



**POWERING VISIONS &  
BUILDING BRANDS**

FLYING ELEPHANT DESIGNS

# A Design Collective which is:

Not another agency trying to tell you how and what you should be doing. We go a step beyond and tell you, Why and Where to start too.

We create  
stories that

*Stand Out*

The image shows two cardboard boxes against a dark purple background. The larger box is in the foreground, and the smaller one is behind it to the right. Both boxes have their top flaps open. The words "Stand Out" are written in a gold, cursive font on the inside of the top flaps of both boxes. The text "We create stories that" is positioned to the left of the boxes, and the text "Stand Out" is positioned above the larger box's flap.

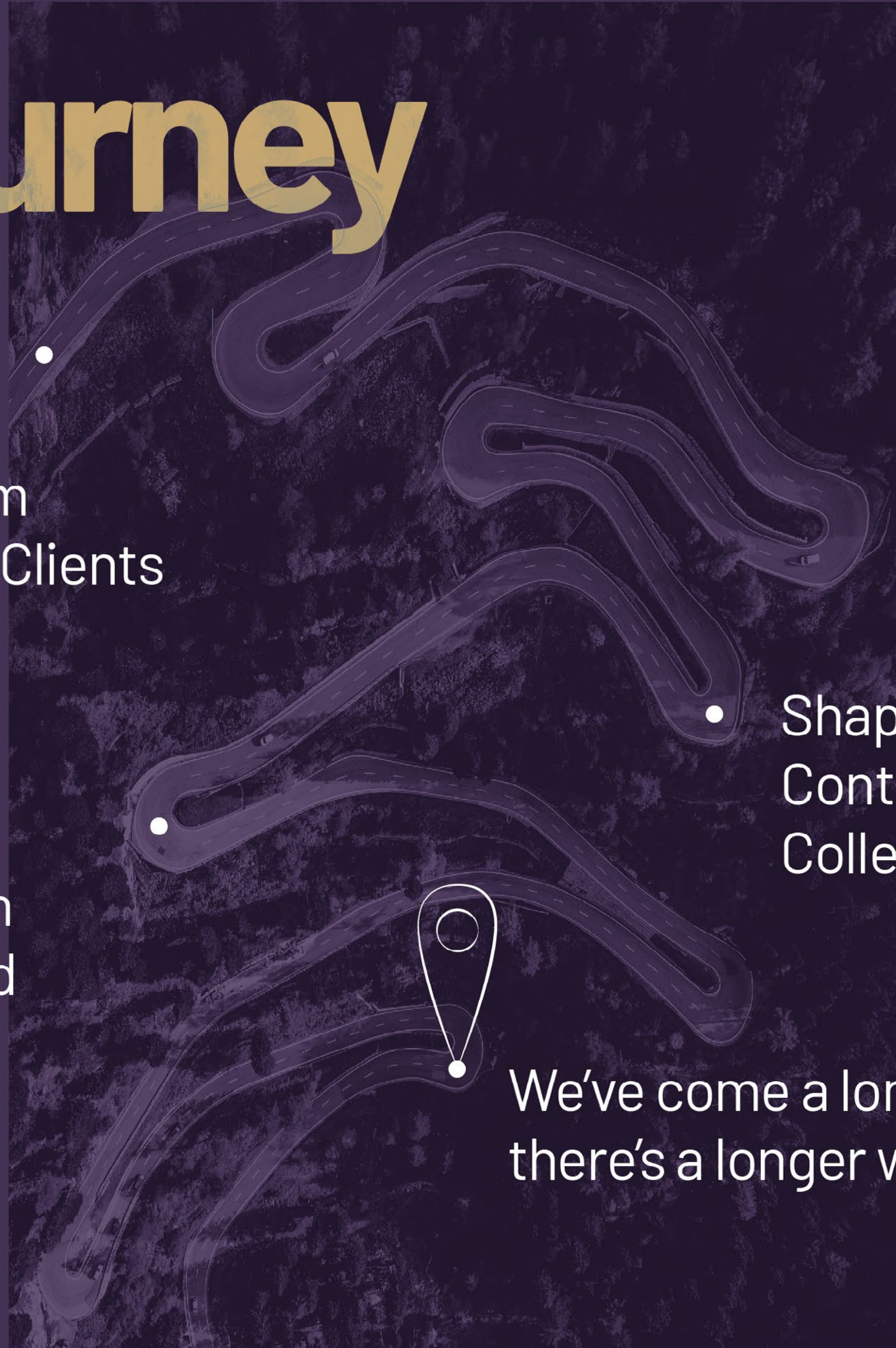
# Our Journey

Went from  
1 to 100+ Clients

Took Off in 2016  
as a homegrown  
StationaryBrand

Shapeshifted into the  
Contemporary Design  
Collective we are today.

We've come a long way,  
there's a longer way to go.





# SOLUTIONS ORIENTED APPROACH CONVERSATION STARTING DESIGNS A GEN-NEXT AESTHETIC

warrant us to change the narrative from  
daily, mechanical and bland to *Hip, fun and edgy*

# LITTLE RITUALS

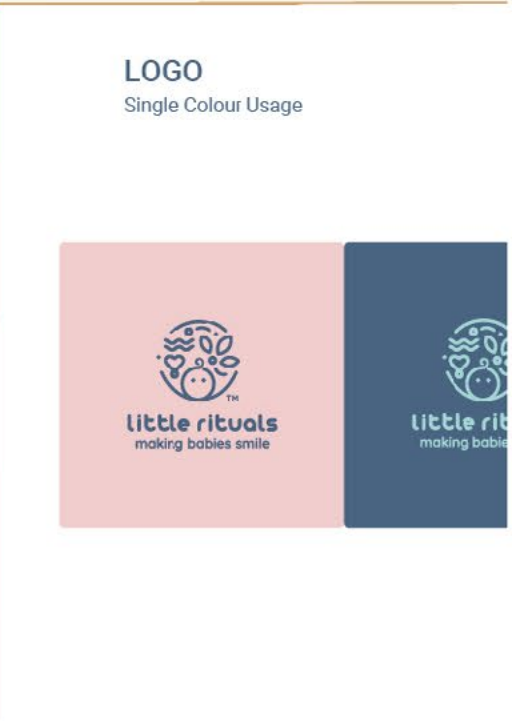
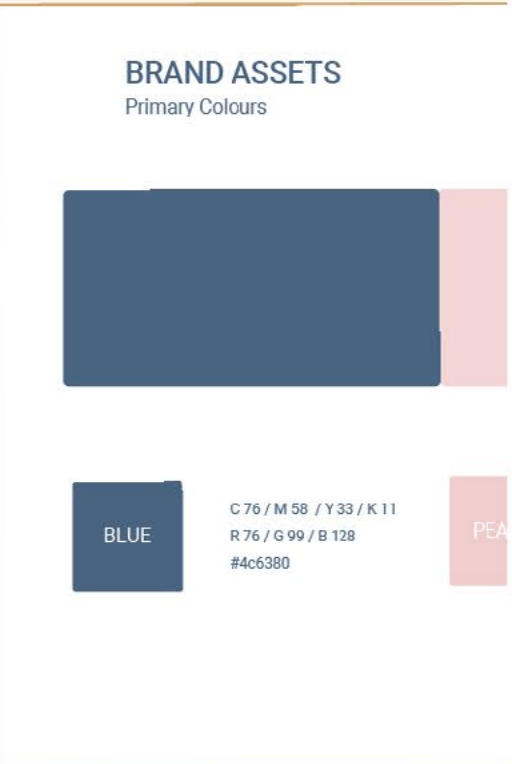
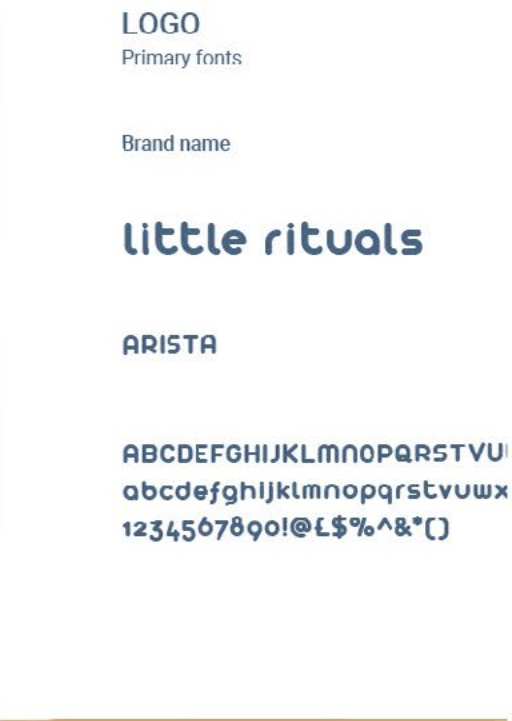
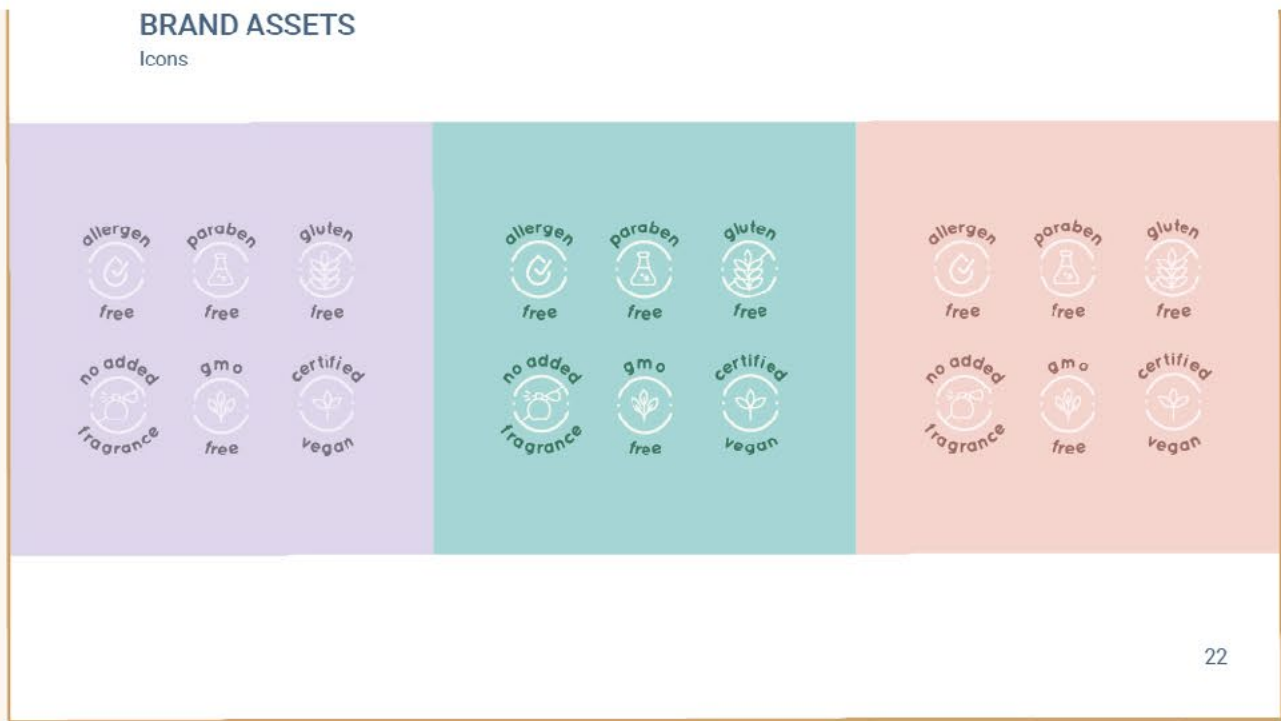
Building a one of a kind, natural and safe for babies, massage oil brand from scratch. Right from finding a name that would do justice to the brand to building a market position and persona that would continue to grow the brand's value, this is a complete brand crafting story.

- Brand Strategy
- Brand Design
- Packaging
- Visual Directions
- Product Photography and Styling











# CUP-JI

Building a one of a kind, natural and safe for babies, massage oil brand from scratch. Right from finding a name that would do justice to the brand to building a market position and persona that would continue to grow the brand's value, this is a complete brand crafting story.

## Brand Communication Packaging Gift Box

FED/ 2024



Packaging



Packaging



Packaging



Brand Communication

# BANNER AND CO

Building a one of a kind, natural and safe for babies, massage oil brand from scratch. Right from finding a name that would do justice to the brand to building a market position and persona that would continue to grow the brand's value, this is a complete brand crafting story.

## LOGO PACKAGING



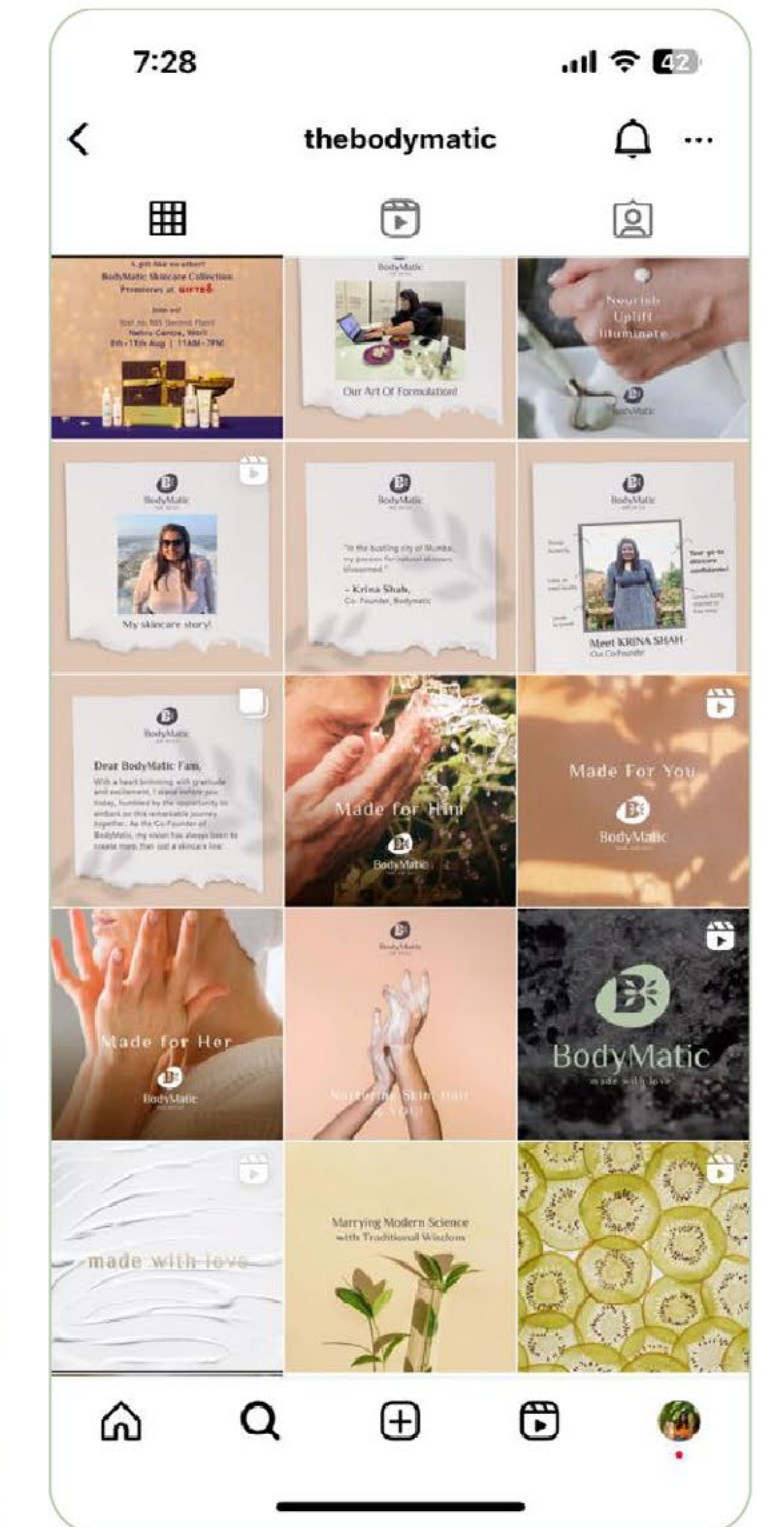
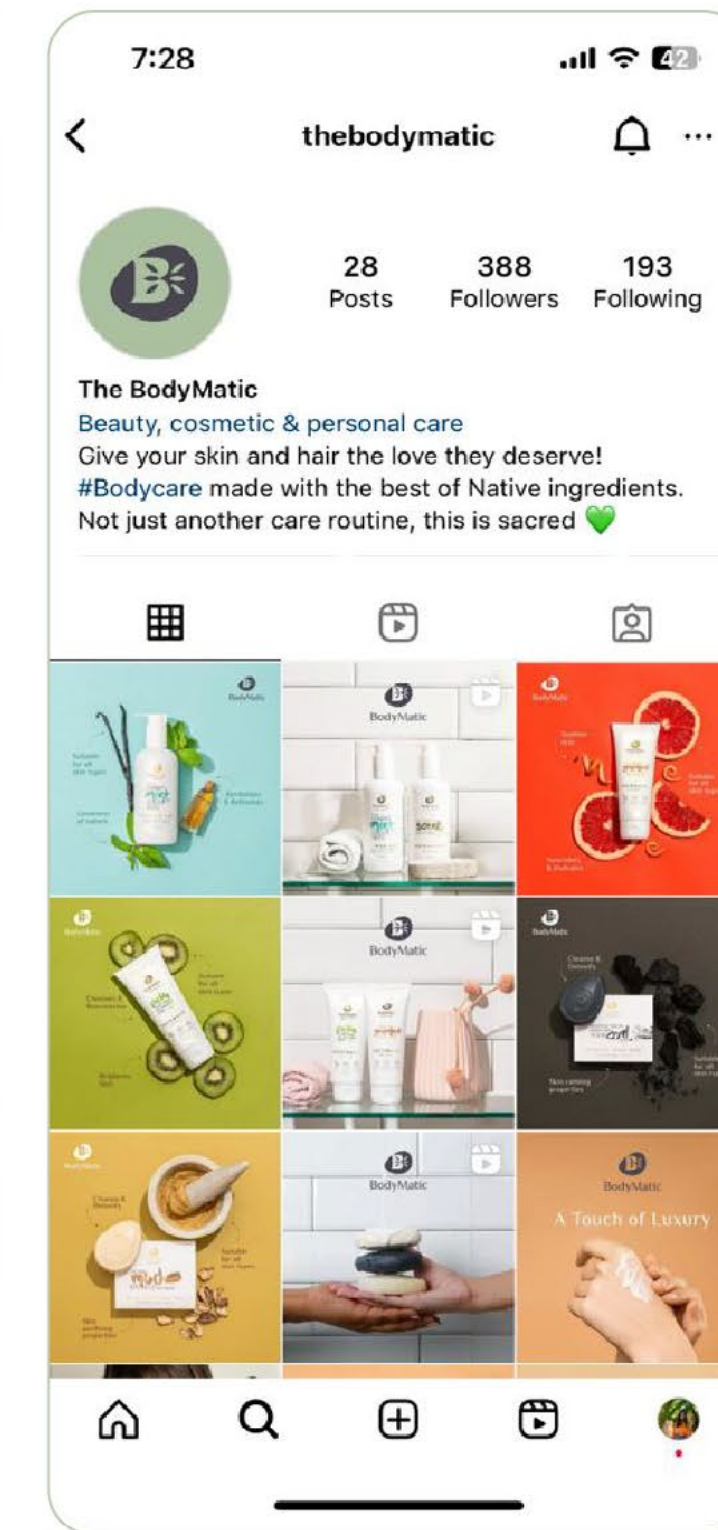
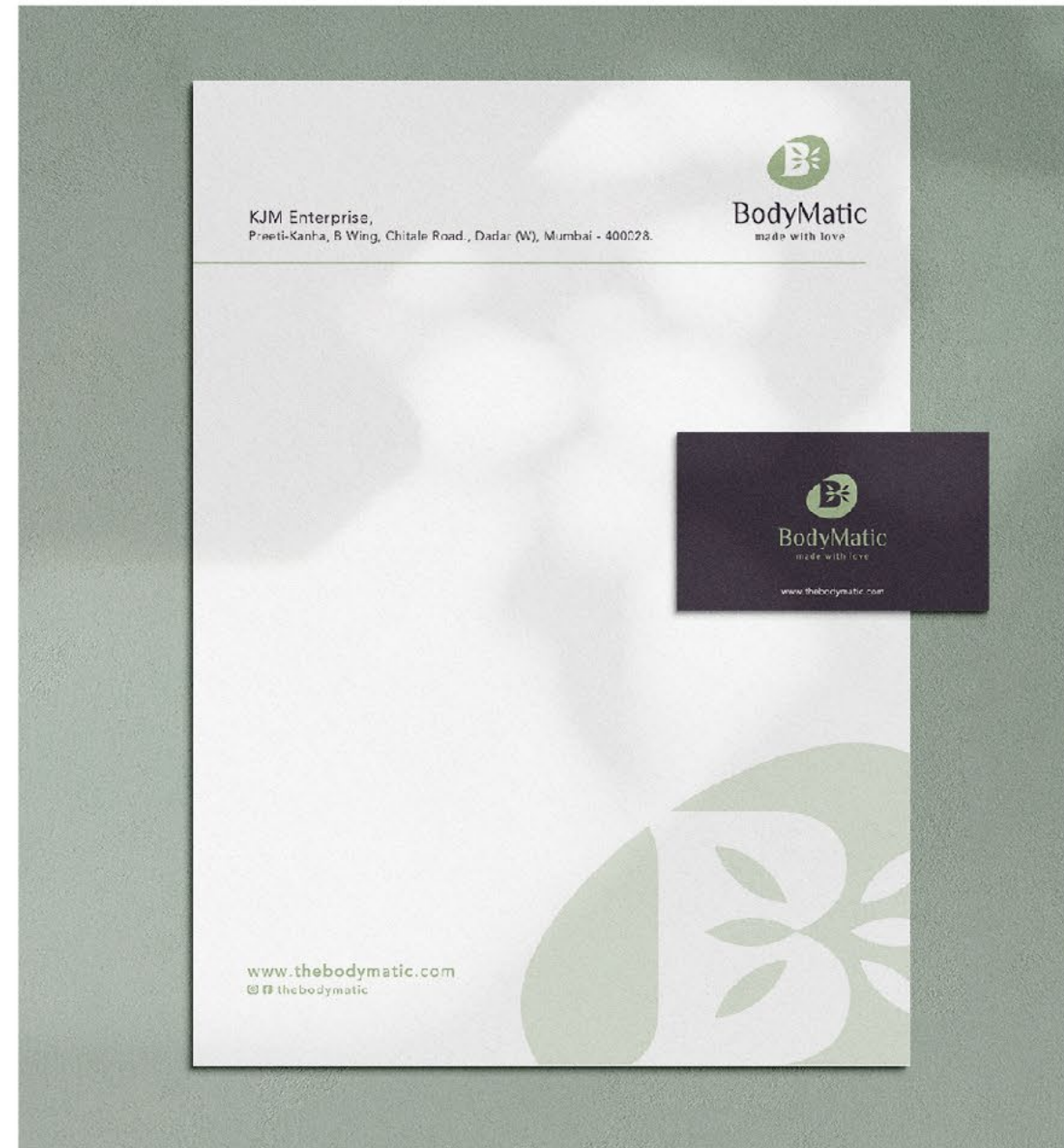


# THE BODYMATIC

Bodymatic is a native wellness brand that's rooted in self-love & self-care through natural, and best of native ingredients sourced locally from the place of their origin. This is a story of their brand transformation.

- Rebranding
- Brand Communication
- Packaging
- Social Media
- Event Collatorals





# SOHOME

A brand like Sohome that solves traditional homeware problems by offering modern solutions, demands a modern identity that resonates a new-gen audience . This rebrand project which transformed Sohom to SoHOME, was rooted in building a strong identity that carved a relevant space for the brand in an otherwise diluted market. Right from naming the brand to outlining its proposition and positioning to creating a complete visual design language that helped the brand maintain homogeneity, and expanding the brand's new and improved identity for creating a complete brand packaging experience - this is a complete story of giving a brand a contemporary presence.

- Rebranding
- Brand Building
- Brand Extension
- Brand Packaging
- Packaging Experience
- Visual Design Language
- Comprehension Brand Guidelines







# PROVEDIC

Giving something so primal as dairy products a modern look and feel without completely detaching from the roots can be challenging but not for us. We gheet it!

Provedic with its products is already changing how Ghee, Dahi and other milk products are perceived. They're making them pure, fit, organic and accessible to the young on the run. The plan was to stick to the Brand's motto and create a Brand Identity that's reflective of it.

## PACKAGING





ProVedic  
SHATAVARI  
GHEE

Supports Reproductive Health  
Handmade Ghrita Using Traditional  
Ayurvedic Recipes.

ProVedic  
TURMERIC  
GHEE

95% Curcumin Extract

Reduces Inflammation | Boosts Immunity  
Handmade Ghrita Using Traditional  
Ayurvedic Recipes.

ProVedic  
AMLA  
GHEE

Nourishes the respiratory system | Boosts immunity  
Supports healthy metabolism  
Handmade Ghrita Using Traditional  
Ayurvedic Recipes.

ProVedic  
BRAHMI  
GHEE

Supports Cognitive Health | Aids Memory & Learning  
Handmade Ghrita Using Traditional  
Ayurvedic Recipes.



# GO NUTS

A brand with products ingrained in innovation, uniqueness and flavour only fairly needs to have a personality and identity that reflects the same. From shelf-worthy packaging to share-worthy digital content and everything in between, a unique set of verbal and visual identity rooted in quirk, wit and modern aesthetics was created for the brand that would mark its distinctive space in a saturated market.

## Brand Strategy

Brand Communication - Online/Offline

Social Media - Marketing/ Management

Product Packaging

Gift Packaging

Event Collaterals

Product Photography and Styling



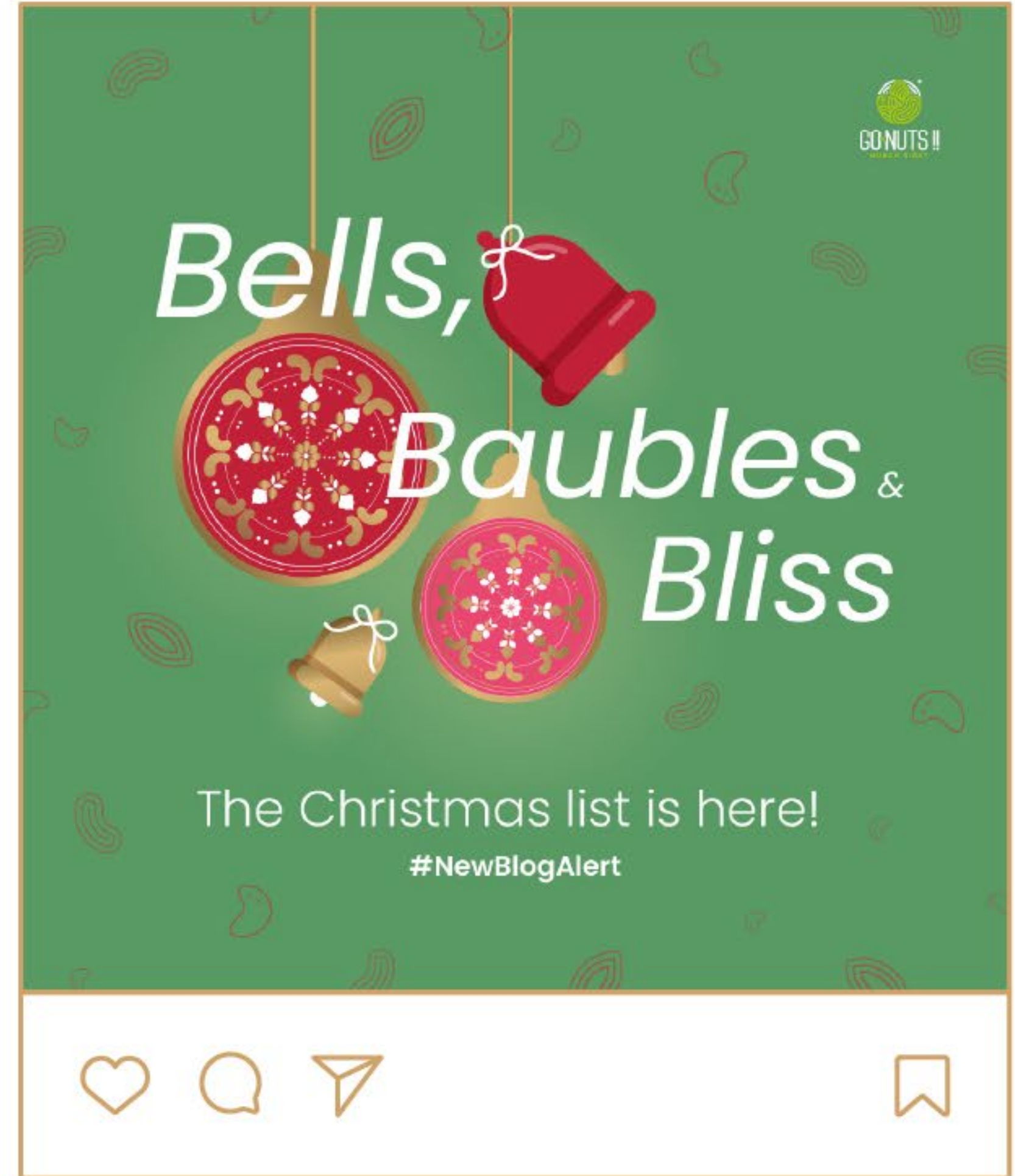
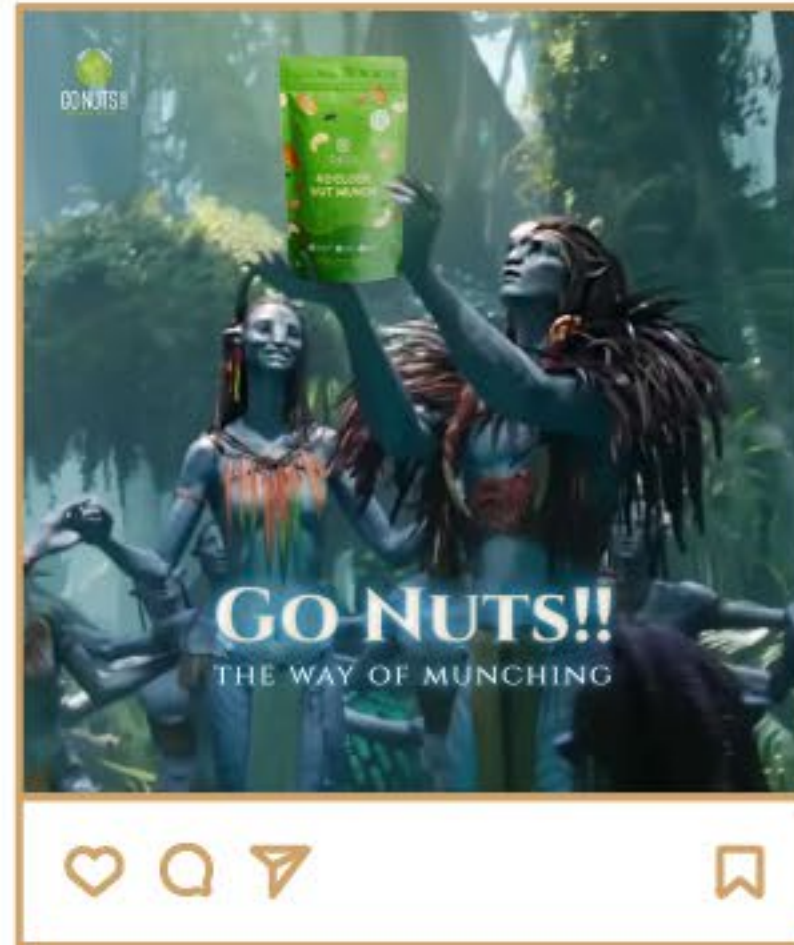
Logo



# Packaging Design



# Communication- Social Media & Mailers



**A look** into momentous **milestones** witnessed through the **months of 2022**



**Jan** Brand Of The Year 2021

Fresh start to the year with a fresh new trophy shining on our mantel



**Feb** Made shelves our throne  
Making you munch right everywhere - online as well as offline!

**Mar** Celebrated Women Power  
Brought 4 female powerhouses to share their stories of self-love, physical and mental wellbeing on a united podium



**April** Deep dived in health for you  
Launched a dedicated series with Celebrity Nutritionist Divyanshi Shah



**Sep**

Couldn't keep calmond with the new launch

Added Peppered Caramel Almonds to our Revolver Range



**Oct**

100K people received the gift of Go Nuts!!

Across India, people chose to go nuts for their special ones

We had our star moment!

Oct featured in a specially curated virtual gift catalogue for our sweet & spicy



**3K** **Nov**

You loved us 3000

The Go Nuts! family grew by thousands, we are now 3000+ strong



**Dec**

Wrapped with a bang

Our bestseller, 4 O'clock Nut Munch became product of the year for 2022



This glorious journey has just begun, we'll see you in a bigger, better & fresher 2023  
Thank you for choosing to go nuts with us!

**Happy New Year!**



**H**  
**H**

'Tis the season to make the most of the festive season & here we give you **5 reasons** to make it **merry & wholesome**

Bells, Baubles & Bliss : The Christmas List is here!

[Know the deets here](#) & get the party started!

We wish you a very Merry Christmas & the happiest new year!



Say hello to your new favorite sweet treat - **PEPPERED CARAMEL ALMONDS**

A lip-smacking spin on our bestseller Caramel Almonds, for the ones who like it sweet with a bit of heat!



**Chia Seeds**  
High in dietary fibre

**Caramel**

**Almonds**

**Black Pepper**  
The goodness of Black gold adding medicinal remedies for common cough & cold

**Flat 10% OFF**

**ORDER NOW**

Use Code : **NEWLAUNCH10**  
(Valid till 20th Sept)

**MUNCHING SWEETS HAS NEVER BEEN THIS HEALTHY !**

Peppered Caramel Almonds are packed with antioxidants that support your immune function





# ALTIUS

## Brand Strategy | Brand Design

A one stop solution for logistics supply chain, a complete end to end solutions provider - that's what Jitesh Chheda Logistics was at its core. We helped it become the brand Altius that "powers supply chains and fuels growth". This was a special rebranding which saw us taking an offbeat approach to rebrand with a logo and proposition revamp and a complete brand corporate profile building. It wasn't just limited to brand strategy, verbal and visual change we redefined Jitesh Chheda Logistics as Altius for corporate profile & today, we're helping them make this change all across their marketing collaterals, props and brand space.



Services



### Air Freight

#### How it works

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#### STATS AND CHART



# ANNUL REPORT

Logistics Presentation Template

2022-2023

Address  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Phone & Email  
+91 99999 87654  
+91 98999 12345  
Hella@dummytext.com

### About us

## We offer innovative logistics to companies

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Miles driven **8.145M**

Delivered Packages **5.145M**

Clients worldwide **3.314M**

### Infographic

**1st Qtr**  
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**2nd Qtr**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

**3rd Qtr**  
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**4th Qtr**  
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### Our Services

## Road Freight

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**81%** ↓ Your title here  
5.145M

**27%** ↑ Your title here  
3.314M

### History

## Join us on a journey through time

2022

# THANK YOU!

Logistics Presentation Template

### About us

## We are a reliable logistics company based in India

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor

# BLACK CANDY

## Brand Strategy | Brand Design

A sub brand under the Israni Photography and Films banner, Black Candy needed an identity that would stand out on its own. An amalgamation or mix of creativity with business, black candy was building a sweet spot between the two and that's what we help them find as their brand proposition. From designing the visual identity to composing communication and putting together their brand guidelines into a brand bible – this project saw a birthing of a brand distinctive from its parent brand.



THE SWEET SPOT BETWEEN **BUSINESS & CREATIVITY.**

**BLACK CANDY**

We

**IDEATE**

**\*\* CREATE**

**CURATE**

fast-moving, easily consumable, high-quality content for businesses.

03

It's the storyteller that completes the picture. It's good storytelling that fuels imagination. It's good imagination that births creativity."

**MEGHA BHATIA**  
Author & Founder

**WHAT WE DO**

- Photography
- Showreels
- Brand films
- #Social Media Visuals
- Reel Video Concepts
- 360° Event Coverage

WE LOOK BEYOND THE SURFACE AND CAPTURE REAL, TRUE AND HONEST HUMAN EMOTIONS WITH EVERY PROJECT.

09

**"CONTENT IS KING, \*\* and we are FRIENDS WITH HIM!"**

**WE ARE**

- BOLD** enough to take on new trends
- RESPONSIBLE** enough to know when to stop
- QUIRKY** and unafraid to speak the mind
- MATURE** to take on challenges and demanding projects
- APPROACHABLE** and easy to talk to

A contemporary studio specializing in **CONTENT CREATION**

If it's

- ORIGINAL** ✓
- TOPICAL** ✓
- RELEVANT** ✓

it's Black Candy's doing!

**DON'T CATCH A VIRAL, UNLESS IT'S A VIDEO...**

that's our unofficial **MOTTO!**

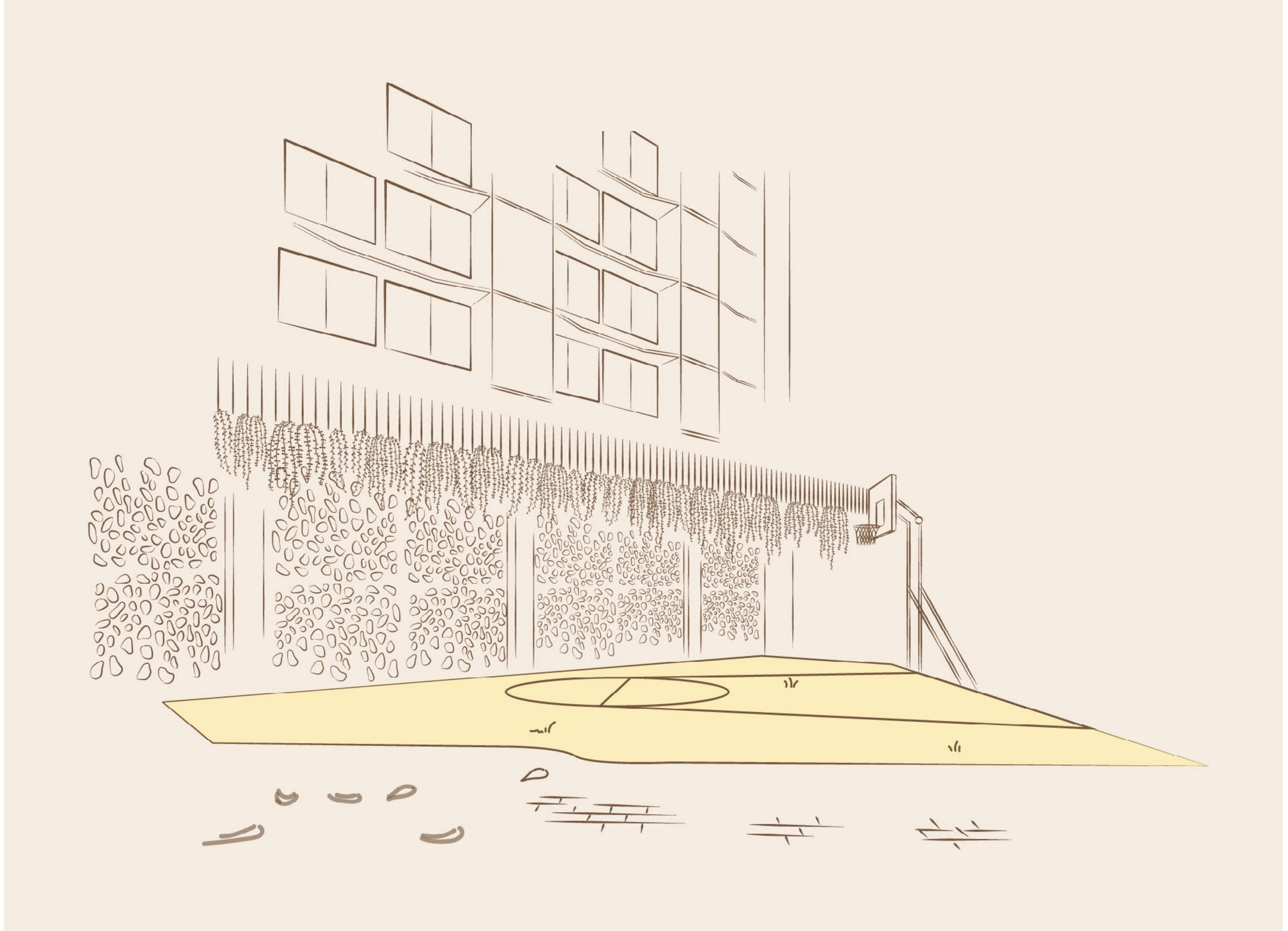
# VIVAN

## Brand Strategy | Brand Design | Communication

Real estate is more than just building and construction, it's stories and concepts that sell houses too, at the end of the day. We helped the Vivian team find their story rooted in the concept of community & togetherness with a flavour of nostalgia. This concept was further developed into Brochures, Sales Office Branding, Promotions online and offline. From custom illustrations to a custom made snakes & ladders, this project pushed us beyond our creative boundaries to explore a new perspective for Real Estate marketing.



# Custom Illustrations



# Office Branding



# Print & Digital Brochure





# DALMIA POLYPRO Communication

Grand corporates like Dalmia Polypro require props that reflect their capacity in the most elegant and precisely corporate way. At crowded international trade fairs, corporates compete with their stall creatives and marketing props, thus creating Stall Panels that give out crisp to the point information in the most aesthetic style is key. We created leaflets, stall branding and LinkedIn creatives to help Dalmia Polypro put out its message loud, proud & clear.



**Largest single location recycling project – Project**

Dedicated to developing food-grade recycled plastic material

Greenfield is a project impacting global change in the plastic

product ecosystem... Intended to benefit large corporations across FMCG, fashion, packaging and manufacturing industries and the environment



**Upcycled Products made from recycled post**



Dustbins



Mats for construction



Crates



Pallets

Unveiling of Benches made from Recycled Post-Consumer Plastic by the Hon'ble Chief Minister of Maharashtra



Enhanced traceability from source to finished goods and compliance with global operating standards to ensure best practices

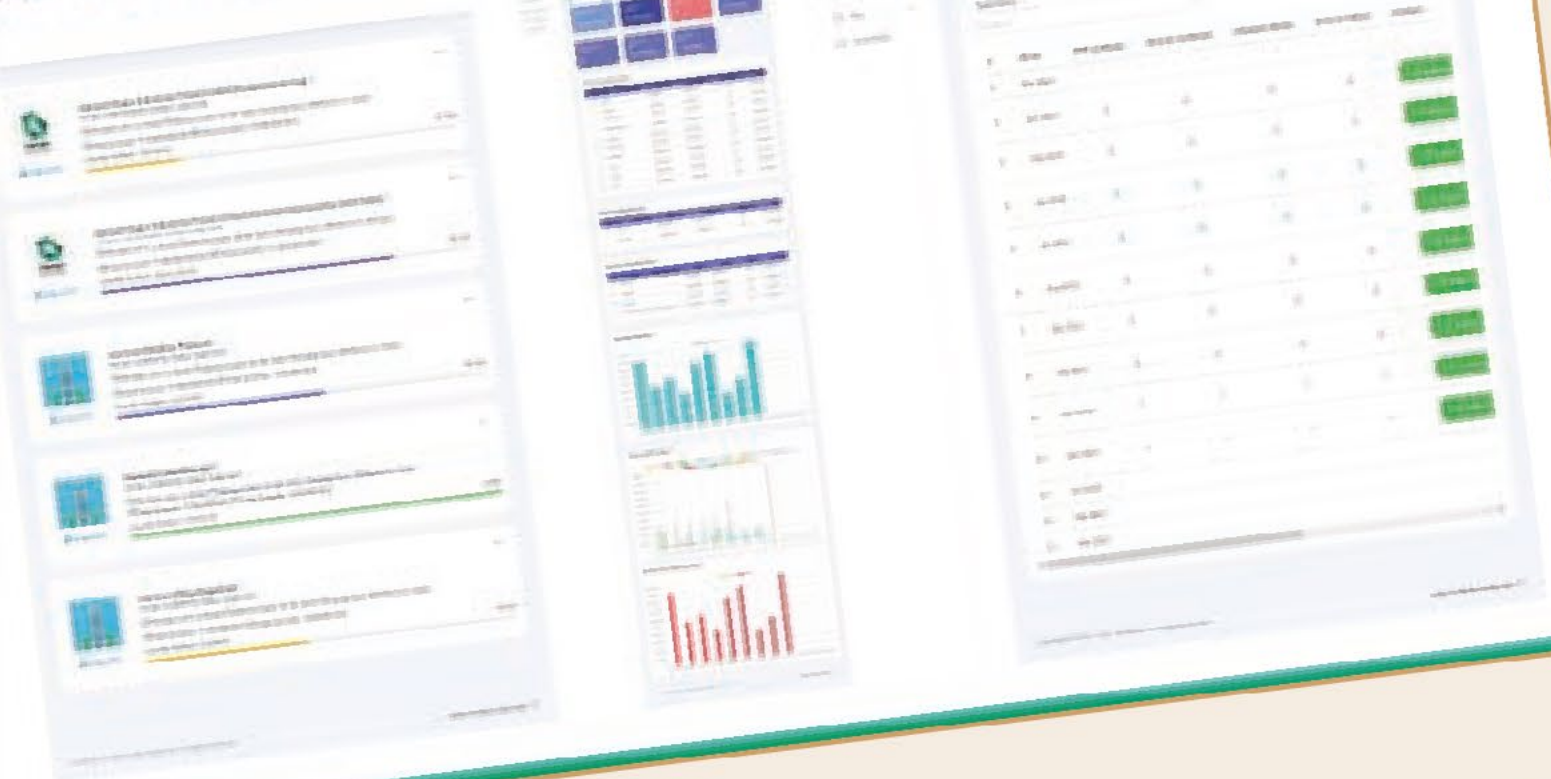


While all activities will be managed/overseen internally we are working with Control Union for having these centres comply with their Ethical Trade Practice guideline



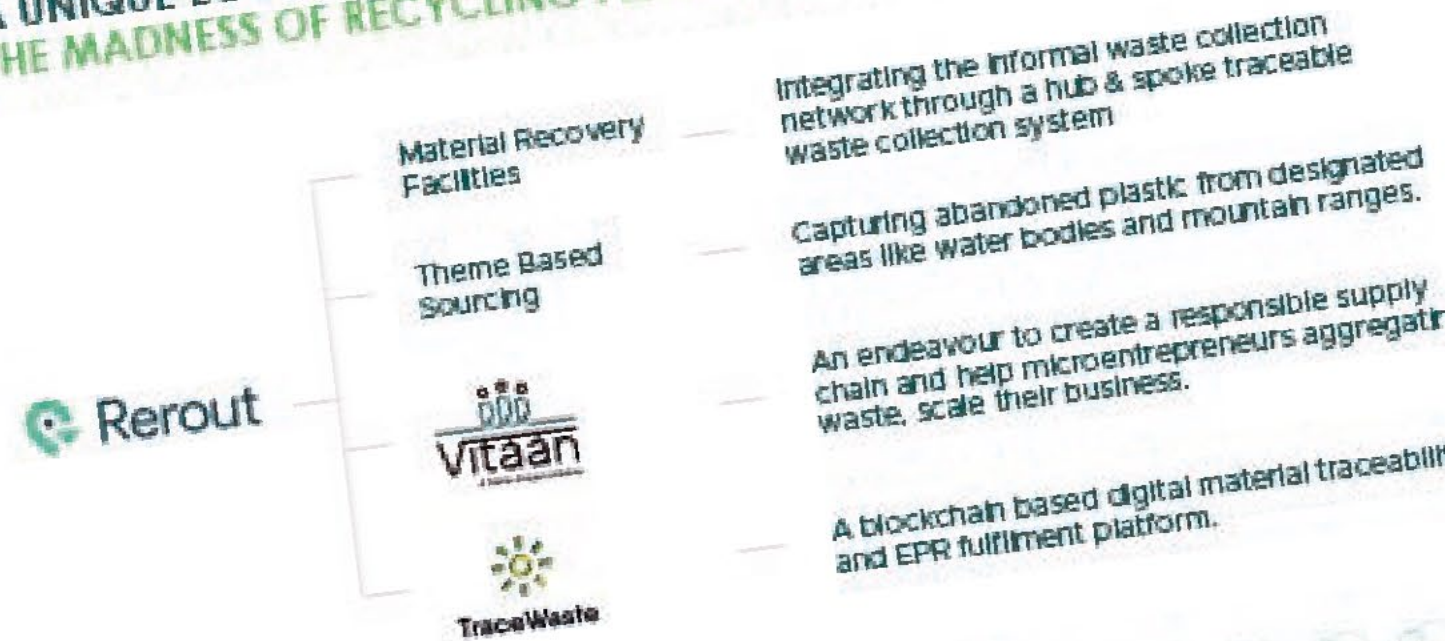
Technology enabled operations to presort and bale the waste streams for easier processing at the recycling facilities

**PLATFORM FOR DIGITAL CONTROL ON DETAILS**



**Emerging leader in food grade recycled plastic materials in India.**  
20-YEAR LEGACY OF CATALYSING POSITIVE IMPACT.

**A UNIQUE ECOSYSTEM BRINGING METHOD TO THE MADNESS OF RECYCLING PLASTIC WASTE**



**PRODUCT AND SERVICES MADE FOR POSITIVE IMPACT**  
**HIGH QUALITY RECYCLED MATERIALS**

**HIGH EFFICIENCY SERVICES**



rPET Flakes



rPET Granules IV 0.64 - 1.00



EPR Consultancy



Material Traceability

**TRACE-WASTE: OUR BLOCKCHAIN BASED INGENIOUS TECHNOLOGY FOR TRACEABILITY**



SCAN

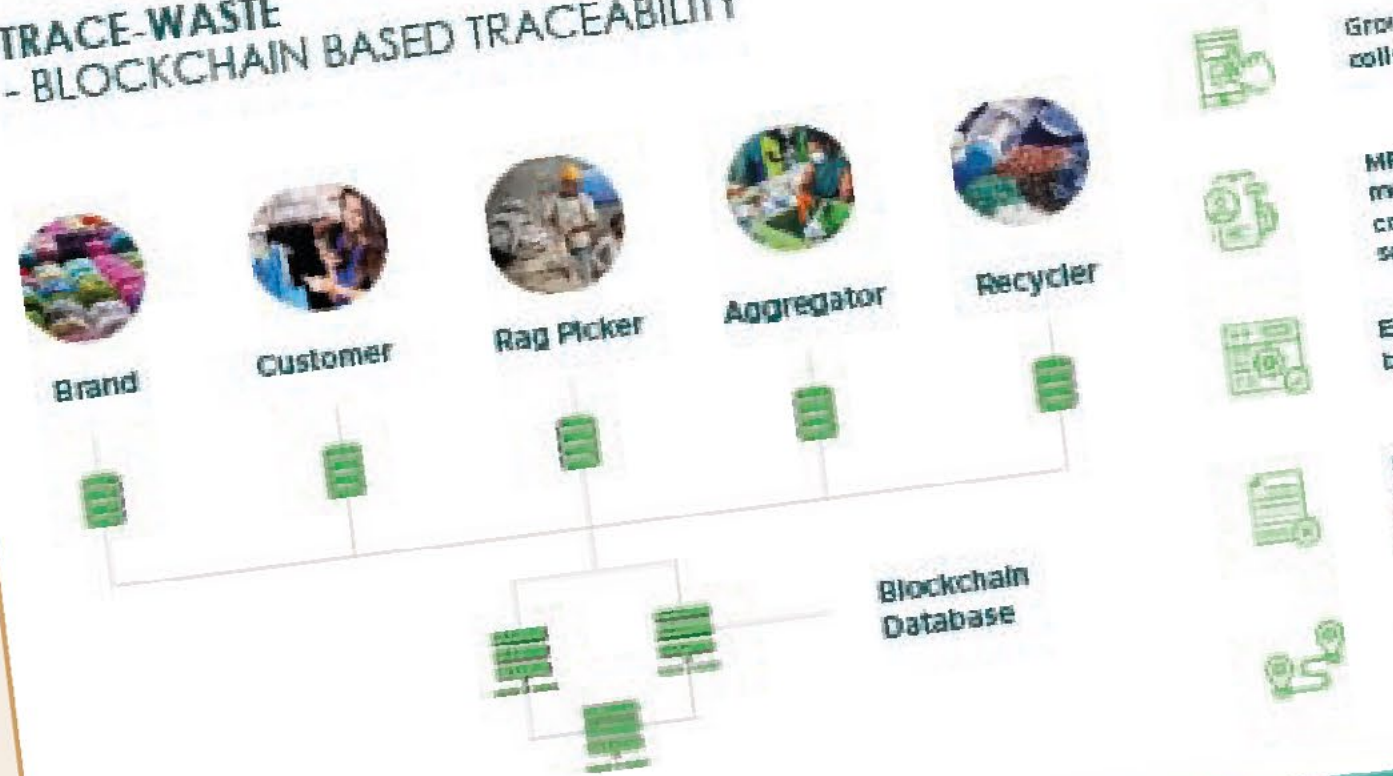


TRACE



IMPACT

**TRACE-WASTE - BLOCKCHAIN BASED TRACEABILITY**





# EMERGING LEADER FOR FOOD GRADE RECYCLED PLASTIC MATERIALS IN INDIA.

20-year legacy of catalysing positive impact.

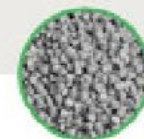
Building the **largest single location recycling project** dedicated to developing food-grade recycled Plastic



**rPET FLAKES**  
B2B Grade



**rPET GRANULES**  
Food Grade with IV 0.64 to 1.00



**rPP GRANULES**  
With Odor Reduction



**rHDPE GRANULES**  
Food Grade with Odor Reduction

Several **innovations** adopted for the first time in a recycling project in India.

### INFRASTRUCTURE

- LEED Certified Infrastructure
- -10 acres of plantation and green cover
- Powered by Renewable Energy and Biofuel
- Zero Liquid Discharge
- Accredited Laboratory
- Food Grade Warehouse

**A UNIQUE RECYCLING PROJECT TO HELP FOSTER THE MISSION OF CREATING A CIRCULAR ECONOMY**

### RECYCLING TECHNOLOGY

- Integrated recycling facility
- Remote monitoring and control
- Central water circuits for consistent water quality
- Waste heat recovery systems
- AI based robotic arms for sorting and brand detection
- Zero landfill
- Silo system to minimize human contact with material
- Multiple packaging options
- Flexibility to offer materials with higher IV (0.64 - 1.00)

**GET TO KNOW US BETTER**

Contact:  
info@dalmiapolypro.in  
+91 22 6633 9000

**SCAN QR CODE TO KNOW MORE**



## BUILDING THE LARGEST SINGLE LOCATION RECYCLING PROJECT

Dedicated to developing Food Grade Recycled Plastic Material



### INFRASTRUCTURE



3MW of Rooftop Solar



Food Grade Warehouse



-10 acres of plantation and green cover



Effluent treatment plant to ensure **Zero Liquid Discharge**

### RECYCLING TECHNOLOGY



**Zero landfill** of incoming plastic waste



Silo system to minimize human contact with material



Remote monitoring and control with SCADA systems



AI based robotic arms for sorting\* and brand detection



# SKYSTRUCT Communication

For a business just starting on its journey into the big world, it's important to have a strong brand framework in place and a dedicated corporate profile that does not just reflect the capabilities but also performs as a crisp pitch to potential clients. That's exactly what we did for Skystruct which is a UAE based construction management software. While we were at it, we also helped them redefine their brand proposition.



Every storey tells a story,

and behind every storey is years of hard work, pooled resources, focused thoughts, ecosystems of aspirations and a crowd of people with dreams and a goal to make monuments out of ideas. All to build a haven and a thriving space for the people to come, a space where their stories grow. Thus, a building is more than construction, it is the actualization of dreams and ideas. We help make this actualization happen with ease and method.

**WE BRING METHOD TO REALITY AND ELIMINATE THE MADNESS!**

- Team SkyStruct



## A JACK OF ALL TRAITS, THAT GETS MORE DONE.

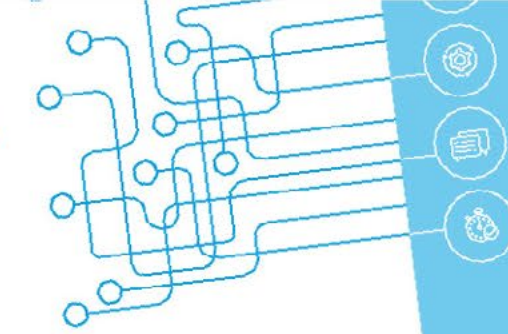
We are what many would call a jack of all traits but that's what makes us and SkyStruct as a product, a best friend of professionals in the construction industry. They need something exactly like SkyStruct to align and track real-time progress of processes across multiple touch points while keeping a thorough check of resources and documents.

We offer Important Modules in one software package



## MIS MANAGEMENT =

Millions lost for nothing.



## = SAFE AND SMOOTH MANAGEMENT

## BRING AN UNMATCHED AND UNCONTESTED VALUE...

is why, many choose us over our competitors



## WE ARE SKYSTRUCT... A SAAS-BASED CONSTRUCTION MANAGEMENT SOLUTION

that is committed to revolutionizing the construction industry and building a high-rise future for this space and its people; and is rooted in accessibility of information, transparency of process and effectiveness of cost and time.



## MIS MANAGEMENT =

## SKYSTRUCT = SAFE AND SMOOTH MANAGEMENT

### 3 POST CONSTRUCTION

- Project Closeout
- Punch List Management
- Commissioning
- Handover
- Track Equipment
- Track Asset Management



### COMPREHENSIVE AND EFFICIENT SOLUTIONS

We provide comprehensive and efficient solutions to project management needs by offering a user-friendly, cost-effective, adaptable software, and consulting services that relieve and empower clients while enabling them to



# ISRANI PHOTOGRAPHY

## Communication

A legacy and B town's favourite photography and film brand, Israni Photography and Films came to us looking for a change in their brand speak and look, to help it keep up with the changing time and preferences of their audience. Their Proposal Letter being the crucial medium of communication and a significant point in decision making, we started with redefining that. This saw us creating a customised verbal and visual outline deep rooted in warmth, conversation and confidence which was carried all across the proposal. We also created the #isRANI Bride terminology for them.



**18+ Cities**  
covered in India and counting!

We **CREATE**  
**CONCEPTUALIZE**  
**CAPTURE**

To tell your story as loud, clear and as magnificently as we can.

WE'RE ONE WITH THE POWER OF **5**

- Ideas
- Creativity
- Technology
- Production
- Filmmaking

**SAFEKEEPERS** OF HAPPY MOMENTS.

that's our unofficial title. Self-proclaimed but popularly appreciated... not just in Mumbai but across states & seas!

Many dream to be a bride but only some get to be a **isRANI** BRIDE

**REAL TO REEL**

IS NO BIG DEAL FOR US!  
It's not just a social but a social media world and we have to win it with

Weddings only happen once but we help you **RELIVE** your happiness!

Nuptial Nostalgia  
**NOT JUST TV**

for  
We understand the wedding dreams but don't forget the reality of the wedding

# Brand Document Design

## VALUES THAT MAKE THE DNA

03 / 07

AUTHENTICITY  
ORIGINALITY  
UNDERSTANDING

WARMTH  
COMMITMENT  
URBANITY

## PERSONALITY

06 / 07

- BOLD**  
to keep up and take on new trends.
- UNDERSTANDING**  
of people's needs and emotions.
- MATURE**  
to take on challenges and demanding projects.
- TRADITIONAL**  
enough to be respectful of heritage and age-old rituals.
- UNAFRAID**  
to speak the mind.
- APPROACHABLE**  
friendly and easy to talk to.

## PILLARS UPHOLDING THE BRAND



**MATURITY**  
to guide the client to capture and tell their story in the best possible narrative.

**EXPERIENCE**  
working in the wedding industry for a decade.

**COMPASSION**  
for the client and the want to stand by them throughout the journey with honesty, leaving no room for disappointment and errors.

## VISION & PURPOSE

BECOME EVERY COUPLE'S PARTNER ON THEIR JOURNEY OF GOOD TIMES.

Help couples and families tell their stories. Bring a balance between creativity and professionalism.

Burst myths about new-age wedding photography and over-emphasis on content.

Make the process of wedding photography seamless, warm, calm and comfortable.

Consistently and timely deliver, timeless, handcrafted stories of nuptial grandeur.



## THE PROMISE

**COMMITMENT**  
to authenticity, quality and time.

**HONESTY**  
in the process and final output.

**CAPTURE**  
moments and safekeep memories.





Brand Identities

Digital Campaigns

Packaging Design

UI/UX

Social Media Strategy

Marketing Collaterals

Copy & Concept Design

Photography



**Don't wear many  
hats, we just rock  
the ones that we do!**

Our *Clients*

TATA TRUSTS

Guideljgn

CleverTap

AYURPRANA

COCOCART



ProVedic™

MINDS FOUNDATION

TYREMARKET.com  
right tyre, right price

SILVER GROUP

SRL  
SISCO RESEARCH LABORATORIES PVT. LTD.



little rituals  
making babies smile



GO-NUTS!!  
MUNCH RIGHT

Guideljgn  
*Smile with confidence*

WILDWASH  
NATURAL PET CARE

Mahindra Lifespaces

EZ PUREZA  
Grow your wealth hamesha

# Our Testimonials

## Akanksha is a breath of fresh air

among all the clutter that design could possibly bring if not done right! Her approach towards design is minimal and simplistic which is what we wanted our brand to stand for. It just took me 2 calls to

explain the ethos of what our brand stands for and she came up with some befitting designs for our logo and overall branding.

The entire work flow for ideation to execution was seamless and for us at Encubay, she and her firm is a constant as we continue to grow.

**Deeksha Ahuja**  
Encubay, Co - Founder

At the outset, the design for inspiration is always straight and simple. the design methodology is "less, but better"

**I would like to thank Akanksha for understanding the project requirements & providing cutting-edge designs on time.**

I look forward to working with Flying Elephant Designs in my future projects. All the Best.

**VCF/Tata Trusts - Hyderabad**

**Rajasekhar Reddy**



I have been their client for several years now and just love their work.

**Flying Elephant designs studio understands the clients' requirements and then designs to**

cull out the best designs for your business or personal events like weddings, etc. Their work is contemporary, creative and customised.

**Anuraag Gupta**  
Tyremarket.com, CFO / Investor

# Meet the Chief

The Chief Master Creator, Akanksha Sureka founded Flying Elephant Designs in 2015 as an out-of-home creative project with a vision to expand it into a holistic service design studio.

## **Making magic happen**

is what she believes in and her unstoppable, unwavering determination is the driving force behind Flying Elephant Designs' speedy success.



# Ardent Intuitive Adroit



Our core is set in the All In All Philosophy, which invokes a holistic expression of heart (Ardent), mind (Intuitive) and skill (Adroit). Sticking true to our philosophy, we don't shy away from going all in and going the extra mile to help brands become the brands they aspire to be.



# You think, this is all?

*There's a lot more where this came from*

If not at the HQ brewing cool ideas, you can find us making magic happen @flyingelephantdesigns or do it like the old times and give us a call on **+91 98330 64856**

**[info@flyingelephantdesigns.com](mailto:info@flyingelephantdesigns.com) [www.flyingelephantdesigns.com](http://www.flyingelephantdesigns.com)**

NOT TRYING TO BLOW OUR OWN  
TRUMPET BUT THIS TRUNK SURE  
KNOWS HOW TO MAKE NOISE.

WE OWN WHAT WE DO  
WE ARE

FLYING  
*We are bold with a soul*  
ELEPHANT  
DESIGNS.

