



**A niche presentation design agency** with an expertise in visual communication

# We unblock your business Growth through the Power of visual communications design & technology.

**Aayush Jain**

Founder & Head Strategy, INK PPT



LinkedIn



Presentation Design

Report Design

Branding and Identity

Social Media Design

Motion Design

Packaging Design

# How We Can Help

Brand Marketing Design

Interactive Design

Video Production

Training

Web Design

Product Presentation

# Brands Who Trust Us



Product launches

Investor Pitches

Corporate profile

High Stake Proposals

Sponsorship Decks

# WHAT WE DO

Template Kits

Touchscreen Presentations

Leadership Keynote

Event presentations

Sales & marketing Decks

Consulting Decks

# Our Presentation Approach

## Discovery



Audience Analysis  
& Objective Mapping



Delivery  
Analysis



Presentation  
Planning



Data  
Management



Technical  
Analysis

## Dissection



Branding  
Analysis



Copy  
Research



Creative  
Research



Mind  
Mapping



Competitor  
Analysis

## Develop



Design  
System



Sample Slide  
Creation



Copy  
Creation



2 Design  
Routes



Feedback

## Design



Kit  
Finalization



Copy



Design, layout &  
iconography



Animation



8 step  
QC

## Deliver



Fact  
Packaging



Open File  
Package



Handover



Experience  
Replication



Customer Editing  
Check

PAST AND RECENT WORK

**WE TAKE GREAT PRIDE**

# Google



### One of China's biggest food tech players

Using data provided and previous findings to improve user experience

- 1. Personalized recommendations
- 2. Streamlined checkout process
- 3. Enhanced search filters
- 4. Improved customer support

Collaboration with local partners to enhance user experience

Key findings from the study by McKinsey & Company, 2022

### What is driving first-time food ordering apps/platf.

01

- Marketing: 19%
- Discounts: 13%
- Convenience: 12%
- Quality: 4%

### Consumers express many desires and expectations for the future

- Personalization
- Virtual experience
- Healthy options
- Convenience & speed of service

### Key takeaways

- AI/ML opportunity in 2022
- Drive first-time adoption
- Reduce barriers
- Focus on user experience
- Maximize hardware for scale
- Real-time analytics & marketing
- Supply & logistics
- Local or local, versus by market & demographic
- Data security, hygiene

### DISCOVERING THE ONLINE FOOD SUMMER

### South East Asia's largest food delivery player

Value for consumers, superior restaurant & large delivery network

- 1. Superior restaurant & large delivery network
- 2. Value for consumers
- 3. Superior restaurant & large delivery network

### Similar drivers across frequency





Unlocking Gen Z style inspiration!



Gen Z focused features like enhanced image search, daily drop of 'fresh' selection

### OUR MISSION

Leverage deep Fashion Expertise & Technology to help Young and Aspirational India look Best Versions of themselves



Building a fashion & lifestyle destination for the Youth



Nandita Sinha  
Chief Executive Officer, Myntra

### Not All Gen Z

1 in 10 Gen Z are parents



Nikhil Taneja  
Co-Founder & CEO, Meesho

Building a fashion & lifestyle destination for Gen Z



Sharen Pais  
Chief Business Officer, Myntra



Raghu K.  
Chief Product & Tech Officer, Myntra

As early indicators of Big Future Trends and with a Well Diversified Wardrobe, Gen Z present ample opportunities for all Brands



Something is in for all brands



Trend to market time

### CHANGE IS THE NEW CREATOR

Gen Z is the new creator



on Social Media, using it as a Source of Inspiration & Connection



Entertainment Online



Leaves Online

100% user online media fashion & wearables new design



WE HAVE FOUND GREAT TALENT ACROSS THE WORLD





### DHL On Demand Delivery

Delivery Preferences

80% of consumers want to be able to choose their preferred delivery time.

70% of consumers want to be able to choose their preferred delivery location.

60% of consumers want to be able to choose their preferred delivery method.

50% of consumers want to be able to choose their preferred delivery time.

40% of consumers want to be able to choose their preferred delivery location.

30% of consumers want to be able to choose their preferred delivery method.

20% of consumers want to be able to choose their preferred delivery time.

10% of consumers want to be able to choose their preferred delivery location.

5% of consumers want to be able to choose their preferred delivery method.

2% of consumers want to be able to choose their preferred delivery time.

1% of consumers want to be able to choose their preferred delivery location.

0% of consumers want to be able to choose their preferred delivery method.

### India Cross-Border Ecommerce Trends

80% of consumers want to be able to choose their preferred delivery time.

70% of consumers want to be able to choose their preferred delivery location.

60% of consumers want to be able to choose their preferred delivery method.

50% of consumers want to be able to choose their preferred delivery time.

40% of consumers want to be able to choose their preferred delivery location.

30% of consumers want to be able to choose their preferred delivery method.

20% of consumers want to be able to choose their preferred delivery time.

10% of consumers want to be able to choose their preferred delivery location.

5% of consumers want to be able to choose their preferred delivery method.

2% of consumers want to be able to choose their preferred delivery time.

1% of consumers want to be able to choose their preferred delivery location.

0% of consumers want to be able to choose their preferred delivery method.

### Consumer buying influence

80% of the influence of consumer buying is from mobile devices.

70% of the influence of consumer buying is from social media.

60% of the influence of consumer buying is from search engines.

50% of the influence of consumer buying is from direct mail.

40% of the influence of consumer buying is from television.

30% of the influence of consumer buying is from radio.

20% of the influence of consumer buying is from newspapers.

10% of the influence of consumer buying is from magazines.

5% of the influence of consumer buying is from billboards.

2% of the influence of consumer buying is from outdoor advertising.

1% of the influence of consumer buying is from direct response advertising.

0% of the influence of consumer buying is from other sources.

### Ecommerce is growing fast

15% of consumers want to be able to choose their preferred delivery time.

13% of consumers want to be able to choose their preferred delivery location.

10% of consumers want to be able to choose their preferred delivery method.

8% of consumers want to be able to choose their preferred delivery time.

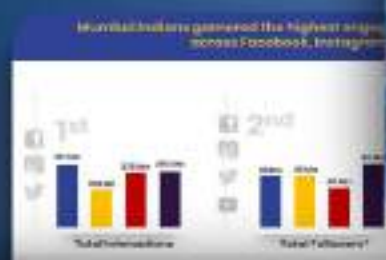
6% of consumers want to be able to choose their preferred delivery location.

4% of consumers want to be able to choose their preferred delivery method.

2% of consumers want to be able to choose their preferred delivery time.

1% of consumers want to be able to choose their preferred delivery location.

0% of consumers want to be able to choose their preferred delivery method.



**A GLOBAL SPORT**

2<sup>nd</sup> most watched sport in the world  
 1st most watched sport in 180+ countries

100+ Billion views of IPL content in the 2020 season

87% of cricket fans aged 18-34 are on social media

87% of cricket fans aged 18-34 are on social media





Powering the world of good



Our Solutions



Local impact  
National impact  
Global impact

Data driven insights on community impact



Goodera Reporting Framework



Collaborative  
Context Driven & Visible  
Credible  
Comparative

**DT One.** 

**Introduction to DT One**

Report for Solution Design

DT One is the world's largest network of non-cash micropayment and digital pre-pay partners

**Our partners**

- Multi-national & Government
- Worldwide presence
- High quality

**DT One is the world's largest network of non-cash micropayment and digital pre-pay partners**

**Our partners**

- Multi-national & Government
- Worldwide presence
- High quality



**One connection to access our unparalleled global network of non-cash suppliers and services**



**One connection to access the world's largest network of non-cash micropayment and digital pre-pay partners**



**5bn** (Revenue)

**160+** (Countries)

**1800+** (Partners)

**860m+** (Customers)

**20k+** (Services/Suppliers)

**Diversify revenue with value add services that connect customers and communities across the world**

Global reach through digital means including micro-payment, social network payments, QR codes, mobile and web for the physical network of digital partners

Multi-lingual, multi-currency and all-in-one solution to help the world to manage its money / bank / debit / credit card



**Onboarding Process**



1. DT One to check partner's legal and compliance
2. DT One to check partner's financial and operational readiness
3. DT One to check partner's technical readiness
4. DT One to check partner's marketing readiness
5. DT One to check partner's operational readiness

**Integration with Etisalat**

**DT One.**




**Integration with Etisalat**

- Integration with Etisalat**
- Integration with Etisalat**
- Integration with Etisalat**

# vivo V29 Series

Go to market plan



# A Super Hit Year for vivo V-Series 2023

ing  
ies

Celebration  
all...



Start your celebration with a fun & emotional story



V29 Series Designed for you  
Inspired from the latest prices of India



Share your story with thousands of people



Share your story with thousands of people

## Holistic Readiness – In stores

vivo V29 Series  
Single Energy Camera



## All Planned stores



## Series & Festive



PR | Building Trust  
and Credibility |  
Structured Plan

↓  
Execution



TV & Digital | Explosive Awareness | HIGH IMPACT and REACH

### Disruptive Presence



### Cricket

Cricket is a sport



### Marquee Shows

Partnership to drive impact



# Thank You!



**CLICK TO EDIT TITLE**  
Click to edit subtitle

**AIR INDIA**

**HEADING HERE | PT 32**  
SUB HEADING HERE | PT 30

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**COMPANY FROM 2018 TO 2021**

Year	Revenue	Profit
2017-2018	1000	214
2018-2019	98	111
2019-2020	180	811
2020-2021	144	111
2021-2022	1887	714

\* Learn more about us on our website

**Revenue** | **Profit** | **Growth**

Learn more about us on our website | **Revenue** | **Profit** | **Growth**

**CLICK TO EDIT TITLE**  
Click to add subtitle

**AIR INDIA**

**Divider Slide**  
Click to add subtitle

**ICON SET OF 81**

**Thank you**

## QUESTIONS?



EMBARGOED TILL 4PM  
SEPTEMBER 27, 2023

## VIEWERS ARE BEING CHOICEFUL

Viewers spend no more than **21%** of their viewing time watching one format

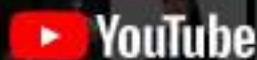
70

The average online adult aged 35+ in India watched over 70 minutes of YouTube per day in June 2023 (Short and long include TV content)

According to Comscore, YouTube reached 4 in 5 internet users in India aged 16+ (June 2023)

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www.youtube.com/ads



THE VIDEO PLATFORM THAT STARTED IT ALL REMAINS  
**#1 ACROSS EVERY SCREEN**



**SHORT-FORM CONTENT HAS GONE MAINSTREAM**



**70B**  
DAILY VIEW FOR MONTH GLOBALLY

**96%**  
of surveyed respondents aged 18-44 say they use YouTube Shorts.

Source: YouTube Trends Survey, 16 May 2023, n=4526, online video, age 18-44.

**60%**

LOGGED-IN YT USERS HAVE WATCHED BOTH SHORTS AND VOD/LIVE/STREAM CONTENT IN THE LAST WEEK



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VIEWERS ARE DISCOVERING PRODUCTS THEY LOVE EVERY DAY ON YOUTUBE

**69%**

AGREE THAT THEY USE SPY APPS TO DISCOVER THINGS THAT THEY WATCH LONGER VERSIONS OF.



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**GOOGLE AI CAN HELP MULTIPLY YOUR CREATIVE**

Google AI can take your ideas and create up to 10 additional versions. Campaigns perform better when they include a virtual video.



PEOPLE'S VIEWING HABITS ARE COMPLEX. REACHING THEM ON YOUTUBE DOESN'T HAVE TO BE.

**BY USING GOOGLE AI**



VIEWERS ARE CREATING THEIR OWN VIDEO UNIVERSES FACTORING IN A MULTIPLICITY OF

**NEEDS, MOMENTS, FORMATS.**





YouTube Select

WIN WITH  
CREATORS



YouTube  
BrandConnect



## LINEUPS

Single sponsored packages based on topic, audience or moment.

- Advanced Contextual Signals
- Buying Flexibility
- Advanced Audiences in United States



Relevance + Scale = **Better Results**

## BRAND LIFT

- 27% Lift in ad recall for youtube select lineups
- 9% Lift in purchase intent
- 13% Lift in awareness



## How do we help?

### Find & Engage Creators

Find creators at scale or through Creator Connect integration - to reach your target audience on YouTube.



### Create Shorts or Branded Content

Develop authentic content by integrating your campaign narrative that reaches your relevant audience.



### Simplify and Drive Action

Drive mass reach & action by using creator videos as YouTube ads.





# OnMobile Experience





**BRIGADE**

Building Positive Experiences



- 01 Executive Brief
- 02 Market Overview
- 03 Location Overview
- 04 Asset Overview
- 05 Dashboard
- 06 SOY Team

SOY

### SWOT Analysis

#### Strengths

- High quality construction
- Proven track record
- Strong financials
- Experienced team



#### Weaknesses

- Limited marketing budget
- High competition in the market

#### Opportunities

- Growing demand for commercial real estate
- Favorable regulatory environment
- Increasing investment in infrastructure
- Strong economic growth in the region

#### Threats

- Economic downturn
- High interest rates
- Increased competition from established players
- Regulatory changes

#### Location Overview

Key metrics and data related to the project's geographical context.

#### Financial Overview

Summary of budget, revenue, and cost performance.

#### Operational Overview

Details on project progress, milestones, and resource allocation.



## Project Miami Investment Memo



## Noida Market Trend Analysis



## Project Overview

**Details**

Project Name: [Name]

Location: [Address]

Area: [Area]

Start Date: [Date]

End Date: [Date]

Project Manager: [Name]

Client: [Name]

Project Status: [Status]

## Located in a Prime Office Cluster at NH24



SOY

## Growth Drivers for Noida

### Key Infrastructure Projects

### Social Infrastructure

#### Education Institutions

- [Institution Name]
- [Institution Name]
- [Institution Name]

### Financial Office Easing

Category	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Office Space	1.2	1.5	1.8	2.1
Commercial	0.8	1.0	1.2	1.4
Industrial	0.4	0.5	0.6	0.7

SOY

## Project Miami - Asset Overview

**Project Details**

Project Name: [Name]

Location: [Address]

Area: [Area]

Start Date: [Date]

End Date: [Date]

Project Manager: [Name]

Client: [Name]

Project Status: [Status]

**Financials**

Investment: ₹ [Amount]

Revenue: ₹ [Amount]

Operating Costs: ₹ [Amount]

Net Income: ₹ [Amount]

ROI: [Percentage]



# Overall Approach and Process

## Approach:

- Start by analyzing the brand guidelines, including color palette, fonts, and image preferences.
- Develop an initial design concept that aligns with the **"We Stop at Nothing"** luxury campaign.
- Create custom layouts and design elements while considering the client's target audience and objectives.
- Incorporate high-quality images and visuals that resonate with Asian/Indian communities to maintain cultural relevance.
- Ensure that the template is user-friendly and easy for the users and team to customize.

## Process:

- Discovery and Research
  - Design Concept Development
  - Template Creation
  - Quality Assurance
  - Feedback and Revisions
  - Documentation and Training
  - Final Delivery and Support
-



# Phase 1

Research &  
Sample Template Creation



# Step 1: Discovery

- Data and Brand Analysis
  - Audience Analysis – Key stakeholders using the template at present:
  - Technical Analysis
  - Objective Mapping
  - Competitor Benchmarking
  - Data Management – Data collection, Asset management & Image library
  - Understanding Compliance and Legal Requirements – This may include disclaimers, privacy statements, copyright notices, or any other necessary information.
-

## Step 2: Dissection

- **Storyboarding:** Create a detailed storyboard or wireframes for the template to visualize the structure and flow of presentations.
  - **Template Component Planning:** Define the specific components needed in the template kit, such as title slides, content slides, data visualization elements, and image-focused slides.
  - **Design Concepts:** Create initial design concepts and mockups that reflect the brand's luxury theme and the campaign messaging. Present these concepts to the client for feedback and approval.
  - **Content Inventory:** Inventory existing client materials, such as images of key developments, amenities, interiors, and team member photos. Organize these assets for use in the template.
  - **User Personas:** Develop user personas for different stakeholder groups (e.g., investors, HR professionals, marketers) to understand their unique needs and preferences.
  - **Functional Requirements:** Identify any special functionality requirements, such as interactive elements or animations, that need to be incorporated into the template.
-

# Develop

- **Template Design:** Begin designing each component of the template, adhering to the approved design concepts and brand guidelines. This includes crafting layouts, selecting fonts, and creating color schemes.
  - **Image Integration:** Incorporate high-quality images and graphics from the client's repository into the template design, ensuring they align with the luxury theme.
  - **Content Integration:** Populate the template with sample content to showcase its functionality and aesthetics. This includes creating example slides and data visualizations.
  - **Modular Components:** Design template components in a modular fashion so that they can be easily updated or replaced as needed.
  - **Testing and Quality Assurance:** Thoroughly test the template across various devices and platforms to ensure it functions correctly and maintains visual consistency.
-








## Phase 3






Usability Training & Support  
Documentation

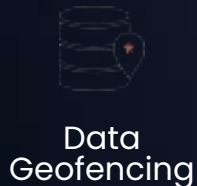
# Step 6 – Deployment and Support

- **Rollout Strategy:** Develop a strategy for rolling out the template kit across different departments and teams within the client's organization, including training schedules.
  - **Version Control:** Implement version control mechanisms to track and manage template updates and revisions.
  - **Review and Feedback:** Present the completed template kit to the client for a final review and gather any last-minute feedback or adjustments.
  - **Documentation Creation:** Prepare comprehensive documentation that includes usage guidelines, customization instructions, and troubleshooting tips. Ensure this documentation is easily accessible to the client.
  - **Training Sessions:** Conduct training sessions for the client's team to ensure they are proficient in using and customizing the template.
  - **Delivery:** Provide the finalized template kit, including all components and documentation, to the client in a format that is convenient for them.
  - **Post-Delivery Support:** Offer ongoing support for any questions, issues, or updates that may arise during the client's use of the template.
-

# INKPPT Guarantee

-  Genuine licensing
-  Legal Contracts on all the Terms
-  Lifelong Data Access
-  100% editable Files to You
-  100% Transparency on charges

-  Subscription Dashboard Tracker
-  8-Step Quality Check Process
-  NDA Bound Contracts
-  Never say no ATTITUDE
-  9 Years of industry Reputation



# A Dynamic Creative Team



**Ayushi Jain**  
Strategy Lead & CFO



**Ankit Chauhan**  
Lead - Strategy & Demand Gen



**Deveshwar**  
Lead - IT & Product



**Puneet Chauhan**  
Senior Lead - Delivery



**Ankush Dahiya**  
Lead - Strategic Partnerships



**Aayush Jain**  
Founder & Head Strategy



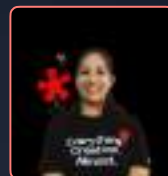
**Nishtha Pal**  
Creative Project Manager



**Vinita Ojha**  
Creative Project Manager



**Aswin Kumar**  
Creative Project Manager



**Vibha Parakh**  
Creative Project Manager



**Ankit Sonker**  
Lead - Motion Designer



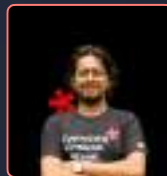
**Nikita**  
Lead - Creative & Design Strategy



**Sakshi**  
Senior Communication Designer



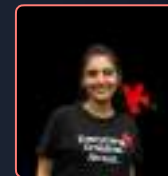
**Raashi**  
Lead - Creative & Design Strategy



**Ankit Gupta**  
Communication Designer



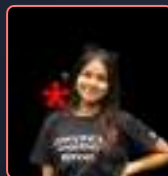
**Raha**  
Communication Designer - Digital



**Deepika**  
Communication Designer - Design Ops



**Maan**  
Motion & Creative Designer



**Aakansha Sonker**  
Motion & Creative Designer



**Bhawani**  
Junior Graphic Designer



**Swapna**  
Junior Graphic Designer



**Shivansh**  
Motion & Creative Designer



**Abhijeet**  
Motion & Creative Designer

# Stringent Quality Control Process

## QC READABILITY CHECKLIST (0/5)

- Fonts are not too small given the medium it is being used for
- Font is visible under normal screen brightness without much strain
- Image colors are not overpowering the text
- Thin fonts are not used on white background
- The key message on a slide is the first thing which catches the attention

## QC BRANDING CHECKLIST (0/6)

- Logo is used in correct size & bleed marks
- Brand template is being used if available
- Correct Color swatch being followed
- Only the authorised brand fonts are used
- Iconography Guidelines followed
- Visual language & patterns as per the brand

## QC FILE QUALITY CHECKLIST (0/15)

- Files are not extremely heavy – 15-20 Slides deck should be around 30MB
- PDF are not same size as original file (Common issue in case of Mac Exports)
- Correct file is being sent with latest version
- Correct file naming guidelines or client recommended are followed – Both Original & PDF
- The junk is deleted – boxes, shapes, texts, assets outside the artboard have been removed
- No regional, shorthand, personal or foul language comments in the note section
- On slide show, nothing is getting cut which may be visible in normal mode
- Overlapped animations or texts in the PDFs are rectified or explained to the client
- A Default spell check is done on the deck
- Correct script mapping in the notes section, if needed
- Correct Usage of master slides
- Multiple masters of the same layout are not created
- The files are opening without errors (Package, Open, view PDFs) or corruptions
- The fonts are not getting converted to other system fonts automatically in PDF
- The transparent backgrounds are not appearing as gray in case of Mac or iPhone PDF Viewer

## QC SYSTEM COMPATIBILITY CHECK (0/5)

- The Open file is easily visible in the other system after font installation & has some experience
- The font name in the PPT File is not just being shown as placeholder without font installed
- The Font variants are getting changed in name from Windows to Mac machine (is the manual change required for font thickness selection)
- The embedded fonts are not working (Mac Powerpoint does not allow to embed fonts)
- The Presentation is working fine in the client or event agency system with no font problem

## QC PIXILATION CHECKLIST (0/7)

- Your presentation or output resolution is as per the requirement
- None of the images are getting pixelated
- Every image is print ready or compatible for large LEDs, if needed
- The text is not getting pixelated
- The logo is of sufficiently bigger size to avoid blurry edges
- The low resolution images are already placed in a smaller size
- All icons and illustrations used are vector and will not pixelate on scaling

## QC IP CHECKLIST (0/7)

- All the used images, icons, videos, music are sourced from authentic sources
- No images from google searches are used unless approved or provided by the client
- Whenever required, the desired disclaimers have been added
- No Copyrighted material or assets have been used
- No competitor product image, logo or any other visual assets used without client's permission
- Written Approval from the client have been obtained on the public image usage
- Team, partners or freelancers have been informed about responsible showcase with permission

## QC INFORMATION CHECKLIST (0/5)

- All the information shared or approved by the client are added
- All the sources, terms and conditions are there
- Required copyright notices are there
- None of the slide is hidden, duplicated, incomplete or missed
- None of the slides have WIP status or information Awaiting status



# 100% EDITABLE FILES

The image shows a Beamer presentation slide titled "About Happy Visitor". The slide features a central diagram illustrating a cloud-based SaaS model. The diagram consists of a central blue circle with a gear icon, connected by lines to several surrounding boxes. One box contains the text: "Happy Visitor is leading front office automation platform empowering happy workplaces for complete automation of front office & gate operations". Another box states: "Enables Effective Tracking, Control & Monitoring for Entry / Exit of People & Parkourers at workplaces". A third box at the bottom left says: "Cloud based SaaS model helps you gain greater flexibility & higher scalability with centralized visibility".

To the right of the diagram, a section titled "Happy Visitor has been Globally trusted by" lists various client categories and companies:

- Fortune Brands
- E-commerce giants
- Technology parks in Asia
- Telecom operator
- Automobile Conglomerates
- Pitango MNC's

The slide is displayed within a Beamer presentation window, with the title bar showing "20210018\_HappyVisitor\_Produ...". The Beamer interface includes a top menu bar with options like Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Slides Format, Pictures Format, and Tell me. Below the menu is a toolbar with icons for various presentation controls. On the left side, a vertical pane shows a thumbnail view of the presentation slides.

LET'S STAY IN TOUCH

**Thank You**