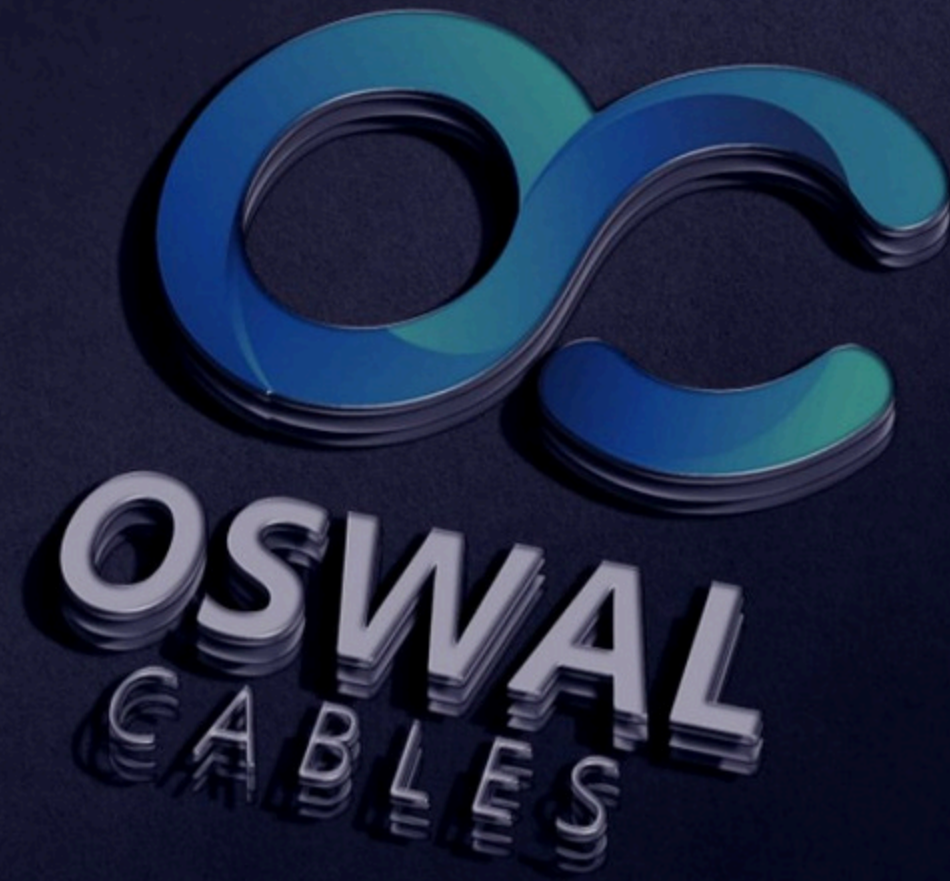


OSWAL CABLES × SID & CO

CASE STUDY

BUILDING A BRAND, END TO END

Identity, print, exhibition and
LinkedIn for Oswal Cables



Contents.

Brand Overview

01

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Brand Identity

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Overview

Oswal Cables, a Jaipur-based manufacturer of cables and conductors since 1971, partnered with Sid & Co to shape how its brand shows up, from its identity to exhibitions to LinkedIn.

Sid & Co built a complete brand identity, then carried it across a product catalogue, an ACFR product brochure, a 3D exhibition stall, social media, a corporate film and PR.

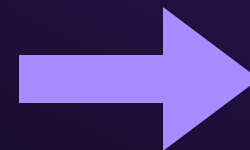
On LinkedIn, the page grew from 263 followers to **7.5K, about 28x** its starting audience.

Before & After

BEFORE

263

LinkedIn followers when we started



AFTER

7.5K

LinkedIn followers today, about 28x growth

Oswal Cables' LinkedIn page, from where we started to where it is today.

Scope of Work



Brand identity

Logo, colour palette, typography, pattern and brand applications.



Instagram content

Brand, sustainability, product and people stories, in reels and posts.



Product catalogue

The full product range, designed in two visual directions.



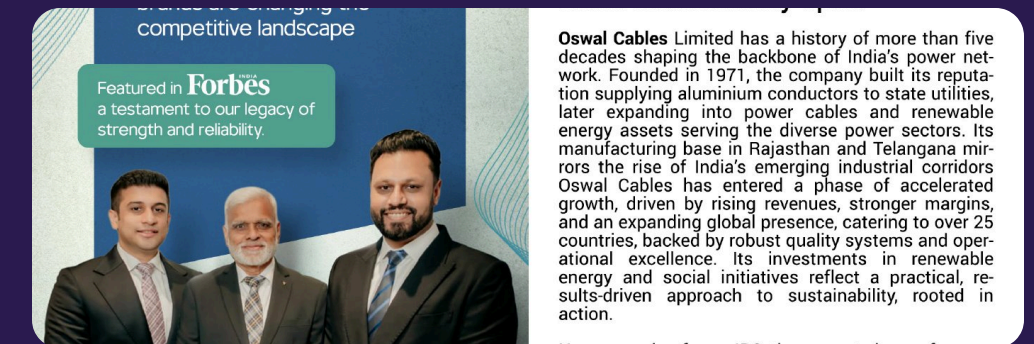
Product brochure

A brochure for the Aluminium Carbon Core Conductor (ACFR).



Exhibition stall

A 3D stall design that carries the brand into physical space.



News, PR & LinkedIn

Forbes India coverage and full management of the LinkedIn page.

03 · BRAND IDENTITY

The Logo

The logo is built on one idea:
connection.

The initials O and C link together to form an infinity, reflecting the connecting power of Oswal Cables and its continuing work towards better solutions.

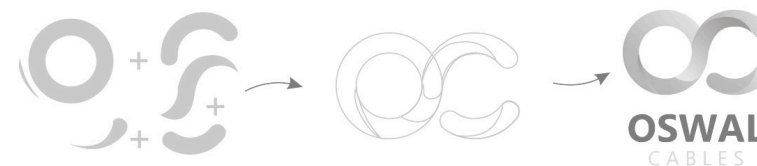
An alternate logo pairs Medium Aquamarine, Lapis Lazuli, Dodger Blue and White in cool, calm tones.



LOGO THOUGHT

With the main purpose of bringing solutions to the world of electricity with the connecting power of Oswal Cables, the central concept behind the logo is to establish a sense of connection.

The arrangement of the initial letters of Oswal Cables conveys the key sense of connection that we aim to express. Furthermore, they contribute towards constructing an infinity, emphasizing the infiniteness of our efforts towards proposing solutions for a better and more comfortable future.



ALTERNATE LOGO USAGE

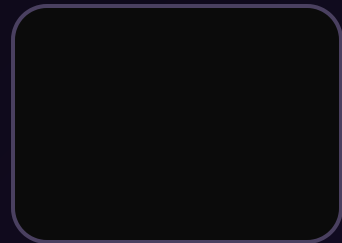
Designed in a clean & simple style that will provide you a great first impression, the Alternate Logo is made with a combination of 4 colors: Medium Aquamarine & Lapis Lazuli, Dodger Blue & White.

Being an important part of the brand's overall packaging, its design is intended to represent the brand's superior quality and first-class experience. Choosing cool and calming tones, the color simplifies the message of offering solutions with their calm and entrancing theme.



03 · BRAND IDENTITY

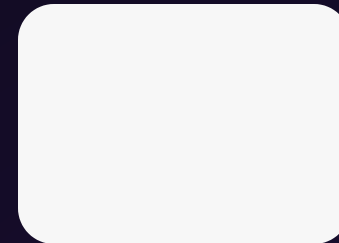
Colour, Type & Pattern



Dodger Blue



Lapis Lazuli

Medium
Aquamarine

White

Helios · primary display

Samsung Sharp Sans · secondary display

Plus Jakarta Sans · body

A flowing line pattern carries the idea of connectivity across every touchpoint.

THE PATTERN

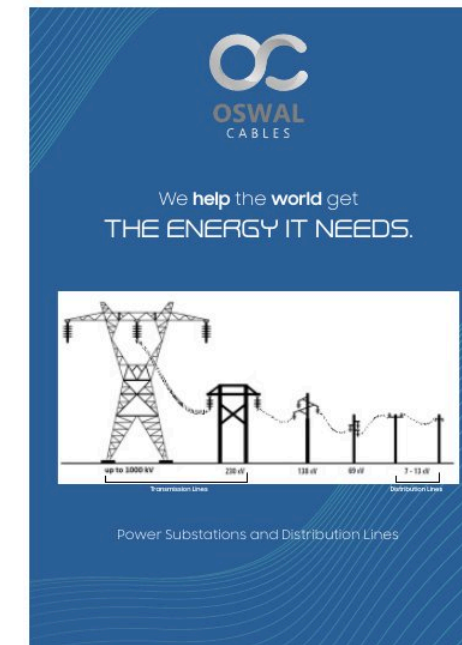
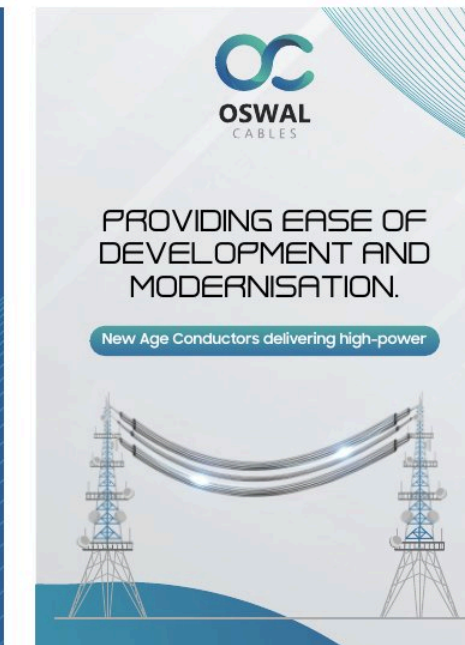
The way the lines link wonderfully depicts the idea of connectivity through Oswal Cables'.

The aesthetic approach not only encompasses our never-ending innovation and brilliance, but it also shows our brand's evolution toward a more futuristic approach.

Furthermore, the bold blue gradient emphasizes the brand's commitment to performance and credibility, while the white space alludes to the space that will be filled by our future accomplishments and growth.

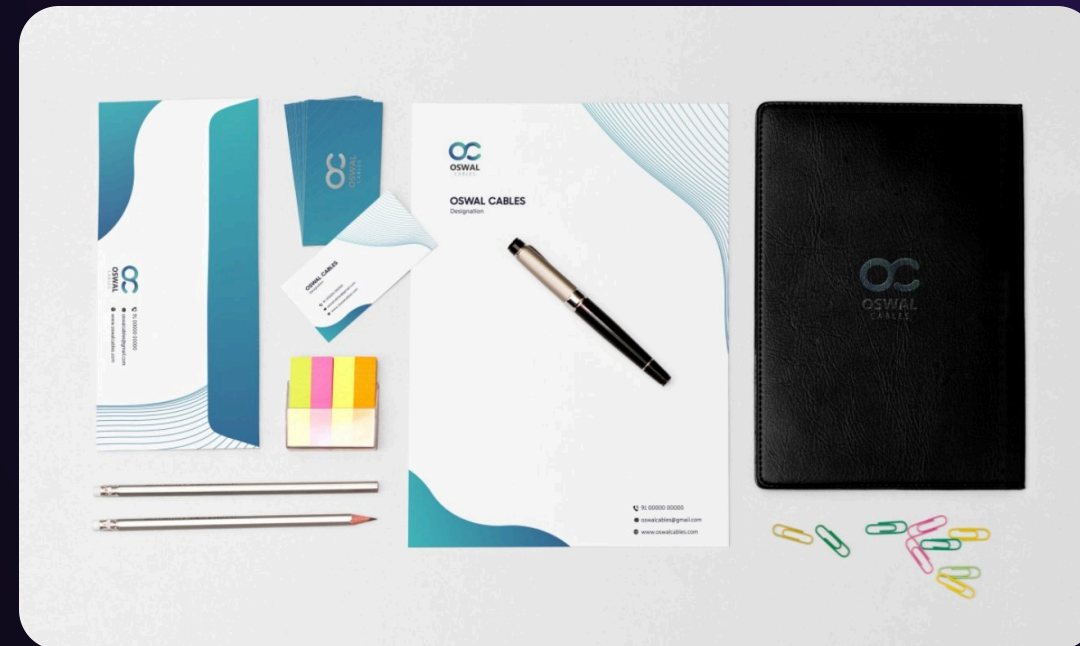
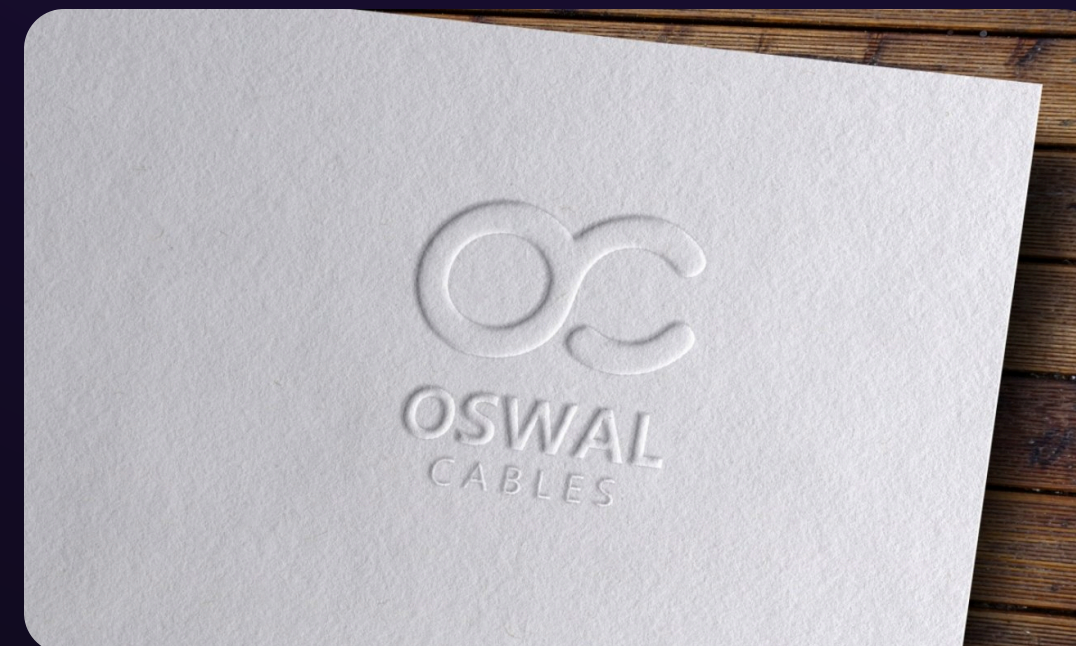


SOCIAL MEDIA INCORPORATION



The Brand in Use

Mockups showing how the identity carries across stationery, packaging, print and signage.



Product Catalogue

Head Office
 G-8, Janpath, Shyam Nagar, Jaipur Rajasthan-302019

Branch Office
 816, Logix, City Center Noida, UP-201303

Unit 01
 Bagru, Jaipur Rajasthan - 303007

Unit 02
 DTA 002,008-014, MWC, Jaipur Rajasthan-302037

Unit 03
 IP Kucharam, Medak Telangana-502336 India

OSWAL
CABLES
Since 1971

+91 - 141-2369420
info@oswalcables.com

**We Develop & Deliver
to Delight**

Low Voltage Cables

AB Cables

Other Cables

Medium Voltage cables

MVCC/ Spacer Cable

Other Cables

Direction 1 · Deep navy

Head Office
 G-8, Janpath, Shyam Nagar, Jaipur Rajasthan-302019

Branch Office
 816, Logix, City Center Noida, UP-201303

Unit 01
 Bagru, Jaipur Rajasthan - 303007

Unit 02
 DTA 002,008-014, MWC, Jaipur Rajasthan-302037

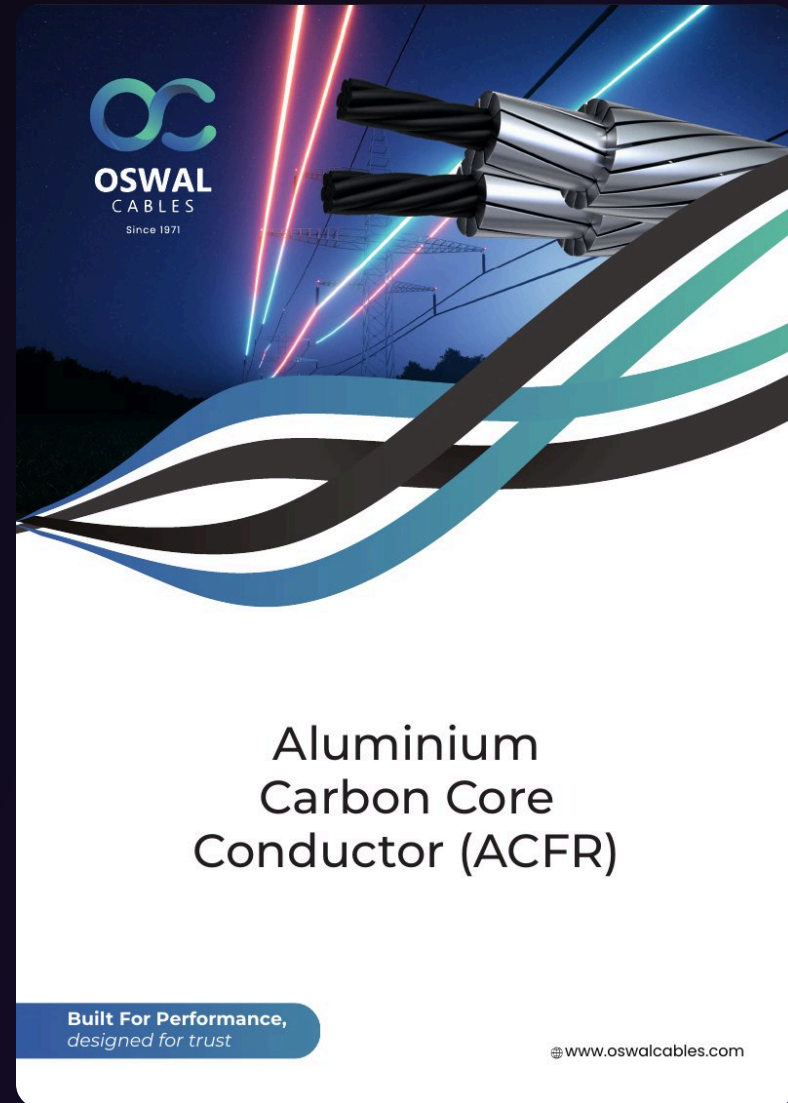
Unit 03
 IP Kucharam, Medak Telangana-502336 India

OSWAL
CABLES
Since 1971

Direction 2 · Light

ACFR Brochure

A four-page product brochure for the Aluminium Carbon Core Conductor, covering applications, key features, conductor structure and performance benefits.



OSWAL CABLES
Since 1971

Aluminium Carbon Core Conductor (ACFR)

Built For Performance, designed for trust

@www.oswalcables.com

Introduction

Carbon Core Conductor represents the next generation of high-performance overhead transmission conductors. Designed for superior strength, minimal sag, and maximum current-carrying capacity, Carbon Core Conductor deliver unmatched efficiency for modern power networks. With advanced carbon-fiber core technology, Carbon Core Conductor offers a reliable, long-life solution for utilities upgrading aging infrastructure or expanding grid capacity.

Typical Applications

- Transmission Line Upgrades (Reconductoring)
- New High-Capacity Transmission Corridors
- Urban Grid Expansion
- Industrial Power Networks
- Long-Span Crossings (Rivers, Valleys, Expressways)
- Reconductoring projects - Enhancing capacity twice by using same corridor and without modifying existing structures.
- New Lines Higher power transfer with less towers.
- Renewable Energy - Power evacuation with lower losses.
- Distribution lines increasing the capacity without addition of new lines.

Key Features & Advantages

- 1 Ultra-High Strength Carbon Fiber Core**
 - Lightweight yet significantly stronger than steel.
 - Eliminates corrosion & improves mechanical reliability.
 - Enables long spans & improved tower optimization.
- 2 High Current-Carrying Capacity**
 - Supports substantial ampacity increases compared to conventional ACSR/ACSR-TW.
 - Ideal for reconductoring without tower modification.
 - Reduces energy losses and improves grid efficiency.
- 3 Low Sag Performance**
 - Thermal expansion of the carbon core is ~100th that of steel.
 - Maintains stable sag even under high temperatures.
 - Enhances ground clearance and improves safety margins.
- 4 Exceptional Thermal Stability**
 - Operates at continuous temperatures up to 180°C.
 - Suitable for upgrading existing lines for increased demand.
 - Resistant to thermal fatigue, ensuring long-term performance.
- 5 Corrosion & Fatigue Resistance**
 - Non-metallic core eliminates galvanic corrosion.
 - Significantly enhances lifespan in coastal and industrial environments.
 - Extends maintenance cycles and reduces lifecycle cost.
- 6 Fittings**
 - Lower cost and fittings installation is similar to ACSR.
- 7 Installation**
 - Similar to ACSR kind installation in both hilly and plain terrains by using minimal additional tools and guidelines.

Conductor Structure



Performance Benefits

Higher Capacity Without New Towers

Carbon Core Conductor enables utilities to double or triple current transmission capacity over existing towers dramatically reducing project time and cost.

Reduced Line Losses

Improved conductivity delivers lower losses, reduced heat buildup, and better overall network efficiency.

Fast and Easy Installation

- Compatible with standard installation equipment.
- Easier stringing due to lightweight design.
- Reduced downtime for reconductoring projects.
- Installation procedures similar to Carbon Core Conductor, ensuring ease of installation even in hilly terrains.

Long Service Life

Engineered to provide decades of stable performance even in extreme climate conditions.



Head Office
G-8, Janpath, Shyam Nagar, Jaipur Rajasthan-302019
@www.oswalcables.com

Manufacturing Locations

Unit 01
Bagru, Jaipur Rajasthan - 303007

Unit 02
DTA 002,008-014, MWC, Jaipur Rajasthan-302037

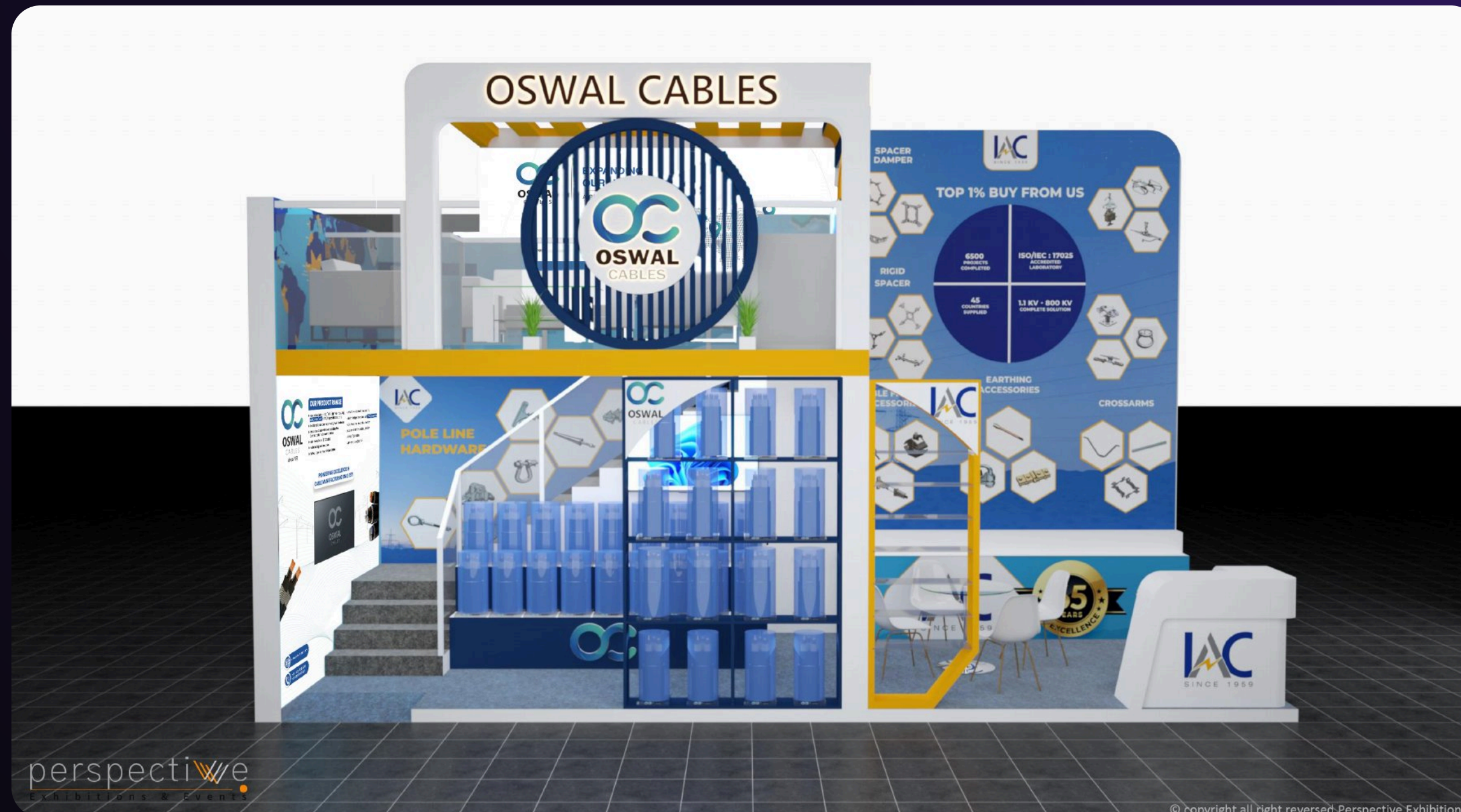
Unit 03
IP Kucharam, Medak Telangana-502336 India

Contact us:
Naveen Sharma ☎+91 8238091488 ✉naveen.sharma@oswalcables.com

Contact us:
☎+1 (416) 428-7167 ✉akumar@oswalcables.com

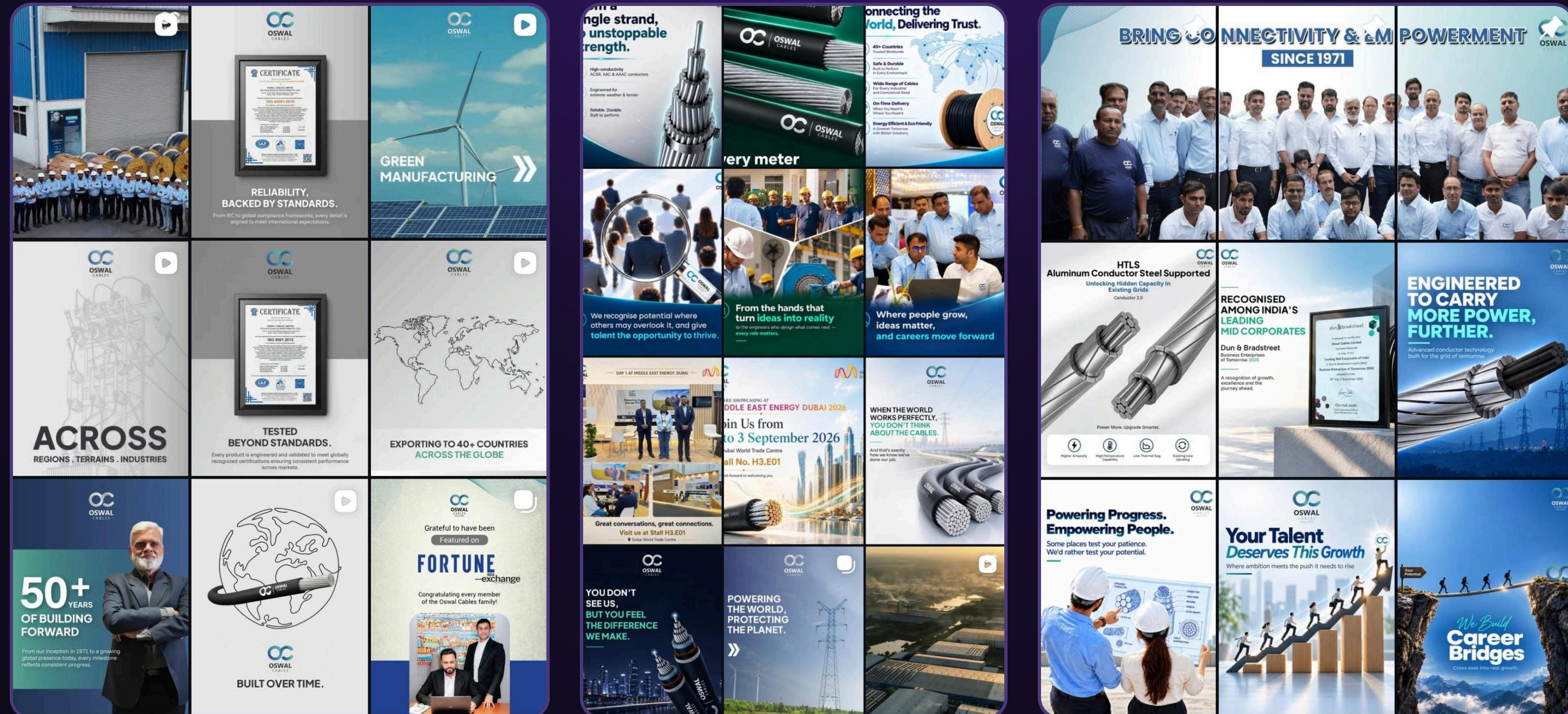
Exhibition Stall

A two-level 3D stall design with a lit logo facade, product range displays and a global footprint wall.



The Instagram Grid

One consistent, on-brand feed: product, people, sustainability, events and milestones.



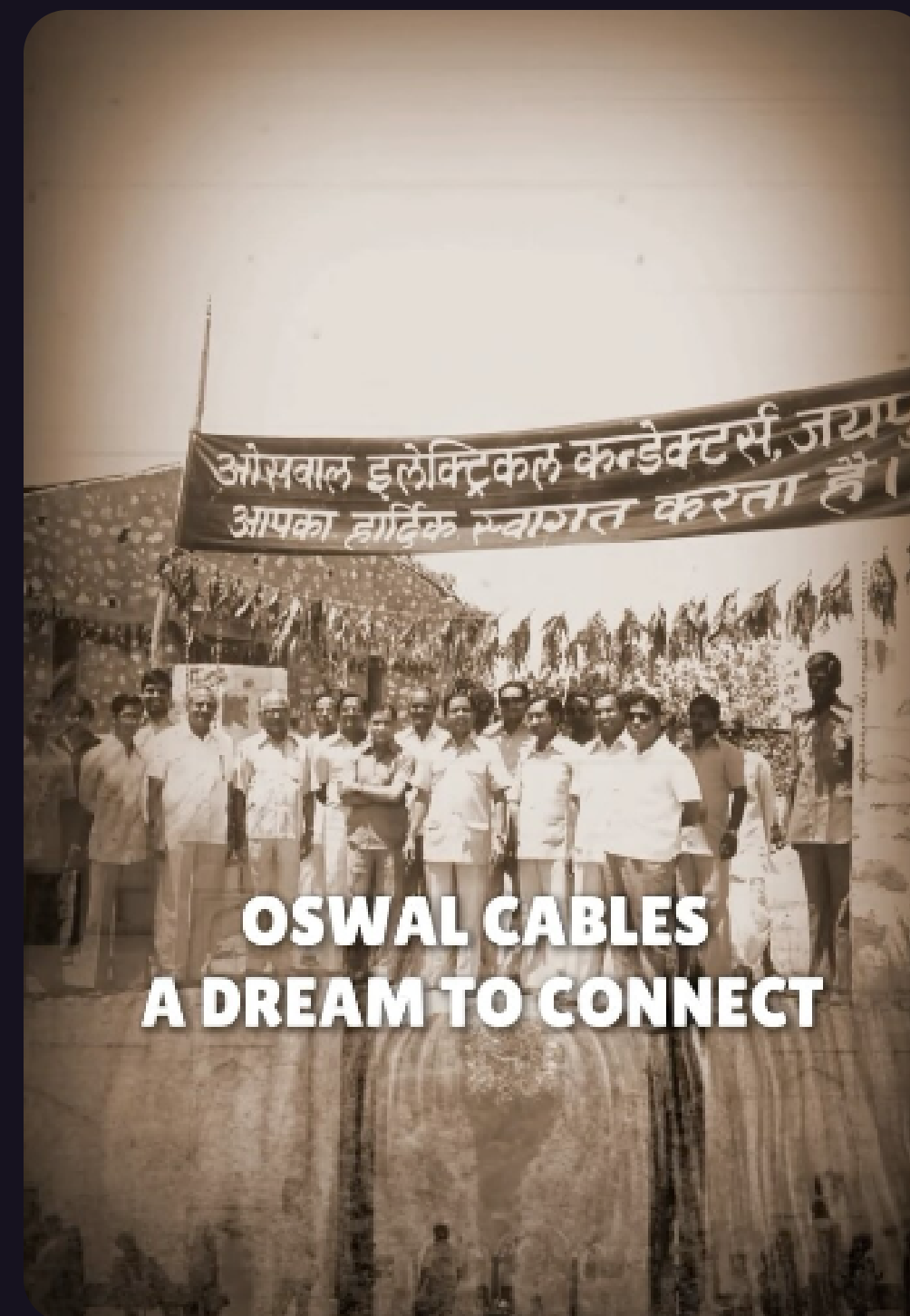
06 · SOCIAL MEDIA

EQ Content Creation

Story of Oswal Cables

An emotionally led reel that tells the Oswal Cables story, opening on an archive photo from its early days. Built to make people feel the brand, not just read about it.

Reel · [instagram.com/reel/DIOQjDxSr62](https://www.instagram.com/reel/DIOQjDxSr62)



06 · SOCIAL MEDIA

Focus on Sustainability

Content that puts Oswal Cables' green manufacturing and commitment to the planet at the front.

Reel · [instagram.com/reel/DJTvQZbx_CE](https://www.instagram.com/reel/DJTvQZbx_CE)

Reel · [instagram.com/reel/DJ1gKUaSlr9](https://www.instagram.com/reel/DJ1gKUaSlr9)

Reel · [instagram.com/reel/DLhqxxwRZAD](https://www.instagram.com/reel/DLhqxxwRZAD)

Post · [instagram.com/p/DF99aUfSLvs](https://www.instagram.com/p/DF99aUfSLvs)



06 · SOCIAL MEDIA

Not just boring product communication, but

Creative Product Integration

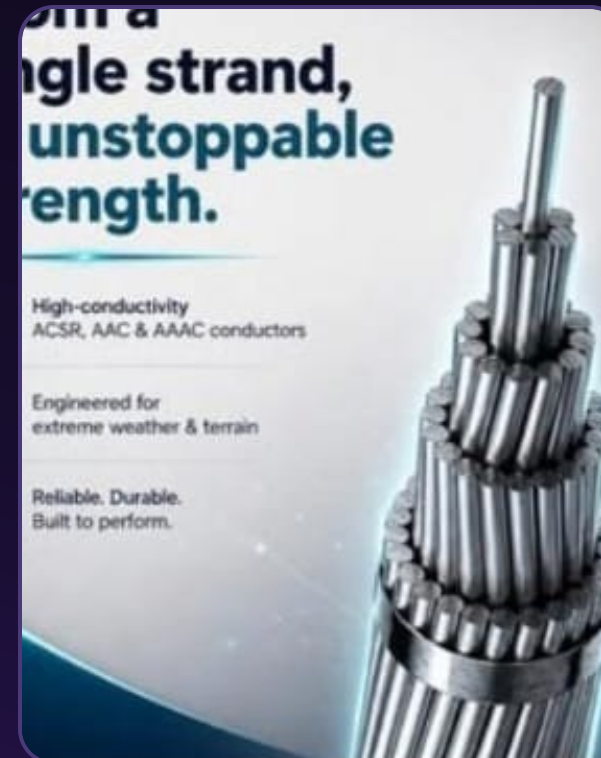
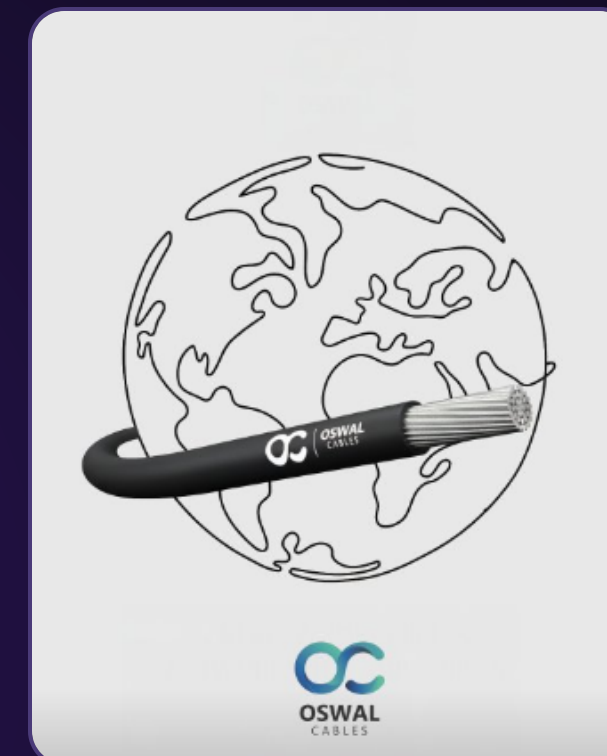
Conductors and cables shown with scale, story and mood, so technical products stop the scroll.

Post · [instagram.com/p/DIyN4s6xERd](https://www.instagram.com/p/DIyN4s6xERd)

Post · [instagram.com/p/DL7TVWpx8A8](https://www.instagram.com/p/DL7TVWpx8A8)

Post · [instagram.com/p/DDBg4gtzmEt](https://www.instagram.com/p/DDBg4gtzmEt)

Post · [instagram.com/p/DBA3H-7tqnP](https://www.instagram.com/p/DBA3H-7tqnP)



06 · SOCIAL MEDIA

Following the Trend

A B2B cable brand joining the internet's biggest moments, so Oswal Cables shows up where people are already looking.



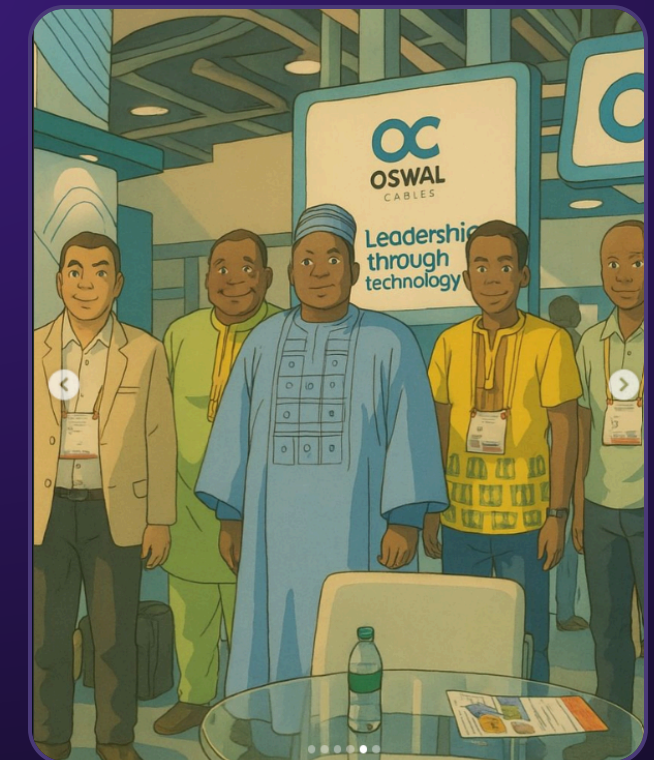
AI Mini Workers · Reel

[Watch on Instagram ↗](#)



Ghibli Trend · Carousel

[View on Instagram ↗](#)



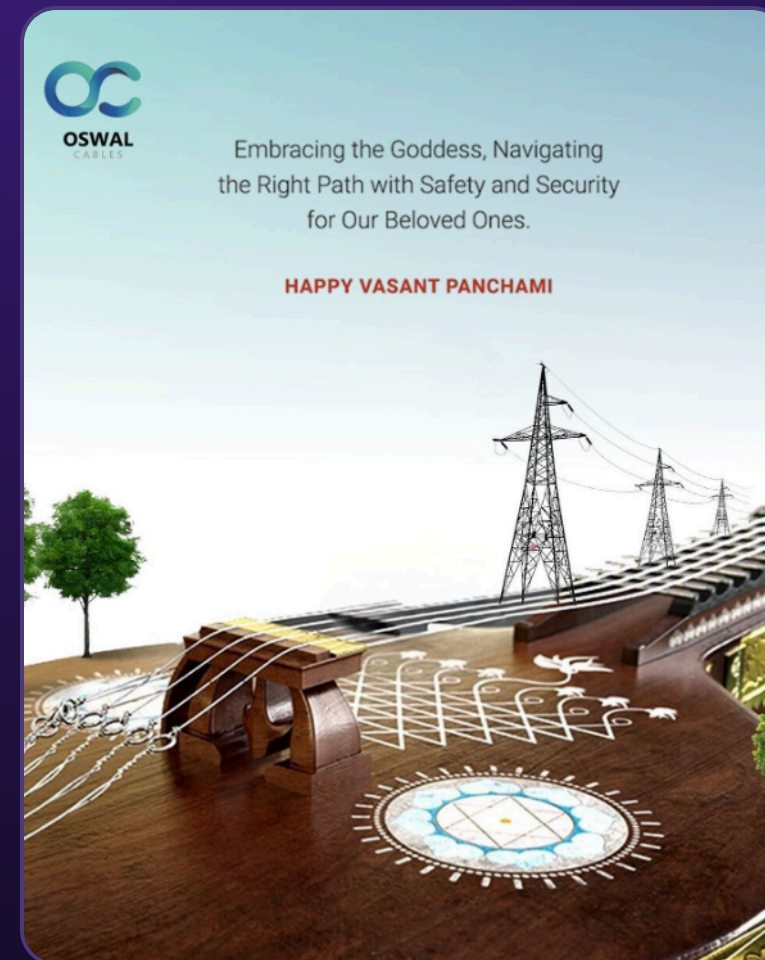
Topicals That Matter

Timely posts on the days and moments that matter, tied back to what Oswal Cables stands for.



Saluting Sunita Williams

[View on Instagram ↗](#)



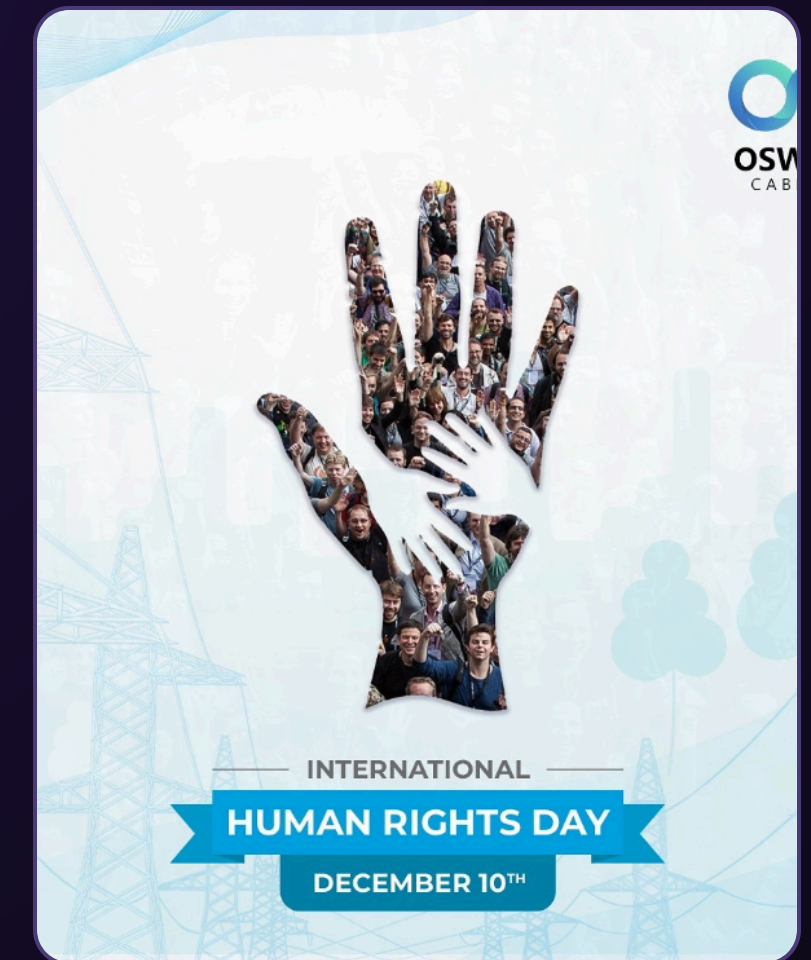
Vasant Panchami

[View on Instagram ↗](#)



Airplane crash condolence

[View on Instagram ↗](#)



Human Rights Day

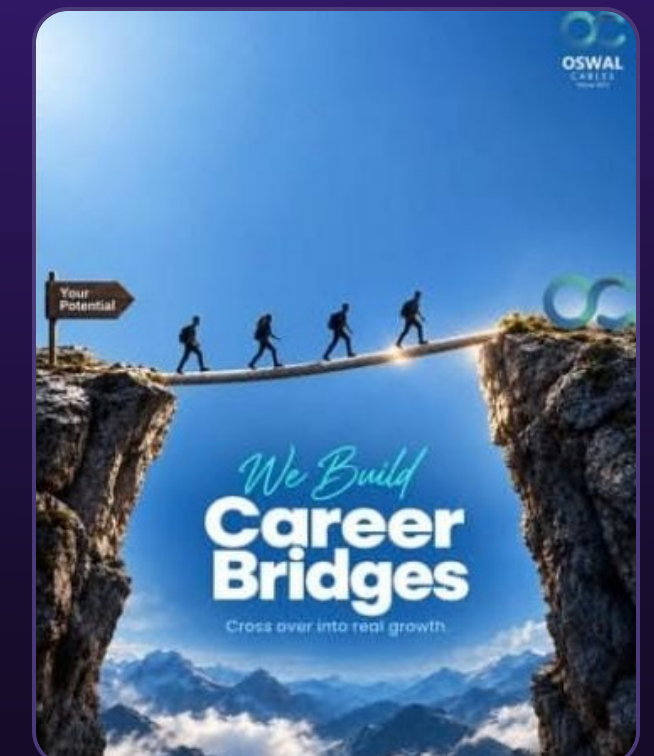
[View on Instagram ↗](#)

06 · SOCIAL MEDIA

People & Process

The people, talent and hands-on process behind every Oswal cable, told as an employer and a maker.

Post · [instagram.com/p/DZCxeVpOwgd](https://www.instagram.com/p/DZCxeVpOwgd)



Life & Events at Oswal Cables

Goal: help internal teams feel included and increase engagement from them.



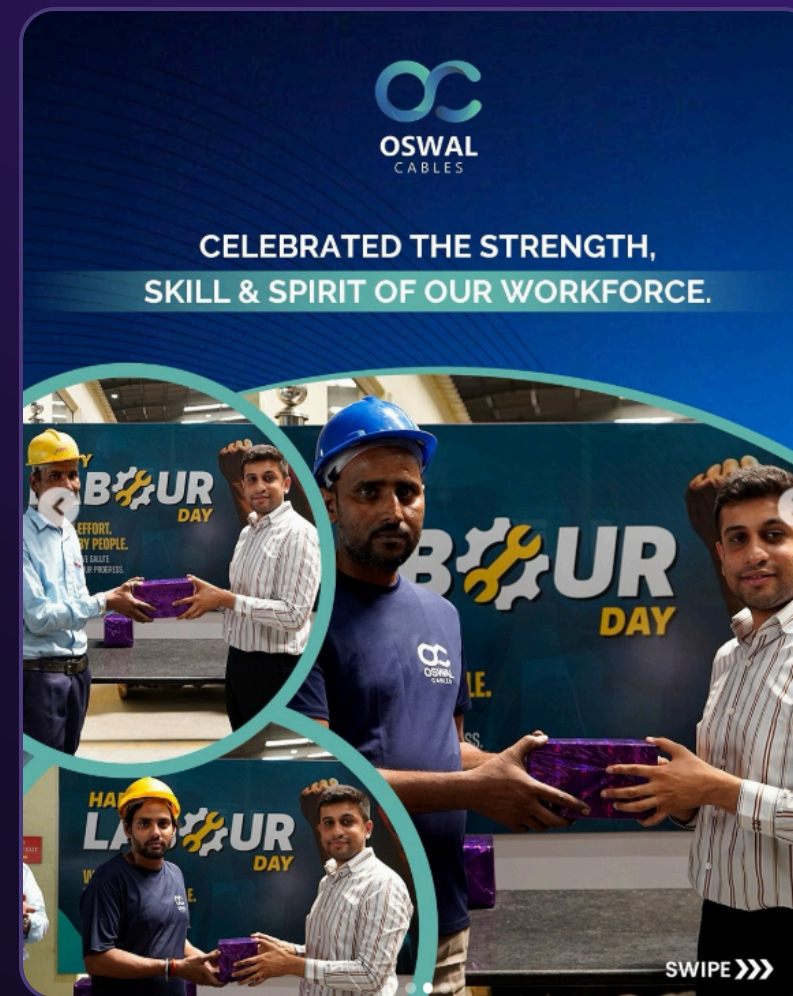
Holi · Reel

[Watch on Instagram ↗](#)



Labour Day · Full carousel

[View on Instagram ↗](#)



06 · SOCIAL MEDIA

Middle East Energy, Dubai

3D CGI invitation reels made to bring visitors to the Oswal Cables stall at Middle East Energy, backed by invite and on-ground posts.

3D CGI reel · [instagram.com/reel/DH6BMa5yASL](https://www.instagram.com/reel/DH6BMa5yASL)

3D CGI reel · [instagram.com/reel/DHvc6STy6VC](https://www.instagram.com/reel/DHvc6STy6VC)



06 · VIDEO

Corporate Film

The Oswal Cables corporate film,
telling the company story in a single
watch.

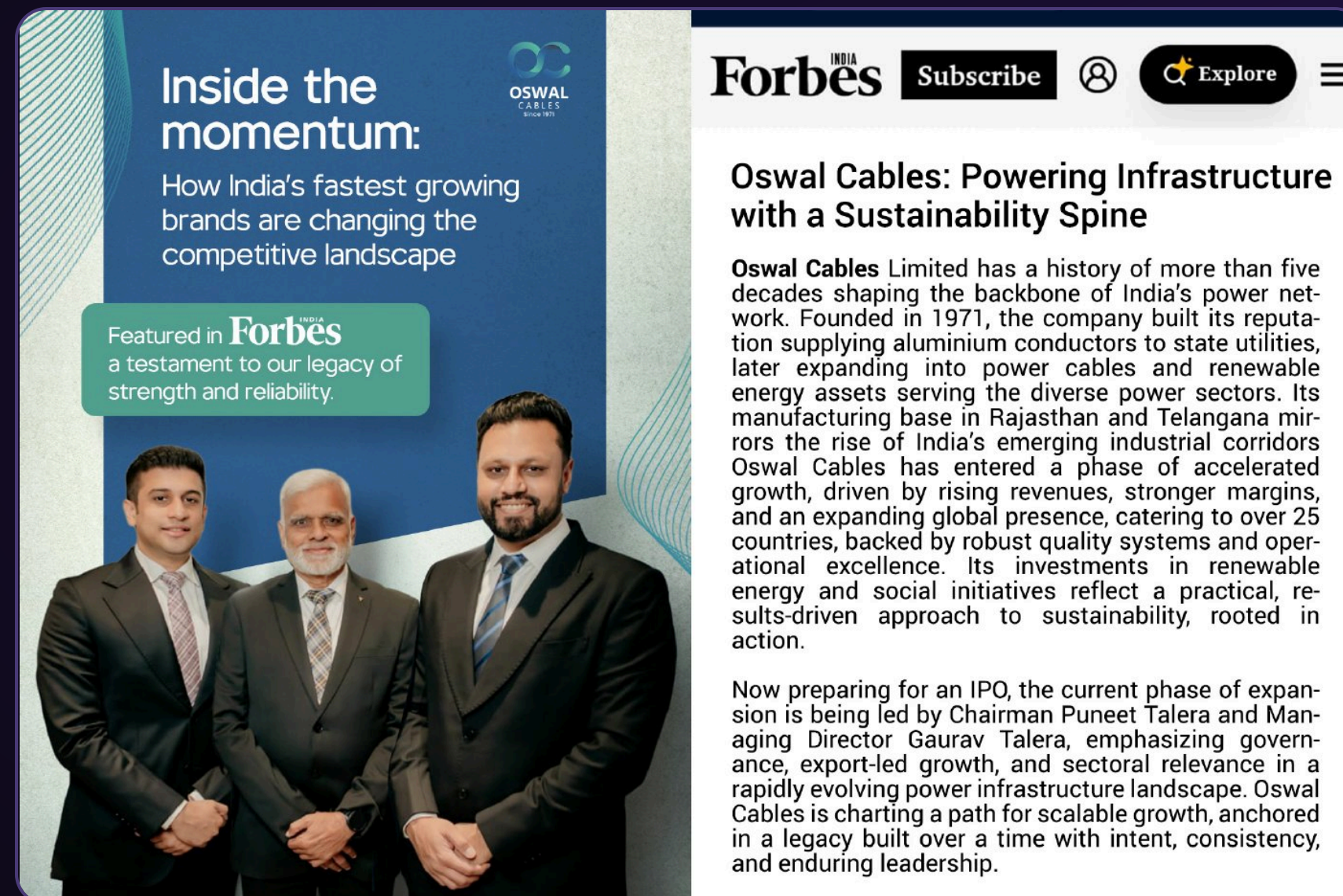
YouTube · youtu.be/1kvxcTJ3mIQ



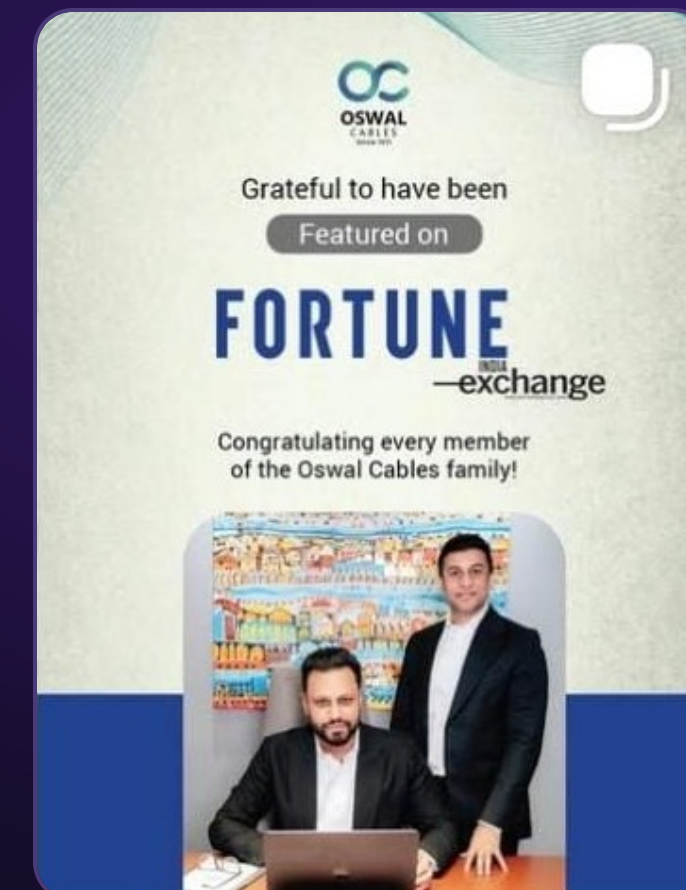
Oswal Cables · Corporate Film

News & PR

Sid & Co secured Oswal Cables' coverage in **Forbes India**. Features and recognitions were then shared across their channels.



Forbes India feature



Fortune India feature



Dun & Bradstreet recognition

LinkedIn Approach

Sid & Co built the Oswal Cables LinkedIn page across four areas:

01

Profile optimisation

Bio, banner, tagline and business info aligned to the brand.

02

Content calendar

Planned posts, published on time, every time.

03

Brand-tone copywriting

Captions, hashtags and keywords written for the audience, not templated.

04

Community & reporting

Quick responses to comments and DMs, plus regular performance tracking.

This took the page from **263 to 7.5K followers**.

Outreach

01

Targeted follow invitations

Our SMM team sent follow invitations to Oswal Cables' target audiences: purchase managers, CEOs and COOs of potential clients across the world.

02

Job listings for wider reach

We listed jobs on the page to reach a wider audience, including management-level professionals.

Key Results

From 263 to 7,500+ followers on the Oswal Cables LinkedIn page



263

Starting followers

+7,200

New followers gained

7.5K

Followers today

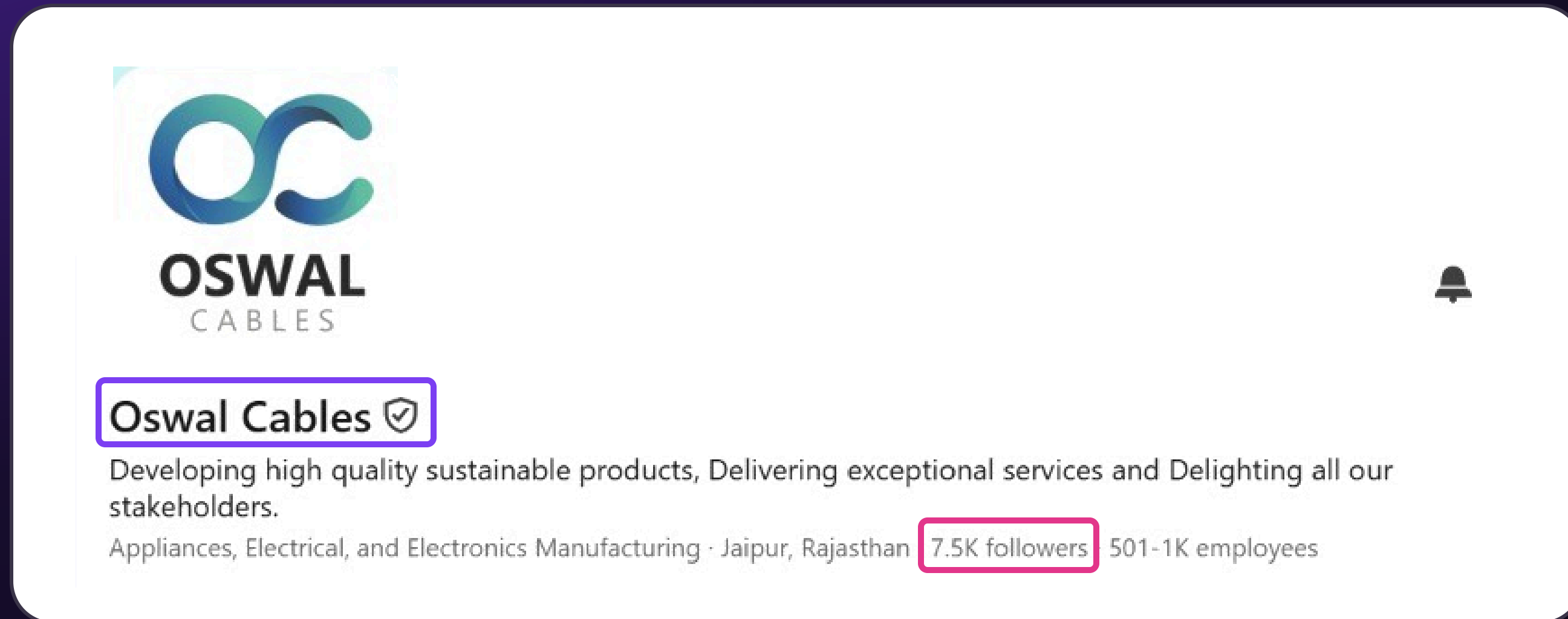
~28x

Overall growth

Now at least 7x more followers than the company has employees.

The Proof

Live Oswal Cables LinkedIn page



Verified page, 501-1K employees

7.5K followers (from 263)

OSWAL CABLES ON LINKEDIN

28x

follower growth

263 → 7.5K

The Outcome

With Sid & Co, Oswal Cables now has:

- A complete brand identity: logo, colours, typography and pattern
- A product catalogue and ACFR brochure built on that identity
- A 3D exhibition stall design and Middle East Energy invite reels
- A consistent Instagram presence, a corporate film and Forbes India coverage
- A LinkedIn page grown from 263 to 7.5K followers, about 28x

One consistent brand, from print to exhibitions to LinkedIn.