

**AI BRAND
SOLUTIONS**

CASE STUDY · 2026

Raghav Polymers *Group.*

Polymer supply-chain partner
since 1969.

Hyderabad
India



01 · THE CLIENT

Five companies, three generations, one polymer group.

Founded 1969, Hyderabad. Authorised Reliance Industries DCA and Jindal Poly Films super-stockist.

Five entities under one roof — Raghav Polymers, Bhavya Polyfilms, Jay Extrutech, Miranda Overseas, Polstar — supplying 28+ products from 14 warehouses and exporting to 30+ countries.



Build the premium B2B presence the heritage deserves.

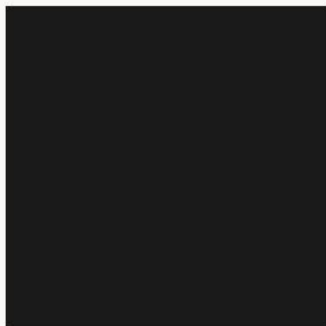
- 01 Editorial brand voice**
Position the group as a category-defining partner, not a commodity trader.
- 02 Catalogue depth**
27 product pages across Polymers, Films, Elastomers, Chemicals, Masterbatch, Biodegradables.
- 03 Internal toolkit**
Brand-correct letterhead, quote, brochure, vocab tools — all behind one password gate.
- 04 AI/search ready**
Designed for Google + ChatGPT + Claude crawlers from day one — | lms.txt, JSON-LD, OG, sitemap.

Warm, editorial,
engineering-grade.



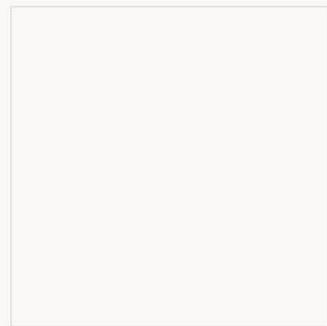
#C8102E
Brand Red

Anchors, CTAs,
playfair italic



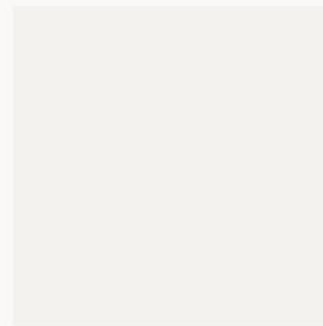
#1A1A1A
Ink

Primary type,
brand mark



#FAF9F7
Warm white

Page surface,
breathing room



#F4F2EF
Off-white

Section breaks,
cards



#6B6863
Muted

Secondary type,
labels

Montserrat

Body, nav, sections,
headlines — 400 to 900.

Playfair Display

Italic accents on title

words: Polymers. Chemicals.



One mark, five accents.

A single parallelogram lockup carries across the group. Each subsidiary keeps the brand red on the left, swaps the right wedge and underline accent for its own colour.



Group anchor
#C8102E



Films & flexibles
#C9960C



Extrusion tech
#006D77



International arm
#2859A5



Specialty resin
#1B2D5B

Thirteen lifestyle scenes.
One editorial colour palette.



Movement that earns the supply-chain claim.

Six bespoke truck SVGs scroll across the footer's call-to-action band at three staggered speeds — a tiny piece of narrative that says "we move polymer for a living" without writing the sentence.

Each truck wears the RP wedge mark; the field behind echoes the site's warm-cream palette so the trucks read as a continuation of the brand, not a banner ad.



Three-page deck, one design language.

16:9 corporate brochure — print or PDF — built into the backend toolkit as a live HTML page.

Same Montserrat / Playfair pairing, same red rule, same accent bar at the bottom.

RAGHAV POLYMERS GROUP

India's Integrated Polymer Supply Chain Partner

From commodity resins to biodegradable compounds. One group. Five companies. Complete coverage.

55+ YEARS
5,000+ MT / MONTH
14 WAREHOUSES
30+ COUNTRIES

DISTRIBUTION NETWORK

14 Warehouses. One Supply Chain.

Coast-to-coast coverage. 24-48 hour delivery window to any major industrial cluster in India.

14+ WAREHOUSES
12 STATES
24hr DELIVERY

Hyderabad (HQ)	Cochin
New Delhi	Coimbatore
Mumbai (Bhavani)	Nashik
Ahmedabad	Rajpur
Chennai	Cuttur
Kolkata	Mundra (Port)

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RAGHAV POLYMERS GROUP

Let's Build Together.

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Bangalore, India

A workshop for the internal team.

Password-gated. Brand-locked.

Letterhead

- Live A4 editor, 5 subsidiaries
- Date / recipient / subject /
- paragraph / signature blocks

Quote Generator

- Categorised price-list builder
- Product / unit / price columns
- Print or save-as-PDF inline

Brochure + Card

- 3-page 16:9 corporate brochure
- 90×55 mm visiting-card builder
- Standee + PPT template helpers

Vocab + LLM ref

- Brand voice + writing rules
- llm-instructions.html for AI
- to author Raghav documents

Built to be read by humans and agents.

llms.txt

AI-crawler manifest at root. All 38 public pages catalogued — ChatGPT, Claude, Perplexity all consume this.

JSON-LD

66 valid structured-data blocks: Organization + WebSite on home, Product on every catalogue page, BreadcrumbList sitewide.

llm-instructions

Internal generation guide — lets any LLM produce on-brand letterheads and quotes for the sales team.

Sitemap + robots

38 URLs in sitemap.xml. Backend, internal docs, API surface all disallowed. Defense in depth.

Built once, indexed properly,
shareable everywhere.

SEO

- Unique title + meta per page
- Canonical to raghavpolymersgroup.com
- 38 URLs in sitemap.xml, GSC ready

Schema

- Organization w/ 3 phones + 2 emails
- Product schema on every catalogue page
- LinkedIn in sameAs[] for knowledge graph

Social

- 1200×630 OG image on every page
- Twitter summary_large_image card
- Favicon set incl. 180/192/512 PWA

Performance

- All public imagery in WebP
- VP9 hero video w/ MP4 fallback
- Lighthouse mobile perf 76 → 90+

raghavpolymersgroup.com

38

public pages

66

JSON-LD blocks

27

product pages

13

lifestyle heroes

Running on

- Vercel (apex, HTTPS, redirects)
- Vercel edge middleware (backend auth)
- Google Analytics 4
- Google Apps Script (contact webhook)
- Google Sheets (submission inbox)

Polymer supply chain partner · Since 1969.

AI BRAND SOLUTIONS

Brand systems built for the internet.

aibrandsolutions.in

Designed by AI Brand Solutions · raghavpolymersgroup.com