

India is a country of movie buffs. Film stars are are revered. Dialogues find their way into colloquial usage. Outfits, hairdos, poses and attitudes permeate general habits. Not just protagonists, even the antagonists have acquired superstar statuses. In the depiction of

the evil, loathsome characters, Indian cinema has some legendary icons.

To depict the power of its fragrance, Shubh
Incense Business Solutions created posters with
illustrations of India's most dreaded villains like
divine souls with a never-seen-before blissful

expression. Shubh incense sticks like in any other country is used in worshiping the divine form. Prayer is that small, private moment, where a mortal soul is trying to connect with the divine and seeking inner peace.

The posters were plastered at incense shops

and outside cinema halls, compelling people to ponder and realize how Shubh Incense's fragrance has brought out the divine side of these evil icons.



















