



# **YOUR MOST TRUSTED PARTNER FOR ALL YOUR CREATIVE DESIGN NEEDS**

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We are your extended design team. A team that truly understands your marketing and branding goals and provides you with results that elevates your brand.

# WHO WE ARE

We are a boutique creative design studio set up in the heart of India's capital, New Delhi.

We provide clients in a variety of industries with a wide range of creative design capabilities. To ensure that your brand stands out from the competition and communicates its message clearly and consistently, we craft dynamic, vibrant, and unique designs combined with strategy and marketing intelligence.

We are new, we are young, and we are who you are searching for – **Problem Solvers, Strategic Thinkers and Deep Divers.**

We enjoy wonderful relationships with our clients and a high rate of referrals. In a short span of time, we have covered industries such as Automobile, Education, Healthcare, Hospitality, Information Technology, Manufacturing, Media & Entertainment, NGO, and Security Services.

The wide range of industries we serve as clients demonstrates our extensive awareness of the marketing complexities of every business and our unwavering commitment to giving our clients an exceptional and **"WOW" service.**



# DESIGNS THAT STIMULATE ENGAGE & MOTIVATE

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We don't just design, we make sure our creations stimulate, engage, and motivate one and all bringing about positive transformation for brands, businesses, and culture.

Whether we are illustrating an ambitious concept or designing a tiny poster, with Sketched Marketing it's assured satisfaction.



# NUMBERS SPEAK FOR THEMSELVES

**06**

Years in Business

**60+**

Unique Clients

**700+**

Completed Projects

**>95%**

Repeat Business



# WE HAVE A SIMPLE GOAL

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**To help brands have profound  
connections with consumers  
through compelling designs.**

# HOW WE CAN HELP

**We have a creative palette for your every need.**  
We cover all facets of brand building and communication  
using marketing strategy and creative design.

# WE OFFER



## Marketing Communication

We design brochures, flyers, catalogs and a whole lot of other communication tools that make the sales and marketing effort easier and effective.



## Branding

We offer a comprehensive solution to brands from logo design to brand storyboard, messaging, style guides and visual identity.



## PowerPoint Presentation

We make beautiful, convincing and well-structured business presentations for all your important meetings and events.



## Packaging Design

We develop beautiful packaging which stands out on the shelf and increases your presence in a cluttered marketplace.



## Digital Video

We create short and compelling explainer videos that empower and inspire audiences. We make videos that bring brands to life.



## Product Photography

We offer high quality product photography for ecommerce. A perfect place to meet your simple photography needs.



# MARKETING COMMUNICATION

## Design drives marketing communication.

Marketing communication is a process which involves the integration of numerous tools to convey the company's message about its brand, products, or services to a specific audience. Simply put, marketing communication is a blend of diversified communication tools to boost the consumer connect effort.

Now, you may wonder what these tools are. These are everything that assist your marketing team to drive brand stories.

## We help brands tell a consistent story through emphatic designs.

Along with providing clients with cutting-edge marketing communication materials, we also create a strong collateral strategy.

As a youthful and energetic graphic design studio in Delhi, we specialize in designing corporate brochures, prospectuses, catalogues, promotional leaflets and flyers, newsletters, emailers, event invitations and much more.

“ ”

**THE SINGLE BIGGEST  
PROBLEM IN  
COMMUNICATION IS  
THE ILLUSION THAT IT  
HAS TAKEN PLACE.**

GEORGE BERNARD SHAW

## Scope of Work

Brochures/Flyers/Catalog  
Magazines  
Annual Report  
Manuals  
Infographic  
Newsletters  
Emailers  
Invitation cards  
Posters  
Menu Cards

# BRANDING

## Solving your core brand challenges through design.

A brand is all about how it makes the customers feel. It involves more than just the logo or visual identity; rather, it involves a cohesive system that spans all platforms and touchpoints.

We believe in solving your core challenges through design and not just by giving you pretty images. We're devoted to making your ideas cruise far and wide. To ensure that communications are consistent across a variety of platforms, including advertising campaigns, social media, outdoor advertising, websites, print, etc., it is crucial to develop a well-thought-out brand strategy.

## We offer an extensive assortment of design skills that can enrich your brand-building campaigns.

As brand strategists, we are aware that success is achieved by fusing business strategy, in-depth brand understanding, and creative know-how to produce insightful content that achieves the intended results.

We are experts in creating logos, vector icons, patterns, and textures, taglines, indoor and outdoor branding, product mockups, brand identities, brand canvases, and more. Whatever your needs, we are confident that our passion and creativity will help you find the ideal creative solution.

“ ”

**BRAND IS THE STORY.  
DESIGN IS THE  
STORYTELLING.**

SUSAN SELLERS

## Scope of Work

Brand Identity  
Brand Canvas  
Brand Style Guides  
Logo Design  
Tagline Development  
Patterns & Textures  
Vector Icons  
Indoor/Outdoor Banners  
Trade Show Banners  
InShop Banners  
Social Media Creatives

# POWERPOINT PRESENTATION

## We make beautiful, convincing, and well-structured business presentations.

We will captivate your audience with our imaginative and aesthetically stunning designs, whether it is for conferences, investor meetings, business plans, sales pitches, or just your company presentation.

We bring to you a blend of creativity, originality, and marketing intelligence to transform your corporate presentation into an engaging communication that will make an impression on your potential consumers and business partners, we deliver to you a blend of creativity, originality, and marketing knowledge.

## The importance of a well-structured PowerPoint presentation is enormous.

A presentation that reflects the clarity of thoughts, ideas, concepts, workflow, and key messages is critical for any business. It assists prospective investors in their assessment of your company and opens the doors for potential avenues of financing. We take pride in our ability to create insightful investor PowerPoint presentations for clients from across industry sectors.

We specialize in the creation of interactive multimedia presentations that help your audience remember the main ideas you're trying to get across.

“ ”

**EFFECTIVE  
PRESENTATION IS AS  
STIMULATING AS  
BLACK COFFEE, AND  
JUST AS HARD.**

ANNE SPENCER

## Scope of Work

Corporate Presentation  
Business Presentation  
Pitch Deck Presentation  
Event Sponsorship Presentation  
Seminar Presentation  
Interactive Presentation  
Product/Sales Presentation  
Online Courses Presentation

# EXPLAINER VIDEOS

## We create short and impactful marketing videos.

An excellent way to naturally engage your audience and convey complex concepts and ideas is through animated explainer videos. We produce short and effective marketing videos that equips the viewers with all the information they need about the brand, products or services.

As one of the best digital video production studios in Delhi, we have been producing tailored explainer videos to meet the growing strategic marketing and business needs of companies.

## Our Approach

We take great satisfaction in producing excellent marketing and promotional videos, and we achieve this by taking the time to get to know our customers' brands, products, and services. Because no one understands your business better than you do, we always work collaboratively with our clients to produce top-quality videos.

To produce a final product that will leave a lasting impact on the audience's minds, we conduct extensive secondary research on the video topic and integrate the marketing insights we learn from this with your strategy and brand requirements.

“ ”

**VIDEO IS AN EFFECTIVE  
FORM OF COMMUNICATION  
THAT NEEDS TO BE  
INTEGRATED INTO EVERY  
ASPECT OF YOUR EXISTING  
MARKETING EFFORTS.**

JAMES WEDMORE

## Scope of Work

Corporate video  
Product video  
Demo/Training Videos  
Promo / Launch Teasers  
Gifs  
E-commerce Video  
Event Video  
Team Motivation Video  
Sales Video  
Video Animation

# PACKAGING DESIGN

## We create packaging with purpose and personality.

We firmly believe that the most appealing brands stand for something bigger, something greater than themselves. They enjoy steering above and beyond the limits and discovering uncharted territory. This conviction, when combined with creativity and consistency, creates packaging that is powerful and successful.

We create eye-catching packaging that sticks out on the shelf and boosts the visibility of your brand in a crowded marketplace.

## We create packaging that make brands come alive and communicate with the consumers.

We create packaging that makes an impact from supermarket shelf to online store. We ensure that your brand is captivating and pervasive throughout the customer experience journey.

We can create packaging from scratch or relaunch existing brands with refreshed packaging and help building compelling brand visuals.

“ ”

**PACKAGING CAN BE  
THEATER, IT CAN  
CREATE A STORY.**

STEVE JOBS

## Scope of Work

Box Packaging Design  
Stand up Pouches  
Flat Pouches  
Mailer Boxes  
Packaging Labels  
Stickers  
Promotional Bags  
3D Mockups

# PRODUCT PHOTOGRAPHY

## Boost your eCommerce performance with great product photography.

The first impression has an impact on every life decision. This effect is substantially greater with e-commerce. For instance, because the product photographs you put up are the first thing your customers will see, they are significantly more important than you might think.

We produce high-quality product photographs that increase the aesthetic and luxury appeal of your products. These images give potential customers a positive first impression of your brand and help it stand out even more.

## Give your shoppers the experience of “touch & feel” of your products through excellent photography.

While the modern eCommerce experience offers a lot of convenience to shoppers, one thing it lacks is the ability to physically hold and inspect the products before making a purchase.

We bridge this gap by giving them with all the information they require by offering high-quality product photographs from various angles. Additionally, we offer infographic visuals and short product videos for your eCommerce store so that your customers may virtually “touch & feel” the products.

“ ”

**PRODUCT PHOTOGRAPHY  
IS ABOUT ENGAGING THE  
CUSTOMER, REPLICATING  
THE PRODUCT AS IF IT  
WERE IN THEIR HANDS**

EMMA TRAVIS

## Scope of Work

White Background  
Non-White Background  
Creative Photography  
360° Photography  
Digital Mockups  
Product Infographics

# BRANDS WE HAVE WORKED WITH

**intertek**  
Total Quality. Assured.

  
**WELCOMHOTEL**  
BY ITC HOTELS  
DWARKA, NEW DELHI

 **FRESENIUS  
KABI**

**TVS** 

**HDFC  
ERGO**

 **Peters**  
SURGICAL

  
**Jagran**

**OKAYA<sup>®</sup>**  
Chalti Rahe Yeh Zindagi



 **careerist**  
Ear to the ground

  
PUNJAB CHEMICALS  
AND CROP PROTECTION LTD.

 **enon**

# CASE STUDIES





## CREATION OF INSPIRING MARKETING & PROMOTIONAL MATERIALS

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### About the Client:

GAURI AUTO is among the leading manufacturers of two wheelers, three wheelers, E - rickshaws, and automotive spares parts under the popular brand name 'GARUD'. The company is based in Haryana with its corporate office in Faridabad. Established in the year 2010, Gauri Auto today is one of the most respectable manufacturers and service provider in the automotive industry.

### Project Brief:

The company was entering the electric two-wheeler segment with the launch of its electric scooter brand - Gauri Electric. To provide customers with greater riding comfort and increased stability, the electric scooters were fitted with supportive seats, durable shock absorbers, and stunning alloy wheels. They wanted to portray the brand as the preferred choice for the entire family, not only as a youth icon.



**Project Requirement:**

- Logo for Gauri Electric
- Logos for all sub-brands of Gauri Electric
- Marketing & Sales Collaterals
- Trade Exhibition Banners
- Office Interior Branding

**What We Did:**

To support the launch and ensure that it grabs the maximum attention, we created multiple branding and communication tools that included, Logos for the new brand – Gauri Electric and all its sub brands of scooters – Lyte, Alpha & Yaari+, corporate brochure, flyers, Roll-up standees, trade show banners and office interior branding.

LOGO  
DESIGN



**GAURI**elec+ric  
fueling with electricity!



**GAURI**  
elec+ric



**GAURI**elec+ric  
fueling with electricity!



COMPANY  
BROCHURE



**lyte** The  
**FAMILY**  
Scooter

**Alpha** | **PRIDE**  
**TO RIDE**

**Yaari+**  
**CLASSIC** *yet* **MODERN**





DOUBLE SIDED  
FLYER

OFFICE  
BRANDING





TRADE SHOW  
BANNERS



Promesh<sup>®</sup>  
SURG INTRA



For a Strong  
& Durable  
Hernia Repair  
Surgery

Minimizing Risks,  
Maximizing Results

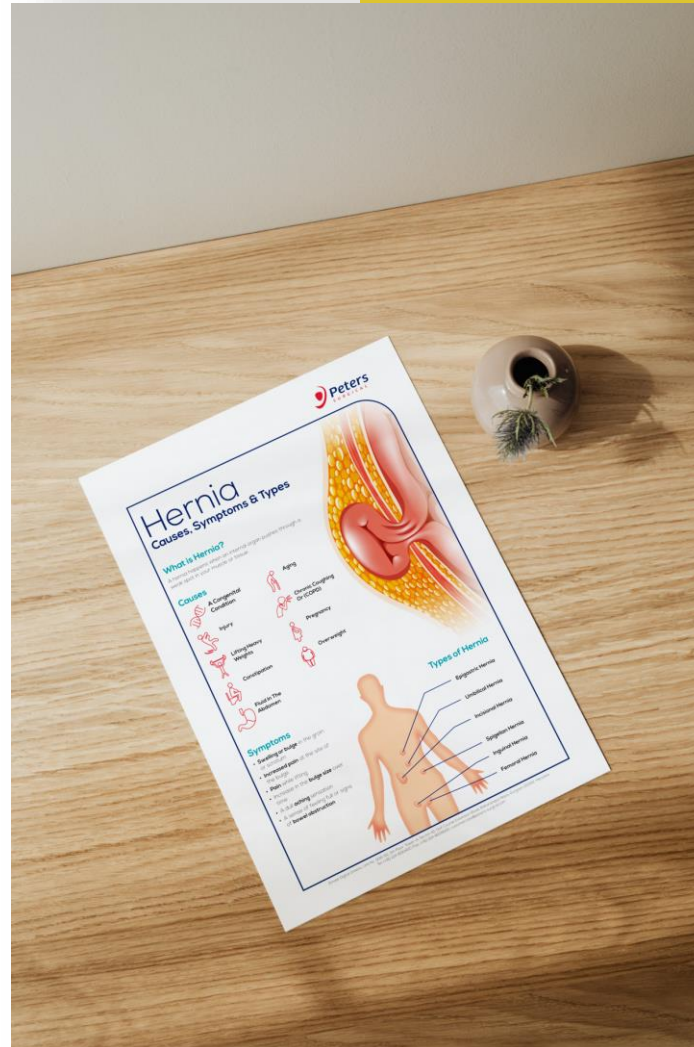
## HERNIA AWARENESS CAMPAIGN & PRODUCT LAUNCH

### About the Client:

Peters Surgical is a leader in surgical device market with a portfolio of high-quality & innovative solutions addressing specialized surgical therapies. The company's mission is to improve the quality of patient care and to contribute to the success of surgical procedures. Peters Surgical designs, manufactures and distributes surgical single use-devices in over 90 countries.

### Project Brief:

The company was looking to expand its footprint in the Gastro-intestinal specialty in India with the launch of a premium surgical mesh for complex hernia repair surgery. The company's goal was also to establish itself as an expert and a thought leader in the hernia repair industry and hence wanted to leverage the National Hernia Awareness Month.




### Project Requirement:

- Product Brochure & Flyers
- Clinical Posters
- Product Packaging
- Leave Behind Leaflets
- Doctor Reminder Cards
- Roll-up Standees

### What We Did:

In order to assist Peters Surgical in achieving its marketing objectives, we developed strategic branding and communication collaterals, such as eye-catching clinical posters, leaflets, myth-busting materials, cards that remind surgeons of the product's USP, handouts specifically for medical professionals, product brochures, flyers, packaging designs, and roll-up standees for conferences.



## HERNIA ADVISORY COUNCIL MEETING


**TOPIC:**  
Mesh Fixation with Hemostatic Glue

**EVENT SCHEDULE**  
Date: 11 September, 2021  
Time: 6:45 pm - 7:30 pm (IST)




### Advisory Board Members

**Chairman**  
**Dr. Roy Patankar**  
General & GI Surgeon,  
Director - Surgical Services,  
Zen Hospital, Mumbai




**Expert Panelists**


**Dr. Deep Goel**  
Director - Bariatric & Advanced Laparoscopy Surgery,  
BL Kapoor Hospital, New Delhi




**Dr. Sreejoy Patnaik**  
Chairman & Managing Director,  
Shanti Memorial Hospital, Cuttack




**Dr. Sharad Sharma**  
Consultant - Laparoscopic & Bariatric Surgeon,  
MGM Hospital, Mumbai




**Dr. Rajeshkumar Shrivastava**  
Director - Shreeji Hospital,  
CH Consultant Bariatric, Laparoscopic, & General Surgeon




**Dr. Sandeep Dave**  
Consultant - General Surgery & Surgical Gastroenterology,  
Ramakrishna CARE Hospital, Raipur




**Dr. Tamas Chaudhary**  
Consultant - General & Laparoscopic Surgery,  
ILS Hospital, Kolkata



**Dr. M Kanagavel**  
Consultant - General and Advanced Gastrointestinal Surgeon, ISABEL Hospital,  
Chennai





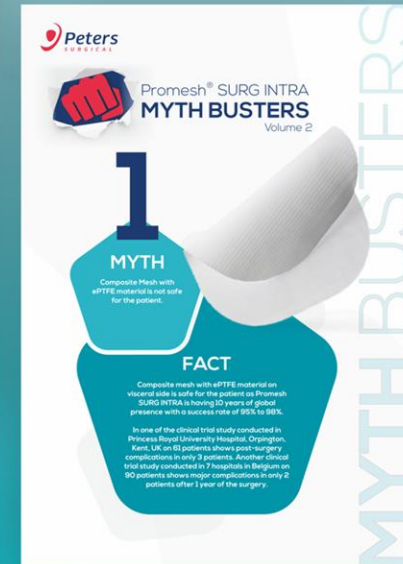
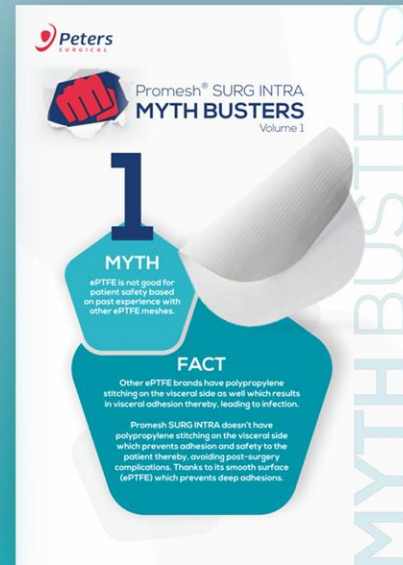
Meeting ID: 93888629670  
Passcode: IFABOND  
[Click here to join](#)

EVENT  
INVITES


27



CONCEPT  
FLYERS







**Peters SURGICAL**

## What makes Promesh<sup>®</sup> Surg INTRA a Highly Efficient Intramesh?

Promesh<sup>®</sup> Surg INTRA is designed for Umbilical and Ventral Hernia in Open or Laparoscopic Surgery

Over 10 years of proven clinical outcomes.

Study conducted in 7 hospitals in Belgium on 90 patients



**PROMESH<sup>®</sup> SURG INTRA is a new generation ePTFE and Polypropylene composite mesh.**

- The microporous structure facilitates the evacuation of fluids (seroma)
- Very easy to use in Coelioscopy procedure
- Easily deployed when put in place with "V" sign facilitating good positioning
- The porous side in knitted polypropylene promotes tissue integration
- Easy to Re-cut


Technical Data	
Reference Layer	
Density	200 g/m <sup>2</sup>
Thickness	0.5 mm
Fibre Diameter	0.08 mm
Pore Size (knitted polypropylene side)	0.9 x 0.9 mm
Micro-perforation size (ePTFE side)	0.8 mm

Minimizing Risks. Maximizing Results.

**Peters SURGICAL**

Peters Surgical India Private Limited  
Emvaz Digital Greens, Unit No. 508-509, 5th Floor, Tower-A, Sector-65,  
Golf Course Extension Road, Bandra-Worli Link, Surferon-400052, Maharashtra  
Tel: (+91) 224 4850450, Fax: (+91) 224 4850500, [wecare@peters-surgical.com](mailto:wecare@peters-surgical.com)

[peters-surgical.in](http://peters-surgical.in)



**Peters SURGICAL**

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Promesh<sup>®</sup> Surg INTRA is designed for Umbilical and Ventral Hernia in Open or Laparoscopic Surgery

Over 10 years of proven clinical outcomes.

**Minimising Risks**

3 out of 61 Patients

**Maximising Results**

2 out of 90 Patients

~98%

Promesh<sup>®</sup> Surg INTRA is a new generation ePTFE and Polypropylene composite mesh.

- The microporous formula of ePTFE reduces the risk of seroma collections and infections
- The macroporous monofilament polypropylene face supports cell generation and tissue integration
- Polypropylene and ePTFE are attached by an integration process wherein no stitching material is used to attach the 2 materials. This prevents wound dehiscence or infection, thereby avoiding post-surgery complications

Technical Data	
Reference Layer	
Density	200 g/m <sup>2</sup>
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[peters-surgical.in](http://peters-surgical.in)

## PRODUCT FLYERS

DOCTOR  
REMINDER  
CARDS

**GLOBAL QUALITY**  
With CE 2460  
Certification

**STERILENE MESH**

**TECHNICAL SPECIFICATION**  
Material: Monofilament Polypropylene  
Cutting Type: Laser  
Sterilization Type: Ethylene Oxide (EO)  
Sterility: Sterile  
Colour: Clear - Undyed

**STRENGTH**

— Vertical Direction — Horizontal Direction

**Peters Surgical India Private Limited**  
Emaar Digital Greens, Unit No. 509-51, 5th Floor, Tower-A, Sector-45, Golf Course Extension Road, Baharampur Naya, Gurgaon 122002, Haryana. Tel: (+91) 124 4550450 Fax: (+91) 124 4605500 [wecare@peters-surgical.com](mailto:wecare@peters-surgical.com)

[peters-surgical.com](http://peters-surgical.com)

**Precise LASER CUTTING**  
Technology Prevents Frayed Edges Making It Cuttable

**STERILENE MESH**

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Material: Monofilament Polypropylene  
Cutting Type: Laser  
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- Sterilene Mesh is knitted by a process which interlocks each fiber junction and provides for elasticity in both directions
- This construction permits the mesh to be cut into any desired shape or size without unraveling
- The Bi-directional elastic property adapts to various stresses encountered in the body

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[peters-surgical.com](http://peters-surgical.com)

**Peters SURGICAL**

**STERILENE MESH**  
Flat Knitted Polypropylene Mesh

**THE IDEAL MESH**  
FOR OPEN & LAPAROSCOPIC  
HERNIA REPAIRS

**Available In 3 Different Weights & 5 Different Sizes**

**STERILENE MESH**

**TECHNICAL SPECIFICATION**  
Material: Monofilament Polypropylene  
Cutting Type: Laser  
Sterilization Type: Ethylene Oxide (EO)  
Sterility: Sterile  
Colour: Clear - Undyed

**Conforming to every hernia repair and meeting every surgeons need**

- Sterilene Light 40 GSM
- Sterilene Regular 65 GSM
- Sterilene Heavy 120 GSM

**Available sizes: 10/15, 6/11, 7/9/15, 6/15, 30/30**

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**HIGH TENSILE STRENGTH & Pliability For Better Body Movement & Support**

**STERILENE MESH**

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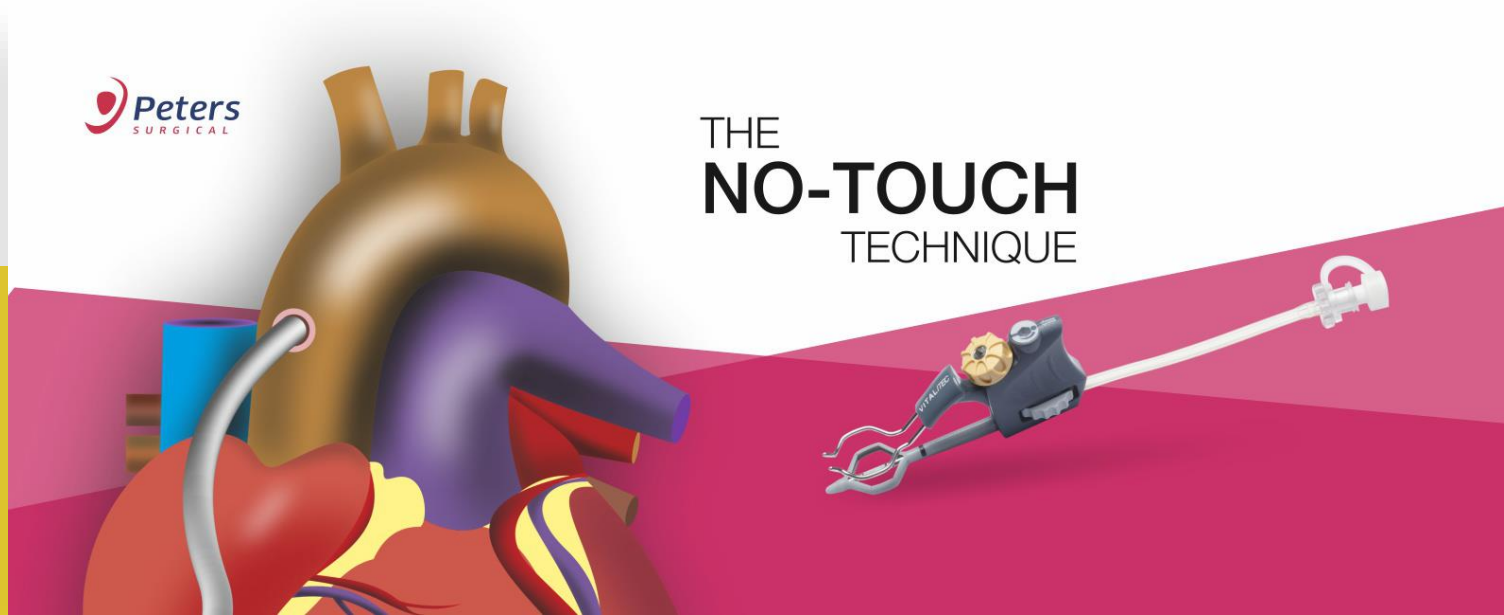
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[peters-surgical.com](http://peters-surgical.com)

PACKAGING  
DESIGN







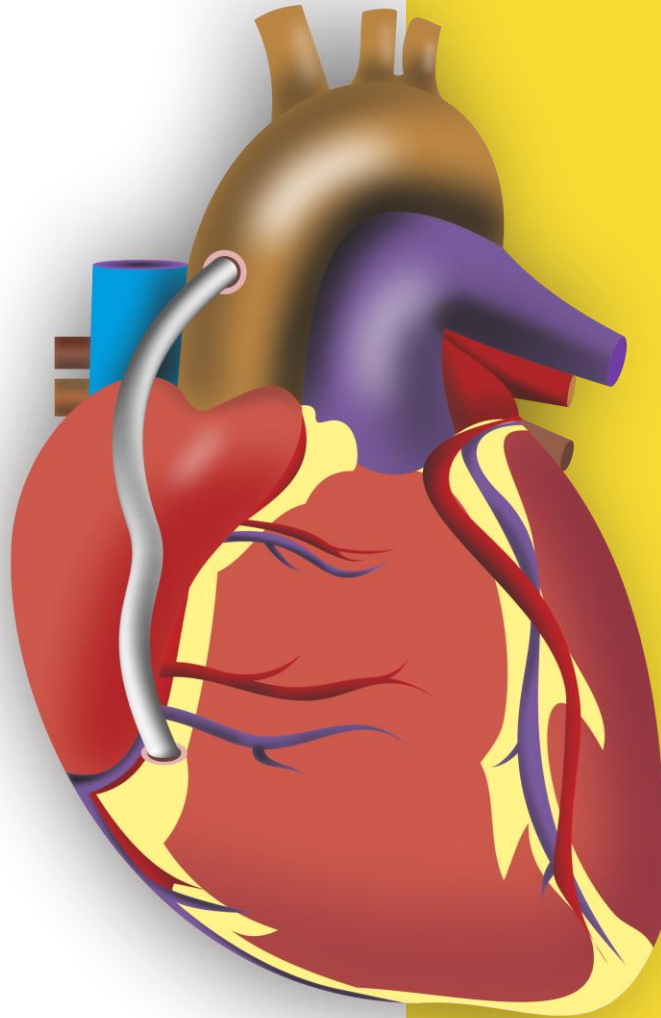
## CREATION OF MARKETING AND PROMOTIONAL MATERIALS FOR PRODUCT LAUNCH

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### Project Brief:

For the introduction of Enclose - II, a cutting-edge technology device for proximal anastomosis surgery, Peters Surgical sought a powerful and effective communication message along with innovative promotional tools to spread the word to leading cardiothoracic surgeons in India.



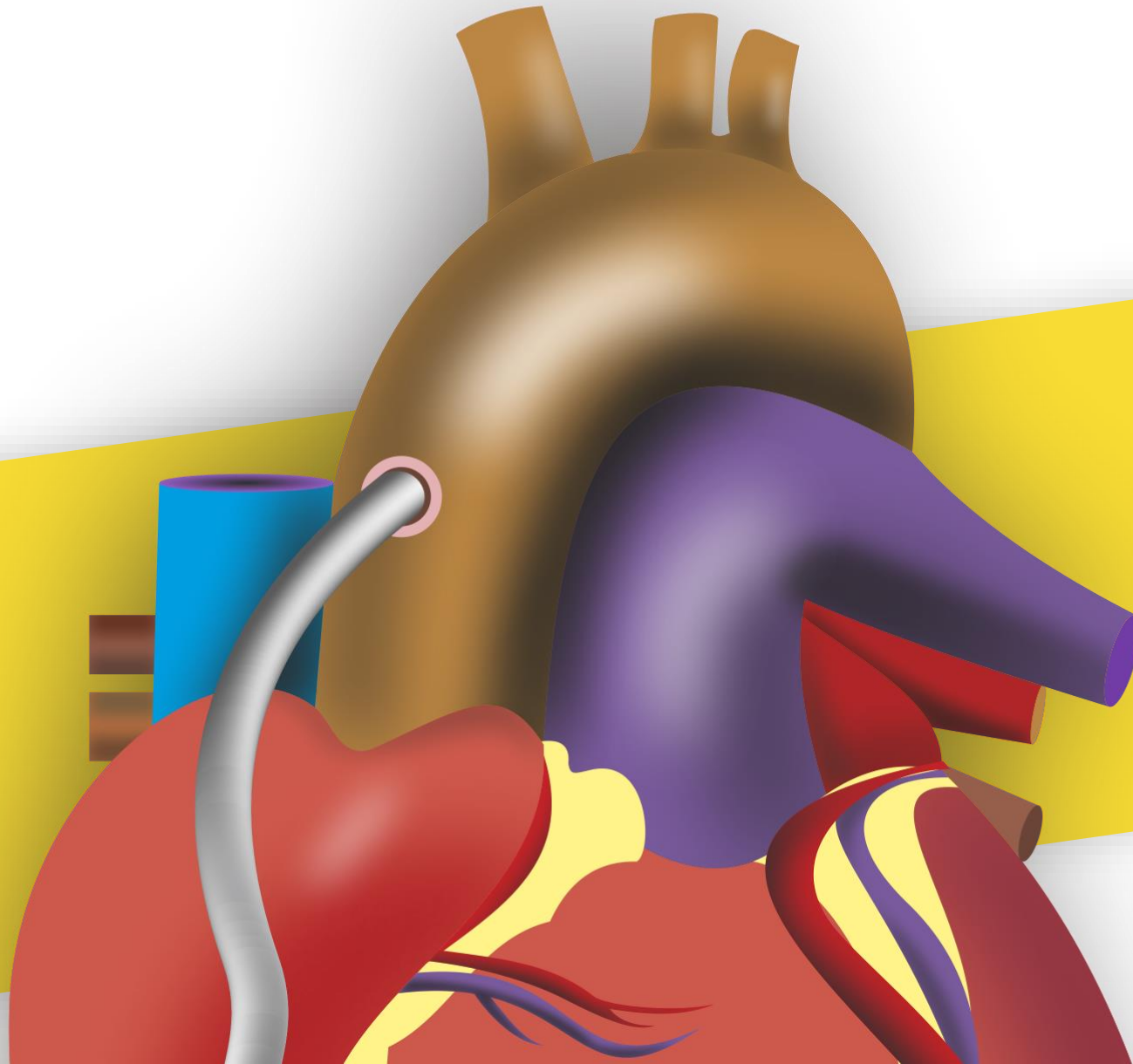
#### Project Requirement:

- Product Brochure & Flyers
- Clinical Posters
- Visual Aid
- 2D Illustration
- Roll-up Standees

#### What We Did:

It was crucial for us to develop a profound understanding of every aspect of the surgical procedure because we were dealing with such an advanced medical topic as proximal anastomosis. In particular, we needed to understand the patients, the need, and what drives patients and medical professionals to act. In order to "speak their language," we read through a lot of the clinical research papers that the client provided, and we also studied a tonne of marketing materials created by competitors on related subject and products in order to gain marketing insights. The approach helped us to uncover, shape, and communicate the brand story in ways that allowed us to engage with healthcare professionals on a deeper, more sincere level.

We first developed a tagline for Enclose – II that clearly articulated the product's competitive advantage, followed by a variety of branding and communication materials, such as clinical posters, leaflets, visual aids, illustrations, webinar invitation cards and roll-up standees for conferences.



2D/3D  
ILLUSTRATION



EVENT  
INVITE

PRODUCT  
POSTER



## Ready Reckoner & FAQs

### Standard Operating Procedure for Enclose-II

#### STEP 1: Site Selection for Anastomosis:



The puncture site should be selected in the softest part of anterior wall of descending aorta. The diameter of puncture site could be about 1 cm. A maximum of 4 anastomosis per site is allowed.

#### STEP 2: Placement of the Device



1. Insert the device into the descending aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



2. The lower jaw of the device is inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



3. The device is inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



4. Adjust the yellow mark of the device to make an upper arm vertically downward and then adjust the device. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.

#### STEP 3: Testing the Seal for Hemostasis



1. The device is inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.

2. Bend the device tube, 90° in the 20 cm. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.

#### Step 4: Incision for graft



1. A small incision is made with a 15 mm scalpel. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



2. Use Enclose-II's own graft punch and cut along with the 15 mm scalpel. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



3. DO NOT USE any other graft punch. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



#### Case-II



1. The device is inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



2. Adjust the yellow mark of the device to make an upper arm vertically downward and then adjust the device. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



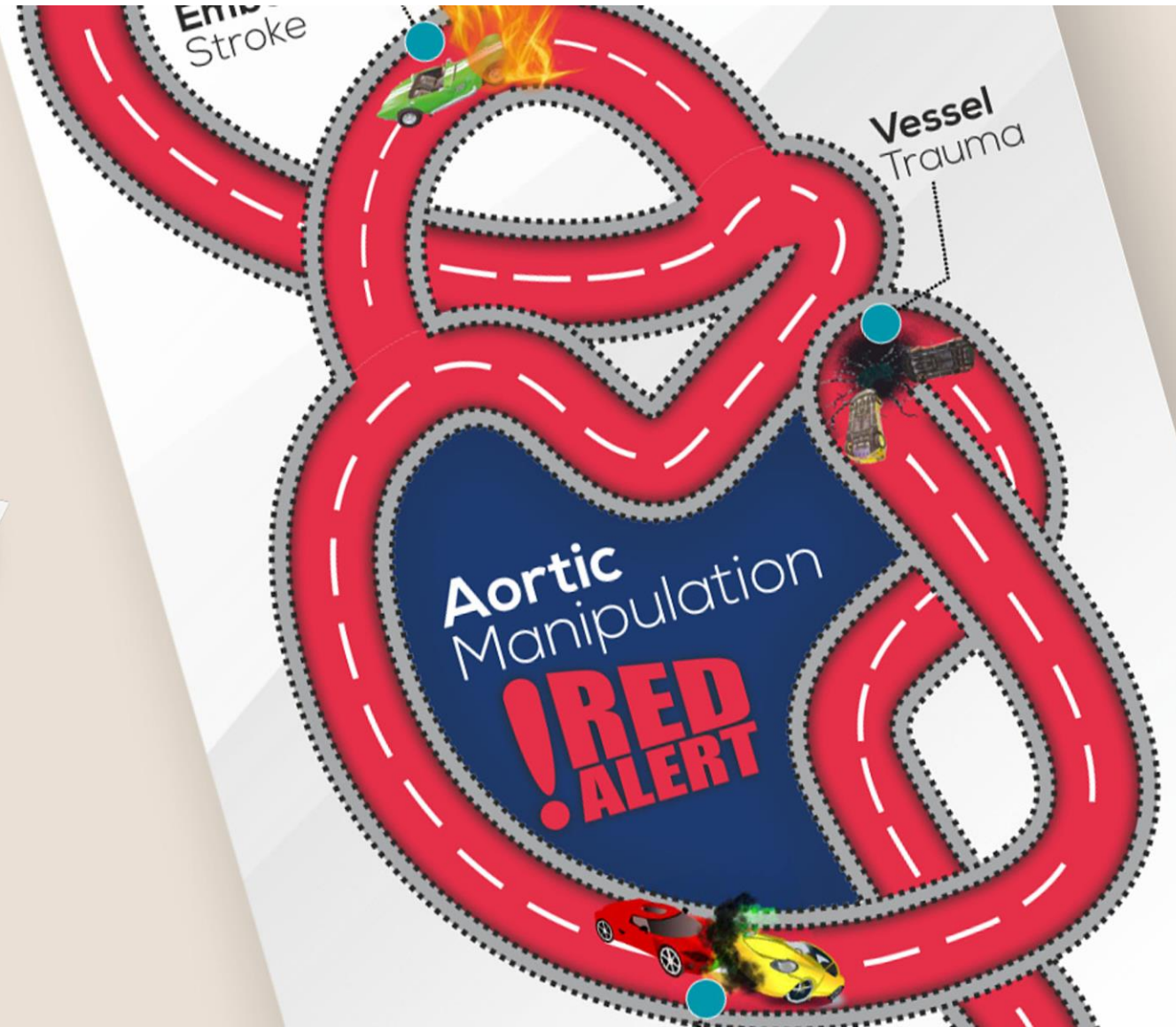
3. The device is inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



4. DO NOT USE any other graft punch. The device should be inserted into the aorta through the puncture site. The device should be inserted into the aorta through the puncture site.



## CONCEPT FLYER



VISUAL  
AID



# WE SKETCH YOUR FUTURE, SO YOU CAN BUILD IT.

Scan to view our complete portfolio,





**Get your brand  
Sketched**

**SKTCHED MARKETING**  
(c/o Sktched Atelier LLP)

Suit No.30. 308, Agarwal Central Plaza,  
Plot-2, Desh Bandhu Gupta Marg,  
Dwarka Sector 5 Market, New Delhi –  
110075

011 – 48017426 | support@sktched.com

[www.sktched.com](http://www.sktched.com)