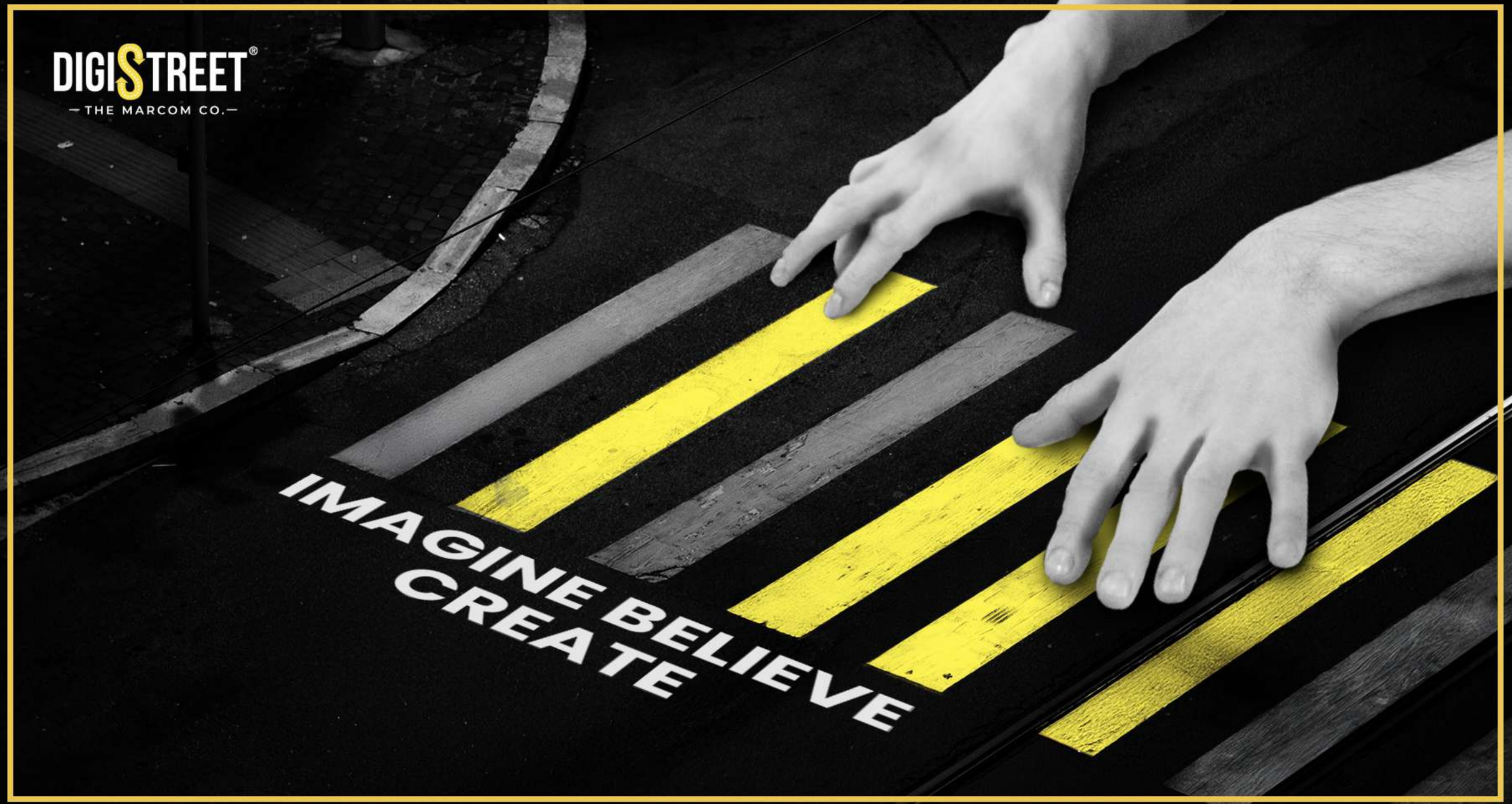

DIGISTREET®
— THE MARCOM CO.—
IMAGINE BELIEVE
CREATE

An Agency for The

DIGITAL AGE

40+
Employees

350+
Projects Development

5+
Countries Served

12+
Years of Experience

5+ Years (Avg)
Retention Rate

DIGISTREET®
— THE MARCOM CO.—

Creative

KUDOS

THE ECONOMIC TIMES

Featured as Best Healthcare Agency of 2025 by Silicon India.

siliconindia

Top 20 CO By Silicon India

MOM

Mom Featured

Hindustan Times

Featured Campaigns In **Leading Dailies**

Valuable Startup by **Insight Success**

'GLASSDOOR'

4.9 Ratings At Google & Glassdoor

FINANCIAL EXPRESS BRANDWAGON

Business Standard

ET

Our SERVICES

1. CREATIVE

- Designs \ Graphics
- Branding & Identity
- Videos, TVC, Event Branding, Retail Branding

2. Social & Content

- UGC
- Social Media Management
- Influencer Marketing

3. Digital

- Media Buying & Management
- Web & Mobile
- ORM
- SEO
- Analytics & Research (Online)











Copyright@DigiStreet Media Pvt. Ltd.

Meet The Wise

TORCHBEARERS

The **man** behind **worDS!**



For Darpan Sharma, advertising is a force that keeps him going. Words that represent thoughts and meaning drive him deeper, and anything that boosts intellect is always his chosen path; psychology is a fantastic subject he delves into, as knowing people is what he describes as a "fuel to his curiosity." He observes that people invariably read between the lines, a skill he adeptly employs in his own way, often saying **#ReadBetweenWorDS**.

This approach stems from his core belief: whether it's a client, a member of his team, or a customer, they're all people first, and knowing them makes advertising more fascinating, original, and relevant. Darpan Sharma's commitment to ethics and punctuality, values that continue to guide his professional approach, was significantly shaped during his formative years at "Essel Group"
Amidst his journey, he has also authored numerous impactful **marketing campaigns, namely**:
#JuggJuggPiyo (Nasaka), #HappyHealthToyou (Jagat Pharma, Dr. Basu Eye Hospital), #RangGungunayege (Berger Paints), #GharHaiAapse (Sirca, Italy), #BinaDisealKaGenerator (Microtek), #YourItalianAutograph (Sirca), #LoveYourself (Dr. Haror), AsianHaiTohAssuranceHai(Asian Hospital) and #Serve&Conserve (Mangal Electricals).

"Recognized as a distinguished alumnus, Darpan Sharma is the founding energy and CEO of DigiStreet Media, an independent Marcom company in India. Under his leadership, DigiStreet has been ranked among the top 20 most valuable startups in its domain by Silicon India and Insight Success Magazine"
All of these achievements and his entire approach are derived from his guiding philosophy:
"**Imagine - Believe - Create**"

Darpan Sharma
CEO | Ideator & Strategist

DIGISTREET
— THE MARCOM CO. —

Copyright@DigiStreet Media Pvt. Ltd.

Meet The Wise

TORCHBEARERS



Well done is better than **well said.**

A philosophy that defines Kavish's approach to brand building and digital success. As the driving force behind end-to-end operations at DigiStreet, he doesn't just visualize campaigns-he ensures they see the light of success. From conceptualizing ideas to executing strategies that transform brands into profitable businesses, his expertise lies in making things happen. His playbook? A simple yet powerful mix of hard work, availability, proactiveness, responsiveness, and responsibility. Whether it's turning an emerging brand into an industry leader or optimizing a legacy business for the digital age, he thrives on challenges and results. A PGP-qualified strategist and a Meta, Google Analytics & AdWords-certified expert, he stays ahead of evolving trends and consumer behaviors. His track record speaks for itself-countless case studies of businesses that flourished under his meticulous guidance. For him, every brand has a success story-it just needs the right storyteller.

Kavish Arora
COO | Digital Head

DIGISTREET® — THE MARCOM CO.—

Copyright@DigiStreet Media Pvt. Ltd.

Our TEAM



Malika Mangala
GM



Divyani Raghav
AGM



Amit Singh
Head | IT



Rajkamal
Head | Performance

Copyright@DigiStreet Media Pvt. Ltd.

Our TEAM



Neetu Kumari
Design Head



Gaurav Bhisht
Head | Visualiser



Tusharika Mehra
Social Media Strategist



Harshit Chhabra
Assitant Manager
Digital Marketing

Copyright@DigiStreet Media Pvt. Ltd.

What Makes us

SO SPECIAL?



Our Approach
Leading to Retention & Long-Term Success

At DigiStreet, our success is defined by the people we nurture and the brands we build. Our team has been with us for over a decade, growing alongside the agency and shaping impactful campaigns with unwavering dedication. This stability ensures consistency, deeper insights, and a seamless workflow that directly benefits our clients.

Similarly, many of the brands that partnered with us at their inception continue to trust us as their strategic marketing partner. Our Exclusive 3C DAM Approach—Content, Creative, Communication combined with Distribution, Amplification, and Reach—ensures sustained engagement, brand growth, and market dominance, leading to lasting relationships.

CLIENTS

Continue...

FMCG

- TA-DAA!
- TRUST
- BODYVIE — YOUR BITE TO HEALTHY LIFE
- CUBE STOP
- Tasty NINJA
- DUNKIN' DONUTS
- GODFATHER — THE LEGENDARY STRONG BEER
- पतंजलि

Real Estate

- OMAXE
- FAIRFOX
- Jashn Elevate
- AURUM ALUMNI — INSPIRING EVERY SPACE
- NUMAX

Home Decor

- Sirca — WOOD COATINGS (ITALY)
- Berger Paints
- British Paints
- KĀRARA — THE ITALIAN WALKWAY

Education

- APEEJAY EDUCATION
- EduVib — NURTURING DREAMS
- IMT — Institute of Management Technology, Ghaziabad, Delhi NCR
- Salvation Tree School
- CYBOARD SCHOOL
- APEEJAY SCHOOL INTERNATIONAL — South Delhi
- NIIT

Foreign Brands

- LUMINA DATAMATICS — WE MANAGE KNOWLEDGE
- Metso
- MANI — FOR ADVANCED TREATMENT
- MITSUBISHI
- Boston Scientific
- KOBELCO
- MPS
- hp

Copyright@DigiStreet Media Pvt. Ltd.

Other B2B

- JSL Jindal Stainless
- adani
- Shivalik Small Finance Bank
- Roto Rudra
- Colorjet — Digitalizing Textile Printing
- Surya — Energising Lifestyles
- Xonn — Simpler Smarter Xperience

Medical

- Dr. Haror's Wellness
- Boston Scientific
- Jagat Pharma
- Kamal
- asian Institute of Medical Sciences
- Mirasa Ayurveda

Auto

- Dalmia Cyborg
- Mahindra
- JBM Group — Our milestones are touchstones
- Mitsubishi Electric
- Padmini VNA Mechatronics
- Hyundai
- SKF
- Formula 1

Power

- Jakson — Empowering People
- Microtek — Technology We Live
- Sudhir — Powering The Future
- Okaya — Chalti Rahe Yeh Zindagi
- Milwaukee
- Mangal

Fashion & Beauty

- RegenCo.
- Vega
- Bonsoir — Attitude. Redesigned.
- Chikari
- dm
- Diamond Tree — Delhi • Gurugram • Noida
- Dear Diamonds

Copyright@DigiStreet Media Pvt. Ltd.

BUDDH CIRCUIT

Services Offered

- Design
- Communication
- Digital

About the Brand

Our journey at DigiStreet Media began with a brand that perfectly symbolized speed, precision, and performance — Formula 1 – Buddh International Circuit. Back in 2013, this was not just our first client, but also the moment that flagged off our agency's race into the world of advertising and communication. We were entrusted with handling the entire mainline communication for the F1 event in India — covering print, radio, magazines, newspapers, and outdoor media.

With the campaign "Formula 1: Gear Up India", we created a powerful narrative that matched the adrenaline of the sport while igniting nationwide excitement. It wasn't just about promoting an event — it was about positioning India on the global racing map and making every citizen feel part of the race. This milestone marked the beginning of our legacy of bold storytelling and strategic thinking, laying the foundation for our deep-rooted commitment to brands across industries.

Exhibition Standee

BRANDING



DIGISTREET®
— THE MARCOM CO. —



DIGISTREET®
— THE MARCOM CO.—

HOARDING







DIGISTREET®
— THE MARCOM CO. —

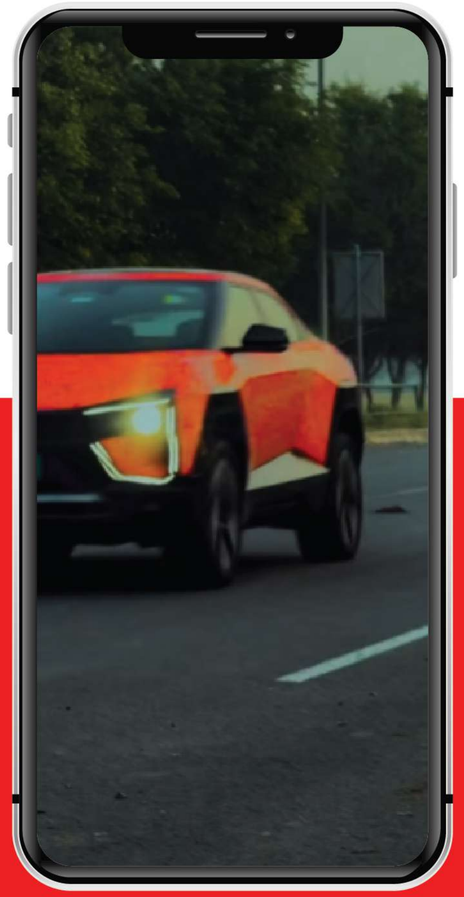
MAHINDRA



DIGISTREET®
— THE MARCOM CO.—

Social

Reels







DIGISTREET
THE MARCOM CO.

Brand

Videos



DIGISTREET
— THE MARCOM CO.—

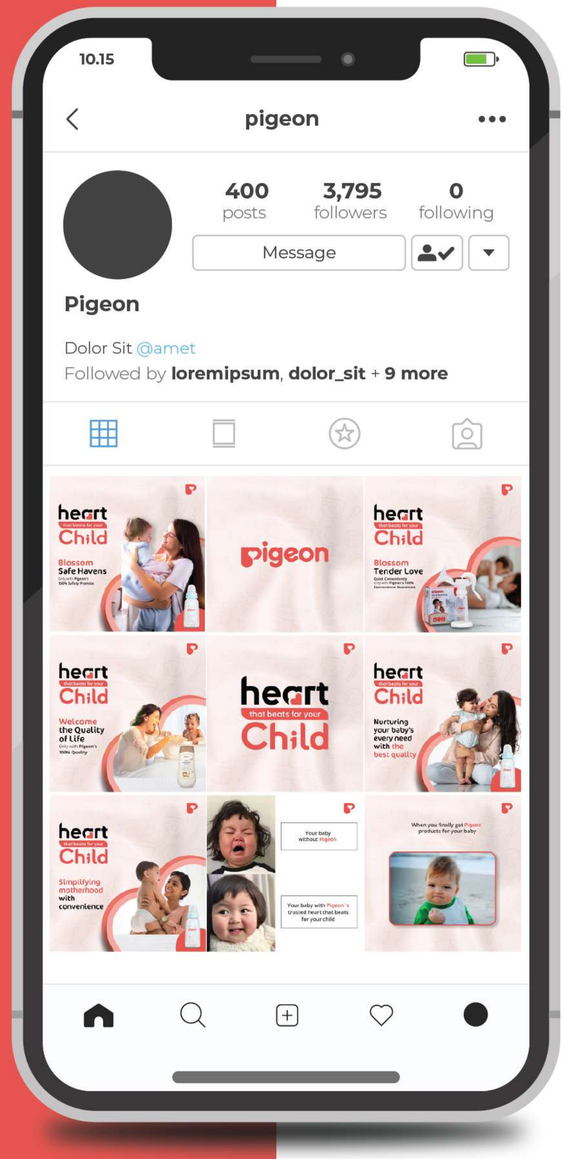
PIGEON



DIGISTREET®
— THE MARCOM CO.—

Social

MEDIA











DIGISTREET®
— THE MARCOM CO.—

Brand

Hoarding

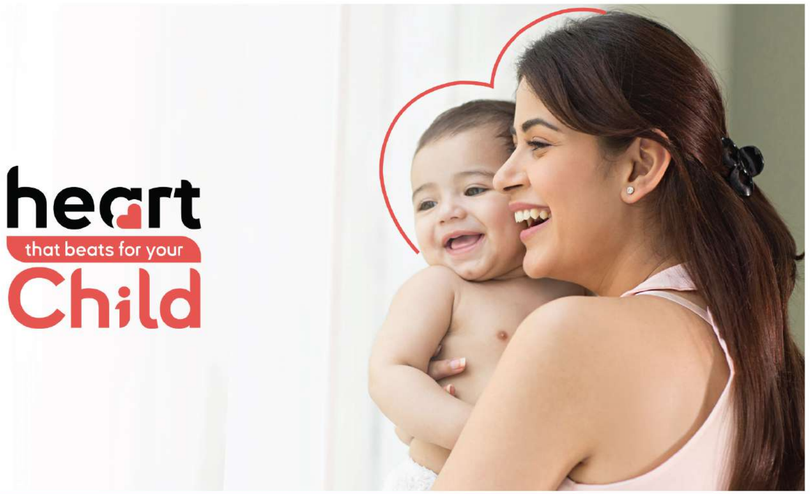




DIGISTREET®
— THE MARCOM CO. —

Brand

Campaign









Brand

Campaign





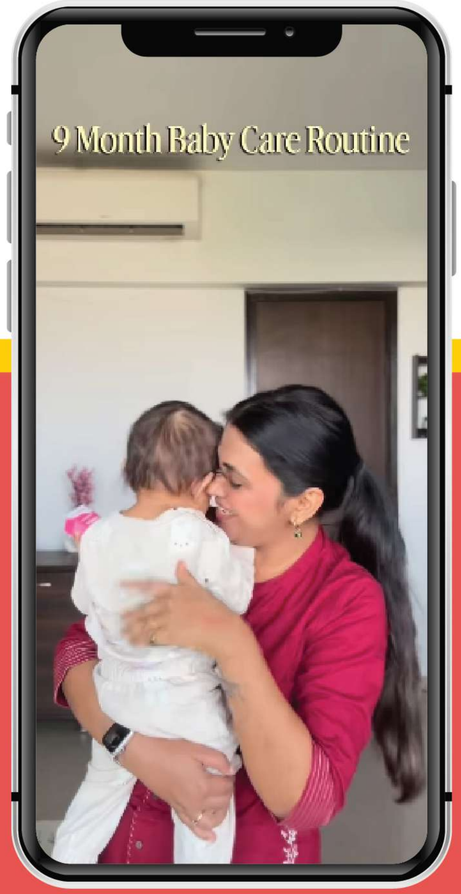


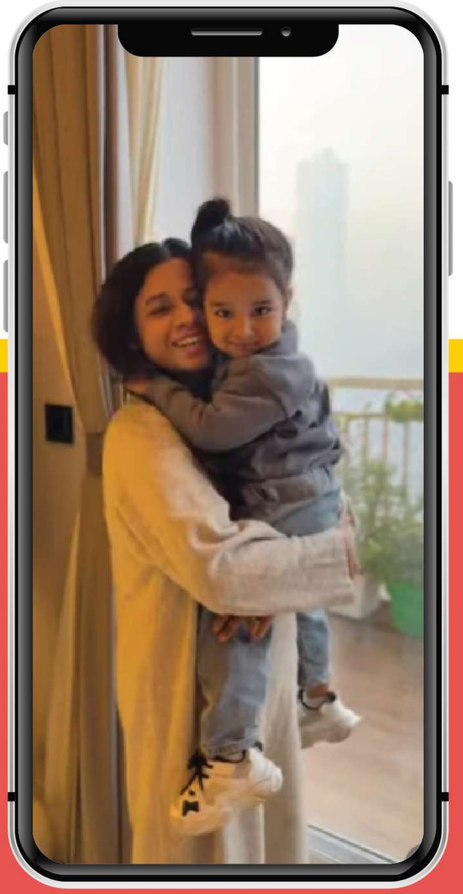


Social

REELS







DIGISTREET®
— THE MARCOM CO.—

VEGA

VEGA

Services Offered

- Design
- Communication
- Digital

About the Brand

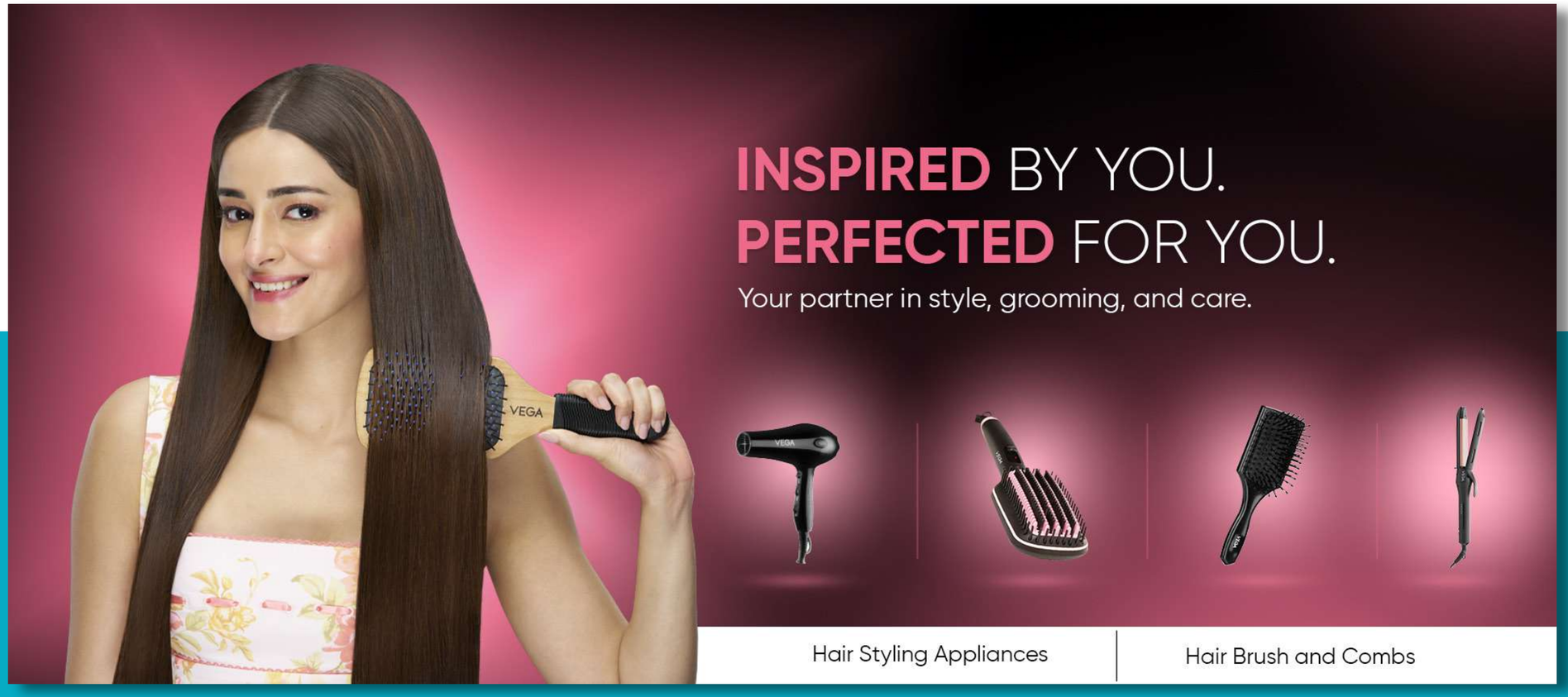
Vega, one of India's leading grooming brands, recently partnered with **DigiStreet Media** to **elevate their brand imagery and communication across digital platforms**. From **social media storytelling** to **content production** and **shoots**(model and product-based), we have been crafting a vibrant and engaging narrative for both their **men's and women's grooming categories**.

Our journey began with a bang through the "**Get Set Bro**" campaign — a fresh, youthful approach to energize the men's grooming segment.

We are also actively supporting **marketplace creative development** and **amplifying Vega's reach** through a smart blend of **UGC (User-Generated Content)** and **IGC (Influencer-Generated Content)** strategies.

Brand

POSITIONING



DIGISTREET® — THE MARCOM CO.—

Brand

CAMPAIGN



Our journey began with a bang through the “Get Set Bro” campaign — a fresh, youthful approach to energize the men's grooming segment. We are also actively supporting marketplace creative development and amplifying Vega’s reach through a smart blend of UGC (User-Generated Content) and IGC (Influencer-Generated Content) strategies.

The mission: To make Vega synonymous with grooming excellence in every household.

Social

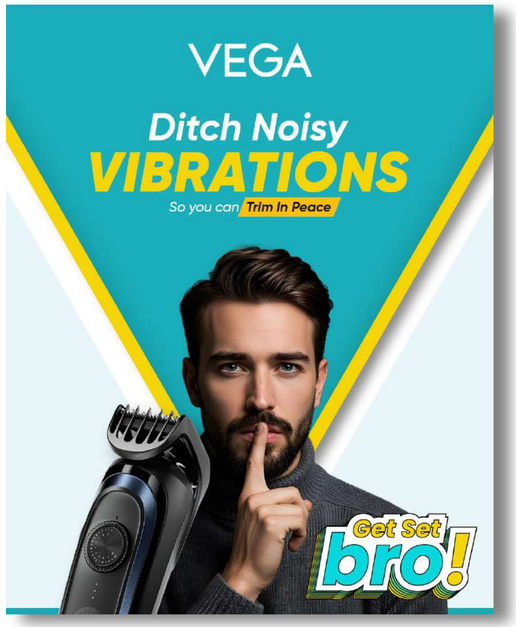
MEDIA

For Vega's social media, we've taken a 360° approach starting with in-house content shoots, UGC, IGC collaborations, and model-based campaigns to build a relatable, trend-driven digital persona. Our first major activation, "Get Set Bro", brought a fresh, edgy vibe to the men's grooming range, setting the tone for the brand's evolving narrative. Each post, reel, and story is crafted to engage, educate, and empower — making grooming a conversation, not just a product push.

Vega's "Get Set Bro" campaign marked the beginning of a fresh, bold voice for its men's grooming range. Designed to resonate with the emerging bro community — young, expressive, and style-conscious men — the campaign tapped into cultural lingo and visual language that felt familiar, fun, and aspirational.







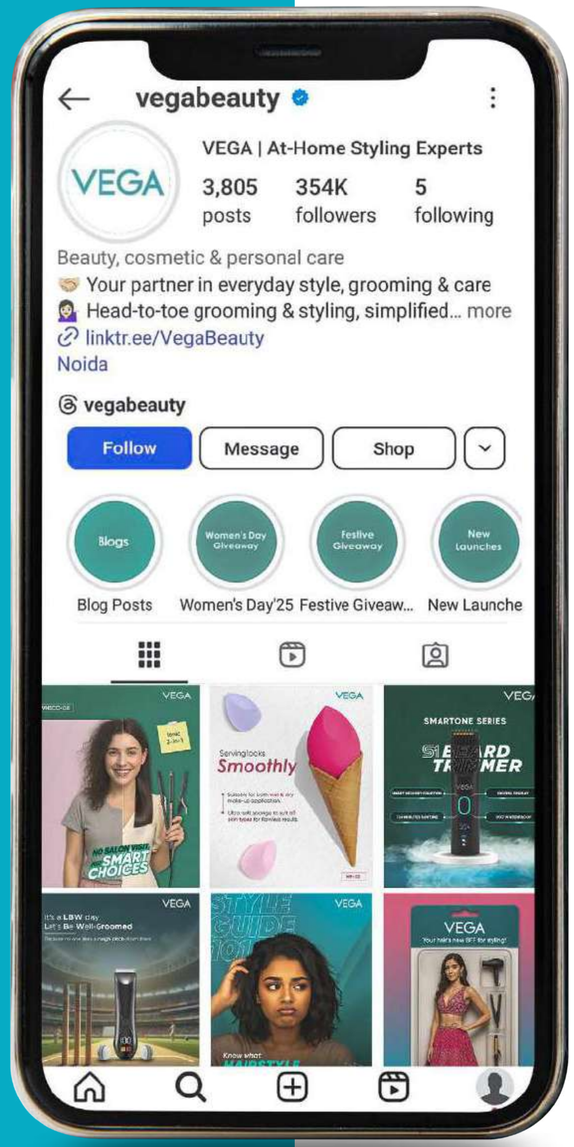


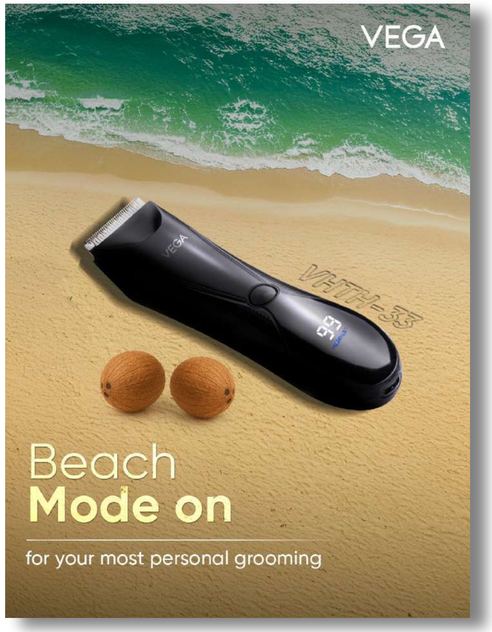
DIGISTREET®
— THE MARCOM CO. —

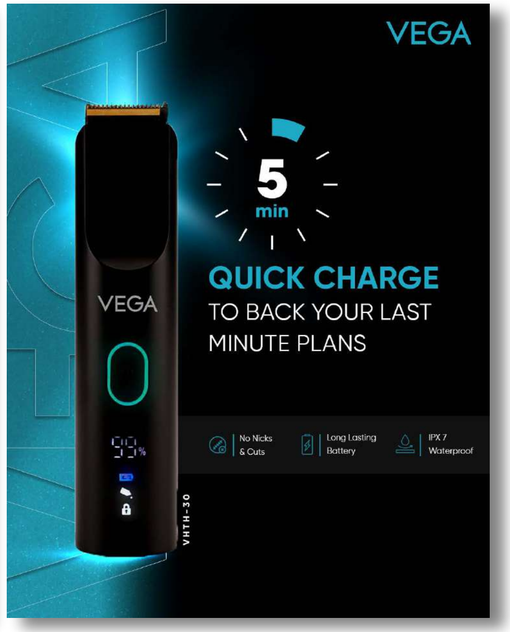
Social

MEDIA

Through a series of relatable creatives, reels, and in-house model shoots, we built an identity that was not just about products, but about personality. From styling hacks to grooming humor, the goal was clear — **engage the bros, speak their language, and become part of their lifestyle**.







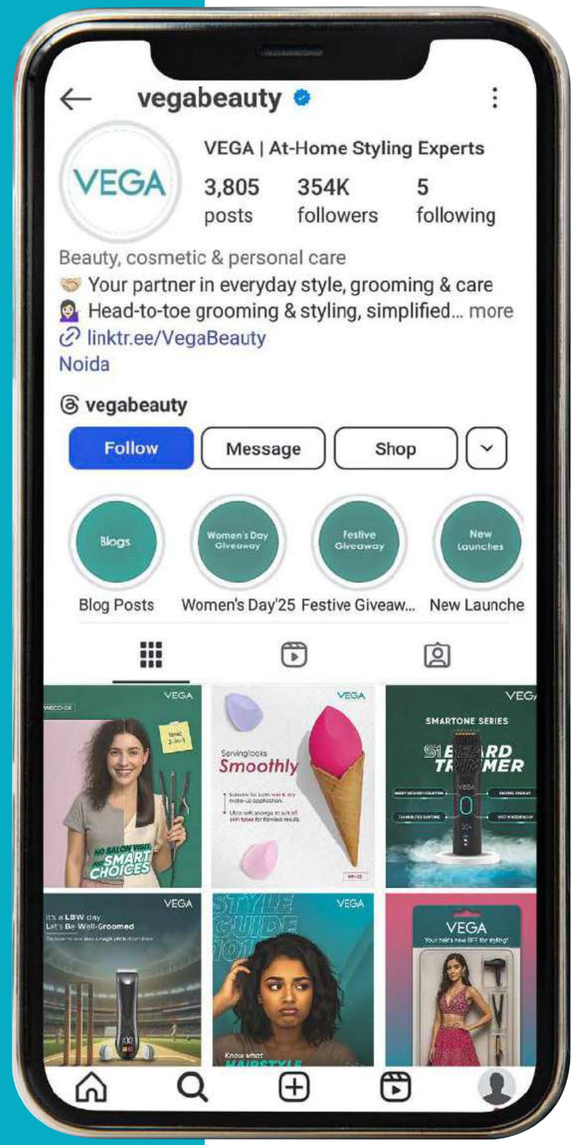




DIGISTREET® — THE MARCOM CO.—

Creatives with
BRAND AMBASSADOR

This campaign became a cornerstone for deeper community building, paving the way for UGC participation, influencer content, and everyday engagement that made Vega more than a grooming brand — it made Vega a part of their story.







DIGISTREET®
— THE MARCOM CO.—

Brand

MERCHANDISE





Brand

MERCHANDISE



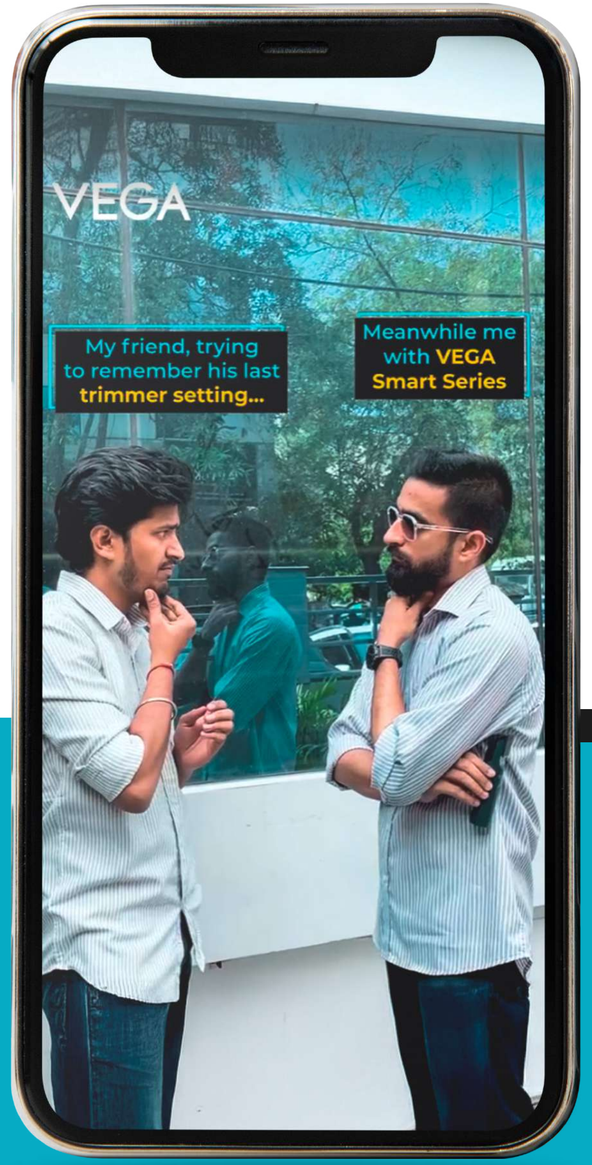


DIGISTREET®
— THE MARCOM CO.—

Social

REELS

For Vega's "Get Set Bro" campaign, we produced impactful low-cost in-house videos that struck the right chord with the male grooming audience. Focused on relatability and style, these videos blended strong product storytelling with youthful energy — helping Vega engage its growing "Bro" community across digital platforms.





DIGISTREET®
— THE MARCOM CO.—

TV9

Services Offered

- Design
- Digital

About the Brand

For TV9's Festival of India, DigiStreet partnered closely with the team to deliver an end to end digital campaign aimed at building buzz and driving ticket sales for a high profile cultural event featuring live performances by Sachet Parampara and Shaan.

Our scope covered the complete digital journey of the event. We began with pre event buzz creation through visually strong creatives and audience focused messaging designed to spark early interest. This was followed by cross channel digital promotions across platforms to maximise reach, engagement, and ticket conversions.

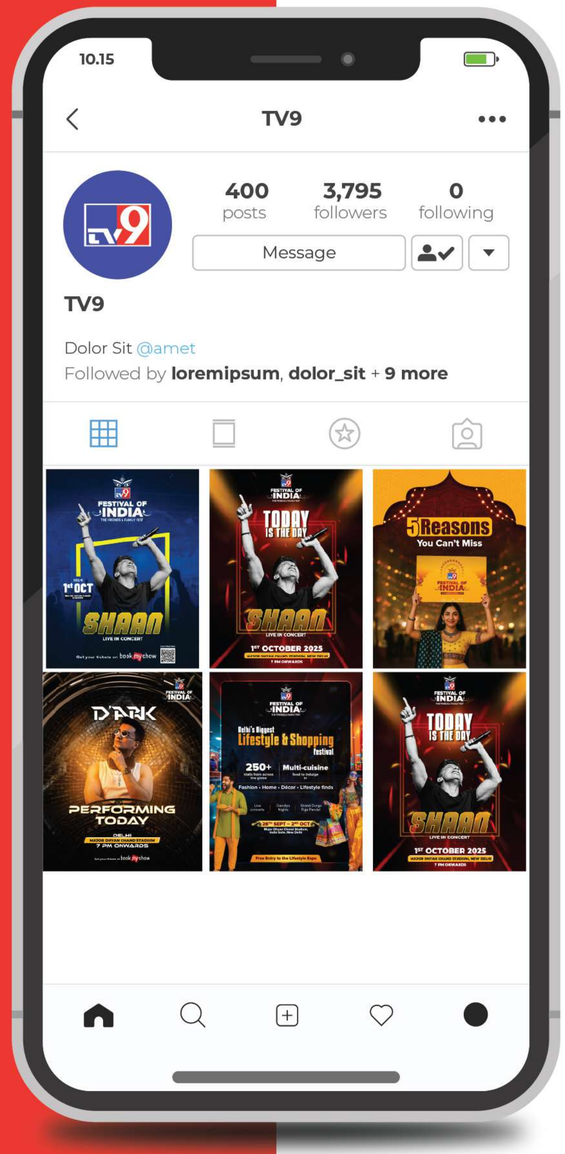
Alongside the digital rollout, our team also managed on ground video shoots during the event, capturing live moments and audience reactions. This content was quickly repurposed for real time and post event digital amplification, extending the event's visibility beyond the venue.

From concept to execution, DigiStreet played a key role in helping TV9 achieve strong traction and a successful ticket sell out.

DIGISTREET® — THE MARCOM CO.—

Social

MEDIA











DIGISTREET®
— THE MARCOM CO. —

Event

Backdrop



DIGISTREET®
— THE MARCOM CO. —

Brand

Hoarding



DIGISTREET
— THE MARCOM CO. —

Event

Glimpse of the event



DIGISTREET
THE MARCOM CO.

Event

Glimpse of the event













DIGISTREET® — THE MARCOM CO.—

JBM GROUP

JBM Group

Our milestones are touchstones

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

JBM Group, a leading player in automotive and public mobility solutions, sought to strengthen its digital presence and brand positioning. The objective was to establish JBM as a pioneer in sustainable mobility while also showcasing its commitment to technological advancements and engineering excellence. Our mandate covered social media management, brand campaigns, and digital content production to align JBM's narrative with its vision for the future of mobility.

Key Jobs Done

Conceptualized and executed impactful brand campaigns such as:

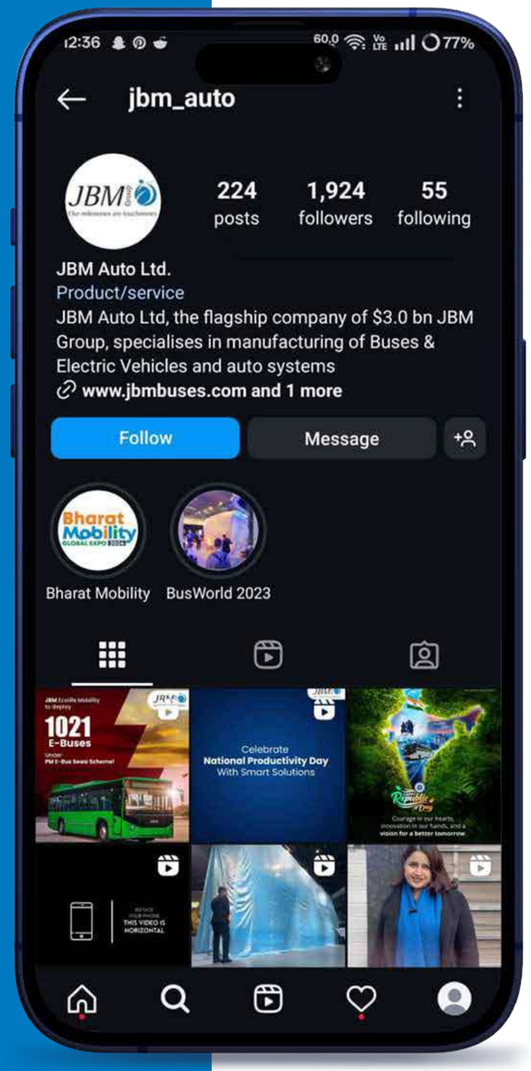
- Driving Innovation Across Horizons: A custom campaign emphasizing JBM's commitment to innovation.
- The Art of Mobility Excellence: Showcasing the brand's dedication to superior engineering and sustainable transportation.

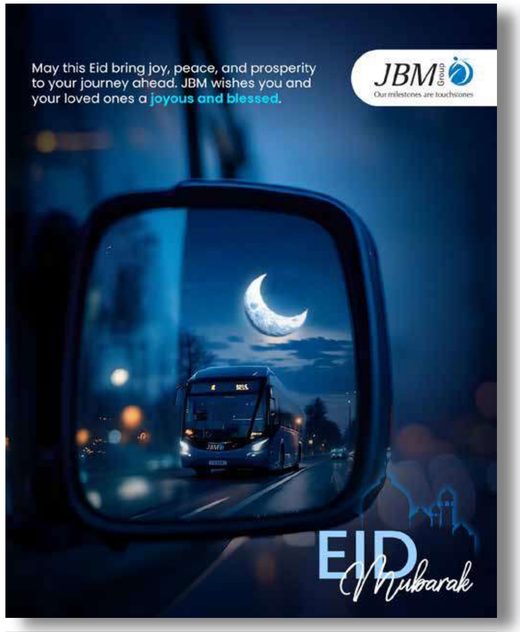
Social

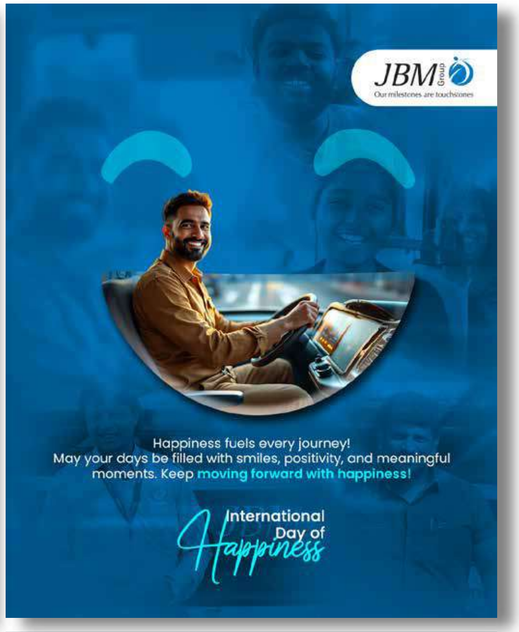
MEDIA

For JBM Buses, we focused on transforming their digital presence by aligning their social media visuals with a strong, consistent brand identity. This included establishing a cohesive system of brand colors, fonts, typography, and visual language that reflects their values of innovation, sustainability, and modern mobility.

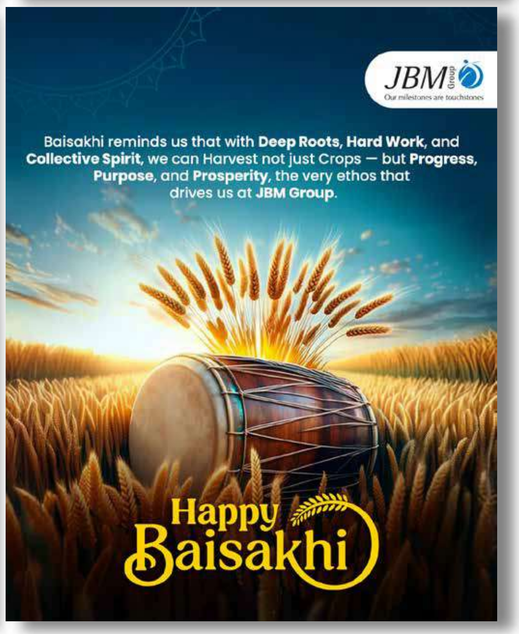
By redefining their design language and narrative, we positioned JBM Buses as a global, future-forward brand in the electric mobility space. The refreshed visuals helped the brand stand out in a cluttered space and connect better with stakeholders, government bodies, and the B2B ecosystem. From structured templates to impactful motion creatives, every element was designed to deliver a premium and authoritative look across platforms.











DIGISTREET®
— THE MARCOM CO.—

Event

BUSWORLD









DIGISTREET®
— THE MARCOM CO.—

Event

Bus2Bus 2025



DIGISTREET®
— THE MARCOM CO.—

Brand

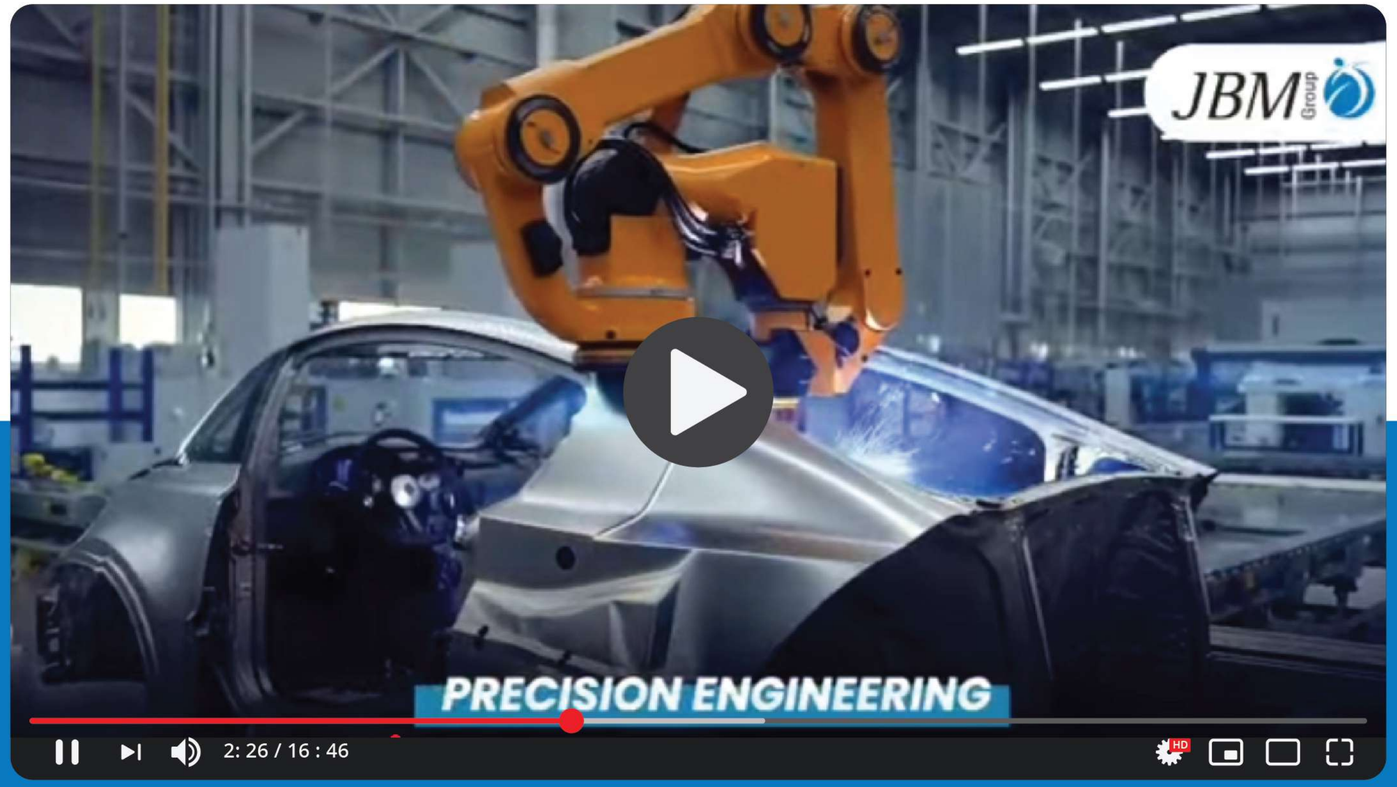
Brochure



DIGISTREET®
— THE MARCOM CO.—

Video

Corporate Film



DIGISTREET
THE MARCOM CO.

Social

REELS

Results Achieved

- Enhanced JBM’s brand perception as a leading name in sustainable mobility.
- Significant growth in social media engagement with increased reach among industry stakeholders, policymakers and consumers.
- Elevated website experience for JBM Buses, making it a global-standard digital platform.
- Strengthened digital footprint, reinforcing JBM's position as an industry thought leader.

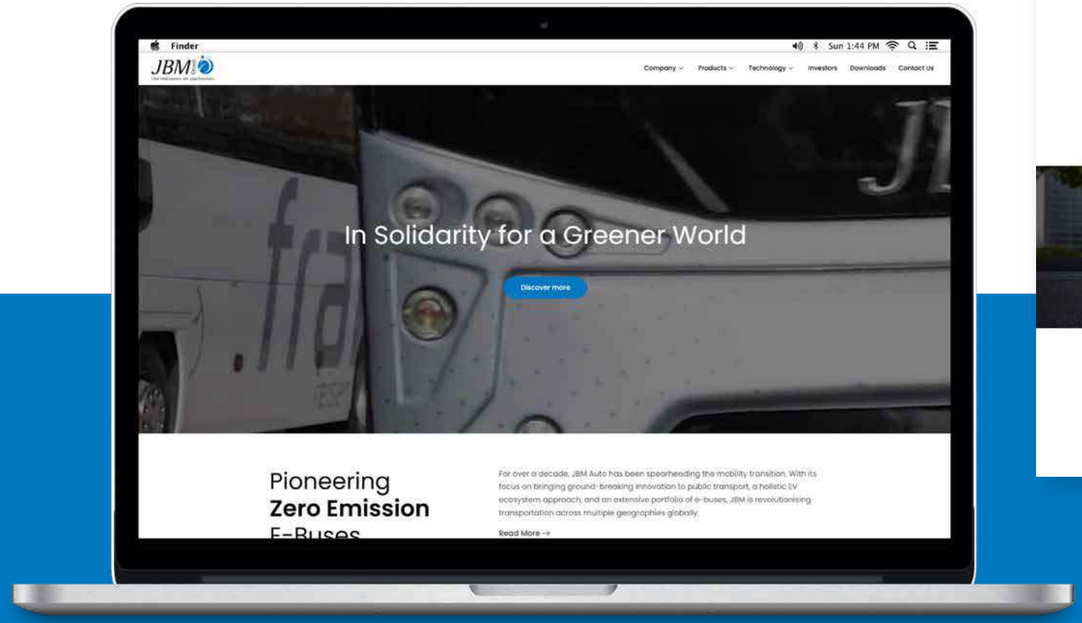


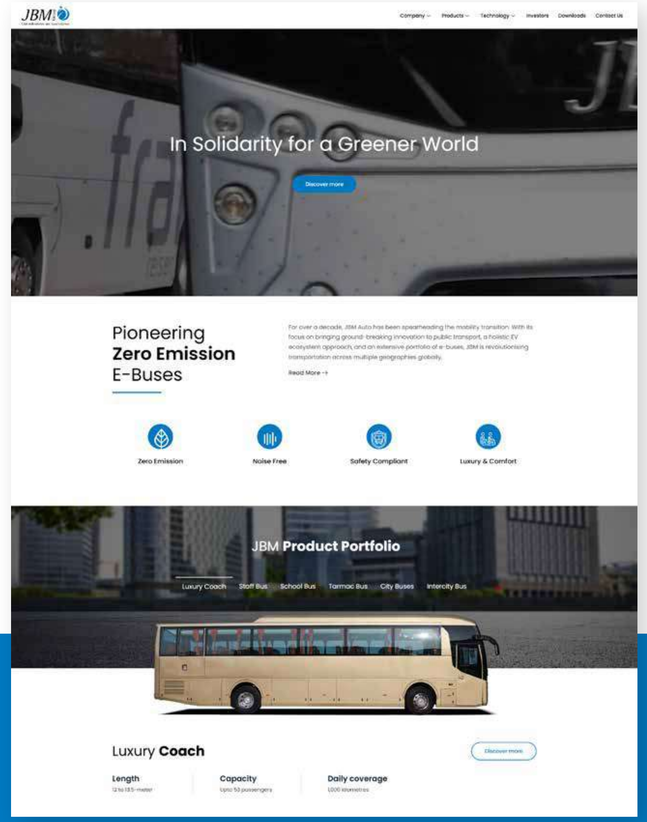


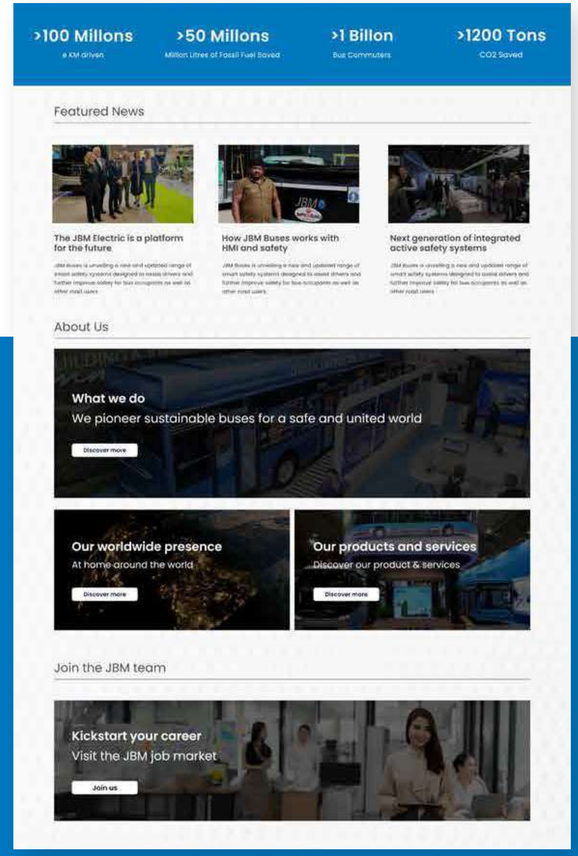
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

Global

Campaign



DIGISTREET®
— THE MARCOM CO.—

DALMIA CYBORG

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

What Was the Project About?

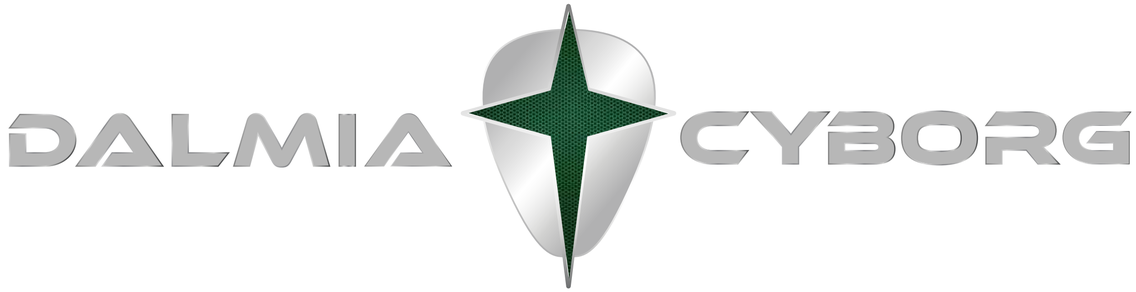
Dalmia Cyborg is a groundbreaking collaboration between Dalmia Group, an industry leader with eight decades of excellence, and Cyborg, an innovative EV brand. The partnership aims to revolutionize the electric two-wheeler market by offering futuristic, sustainable, and high-performance electric vehicles. Their vision is to seamlessly integrate cutting-edge technology with an eco-conscious approach, crafting an EV experience that is thrilling, reliable, and environmentally responsible. The brand's philosophy, encapsulated in the tagline "Ride the Good in You – It's Everything," resonates with young, aspirational riders seeking both style and sustainability.

Brand

LOGO

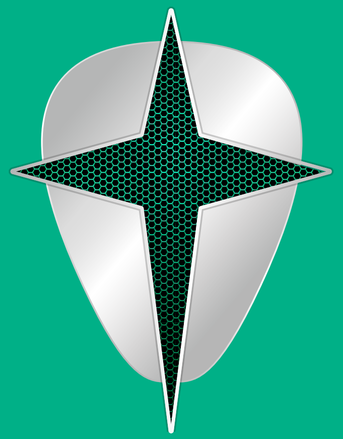
Results Achieved

- Built a strong brand foundation from scratch that stand out in the fintech space
- Created a cohesive brand language across platforms, aiding trust and clarity.
- Delivered an intuitive digital ecosystem through web and social platforms.
- Gained early traction through impactful performance driven campaigns, enhancing visibility and engagement within the target segment.

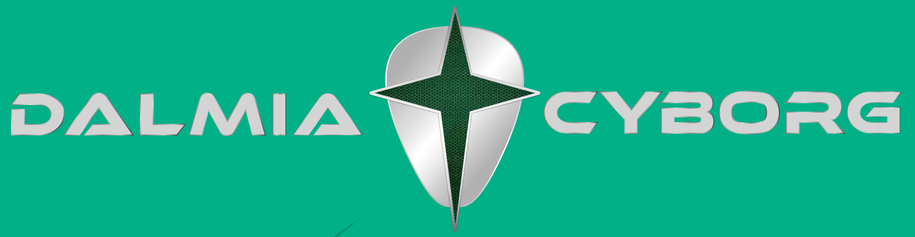


Logo

BREAKDOWN



Favicon



Text with Favicon

The logo for Dalmia Cyborg is a powerful blend of technology and legacy. At its core, it features the head of a robot symbolizing innovation, intelligence, and the futuristic spirit of Cyborg. Seamlessly integrated into this structure is the iconic Seba Star—a mark of trust and identity from the Dalmia Group. Together, they form a unified emblem that reflects the synergy between cutting-edge automation and the solid foundation of a legacy brand. The visual identity not only highlights the technological aspirations of the joint venture but also carries forward the credibility and ethos of the Dalmia name.

Brand

TAGLINE

Ride the Good in You

It's Everything

Tagline Rationale:

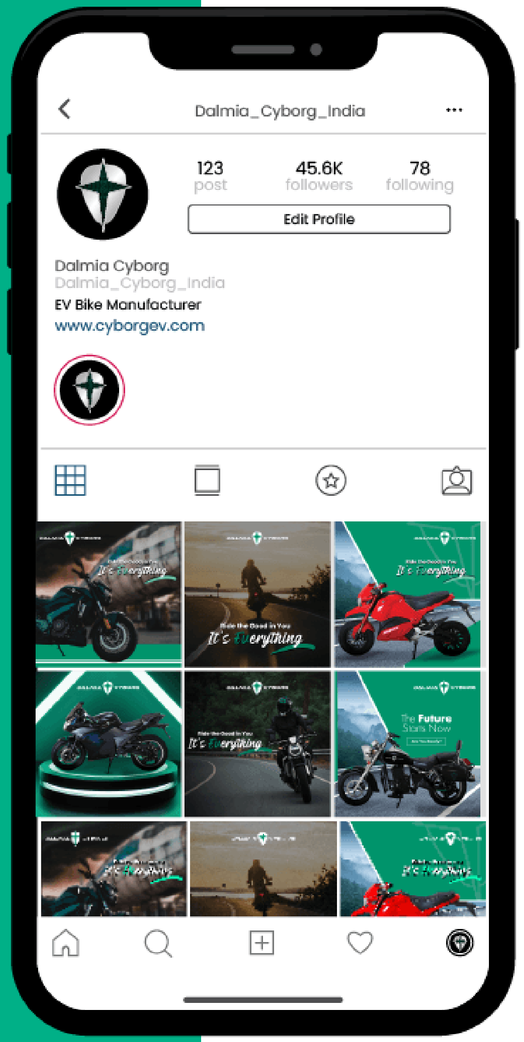
The font of “Ride the Good In You” is Poppins with a bold thickness that enhances the style and readability of our communication.Whereas, we've used a handwritten font for “It’s Everything” to add a raw sense of existence and freedom to it.

Social
MEDIA

Key Deliverables

DigiStreet Media played a crucial role in shaping the brand identity of **Dalmia Cyborg**. The project involved:

- Brand Strategy & Positioning: Defining the brand's mission, vision, and values to establish a strong foundation.
- Logo & Visual Identity: Creating a sleek and futuristic logo using the ‘EthnocentricRg’ font to reflect innovation & progress
- Brand Communication: Developing a compelling narrative that merges sustainability with high-performance electric mobility.











DIGISTREET®
— THE MARCOM CO.—

Brand

BROCHURE

- Design & Collateral Development: Designing key brand assets, including stationery, signage, brochures, posters, merchandise, and digital elements.

- Brand Guidelines: Establishing a detailed brand manual covering logo usage, typography, color palettes, and communication principles.

Results & Impact

The branding exercise successfully positioned Dalmia Cyborg as a premium EV brand that blends innovation with sustainability. The structured branding elements created consistency across platforms, reinforcing the brand's futuristic vision. The distinct visual identity and compelling storytelling helped generate strong brand recall and excitement among potential customers and investors. As a result, Dalmia Cyborg gained a competitive edge in the EV two-wheeler market, setting the stage for widespread adoption and recognition.



DIGISTREET®
— THE MARCOM CO.—



DIGISTREET
— THE MARCOM CO. —

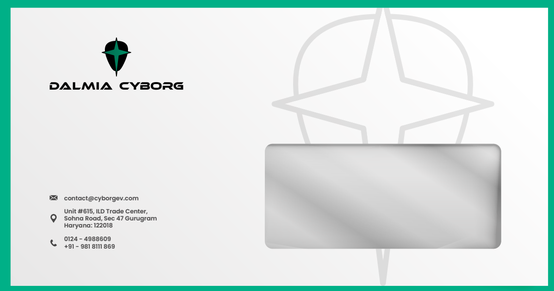
Brand

STATIONARY











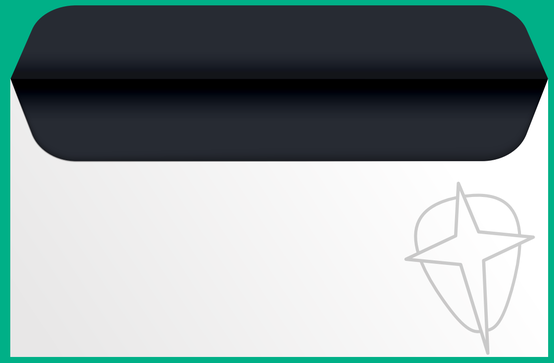












DIGISTREET®
— THE MARCOM CO.—

Brand

MERCHANDISE

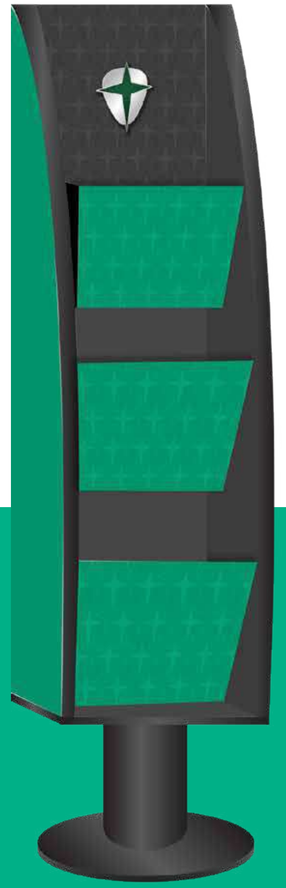






Event

COLLETRALS





DIGISTREET®
— THE MARCOM CO.—

PREM CABLES

PREM CABLES
Energizing Global Connections

Services Offered

- Website Revamp and Management
- Communication Strategy
- Corporate Messaging
- Social Proof & Visual Identity

About the Brand

In 2025, DigiStreet Media partnered with Prem Cables, a legacy name in the Indian wire and cable industry with over six decades of expertise. Our mandate was to modernize their digital presence while retaining the brand's heritage, creating a homepage that speaks equally to corporates, government enterprises, global exports, and distributors.

Tasked with redefining their communication approach, we worked closely to embed the central theme of "Connection" into every layer of their storytelling, from a modern, interactive globe on the homepage to visually compelling sections that highlight trust, performance, and global reach. Every creative and messaging element was carefully aligned with Prem Cables' values of reliability, innovation, and excellence, ensuring resonance across diverse audience touchpoints.

This collaboration marked a crucial step in elevating Prem Cables' positioning as not just a manufacturer, but as a forward-looking global connector, a brand that has powered progress for 60+ years and continues to build lasting trust with every cable they deliver.

Social

LOGO

- Strategic evolution of the brand identity built around the idea of Connections, powering industries, communities, and progress for over six decades.
- Modernized logo system and refreshed visual language that balance legacy with a forward-looking, global presence.
- Consistent storytelling across platforms to highlight expertise, reliability, and innovation in every connection.
- Campaigns and design assets crafted to amplify Prem Cables' promise of Energizing Global Connections across markets worldwide.

OLD

Prem Cables Pvt. Ltd.

NEW

PREM CABLES
Energizing Global Connections

Brand

POSITIONING

"CONNECTION"

Connection is more than a function; it is our **foundation**.

At Prem Cables, every strand we engineer, every system we empower, and every partnership we build begins with connection. It symbolizes reliability, purpose, and continuity. From energy grids to communities, we make progress possible through seamless, secure, and lasting connections. This one word defines our role, our responsibility, and our legacy, because **connection isn't just what we do, it's who we are.**

Brand

Communication

ENERGIZING GLOBAL CONNECTIONS

For Prem Cables, DigiStreet conceptualized and executed the communication theme “Energizing Global Connections”, rooted in the brand’s six-decade legacy of powering industries, infrastructures, and everyday lives. The messaging emphasized Prem Cables’ leadership in the wire and cable industry as a trusted partner that doesn’t just deliver products, but enables seamless connectivity across India and the world.

The positioning statement/tagline was designed to capture the spirit of reliability, innovation, and scale that defines Prem Cables. It aimed to create an emotional resonance with stakeholders, from corporates and government enterprises to global distributors by reinforcing the brand’s promise of quality, endurance, and trust.

As part of the rollout, we developed a refreshed website experience that translated this positioning into high-impact digital storytelling. The hero section featured an interactive globe, symbolizing Prem Cables’ international footprint, while supporting visuals highlighted six decades of expertise, product innovation, and partnerships. Every communication asset, from website modules to print collaterals, was crafted to be bold, credible, and future-ready.

Logo

RATIONALE



TRANSFORM-CONNECT-EVOLVE

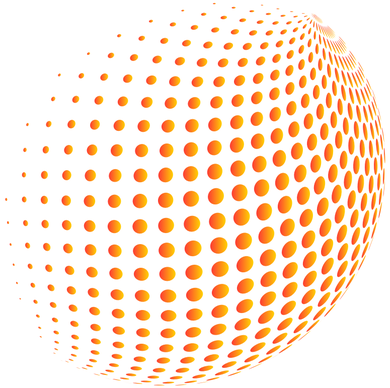
The circular symbol depicting globe in the logo forms an abstract representation of the universe, symbolizing transformation and dynamic energy. Prem Cables embodies this unstoppable force, constantly evolving and adapting, refusing to be confined or typecast.

The interconnected dots reflect the brand's expansive global presence, connecting continents and showcasing continuous development and innovation.

This design highlights brand’s commitment to progress, growth, and its ever-evolving influence across the world, positioning it as a driving force of change in the power transmission industry.

Logo

BREAKDOWN



Abstract Universe

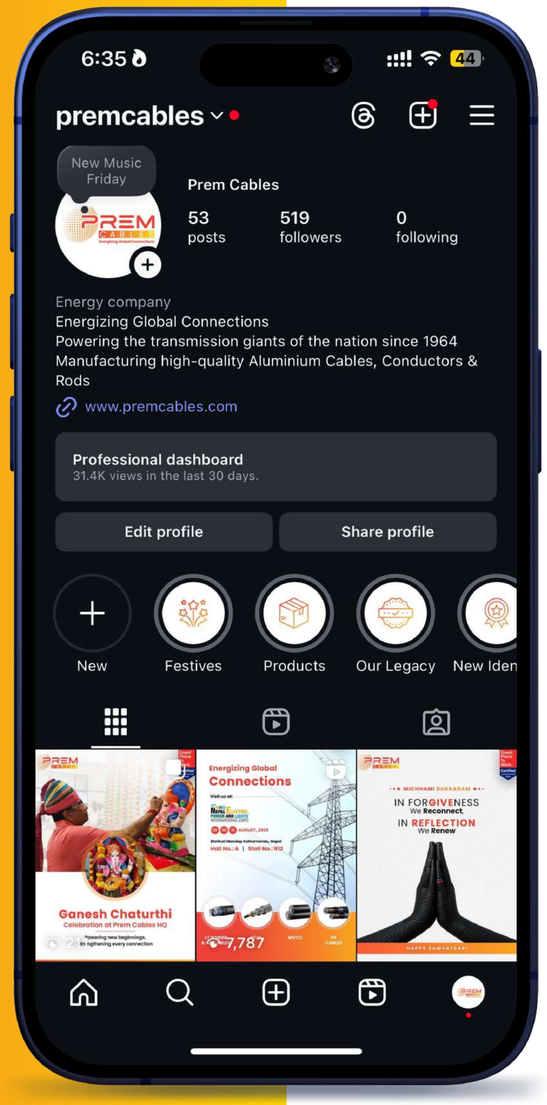
Symbolizing limitless potential, transformation, evolution and dynamic energy.

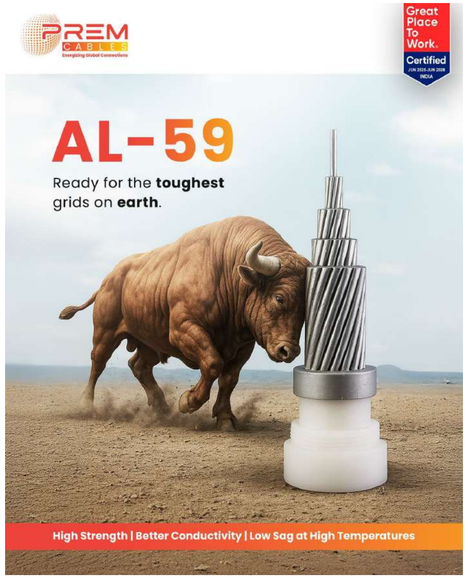
Interconnected Growth & Motion

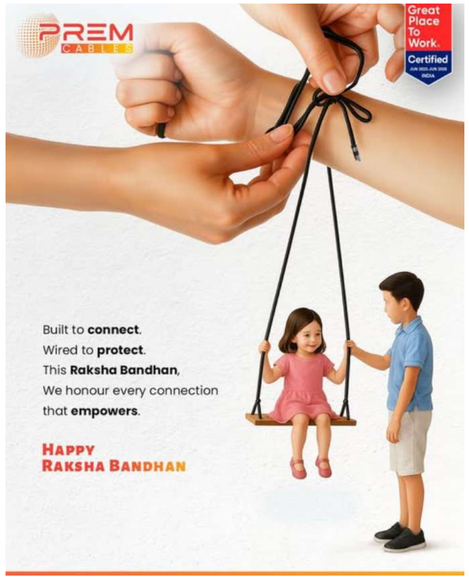
Reflect the brand’s expansive global footprint and seamless connectivity across continents.

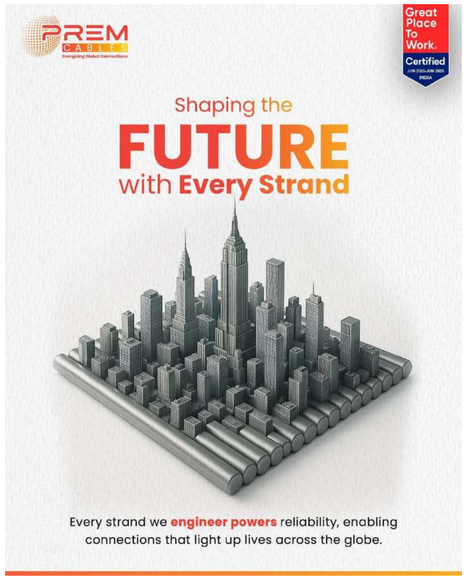
Social
MEDIA

Digistreet has been shaping Prem Cables' digital voice with a strong social media presence that blends creativity and credibility. The focus is on storytelling that highlights the brand's six-decade legacy, innovations, and milestones while ensuring consistent visual identity. Through engaging campaigns, topical conversations, and impactful design, we're building a digital persona that resonates with corporates, distributors, and global partners alike, positioning Prem Cables as a future-ready leader in its industry.



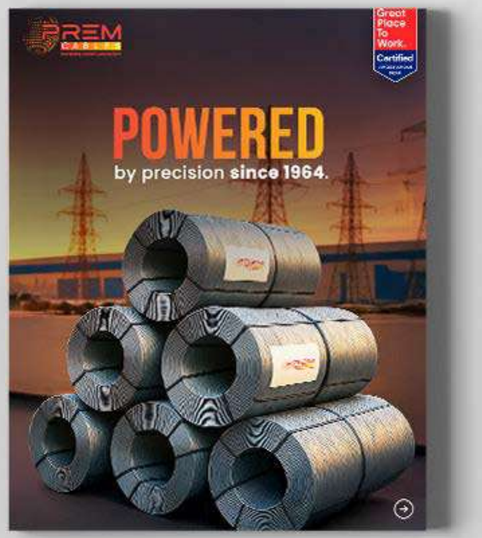


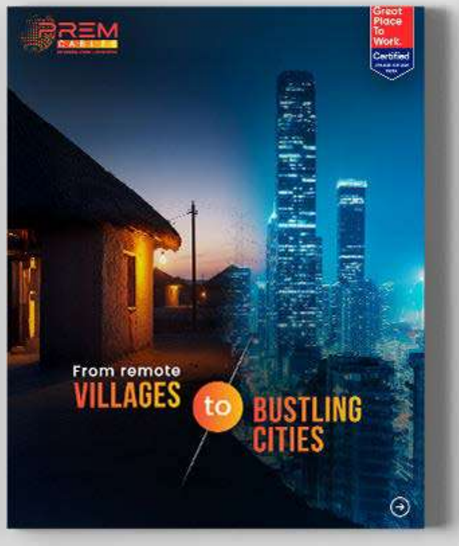




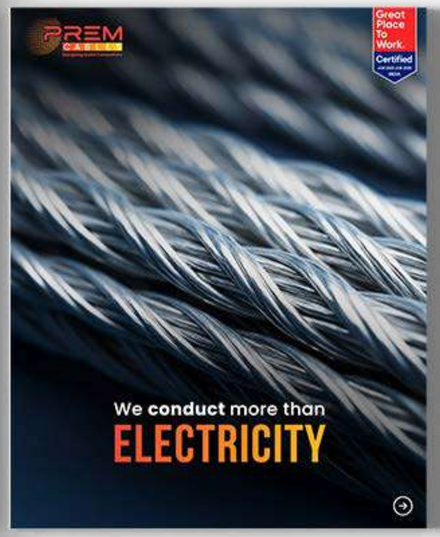


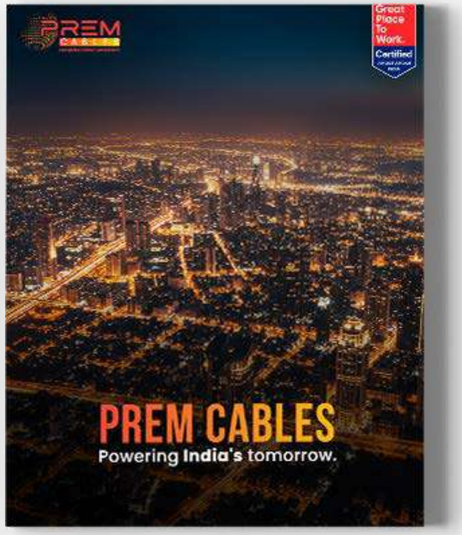
DIGISTREET® — THE MARCOM CO.—



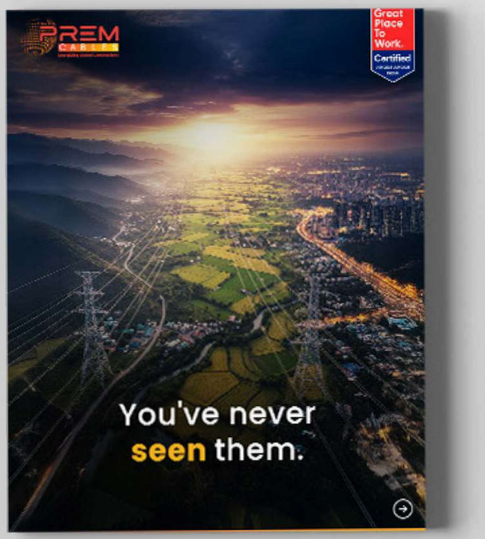


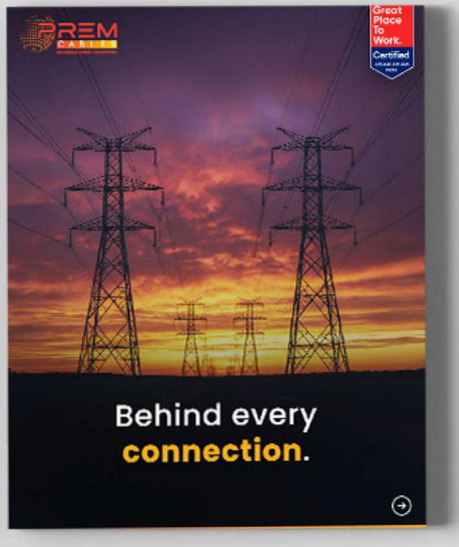


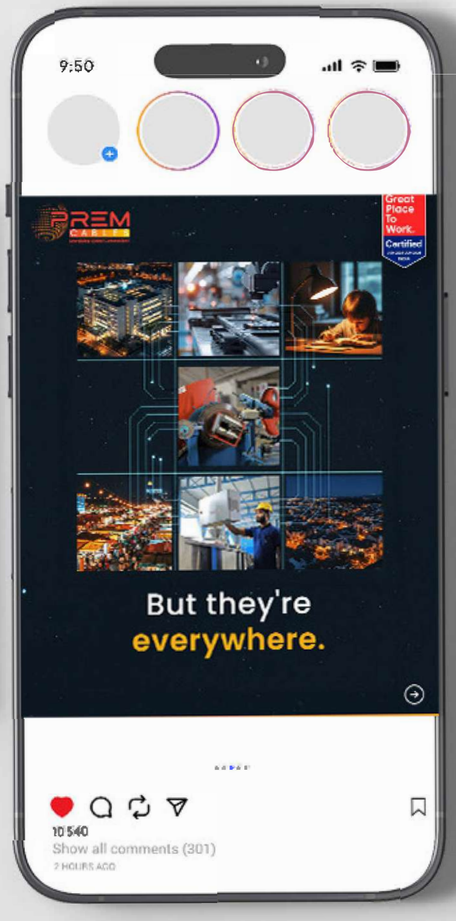




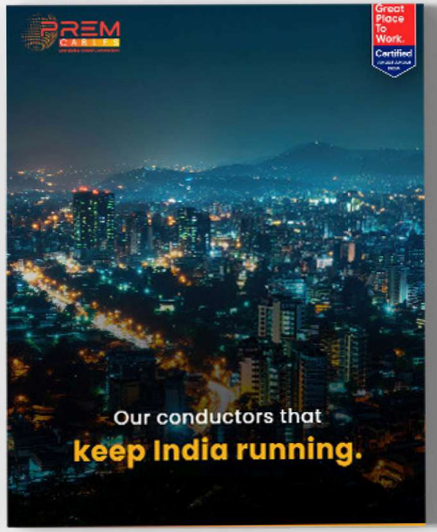
DIGISTREET®
— THE MARCOM CO. —





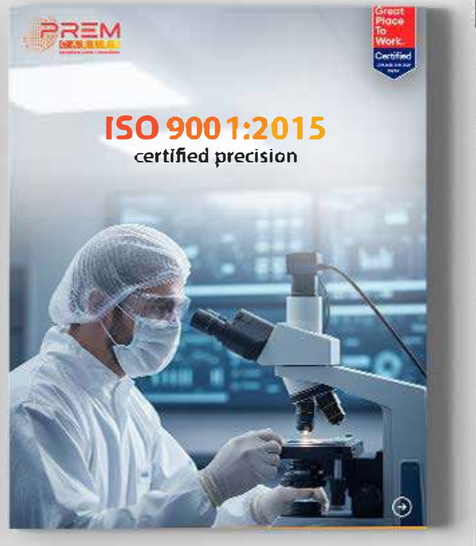






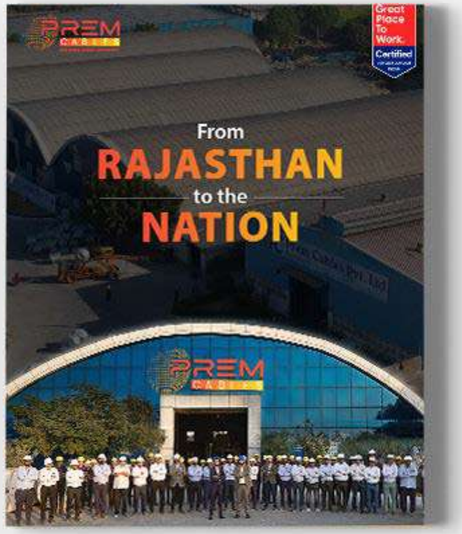
DIGISTREET®
— THE MARCOM CO.—









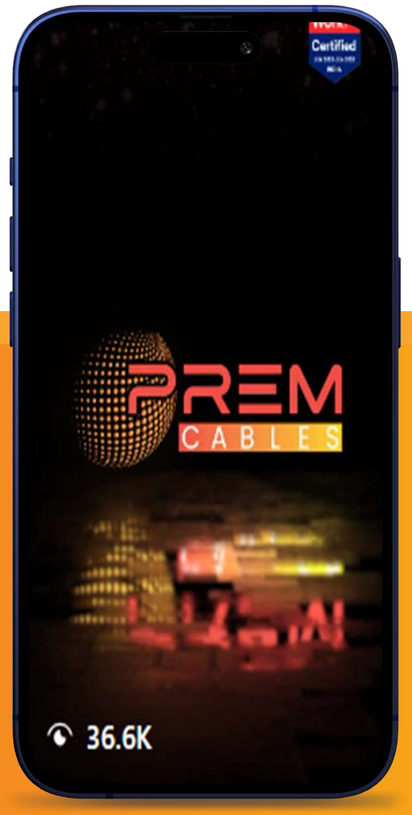


DIGISTREET®
— THE MARCOM CO. —

Social

REELS

For Prem Cables, DigiStreet Media developed a diverse series of brand reels that brought the tagline “Energizing Global Connections” to life across multiple storytelling formats. From brand explainers and legacy journey films to product showcases, innovation highlights, and people-focused narratives, each reel was crafted to simplify communication, build relatability, and strengthen recall. By combining sharp scripts with dynamic visuals, the reels reinforced Prem Cables’ six-decade journey while showcasing its modern, global outlook, ultimately positioning the brand as a trusted connector powering industries, relationships, and progress worldwide.





DIGISTREET®
— THE MARCOM CO.—

Brand

STATIONERY



DIGISTREET®
— THE MARCOM CO. —

Brand

BROCHURE







DIGISTREET®
— THE MARCOM CO.—

Brand

EVENT

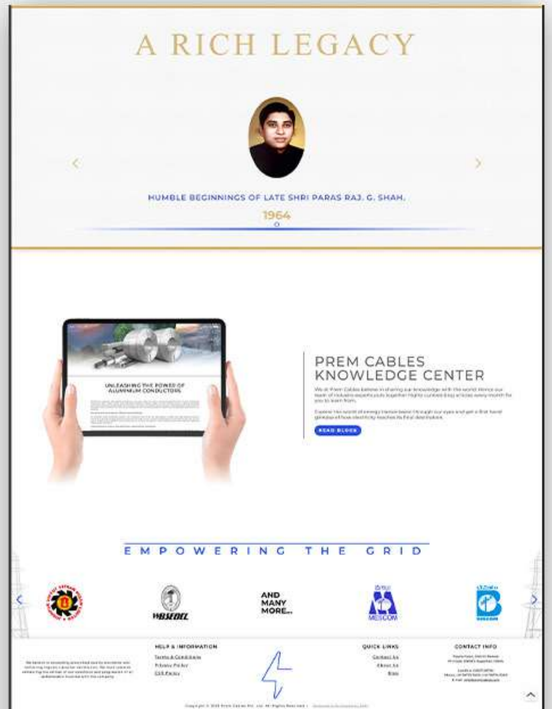


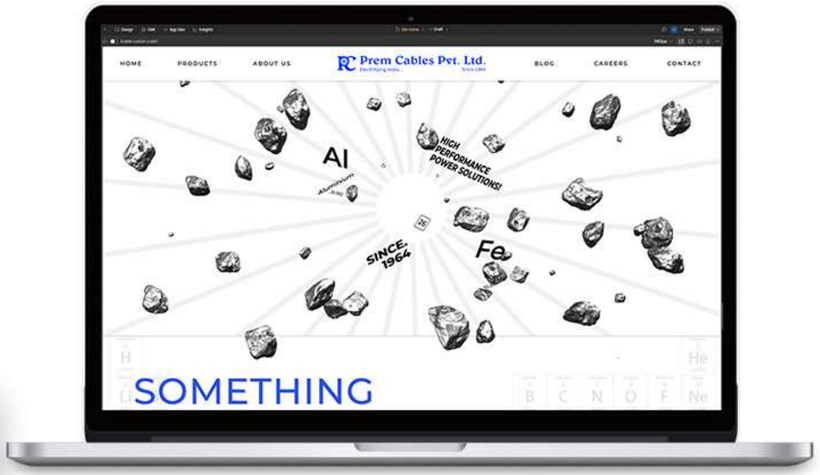
DIGISTREET®
— THE MARCOM CO.—

Old Web

USER INTERFACE



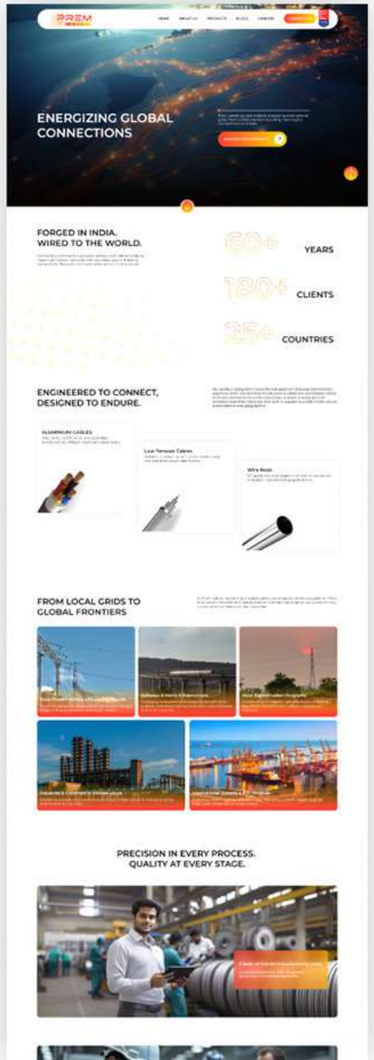




DIGISTREET®
— THE MARCOM CO. —

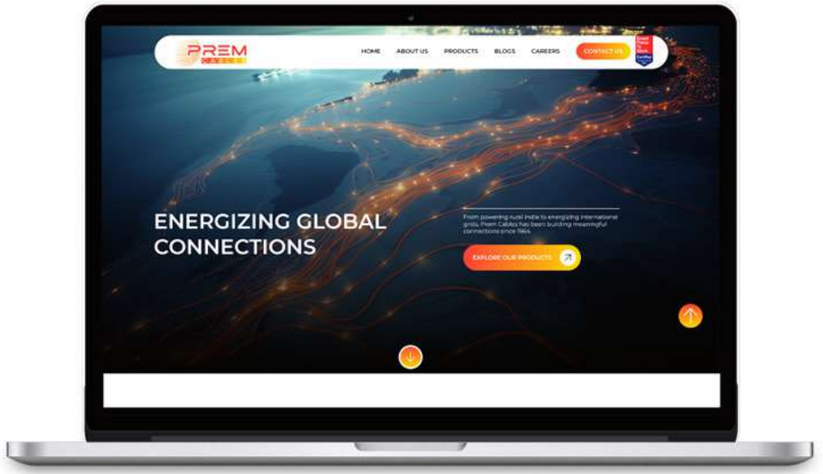
Web

USER INTERFACE









DIGISTREET® — THE MARCOM CO.—

INDIANOIL–ADANI GAS PVT. LTD.

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

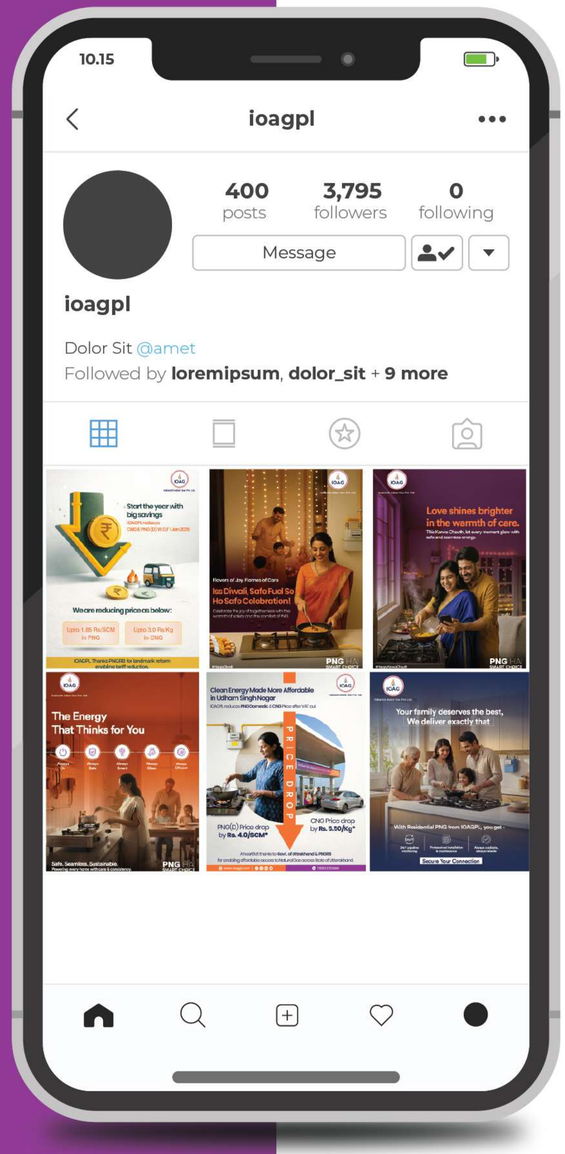
For Adani Total Gas Limited (IOAGPL), a joint venture between Indian Oil and Adani Gas, DigiStreet was entrusted with shaping communication that speaks directly to the Indian audience while positioning CNG and PNG as smart, sustainable fuel choices. Our approach was rooted in simplicity, relatability, and mass connect—something that resonates with diverse consumer segments across the country.

For CNG, we introduced the high-recall tagline “CNG Best Hai”, a crisp, confident phrase that reinforces CNG as the superior fuel alternative—economical, environment-friendly, and reliable.
For PNG, our communication was built around “PNG Hai Smart Choice... Bole Toh Total Control,” capturing the convenience and efficiency that Piped Natural Gas brings to modern households. The phrase reflects a smart, empowered consumer who values control over cost, safety, and convenience.

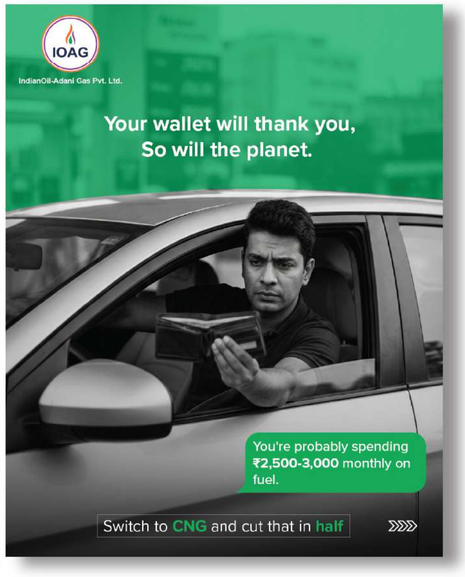
Alongside this, we’ve also worked on brand videos and explainer content, helping IOAGPL educate, engage, and expand their user base through impactful storytelling and strategic messaging.

Social

MEDIA











DIGISTREET® — THE MARCOM CO.—

Brand

Leaflet



DIGISTREET®
— THE MARCOM CO.—

Brand

Brochure



DIGISTREET®
— THE MARCOM CO.—

Brand

COMMUNICATION

CNG BEST HAI





DIGISTREET®
— THE MARCOM CO. —

Brand

COMMUNICATION

PNG HAI
SMART CHOICE





DIGISTREET®
— THE MARCOM CO.—

Brand

COMMUNICATION

BOLE TOH TOTAL CONTROL





DIGISTREET®
— THE MARCOM CO. —

Internal

ANIMATED VIDEOS





DIGISTREET®
— THE MARCOM CO.—

SUDHIR POWER

SUDHIR®
Powering The Future

Milwaukee®

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

Sudhir Power stands as a pioneer in integrated power solutions in India, offering robust energy infrastructure across diesel gensets, electrical panels, transformers, and turnkey projects. With over four decades of legacy and global partnerships like Cummins and Milwaukee Tools, Sudhir is known for powering India's critical institutions and industries. Our association began with the goal to reimagine their digital presence, strengthen communication across all stakeholder touchpoints, and build a performance-driven digital engine for long-term growth.

Brand

COMMUNICATION

POWERING
YOUR WORLD

Brand Spirit:

In the bustling streets of urban India, where every moment counts and every step matters, there's a constant need for power.The kind that goes beyond electricity, and lights up your world in more ways than one.

We understand the pulse of urban life, where connections matter, communication is key, And every opportunity holds potential, that's why we're here to do more than just provide power, We're here to ignite your every journey, and spark new possibilities at every turn.

So, whether you're a visionary entrepreneur or a dreamer with big plans, let Sudhir be your guiding light, Illuminating your journey, and powering your world like never before.

Together, let's spark new beginnings, ignite passions, and light up landscapes with Sudhir because, When Sudhir powers your world, anything is possible.

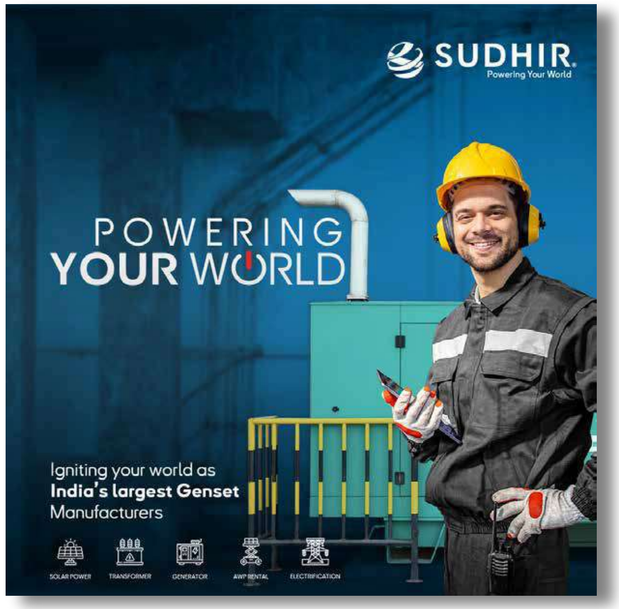
DIGISTREET®
— THE MARCOM CO. —

Campaign

CREATIVES

Key Deliverables

- Redesigned the website with a user-first, SEO-optimized structure aligned to business objectives
- Developed a strong brand narrative and visual identity across platforms
- Managing social media communication, showcasing projects, leadership stories, CSR, and brand partnerships
- Launched and managed the Milwaukee Tools India debut campaign with Sudhir as its exclusive partner
- Conceptualized and executed internal branding, collateral development, and video content, including leadership bytes
- Handling Performance Marketing campaigns for targeted lead generation across power solutions and rentals
- Implementing and scaling SEO strategies: creating new content, optimizing site structure, and driving backlinks for improved rankings









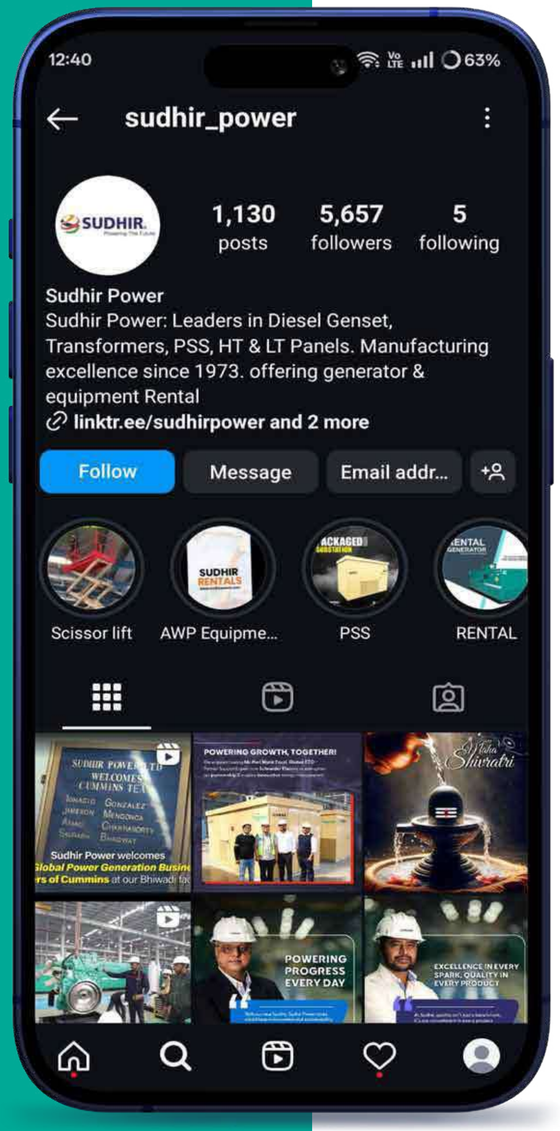
DIGISTREET®
— THE MARCOM CO.—

Social

MEDIA

Results Achieved

- 245% increase in organic website traffic in one year post website launch
- 39.66% increase in business inquiries with improved lead quality from SEO and paid ads
- Top keyword rankings across categories like diesel gensets, electrical panels, and power rentals
- Notable increase in social engagement and following, especially among B2B audiences
- Performance ads contributing significantly to inbound leads and dealer inquiries











DIGISTREET® — THE MARCOM CO.—

Brand

BROCHURE





DIGISTREET®
— THE MARCOM CO.—

Milwaukee®

SUDHIR Powering The Future

IVAARK Engineers Pvt Ltd

MX FUEL™ BREAKER

is Built to Shatter Limits

- ZERO EMISSIONS
- EXTREME DURABILITY
- CORDLESS FREEDOM

Feature:-
Upto 4 tons Concrete Breaking with 1 Charge

Ditch the Cord and Upgrade to Power!

More Power | More Freedom | Zero Cords

@POWERTOOLEX INDIA 2025

- High-performance tools
- Maximum runtime
- Unstoppable efficiency

Booth No. #A-02

7-9 Feb 2025 | Mumbai

BE A PART OF THE REVOLUTION

REGISTER NOW!

The Future of Cordless Power Tools is here by Sudhir Power!
Experience Unmatched Power, Efficiency, and Innovation.

@POWERTOOLEX INDIA 2025

Bombay Exhibition Centre, Mumbai

7th-9th February 2025

Booth #A-02

RAISING THE BARS OF

STRONG FOUNDATION IN BHARAT

Discover Effortless Accuracy with Versatile Cutting Power

MILWAUKEE TOP HANDLE JIGSAW

MILWAUKEE TOOLS BY SUDHIR POWER

DIGISTREET® — THE MARCOM CO.—

MAGAZINE AD





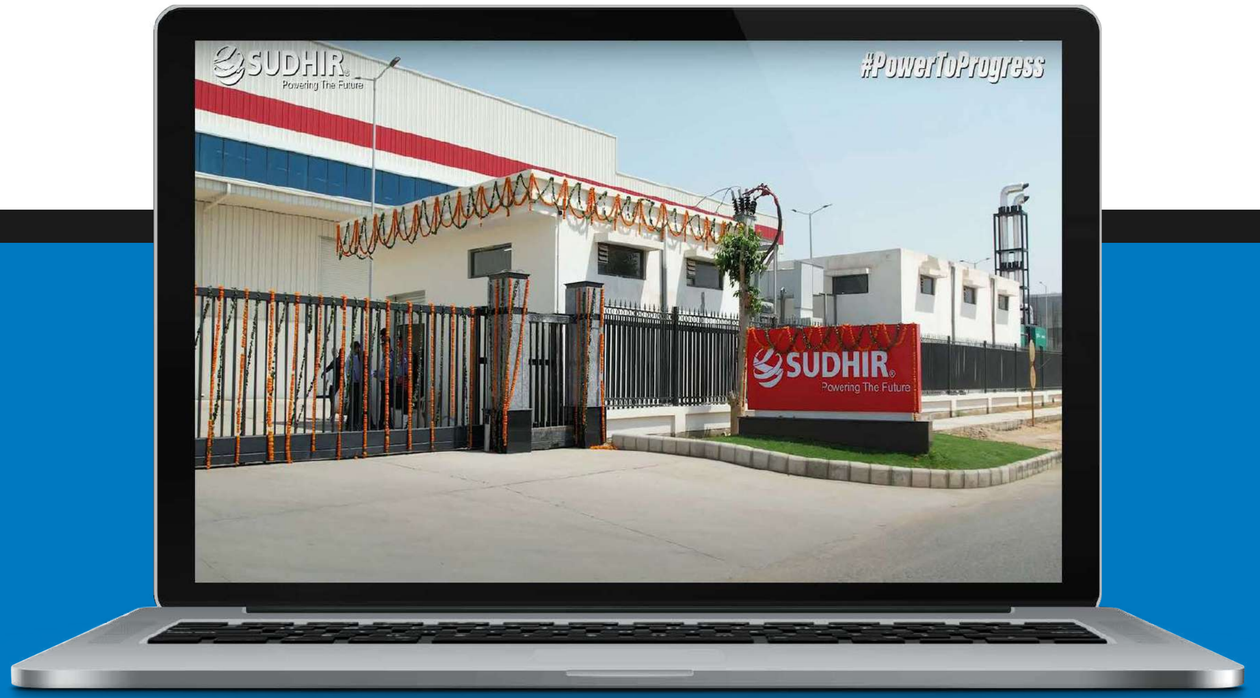


DIGISTREET®
— THE MARCOM CO. —

Factory
SHOOT

For Sudhir Power, DigiStreet executed a comprehensive video shoot at their Bhiwadi manufacturing facility, capturing the scale, precision, and technological advancement of the plant. The shoot showcased the state-of-the-art infrastructure, manufacturing processes, and quality control mechanisms that define Sudhir's commitment to excellence.

As part of the initiative, we also recorded insightful leadership bytes from key department heads, highlighting their vision, expertise, and dedication to innovation. These narratives not only added a human touch to the brand but also reinforced Sudhir's reputation as a trusted name in the power industry. The final video was crafted for both internal and external brand communication.



DIGISTREET®
— THE MARCOM CO.—

SURYA

PRAKASH
SURYA
Steel Tubes & Pipes

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

In 2024, DigiStreet Media proudly partnered with **Surya Pipes**, one of India's most trusted names in steel pipes and CR strips. Our mandate was to elevate their creative expression and corporate messaging across **ATL, BTL, and Digital platforms**.

Tasked with revitalizing their communication strategy, we worked closely to infuse fresh energy into their brand storytelling — from impactful outdoor campaigns and innovative print ads to sharper, more engaging corporate communications. Every creative and content piece was aligned with Surya's brand promise of strength, trust, and performance, ensuring consistency across all touchpoints.

This collaboration marked a significant milestone in reinforcing Surya's leadership positioning not just as a product manufacturer but as a brand that builds trust with every pipe they deliver.

Brand

COMMUNICATION



For Surya Steel Pipes, DigiStreet conceptualized and executed the impactful campaign **“Surya Hai Toh Bharosa Hai”**, rooted in the values of trust, strength, and reliability. The messaging reflected Surya’s legacy as a brand that has been a cornerstone in infrastructure and development projects across the country. The campaign aimed to build an emotional connection with stakeholders—from engineers to end consumers—by reinforcing the confidence that comes with using Surya products.

As part of the rollout, we developed a series of high-visibility outdoor creatives strategically placed across high-traffic zones in key markets. These included billboards, hoardings, and pole kiosks, all designed to be bold, clear, and emotionally resonant. The visuals highlighted product applications, quality assurance, and Surya’s nationwide reach—making it a campaign that not only turned heads but stayed in minds. It successfully elevated the brand's recall and reinforced its positioning as a name India can count on.

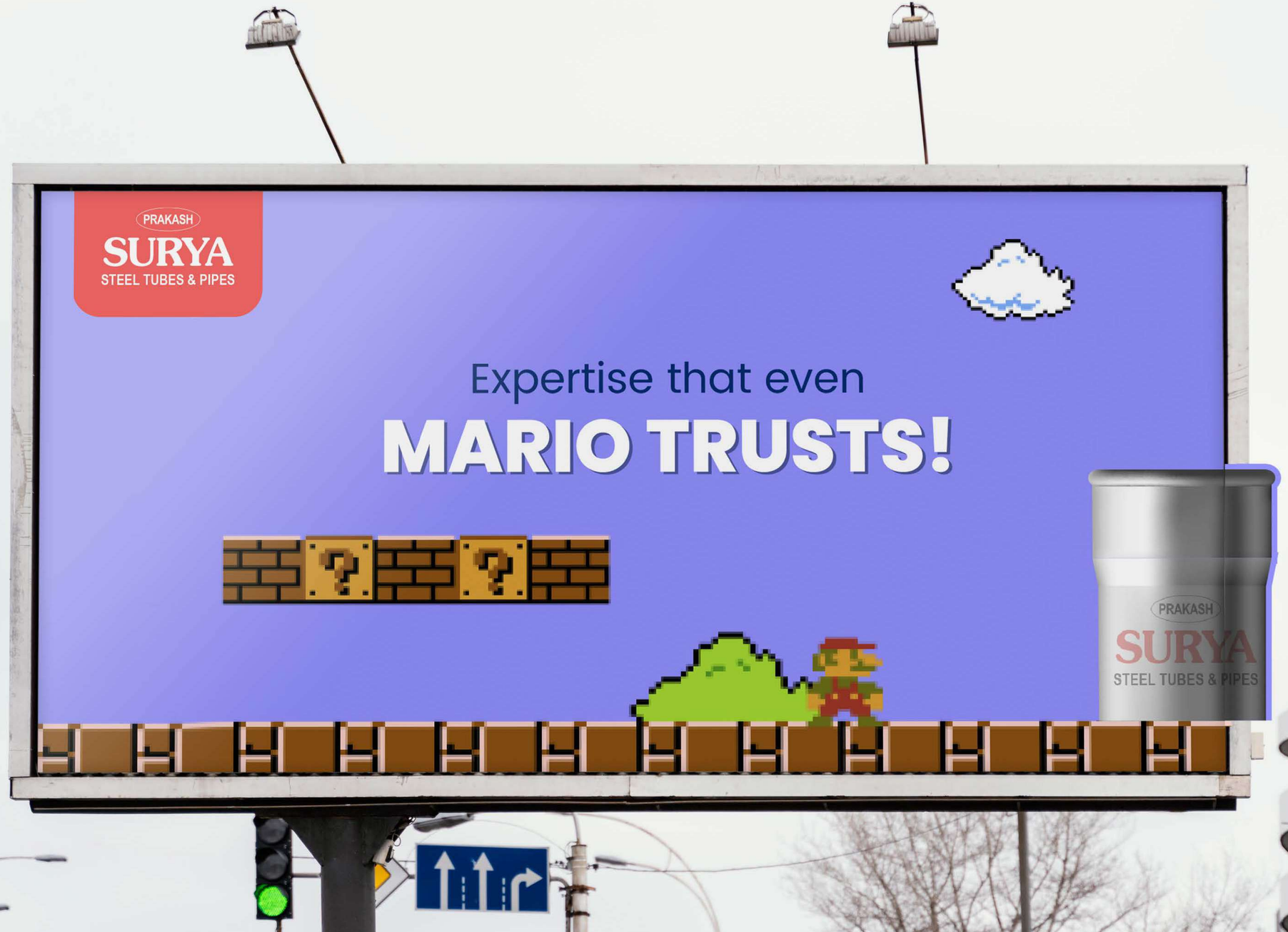

PRAKASH
SURYA
Steel Tubes & Pipes
सूर्या है,
तो भरोसा है।

Brand

CATALOGUE



DIGISTREET®
— THE MARCOM CO.—


PRAKASH
SURYA
STEEL TUBES & PIPES
Expertise that even
MARIO TRUSTS!
PRAKASH
SURYA
STEEL TUBES & PIPES

HOARDING



DIGISTREET®
— THE MARCOM CO. —

Brand

CALENDAR



BAG





DIGISTREET®
— THE MARCOM CO.—

Brand

EVENT COLLATERAL





DIGISTREET®
— THE MARCOM CO.—

JAKSON GROUP

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

Jakson – Powering Beyond Perception

Jakson Group, a renowned name in the DG set industry, partnered with DigiStreet to redefine its brand perception and establish a strong digital footprint. While widely recognized for its dominance in diesel gensets, Jakson faced the challenge of being underrepresented in its other key verticals — **Jakson Green, Solar, EPC, and Energy Storage.**

To solve this, we conceptualized the **“Jakson &”** campaign — a strategic initiative aimed at communicating Jakson’s broader value proposition. The campaign successfully repositioned the brand as a holistic energy and infrastructure solutions provider, expanding its identity **beyond DG.**

Our scope included:

- Designing and developing **dedicated websites** for each of Jakson's five businesses
- **Brand communication**, brochures, internal communication, and print collateral
- A comprehensive **SEO strategy** that resulted in over **500% growth in qualified business queries**
- Positioning content and structure aligned with the “Jakson &” narrative

DIGISTREET® — THE MARCOM CO.—

Campaign

CREATIVES

Through this 360° transformation, Jakson strengthened its visibility and engagement across digital platforms paving the way for stronger business conversion and cross-sector recognition.



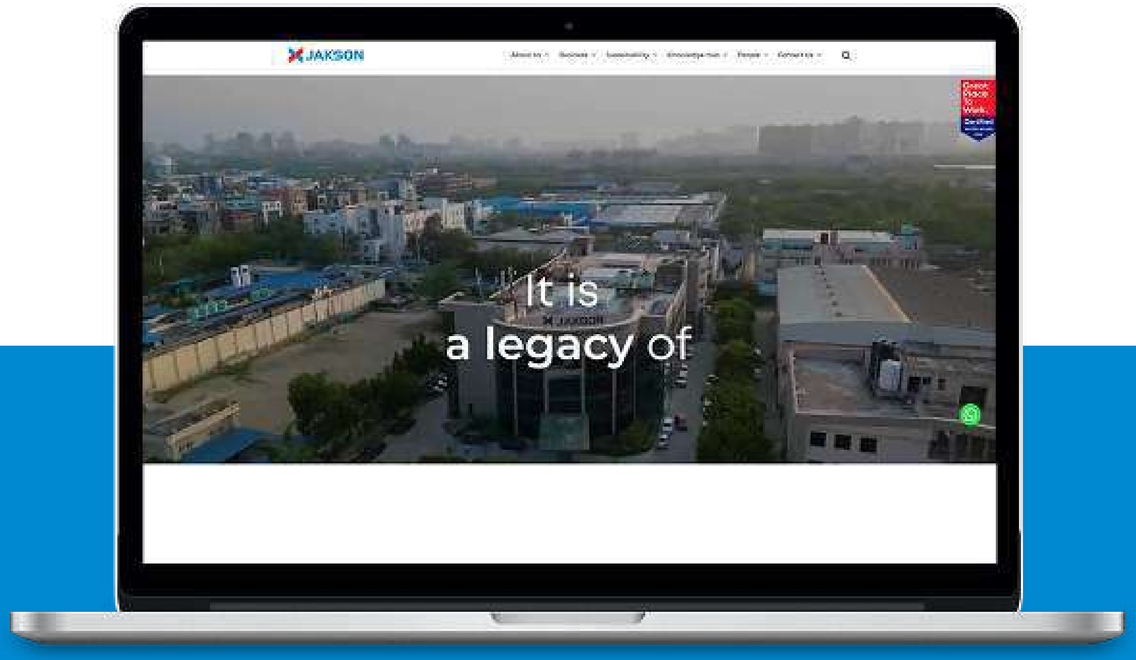


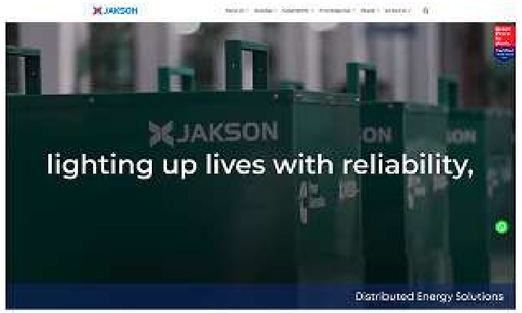


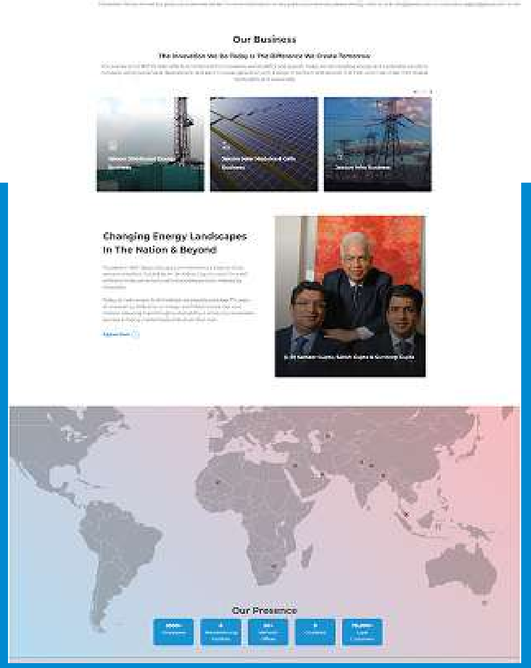
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







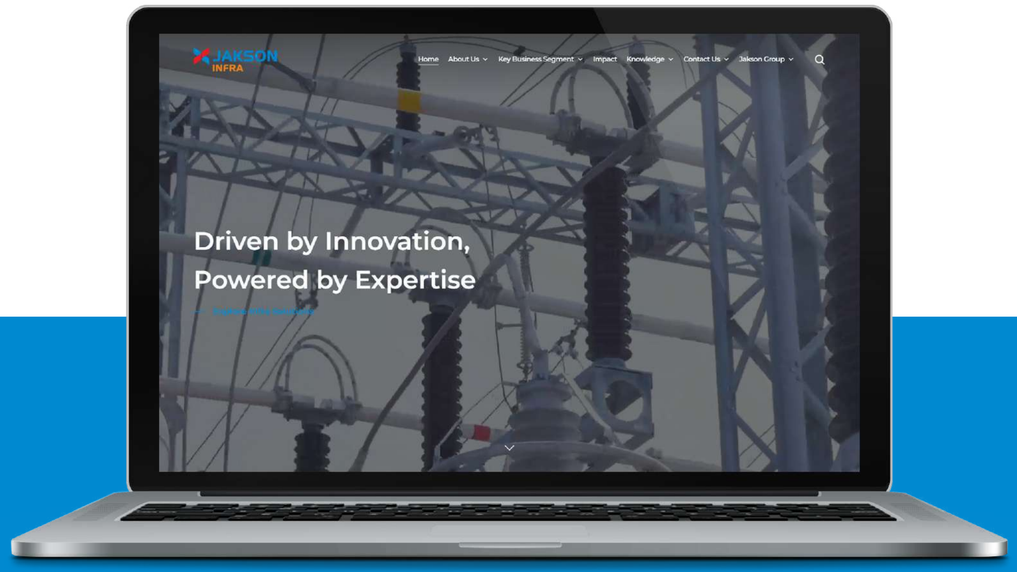


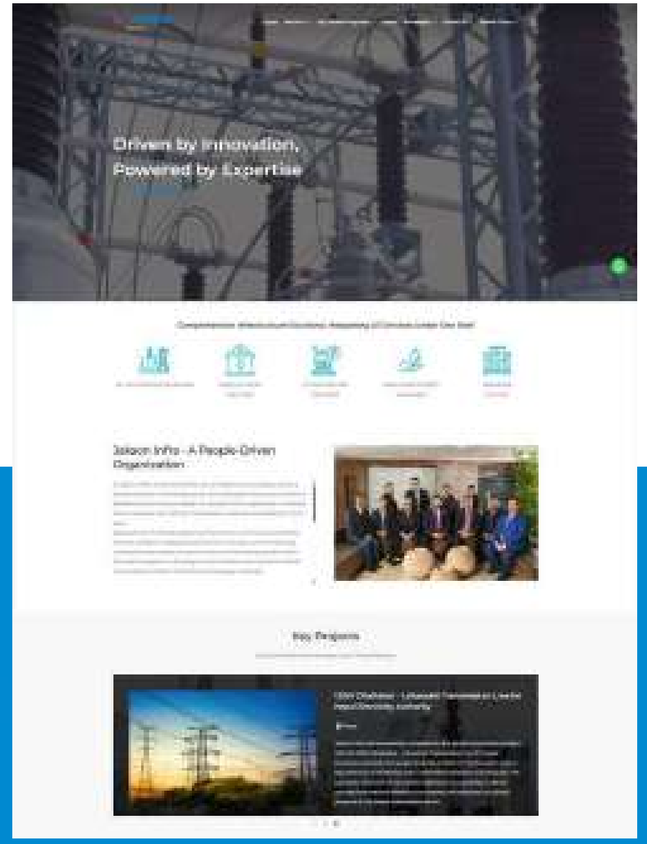


DIGISTREET®
— THE MARCOM CO.—

Infra

WEBSITE



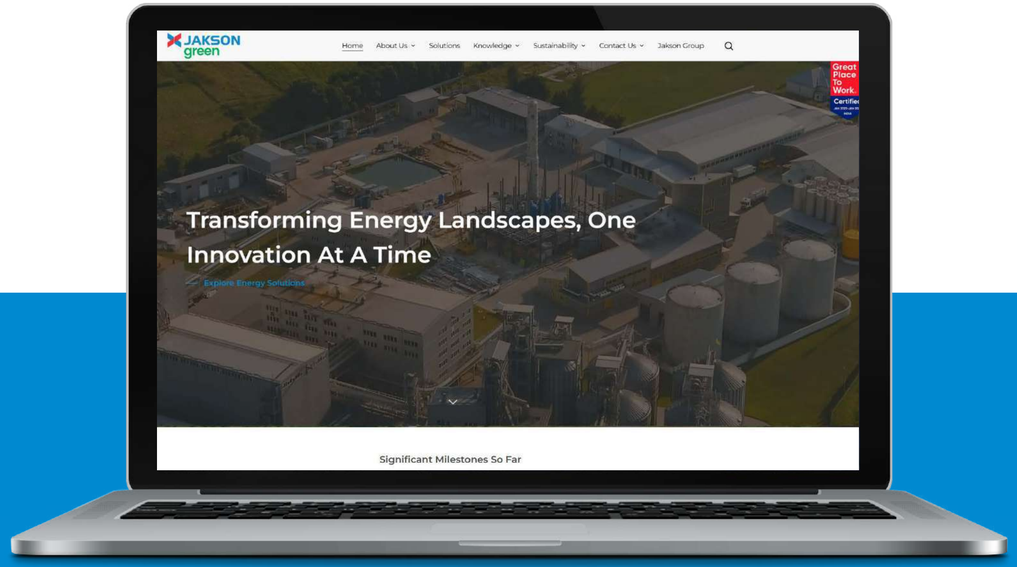




DIGISTREET®
— THE MARCOM CO.—

Green

WEBSITE



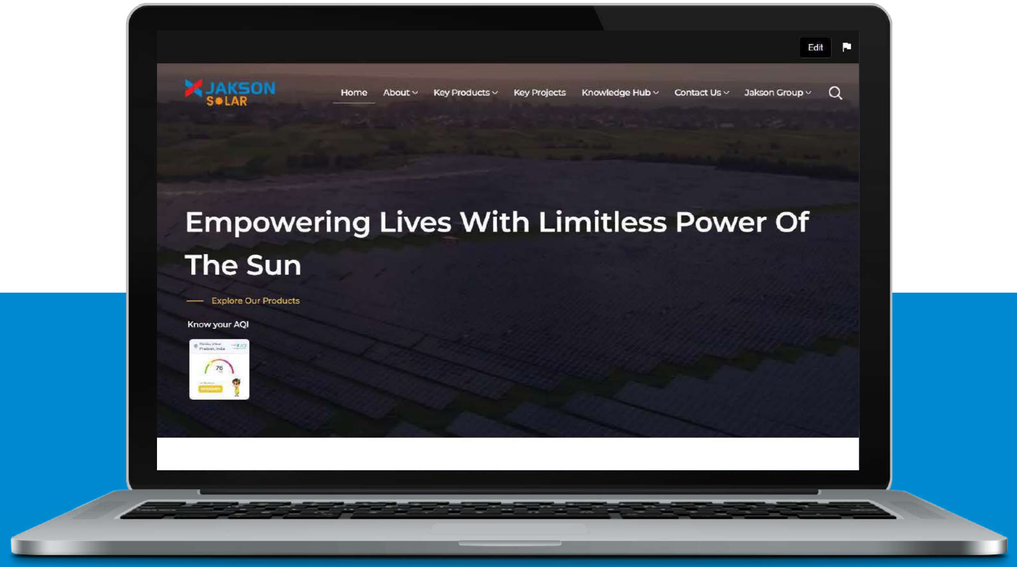




DIGISTREET®
— THE MARCOM CO.—

Solar

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

Brand

BROCHURE





DIGISTREET®
— THE MARCOM CO.—

Factory

SHOOT





DIGISTREET®
— THE MARCOM CO.—

SIRCA

Sirca®
WOOD COATINGS (ITALY)

Services Offered

- Design
- Communication
- Digital

About the Brand

Transforming Identity, Elevating Presence

Our partnership with Sirca Paints spans over six years, a journey of evolving the brand's visual identity from massy to classy. Through consistent creative innovation, we helped reposition Sirca as a premium choice among architects, designers, and end consumers alike.

From social media management, architect network building, performance marketing, website revamp, and a refined design language — to ATL and BTL communications including the brand's TVC campaigns, every touchpoint was carefully curated to reflect Sirca's ethos of sophistication and quality.

This deep-rooted collaboration didn't just enhance their visibility — it solidified Sirca Paints as a name synonymous with elegance, trust, and modern aesthetics.

Brand

CAMPAIGN

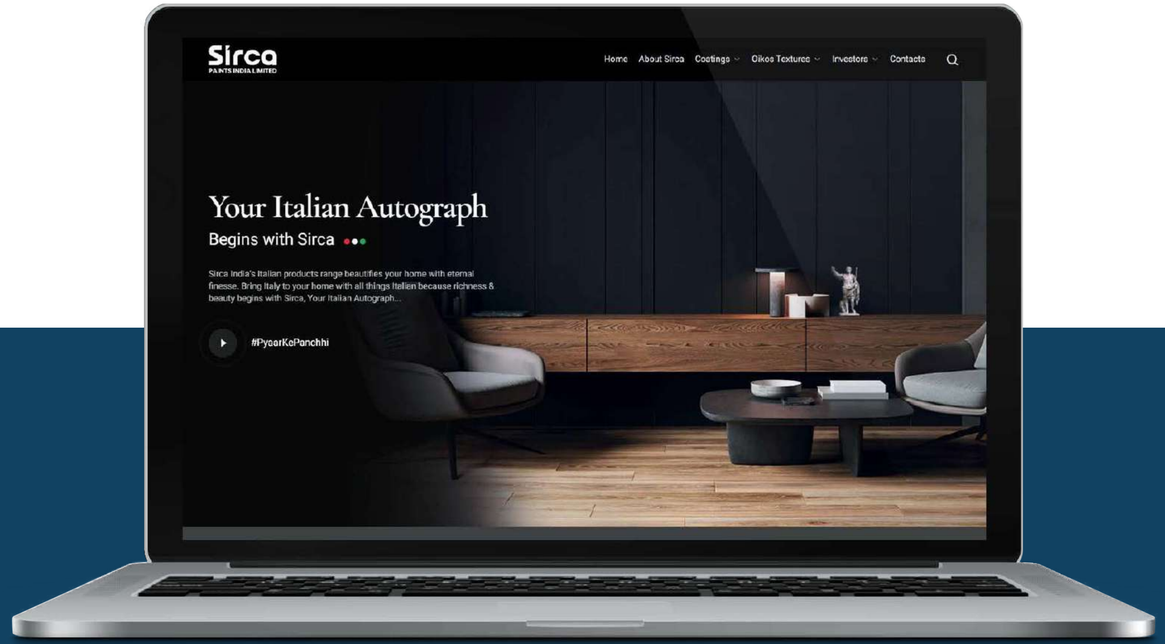
Your **Italian** Autograph...

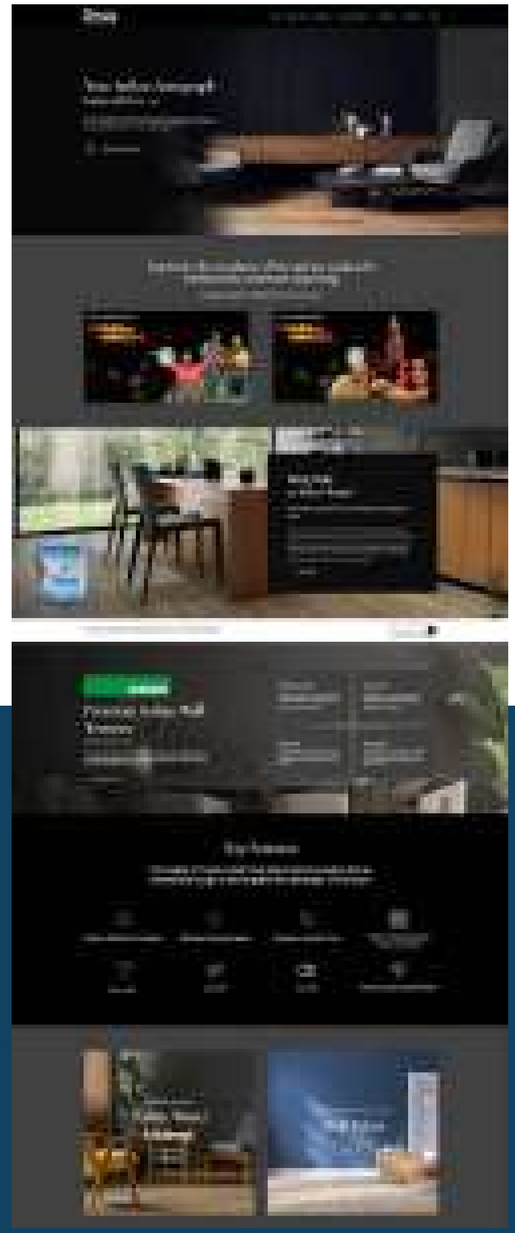
One of the key narratives we introduced was “**Italian Autograph**” — positioning Sirca as the **signature of Italian excellence** in ho me decor. Like an autograph that marks the success of a celebrity, Sirca became a signature of prestige in Indian interiors.

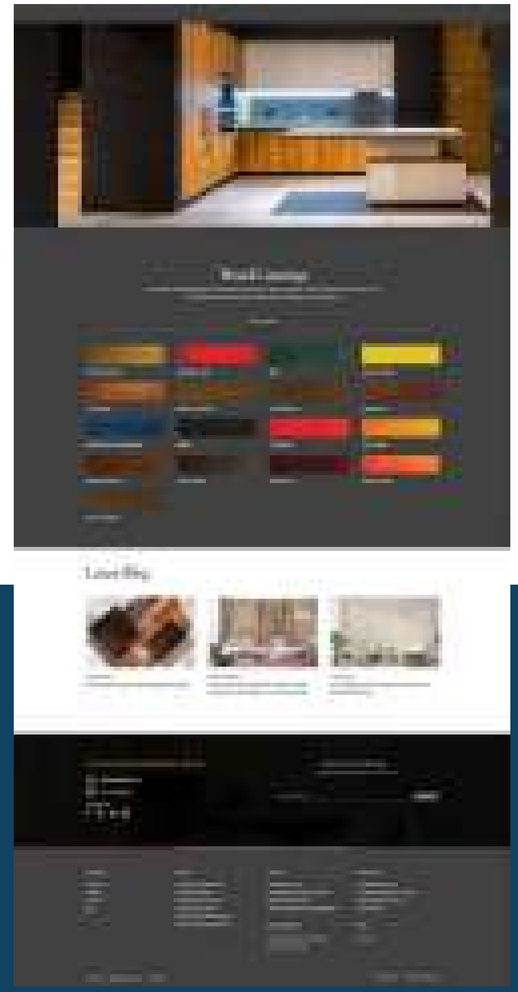
This strategic repositioning didn’t just build visibility — it helped Sirca become synonymous with **elegance, trust, and modern aesthetics**

Brand

WEBSITE







Brand

VIDEOS





DIGISTREET®
— THE MARCOM CO.—

Brand

BROCHURE



DIGISTREET®
— THE MARCOM CO. —

Brand

BOOKLET

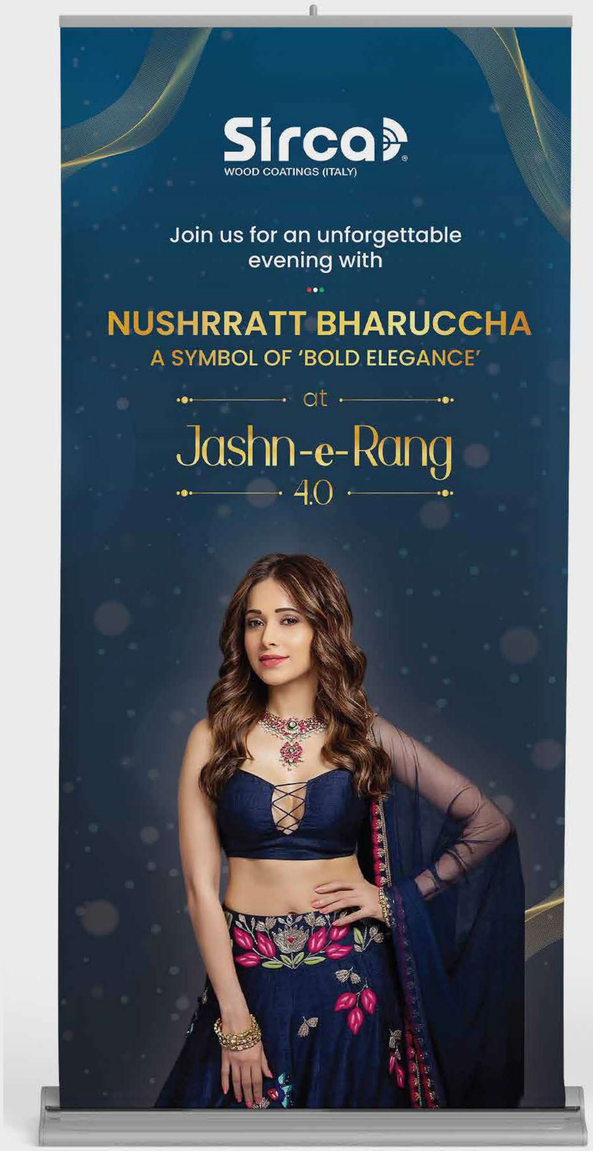


DIGISTREET®
— THE MARCOM CO. —

Brand

STANDEE





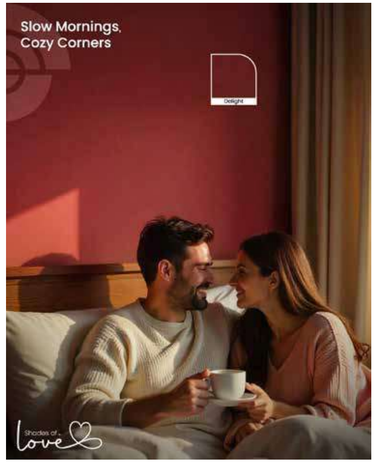


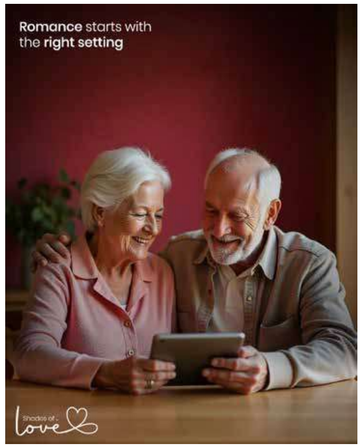
DIGISTREET®
— THE MARCOM CO.—

Brand

CREATIVES











DIGISTREET®
— THE MARCOM CO.—

Brand

PACKAGING



Print

COLLATERALS



Brand

EVENT COLLATERAL



DIGISTREET®
— THE MARCOM CO.—

BRITISH PAINTS

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

Our partnership with **British Paints** from **2017 to 2022** was instrumental in reshaping their brand identity and expanding their market presence.

We executed a **complete overhaul** — from **revamping the brand's identity**, redesigning their website, building an impactful **social media presence**, to managing **ATL and BTL activations**.

One of the highlights of the association was crafting the brand communication "**Rang Gungunaye**", a vibrant campaign that celebrated the joy, emotion, and energy that color brings into homes.

The culmination of this journey was the launch of a **TVC campaign**, further solidifying British Paints as a household name that stands for quality, vibrancy, and trust

Brand

TAGLINE

British Paints

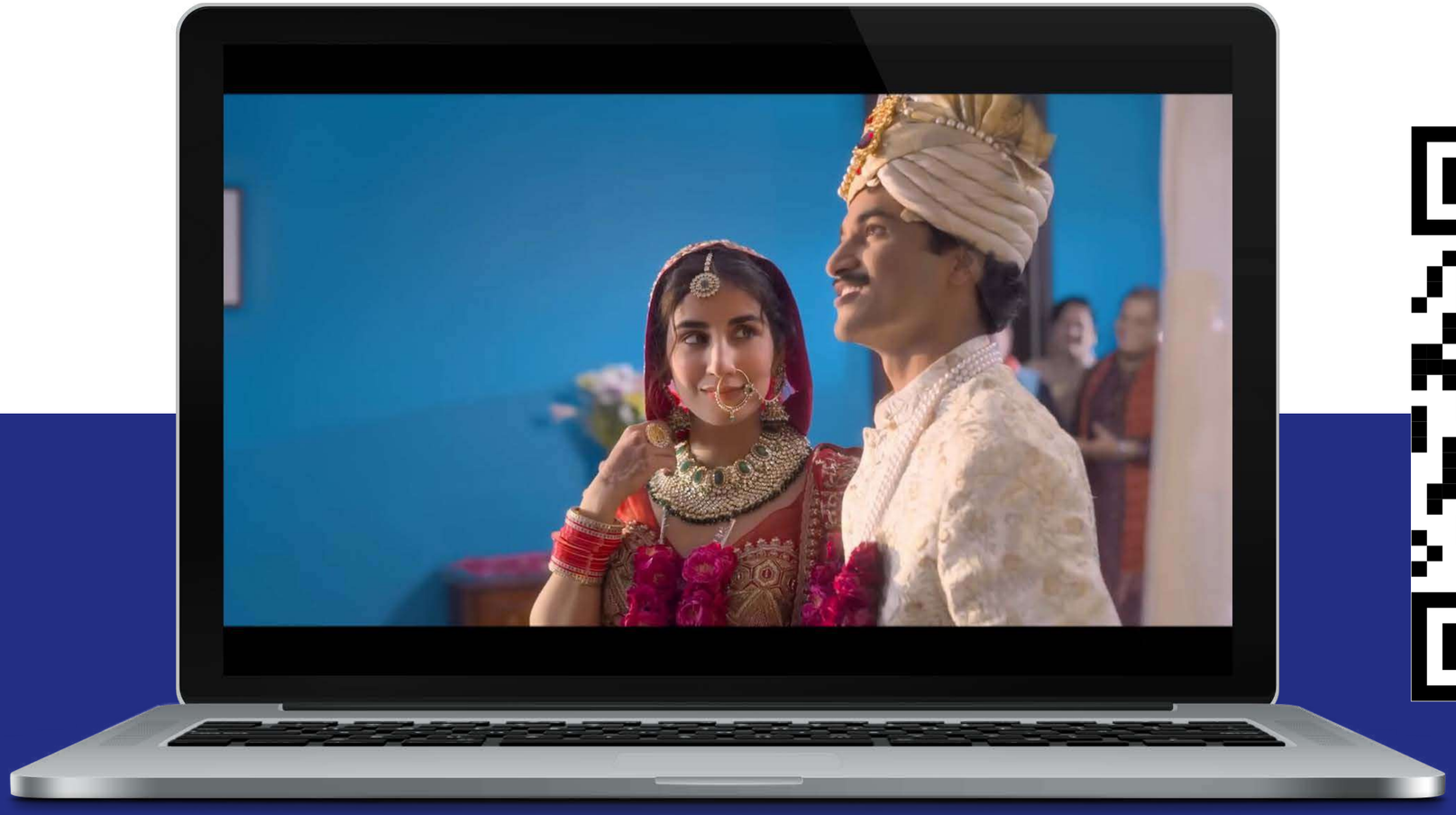
Rang Gungunaye

Rang Gungunaye was conceptualized to infuse life and emotion into the walls of every home. The campaign celebrated how colors do more than just beautify — they make spaces sing with joy, energy, and personality.

It positioned British Paints as not just a paint brand, but a catalyst for vibrant, happy living.

Brand

TVC



DIGISTREET®
— THE MARCOM CO.—

Brand

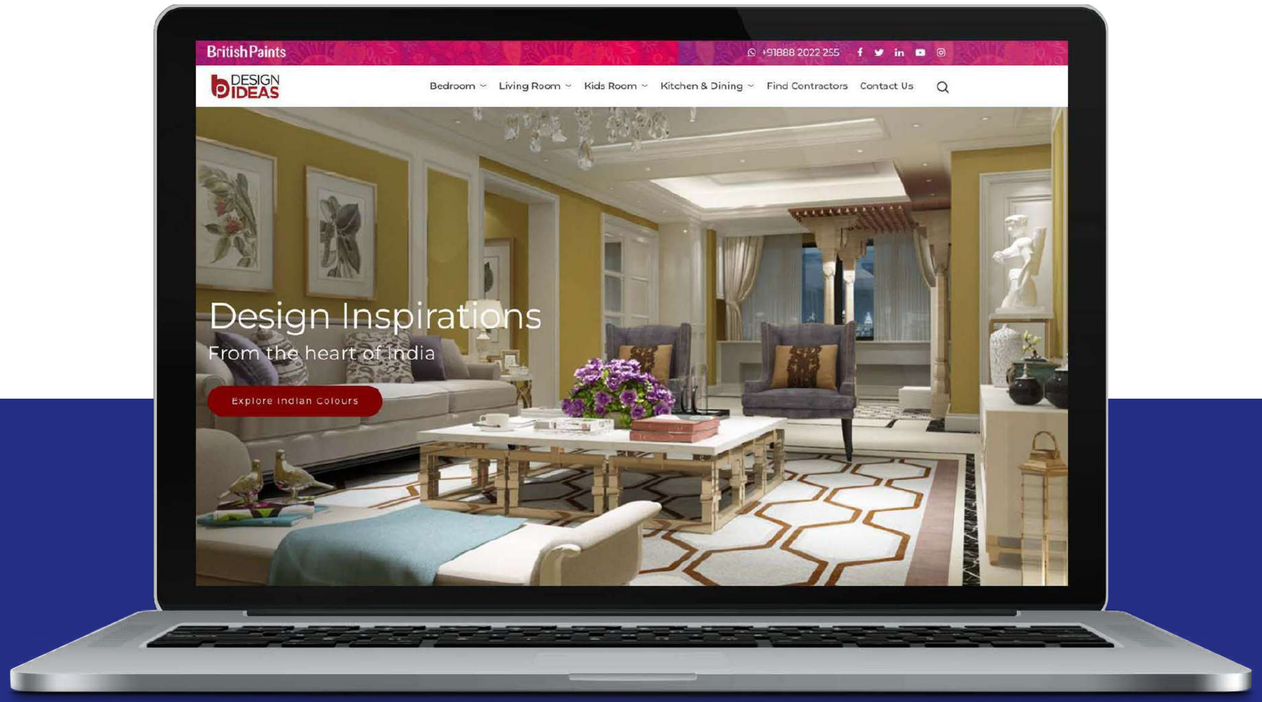
BROCHURE

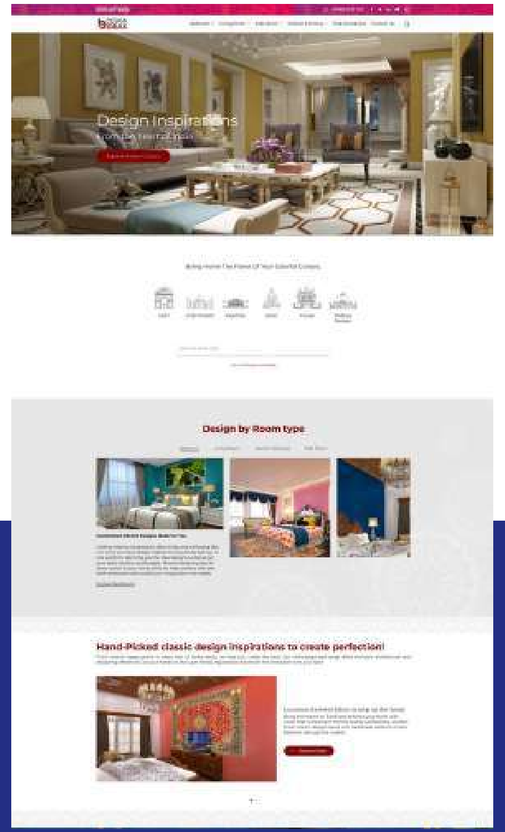


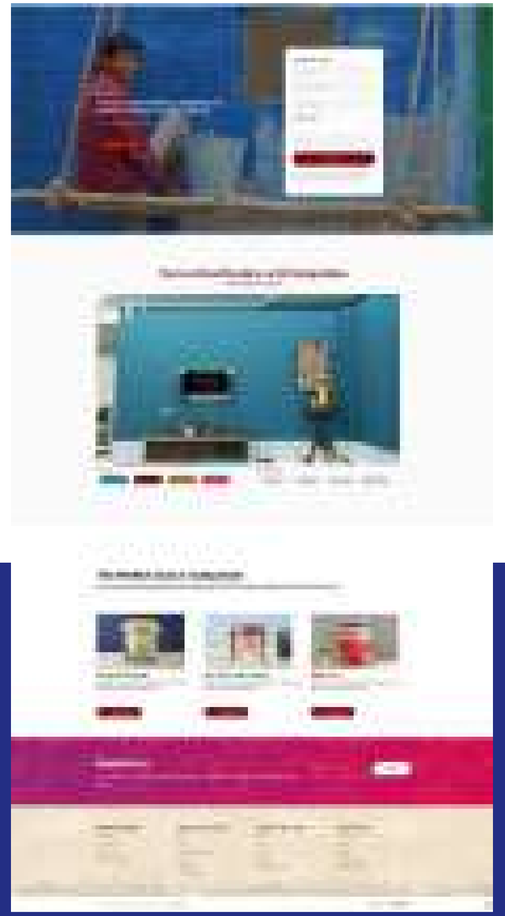
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







Social

MEDIA

From the vibrant message of “Rang Gungunaye” to adapting it for seasonal and cultural relevance like “Is Tyohar Rang Gungunaye” and “Desh Ke Kone Kone Mein Rang Gungunaye”, we helped British Paints build a strong emotional connect with audiences across India. Through engaging social media campaigns, we celebrated colors not just as a product, but as a feeling of joy and festivity. In addition to festive storytelling, we also created a wide range of product-led informative creatives, simplifying technical information and promoting the brand’s offerings with clarity and appeal. The result was a balanced strategy that combined emotional resonance with product education, helping British Paints reinforce its presence in homes across the country.









DIGISTREET®
— THE MARCOM CO. —

AMITY

Services Offered

- Creative
- Social Media
- Digital
- UGC, IGC, BGC

About the Brand

DigiStreet partnered with Amity University Online to manage their complete social media mandate, supporting the brand's objective of building relevance, aspiration, and consistency across platforms.
We began with high impact communication campaigns such as Be the Future and Your Degree of Impact, which helped set the tone for Amity's digital narrative. These campaigns focused on positioning education as a catalyst for real world outcomes and career growth, while maintaining clarity and credibility for a diverse student audience.

Beyond campaign led communication, our scope extended to influencer marketing, always on social media management, and content execution for their parent organization, Univo.

Our team handled in house UGC video creation, professional shoots, and model led brand videos, ensuring a steady flow of engaging and platform relevant content.

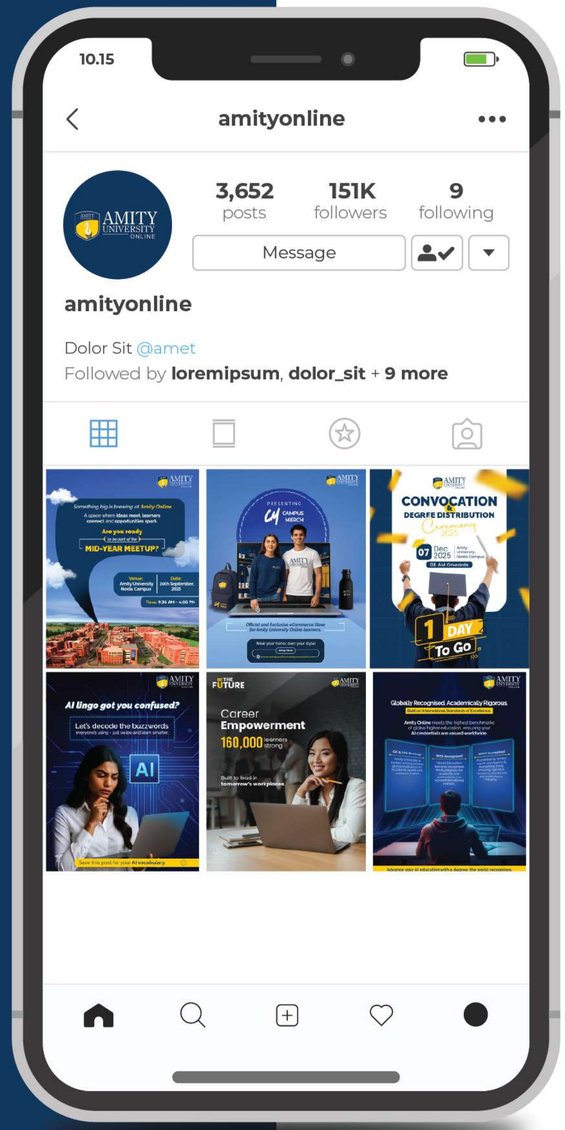
Through a structured and insight driven approach, DigiStreet helped Amity strengthen its digital presence and connect meaningfully with its audience.

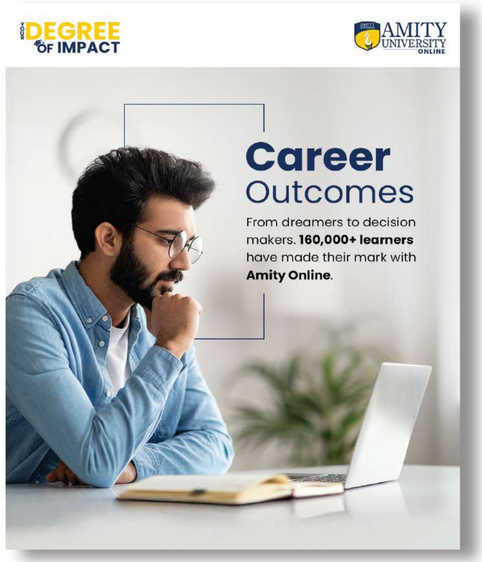
DIGISTREET®
— THE MARCOM CO. —

Social

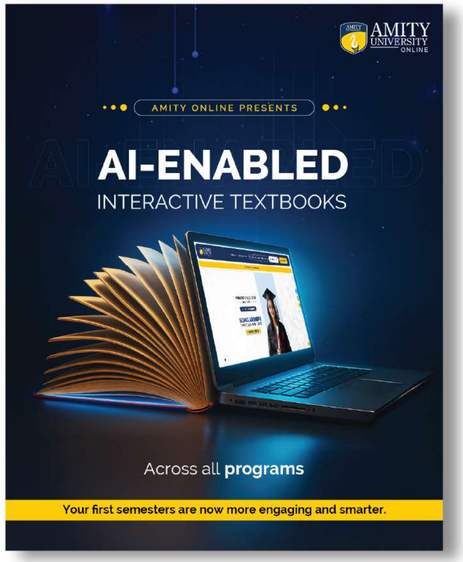
MEDIA

xxxxxx







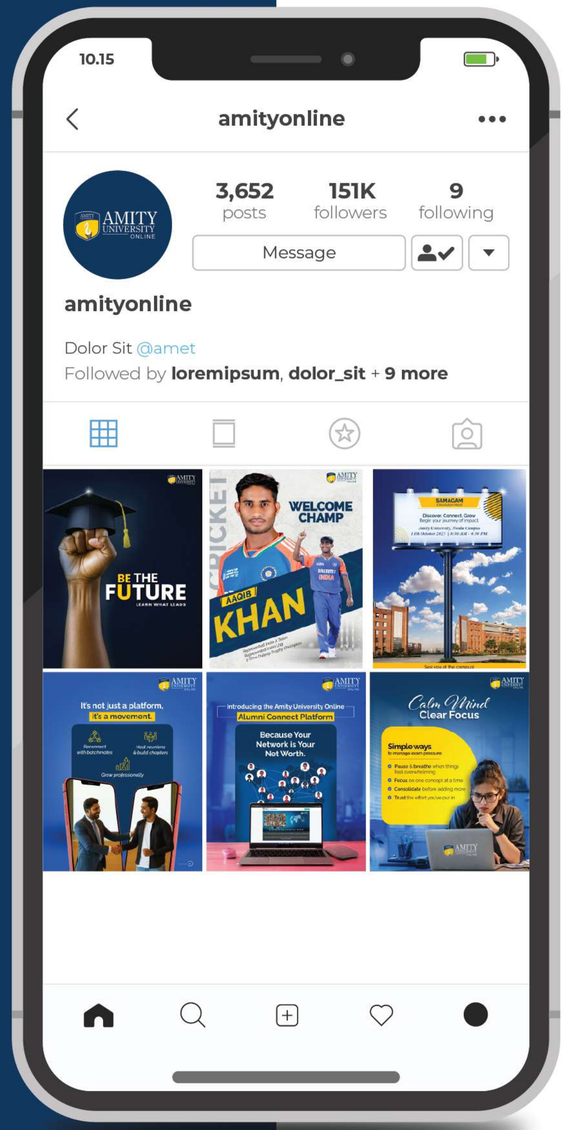




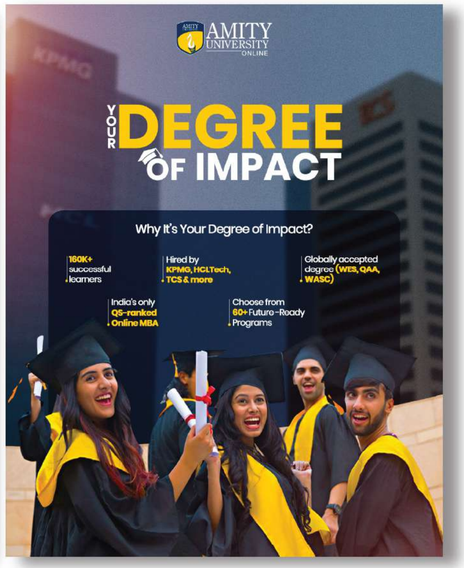
DIGISTREET®
— THE MARCOM CO.—

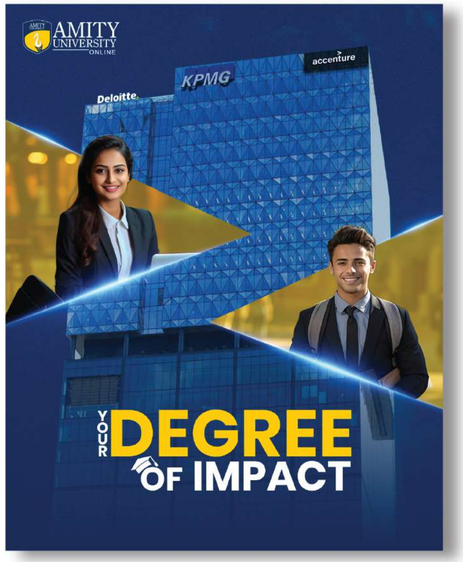
Social

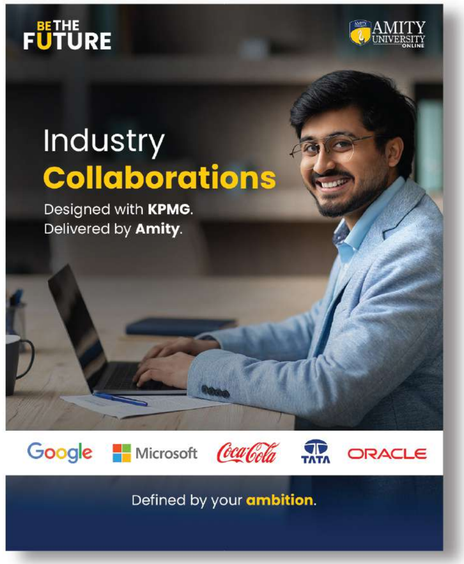
MEDIA









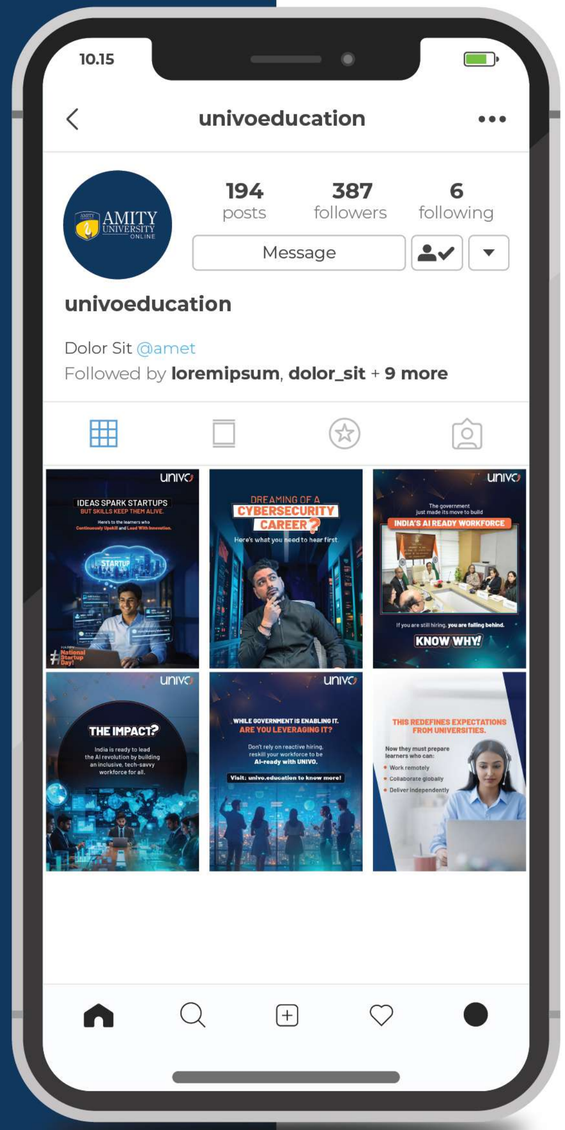


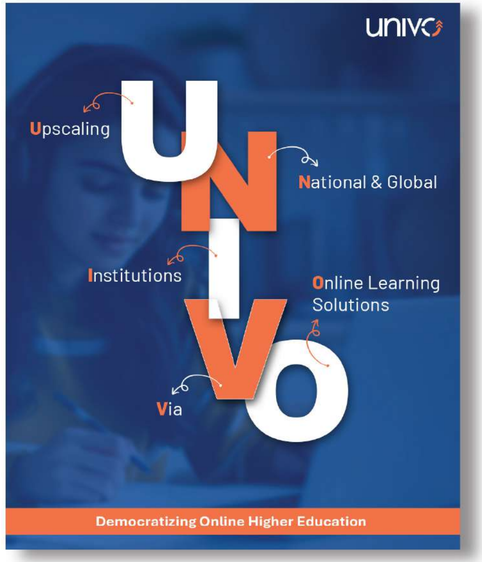
DIGISTREET®
— THE MARCOM CO.—

Social

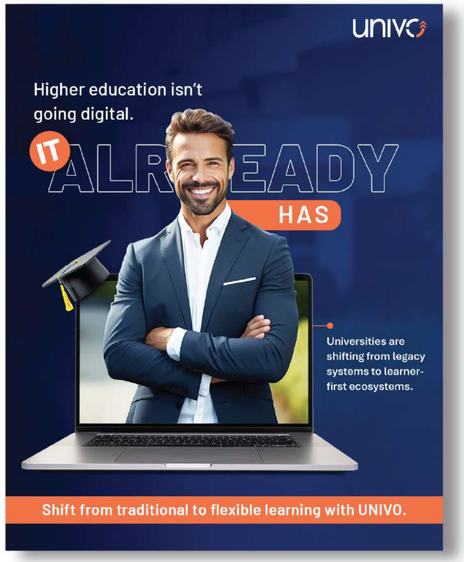
MEDIA

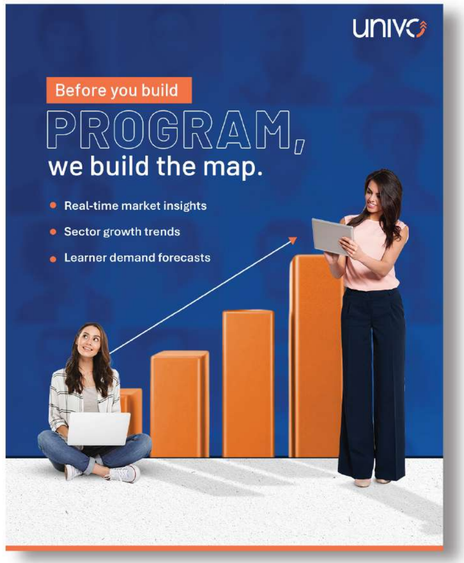
univo









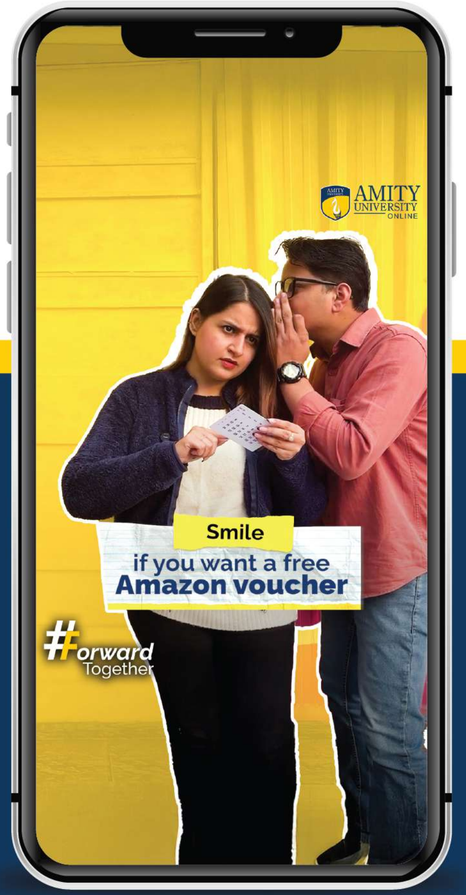


DIGISTREET®
— THE MARCOM CO.—

Social

REELS







DIGISTREET®
— THE MARCOM CO.—

VARDHMAN

Vardhman
Italian Home Finish

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

Our partnership with **Vardhman Decor** has been truly comprehensive — building the brand from the ground up. We conceptualized and developed their **logo, brand identity, brochure, product catalog, and website**, ensuring every touchpoint reflected sophistication and quality.

Under the communication theme “**Italian Home Finishes**”, we positioned the brand as a premium choice for discerning consumers seeking global aesthetics with trusted craftsmanship.

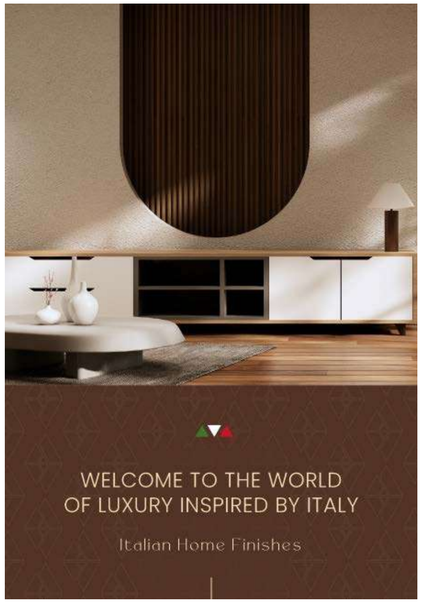
Our engagement further extended to **social media management, SEO, digital marketing promotions, and the creation of high-impact product and factory videos** — helping Vardhman Decor build a strong presence both online and offline.

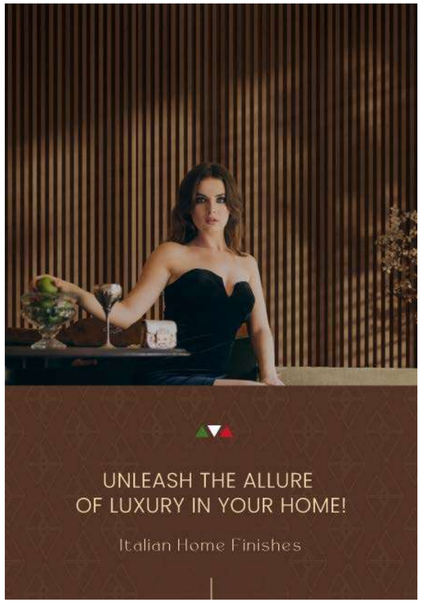
Brand

CREATIVES

Through strategic communication and digital amplification, we helped the brand carve a niche in the premium interior solutions market, making "Italian Home Finishes" synonymous with Vardhman Decor’s name.







DIGISTREET®
— THE MARCOM CO.—

Brand

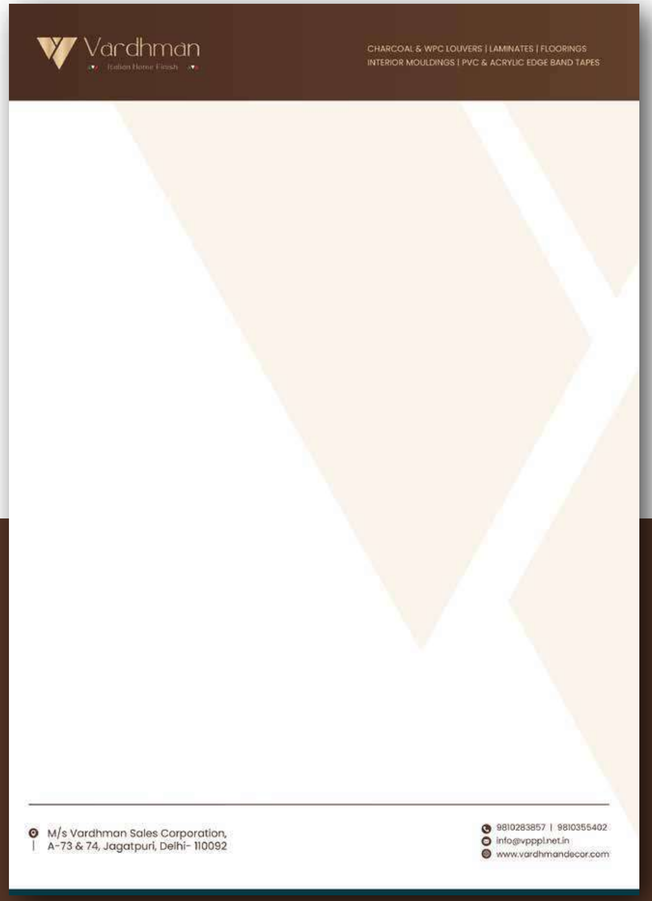
STANDEE



DIGISTREET®
— THE MARCOM CO.—

Brand

LETTER HEAD



INTEX

INTEX

Services Offered

- digital
- Communication
- web

About the Brand

DigiStreet Media partnered with **Intex**, a leading consumer electronics brand, to revitalize its brand presence in a dynamic and competitive market.

We worked on a complete **overhaul of their brand communication strategy, visual identity, and website experience**.

The core communication idea — "**Intex for the Generation Next (NXT)**" — was crafted to resonate with the emerging Gen X audience, positioning Intex as the brand that fuels the X-Factor in today's generation.

This creative pivot not only helped sharpen the brand's positioning but also played a crucial role in bringing Intex back into consumer consciousness, reconnecting with both loyal customers and a new wave of youth audiences.

DIGISTREET®
— THE MARCOM CO.—

COMMUNICATION

GENERATION NXT

Generation Next" represents the bold, driven, and tech-savvy youth shaping the future. We customized this ethos for Intex by positioning it as the brand that empowers the X-Factor of this generation — making **Intex** not just a choice, but a catalyst for their everyday aspirations.

For Intex, we extended the "**Generation Next**" philosophy across all touchpoints — from vibrant Amazon product creatives to dynamic social media campaigns. Every offer banner, festive promotion, and digital creative was crafted to reflect the bold spirit and aspirations of the new-age consumer. Our focus remained on capturing the energy, tech-ease, and ambition of the youth, ensuring that Intex resonated as the brand for the next generation across e-commerce and digital spaces.

Brand

CREATIVES

Under the “Intex for Generation Next” communication, we crafted a series of social media creatives that linked the brand’s diverse product range — from speakers and smartwatches to power banks and accessories — to the fast-paced, style-conscious, and digitally driven youth of today. Each creative highlighted how Intex products complemented the needs of multitasking, trend-aware consumers — be it through “Sound that moves with you” for speakers or “Charge ahead, stay unstoppable” for power solutions. The visuals, tone, and messaging were adapted to speak Gen-Z’s language, making Intex relatable, aspirational, and culturally aligned with the next-gen lifestyle.







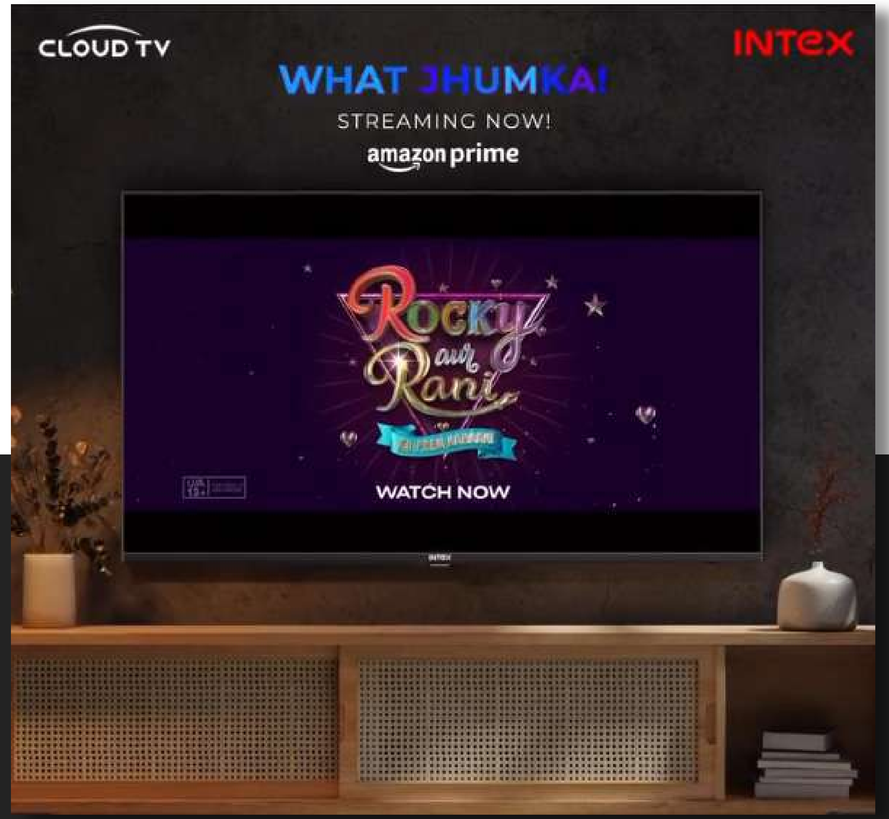


DIGISTREET®
— THE MARCOM CO.—

Brand

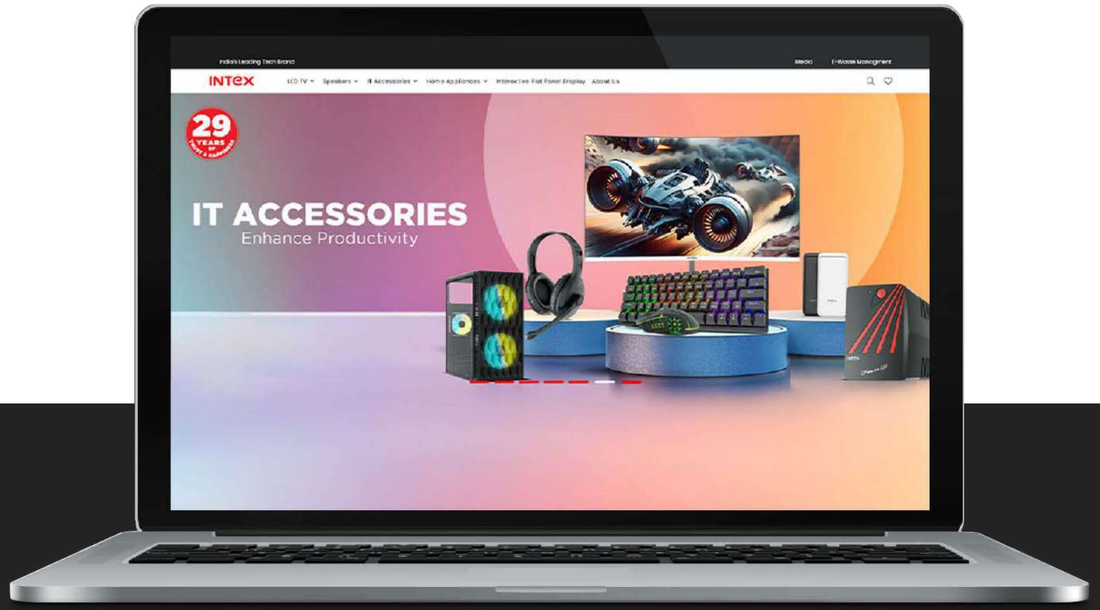
VIDEOS OF AMAZON PRIME

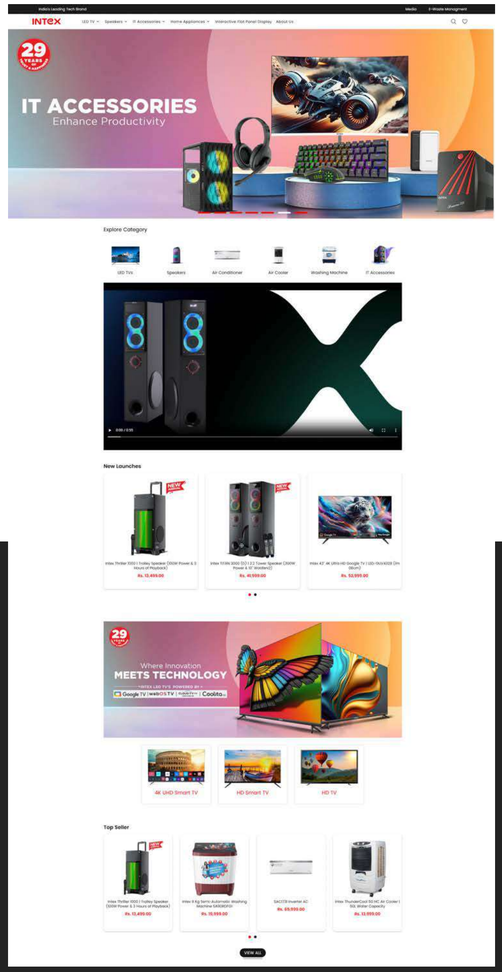


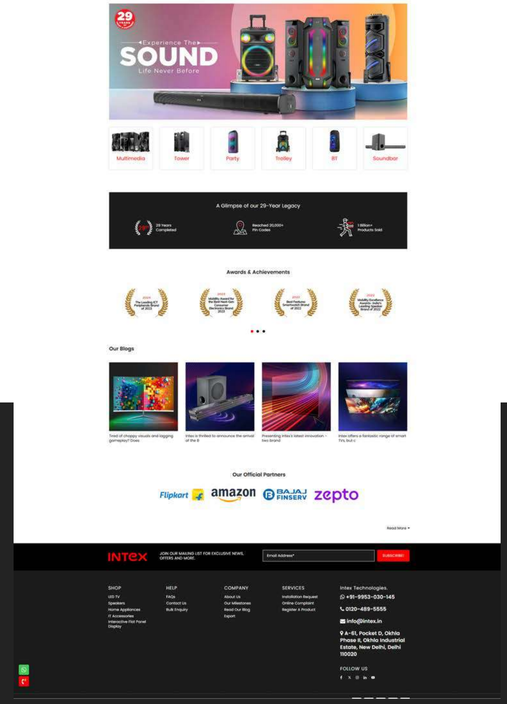


Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

MYND FINTECH

Services Offered

- Creative
- Social
- Website
- SEO
- Performance

About the Brand

DigiStreet partnered with MyndFin as an end to end digital partner, managing the brand's complete digital ecosystem across content, website, social media, SEO, and performance marketing.
Our engagement began with building a strong digital foundation, including website strategy and content development that clearly communicated MyndFin's offerings and value proposition. This was supported by structured SEO initiatives to improve visibility, discoverability, and long term organic growth.

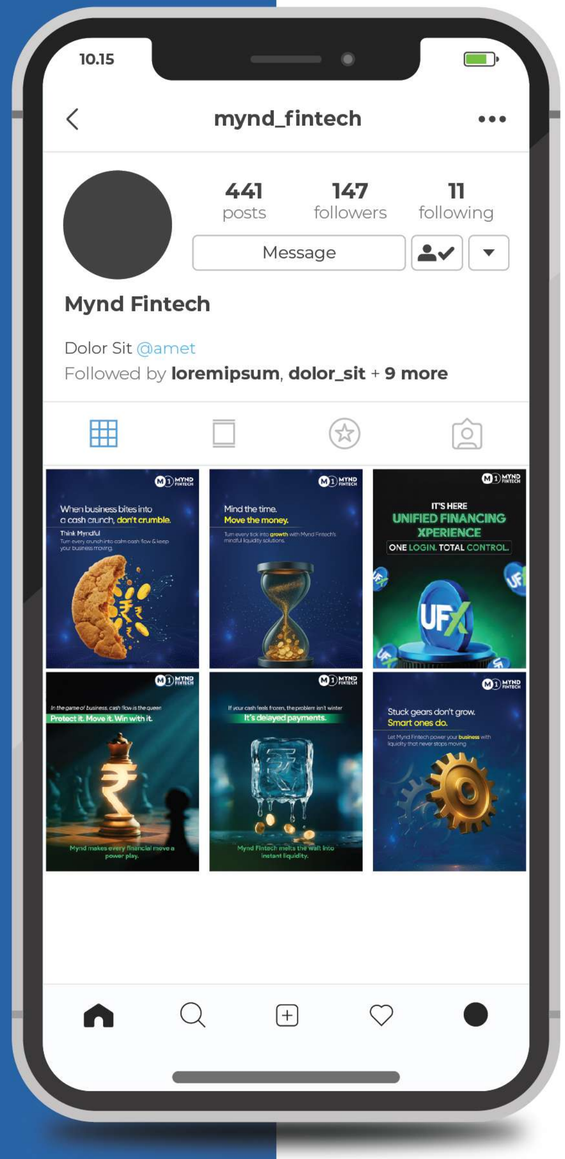
On the social and digital front, we developed a consistent communication framework, translating complex fintech solutions into clear, engaging, and credible content. This included regular content creation, brand led storytelling, and platform specific messaging.

Alongside organic efforts, we also manage performance marketing campaigns focused on awareness and lead generation, ensuring measurable outcomes aligned with business goals. Through a unified and data driven approach, DigiStreet continues to help MyndFin strengthen its digital presence and scale with confidence.

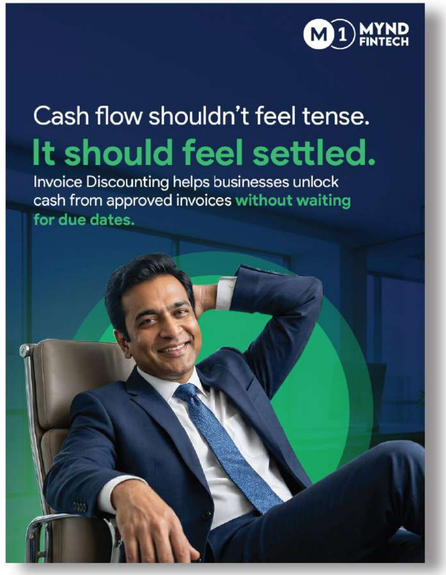
DIGISTREET®
— THE MARCOM CO.—

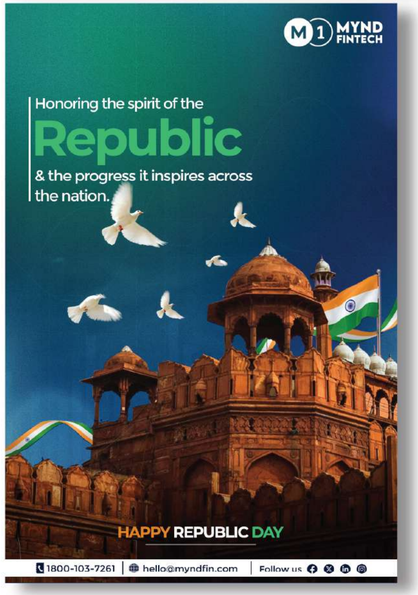
Social

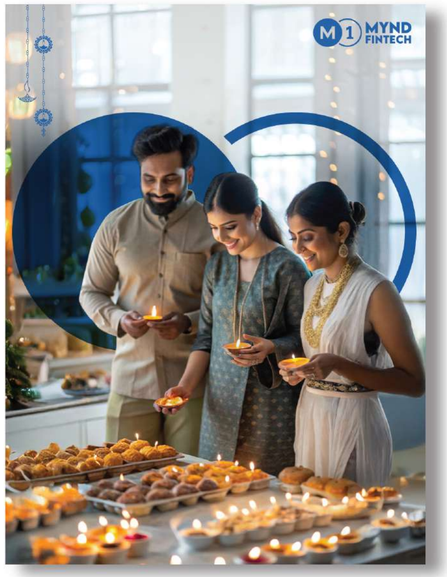
MEDIA







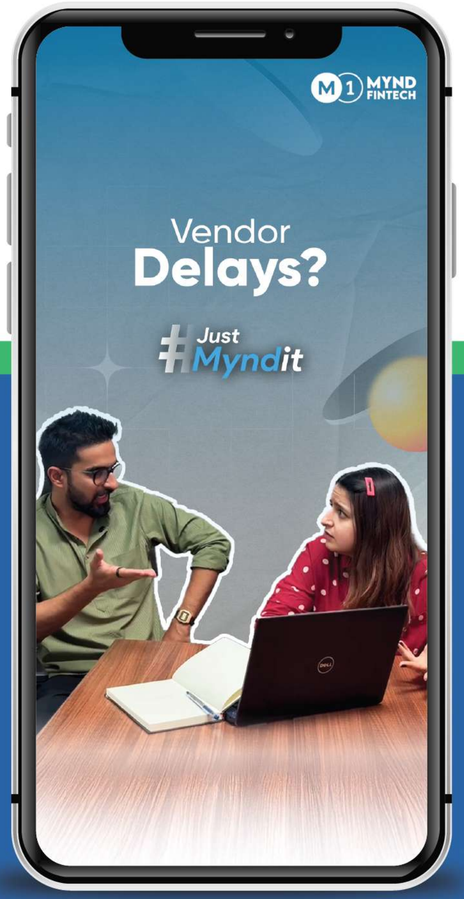


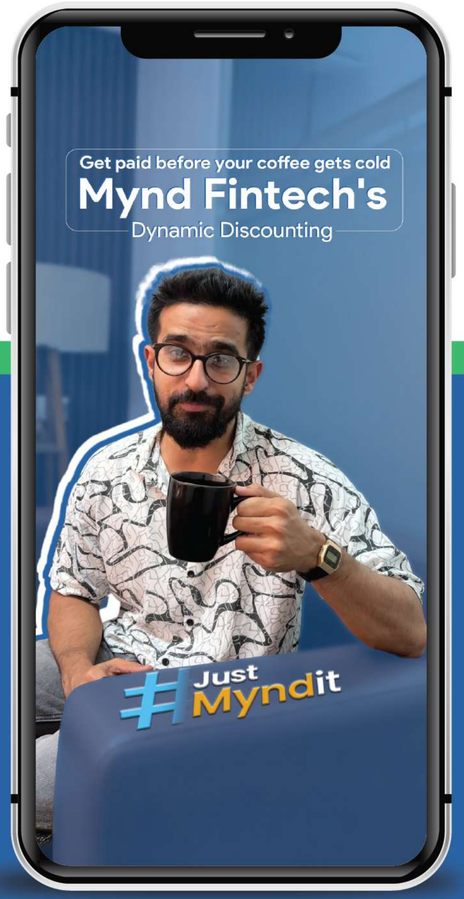


DIGISTREET®
— THE MARCOM CO.—

Social

REELS





DIGISTREET®
— THE MARCOM CO.—

Brand

Brochure



DIGISTREET®
— THE MARCOM CO.—

DREAMFOLKS

DreamFolks

Services Offered

- Design
- Communication
- Digital

About the Brand

DreamFolks is India's largest airport service aggregator, redefining premium travel experiences. Our part- nership with the brand began over a year ago with a focused goal-elevate the brand's digital and offline presence to match its leadership status. With their wide array of airport and travel-related services, we coined the line "It Begins With Dream Folks" to become the anchor of all communication. Whether it's lounge access, meet-and-greet, or concierge services-every premium travel touchpoint starts with Dream Folks.

Key Deliverables

- Crafted the brand communication strategy: “It Begins With DreamFolks”
- Executed multiple brand shoots to build high-quality content library.
- Designed social media campaigns to communicate services with clarity and style.

Brand

CAMPAIGN

Begins with

This logo identity route embraces stylish, bold, and contemporary typography with a global aesthetic, ensuring a powerful and timeless presence. Each font is meticulously chosen to exude confidence and impact, while the complementary color palette adds depth. Every shade carrying a distinct meaning that aligns with JSV's strategic vision. This approach creates a visually striking yet purpose-driven identity that stands strong on a national & global stage.

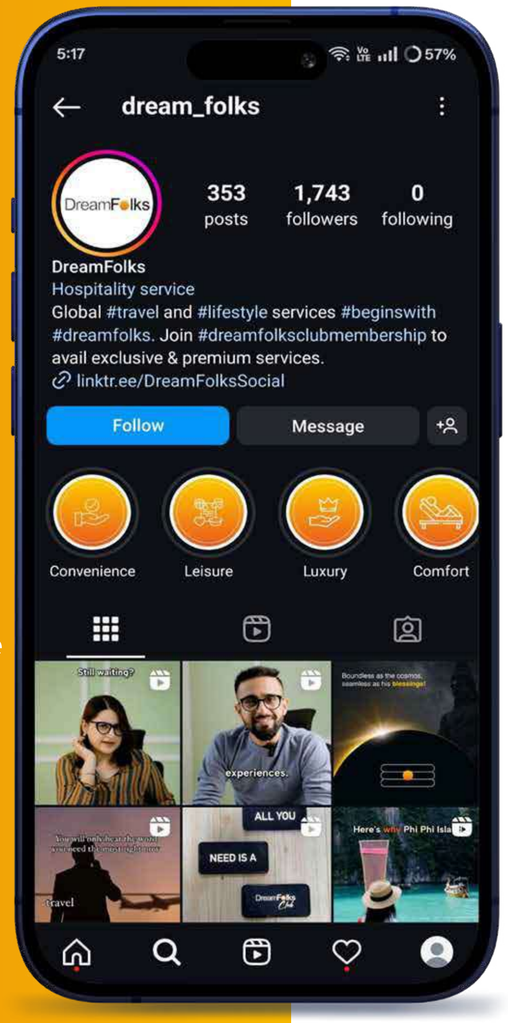
Social
MEDIA

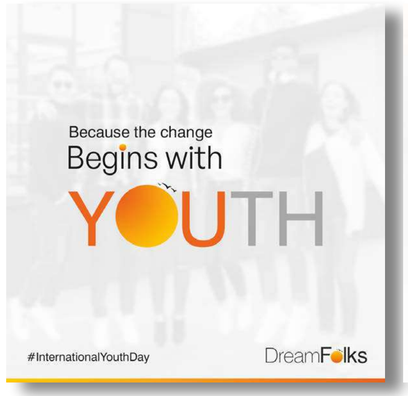
Created a range of corporate collaterals including brochures, decks, and event creatives

Maintained consistent visual and brand identity across all platforms

Results Achieved

- Strengthened brand presence in both B2B and B2C communication spheres.
- Built a seamless, elegant and informative social media narrative.
- Enabled DreamFolks to present a premium, well-aligned image to its clientele and partners.
- Laid the foundation for ongoing campaigns across ATL, digital and partner integrations

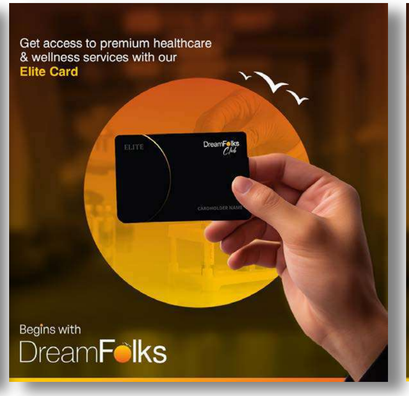














DIGISTREET®
— THE MARCOM CO. —

Social

REELS





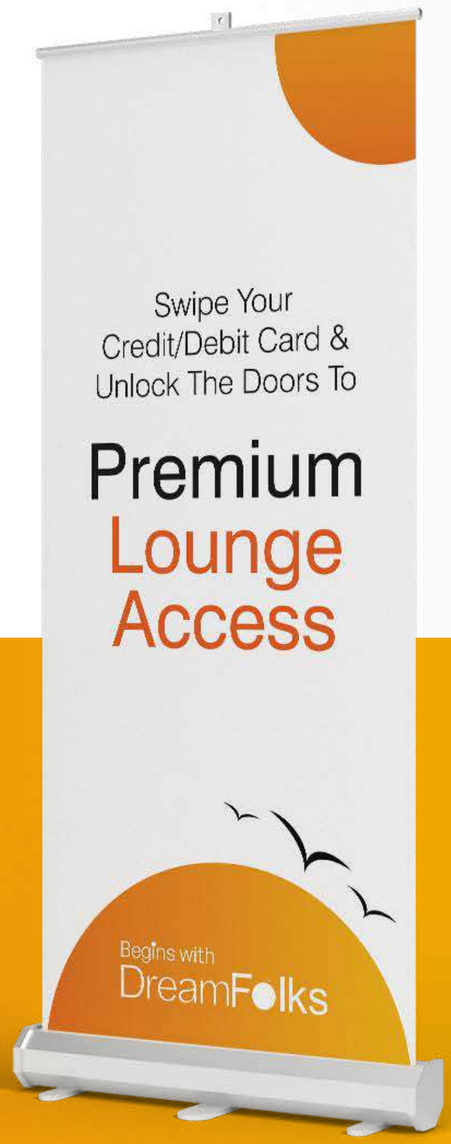


DIGISTREET®
— THE MARCOM CO.—

Brand

STANDEES

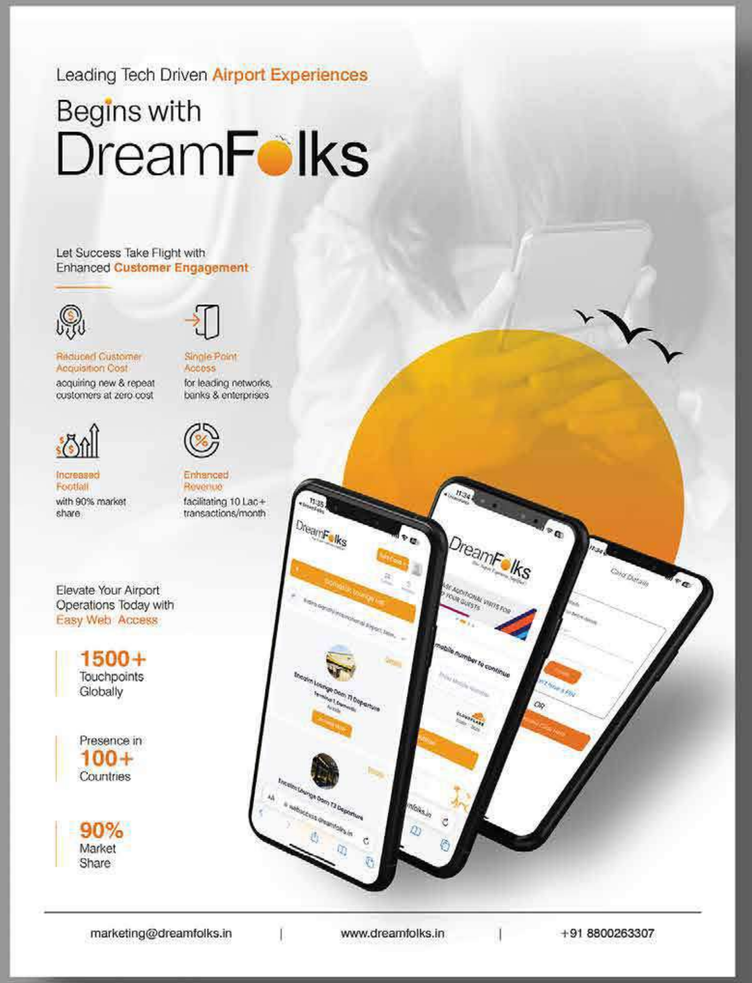




Brand

BROCHURE





DIGISTREET®
— THE MARCOM CO.—

Brand

BROCHURE



DIGISTREET®
— THE MARCOM CO.—

XONN

XONN
Simpler Smarter Xperience

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

XONN emerged as a dynamic fintech brand built to simplify financial experiences for businesses and their teams. The vision was to create a brand that resonates with modern enterprises-offering solutions that are not only powerful but also effortlessly accessible. We were entrusted with everything from naming the brand to crafting its communication strategy. With a brand ethos of "Simpler. Smarter. Experience.", we positioned XONN as "Experience on the Go", encapsulating convenience, intelligence, and on-the-move financial empowerment.

Key Deliverables

- Complete branding including name, identity, brand line, and positioning.
- Designed and developed their website with a sleek UI/UX strategy.
- Executed end-to-end brand shoot and developed digital collaterals.
- Handled social media management, with thought-led communication.
- Ran performance marketing campaigns to boost awareness and user onboarding.

Brand

LOGO

Results Achieved

- Built a strong brand foundation from scratch that Stand out in the fintech space
- Created a cohesive brand language across platforms, aiding trust and clarity.
- Delivered an intuitive digital ecosystem through web and social platforms.
- Gained early traction through impactful performance driven campaigns, enhancing visibility and engagement within the target segment.



Brand

NAME IDEOLOGY

Xonn = eXperience + On-the-Go

- Right & Meaningful Experience Rewarding Usage Enriching Lives/Lives Enhancer Immersive/Efficient
- One-of-a-kind Immediate & On-point Solutions Unique Handy/Mobility

Logo

BREAKDOWN





ACCURACY + RELIABILITY + RIGHT EXPERIENCE FOR EVERY USER

The tick mark in the XONN logo is a powerful symbol of trust and correctness. It emphasizes XONN's dedication to delivering flawless solutions that are both accurate and dependable with personalized solutions. It highlights brand's promise of precision and personalization, making XONN the go-to choice for superior financial management.



ENHANCES EXPENSE MANAGEMENT + GROWTH IN SMART SAVINGS + CONTINUOUSLY GROWING INNOVATIVE IMPROVEMENTS

The upward arrow is a visual representation of XONN's commitment to helping users elevate their expense management experience & overall finance-related practices offering the opportunity to optimize spending with systematic management solutions.

DIGISTREET®
— THE MARCOM CO.—

Brand

TAGLINE

Simpler Smarter Xperience

Tagline Rationale:

"Simpler. Smarter. Xperience." embodies the core of Xonn and the essence of our services. "Simpler" reflects our commitment to making financial operations effortless for your business and everyone connected to it. "Smarter" represents our advanced innovations and tools, crafted to help you manage finances with precision and efficiency. "Xperience" captures the added satisfaction and delight that Xonn brings, ensuring every interaction is seamless and rewarding. This tagline is more than just words-it's a promise of excellence in every financial journey you undertake with us.

Social

MEDIA

For XONN, we conceptualized the cheeky and impactful campaign "**Don't Blame Us**", highlighting how their seamless financial solutions lead to happier, more satisfied employees. The campaign playfully positioned XONN not just as a service provider, but as a catalyst for employee delight and workplace positivity. With vibrant, relatable creatives and witty messaging, we showcased that when employees experience smarter expense











DIGISTREET®
— THE MARCOM CO.—

Brand

REELS





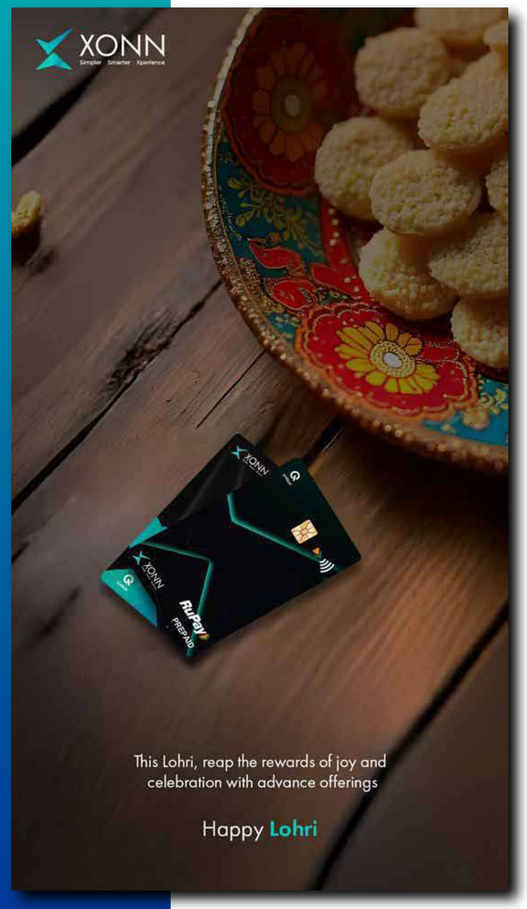


DIGISTREET®
— THE MARCOM CO.—

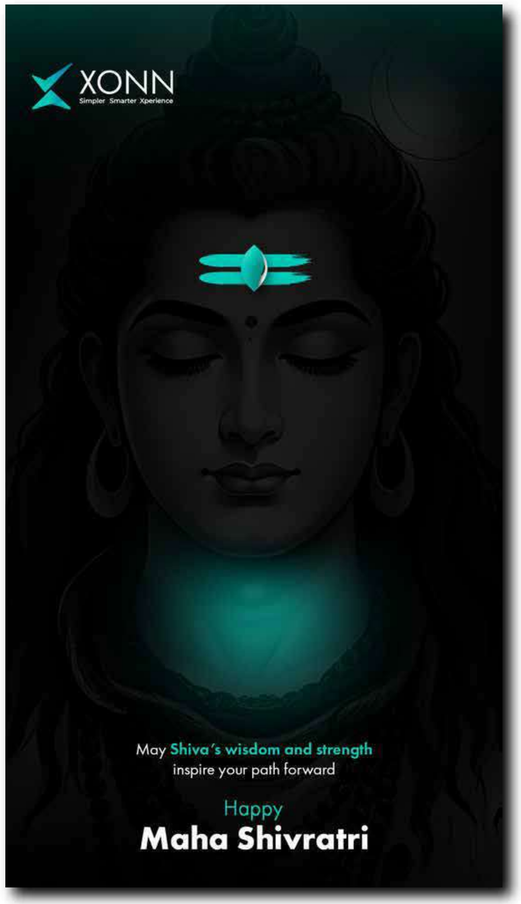
Social

STORY

For XONN, we ensured that every important cultural and festive moment — whether it was Lohri, Makar Sankranti, or other celebrations — was uniquely customized using their logo elements and house colors. These vibrant, brand-aligned festive stories not only preserved XONN's visual identity but also made them stand out across social media, turning simple celebrations into highly engaging, "talk-of-the-town" moments for the brand.







DIGISTREET®
— THE MARCOM CO.—

Brand

MERCHANDISE



DIGISTREET®
— THE MARCOM CO.—

SHIVALIK

SHIVALIK
Shivalik Small Finance Bank

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

We have been proudly partnering with Shivalik Bank for over two years, managing their internal and external corporate communication to enhance brand consistency and engagement. Our scope of work includes social media management, collateral design, brand videos, and strategic communication initiatives.

Through a blend of creative storytelling and corporate positioning, we've helped Shivalik Bank strengthen its voice in the market while reinforcing trust and credibility among employees, customers, and stakeholders alike.

Social

MEDIA



DIGISTREET®
— THE MARCOM CO. —

Brand

BROCHURE



DIGISTREET®
— THE MARCOM CO.—

Brand

DEBIT CARD



DIGISTREET®
— THE MARCOM CO.—

Brand

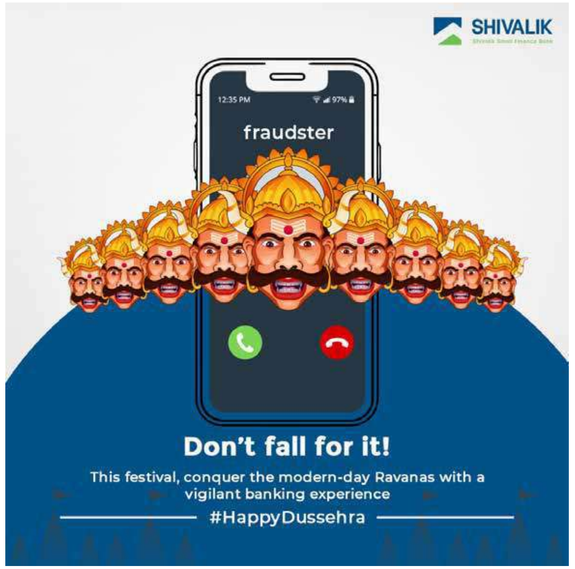
CREATIVES

On social media, we've been consistently curating **festival creatives**, **important day campaigns**, **seasonal offers**, and **engagement-driven posts** to build a vibrant digital presence for **Shivalik Bank**. Our efforts included designing a **distinct social media** language — aligning the brand's visual identity with modern, approachable, and professional aesthetics. This consistent storytelling across platforms has helped in enhancing recall, celebrating milestones, and positioning Shivalik Bank as a customer-first, progressive financial institution.









DIGISTREET®
— THE MARCOM CO.—

DR. HAROR WELLNESS

Dr. Haror's
WELLNESS

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

Previously known as Derma Miracle, the brand underwent a complete transformation to emerge as Dr. Haror's Wellness— a modern, lifestyle-led identity in the premium aesthetic and wellness space. Our challenge was to reposition the brand to reflect its growing stature, vision, and appeal to a wider urban audience. From redefining the name to crafting the brand's new ethos — "Love Yourself" — we created a purpose-driven narrative rooted in self-care, confidence, and personal well-being. This rebranding gave Dr. Haror's the visual and emotional equity needed to expand from a niche clinic to a multi-city chain in just a few years.

Key Deliverables

- Complete brand overhaul: Name change, logo, brand identity, communication.
- Website redesign & development with SEO-first content approach.
- Social media strategy & execution for awareness and engagement.

Brand

LOGO

- Performance marketing across platforms to drive lead generation.
- Video content production: Treatment explainers, testimonials, and lifestyle reels.
- Influencer collaborations & PR outreach for credibility and reach.
- Design & development of brochures, leaflets, packaging, and in-clinic branding.

OLD

DERMA MIRACLE
Revive The Inner You

NEW

Dr. Haror's
WELLNESS

Brand

COMMUNICATION

love yourself

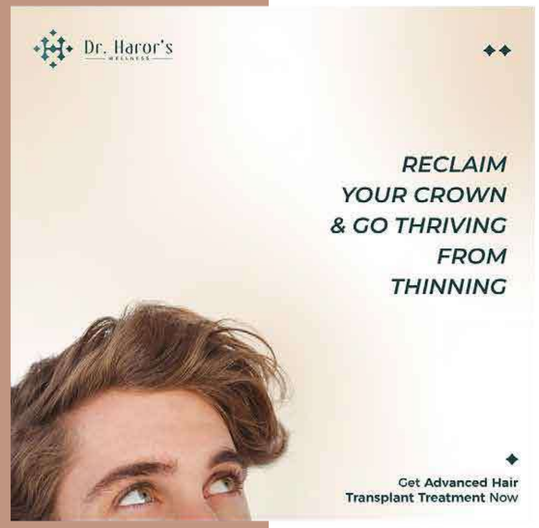
Tagline Rationale:

"Love Yourself" at Dr. Haror's Wellness isn't just a tagline – it's a call to action. It's a gentle reminder that you deserve to feel your best, inside and out. Led by Dr. Navnit Haror, this clinic is where self-love meets expert care, offering cutting-edge skin and hair treatments that not only enhance your appearance but also boost your confidence. With every treatment, we help you rediscover your inner radiance, empowering you to embrace who you truly are. Because at Dr. Haror's, loving yourself isn't just an option – it's the first step toward becoming the best version of you.

Social
MEDIA

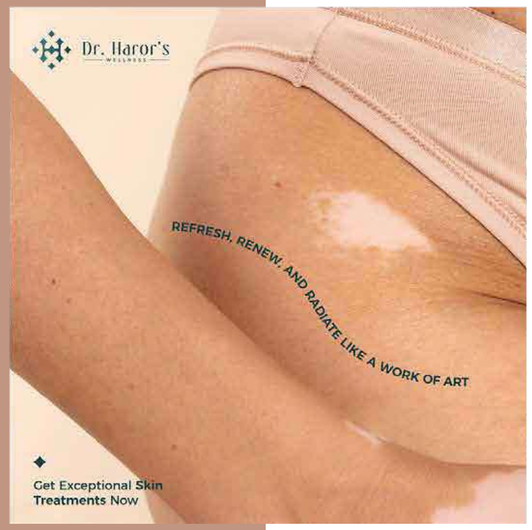
Results Achieved

- From 2 clinics to 20+ branches in less than two years.
- 240% increase in website traffic post SEO and performance campaigns.
- A consistent brand narrative that enhanced trust and loyalty among clients.
- Generated a strong online presence, translating into quality leads and footfall.
- Created a recognizable identity that stands out in the competitive aesthetics & wellness industry.













DIGISTREET®
— THE MARCOM CO. —

Social

REELS



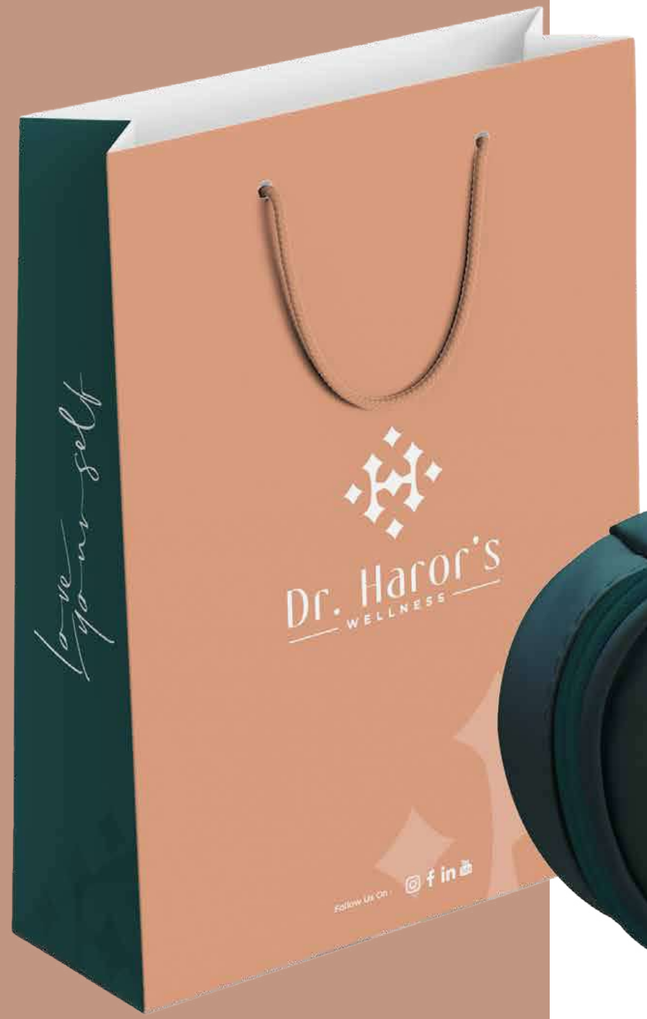




DIGISTREET
THE MARCOM CO.

Brand

STATIONARY





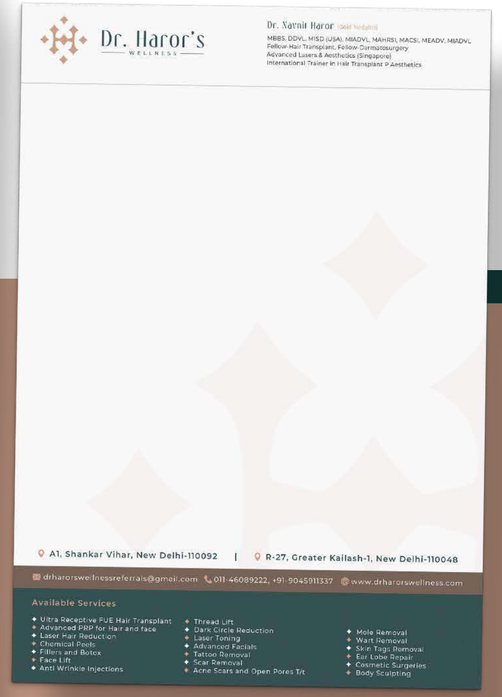


DIGISTREET®
— THE MARCOM CO.—

Brand

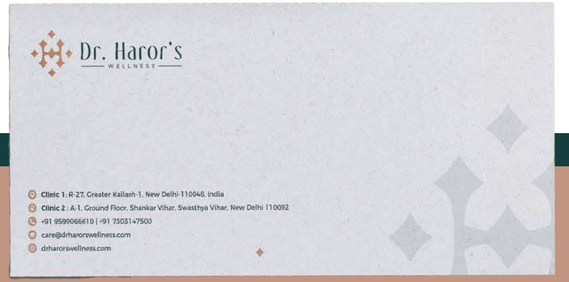
STATIONARY









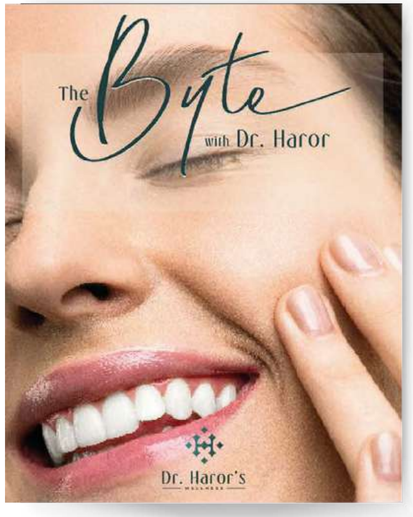






Brand

BROCHURE









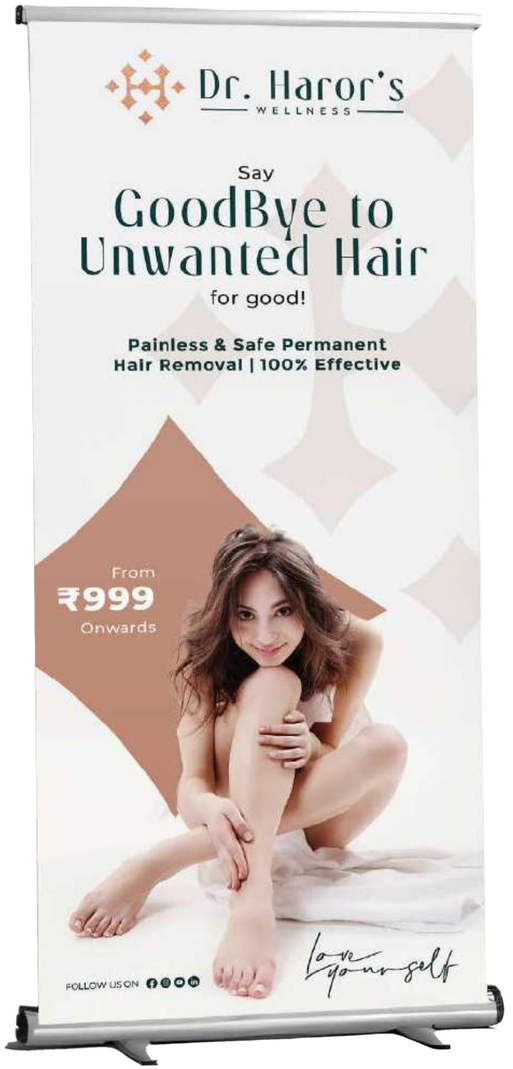
DIGISTREET®
— THE MARCOM CO.—

Outdoor

BRANDING



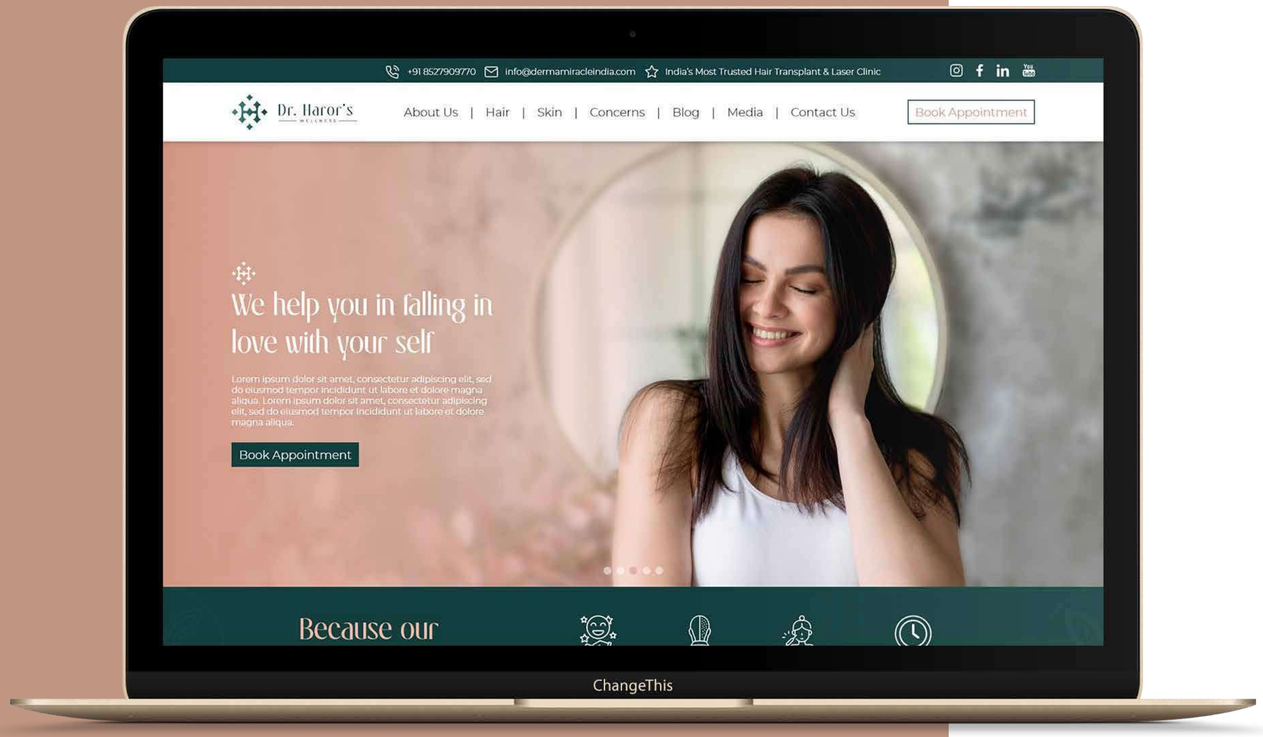


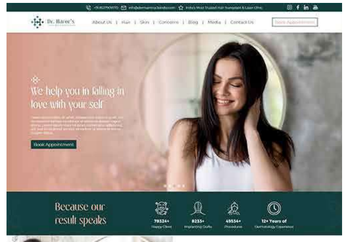


DIGISTREET®
— THE MARCOM CO. —

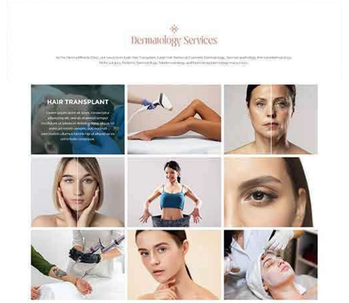
Brand

WEBSITE

























DIGISTREET®
— THE MARCOM CO.—

REGENCO.

RegenCo.

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

Born as an extension of the philosophy behind Dr. Haror's Wellness, Regenco was envisioned to bring science-backed personal care and wellness products to everyday routines. From naming the brand to developing its identity, Regenco was shaped as a purpose-driven label that believes in self-love, care, and holistic rejuvenation. The name "Regenco" itself is a fusion of regeneration + co. — a brand that grows with you. Drawing from nature's roots and the idea of internal healing, we built a logo symbolizing growth, wellness, and transformation. The brand line "Love Yourself" was seamlessly extended to reinforce the emotional thread from clinic to product.

Key Deliverables

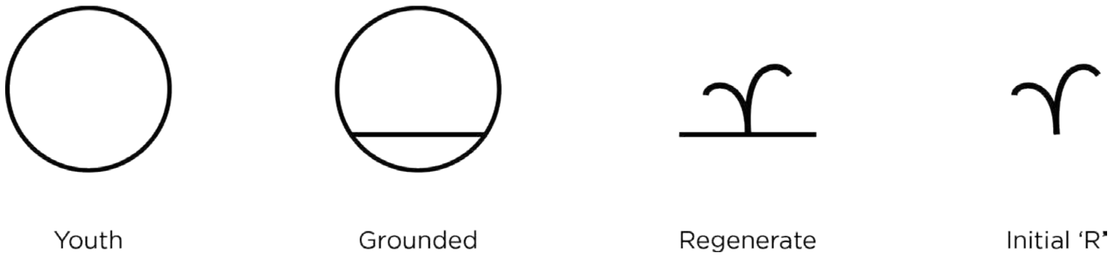
- Brand naming, logo design, and identity system capturing rejuvenation & growth.
- Packaging design that speaks clean, premium, and shelf-ready.
- Website UI/UX & development built for scale and seamless product discovery.

Brand

LOGO

- Social media strategy & execution to educate and engage.
- Performance marketing campaigns to generate trials and build brand traction.
- In-house brand shoot covering product, lifestyle, and ingredient narratives.





DIGISTREET®
— THE MARCOM CO.—

Social
MEDIA

Results Achieved

- A cohesive brand narrative aligned with its parent brand's ethos.
- High recall & retention due to consistent visual language and communication.
- Gained early traction in the D2C wellness space via well-targeted ad sets.
- Enabled a smooth online shopping experience from awareness to conversion.
- Helped position Regenco as a credible skincare & wellness brand from day one.

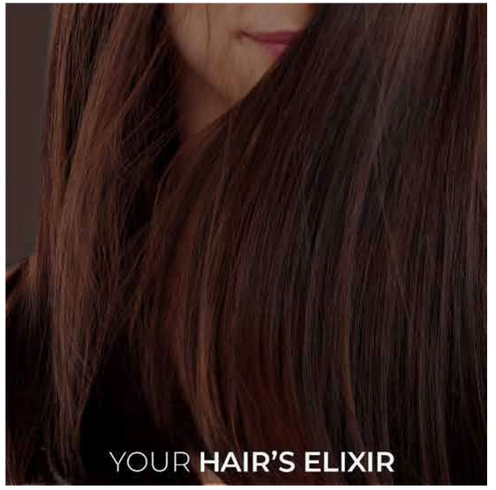








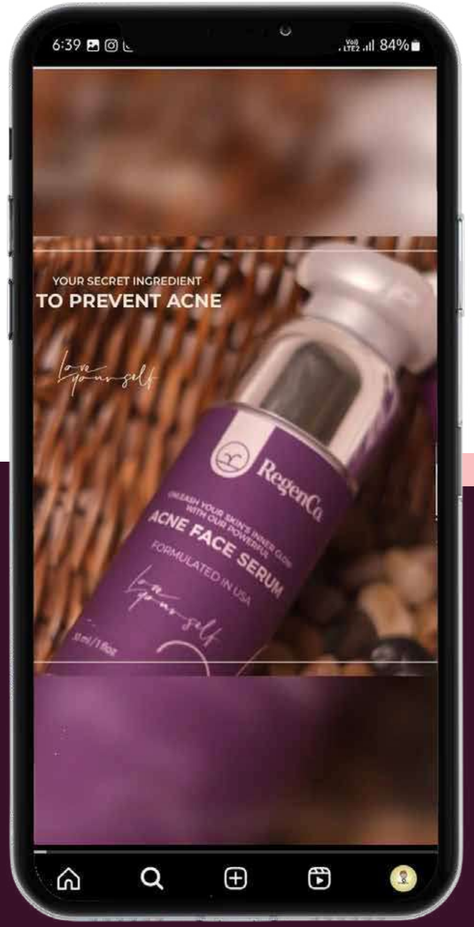




DIGISTREET®
— THE MARCOM CO.—

Social

REELS







DIGISTREET®
— THE MARCOM CO.—

Social

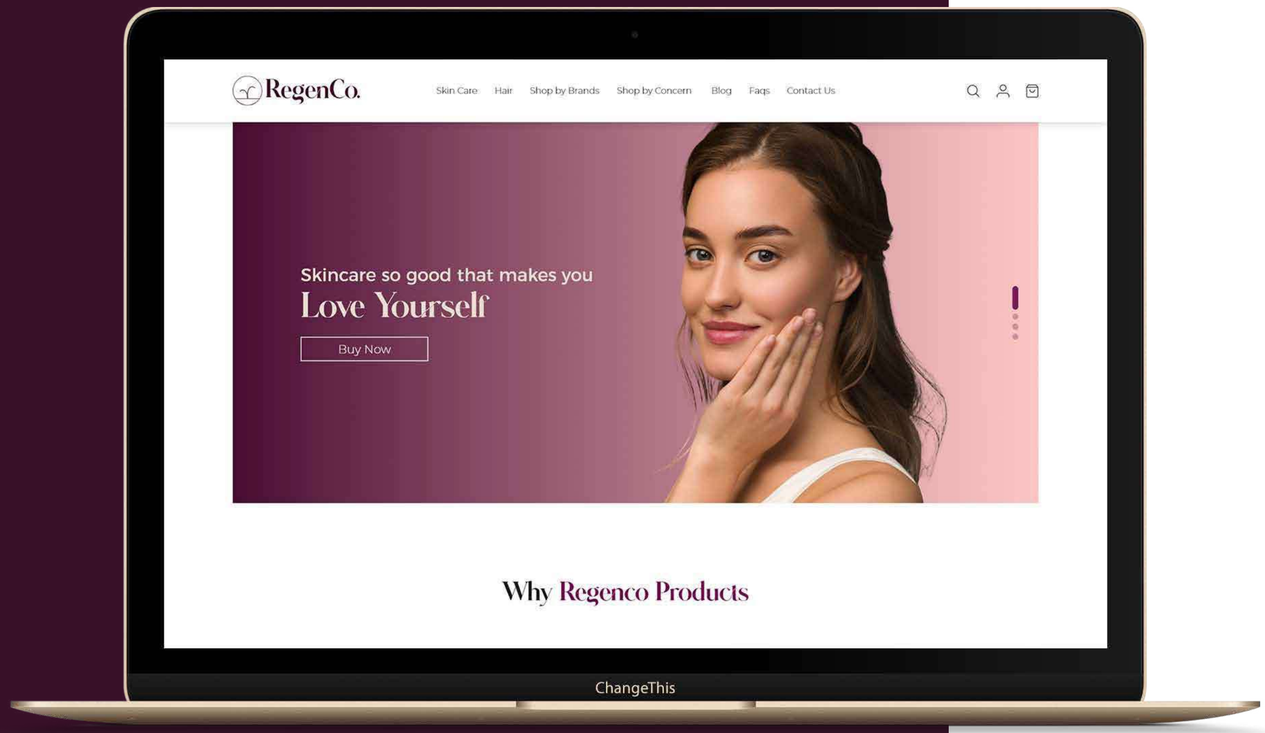
PRODUCTS



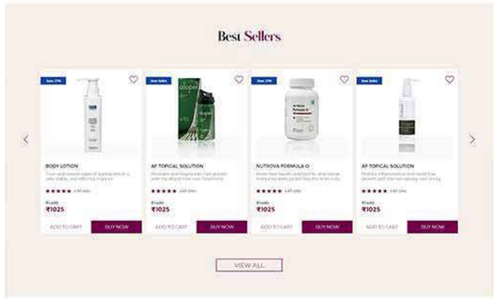
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE



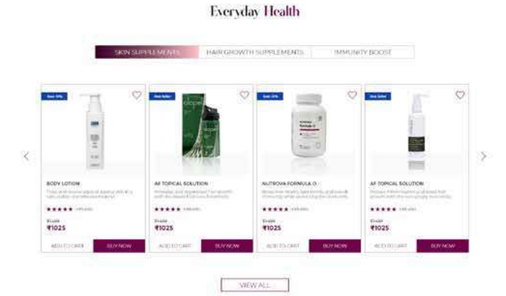


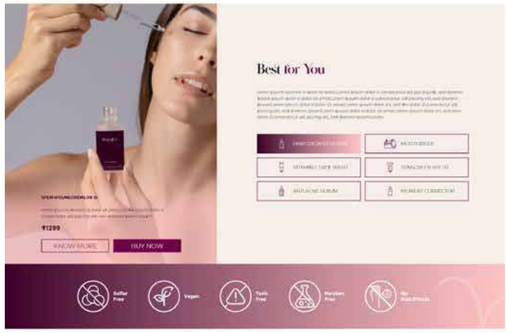
















DIGISTREET®
— THE MARCOM CO.—

BAIL

Services Offered

- Design
- Communication
- Digital

About the Brand

Bail Naturals engaged us for an end-to-end brand development journey, from concept to launch. Our team handled everything from naming the brand to expanding its digital footprint. The scope of work included:

- Brand Naming & Identity: Proposed the name Bail Naturals and developed a distinctive logo with comprehensive brand guidelines.
- Social Media Management: Built and managed the brand’s social media presence, delivering consistent, engaging content that grew an online community.
- Website Design & Development: Created a user-friendly website to showcase products, reinforce the brand story, and facilitate online sales.
- Packaging Design: Designed attractive, cohesive packaging for all product lines, ensuring shelf appeal and brand consistency.

Social

REELS

For Bail Naturals' men's and women's personal care lines, we executed separate brand shoots capturing each segment's distinct style. The men's range featured bold, crisp imagery to evoke confidence, while the women's line showcased vibrant, elegant visuals. This tailored approach ensured each line resonated with its target audience while maintaining a cohesive brand identity.



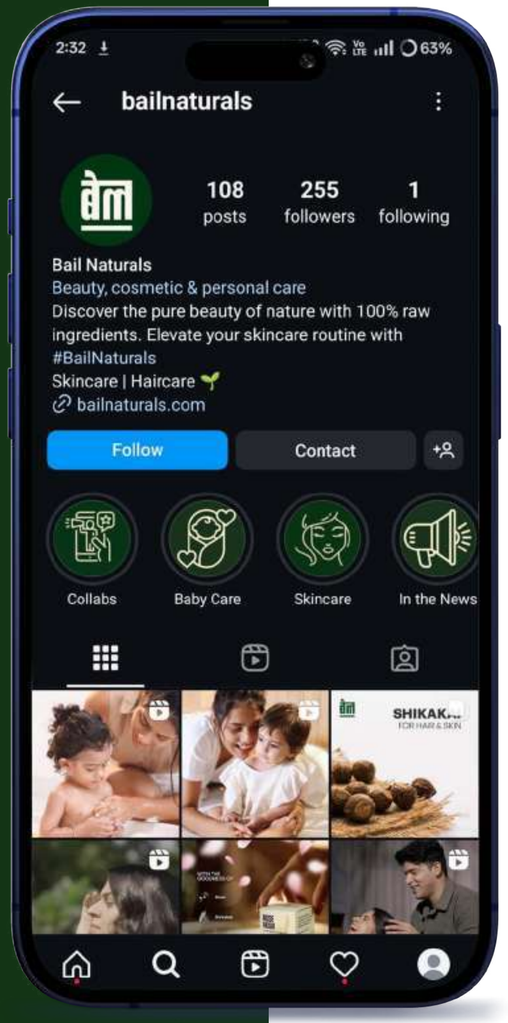


DIGISTREET®
— THE MARCOM CO.—

Social

MEDIA

For Bail Naturals' baby care range, we conducted a dedicated brand shoot to tell a visual story of gentle, natural care. We captured soft, heartwarming imagery featuring infants, parents, and the products – highlighting trust and tenderness. These visuals enriched the brand narrative and resonated strongly with new parents and caregivers.











DIGISTREET®
— THE MARCOM CO.—

Brand

PACKAGING





EARTH RAGA

EARTHRAGA

Ragas of Your Skin

Services Offered

- digital
- Communication
- web

About the Brand

Earthraga, a premium skincare brand committed to clean beauty, partnered with **DigiStreet Media** to redefine its visual and communication identity.

Our scope includes **building comprehensive brand guidelines, curating social media communication frameworks, content production and shoots, and overhauling the website** to match the premium positioning the brand aspires to achieve.

The communication thought – "**Rages of Your Skin**" – beautifully reflects the brand's belief that every emotion, every change, and every challenge your skin experiences deserves thoughtful care.

Our goal: to establish Earthraga as a **trusted, authentic, and luxurious skincare companion** for the modern consumer

DIGISTREET®
— THE MARCOM CO.—

Brand

PACKAGING



Brand

PACKAGING



DIGISTREET®
— THE MARCOM CO.—

Brand

STATIONARY







Brand

MERCHANDISE

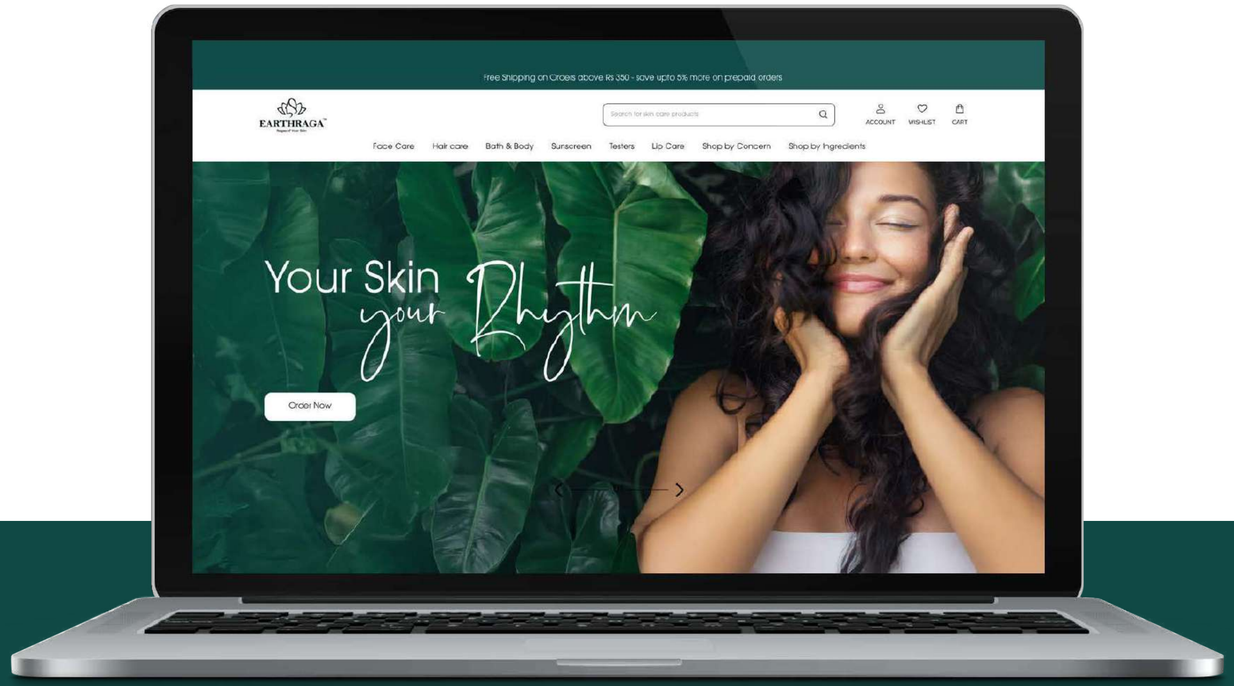




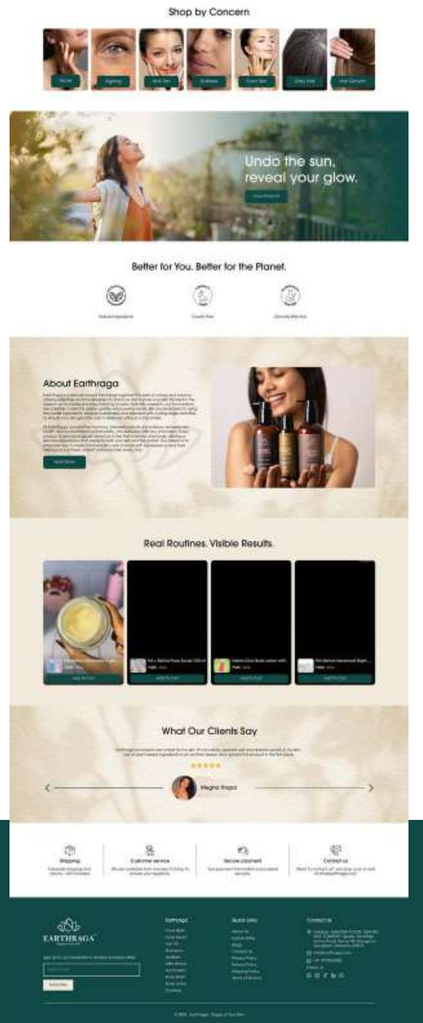
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

GODFATHER

Services Offered

- Design
- Communication
- Online

About the Brand

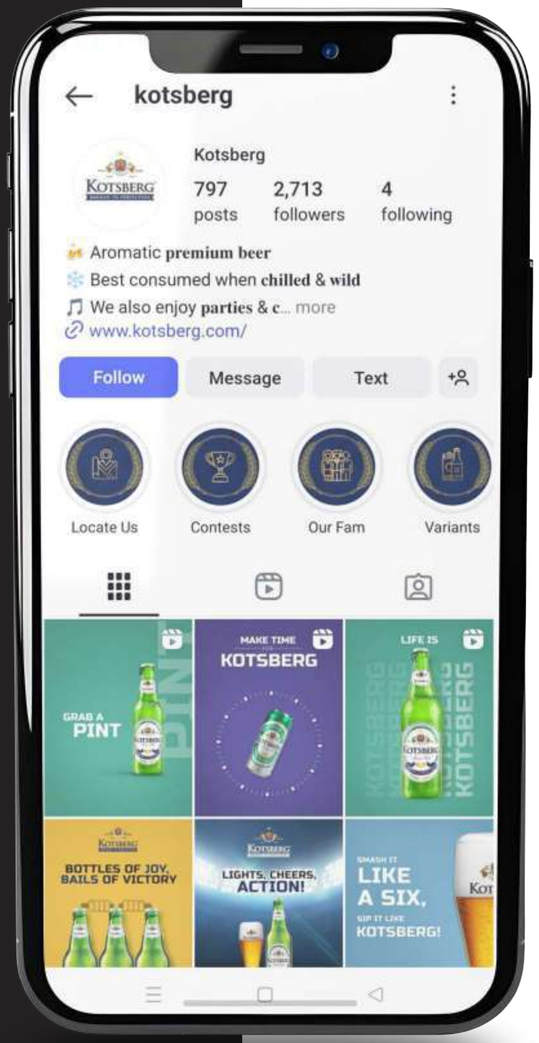
DigiStreet Media partnered with one of India's oldest and most iconic beer brands — **Godfather** — to rejuvenate its image and extend its legacy to a new generation of consumers. Our engagement spanned across **social media management, print communication, offer-based creatives, and integrated brand campaigns** that refreshed the brand's appeal.

We played a vital role in the **launch of their new premium brew, Kostberg**, by crafting impactful communication, handling **brand and product shoots**, and designing visual assets that positioned it as a refined, modern beer for the evolved palate.

Whether it was amplifying **Godfather's strong legacy** or building **Kostberg's market entry**, our creative strategies focused on storytelling, recall, and reach — ensuring that both brands stood tall in a crowded shelf and an even more crowded mindspace.

SHOOTS

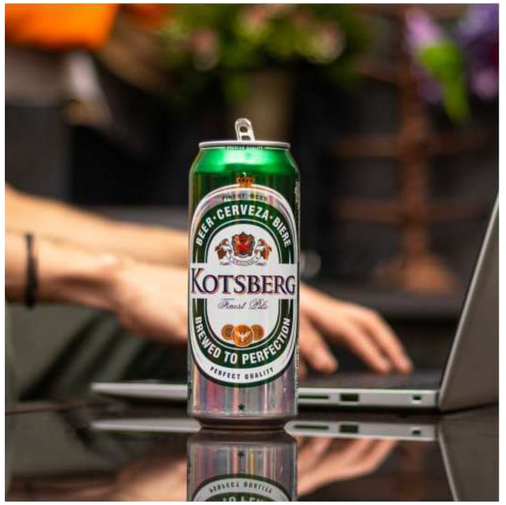
For Kotsberg, we led the India launch strategy — from packaging design to brand positioning. With the bold communication line “Perfection is hitting your town,” we crafted a premium, aspirational identity that stood out in the market. Our efforts included packaging creatives, launch campaigns, and content to drive early buzz and shelf appeal.









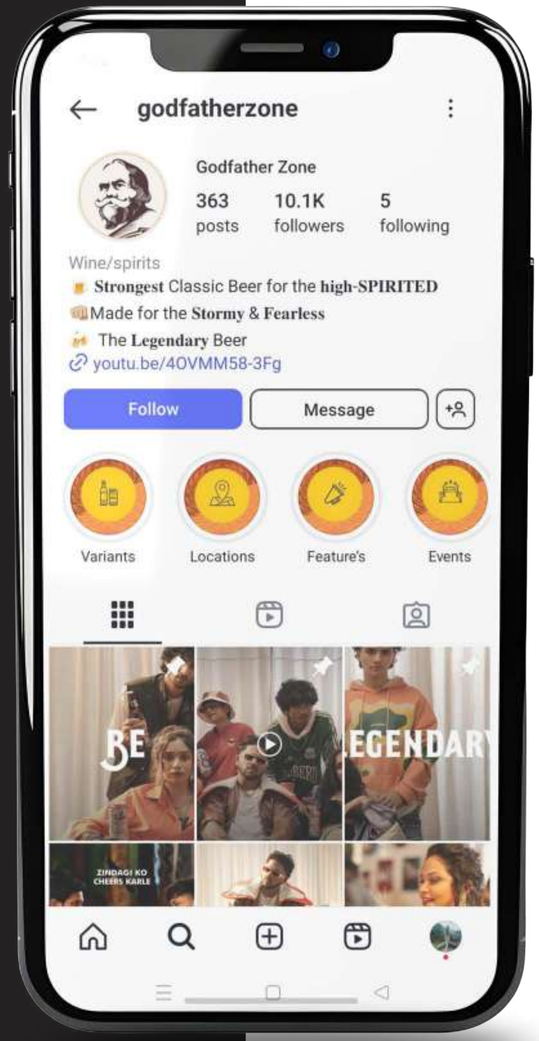


DIGISTREET®
— THE MARCOM CO.—

Brand

SHOOTS

For Godfather Beer, we curated bold and high-impact social media content that matched the brand's legacy and attitude. From striking brand shoots to showcasing product packaging in lifestyle-driven settings, our visuals amplified its premium identity while building strong digital recall for both Godfather and its new variant, Kotsberg.











DIGISTREET®
— THE MARCOM CO.—

Print

COLLATERAL





DIGISTREET®
— THE MARCOM CO. —

BONVIE

Services Offered

- Design
- Communication
- Digital

About the Brand

For Bonvie Snacks, DigiStreet Media was entrusted with building the brand from the ground up. From crafting the brand identity to executing packaging design, website development, social media strategy, and performance marketing—we covered it all. We conceptualized the core communication line "**Your Bite to a Healthy Life**" to reflect Bonvie's mission of offering guilt-free, tasty snacking options.

Our creative efforts extended to brand and product shoots that visually conveyed freshness, health, and indulgence. Through a vibrant content strategy and compelling storytelling, we established Bonvie's voice across digital platforms, helping them gain market recognition and consumer trust

.

We also introduced a quirky campaign line: "**Crunchy Fruit Khaya Kya?**" — sparking curiosity and promoting daily healthy snacking habits in an engaging and conversational tone.

Brand

CAMPAIGN



To drive product recall and consumer engagement, we created the playful and catchy campaign "**Crunchy Fruit Khaya Kya?**" This communication brought attention to BonVie's core product—natural crunchy fruit snacks—making healthy eating feel approachable, trendy, and irresistibly fun. Through dynamic social media content, creative visuals, and influencer engagement, the campaign encouraged consumers to pick BonVie as their go-to guilt-free snack option.

Brand

PHOTOSHOOT

















Brand

PACKAGING



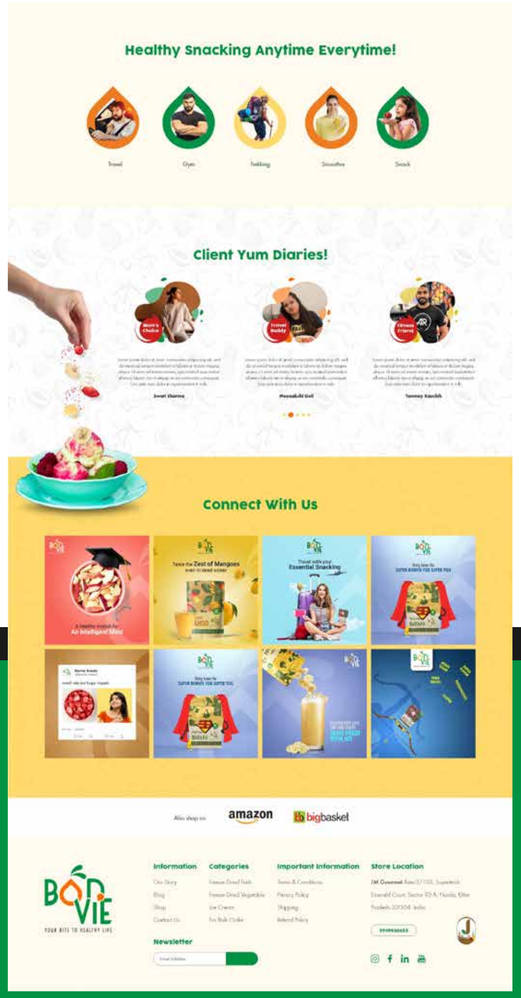
Brand

WEBSITE







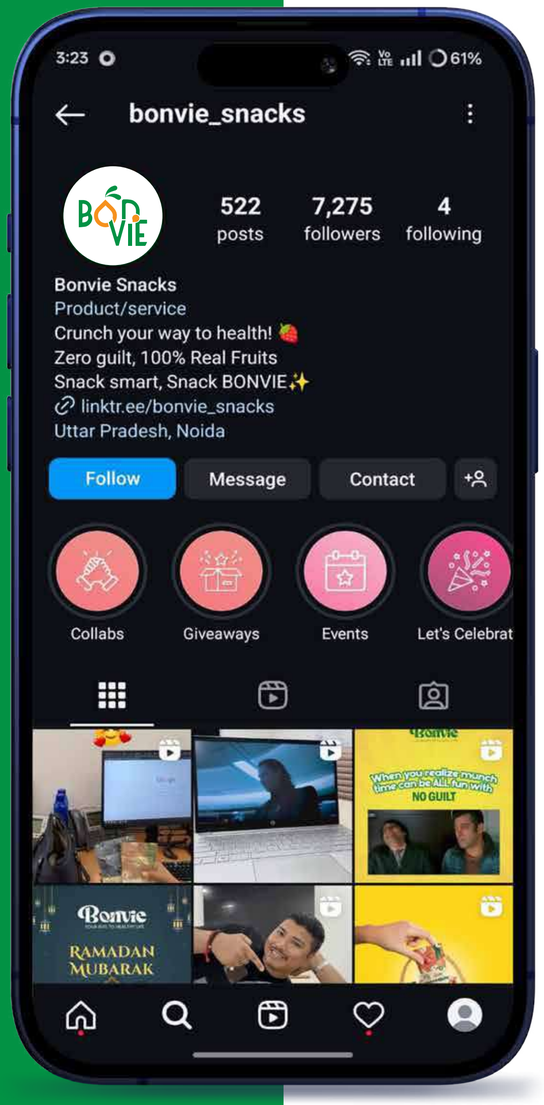


DIGISTREET®
— THE MARCOM CO.—

Social

MEDIA

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.











DIGISTREET®
— THE MARCOM CO.—

Brand

BROCHURE



DIGISTREET®
— THE MARCOM CO. —

TASTY NINJA

पतंजलि

Tasty NINJA



Services Offered

- Packaging
- Social Media
- Communication
- Website
- Digital

About the Brand

Operated by the promoters of Patanjali, Tasty Ninja brings a burst of bold flavors to the everyday noodle experience. Focused on delivering Zoodles—noodles packed with taste and variety—Tasty Ninja targets the new-age consumer who craves excitement with every bite.

DigiStreet Media partnered with Tasty Ninja to craft a vibrant, youthful brand identity and presence across platforms. Our engagement included:

- Packaging Design that stands out on shelves.
- Social Media Management to build excitement and community engagement.
- Brand Communication Strategy to position Zoodles as the tastier, more thrilling noodle alternative.
- Website Overhaul to improve digital touchpoints and drive sales.
- Comprehensive Digital Campaigns to drive visibility and connect with the target audience.

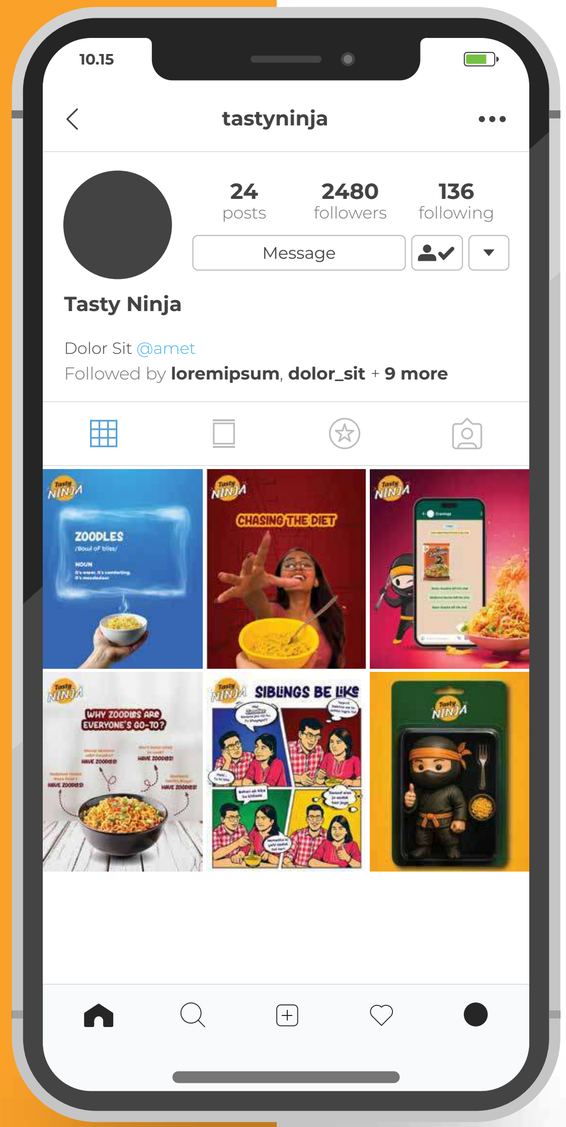
Together, we spiced up the brand story and gave it a flavourful punch in the competitive snacking space!

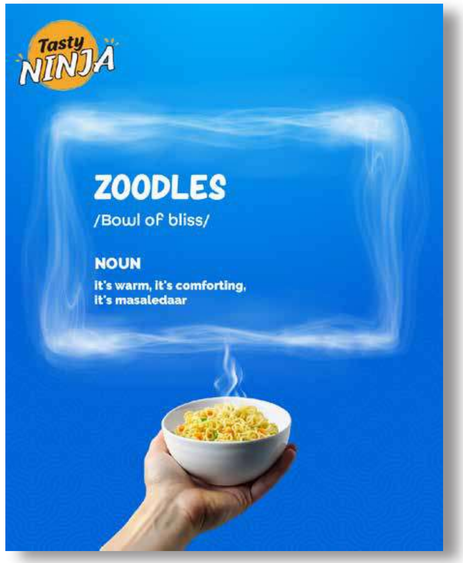
DIGISTREET®
—THE MARCOM CO.—

Social

MEDIA

Successfully managed and scaled the social media presence of Tasty Ninja across platforms like Instagram and Facebook, leading to a significant boost in engagement, strengthening brand visibility, and laying the foundation for a consistent and impactful digital brand identity.









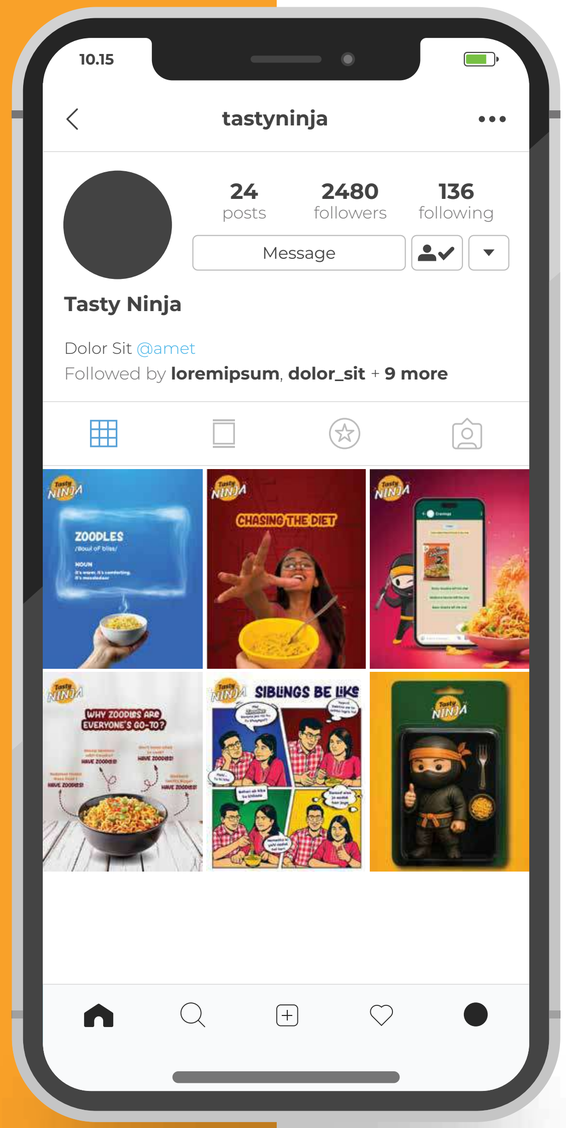


DIGISTREET®
— THE MARCOM CO.—

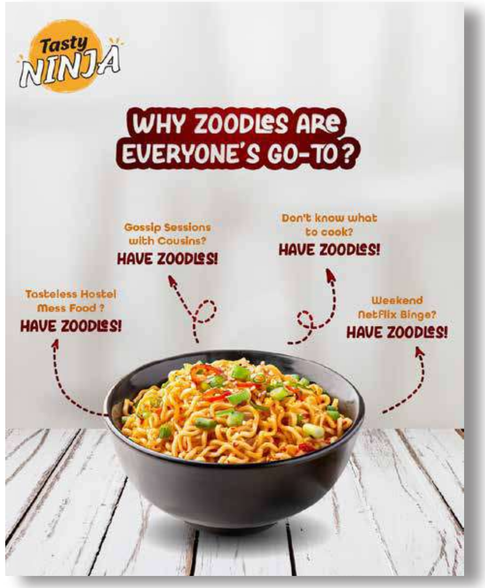
Social

MEDIA

Through strategic planning and execution, I ensured the brand stayed relevant, relatable, and top-of-mind for the target audience.











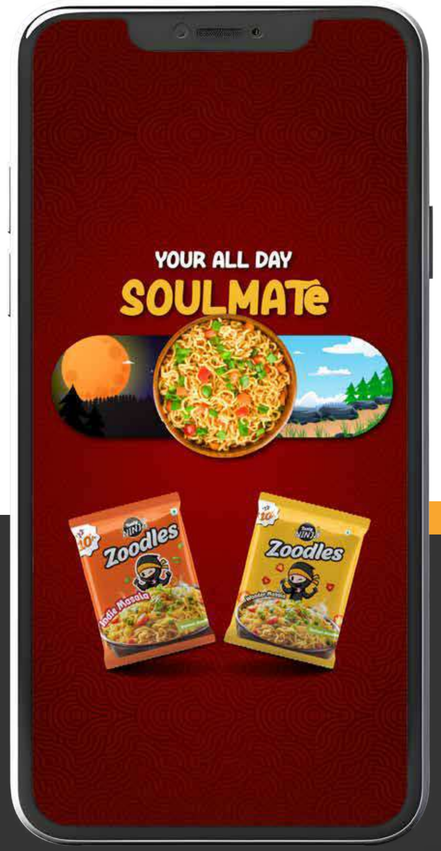
DIGISTREET®
— THE MARCOM CO.—

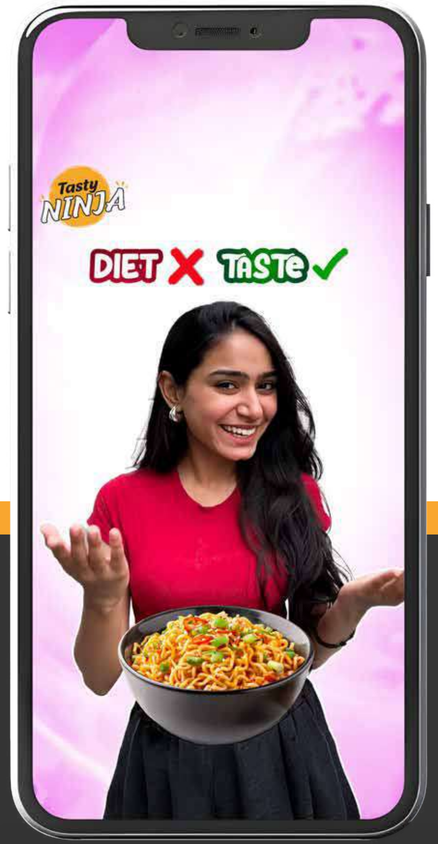
Social

REELS

Designed and delivered high-quality creatives and GIFs that aligned with an aesthetic, eye-catching grid layout, while strategically leveraging moment marketing to keep the content timely, relevant, and engaging.

Proactively incorporated trending formats and audios to boost reach and engagement, while staying aligned with the latest algorithm shifts. Additionally, created in-house, relatable reels tailored for higher shareability, tapping into audience behavior and enhancing organic growth.







Social

CGI

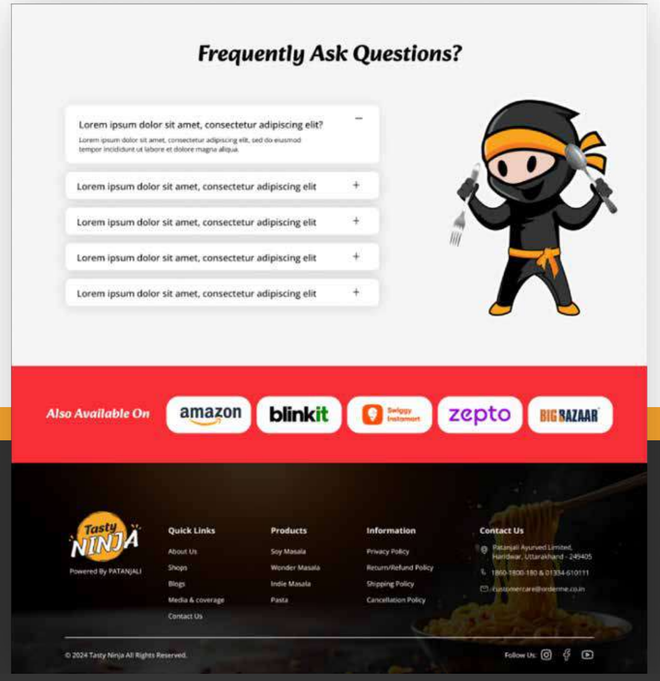
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







Brand

PACKAGING



DIGISTREET®
— THE MARCOM CO.—

Brand

PACKAGING



PROACTIVE PACKAGING OPTIONS



DIGISTREET®
— THE MARCOM CO. —

TADAA

Y-COOK!®

TA-DAA!®

Services Offered

- Design
- Communication
- Digital

About the Brand

YCook (for exports) and its retail arm Tadaa (for Indian markets) are pioneers in offering steamed corn and vegetables — naturally preserved without any chemicals. Focused on delivering Zero Preservatives, 100% Freshness, the brand needed a bold communication and identity system that could resonate globally and locally.

DigiStreet Media played a pivotal role in:

- Logo Identity Creation for both brands
- Brand Communication Strategy highlighting Zero Preservatives as the hero message
- Website Design & Development for seamless global and Indian reach
- Packaging Design that reflects freshness, fun, and trust
- Social Media Management & Content Strategy to build vibrant digital communities
- Brand & Product Shoot Management to create appealing, high-conversion visuals
- Amplification of Digital Operations through strategic campaigns

Brand

COMMUNICATION





Brand

PACKAGING



DIGISTREET®
— THE MARCOM CO.—

Brand

PACKAGING





Brand

PACKAGING



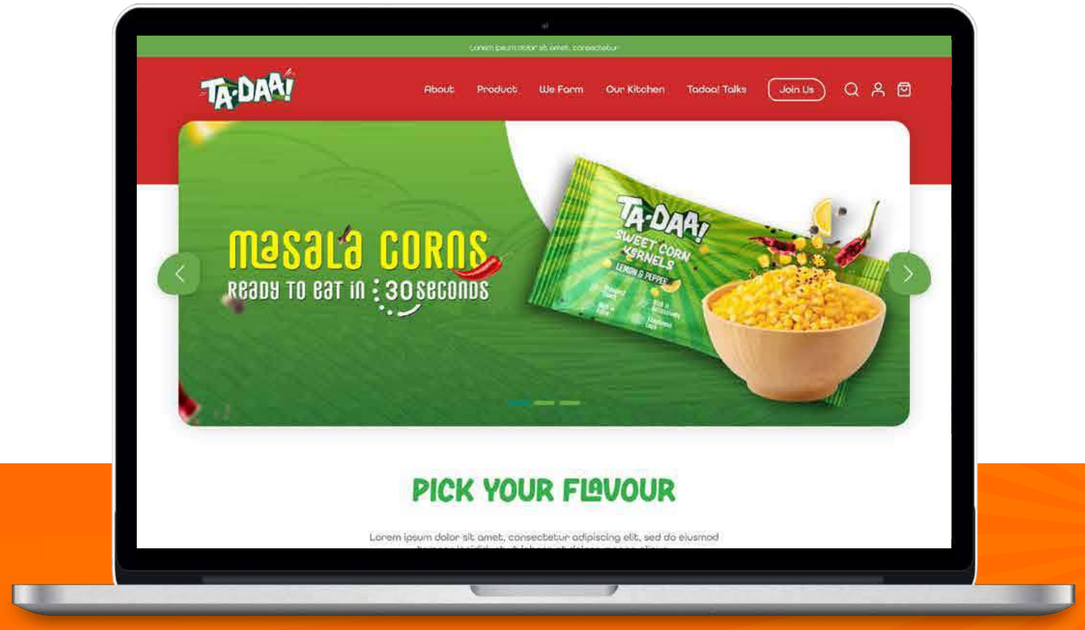




DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE

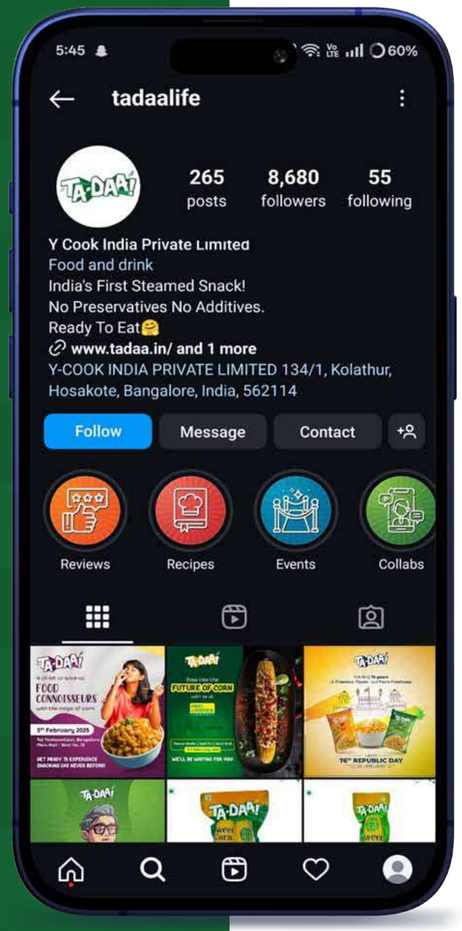


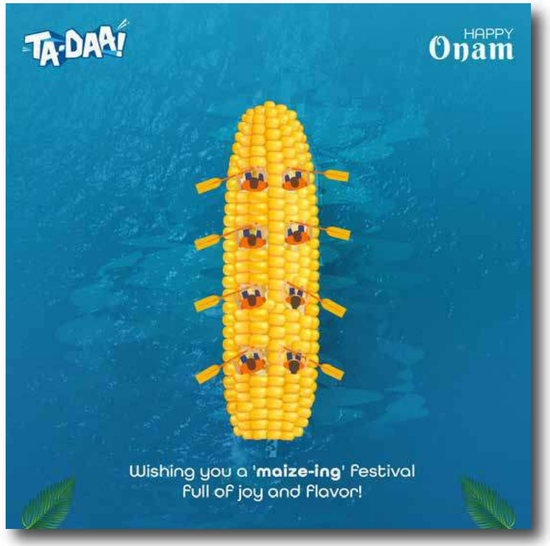




Social
MEDIA

From international markets to Indian retail shelves, we helped YCook and Tadaa plant the seeds of freshness and taste in every consumer's mind.











DIGISTREET®
— THE MARCOM CO.—

JASHN REALTY

Jashn | Realty

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

DigiStreet Media proudly partnered with Jashn Realty to build and amplify the identity of their flagship project Jashn Elevate in Lucknow — a true celebration of elevated living.

Our key contributions included:

- Social Media Content Strategy and execution.
- Sales Promotional Campaigns for both digital and offline channels.
- High-Quality Shoot Management — covering site shoots, model shoots, and influencer collaborations.
- Lead Generation and Performance Marketing to drive qualified inquiries.

DIGISTREET®
— THE MARCOM CO.—

Brand

NEWSPAPER ADS

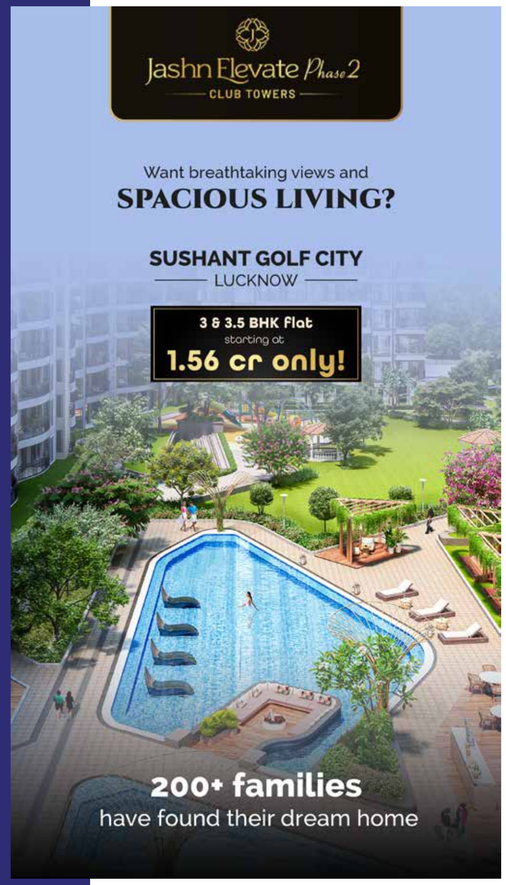


DIGISTREET®
—THE MARCOM CO.—

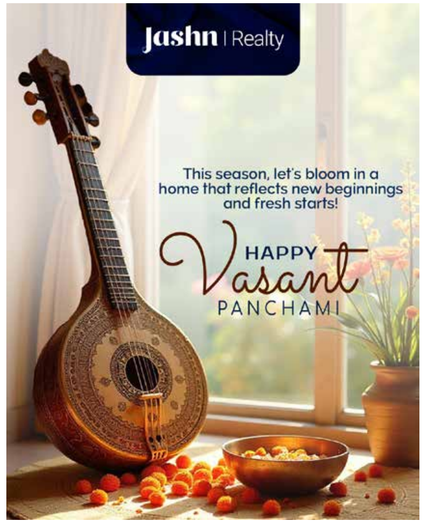
Brand

CREATIVES

For Jashn Realty, we've been managing their social media for over a year, curating a rich mix of engaging content—from UGC and in-house shoots to influencer-driven videos and high-impact offer creatives. Our approach ensures every campaign, whether for special days or promotional pushes, resonates with their audience and drives results. The brand's digital presence has evolved into a vibrant and trustworthy space for prospective homebuyers.









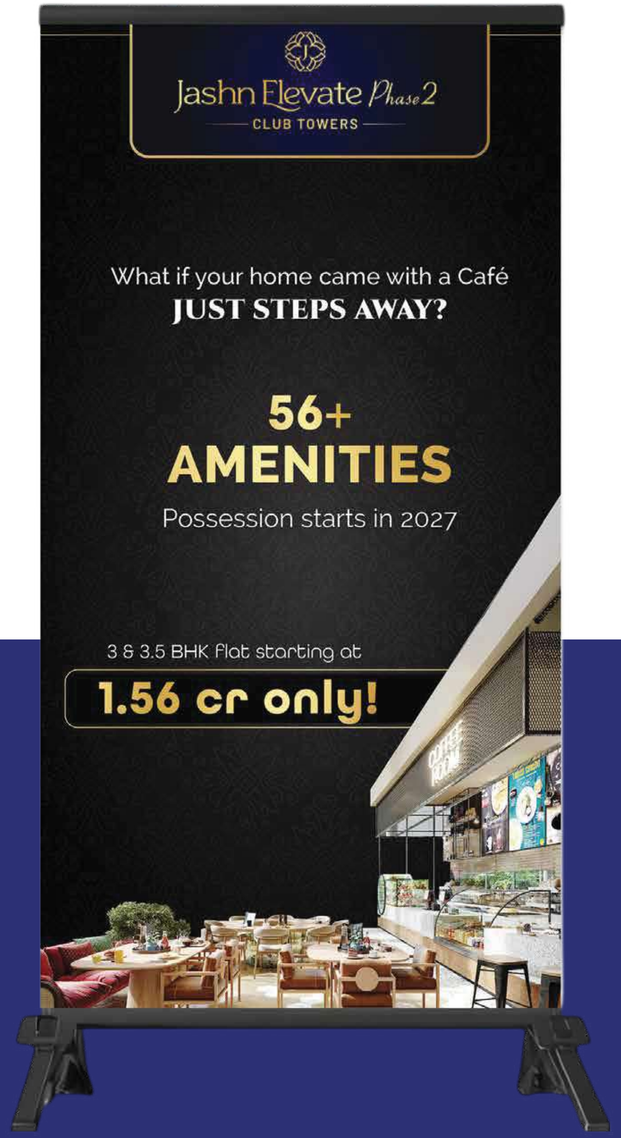
DIGISTREET®
— THE MARCOM CO.—



DIGISTREET®
— THE MARCOM CO. —

Brand

STANDEE





DIGISTREET®
— THE MARCOM CO.—

HOARDING



DIGISTREET®
— THE MARCOM CO. —

HOARDING

Through strategic communication pillars like **"Nawabon ka Naya Pata" and "Khushiyon ka Naya Pata - Jashn e Ganj"**, we successfully infused local pride and emotional connect into the brand story.

Results Delivered:

- **Phase 1**: 225 apartments sold out within just 6 months
- **Phase 2**: 100 premium apartments on track to be sold out by **June 2025**

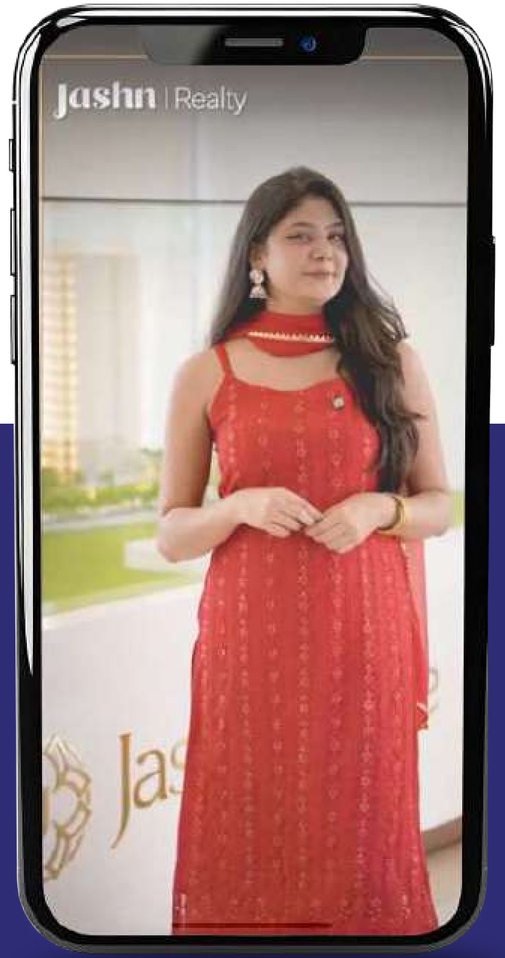
At Jashn, we didn't just sell homes — we helped craft new chapters of celebration for countless families.



DIGISTREET®
— THE MARCOM CO.—

Social

REELS







DIGISTREET®
— THE MARCOM CO.—

Omaxe

OMAXE

Turning dreams into reality

Services Offered

- Design
- Communication
- Online

About the Brand

One of India's largest and most trusted real estate developers, Omaxe partnered with DigiStreet Media to further strengthen its brand presence and drive high-value sales.

Our engagement spanned across multiple projects, including Omaxe Chowk, Chandni Chowk, where our campaigns, performance marketing, and strategic communication helped in successfully selling 20% of the inventory purely through digital efforts.

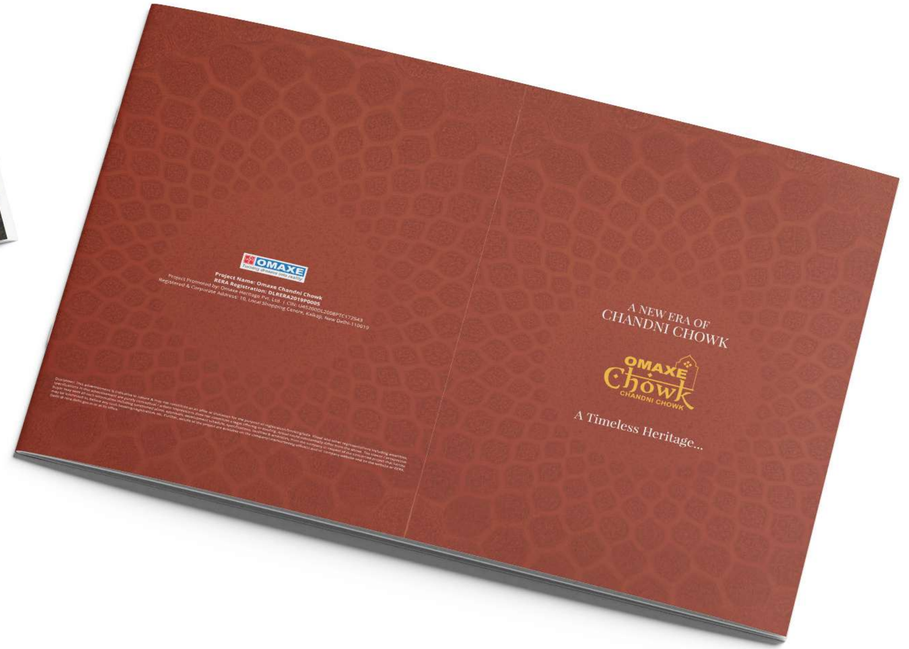
Additionally, we have been consistently enhancing SEO for the Omaxe group website, targeting HNI buyers and boosting organic reach.For Omaxe World Street, Faridabad, our expertise in social media marketing and influencer collaborations played a pivotal role in elevating the project’s visibility and a ppeal, driving footfalls and brand engagement.

At every step, our focus has remained on blending creative excellence with performance-driven strategies to help Omaxe lead and leap ahead in the competitive real estate market.

Brand

BROCHURE





DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE

OMAXE
Turning dreams into reality



DIGISTREET®
— THE MARCOM CO. —

Brand

BROCHURE

Core Fundamental play is “WATER”,Lets build the strong registration.

Water is the main element that one should notice in the project Waterscapes. Keeping the same in mind we designed this brochure where the first impression one gets looking at is that of water. Amidst the water and through the cutout one can get a glimpse of the actual project which reflects the actual idea of Waterscapes. On the inside, a water wave element binds all the pages together with the overarching theme, and a wave element taken from the logo ensures a brand presence and recall. Considering it's a mid-ranged project, we have kept the look sleek yet not too pricy so that it's relatable to the target audience.



DIGISTREET®
— THE MARCOM CO.—



DIGISTREET®
— THE MARCOM CO.—

Brand

COMMUNICATION





Brand

WEBSITE

OMAXE Chowk
CHANDNI CHOWK









DIGISTREET®
— THE MARCOM CO.—

KAMAL

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

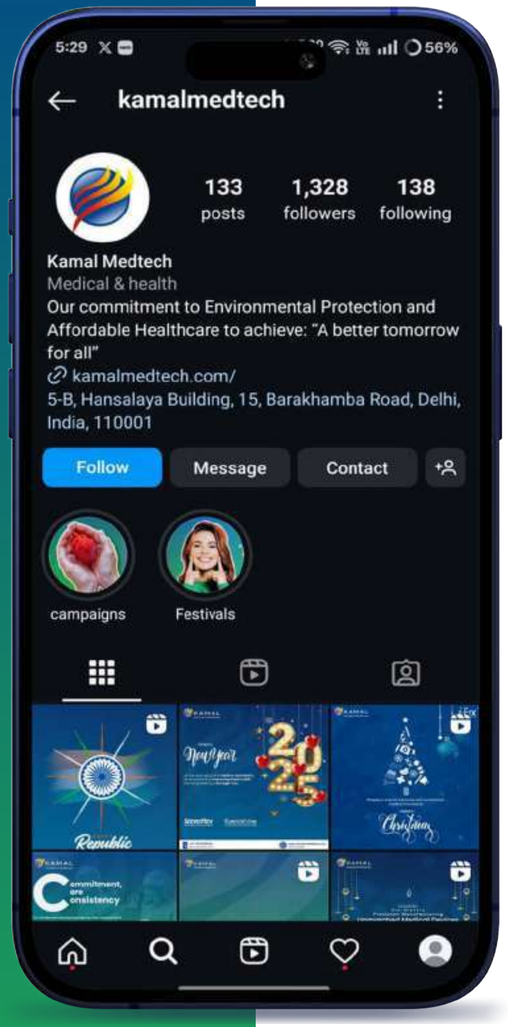
Kamal Medtech, a leader in medical technology and innovation, sought to align its brand identity with global standards to reflect its CE-approved, internationally recognized products. With a focus on precision, innovation, and patient-centric solutions, the company aimed to establish a stronger global presence through brand transformation, digital presence enhancement, and impactful marketing collateral.

Key Jobs Done

- **Brand Identity Revamp:** Redesigned the logo, incorporating a Kamal flower with a human figure inside, symbolizing protection, care, and innovation.
- **Website Redesign**: Created a visually compelling, globally benchmarked website to highlight their world-class medtech solutions.

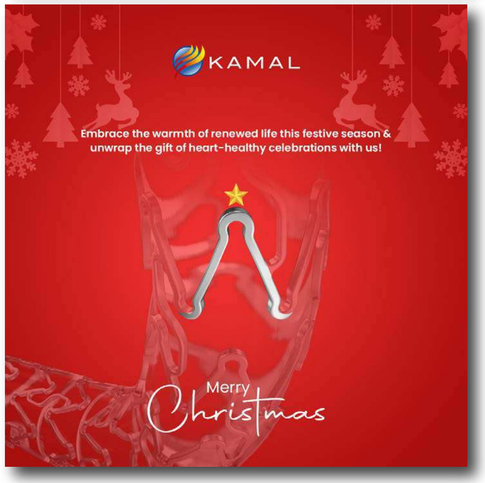
Social
MEDIA

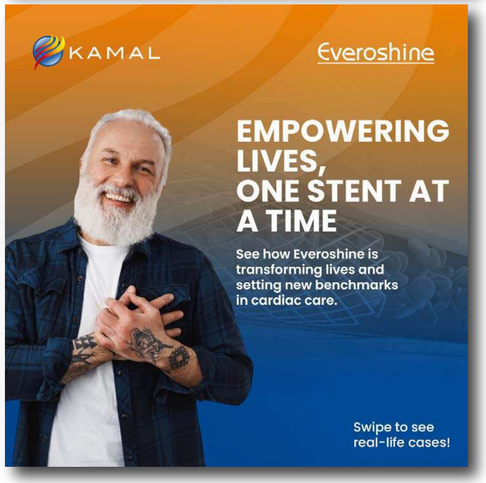
- Social Media Management: Curated content, campaigns, and thought leadership insights to establish authority in the medical technology space.
- Brand Shoot & Leadership Bytes: Captured the essence of Kamal Medtech's mission through high-quality photography and C-level interviews.
- Marketing Collaterals: Designed brochures, leaflets, presentations, and other promotional materials, ensuring a consistent and professional brand appeal.











DIGISTREET®
— THE MARCOM CO.—

LOGO REDESIGN

- The Kamal Medtech logo is a fusion of symbolism reflecting care, cure, and innovation in well-being.
- Lotus (Kamal): A symbol of purity, growth, and resilience, mirroring the company's dedication to healthcare advancements.
- Petals forming a human figure: Represents a people-first approach, emphasizing care and medical innovation.
- This design embodies Kamal Medtech's mission to revolutionize healthcare through innovation and compassion.

DIGISTREET®
— THE MARCOM CO.—

Old Logo

KAMAL
Promise of Perfection

New Logo

Kamal

LOGO BIFURCATION

Kamal



Petals forming a human figure



Lotus (Kamal)

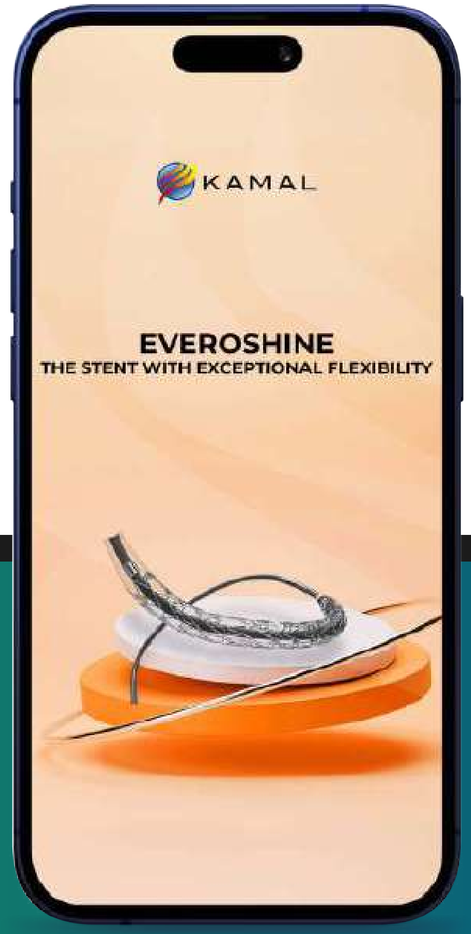
DIGISTREET®
— THE MARCOM CO.—

Social

REELS

Results Achieved

- Strengthened global positioning with a modernized brand identity.
- Enhanced online engagement through a well-structured social media strategy.
- Improved user experience and credibility with a highly optimized website.
- Established thought leadership through management insights and brand storytellig.





Brand

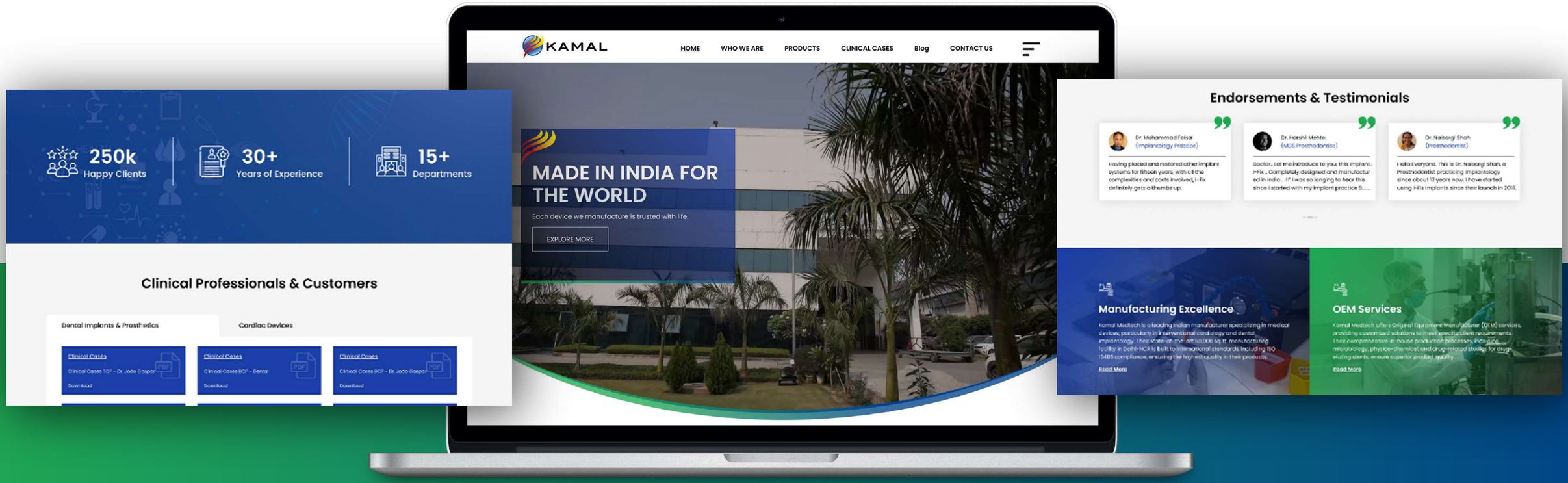
BROCHURE



DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE



DIGISTREET®
— THE MARCOM CO. —

FLYER



DIGISTREET®
— THE MARCOM CO.—

JAGAT PHARMA

JAGAT PHARMA

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

With a legacy of over 35 years, Jagat Pharma has been a name synonymous with Ayurvedic wellness. Tasked with modernizing their brand appeal while staying rooted in traditional values, our collaboration focused on redefining how Ayurveda is communicated in today's digital world. To humanize and emotionally connect with their audience, we developed the brand message — "Happy Health to You" — a warm blessing that encapsulates Jagat Pharma's dedication to not only healing but uplifting lives through the power of Ayurveda. This new voice opened the doors for impactful storytelling and positive PR narratives, tying the brand's purpose to both well-being and happiness.

Key Deliverables

- Communication Strategy centered around "Happy Health to You"
- Social Media Management with regular campaigns, health tips & seasonal narratives.
- In-house video content, testimonials & product explainers to boost brand relatability.

Brand
COMMUNICATION

“Happy Health to You" serves as a heartfelt blessing from Jagat Pharma, celebrating the synergy of well-being and joy through our products and actions. This message radiates positivity, emphasizing our commitment to not just address health but elevate it with genuine happiness. By weaving this blessing into our communication, we open a vast arena for positive PR opportunities. It echoes our legacy of 35+ years, promising not just remedies but a holistic embrace of good health.This concise and warm message invites individuals to experience the profound connection between Ayurvedic care, happiness, and a life enriched by Jagat Pharma.



DIGISTREET®
— THE MARCOM CO.—

Social
MEDIA

- Product packaging design aligned with the new brand identity.
- Creative assets for offline and digital platforms.
- Visual design revamp with a more approachable and lifestyle-led presentation.

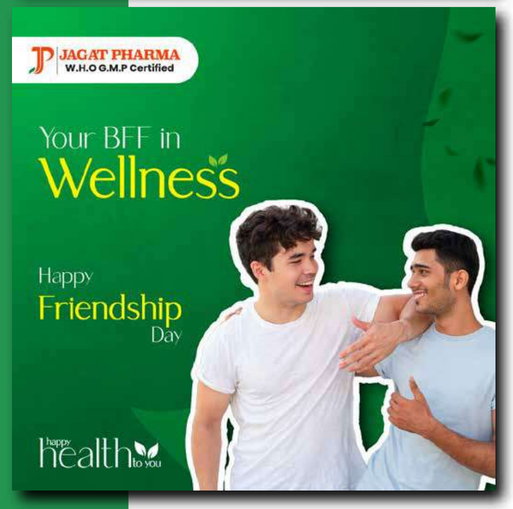
Results Achieved

- Successfully refreshed the brand image, making it more emotionally resonant and modern without losing its Ayurvedic essence.
- Boosted engagement across digital platforms through content that blends health education with lifestyle relevance.

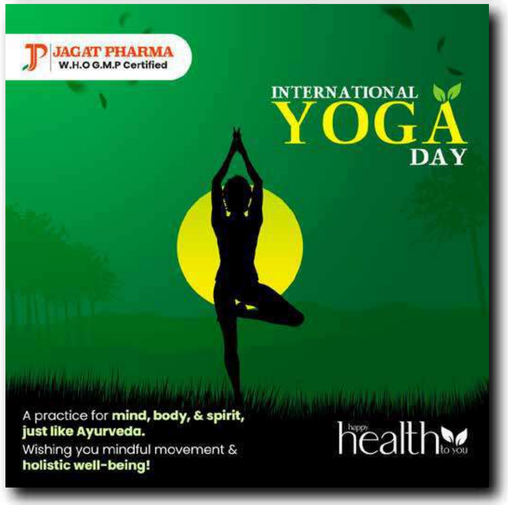










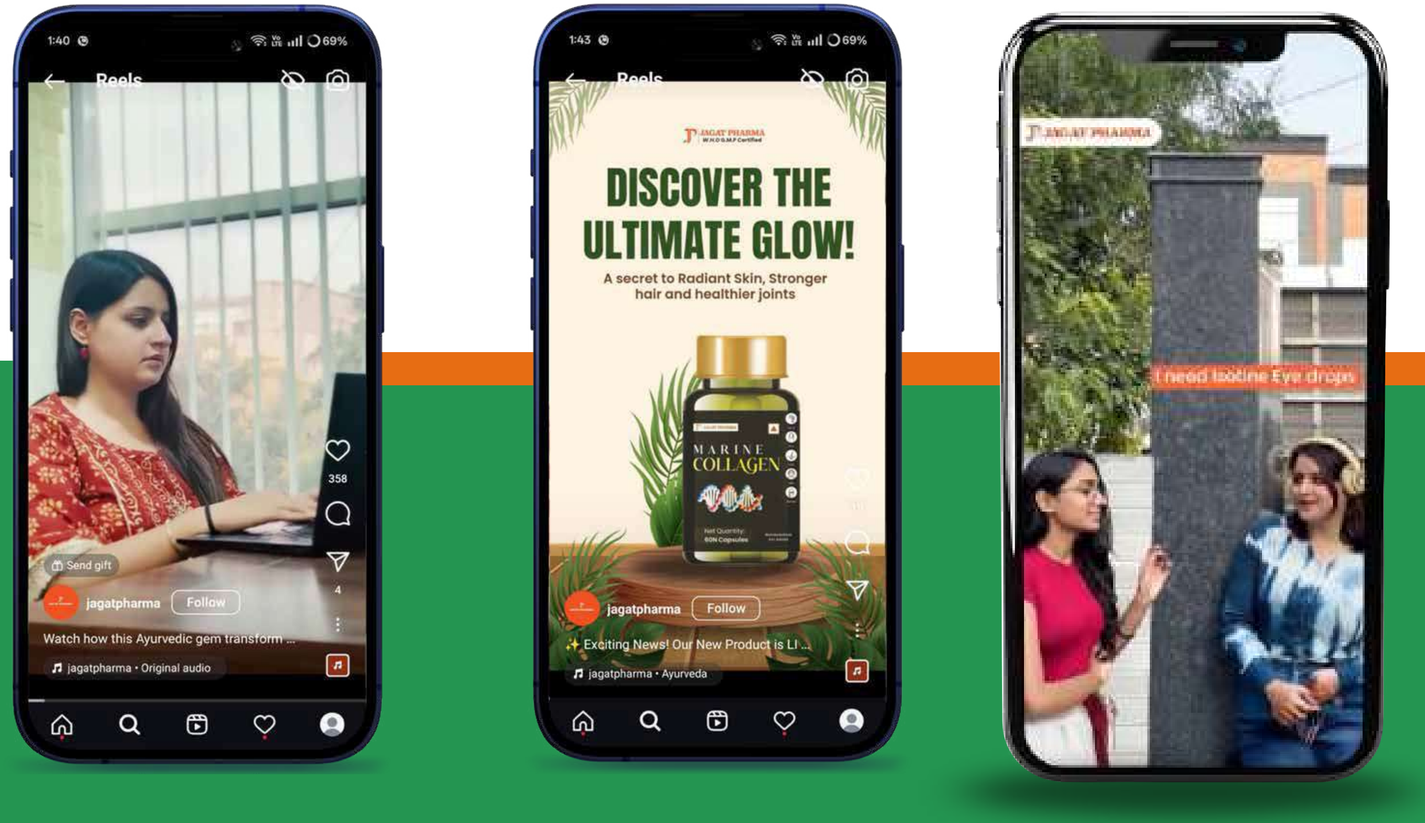


DIGISTREET®
— THE MARCOM CO. —

Social

REELS

- Created a consistent visual and verbal identity, aiding brand recall.
- Empowered the sales and marketing teams with more impactful collaterals and communication assets.
- Positioned the brand for positive PR coverage and influencer outreach opportunities.



DIGISTREET® — THE MARCOM CO.—

Brand

PACKAGING

proactive



DR. BASU ECC

DR. BASU EYE CARE CENTRE
EXCELLENCE IN AYURVEDIC VISION CARE

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

A legacy in ophthalmic care, Dr. Basu Eye Hospital stands as a symbol of trust, innovation, and clinical excellence. Under the leadership of Dr. Basu, who also helms Jagat Pharma, the hospital aimed to elevate its digital presence and connect with a wider audience seeking expert eye care. Our task was to rebrand and reposition the hospital with a modern identity that still respected its Ayurvedic roots and medical legacy. The overarching communication given was “Vision of Wellness”, which not only reflects their commitment to eye health but also promotes a holistic view of overall well-being.

Key Deliverables

- Developed the “Vision of Wellness” campaign as the brand’s communication pillar.
- Complete rebranding of the hospital’s identity and presentation.
- Social media management with uplifting, educational, and experience-led content.
- Refreshed the visual narrative across digital platforms to create a premium, credible feel.
- Ongoing content creation, campaign ideation, and community building.

Brand
COMMUNICATION

The "Vision of Wellness" campaign was designed to redefine how Dr. Basu Eye Hospital connects with its audience, moving beyond traditional ophthalmic care to emphasize a holistic approach to eye health and overall well-being. It positioned the hospital not just as a center for clinical excellence, but as a guardian of complete visual wellness.

Through this campaign, we blended trust, Ayurvedic heritage, and modern medical expertise into one unified message — promoting the idea that true vision goes beyond sight, encompassing clarity, health, and a balanced life. This narrative formed the backbone of all social media, print, and digital communications, helping the brand foster deeper emotional engagement and establish itself as a premium destination for comprehensive eye care.

vision of wellness

Social

MEDIA

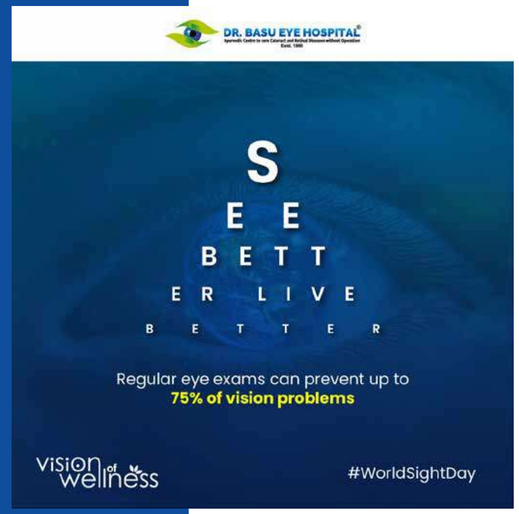
Results Achieved

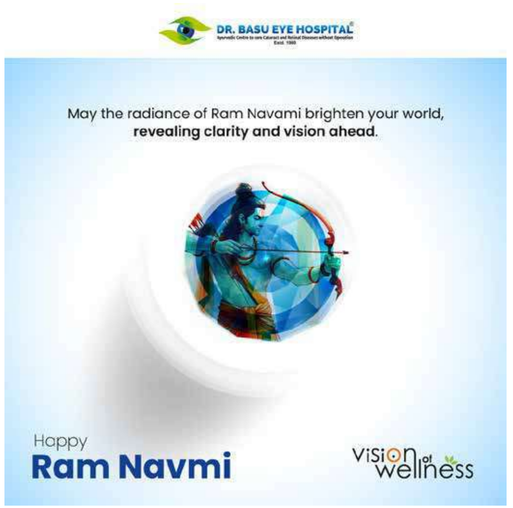
- Stronger brand recall and trust built via consistent visual and content storytelling.
- Improved audience engagement and interaction across platforms.
- Created a clear distinction between Dr. Basu Eye Hospital and Jagat Pharma, while still leveraging their synergy.
- Enhanced brand equity in both the traditional and modern healthcare space.

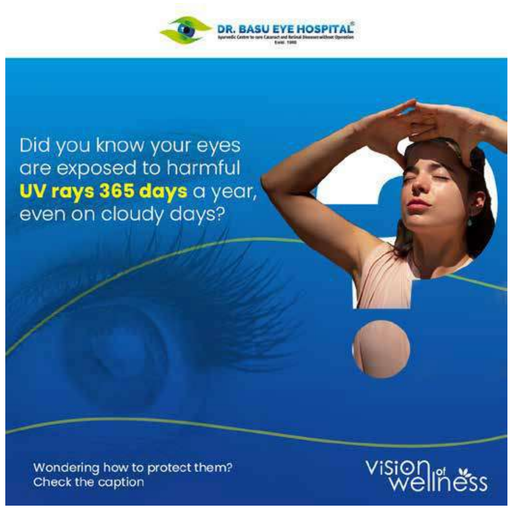








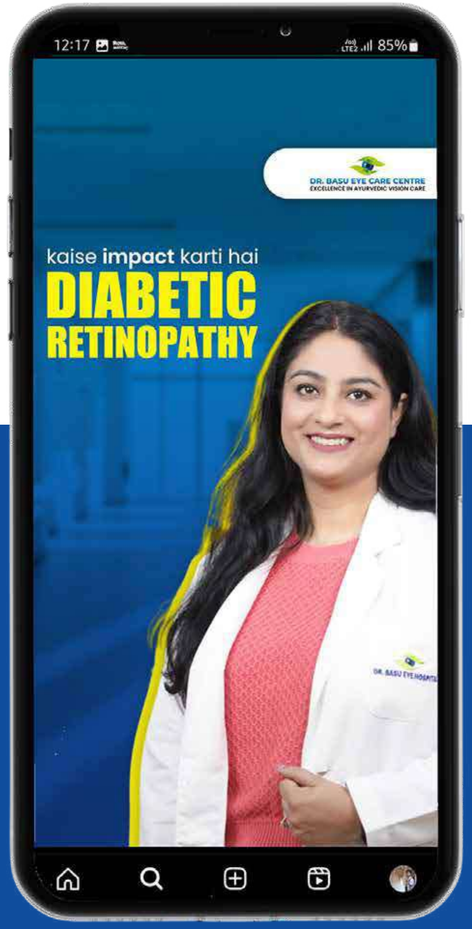


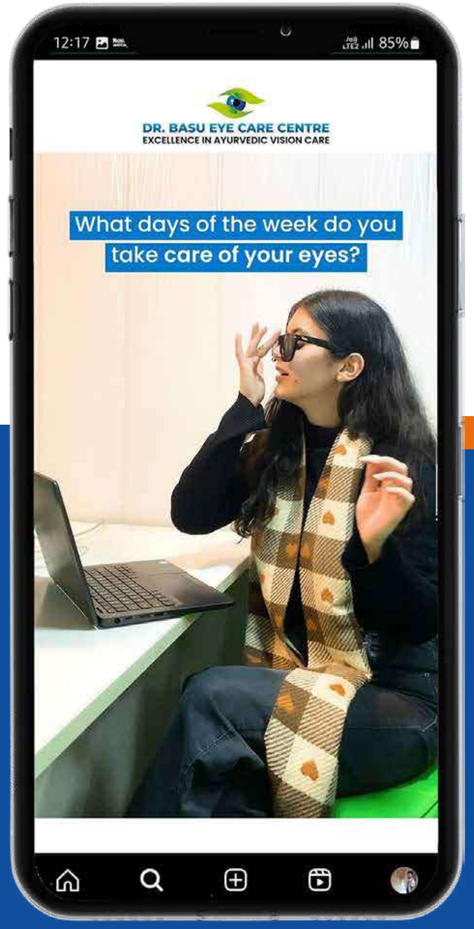


DIGISTREET® — THE MARCOM CO.—

Social

REELS







DIGISTREET®
— THE MARCOM CO.—

ASIAN HOSPITAL

asian
Institute of Medical Sciences

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

One of India's leading multi-specialty hospitals, AIMS has consistently stood for trust, medical excellence, and care. Our association began three years ago to strengthen its digital brand presence and position AIMS as a reliable name in the healthcare space-especially in Faridabad and surrounding regions. The core objective was to create authentic, informative, and emotionally resonant content that connects with patients and builds credibility. Rooted in this vision, we introduced the line "Asian hai to Bharosa hai a sentiment that became the cornerstone of their digital identity.

Key Deliverables

- Strategic social media management over the last 3 years
- Branded communication concepts like “Baat Bharose Ki” for medical insights
- Short-format content (reels, carousels) for doctor bytes, wellness tips, awareness days
- In-house creative and content production aligned with medical accuracy
- Coordination with departments for live content, testimonials & real-time updates

Brand
COMMUNICATION

Results Achieved

- Consistent digital presence across platforms with growing audience trust.
- Increased engagement and retention through relatable and helpful content.
- Strengthened doctor-patient relationship via video-based communication.
- Created a trust-driven narrative that made AIMS synonymous with “Bharosa”.

asian means ASSURANCE

asian है तो भरोसा है





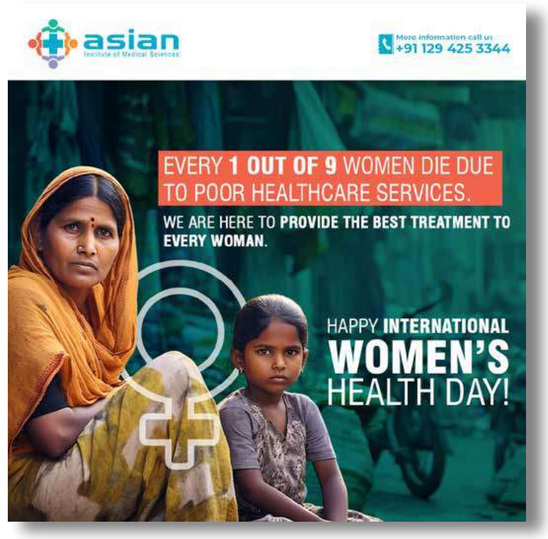
DIGISTREET® — THE MARCOM CO.—

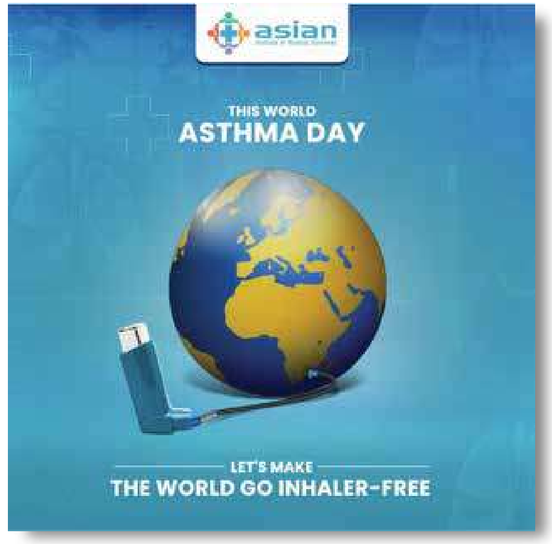
Social
MEDIA

For over three years, we have been proud partners in managing **Asian Hospital's** digital presence, bringing health and wellness closer to the community. From promoting large-scale events like the Cyclothon and Devil Circuit—which championed fitness and healthy living—to crafting department-specific campaigns on heart health, lung care, and child wellness, we have consistently driven engagement across their social platforms.







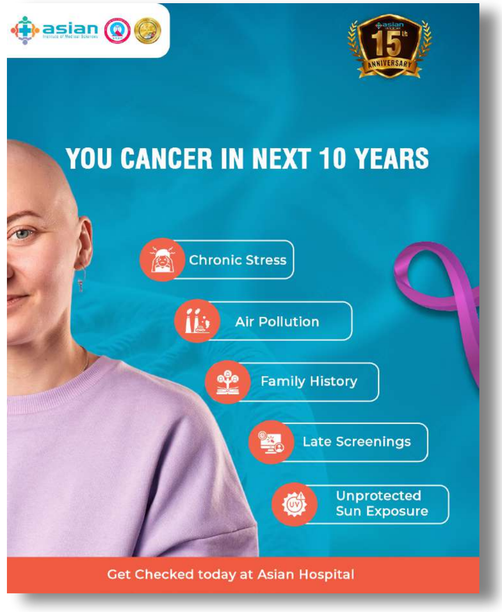


DIGISTREET®
— THE MARCOM CO.—

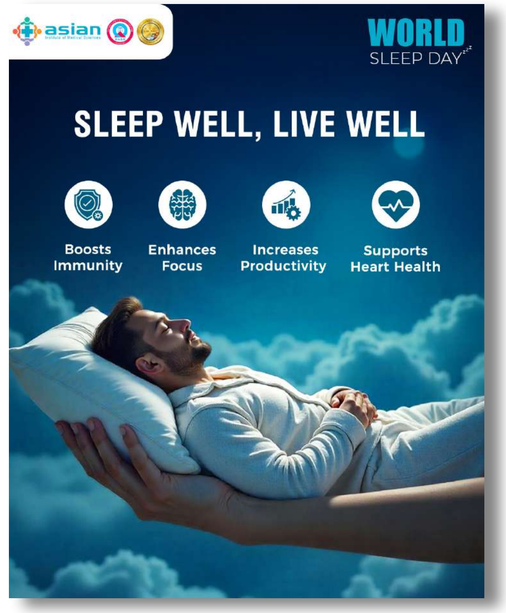
Social
MEDIA

Our efforts have helped Asian Hospital build a relatable, proactive brand voice, celebrating medical excellence while inspiring healthier lifestyles among their audience









DIGISTREET®
— THE MARCOM CO.—

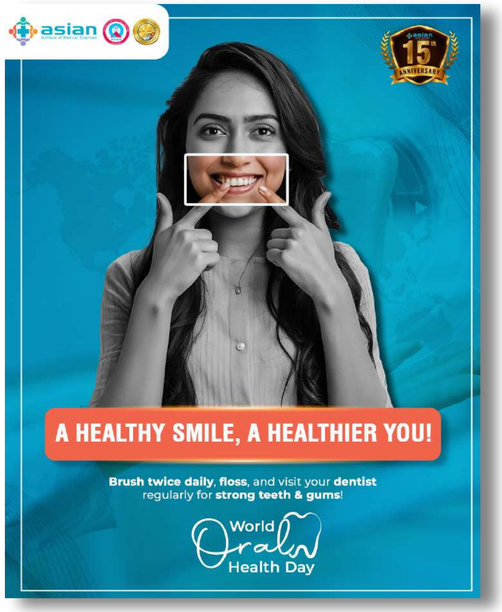
Social
MEDIA

For Asian Hospital, we've been consistently managing their social media by establishing a strong visual identity rooted in brand-specific house colors. Each creative is crafted to clearly communicate their unique value propositions. From department-specific campaigns to festive and health awareness content, our approach has helped the hospital build a credible, engaging, and informative digital presence that resonates with both patients and professionals.









DIGISTREET®
— THE MARCOM CO.—

Social

REELS







DIGISTREET®
— THE MARCOM CO.—

GLIDE IT

GLIDE IT
A Splash of Health

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

GlidelT, a health and wellness brand, aimed to establish itself as a trusted name in the Indian market with a vibrant and engaging brand presence. To effectively reach a diverse audience, the brand needed a bilingual website, strategic social media marketing, high-quality content, and engaging brand storytelling. Our goal was to position GlidelT as a go-to choice for health-conscious consumers while reinforcing the message - "A Splash of Health."

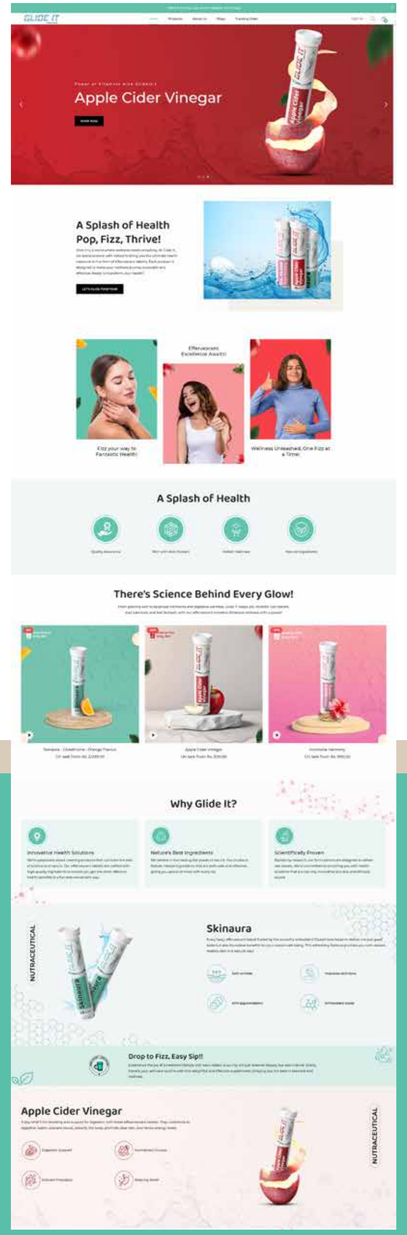
Key Deliverables

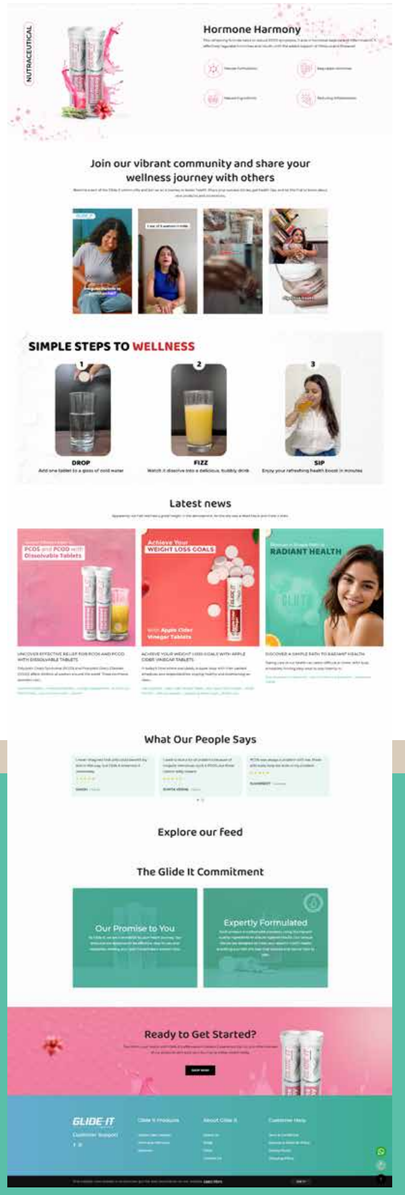
- Website Design & Development: Created an SEO-optimized, user-friendly website in both English and Hindi, ensuring better reach and accessibility.
- Social Media Management: Curated content strategies, UGC campaigns, and engagement-driven posts to build an active online community.

Social

REELS







DIGISTREET®
— THE MARCOM CO.—

Social

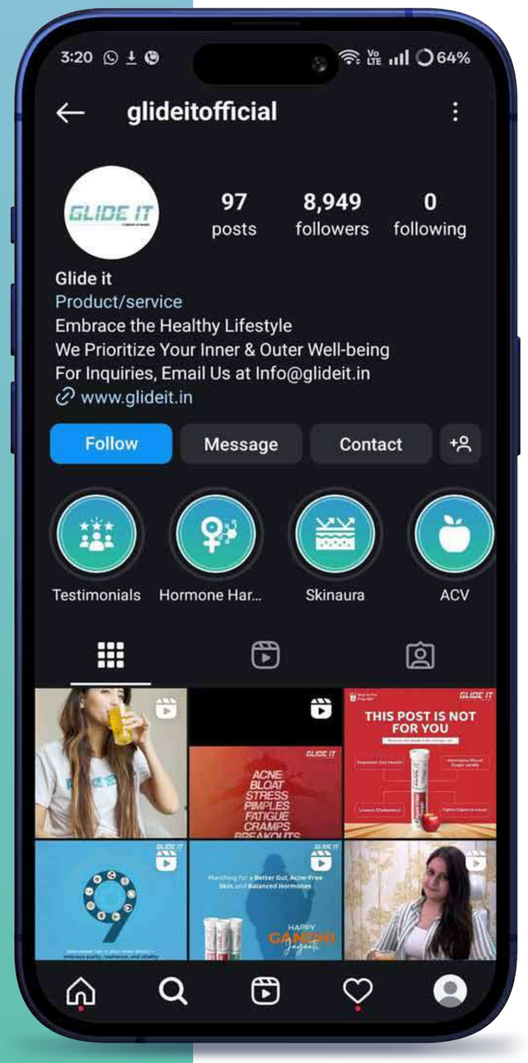
MEDIA

Brand Shoot & In-House UGC Content:

- Captured visually appealing, lifestyle-driven imagery and videos to enhance brand storytelling.
- Marketing Collaterals: Designed brochures, packaging, and promotional material aligned with the brand's fresh and healthy image.

Results Achieved

- Expanded audience reach by catering to both English & Hindi-speaking consumers.
- Boosted brand visibility and engagement through strategic social media campaigns.
- Created a strong brand identity with cohesive visuals and content.
- Enhanced consumer trust and relatability through impactful UGC content and brand storytelling.











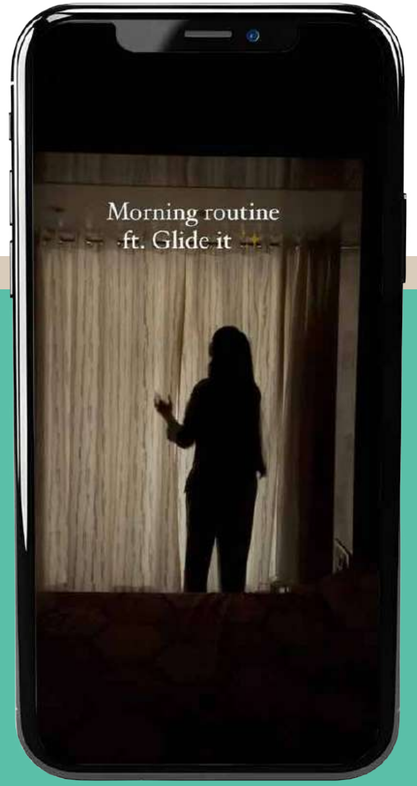
DIGISTREET® — THE MARCOM CO.—

Social

REELS









DIGISTREET®
— THE MARCOM CO. —

NUMAX



Services Offered

- Design
- Communication
- Online

About the Brand

Born from the same entrepreneurial vision that created Omaxe, NUMAX carries forward a legacy of excellence and trust in real estate development.

Our successful partnership with Omaxe earned us the opportunity to collaborate with NUMAX, reflecting the trust in DigiStreet Media's creative capabilities and performance.

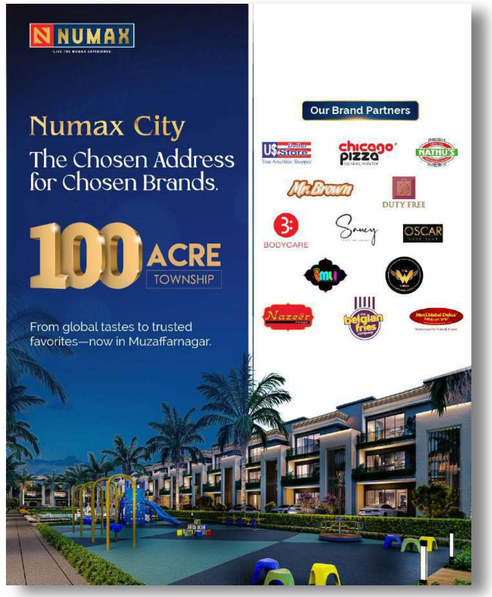
We are currently managing social media strategy and creative communication for NUMAX's upcoming flagship project in Muzaffarnagar, ensuring a strong digital launch and brand positioning.

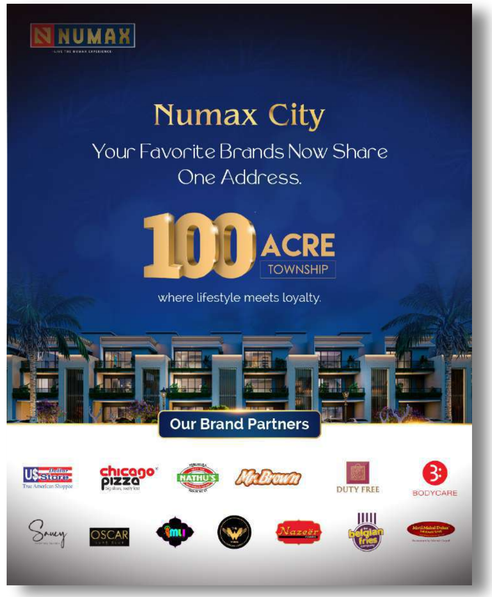
Our work focuses on highlighting project USPs, building local engagement, and creating a robust online presence that matches the ambitious growth plans of NUMAX.

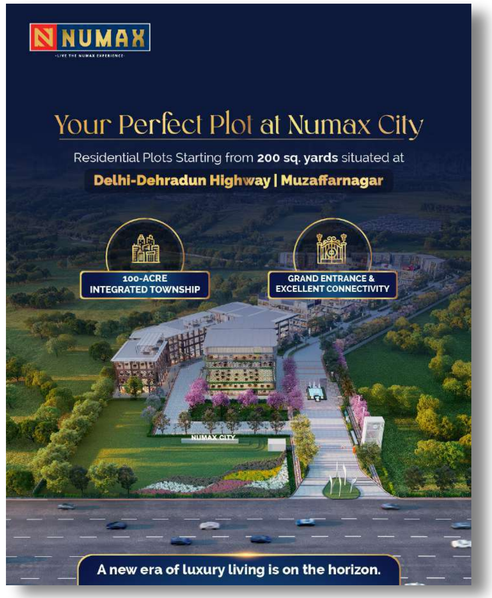
Campaign

CREATIVES

At DigiStreet, we are proud to be part of this new beginning, crafting a fresh digital identity for NUMAX — while staying true to the brand's legacy of trust, innovation, and excellence









DIGISTREET®
— THE MARCOM CO.—



DIGISTREET
THE MARCOM CO.

ROTO ENERGY

Roto RUDRA
ROTO PUMPS' SUSTAINABLE SOLUTIONS

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

When Roto Energy envisioned becoming a global leader in solar water pumping solutions, DigiStreet Media was entrusted with building a brand identity that symbolized both strength and spiritual energy.

We designed a powerful logo rooted in cultural relevance — where the letter "A" subtly depicted a Shivling, symbolizing Lord Shiva as the eternal source of energy and sustainability.

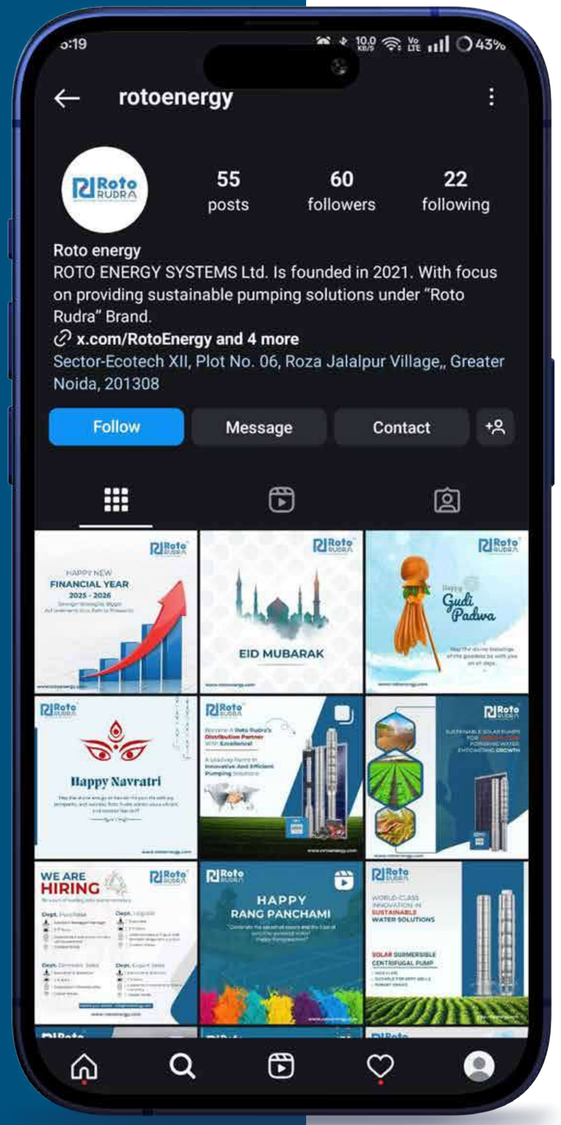
Key Contributions:

- Complete Brand Identity Creation.
- Brand Collaterals (Brochures, Profiles, Corporate Decks).
- Website Design and Development with an SEO-friendly structure.
- Social Media Presence tailored for B2B audiences.
- Strategic Communication Development to position Roto Energy as a trustworthy global brand.
- Organic Growth and Business Lead Generation through structured content and digital outreach.

Social

MEDIA

Today, Roto Energy stands not just as a brand, but as a beacon of sustainable progress — rooted in tradition, driven by innovation









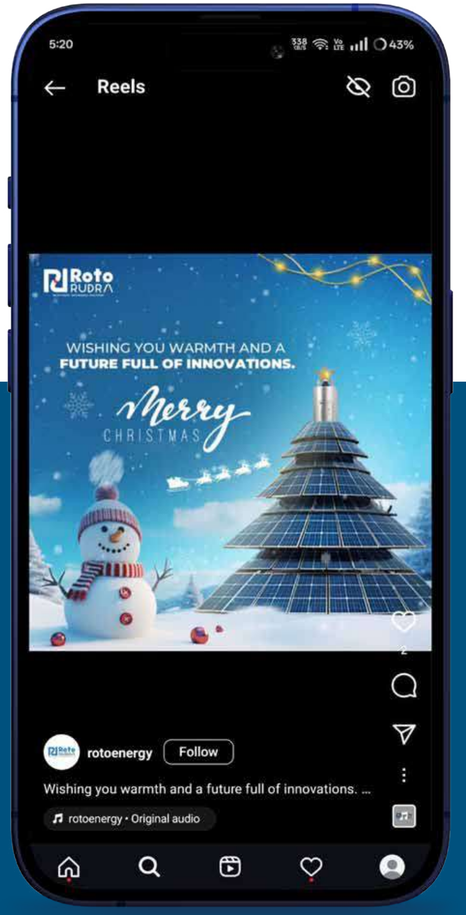


DIGISTREET®
— THE MARCOM CO.—

Social

REELS

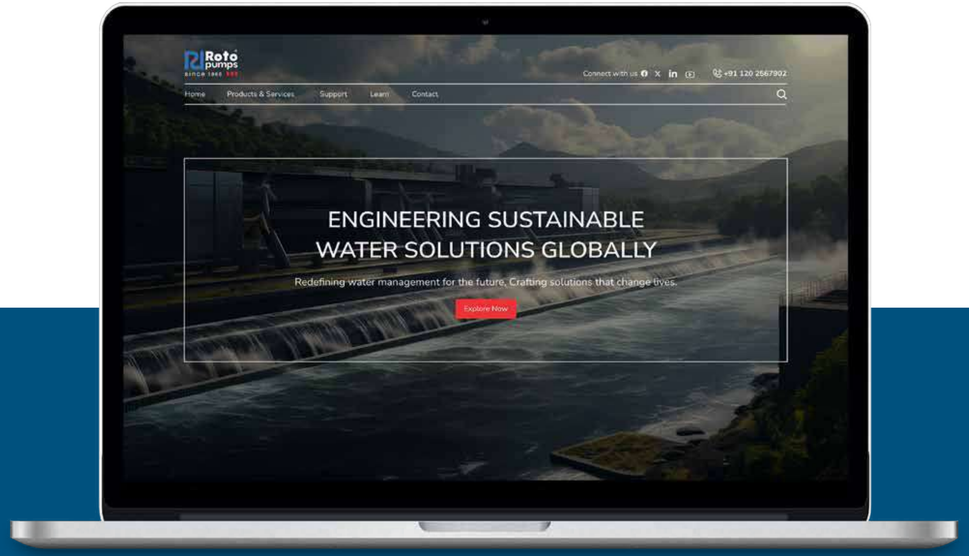


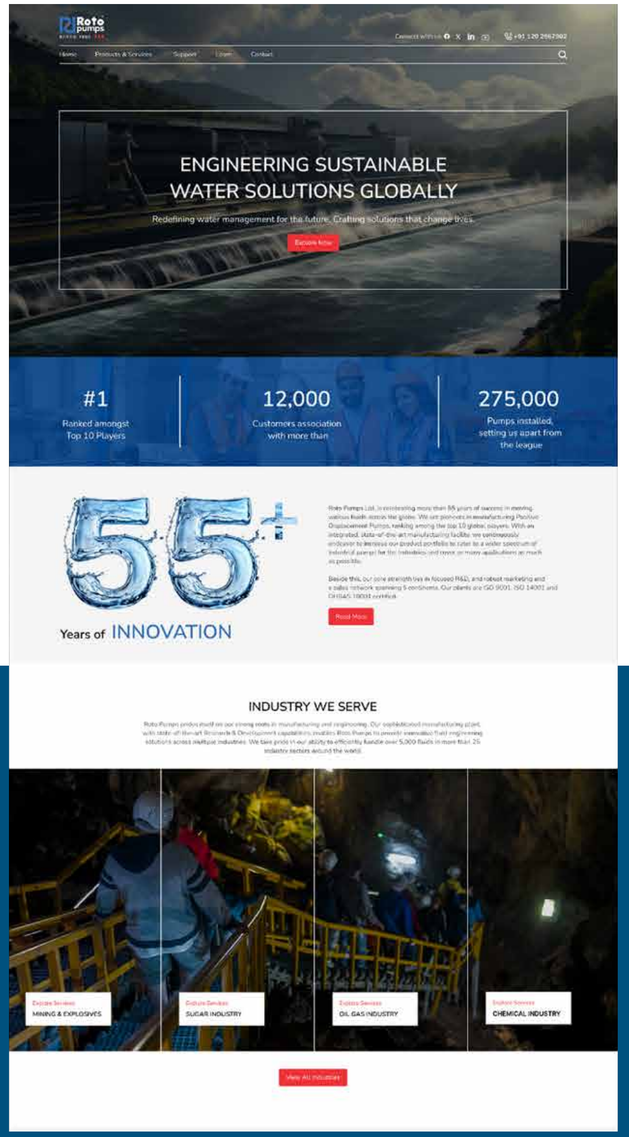


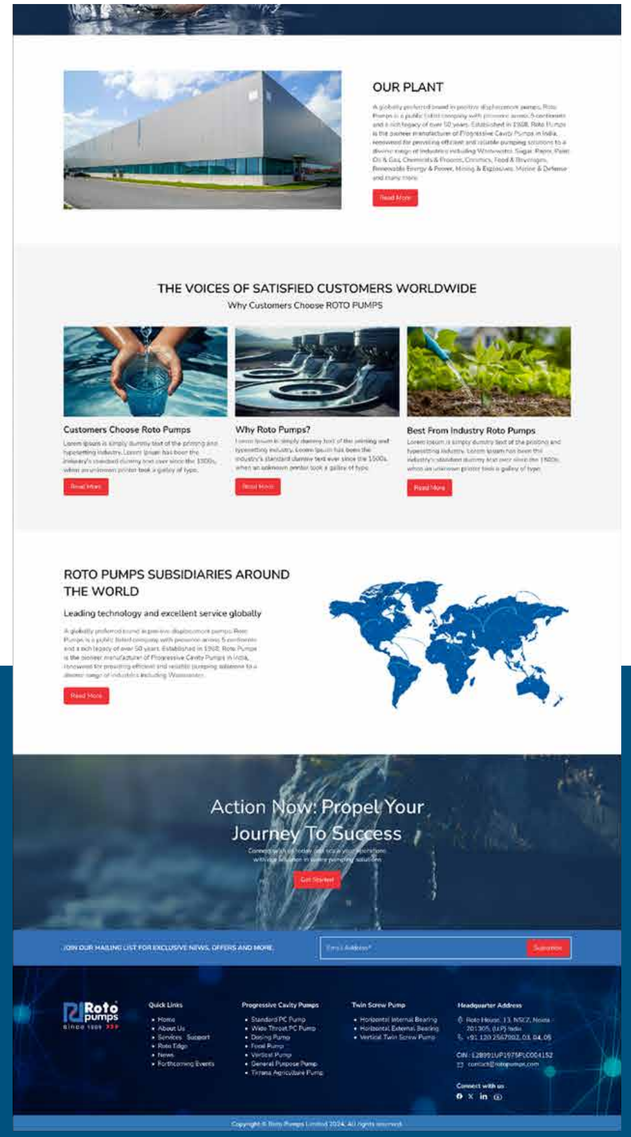
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE





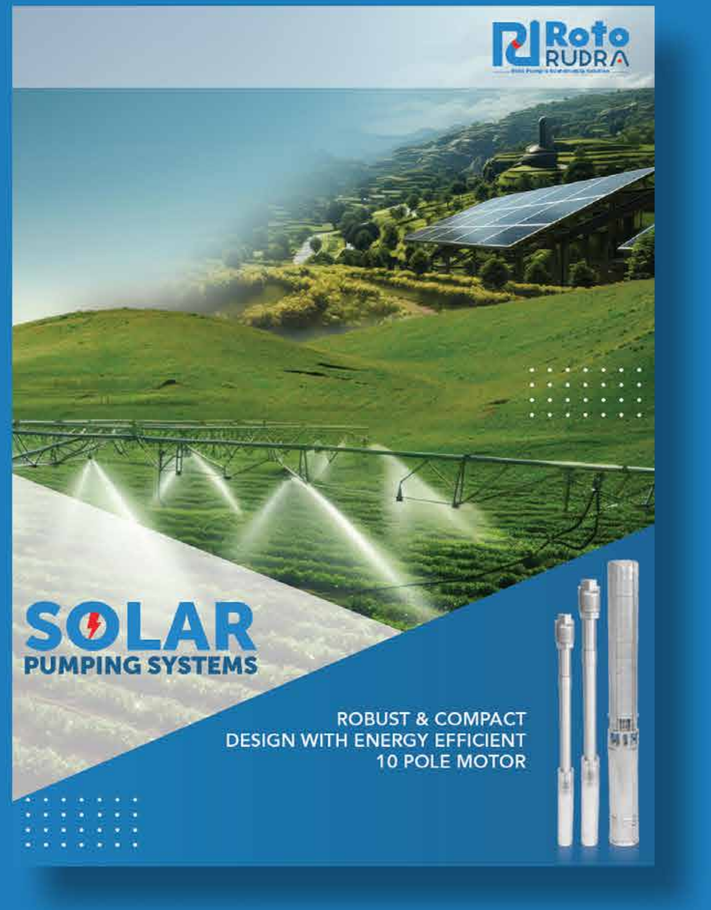


DIGISTREET® — THE MARCOM CO.—

Brand

BROCHURE





DIGISTREET®
— THE MARCOM CO.—

METSO

Metso

Services Offered

- Design
- Communication
- Online

About the Brand

Metso, a global leader in mining and aggregates with over a century of legacy, has been one of DigiStreet Media's longest-standing clients. Our journey with Metso spans over **10 years**, supporting their internal and external communications across **India, Middle East, and the APAC region**.

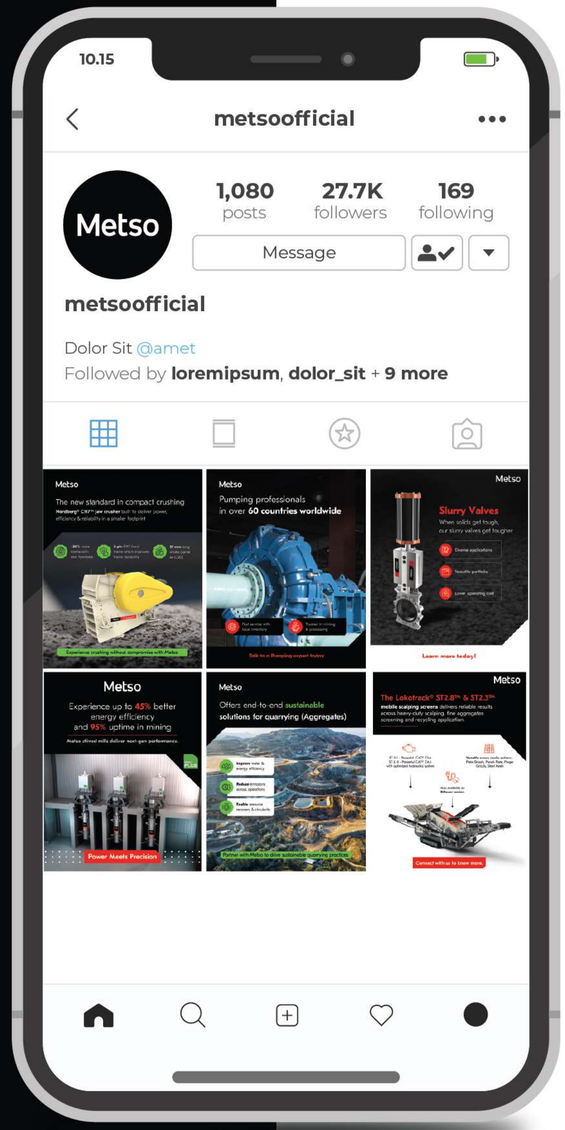
From rolling out **global campaigns**, executing **region-specific sales activations**, to managing **event branding, annual days**, and **employee engagement initiatives**, we've been their strategic communication partner every step of the way.

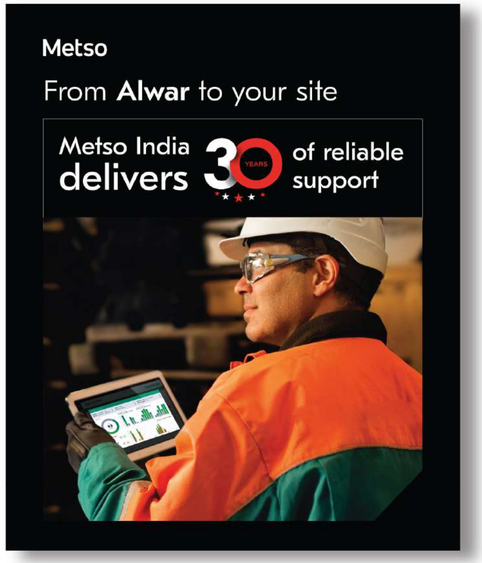
Recently, our scope has expanded further with the **onboarding of social media management and video shoots**, helping Metso amplify its brand voice across digital platforms in a structured and impactful manner

DIGISTREET®
— THE MARCOM CO.—

Social

MEDIA









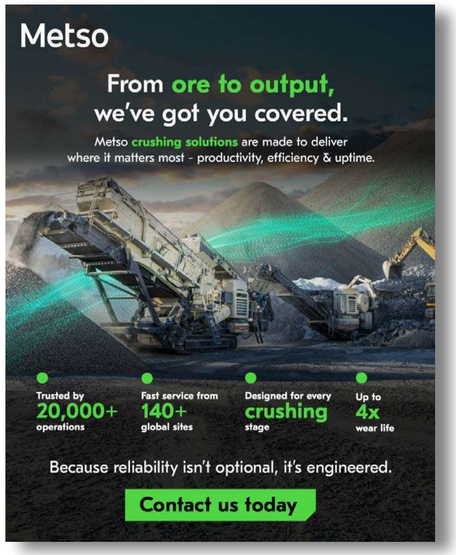


DIGISTREET®
— THE MARCOM CO.—

Brand

CREATIVES

As Metso looks to strengthen its digital presence in India, we are leading the rollout of the campaign "Leadership That Mines Progress" — a thought-leadership-driven narrative that highlights how Metso's regional leadership is not just building business, but also reshaping sustainable mining and aggregate solutions across the ecosystem. This campaign focuses on industry insights, purpose-driven innovation, and people-powered leadership to position Metso as the gold standard in future-ready industrial growth.





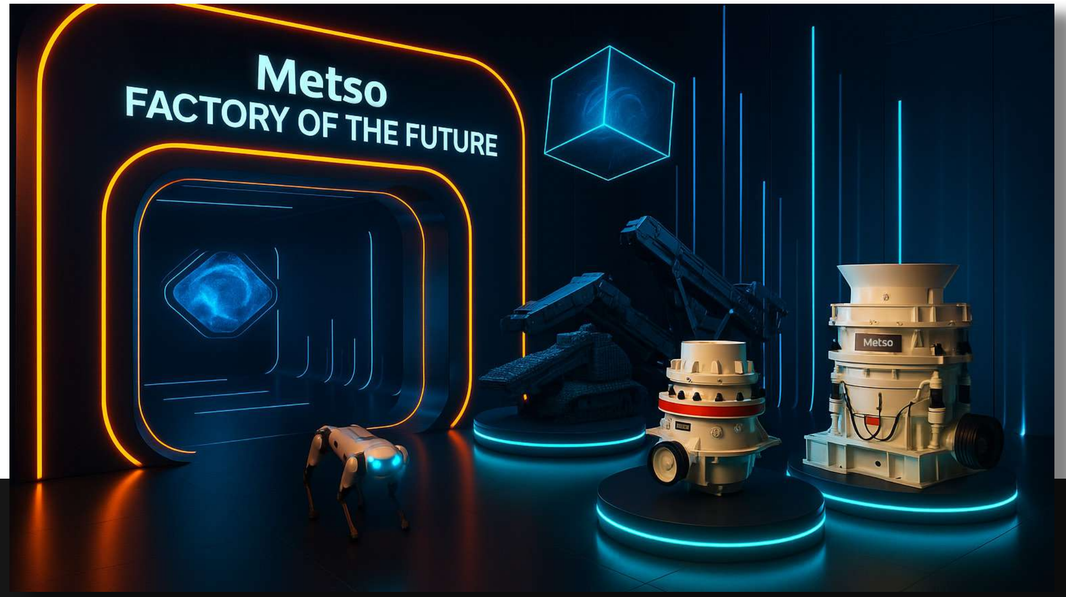




DIGISTREET®
— THE MARCOM CO.—

Metso’s

EXPERIENCE CENTRE





Metso Experience Centre – A Futuristic Journey by DigiStreet

DigiStreet proudly conceptualized and executed the Metso Experience Centre, transforming it into an immersive, high-tech destination that showcases Metso’s cutting-edge innovations and sustainability efforts. By integrating advanced technologies such as AI-powered robots, augmented reality (AR), virtual reality (VR), and interactive digital displays, the experience center offers a seamless, engaging journey through Metso’s world of products and solutions.

DIGISTREET®
— THE MARCOM CO.—

Metso’s

EXPERIENCE CENTRE



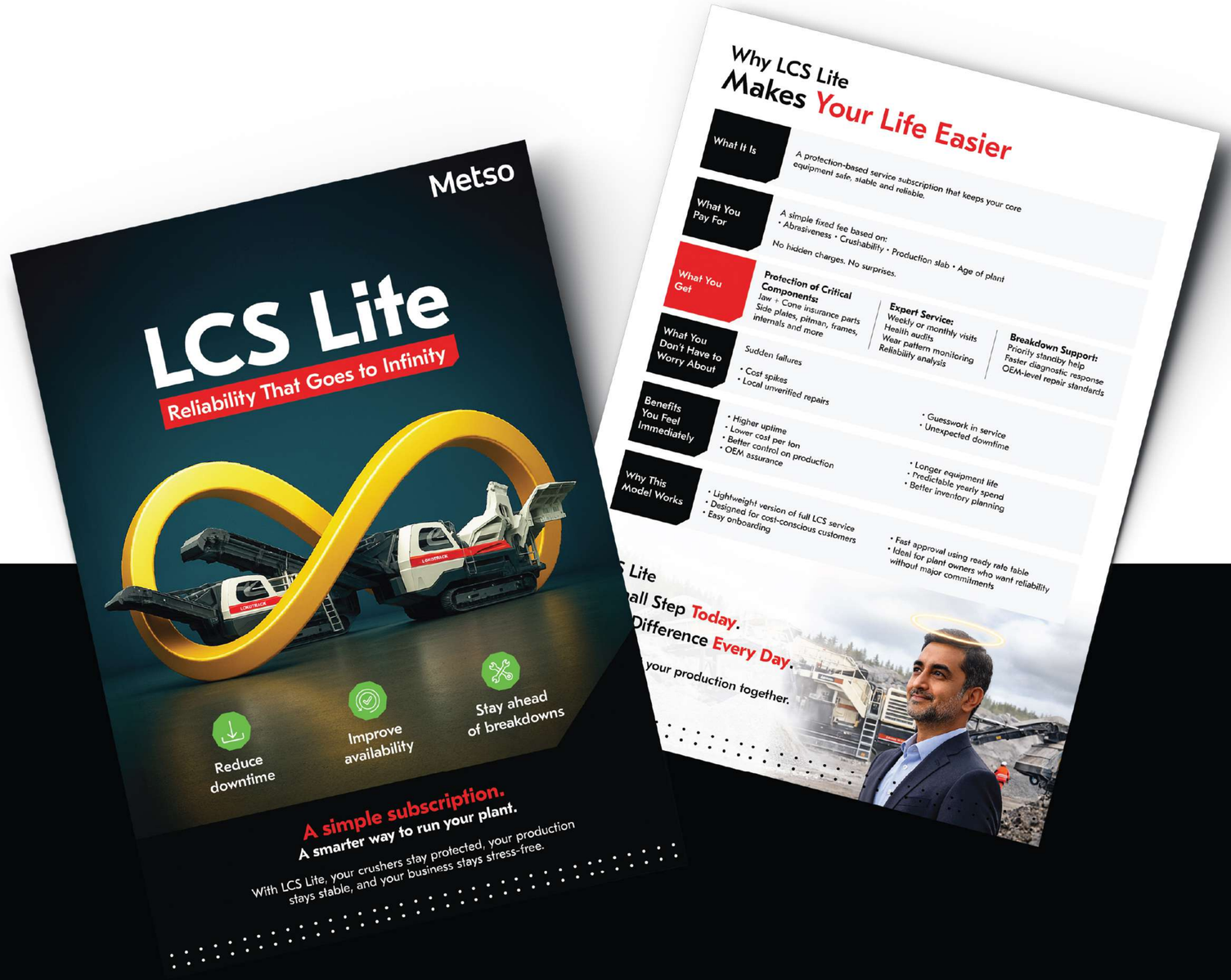


From the AI-guided cart ride to the dynamic product demos and futuristic lighting setups, every element of the center was designed to captivate visitors while highlighting Metso’s leadership in sustainable technology and manufacturing. DigiStreet's expertise in creating compelling, user-centric experiences ensured the Metso Experience Centre reflects the brand's vision of the Factory of the Future, pushing the boundaries of innovation and customer engagement.

DIGISTREET®
— THE MARCOM CO.—

Brand

Leaflet



DIGISTREET®
— THE MARCOM CO.—

Brand

Hoarding



DIGISTREET®
— THE MARCOM CO.—

Brand

Calendar



DIGISTREET®
— THE MARCOM CO.—

MICROTEK

Services Offered

- design
- Communication
- online
- strategy

About the Brand

Our association with Microtek spanned over 4 impactful years, where we worked across their key business verticals – UPS, Stabilizers, Inverters, Cables, and Solar Solutions.

From strategic communication development to executing memorable campaigns, DigiStreet Media played a key role in evolving Microtek's brand image:

- Campaigns like "Bina Diesel Ka Generator" emphasized eco-friendly power solutions, positioning Microtek as a leader in sustainable energy for stadiums, buildings, and large infrastructures.
- Solar ki Soch encouraged consumers to adopt clean, renewable solar energy, strengthening Microtek's leadership in the solar space.
- TVC Innovation: Created a memorable stabilizer commercial using the metaphor of a monkey — highlighting that while an ordinary brand might leave your expensive appliances at risk, Microtek's reliability ensures absolute protection.

Outdoor

BRANDING

From traditional ATL/BTL campaigns to TV Commercials, Digital Promotions, and Brand Storytelling, our efforts helped Microtek scale its market presence with stronger consumer trust and category leadership.



DIGISTREET®
— THE MARCOM CO.—

Brand

CAMPAIGN



DIGISTREET®
— THE MARCOM CO. —

Brand

TVC





Print

COLLATERALS



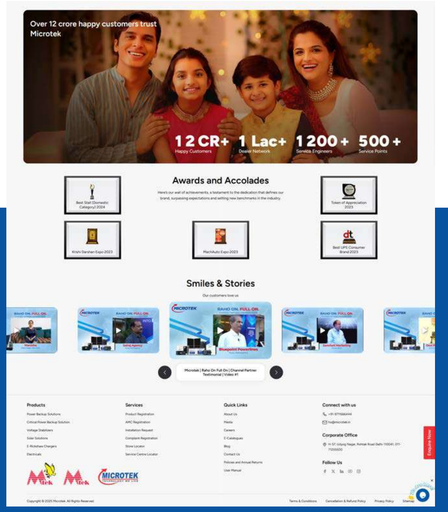
DIGISTREET®
— THE MARCOM CO. —

Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

COLORJET

COLORJET
Digitalizing Textile Printing

Services Offered

- Social Media
- Communication
- Social Media
- Print Collateral

About the Brand

Our collaboration with ColorJet Group spans across external brand communication, social media management, event and exhibition support, and video content creation for their entire product range from industrial printers to textile printing solutions.

Through innovative storytelling, engaging content, and campaign-driven strategies, we have helped ColorJet strengthen its leadership image as a global pioneer in sustainable printing technology.

DIGISTREET®
— THE MARCOM CO. —

Brand

CREATIVES

Expanding the partnership further, we are also working with Apsom Technologies (a ColorJet-owned company), where we are currently redesigning their website to enhance user experience, product showcase, and lead generation — aligned with global digital standards.









DIGISTREET®
— THE MARCOM CO.—

Brand

CREATIVES

With a sharp focus on innovation, industry leadership, and storytelling, our partnership with ColorJet continues to set new benchmarks in communication excellence across the industrial and B2B space.





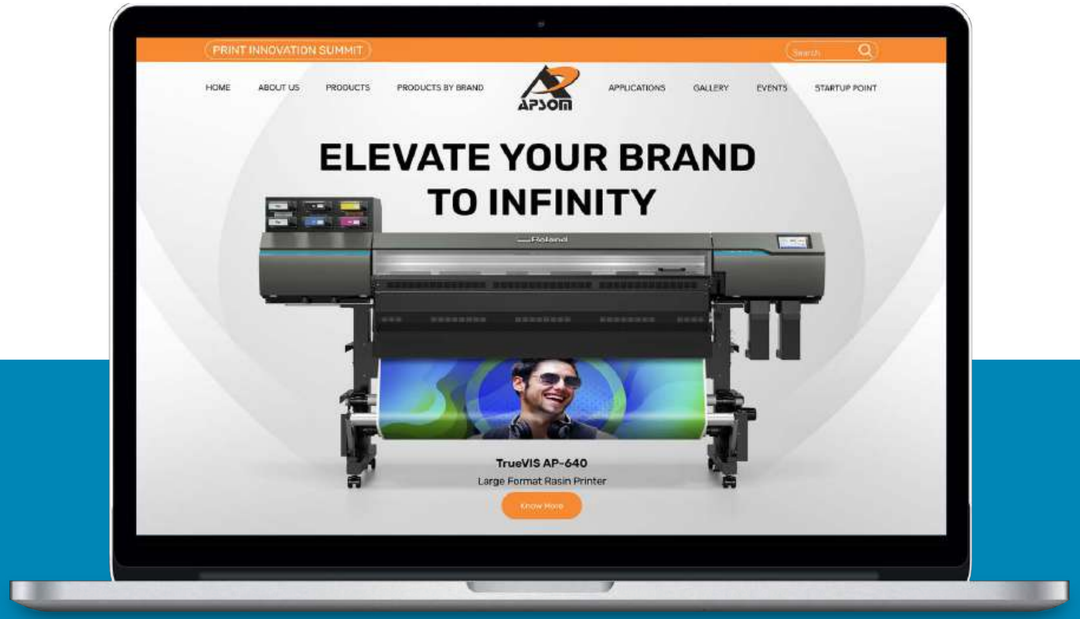


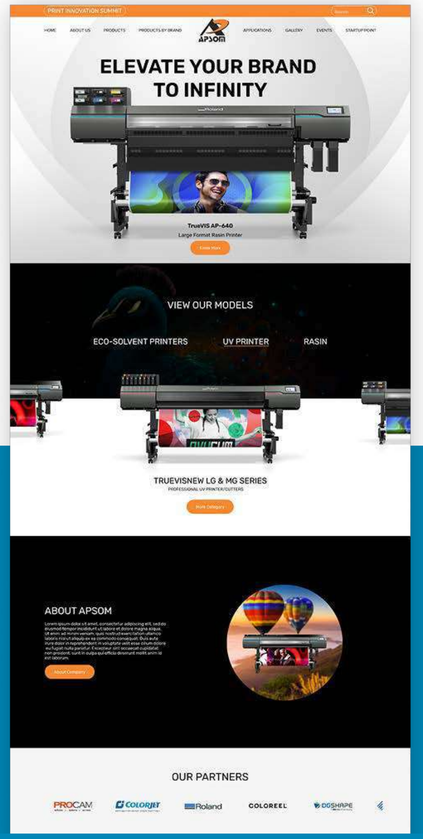


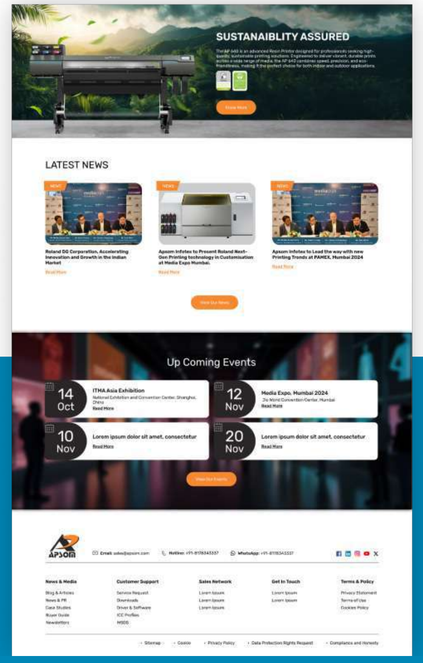
DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO.—

Brand

BROCHURE





DIGISTREET® — THE MARCOM CO.—

NASAKA

nasaka
be health sure

Services Offered

- design
- Communication
- strategy
. online

About the Brand

Part of the **Microtek Group, Nasaka** entrusted us with building the brand from the ground up. From l**ogo design, brand identity, website development, product labelling, packaging, and collaterals, to social media management, exhibitions, event designs, sales promotional schemes, and even TVCs** — we handled it all under one cohesive creative vision.

Newspaper

AD

We gave Nasaka its iconic communication line "**Jug Jug Piyo**", emphasizing a bond of trust and health with Indian families. The strategic positioning around "**Immunity Boosting Water**" featuring **ORPH technology** helped Nasaka carve a distinct niche in a competitive market.

Our efforts led to a **massive business jump from 300 units sold monthly to over 5000 units per month within just two years**, proving the power of right positioning, right communication, and right execution at every touchpoint.





DIGISTREET®
— THE MARCOM CO.—

Retail

COLLATERAL



DIGISTREET®
— THE MARCOM CO.—

Print

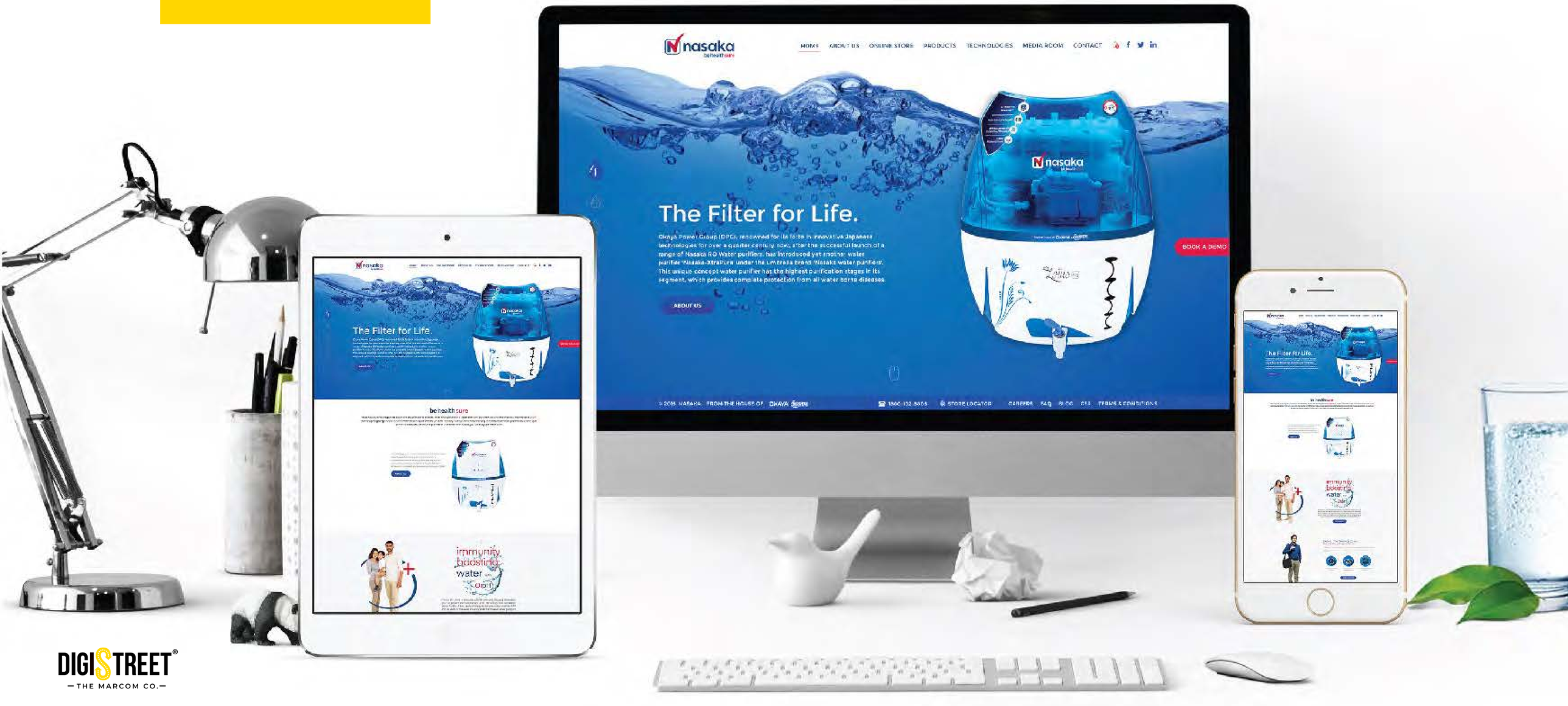
AD



DIGISTREET®
— THE MARCOM CO.—

Brand

WEBSITE



DIGISTREET®
— THE MARCOM CO.—

CYBOARD SCHOOL

CYBOARD SCHOOL

Services Offered

- Design
- Communication
- Online

About the Brand

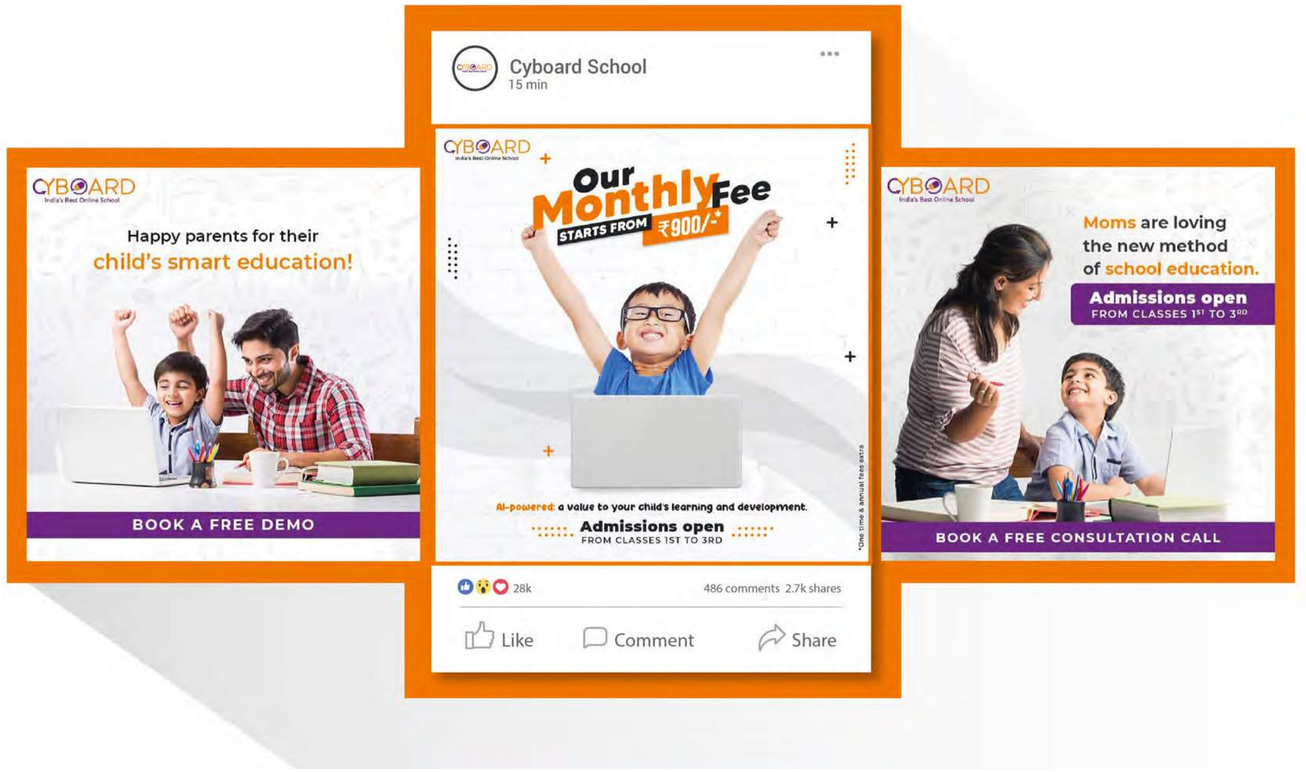
Born out of the need to redefine learning during the pandemic, Cyboard School was conceptualized as India's first fully online CBSE school. At a time when digital learning became a necessity, Cyboard stepped in to offer a structured, interactive, and curriculum-aligned solution—bringing the classroom to the child's home with comfort, consistency, and care.

Our Scope of Work:
We partnered with Cyboard from the ground up—right from designing their website to executing performance marketing, social media campaigns, collaterals, and ad creatives. Our communication strategy revolved around showcasing the power of quality education at home, helping Cyboard build credibility and drive admissions during a highly uncertain time.
Through digital storytelling and targeted campaigns, we positioned Cyboard as not just an alternative to traditional schooling—but a future-ready education model tailored for today's learners.

Brand

CREATIVE

For Cyboard School, DigiStreet Media crafted a robust social media strategy aimed at building trust, awareness, and enrollment traction for India's first 100% online CBSE school. The focus was on creating platform-appropriate content to highlight key USPs such as flexible learning, affordability (₹900/month), and expert faculty. We developed a distinct visual language and structured content calendar, integrating creatives around topical days, student testimonials, feature highlights, and digital-first learning experiences. Model-led visuals, animation-based explainer reels, and storytelling formats helped humanize the brand while maintaining a tech-enabled, modern tone.



DIGISTREET®
— THE MARCOM CO. —

Brand

BROCHURE



DIGISTREET®
— THE MARCOM CO. —

Print

COLLATERALS



EDUVIB



Services Offered

- Design
- Communication
- Online

About the Brand

EduVib, a rising name in the study abroad consultancy space, partnered with DigiStreet Media to create a strong brand presence from the ground up. We developed their complete **website**, crafted the emotionally resonant communication line “Hum Hai Na” — a promise of unwavering support to students aspiring to study overseas.

From brochures to social media content, SEO to performance marketing, every touchpoint was designed to convey trust, clarity, and empowerment. Our goal was to position EduVib not just as a service provider, but as a dependable partner in the journey of transforming dreams into international success stories.

Brand

CAMPAIGN

Dreams ko Reality banane ke liye

HUM HAI NA

“Hum Hai Na” is more than a tagline — it’s a reassurance.
In the often overwhelming journey of studying abroad, students and parents face countless questions, uncertainties, and moments of self-doubt. From choosing the right country and course, to handling paperwork, visas, finances, and settling in a new environment — the path is filled with anxiety.

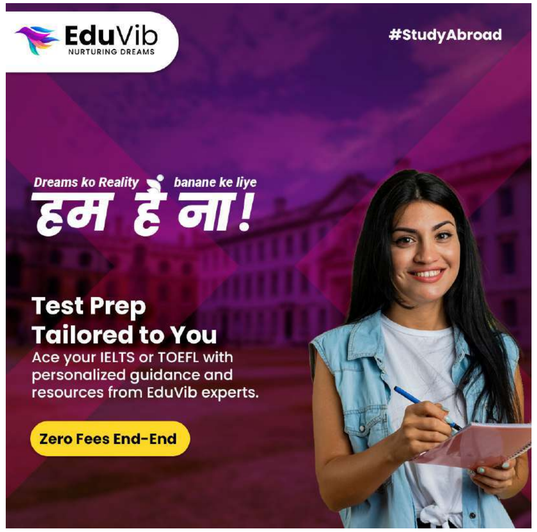
That’s where EduVib steps in.

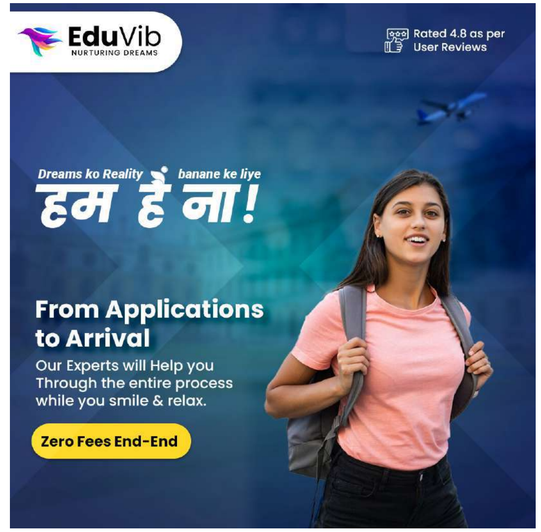
“Hum Hai Na” positions EduVib as a reliable, emotionally intelligent guide — not just a consultancy. It reflects empathy, handholding, and human connection. The phrase carries a tone of confidence, comfort, and familiarity — like a friend or elder assuring you, “Don’t worry, I’ve got you.”

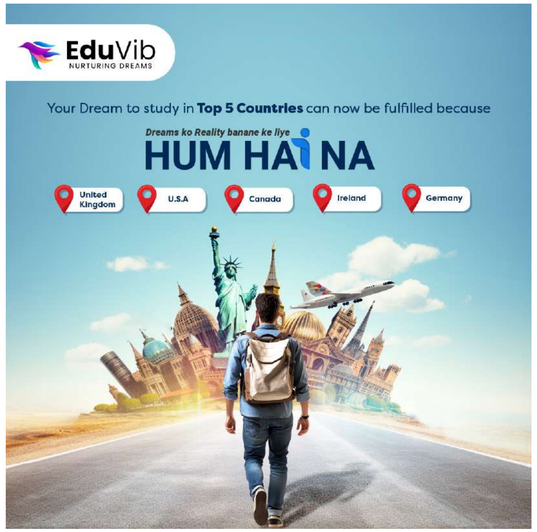
Campaign

CREATIVES

Through this communication, we ensure EduVib is seen not as a vendor, but as a partner in every step of a student's global education dream.









DIGISTREET®
— THE MARCOM CO. —

Brand

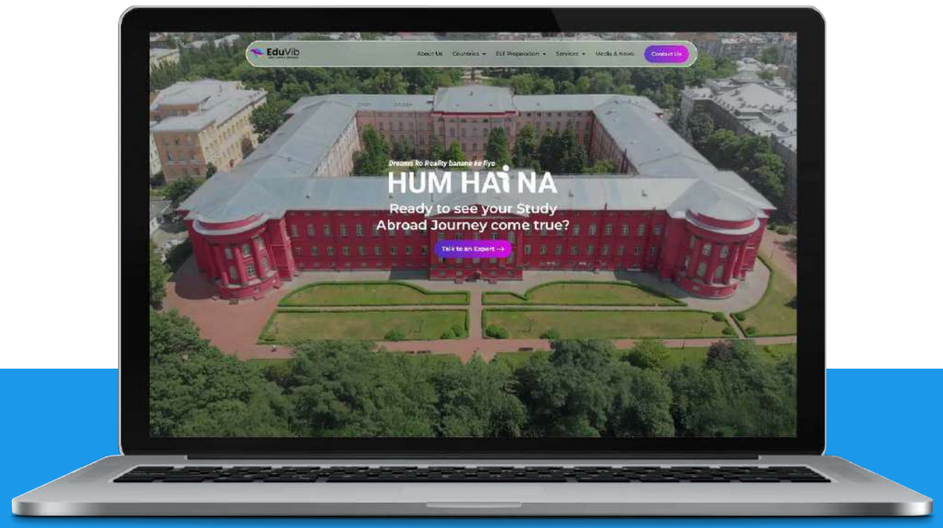
STANDEE

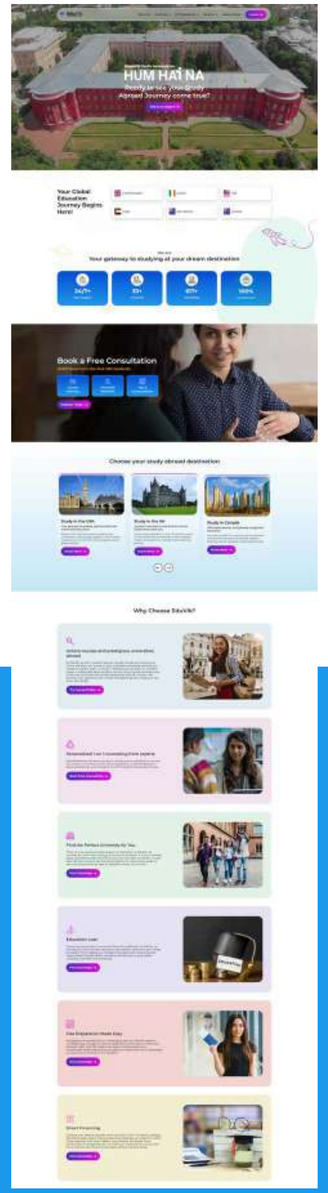


DIGISTREET®
— THE MARCOM CO. —

Brand

WEBSITE







DIGISTREET®
— THE MARCOM CO. —

BONSOIR

BONSOIR

Attitude. Redesigned.

Services Offered

- Branding
- Communication
- Design

About the Brand

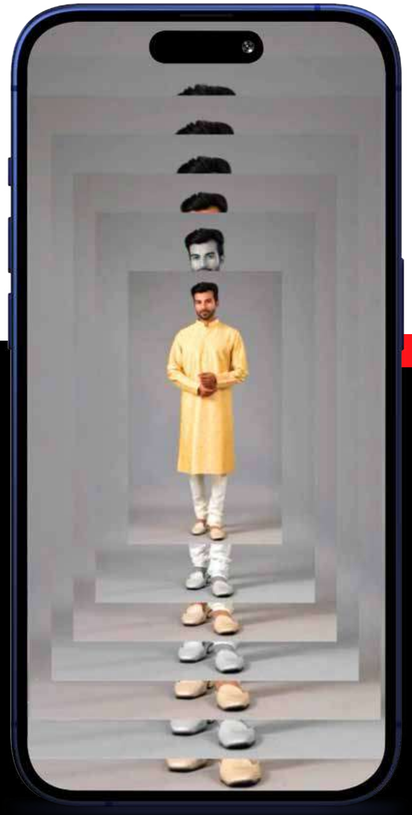
Bonsoir, a leading name in men’s evening wear, specializes in finely tailored suits, sherwanis, bandhgalas, and more — catering both to the B2B segment (supplying to brands like Manyavar, Raymonds) and retail customers through Bonsoir and Bonsoir by Akhil Gupta stores.

We had the privilege of collaborating with Bonsoir to enhance their brand narrative and digital presence. Our work spanned high-end model shoots, brand campaigns, social media management, website enhancements, and creative storytelling — all designed to showcase Bonsoir’s legacy of sophistication and the craftsmanship led by Akhil Gupta, the designer and visionary behind the brand.

Our efforts helped position Bonsoir as a hallmark of refined elegance, appealing equally to traditional and modern fashion sensibilities.

Social

REELS

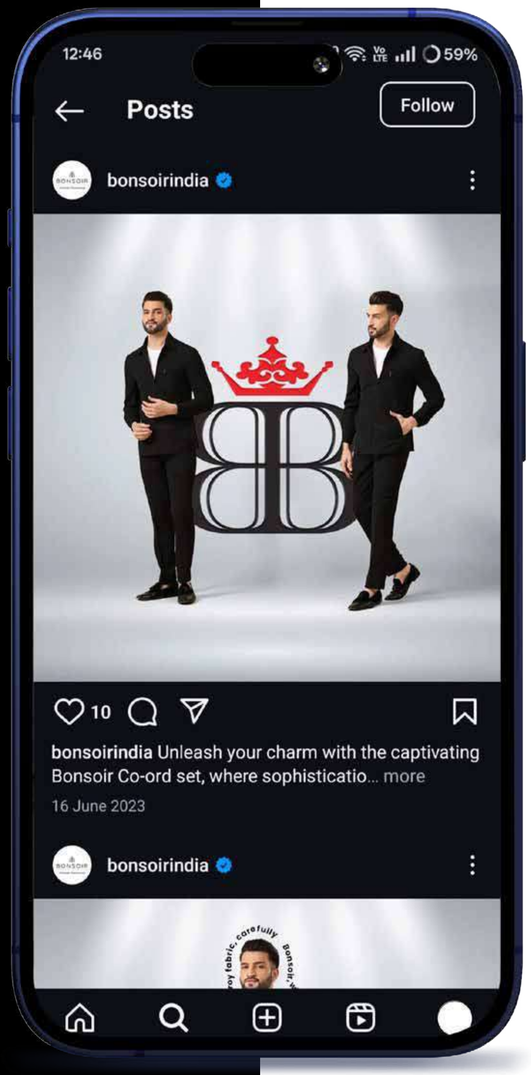




DIGISTREET®
— THE MARCOM CO.—

Social
MEDIA

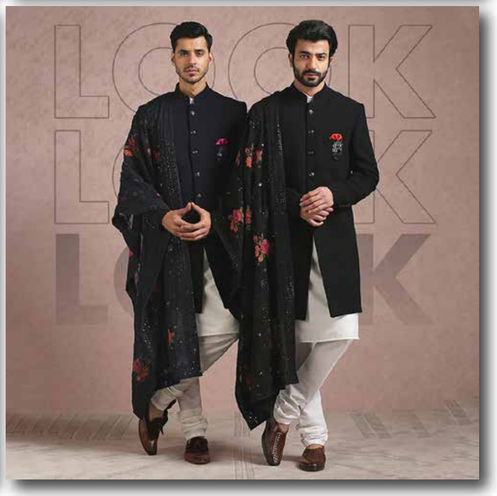
For Bonsoir Men, we've been managing their social media presence for over 5 years, consistently highlighting their legacy of premium evening wear. Through regular brand shoots and a strong visual identity, we've positioned Bonsoir as a go-to label for modern men with refined tastes. Our creative storytelling and campaign execution have helped reinforce the brand's unique design language and timeless appeal in both B2B and B2C markets.











DIGISTREET®
— THE MARCOM CO.—

Brand

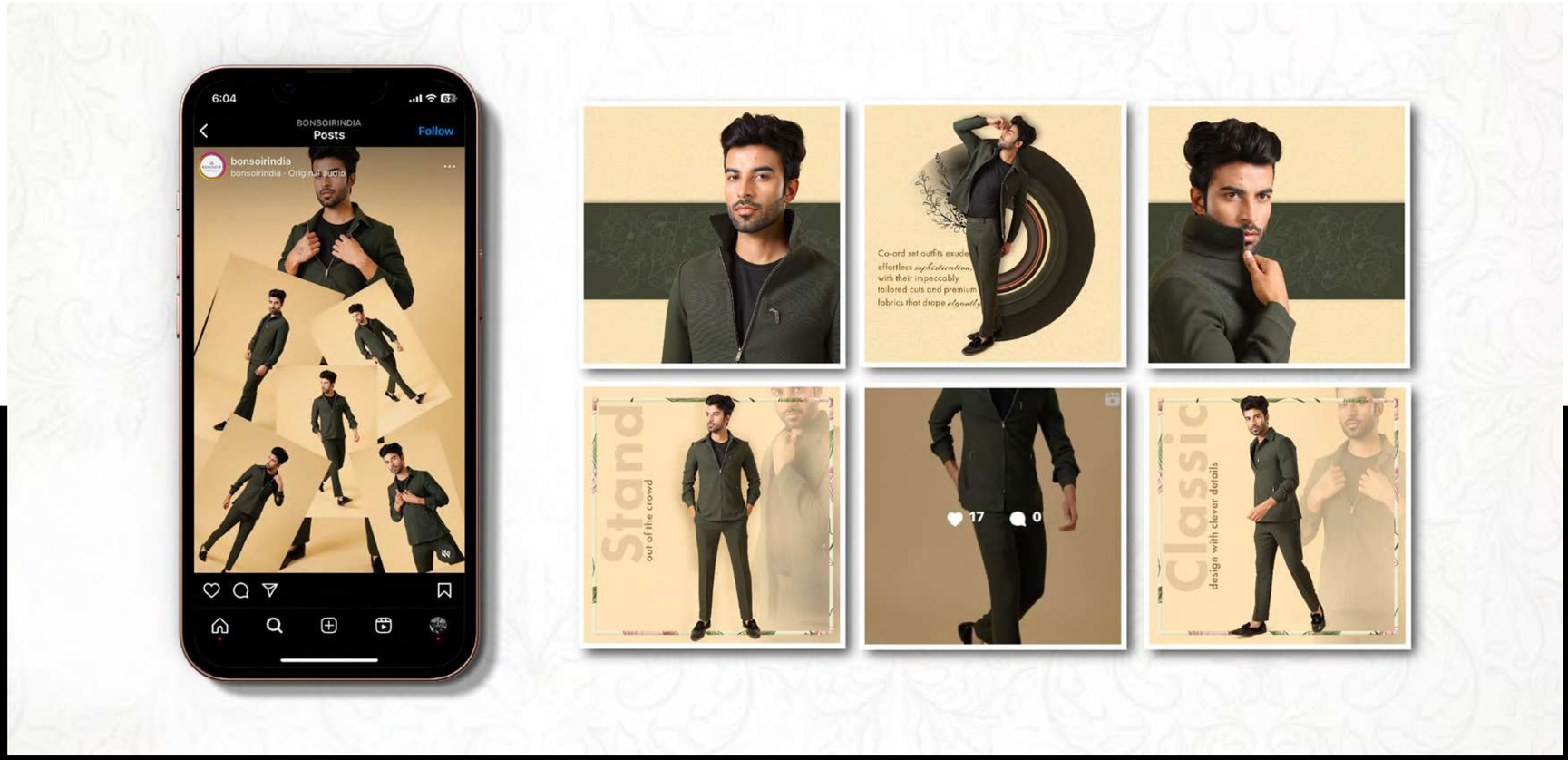
LOGO

BONSOIR

by akhil gupta

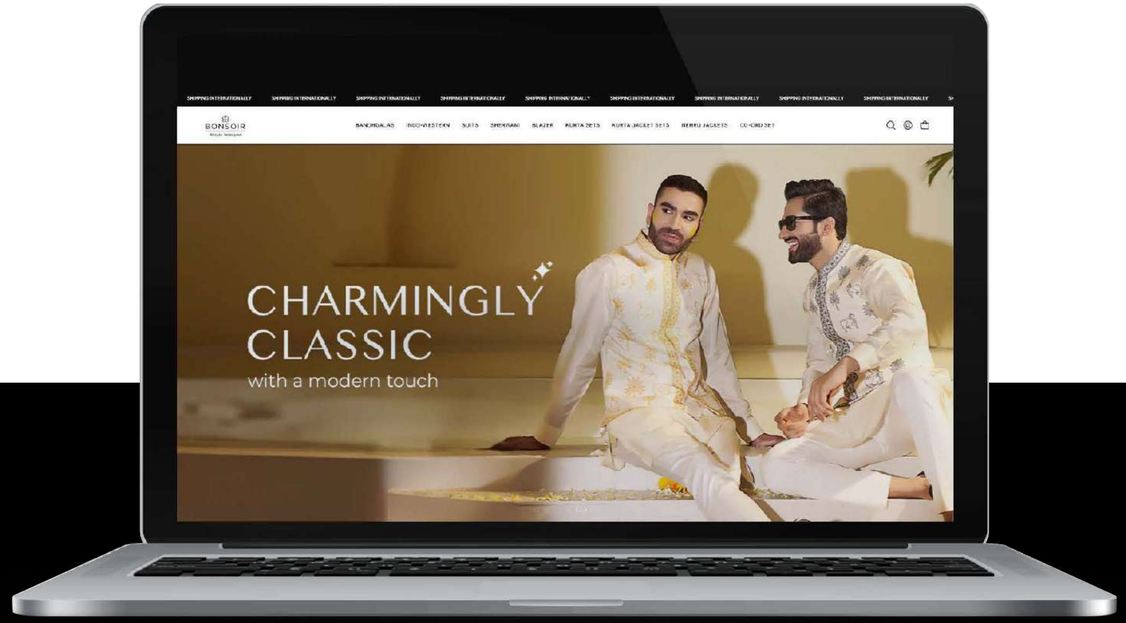
Brand

CREATIVE



Brand

WEBSITE









Thank you