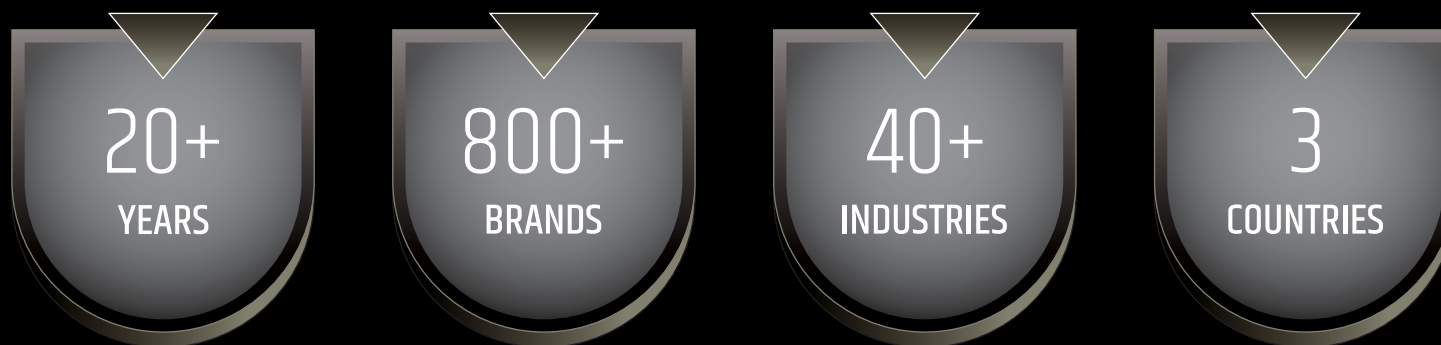


ARTELECTUALLY PASSIONATE



WE BUILD BRANDS PEOPLE TRUST.



WE HELP BUSINESSES AND ORGANIZATIONS GAIN A COMPETITIVE ADVANTAGE BY BUILDING TRUST THROUGH AUTHENTIC AND MEANINGFUL CONNECTIONS WITH THEIR AUDIENCES.

Since 2007, we have worked across a wide range of industries, including government, free zones, real estate, hospitality, F&B, education, metals, technology, supply chain, oil and gas, retail, automobiles, not-for-profit, logistics, auto care, travel, and healthcare, among others. Our extensive experience spans over 40 industries and continues to grow. Based in Deventer, with offices in Dubai and Kochi, we are strategically situated to serve clients globally and provide comprehensive support wherever our expertise is needed.

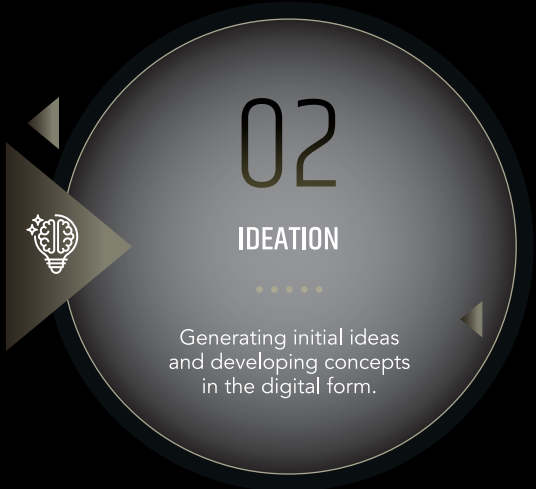
KEY STEPS IN OUR BRANDING PROCESS.



01
DETAILED PROJECT BRIEFING

Including research on the target audience, competitors, and client's visual preferences.

This step is represented by a circular node with a document and lightbulb icon on the left. It contains the number '01', the title 'DETAILED PROJECT BRIEFING', and a description of the research phase. A horizontal line of five dots is positioned below the title.



02
IDEATION

Generating initial ideas and developing concepts in the digital form.

This step is represented by a circular node with a lightbulb icon on the left. It contains the number '02', the title 'IDEATION', and a description of the idea generation phase. A horizontal line of five dots is positioned below the title.



03
PRESENTATION OF CONCEPTS AND WRITTEN RATIONALE

Closely aligned with the client's brief, for their consideration.

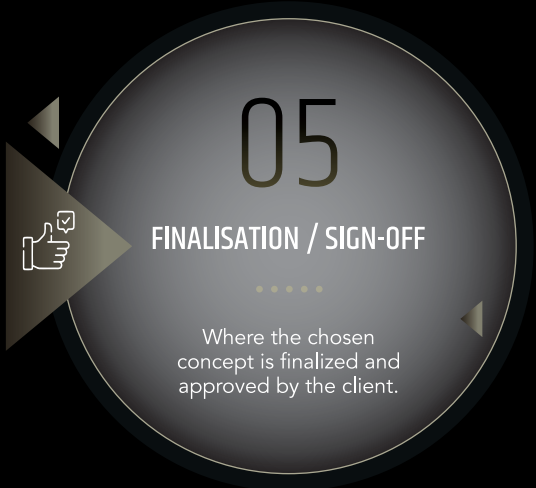
This step is represented by a circular node with a pencil and paper icon on the left. It contains the number '03', the title 'PRESENTATION OF CONCEPTS AND WRITTEN RATIONALE', and a description of the presentation phase. A horizontal line of five dots is positioned below the title.



04
FEEDBACK / REVISIONS

Allowing for up to three rounds of feedback to refine and improve the concepts.

This step is represented by a circular node with a speech bubble and thumbs-up icon on the left. It contains the number '04', the title 'FEEDBACK / REVISIONS', and a description of the feedback phase. A horizontal line of five dots is positioned below the title.



05
FINALISATION / SIGN-OFF

Where the chosen concept is finalized and approved by the client.

This step is represented by a circular node with a thumbs-up icon on the left. It contains the number '05', the title 'FINALISATION / SIGN-OFF', and a description of the final approval phase. A horizontal line of five dots is positioned below the title.



06
SUPPLY OF DIGITAL BRAND ASSETS

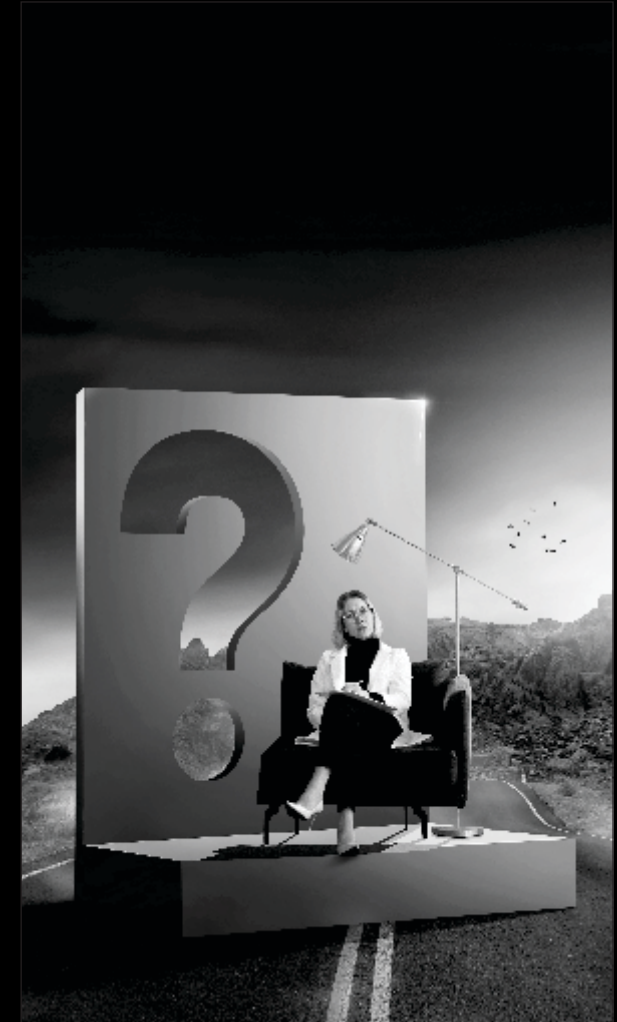
including logo files, fonts, style guide, and iconographic/illustrative elements, for the client's future reference.

This step is represented by a circular node with a briefcase icon on the left. It contains the number '06', the title 'SUPPLY OF DIGITAL BRAND ASSETS', and a description of the final asset delivery phase. A horizontal line of five dots is positioned below the title.

WHY WORK WITH RJ DESIGN?

- ▶ 20+ years of industry leadership in branding, advertising, and design.
 - ▶ Proven success across real estate, automotive, hospitality, fashion, and corporate branding.
 - ▶ A perfect mix of artistic creativity and marketing strategy, ensuring powerful brand storytelling.
 - ▶ Expertise in media planning, consumer psychology, and experiential branding, helping brands stand out in a competitive market.
-

**RJ DESIGN ISN'T JUST ABOUT CREATING BRANDS;
IT'S ABOUT CRAFTING STORIES THAT PEOPLE REMEMBER.**



WE SPECIALIZE IN BRANDING



CORPORATE
IDENTITY DESIGN



CORPORATE
PROFILES



COMPANY
BRANDING



BRAND
BOOKS



WEBSITE
DEVELOPMENT



BRAND
FILMS



LAUNCH
EVENTS



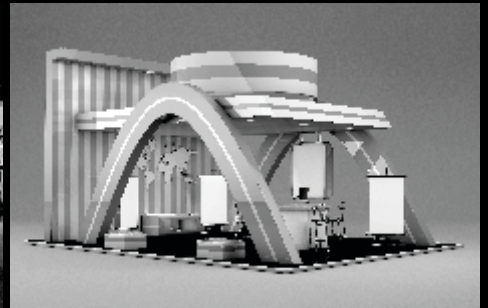
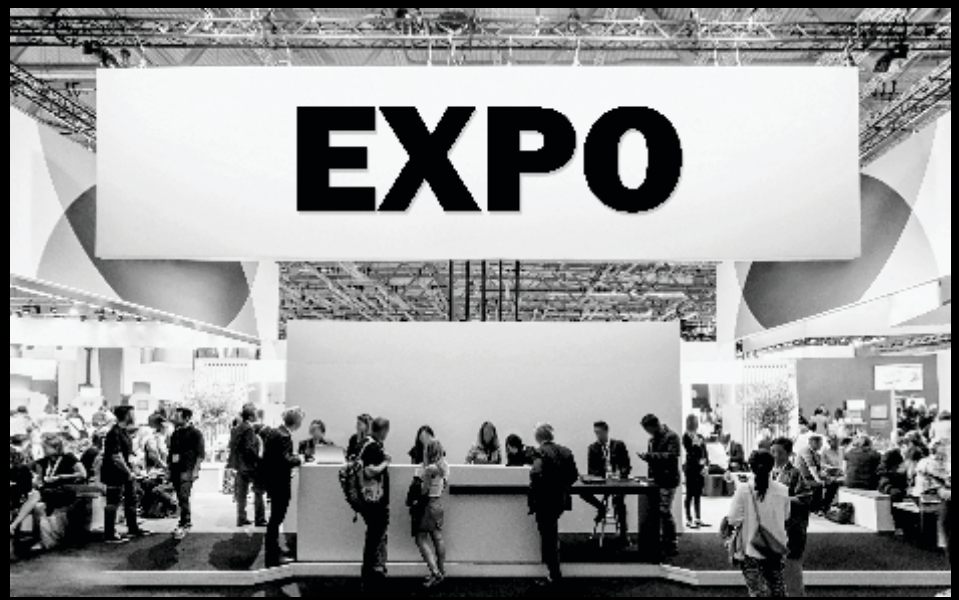
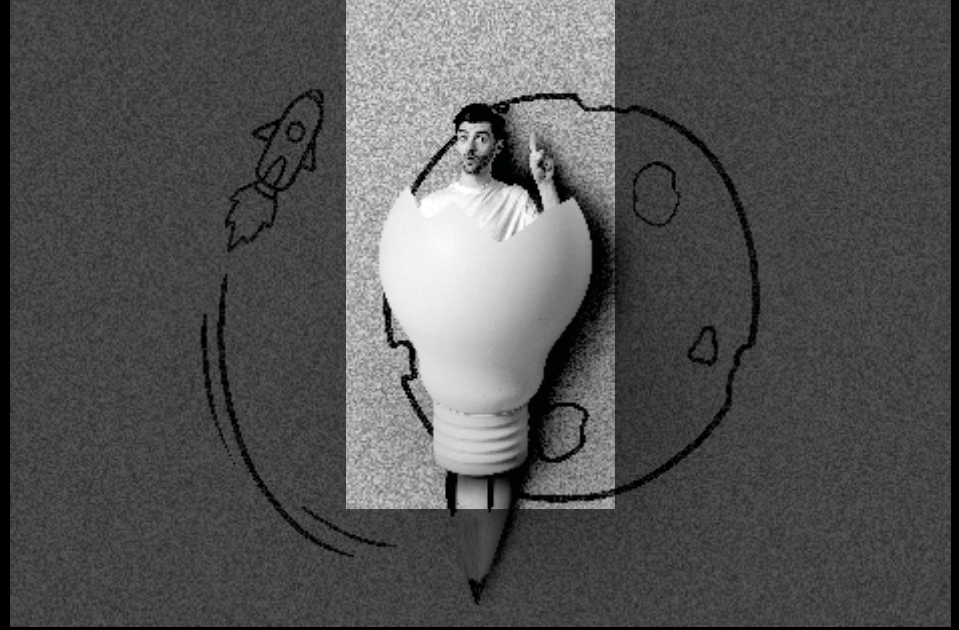
EXHIBITIONS



CORPORATE
EVENTS



CP MEETS



SOCIAL MEDIA



MR. VINAY PANDEY

The Strategic Marketing & Branding Expert

"GREAT BRANDING IS NOT JUST ABOUT BEING SEEN; IT'S ABOUT BEING REMEMBERED."

With **over 15 years of experience in marketing, branding, and client success**, Vinay Pandey is the driving force behind RJ Design's **marketing strategies, media planning, and brand recall campaigns**. His deep understanding of consumer behavior, media strategy, and advertising psychology has helped multiple brands achieve outstanding visibility and market dominance.

PROFESSIONAL JOURNEY & EXPERTISE

- ▶ **Postgraduate in Advertising & Branding**, with a **graduate degree in Psychology** – giving him a unique advantage in understanding **consumer behavior and brand perception**.
- ▶ **Specialist in Media Planning & Buying**, ensuring brands **maximize visibility while optimizing budgets**.
- ▶ **Expert in Market Research & Brand Recall Strategies**, helping businesses **position themselves effectively in crowded markets**.
- ▶ **Worked with all the major brands under RJ Design**, overseeing branding, marketing, and execution strategies that have led to **high-impact campaigns and increased brand equity**.
- ▶ **A Results-Driven Leader** – Has consistently delivered **high ROI marketing strategies**, increasing brand awareness, customer engagement, and sales conversions for multiple businesses.

CELEBRITY ENDORSEMENT &
PHOTOGRAPHY AUDIO VISUAL FILM



KEDAR JADHAV



PRAJAKTA MALI



SACHIN & SUPRIYA
PILGAONKAR



AKSHAYA DEODHAR



HARDIK JOSHI



KARISHMA KAPOOR



TEJASWINI PANDIT

OUR CLIENTS

Since the date we came into being, we have been behind 500+ successful launches. Total number of our prestigious clients is 150+ and it is rising day-by-day. We are proud to have executed 700+ campaigns, 600+ logo identities and 100+ exhibitions.



Client : KUNDAN SPACES

Project : PUNE FASHION WEEK - Kundan Spaces Group Branding

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

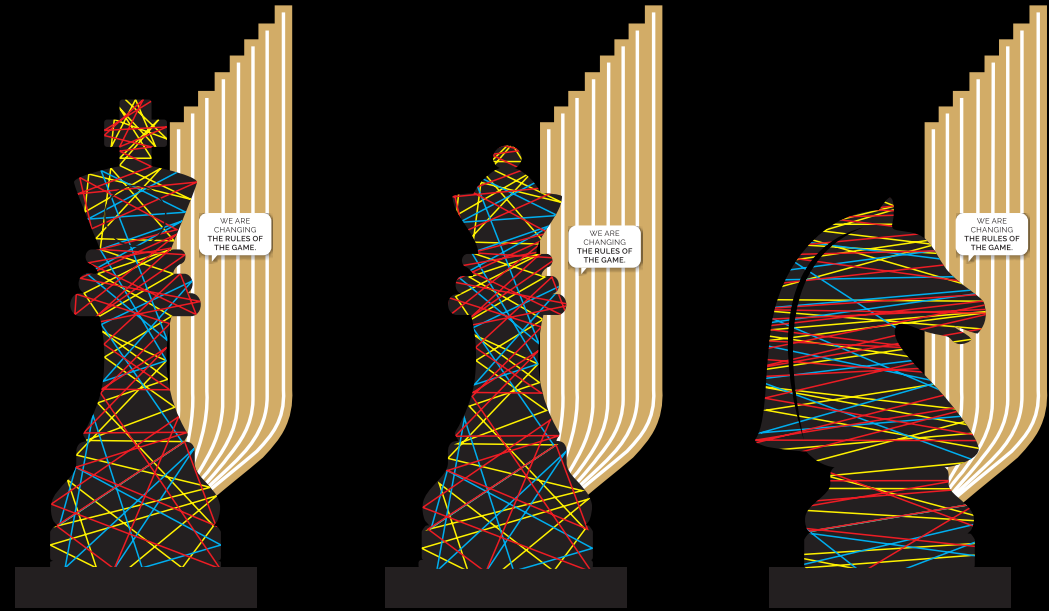
Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Challenges :

- Establishing Kundan Group as a leader in the premium real estate market amidst fierce competition.
- Connecting with a sophisticated audience, including entrepreneurs and business leaders, to build long-term brand affinity.
- Generating excitement and a strong market presence for The Wyng, a high-profile commercial development.

GROUP BRANDING

It was a part of a strategic gameplan. It was, in fact, the first move before launching a high-profile commercial project in the prominent locality of Camp, Pune. We wanted to establish the brand awareness and highlight the brand credentials to create a favourable background for the new, ambitious project, the Wyng. Since the launch concept & project positioning were based on chess, we created large scale pieces of chess. They were used on platforms like site branding, launch event and also in a creatively conceptualized event with the Times of India...









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| TEASER CAMPAIGN

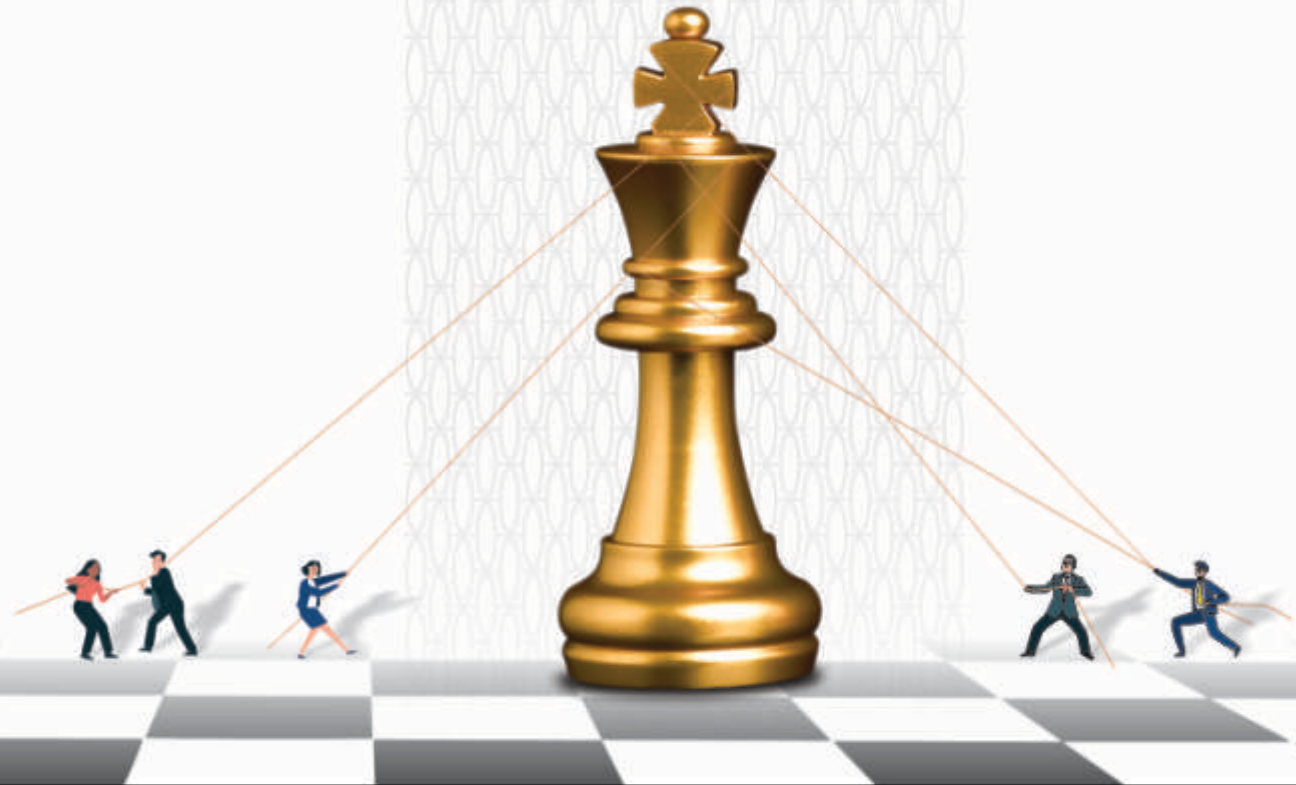
'Make a move' was the appeal around which the teaser campaign was built. We designed large scale chess pieces in the platforms like hoardings, pole kiosks, social media, digital marketing and onsite. It was a clutter-breaking, unique and refreshing thought which grabbed a lot of attention, especially of the TG and soon became the talk of the entire catchment area of the project.

make a move...

MARK YOUR TERRITORY.



CAMP'S NEW BUSINESS CAPITOL.
UNVEILING SOON!



97426 88808

www.kundans.com

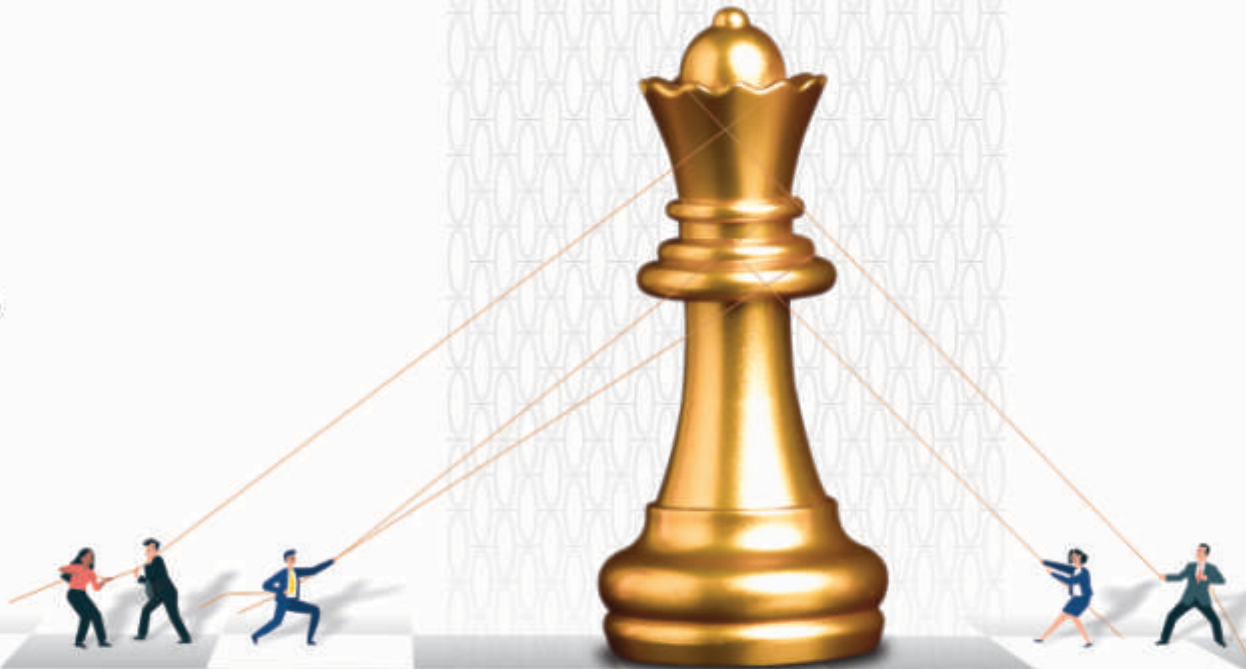


make a move...

BUILD A BUSINESS PLAN.



CAMP'S NEW BUSINESS CAPITOL.



IN VENTURE WITH
SARKAR
UNVEILING SOON!



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A PROJECT BY

KUNDAN
SPACES

make a move...

REVAMP YOUR
CORPORATE STRATEGY.



CAMP'S NEW BUSINESS CAPITAL.
UNVEILING SOON!



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Project : PUNE FASHION WEEK - Kundan Spaces Group Branding

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THE CAMP CAPITOL

One Move.
that's all it takes...

FOR BEING
A PIONEER. A LEADER. A WINNER

IN VENTURE WITH



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BESPOKE COMMERCIAL SPACES
REVEALING SOON

A PROJECT BY





THE CAMP CAPITOL

make a
definitive move...
TO THE CENTRE OF ALL POSSIBILITIES

IN VENTURE WITH



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BESPOKE COMMERCIAL SPACES
REVEALING SOON

A PROJECT BY





THE CAMP CAPITOL

make a
legendary move...

TOWARDS A GLORIOUS FUTURE.

IN VENTURE WITH



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REVEALING SOON

A PROJECT BY



HOARDING DESIGN



ONSITE BRANDING



BROCHURE DESIGN



Client : KUNDAN SPACES

Project : PUNE FASHION WEEK - Kundan Spaces Group Branding

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

POST-LAUNCH CAMPAIGN

The Media Integration –

The same concept was incorporated in the marketing brochure, newspaper advertisements and all other offline as well as online platforms. Since the core concept had a huge potential and an extendibility, we could easily build on it in every stage.







PROJECT RESULTS / FEEDBACK

The campaign was a great success and was appreciated very well by the prospective buyers and the entire business fraternity. Many of them expressed their thoughts and told the client that why it touched their hearts is because this is exactly how they think! It was a very encouraging compliment. Through this campaign and supportive strategic communication, we could position the project well. And also create a pulsating vibe around it. The sales staff especially found it very useful & meaningful for the promotion of the project.

Group Branding Impact:

- Kundan Group's presence at Pune Fashion Week solidified its image as a premium brand synonymous with quality and sophistication.
- The association with a high-profile event created a lasting impression among Pune's elite audience.

Project Success:

- Generated 2,000+ walk-ins and 350+ qualified leads within the first month of The Wyng's launch.
- Secured 50% bookings in the initial months, with strong sales momentum continuing thereafter.

Customer Resonance:

- Entrepreneurs and business leaders appreciated the project's alignment with their aspirations for growth and success.
- Positive word-of-mouth amplified the project's reputation within Pune's business community.



DIVYASPARSH
GROUP

Diligence. Dedication. Distinction.



AMBROSIA
— GALAXY —

THE COMMERCE CAPITOL

Client : DIVYASPARSH GROUP

Project : Ambrosia Galaxy Baner

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos,
brand messaging and storytelling, visual Identity, verbal branding,
brand activation, events and events branding.

| TEASER CAMPAIGN

Ambrosia Galaxy by DivyasparsH Group is a classic case of a prudent marketing strategy and a thoughtful creative communication. Since the parent brand was not known in the vicinity of the project, we rebranded and repositioned it with revamped logo, corporate profile and the website. Then during the teaser, when we showcased the project wrapped under something to create a sense of curiosity, we highlighted the parent brand also.





DIVYASPARSH
GROUP

Diligence. Dedication. Distinction.

| PROJECT : AMBROSIA GALAXY BANER

| PRE-LAUNCH



AMBROSIA
— GALAXY —

THE COMMERCE CAPITOL



HOARDING DESIGN



DIVYASPARSH
GROUP

Diligence. Dedication. Distinction.



AMBROSIA
— GALAXY —
THE COMMERCE CAPITOL

Client : DIVYASPARSH GROUP

Project : Ambrosia Galaxy Baner

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

In sync with a wide range of amenities and recreational features in the project, the campaign revolved around the dire necessity of balancing business with adequate leisure. Since the location was Baner, we had expected a good response from startups as well as small IT companies having a strength of around 25 to 40. It proved to be just correct and boutique offices and large floor plates moved very fast because of the correct creative approach.

AMBROSIA GALAXY
THE COMMERCE CAPITOL OF BANER

PREMIUM SPACE 10,000 SQ. FT. | LEASING ADVANTAGE | EDUCATED WORKTOP 5 FLOOR

OFFICES STARTING FROM
₹ 69 LACS*

+91 90909 05053 / 58

EDC ANLAMAR | BIVVELLAPATI

AMBROSIA GALAXY
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| PROJECT : AMBROSIA GALAXY BANER

| LAUNCH



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— GALAXY —

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POST-LAUNCH CAMPAIGN

In the followup campaign, the project USPs like nice view, amazing location and good connectivity were highlighted. After a successful launch, this series of messages created a striking impact. All these factors were very important from the businessmen's perspective and they responded quite spontaneously with quick sales.

GROWTH
360°

THE COMMERCE CAPITOL OF BANER

LEASING ASSISTANCE | COMPLETE FLOOR PLATE AVAILABLE FOR SALE 10,000 SQ. FT. TO 30,000 SQ. FT.

PRICE: 89 LACS | Possession in April 2020

90909 05053 / 58

OPENNESS
360°

THE COMMERCE CAPITOL OF BANER

LEASING ASSISTANCE | COMPLETE FLOOR PLATE AVAILABLE FOR SALE 10,000 SQ. FT. TO 30,000 SQ. FT.

PRICE: 89 LACS | Possession in April 2020

90909 05053 / 58

CONNECTIVITY
360°

THE COMMERCE CAPITOL OF BANER

LEASING ASSISTANCE | COMPLETE FLOOR PLATE AVAILABLE FOR SALE 10,000 SQ. FT. TO 30,000 SQ. FT.

PRICE: 89 LACS | Possession in April 2020

90909 05053 / 58



PROJECT RESULTS / FEEDBACK

The main challenge was to eliminate the competition. As an emerging commercial as well as residential hub, the project was surrounded by too many competitors. We not only addressed this issue strategically well, but achieved the sales target much earlier than expected. The project brand became a buzzword in the market and thus became the most preferred choice of the aspiring buyers.

High Demand & Fast Sales:

- Achieved 65% sales of boutique office spaces within two months.
- Secured 75% occupancy within six months of launch.

Strong Market Positioning:

- Ambrosia Galaxy became one of the most recognized commercial addresses in Baner for growing businesses.

Brand Success:

- Divyasparsh Group emerged as a reputable commercial real estate brand, gaining stronger recognition among real estate investors and corporate buyers.



Emirus
the top slot

Client : KUNDAN SPACES

Project : Emirus Baner

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

| TEASER CAMPAIGN

Emirus at Baner was a high-end luxurious project offering super-chic lifestyle with palatial homes and exotic amenities. In view of the configuration of the project and the prime location of Baner and that too close to Hinjawadi and bypass, the anticipated TG was elite & evolved families aspiring to elevate their living from Baner and the vicinity. Hence, we rightfully positioned the project as 'The Top Slot' and projected it with all its grandness.

We had arranged for a professional photoshoot and even the launch advertisement too was a butterfly innovation with the Times of India jacket advt.







Client : KUNDAN SPACES

Project : Emirus Baner

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

Since the next phase was the sequel of the success story created in the previous phase, we coined the message, the saga continues, and built the entire communication around it. For the ultra-luxurious project, we used jet black colour all through out and created leather covered grand brochure.

In the later stage, we used the actual site images to create an awe-inspiring aura about the project. These were appealing snaps of the entrance lobby, the elevation, the exteriors etc.

THE SAGA CONTINUES...

INDULGENCE . OPULENCE . HAUTELIVING

SHOT AT SITE

A PROJECT BY

G.M. REALTY KUNDAN

EXCEEDING EXPECTATIONS

+91 82370 00041
www.emirus.net

PRESENTING THE NEXT

Emirus-2.0
the top slot

3.5 & 4.5 BHKD1 PREMIUM VILLAMENTS

BANER

THE SAGA CONTINUES...

PRESENTING THE NEXT

Emirus-2.0
the top slot

3.5 & 4.5 BHKD1 PREMIUM VILLAMENTS

BANER

+91 82370 00041

www.emirus.net





PROJECT RESULTS / FEEDBACK

We could manage to create an astounding project brand image. We were also immensely successful in identifying and addressing the correct audience. Even during the next phase communication, it helped with a vibrant recall. It also helped us optimize the media plan and the marketing budget for the project.

Fast Sales & High Demand:

- Achieved 60% bookings within six months, setting a record in the ultra-luxury segment.

Elite Buyer Engagement:

- Successfully attracted top-tier clientele, including industrialists, business leaders, and professionals from Baner, Aundh, & Hinjawadi.

Brand Recall & Market Impact:

- Emirus became synonymous with prestige and grandeur, reinforcing its position as Baner's most desirable luxury residence.



Client : NAMRATA GROUP

Project : MAVERICK J M ROAD

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Challenges :

- Competing with established developers offering premium residential projects in Kothrud.
- Attracting families deeply rooted in Kothrud's cultural values while addressing their desire for modern amenities and lifestyle enhancements.
- Reviving the Jhala Group brand, which had not launched a major project in the area for several years.

GROUP BRANDING

Jhala Group, with a very inspiring legacy, had made wonders in Mayur Colony, Kothrud. But that was long back. Now when, the group was about to launch a premium project in the same location, we thought it would be great idea to start with a group branding campaign. The 'old values, new vision' concept was totally in sync with the project launch campaign. Thess us we revived the brand awareness as a first strategic move.







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MAHARERA No. P5210052556

MAVERICK

THE TOPNOTCH COMMERCIAL SPACES
J M ROAD

PROJECT BY

NAMRATA GROUP

90247 76600
www.namratamaverick.com

MAHARERA No. P5210052556

MAVERICK

THE TOPNOTCH COMMERCIAL SPACES
J M ROAD

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NAMRATA GROUP

90247 76600
www.namratamaverick.com

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MAVERICK

THE TOPNOTCH COMMERCIAL SPACES
J M ROAD

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**CORPORATE
MAKEOVER**

MAVERICK
PREMIUM OFFICES | RETAIL SPACES
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IT'S TIME TO TAKE YOUR
RIGHTFUL PLACE

**NAMRATA
GROUP**

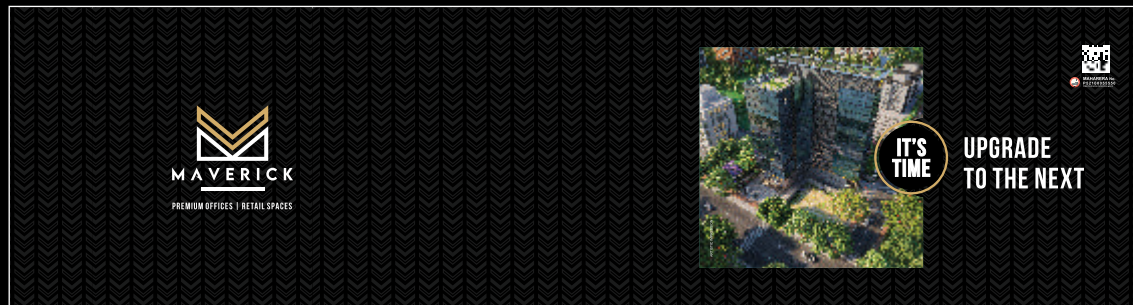


**UPSCALE OF GLOBAL
HEADQUARTERS
BUSINESSES**

**THE
TOPNOTCH
COMMERCIAL SPACES**

90247 76600
www.namratamaverick.com

IT'S TIME TO RAISE THE BAR >>>



MAVERICK
PREMIUM OFFICES | RETAIL SPACES

IT'S TIME UPGRADE
TO THE NEXT



THE TOPNOTCH COMMERCIAL SPACES

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Client : JHALA GROUP

Project : Group Branding

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

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OLD VALUES.



NEW VISION.

73535 30334

www.jhalagroup.com





Client : JAIRAJ GROUP & JHALA GROUP

Project : MAYUK Kothrud

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

| TEASER CAMPAIGN

In the next phase of teaser drive, we tactfully served three purposes. Jhala Group's brandname was reinforced, Jairaj Group was introduced as a partner and we also initiated the drive of 'Global Kothrud', which was an integral part of the later communication. The execution was vibrant and appealing.



BY THE CREATORS OF
MAYUR COLONY

DECODING SOON
GLOBAL KOTHRUD

☎ 73535 30334



CULTIVATING NEW VALUES



BY THE CREATORS OF
MAYUR COLONY

REVEALING A NEW
GLOBAL KOTHRUD

☎ 73535 30334



BY THE CREATORS OF
MAYUR COLONY

PRESENTING SOON
GLOBAL KOTHRUD

☎ 73535 30334



PROJECT : MAYUK KOTHRUD
PRE-LAUNCH



MAYUK





Client : JAIRAJ GROUP & JHALA GROUP

Project : MAYUK Kothrud

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.

| LAUNCH CAMPAIGN

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OLD GLORY.
NEW GRANDEUR.



PROJECT BY



—BY THE CREATORS OF—
MAYUR COLONY



MAYUĀ

GLOBAL KOTHRUD

2,3 & 4 BHK PREMIUM APARTMENTS

MAYUR COLONY

STARTING FROM ₹ 1.92 CR.* ONWARDS
*T&C APPLY



Registration No.
P12100065196

www.jhalagroup.com

NOT A REDEVELOPMENT PROJECT
35+ Amenities | One Parking Per Bedroom

 **73535 30334**

OLD STYLE.
NEW ALLURE.



PROJECT BY



— BY THE CREATORS OF —
MAYUR COLONY



MAYUĀ

GLOBAL KOTHRUD

2,3 & 4 BHK PREMIUM APARTMENTS

MAYUR COLONY

STARTING FROM ₹ 1.92 CR.* ONWARDS
*T&C APPLY



www.jhalagroup.com

NOT A REDEVELOPMENT PROJECT
35+ Amenities | One Parking Per Bedroom

 **73535 30334**

OLD VALUES.
NEW VISION.



PROJECT BY:



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*T&C APPLY



Registration No.
P5.2100065196

www.jhalagroup.com

NOT A REDEVELOPMENT PROJECT
35+ Amenities | One Parking Per Bedroom



73535 30334



JHALA
GROUP

PROJECT : MAYUK KOTHRUD
LAUNCH



MAYUK

OLD GLORY.
NEW GRANDEUR.

BY JAIRAJ GROUP | JHALA GROUP
BY THE CREATORS OF
MAYUR COLONY

MAYUK
GLOBAL KOTHRUD
2,3 & 4 BHK PREMIUM APARTMENTS
MAYUR COLONY

STARTING FROM ₹ 1.92 CR* | CHOWDARI TRUST

NOT A REDEVELOPMENT PROJECT
35+ Amenities | One Parking Per Bedroom | **73535 30334**





Client : JAIRAJ GROUP & JHALA GROUP

Project : MAYUK Kothrud

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

POST-LAUNCH CAMPAIGN

In the post launch drive, we underlined the USPs of the project design and thus positioned it as one of the most premium creations in the locale. Prototype customer looking to stay in Kothrud but aspiring to upgrade in terms of quality of life, naturally got attracted.





JHALA
GROUP

PROJECT : MAYUK KOTHRUD
POST LAUNCH



MAYUK





PROJECT RESULTS / FEEDBACK

The gameplan paid off very well. The ticket size of the units was on the higher side, but still sales, thick & fast, started happening much faster than expected. The competition was stiff comprising large scale new projects and redevelopment creations as well. But Mayuk, always stayed ahead in the race and is still winning with big margins.

Sales Momentum :

- Achieved 50% sales within two months despite high ticket sizes.

Community Connection :

- Families appreciated the cultural narrative tied to Kothrud's roots, making Mayuk a top choice.

Market Leadership :

- Positioned Mayuk as one of the most sought-after residential projects in Kothrud, outperforming competitors.



Client : WE SPACESS

Project : Group Branding

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Challenges :

- Entering a competitive premium segment with legacy players from Kothrud and Baner
- Rebuilding visibility for the Jhala Group after years of market silence
- Balancing aspirational lifestyle positioning with local cultural sensitivities
- Creating intrigue and momentum before the product reveal

BRANDING APPROACH

Phase 1: Group Brand Teaser – “The Journey is WE”

We began by introducing the “WE” philosophy, emphasizing unity, community, and life’s shared moments.

Tagline: “WE is a WAY... THE JOURNEY IS WE”

Design Language: Minimalist, warm tones, symbolic visuals

Teasing Strategy: Withheld project specifics to build curiosity

Messaging Tone: Emotional, inclusive, value-driven







Client : WE SPACESS

Project : Group Branding

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

BRAND REVEAL

Phase 2: Brand Reveal—Three Pillars of the WE Philosophy

We expanded the teaser into a full-fledged brand identity system with three emotional pillars:

WE is a WAY – Journey-focused, symbolizing partnership

WE is a VOICE – Celebrating harmony and community identity

WE is a CELEBRATION – Honoring culture, rituals, and local traditions

Each pillar was supported with tailored creatives, emotional narratives, and consistent visual language—laying a strong emotional foundation before the product reveal.







Client : WE SPACESS & Bhondave Buildcon

Project : Stellar Symphony Ravet

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

PROJECT TEASER

Phase 3: Project Teaser — “Ravet’s Best Kept Secret”
Before introducing Stellar Symphony, we teased the upcoming launch with a campaign built around mystery and anticipation.

Creative Highlights:

Intriguing headline: “Ravet’s Best Kept Secret? Revealing Soon.”

Emotional visuals featuring multi-generational families

Media Strategy:

Premium hoardings in high-footfall areas

Geo-targeted digital and print ads

Soft-launch through outdoor, social, and print integrations







Client : WE SPACESS & Bhondave Buildcon

Project : Stellar Symphony Ravet

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

FULL PROJECT REVEAL

Phase 4: Full Project Reveal — Stellar Symphony Launch

We unveiled Stellar Symphony as a premium lifestyle address with carefully crafted feature-led narratives.

Key Differentiators Highlighted:

Walk-in Closets in 2BHK Units – Elevated functionality

100% Illuminated Homes – Light-filled interiors for well-being

Garden-Facing Layouts – Integration with nature

Club-Class Amenities – Focused on modern lifestyle needs

CREATIVE CAMPAIGNS

Walk-in Closet Campaign

Visual: Confident working woman organizing her wardrobe

Message: “Premium inside and out”

Illuminated Homes Campaign

Visual: Family basking in natural and ambient light

Message: “A brighter way to live”

Garden-Facing Campaign

Visual: Family spending peaceful time in nature

Message: “Breathe easy, live freely”

Each feature ad reinforced the “WE” positioning while highlighting real, aspirational lifestyle benefits.

WALK-IN CLOSET IN 2BHK

STELLAR symphony
2 & 3 BHK LIFE HOMES

Ravel's
best kept secret?

STARTING FROM ₹ 70 L* ONWARDS

WE SPACESS | BHONDAVE BUILDCON

7030 002 002
www.wespaces.in

100% ILLUMINATED HOME

STELLAR symphony
2 & 3 BHK LIFE HOMES

Ravel's
best kept secret?

STARTING FROM ₹ 70 L* ONWARDS

WE SPACESS | BHONDAVE BUILDCON

7030 002 002
www.wespaces.in

GARDEN FACING HOMES

STELLAR symphony
2 & 3 BHK LIFE HOMES

Ravel's
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STARTING FROM ₹ 70 L* ONWARDS

WE SPACESS | BHONDAVE BUILDCON

7030 002 002
www.wespaces.in





STELLAR symphony

2 & 3 BHK LIFE HOMES

Client : WE SPACES & BHONDAVE BLILDCON

Project : STELLAR SYMPHONY RAVET

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

In sync with a wide range of amenities and recreational features in the project, the campaign revolved around the dire necessity of balancing business with adequate leisure. Since the location was Baner, we had expected a good response from startups as well as small IT companies having a strength of around 25 to 40. It proved to be just correct and boutique offices and large floor plates moved very fast because of the correct creative approach.

Registration No. : P52190079515

Best Place. Bigger Space.

STELLAR symphony
2 & 3 BHK LIFE HOMES
RAVET

2BHK ₹77 LAKH | 3BHK ₹1.07 CR.

Project by

WE SPACES | BHONDAVE BUILDCON

LAST FEW HOMES AVAILABLE
7030 002 002
www.wespaces.in

Registration No. : P52190079515

Awesome Size. Amazing Price.

STELLAR symphony
2 & 3 BHK LIFE HOMES
RAVET

2BHK ₹77 LAKH | 3BHK ₹1.07 CR.

Project by

WE SPACES | BHONDAVE BUILDCON

LAST FEW HOMES AVAILABLE
7030 002 002
www.wespaces.in

Registration No. : P52190079515

Grand View. For a Gracious Few.

STELLAR symphony
2 & 3 BHK LIFE HOMES
RAVET

2BHK ₹77 LAKH | 3BHK ₹1.07 CR.

Project by

WE SPACES | BHONDAVE BUILDCON

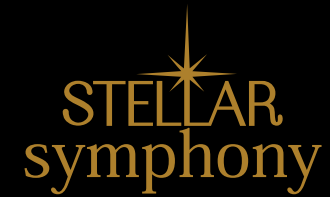
LAST FEW HOMES AVAILABLE
7030 002 002
www.wespaces.in



PROJECT : STELLAR SYMPHONY RAVET
LAUNCH

STELLAR
symphony
2 & 3 BHK LIFE HOMES





PROJECT RESULTS / FEEDBACK

WE SPACESS launched Stellar Symphony, a premium residential project in Ravet, through a meticulously planned 4-phase brand campaign. The result?

Sales Performance :

- 50% sales in just 2 months, despite higher-than-average ticket size
- Lead-to-sale conversion exceeded benchmarks
- Ongoing buyer interest and strong site footfalls

Market Impact :

- Stellar Symphony became one of the most discussed projects in Ravet
- Outperformed competing projects launched in the same quarter
- Achieved premium perception without alienating middle-class aspirants

Community Response :

- Strong emotional resonance due to cultural storytelling
- High referral rates among early buyers
- Positive feedback from walk-in customers citing “relatable” and “emotional” brand tone.



Client : JAIRAJ GROUP

Project : JAIRAJ HILLS KATRAJ KONDHWA ROAD

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

PRICELESS POSSESSION
Lifestyle beyond Expectations!

JAIRAJ HILLS
PHASE-1 & 2
FREEHOLD NA PLOTS
PMC SANCTIONED
NEAR ISKCON TEMPLE,
KATRAJ KONDHWA ROAD

SPACIOUS PLOTS | HIGH RETURNS | CLEAR TITLE (7/12) | GATED COMMUNITY

MARKET BY
JAIRAJ GROUP
www.jairajgroup.com

STARTING FROM
2300+
SQ. FT. PLOTS

PHASE-1 SOLDOUT
PRE-LAUNCHING
PHASE 2

FOR APPOINTMENT CALL:
7991 24 24 24

ACCELERATION PARTNER
24x7REXOSER
www.24x7rexoser.com

PRICELESS POSSESSION
Amazing Returns & Appreciation!

JAIRAJ HILLS
PHASE-1 & 2
FREEHOLD NA PLOTS
PMC SANCTIONED
NEAR ISKCON TEMPLE,
KATRAJ KONDHWA ROAD

SPACIOUS PLOTS | HIGH RETURNS | CLEAR TITLE (7/12) | GATED COMMUNITY

MARKET BY
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www.jairajgroup.com

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2300+
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PHASE-1 SOLDOUT
PRE-LAUNCHING
PHASE 2

FOR APPOINTMENT CALL:
7991 24 24 24

ACCELERATION PARTNER
24x7REXOSER
www.24x7rexoser.com

PRICELESS POSSESSION
An Asset for Generations

JAIRAJ HILLS
PHASE-1 & 2
FREEHOLD NA PLOTS
PMC SANCTIONED
NEAR ISKCON TEMPLE,
KATRAJ KONDHWA ROAD

SPACIOUS PLOTS | HIGH RETURNS | CLEAR TITLE (7/12) | GATED COMMUNITY

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www.jairajgroup.com

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PHASE 2

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7991 24 24 24

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24x7REXOSER
www.24x7rexoser.com



PRICELESS POSSESSION
Lifestyle beyond Expectations!

SPACIOUS PLOTS | HIGH RETURNS | CLEAR TITLE (7/12) | GATED COMMUNITY

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www.jairajgroup.com

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PHASE 1 SOLDOUT
PRE-LAUNCHING
PHASE 2

FOR APPOINTMENT CALL:
7991 24 24 24

ACCELERATION PARTNER

www.24dimensions.com


JAIRAJ HILLS
PHASE-1 & 2
FREEHOLD NA PLOTS
PMC SANCTIONED
NEAR ISKCON TEMPLE,
KATRAJ KONDHWA ROAD



Client : JAIRAJ GROUP

Project : JAIRAJ HILLS KATRAJ KONDHWA ROAD

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Thinking & Waiting
WILL COST YOU MORE

JAIRAJ HILLS
PHASE-2
FREEHOLD NA PLOTS
PMC SANCTIONED
NEAR ISKCON TEMPLE,
KATRAJ KONDHWA ROAD

PHASE 1 SOLDOUT

Plots Starting from
2300+ Sq.Ft.

7991 24 24 24

24 DIMENSIONS

Invest today in
A BRIGHT & HAPPY FUTURE

JAIRAJ HILLS
PHASE-2
FREEHOLD NA PLOTS
PMC SANCTIONED
NEAR ISKCON TEMPLE,
KATRAJ KONDHWA ROAD

PHASE 1 SOLDOUT

Plots Starting from
2300+ Sq.Ft.

7991 24 24 24

24 DIMENSIONS



JEEVAN RANG
GROUP



ELYSIAN
HILLS
Feel At Heaven

Client : BANGDIWALA GROUP & JEEVAN RANG GROUP

Project : ELYSIAN HILLS AHILYANAGAR

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos,
brand messaging and storytelling, visual Identity, verbal branding,
brand activation, events and events branding.



UNWIND

LIVING IN THE HEAVEN IS NOT A

FANTASY ANYMORE.

PROJECT BY
 Since 1902
अनुराधा
Unitree

JEEVAN RANG
GROUP

#FUTURELIVING #VILLALIVING
87880 65941 | 96132 03040



ELYSIAN
HILLS
Feel At Heaven
AHMEDNAGAR

REJUVENATE

LIVING IN THE HEAVEN IS NOT A

FANTASY ANYMORE.



PROJECT BY
अंगुदीवाला
Unitree

JEEVAN RANG
GROUP

#FUTURELIVING #VILLALIVING

87880 65941 | 96132 03040



ELYSIAN
HILLS

Feel At Heaven

AHMEDNAGAR

REFRESH

LIVING IN THE HEAVEN IS NOT A

FANTASY ANYMORE.

Since 1995
अनुराधा
Unitree

PROJECT BY

JEEVAN RANG
GROUP

#FUTURELIVING #VILLALIVING

87880 65941 | 96132 03040

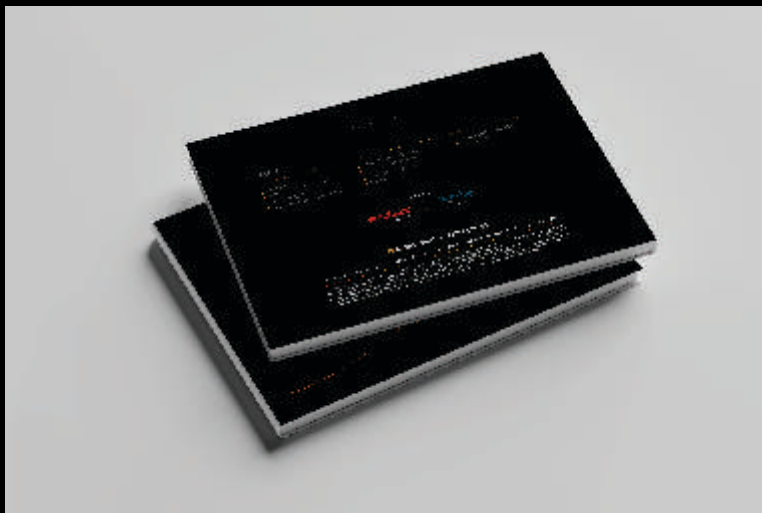


ELYSIAN
— HILLS —

Feel At Heaven

AHMEDNAGAR





ANEESHA

3 BHK SPACIOUS RESIDENCES

Client : YUGAL CONSTRUCTIONS & MAHESHWARI DEVELOPERS

Project : Aneesha BANER

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

In sync with a wide range of amenities and recreational features in the project, the campaign revolved around the dire necessity of balancing business with adequate leisure. Since the location was Baner, we had expected a good response from startups as well as small IT companies having a strength of around 25 to 40. It proved to be just correct and boutique offices and large floor plates moved very fast because of the correct creative approach.



ANEESHA
 3 BHK SPACIOUS RESIDENCES
 CENTRAL BANER

GRANDEUR ABOVE ALL
 Need we say more

READY POSSESSION | BIG SIZE CARPET (1500+ SQ. FT.) | 2 CAR PARKING SPACES PER UNIT

Project by
 YUGAL CONSTRUCTIONS | MAHESHWARI DEVELOPERS

3BHK ₹ 2.39 CR.
 9970 133 133
 www.aneeshabaner.com

ANEESHA
 3 BHK SPACIOUS RESIDENCES
 CENTRAL BANER

SPACE ABOVE ALL
 Need we say more

READY POSSESSION | BIG SIZE CARPET (1500+ SQ. FT.) | 2 CAR PARKING SPACES PER UNIT

Project by
 YUGAL CONSTRUCTIONS | MAHESHWARI DEVELOPERS

3BHK ₹ 2.39 CR.
 9970 133 133
 www.aneeshabaner.com

ANEESHA
 3 BHK SPACIOUS RESIDENCES
 CENTRAL BANER

MAGNIFICENCE ABOVE ALL
 Need we say more

READY POSSESSION | BIG SIZE CARPET (1500+ SQ. FT.) | 2 CAR PARKING SPACES PER UNIT

Project by
 YUGAL CONSTRUCTIONS | MAHESHWARI DEVELOPERS

3BHK ₹ 2.39 CR.
 9970 133 133
 www.aneeshabaner.com



3 & 4 BHK VILLAMENTS

Client : VIRKAR

Project : SEVEN VIRKAR BANER

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

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Experience **Topnotch Luxury.**
Unveil a transformed life!

4 BHK VILLAMENTS ₹3 CR

SEVEN

VIRKAR | 7477 77 6377

3 & 4 BHK VILLAMENTS
PANCARD CLUB ROAD - BANER

- East-West Homes, No Common Walls
- 30,000+ Sq.Ft. Amenities, Infinity Lap Pool
- 6 Elevators, 2 Parkings

PROJECT IS APPROVED AND PERMITTED BY RAJIV HOUSING PROMOTERS LIMITED. NO OBSTACLE CERTIFICATE SUBMITTED TO APPLICABLE FIRE & SAFETY DEPARTMENT. LAUNCH WILL BE PERMITTED FOR SALE OF FLATS.

Limited edition **Superlative Palatial homes!**

4 BHK VILLAMENTS ₹3 CR

SEVEN

VIRKAR | 7477 77 6377

3 & 4 BHK VILLAMENTS
PANCARD CLUB ROAD - BANER

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Where every other home will **Look Mediocre...**

4 BHK VILLAMENTS ₹3 CR

SEVEN

VIRKAR | 7477 77 6377

3 & 4 BHK VILLAMENTS
PANCARD CLUB ROAD - BANER

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Client : SAFFRON DEVELOPERS

Project : Amber 2.0 BANER SUS ROAD

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

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ONE HOME.
Numerous advantages
SPACE. GRACE. PROGRESS.

SAFFRON DEVELOPERS
8686 11 0505
2 BHK STARTING FROM ₹ 99 LAKH
ALL-INCLUSIVE
AMBER 2.0
2 & 3 BHK LUXURY RESIDENCES
BANER-SUS ROAD



ONE HOME.
Numerous advantages
SERENITY. CONNECTIVITY. PROSPERITY.

SAFFRON DEVELOPERS
8686 11 0505
2 BHK STARTING FROM ₹ 99 LAKH
ALL-INCLUSIVE
AMBER 2.0
2 & 3 BHK LUXURY RESIDENCES
BANER-SUS ROAD



ONE HOME.
Numerous advantages
CLASS. COMMUNITY. COMFORT.

SAFFRON DEVELOPERS
8686 11 0505
2 BHK STARTING FROM ₹ 99 LAKH
ALL-INCLUSIVE
AMBER 2.0
2 & 3 BHK LUXURY RESIDENCES
BANER-SUS ROAD




AMBER 2.0
2 & 3 BHK LUXURY RESIDENCES

Client : SAFFRON DEVELOPERS

Project : Amber 2.0 BANER SUS ROAD

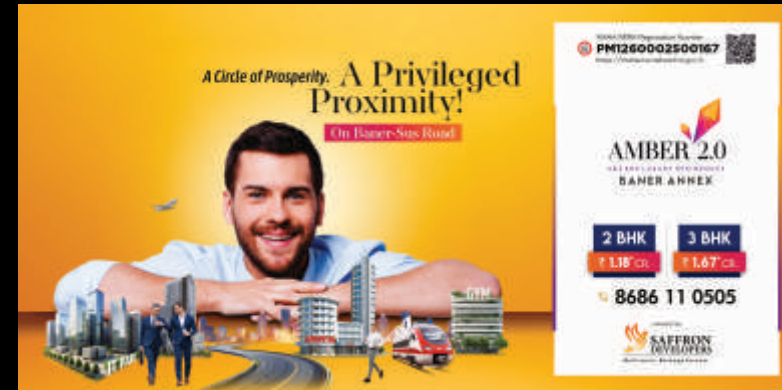
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Client : BISHNOI KALAMKAR & MOHANLAL BISHNOI

Project : NEXT GEN BANER

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

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Project : NEXT GEN BANER

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos,
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Codename
NEXT GEN
PREMIUM COMMERCIAL SPACES
BANER

CLASS Perfect Planning.
Spacious Layout.

BKC MOHANLAL BISHNOI
₹ 99 LAKH #My Best Wowffice! 98765 43210

Codename
NEXT GEN
PREMIUM COMMERCIAL SPACES
BANER

LOCALE Strategic Location.
Superb Connectivity.

BKC MOHANLAL BISHNOI
₹ 99 LAKH #My Best Wowffice! 98765 43210

Codename
NEXT GEN
PREMIUM COMMERCIAL SPACES
BANER

CULTURE Thriving Workspaces.
Inspiring Vibes.

BKC MOHANLAL BISHNOI
₹ 99 LAKH #My Best Wowffice! 98765 43210

B.A.
SWAदेशा 2.0
my kingdom!

Client : BHANDARI ASSOCIATES

Project : SWADESHA MOSHI

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos,
brand messaging and storytelling, visual Identity, verbal branding,
brand activation, events and events branding.



विश्वास १५००+ समाधानी कुटुंबांचा

SWAदेशा महणजे
वादा अधिकचा
मोठा कॉर्पेट

45 LAKHS

PHASE 1 DELIVERED
PHASE 2 BOOKING OPEN

B.A. SWAदेशा 2.0
my kingdom!
CENTRAL MOSHI

Project by
Bhandari
associates
celebration of space

7676 985 985



विश्वास सर्वोत्तम गुणवत्तेचा

SWAदेशा महणजे
वादा अधिकचा
भव्य प्रकल्प

45 LAKHS

PHASE 1 DELIVERED
PHASE 2 BOOKING OPEN

B.A. SWAदेशा 2.0
my kingdom!
CENTRAL MOSHI

Project by
Bhandari
associates
celebration of space

7676 985 985



विश्वास परिपूर्ण जीवनशैलीचा

SWAदेशा महणजे
वादा अधिकचा
सुंदर जीवनशैली

45 LAKHS

PHASE 1 DELIVERED
PHASE 2 BOOKING OPEN

B.A. SWAदेशा 2.0
my kingdom!
CENTRAL MOSHI

Project by
Bhandari
associates
celebration of space

7676 985 985

विश्वास १५००+ समाधानी कुटुंबांचा

SWADESHA म्हणजे
वादा अधिकचा
मोठा कार्पेट

ॐ A स्वच्छ पुरवठे भौतिकीय एक अविश्व प्रेरणादायक वसोपणा का विपरीत दुर्लभपणाचा देदीनपण वसोपण ॐ A स्वदेश ही असा भौतिकीय स्वच्छिण साधकचयन इतक आहे. पान्थिका वीर, घोरपणे लोकेतन, भयान आणि स्वच्छ अभिप्रेत, मोठा कार्पेट एवढा अति स्वच्छिणी वीरपणाच सुसंगत होऊन... ही वा प्रकल्पनी प्रमुख वैशिष्ट्ये. मनुष्य वा प्रकल्पनीच पहिली वेळ वाहूनगोवा स्वच्छिण कायली आहे. म्वात म्वात मोठा असाट आहे. असा प्रकल्प केवळ सुविध वाहूनगोवा चूक आहे. तेव्हा सर्व वसती अधिक वेगळ्या वा प्रकल्पना अजय पेठ वा अति अति स्वच्छिणी वा चूक वा...

B.A. **SWADESHA 2.0**
my kingdom!
CENTRAL MOSHI

मोशीतील सर्वाधिक प्रतिष्ठित लाईफस्टाईल
भरव प्रकल्प | मोठा कार्पेट

PHASE 1 DELIVERED
PHASE 2 BOOKING OPEN

2 BHK STARTING FROM
45 LAKHS
ONWARDS

7676 985 985

B.A. **SWADESHA 2.0**
my kingdom!
CENTRAL MOSHI

2 BHK STARTING FROM
45 LAKHS
ONWARDS

SWADESHA म्हणजे
वादा अधिकचा
विशेष प्रकल्प आहे

GROUND LEVEL READY AMENITIES ACTUAL PHOTOGRAPH

CLUBHOUSE GYMNASIUM YOGA & MEDITATION ZONE GAMES ROOM

TERRACES AMENITIES

PARTY LAWN KIDS PLAY AREA OUTDOOR GYM OUTDOOR GAMES ALFRESCO DINING AREA

PHASE 1 DELIVERED
PHASE 2 BOOKING OPEN

Project by
Bhandari
associates
celebration of space

Address:
Gat No. 231, Borhadewadi,
Near Swaraj, Behind D'mart,
Moshi, Pune - 412 105.

7676 985 985
www.bhandariassociates.co.in

LOCATION QR CODE
REGISTRATION NO. PS2100079524

B.A.
SWAदेश 2.0
my kingdom!

Client : BHANDARI ASSOCIATES

Project : SWADESHA 2.0 CENTRAL MOSHI

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos,
brand messaging and storytelling, visual Identity, verbal branding,
brand activation, events and events branding.

LAUNCH CAMPAIGN

In sync with a wide range of amenities and recreational features in the project, the campaign revolved around the dire necessity of balancing business with adequate leisure. Since the location was Baner, we had expected a good response from startups as well as small IT companies having a strength of around 25 to 40. It proved to be just correct and boutique offices and large floor plates moved very fast because of the correct creative approach.

वादा अधिकचा. पत्ता प्रतिष्ठेचा

MANAGED BY REG. NO. P52100079324



मोजक्याच भाग्यवंतांसाठी, ही अखेरची सुवर्णसंधी !

Project by
 **Bhandari**
associates
celebration of space

A Limited Legacy
Final Tower Launch

3 BHK STARTING FROM
48* LAKHS
ALL INCLUSIVE

B.A.
SWAदेश 2.0
my kingdom!
CENTRAL MOSHI
7676 985 985

B.A.
SWAदेश 2.0
my kingdom!

Client : BHANDARI ASSOCIATES

Project : SWADESHA 2.0 CENTRAL MOSHI

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

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THE LAST CHANCE
THE FIRST CHOICE!

2BHK
₹ 49.36 Lacs

7676 985 985

Bhandari associates

THE LAST CHANCE
THE FIRST CHOICE!

2BHK
₹ 49.36 Lacs

7676 985 985

Bhandari associates

THE LAST CHANCE
THE FIRST CHOICE!

2BHK
₹ 49.36 Lacs

7676 985 985

Bhandari associates



Client : LAUKIK GROUP

Project : PELICAN NEW HINJAWADI

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

UP SO **HIGH.**
FEEL THE **SKY!**

pelican
2BHK | 3BHK
NEW HINJAWADI

2BHK ₹34.99L | 3BHK ₹45.99L
ALL INCLUSIVE
Higher Floor Inventory Available
200+ HAPPY FAMILIES
RESIDES HERE

LAUKIK
100% SATISFACTION
100% OPEN SPACE
13 SEVEN
13 SEVEN
SAMPLE
FLAT READY
89563 52082
www.laukikgroup.com

UP SO **HIGH.**
FEEL THE **SKY!**

pelican
2BHK | 3BHK
NEW HINJAWADI

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Client : LAUKIK GROUP

Project : PELICAN NEW HINJAWADI

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.





pelican
2BHK | 3BHK
NEW HINJAWADI
-10 Mins From Phase 3-

**Showers of bliss.
Offers of Happiness.**

MONSOON OFFER & GET BENEFITS
UPTO ₹ 2 LACS

- Tower A - Immediately Delivered
- Only 10 Mins from Hinjawadi IT Park.
- Simple Flat Ready
- Convenience Shopping in The Project

Carry the panghat and avai!
1 LACS* additional discount on spot booking!

3BHK
46.90 LACS*



pelican
2BHK | 3BHK
NEW HINJAWADI
-10 Mins From Phase 3-

100+ HAPPY FAMILIES RESIDES HERE

LAUNCHING LAST
50 PREMIUM
UPPER FLOOR HOMES

With the state-of-the-art design, advanced technology, green walls which contribute to 10% greenness, Phase 3 became a premier choice of investors and home buyers. The state-of-the-art Pelican is here with a guaranteed future. Make it your home and be a part of the ever-growing community of the ever-growing city of Pune.

3BHK
46.90 LACS*

<p>Lifestyle</p> <ul style="list-style-type: none"> Children's play area Club house & party lawn Senior citizen sitting area Indoor sports 	<p>Community Living</p> <ul style="list-style-type: none"> 6 Apts per floor Grand entrance gate 24x7 Security Retail shops & services 	<p>Urban Design</p> <ul style="list-style-type: none"> Great Views from every home Homes with privacy Well ventilated Homes with ample sunlight
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Site Address : D/ No. 40D,
Ambacet, Pimpri - Hinjawadi,
IT Park Road, Pune - 412 138.

As provided by
LAUKIK
CONSTRUCTION COMPANY

89563 52083
www.pelicanpune.in



Client : LAUKIK GROUP

Project : PELICAN NEW HINJAWADI

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Wardharadagatraton No. P52100033925
Pune Maharashtra 411004

WE HAD RESERVED THE BEST FOR THE LAST.
ANNOUNCING TOPMOST FLOORS!

pelican
2BHK | 3BHK
NEW HINJAWADI

As Imprime by
LAUKIK
CONSTRUCTION COMPANY

STARTING FROM
3BHK ₹ **46.99 L.***
ALL INCLUSIVE

89563 52082
www.pelicanspune.co.in



Client : SHUBH PROMOTERS & DEVELOPERS

Project : SHUBH GATEWAY Vimannagar

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Challenges :

- Competing in a market dominated by established luxury residential brands.
- Differentiating Shubh Gateway from other projects in Vimannagar by emphasizing its unique design, amenities, and location advantages.
- Attracting high-net-worth individuals (HNWIs) and well-traveled professionals who demand exceptional living standards.

TEASER CAMPAIGN

Shubh Gateway is a top-end luxury product at an enviably prime location of Vimannagar, very close to Pune Airport. Vimannagar is a plush locale with the community of high-profile residents. People that are well-travelled, well-read, well-informed, can afford to stay in here because of the premium ticket size. The main challenge was to create a charming value proposition and an electrifying vibe around it. We positioned the project as 'the journey begins' with a central campaign thread of 'makeover'.







Client : SHUBH PROMOTERS & DEVELOPERS

Project : SHUBH GATEWAY Vimannagar

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

So, makeover was a strong appeal that we created through an elegant and awe-inspiring campaign. We encouraged the end-users for style makeover, lifestyle makeover, status makeover, so on & so forth. We also smartly blended it with the alluring project views. It worked wonderfully well. The WOW impression we could successfully create, became everybody's favourite in Vimannagar. All the phases got sold quite rapidly.

EMERGE IN A **Life** Makeover

SHUBH GATEWAY
THE JOURNEY BEGINS

2, 3 & 4 WIDE CORBOS
SHOPS + SKYROOMS

VIMAN NAGAR
NEXT TO AIRPORT

SHOW FLAT READY **888 888 6002**

www.shubhgateways.com

A **Style** Makeover

SHUBH GATEWAY
THE JOURNEY BEGINS

2, 3 & 4 WIDE CORBOS
SHOPS + SKYROOMS

VIMAN NAGAR
NEXT TO AIRPORT

SHOW FLAT READY **888 888 6002**

www.shubhgateways.com

A **Celebrity** Makeover

SHUBH GATEWAY
THE JOURNEY BEGINS

2, 3 & 4 WIDE CORBOS
SHOPS + SKYROOMS

VIMAN NAGAR
NEXT TO AIRPORT

SHOW FLAT READY **888 888 6002**

www.shubhgateways.com





www.shubhdevelopments.com

INDULGE IN A **Life**
Makeover

2, 3 & 4 BHKDT CONDOS
SHOPS | SHOWROOMS



SHOW FLAT READY



VIMAN NAGAR

For Booking Call
+91 88888 86002





PROJECT RESULTS / FEEDBACK

Although the product was meant for the prime locality of Vimannagar and it had everything the customers were looking for, it wasn't easy to stand out and make a lasting impression. The locale is flooded with top realty brands of Pune. But still, we did extremely well within a short span of time.

Sales Success :

- Achieved 70% sales within the first four months of launch, surpassing initial projections.

Customer Engagement :

- Generated over 1,600 inquiries within the first month through digital and print campaigns.

Brand Recognition :

- Shubh Gateway became synonymous with luxury and exclusivity in Vimannagar, gaining strong word-of-mouth referrals.

Market Differentiation :

- Despite stiff competition, the project stood out for its blend of premium features, prime location, and elegant branding.



ESPACIO

2 & 3 RHK HOMES

Client : KUNDAN SPACES

Project : ESPACIO Balewadi

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

BRANDING APPROACH

Objective: Position ESPACIO as a lifestyle-driven residential offering in Balewadi by focusing on the emotional value of “space.”

Core Idea:

Theme: “A World of Space – Get more. Live more.”

Three Dimensions of Space:

*Personal Space – Daily life comfort

*Inner Space – Emotional & mental well-being

*Play Space – Family time & community joy



PERSONAL
Space
Get more. Leverage more.

ESPACIO
A world of space
2 & 3 RKHKT INTELLIGENT HOMES
BALEWADI

Project by
KUNDAN | **TRANSERA**
REALTY

020 666 555 02
www.kundans.com



INNER
Space
Get more. Leverage more.

ESPACIO
A world of space
2 & 3 RKHKT INTELLIGENT HOMES
BALEWADI

Project by
KUNDAN | **TRANSERA**
REALTY

020 666 555 02
www.kundans.com



PLAY
Space
Get more. Leverage more.

ESPACIO
A world of space
2 & 3 RKHKT INTELLIGENT HOMES
BALEWADI

Project by
KUNDAN | **TRANSERA**
REALTY

020 666 555 02
www.kundans.com





PROFITBAY

Laxmi Road's First & Only RETAIL MALL

Client : KUNDAN SPACES

Project : Profitbay Laxmi Road

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

With Laxmi Road being one of Pune's busiest and most iconic commercial destinations, we built a campaign that didn't just sell spaces—but sold possibilities.

We introduced the concept of "Infinite Possibilities @ Laxmi Road" to capture the imagination of retailers, investors, and business owners. This was supported by striking visual storytelling, each representing a unique value proposition:

Infinite Appreciation & Returns – for investors

Infinite Retail Possibilities – for brand outlets and showrooms

Infinite Business Growth – for offices and professionals

From hoardings to digital posts and brochures, the entire creative language was infused with futuristic, aspirational visuals layered over the symbolic location motif—Laxmi Road. Every campaign element was crafted to project confidence, scale, and opportunity.



www.kundanspaces.com

Infinite
APPRECIATION & RETURNS

PROFITBAY
Laxmi Road's First & Only **RETAIL MALL**

Shops starting from
₹ 1.10 Cr. onwards

By venture with: **KVR R**

As initiative by: **KUNDAN**

97392 88808

REGA NUMBER : P2100020014



PROJECT RESULTS / FEEDBACK

Sales Success :

- 65% inventory booked within the first 100 days of campaign rollout. Key anchor brands and investor groups came on board early, driving credibility.

Customer Engagement :

- Over 1,200+ qualified inquiries generated across digital, print, and outdoor media. High footfall during on-site events and channel partner activations.

Brand Recognition :

- Project became synonymous with Laxmi Road's new-age commercial landmark. Strong WOM marketing and recall among retailers looking for central Pune addresses.

Market Differentiation :

- The campaign positioned the project as the only structured retail-commercial development in the area, creating a premium perception in a traditionally unorganized retail zone. The possibility-centric approach connected emotionally and functionally with all segments—from traditional business owners to modern entrepreneurs.



THE ATRIUM AT MAGARPATTA ROAD

Client : TRIBUTE LANDMARKS & DORABJEE ESTATES

Project : THE ATRIUM Magarpatta Road

Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Challenges :

- Breaking through the clutter in a market saturated with similar commercial projects.
- Clearly communicating the project's unique value proposition to appeal to decision-makers in small and mid-sized businesses.
- Highlighting location advantages and showcasing the project's potential for business growth.

TEASER CAMPAIGN

To create the hype about a topnotch commercial icon, we created a story around titled as 'The Money Magnet'. It was thematically continued and gradually expanded in all the phases thereafter. This narrative helped the project create its own unique identity and stand tall.



HERE COMES THE MONEY MAGNET

COMING SOON AT
MAGARPATTA ROAD

8956 86 2250





PROJECT : THE ATRIUM MAGARPATTA ROAD
PRE-LAUNCH

THE ATRIUM
AT MAGARPATTA ROAD





THE ATRIUM

AT MAGARPATTA ROAD

Client : TRIBUTE LANDMARKS & DORABJEE ESTATES

Project : THE ATRIUM Magarpatta Road

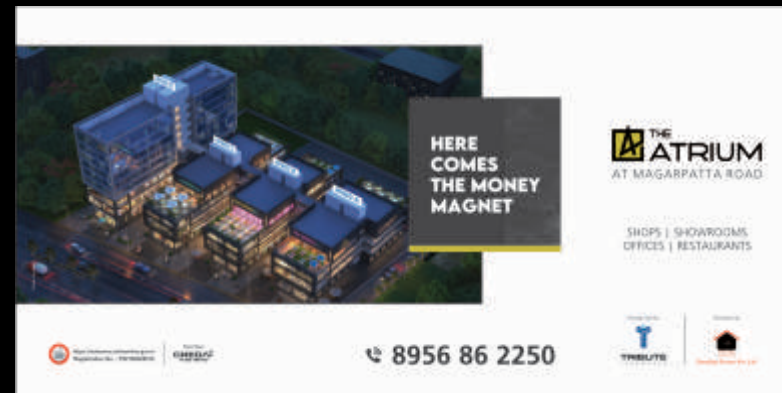
Industry : Real Estate & Properties Management

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

LAUNCH CAMPAIGN

The market was competitive and the competition was too much. Through an engaging storytelling format, we described the entire project with detailed explanation. This was done with 3600 media integration.





PROJECT : THE ATRIUM MAGARPATTA ROAD
LAUNCH





PROJECT RESULTS / FEEDBACK

Because of a unique central thread, it became easier for the buyers to understand the project in depth with all its hidden and perceived potential. The project had multiple benefits. And even the location advantages were numerous. We could build a cohesive story around all of them because of the stringent communication strategy, foundation of which was a thorough competition, consumer psyche and locality research.

- 50% bookings secured within the first quarter, exceeding initial projections.
- Created a strong brand identity for The Atrium, leading to sustained interest and inquiries.
- Simplified decision-making for buyers by effectively communicating the project's value through cohesive messaging.
- Feedback from buyers highlighted appreciation for the project's professional design, strategic location, and future-ready amenities.

Kundan Hyundai

kundan.hyundaimotor.in

Client : KUNDAN HYUNDAI

Project : Branding Chimbali

Industry : Automobile

Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Challenges :

- Entering a competitive automobile market with established dealerships already serving the area.
- Building awareness and trust for a new dealership in a location with minimal prior customer connections.
- Demonstrating expertise across all aspects of dealership operations, including car sales, financing, and post-sales services.

The client was a chain of automobile dealerships. They were planning to set up a new car dealership in an emerging market of PCMC. Announcing its arrival and creating a welcome invite was the task.



Kundan Hyundai

kundan.hyundaimotor.in

Client : KUNDAN HYUNDAI

Project : Branding Chimbali

Industry : Real Estate & Properties Management

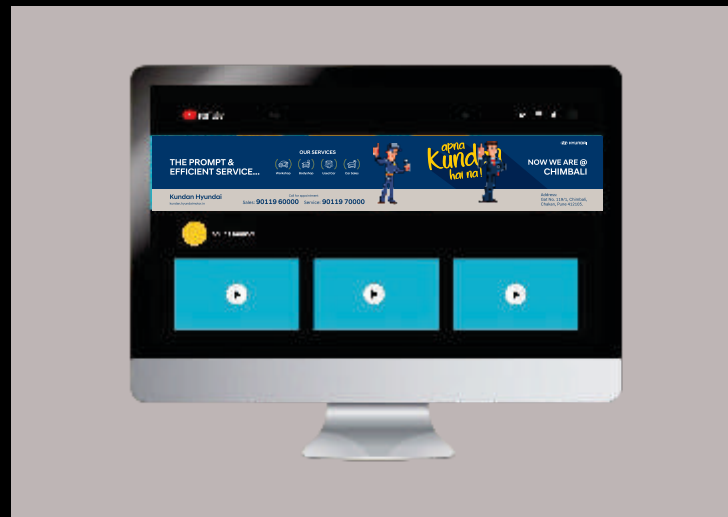
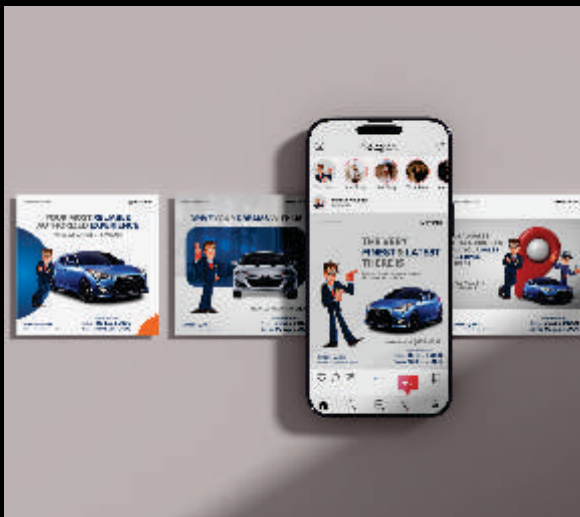
Practice : Brand experience, customer experience, campaign

Services : Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

We did it with the help of a mascot. The mascot or the caricature was a strategic move to talk about various aspects of the dealership like sales, finance, post sales, service etc. The core idea around which the whole communication gamut was build, was 'apna Kundan hain na!'







Kundan Hyundai

PROJECT RESULTS / FEEDBACK

With this eye-grabber campaign thought and a gamechanger launch strategy, we managed to build trust, reliability, technical know-how, product expertise of the brand. The glittery aura of the parent brand, The Hyundai, was smartly leveraged in selective communication.

Sales Success :

- Over 100 car bookings in the first three months, a testament to the campaign's reach and customer confidence in the dealership.

Service Excellence :

- Successfully addressed 500+ service requests, establishing Kundan Hyundai as a dependable partner for car maintenance and repair.

Customer Trust :

- Positive feedback highlighted the dealership's friendly and professional approach, with many customers praising the transparent financing process and after-sales support.

Market Presence :

- Positioned as a trusted Hyundai dealership in PCMC, with growing customer loyalty and word-of-mouth referrals contributing to sustained business growth.

MEET THE TEAM

THE VISIONARIES BEHIND RJ DESIGN

At RJ Design, our success is driven by a team of passionate and experienced professionals who bring creativity, strategy, and innovation to the world of branding, advertising, and design. Our team is led by two industry veterans who have shaped the branding landscape in Pune and beyond.

MR. RISHI JAIN

The Artist, Visionary & Creative Force Behind RJ Design

"CREATIVITY IS NOT JUST ABOUT MAKING THINGS LOOK GOOD;
IT'S ABOUT MAKING THEM UNFORGETTABLE."

Rishi Jain is the **Founder and Creative Head** of RJ Design. With **over 20 years of experience**, he has established himself as one of the most respected creative minds in the advertising and branding industry. His expertise lies in **visual storytelling, brand identity creation, and artistic design**, ensuring that every project RJ Design undertakes is not just visually striking but also strategically impactful.



PROFESSIONAL JOURNEY & EXPERTISE

- ▶ **An artist at heart** – His background in painting and fine arts gives him an unmatched perspective in creating branding campaigns that are **aesthetically powerful and conceptually strong**.
- ▶ **Worked with top brands across Pune and India**, creating innovative branding solutions for **real estate, automotive, fashion, hospitality, and corporate brands**.
- ▶ **Master of Visual Identity** – Specializes in designing **logos, brand themes, and high-impact visuals** that stay in the minds of audiences for years.
- ▶ **Pioneer in Experiential Branding** – Introduced **innovative branding techniques** that combine **art, design, and marketing strategy** to deliver memorable brand experiences.
- ▶ **Event Branding Expert** – Conceptualized and executed **branding strategies for major corporate events, luxury brand launches, and high-profile business summits**.

NOTABLE ACHIEVEMENTS

- ▶ Successfully led branding campaigns for **multiple high-end real estate brands**, including Kundan Spaces, Jhala Group, and Shubh Gateway.
- ▶ Created brand identities that have **stood the test of time**, making businesses household names in their industries.
- ▶ Worked extensively in **print, digital, and outdoor advertising**, ensuring brand consistency across all platforms.

THANK YOU!



RJ DESIGN

ARTELECTUALLY PASSIONATE

www.rjdesign.in | rishi@rjdeisgn.in | +919850177773