

UNWRAPPING THE FUTURE

 **Creative Graphics**
Reliability Through Technology

CREATIVE GRAPHICS SOLUTIONS INDIA LIMITED

INVESTOR PRESENTATION | MARCH 2024

DISCLAIMER

CREATIVE GRAPHICS SOLUTIONS INDIA LIMITED ("Company") is contemplating the potential, subject to necessary approvals, market conditions, and other considerations, of initiating an initial public offering of its equity shares ("IPO") and has submitted the Red Herring Prospectus to the SME Platform of NSE Limited ("NSE Emerge"). Prospective investors should be aware that investing in equity shares involves a significant level of risk. For detailed information regarding such risks, potential investors are advised to refer to the section titled "Risk Factors" in the Red Herring Prospectus. It is crucial to note that certain visuals utilised in this presentation may be for illustrative purposes only, aiming to convey the broad categories that the Company actively engages with. This presentation is created by Creative Graphics (the "Company") solely for informational purposes and does not constitute an offer, recommendation, or invitation to purchase or subscribe to any securities. It shall not be considered as the basis or relied upon in connection with any contract or binding commitment whatsoever. The issuance of securities by the Company will only take place through a statutory offering document containing comprehensive information about the Company. This presentation is compiled by the Company based on information and data deemed reliable, but the Company makes no explicit or implied representation or warranty whatsoever. No reliance should be placed on the truth, accuracy, completeness, fairness, and reasonableness of the contents of this presentation. It may not encompass all relevant information, and any liability regarding the contents or omissions of this presentation is explicitly disclaimed.

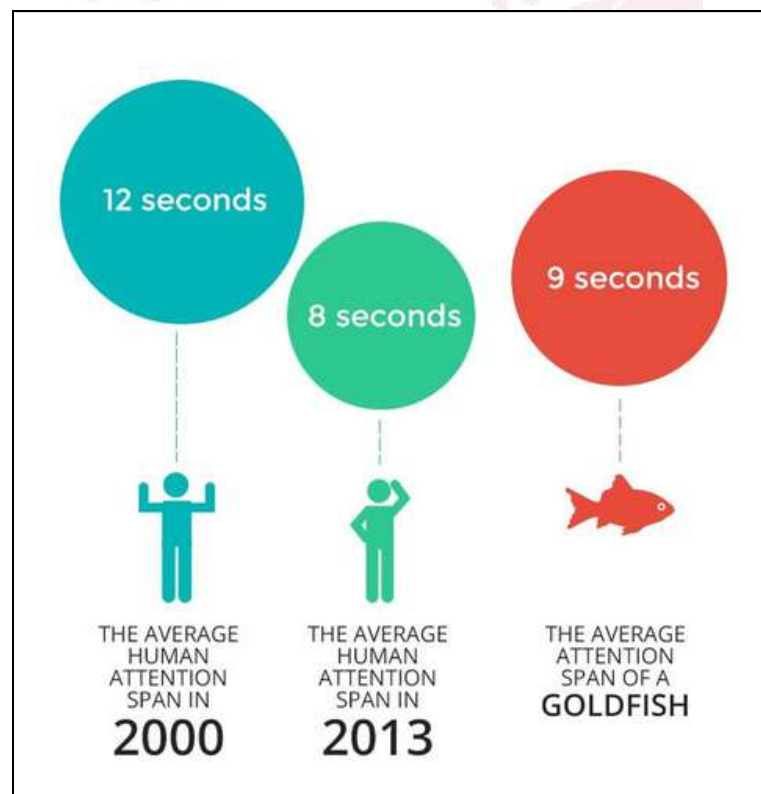
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DECODING THE INDUSTRY TRENDS

CONSUMER ATTENTION IS DWINDLING



LEADING TO A FUNDAMENTAL SHIFT IN THINKING



PACKAGING IS THE REFLECTION OF THE BRAND

It drives the decision of purchase!



BRANDS BANK ON PACKAGING TO GARNER ATTENTION, ESTABLISH VISUAL IDENTITY, ENHANCE PRODUCT EXPERIENCE AND REAFFIRM TRUST.

THEREFORE, PRINTING BECOMES A CRITICAL PROCESS FOR BRANDS ACROSS PRODUCT COMPANIES.

BRANDS ARE INCREASINGLY SUSTAINABILITY CONSCIOUS

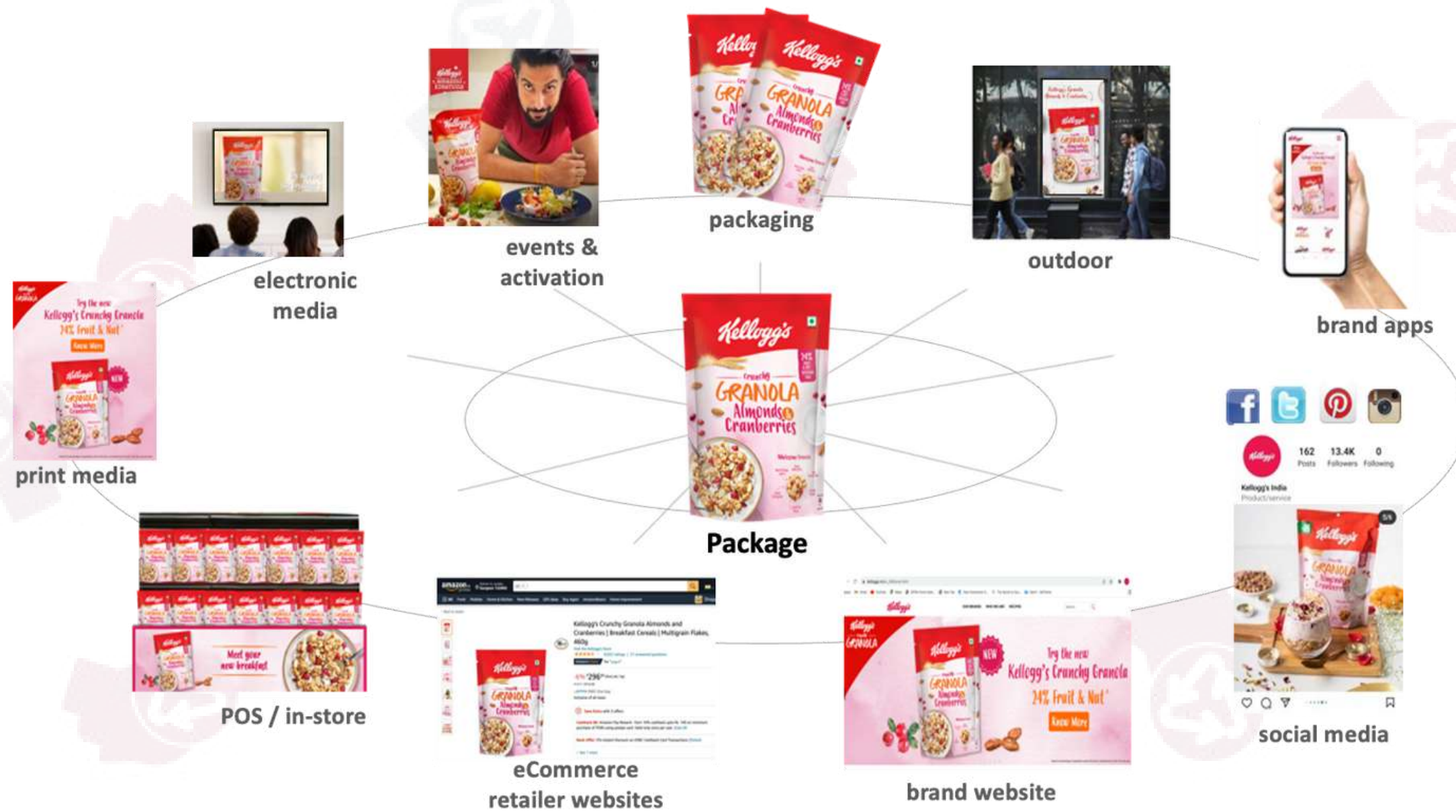
**DOMINANT TECHNOLOGIES IN
THE INDUSTRY INCLUDE
OFFSET, DIGITAL &
FLEXOGRAPHY**

**LEADING GLOBAL BRANDS
MIGRATING TO FLEXOGRAPHY
FOR THEIR PRINT PACKAGING
NEEDS**

**FLEXOGRAPHY – PREFERRED
CHOICE DUE TO FASTER GTM,
ECO-FRIENDLINESS & COST-
EFFECTIVENESS**

SUSTAINABILITY **Paving the Path to a Greener Future**





1

Expected to become \$500bn+ industry by 2028

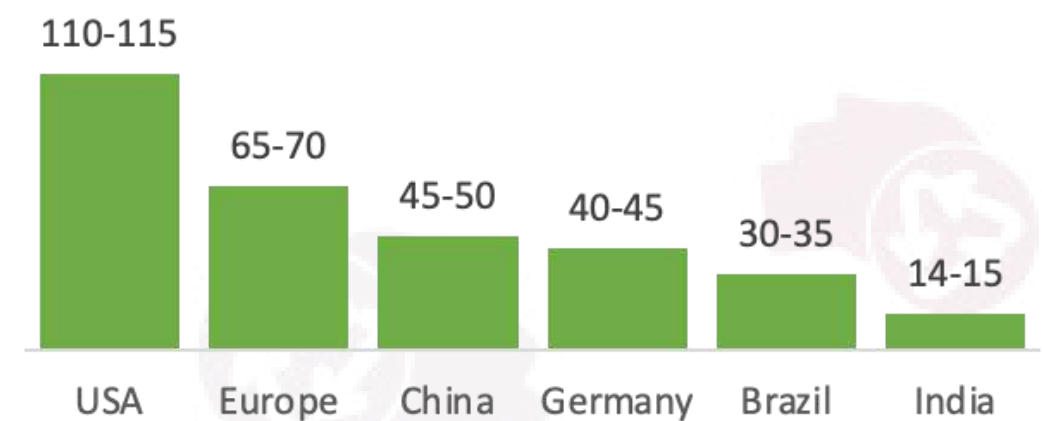
2

Consistent 7% Compounded Annual Growth Rate Forecasted

3

Asia Pacific to be the fast growing market for print packaging

Per Capita consumption





**WE HAVE A
DEMONSTRATED
LEGACY OF
SUCCESS**

2014

- First Generation entrepreneur Deepanshu Goel incorporates the company under the name of “Tanushii Industries Private Limited”
- Awarded by Printweek Awards 2014 as Pre-Press Company of the Year, presented by Tech Nova Imaging Systems.

2016

Awarded by Printweek Awards 2016 as PreWeek India Pre-Press Company of the year

2017

Acquisition of Color Dot Madras Private Limited in Chennai.

2021

- Awarded with ISO 45001:2018, ISO 9001:2015 and ISO 14001:2015 certifications for designing, development, manufacturing photopolymer plates, flexographic printing plates, printing blocks, and Cylinder by SGS UK
- Foaryed into pre-media business with CG Pre Media

2019

Changed the name of Company to “Creative Graphics Solutions India Private Limited”

2018

- Acquisition of Bwin Digiflex in Baddi (Himachal Pradesh)

2022

Awarded by Printweek Awards 2022 as Pre-Press and Design service Provider of the year 2022

2023

- Converted to Public Limited Company & consequently changed the name to ‘Creative Graphics Solutions India Limited’
- Awarded Silver medal by Asian Packaging Excellence Awards 2023 as best Packaging Printers across the Asian region
- Commenced Porduction at Wharen



DEEPANSHU GOEL (49 YEARS)
FOUNDER & MANAGING DIRECTOR

Deepanshu brings forth a unique experience of 25+ years in the flexographic printing industry. He founded Creative Graphics with a strong commitment to delivering top-notch quality plates to leading clients. In his journey, he has further enriched the company's ecosystem play through organic and inorganic expansion. His leadership has propelled Creative Graphics from its modest beginnings to a premier pre-press trade shop in India. Deepanshu has garnered global recognition and awards for his contributions. Deepanshu holds a B.Sc. Degree from Delhi University and later, went on to complete an advanced Programme in Strategic Management for Business Excellence from the Indian Institute of Management (IIM) Lucknow.

SARIKA GOEL (44 YEARS)
EXECUTIVE DIRECTOR

Sarika commands around a decade's experience in manufacturing and service industries. She oversees the HR and Marketing functions at the company. Sarika holds a B.Com degree from Dehi University and went on to complete Diploma courses in PC Application from NIIT and another Diploma Certificate in Fashion designing from JD Institute of Fashion Technology. She is also on the Board of Wahren and CG Premedia.



SANJAY S SAKALLEY
CHIEF EXECUTIVE OFFICER

Sanjay is a Mechanical Engineer and a Management Graduate. He has over 40 years of managing a variety of businesses – International Marketing, Outsourcing, Hospitality, FMCG, Advertising, Automobiles, Computers, Cloud based Software Solutions, Managed Procurement, Marketing and Premedia Services, etc. He has been the Head of Organisation for nearly 30 of his 40 years career with leading organisations in their respective domain both in the Indian and global market. Sanjay is a versatile and well rounded professional who brings with him invaluable insights into business and people management.



JAYRAJ K NAIR
CHIEF TECHNOLOGY OFFICER

Jayaraj is an experienced leader with over 25 years of expertise overseeing Pre-Media and Pre-Press operations. For over two years, he has been an invaluable member of Creative Graphic Group Chennai. He is responsible for managing all facets of Pre-Media and Creative Graphic operations, optimizing procedures and processes, and playing a vital role in management decision-making concerning new technology and capital expenditure investments for the group.

RAJEEV THAKUR
OPERATIONS HEAD

Rajeev commands 20+ years of insightful experience in Plant Operations Management. Over the years, he has handled responsibilities in various capacities in an array of functions, viz. Strategic Planning, Plant Management, Production Operations Management, Project Management, Quality Assurance, Process Improvement, Safety Management, etc.



PULKIT AGRAWAL, CFA
CHIEF FINANCIAL OFFICER

Pulkit is a professional with 15 years of experience in the corporate sector and capital markets. He has previously worked with prestigious names such as Fidelity Investments, Engie (GDF Suez) and Karma Capital, a \$100 million boutique fund. Pulkit is a CFA Charterholder and an MBA from XIMB. His other qualifications include an LLB and B.Tech.

MAHESH KODE
CHIEF MARKETING OFFICER

Mahesh commands an experience of three decades in various segments comprising mainly labelling and Flexible Packaging. His in-depth knowledge of Flexographic and Gravure printing, Vacuum-Metallising, Holographic Embossing, Labelling and Laminate conversion, Sales, Technology and Operations is quite a unique combination. Mahesh has done his Diploma in Printing Technology from the Government Institute of Printing Technology. In addition, he has also undergone 6-sigma training, an ABC Sales course, and a PLDS course for leaders in DuPont.



GAURAV ARORA (49 YEARS)

NON-EXECUTIVE DIRECTOR

Gaurav commands eight years of experience in the oil and gas sector - with professional stints across 5+ countries. A graduate in Science from Delhi University, Gaurav went on to complete his MBA from IMS Ghaziabad. He has worked as a procurement manager in an oil field in Jindal Group, Mumbai, India later Joined ENI Saipem S.P.A. and served in Executive roles during a span of 8 Years in different countries: Italy, Nigeria, Congo, Gabon, South Africa, Malaysia, cote d'Ivoire, etc. He is currently associated with Book World, a firm dealing in corporate stationery and Computer Peripherals.



NIKHIL RUNGTA (50 YEARS)

INDEPENDENT DIRECTOR

Nikhil holds a Bachelors' degree in Science from Delhi University and went on to earn a Masters Degree in Business Administration from NMIMS. He has worked for more than 4 years in Google India as a Group Product Marketing Manager. He has also served in diverse roles across general management (P&L), strategy, growth, sales, branding, performance & social media marketing at global companies and startups like Google, Intuit, Yahoo, Reliance Jio, Housing.com, Vedantu Innovations Private Limited. In his more than 25 years of experience, he has developed expertise in growing businesses, building brands and leading high performance teams, in both turn-around and fast-growth situations.

PUNEET SHARMA (49 YEARS)

INDEPENDENT DIRECTOR

Puneet is an accomplished tech-savvy senior finance professional with 24+ years of experience steering business strategy and leading change. He has managed complex roles across vital managerial positions in F&A for large global businesses, viz., GE Capital and HSBC. He is currently working with TCS as "Tools & Tech Leader- F&A". Puneet is a firm believer in execution-focused leadership with a solution-oriented approach to problem-solving.





Prashant Jain, Renowned Professional & Investor

Mr. Jain is a mechanical engineer with more than 30 years of rich experience in Operations, Project Execution and Management, Corporate Strategy, Joint Ventures, Mergers & Acquisitions, Corporate Affairs, Information Technology, Investor Relations and Policy Advocacy. He has been working with JSW Group for more than 27 years and presently is Jt. MD & CEO at JSW Energy. He is an investor in his personal capacity.

Neeraj Gupta - Pioneer, Serial Entrepreneur & Investor

A renowned Serial Entrepreneur who revolutionised public mobility in India with Meru - India's most popular and largest cab-on-call service in the first decade of the 2000s. By 2010 Meru had a fleet of over 20000 cabs operating in 24 cities and serving over 20 million unique users. Organising and scaling up an otherwise splintered and tightly regulated business, made Neeraj become the face of Indian start-ups. Neeraj's story has been the subject of a couple of renowned books and case studies cited by management gurus. In the year 2021, he exited the business by selling his company to the Mahindra Group. Since then, he has been a prolific investor in various start-ups and small and medium enterprises. He is also involved with many companies mentoring them through their growth journey. Neeraj is also an advisor to the company.

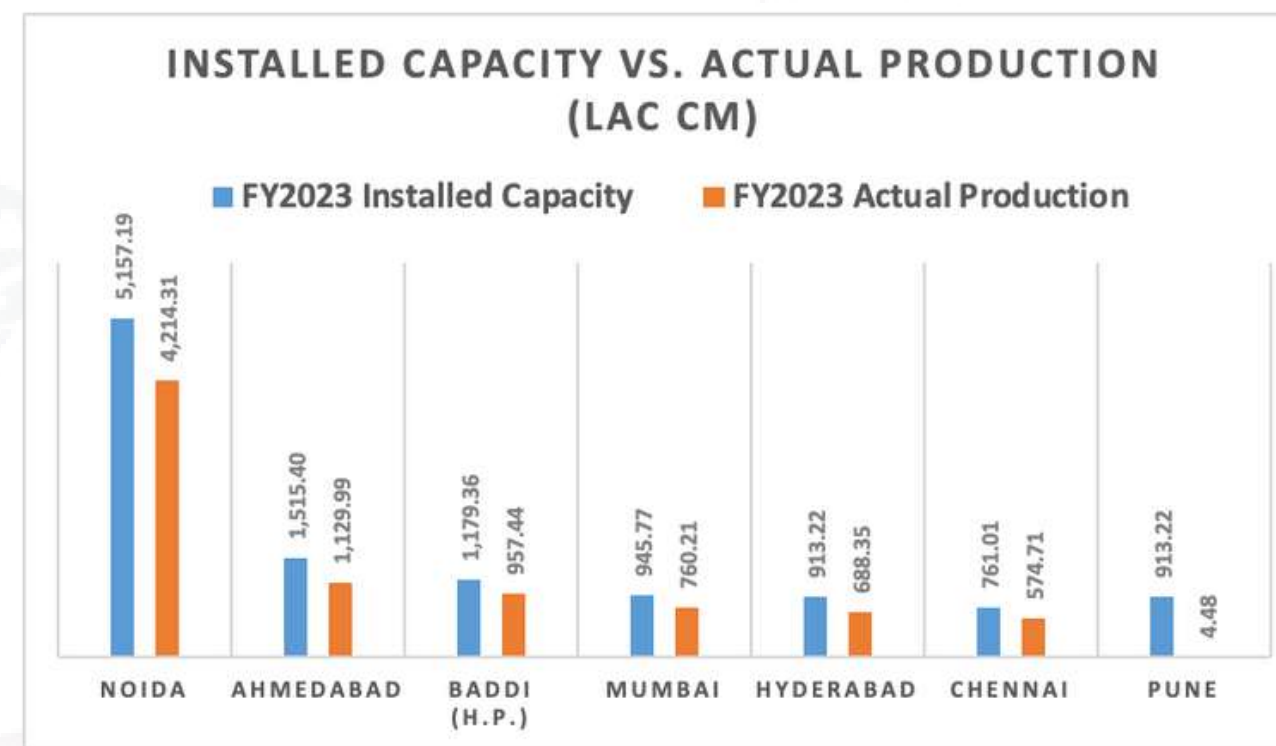
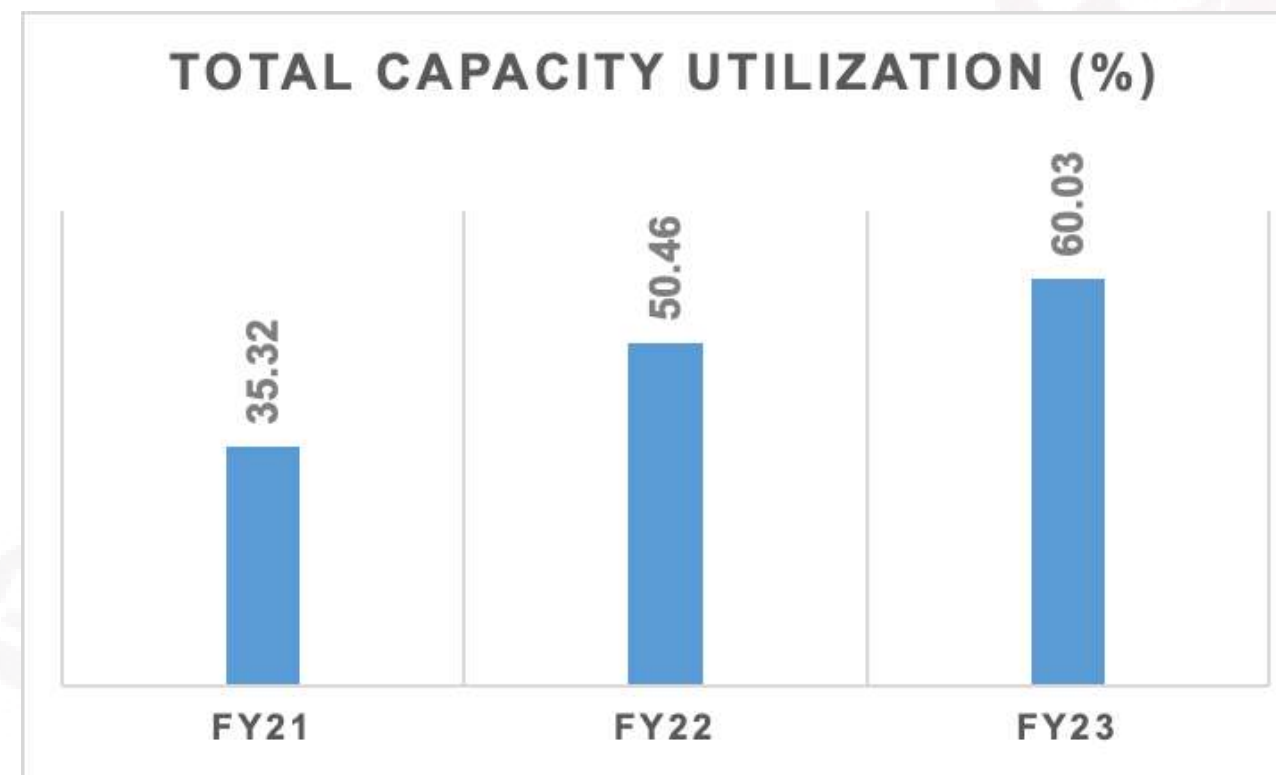
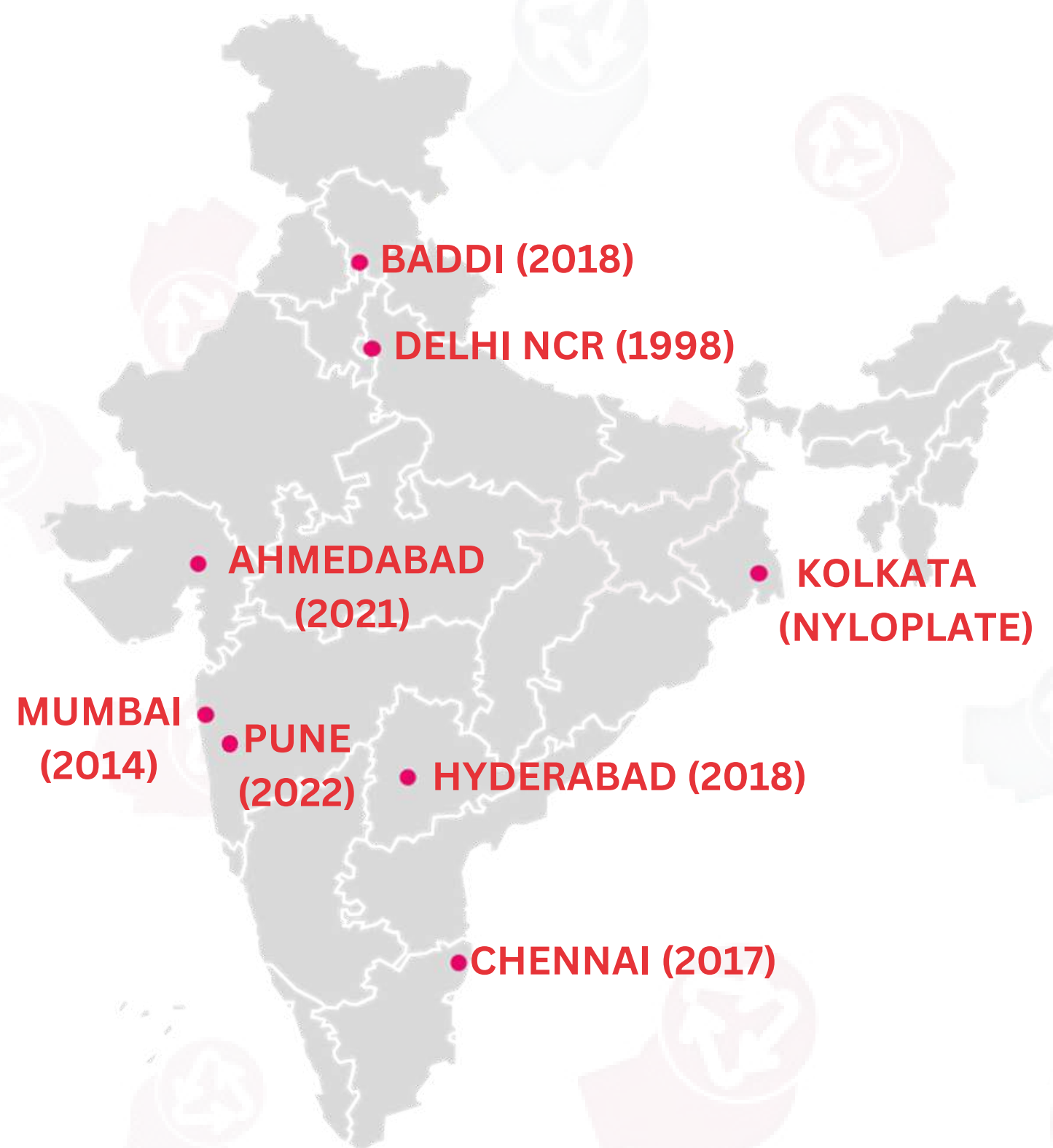


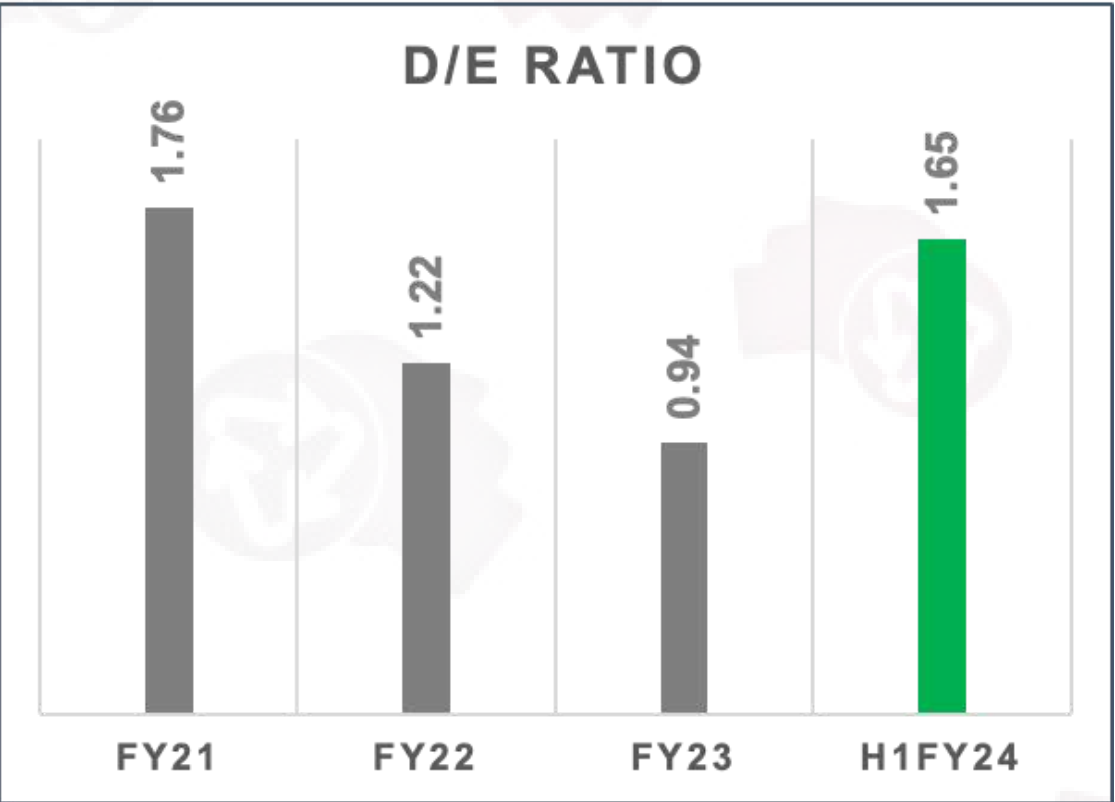
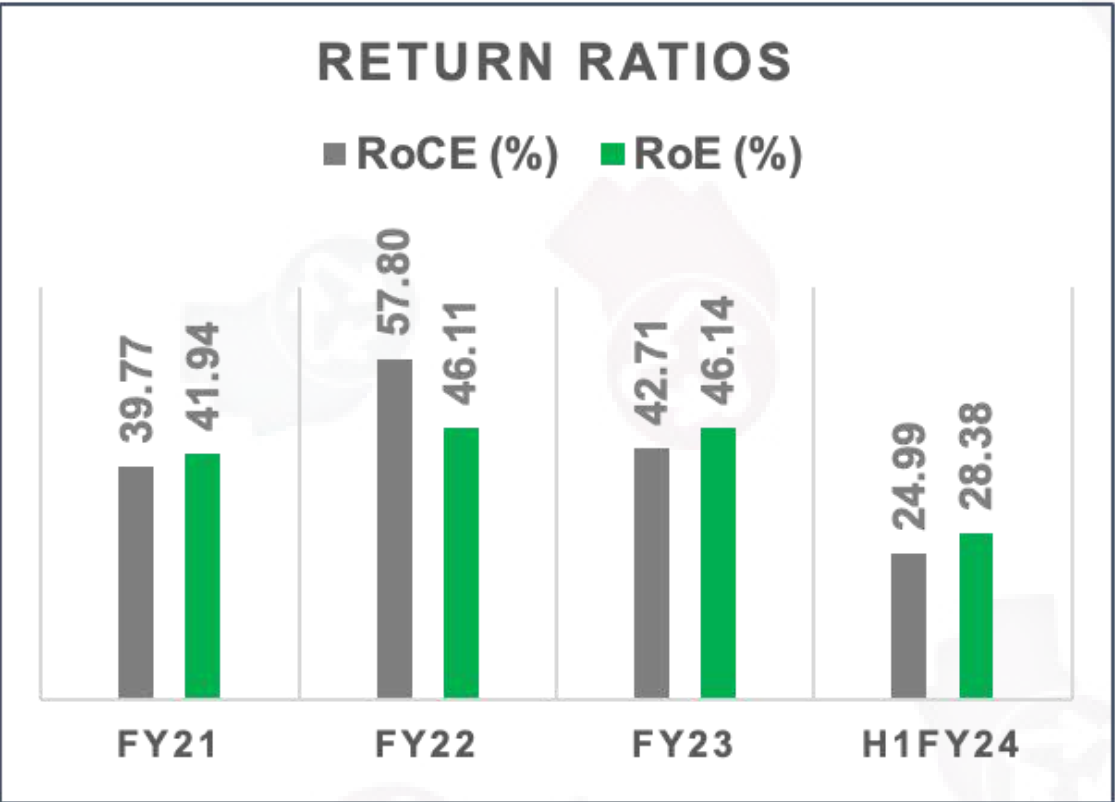
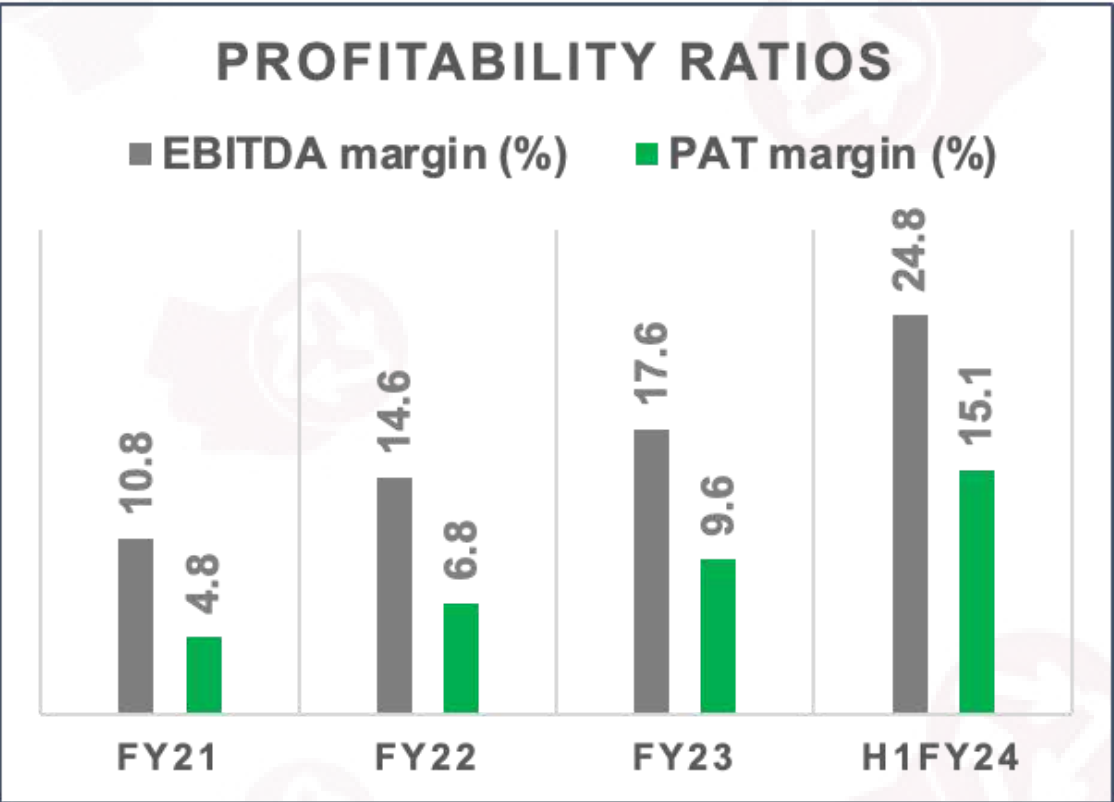
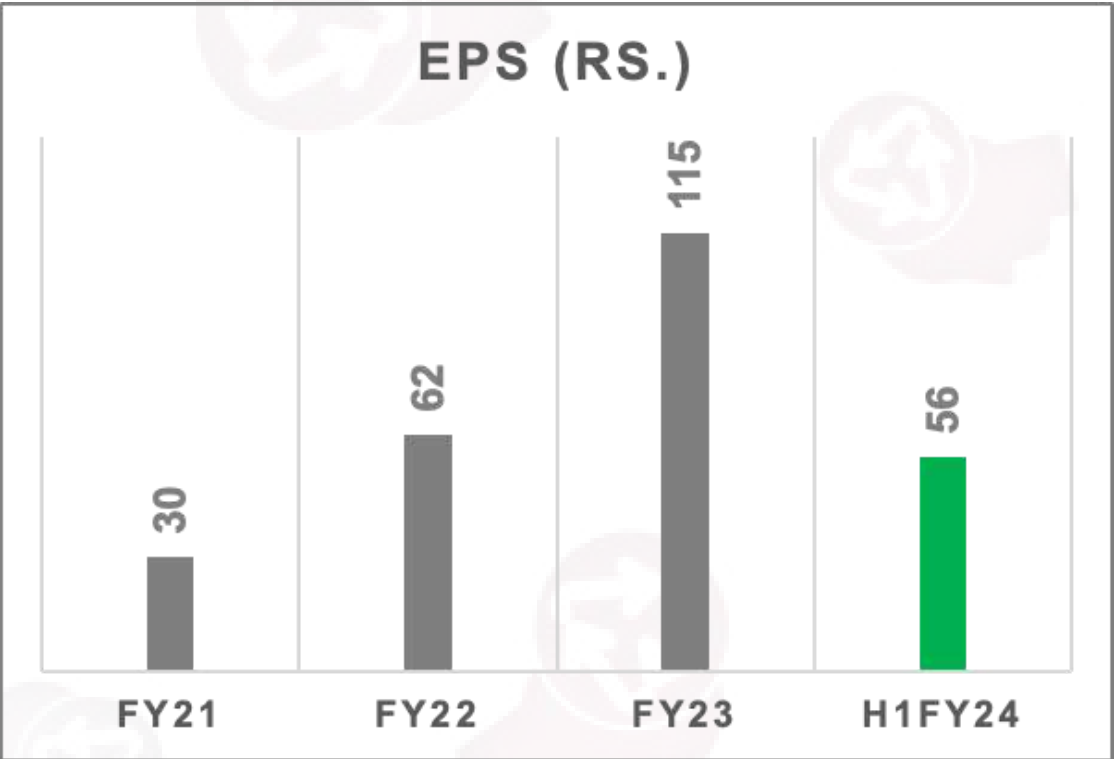
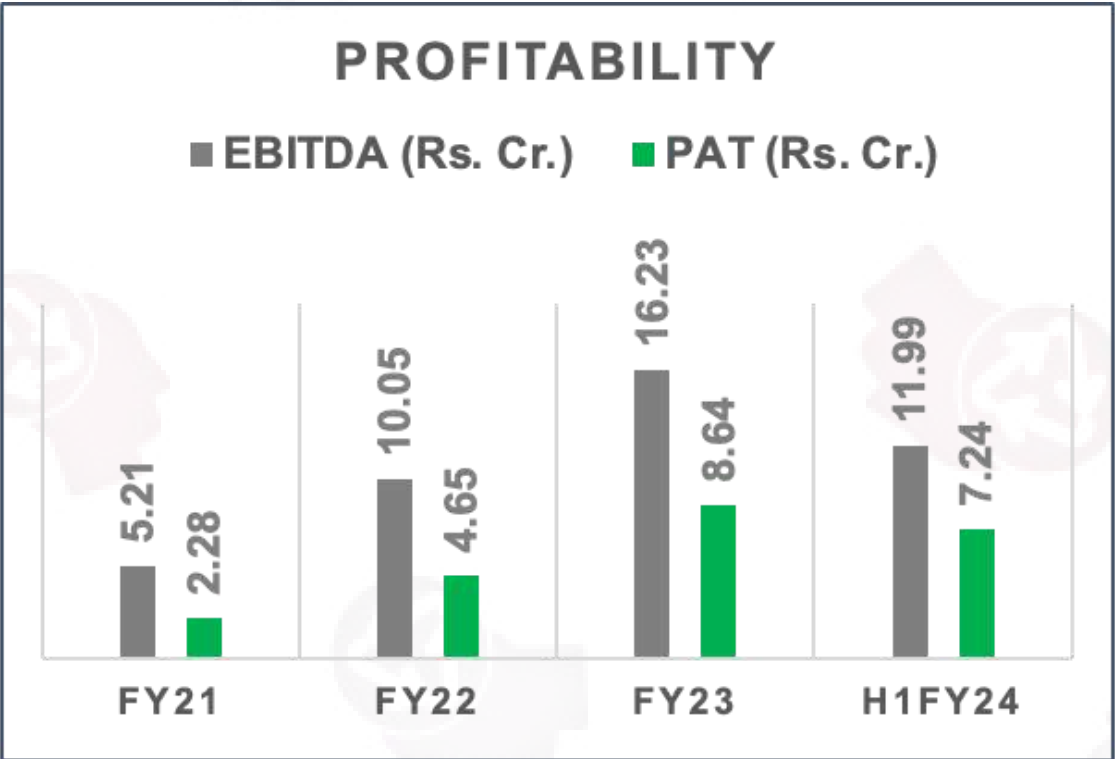
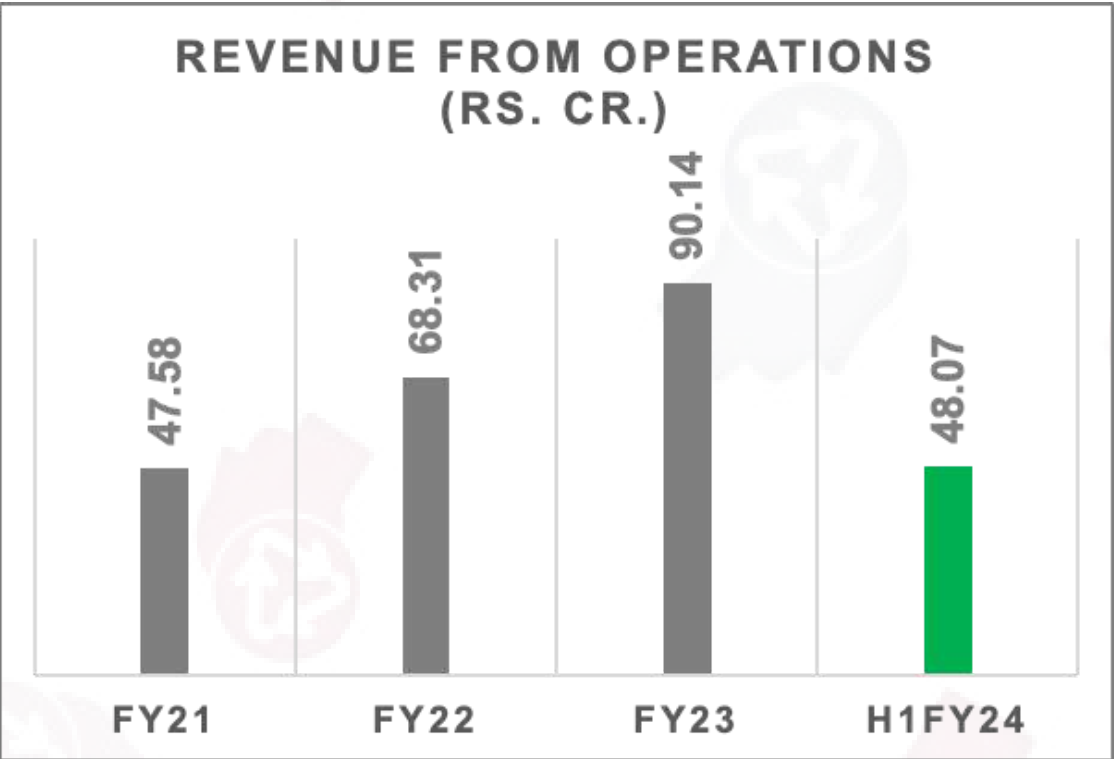
Amit Kumar - Nuclear Scientist turned Serial Entrepreneur

Amit is a serial entrepreneur, & at present, he is leading MSMEEx, India's largest Live Online Coaching and Handholding platform for MSME business owners. MSMEEx connects entrepreneurs with curated Business Experts to bridge their know-how gap and execution that leads to growth. Amit holds MBA from SP Jain and Mechanical Engineering from Punjab Technical University. His first startup, "Zimmer" Home Services Platform, made a successful exit through acquisition by Quikr. In his early career stage, he worked with corporates like Nuclear Power Corporation, Larsen & Toubro, and Kellogg Brown & Roots. He gained experience in e-commerce, enterprise business solutions, technology platforms, business development, business strategy and process excellence. Amit is also an investor in the company.



OWN MANUFACTURING PRESENCE



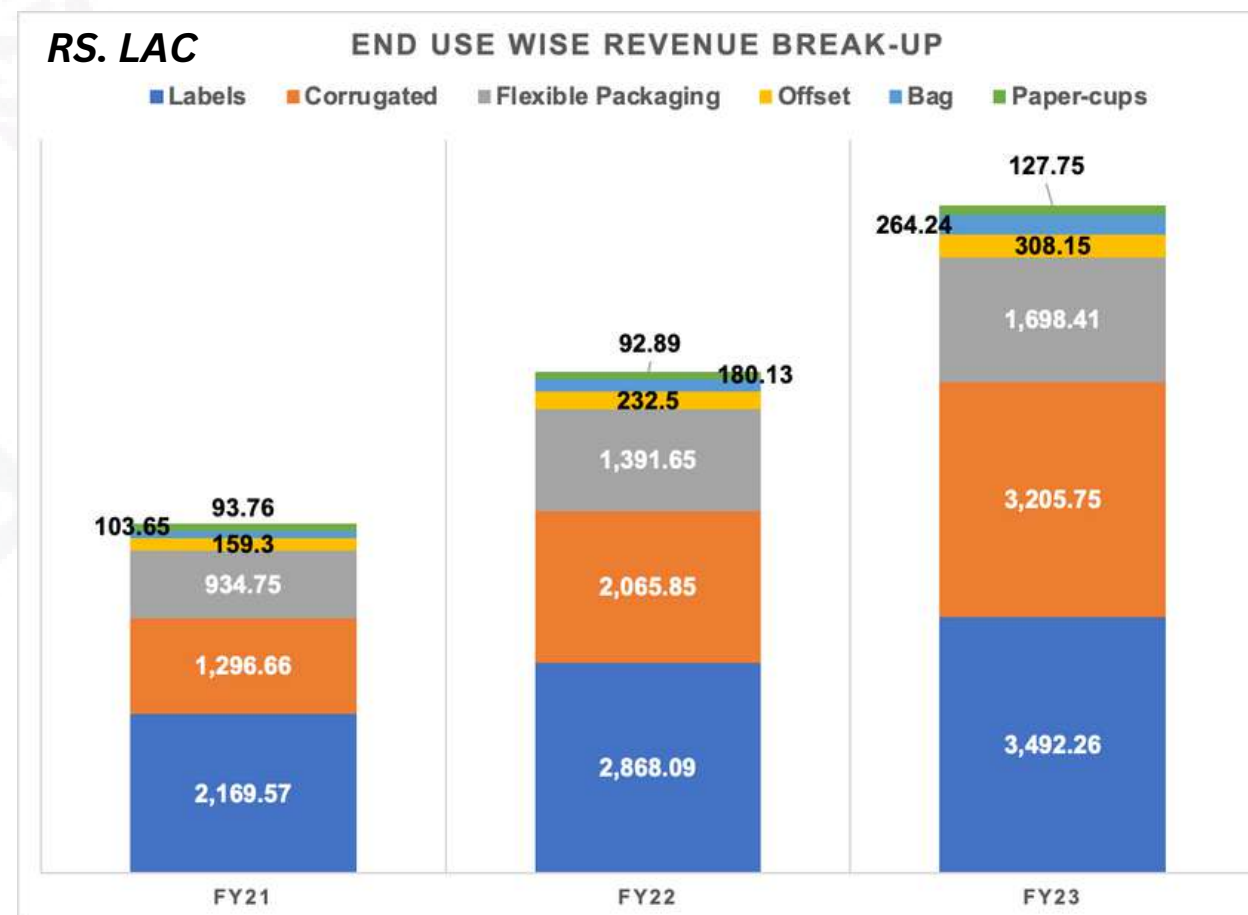
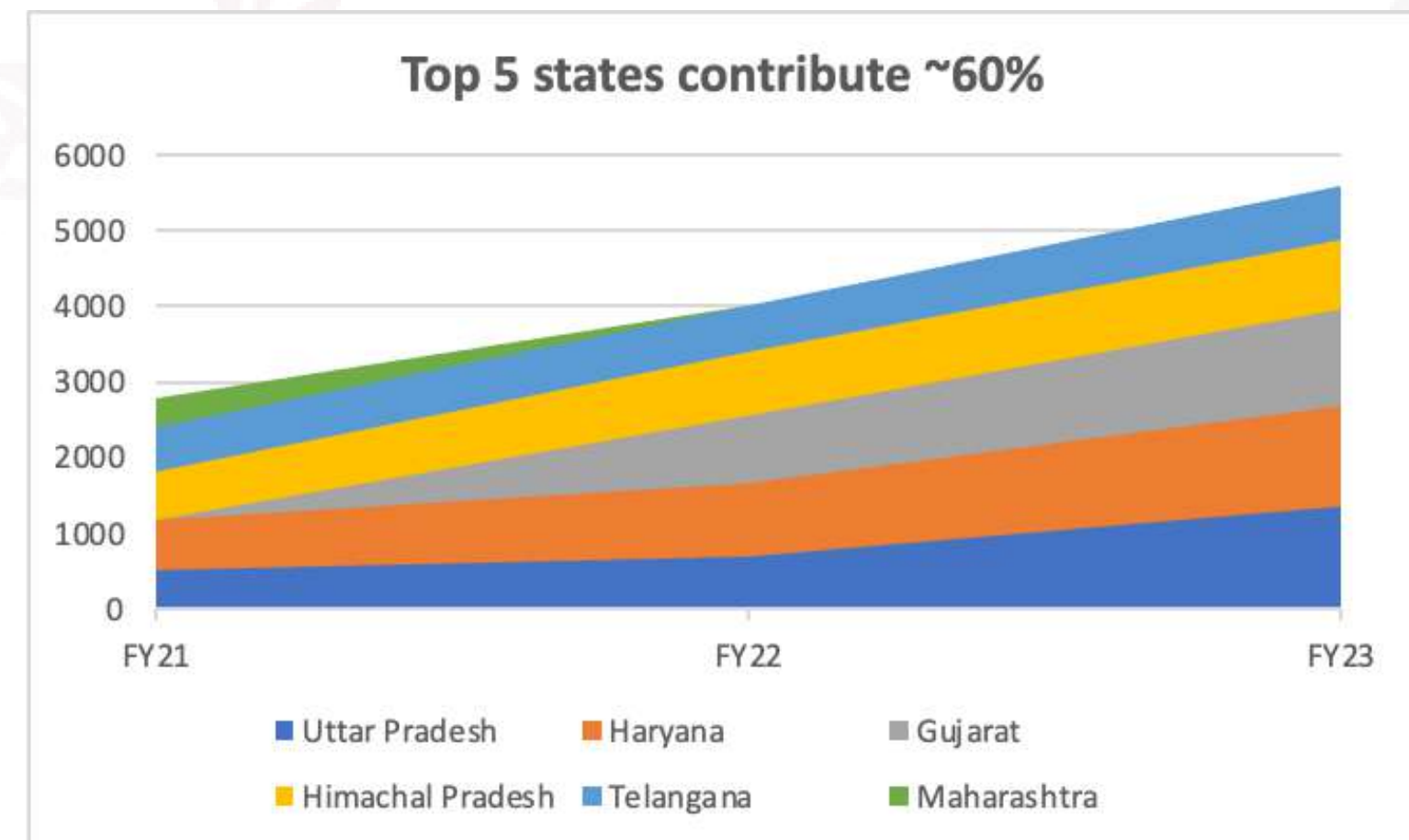


RS. LAC

Particular	F.Y.2022-23	
	Revenue	% Age
Revenue from Domestic Operations	8,485.81	94.15
Revenue from Export Operations	527.73	5.85
Total Revenue	9013.54	100%

RS. LAC

Particular	F.Y.2022-23	
	Revenue	% Age
Sale of Product	8,831.55	97.98
Sale of Services*	182.00	2.02
Total	9013.55	100%





**WE HAVE
MULTIPLE
BUSINESSES
PRIMED FOR
THE FUTURE**

Creative Graphics

Reliability Through Technology

Largest Producer of Flexo Plates in India

Established in 2014

7 plants across 6 states

Total capacity of 1138.5 mn cm

Highly sophisticated product portfolio offering a wide range

420 people (including subsidiaries)



Nyloplate Creative Engravers LLP

- 100% subsidiary
- Industry leading pharma packaging tech
- Incorporated in May 2022
- Started production in July 2023
- Speciality packaging venture - engaged in the production of Alu-Alu Foil, Blister Foil, Tropical Alu-Alu Foil, CR Foil, Pharmaceutical Sachet
- International standard certified facility located in Noida
- Accelerated revenue potential

- 100% subsidiary
- Helps brands bring ideas to action
- Incorporated in February 2021
- Brand solutions arm - offering a comprehensive suite of pre-media services, spanning from design adaptation to print production
- Low revenue but high brand connect

- 50% stake
- Kolkata based
- In the business of flexo printing blocks, offset printing blocks, photopolymer printing block makers, etc.

CREATIVE GRAPHICS

UNDISPUTED LEADERSHIP IN PRINT PACKAGING IN INDIA!



Largest Manufacturer of Flexo Plates in India



Experienced, 1st gen promotor with ~25 years in the business



Known & Lauded for Supreme Quality & Advances Technology



Marquee clientele and reputed suppliers

By virtue of its strength in Flexography & Pre-press, Creative Graphics Invests Time, Energy & Money, heavily in

Global Tie-ups

Infrastructure Building

Creating Future Proof Tech

Upskilling & Continuous Learning

Creating National Footprint

Customer Support Culture

CREATIVE GRAPHICS

1 Scale of Production
& Operations

2 Pan India Outreach
& National Footprint

3 State-of-Art
Infrastructure

4 Both Vertical &
Horizontal Growth

5 Professionally
Managed Team of
400+

6 Pioneers & Thought
Leaders in Industry

7 Social Responsibility &
Eco-friendliness

Creative Graphics is the preferred supplier for the following



CREATIVE GRAPHICS

INDIA'S MOST VALUABLE FLEXOGRAPHY POWERHOUSE!

- 1 Strategic Alliances with **Kodak, DuPont, MacDermid**
- 2 Manufacturing Entities Spread across 7 locations in country
- 3 500+ Cumulative Experience in Flexo Prepress
- 4 Awarded 'Prepress Company of the Year' thrice in 8 years by Printweek
- 5 One Stop Brand for Migrating to Flexo
- 6 Accredited ISO 9001, ISO 14001, ISO 45001, SEDEX
- 7 Best In-class Customer Support – 24X7



Silver Award for Asian Packaging Excellence Awards 2023

Asian Packaging Excellence Awards recognize the best Packaging Printers across the Asian region

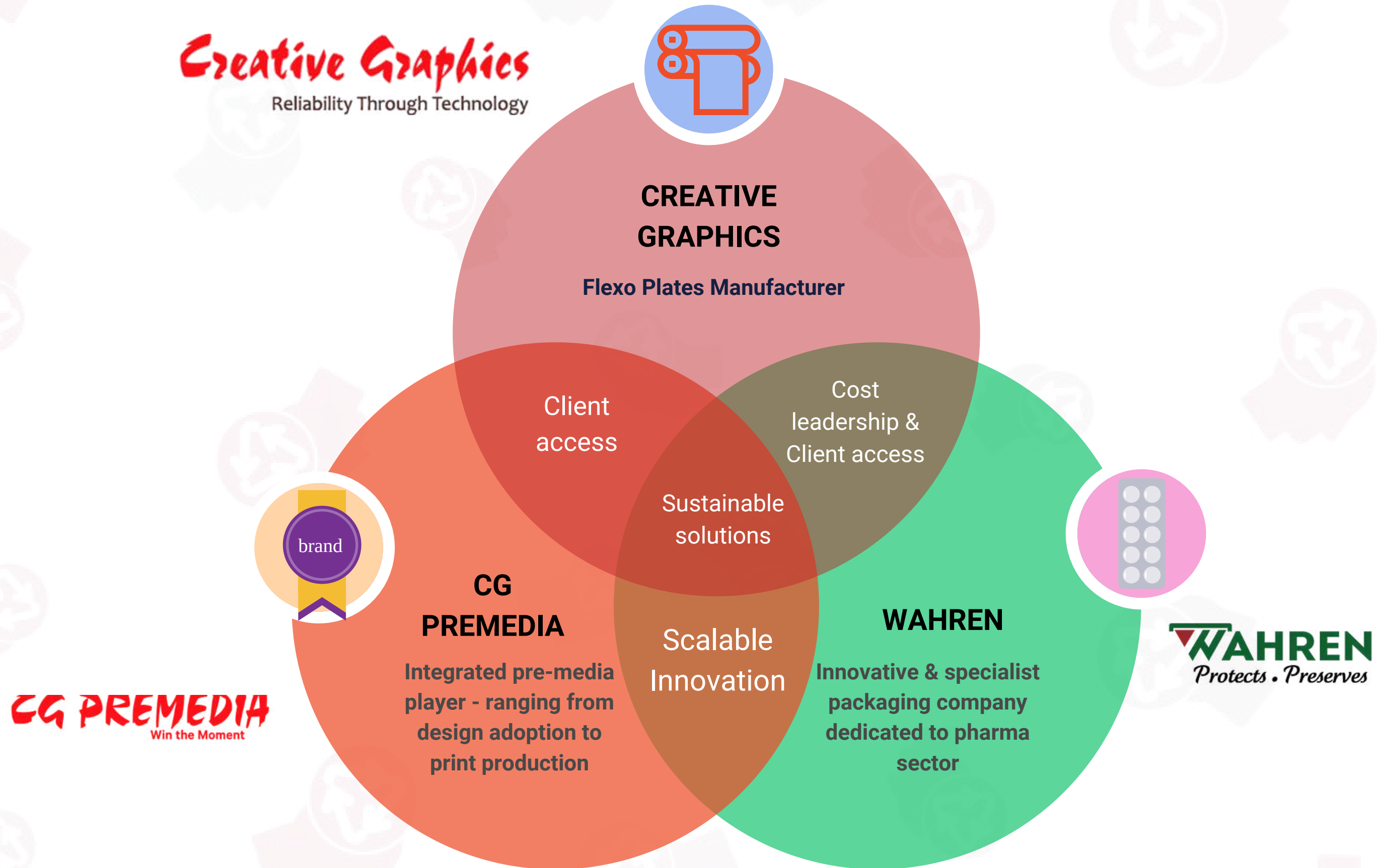




**WE HAVE
ENTERED A
NEW PHASE
OF GROWTH -
CG 2.0**

Till H1FY24, Creative Graphics (v. 1.0) was largely shaped by its flexo printing plate business

- Well-established leadership in the core business of flexo-printing plate manufacturing
- Core business led to manufacturing prowess, the ability to scale up, standardise and/ or customise products, delivery and technology
- Hands-on experience in expanding inorganically and integrating talent, cultures and processes
- Well-etched team of highly experienced industry professionals - led by hands-on promotor
- Deeply entrenched relationships with global vendors and reputed clientele
- Timely investments in new areas of business are now fructifying, with Wahren plant achieving stability



MAINTAIN THE LEADERSHIP BY FOCUSING ON COST, QUALITY, MARGINS AND INNOVATION

Creative Graphics will continue to expand its capacities and capabilities, sensing the vast market opportunity and its leadership as a preferred partner to its clients

The company intends to utilise the proceeds (up to Rs. 2 crore) from its proposed IPO to purchase machinery for its existing production facilities in Noida, Uttar Pradesh

The focus will remain on automation, capacity expansion and storage facility improvisations



BUILD NEWER MOATS FOR SUSTAINED LEADERSHIP

Incorporated in 2022, Wahren India is a diversified arm of Creative Graphics Group

Focused on high-quality packaging solutions for the pharmaceutical industry - furthers Group's capabilities around packaging

Engaged in the production of Alu-Alu Foil, Blister Foil, Tropical Alu-Alu Foil, CR Foil, and Pharmaceutical Sachet.

State-of-the-art 8000-tonne capacity manufacturing unit located in Noida - operational in July 2023

The company has stabilised production - from 36 tonnes achieved in July 2023 to 96 tonnes in August 2023 to 180 tonnes in September 2023

The entry barriers to the segment - besides capital and talent, comprise certifications and client approvals, which take anything more than 10-18 months



DMF USA
No. 038740

DMF CANADA
No. E278261

ISO CERTIFIED
15378

ISO 45001:2018
Occupational Health and
Safety Management System

ISO 9001:2015
Quality Management
Systems

ISO14001:2015
Environmental
Management System

Alu-Alu foil is a multilayered structure designed for a highly sensitive range of pharmaceutical and generic medicines which are highly hygroscopic or light sensitive and cannot be suitably packed with barrier plastic films

**SUPERB
THERMOFORMABILITY**

**HIGH LEVEL OF
THERMAL STABILITY**

**NON-TOXIC & NO
RETENTION OF SOLVENTS**

**COMPLETE PROTECTION AGAINST
MOISTURE, LIGHT, AROMA & GASES**

**HIGH MALLEABILITY FOR DEEP DRAW
FORMING WITHOUT CRACKING**



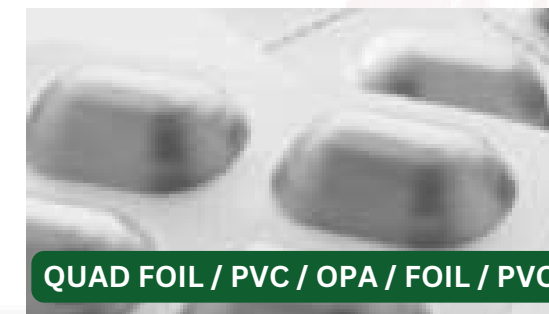
PLAIN AND PRINTED ALU-ALU FOIL



HIGH BARRIER ALU-ALU FOIL



TROPICAL ALU-ALU FOIL



QUAD FOIL / PVC / OPA / FOIL / PVC



ALUMINUM BLISTER FOIL



PHARMACEUTICAL SACHET

EMPOWERING INNOVATION THROUGH INTELLIGENT TECHNOLOGY



LAMINATION MACHINE

- Solvent-based lamination is the key process in Cold Form pharma packaging film manufacturing
- Invested in European-based technology
- Ensures the highest precision, optimum quality, & consistency



PRINTING MACHINE

A six colour roto gravure machine for desired printing of brand names and reproduction of graphics



SLITTER MACHINE

Invested in machines from KAMPH TECHNOLOGY - known for highly efficient & reliable slitting all types of foils



ONLINE OPTICAL FLAW VIEWING SYSTEM

- Imported from FUTEK, Japan
- Ensures defects including Fish eyes, foreign matter, and Pin-holes are detected and removed from the film

In House Testing laboratories to execute all necessary tests like tensile testing equipment, bond strength testing equipment, heat sealing testing equipment, GSM tester, Micron meter, FTIR test, Forming & Sealing, etc.

The global pharmaceutical blister packaging market - including cold form blister foil, presented ~\$7.1 billion opportunity in 2020; expected to reach \$11.3 billion by 2027, @CAGR of ~7.1% from 2021-2027

Wahren is focused on securing future supply agreements - which will ensure improvement in capacity utilisation - owing to the lack of competition

One of the objects to the issue is to fund the working capital for Wahren, and the business is rapidly accelerating to lend scale and margins to the Group going forward

BUILD A ROBUST ECOSYSTEM TOUCHPOINT WITH THE BRANDS AND EXPAND RELATIONSHIPS

CG Premedia – The Brand Solutions arm of Creative Graphics - offers holistic Packaging and Premedia Services - from design adaptation to print production

An integrated studio that combines all the activities to help bring life to a company's brand and ultimately fuel sales

The company was incorporated in December 2021 and, in a short span, has served various well-known corporate houses such as ITC, TATA Consumers, MARS, Cavin Kare, Haldiram, Dabur India, KRBL, Himalaya, Hamdard Laboratories, etc.

Company partners with the Brands to be as predictable and assured in an otherwise dynamic, unpredictable world

Has emerged as a partner of choice for some of the leading consumer brands in India and the world when it comes to Creative, Amplification and Production

Low revenues - but leads to immense goodwill and recognition with the Brands - which leads to enhanced opportunities for the Group entities

SOLUTIONS

CREATIVE

- Strategic Design
- Structural Design
- 3D/2D packshots
- E- Commerce Images

AMPLIFICATION

- Graphic Adaption
- Photography
- Image retouching
- MIS Management
- Printer Database management
- Digital asset management
- Image manipulation
- Colour correction

PRODUCTION

- Artwork Creation
- Technical drawing builds
- Repro
- Mockups
- Print file preparation
- Step & Repeats
- Len-file creation
- Distortion for shrink sleeves
- Colour management
- & printer profile matching
- matching colour targets
- Object-based screening
- Final printing plates



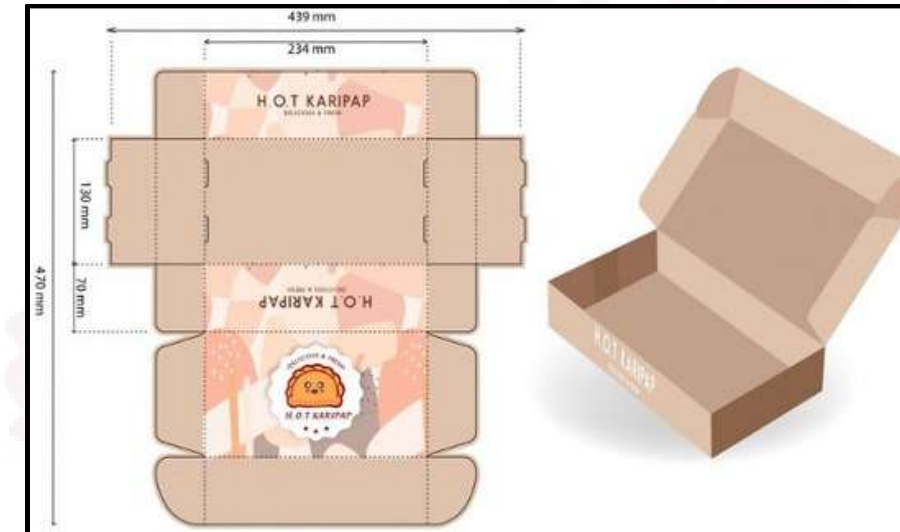
PACKAGE DESIGN

- Specialist in creating remarkable Brand Identities
- Across customer touchpoints and packaging formats



3D CGI

- Assisting brands to build reusable, customisable and yet relatable digital assets



ARTWORK / PREPRESS

- Combining design, artwork and prepress capabilities under one roof helps brands to achieve unprecedented time & cost efficiencies



MOCKUPS & SALES SAMPLES

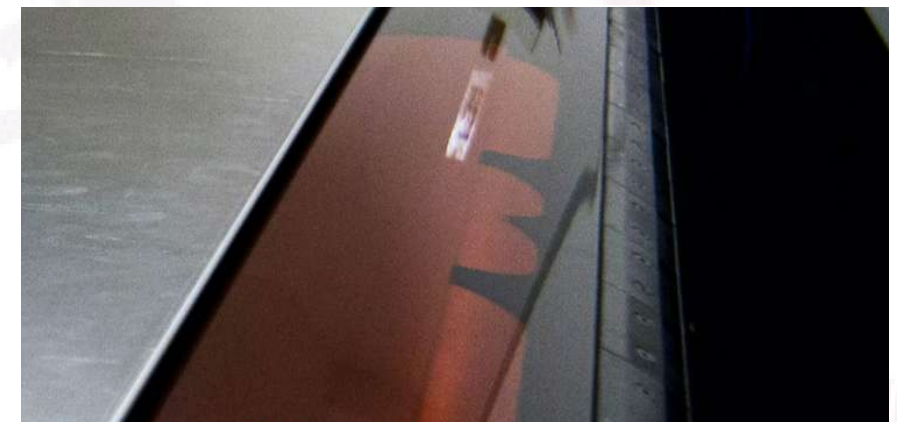
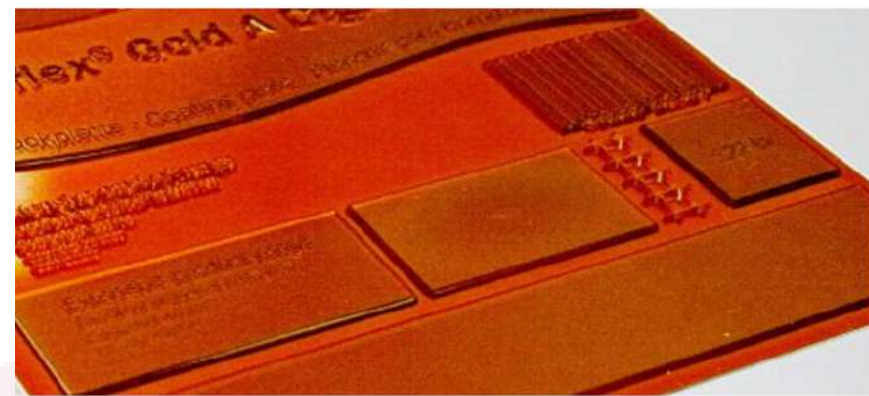
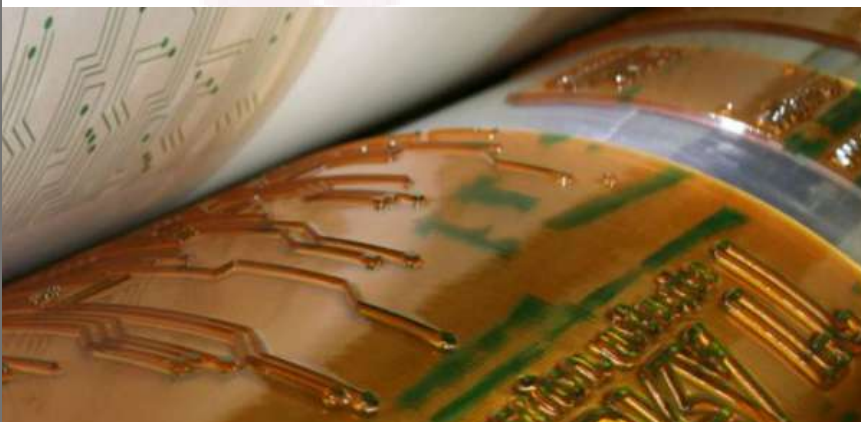
- Unmatched expertise in colour management across a wide range of substrates
- Coupled with a state-of-the-art infrastructure and printer relationships across geographies and print technologies, makes it possible for brands to Mock-Ups

SERVICES



**WE ARE
EMBARKING
ON A FUND
RAISING
INITIATIVE**

- To meet out the working capital requirements of our company "Creative Graphics"
- Repayment/prepayment, in part or full, of certain of our borrowings
- To meet out the capital expenditure of our company "Creative Graphics"
- To meet out the inorganic growth through unidentified acquisition for company*
- General Corporate Expenses.



No. of shares (FV Rs. 10 each)	64,00,000 Equity Shares
Price band (Rs.)	80-85
Issue size (at the upper band)	Rs. 54.4 crore
Issue type	Fresh issue
Lot size	1600 Equity Shares
Issue opens date	Thursday, 28th March, 2024
Anchor Book	Wednesday, 27th March, 2024
Issue closes date	Thursday, 4th April, 2024
Reservation for Market Maker	3,20,000 Equity Shares
Reservation for NIIs	9,12,000 Equity Shares
Reservation for QIBs	30,40,000 Equity Shares (including 18,24,000 Equity Shares as Anchor Investor portion)
Reservation for Retail	21,28,000 Equity Shares
Lead Manager	Corporate Capital Ventures Private Limited
Registrar	Bigshare Services Private Limited
To be listed on	NSE Emerge
Equity Shares outstanding prior to IPO	1,78,86,000 Equity Shares of face value of Rs. 10 each
Equity Shares outstanding after IPO	2,42,86,000 Equity Shares of face value of Rs. 10 each

ABOUT THE LEAD MANAGER TO THE ISSUE


CCV is among the leading full-circle investment banking firms in the country, catering to the lifecycle funding needs of the MSMEs across diverse sectors. A SEBI registered Category-I Merchant Banker, CCV has a celebrated track record in executing a majority of highly successful IPOs, including DroneAcharya Aerial Innovation, Annapurna Swadisht, Phantom Digital FX, Crayons Advertising, Oriana Power, Accent Microcell, , etc. You can know more about CCV at <https://www.ccvindia.com>

ABOUT GROWTH MENTOR


MSME is India's largest live online coaching and handholding platform for MSME entrepreneurs. Every month the platform conducts around 50 coaching sessions on various business topics that are attended by 5000 MSMEs. Due to its live online business model, the entrepreneurs are able to attend the sessions from 1500 pin codes.

Oriana Power Ltd comes from SME IPO Cohort program, which is like a Y-Combinator of SMEs where selective and handpicked SMEs are enrolled and groomed for a year before introducing them to the capital market ecosystem. To know more about MSME, visit www.msmex.in

The first generation, highly experienced promotor with ~25 years of presence in the business

Businesses at various points of their growth lifecycle

Businesses firmly rooted in consumption, innovation and efficiency

Niche segment - deeply embedded in the Great Indian Consumer Economy play in Brands, FMCG and Pharma segments

Marquee clientele and reputed suppliers

Seven centres pan-India and demonstrated export presence

Credible Certifications and Accreditations showcasing quality obsession

Gearing up for IPO - to fund its ambitious expansion across key businesses

Diverse yet integrated businesses offering a printing ecosystem play

THANK YOU

Creative Graphics

REGISTERED OFFICE

i3F-305, Third Floor, SSG East Plaza,
Plot No. 1&2, Mamram Complex,
Mayur Vihar Phase-3, Near SFS Flats, Pocket-C,
Delhi-110096

CORPORATE OFFICE

A-31, Sector-58, Noida, Gautam Buddha Nagar, Noida,
Uttar Pradesh-201301, India.

www.creativegraphics.net.in