



MAGSMEN[®]
BRAND CONSULTANTS

CLEAR VISION
CALM **APPROACH**
BOLD MOVES

Together we can do bigger & better



Recognitions that drive us everyday



MAGSMEN at a glance



We bring a sense of fun, excitement, and liveliness to your brand's image and experiences.

We encourage boldness, creativity, and a willingness to break boundaries, distinguishing your brand from the competition.

We create experiences that captivate and entertain your audience, leaving a lasting impression.

We infuse energy into your brand, inspiring both your team and your customers.

PLAYFUL AUDACIOUS ENTERTAINED ENERGIZED



A GREAT BRAND STARTS WITH THE RIGHT STRATEGY

Welcome to Magsmen, a premier brand consulting firm that specialises in making brands bigger and better! We believe in the power of brands to establish meaningful connections with their customers. Through our customer-centric brand strategies and exceptional experiences, we help brands stand out and build excellent reputations. Our team is dedicated to uncovering the unique essence of each brand to ensure its flourishing success.

As the leading brand consulting firm in Andhra Pradesh & Telangana, serving esteemed clients in South India, Magsmen offers a comprehensive range of services tailored to your business needs. From full brand consultation to online brand management, corporate rebranding, personal brand consulting, and image consulting, we combine technical precision with creative talent to enhance your brand's reputation, visibility, and reach. We cater to a diverse clientele, ranging from small regional businesses to national brands, adapting to changing times and trends, seamlessly blending caution and innovation into our approach. Join us at Magsmen to unlock the true potential of your brand together.



Our Principles

Do It With Passion Or Not At All

The only way to do a great job is to love what you do. Committed in heart and mind, this is why we wake up in the morning!

Leave A Mark On This World

We are fanatic about about the world we live in. We create strategies that build brands bigger and last longer.

Sky Is NOT The Limit

We push our boundaries because that is what they are there for. We keep reaching for higher heights and challenging what is possible.

There Is A Great Solution, Buried In Every Challenge

Getting a big idea is not an act of inspiration, but rather one of discovery. Creativity can overcome almost any problem. We welcome your challenges and we reimagine your future.



FIX THE ROOTS

3
STEP
PROCESS

We Check
Your Brand

We find
the problem

We give the
Right Solution

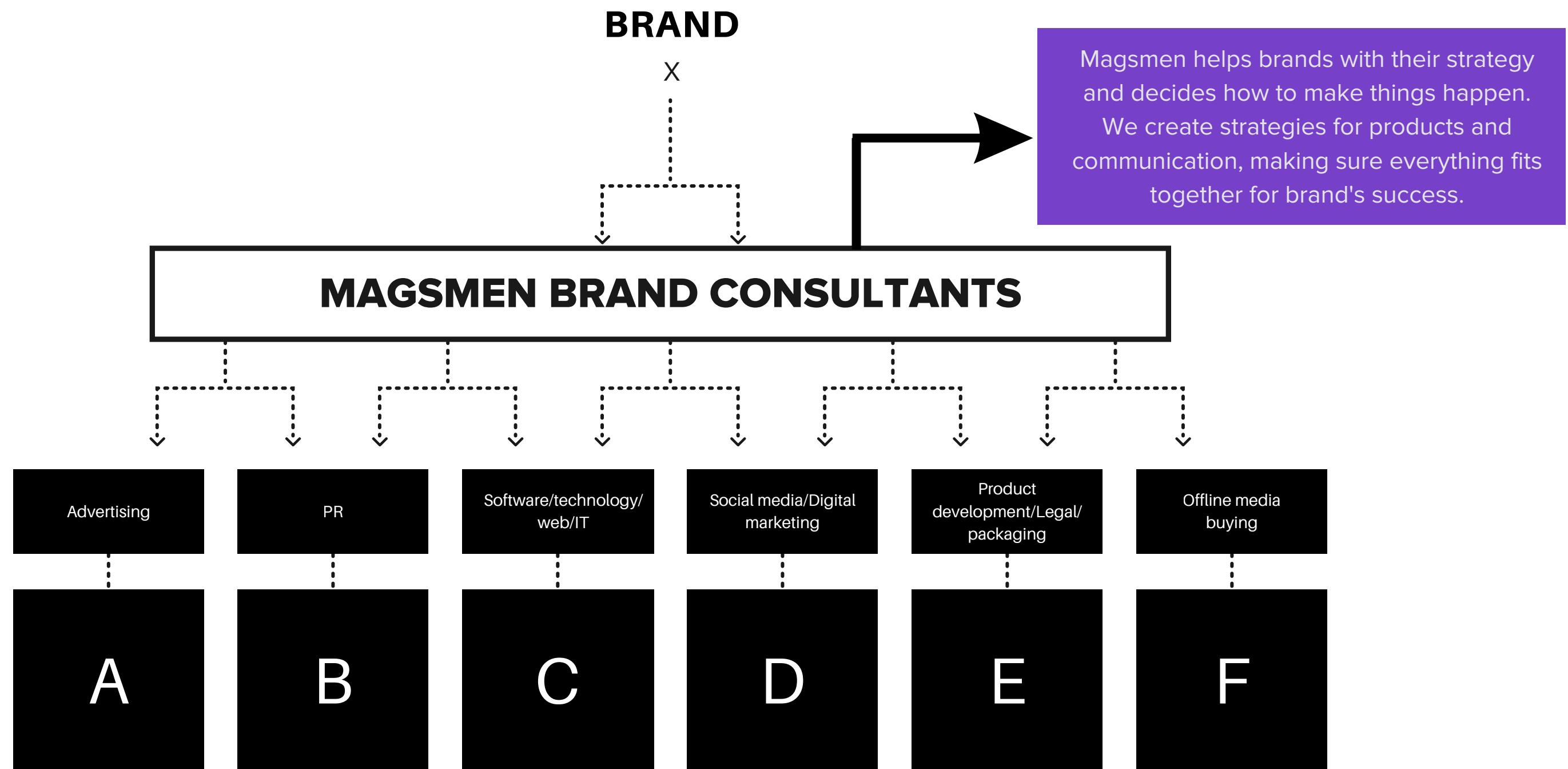
If your brand feels stuck, this is for you

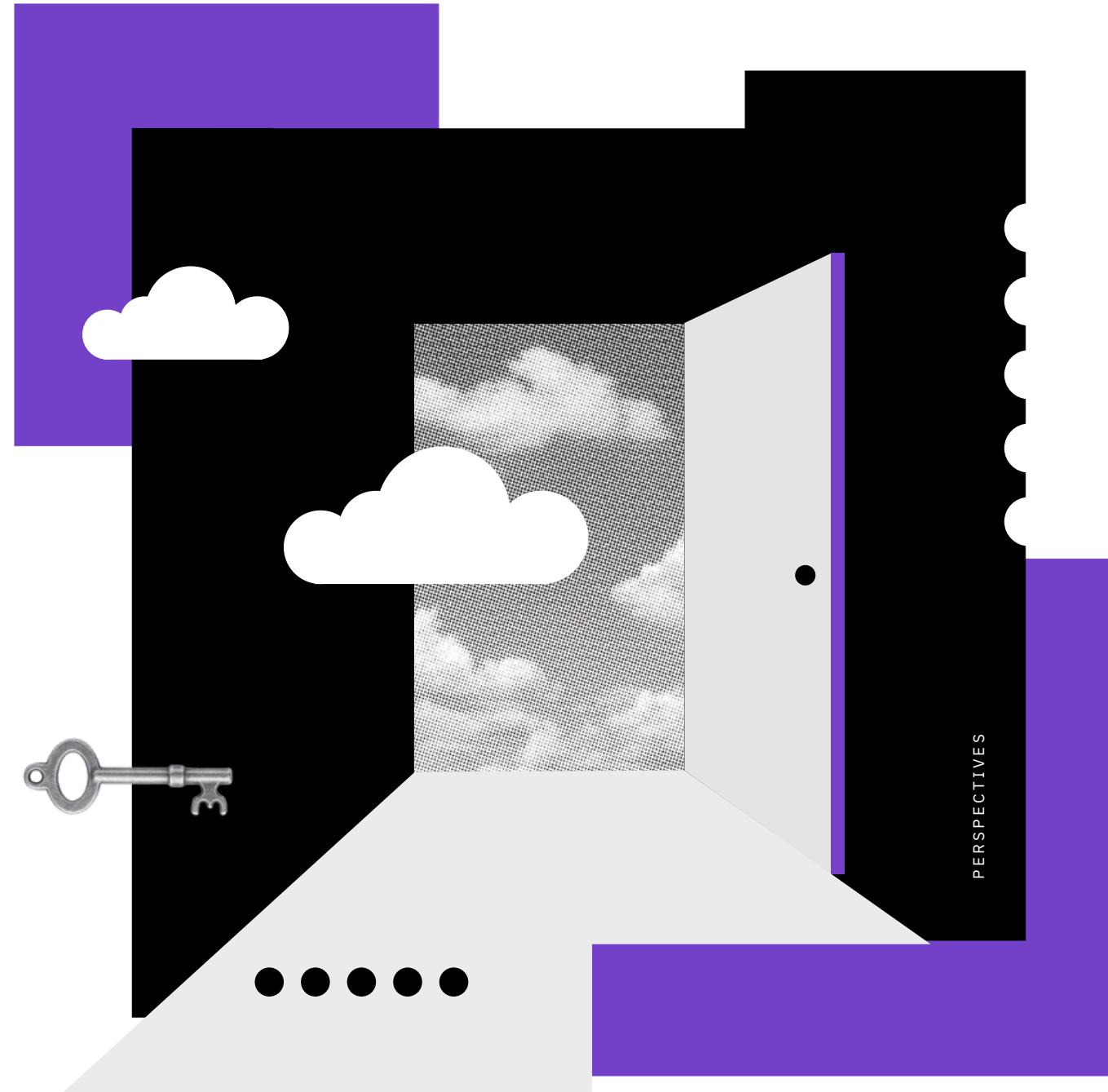


ONE TIME
CONSULTING

WATCH
THE
BRAND
GROW.

Where does Magsmen come in place





Brands call us when they want to

- Grow and Improve their brand
- Expand into New Markets
- Explore New Opportunities
- Expand Into Different Markets
- Reposition their Brand
- Bring Fresh Ideas to their brand
- Stay Ahead of the Competition
- Grow their brand in digital space
- Elevate their Reputation
- Collaborate & Co-Ordinate with their marketing teams to develop a strategy

Empowering Brands with Magsmen



Power up your brand strategy

Positioning your brand to differentiate from competitors and drive preference. We develop powerful strategies and coordinate with teams to ensure the right actions are taken at the right time. From brand to product to communication, Magsmen craft a winning formula tailored to elevate your brand.



Your personal brand, your legacy

Our personal brand consulting focuses on uncovering and leveraging your unique brand value to create a personal brand identity that connects with your audience, builds credibility, and opens doors to new opportunities.



Edit your closet, elevate your image

Our wardrobe evaluation services help you declutter and organize your wardrobe, identify gaps in your clothing collection, and develop a versatile, timeless, and personalized style that flatters your body and reflects your unique personality.



Create Your Brand in 90 Days

Transform your business with our comprehensive package, including brand naming, identity, pricing strategy, and launch strategy. Craft a memorable brand story, theme, and guidelines to ensure consistency and success.



Revitalized and reimagined for the modern world

Transform your brand identity with our strategic approach to corporate rebranding. We help you communicate your values, vision, and mission through a fresh, relevant, and memorable brand image.



Control your narrative, conquer the digital world.

Build brand loyalty and drive growth through effective online brand management. We craft tailored solutions that resonate with your audience and align with your business goals.



Transforming Brands at Espresso Speed

Brand Expresso represents our innovative 90-day brand consulting approach, inspired by the swift and powerful essence of espresso. In just 90 days, we energize and streamline brands, infusing them with a new sense of purpose and vitality. Our process is efficient, revitalizing, and impactful, much like a shot of espresso for your brand's identity and strategy.



One-Time Consulting
That Fixes Your Brand,
Fast. If your business is
not growing the way it should.

Elevating Brands: Creating a powerful partnership with our clients



THE MAGSMEN ADVANTAGE

Insights that Drive Action

Magsmen begins every engagement with deep research and data-driven insights. Through audits, competitor benchmarking, and digital listening, we uncover opportunities and risks others miss. These insights guide positioning, communication, and customer experience, ensuring your decisions are evidence-based, actionable, and built for measurable growth in today's competitive markets.



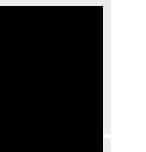
Tailored to Every Brand

Every brand has its own story, culture, and goals. At Magsmen, we design strategies that fit your unique context whether you're a startup, family business, or multinational group. Our solutions are never one-size-fits-all; they are relevant, practical, and scalable, ensuring sustainable growth for your brand and business.



Powered by Experience

Our experience spans across industries and scales ;from challenger startups to global Fortune 25 companies. We apply proven practices and insights from diverse markets, ensuring speed, confidence, and impact. By combining global perspective with local relevance, Magsmen helps brands avoid costly mistakes and seize opportunities with clarity and precision.



Measurable Growth & Change

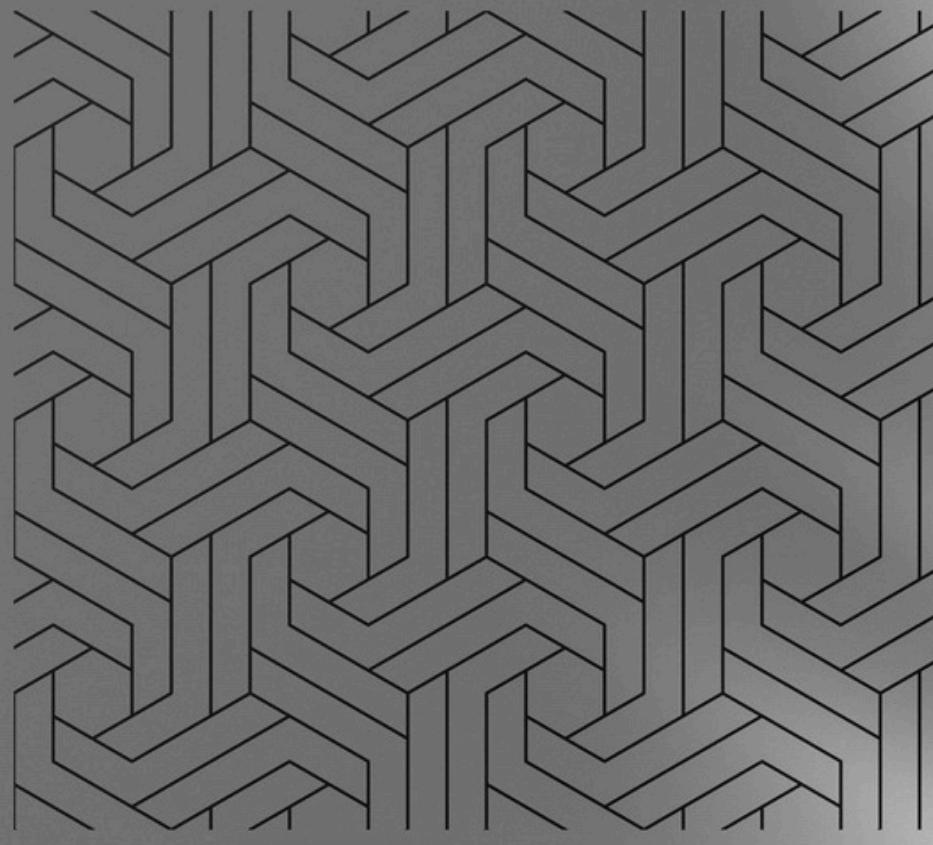
We treat branding as a business asset, not just creative work. Using brand scorecards, equity dashboards, and valuation frameworks, we track your brand's performance, ROI, and impact. This accountability ensures every brand investment is linked to tangible results stronger recall, loyalty, and long-term growth backed by measurable data.



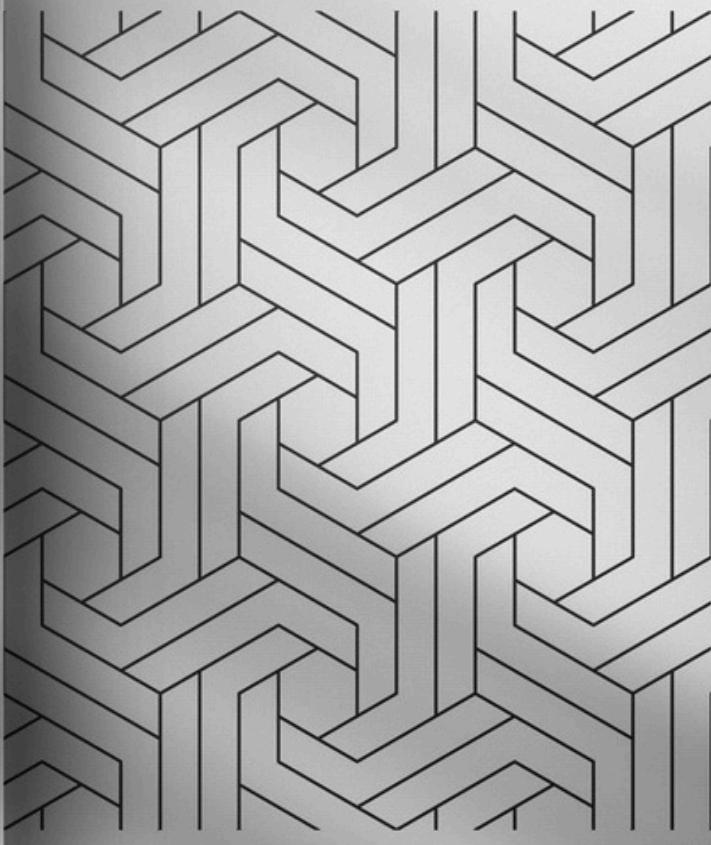
Future-Ready Innovation

Markets evolve, and brands must adapt. Magsmen blends foresight, creativity, and analytics to future-proof your brand. From innovation strategies to crisis preparedness, we ensure your business is resilient, relevant, and differentiated. We don't just respond to change , we prepare you to lead it, creating lasting competitive advantage.





CASE STUDIES



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Redefining the brand and positioning strategy to make TDH as a pan India brand

Challenge:

Reposition the brand to expand its market and achieve pan-India recognition.

Solution:

- Brand Consistency: Developed guidelines and unified digital strategy.
- Market Expansion: Launched e-commerce in India and entered the US market through Amazon and direct strategies.
- Product Launches: Introduced the celebrity-driven "Anubandham" show and rebranded as a premium brand.
- Brand Architecture: Created a corporate brand structure, expanded SKUs, and ensured seamless vendor coordination.
- Ongoing Strategy: Roadmap for pan-India market availability by Q4 2024.

Result:

Strengthened brand position, entered the US market, and set the stage for pan-Indian leadership by 2025.





Repositioned as India's most trusted holistic healing centre, not just a destination for celebrities

The Problem:

Chakrasiddh had the credibility. Sidhamma was already a name among film stars, central ministers, and bureaucrats. But the brand lacked structure. It wasn't speaking to the people who needed it most. There was no unified positioning. No clarity in communication. And a dangerous perception that this was a place only for the elite.

Our Strategy

We started by listening. What does the brand really stand for? Why are people coming here in silence? We found the disconnect between the impact being created and the image being projected. So we rebuilt the brand narrative from the ground up, one that could carry its legacy while becoming inclusive.

The Solution

We streamlined the visual communication. Created a brand playbook the team could use everywhere from clinics to workshops. We redefined the presentation layer to match the depth of the practice. Every material, every message, was brought under one cohesive system. Most importantly, we made sure the brand started answering the one question it had long ignored is Chakrasiddh for someone like me?

The Outcome

Today, the brand is no longer boxed in by celebrity testimonials. It's accessible, aspirational, and aligned. The repositioning worked because we didn't dilute the legacy. We simply gave it structure and language that helped it scale.



Repositioned from traditional production house to a launchpad for emerging creative voices

The Problem:

Suma Filmy Arts was known but not understood. It had brand equity because of Suma Kanakala, but no clarity in its positioning. It needed a reboot something that would align with Suma's broader mission and signal to the industry that this wasn't just another legacy banner.

Our Strategy

We treated the production house as a standalone brand with its own voice, while still being powered by Suma's credibility. The aim was to reflect freshness, openness, and commitment to emerging creators.

The Solution

We redesigned the brand's visual identity, restructured its narrative, and brought consistency across every platform. We aligned the messaging with its true purpose supporting first-time directors, writers, and talent who often don't get the spotlight.

The Outcome

Suma Filmy Arts now stands for something clear. It's no longer a passive extension of a celebrity it's an active contributor to the next era of content. And for new voices in the industry, it feels like a home they can finally see themselves in.





Repositioned as a market-leading real estate brand by redesigning customer experience and brand perception in a Tier 3 market

The Problem:

MR Construction wanted to be seen as the leader in their city. But in the construction industry, especially in Tier 3 markets, reputation alone doesn't win. The sector is volatile, consumer trust is low, and experience is often an afterthought. Despite having a popular face like Brahmanandam Garu as brand ambassador, there was a deeper disconnect: the brand identity wasn't translating into how people felt when they engaged with the company.

Our Strategy

We went beyond logos and taglines. We dug deep into real interactions: site visits, sales pitches, flat walk-throughs. We mapped how customers actually experience the brand. Our insight was clear: before selling homes, the brand had to feel like one.

The Solution

We started by elevating the first impression: the storytelling, the presentation, the atmosphere across sites. We didn't just lean on the celebrity; we built a brand architecture strong enough to support one. We redefined the customer journey, from brochures to how the site team spoke about the brand.

The Outcome

Today, MR Construction doesn't just advertise with a celebrity. It feels premium. Customers walk in and sense clarity, warmth, and aspiration. The brand now commands attention, not just because of who endorses it, but because of how it delivers. In a market where trust is everything, MR has positioned itself not just as a builder, but as a dependable, desirable brand.



Repositioned from a standalone real estate player to a structured group brand with clear verticals and future readiness

The Problem:

Swargaseema had built credibility in the Hyderabad market, particularly through its Sandalwood farm ventures. But as they expanded into full-scale construction, the brand lacked clarity. There was no brand architecture. No connective tissue across offerings.

Our Strategy

We didn't jump straight to creating new brands. We focused on strengthening the existing one. We analyzed customer touchpoints, studied buying behavior, mapped personas by age, intent, and engagement level. We uncovered micro-gaps in the customer journey that were silently eroding trust. Then we built a long-term strategy that would scale with Swargaseema's ambition.

The Solution

We implemented a formal group brand architecture. Swargaseema became the core brand. Under it, we positioned Swargaseema Sandalwood as one vertical and introduced Swarga Seema Constructions as a new strategic business unit. Each sub-brand got its own positioning, yet tied back into a unified parent identity. Every touchpoint from communication to brand interface now carried clarity.

The Outcome

Swargaseema is no longer just seen as a sandalwood investment company. It is now understood as a structured, future-focused real estate group with diversified expertise. The repositioning created headroom for expansion, while the architecture made it easier for customers to trust and transact. The brand is now poised to scale, with a foundation that speaks for itself.



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A comprehensive Rural brand strategy for a fortune 25 global giant

Challenge:

Cargill needed to increase brand awareness and product sales in the competitive vannamei feed market. They required a comprehensive strategy to establish a consistent brand identity, improve location targeting, and strengthen their presence in key markets.

The Solution/Strategy:

- Developed a unique and consistent brand identity for Cargill, positioning it as a leader in vannamei feed.
- Implemented a location targeting strategy to focus on key markets with high demand. Created targeted
- marketing campaigns to boost brand awareness and drive sales. Increased brand presence through
- events, expos, and promotions. Developed a customer journey roadmap to build trust in the brand.

Result:

Cargill established itself as a leading brand in vannamei feed, increased market presence, and improved sales through a well-executed brand strategy.



Repositioning India's growing Ed-tech brand that brings technology to schools who are nurturing the next generation

Challenge:

In a competitive educational sector, Pronted struggled to differentiate itself and effectively convey its unique value proposition, leading to stagnation in market growth and engagement.

The Solution/Strategy:

- Rebranding & Repositioning: Redefined Pronted's brand identity to highlight its role as a crucial educational partner.
- Innovative Marketing: Implemented innovative marketing tactics, redefined messaging, and emphasized Pronted's contributions to the educational ecosystem.
- Holistic Approach: Overhauled all aspects of brand communication and stakeholder interaction.

Result:

The rebranding significantly enhanced Pronted's image and market presence. Pronted was recognized as a key player in the educational sector, achieving increased engagement, recognition, and business growth.



Strategically projecting Sri Bhramara for Market Dominance as Leaders in Andhra Pradesh's Real Estate

Challenge:

Sri Bhramara faced challenges in creating a distinctive brand positioning and maintaining consistency amidst rapid development and increasing competition, especially with Amaravati becoming the new capital.

The Solution/Strategy:

- Brand Architecture: Developed a comprehensive group strategy architecture to enhance project credibility.
- Visual Design: Created a distinct brand aesthetic.
- Brand Communication: Designed a plan to effectively convey the company's vision and values.
- Market Positioning: Leveraged Amaravati's development to position Sri Bhramara as a trendsetter in the real estate sector.

Result:

The strategy successfully positioned Sri Bhramara as a leading player in Andhra Pradesh's real estate market. The company established a strong, differentiated brand identity, enhancing its market positioning and capitalizing on new regional opportunities for continued growth and dominance.



GV Mall, a retail chain in tier 3 and tier 4 cities, identified a demand for premium fashion in these often-overlooked regions, targeting a growing, style-conscious population eager for high-quality apparel.

Challenge:

The challenge was to create a brand that could resonate with consumers in these cities while maintaining a premium and aspirational image. GV Mall needed a brand that communicated exclusivity, style, and quality while remaining accessible to its target audience.

The Solution/Strategy:

We developed "LVL UP," a fashion brand that symbolizes progress and aspiration, designed specifically for these markets. The stores were crafted to offer a luxurious shopping experience, with personalized and interactive elements to reinforce the premium image. Staff training was focused on enhancing the exclusive atmosphere, making LVL UP the top choice for high-end fashion in these regions.

Result:

LVL UP successfully established itself as the premier destination for premium fashion in Khammam, offering an elevated shopping experience that aligns with the aspirations of local consumers.

Our clients praise us!



"Our external stakeholders from 45 countries loved our new brand look"

Thanks to Magsmen. They've introduced the concept of brand architecture and a whole new strategy for VSB. Starting with corporate Rebranding, we've experienced a new phase for VSB Group with their impeccable initiatives on branding and also tailored strategy on linkedin which have tripled our followers and also, external stakeholders have praised the new brand management and professional product visuals.

- Kranthi Kiran, International Business Manager



"The best brand consultants we've travelled so far"

Telugu Foods is a renowned brand in over 24+ countries with more than a million happy customers. We hired Magsmen for brand consulting and help us in build a digital strategy for Telugu Foods. We could see the quantifiable results in less than 2 months. Their tailored approaches and practical strategies helped us launch combos across all the mediums, and increased distribution leads, brand visibility and got more closer to our customers. Definitely recommend them

- Nikitha Muvva, Business Analyst



"Their strategy resulted in a new phase for Tenali Double Horse"

We've hired Magsmen as our brand consultants in March 2021. Thanks to their wonderful strategy on bringing a new phase to the brand. We've seen a whole new Tenali Double Horse, a redefined vision for the brand. Their time management and transparency have been notable in our association. It's been more than 1.5 years of journey and it was grand success so that we are continuing our journey with them.

- Krishna Prasad.N.V,General Manager



"They showed us a new path to digitalise our brand"

We are associated with Magsmen from the last two years. They helped our brand Triplex, a pioneer in the detergent market from the last 30 years enter into digital space and proposed us a digital strategy. Today, Triplex brand is seen everywhere and our distributors liked this move, thus making us more closer with our consumers.

- Manickavel, Chairman & Managing Director





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