

NEWSLETTER

Keeping it Easy with LEVI'S

Our second collaboration with Diljit Dosanjh for Levi's Bangalore campaign was pure magic & his unmatched energy lit up the set! The addition of 'Humdum Soniyo Re' brought the film alive with warmth and rhythm. Shoutout to Karthik Katti (Senior Manager) and Tarini V. Singh (content lead) for always keeping it easy!



Kalki Brings the 'New-New' Energy

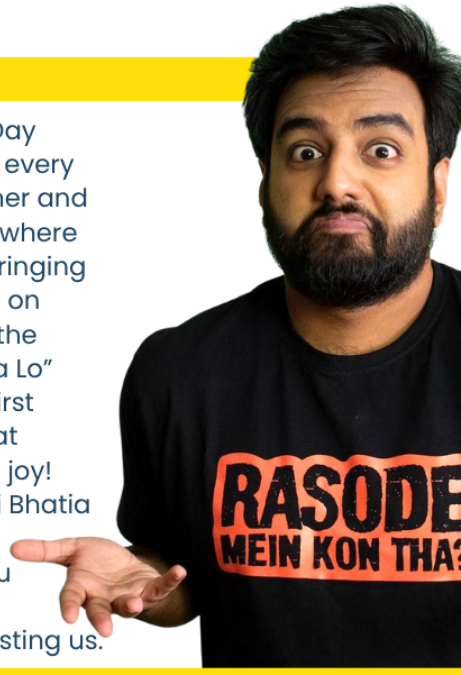
Max Fashion's "The New New You" campaign with the stunning Kalki Koechlin celebrated reinvention, individuality, and effortless style. Our 4th collaboration with her, with print production managed by us. Kudos to Pallavi Pandey (VP & Head of Marketing), Sandeep Shah (GM Marketing) for bringing the new-new energy every single time!



We're thrilled to unveil Max Fashion's first-ever male brand ambassador Siddhant Chaturvedi! With the campaign "How New Is Your New?", Max redefined itself as younger, sharper, and bolder. Siddhant's effortless cool perfectly complements Kalki Koechlin's individuality and Alaya F's Gen-Z energy, creating a lineup that mirrors the spirit of modern India. A truly culture-shifting collaboration by Balancing Act.

Style Meets Swagger: Siddhant x Max

Britannia Good Day wanted to make every chai break warmer and happier & that's where we stepped in, bringing Yashraj Mukhate on board to create the catchy "Chai Kha Lo" jingle. A digital-first collaboration that dipped into pure joy! Grateful for Tripti Bhatia (Group Product Manager) & Ashu Kumari (Brand Manager) for trusting us.



When Good Day Met Yashraj Mukhate

Charting the Next 5 Years - The Stanford Way

This final phase of the Stanford Seed Transformation Program took us through everything-from financial modelling and rigorous goal-setting, to mapping out our human-capital needs. It was thrilling. It was hard. It was audacious. Then came the big push: assembling our transformation plan. It was all-hands-on-deck-everyone dreaming, everyone committing-to define how our company will evolve over the next 3-5 years.



A Feast for The Soul

We celebrated Onam in true festive spirit, the team dressed in colourful ethnic wear and indulged in the season's finest delicacies with a grand Onam Sadhya feast. A day that felt every bit as warm and joyful as the festival itself!

