

WELCOME!

TO WALA GROUP



> STAY LIQUID



Presentation on





Presents

**INDIA'S First Anti-Bacterial Deodorizer for
Theatres and Auditorium's
Called..**



ABOUT US.

Creating Fragrance Solutions since 1950



From humble beginnings

A revolutionary invention

Fragrant solutions

FRAGSHELL today

From humble beginnings :

FRAGSHELL'S manufacturer **WALA GROUP OF CO.** was founded in 1950 by **Shri N.O.Wala**. Back in the early 1960s, the Company then known as Wala & co dealt into Pure Non Alcoholic Perfumes called "Attars" .moving with the trends ,The company then Introduced a wide range of aerosol sprays and exported them to Saudi Arabic and other Asia pacific Regions .It claimed the most dignified Award for its Highest Export from India in 1980 By Chemexcil ,A Central Govt. Organization., Today the Parent company has Formed into a Group ,with 5 subsidiaries working into hand-in-hand manufacturing Attars,Roll-On Perfumes,Industrial Perfumes,Incense sticks ,and Other Fragrance Solutions..

THE GROUP AS OF 2012 INCLUDES :

Wala & Co.
Wala Incorporation
Wala Fragrances Pvt. Ltd.
Saibaba Agencies
Shresth Agencies
Shresth Fragrances
Global Flavors and Fragrance UK



IndustrialPerfumers

CONTD.



At this time, the main choice of disinfectant was Phenols & other Phenolic acid's, which the theatre's and auditorium used which not only killed germs but also left behind a horrible smell ! But this was to clean the ground area and may be carpets in the cinema halls.but what about the AIR ?

Cinema halls and auditorium's have a constant air conditioning which comforts the audience ,but the air is infact contaminated due to the several reasons
Like a smell of footwear on carpets,popcorn and other eatable's etc
And the theater hall emits a disliking odor which also turn-off's the movie watching experience at large .

WGC saw a gap in the market, and with their special knowledge and constant efforts at Research and Development have led us to the development of FRAGSHELL (Fragranced Antibacterial Deodorizer - a powerful disinfectant perfume with not only the germ-killing power, but with beautiful fragrance oils extracted from flowers ,roots and Aroma's specially for Cinema halls ,and Theaters



From humble beginnings

A revolutionary invention

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A Revolutionary invention

FRAGSHELL Is WGC'S great creation. It is originally developed for use in public places to eliminate odors from smoke etc and kill germs in factories, cinemas, dance and concert halls.

The company had a large brass pressure sprayer which he took to these premises and sprayed FRAGSHELL all around to demonstrate its beneficial effects. People were so impressed with these wonderful aromas that they wanted to use this product in their own homes. But due to depth and height of the halls ,it didn't give them the retention and sustainability of perfumes for long

Then the R&D Team tried it spraying over the Filter of the central air conditioning plant Which gave them the best results and diffusion of FRAGSHELL



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This led to the production of the "Industrial user" FRAGSHELL which was sold only by WGC for industrial use in a pack of 5 litres! This was a small plastic drum of FRAGSHELL, packaged with a large spray bottle if demanded. From which diluted-for-use FRAGSHELL could be sprayed around the filter of the Central A/C PLANT. FRAGSHELL has always been available in a variety of fragrances and sizes, although the fragrance selection has changed over time. Some earlier fragrances included ROSE, Jasmine, Vanillin and Night Scented Stocks, but now the company has introduced a large range of fancy fresh notes which give you a sense of imported perfumes. These are the fragrances inspired from some of the world's best-selling branded perfumes like Tommy Hilfiger, Calvin Klein, Hugo Boss, Chanel, Armani and many more..



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FRAGSHELL today

FRAGSHELL today

The success of FRAGSHELL over the years has been due in no small part to the quality of the product itself, including the long lasting, high quality authentic fragrance, which in FRAGSHELL is at a much higher concentration than is usual for household products. Now, FRAGSHELL has a ready availability which means its is seeks to serve and hit on the cinema multiplexes and auditoriums in india with the launch from 1st feb 2012 The company looks forward to sell the initial fragrances in a pack of 5 liter in the indian Multiplex Theatre industry



Why FRAGSHELL ?

Reason # 1



Almost all of the cinema multiplexes sell the eatables inside ,which includes Pop corn,Samosa,Burger's ,Sandwiches,Nachos and many other depending upon the cinema houses..

Now when the people bring their eatable inside ,these food smell contaminate the air inside the theatre ,due to which the air is full of an unpleasant odor



Reason # 2

Stained Carpets



Almost all of the cinema multiplexes have a carpet in flooring..

Which is cleaned with either brushes or vaccum cleaners, but what about the stinking smell of the footwears of the Audiences ??

Now when the people bring their Footwear inside ,these shoes contaminate the air inside the theatre ,due to which the air is full of an unpleasant odor of footwear of the Audiences and Especially in india where we have a dusty paver footpath or roads,these footwear are going to contaminate the overall atmosphere



Reason # 3



Working all day long, people are perspired. Some people also have hyperhidrosis also. Due to their perspiration, an unpleasant odor is emitted into the air conditioned atmosphere and the seats of the cinemas which aren't washed daily, as it being practically an impossible task.

Due to frequent show timings and the cleaning or housekeeping team getting a short time to clean the fallen wrappers or corns.



Actual Posts On blogs by the Audiences



About Fun Republic Delhi

Sophie

November 12, 2011

Went for late night show to watch Rock star to V3S Laxmi Nagar with my husband and 3 year old kid. There were serious flaws in there services:

1. The show started late by 25 minutes.
2. The hall was filthy dirty even after waiting for 25 in the line with a small kid.
3. No a.c. was on throughout the show and it was suffocating.
4. The interval break was for half an hour in which they were showing endless ads, they resumed the movie only when the audience started shouting & threatening.
5. There were mosquitoes in the hall and my baby was bitten all over.
6. They charge so much for the tickets, at least we expect some good environment when the whole family is going out.

IT IS A PATHETIC PLACE DO NOT EVER GO THERE.....

Sanjeev



June 14, 2010

Seen RAJNITI on 13th June 1020 hrs. Found Rotten and bad smell while entry to Hall. Purchased Burger at Rs 60/-. Burger too was Rotten and have to throw, as it must be kept from last night. EATING AND WATCHING MOVIE AT FUN CINEMA MAY TAKE U TO VISIT DOCTOR

★☆☆☆☆ Karan

6 Months Ago

Worst multiplex I have ever seen... sound system is bad, very dirty hall, bad smell etc...never recommended.

Was this review helpful? 0  1 

[Report Abuse](#)

source:



<http://movies.justdial.com/movies/delhi/movie-times/rajouri-garden/cinema-hall-uRhlpV9ibrpdrkyvPkfq.html>

About big cinema's Himalya mall,Ahmedabad

★★☆☆☆ Disha

6 Months Ago

I went there on sSunday and and I found music system and sound quality poor compare to cine max and there are lots of seats means you feel to sit in auditorium and children were making noise and even the seats were not properly cleaned. I found messed popcorn on my seat. That`s the fact guys too much seats!!

Was this review helpful? 0  0 

[Report Abuse](#)

source

<http://movies.justdial.com/movies/ahmedabad/big-cinemas/drive-in-road/cinema-hall-rcveoeFPfxq.html>



Reason # 4



An Eco-logical Concept From "WGC"

WGC ,Strives to make their Products Completely Eco-Friendly .FRAGSHELL does'nt contain any of the either substances or chemicals which harm the environment or the nature.

Its all about being staying liquid..



Reason # 5

**Human
Friendly !
NON-HAZARDOUS
MATERIALS ONLY**

Of all the products in the home, clean-smelling air fresheners seem to pose little risk. But the fresh scent of air fresheners may mask a health threat—chemicals called phthalates (pronounced thal-ates) that can cause hormonal abnormalities, birth defects, and reproductive problems. NRDC’s independent testing discovered phthalates in 86 percent (12 of 14) of air freshener products tested, including those marketed as “all-natural” or “unscented”—and none of the products we tested listed phthalates on their

Labels with that **we claim our FRAGSHELL to be free from PHTHALATES !**

FULL REPORT OF HAZARDS OF ROOM FRESHNERS ON

<http://www.nrdc.org/health/home/airfresheners/airfresheners.pdf>

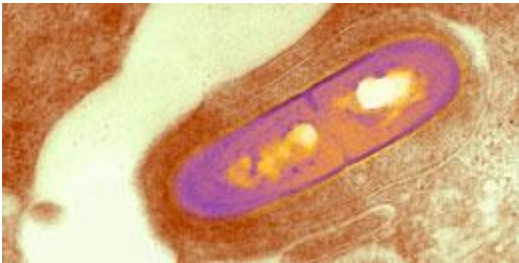
The “Natural Resources Defense Council” is an international nonprofit environmental organization with more than 1.2 million members and online activists. Since 1970,





Reason # 6

Contaminated AIR ,FULL OF BACTERIA

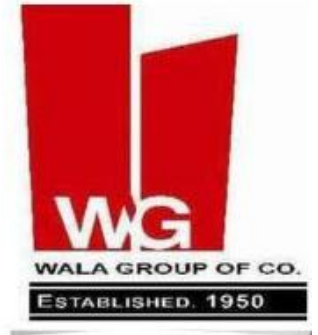


Bacteria exist everywhere, but are very small at around 1 micrometre in size (a micrometre is one thousandth of a millimetre)! Bacteria are generally made up of a single cell, but at the right temperatures they have the ability to multiply quickly.

What are bacteria?

Most bacteria are helpful, and necessary for the human body to function correctly, such as Lactobacillus and Bifidobacterium which live inside our guts and help break down our food. In fact, people have more bacteria cells in their bodies than human cells.

However, some bacteria can cause illnesses in humans. Some common examples are shown in next slide

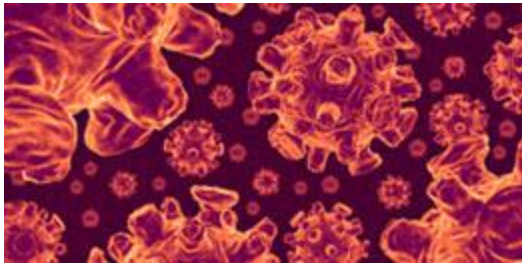


Bacteria	Responsible for	Causes
Escherichia coli (E coli)	Stomach upset.	Rare or undercooked meat and inadequate hand washing after going to the toilet/changing nappies.
Pseudomonas aeruginosa	Wide range of infections, especially amongst people who are already sick.	Mainly spread within hospitals/care homes by health care workers, medical equipment or surfaces such as sinks and toilets.
Staphylococcus aureus	Food poisoning/Skin infections.	Transmitted by humans and animals from bacteria found in air, dust, sewage, water, milk or food equipment.
Enterococcus hirae	Wide range of infections, particularly affecting the urinary tract, abdomen, blood, wounds etc.	Found almost everywhere, including soil, food, animals and faeces.
Listeria	Food poisoning.	Listeria can be found in soft cheeses made from unpasteurised milk, raw meat, pate, unpasteurised milk and unwashed vegetables.
Salmonella	Food poisoning.	Salmonella is usually found in poultry, eggs, unprocessed milk and in meat and water. It may also be carried by pets like turtles and birds.



Reason # 7

Contaminated AIR ,FULL OF VIRUSE'S



What are viruses?

Viruses are also very small and are much simpler than bacteria. In order for viruses to multiply or reproduce, they need to take over a 'host' cell, such as in a plant, animal or human.

There are some viruses that are helpful to human bodies, such as those used in vaccinations, but the vast majority of them cause disease.

Lets see the table in next slide..



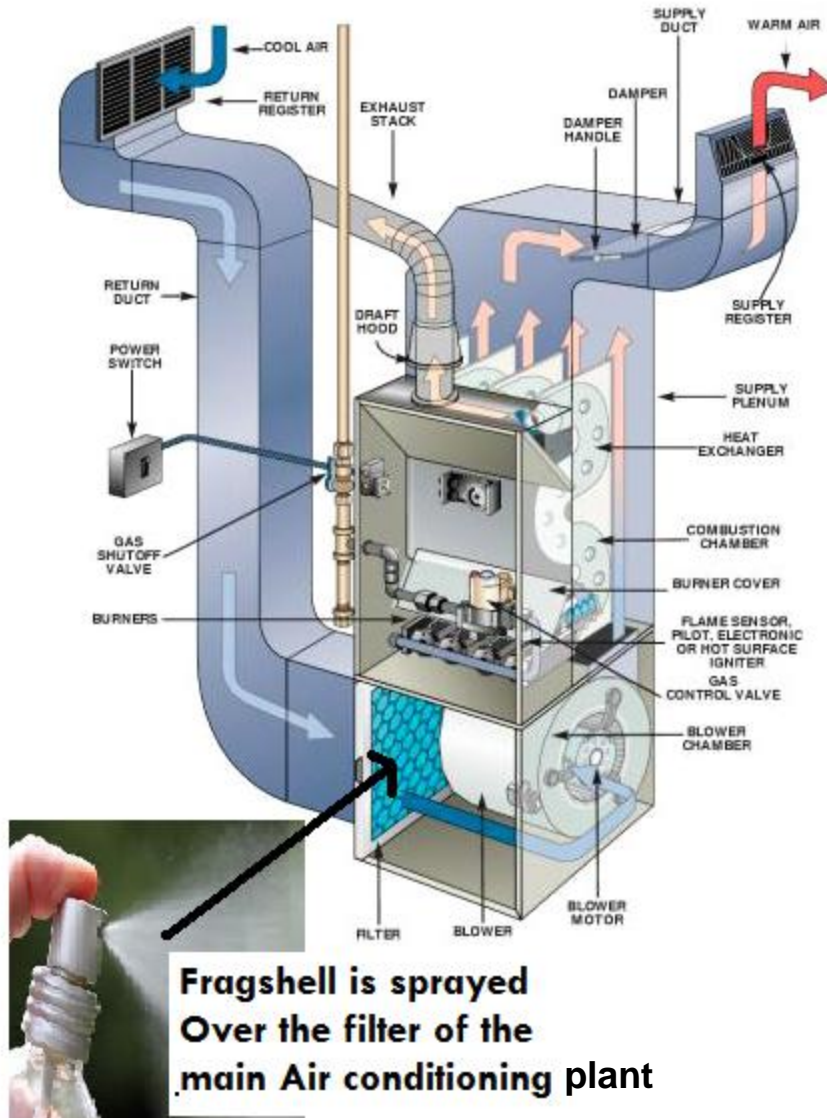
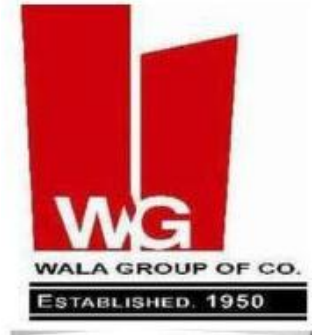
Viruses	Responsible for
Influenza virus, H1N1	Flu.
Rotavirus	Sickness and diarrhoea.
Rhinovirus	Coughs and colds.
Human Herpes Virus 1	Chicken pox (see www.itchi.co.uk for more information) and cold sores.
Respiratory Syncytial virus (RSV)	Infection of the lungs and breathing passages, in particular of infants.

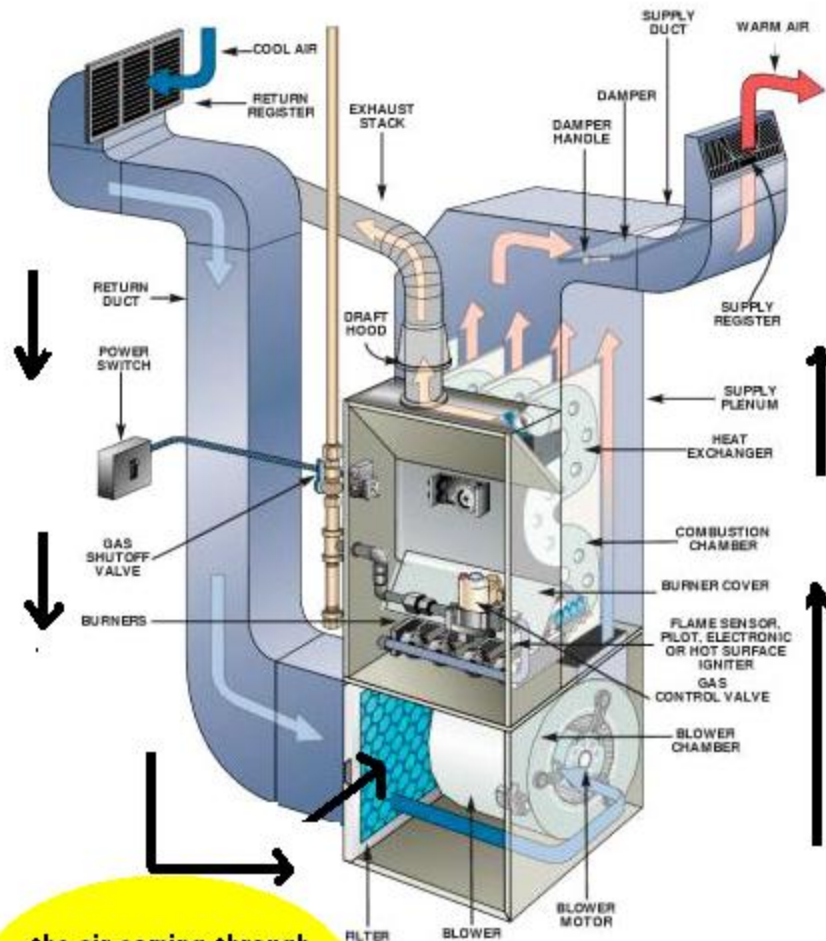
Each year nearly 2 million people in India develop TB, of which around 0.87 million are infectious cases

source :World Health Org.India.(WHOI)

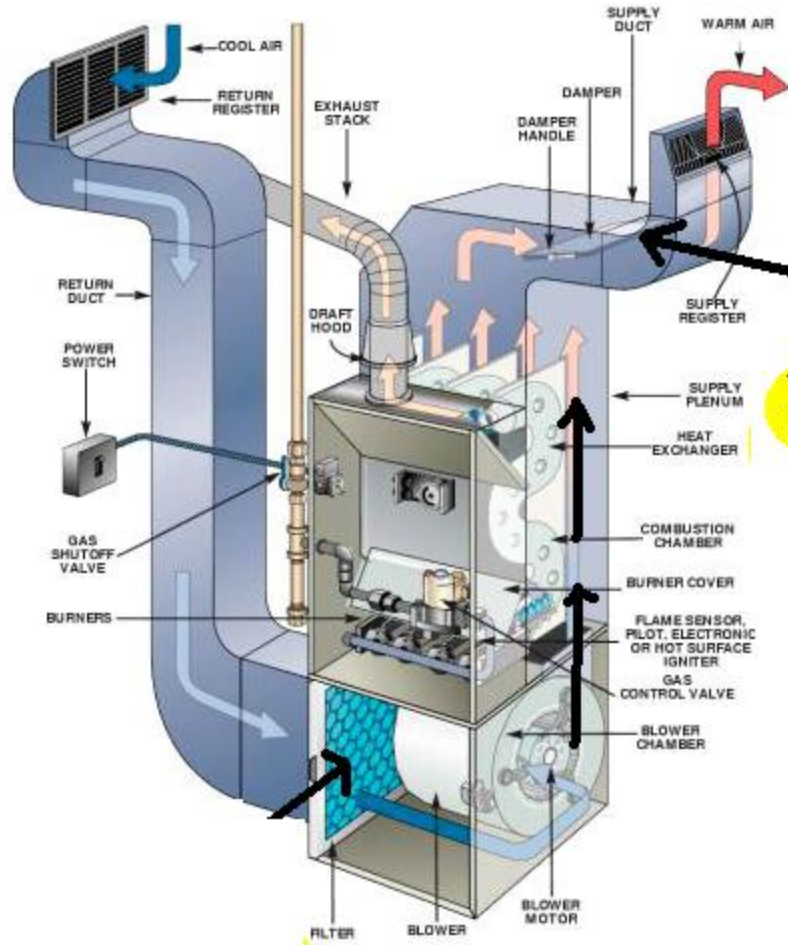


How does FRAGSHELL work ??





the air coming through the return register passes through the filter and goes into the blower



Taking it out from the main supply duct in theater's





*Bacteria &
Viruses Killed*



Eliminated



Freshness

Advantages..

1, It keeps the air hygienic, i.e. Free from Bacteria & Viruses

2 , It Deodorizes the Air .

3 , The perfume add 's-on as a luxury in over all movie experience

4, Can be used as a marketing tool to reach out the public at large.



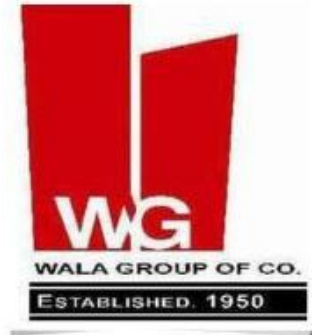
*Bacteria &
Viruses Killed*



Eliminated



Freshness



ANTIBACTERIAL PERFUME


WALA GROUP OF CO.
ESTABLISHED. 1950


FRAGSHELL

For Industrial Use only. 5 litre.


FRAGSHELL
The 1 Liter Desperncer

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www.walafragrances.com

