



AUGUST, 2024

# Creative Brand Builders

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[unifiedmix.com](http://unifiedmix.com)

Hi there!

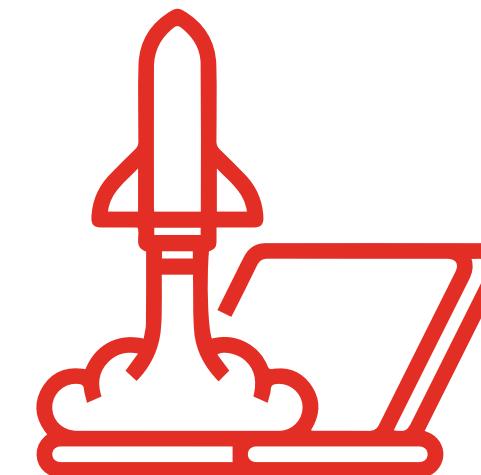
We are a group of ambitious creatives who aim to present ideas to the world in a very unique manner.

We begin every problem with an open mind, curious spirit and without preconceived ideas.

Our ultimate goal is to have a meaningful impact on meaningful brands. In achieving this goal we have already left our mark on 450+ projects.



**450+**  
Projects Completed



**80+**  
Brands Helped

## Partial Client List

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So, what do we do?

# Our Capabilities

We love crafting beautiful, smart and inspired work that is focused on a business' goals and their customers. We do this across multiple touch points to help organizations achieve their goals.

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## Brand Strategy

Brand Audit  
Market research  
Competitor analysis  
Brand core  
Tone & Voice  
User Experience

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## Brand Identity

Brand Development & Rebranding  
Naming  
Messaging  
Logo  
Colour & Typography  
Pattern & Iconography  
Brand Style Guides

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## Branding

Website Design & Development  
UX/UI  
Packaging  
Copywriting  
Stationery Designs  
Collaterals  
Videos & Motion Graphics  
Illustrations  
Powerpoint/Google Presentation

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## Digital Marketing

Copywriting  
Case Studies  
Social Media Creatives  
Explainer & Promo Videos  
Ads & PPC/SEM

**"People are not interested in you.  
They are not interested in me. They  
are interested in themselves—  
morning, noon, and after dinner."**

DALE CARNEGIE  
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

In other words, we design solutions for intended users. This can be applied to products, business models, branding, and especially digital solutions.

## Our Approach: Design Thinking

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We put the needs of the user at the center of everything we create, which is the most powerful way to start and finish brand identity projects

To kick things off, we use a fast paced, user centric, and facilitated framework that defines and prioritizes user needs, creates user journeys, surfaces actionable insights, makes strategic recommendations and produces tangible results that will be deployed on the business website.

This is an integral step in our overall process:

**Discover Insights --> Define Goals --> Execute Beautifully**

Within this process, we follow Agile principles in iterative cycles of ideating, executing, and validating.

## How it works

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The result?

Effective, beautiful and beloved brands.

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Prove it. Let's see some  
case studies.

## Case Studies

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The following pages cover a handful of case studies that demonstrate our process in great detail. These projects also share some of the challenges outlined in your brief.

These challenges include brand identity design, user experience design, and brand messaging.

# Square Roots

We helped them redesign their current logo and their branding such as posters, company profile, pitch deck, etc.

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## Services

- Brand Strategy
- Brand Identity
- Stationery Designs
- Print & Digital Collaterals
- Company Profile
- Social Media Creatives
- Pitch Deck



#### WHAT HAPPENED?

The new brand identity now represents them more clearly, and the collaterals & support materials assisted in targeting right customers.

PHASE ONE

# Strategy & Approach

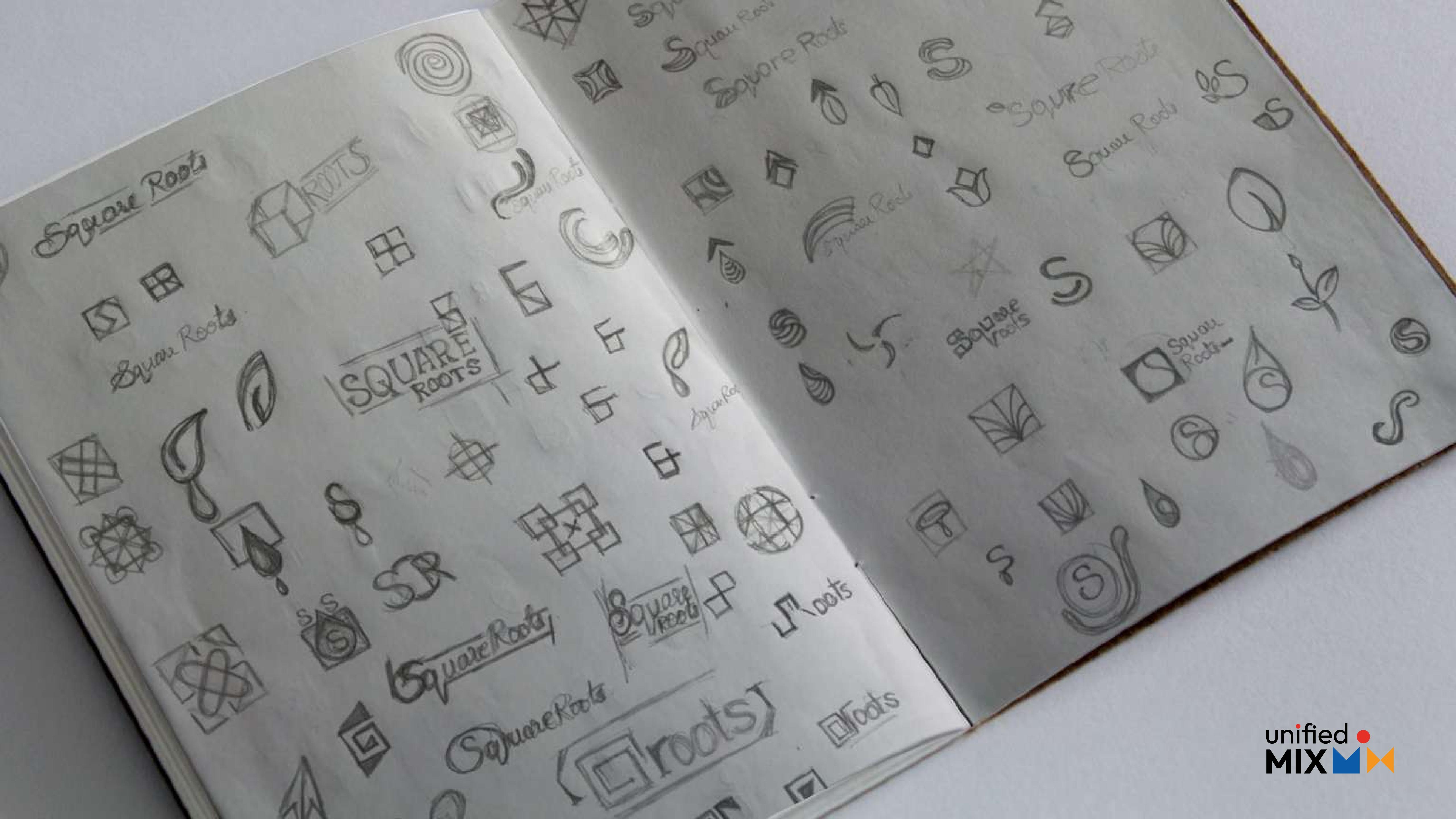
## DEVELOPING THE STRATEGY

Through our discovery session, we surfaced the challenges Square Roots was facing. In the process, they prioritized the needs and goals of the business and its customers.

## DEFINING THE BRAND

Through a series of exercises in the strategy session, we were able to extract and refine the key pillars of the brand. This defined the brand's personality: how it should look, sound, and act.





# Process Notes

After the discovery session and market research our team planned on the concepts that would display elegance & displays concept of the brand name.

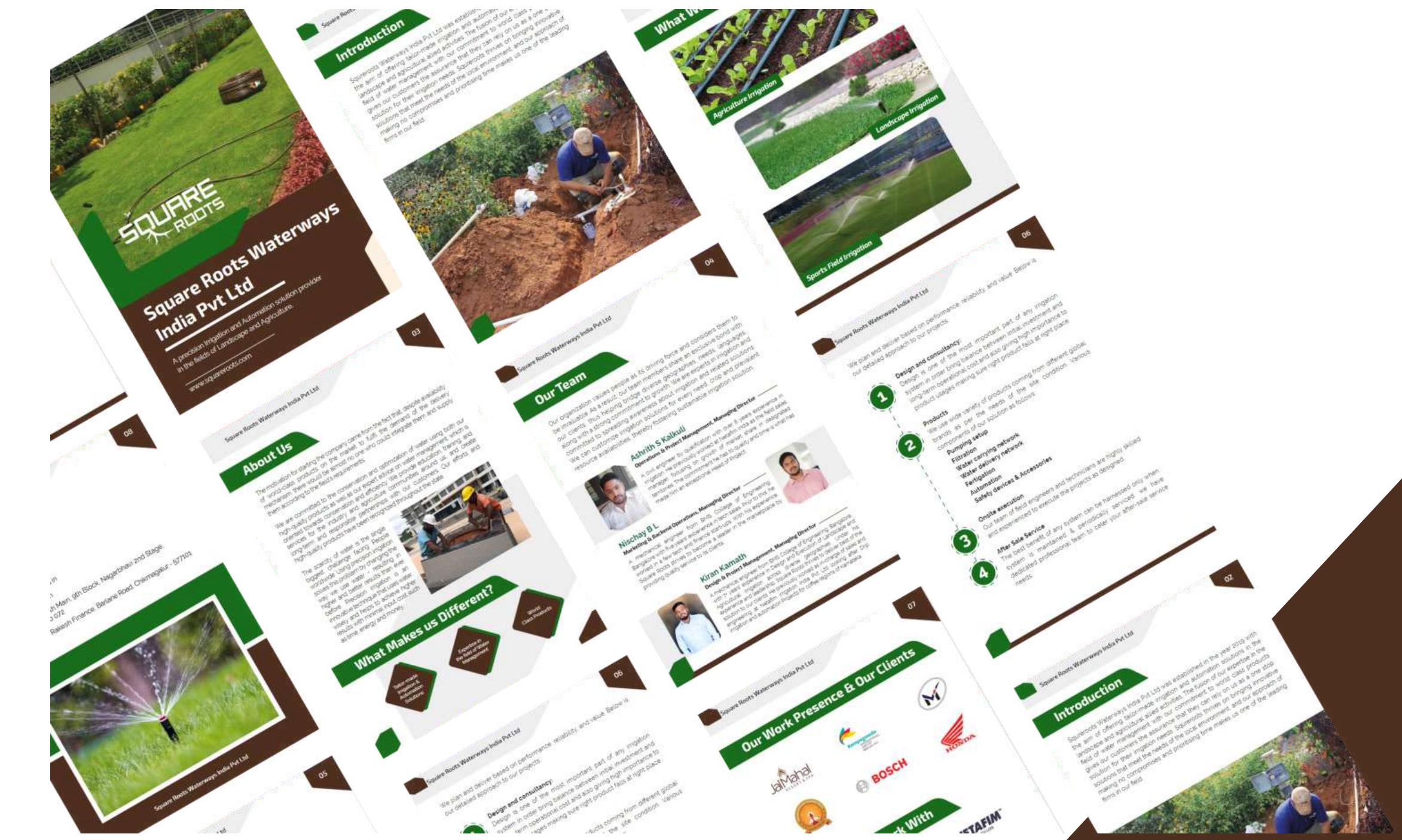
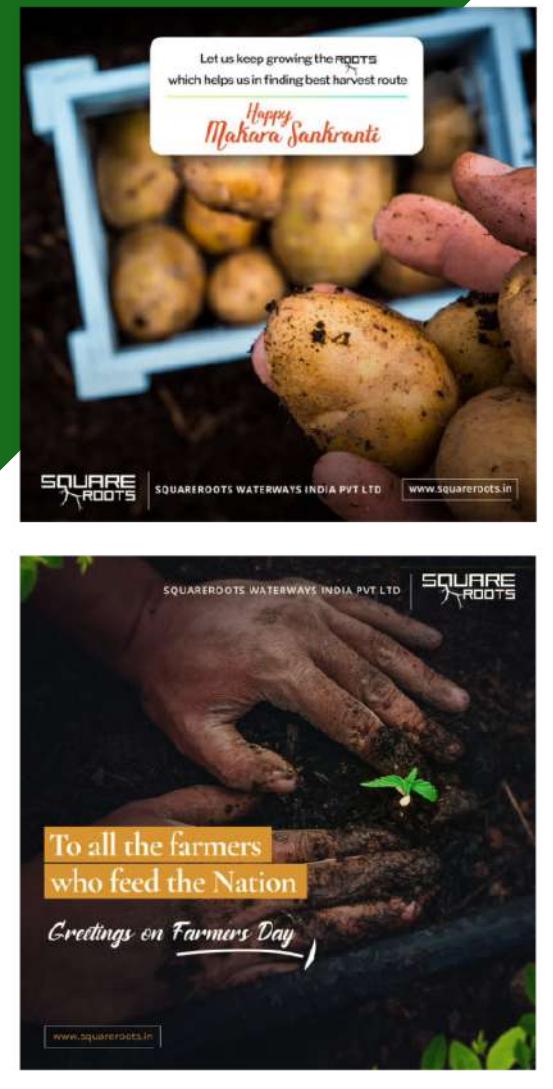
Armed with research, we went ahead to sketch about 125-150 sketches, narrowed down to the final logo.

Complimenting this logo, the colour Green & Brown were added to enhance quality, and elegance which are brand's core.





**SQUARE**  
ROOTS



Contextual Applications are presented in order to help the client imagine how the design would look like in real life.

# Netafim India

We helped them get more creative and be more free in exploring new ideas of videos and complex graphics for all 3 Netafim regions in India.

Netafim India wanted to try something new and attractive in their social media, their marketing and sales materials, their internal and external marketing campaigns, for dealer shops and become better than their competitors in the market.

We focused on creating attractive and totally custom posts for various products and integrated the targeted message in every post.

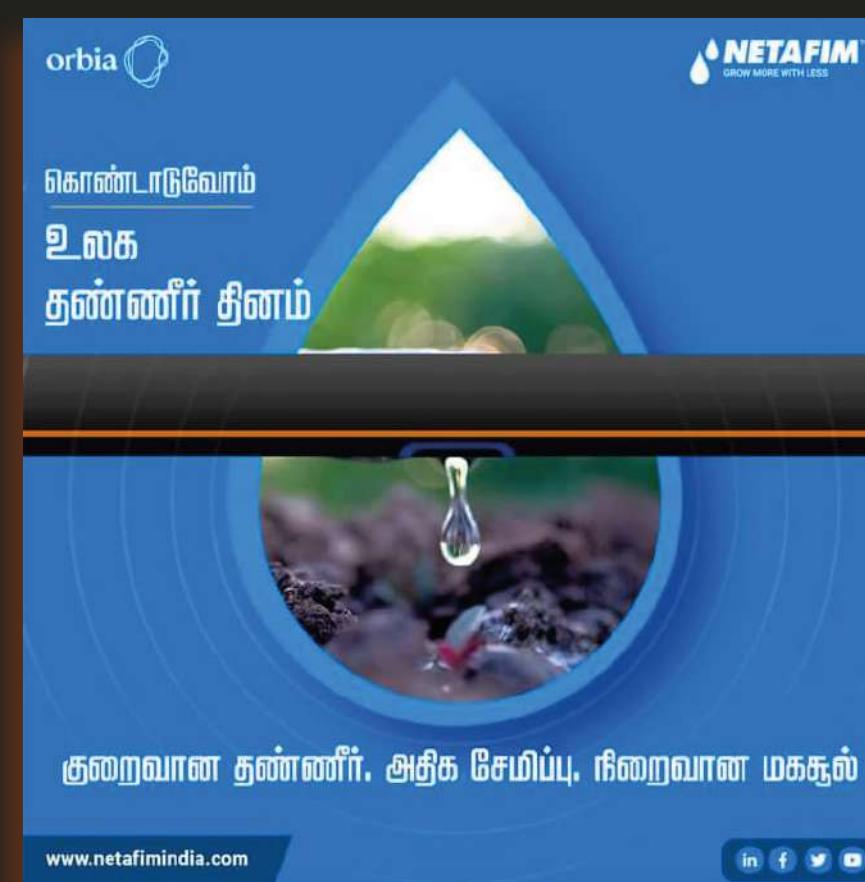
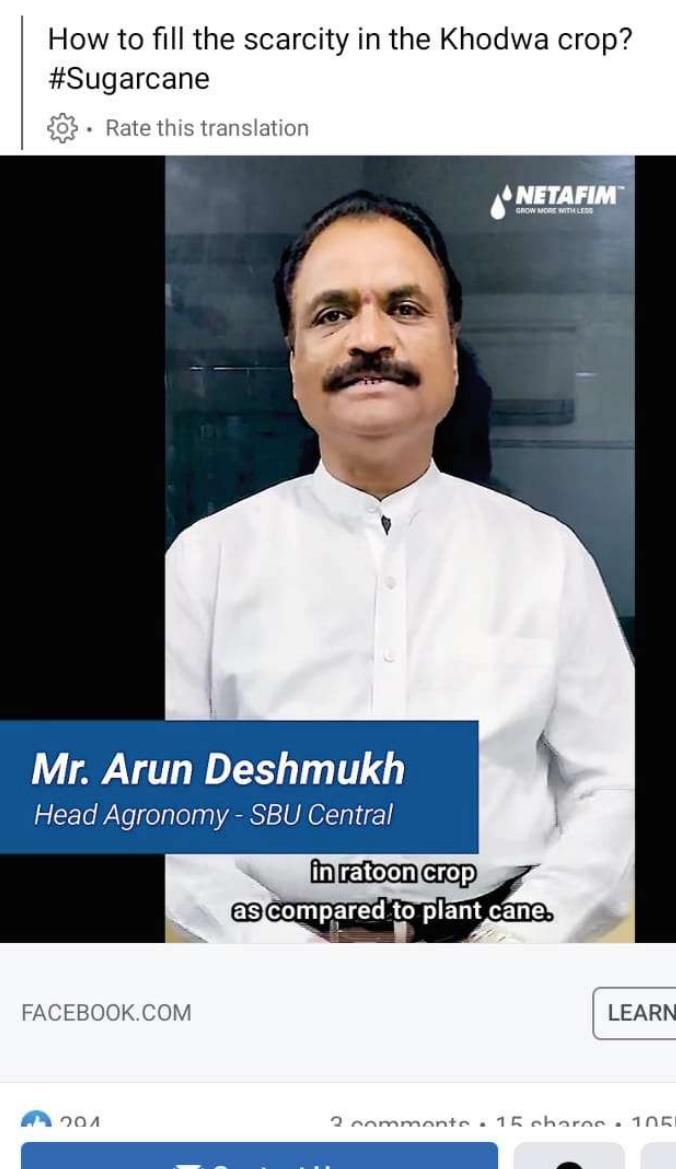
## Services

Posters & Reels Creation in 4 languages

Campaign Brainstorming

Internal Marketing

Video Editing



3. பிரது ப்ளஸ் வால்வு எண்-3 வால்வு திறக்கப்படவேண்டும்.
4. பிரதான கட்டுப்பாட்டு வால்வு எண்-4 மூடப்படவேண்டும்.
5. மணல் வடிகட்டி 5-10 நிமிடங்கள் சுத்தம் செய்யப்பட வேண்டும்.
6. கவனமாக இருக்க வேண்டும். மற்றும் வடிகட்டியலின்றுது மணல் வெளியே வரக்கூடாது.
7. அச்தத் நீர் வெளியேறிய பின் சுத்தமான நீர் வரும் போது பிரதான கட்டுப்பாட்டு வால்வு எண்-4 திறக்கப்படவேண்டும்.
8. பிரது ப்ளஸ் வால்வு எண்-3 வால்வு மூடப்பட வேண்டும்.
9. இன்லெட் வால்வு எண்-1 வால்வு திறக்கப்பட வேண்டும்.
10. பின் கீழ் தள்ளும் கட்டுப்பாட்டு வால்வு எண்-2 மூடப்பட வேண்டும்.

A large industrial fertigation machine with a central control panel featuring a digital display and multiple buttons, connected to various pipes and sensors. The machine is set against a dark, out-of-focus background of a greenhouse or agricultural facility.

# STREAMLINE™ X

The *toughest thin wall drip line ever made.*

**Wall Thickness**  
0.13, 0.15, 0.18, 0.2mm

**Variety of Flow Rates**  
0.72 to 2.8 l/h

Interior Ribbed Surface

Exterior Ribbed Surface

Tough In

**NETAFIM**  
GROW MORE WITH LESS

**STREAMLINE™ X**

in f t y

[www.netafimindia.com](http://www.netafimindia.com)  
response@netafim.com

South toll free number : 1800  
Missed call number : 977

A blue Netafim center pivot irrigation system spraying water onto a lush green lawn. A circular inset shows a close-up of the black spray head.

# Disc Filter Cleaning

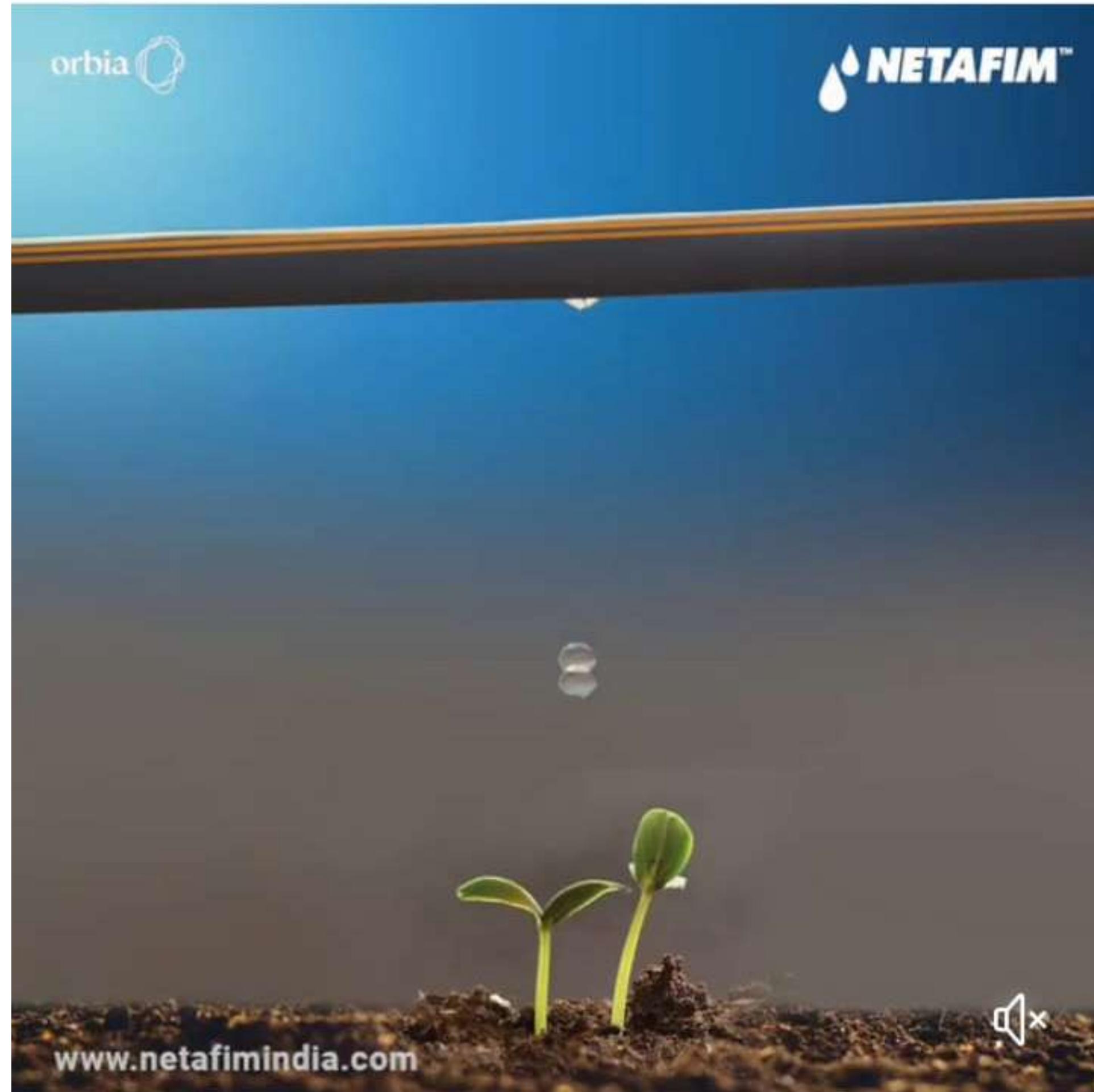
1. ದಿಸ್ಕ್ ಫಿಲ್ಟರ್ ಅನ್ನು ಹೊರಗಡೆ ತೆಗೆದು, ನೀರಿರುವ ಬಿಕಣ್ಣ ಅಥವಾ ತ್ರುಮ್ ನಲ್ಲಿ ಅದ್ದಿ ಸಾಕಷ್ಟು ನೀರಿನಿಂದ ತೊಳೆಯಬೇಕು
2. ನಂತರ ಅದೇ ರೀತಿಯಲ್ಲಿ ದಿಸ್ಕ್ ಗಳನ್ನು ಜೋಡಿಸಿ, ಮೊದಲೆನಂತಹೇ ಫ್ರಾನ್ ಮಾಡಬೇಕು



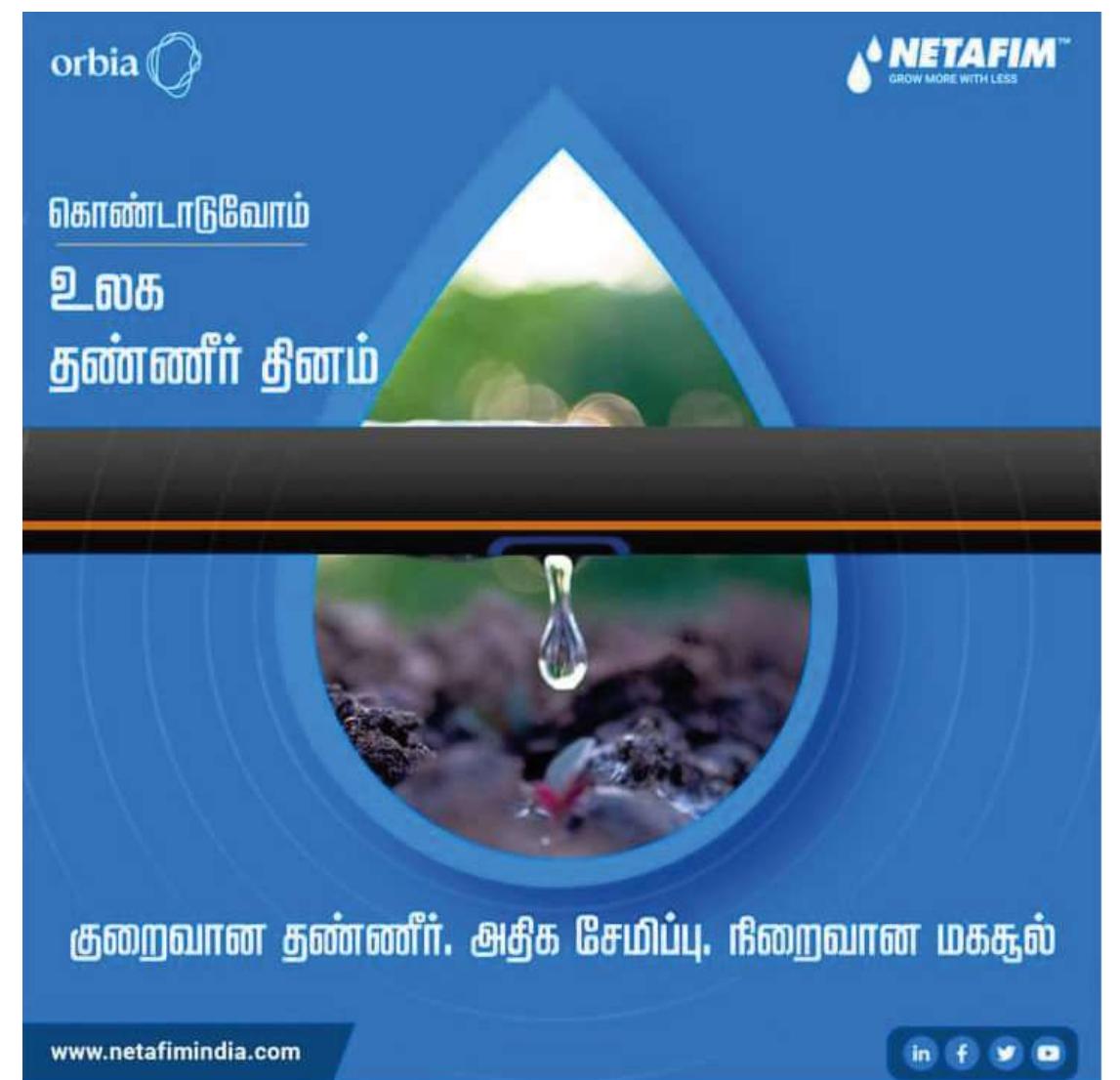
Netafim India

22 Mar ·

We must change the way we use water to grow food.  
#WorldWaterDay



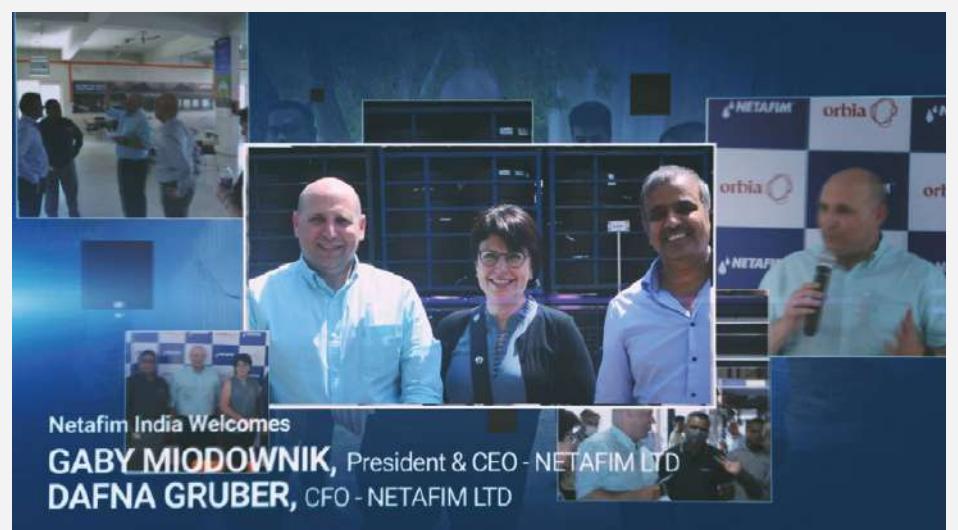
...



55

1 comment • 24 shares • 1.1K Views

Festival Posts, Still Creatives & Video



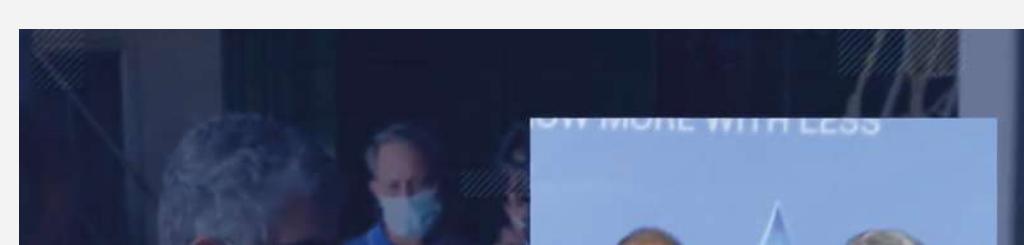
## Official Visits Videos



Employees Interaction

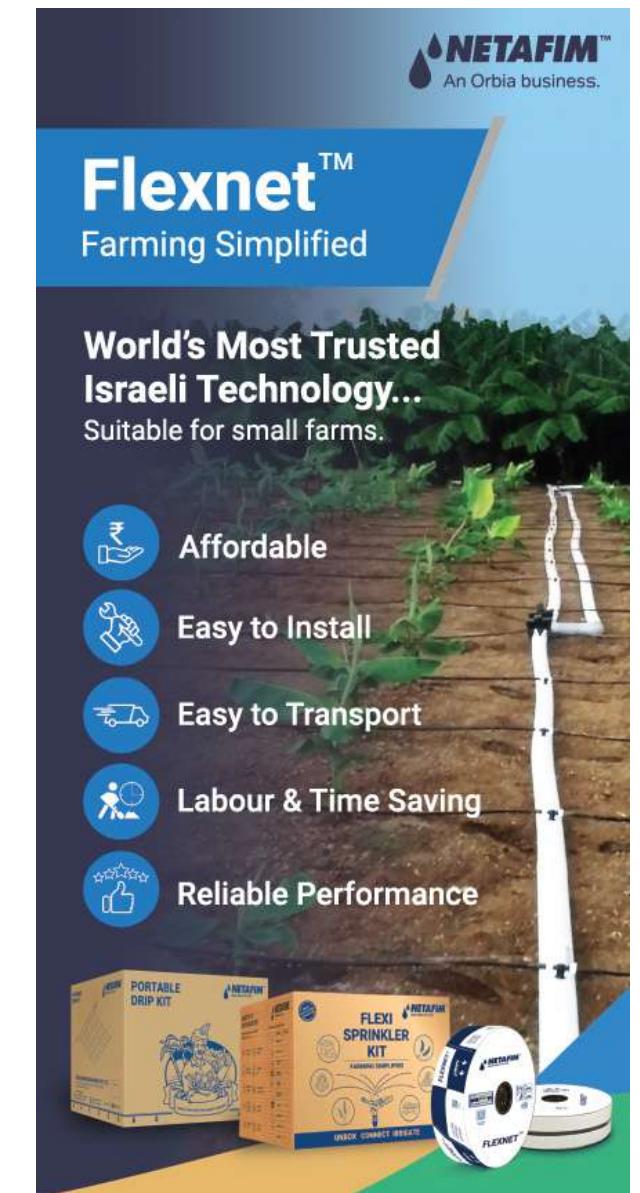
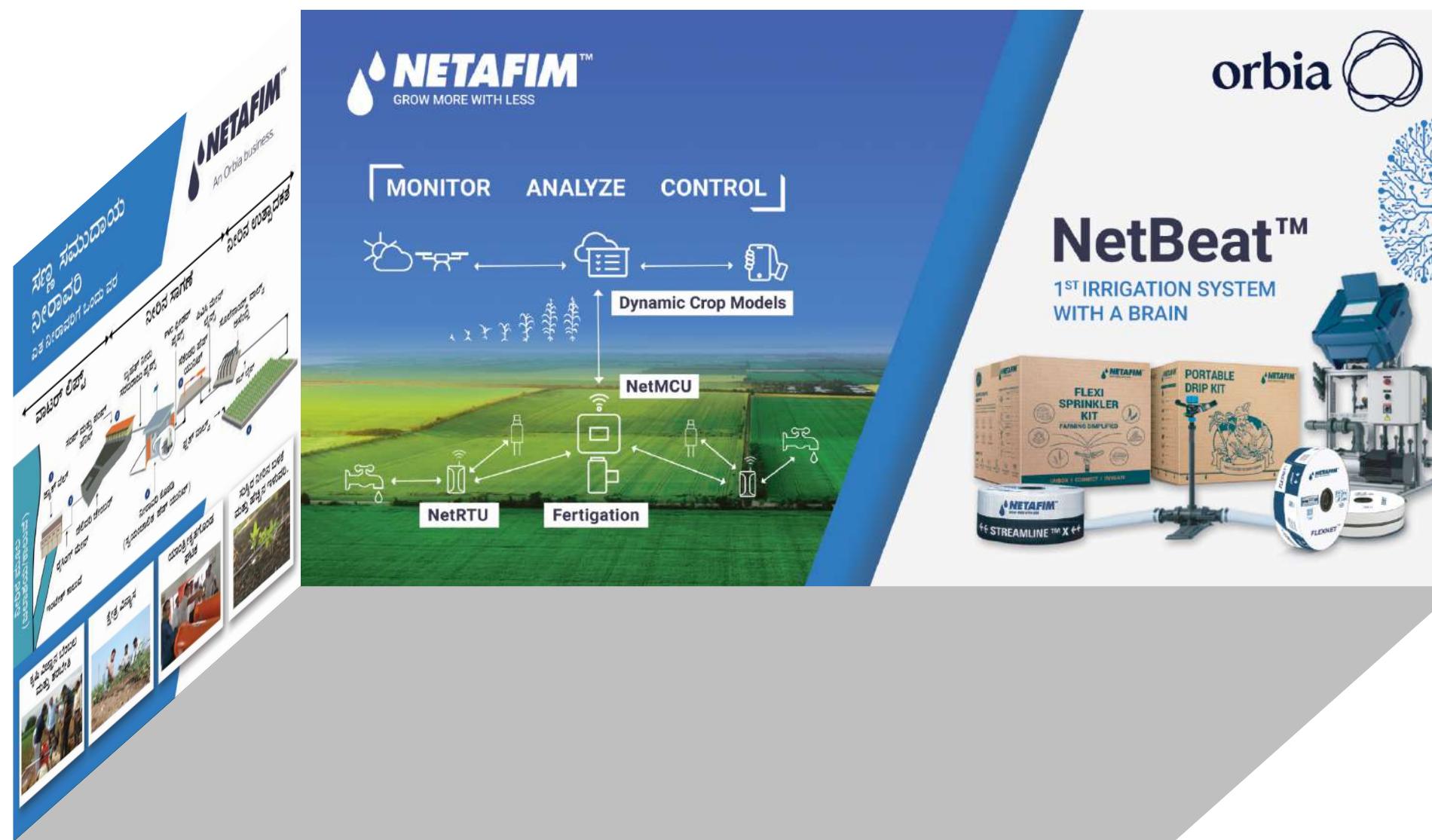


Warehouse Visit



## Netafim Dealership Certificate Design





## Testimonials & Education Videos



How to fill the scarcity in the Khodwa crop?  
#Sugarcane

Rate this translation

Mr. Arun Deshmukh  
Head Agronomy - SBU Central

in ratoon crop  
as compared to plant cane.

FACEBOOK.COM

LEARN MORE

204 3 comments • 15 shares • 105K Views

Contact Us



## Product Reels



# Netafim Diary Design

**GLOBAL LEADER IN SMART IRRIGATION SOLUTIONS**

**NETAFIM GLOBAL**

- 29 Subsidiaries
- 17 Manufacturing Plants
- 5000+ Employees
- 110+ Countries - Delivering Innovative Solutions
- 3 Recycling Plants
- 150 Agronomic Experts Worldwide

**NETAFIM INDIA**

- 1,000+ Employees
- 11 Far
- 25 Aci

**QUALITY ASSURANCE**

Quality assurance & commitment is our mandate

Endorsement of commitment to Quality and Environment

At Netafim, commitment to quality is a core value. Starting with our employees, our uncompromising standards are applied to every facet of our business. From refining development procedures, through conducting extensive field tests, to refining production techniques, we're committed to delivering high-quality products and services.

**SUB SURFACE DRIP IRRIGATION**

Netafim's sub surface drip irrigation helps farmers get more produce with fewer resources

**BENEFITS**

- Saves water & energy
- Long life of drip system
- Lesser weed growth
- Improved soil aeration
- Reaching active root zone quickly
- Lower maintenance cost
- Labour saving
- Lesser damage from humans and live stock
- Zero annual installation cost
- Healthier & superior crops

**FLEXNET™ FLEXIBLE PIPE**

A revolutionary leak-proof flexible manifile and manifold piping solution that's foldable, movable and affordable

**BENEFITS**

- Compact and Lightweight
- Easy to lay, Quick to install
- Easy to transport on two wheeler
- Snaking, No kinking
- Flexibility of prewelded outlets
- UV and Chemical Resistant

**APPLICATIONS**

- Agricultural, Horticultural and Mining
- Used for transfer, distribution and manifold pipe
- Subsurface and surface installations
- Use with ThruWall or Heavywall drip lines
- Suitable for Drip and Sprinkler irrigation

**SPECIFICATIONS**

- Sizes: 2", 3", 4", 5" and 6"
- Coil Length: 50 meters and 100 meters

**HEALTH & SAFETY GUIDE**

**HEIGHT & WEIGHT CHART**

Height	Weight	Height	Weight
Men	Women	Men	Women
167.5	53.5-67.1	147.5	43.5-48.5
168.0	54.5-68.2	152.3	44.5-49.9
168.5	55.5-69.0	155.1	47.1-52.6
169.0	56.0-69.8	157.9	48.5-54.9
169.5	56.5-70.6	160.7	49.9-55.3
170.0	57.0-71.4	163.5	51.3-57.1
170.5	57.5-72.2	167.3	54.4-61.2
171.0	58.0-72.9	170.9	56.2-63.0
171.5	58.5-73.7	174.7	58.2-66.0
172.0	59.0-74.5	178.5	59.2-69.0
172.5	59.5-75.3	182.3	59.8-74.8
173.0	60.0-76.1	186.1	60.5-77.6
173.5	60.5-76.9	189.9	61.1-78.4
174.0	61.0-77.7	193.7	61.8-79.2
174.5	61.5-78.5	197.5	62.5-80.0
175.0	62.0-79.3	201.3	63.2-80.8
175.5	62.5-80.1	205.1	63.9-81.6

**FAMILY HEALTH CHART**

Height	Weight	Height	Weight
Men	Women	Men	Women
Name		Name	
Age		Height	
Height		Weight	
(L)		(L)	
Eye Right (R)		Eye Right (R)	
Blood Pressure		Blood Pressure	
Heart		Heart	
Respiratory		Respiratory	
WBC		WBC	
Blood Group		Blood Group	

**OBIA'S DISRUPTED DRIVING POLICY**

Obia's prioritizes safety, specifically aiming to reduce distracted driving. No business should be conducted, nor Obia phones used while driving, even hands-free. Adhering practices like silence phones, informing details of the policy & ensuring regular safe stops to check in amongst drivers, confidence and safety.

**OBIA'S HELMET RIDE SAFE, RIDE CONFIDENT**

Gear up with a helmet whenever you get on the road on your bike. Your safety is most important & this simple act can protect your head during any unexpected mishaps, allowing you to ride with peace of mind.

**2024**

**STREAMLINE™ X**

The toughest thin-wall dripline ever made

**STREAMLINE™ X**

The toughest thin-wall dripline ever made

**FEATUR**

g. All plastic, leak proof, no space

**SPRINKLER KIT**

one sprinkler irrigation solution

**SPRINKLER KIT**

one sprinkler irrigation solution

**AVAILABLE AT AFFORDABLE PRICES**

depend on Agriculture for a living 0 acres

**NETAFIM INDIA OFFICES**

CITY	ADDRESS	TELEPHONE/FAX
Ahmedabad	B/209 Empire Business Hub, Gulmohar Road, Near ALDA Water Park, Science City Road, Dist. Ahmedabad - 380 009, Gujarat	+91-96767 96715
Amritsar	NO 133-107, Srinivas Nagar, Opp. Radha Devi mandir, Life Line hospital, Amritsar - 143001	+91-81422 99816
Bengaluru	57/6, Siddhartha Industrial Road, 1st Block, Karampura, Bangalore - 560077	+91-799 985 5177
Chennai	No.34/1, 1st Floor, 6th Cross, Bonthalli Main Road, Bonthalli, Coimbatore - 641011, Tamil Nadu	+91-422 4471264
Gurugram	D No. 221-12447, Postal Colony-4, Gurugram - 122000, Haryana	+91-81422 44770
Hyderabad	150/11, 1st floor, G-10, India Nagar, Nalgonda - 518201, Andhra Pradesh, Kankayyadri District - 518202	+91-40-67376
Indore	150/11, 1st floor, G-10, India Nagar, Nalgonda - 518201, Andhra Pradesh, Kankayyadri District - 518202	+91-731 4919880
Jaipur	111, 1st Floor, Central Tower, Near Chetan Cinema, Palt No. B-12, Chetan Cinema Society, Kalyanpur - 302003, Rajasthan	+91-141 222 375
Jaipur	Double Decker House, Palt No. 11, 1st Floor, Green Plaza Colony, Bawali Colony, Jaipur - 302002, Rajasthan	+91-9464 577742
New Delhi	C-300, 2nd Floor, Palam Extension Area, Near Ramlila Chowk, Sector 7, Dwarka - 110075, New Delhi	+91-8669 717190
Pune	Office No. 101 & 102, C-1 Building, Seaweed Complex, Right Bhosari Colony, Palt No. 102, Kothrud, Pune - 411 028	+91-2025 060000

**FLEXNET™**

Single solution Multiple Function

A revolutionary, portable and leak-free pipe that can be used to carry water. This is a 2 inch flexible pipe based on Israeli technology which is available in different lengths. It can meet all your water conveyance needs.

**ORBIA**

For a better tomorrow.

**TO ENABLING FARMERS GROW MORE WITH LESS**

At Netafim, commitment to quality is a core value. Starting with our employees, our uncompromising standards are applied to every facet of our business. From refining development procedures, through conducting extensive field tests, to refining production techniques, we're committed to delivering high-quality products and services.

**NETAFIM**

**UNIRAM™ AS / CN**  
Flow Rates: 0.70, 1.00, 1.30, 1.60, 2.00, 2.30, 2.60 l/h  
Dripper Lines: 16, 20 mm diameter  
Wall Thickness: 0.90, 1.00, 1.20 mm

**ARIEST™ HW**  
Flow Rates: 1.00, 1.50, 2.00, 3.00, 4.00 l/h  
Dripper Lines: 12, 16, 20 mm diameter  
Wall Thickness: 0.90, 1.00, 1.20 mm

**DRIPNET™ PC**  
Flow Rates: 0.40, 0.60, 0.80, 1.00, 1.20, 1.50, 2.00, 2.30, 2.60 l/h  
Dripper Lines: 12, 16, 20 mm diameter  
Wall Thickness: 0.31, 0.36, 0.50, 0.65, 0.80, 0.90, 1.00 mm

**STREAMLINE™ X**  
Flow Rates: 0.72, 1.05, 1.40, 2.00, 2.20, 2.80 l/h  
Dripper Lines: 12, 16, 22 mm diameter  
Wall Thickness: 0.78, 0.90, 0.95, 0.97 mm

**UNIRAM™ BC**  
Flow Rates: 1.00, 1.50, 2.00, 3.00, 4.00 l/h  
Dripper Lines: 16, 20 mm diameter  
Wall Thickness: 0.90, 1.00, 1.20 mm

**ARIEST™ TW**  
Flow Rates: 1.20, 1.50, 2.00, 3.00, 4.00 l/h  
Dripper Lines: 12, 16, 20 mm diameter  
Wall Thickness: 0.31, 0.36, 0.50, 0.65, 0.80 mm

**Advance life around the world.**

Orb's Precision Agriculture business and Netafim's leading-edge irrigation systems, services and digital farming technologies enable stakeholders to choose the right irrigation system for their farm, saving water, fertilizer and other inputs. By helping farmers worldwide grow more with less, the business group is contributing to feeding the planet efficiently and sustainably.

**NETAFIM**

**UNIRAM™ AS / CN**  
Flow Rates: 0.70, 1.00, 1.30, 1.60, 2.00, 2.30, 2.60 l/h  
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Wall Thickness: 0.31, 0.36, 0.50, 0.65, 0.80 mm

**NETAFIM**

**PORTABLE Drip KIT**

**APPLICATION**

- For all crops

**SPECIFICATIONS**

- Flexible sizes 2", 3" - 50m & 100m
- Uniqus 3D ARIEST Impact D-Net 975 Sprinkler 4" inlet connection
- Flow rate: 1200LPH to 2000LPH
- The system includes all needed components for field installation and operation
- It can be fully operated, depending on the water amounts per hour available to the user

**NETAFIM**

**APPLICATION**

- For all crops

**SPECIFICATIONS**

- Flexible sizes 2", 3" - 50m & 100m
- Uniqus 3D ARIEST Impact D-Net 975 Sprinkler 4" inlet connection
- Flow rate: 1200LPH to 2000LPH
- Water trajectory: 24 Degrees
- Sprinkler can be installed at any required spacing (10m to 15m)

**NETAFIM**

**Total irrigated area in India: 71 Million Ha (49% of agriculture land)**

**Total drip potential is: 54.4 Million Ha (50% of net irrigated area)**

**Area brought under drip is: 7.1 Million Ha (16% of total potential)**

**Balance potential to be covered is: 27.3 Million Ha**

**Advantages:**

- Helpful in aquaculture
- To deliver water to the fields
- To deliver water to cowshed
- To garden home

**Made for your benefit**

**Available in 2 inch diameter, 50 meter and 100 meter length.**

**orb.bia**

**Our Purpose**

**Advance life around the world.**

**Our Values**

**Take Responsibility**

**Embrace Diversity**

**Our Mission**

Driven by purpose and unified by values, we choose to work on the toughest challenges. From mine to market, ground to home, field to table and lab to everyday life... we rely on our ingenuity and integration across the value chain to transform materials into greener, smarter, more efficient solutions.

**Our Vision**

A Force for the World

Driven by purpose and unified by values, we choose to work on the toughest challenges. From mine to market, ground to home, field to table and lab to everyday life... we rely on our ingenuity and integration across the value chain to transform materials into greener, smarter, more efficient solutions.

# Coco Coal Bio Energy

## CLIENT

Mr. Jagath, CMO & Mr. Sunil, CEO

## DELIVERABLES

Brand Strategy  
Brand Identity  
Stationery Designs  
Print Collaterals  
Website Visuals  
Package Design  
Video & Motion  
3D Product Modelling  
Social Media Management  
Powerpoint Presentations

## CHALLENGE

To present the idea of using coconut shell(agricultural waste) to produce charcoal which reduces load on earth in comparison to traditional wood charcoal. And using this charcoal you dont compromise on fun.

## OUTCOME

Colateralls helped them close a meeting with poultry farmers of Karnataka and exportering firms at Mumbai. They generated 3 leads in first month from Instagram.



## PHASE ONE

# Strategy & Approach

### DEVELOPING THE STRATEGY

Over four hours of facilitated session, we surfaced the challenges CCBE was facing. In the process, they prioritized the needs and goals of the business and its customers. This became the foundation for the branding and marketing plans for the year 2021.

### DEFINING THE BRAND

Through a series of exercises in the strategy session, we were able to extract and refine the key pillars of the brand. This defined the brand's personality: how it should look, sound, and act.







# Process Notes

After the discovery session and market research our team planned on the concepts that would make the product look unique and give a "must try" feeling to the viewer.

Armed with research, we decided to use the image of hookah with vibrant colours, and the contrasting brand colours orange and black made our job easier in making the package more striking and powerful to now look at.

Once the front was worked on, we designed the other faces such that they build credibility and tell why this is a must use product to the consumers.

## Shisha Briquettes

Raw Material:  
**Coconut Shell Charcoal**

Dimension:  
**25mm\*25mm\*25mm**

Usage:  
**Shisha/Hookah**



Binder:  
**Wheat or Tapioca**

Burning Duration:  
**Above 90 minutes**

Weight of a Briquette:  
**12 to 15 Grams**

Shape: **Cube**

## Technical Specifications

### Premium Grade

Fixed Carbon: 75%  
Moisture: Below 5%  
Volatile: 15% to 20%  
Ash: Below 5%

### Adjective

Fixed Carbon: 60%  
Moisture: Below 5%  
Volatile: 15% to 20%  
Ash: Below 15%

### Advantages

- Cent % eco-friendly output
- Odourless
- Doesn't spark
- Very low smoke or no smoke
- Inflames with uniform continuous heat



## Services

- We ensure to cater to each client with the utmost level of quality and assurance.
- We have tied up with the best in the class transport facilities to deliver your goods in time.

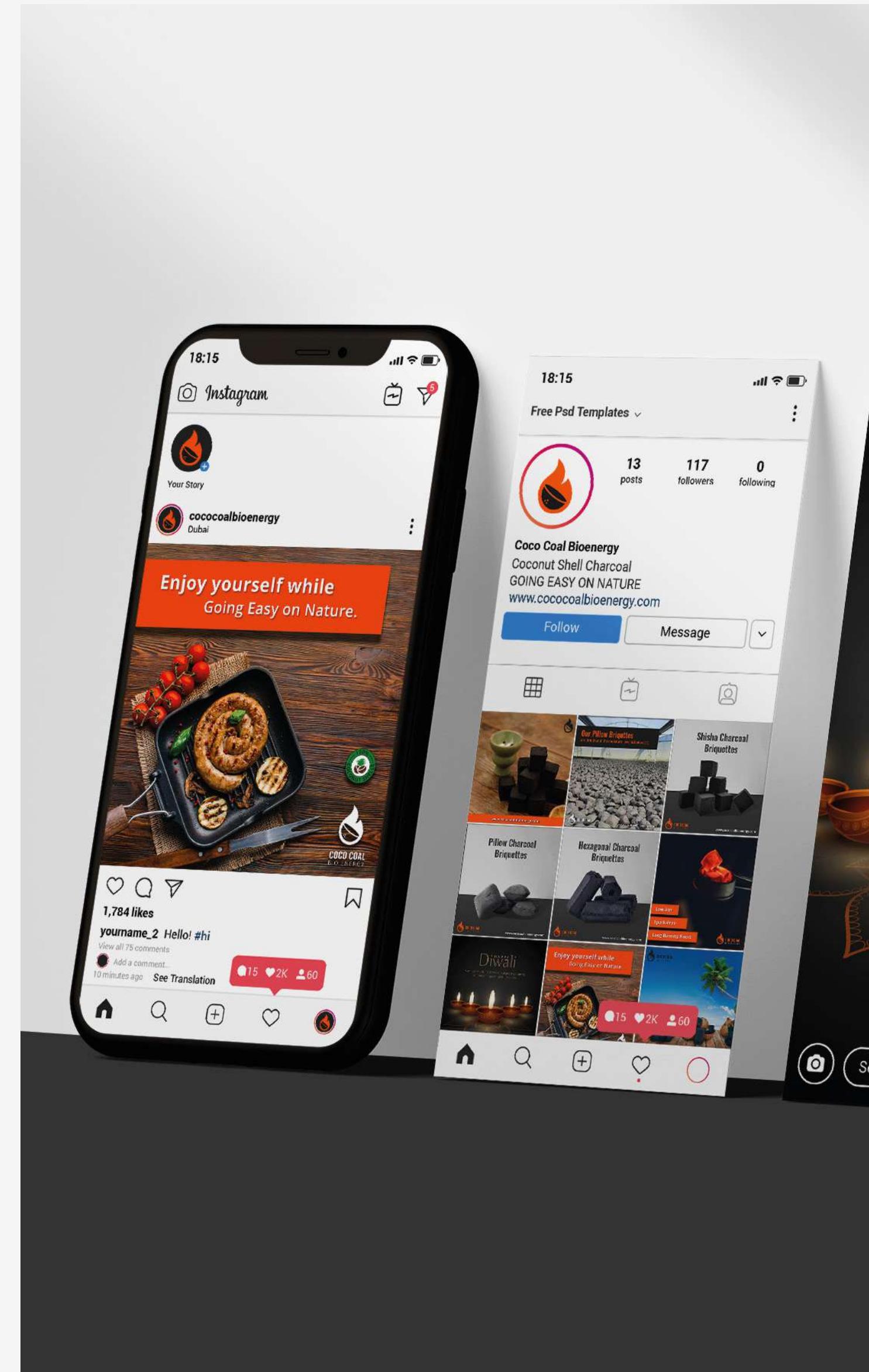
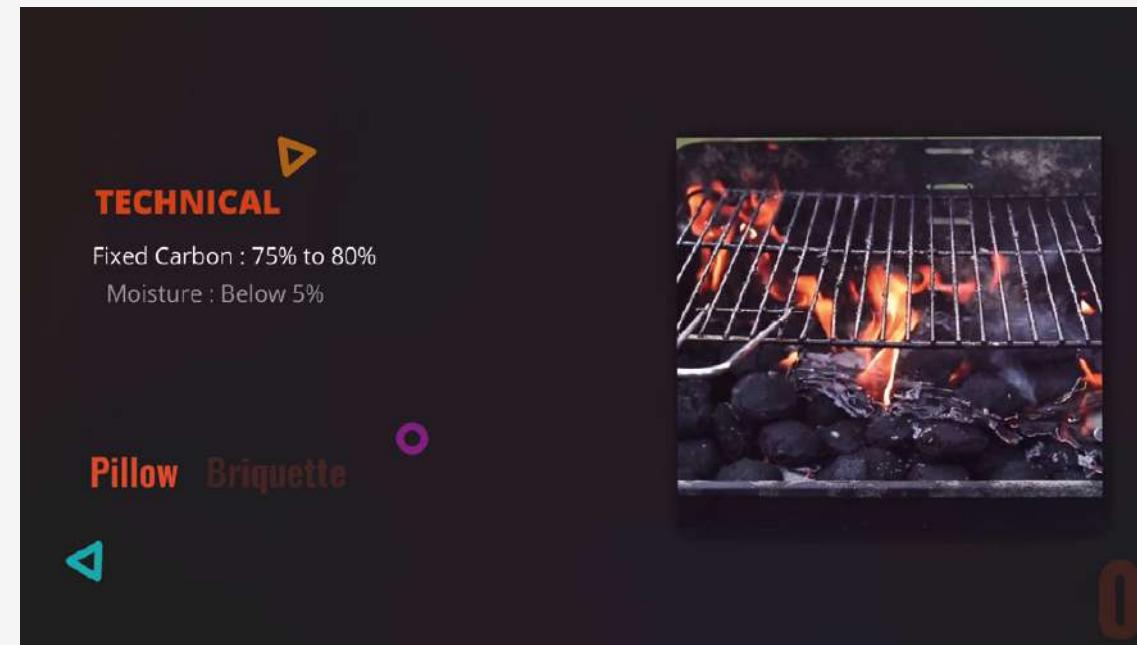


**The raw materials of our charcoal are legally harvested, manufactured and exported.**

## Vision & Mission

The use of charcoal briquettes for an hour of grilling emits a whopping 11 pounds of CO<sub>2</sub>. Hence our mission is to make Coco Coal's products as a greener option to other coal.

Particulars	Coconut Shell Charcoal Briquettes	Wood Charcoal lumps	Biomass Briquettes
Fixed Carbon	65%	53%	46%
Moisture content	3.6%	13%	20%
Ash content	13.7%	22%	25%
Gross Calorific Value (GCV)	6267	4800	3700
Volatile matter	17.7%	12%	9%



Visuals of Promo Video, Social Media Creatives, Powerpoint, Packaging, etc.

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# Testimonials

TESTIMONIALS



“

He is a great designer..!!! I have worked with him twice for my project and he has always been responsive and has delivered to me what I expected really. Without a doubt he is one of the best designer I have worked so far. I am hoping to work with him in future as well...Keep the good work going!!!

---

Anusha SD

Founder, Kaala Virgin Coconut Oil



“

He's done a fantastic job, amazed with his talent. I'm looking forward to work with him again. I would definitely recommend him to all my associates and friends. keep up the good work like you always do.

---

Prajwal T P

Founder, Alphanite



“

I am Balaji Roshan Singh representing building protective Technologies, experts in waterproofing and repairs of concrete structures since 2014.

Mr Harshit Panwar from unifiedMIX is a passionate young entrepreneur supporting businesses with Graphic & web designing. When we approached him to design a logo & web site for our company, Mr harsh it came out with vibrant & dynamic design. this was done in very short time. Mr Harshit is very communicative, understood our need and presented us our website with passion & professionalism.

With this confidence, we have no hesitation in recommending his services to all my business contacts in future.

Wishing Harshit & his team all the very best thanks and regards. Balaji Roshan Singh, BPTian, 9980789618, [www.bptonline.in](http://www.bptonline.in)

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Balaji Singh B.M.

CEO, BPT



“

"We took Harshit help in getting logo for our advertising business, we are really happy with the work and output. He shows great professionalism at very early stage of his career. I wish him great success. So far he has delivered 2 logo project for us and now we are looking for more in future. Good luck!"

---

Abhishek K.

Genie Advertising



“

"It is really an appreciable creations that Harshith delivers in the area of Creative Designs or Graphic designs. His quality and precision of the design works are really remarkable and much appreciated. It is great working with such a young Entrepreneur having the precision at the work.

---

Mohith Santosh

ParvaM Consul-Tech Pvt. Ltd.

Thank you.