

A selection of work by

# Kailash Iyer

across communication,  
brand and UI/UX design

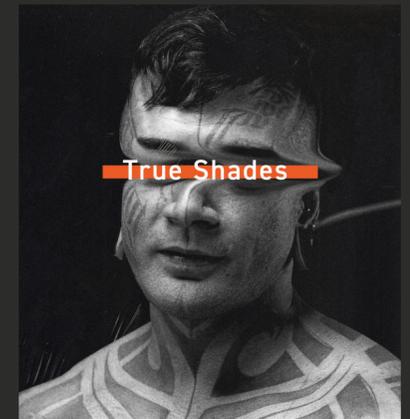
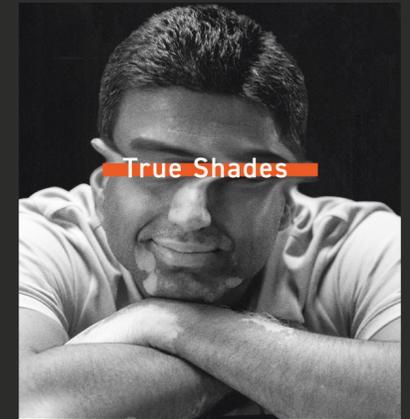
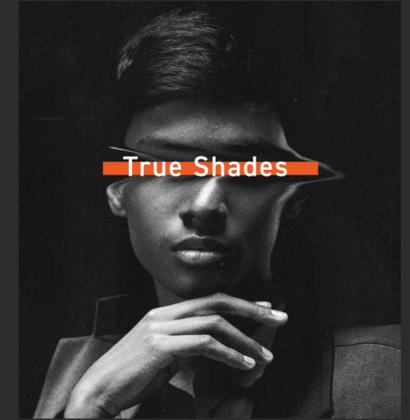
# DaMENSCH

Menswear start-up

## True Shades

Holi campaign celebrating men who refused to be swayed by slurs, and are comfortable in their skin.

[VIEW THE FILM >>](#)



# DaMENSCH

Menswear start-up

Poster design  
and art direction  
for the launch of  
their Chinos line



# DaMENSCH

Menswear start-up

## Effortless Fashion For The Comfortable Man

New positioning  
& photoshoot.



**DaMENSCH**

Menswear start-up

**Uncomfortable  
Questions  
for  
Comfortable  
Couples**

Valentine's Day Campaign

[VIEW THE FILM >>](#)



# TURTLE MOON

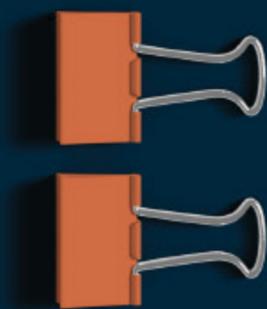
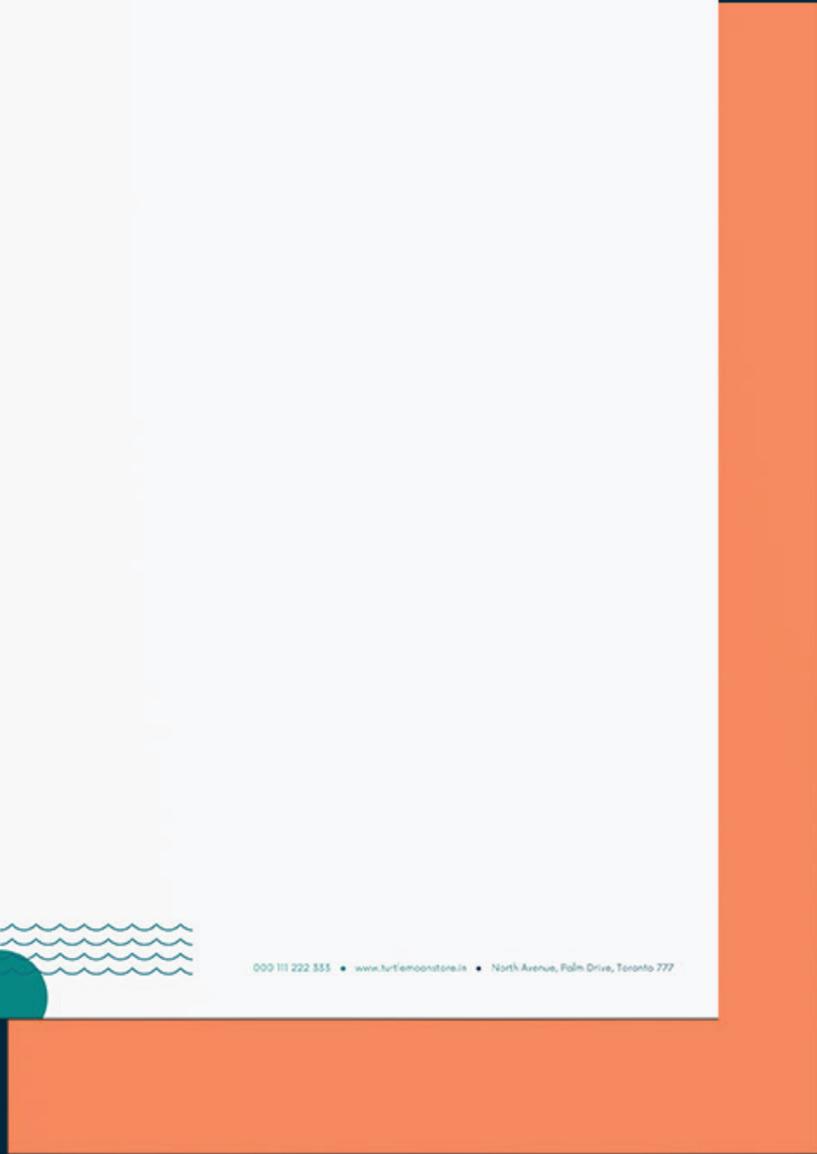
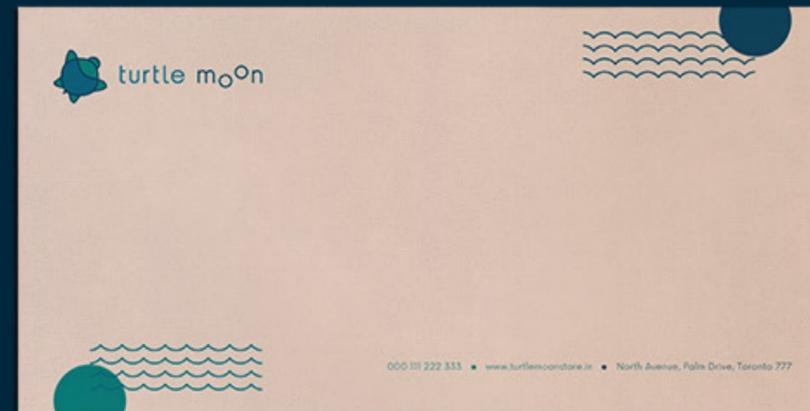
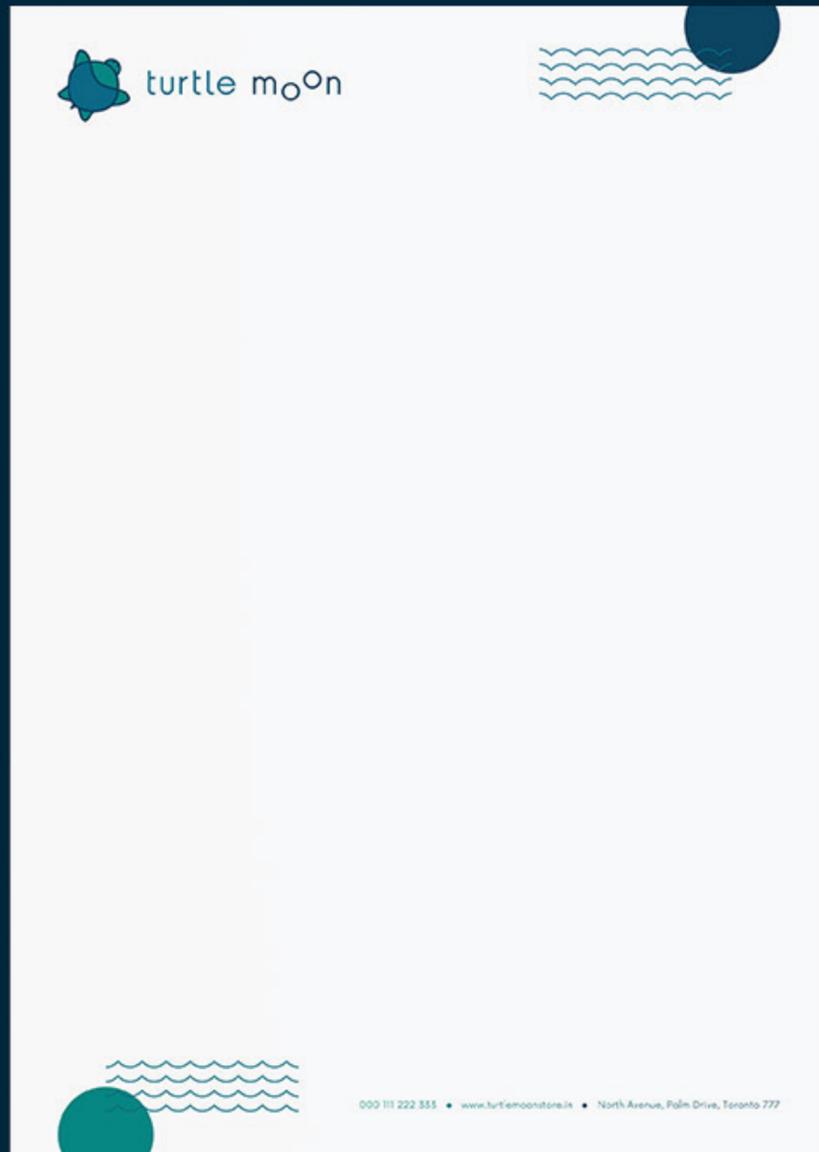
A start-up focusing on babies  
and new mothers.

## Naming

## Brand Identity

## Packaging





# ROYAL CANIN

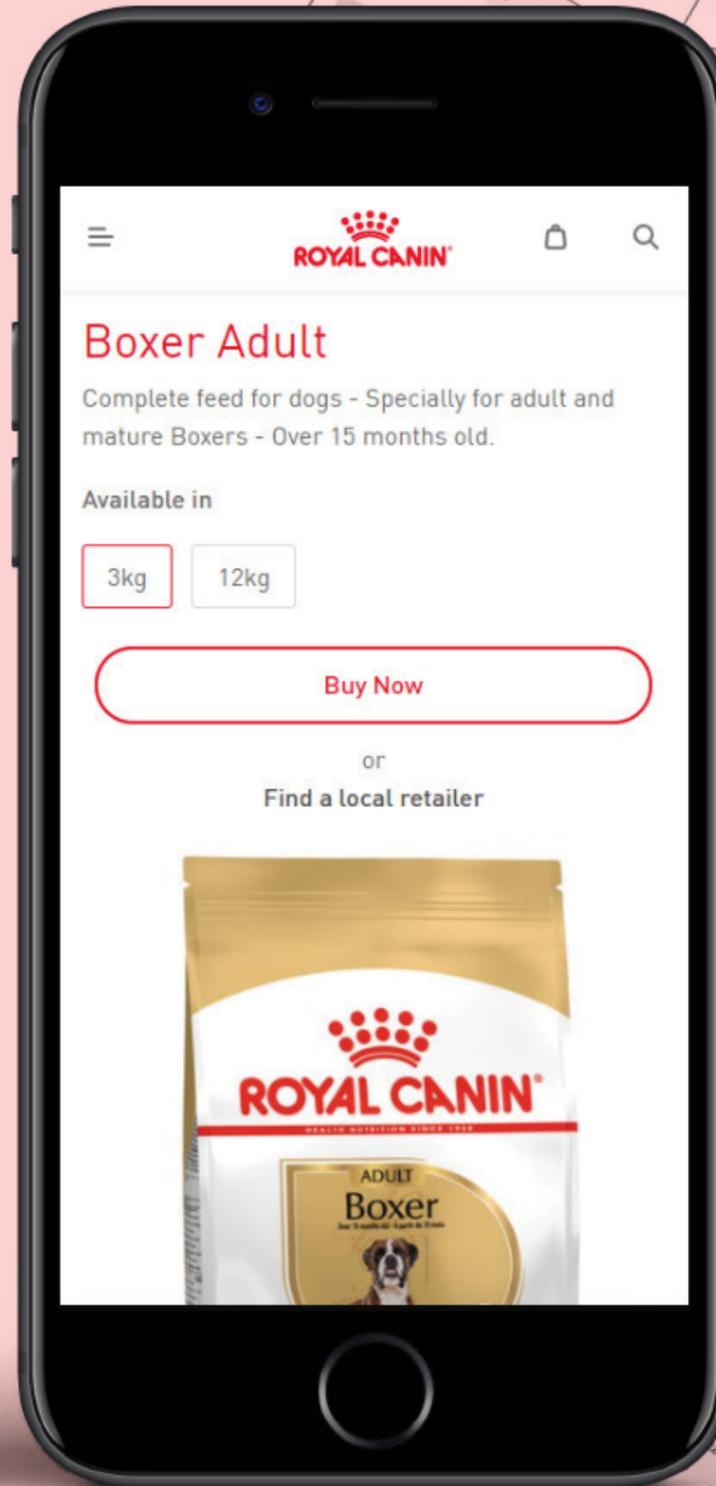
## Ecommerce Platform

## Platform Strategy

## Wireframing

## Front-end Design

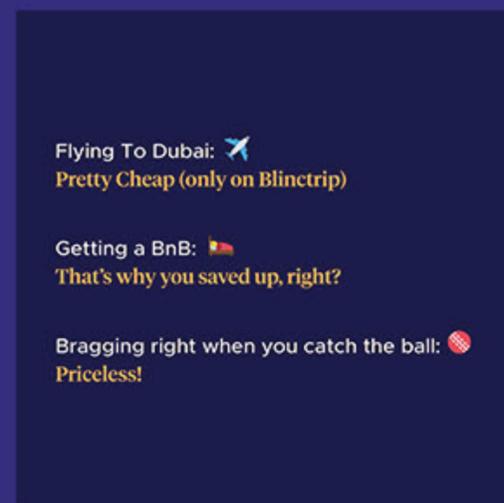
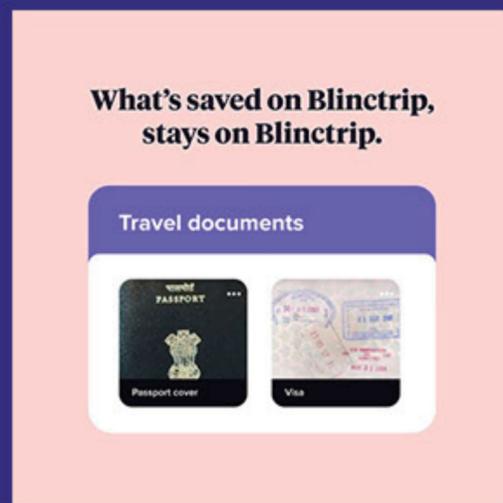
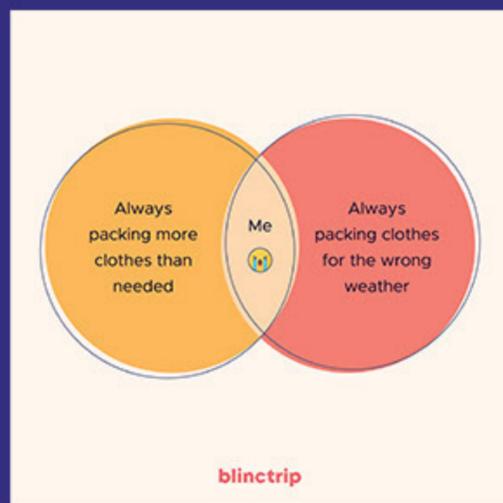
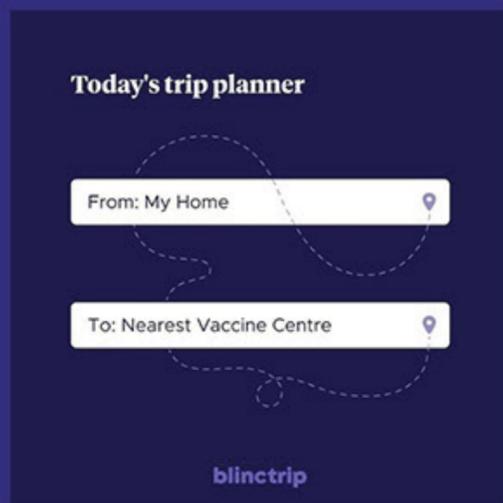
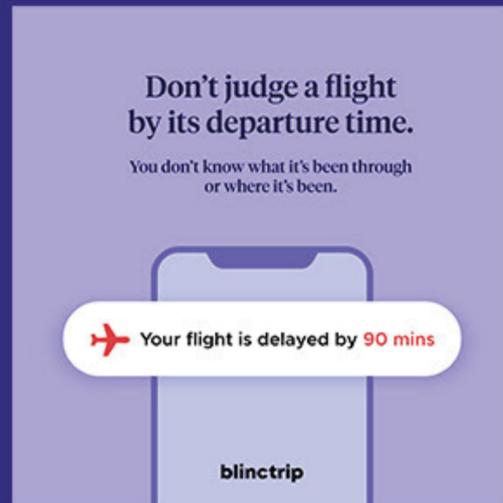
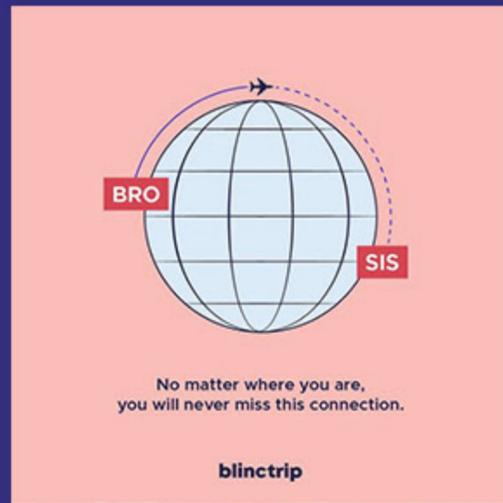
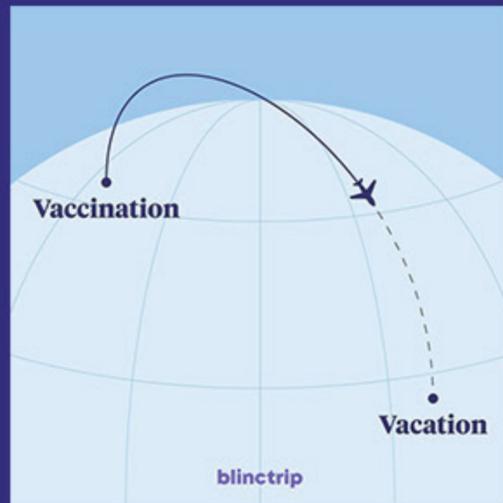
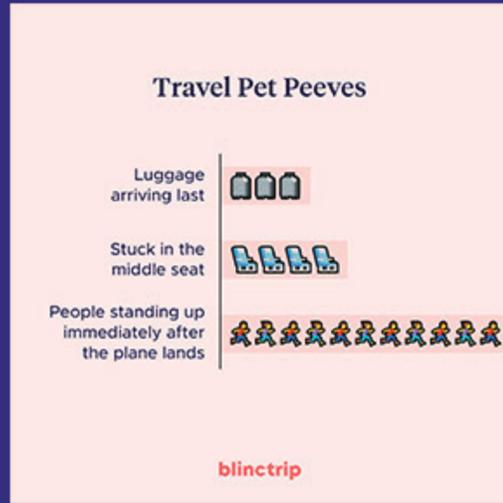
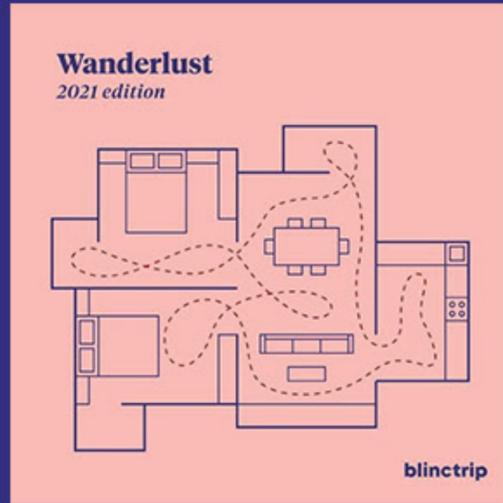
The site will go live by early 2022.



# BLINCTRIP

A start-up creating an end-to-end travel platform.

## Refreshed Visual Language and Communication Strategy for Digital Media



# DABANG DELHI

## Pro Kabaddi League Team

Team Positioning

Visual Branding

Communication  
& Films

Performance  
Campaign



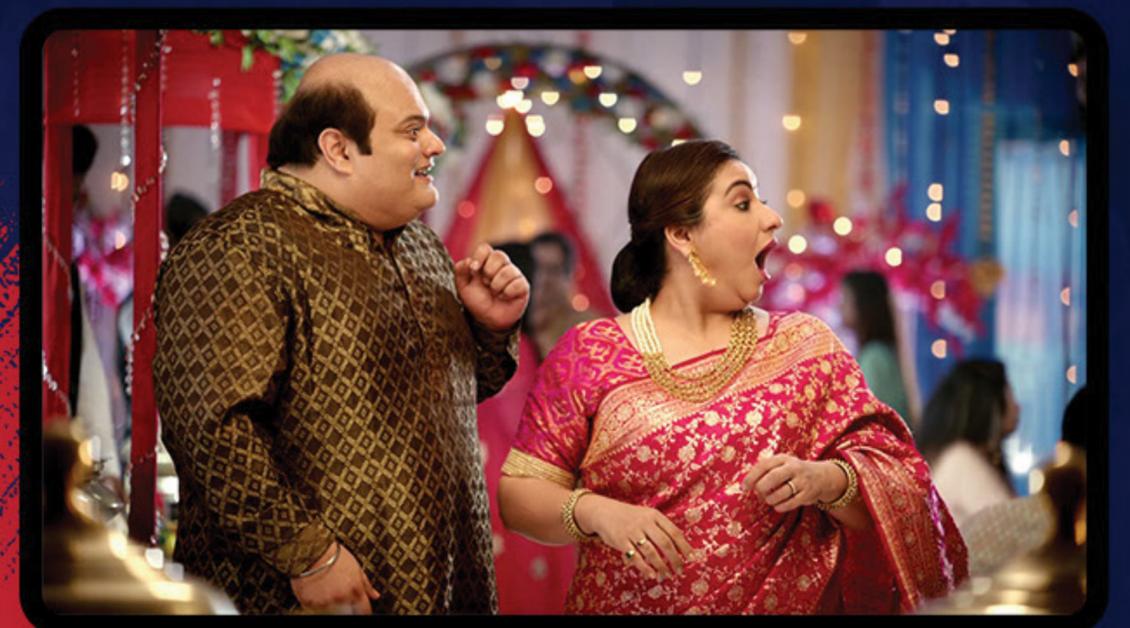
## Results:

1. Fan engagement grew by 380% over previous seasons across all digital assets. Their offline and online fan engagement was the highest amongst all teams during this season.

2. The team's sponsorship value catapulted substantially over the previous year.

3. They also had the highest ticket sales in their home leg, and were the only team to sell out all seven home matches.

[VIEW PROJECT DETAILS AND FILMS >>](#)

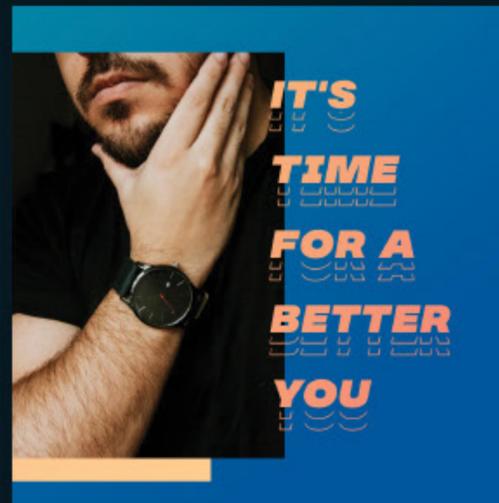
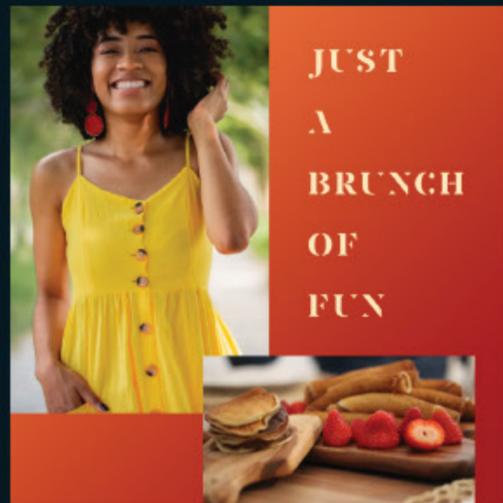
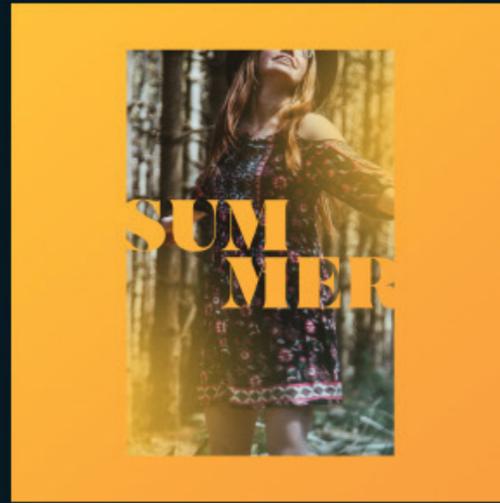


# RELAN FABRICS

Refreshed

Visual Language  
and  
Communication  
Strategy for  
Digital Media

[VIEW PROJECT DETAILS >>](#)



**R ELAN  
FABRICS**



**Lakme Fashion Week 2019 Visual Branding**

## VODAFONE RED

“Reserved For RED”

Campaign to relaunch  
Vodafone RED nationally.

Executed as direct marketing  
mailers, in-store branding,  
and digital communication.





RESERVED FOR RED

**Vodafone Play** PLAY

Unlimited entertainment on the go



RESERVED FOR RED

**RED Shield**

Exclusive protection for your smart-phone



RESERVED FOR RED

**RED Assist**

One touch to directly talk to our experts

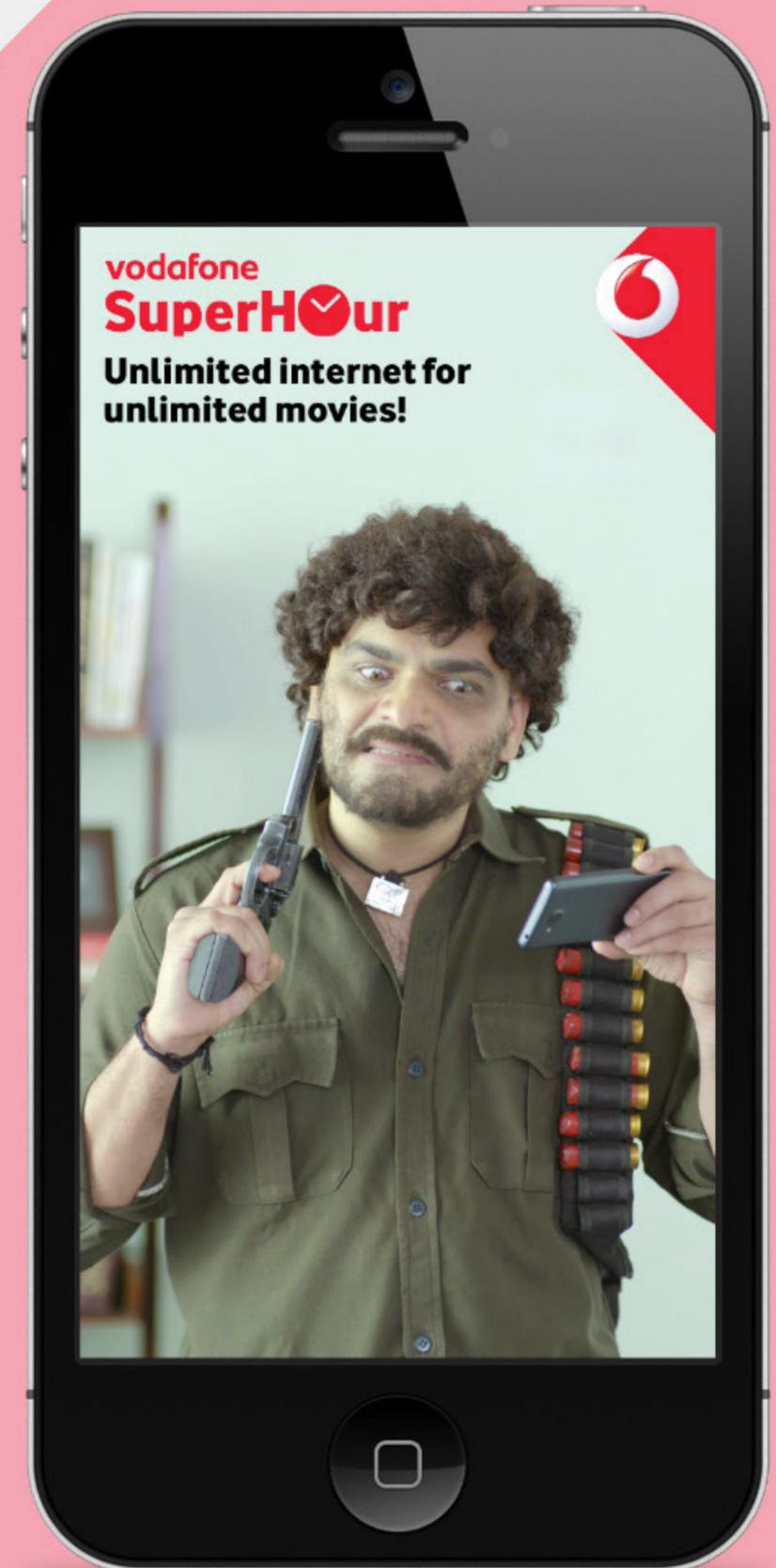
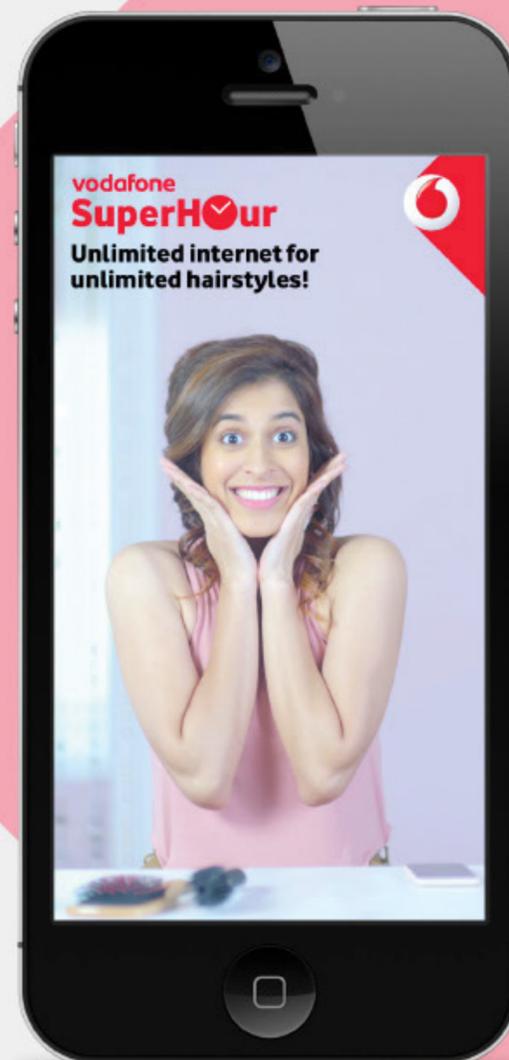
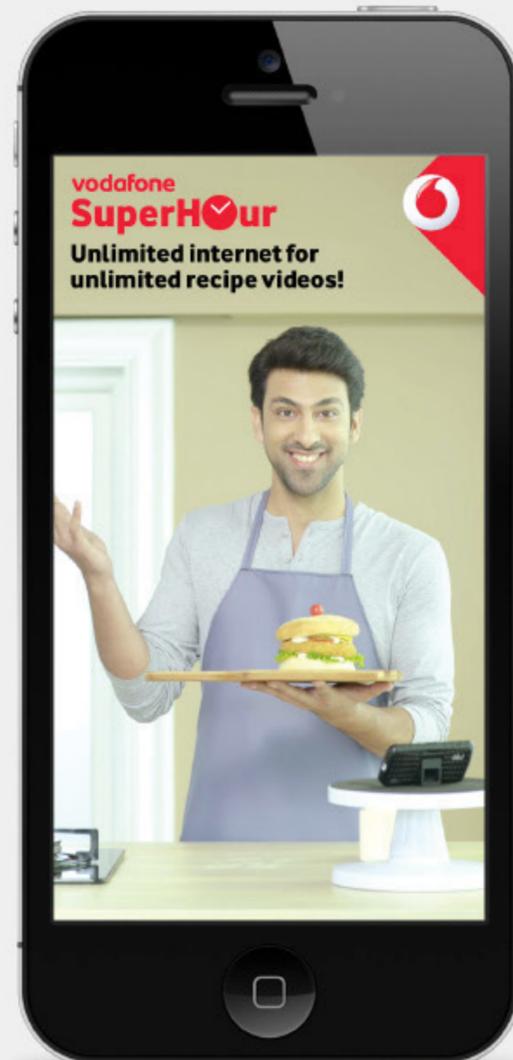
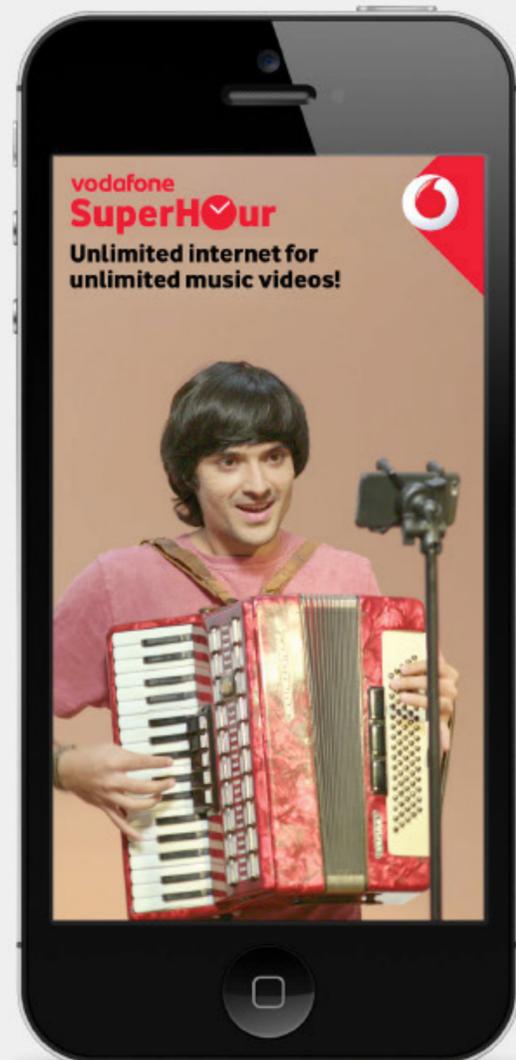


# VODAFONE SUPERHOUR

To counter competition from Reliance Jio, Vodafone launched “SuperHour”, an hourly unlimited plans starting at Rs. 7 that offered free Vodafone-to-Vodafone local calls and unlimited 4G/3G data for its prepaid customers.

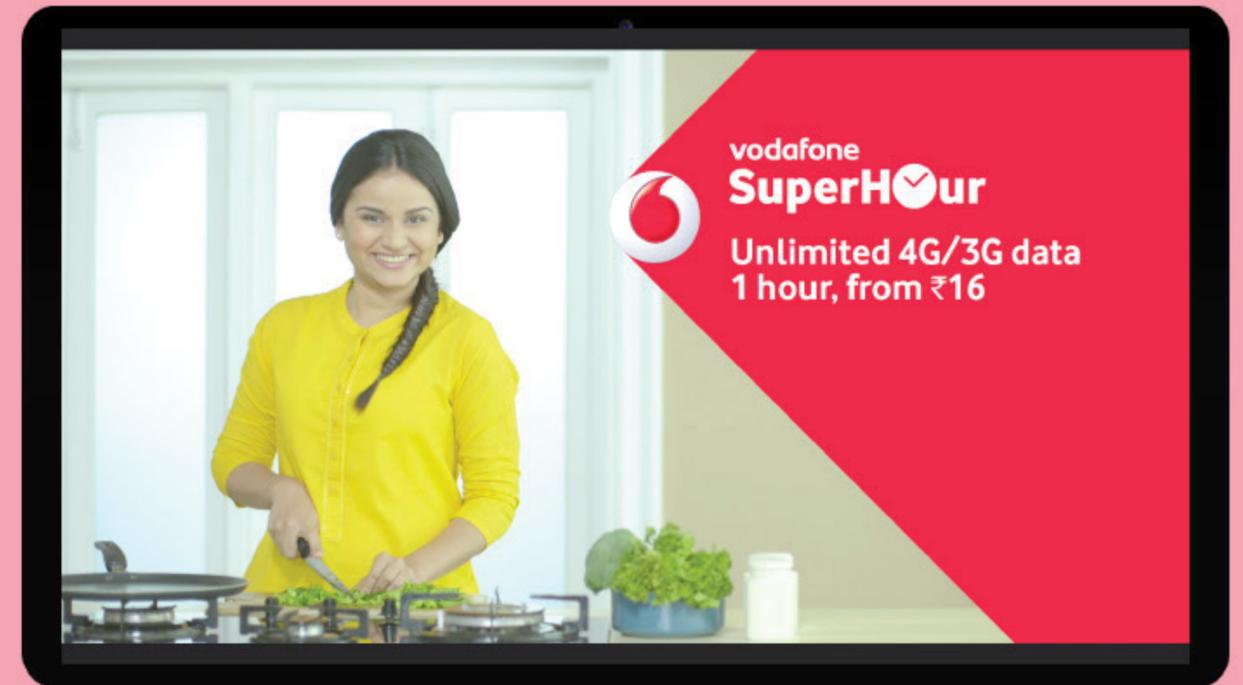
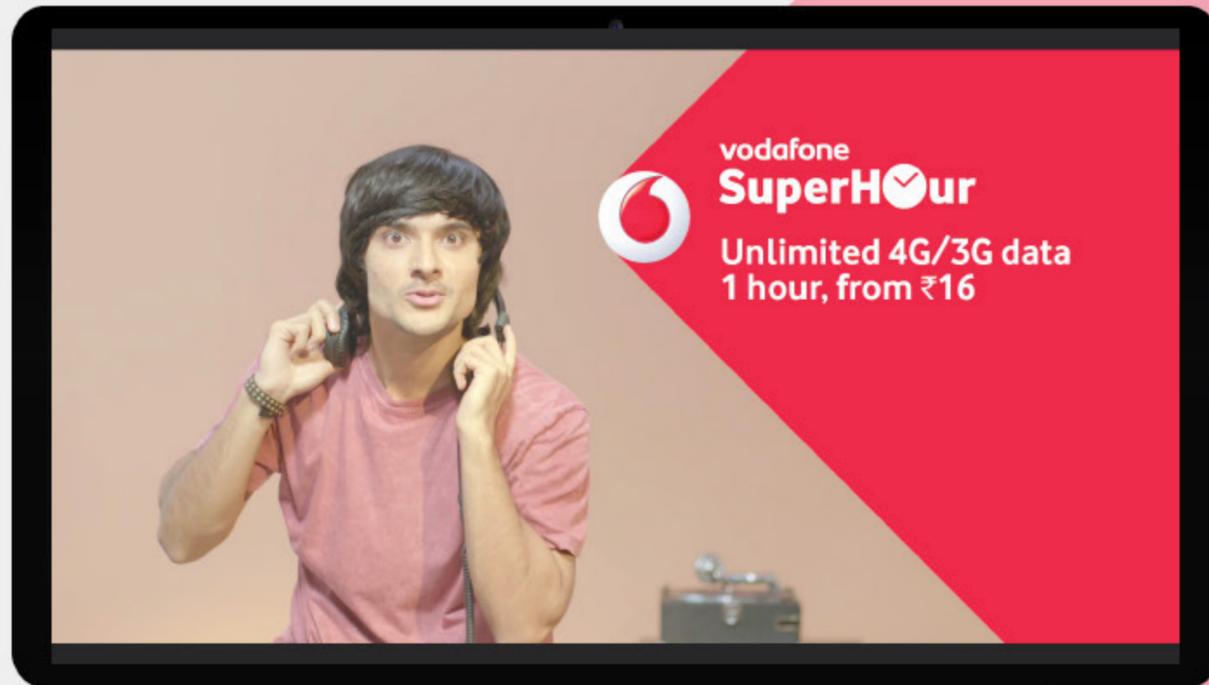
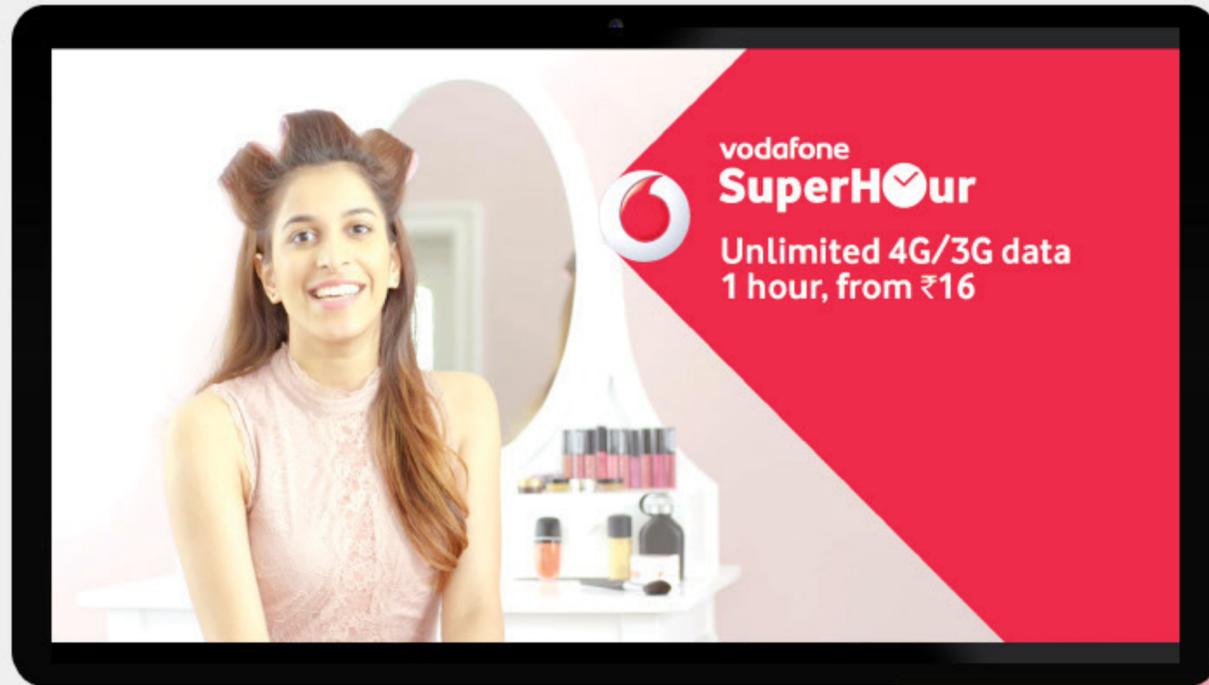
To highlight the benefits of this plan, I wrote four short films that showcased dataheavy scenarios that customers could use SuperHour for - watching a lot of music videos, streaming movies, looking at make-up tutorials, and perusing cooking videos.

These were shot exclusively for Facebook, as vertical videos, one of India’s first live-action campaigns shot in portrait format.



## VODAFONE SUPERHOUR

The campaign was also extended as a series of search-keyword targeted YouTube prerolls.



## VODAFONE IPL SUPERFANS VS CHRIS GAYLE

Every year, during IPL, one SuperFan get the grand prize, but we decided to shake things up.

We chose 11 SuperFans, and got them to meet Chris gayle, without telling them about it.

We shot the entire activity in one day on location in Bengaluru, with Chris Gayle himself available for just one hour.

[VIEW PROJECT DETAILS  
AND FILM >>](#)



# PREX SPEND

## Redesign for B2B Procurement Platform

### UX Consulting Front-end Design

The software is in closed-beta, and will open to the public soon.

The screenshot displays the PREX Sourcing interface for an RFQ event titled "Gearboxes needed for Electrical Vehicles with ISO 9009 standards". The breadcrumb navigation shows the path: HOME > SOURCING > EVENT LIST > 17671. The user profile at the top right is Mahesh Mohan.

**Event Details:**

- Event No.: 17671
- Event Type: RFQ
- Team: Mohan Malhotra & 8 others

**Progress Metrics:**

Suppliers Invited	Responses received	Process initiated	Bids submitted
26	16	14	12

**Timeline:**

Response Start Date	Response Deadline	Evaluation Deadline
09 JAN 2021 @ 14:32pm	22 JAN 2021 @ 18:00pm	26 JAN 2021 @ 11:00am

**Communication Summary:**

22 Questions Sent	16 Unread Questions	12 Assigned To Me	07 Announcements
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**Actions:** View RFP, Edit RFP, Download RFP

**Supplier Responses:** [Dropdown arrow]

# BAJAJ AUTO

## Global Portal Redesign

User Research

Information Architecture

Wireframing

Front-end Design

The international GlobalBajaj.com portal was facing a sales funnel crisis, where leads weren't converting for dealers.

I led this redesign project that started with dealer interviews across some of the 89 markets where the brand is present to identify the root of the problem.

The refreshed portal was tested as a pilot in the Bangladesh and Argentina markets, and is now being rolled out globally.

[VIEW PROJECT DETAILS >>](#)



# PLATINUM GUILD OF INDIA

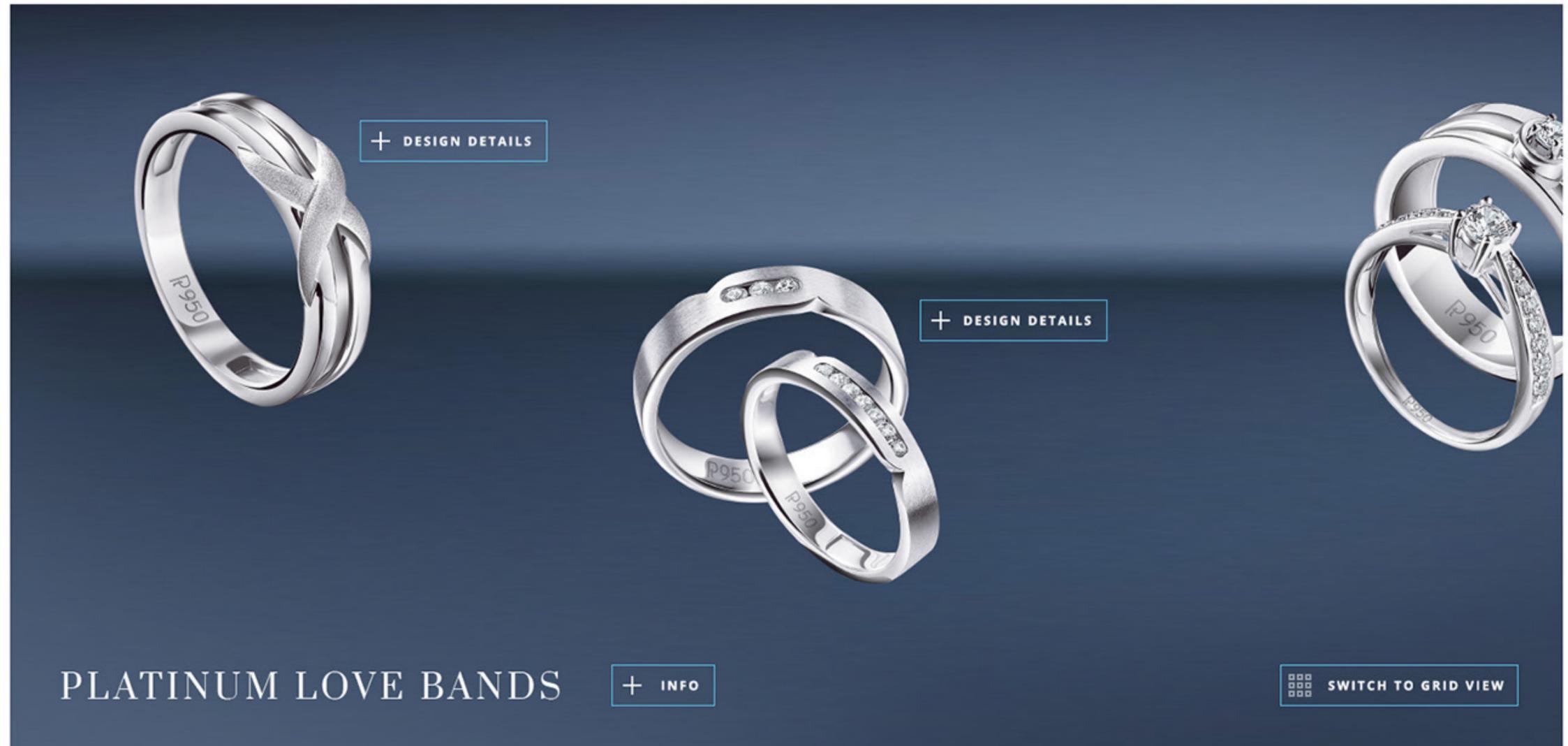
Proposed  
Website &  
Visual Identity  
Revamp

[VIEW PROJECT DETAILS >>](#)

 STORIES



DESIGNS 



PLATINUM LOVE BANDS

[+ INFO](#)

[SWITCH TO GRID VIEW](#)

## SAB TV

### Aadat Se Majboor Show Launch

For SAB TV's new show, we had to get the all-new, millennial audience excited to watch 5 freshers battle it out in their first job.

So we did what no Hindi GEC has done before: we tapped into their habits. We spoke in their language, through people they liked, and on platforms they visited every day.

We launched with a music video that captured the madness at City Chakkar, the fictitious office where the show takes place.



We collaborated with **popular comedians** who had left the corporate life behind, and got them to create stand-up sets around their office days.

**AADAT SE MAJBOOR**

Office. Yaari. Maara-Maari!



ANGAD SINGH RANYAL



KUMAR VARUN



SUMIT ANAND

# SAB TV Aadat Se Majboor Show Launch

[VIEW PROJECT FILMS >>](#)

We got **Random Chikibum** on board to do what they do best, create satirical videos around office humour. They brought alive the competitive nature of office colleagues in a series of 3 sketch comedy bits.

As a result, the show engagement online blew-up and surpassed all previous show numbers and benchmarks.



**OFFICE COLLEAGUES START SHOWING OFF WHEN A 'NEW EMPLOYEE' JOINS**

**AADAT SE MAJBOOR**  
Office, Yaari, Maara-Maari!



**OFFICE COLLEAGUES AND THEIR BOSS GET INTO A 'BRAINSTORMING SESSION'**



**OFFICE COLLEAGUES ONE-UP EACH OTHER TO GO ON A 'FOREIGN TRIP'**



# GROUPE PSA

## India Launch Website

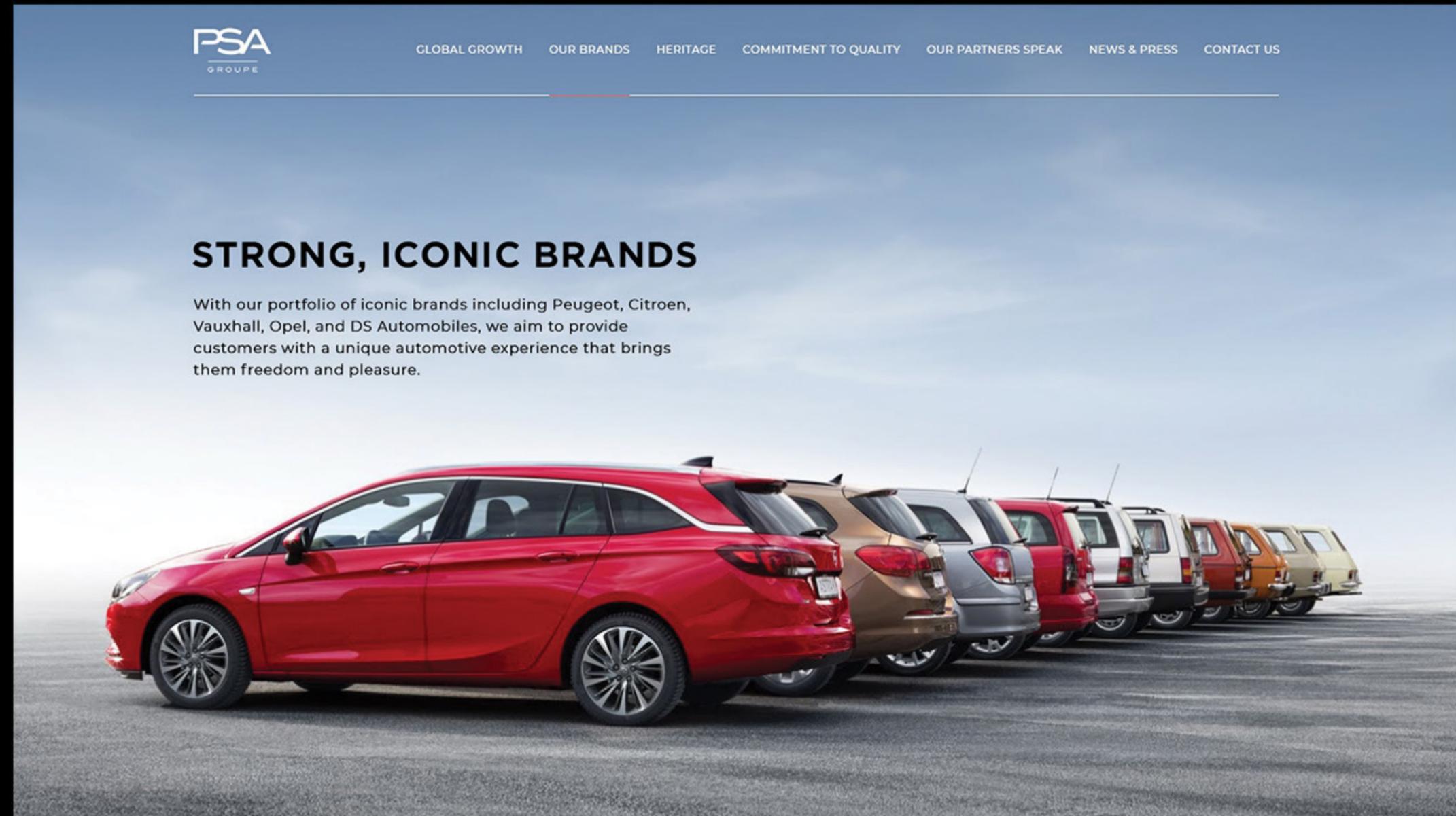
Dealer Research

Information  
Architecture

Wireframing

Front-end Design

[VIEW PROJECT DETAILS >>](#)



## TATA MOTORS

### Drive The Future campaign microsite

To push sales of the new range of cars from Tata Motors - Nexon, Hexa, Tiago, and Tigor - we created the "Drive The Future" campaign.

The microsite was a complete online user experience, highlighting the future-ready tech, capabilities and sleek, modern styling of the vehicles.



# QUEST PLUS

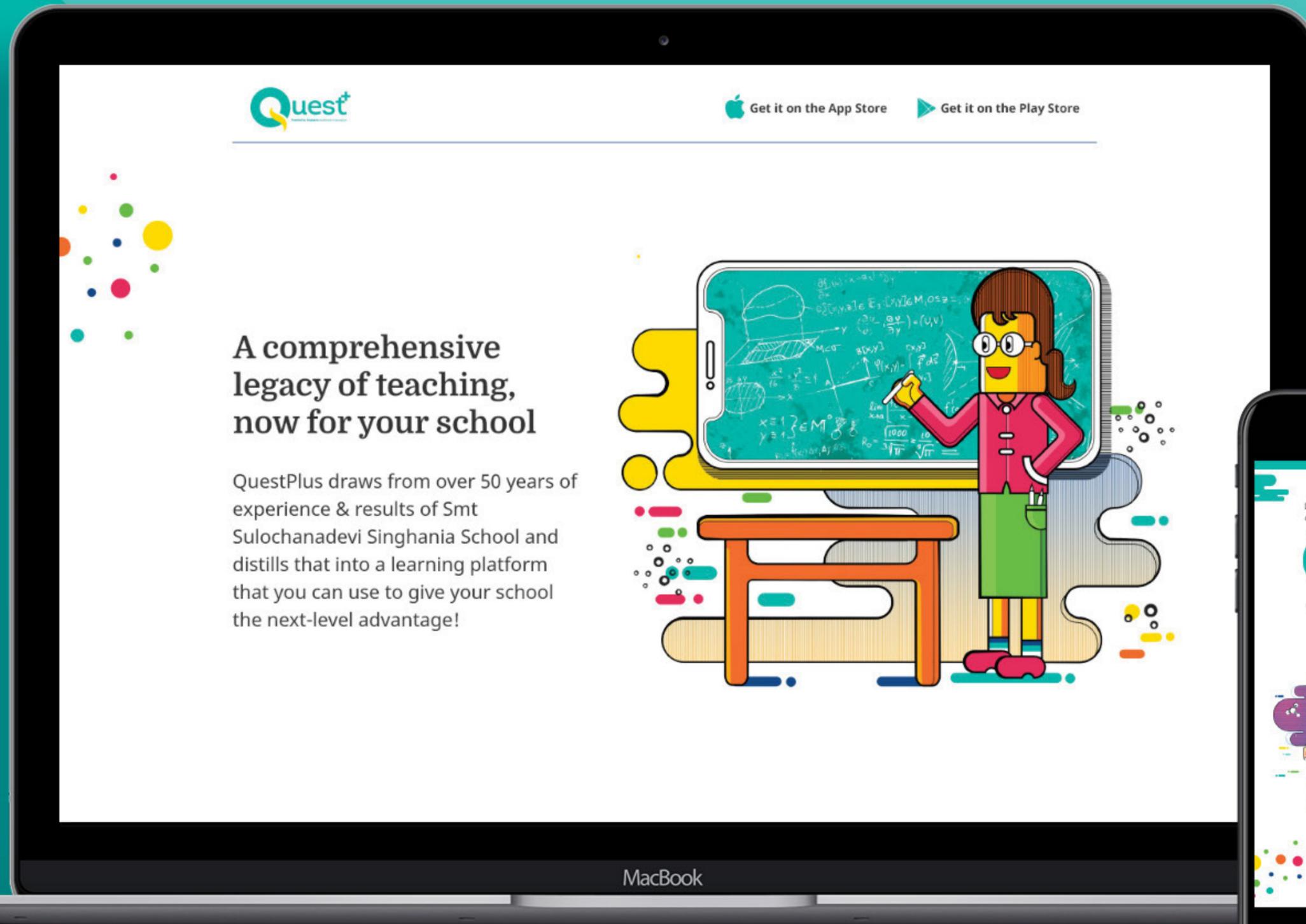
An educational app launched by Smt Sulochanadevi Singhania School

## Brand Identity

## Marketing Collaterals

## Website

[VIEW PROJECT DETAILS >>](#)



MacBook

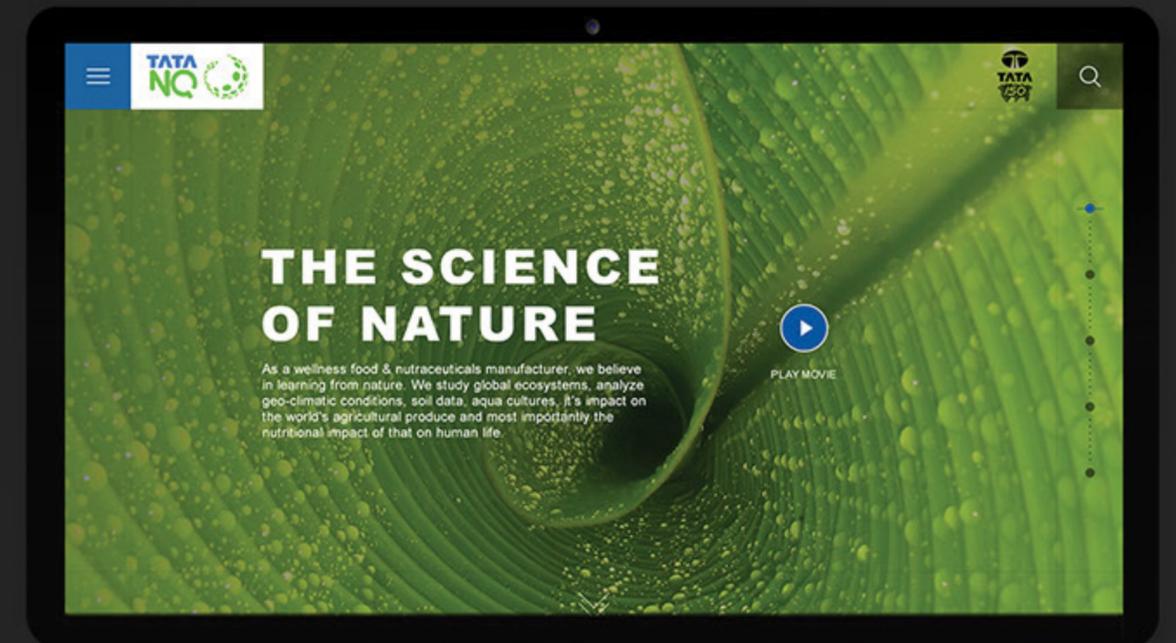
# TATA NQ

A new age, B2B venture of Tata Chemicals, Tata NQ offers a nutraceuticals range of products to promote and ensure good health, inspire healthy living and address the nutritional needs of the modern consumer.

## Visual Identity

## Packaging

## Website



## FBB

### 21 Days, 21 Looks

We launched fbb's Spring-Summer 2015 Collection with the 21 Miss India finalists.

Each finalist modelled a unique look, that we released online one day at a time, for 21 days.

I was responsible for directing the photo-shoot on-ground, and scripting the 30-second videos.





# 21 DAYS 21 LOOKS

Deeksha Kaushal's Style Mantra:

WITH SOLIDS,  
POSSIBILITIES ARE  
ENDLESS

Deeksha Kausha is wearing  
an evening gown from  
fbb's Spring Summer 2015 collection

SHARE: [f](#) [p](#) [t](#) [g+](#)

day  
12

ALL DAYS





21 DAYS 21 LOOKS

fbb Femina Miss India 2015 finalist  
Meghana Mittal's Style Mantra:

**A PLAYFUL STYLE  
KEEPS YOUR  
LOOK FRESH**

Meghana Mittal reflects timeless style in  
a sleeveless polka pattern dress with a  
two-colour corsage and a looped blue belt

fbb's Spring-Summer 2015 collection,  
is now available in fbb outlets  
around the country



21 DAYS 21 LOOKS

fbb Femina Miss India 2015 finalist  
Aishwarya Goel's Style Mantra:

**EAST-MEETS-WEST,  
THE BEST OF  
BOTH WORLDS**

Aishwarya Goel rocks the fusion look  
by pairing a printed lehenga with a  
solid top and vintage ethnic jewellery

fbb's Spring-Summer 2015 collection,  
is now available in fbb outlets  
around the country



21 DAYS 21 LOOKS

fbb Femina Miss India 2015 finalist  
Chahat Dalal's Style Mantra:

**A SPLASH OF RED  
ALWAYS  
TURNS HEADS**

Chahat Dalal commands instant attention  
in a powerful red pencil skirt and  
floral fitted waistcoat

fbb's Spring-Summer 2015 collection,  
is now available in fbb outlets  
around the country



21 DAYS 21 LOOKS

fbb Femina Miss India 2015 finalist  
Diksha Singh's Style Mantra:

**NEVER GO WRONG  
WITH BLACK & WHITE  
& CHECKS**

Diksha Singh readies for summer  
with a two-pattern checkered print  
midriff top and bottom-zippered pants

fbb's Spring-Summer 2015 collection,  
is now available in fbb outlets  
around the country



## BIG BAZAAR FLIP-FLOPS

Big Bazaar was having a ten days sale on its flip-flops, where prices were slashed from 199 to 99 only.

A tactical sales campaign was needed to communicate this, and budgets were tight.

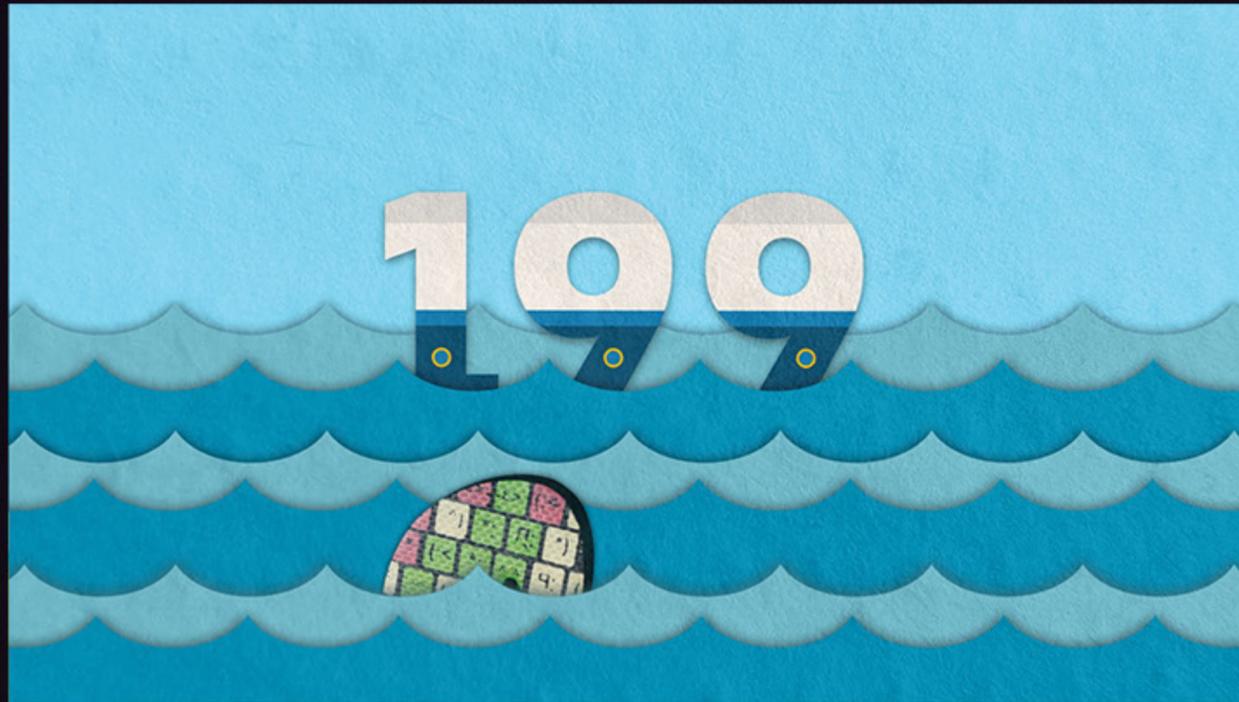
We created 10-second long animated videos, which anthropomorphised the numbers.



A total of five videos were created in this series.

The 10-day sales target was met within a week's time.

[VIEW FILMS >>](#)



# ROYAL CANIN

## Pet Calendar

Royal Canin India's first digital campaign: an official pet calendar, featuring pet photos submitted and voted upon by their dedicated and passionate community.



  
**ROYAL CANIN®**  
CALENDAR 2016



IS YOUR **PET** READY TO BE  
THE **STAR OF OUR 2016 CALENDAR?**

We're looking for the most adorable pets to be a part of our official 2016 calendar.

**3** EASY STEPS  
TO WIN!

**1**

UPLOAD YOUR PET'S PHOTO.

**2**

SHARE IT ONLINE.

**3**

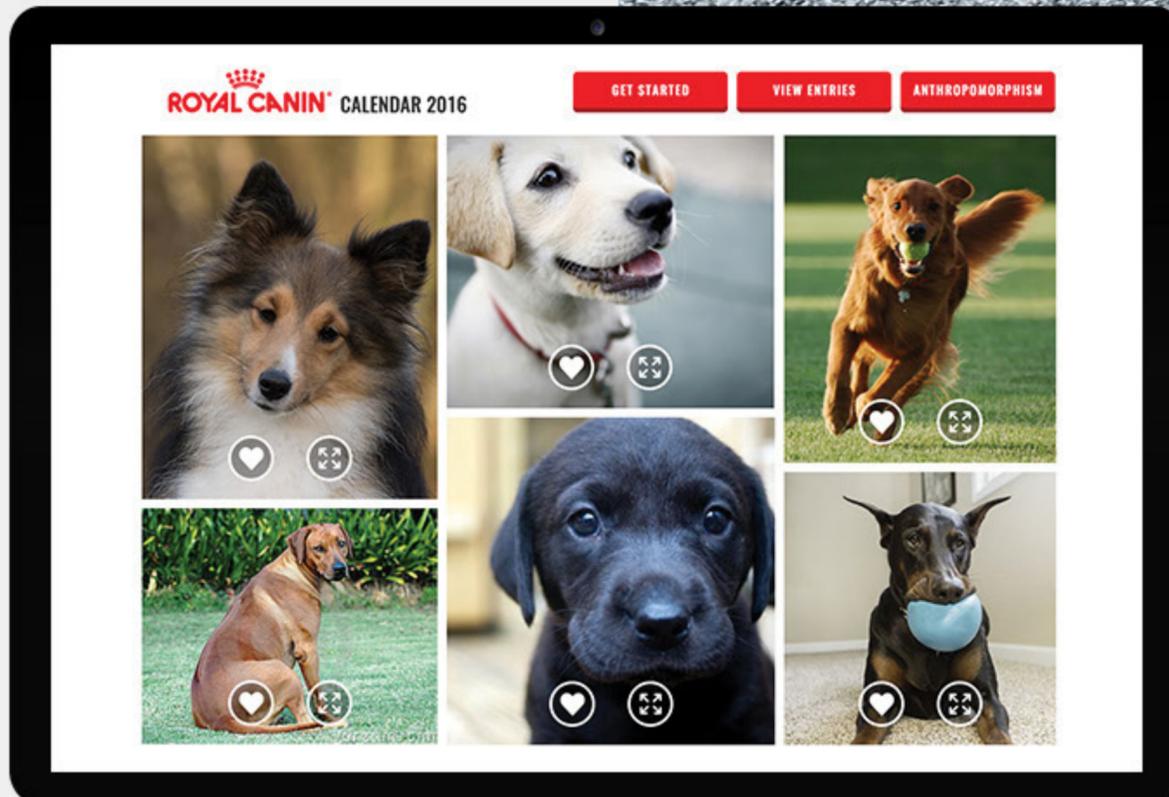
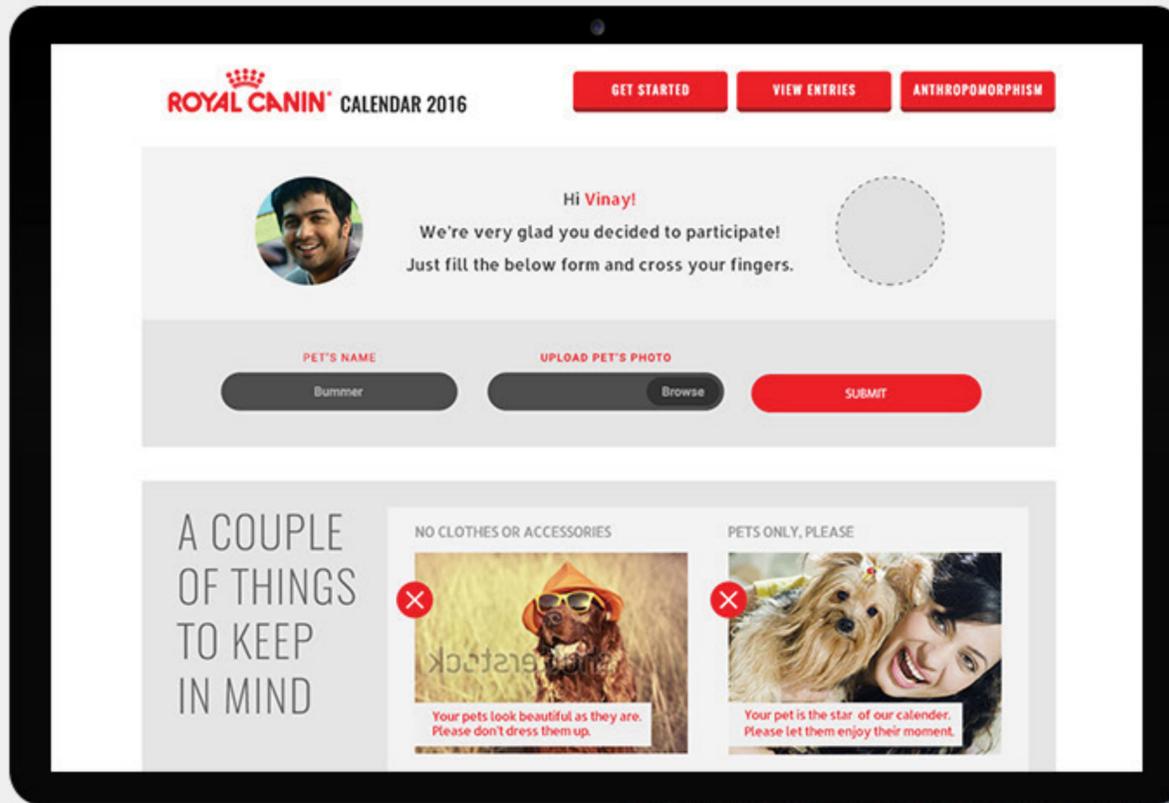
THE BEST PHOTO WINS!

GET STARTED

VIEW ENTRIES

Over the three weeks that the campaign ran, more than 1600 entries were received, with a reach of over 2 million. All winners of the campaign received physical copies of the calendar.

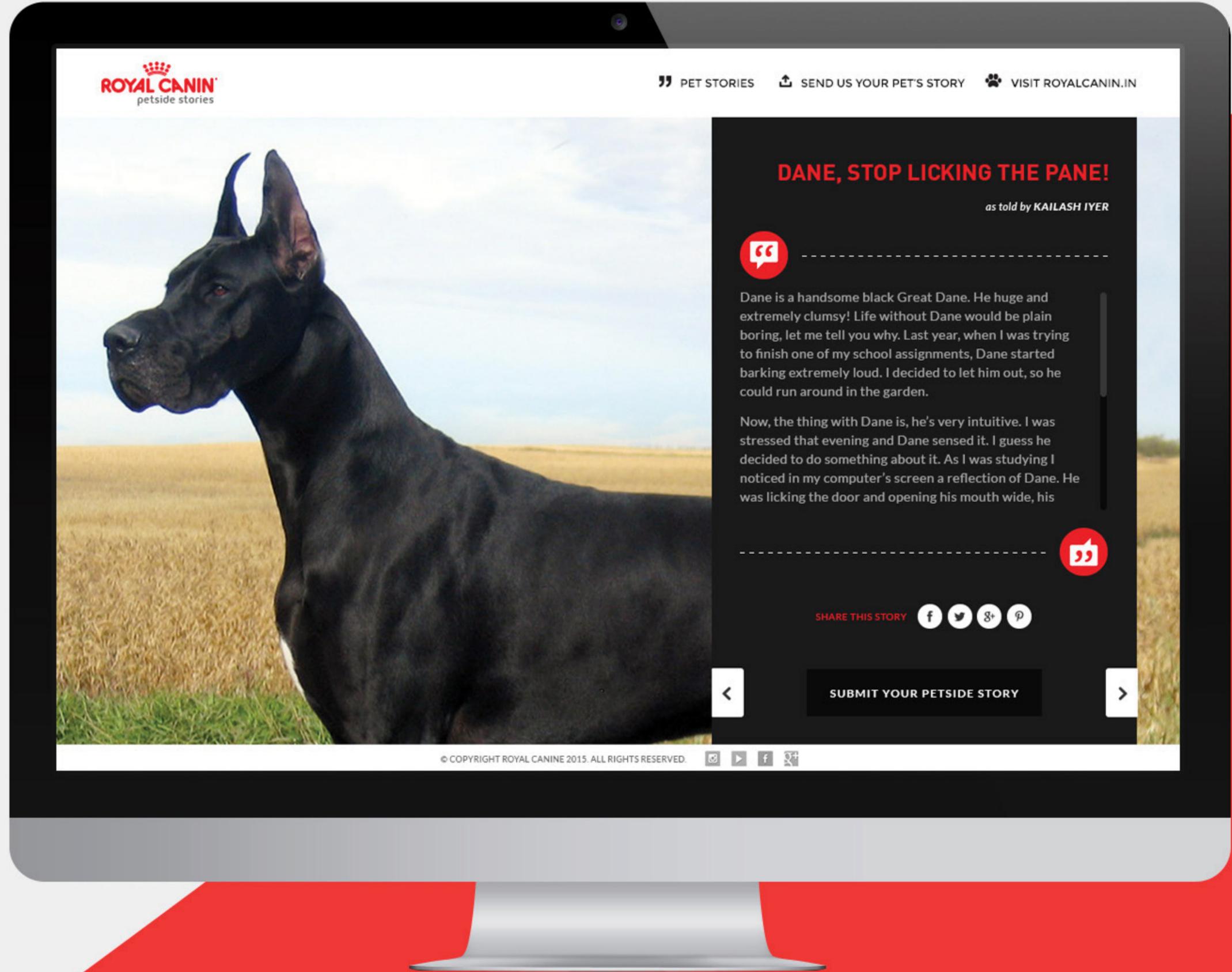
This has now become an annual property.



**ROYAL CANIN**

**Petside Stories**

An initiative by Royal Canin to get users to share their funniest and most personal pet-related stories with the community at large.



**DANE, STOP LICKING THE PANE!**

as told by **KAILASH IYER**



Dane is a handsome black Great Dane. He huge and extremely clumsy! Life without Dane would be plain boring, let me tell you why. Last year, when I was trying to finish one of my school assignments, Dane started barking extremely loud. I decided to let him out, so he could run around in the garden.

Now, the thing with Dane is, he's very intuitive. I was stressed that evening and Dane sensed it. I guess he decided to do something about it. As I was studying I noticed in my computer's screen a reflection of Dane. He was licking the door and opening his mouth wide, his



SHARE THIS STORY



**SUBMIT YOUR PETSIDE STORY**

# FOUR SEASONS TIRACOL GOLF RESORT

When Four Seasons chose Tiracol, on the border of Goa and Maharashtra, as the location for its latest Resort & Golf Course offering, the challenge wasn't in selling memberships, it was getting people to even consider the location in the first place.

We branded Tiracol as a place hidden in the mists of history, by focusing on the Indo-Portuguese wars that took place here, and romanticising the Tiracol Fort. We created a lavish coffee table book, and an interactive website to familiarise prospective buyers with the location, and only then followed that up with the complete Four Seasons sales pitch.



THE KINGDOM, REDISCOVERED



## A TIMELESS TREASURE

Legend has it that there is a power infused in this land. Many have fished with the desire for it.

The Malhaja Khem Senant Shinde, the Raj of Sawantwadi, built Fort Tiracol here in the 17th century, and fought the Portuguese and forces of Duke Miguel de Almeida Portugal e Viceroyalty, the 4th Viceroy of Goa.

Dignitaries have honored their ruler for his inspiring response. When the legend is once again willing to be kept into reality.



## TRADITION OF FINE CELEBRATIONS

From the culture rally and school to the intense heat of Goa, you have with many musical beats, to bring you to a legendary and attracts music aficionados and hip DJs from around the world.

Should you desire a different kind of alternative rock, the city supports the rock band, parading, water skiing, deep sea diving and angling.

Or, simply take the time to sit to that discretely Goa's "Sungara" was of life, in a hammock in a bush.

Whatever state of delight you select, it will always be the best decision you ever made.

**Royalti**

**Real Estate  
Professionals**

**Brand Identity**

**Marketing Collaterals**

**Merchandise**

**[VIEW PROJECT DETAILS >>](#)**

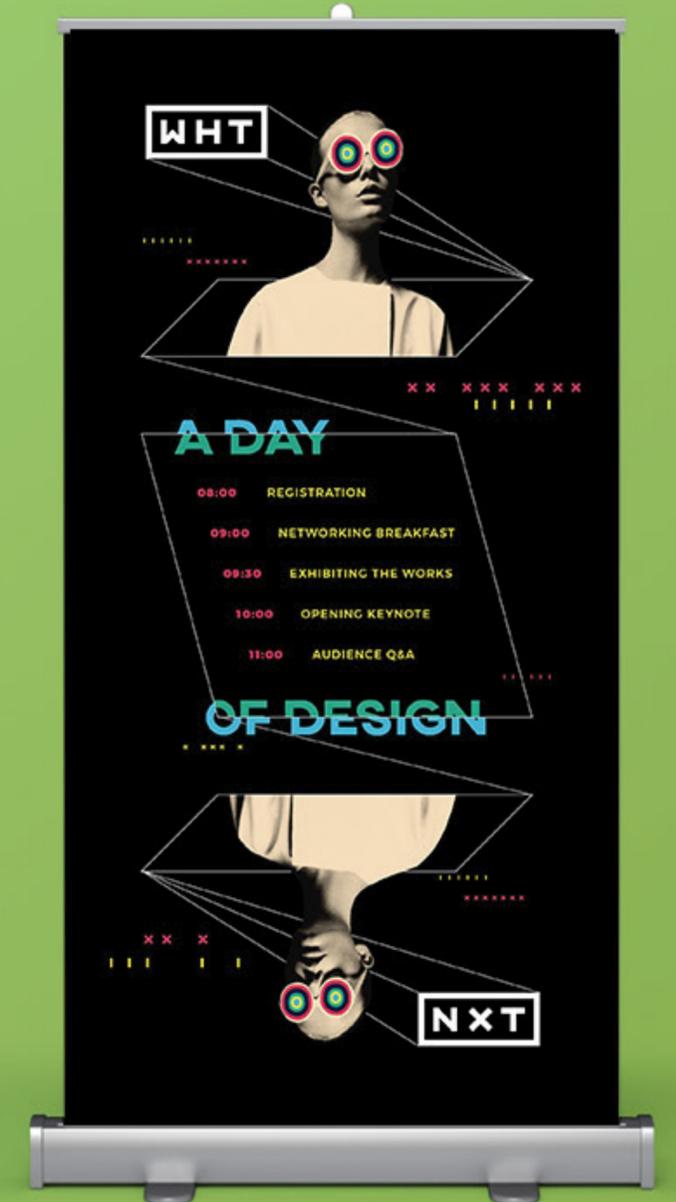
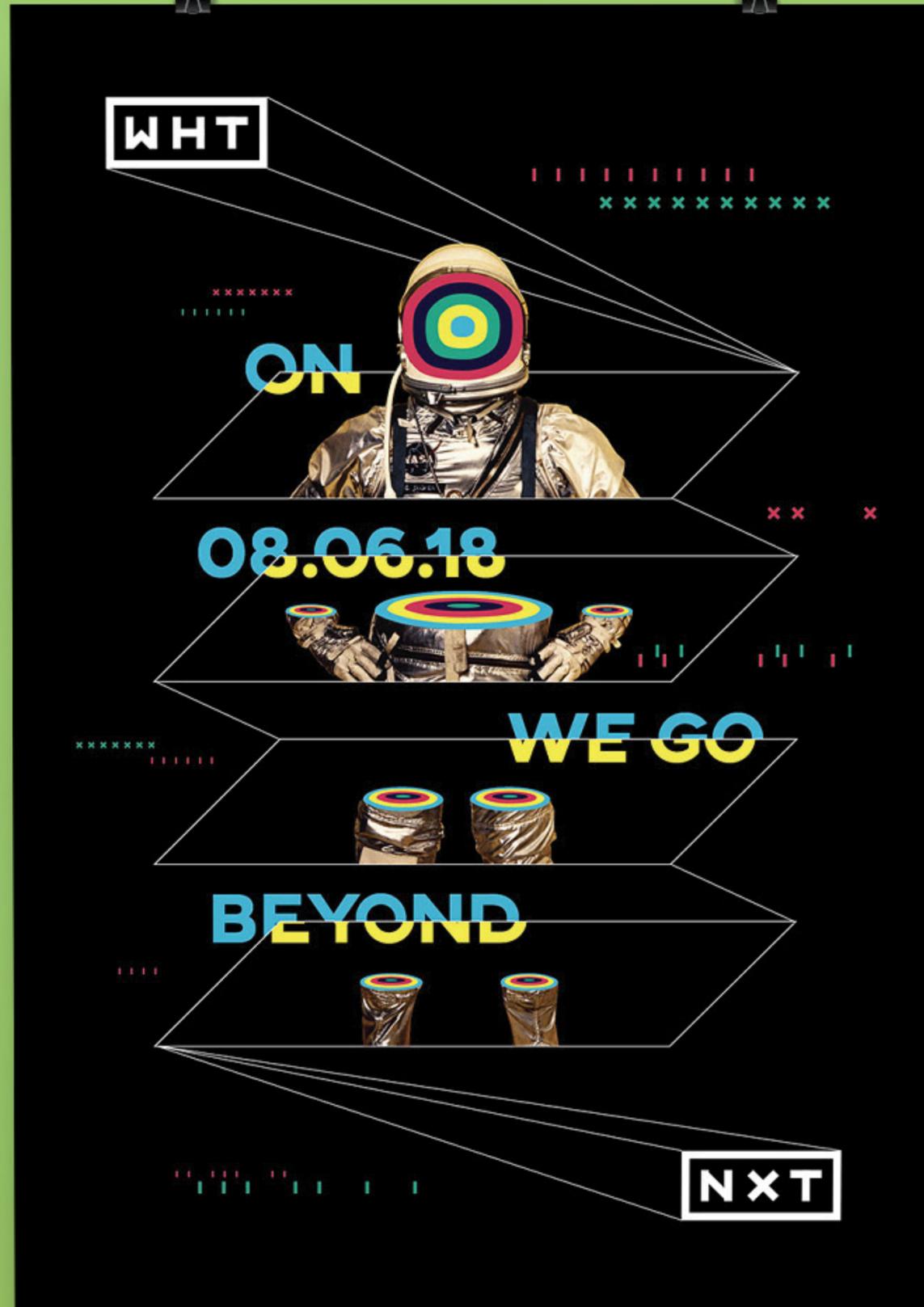


WHT  
NXT

# DESIGN CONFERENCE

Naming &  
Visual Language

[VIEW PROJECT  
DETAILS >>](#)



## SAAVN

Mascot for their  
movie review show,  
Bhai Ke Raapchik  
Reviews

[VIEW PROJECT DETAILS >>](#)



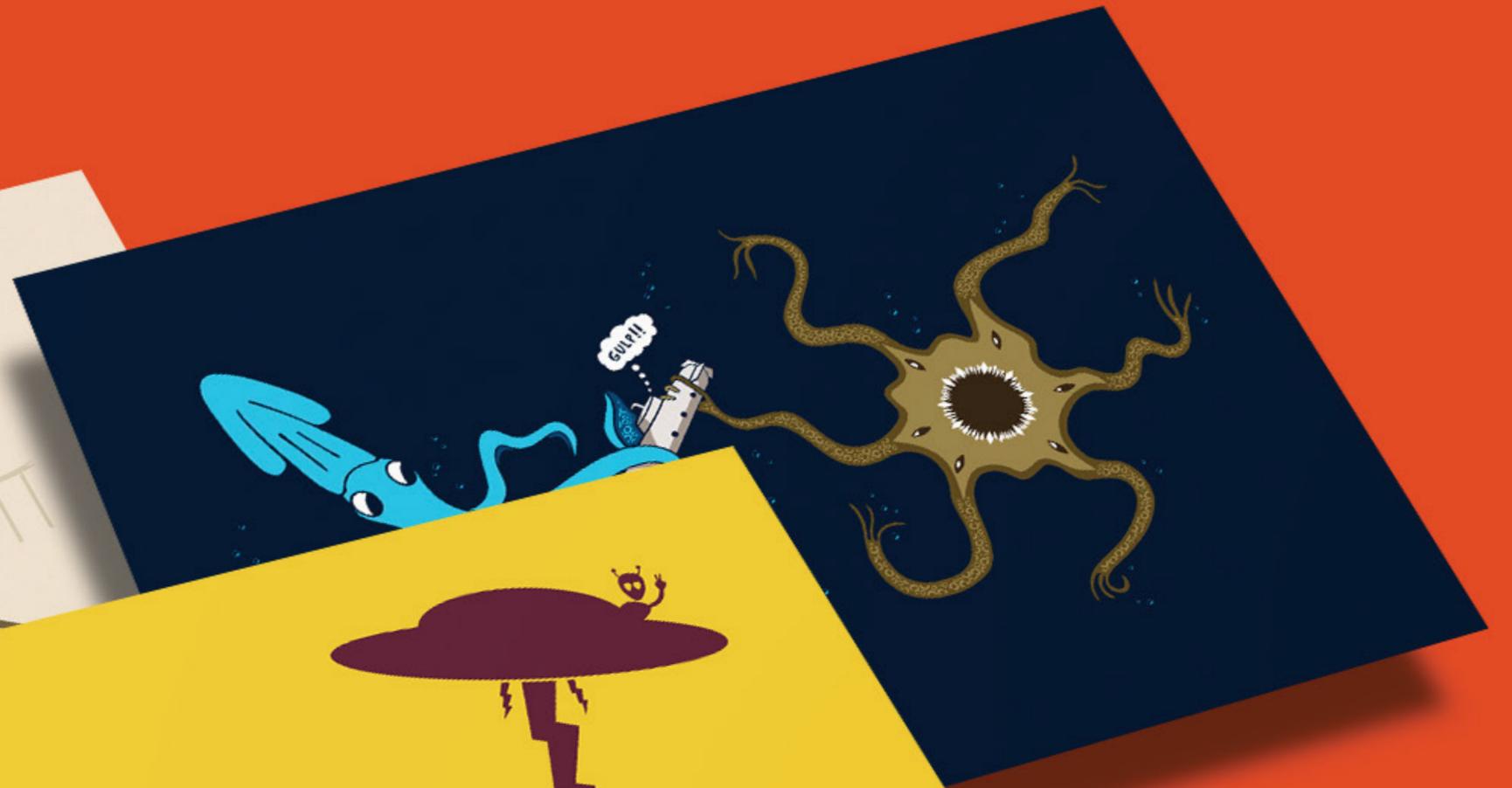
And a few

**personal projects**

as well

## POSTCARD STORIES

Illustrations paired  
with flash fiction





NOTES ON A POSTCARD

The listing on the classifieds site was too good to be true. A working microwave, washing machine and fridge, all for just under five thousand rupees! Incredible.

He made an offer, got the items in four days, and sold off the washing machine and fridge for a tidy profit by the end of the week. After all, he had only needed a microwave.

That night, he made himself some nice buttery popcorn in the microwave, and plopped down on his worn and battered bean bag. He watched *The Expendables 7: The Return of Jason X*, and chuckled to himself.

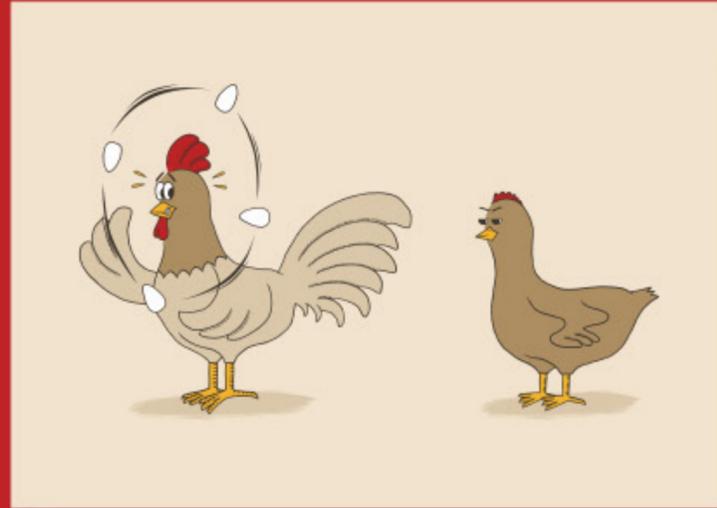
From the kitchen, the microwave watched him.

He never heard its door open, never heard the mutant popcorn step out, and make their way towards him, until it was too late.

Later that night, satisfied with their midnight meal, the popcorn set out in search of the new owners of the washing machine and fridge.

Soon, they would be hungry again.

THE MICROWAVE by KAILASH IYER for THE PULPOCRACY



NOTES ON A POSTCARD

She stared at him. She stared at him without blinking, with cold, murderous eyes.

He was at it again, the good-for-nothing lout.

Had he no self-esteem? For a few grains more, he was willing to pay the fool. There he was, juggling. And with what? His own eggs. His own eggs! Is this the rooster she fell in love with, and married against the advice of the entire coop? She would never be able to face them again.

She stared at him. She stared at him without blinking, with red, glowing eyes.

Her laser vision zapped out, and fried him on the spot.

The eggs fell down, broken, smashed. A loss.

She look at them and shook her head. She would mourn them later. Tonight though, she would feast on a meal of freshly fried chicken.

QUESTIONABLE PARENTING by KAILASH IYER for THE PULPOCRACY



NOTES ON A POSTCARD

The moon was intrigued. While surfing the internet, it read that it was the same size as Australia.

*Really now?*  
The moon thought to itself.  
*Surely I must be bigger?*

It decided to find out for itself.

It waited a few hours before breaking out of orbit, and came crashing down on top of Australia.

*What do you know?*  
It reflected.  
*The internet was right!*

And now that it was here, the moon decided to stay.

*Mmm hmm.*  
It thought as it lazed about in the warm midnight water.  
*The Great Barrier Reef sure makes for an excellent body scrubber!*

MIDNIGHT SWIM by KAILASH IYER for THE PULPOCRACY



NOTES ON A POSTCARD

The lumberjack woke up happy and energized. Another day in the woods, with my trusty axe, he smiled to himself, as he had a breakfast of baked acorns and woodchip porridge with milk.

He strolled over to the woods yonder, and studied a tree. What a fine specimen, he mused, *I'll get me a pretty penny for this one.*

CHOP CHOP CHOP, his axe swung, with purpose and power.

Behind him, the trees rustled and parted, and out stepped a monstrous Ent. Ahem, it cleared its throat, *I would have words with thee.*

The lumberjack sighed, and turned to face the giant.

*That's my grandfather you're cutting,* the Ent angrily thundered.

The lumberjack froze. He silently swore to himself, and cursed his luck. He waited for the inevitable.

*You must make amends,* the Ent growled, *one hundred new copper pieces.*

The lumberjack knew there was no point in bargaining. He recognized a shakedown when he saw one. He paid up, and the Ent wandered off.

The lumberjack turned back and looked at the specimen. Oh well, he muttered as he swung his axe, *you can't win everyday.*

CHOP CHOP CHOP by KAILASH IYER for THE PULPOCRACY

**ORIGINAL PODCAST**

that I co-host & produce

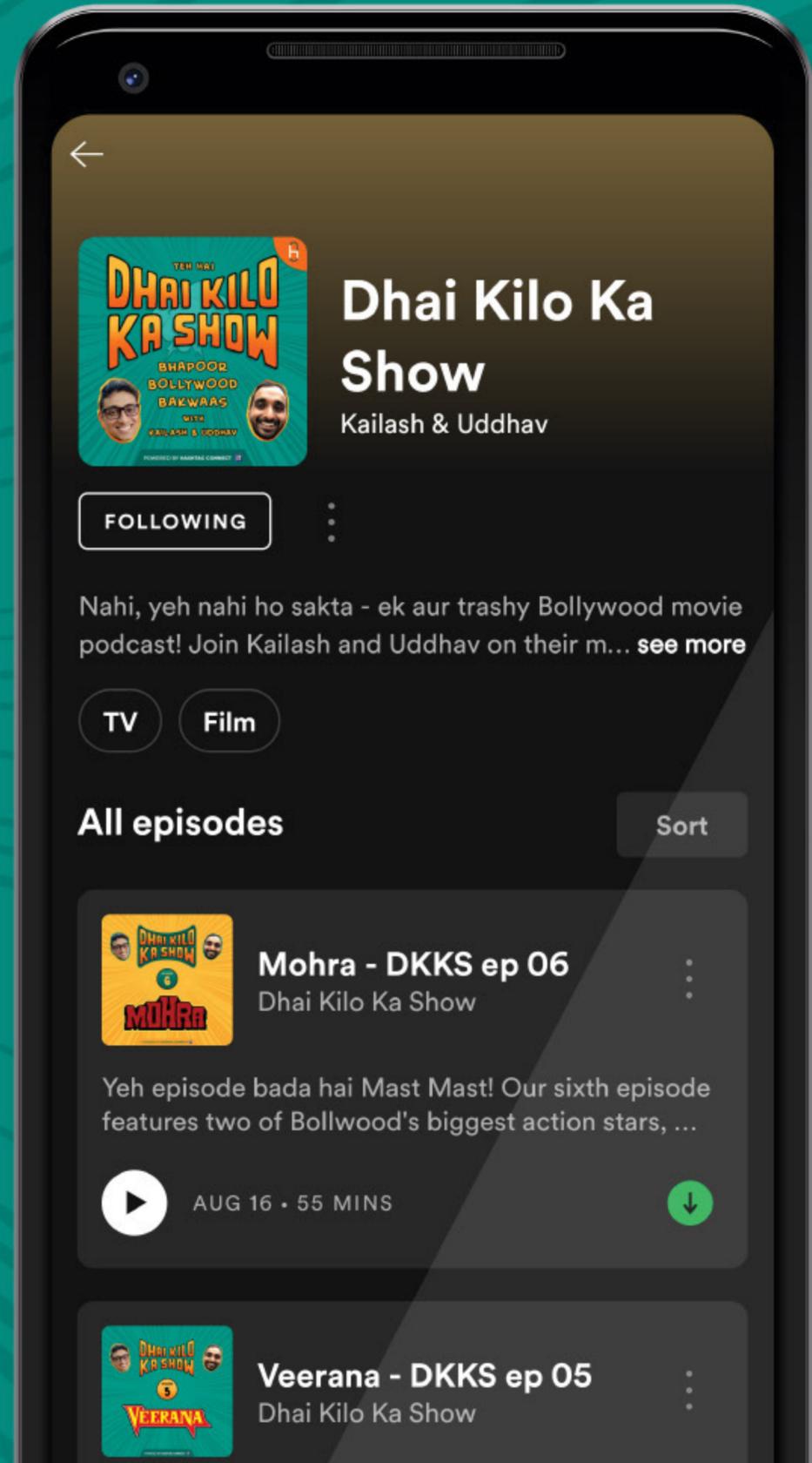
# DHAI KILO KA SHOW



**BHARPOOR  
BOLLYWOOD  
BAKWAAS**

WITH

**KAILASH & UDDHAV**

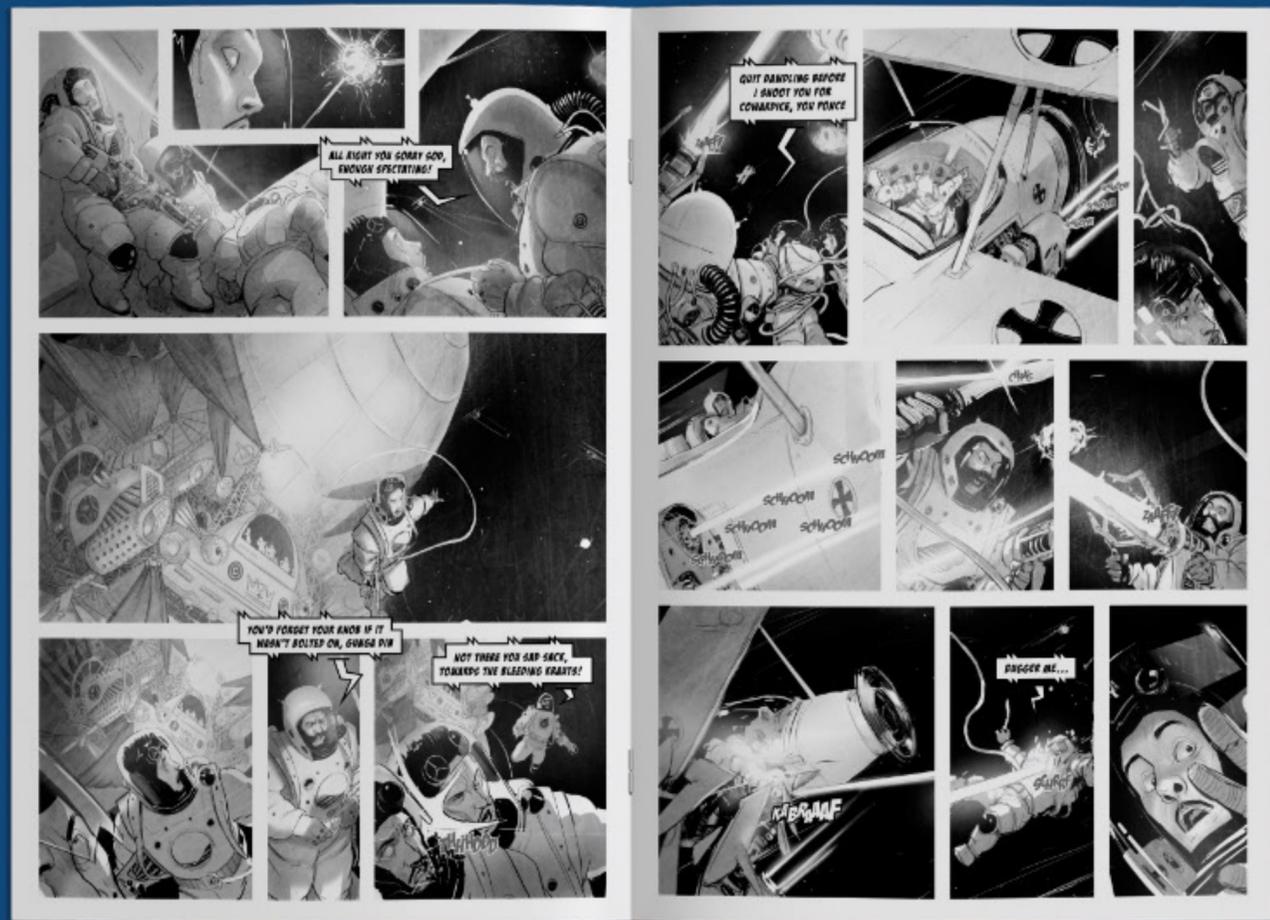


# COMIC BOOKS

## Antariksh Tales

An anthology of original  
Indian science fiction  
& fantasy comics that  
I edited and published.





# COMIC BOOKS

## Do Not Open This Comic!

An anthology of original  
Indian horror comics that  
I edited & published.





# Thank you!

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