



## A Profile



You are one of the few organised and successful companies who understand the purpose and the idea of projecting your company's image.

We proudly bring-forth **"ESSENCE" The Design Studio**, an enterprise formulated solely to fulfill your needs for exclusive, customized designs in computer graphics. We, a team of graphic designers and computer professionals specialise in translating clients ideas, abstract concepts, facts and figures into compelling and persuasive graphics. Essentially, the client's communication needs are analysed and solutions offered by way of computer-generated images.

These can take the form of original artistic creations, illustrations, logos, corporate profiles, web sites, speaker support presentations, exhibition panels and translites, colour prints, symbols, text and much more. We make sure you succeed in projecting a lasting impression of your company's image on your targeted clientele.

## What we do

Internet	:	Thematic web site design, web application development, e-commerce, W3C standard coding, SEO
Print	:	Corporate brochures, annual reports, newsletters, calendars, menu cards, leaflets, posters and much more
Corporate Identity	:	Logo-symbol-character, signage, stationery, and other applications
Direct Marketing	:	Mailers and promotional ideas
Audio-Visual	:	Corporate films, TV and radio spots, Audio-video editing
Multimedia	:	Interactive CD presentations, 2D/3D animation
Exhibitions	:	Concept and design of stalls and fabrication
Packaging Design	:	Surface graphics
Point of Purchase	:	In shop schemes, promotions and displays
Press	:	Advertisements
Printing	:	Offset, silk screen and digital printing
Photography	:	Commercial photography, image scanning, retouching



Since inception, Essence has successfully catered to numerous International and Indian clients across all industry segments. We meet the most challenging design and development requirements, while ensuring superior quality, higher efficiency, lower costs and overall competitive advantage.

### **Some of our major clients**

- Forbes Gokak Ltd
- Hewlett Packard
- Essel Group
- Indian Express
- Asset Reconstruction Company (India) Ltd. (ARCIL)
- Parijat
- Chip Magazine
- Body Opus
- Asian Chemicals Works Pvt. Ltd.
- Shimmers Jewels Et Al
- Digital Yatra
- Phillips Essential
- Continental Advertising
- Mukund Overseas
- Software @ Work
- Plush Car Detailing
- Bhagwandas Trading Company
- Hindustan Construction Company
- Galileo
- ALBA Security Equipments
- MART
- Light Sound Image
- Ayur Group
- DLF – Retail Developers Ltd.
- Group 4 Securicor
- LocalAttitude
- BILT
- Xerox
- Dalmia



## **Key professionals**

**Shilpa Makhija – Creative Director:** Shilpa is the co-founder and Creative Director at Essence. With a 3-year advance diploma in computer graphics and animation, whether she is directing a special project or participating as a key member of a design team, she offers an array of special talents.

**Vippun K – Project Manager:** With a Business Management degree from IIM-Kolkatta, and the co-founder of Essence he is a multi-faceted, multi-specialty conceptual designer. Worked for top management consulting firms, has over 15 years of experience in brand management graphic-web designing, project management and information architecture.

**Neha Sampat – Senior Designer:** A graduate in Commercial Art, her eye for detail and visual instinct are impeccable. Neha helps to bridge the gap between intellectual and artistic approaches to communication. Truly gifted at seeing marketing issues from both an emotional and cerebral perspective.

**Sulekh Bhattia – Programmer:** More than 15 years of experience in software development, design, testing and coding. Worked for some of the top IT companies in India with hands-on work experience on all mainline Internet Technologies J2EE , BEA Weblogic , Apache etc., RDBMS Oracle 8i, 9i.

**Ritika Sawhney – Relationship Manager:** Ritika's ability to effectively manage complex projects is a result of her rare combination of psychology, business and Internet experience. Her talent for clearly defining objectives and then identifying the technologies and resources that work well to meet those objectives makes her an invaluable asset.

**Ashish Bhatia – Copywriter:** Ashish is a certified content writer with more than 8 years of work experience. She has worked for top e-learning and insurance companies as a content manager. Her ability to comprehend any subject and then write creative, concise and engaging content is excellent.

**Sumati Bhargava – Copywriter:** Has worked with several big add agencies. She has over 17 years of experience and is now a consultant to various advertising firms including Essence.