

A CREATIVE PARTNER FOR BRANDS WORTH BELIEVING IN.

adaasai

OUTLINE

*The brands that win are not the loudest.
They are the ones people believe in.*

➤ INTRODUCTION

➤ OUR SERVICES

➤ GUIDING PRINCIPLES

➤ EXPERIENCE

➤ SELECTED WORKS

WHO WE ARE

A young design practise based out of Ahmedabad and Mumbai bridging brands and culture. Trusted by founders, teams and modern businesses. Working across new ventures and evolving legacy brands. Creating brands that show up with clarity and conviction.

Harssimran Juneja

CO FOUNDER & BUSINESS DIRECTOR

Harsimran leads operations, business development and project management at Aasai. He ensures the studio runs smoothly across teams, timelines and partnerships while identifying opportunities for growth.

Abhishek Narayan

CO FOUNDER & CREATIVE DIRECTOR

Abhishek leads the creative vision at Aasai with over 15 years of experience building brands through design, positioning and strategy. He works closely with clients and the team to shape thoughtful brand stories and experiences.

Team Aasai

A MIX OF CREATIVE, STRATEGIC AND GROWTH ROLES

The team at Aasai is built by a young team of designers, strategists and partnerships professionals. Our team come from renowned design schools/ colleges and bring diverse perspectives across identity, communication and visual storytelling.

WHAT WE DO

Internally we help shape culture

We work with leadership teams to align on vision, set direction and codify values. We help teams move with purpose, speak a shared language and create meaningful work.

-
- BRAND STRATEGY & POSITIONING

 - VALUES AND CULTURE DEFINITION

 - LEADERSHIP ALIGNMENT WORKSHOPS

 - INTERNAL COMMUNICATIONS

Externally we help shape perception

We build brands that feel sharp, human and relevant. We create systems, campaigns and experiences that differentiate, resonate and inspire action. Our work is strategic, collaborative and made to scale.

-
- VISUAL IDENTITY & DESIGN SYSTEMS

 - PACKAGING AND PRODUCT DESIGN

 - CAMPAIGNS AND COMMUNICATION

 - ENVIRONMENTS AND EXPERIENCES

GUIDING PRINCIPLES

*Our job is to provide the right solution,
at the right moment and in proper context.*

➤ HUMANS ARE EMOTIONAL

➤ DESIGN SHOULD EVOKE A FEELING

➤ CONTEXT > CONSISTENCY

➤ SYSTEMS MUST BE FLEXIBLE

METHODOLOGY/ PROCESS

IMMERSE

01

Deep Reasearch. Cultural Audit.
Stakeholder Interviews.

ARTICULATE

02

Brand Positioning. Narrative and
Voice. Values and Story.

EXPRESS

03

Visual and Verbal systems. Every
touchpoint designed with clarity.

EMBED

04

Guidelines, Rollout and Team
Workshops for Brand adoption.

WHY CHOOSE AASAI?

We are honest about what we can do

→ We have built brands

We understand the specific ambition of a growing a brand. We have taken brands from naming through to full identity system, which means we know where the decisions that matter most actually live.

→ We challenge the brief

We will ask difficult questions before we accept a direction. Sometimes the brief is right. Sometimes a better one is hidden inside it. Our clients tell us that this is one of the things they value most.

→ A bias towards craft

In an era of templates and AI outputs, we still care about the quality of a line, the weight of a typeface, the tension in a layout. That craft is visible in the final work and felt by the people who experience it.

OUR EXPERIENCE

CONSUMER BRANDS & D2C



MEAL KARMA

ZIAHO

JOY SPOON
EVERYTIME. ANYTIME.

chime

PINNACLE
STYLE WITH SUBSTANCE

skwsh
Care Simplified

REAL ESTATE & BUILT ENVIRONMENT

HETU

SIDDHRAJ

SUNDARVAN
CURATED FOREST LIVING

SAVLA

VPA ARCHITECTS

SYNTHESIS
SPACE LINKS

OUR EARTH,

FASHION, RETAIL & LIFESTYLE

RGA

fabnic

Sphinx
Nurturing Brilliance

MANGO
MAKES MY DAY

NEAT
EVERYDAY

sherly
jewels

FLOUT

FOOD, BEVERAGE & HOSPITALITY

dakshinayan
authentic south indian meals

BANGER
ICECREAM

THE
mad
house

KOREBI

GREAT FOOD
TERRA
MADE FRESH
GOURMET

Welldough

SUSHITO

B2B & SERVICES

DAS VEGARMA
GESCHMACK MIT GESUNDHEIT

DAC LAB

alterra
ADVANCING NEXT

VENUS
JEWEL

NISAN CLOTHSMITH
SINCE 2018

DAARVI
ARTISTIC LAMINATES

SMR JEWELS PVT. LTD.
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EDUCATION, CULTURE & SOCIAL IMPACT

COMPASS
BOX STUDIO

ANUBHAV
HOLISTIC LEARNING SCHOOL

UNOLON
A VISUAL ARTS + DESIGN ENTERPRISE

World Vision

opentabs

NEPRA

SRC
SATANI RESEARCH CENTRE

50+
Brands

10+
Sectors

4
Years

2
Cities

aasai

A preview of our selected works over a period of time

Selected Works



01.

CONSUMER BRANDS & D2C

Skwsh - Care Simplified

Our collaboration covered the brand's journey from foundational thinking to market-ready execution. We worked closely with the team to define the brand's strategic direction, build a distinctive identity and extend it consistently across packaging, retail, digital and marketing touchpoints. The scope included everything from naming and brand strategy to visual and verbal identity, along with a wide range of communication assets designed to help the brand launch and grow with clarity and consistency.

Production by in-house company : Mid Made Mad Productions

Photographer: Nathaniel Dias / Kalp Patel

Services Rendered

- Nomenclature
- Brand Strategy
- Visual Identity
- Verbal Identity
- Packaging Design
- Marketing Collaterals
- Brochure Design
- Retail Collaterals
- Brand Social Media
- Brand Partnerships
- Digital A+ Collaterals
- Website Design





02.

CONSUMER BRANDS & D2C

Balance 8

BrainMatter is a science-backed supplement range by Balance 8, positioned at the intersection of wellness and performance. Aasai handled the brand's social media presence, translating a technically dense product into content that is clear, credible, and built for a D2C audience. We are currently working with the brand in visual identity and packaging design for a new range of products.

Services Rendered

- Visual Identity
- Retail Collaterals
- Packaging Design
- Brand Social Media
- Marketing Collaterals
- Digital A+ Collaterals
- Brochure Design

"I've been taking these for a month now and this is my second purchase. I've noticed such a positive difference in my focus and my brain fog is gone!"

Katy ★★★★★ ✓ Verified Purchase



Shop now on [amazon](#)

A Balance8® Wellness Brand

Beyond the Plate

How BrainMatter Complements Your Nutrition

[Learn More →](#)



BrainMatter®

Struggling to sleep?



Get your BrainMatter Calm today to support mood, sleep, stress and recovery.

A Balance8® Wellness Brand

Deep rest starts with BrainMatter Calm



Unwind, intentionally.



A Balance8® Wellness Brand



03.

CONSUMER BRANDS & D2C

Meal Karma

A German food brand bringing authentic Indian cuisine to European households through freeze-dried meal kits. Aasai built the brand from the ground up: identity, a five-category packaging system in bilingual German and English, collateral, and communication designed to earn trust on a European shelf while staying true to its Indian roots.

Services Rendered

- Nomenclature
- Brand Strategy
- Visual Identity
- Verbal Identity
- Packaging Design
- Marketing Collaterals
- Brochure Design
- Retail Collaterals
- Brand Social Media
- Digital A+ Collaterals
- Website Design



KLASSIKER

SCHNELLE MAHLZEIT / QUICK MINI MEAL

GEMÜSE BIRYANI

VEGETABLE BIRYANI

5 MIN

gewürzniveau / spice level

1

Trocken/Rehydriert | Dry/Rehydrated 80/330g

Schnell und Einfach
Quick and Easy

Ohne Zusätze
No Additives

Ohne Gentechnik
GM2 Free

Vegan freundlich
Vegan Friendly

5 MIN

GEMÜSE BIRYANI
VEGETABLE BIRYANI

Ein duftendes und geschmackvolles Reisgericht, geschichtet mit aromatischen Gewürzen und einer bunten Gemüseauswahl, wodurch ein köstliches Eintopfgericht entsteht.

A fragrant and flavorful rice dish, layered with aromatic spices and a colorful assortment of vegetables, creating a delicious one-pot meal.

Dieses Kit Enthält / This Kit Contains

- Freeze Dried Green
- Gravy Biryani

Passt Super Dazu / Goes Great With

- Boondi Raita
- Pickle
- Papad

MADE IN INDIA

Herkunft des Produkts / Product Origin

Hyderabad

Probieren Sie Auch / Also Try Our

- Dal Palak
- Tava Pulav
- Vegetable Handvo
- Baingan Bharta

Zutaten / Ingredients

Basmatireis, Kartoffel, Karotte, Blumenkohl, Ghee, Kokosöl, Ingwer, Knoblauch, Milch, Minzblätter, Koriander, grüner Chili, Salz, Kurkuma, Kreuzkümmel, Lorbeerblatt, Nelke, Kardamom, Muskatblüte, Rosenwasser, Keera-Wasser, Safran / Basmati rice, French beans, Potato, Carrot, Cauliflower, Coconut oil, Ginger, Garlic, Mint leaves, Cilantro, Green chili, Red chili, Salt, Turmeric, Cumin, Coriander powder, Garam masala, Bay leaf, Clove, Cardamom, Mace, Rose water, Keera water, Saffron

Kochanweisungen, Zutaten und Nährwertangaben finden Sie auf der Produktkarte in dieser Packung. / For cooking instructions, ingredients, and nutrition facts please refer to the product card inside this pack.

Herstellungsdatum, Mindesthaltbarkeitsdatum und Chargennummer finden Sie in den einzelnen Packungen. / For Manufacturing Date, Best Before, Batch No. see individual packs

Lagerungshinweise / Storage Advice

Kühl und trocken lagern. Nach dem Öffnen vollständig verzehren. / Store under cool and dry conditions. Once opened, consume completely.

Allergenberatung / Allergen Advice

Für Allergene siehe fettgedruckte Zutaten. / For allergens, see ingredients in bold.

735654 948360



04.

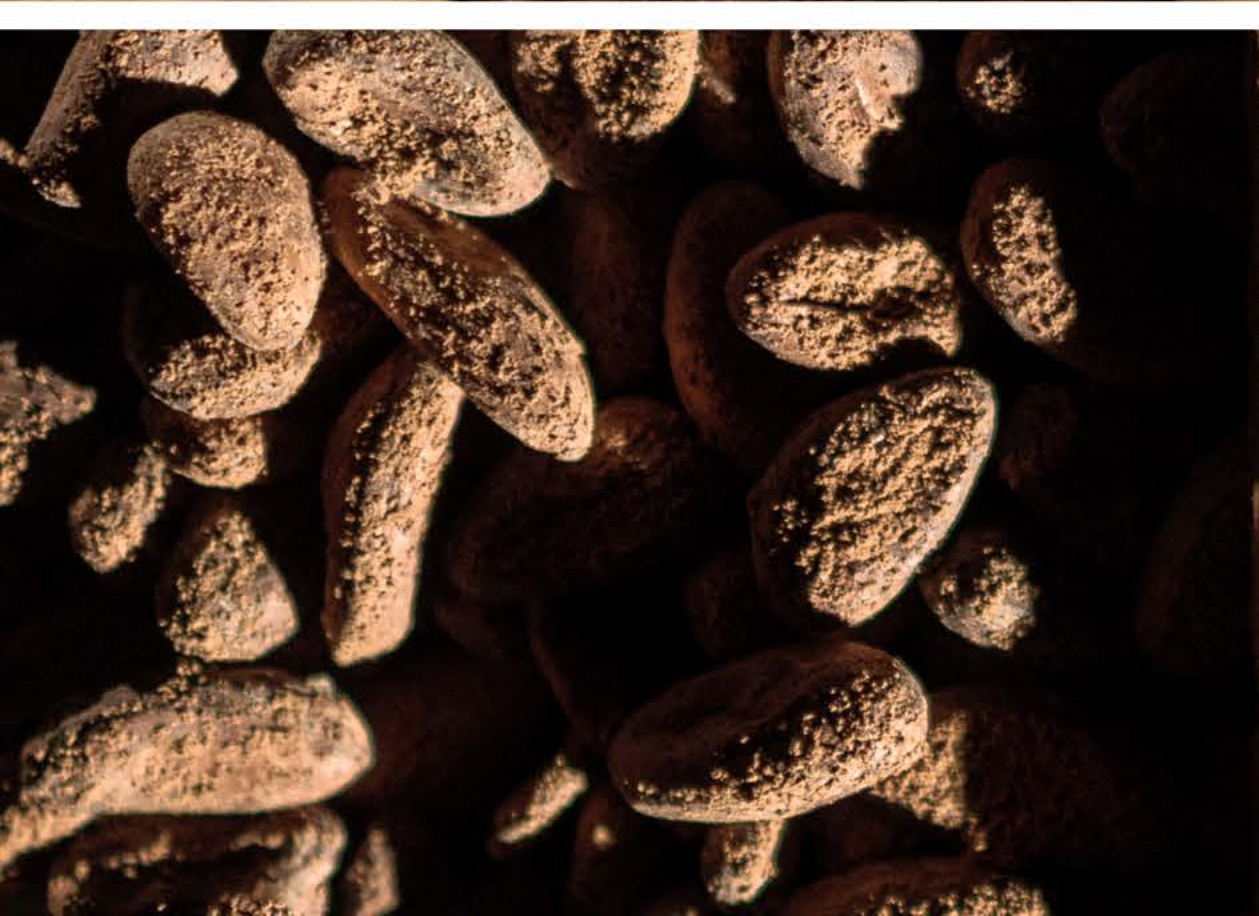
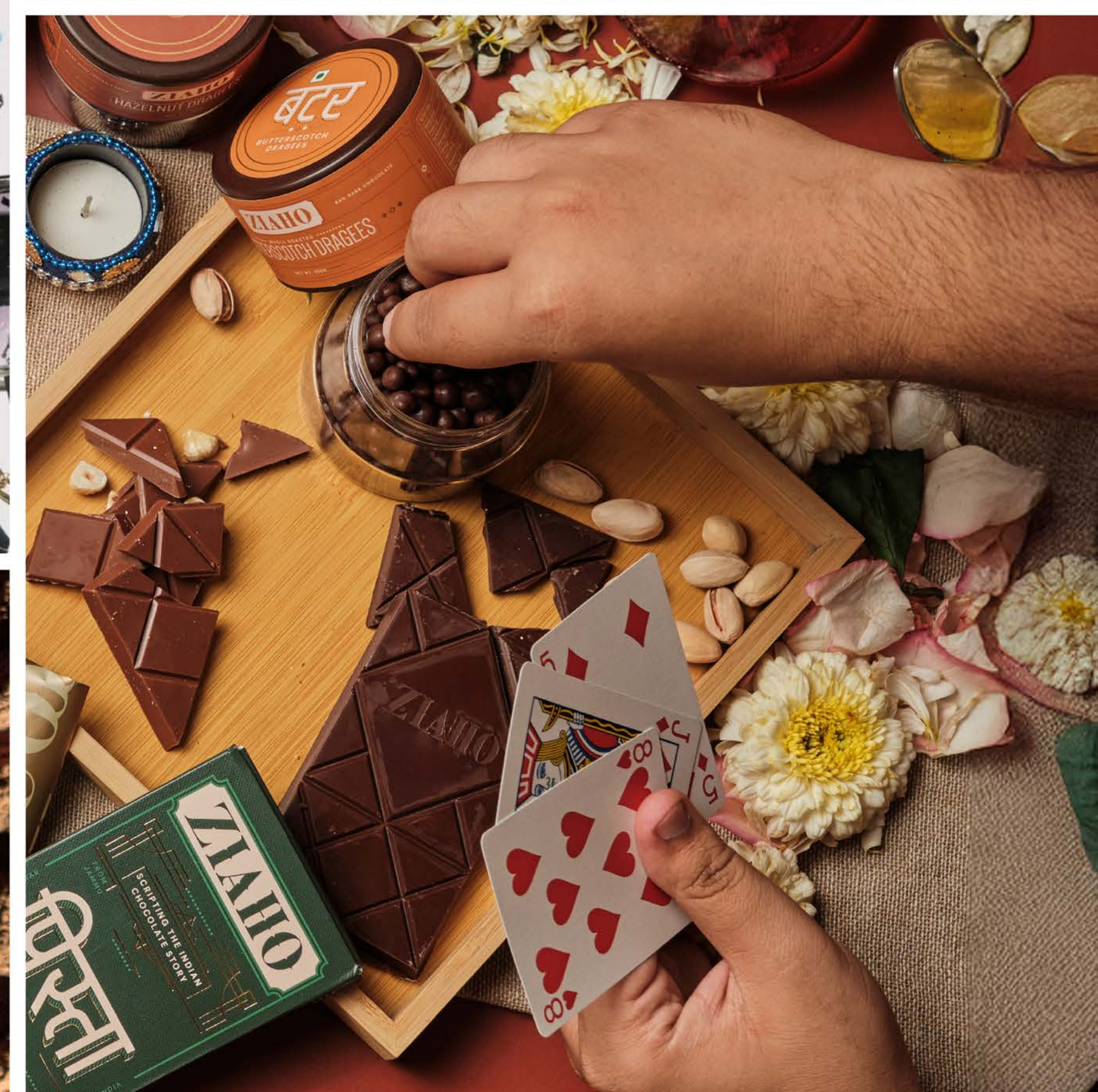
CONSUMER BRANDS & D2C

Ziaho

Ziaho is a premium Indian chocolate brand. Aasai came in at launch and stayed through execution, handling everything from brand extension assets to the photoshoot that introduced the brand to the world. The scope covered both retail and B2B: collateral designed to work on shelf, in gifting contexts, and in trade. Packaging was developed for the gifting range and for the in-store gelato offering, each requiring its own register while staying coherent within the brand.

Services Rendered

- Brand Strategy Ext.
 - Marketing Collaterals
 - Digital A+ Collaterals
 - Visual Identity
 - Brochure Design
 - Website Design
 - Verbal Identity
 - Retail Collaterals
 - Packaging Design
 - Brand Social Media
-





imagine < reimagine

05.

REAL ESTATE & BUILT ENVIRONMENT

Hetu


The brief was to retire a 50 year old dated identity and build something worthy of a multi-vertical group entering its next chapter.

The new visual identity retains the geometric logic of the original HH mark but rebuilds it entirely, replacing dated letterforms with a bold, modular symbol that holds across applications. The brand qualifier, Imagine – Reimagine, was developed to carry the tension between legacy and ambition. It works as a campaign line, a design principle, and a statement about what Hetu does for its clients: it builds environments that people first imagine, then step inside.

Services Rendered

- Nomenclature
- Brand Strategy
- Visual Identity
- Verbal Identity
- Marketing Collaterals
- Brochure Design
- Interior Graphics
- Brand Social Media

SINCE 1972



HETU

HETU Construction Pvt. Ltd
 58, Vishwabharti Society, Near Navrangpura Telephone Exchange, Off CG Road, Ahmedabad, Gujarat, India - 380006
 ☎ +91 7375 75 0000 | ✉ contact@hetugroup.com | 🌐 www.hetugroup.in


SINCE 1972



**imagine
quality <
reimagine
quality.**

www.hetugroup.com

imagine < reimagine



HETU

SINCE 1972

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Sr.No: _____ **Receipt** 

Date: / /

Received with thanks from _____


The Sum of Rupees _____ by Cheque / RTGS _____

Drawn on bank _____ Branch _____

Date _____ Rs. _____

Towards _____ Lofy Interior Solutions

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Receipt Book




HETU

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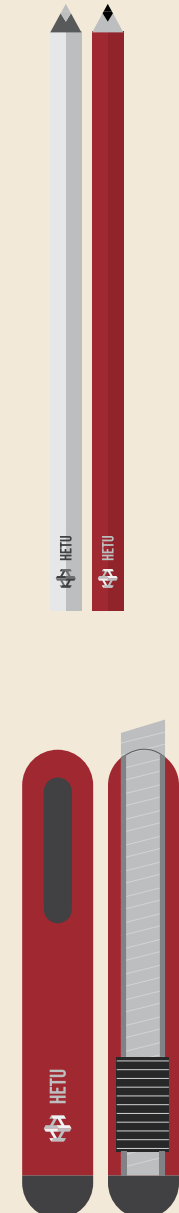
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excellence.**

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imagine < reimagine




**IMAGINE
QUALITY.**

⇌

**REIMAGINE
QUALITY.**

IMAGINE < REIMAGINE



**IMAGINE
TIME.**

⇌

**REIMAGINE
TIME.**

IMAGINE < REIMAGINE



06.

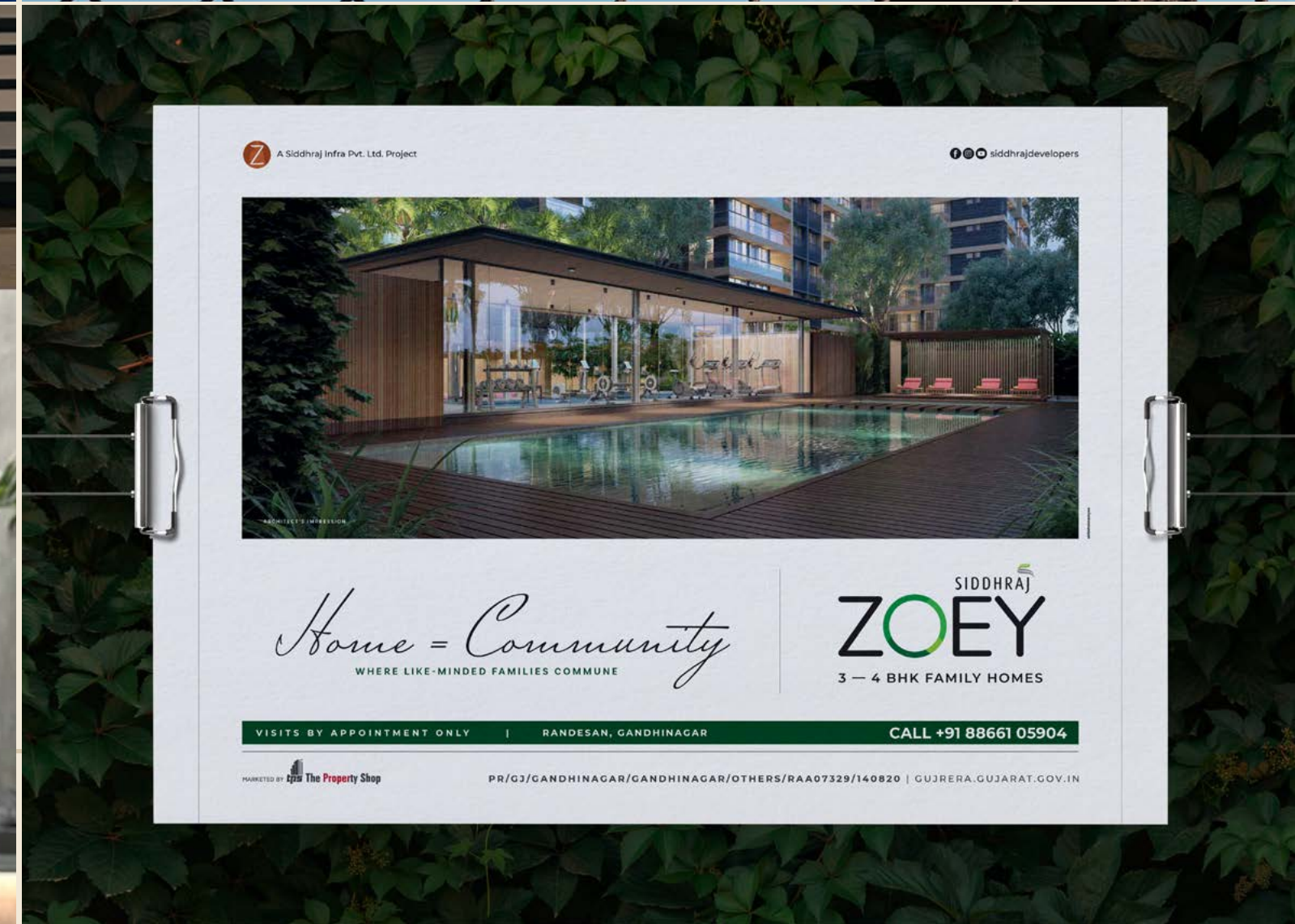
REAL ESTATE & BUILT ENVIRONMENT

Siddhraj

Siddhraj builds with a philosophy of precision, purpose, and long-term sustainability. Aasai worked across two briefs: a wayfinding and signage system for a commercial and a residential building, and the design of the Siddhraj Zoey Experience Centre in Gandhinagar, developed in collaboration with VPA Architects. The centre was conceived to shift the homebuying conversation from floor plans to lived experience.

Services Rendered

- Nomenclature
- Brand Strategy
- Visual Identity
- Verbal Identity
- Way-finding Signage System
- Marketing Collaterals
- Brochure Design





07.

REAL ESTATE & BUILT ENVIRONMENT

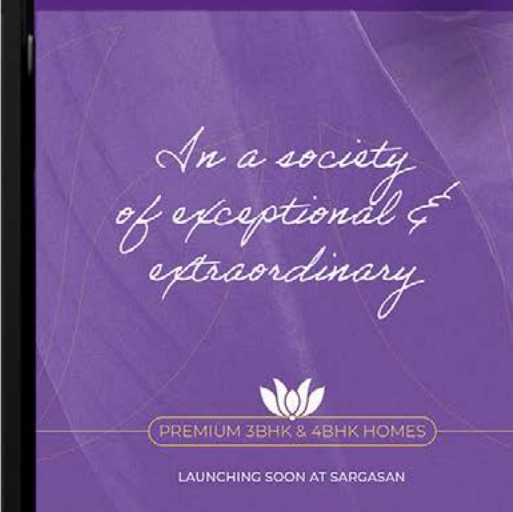
Palasa

Palasa is a residential project in Sargasan, Gandhinagar by Savla × Sanidhya Group. The intention was to create a living experience that felt refined yet deeply personal one that reflected modern family aspirations while nurturing a genuine sense of community and belonging.

Our role was to shape the project from the ground up. Defining its identity, voice and visual language in a way that could stand apart in a crowded real estate landscape. The challenge wasn't just to express luxury, but to translate an elevated way of life which is rooted in quality, care and everyday moments into a brand that people could emotionally connect with and feel proud to call home.

Services Rendered

- Nomenclature
- Brand Strategy
- Visual Identity
- Verbal Identity
- Packaging Design
- Marketing Collaterals
- Brochure Design
- Site Collaterals
- Brand Social Media
- Full Launch Campaign
- Hoardings & Ads





08.

FASHION, RETAIL & LIFESTYLE

Mango Stationery

Founded in 2004, Mango is a stationery and lifestyle destination with three stores across Thane and Navi Mumbai. Equal parts retail space and creative hub, it stocks global art supplies, office essentials, electronics, and gifting, and hosts workshops and artistic experiences that keep the community coming back. Its tagline, Makes My Day, says everything about the brand's ambition: not to sell stationery, but to spark something.

Aasai worked on topical IPs and communication that extended that spirit across touchpoints, giving Mango a calendar of ideas worth talking about.

Services Rendered

- Nomenclature
 - Brand Strategy
 - Visual Identity
 - Verbal Identity
 - Packaging Design
 - Marketing Collaterals
 - Brochure Design
 - Site Collaterals
 - Brand Social Media
 - Full Launch Campaign Hoardings & Ads
-



09.

FASHION, RETAIL & LIFESTYLE

Sherly Jewels & Sphinx

Agency on record for Sherly Jewels Private Limited. Responsible for campaign ideas, creation and execution. The company has two brands under it. Sherly Jewels is a Diamond and Polki Retail Showroom in Jodhpur, Ahmedabad. While Sphinx is a new-age lab-grown diamond showroom at Sindhubhavan Road. The complete sphinx identity was developed at aasai before launch.

Services Rendered

- Nomenclature
- Brand Strategy
- Visual Identity
- Verbal Identity
- Packaging Design
- Marketing Collaterals
- Brochure Design
- Site Collaterals
- Brand Social Media
- Full Launch Campaign
- Hoardings & Ads



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BRIDAL JEWELLERY EXHIBITION

DIAMOND & POLKI JEWELLERY
FLAT 50% OFF
on making charges

09 MARCH - 14 MARCH



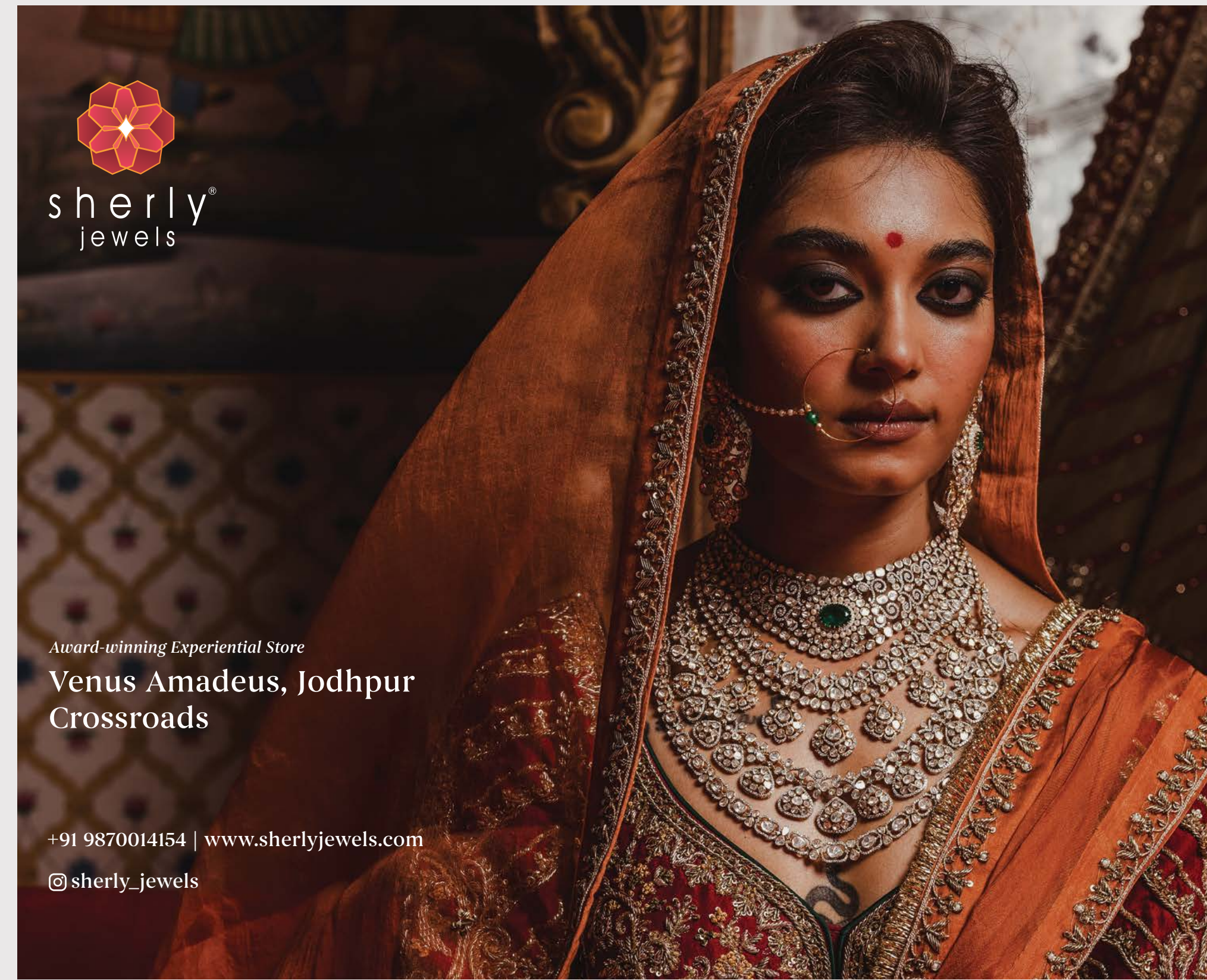
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EXCLUSIVE PREVIEW OF
LAB GROWN DIAMOND JEWELRY

HOSTED BY
KOMAL KESWANI PATEL

DATE:
21st January 2026

TIME:
11:00 - 8:00 PM

VENUE:
Sphinx, 7 Briella, Opp. Times Square
Grand, Sindhu Bhavan Road

+91 6352 709 019 • www.sphinxluxury.com
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MODERN LAB GROWN
DIAMONDS FOR HER



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Nurturing Brilliance



10.

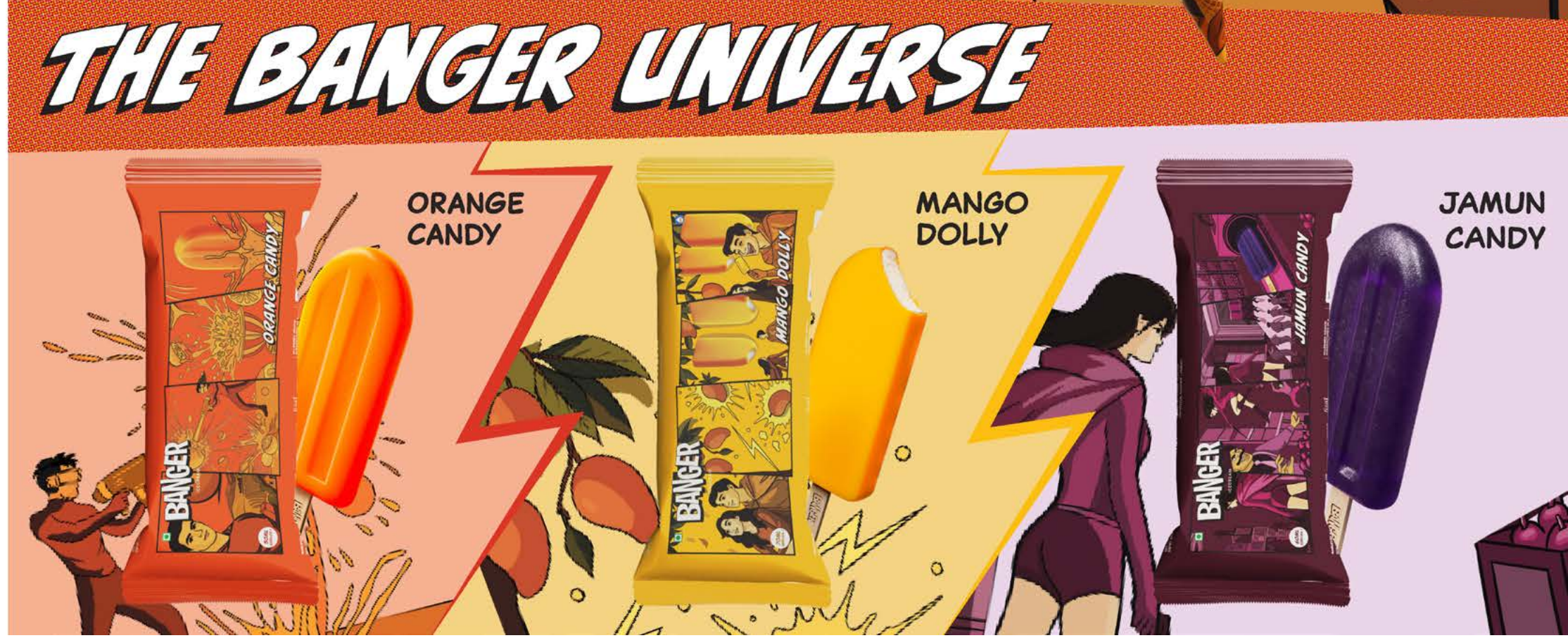
FOOD, BEVERAGE & HOSPITALITY

Banger Ice Cream

A bold, comic-universe ice cream brand built around its own visual world. Aasai developed the full identity: a pop-art visual language with original comic illustrations, a character universe spanning every SKU, and packaging across tubs, cones, bars, and candies. Each flavour has its own character and story. Collateral carried the universe off the pack and onto menus, tent cards, and the ice cream cart.

Services Rendered

- Nomenclature
 - Brand Strategy
 - Visual Identity
 - Verbal Identity
 - Packaging Design
 - Marketing Collaterals
 - Brochure Design
 - Site Collaterals
 - Brand Social Media
 - Full Launch Campaign
 - Hoardings & Ads
-



FIN. THANK YOU.

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aasai
