

Life, when observed through a philosophical lens, is nothing but a tale. A tale crafted with titbits of folklore, myths, legends, factoids, and anecdotes that we've read and heard over the years. But when reckoned, do we remember all of them? The answer is a straight, 'no'.

We only remember the tales that were narrated in an enthralling way. The tales that were articulated to intrigue the listener, occupied indelible spaces in our minds.

And that's what we do.

We weave brand  
tales that create a  
lasting traction for  
your brand.





# ABOUT US

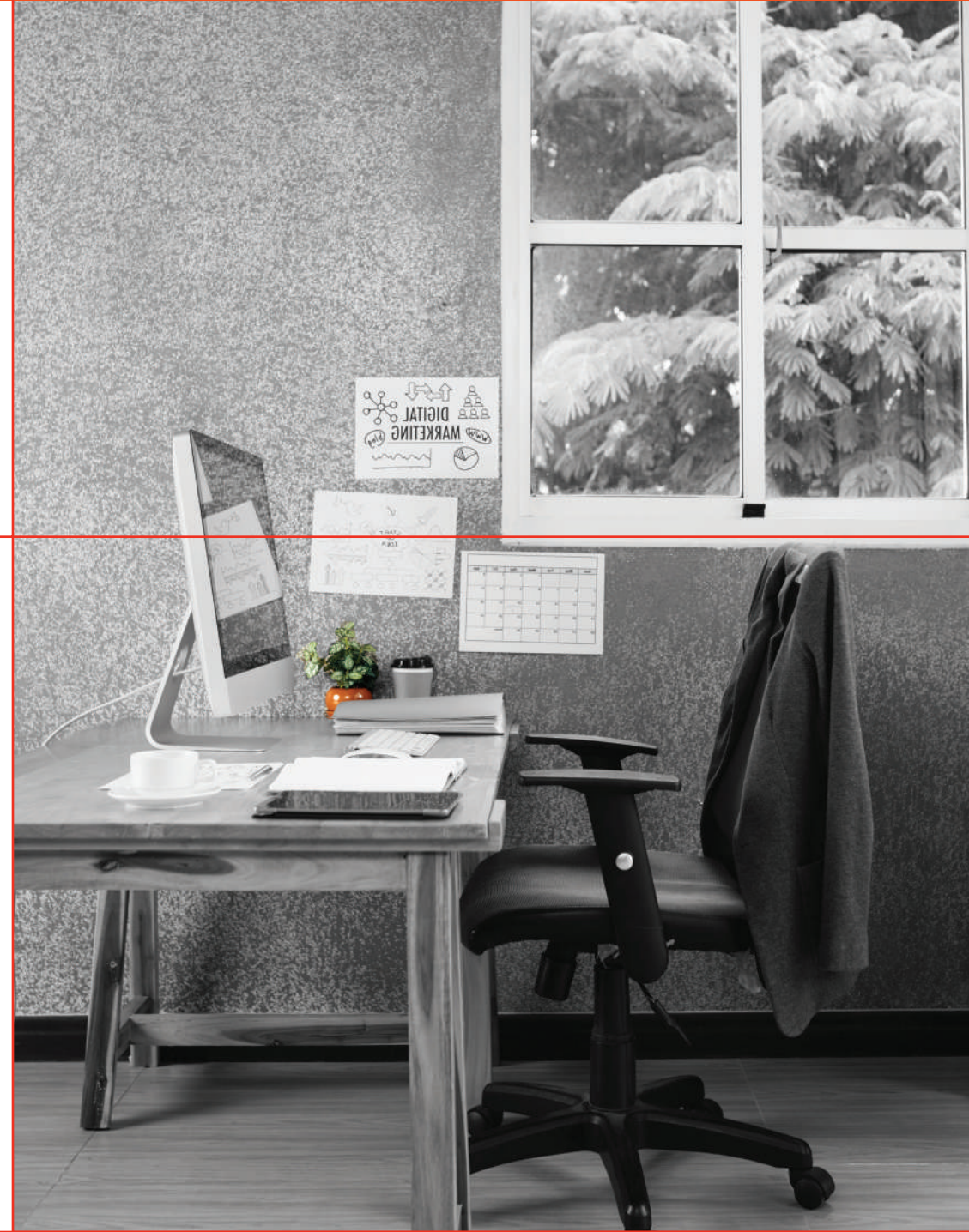
Not every tale starts with 'Once upon a time'. Ours starts with 'One brief at a time'.

We believe in exploring the deepest core of a brand before concocting a big idea or moving on to the next project.

Hence, we, as a creative team, huddle up, discuss, throw random ideas, think, rethink, or not think at all, toss paperweights, break a few coffee mugs, fight, and make up. But at last, pen down and design a tale that'll create the needed traction for your brand.

# OUR EXPERIENCE

This specific tale of our lives might be relatively new, but we've woven countless tales with our individual experiences for over nearly two decades in the healthcare, real estate, recreation, accessories, and footwear spaces.



# OUR CLIENTS





# RIDHIT MEHTA

has over 18 years of experience, working in the advertising industry. As a Creative Director, he has extended his creative services to many multinational agencies like McCann, Lowe Lintas, Publicis Group, and more. Not only that, he has bagged international awards like the Global Awards, Rx Awards, Clio, Big Bang, etc. His expertise lies in copywriting, script writing, conceptualization, creative direction, and visualisation.

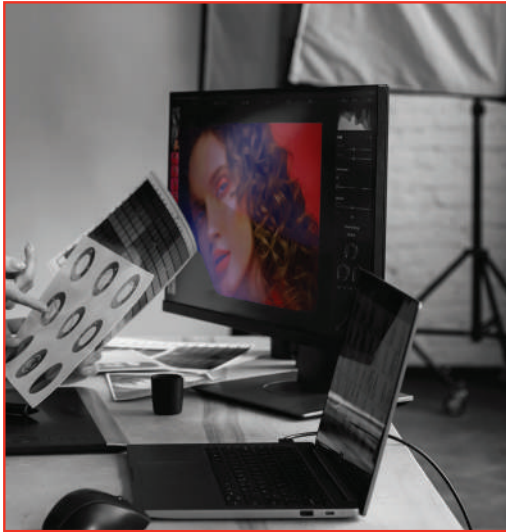
# VIKRAM DESAI

a distinguished alumnus of Mumbai University with a specialization in Finance. He is a Certified Investment Banking Professional with a rich experience of over 13 years working with esteemed investment banking industries and actively participating in the capital market. Currently, Mr. Desai is an enthusiastic full-time father and a dedicated investor, trader, and entrepreneur.



“LIVE YOUR LIFE  
AND MAKE THE  
MOST OF YOUR  
TIME AS YOU JUST  
HAVE ONE LIFE”

# OUR SERVICES



Creative  
Conceptualization



Branding/Design



Campaign Planning



Script Writing



Films



Events



Public Relations



Photoshoots





# THANK YOU

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