

spread keen intelligence™



hello@witsow.com | www.witsow.com | +91 9400341155

## WHO WE ARE

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With over thirty years of collective team experience in Strategy, Design and Digital, we at Witsow aim to help you achieve your goals. From setting a proper direction for your business to tactically achieving those goals, our brand consultants will guide you in every step. Our consultants are chosen based on their extensive experience and insight gained in their respective discipline and the knowledge pool that bring to the table. As a result, our solutions are strategically aligned and foundationally strong enough to boost your brand or business to its next zenith. Our strategies are comprehensive and wholesome with enough emphasis on developing an effective execution plan, the significance of leadership development and provision for employee training where required. We always remember that we work for you. No amount of experience is going to replace the ability to understand what you, the client, wants out of your business. In the end, you are the decision-maker on how to look forward to your business. We are merely the enablers for that grand vision.

## VISION

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### **‘To be the global leader in Branding.’**

To help our clients grow their business in an effective way with the help of our strategies, our extensive design services, our strong digital network and our branding solutions.

## METHODOLOGY

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### **(CD-SB) Creatively-Driven, Solutions-Based Approach**

Our core philosophy is to provide a creatively-driven, solutions-based approach across all media. Our understanding of business issues, combined with a strategic and innovative approach to all your business communication, enables us to add real commercial value to our clients.

## MISSION

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### **‘Spread keen intelligence.’**

It is not just a strong positioning statement, we continually endeavour to provide our clients with keen information about the latest trends in the industry. This information holds the key to transform their business that can make them leaders in their industry.

## VALUES

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### **Trust | Integrity | Commitment | Keen. (TICK)**

We follow the TICK rule and hold it imperative for the right growth of our business as well as our clients’.

## WHY CHOOSE US?

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### We Listen



We listen to you with a clear and open perspective

### We Think



We work with you while think with you to make your brand unique

### We Design



We design creatives that stands out with perfection

### We Promote



We bring out the best to push you to be the first of its kind

## WHAT WE DO

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We provide startups and leading enterprises better establishment in the market by offering the following services.

### STRATEGY

- Brand Activation
- Brand Copywriting
- Brand Naming
- Brand Positioning
- Digital Marketing

### DESIGN

- Brand Guidelines
- Brand Identity
- Brand Packaging
- Interactive Websites
- Print Communication

### DIGITAL

- CMS Development
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Video Ads & Production

# OUR INDUSTRY EXPERTISE

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WITSOW BRANDING has extensive experience in various industries across the globe. Our highly professional team brings each client, a combination of keen industry knowledge and expertise from various sectors. We also offer innovative designs and perspectives with a combination of strategic and digital approach. Our mission is to expand our client's brand equity and help them experience growth in their industry. We also advocate innovative solutions - conceptualized with the help of our technological expertise - that can help our clients strategically transform their brand and create uniqueness in their business.

## Technology

We help technology and media companies; from startups to Fortune 500 companies - to improve their brand positioning, resolve obstacles, create opportunities and execute on their marketing objectives effectively.

## Healthcare

Our expertise in healthcare branding provides exceptional medical brand strategy, design and digital marketing services to new healthcare initiatives; from product design to managing their print campaigns.

## Non-Profit

We create communication design to the non-profit and non-government organization that inspire action. We bring together expertise in branding strategy, campaign design and digital communications.

## Consumer Goods

Our wide expertise in branding products and consulting services in the consumer goods industry helps consumer goods based companies to develop strong consumer brands that can deliver growth at significantly higher returns than competitors.

## Manufacturing

We help manufacturing business with higher ROI through our innovative branding and digital solutions that includes web re-engineering, marketing, digital strategic consulting and outsourcing services.

## Banking & Financial Services

With deep industry expertise in Financial Services, Branding & Strategy we have brought huge business growth for our clients to this sector through our expert digital team .We offer complete brand strategy design & digital solutions.

# WHO WE WORKED WITH

From small and medium enterprises to Fortune 500 companies our team has worked and partnered with trusted business associates and brands across Australia, Africa, UK, UAE, USA, India and Canada, catering to various industries like Banking & Financial Services, Consumer Goods, Education, Healthcare, Manufacturing, Media & Entertainment, Real Estate, Non-Profit Organization, Retail, Technology, Transportation, Logistics, Travel & Hospitality regardless of the field of working through its rich GROW Combine clientele network.



## WHAT THEY SAY ABOUT US

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*"The services provided exceeded our every expectation. Great quality with the personalized touch. Just fantastic work"*

**Sahal Sherief,  
Director, Bizzaro Uniforms.**

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*"Working with Witsow was so wonderful. They have enormous potential with good knowledge in Strategy Design and Digital. It's very rare to find such people who can handle any requirements of Online or Offline."*

**Sonny Y. Namouz,  
Managing Director, Tuvalo Ltd.**

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*"You guys have done extremely efficient job, over and above my expectations. I like the look of the home page, nice and colorful. Thanks for the web pages, they look fantastic. Good Job! Thanks for all the hard work."*

**Raman Chabra,  
Managing Director, Aus1 Energis.**

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*"WITSOW have been fantastic throughout the design and development of our Site. From the design stage right through to implementation and continuing assistance they have provided everything we needed. Very professional, motivated and dependable team."*

**Rahul Kumar,  
Director, Care India.**

*"The knowledge of Branding, the advice, the support etc. all from WITSOW truly helped us to get our business launched with a bang in the market. They understand brand from a business development perspective and create solutions that works."*

**Rejindran T R,  
Managing Director, Alankar Furniture.**

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*"The service rendered by team WITSOW on Branding and Digital Services was awesome and we got fabulous response through this. Really appreciate their hard work, dedication and professional approach and wish them all success ahead."*

**Inder Siddhu,  
Founder, Inlighten Global Healing Foundation.**

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*"It was a great experience with WITSOW as the members are so friendly and understanding. They understand each requirement of customer and give superb services. I wish success for WITSOW be like this."*

**Miltesh Jain,  
Managing Director, Sonaa Chaandi , Sree Jain Brothers.**

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*"The Branding done by WITSOW team really helped us to get more business. We are known through their Branding and we thank them for our the Brand Identity. They are professional, consistent, and uptodate with recent design trends."*

**Shaji Anandhan  
Chairman, OMFYS.**

# THE TEAM BEHIND

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## **GHAZAL RAVI** - MANAGING DIRECTOR & BRAND STRATEGIST

Ghazal Ravi, a creative & serial entrepreneur hailing from Kochi . He says “creativity is a gift”, and he grabbed it by inheritance and nurtured it with the help of his talented father, Late. Prof.Ravi Padinjare, the famous sculptor who steered his son towards academics caring not to fall under the category of vagabond artistes thus becoming a B.Tech. Graduate & incubate in iA2009 at CIIE, IIM Ahmadabad. He has directed and executed numerous Events, TVC and Print Advertisements and worked with 100's of Brands across the country through GROW COMBINE thus creating his own space in the Branding and Marketing industry. The Brand Identity designed he designed received recognition from popular online media's as 'The world's best symmetrical logo design'. He also developed tech companies like Mobtecnic & Pepperberg & Mocell Solutions.

## **ANANDU RAVEENDRAN** - Creative Associate

Anandhu heads the Graphics Design Team at WITSOW and is also the Franchisee Manager of Witsow in Idukki, Kerala. With more than five years of experience working with eminent designers and content developers, Anandhu has held management positions within Witsow and Grow Combine. In this capacity, Anandhu has handled a variety of design aspects in branding and creative -based projects himself. He brings to Witsow a wealth of experience in branding and packaging communication through his design. As a graduate in the English language from M.G. University, Anandhu has previously worked with other leading advertising agencies in Kottayam, Kerala.

## **RIGIN T ANTONY** - Creative Director

Rigin T Antony is the Art & Creative Director at Witsow. He handles the creative division including Photoshoots, Creative Designs, quality and service delivery. With more than ten years of experience in the creative industry, Rigin has held Creative designer/illustrator positions with Stark and Mixedpome before he ventured partnered with Witsow. In this capacity, he has handled a variety of creative clients in aspects of brand strategy and design. He brings to Witsow a wealth of experience in Arts, Design and Brand Communications through his vast branding expertise. Rigin is a Fine Arts Graduate from the College of Fine Arts, Thrissur, Kerala.

