

## AG&P PRATHAM: BRAND STORY

Derived from a Sanskrit word, **Pratham** means 'first'. A variant of this name is Prathamesh, meaning Lord Ganesh, as he is worshipped first during all pujas and before taking any new initiative. The reason, as written the Hindu religious script, \*Shiva Purana, is that when the Gods went to Lord Shiva to inquire who should be the chief amongst them. Lord Shiva suggested that the one who went around the earth three times and returned to Mount Kailash first would be the most revered of all. Ganesh's mode of transportation was a mouse and quite slow to undertake such a journey compared to everyone else's. Without hesitation, he went around Shiva and Parvati three times and stood in front of them humbly with folded hands, signifying the completion of his task. Delighted at the ingenuity of his son, Lord Shiva told him that no one could be as clever and intelligent as him and by circumnavigating around his parents, he had achieved far more than going around the world three times.

**AG&P Pratham** underscores ingenuity, the drive to not settle for less but to live to your full potential and achieve your dreams, to make wise choices and be ahead. Be driven. Be Pratham.

### What Does the Logo Mean?



The logo brings together the global company, AG&P, and the Indian brand entity for CGD India, **AG&P Pratham**.

Use of the global Masterbrand sitting atop **Pratham**, signifies the strength of the global company, which is providing a roof under which its businesses sit. The different angles of the Masterbrand chevron symbolise the form, precision and forward thinking that AG&P applies to every endeavour, including **AG&P Pratham**. The bold orange colour symbolizes strength, innovation and stability - the drive to create with purpose and passion.

The **Pratham** typography uses a modern Indian font, making it relevant for audiences in India. The letters are linked by a single black line, signifying 'connection'. This communicates both the physical City Gas Distribution (CGD) meter connection and the emotional connection between the brand and its customers.

**DRIVE AHEAD**, signifies the will, the overarching drive, and the desire to get ahead. To liberate one's potential and choose to be their best in every aspect of life. And, therefore to be first. To be **Pratham**.

*\*<https://www.sanskritmagazine.com/indian-religions/hinduism/why-do-we-pray-to-lord-ganesh-first/>*