



"We Paint Strategies. We Script Success."

THE GENESIS : OUR STORY

**BORN FROM
PASSION
BUILT ON
PURPOSE**

**WE STARTED NOT TO SELL IDEAS, BUT TO MAKE
THEM MATTER, TO GIVE VOICE TO VISION. FACE TO PURPOSE.**

In a small studio corner of Pune, **Nilesh Ubale**, a creative intellect driven by purpose, passion, and the power of visual storytelling. with a crayon in one hand and a concept in the other, dreamed of a world where brands spoke in feelings, not just fonts.

**THUS BEGAN
THE CRAYONS INDIA JOURNEY.**

From late-night brainstorming to deadline sprints, from café-table pitches to boardroom wins - we evolved into one of India's most outful branding and advertising forces.

WHO WE ARE ?

We're Not Just an

AGENCY



We're the
Voice Behind

BRANDS

Crayons India is a branding & advertising powerhouse with 18+ years of delivering ideas that don't just work — they wow.

Our strength lies in Visualization, Concept Development, and Copywriting — the three creative pillars on which every great campaign stands.

**WE SPEAK THE LANGUAGE OF IMPACT,
NOT IMPRESSIONS.**

From FMCG to real estate, from education to fashion — we've helped businesses not just launch, but live in hearts.

THE THINKISTAN TEAM

The Mad MINDS Behind THE MAGIC

Nilesh – Chief Visionary Officer

“I don’t build campaigns. I design conviction.”

Shagun – Head of Design & Communication

“Good design should whisper emotion before it shouts attention.”

Advait – Copy Devil & Script Architect -

“I write ads the way people write love letters — with obsession.”

Tina D’Souza – Brand Strategist & Client Whisperer

“I translate briefs into beliefs.”

Sujal – Digital Dynamo (Dummy)

“I don’t chase trends. I hack them.”

Raama – OOH Media Head

“I light up cities with brand stories.”

WHAT WE DO ?

**NOT
SERVICES
WE OFFER
CREATIVE
WEAPONS**



- Brand Strategy & Identity Design.
- Ad Campaign Concept Development.
- Copywriting & Storytelling.
- Digital & Social Media Creative Solutions.
- Corporate Films, Jingles Production.
- Packaging, Outdoor & Retail Branding.
- Political and Influencer Campaigns.
- Image Consulting.
- Public Relations (PR)

**"WE DON'T JUST SHOW.
WE MAKE PEOPLE FEEL."**

CORE CAPABILITIES



Brand Strategy

Developing purposeful and impactful brand foundations through cultural insights and strategic positioning.



Advertising

Crafting compelling campaigns that resonate with audiences and drive engagement across various platforms.



Customer Engagement & Commerce

Enhancing customer experiences and driving commerce through data-driven strategies and personalized interactions.



PR & Influence

Managing brand reputation and expanding reach through public relations, influencer partnerships, and earned media.



Digital Transformation

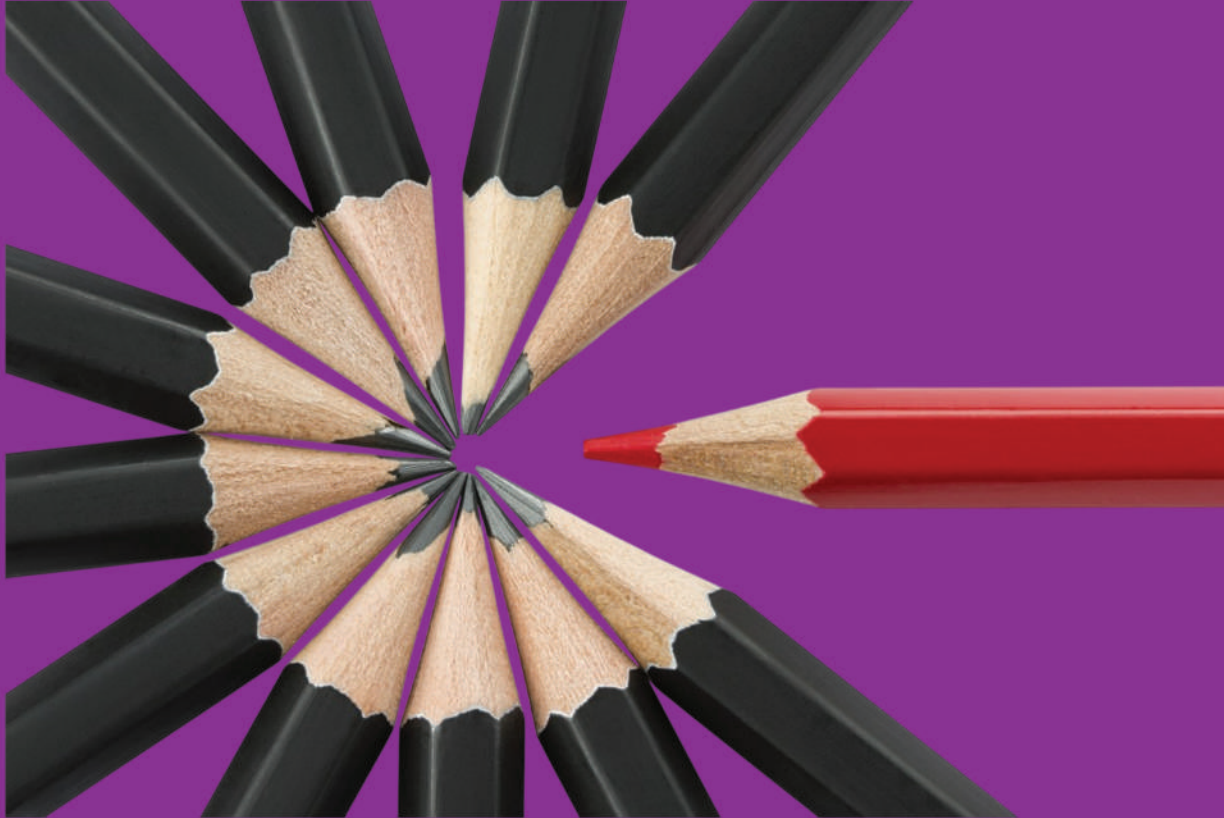
Guiding brands through digital evolution by integrating technology and innovation into marketing strategies.



Partnerships

Building strategic alliances to amplify brand messages and extend market presence.

OUR DIFFERENTIATORS | USP



Why Brands Choose Crayons India Again and Again ?

- ▶ We mix logic with soul — Strategy + Storytelling.
- ▶ Trend forecasting + deep consumer psychology
- ▶ In-house creative lab for quick ideation & full control.
- ▶ Worked with 300+ brands across 20+ industries.
- ▶ We believe in emotions, not just engagement.

“Your audience won’t scroll past our ideas.”

OUR CREATIVE CULTURE

Inside Crayons India,
ideas don't have job titles.
Everyone creates.
Everyone critiques.
We work in whiteboard
chaos, brainstorming
madness, and creative play.

- ▶ Weekly "MAD AD" battles
- ▶ 24-hour "Brandstorm" marathons
- ▶ Popcorn Fridays with concept screenings

"If you don't love your idea at 2 AM,
it's not ready yet."

**THINKISTAN MODE
ALWAYS ON**

THE MARKET GAP WE FILL



The Missing Piece We Complete

- ▶ Most agencies give either design or words.
- ▶ We bring the emotion.
- ▶ Crayons India exists because most branding lacks depth.
- ▶ Good visuals are everywhere. Great brand feelings are rare.
- ▶ We make branding meaningful, memorable, and market-driven.

OUR CLIENTS

Trusted by Corporates, Loved by Startups.

From top real estate groups, fashion houses, schools, restaurants, FMCG brands, to startups — our portfolio is a vibrant canvas of success.



LET'S BUILD YOUR BRAND STORY



It's Not Just an Advertising, It's a Movement.

At Crayons India, we're not waiting for the next brief.
We're waiting for the next great story to tell — yours.

Let's connect :

🌐 www.crayons-india.com

☎ +91 9823 75 0327 | +91 8983 89 2290

✉ info@crayons-india.com



"You dream bold. We deliver brilliance."