



SUTRADHAAR
— Driven By Trust —

Company Profile

Who We Are

Sutradhaar, your one stop solution for a diverse range of offline Branding and Advertising Management needs. Sutradhaar is a full-service Creative Branding Agency located in New Delhi. Founded in 2012 by Mr. Sunil Arora who carries an industry experience of over 16 years in the multi corporate field of sales and marketing. An ex-employee of apex media houses like Times of India, Mr. Sunil is experientially innovative with a proactive problem solving approach. Under the leadership of our founder and our strong team of over 10+ creative geniuses, Sutradhaar has grown to become the market leader in the Nation.

In India there is a colossal industry gap in the Advertising and Branding industry, where small to large corporate brands are not given essential guidance and support from larger advertising houses due to their humongous fees and pay cheques. At Sutradhaar, we look forward to providing superlative branding exposure for small to large SME's with a service driven approach towards our clients, through our best-in class expertise and competencies in branding, offline and creative communications services. With consumers more connected, through a range of offline and online structures, the era of media convergence presents several opportunities as well as an innovative complex media eco-system. From identifying who the consumers are, to how they make their decisions, Sutradhaar makes the best use of today's media mix with traditional branding channels to bring to life the right communication strategy and deliver the best results to our clients.



Mission & Vision



Mission



At Sutradhaar, Our Mission Is

'Bridging the Colossal Service Industry Gap' in the advertising sector to ensure that all scales of businesses get the marketing exposure they entail. Our primary ambition is to deal with all levels of organizations with an innovative and proactive approach and deliver the most superlative service determined results. We make commitments and deliver more than expected, hence as our clients tell us, we are 'Driven by Trust'.

Vision



At Sutradhaar, Our Vision Is

'Innovating the Way Brands Are Built' while our offering is to be 'distinctive and superior' in a market defined by globalization and convergence. Our vision, 'Innovating the Way Brands Are Built' unites us as one organization, focused on delivering first-class results, and is underpinned by a clear set of values and behaviors that guide us in everything we do.

Revenue Slides

Branding is all about recognition, and recognition comes from success. In today's corporate world what more can define success than financial growth and income diversification. In the past 7 years, **Sutradhaar** has grown exponentially and would like to proudly present a part of our success through the below revenue growth chart.



BIGMUSCLES
NUTRITION

Our Services

BIGMUSCLES
NUTRITION

Exhibition

Exhibition Booth Designing

One of our primary specialties in Sutradhaar is designing and building custom exhibition booths. Our team specializes in curating the most exquisite experiences for our clients which stands out in providing the necessitated business utility by bringing your idea to life, ameliorated with the most aesthetic appearance to comprehend your brand gets the attention it deserves.

Octonorm Booth Designing

Definitely our most popular modular trade show display booth system. Octonorm is the ultimate customizable display booth system—its strength is incomparable. Small or large, standard configurations or completely customized, the sky is the limit with this system which will surely leave a glaze of ecstasy to the viewer. Irrespective of the industry, we are able to achieve an utmost level to define highly effective design concepts.



Brand Promotion & Activation

Canter Activation

Canter activity advertising and activation is one of the best medium of advertising for all scales of businesses. It has the aptitude of placing the advertisement at multiple places in the best time instance, with more than 100+ satisfied clients for canter activation, Sutradhaar has the most competent service record.

Society Activation

Society activation offers a platform to get to your target audience directly and in a pragmatic environment that they are comfortable in and we at Sutradhaar are the experts to deliver the process.

Mall Promotion

At Sutradhaar, we clock a whopping 35% of conversion rate with audiences during mall promotions with comprehended mall activation along with innovative concept planning and execution.

Dealer Board

Dealer board activations are an advantageous platform for brands to influence their audience and reinforce their brand image in the psyche of their target group. At Sutradhaar, our team develop riveting dealer board activation setups that concur with the said brand's marketing campaigns and manufactures setups that help brands to achieve their marketing goals.



Brand Promotion & Activation

Mall Promotion

Mall promotion and activation enables brands to leverage the point-of-sale platform. Consumers in shopping centres are in a spending mood and usually possess a higher disposable income thus, reacting openly to on-site promotions. Malls provide an ideal stage for brands to fall and engage their target audience making it a lucrative platform for mall activations and mall promotion activities. Sutradhaar has successfully catered to many renowned brands for their mall promotions. Sutradhaar's entire range of modular solutions is meticulously designed to offer you a hassle-free BTL and mall activations experience.

Flee Market Promotion

The success of a brand has become increasingly dependent on maximizing its exposure to the niche audience. One such marketplace is a Flee Market where targeted niche consumer are awaiting and prepared to 'buy' given the right convince exposure. Our team at Sutradhaar are the experts you are looking for to organize and develop a successful cost-benefit strategy for Flee Market Promotion and Activation.



Kiosk

Kiosks are a tool that can be used to provide information that is both efficient and visually appealing. It helps customers make informed decisions and increases buy and return for any type of business. Interactive kiosks can offer marketing to potential customers, as the consumer has already invested their time and effort in the kiosk, it can boost the convincing strategy of your brand and comprehend the buying process.

Sutradhaar provides the customers with all customizable information kiosk models. Our dedicated team of Kiosk Designers are well-versed in creating attractive designs that guarantee increased engagement of the visitors and an awe of inspiration to the aesthetics.



Event Management

Events At Sutradhaar, we promise our customers peace of mind, smooth and hustle free experience from planning throughout to implementation and execution. Being the industry leader in Corporate Event Management and Planning and having the privilege of working alongside some of the premiere event planning companies has put Sutradhaar Advertising & Consulting Pvt. Ltd. in a league of its own. Allow us prove it! Let Sutradhaar manage your next corporate event!

Conferences Sutradhaar is a leading conference organizer in the Industry. In the world of conferences, we believe in leveraging the power of knowledge to deliver value to every participating delegate and organization at the event. This is the proposition we commit and the cornerstone of our drive towards excellence. Let us set a new benchmark for your future events!

Workshops Sutradhaar strives to deliver flawlessly executed workshops, designed and curated by our top planners keeping your objective as our theme and your brand value as our cognitive strength. Organizing successful workshops has been at the heart of The company for more than 6 years. We comprehend your vision and flair to our touch of elegance to transform your workshop into a genuinely inspiring experience.



Corporate Gifting

Promotional corporate gifts can be any product from pens and office supplies to USB keys or bottles etc. containing your company's logo and name on it. Companies are comprised of people, and people just love receiving gifts.

Showing gratitude gives you more satisfying business relationships that are more likely to stand the test of time. Corporate Gifting is a powerful branding tool which can aim to improve brand awareness and image recognition. It strengthens and grows relationships in the internal and external framework of the company to provide an enormous increase in the company's core culture. Making sure you to remain at the forefront of your clients' mind and your employees inspiration, Let Sutradhaar ensure it.



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Pop-Up Displays

Pop-Up Displays are ideal for companies at exhibitions and trade shows because of their versatility and ease of use. Display stands designed by Sutradhaar are portable and lightweight to ensure they are easy to travel with. Our Pop-up displays, being extremely cost effective and quality driven are designed to be used at multiple events throughout the year. The aluminum frames are ultra-light and easy to set up in just minutes, with a high image resolution pop-up display. We at Sutradhaar look forward towards making your brand an eye appealing experience for your customers and make sure to catapult your business ahead of the competition.



Marketing Collaterals

Sutradhaar has a team of industry professionals to offer a wide array of highly effective brand design collaterals. Our industry experts are entrusted upon to make sure that our Marketing Collaterals deliver high yield value towards increasing your brand awareness, marketing and optimization activities.

Business Card

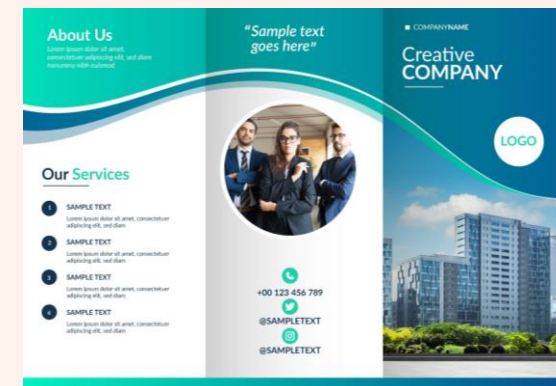
Letterhead

Envelope

Promotional Flyer

Company Brochure

Retractable Banner Stand



In Shop Branding

In Shop Branding is a modern component in the brand promotion of a store or a product where shoppers have access to intimate brand experiences within the retail store. In-Shop Branding includes signage's, wall graphics, outdoor branding, In-house fabrication, customer surveys etc. which makes In-Shop Branding the right channel to enhance brand image and recognition.

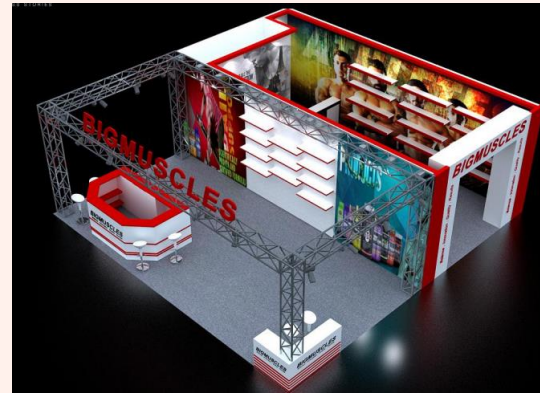
At Sutradhaar we look forward to be your one stop solution for traditional and innovative in-shop branding media choices. We offer turn-key solution right from survey of the outlets to customer engagement displays and suggesting the best manner of branding numerous products with high visibility. Our team of skilled professionals understand the specifications of the shopper and make sure to increase their sales and brand value.



3D Designing

Creative 3D Design is a form of visual communication through creative use of type, space, image, colors, visuals and graphics to result in a superior realistic graphic production. At Sutradhaar, innovation is our core value and realizing 3D designing to become an upcoming market trend in advertising. We look upon to deliver 3D brand modelling and designing in a way to provide a distinctive approach towards your promotional activities to distinguish your brand from your competition and reinforce your brand as the market leader of innovation.

At Sutradhaar our graphic design team of experts has the experience to create 3D designs to match your requirements comprehended with the right communication channel used to showcase your brand value as an inspirational experience to your target viewers.



Why Choose Us

Agile We are nimble, quick and flexible, in thinking and acting differently.

Pioneering We're innovative, risk-taking self-starters, building an industry legacy.

Ambitious We have a trail-blazing and inquisitive culture, where relentlessness and hunger are rewarded.

Responsible We take individual and collective responsibility for our thoughts and actions.

Collaborative We work together globally to deliver a consistent brand experience and partner together locally to provide the best client solution

Balance We are modern and progressive in our outlook, but old fashioned in our value systems.

High Standards We will adopt the highest standards of honesty and integrity, professionally and personally, individually and collectively. We will be governed by a strong sense of fair play in our dealings with our colleagues, our clients and our suppliers.

No Compromise On Values We will be fiercely competitive in the market place, but at no stage will we compromise on our values. We will not sacrifice our values for short-term gains or even under impossible circumstances.

Client First We will place our client's interest ahead of our own.

Our Clients



Testimonials

"Their Unique service delivery process and never ending customer support never fail to please me. My brand is now recognized all around, thanks to Sutradhaar"

T xxxin Chxxtus

Founder and Promoter

J Dxxxn

"Sutradhaar have helped me stand out in my industry, with their budget friendly solutions compared to big advertising agencies"

Chaxxru Sexxr

Architect

Renowned Interior Designer and Contractor – Coimbatore

"One of the best brand I have come across in the advertising industry"

Jxxn Antxxx

Founder and Principal Architect

Cxxxd Archixxxxure

Never left unsatisfied from their office, they take care of all the customers needs in every way to deliver the best"

Sidxxxh Saxxar

Founder and CEO

Saxxxr & Asxxxxes

Connect With Us



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