

odyssey

Ready for the  
next chapter?

+91 99749 65143 | [odysseycollective.co.in](http://odysseycollective.co.in)



odyssey

MADE FOR BIGGER THINGS



THE  
JOURNEY  
IS THE  
THING.

*The Odyssey (adapted)*

Odyssey says:

There is no destination –

ONLY MOVEMENT,  
MEANING, AND MYTH.



THE DAWN OF

Inspired by the great voyages of myth, Odyssey Collective was created to guide brands through their own transformation, not with noise, but with narrative. Not with chaos, but with clarity.

Rooted in Ahmedabad, shaped by imagination, and driven by a belief that stories build empires, this is a collective for brands that dare to travel beyond the obvious.

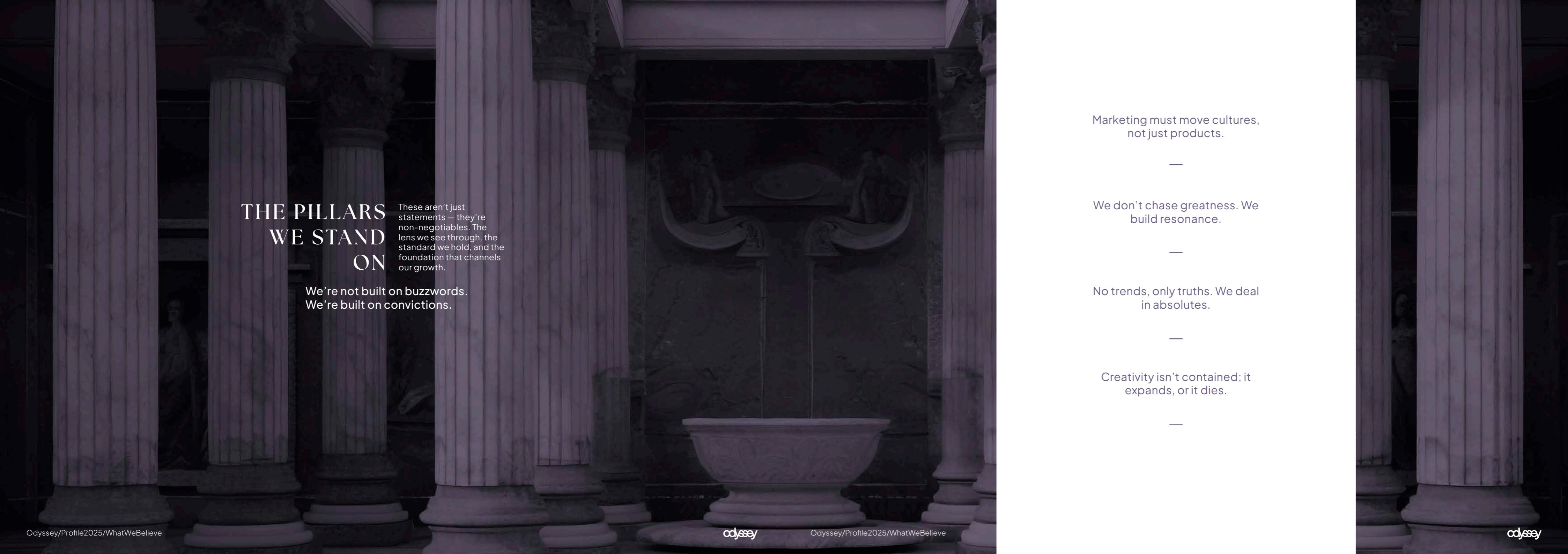
With a strong belief in navigating the tides after thorough research and analysis, the aim is not just to reach the destination unscathed but elevate the experience, showcasing the ability to not just adapt, but pounce at the opportunities as and when presented, and if not, create opportunities that translates into a steady and ferocious growth curve.

Striking ideas like lightning bolts, we don't aim to just create bright flashes but instill a sense of urgency and awe in the minds of people. We are the creative solutions to make an impact and make the eyeballs stop during lapses of unhinged doom scrolling or creating a campaign that resonates not just on a brand level, but a human level.

Our path, like the ocean, is vast, and our course isn't chartered to reach to a final destination, but acts merely as an excursion in this passionate voyage to creative freedom and unbound expression.

Odyssey Collective is a living genesis, with no true end point, but just challenges that tickle our creative fancy and give us a competitive edge to thrive in this ever-changing digital landscape that stands at the precipice of boundless opportunities.

odyssey



## THE PILLARS WE STAND ON

These aren't just statements — they're non-negotiables. The lens we see through, the standard we hold, and the foundation that channels our growth.

We're not built on buzzwords.  
We're built on convictions.

Marketing must move cultures,  
not just products.

We don't chase greatness. We  
build resonance.

No trends, only truths. We deal  
in absolutes.

Creativity isn't contained; it  
expands, or it dies.





## THE TANGENTIAL STRATEGY

The obvious is crowded.  
We aim for the angle no  
one else thinks to draw.



At Odyssey, we think tangentially. We choose the unexpected angle. The bolder voice. The slower build that erupts louder. It's not about chasing algorithms, it's about rewriting the pattern.

Campaigns should not exist merely to push products. They should ripple outward - as examples, as movements, as moments worth remembering. The internet is crowded with mundanity. Trends recycled, formats repeated, safe ideas dressed as strategy. And while that noise may gain momentum, it will rarely leave a mark.

Tangential thinking  
doesn't just sell. It  
shapes stories. It  
carves space.



The passion of the brand and the creativity we bring to the table are aligned through rigorous research, understanding, and, most importantly, incorporating the ethos, identity, and vision of the brand and carrying it forward. This is what leads to that first spark, the ignite of what we like to call The First Flame.

# The First Flame

THE JOURNEY BEGINS WITH LISTENING.

A brand without a story is nothing but a silent product on the far end of a shelf.

**NARRATIVE IS THE ANCHOR THAT DRIVES POSITIONING, RESONANCE, AND RECALL.**

At its core, a brand reflects its founder. Their values, ethics, and mindset shape the culture and direction it takes. We love to get in on this action and listen to how ventures were built, how ideas were seeded, and how resilience shaped them into reality.

The voice, tone, and hidden strengths are all uncovered through a deep understanding session with the client, much like buried relics waiting to be discovered. The more we listen, the more we observe, the more we learn.

Here, strategy and creativity synergise to craft content that doesn't just communicate, but connects. We like to call this phase The Forge.

# The Forge

We now move into the second phase, nurturing the flame.

Research is what we feel, the throbbing heart of this phase. Understanding the brand, the industry, studying its peers, being in tune with the current ebbs and flows, and recognising the audience and establishing the touchpoints are some of the first steps we take before moving forward.

As they say,  
**THE DEVIL IS IN THE DETAILS**

The more we read, the more we recognize the patterns. Our next step?

**DISRUPTING THIS PATTERN.**

Ideas arrive in flashes - chaotic, electric, and full of potential. We collect, distill, and shape them into something stronger. These ideas are then molded with intent via a no-fluff brainstorming session. Through sharp thinking and strategic clarity, we filter the noise into a focused narrative. What begins as a storm of creativity is carved into a roadmap, condensed, foolproof, and built to move.



# The Echo

The story rises above the noise, bold and unwavering. What began as an idea now stands tall, refined, rooted, and ready to echo across markets, minds, and moments.

We execute with precision, not just to launch, but to leave an imprint. Every move is deliberate, every message clear. This is where insight meets impact, and strategy meets results.

The foundation is no longer just built, it is lived, experienced, and remembered.

The final phase is where the spark becomes a blaze - a wildfire that doesn't just spread, but sears itself into the lasting legacy of the identity we've shaped.

THE BRAND DOESN'T WHISPER. IT ECHOES.







# PREMIER CONSULTANTS

*Simplifying Recruitments...*

Premier Consultants designs, builds, and implements innovations in recruitment and retention strategies. The firm applies unique approaches and best practices to convert potential talent into future team leaders and key contributors. With a pan-India presence, it caters to a dynamic human value chain marked by professionalism and dedication.



# HIRING

The more years that I have been running a recruitment agency, the more I realize that hiring is not just a process of acquiring talent, it's about making a difference - building the future for companies and people.

The right candidate does not only take a job - they rebuild teams. They come with new perspectives, improve workflow, and foster teamwork. On the other hand, a wrong choice can cause a number of issues including broken workflows, demoralized employees and stalled growth.

So how do we go beyond the surface and move hiring from a simple process of matching skills and experience? By a people's centric approach. It is not enough to ask the questions that concern the 'what', that is, the skills and experience that the candidate has to offer. We have to look at the bigger picture and that is why focusing on the vision that the company and the candidate share is the best way to make a great hire. At its core, recruitment is a process of interaction. Employers, candidates



and recruiters build to form something great and that is the art of hiring. Now, here's a question for you: When was the last time you hired someone who truly changed your organization? Let's celebrate those moments and make more of them!

## It is Not Just About Filling Vacancies – It's About Building the Future

in LinkedIn Content

IG Posts/Reels

Reels

premier\_consultants

PREMIER CONSULTANTS Simplifying Recruitments.

BREAK FREE FROM BAD HIRES

UNLOCK POTENTIAL, UNLEASH SUCCESS!

OPEN POSITIONS:

- RECRUITER/SR. RECRUITER
- BUSINESS DEVELOPMENT MANAGER

HIRING EP-1 UNFILTERED

LOCATION: B SQUARE 1, ISKCON AMBVI ROAD, AHMEDABAD

Join Our Team!.....

15,1 likes thepremiereconsultants Unlocked view all 125 comments 2 DAYS AGO

#Leadership #PeopleFirst

odyssey

Odyssey/Profile2025/Work/ThePremierConsultant/LinkedIn

Odyssey/Profile2025/Work/ThePremierConsultant/Instagram Posts+Reels

odyssey

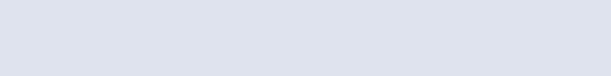
# GSMC

Global Securities Markets Conclave



International  
Financial  
Services  
Centre





### Echoing Words Paired With Vivid Imagery To Keep The Momentum Going

During the conclave, every panel discussion was captured in real time. Insights were harvested swiftly, transforming spoken wisdom into powerful posts.

Accounts were created across X, LinkedIn, and Instagram to summon attention for the Global Securities Markets Conclave.

### Stirring Waves Of Awareness & Anticipation

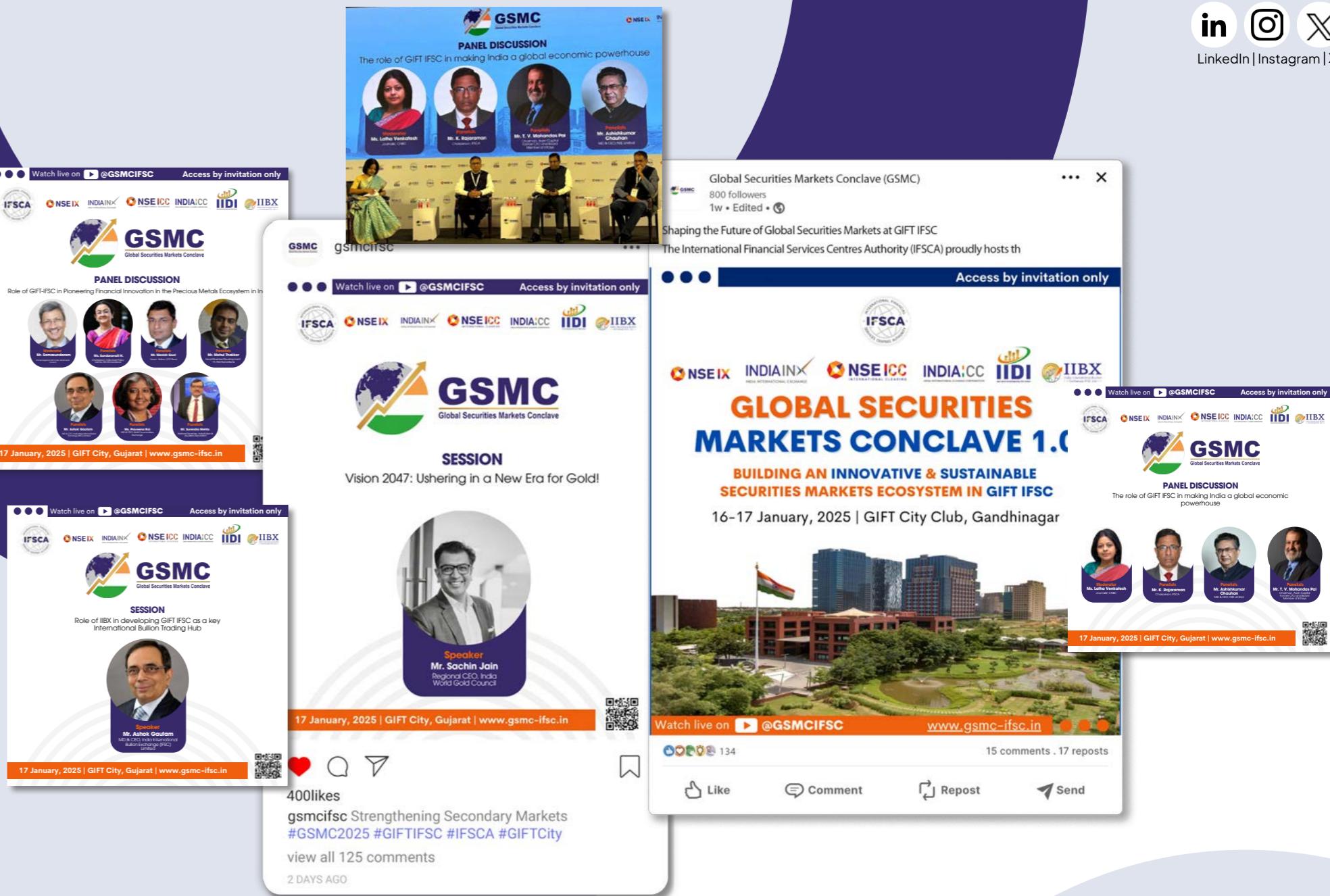
The Global Securities Markets Conclave (GSMC) will host an insightful panel discussion titled "Secondary Markets: Driving Liquidity and Enhancing Efficiency & Transparency" featuring global experts and industry leaders.

## BUILDING Markets & The Future

This discussion is an excellent opportunity to gain insights from leading global voices on the future of secondary markets.

### Enduring Impressions, Cementing The Conclave's Position

The continuous flow of content did more than document — it amplified the event's impact far beyond the halls of GIFT City.





Dek & Mavericks Green Energy Limited is a leading provider of solar energy solutions. We offer a range of services, from design and installation to maintenance and repair. Our team of experts is dedicated to ensuring that our clients receive the highest quality service and the best results. We believe that solar power is the future, and we are committed to helping our clients make the transition to renewable energy.

We have experience working on projects of all sizes, from small residential installations to large commercial facilities. Our team is highly skilled and experienced, and we are always looking for ways to improve our services and provide better value to our clients. We are committed to providing the best possible service and results, and we are confident that our clients will be satisfied with our work.

Dek & Mavericks Green Energy Limited is a family-owned business that has been in operation since 2010. We are based in [REDACTED], and we serve clients throughout the region. Our success is built on our commitment to quality, reliability, and customer satisfaction. We believe that by working together, we can achieve great things and make a positive impact on the world.

We are always looking for opportunities to expand our business and serve more clients. If you are interested in learning more about our services or would like to discuss a potential project, please don't hesitate to contact us. We would be happy to answer any questions you may have and provide you with the information you need.

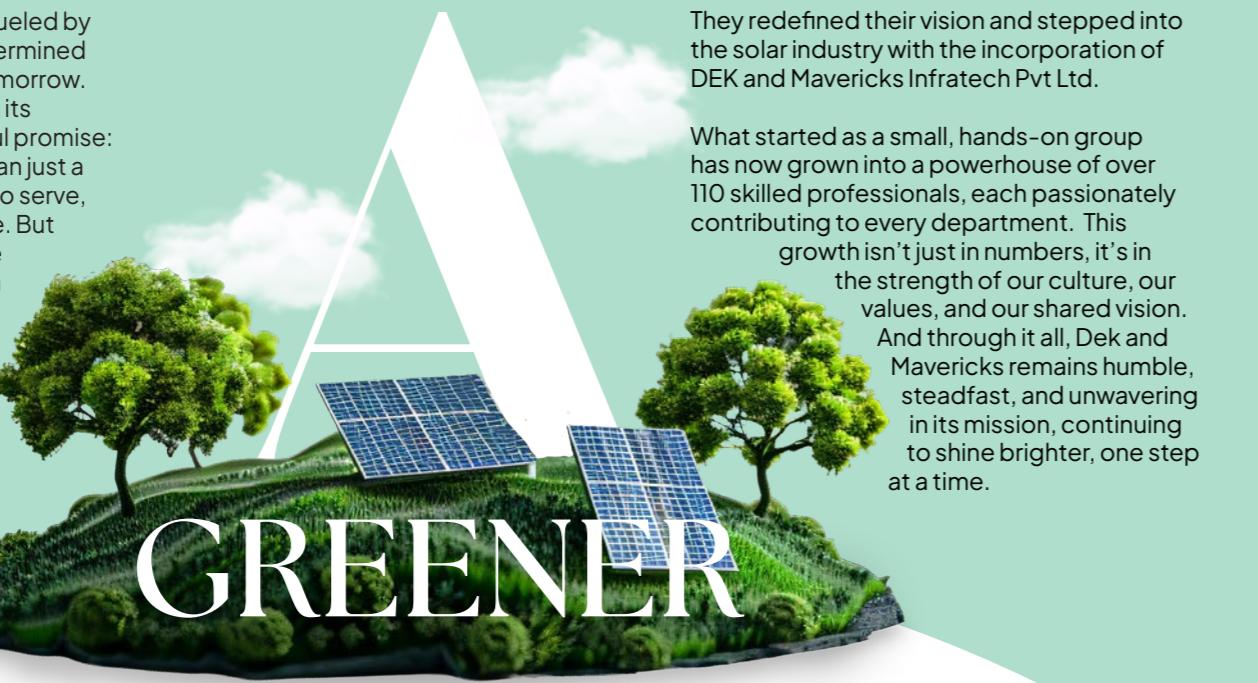
Dek & Mavericks Green Energy Limited is a company that is dedicated to making a difference. We believe that by investing in renewable energy, we can help to create a better future for everyone. We are committed to providing the best possible service and results, and we are confident that our clients will be satisfied with our work.





It all began with a vision, a vision fueled by a team of resilient individuals determined to create a better and greener tomorrow. In 2019, Mavericks Venture began its journey with a simple but powerful promise: "Anything for you." It was more than just a tagline, it was their commitment to serve, adapt, and rise to every challenge. But just as their journey began to take shape, the world was struck by an unprecedented tragedy.

The pandemic brought uncertainty & challenges, testing their spirit at every step. Yet, this team, relentless and unstoppable, refused to falter. In 2021, from the clutches of a global pandemic, they rose like a phoenix.



# TOMORROW

## GREENER



A collage of various slides from the DEK &amp; Mavericks Green Energy Limited investor deck, including sections on Company Overview, Vision, Mission, &amp; Values, Company Timeline, Key Differentiators, Projects, Financial Performance, and Products.



# PAWS UNIVERSE

*Healing with Heart*

Paws Universe is a compassionate pet healthcare provider dedicated to transforming the landscape of pet care. We believe in providing comprehensive health and wellness services for pets, built on a foundation of love, empathy, and trust.



Paws Universe introduces compassionate pet healthcare elevated to the same standard as human healthcare. It is dedicated to transforming the landscape by providing comprehensive health and wellness services for pets, built on a foundation of love, empathy, and trust.

**Paws Universe**  
Healing with Heart

The goal was to position the hospital as not just a service provider, but as an active participant in the everyday journey of pet care.

Connecting Through Contextual Storytelling

Communicating Care with Clarity and Consistency

Every element was chosen to mirror the experience that is both medically sound and emotionally safe.

# CONNECT. CARE. INSPIRE

healing  
empathy  
confidence  
compassion  
profound love  
unconditional love  
medical expertise  
dedication  
sanctuary  
well-being  
veterinary care  
companion  
trust  
bestfriend  
commitment  
companionship  
sanctuary

DO YOU KNOW?  
Shades of blue, yellow, and white/gray are the most pet friendly colors.

Inspiring Through Positive Narratives

Recovery journeys, pet adoption highlights, and community engagement initiatives serve as emotionally engaging drivers.

Reels #CompassionInCare

Reels #HealingwithHeart

IG Posts/Reels

3 Days To Go!

Hurry, Hooman!

Big things are sniffing around the corner.

pawsuniverseofficial

She deserves exceptional maternity services #HealingWithHeart

Meet Bella A Mother in the Making

186 likes paws.universe Unlock Best Care for your baby #Man'sbestfriend view all 125 comments 2 DAYS AGO

odyssey



# MOTHER's DAY

Odyssey/Profile2025/Work/Tanishq/Reels

**TANISHQ**

A heartfelt journey was captured for Tanishq on Mother's Day, weaving together moments that celebrate the timeless bond between mother and child.

The event was brought to life through a cinematic highlight reel that echoes with emotion and warmth.

IG Reels

odyssey



Intimate interviews with mother and child duos revealed stories that resonate deeply, creating a powerful connection that goes beyond words.

odyssey

Odyssey/Profile2025/Work/Tanishq/Reels

# ToyLegends

Play with purpose.  
Play with passion.  
Play with Toy Legends.



Toy Legends is a purpose-led toy brand that champions imaginative, hands-on play without screens. With a focus on child development and environmental responsibility, they offer modern play experiences that spark creativity and nurtures cognitive skills.



A deep exploration into the brand's soul uncovers its true voice, tone, and the uncharted directions it is meant to pursue.

#### Discovering the Brand

From storytelling-based role play to open-ended exploration, their toys invite children to think independently, solve problems creatively, and connect with cultural narratives in meaningful ways.



#### Building Lasting Connections & Sparking Emotions



Using the brand's essence as the guiding thread, a strategic roadmap is crafted with vision and purpose.

#### ENSURING SAFETY & DURABILITY

Each toy is made using eco-conscious, high-grade wood and painted with non-toxic, food-safe colors.



#### Breaking through the noise barriers

By harnessing tangential currents, the story breaks through the noise to reach wider audiences.





**MAVERICK**  
EVENTS PVT LTD





# LEGACY of Excellence

Founded in 1999, Marketing Unlimited began its operations at a time when the term “event management” was still unfamiliar in the industry.

Driven by the passion to bring ideas to life, Maverick Events specializes in end-to-end event solutions—from creative conceptualization to flawless execution—while staying true to the client’s vision and on-ground realities.

odyssey

Odyssey/Profile2025/Work/Maverick Events/Instagram Posts



IG Posts



Business Profile

odyssey

Odyssey/Profile2025/Work/Maverick Events/Business Profile

#BigDayBigDetails



odyssey



## VOYAGES WE'VE TAKEN





### **GiftCity+GSMC**

Your exceptional work in managing the social media presence of GSMC at GIFT IFSC deserves the highest praise! Your creativity, impactful thinking, and ability to craft engaging, impactful content have elevated the GSMC digital presence to new heights. The way you stay ahead of trends, foster meaningful connections, and create a strong, professional yet engaging narrative is truly commendable. Your dedication and innovation are not just enhancing visibility but also positioning GSMC as a prominent conclave of the GIFT IFSC. Keep up the incredible work—your efforts are making a powerful difference!

**MAYANK JAIN**  
CFO India  
INX, GIFT City

### **DMGEL**

Working with you has been a fantastic experience! From crafting the investor presentation to fine-tuning the script, you have ensured that every detail aligned perfectly with our requirements. The final outcome was exactly what we envisioned, reflecting your keen understanding and commitment to delivering quality work. Your dedication and professionalism made the entire process seamless and efficient. Plus, your ability to meet tight deadlines without compromising on quality was truly commendable. Truly appreciate the effort.

**AJAY RAWAT**  
Director,  
Dek & Mavericks Green Energy Ltd

### **Maverick Events**

Aryan Shah from Odyssey Collective, is a young dynamic and dedicated entrepreneur, he has teamed with us on several occasions for our corporate clients, handling their digital and social media requirements and has proven his worth. His polite charming demeanor and ever-ready attitude makes him easy to work with. In spite of his young age and the fact that he has just ventured out his clarity of thought and maturity in managing clients and their requirements is noteworthy and shows a lot of promise. He, along with his team, have not only handled social media and digital marketing for our clients but also helped us redesign our cards and client presentation, making him and Odyssey a complete package for all our digital needs!

**ALPA SHAH**  
Co-Founder,  
Maverick Events

# **TALES OF THE ODYSSEY**

