

CASE STUDY — Complete Brand Creation for a Shark Tank–Featured Startup

Client Background

The founders came with a simple product concept but no branding, no packaging, and almost no market presence. Their vision was strong — but the brand foundation was missing entirely.

Challenges

- **No brand name, logo, or identity**
- **No packaging or label direction**
- **No website or online presence**
- **No product storytelling**
- **No positioning for premium markets**
- **No clarity on audience & competition**

The brand needed end-to-end creation before launching.

My Role

I was responsible for building everything — literally from scratch:

✓ Brand Strategy

- **Defined brand mission, tone, and audience**
- **Crafted a premium positioning to stand out in the market**

✓ Visual Identity Creation

- **Logo design**
- **Typography system**
- **Color palette creation**
- **Iconography & graphic style**

✓ Packaging & Label Design

- **Complete label system**
- **SKU packaging**

- Retail-ready design
- Compliance-ready packaging layouts
- High-conversion product presentation

✓ Website Design & Development

- Conversion-focused UI/UX
- Mobile-first responsive design
- Shopify/WordPress setup
- High-quality product imagery positioning
- SEO-ready structure

Brand Transformation

I transformed the product into a premium, trustworthy, and clinically strong brand through design, UX, packaging, storytelling, and digital presence.

Results & Impact

Massive Market Growth

- Rapid sales scale-up
- Viral consumer response
- National distribution and recognition

Massive Revenue Increase

The brand now earns ₹4 Crore+ monthly revenue, growing steadily month after month.

Shark Tank Entry

This brand is now featured on Shark Tank, gaining national attention and investment opportunities — built on the brand identity and foundation I created.

Conclusion

This project represents how powerful design, packaging, branding, and digital execution can turn an unknown idea into a high-growth D2C brand. I didn't just

design a brand; I built a market-winning business identity that continues to grow even today.