quality job on our catalogues, 4-pager.

Samit Bhatta, Associate Publisher - The Retail Jeweller India Magazine and Awards

We have been working with MOS for last 5 years printing our magazine STOrai, great people to work with and they have done an excellent job for us. This company delivers on every level with excellent product delivery, efficiency and approachable nature. Thank you for making a difficult task an easy one.

Bhavesh Pitroda, Director - Marketing and Events, Retailers Association of India

In our short association with MOS we have found their services prompt, qualitative along with a sense of ownership and sensitivity. We look forward to continuity of these service levels as the business relationship progresses.

Pushkaraj S. Raje - Future Generali General Insurance

"Now here is a company that is a true reflection of what professional - is and means. At MOS, we have managed our campaigns with great operational ease through and through. From design to print-n-finishing to running the very last mile of logistics. All aspects of communication - design, print and data, are superbly understood and rendered seamlessly. In my experience, it is not always that one can come to accomplish so much from a one-stop provider. Best luck to the fantastic team of people and professionals that keep this firm most impressive."

Prashant - The Bombay Master Printers' Association (BMPA)



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