

GreenReef

A G E N C Y P R O F I L E

Green Reef

Hello!

At Green Reef, we do more than deliver digital solutions—we shape stories, sharpen strategies, and solve business challenges with precision and purpose. Backed by top-drawer industry experience, cutting-edge thinking, and cross-platform expertise, we bring a powerful fusion of strategic story telling and digital execution. Our legacy in crafting high-impact campaigns across diverse categories empowers us to respond quickly and creatively to evolving brand and communication needs. From brand strategy to last-mile delivery, and from content and performance marketing to website, app, and software development, our comprehensive digital services are designed to help your brand stand out, scale up, and succeed. Green Reef offer a unified approach to brand-building—where insight meets innovation, and execution meets excellence.

Green Reef

IT & Digital Marketing

- UI/UX
- Website Development (Wordpress, Laravel)
- SEO & Google ranking
- Performance Marketing strategy, Content Creation, and Community Management
- Google Ads & Meta Ads

Br anding Collaterals

- Packaging
- Logo Building
- Letterhead
- Brand Story
- Brand Language
- Brand Manual

The Team

A winning mix of content expertise , branding insight, and digital execution-we deliver end-to-end solutions that work. From website design and development to ads, SEO, and performance marketing, we help brands create impact, drive results, along with content production & branding to make you grow in the digital space.

Amitava Sinha

Managing Partner

Former COO, Rediffusion



- **Over 35 years experience in Branding & Corporate Communications**
- **Worked with Reckitt , HTA /JWT, McCann , Bates , Rediff and Srei Well versed in every facet of Communications including Advertising, Media , Digital / ORM , CRM, PR , Events / IPs, Employer Branding**

Ambalika C Das

Founder Director - Green Reef

Co owner of heritage confectionary brand **K C Das Pvt. Ltd.**

President of Bandhan Development Board



- **Marketing entrepreneur focused on leveraging technology to scale businesses globally**
- **Managing Director of Green Reef Pvt. Ltd. (India) and Offshore Director at Green Reef Corporation (Canada)**
- **Known for innovative leadership, cross-border collaboration, and growth-driven strategies**

Debashis Banerjee

Marketing & Brand Strategist | Former CMO - Reliance Digital, Housing.com, MyGlam, VLCC Middle East



- **Senior Marketing & Business Development professional with 20+ years of experience across sectors, including FMCG, Real Estate, Fintech, Retail, Advertising, etc.**
Blends both Client and Agency side experiences as CMO at leading organizations like Reliance Digital, Housing.com, VLCC Middle East, MyGlam, NeoGrowth, Arthimply Finserve and leading Dexxtra - a boutique Marketing & Branding Agency.
- **Deep FMCG Foundation through early career experience with Dabur, Emami, and Eveready, and professional grounding via internships with Marico and Nielsen.**
- **Expert in Building Marketing Ecosystems that enable businesses to grow organically – minimizing dependency on intermediaries and creating a robust brand spine.**
Strategic B2B Growth Driver, having forged high-value alliances for NeoGrowth, Arthimply, and Dexxtra (entrepreneurial venture).

What we Do?

STRATEGY & SOLUTIONS

Brand Strategy | Communication Planning | Content & Advertising | Audio-Visual Campaigns
UX/UI Design | Digital Activation & Experience | Website Design & Development | Social Media
Strategy & Management Performance Marketing | Google & Meta Ads | Influencer &
Content-led Campaigns.

PRODUCTION Print – Brochures, Catalogues, Annual Reports, Merchandising, Signage,
Retail Branding Audio-Visual – TVCs, Digital Films, Product & Corporate Videos, Social Media
Content Commercial & Product Photography | Motion Graphics | Reels & Short-Form
Content.

Why Us?

A power house partnership that blends creative excellence with digital intelligence. Brings bold ideas, brand strategy, and storytelling finesse. Green Reef delivers performance-driven execution through web, social, and marketing tech.

Together, we offer end-to-end solutions—from concept to conversion—with speed, insight, and impact.

Our Work

Prints / Creative

NEW

100% NATURAL SOLUTION

g
regal

HOUSEHOLD
SANITIZER

NEEM



ECO-FRIENDLY
ANTI BACTERIAL
FRESH FRAGRANCE

1000ML.

KILLS
99.9%
VIRUSES

NEW

100% NATURAL SOLUTION

g
regal

HOUSEHOLD
SANITIZER

LIME



ECO-FRIENDLY
ANTI BACTERIAL
FRESH FRAGRANCE

1000ML.

KILLS
99.9%
VIRUSES

NEW

100% NATURAL SOLUTION

g
regal

HOUSEHOLD
SANITIZER

CITRONELLA



ECO-FRIENDLY
ANTI BACTERIAL
FRESH FRAGRANCE

1000ML.

KILLS
99.9%
VIRUSES

INNOVEL Solar

ছাদে
টাকার গাছ
লাগান

পিএম সূর্য ঘর মুফত বিজলি যোজনার মাধ্যমে
আজই সোলার প্যানেল বসান এবং পেয়ে যান

- বিনামূল্যে ৩০০ ইউনিট পর্যন্ত বিদ্যুৎ
- ৭৮ হাজার টাকা পর্যন্ত ভর্তুকি

বিস্তারিত জানতে আজই যোগাযোগ করুন

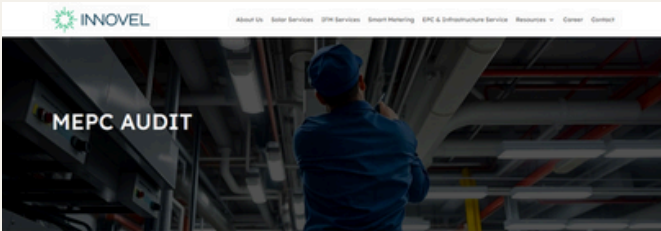
ছাদে কি শুধুই
আচার
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ছাদে সোলার প্যানেল
👤 য়ে টাকা লাভ করুন

INNOVEL
SOLAR

UI/UX & Website Development



Keep Your Business Running at Peak Health with FREE HEALTH CHECKUP

Just like our bodies need regular health checkups to stay in optimal shape, so do our businesses. Unseen issues in your facility's mechanical, electrical, plumbing, and civil (MEPC) systems can result in unexpected downtime, high repair costs, and lost sales. Innovel's Free Business Health Audit helps you stay proactive by identifying potential problems before they impact your operations.

[Book an Appointment](#)

What Is the MEPC Business Health Audit?

Innovel's MEPC Business Health Audit is a comprehensive evaluation of your facility's critical infrastructure. Our experienced technicians assess your Mechanical, Electrical, Plumbing, and Civil systems, spotting any inefficiencies or potential risks that might disrupt your business. With Innovel, you can focus on running your business smoothly while we take care of ensuring your facility's optimal performance.

Our Audit Covers

Mechanical Systems: HVAC efficiency, ventilation, and equipment reliability

Electrical Systems: Power supply stability, lighting, emergency systems, and energy management

Plumbing: Water supply, drainage, restroom facilities, and fire safety systems

Civil: Shelving, fixtures, safety checks, and structural integrity



How It Works

- 1. Book Your Free Audit:** Sign up through the form below to schedule your Free MEPC Business Health Audit. Our team will get in touch to arrange a convenient time.
- 2. On-site Evaluation:** Our skilled technicians conduct a thorough on-site inspection of all MEPC systems in your facility. We use cutting-edge tools and follow best practices to ensure a complete evaluation.
- 3. Detailed Report:** Receive a comprehensive report highlighting any findings, along with actionable recommendations to address potential issues and improve operational efficiency.
- 4. Customized Solutions:** If issues are identified, we'll work with you to implement a tailored solution that minimizes downtime and maximizes your facility's performance.



Why Do You Need a Business Health Checkup?

1. Uncover Hidden Problems

Often, critical issues go unnoticed until they cause a significant disruption. Our audit identifies hidden risks that could lead to unexpected downtime and costly repairs.

2. Boost Operational Efficiency

When your facility runs smoothly, it does your business. We assess and recommend improvements to keep every system operating at its best, so you can focus on serving your customers.

2. Reduce Operational Costs

Efficient MEPC systems mean lower energy bills, fewer repair expenses, and longer equipment lifespans. Our audit provides insights on where you can optimize for savings.

3. Ensure Safety and Compliance

Stay ahead of safety regulations with our comprehensive checks. We help you avoid compliance issues and ensure a safe environment for employees and customers.

Limited-Time Offer: Free MEPC Business Health Audit



For a limited time, Innovel is offering a FREE MEPC Business Health Checkup to help businesses like yours operate at their best. Don't wait for problems to arise—sign up today to keep your business in top shape and avoid unnecessary expenses.

Get Started! Schedule Your Free MEPC Health Checkup Today.

Please fill out the form below, and our team will contact you to confirm your appointment.

Full Name

Job Title

Business Name

Industry

Business Location

Customer Number

Email Address

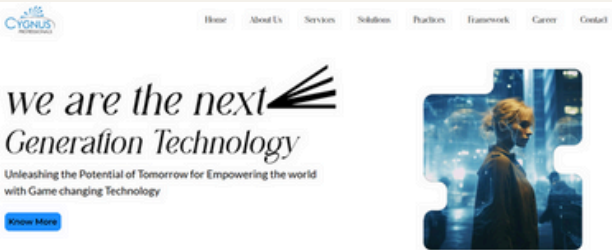
408-999-2222

Business Size

[Schedule My Free Health Checkup](#)

Frequently Asked Questions

- 1. How long does the audit take?**
The audit typically takes 2-3 hours, depending on the size and complexity of your facility.
- 2. Is the audit really free?**
Yes, for a limited time, we are offering this audit at no cost to help businesses optimize their facilities.
- 3. Will I be obligated to make repairs?**
There is no obligation. The audit report will provide recommendations, and you can choose to proceed with repairs or improvements as needed.



we are the next Generation Technology

Unleashing the Potential of Tomorrow for Empowering the world with Game changing Technology

[Know More](#)

OUR EXPERIENCE

With 15+ years of experience in the IT services sector, we have a wealth of experience in general IT services, advanced software development, and specialized industrial solutions, we bring unparalleled expertise and dedication to every project we undertake.

Software Services

Staffing Solutions

Consulting Services

Business Solutions

INNOVATION

We stay at the forefront of technology, consistently adopting the latest innovations and best practices to provide cutting-edge solutions. Sustainability across all industries and geographies is a key focus. Functional expertise and capture value across our entire value chain. Our commitment to innovation drives our work in automation and software services, ensuring that our clients stay ahead of the curve. Our advanced solutions are designed to streamline processes, reduce manual intervention, and increase efficiency across various sectors.

Digital Transformation

Catalysts for Growth

Business Intelligence

Accelerated Innovation

ACHIEVEMENTS

Our journey is marked by a relentless pursuit of excellence and innovation, reflected in our key achievements. We prioritize efficiency and innovation in every project, ensuring that our digital transformation efforts emphasize robust commitment. Our collaborative approach allows us to thoroughly understand the unique challenges of our business before diving into research and identifying sustainable solutions. Our role as catalysts for growth is anchored in mutual success through trusted partnerships. With extensive expertise in cutting-edge technologies, we generate critical insights that drive our ability to deliver high-impact results. We are committed to driving progress for our clients through our specialized consulting services. By maximizing the potential of their businesses, we empower them to uncover valuable insights from underlying patterns.

CERTIFICATION

Implement an AI-driven inventory management system that uses machine learning algorithms to predict demand levels, optimize reorder points, and automate purchasing processes.



SERVICES



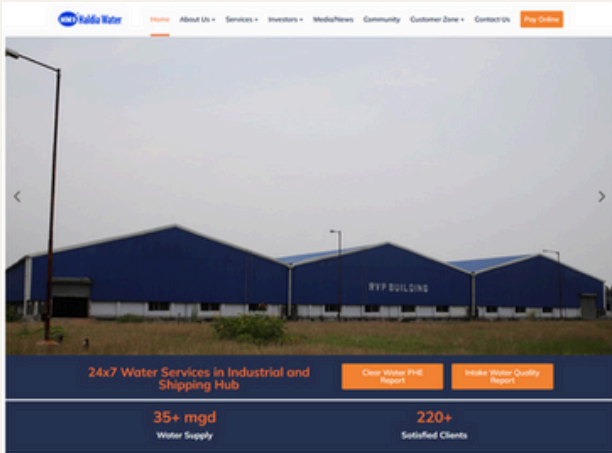
BUSINESS CONSULTING



STAFFING SERVICES



CONTINGENT SERVICES



24x7 Water Services in Industrial and Shipping Hub

35+ mgd Water Supply

220+ Satisfied Clients

Get Your Business Success With Haldia Water

Haldia Water Services Pvt Ltd (HWSPL) is a Special purpose vehicle (SPV) Company formed under the Companies Act, 2013 with the objective of providing clean water and other allied services to water sector in India. The Company manages, operates water works and utilities. The Company aims to provide quality water to all its customers emerging from Industrial, Commercial, Municipal and Domestic segments in Haldia under the command zone of Haldia Development Authority.

HWSPL is an MSME, duly registered under the Micro, Small and Medium Enterprises Development Act, 2006. The Company primarily looks into operations, maintenance and management of water supply system of 225 million litres per day (MLD) for one of the prominent industrial port city of West Bengal - viz. Haldia in Public Harbour. It caters to the entire city of Haldia including Haldia Municipality and other prominent industries like petrochemical, Indian Oil, oil refinery, thermal power utility etc. The Company plays an integral role in Haldia as Water is the life line for any living organism. The SPV runs into a PPP Public Private Partnership (PPP) model and is financially sustained with its continuous supply of water 24/7.

Scope Of Work

- Repair and upgradation of raw existing Water Treatment Plants (WTPs)
- Repair & maintenance of pumping stations, electrical installations etc.
- Upgradation/operation of transmission & distribution pipeline network
- Supply of water to all customers of Industrial, Commercial, Municipal and Domestic segments in Haldia
- Billing and collection of water charges from the customers



Our Initiatives

Significant improvement in water quality despite of a conventional treatment system through:

- 24 hours lab analysis for Billing of lesser concentration of salinity water from main
- Change in treatment process chemicals from Alum to Liquid PAC, resulting in efficiency and reduction in consumption of chemicals

Monitoring of municipal connections and increase in supply by 100% through round the clock monitoring of pipeline

- Regular monitoring of municipal connections
- Increase in supply by 100% through the clock pipeline monitoring

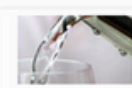
Installation/Replacement of new pumps in place of non-performing and low efficient pumps resulting in:

- 24x7 water production and supply to customers with minimal downtime
- Reduction in maintenance cost

Installation of new APFC panels, Battery Charger, Battery Bank & Solar Cells Starter resulting in:

- Reduction in electricity consumed and Power Consumption
- Continuous Power Factor

Our Services



Community Drinking Water

On 28th July vide resolution no. 64/202, the United Nations General Assembly explicitly recognized the human right to water and sanitation and acknowledged that clean,



Water Treatment

Reliable water treatment plants are essential for modern infrastructure to make drinking water available and safe from groundwater, lakes, streams, rivers, canals, or seas and...



Water Supply

There is a growing challenge to provide quality water to rapidly increasing urban population with efficient water supply, drainage and wastewater management systems. HWSPL has...

Key Project Highlights

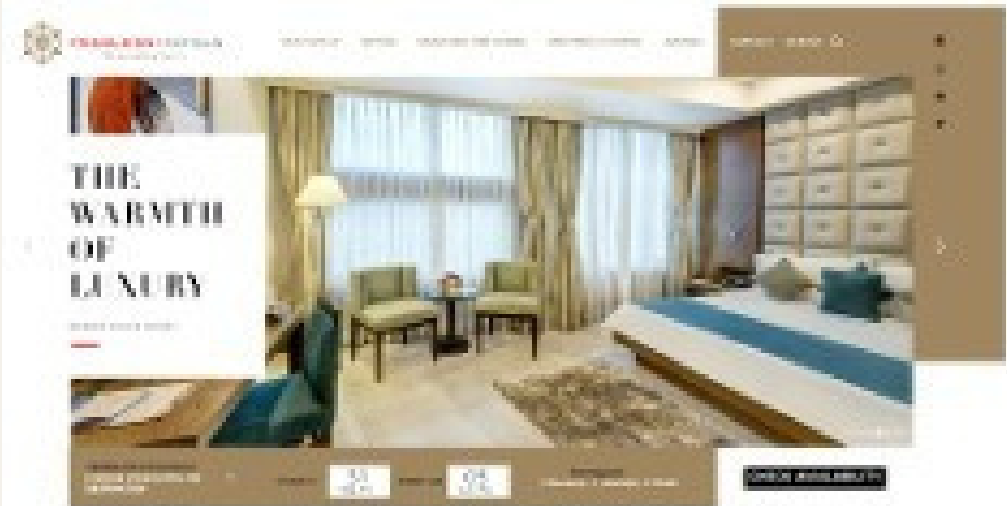
Area covered: Haldia city of about 11000 hectares spreads across 5 assembly constituencies.
Population served: Over 250,000 population with Gull Water to Municipal Corporation which serves around 50,000 house hold connections.
Customers: Domestic, Commercial and predominantly Industries viz. Haldia Petrochemical, Indian Oil, MCF, Tata Power, Essent Agri, Electric steel, Calumet Port Trust etc.
Stake holders: HDA, Haldia Municipal Corporation, Industrial and commercial customers, Vendors.
Project components: More than 1800ms of transmission mains, around 80 pump sets.
Industrial Coverage: Serving more than 65 various type of industries, supplying about 200 MLD of water, which also caters to industries providing employment to over 100,000 persons.
Employment creation: Around 30 professional staff, around 362 operators on contract 25 vendors for service and supply (indirect workforce around 1000 staff).
Power consumption: HWSPL is one of the major customers to HWSGDCL with average monthly bills of Rs 170 lakhs per month on a consistent basis.
Payments for Salary, Wages and Services: Around 150 lakhs per month.
License Fee: Consistently paying Rs 200 lakhs of license fee to HDA.
Improvements planned: Around Rs 20 Cr to be invested in the next five years.



Community Development

The availability of water is a necessary pre requisite to the overall development of any urban area. The delivery of quality water has become an integral part of the sustainable development and planning process of a. The Haldia Water Treatment Plant was developed to fulfil these various reasons.

[Know More](#)



THE WARMTH OF LUXURY

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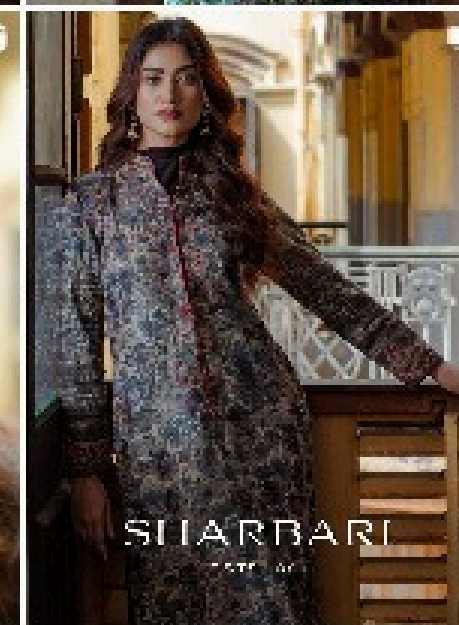
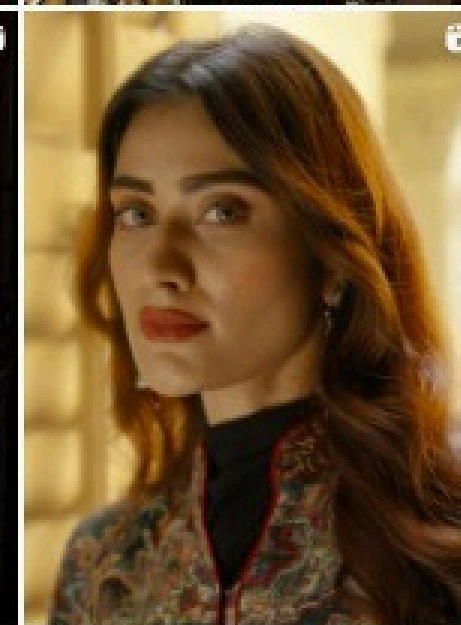
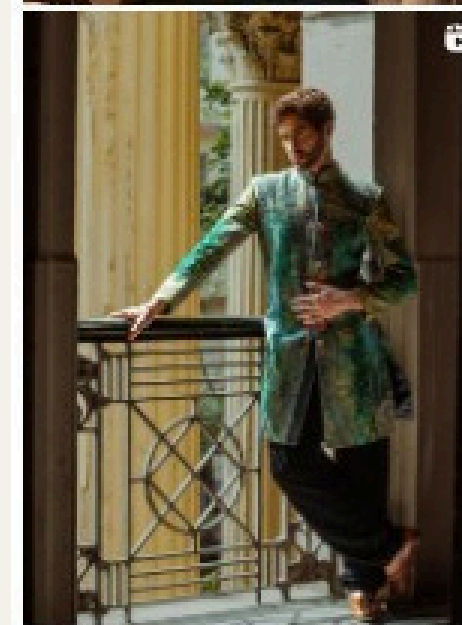
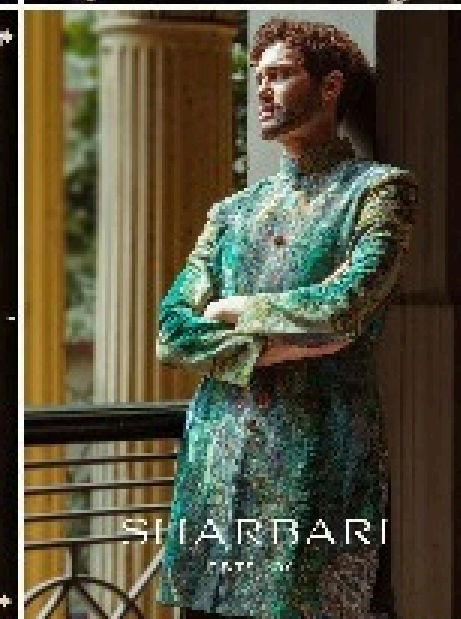
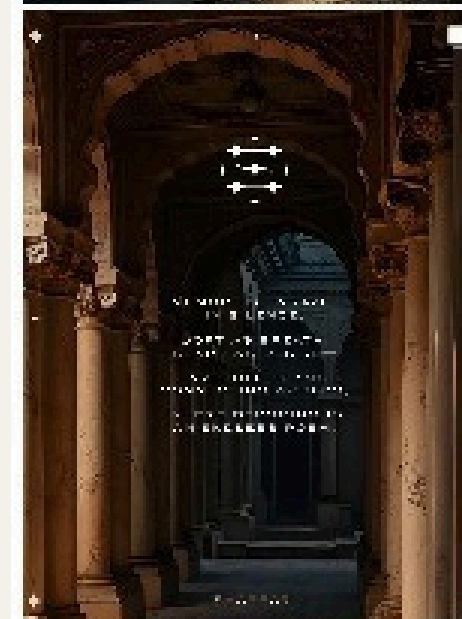
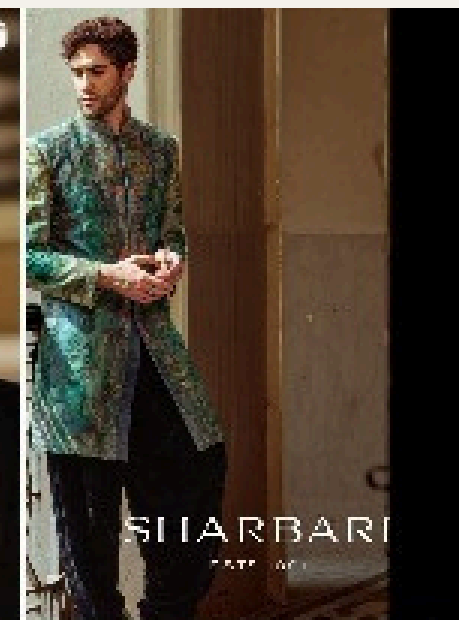
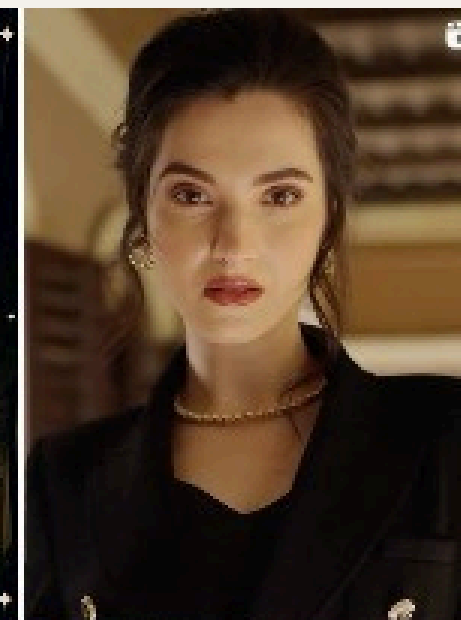
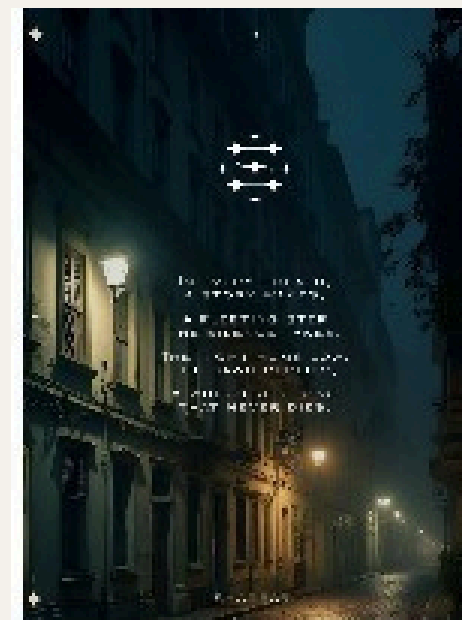
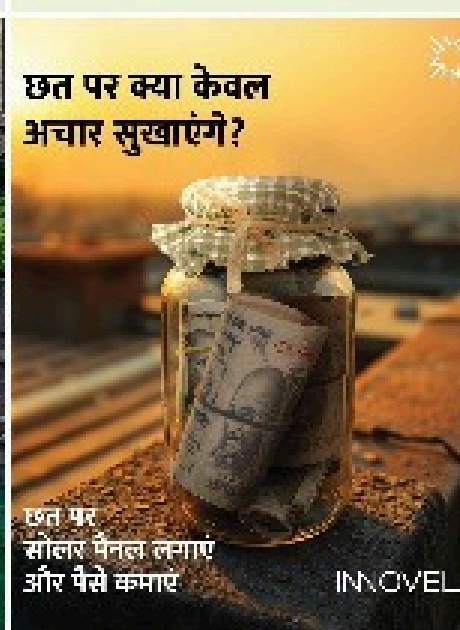
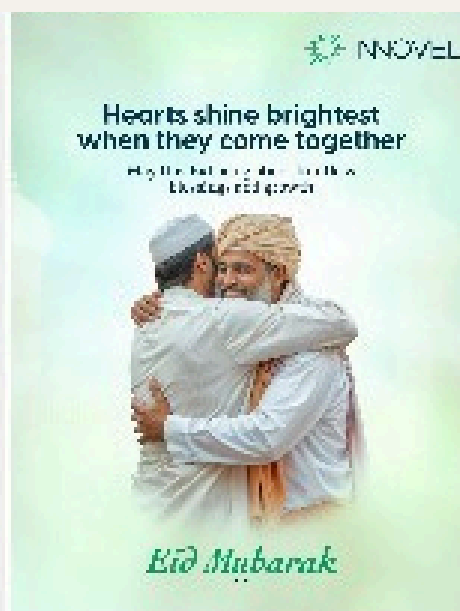
BOOK YOUR FREE TRIAL

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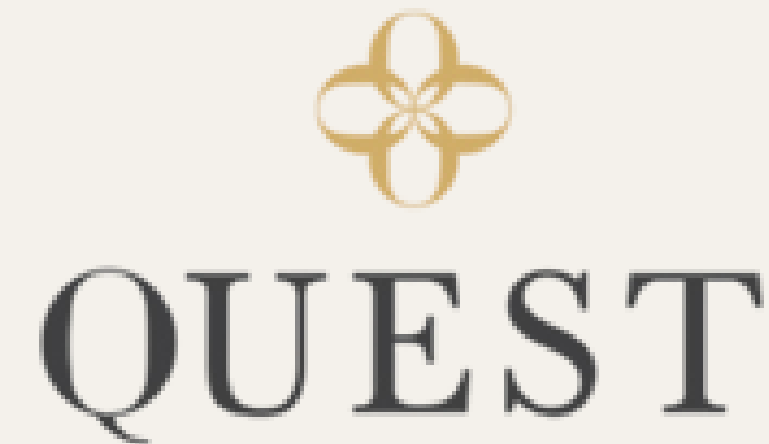
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Social Media



Clients we work with



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