



HOW A NICHE ENGINEERING BRAND

In HVAC & Cleanroom
Technology

Broke Some Records on LinkedIn



How a Niche Engineering Brand Built a Wholesome & Engaging Presence on LinkedIn



About the Client

AVANT GARDE CLEANROOM AND ENGG SOLUTIONS PVT LTD (ACESPL)

is a leading provider of **turnkey Cleanroom, HVAC, and MEP Solutions** in India and overseas. With deep technical expertise and a people-first culture, ACES delivers engineering excellence at scale.



About the Client



Cleanroom

AVANT GARDE CLEANROOM AND ENGG SOLUTIONS PVT LTD (ACESPL)

is a leading provider of **Turnkey Cleanroom, HVAC, and MEP Solutions** in India and overseas. With deep technical expertise and a people-first culture, ACES delivers engineering excellence at scale.



Objective



We're Proud to be
Certified!



Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.



Establish a strong, authentic
brand voice on LinkedIn



Increase internal and external
engagement organically



Showcase new project wins,
appreciation mentions, digital
collaborations and more



Drive consistent follower growth through
high-quality, visual-first content

**Business Goals
that Translated
into LinkedIn
Strategy**



Strategy & Themes

Employee Advocacy

We highlighted ACES' biggest strength:
The People of ACES

01



Frequent appreciation posts, milestone celebrations, and shoutouts

02



Avg. repost rate
~5

03



Highest: GPTW
Certification post with
28 reposts and Year-
End Highlights Video
with **14 reposts**

04



Reinforced internal pride and external perception of a tight-knit team



Organic Follower Growth

Achieved **45.1% growth** in followers within **12 months** — with no paid ads

Growth attributed to value-driven content, people-centric posts, and events

Follower count grew from **6510 to 9447** as of **June 23rd'25**

Jun 22, 2024 - Jun 21, 2025 ▾

📄 Export

Follower highlights ⓘ

9,447

Total followers

2,937

New followers in the last 365 days



Event Promotions

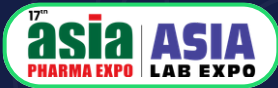
Promoted **8+ major events** end-to-end — including Asia Pharma Expo, CPHI & PMEC, REI Expo, SEMICON India, Pharmaconex, and more



Pre-event buzz, live coverage, and post-event summaries



Events became share-worthy moments with high engagement



Event Promotions

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
0.450 followers
Since 1 Edited 1

1 day to go! Dhaka, are you ready? 🇬🇧

We're thrilled to be part of Asia Pharma Expo 2025! ...more

Asia PHARMA LAB EXPO

ACES

1 day to go!

ACES will be exhibiting at Asia Pharma Expo 2025

Booth No. 302, Hall No. 1

Dates: Sept - 14th-15th Oct

Time: 10 am - 6pm

Get to hand experience on Turnkey Cleanroom, HVAC and MEP solutions for Pharma facilities!

See you in Dhaka! 🇬🇧

www.acespl.in

34 1 comment · 4 reports

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
0.450 followers
Since 1 Edited 1

Join Meet Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd. at Pharmacon 2024 in Cairo, Egypt 🇪🇬 | ...more

ACES **PHARMACON**

Avant Garde Clean Room & Engineering Solutions Pvt. Ltd.
is proud to exhibit it's Turnkey Cleanroom, HVAC & MEP Solutions for Pharmaceutical Facilities at **Pharmacon'24**

in Egypt

Hall Number **4**
Booth Number **E10**

Visit us at

SEPTEMBER 8-10, 2024 Egypt International Exhibition Centre, Cairo, Egypt

36 1 comment · 8 reports

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
0.450 followers
Since 1 Edited 1

We're on our way to SEMICON India 2024!

Mark your calendars for | ...more

ACES **SEMICON INDIA**

Avant Garde Clean Room & Engineering Solutions Pvt. Ltd. is proud to be exhibiting at Semicon India

A leader in Turnkey Cleanroom, HVAC & MEP services

Visit us at

11-13 Sept 2024 Greater Noida Hall No. **03** Booth No. **N01**

Witness ACES's commitment to excellence in cleanroom and HVAC services for the semiconductor industry at SEMICON India 2024. We're setting the benchmark for innovation.

www.acespl.in

33 7 comments · 12 reports

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
0.450 followers
Since 1 Edited 1

ACES is heading to Pharma Pro&Pack Expo in Hyderabad, join us to explore our Turnkey Cleanroom, HVAC, and MEP Solutions designed specifically for Pharma facilities! ...more

ACES

Avant Garde Clean Room & Engineering Solutions Pvt. Ltd.
is proud to exhibit it's Turnkey Cleanroom, HVAC & MEP Solutions for Pharmaceutical Facilities at **Pharma Pro & Pack Expo 2024**

Visit us at

Hall No. **07**
Booth No. **D15**

www.acespl.in

Hyderabad 26-28 Sept '24

34 reports

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
0.450 followers
Since 1 Edited 1

Join ACES at PMEC 2024!

Discover our #TurnkeyCleanroom, #HVAC, and #MEP solutions crafted ...more

ACES **PMEC**

Join Avant Garde Cleanroom & Engineering Solutions Pvt Ltd at PMEC 2024!

Visit us at:

Hall No: T5-A
Booth No: B-73

DATE: 25-28TH NOV 2024 TIME: 10AM - 6PM

India Expo Centre, Greater Noida, Delhi NCR

Explore our advanced Cleanroom and HVAC solutions for Pharma Excellence. See you there!

www.acespl.in

34 6 reports

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
0.450 followers
Since 1 Edited 1

Exciting News from ACES!

We're thrilled to present our cutting-edge Turnkey HVAC, #Cleanroom, ...more

ACES **ACES**

Avant Garde Clean Room & Engg. Solutions Pvt. Ltd. is leading the charge in solar excellence —
Join us at **Renewable Energy India Expo 2024!**

Hall No. 10, Booth No. R308

India Expo Mart & Centre, Knowledge Park-II, Greater Noida

3rd - 5th October 2024

Meet our experts and explore how ACES is driving innovation in Solar facility engineering worldwide.

https://acespl.in/

35 3 comments · 10 reports



Wins, Orders & Appreciation

Highlighted major client wins such as **Grew Solar and ReNew**



Shared appreciation letters from **CUMI, ReNew, Vantage Nutrition, Windlas, and others**



Post performance @ Targeted to: All followers

3,055 Impressions	336 Engagements	11% Engagement rate
230 Clicks	7.53% Click-through rate	104 Reactions
2 Comments	0 Reposts	



Post performance @ Targeted to: All followers

11,246 Impressions	1,093 Engagements	9.72% Engagement rate
736 Clicks	6.54% Click-through rate	329 Reactions
19 Comments	9 Reposts	



Wins, Orders & Appreciation

Post Examples:

01

New office inauguration
29,960 impressions

02

Grew Solar
28,553 impressions

03

ReNew Appreciation
11,244 impressions



Organic impressions: 29,960 impressions

Hide

Post performance

Targeted to: All followers

29,960 Impressions

12,648 Clicks

88 Comments

13,418 Impressions

44.79% Engagement rate

676 Reactions

5 Reports

Post performance

Targeted to: All followers

28,553 Impressions

1,223 Clicks

40 Comments

1,782 Impressions

4.28% Engagement rate

16 Reactions

16 Reports

6.24% Engagement rate

503 Reactions

1,093 Impressions

9.72% Engagement rate

329 Reactions

19 Comments

9 Reports

Organic impressions: 11,244 impressions

Hide

Post performance

Targeted to: All followers

11,244 Impressions

736 Clicks

19 Comments

1,093 Impressions

9.72% Engagement rate

329 Reactions

19 Comments

9 Reports



Video-led Storytelling



Created 24 videos for:

- Festivals (Diwali, Christmas, Republic Day)
- End of Year 2024, End of FY'25
- Event promotions



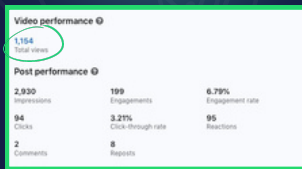
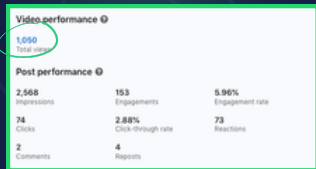
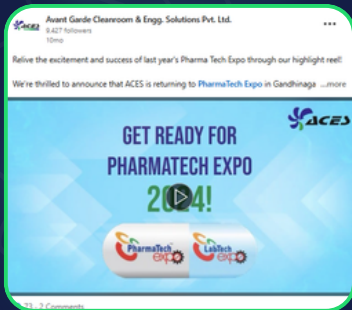
Several videos crossed
1,000+ organic views



Examples: Asia Pharma
Expo Highlights, New
Website Launch



Visually rich, feel-
good content that
deepened emotional
connect



Key Performance Metrics (June 2024 – June 2025)

Total Posts 105 (including 24 videos)

+45.1%

Follower Growth
(organic)

9,447

Total Followers
(as of June '25)

2,937

Follower Growth
(last 12 months)

24%

Avg. Engagement
Rate

1,589.36%

Total Engagement
Rate

423,573

Total Impressions

12,903

Total Reactions

82,644

Total Clicks

407

Total comments

5+

Avg. Reposts on
LinkedIn Posts

Employee
Appreciation &
Festival Videos

Highest Performing
Theme



Brand Personality



content strategy reflected
its internal culture:

Created a wholesome,
approachable engineering
brand with a consistent
voice

01



Balanced mix of
people, projects,
and purpose

02



60% people-first
content, 25%
technical/project-
focused, 15%
cultural/seasonal

People First Content



Techical Content

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
2,442 followers
Engg + Ⓢ

Is your cleanroom ready for **#SolarPV** production?

#HVAC and **#Cleanroom** systems require specialized designs to meet ...more

ACES

Debunking HVAC & Cleanroom Myths in Solar Cell Manufacturing

Swipe to uncover the truth!

04 1 comment 3 reposts

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
2,442 followers
Engg + Ⓢ

At ACES, we are revolutionizing the pharmaceutical cleanroom industry with our unmatched expertise in **#TurnkeyCleanroom**, **#HVAC**, and **#BMP** solution ...more

ACES

ACES: Your Reliable Partner to revolutionize Pharmaceutical Cleanrooms Excellence

05 2 comments 3 reposts

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
2,442 followers
Engg + Ⓢ

Pioneering India's Semiconductor & Electronics Revolution

At ACES, we don't just build Cleanroom environments — we engineer the ...more

ACES

ACES
The Partner of Choice for Semiconductor and Electronics Industry

Discover how we've met ever-changing and unique requirement of cleanroom and manufacturing solutions for this critical industry

06 3 comments 16 reposts

Cultural/Seasonal

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
2,442 followers
Engg + Ⓢ

This Gandhi Jayanti, we draw on Mahatma Gandhi's timeless wisdom—**BALAMKA**, the power of non-violence, brings peace amidst chaos. As he taught us, "Bura mat dekho, bura mat suno, bura mat bolo," focusing on positivity leads ...more

ACES

BURA MAT

HAPPY GANDHI JAYANTI

07 4 comments

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
2,442 followers
Engg + Ⓢ

At ACES, we believe that every challenge is an opportunity to innovate, grow, and succeed. This Dussehra, let's embrace the spirit of victory and rise above obstacles, just as good triumphs over evil. ...more

ACES

ACES Family wishes everyone a victorious and prosperous Dussehra

08 3 reposts

Avant Garde Cleanroom & Engg. Solutions Pvt. Ltd.
2,442 followers
Engg + Ⓢ

This World AIDS Day, we reflect on the importance of balancing the fast-paced demands of modern life with the need to nurture compassion within us. ...more

ACES

HIV
is the enemy, Not the person living with it.

09 2 reposts



Client Impact

“Thanks to the content strategy and consistent execution, LinkedIn has become a mirror of our culture and capabilities.”- **Pranav Thakral**

ACES now sees LinkedIn as a vital tool for both employer branding and industry presence — a place where engineers, clients, and future talent come together.

Conclusion

From a functional LinkedIn page to a vibrant digital brand — **ACES'** transformation over the past year shows the power of consistency, creativity, and authentic storytelling in the B2B space.



www.tuesdayscorp.com



akankasha@tuesdayscorp.com

Events That Made Noise



Promoted 8+ major expos
with full-stack content – from pre-event
buzz to live coverage and recaps.

High shareability | High impact.

