

THE ARTISTIC
COMPANY

hello

GET STARTED WITH A GREAT



COMPANY
PROFILE : 2023 - 2024



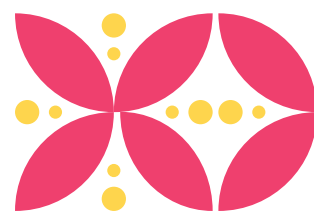
The Artistic Company,

is not just another brand, we are dedicated partners in bringing your ideas to life and turning them into thriving success stories. We specialize in brand invention, brand launching, and brand management. From conceptualizing your ideas to executing brand launches and managing your brand, we've got all aspects expertly covered. We satisfy all your needs as we seamlessly collaborate across our array of brands that exceed your expectations.

Innovation is our essence. We excel in creating standalone brands that thrive in today's fierce market. Our strategic team collaborates closely with you, shaping your vision into a compelling brand identity. Our creative team not only makes logos but captivating brand narratives that tell your story.

Our impactful strategies, whether a grand event or a digital campaign, ensure your brand's memorable introduction to the world. Post-launch, our comprehensive brand management services sustain and grow your brand, maintaining consistency, and adapting to the latest market dynamics, all to ensure your brand's enduring success.

We boast a decade of proven success in the brand designing industry.



CEO Note

Dear Esteemed Clients and Partners,

It brings me immense joy to extend a warm welcome as you explore our company's story within these pages. This brochure is a window into our world, a way for you to get to know us better - who we are, what we do, and how much we care about our work.

At The Artistic Company, we're not just another business; we're a team of people who really love what we do. Each member of our team puts their heart and soul into every project to ensure we exceed your expectations. We make sure what we do is our best for you. This brochure is a little peek into our world.

Within this brochure, you'll find insights about our team, the wide range of services we offer, and the principles that shape our approach. You'll also discover some of the remarkable projects we've had the privilege to be a part of, showcasing the impact we've made.

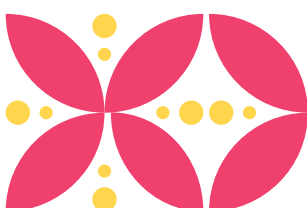
Thanks for being a part of this journey with us. We're looking forward to doing great things together.

Yours Artistically,



Rajasekar Ra

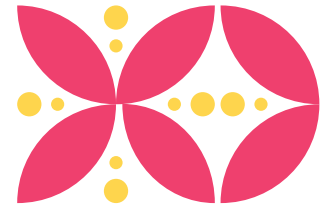
Founder and CEO



- Who We Are
- Our Journey
- Our Process
- Departments and Divisions
- Our Team and Strength
- Our Brands
- Case Studies
- Our Infrastructure
- Our Clients
- Testimonials

Artistic.business





WHO WE ARE?

Vision

To pioneer a new era in the brand invention, development, and management with a futuristic approach, redefining industry standards.

Mission

Empower businesses with exceptional, brand-driven solutions, igniting innovation and driving success through our artistic and innovative methods.

Core Values

Innovation at Heart : Constantly pushing boundaries, we embrace creativity to craft brands that stand out in the ever-changing market.

Client-Centric Excellence : Placing client needs at the forefront, we deliver tailored solutions, ensuring their vision is not just realized, but elevated.

Integrity in Craftsmanship : Transparency, authenticity, and attention to detail are embedded in every design, reflecting our commitment to unwavering quality.



Our Journey

The Artistic Company: Crafting Brands with Creative Excellence

In the realm of brand design, development, and management, one company has consistently redefined the boundaries of creativity and innovation. This is the story of "The Artistic Company," a journey that began in 2013 as "Zero Advertisements" with a name and a vision that would forever shape its destiny.

Genesis - 2013: Zero Advertisements

The story of The Artistic Company commences in 2013 when a visionary individual embarked on a mission to revolutionize the world of advertising and branding. We christened our venture "Zero Advertisements" with deep intent, for "zero" symbolized a value-adding number, indivisible and equitable, representing our unwavering commitment to serving all clients with equal dedication. From the outset, our mission was clear: to provide cutting-edge branding solutions that would transform businesses and make an indelible mark in the industry.

A Creative Evolution - 2016: Zero Artistic Designs

As the years passed, Zero Advertisements evolved, embracing a transformative shift in 2016 when it was reborn as "Zero Artistic Designs." This name change marked a vital moment, signifying our increased focus on the artistic and creative aspects of branding. It was during this time that we began to redefine the boundaries of what was possible in the realm of design. To satisfy all of a brand's necessities, designs, and advertising was not enough, that was the starting point of developing other new verticals under "Zero Artistic Designs."

Unification - The Birth of The Artistic Company

As we reflect on our journey, it's clear that we needed a unified identity to consolidate our growing portfolio of specialised services and brands. That's how "The Artistic Company" was born. This transition was a significant milestone for us, as it brought together the diverse brands and verticals that had blossomed, allowing us to channel our collective expertise, resources, and vision into one united entity.

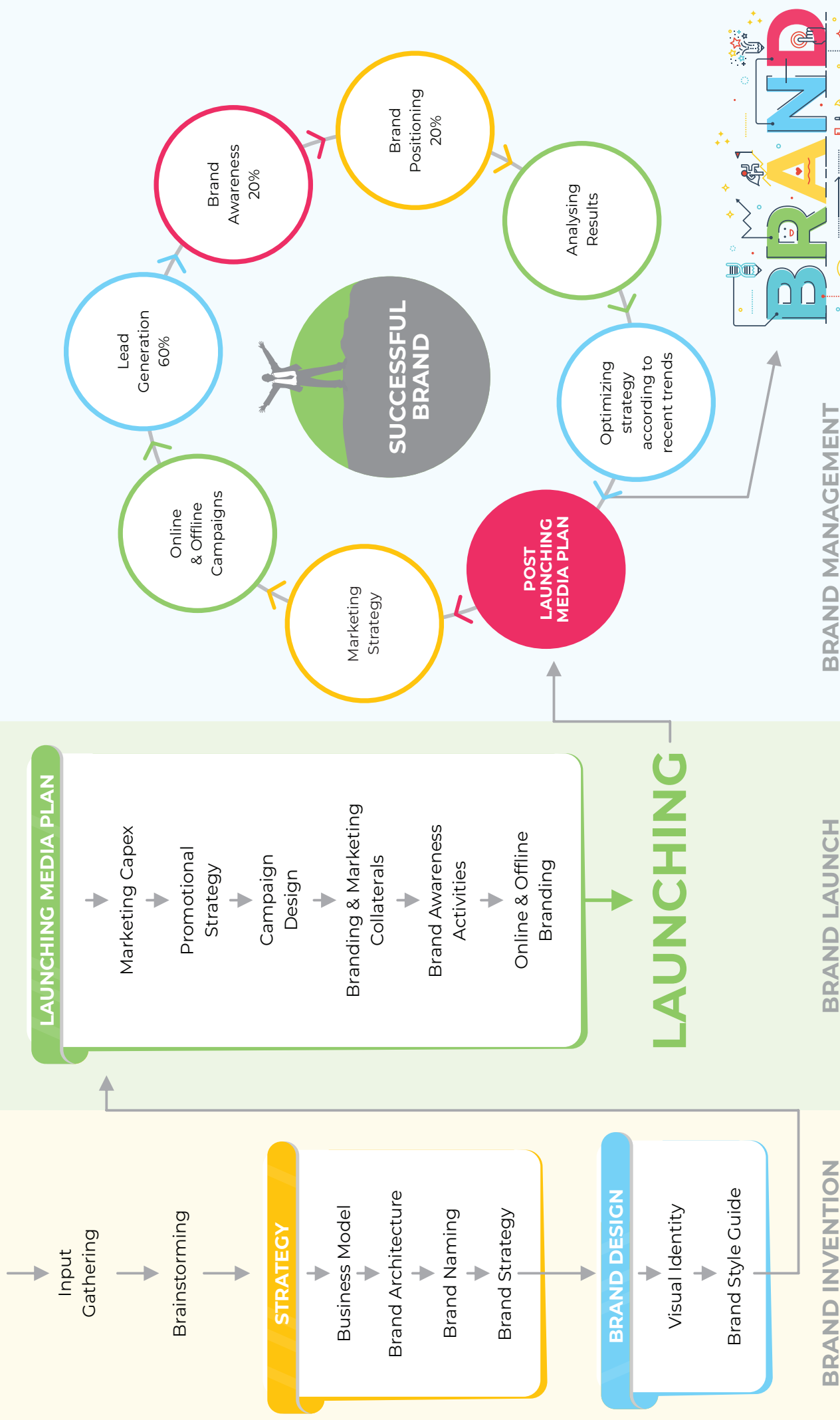
As The Artistic Company, we are dedicated to pushing the boundaries of creativity and innovation. With "zero" as our foundation, we believe that limitless possibilities are within reach. We invite you to join us on our journey from vision to brand reality.

Embrace The Artistic Company, and let our creative excellence be the catalyst behind your brand's transformation and success.

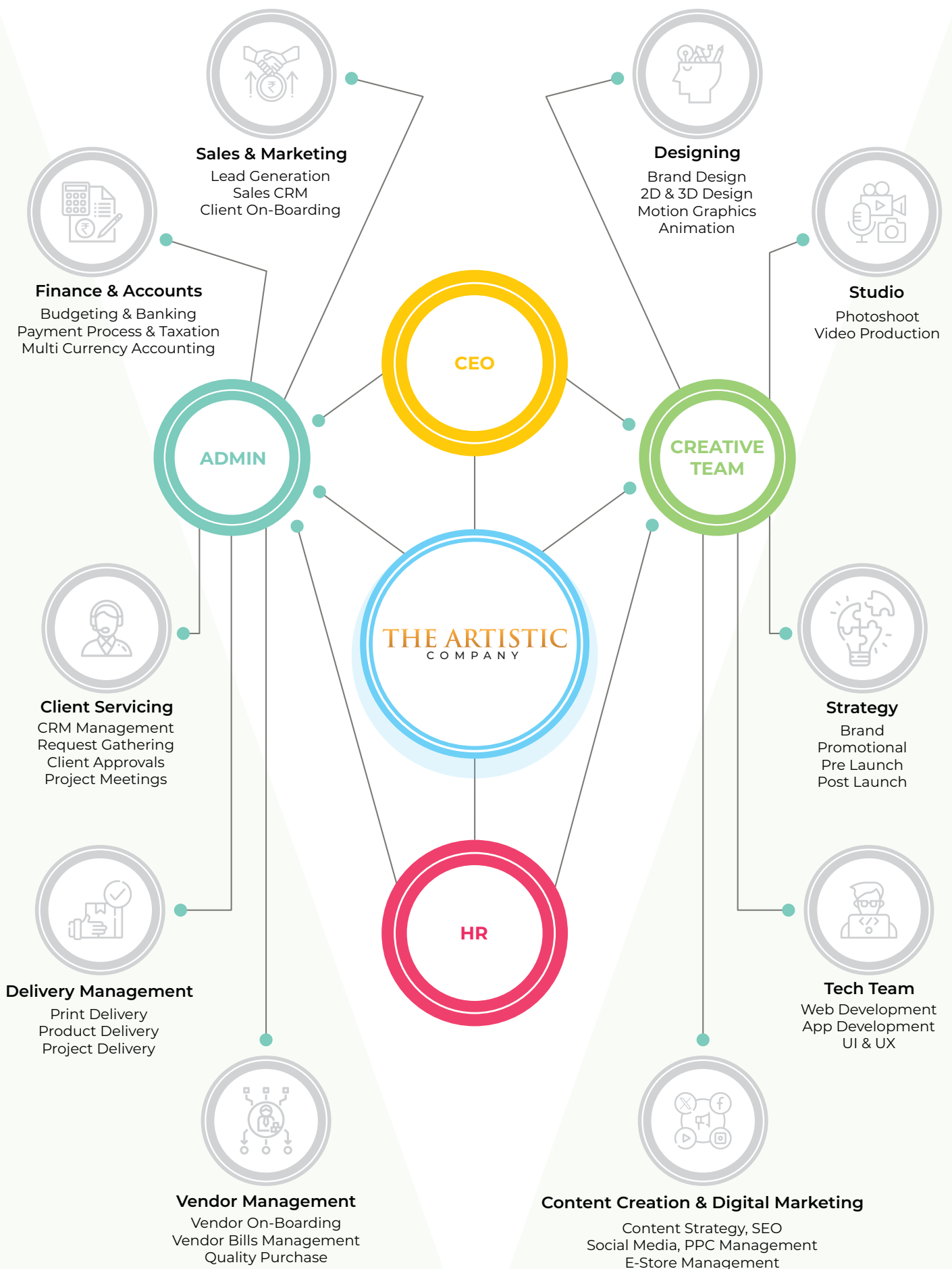




OUR PROCESS



DEPARTMENT & DIVISION



Founder and CEO

-The Artistic Company

Rajasekar Ra, the Founder and CEO of The Artistic Company, started his journey as a designer, and his transformation into a CEO reflects his extraordinary growth and achievements. In addition to his role as a creative leader, he takes charge of the entire office and administrative department. Serving as a strategist, designer, creator, and client relationship manager, he ensures seamless operations and nurtures a thriving work environment. This fusion of imaginative vision and administrative proficiency stands as the heart of The Artistic Company's enduring success.

Your's Artistically

Rajasekar Ra

Founder and CEO



MEET THE TEAM

Get to know the diverse and dynamic team behind our success, where creativity meets strategy, and collaboration fuels our drive for excellence.



"One Team, Infinite Possibilities"

HR ADMIN

The HR Admin Team is crucial for managing HR administrative tasks. The team handles recruitment, onboarding, payroll, and benefits, ensuring a seamless HR process and a conducive work environment. They also manage documentation, compliance, and employee relations.

MONIKA G

Human Resource

Monika G excels in managing a diverse array of responsibilities within our HR department. Her role includes leading the team, handling payroll, overseeing the recruitment process, onboarding procedures, and other employee relations for team members. Her multifaceted expertise contributes significantly to the smooth functioning of our organization and continues to attract and retain top talent.



ADMINISTRATION

The Admin Team is the backbone of our operations, ensuring smooth day-to-day operations. From managing schedules and resources to logistics, they are the driving force behind our team's success.



VAISHNAVI R

Administrative Officer

Vaishnavi R is an administrative assistant with 7 years of experience. Her vast knowledge provides a deep understanding of administrative operations, ensuring that every aspect of our organization runs smoothly and efficiently.

Project Management Tool ◀
Team Management ◀
Mail Management ◀

FINANCE AND ACCOUNTS

Experts in handling multi-currency transactions, they also provide clients with access to a dedicated portal where they can effortlessly check their account status and detailed billing reports.

LAKSHMI PRIYA D

Accounts & Client Relationship Manager (UK)

Lakshmi Priya D with 5 years of accounting experience is the Head of our Accounts Team and also manages Client Relationships in the UK. She specializes in maintaining strong client connections and overseeing financial operations, ensuring accuracy and efficiency in all accounting matters. Her leadership is marked by precision and a commitment to upholding integrity within our team.

- ▶ **Zoho Books**
- ▶ **Client Portal Experience**
- ▶ **Multi-Currency Accounting**
- ▶ **Taxation Expert**



SALES AND MARKETING

The Marketing and Sales Team is the driving force behind our brand's outreach and revenue generation. They identify leads, bring in leads, and nurture client relationships. They ensure our services and processes reach the right audience, leading to business growth and success.



MOHAMED THAWFIQ

Business Development Manager

Mohamed Thawfiq, as the Head of the Marketing and Sales Team, brings over a decade of expertise to the role. His proficiency lies in bringing leads, client acquisition, and managing the entire marketing and sales team.

CRM Management ◀

Lead Generation ◀

Sales & Marketing Team Management ◀

CLIENT RELATIONSHIP

The Client Relationship Team is dedicated to nurturing strong and lasting connections with our clients. Comprising skilled professionals, they serve as a primary point of contact, ensuring client needs are met with excellence. Through effective communication and personalized solutions, this team fosters trust and satisfaction, ultimately driving the success of our client partnerships.

PRIYATHARSHINI M

Client Relationship Manager

Priyatharshini M, our essential member of the Client Relationship Team, brings 3 years of expertise to the role. Her competence in understanding and meeting client needs plays a crucial role in maintaining strong and enduring client partnerships.



DELIVERY MANAGEMENT

The Delivery Team is responsible for ensuring that products or services reach customers efficiently and in excellent condition. Comprising skilled professionals, they oversee the entire delivery process, from order processing to timely dispatch and safe arrival. Their attention to detail and commitment to customer satisfaction are instrumental in maintaining a seamless delivery experience.

VENDOR MANAGEMENT

Vendor management team involves in overseeing the relationships between a company and its suppliers or service providers. Handling activities such as sourcing vendors, negotiating contracts, monitoring performance, and ensuring compliance with terms and conditions are part of this team.

KARTHIKEYAN S

Delivery & Vendor Manager

Karthikeyan S, our accomplished Delivery and Vendor Manager brings a wealth of experience with 8 years in the field. He oversees all aspects of supplier relationships and procurement processes. His expertise in time management ensures that our products reach customers efficiently and without any damage. His strategic approach is integral to our operational success.

- ▶ **Vendor On-boarding**
- ▶ **Vendor Bills Management**
- ▶ **Purchase**
- ▶ **Branding Execution**



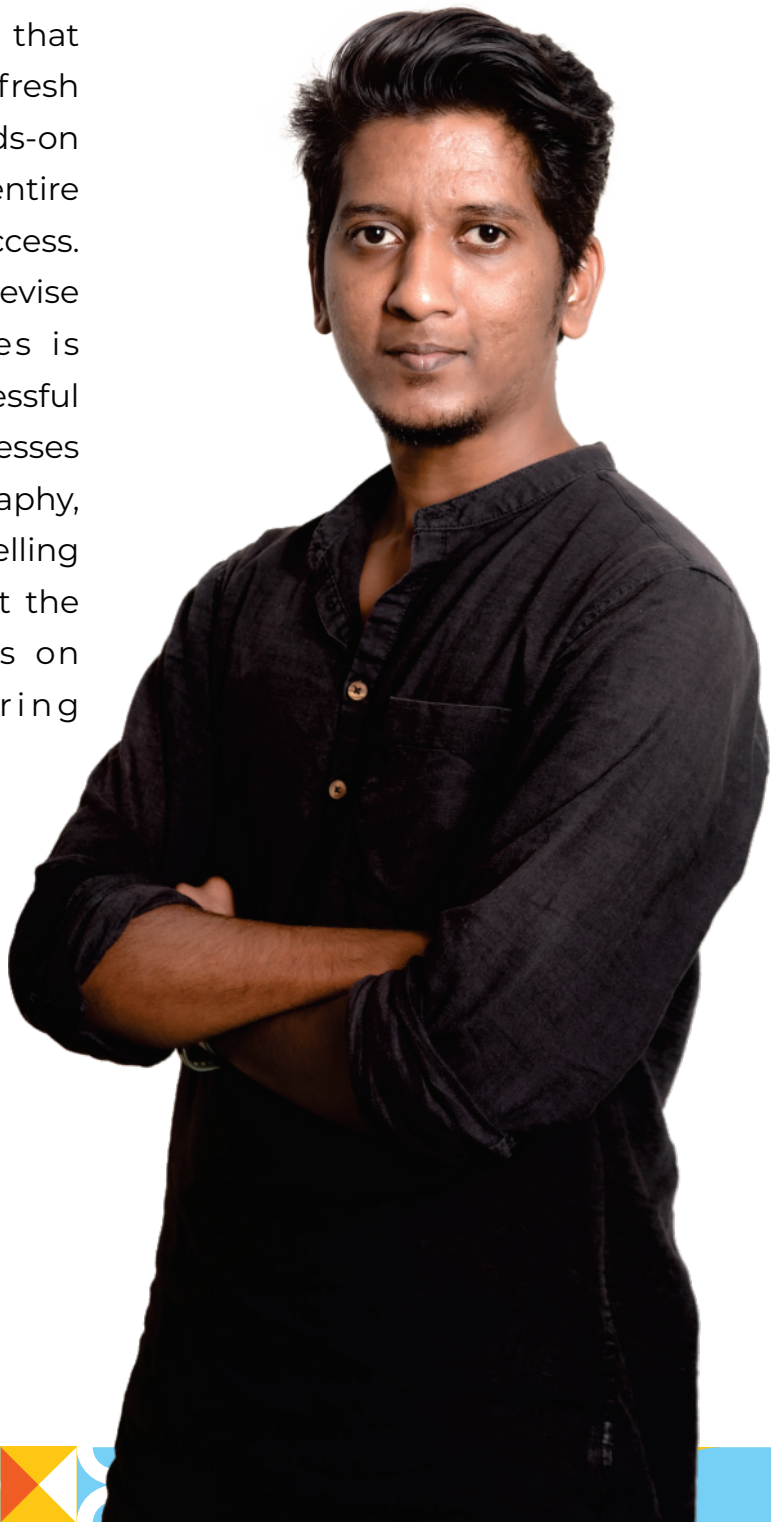
PRODUCTION

The Artistic Company's Creative Production Team is a dynamic force. From design innovation to seamless strategic planning, to eloquent content creation, and impactful digital marketing, every facet converges to transform concepts into captivating realities, ensuring projects exceed expectations.

RAGUL KRISHNAN

Creative Head

Ragul Krishnan, our esteemed Head of the Creative Team enriches every approach with a distinctive perspective, ensuring that projects are infused with creativity and fresh ideas. With a remarkable 6 years of hands-on experience, Ragul takes the helm of the entire production team and steers it toward success. A proficient strategist with the ability to devise and implement effective strategies is underscored by a track record of successful outcomes. This polymath individual possesses an array of talents, excelling in photography, design, editing, and the creation of compelling and imaginative content. Having him at the forefront, the Creative Team thrives on proficiency, consistently delivering outstanding results.



Software Expertise



DESIGNING DEPARTMENT

A talented group of creative minds, proficient in turning concepts into visually stunning and engaging assets. With meticulous attention to detail and a passion for innovation, we craft captivating visuals, brand identities, and user experiences that leave a lasting impression on your audience.

SATHISH M

Designing Team - Head

Sathish M, our esteemed Head of the Designing Team, brings 14 years of impressive experience in the design industry to the table. His expertise goes across various domains, including 2D & 3D works, motion graphics, and animation. This breadth of knowledge allows him to approach each project with a different perspective, ensuring that every design reflects a perfect sync of creativity and technology. With a record of successful projects, Sathish leads our team by being an example, setting high standards for creativity and precision. His experience in almost all sectors of design, positions him as a versatile and invaluable asset, capable of tackling diverse challenges with flair.



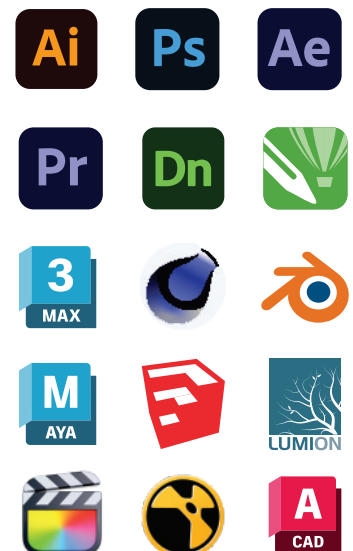
Brand Design ◀

2D & 3D Design ◀

Motion Graphics ◀

Animation ◀

Software Expertise

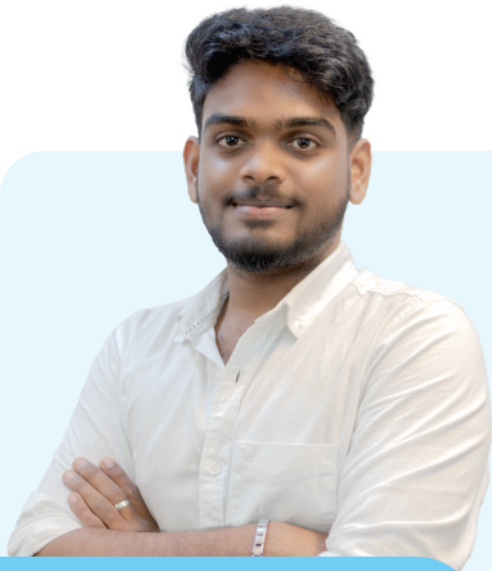


Brand Designing Team

Designing Department

The Brand Designing Team is responsible for expertly creating the visual elements and identity that represents a company, product, or service. This includes designing logos, selecting color schemes, choosing fonts, and crafting other visual assets.

Software Expertise



Vignesh G
Brand Style Designer

Vignesh G, with 2 years of experience leads the Brand Design Team. He specializes in crafting distinctive and unforgettable brand identities, especially in creating visuals that convey the core values, message, and essence of the brand, ensuring a lasting impact on the audience.

OUR FINEST CREATION



2D and 3D Designing Team

Designing Department

The 2D and 3D designing team is a group of creative professionals skilled in crafting visuals across different dimensions. They possess expertise in both dimensional design techniques, using specialized software to bring ideas to life.

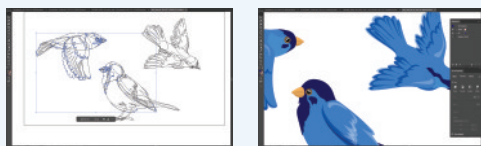
Software Expertise



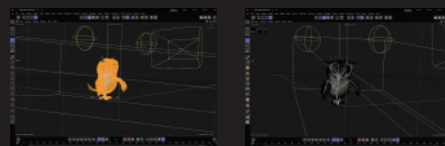
Gowtham Vasudevan
2D and 3D Designer

Gowtham Vasudevan leads the 2D and 3D designing team. With 2 years of experience, he is a skilled 2D and 3D designer. His expertise spans both two-dimensional and three-dimensional design, allowing him to create eye-catching visual content. He utilizes specialized software and his creative skills to bring concepts to life.

OUR FINEST CREATIONS



Crafting a 2D brand avatar for "tourOn".



Dynamic 3D brand avatar for "Yellow Owl"



Product 3D model & packaging design made for "Lotte"



Motion Graphics & Animation Team

Designing Department

The Motion Graphic Design and Animation Team is a skilled professional specializing in visual content creation. They expertly combine graphics, text, and animation techniques to craft engaging messages and videos.

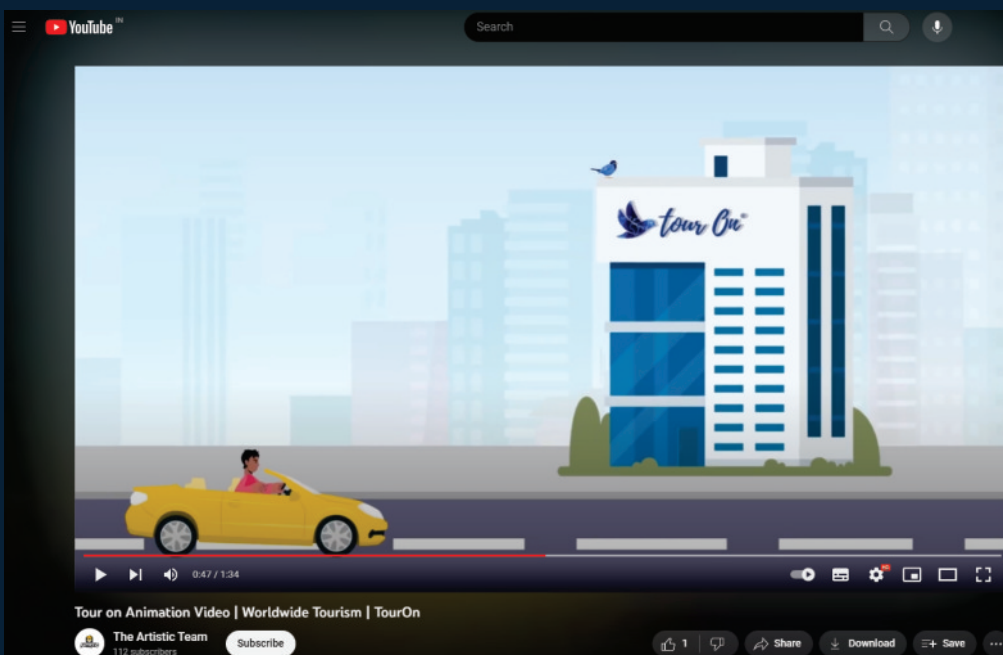
Software Expertise



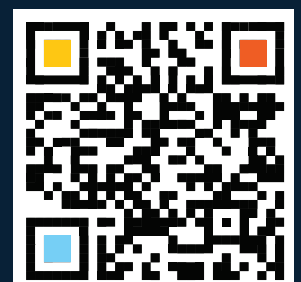
Thiruvengadam S.S
Motion Graphic Designer

Thiruvengadam, leader of the Motion Graphic Design and Animation Team, brings an experience spanning 2+ years. His creative mastery is evident in his ability to integrate graphics, text, and animation techniques into amazing results. His leadership ensures that each project is approached with a blend of creativity and technicality, ultimately delivering visually captivating content that leaves a lasting impression.

OUR FINEST CREATION



Scan & View



DIGITAL MARKETING TEAM

A dynamic ensemble of experts dedicated to navigating the ever-evolving digital landscape. With a deep understanding of SEO, social media, and analytics, they drive brand visibility and engagement to the maximum potential. From crafting compelling campaigns to analyzing data for insights, this team is dedicated to maximizing online presence and achieving marketing objectives.

KARTHICK M

Digital Marketing Lead

Karthick M, our Digital Marketing Lead, brings a wealth of expertise to the table. With specialized training in digital marketing and 4 years of experience, he stands at the forefront of campaign management and lead generation. His proficiency and strategic approach drive the success of our dynamic digital marketing team.

SEO and SEM ◀

Social Media Management ◀

PPC Management ◀

E-Store Management ◀

Software Expertise



CONTENT CREATION TEAM

A versatile team of creative people, specializing in crafting compelling and engaging content across various platforms. With a keen understanding of target audiences and brand objectives, they generate impactful narratives that resonate and captivate audience.

POOJA R

Creative writer

Pooja R is our Creative Writer with a year of experience, she is fluttering her wings in the creative realm, showcasing immense potential and a passion for crafting engaging content. With a flair for storytelling and a keen understanding of brand messaging, She leads the writing team in crafting captivating content that resonates with audiences. Her creativity and expertise are instrumental in bringing words to life through compelling narratives.

- ▶ **Content Strategy**
- ▶ **Blog Writing**
- ▶ **SEO Keywords**
- ▶ **Script Writing**

Tools:



TECH TEAM

A skilled group of professionals dedicated to crafting exceptional online presence. Our team specializes in designing and building static, dynamic as well as e-commerce websites, ensuring seamless navigation, functionality, and aesthetic appeal. With expertise in various programming languages and platforms, our team brings your digital vision to life, creating a strong online presence for your brand.

VIGNESH R

Head of Tech Team

Vignesh R, our accomplished Web Developer and Head of the Tech Team. With 11 years of experience, his excellent skills drive innovative solutions and ensure seamless technical operations. He leads our team in crafting dynamic and user-centric web experiences.

- ▶ **HTML / PHP Website Development**
- ▶ **Responsive Website Development**
- ▶ **E-commerce Website Development**
- ▶ **HTML to Wordpress Conversion**
- ▶ **PSD to Wordpress Conversion**
- ▶ **Mobile App Development**
- ▶ **Custom Application Development**
- ▶ **SEO Optimization**
- ▶ **Wordpress Theme Development**
- ▶ **Specialize in Woocommerce**
- ▶ **Specialize in Payment / SMS Gateway Configuration**

Tools:

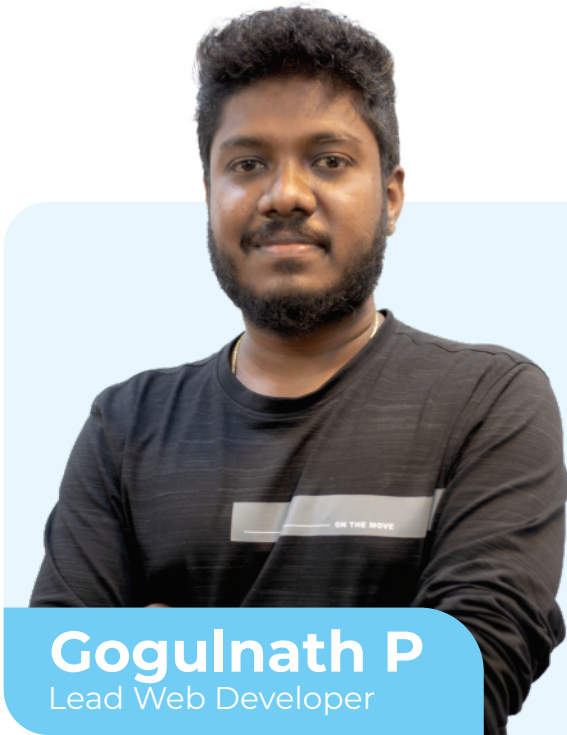


Web Development Team

Tech Department

The web development team is responsible for designing, creating, and maintaining websites and web applications. They work together to ensure that websites and web applications function smoothly, have an appealing design, and meet the specific needs of the project.

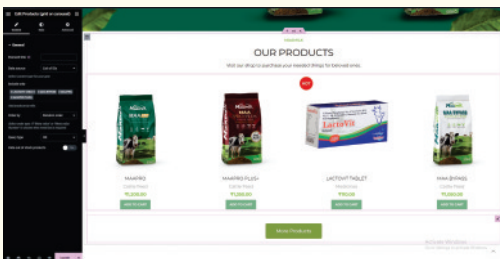
Tools:



Gogulnath P
Lead Web Developer

Gogulnath P, a lead web developer with one year of experience, plays a major role in our web development team. His leadership ensures the team's efficiency and the successful execution of web development projects. He brings technical expertise and a dedication to producing high-quality web solutions.

OUR FINEST CREATIONS



Market Place & e-Store Team

Tech Department

This Team is responsible for overseeing and optimizing the online store operations. Additionally, they conduct market research and analysis to identify trends and opportunities in the e-commerce space. The e-Store and Market Management Team plays a crucial role in the success of an online retail business.

AJITHKUMAR P

e-Commerce Analyst

Ajith P, with a year of experience, leads the e-Store and Market Management Team, where he takes care of online store operations and devises effective market strategies. His leadership ensures the team's efficiency and successful navigation in the e-commerce landscape.



VIKASH P

e-Store Designer

Vikash P, e-Store designer with a year of experience, is known for his innovative and unique design concepts. His imaginative approach brings a fresh perspective to every project he undertakes. With a keen eye for detail and thinking outside the box, Vikash consistently delivers designs that stand out.



STUDIO DEPARTMENT

Our Photography and Video Production Team is a dynamic group of skilled professionals specializing in capturing and creating compelling visual content. With a keen eye for detail and a passion, they transform ideas into stunning images and videos that leave a lasting impression. From concept to execution, this team brings creativity and technical expertise to every project, ensuring a seamless and visually striking outcome.

VINOOTH KUMAR G

Director of Photography

Vinoth Kumar G Director of Photography and Video Production, leverages 7 years of hands-on camera expertise. Worked as an Assistant and Associate Cinematographer at prominent film productions. His exceptional and keen eye for framing and angles sets our team's visual content apart, ensuring each project is executed with precision and artistic flair.



Video Production ◀

TV Commercials ◀

Corporate Films ◀

Brand Documentaries ◀

Narratives ◀

Product Photoshoot ◀

Social Media Contents ◀

Capabilities

SONY **ARRI**

Blackmagicdesign





OUR BRANDS



ZERO
ARTISTIC DESIGNS

the **artistic** Eggs

 **Artistic**
Studio

Zcopy
EXPOSITIONS

A ARTISTICTM
STORE

50 PAGES

FOXMOON.in

 **ATCHIT**
PRINT SOLUTIONS

PETTYSHOP
Add on Kiosk & Vending Machines

 **artistic.business**



Embark on a revolutionary digital journey with our 360-degree branding expertise. We deliver a comprehensive strategy that fuels your brand's growth and success. From brand development to data-driven analytics, exclusive logo design to captivating content production, web design to strategic SEO, social media campaigns to innovative digital advertising services, we leave no aspect untouched. With our all-around solutions, you can experience the pinnacle of multimedia excellence and achieve unrivalled development in the ever-changing digital world.

WE DO

- ▶ Brand Designs
- ▶ Brand Guidelines & Strategies
- ▶ Rebranding
- ▶ Online & Offline Branding
- ▶ UI & UX Designs
- ▶ Website & App Development
- ▶ 3D and 2D Animation
- ▶ Printing & Packaging Solutions
- ▶ Marketing Campaign
- ▶ Content Creation

BRAND DESIGNS



A premier studio and video production house dedicated to creating exceptional output. We understand the importance of visual storytelling in today's digital age. We specialize in crafting compelling videos that captivate audiences, communicate key messages, and leave a lasting impact. We guide our clients through the entire process, offering expert advice, creative ideas, and a seamless production experience. From concept development to scriptwriting, filming, editing, and post-production, we handle everything flawlessly. Our experienced team of creative professionals works collaboratively with our clients to bring their visions to life.

STUDIO

WE DO

- ▶ Video Production
- ▶ TV Commercials
- ▶ Corporate Films
- ▶ Brand Documentaries
- ▶ Product Photoshoot
- ▶ Product Demo
- ▶ Client Testimonials
- ▶ Social Media Contents
- ▶ Explainer Videos
- ▶ Interviews



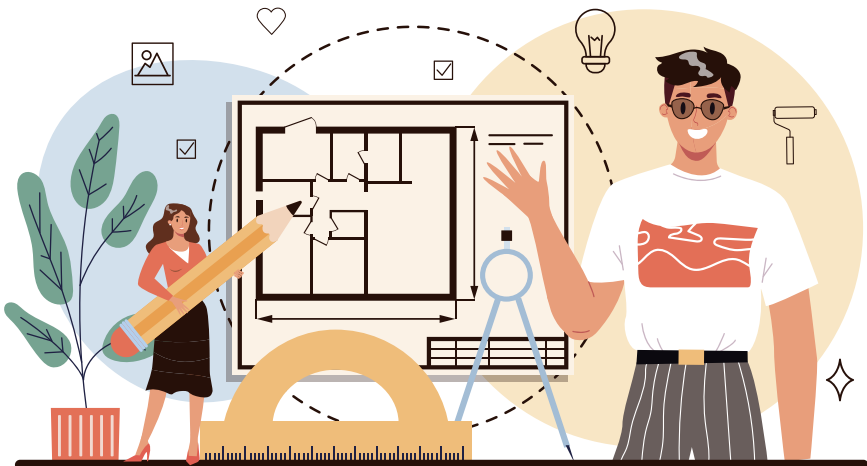


A brand that specializes in commercial interiors, with a focus on furniture, signage, and expo stalls. We pride ourselves on delivering exceptional design and craftsmanship to create inspiring and functional spaces for businesses across various industries. From custom-made pieces to modular systems, our furniture solutions are tailored to suit your specific requirements, enhancing both the aesthetics and practicality of your commercial space. In addition to furniture, we excel in creating impactful signage solutions that effectively communicate your brand message and capture the attention of customers.

EXPOSITIONS

WE DO

- ▶ Commercial Interiors
- ▶ Office furniture
- ▶ Indoor Signage
- ▶ Outdoor Signage
- ▶ Expo Stalls
- ▶ Canopies
- ▶ Kiosks
- ▶ Event Stage 3D Designs
- ▶ Commercial Elevations
- ▶ Work Stations and Lightings



Exclusive go-to commercial online store for a wide range of stationery and corporate gifting solutions. We take pride in offering an extensive selection of stylish office supplies and personalized gifts that are sure to make a lasting impression. Whether you're looking for high-quality notebooks, pens, desk accessories, or other office essentials, we have you covered. Our collection is curated to cater to the diverse needs and preferences of professionals across various industries.

WE DO

- ▶ Office Stationeries
- ▶ Custom Brand Stationeries
- ▶ Art Supplies
- ▶ Customized Gifts
- ▶ Notebooks
- ▶ Canvas Prints
- ▶ Corporate Gifts
- ▶ Creative Posters Printing
- ▶ Brand Merchandise
- ▶ Calendars and Dairies



STATIONERY e-Store

In a rapidly evolving world, the value of your brand is more important than ever. Ensure your business' longevity and success by registering your trademark. Secure your brand's uniqueness and maintain a competitive edge in the market. We safeguard your brand's identity and prevent unauthorized use. Our services include comprehensive trademark searches, registration, and management to ensure that your intellectual property is properly protected. We guide you through the legal intricacies and help you secure exclusive rights to your brand assets.

WE DO

- ▶ Trademark registration
- ▶ Patent registration
- ▶ Legal Documentation
- ▶ ISO Certification
- ▶ Franchise Promotion
- ▶ Franchise Consultancy
- ▶ Brand Valuation
- ▶ Copy rights
- ▶ Contracts
- ▶ Company Incorporation

LEGALS & PATENT





ATCHIT is an online solution to revolutionize the print industry by providing a seamless platform connecting individuals, companies, design agencies, and print agencies. We aim to bring your print projects to life by overcoming communication gaps, making the printing process much simpler. We understand the importance of effective collaboration, and our platform serves as a centralized hub for clients, design agencies, and print agencies to connect, discuss, and work together efficiently. It enables users to bring their creative visions to life with the ease, promising high-quality print outcomes. ATCHIT is the dream online platform for all print solutions which is currently in the Research and Development phase. Together, let's shape the future of print solutions.

WE DO

- ▶ Marketing Collateral Prints
- ▶ Premium Special Prints
- ▶ Brochure Prints
- ▶ Brand Packaging Boxes
- ▶ Rigid Boxes
- ▶ Master Packing
- ▶ Books
- ▶ Catalogues
- ▶ Labels
- ▶ Canvas

ATCHIT is currently seeking visionary investors who share the commitment to revolutionizing the print industry and shaping the future of print solutions toward excellence.

PRINT SOLUTIONS



Artistic Egg is a unique platform that bridges three vital perspectives: 1) We bring you live stories from entrepreneurs, insightful podcasts, and inspiring interviews with business leaders. 2) Through these we empower students along with tailored learning and development programs, workshops, and resources to fuel their entrepreneurial ambitions. 3) Showcasing documentaries that shed light on forgotten or bygone professions and struggling communities making sure they get the recognition they deserve. Our mission is to connect these perspectives, inspiring students to embrace entrepreneurship, nurture their ideas, and encourage business leaders to invest in their potential and help the communities.

WE DO

- ▶ Talk Show
- ▶ Podcasts
- ▶ Interviews
- ▶ Round Table Conversations
- ▶ Bygone Profession Documentaries
- ▶ Revamping Profession Documentaries
- ▶ Learning & Development Programs
- ▶ Research & Development Programs
- ▶ Idea Incubations
- ▶ Workshop



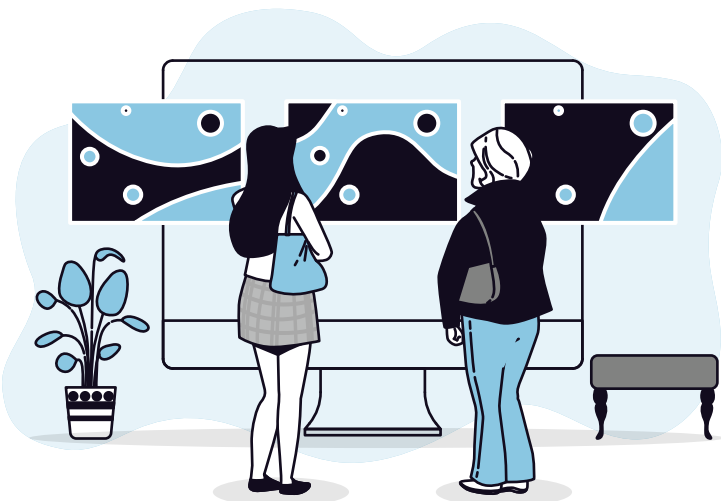
BUSINESS INCUBATOR

Premier destination for event planning and execution. We are dedicated to creating unforgettable experiences that leave a lasting impact on attendees and effectively promote your brand or business. With us, you can expect meticulous planning and flawless execution. From concept development giving attention to detail, venue selection to stage design, audiovisual production, and guest management, we handle every aspect of the event ensuring a seamless and impactful event. We prioritize client satisfaction and go the extra mile to ensure that every event exceeds expectations.

WE DO

- ▶ Product Launch events
- ▶ Brand Launch Events
- ▶ Corporate Gatherings
- ▶ Conferences
- ▶ Award Ceremonies
- ▶ Expo Events
- ▶ Trade shows
- ▶ Concerts
- ▶ Serial Event Designs
- ▶ Mall Events

EVENTS & EXPOS



Pettyshop revolutionizes convenience retail by uniting three innovative platforms: **Vending Machines, One-man Stores, and Unmanned Shops**. At the heart of our operation lies a meticulous curation of 0-100 essential products, ranging from everyday necessities to specialized items, ensuring that customers find exactly what they need.

To streamline operations and enhance user experience, we've engineered a sophisticated mobile application. This comprehensive system provides owners with a seamless interface, granting them real-time visibility into their inventory levels. Through the dedicated app, proprietors can effortlessly monitor stock levels, and receive notifications for restocking.

Furthermore, our advanced logistics network connects all points to a centralized master warehouse. This ensures a steady supply of products, allowing owners to restock their machines and stores in an easy and efficient way. By simplifying the replenishment process, Pettyshop empowers entrepreneurs to focus on what matters most: providing exceptional service and building thriving businesses.

With our platform, we're not just redefining retail, but also creating opportunities for individuals to venture into the world of automated stores. Join us in this exciting journey, where technology and entrepreneurship converge to shape the future of retail.

The research phase has concluded. For those interested, please reach out to pettyshop@artistic.business for a detailed proposal.





CASE STUDIES





LOTTE

Case Study : Lotte Coffee Bite - Brewing Success with "Coffee Bite Rich"

CLIENT BACKGROUND

Lotte India Corporation Ltd, a prominent player in the industry, approached us with the task of designing a product and its corresponding packaging for their latest offering, "Coffee Bite Rich".

CHALLENGES

Creating a Standout Packaging: Developing packaging that not only protects the product but also effectively communicates the unique selling points of "Coffee Bite Rich."

Optimising Shelf Tucker: Maximising product visibility and accessibility while efficiently utilizing available shelf space poses a significant challenge for shelf tucker.

DELIVERABLES

3D Models of the Products:

Developed highly detailed 3D models of "Coffee Bite Rich" to accurately represent its appearance and texture.

Master Packaging Solutions:

Created a comprehensive packaging solution that not only safeguards the product but also serves as a visual representation of its premium quality.

RESULTS

1. Successful Product Launch

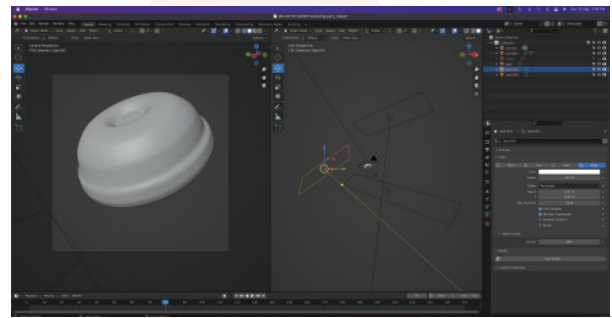
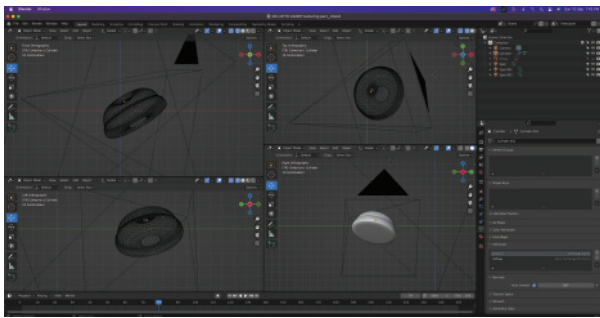
"Coffee Bite Rich" was successfully introduced to the market, receiving positive feedback from consumers and achieving steady sales growth.

2. Continued Market Presence:

"Coffee Bite Rich" continues to be a live and existing product, demonstrating its sustained popularity and market relevance.

3. Client Satisfaction:

Lotte India was highly satisfied with both the product and packaging designs, recognizing them as a true representation of the brand's commitment to quality and innovation.



CONCLUSION

The successful collaboration between us and Lotte in creating and designing "Coffee Bite Rich" exemplifies the power of innovative and consumer-centric products and packaging design. Lotte was highly satisfied with both the product and packaging designs. "Coffee Bite Rich" was successfully introduced to the market. The product is still live and existing.



Case Study: A Journey of Transformation in Destination Management

CLIENT BACKGROUND

tourOn, a distinguished company in destination management, approached us with a clear objective: a comprehensive brand restyling. They required a fresh, modern look to better resonate with their audience without changing their identity.

CHALLENGES

Kiosk Optimization: Effectively utilising the space of a kiosk, printing, and displaying it required careful planning and design considerations.

Ensuring Consistency Across Diverse Channels: Maintaining a uniform brand identity and messaging across various channels, including digital, print, and social media, was challenging.

RESULTS

1. Strong Audience Resonance:

tourOn's new brand identity strongly resonated with its target audience, reflecting a fresh, dynamic approach to destination management.

2. Uniform Brand Representation:

The new brand was consistently applied across all touchpoints, both online and offline, ensuring a cohesive brand experience.

3. Enhanced Market Presence: Kiosk Design (under Zcapy brand)

The new brand was consistently applied across all touchpoints, both online and offline, ensuring a cohesive brand experience.



CONCLUSION

Today tourOn's new brand identity resonated strongly with its target audience, conveying a fresh, dynamic approach and tourOn's brand message remained uniform across all touchpoints.

The complete restyling of tourOn's brand, along with the innovative kiosk under our brand Zcapy, exemplifies the transformative power of strategic rebranding and creative design. By infusing modernity and a dynamic visual identity, tourOn has not only revitalised its brand but also elevated its presence in the competitive destination management industry.





DAIMLER

Case Study: Daimler Creche Project - Nurturing Environments for Little Ones

CLIENT BACKGROUND

Daimler Truck India Pvt Ltd, the manufacturer of Bharat Benz, Mercedes Benz, Western Star, and FUSO buses and trucks, approached us with a unique and heartwarming project: transforming a room into a kid-friendly creche space. Their vision was to create a space where young children would feel comfortable and engaged.

CHALLENGES

Child-Centric Environment: The task was to design a creche that was not only safe and functional but also inviting and stimulating for the young occupants.

Integration of Nature: Incorporating a garden area into the creche design, bringing the outdoors inside, was a unique and exciting challenge.

DELIVERABLES

Wall Branding Designing and Fabrication:

Created vibrant and child-friendly wall branding to infuse a playful atmosphere.

Landscaping:

Designed and executed a curated garden area within the creche, integrating nature into the space.

RESULTS

1. Child-Friendly Oasis:

The transformed creche provided an inviting, stimulating, and safe environment for young children, fostering their growth and development.

2. Integration of Nature:

The garden area within the creche not only brought nature into the space but also provided a refreshing and engaging experience for both children and caregivers.

3. Successful Collaboration:

Through effective teamwork and a shared commitment to the project's vision, Daimler achieved their goal of establishing a child-friendly creche department.



BEFORE / AFTER



CONCLUSION

Through creative wall branding and landscaping, under our brand Zcapy, Daimler achieved their goal of establishing a child-friendly creche department, showcasing the positive impact of such initiatives.





Case Study: Regal Springs - Reinventing Real Estate Excellence

CLIENT BACKGROUND

Regal Springs, formerly known as Chandra Township, approached us seeking a complete overhaul of their brand identity for a premium real estate project. They envisioned a transformation that would reflect modernity and exclusivity.

CHALLENGES

Complete Rebranding: The transition from Chandra Township to Regal Springs demanded a comprehensive rebranding strategy to establish a fresh and distinctive identity.

Market Repositioning: The objective was to reposition Regal Springs as a high-end real estate project, catering to a discerning clientele.

Unified Brand Presence: The project required a unified and impressive presence across various platforms, both online and offline.

RESULTS

1. Successful Rebranding:

The transition from Chandra Township to Regal Springs was met with overwhelming positive feedback, elevating the project's perceived value.

2. Increased Interest and Inquiries:

Regal Springs experienced a 50% surge in inquiries and site visits within the first six months, indicating heightened interest from potential buyers.

3. Enhanced Market Perception:

Regal Springs successfully repositioned itself as a premium real estate brand, attracting a more discerning clientele.

4. Consistent Brand Image:

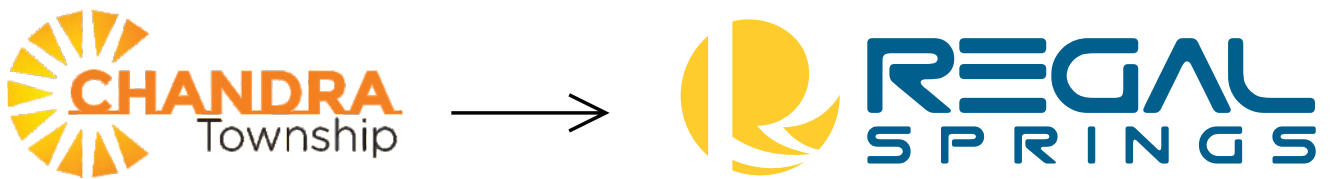
The new brand identity and marketing materials maintained a consistent and luxurious aesthetic, reinforcing Regal Springs' image as a high-end development.

DELIVERABLES

- ▶ Brand Visual Identity
- ▶ Brand Strategy
- ▶ Promotional Strategy
- ▶ 2D & 3D Layout
- ▶ Brand Awareness Activities
- ▶ Brand Style Guide
- ▶ TV Commercials
- ▶ Walkthrough
- ▶ Online & Offline Campaign
- ▶ Media Plan
- ▶ Marketing Collateral
- ▶ Website

CONCLUSION

The revival of Regal Springs from Chandra Township, an exclusive real estate project exemplifies the transformative power of strategic rebranding. From scratch by carefully crafting a new identity and executing a comprehensive marketing campaign, Regal Springs has now increased visibility and solidified its position as a distinguished player in the upscale real estate market.





Case Study: The House of KuzhiMandi - Elevating Culinary Experience

CLIENT BACKGROUND

A visionary team approached us with an exceptional concept to introduce Chennai to the rich, flavorful experience of KuzhiMandi, a traditional Arabic dish, for the first time. They entrusted us with the entire brand creation process, from concept to execution, for their restaurant.

CHALLENGES

Pioneering a New Cuisine: Introducing Mandi rice, a traditional Arabic dish, to Chennai's culinary scene required careful planning and execution.

Crafting a Unique Brand Identity: Creating a brand that resonated with Chennai's diverse food culture while authentically representing the Mandi rice experience.

Packaging Design: Designing packaging that is appealing and ensuring it remains practical for easy handling and consumption, especially for takeout poses a significant challenge.

RESULTS

1. Successful Launch:

KuzhiMandi made a striking debut, drawing in both food enthusiasts and newcomers eager to experience the distinctive Mandi rice flavors.

2. Strong Brand Identity:

The brand identity and messaging effectively communicated KuzhiMandi's commitment to offering an authentic Mandi rice experience.

3. Increased Traffic and Online Orders:

KuzhiMandi witnessed a steady increase in traffic and online orders, indicating a strong reception from the Chennai audience.

4. Positive Customer Feedback:

Customers praised the authentic taste of Mandi rice and appreciated the inviting ambiance of KuzhiMandi.

DELIVERABLES

- ▶ Brand Visual Identity
- ▶ Packaging Solutions
- ▶ Brand Style Guide
- ▶ Media Plan Book
- ▶ Product Photoshoot
- ▶ Promotional Activities
- ▶ Website
- ▶ Brand Strategy
- ▶ Explainer Video

CONCLUSION

"The House of KuzhiMandi's" was a great launch that demonstrates the importance of careful strategic preparation and execution while bringing a unique and new cuisine to a new market. As a new brand "The House of KuzhiMandi" has amassed the audience and become an addition to Chennai's vibrant culinary environment because of an emphasis on accuracy in brand creation, focused marketing activities, and an unrelenting devotion to excellence.





Case Study: ROZO - Blossoming Success in Online Floristry

CLIENT BACKGROUND

“We want to sell flowers online” was the one-liner the team had when they came to us. But now ROZO has transformed into a one-stop online store with a wide range of floral collections successfully blooming online.

CHALLENGES

From Concept to Reality: Converting the initial idea of an online flower shop into a thriving, comprehensive brand required meticulous planning and execution.

Building Brand Identity: Creating a brand from scratch, including a compelling visual identity, website, and market presence, was crucial for gaining traction in a competitive market.

Ensuring Online Success: Establishing a user-friendly e-commerce platform that not only showcased products effectively but also provided a seamless shopping experience.

RESULTS

1. Thriving Online Presence:

ROZO transformed from a mere idea into a flourishing online flower shop, offering a diverse range of floral products.

2. Market Recognition:

Achieved a 60% increase in brand recognition within the first year, thanks to a cohesive and visually appealing brand identity.

3. Seamless User Experience:

Maintained a high customer satisfaction rate (95%) due to the user-friendly website and quality product offerings.

4. Sustainable Packaging:

ROZO's commitment to eco-friendly packaging contributed to its positive image as a socially responsible brand.

DELIVERABLES

- ▶ Brand Visual Identity
- ▶ Brand Strategy
- ▶ E-commerce Website
- ▶ Packaging Solutions
- ▶ Product Photoshoot
- ▶ Brand Awareness Activities
- ▶ Brand Style Guide
- ▶ Promotional Strategy
- ▶ Media Plan Book

CONCLUSION

ROZO's journey from just an idea to a thriving online flower shop exemplifies the power of strategic planning and execution. By meticulously crafting a brand identity, designing a user-friendly website, and delivering exceptional products, ROZO has not only captured a significant market share but has also become a trusted name now.



OUR SPACE

Our office radiates a vibrant, welcoming atmosphere that energizes our team. It's equipped with high-end processing systems, Mac, printers, and a specialized studio and meeting room. Our studio boasts state-of-the-art photography and videography equipment. CCTV surveillance ensures security. Lush plants create a positive ambiance.

Our dynamic team brings life to the workspace. We believe in a flexible work environment that allows everyone to work at their own pace, making them love what they do. This results in exceptional output and a joyful work atmosphere.



OUR CLIENTS



CLIENTS TESTIMONIAL



We have been in this industry for 3 years, and I have known the Artistic Company for the last 2.5 years. We've a wonderful working relationship with them. I wanted to concentrate on the marketing campaign we ran with PVR while talking about the promotions. The kiosk for that campaign is particularly noteworthy because it is made completely of wood. Due to the substantial branding, we grabbed a lot of notice when the kiosk was installed inside the PVR. They have helped us stand out on Facebook, Instagram, and LinkedIn. I must make a special note of Rahul and Raj's social media and marketing ideologies as well as their local marketing strategies. It has been fortunate working with them, and I strongly suggest that you do the same for your complete brand design solutions. Thank you.

MR. VIKASH MANOHARAN
CEO & Founder- tourOn

Scan & Watch



CLIENTS TESTIMONIAL



The Artistic Company is a bunch of energetic, enthusiastic, and talented youngsters. We had a lot of creative requirements and to highlight one is “Coffee Bite” which is a Pan India brand. We were relaunching “Coffee Bite” for which we required some 3D mockups. The Artistic Company was able to deliver it promptly and more in the creative sense. They gave their input not only in the form of design, but they also had the capability to execute and manufacture materials. For our other brand “Pepero” they made shelf tuckers which created great visibility in the market space all over India. For the past 1.5 years, they have been our go-to agency for all our creative needs. I’m also very happy to be associated with The Artistic Company. I trust and hope that this journey will continue for many more years to come.

MR. PREDEEP KUMAR
AGM Marketing & ECOM - Lotte

Scan & Watch



CLIENTS TESTIMONIAL



I've known The Artistic Company and Raj for the past 1 year, we've been working on brand creation as well as logo and brand architecture and I have been very much satisfied with their work. We wanted a 2D logo, and later we asked them whether this could be done as a 3D avatar and they were very happy to help us. Not only that they give us input on how to make a 3D model but they also gave us business ideas to use in our future projects and how we can make it as a product itself. For further business aspects, business-related, and logo-related ideas you can check on www.artistic.business. Thank you.

DR. SAKTHIVEL
Founder - Yellow Owl

Scan & Watch





THE ARTISTIC COMPANY

CORPORATE HEAD OFFICE

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