

THE JOURNEY

A ONE OF A KIND EXPERIENTIAL CORPORATE MUSEUM OF DS GROUP



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tal draw the visitors into a world that is most precious. It is the narrative of the origins, the drama of the setbacks and tribulations which gave the founding fathers - Lala Dharampal and Shri Satyapal: after whom the Group is named, the strength, courage and fortitude and forge ahead. Elements of theatre, the movies, hand-painted art married to contemporary technology showcases the history of the Group in a compelling story.

From this show, one moves through a picture corridor with snippets from the past into a 360° projected film or a cyclorama showcasing the continuing narrative of the journey. Presented here are the ideals and aspirations; the move to be leaders in quality, innovation and enterprise.

In high-definition video and surround sound that moves and pulsates all around, transported on the wings of a song as the visitors move along on the journey.

The Journey moves next to the present time. Representational art installations narrate the new stories; give the glimpse of the latest, in an ambience of muted power. In this zone of the museum, the Group's products and brands are appealingly displayed in large glass cubes where graphic art, technology and engineering combine in a form and function to give the visitors an entry into the doorway of the future, poised to leap towards further progress.

"The Journey is our tribute to our founders and their fascinating journey of steadfast principles and unmatched business acumen. The journey that stared at the turn of millennium and spanned the length of entire 20th century. It has been a labour of love that has taken more than a decade to research the archives and to travel far and wide to collect the material and of course a delightful decade of meeting many people who were touched by the lives of Shri Dharampal Ji and Shri Satyapal Ji", said Mr. Ravinder Kumar and Mr Rajiv Kumar.

This is the world of DS Group, an organisation which strongly believes in value systems and respect for history. To pay homage and gratitude to their founders, this state of the art museum with global standards is one of its kind in Indian Corporate scenario and a must visit.

