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| BRAND: | Piramal | |
| MONTH: | September | |
| NO OF CONTENT: | 10 posts & 6 IG adapts | |
| BRIEF | TO: | Anjalika, Viraj |
| FROM: | Afridi |
| DEADLINE: | 31/08/2020 |

DIRECTION / BRIEF FOR CONTENT CALENDAR

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| DATE | TOPIC / AREA | KEY MESSAGE | VISUAL HINT | REMARKS |
| 21/08/2020 | #ApiWenas | Website content |  | What is glass, how is glass created, who are we that create glass |
|  |  | Special Days |  | Connect the #apiwenas theme to special days during a month |
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