

Sheron Wali Baat





A Brand & Communication Consultancy

Gurugram .Delhi .Mumbai .Kottayam .Singapore .France

www.houseoflions.in



THE TRAIL

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[Divisions](#)

[Clients](#)

[Founder](#)

[Mentors](#)

[Success Saga](#)

[Why us?](#)

[Contact](#)

**A Communication & Brand Consultancy
Offering Integrated Creative, Digital &
PR solutions.**

WE ARE ...



BRANDING & POSITIONING

Logo, Brand Manual, Brand Positioning & PR

ACTIVATION & EVENT

Concept & Creative

STRATEGY & CONSULTING

Communication Strategy, GTM Plan,
Brand Strategy, Media Strategy & Image
Consulting

CREATIVE

Creative Strategy, 360 Degree Creative
Planning and Execution

SOCIAL MEDIA

Strategy, Planning, Creative,
Reporting & Analysis

DIGITAL

Performance & Influencer Marketing, SEO,
Media Planning, Blog, Content Marketing &
Media Planning

DIVISIONS



Social Media Specialist

Global insights, out-of-the-box creative ideas, seamless execution, and more. All this at a pocket-friendly price.

This specialized social media outfit offers communication edge, along with zing, engagement and reach.



blusteak

Performance Marketing Specialist

A cutting-edge digital agency with a global footprint and diverse offerings.

From performance marketing to SEO, influencer marketing to content marketing, it delivers bang for your buck.

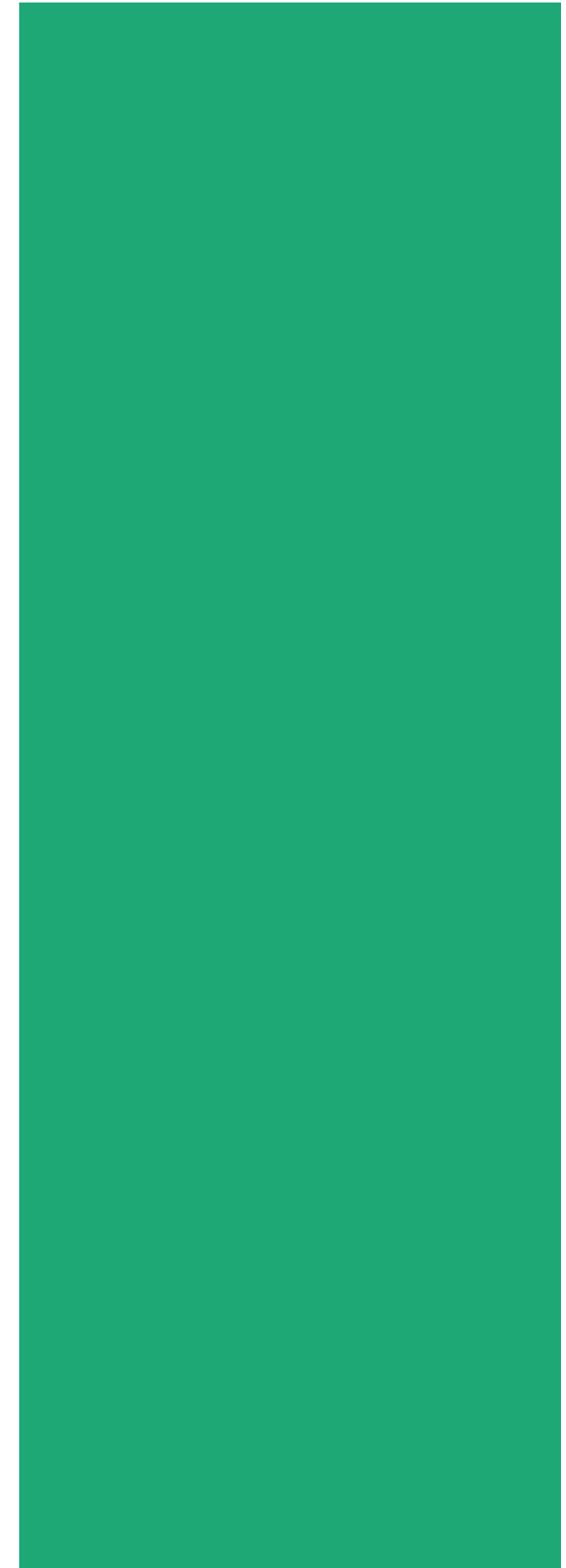




PR & Image Management Specialist

With strategic hubs in Mumbai and New Delhi, their presence spans the globe: Europe, the UK, North, South, and Central America, Africa, and the APAC region.

They empower your brand with a fusion of international cross-sector proficiency and astute local insights.



Social Media

Aayom Welfare Society
Anny's
Baxy
Cartrade Exchange
Cremsytry
DLF
Eastman Auto and Power Ltd.
Embassy Of Hungary
Grapevine
Memsahab
Monteria Village
Morning Owl
OK EV
Proquest Nutrition
Radisson Blu
Shriram Auto Mall
Sopra Steria
Smile Foundation
Voila Experts
Whiteland Corporation

PR

Audi
Wakao Foods
Brewdog
Kaventers
Beat Cocktails
Daikin
DLF
Maersk
Okinawa
Stranger & Sons
Skoda
Yamaha

Performance Marketing

Dunkin
Muthoot Healthcare
Ubon
Viacom18

CLIENTS

AMIT SHANKAR

Founder

An awarded Creative Director, he has spearheaded communication for Fortune 500 brands like Nestle, Cisco, Microsoft, WHO, Canon, Pedigree, Honda, and GSK.

A best-selling author with five titles to his credit, he is a visiting faculty at top advertising, design, and management institutes.

As a Political Analyst, he is a regular on prime-time news.



ADVISORY BOARD



**PROF DR. DIVYA
TANWAR**

Life Mentor

She is a distinguished academician, Professor (Adj) at Somaiya Vihar University, Mumbai and a cyber security specialist.



**SIDDHARTH
NARULA**

Business Mentor

As Chief Revenue Officer for Zee Digital-OTT and Culture Machine, he has been at the forefront of India's digital revolution. As Business Head, he has been with Walt Disney and Bloomberg UTV.



**SIDDHARTHA
UPDAHAYAY**

Communication Mentor

A PR and Communication stalwart, he is a national awardee, and has single handedly redefined sports at the grassroots level..

ADVISORY BOARD



**AKHIL
BAKHSHI**

Creative Mentor

India's leading photographer, he has shot some of the top brands and faces across the globe.



**RATNA
DUHAN**

PR Mentor

Her PR forte includes Hospitality, Liquor, FMCG, Fashion and Lifestyle.

She excels at crafting strategic communication and managing brand reputation.



CREATIVITY

WRITING...

STORMING

IMAGINATION

DEADLINE

HIP-HOP
MEDICINE

SUCCESS SAGA

Real estate

WHITELAND CORPORATION

Global Outlook, Indian Values



Edition 1, 2022

The
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WAVE

NAVDEEP JP SARDANA
THE DEEPER
YOU ARE
ROOTED,
THE HIGHER
YOU CAN
SOAR"

WHITELAND
Committed to Excellence

SUSTAINABILITY

Creating and nurturing our eco-system,
ensuring growth for all

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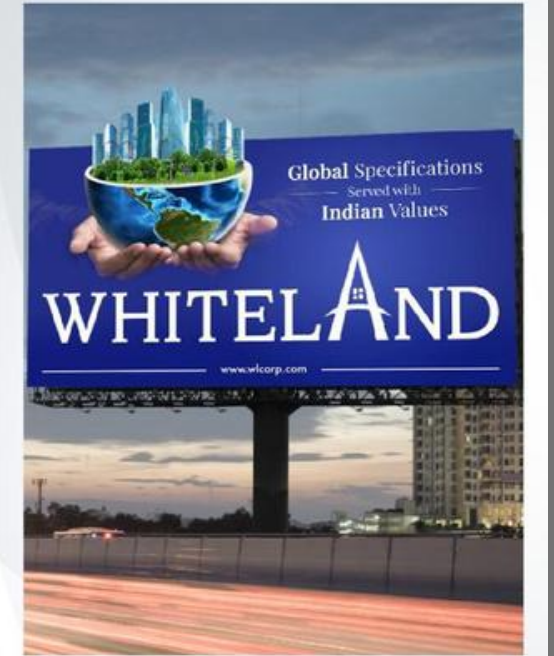
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Committed to Excellence



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Delhi

CHECK OUT!



Priya Singh
General Manager - Marketing
+91 1234567890
priya.singh@whiteland.in
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Corporate Office: 10th Floor, Worldmark Tower, Sector 63, Gurgaon

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Luxury low-rise floors @ Sec-76, Gurugram

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**Vastu Compliant Architecture
& A Life Full Of Bliss**

- Spacious layout
- VRV air-conditioning
- Modular kitchen

Luxury low-rise floors
@ Sec-76, Gurugram

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Committed to Excellence

**Nestled amidst green,
a part of mega township**

Located Amidst Greenery & Serenity, Blissville is a part of upcoming mega-township by Whiteland.

Luxury low-rise floors @ Sec-76, Gurugram

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Committed to Excellence

**FAMILY THAT PLAYS TOGETHER,
STAYS TOGETHER**

Dedicated green belts for outdoor play, yoga & meditation sessions
Landscape design by Oracle Landscapes & world-renowned Chris Jones

Luxury low-rise floors @ Sec-76, Gurugram

Call Your RM

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WHITELAND
Committed to Excellence

**Luxurious Bathroom, Sanitary Fitting
& A Life Full Of Bliss**

- Spacious layout
- Vastu compliant architecture
- VRV air-conditioning
- Modular kitchen

Luxury low-rise floors
@ Sec-76, Gurugram

Call Your RM

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Committed to Excellence

**REJUVENATE
@ THE CLUBHOUSE AT BLISSVILLE**

- Fully Equipped Gym
- Luxurious Swimming Pool
- Sports Activity Zones
- Banquet Hall & Restaurant

Luxury low-rise floors
@ Sec-76, Gurugram

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WHITELAND
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NESTLED AMIDST GREEN

Luxury low-rise floors
Master Design Architecture By Hafeez Contractor

@Sector 76, Gurugram

Call Your RM

WHITELAND BLISSVILLE
Committed to Excellence

At Sector-76, Gurugram, the most promising growth corridor

Well-connected

Master design architecture by Hafeez Contractor

Landscape design by Oracle Landscapes & world-renowned Chris Jones

Whiteland Corporation proudly presents its first jewel in the series of residential developments "Blissville", luxury low rise floors in sector - 76 Gurugram.

Configurations

- 3 Bedrooms
- 3 Toilets
- Dedicated Terrace & Sunken Basement space for WFH
- Kids room,
- Lounge & gym zone
- State-of-the-art Clubhouse
- Exclusively designed commercial arcade

Still + 4 floors + Basement + Terrace

Strategically located on SPR with proximity to NH-8, Cloverleaf Flyover, Dwarka Expressway, with multiple existing access routes

Advantage Blissville

- Super efficient spacious internal layouts
- Breathtaking views overlooking the Aravali range
- Clubhouse offering holistic lifestyle amenities like Swimming pool, gymnasium, sports activity zones, banquet hall & restaurant
- Dedicated green belts for outdoor play, yoga & meditation sessions

Lucrative & Flexible Payment Plans

Avail Inaugural Discounts & Benefits

Applicable on First 200 units Only

Vastu compliant architecture

Dedicated green belts for outdoor play, yoga & meditation sessions

Unprecedented specifications & amenities including VHR air conditioning

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Whiteland Mavericks

Scenic Slovenia

11 May

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9 DAYS

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Air & A Blissful Life

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Real estate

AJNARA & EKA





the
belvedere

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Bhumi Pujan

AJNARA

EKA
LIFE

AJNARA



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Bonding & Good Times

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Reloading
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Reloading
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Hai Junoon

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3

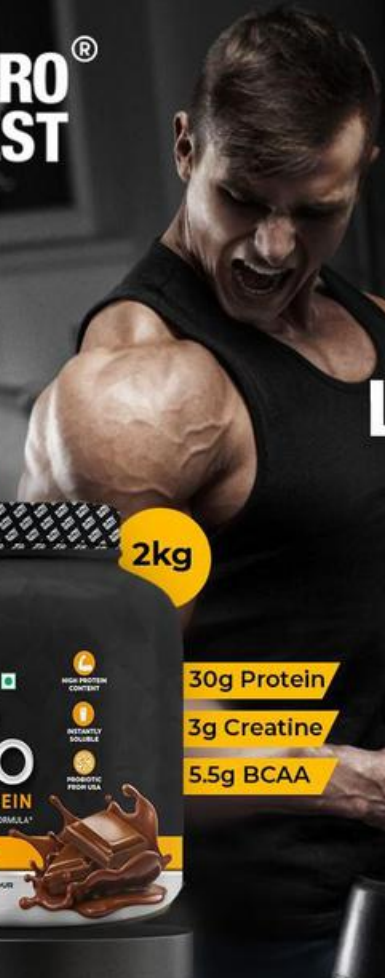
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Builds More Muscle
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2kg
30g Protein
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- » PREVENT MUSCLE SORENESS
- » MAXIMIZE RECOVERY



LEAN MASS GAINER

- » LEAN MUSCLE MASS
- » FASTER RECOVERY
- » QUALITY FORMULATION



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Click on the link in bio, calculate your BMI and take steps to lose weight.

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Visible results in just one session

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Losing Weight Is Child's Play...



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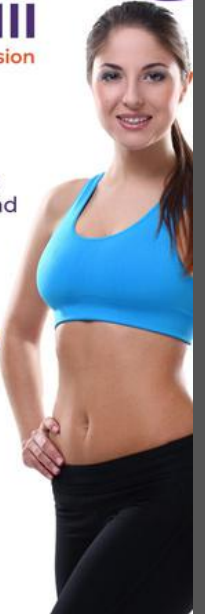
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VelaShape III

Visible results in just one session

- Cellulite reduction
- Body contouring
- Circumference reduction
- Breasts enlargement and buttocks lifting
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Visible results in just one session

Benefits

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- Body shaping
- Collagen renewal
- Skin tightening
- No surgery
- No downtime

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Autorickshaw & LCV

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For marriages made in Heaven,
may we suggest a place on this
earth.

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BREAKFAST
lunch, dinner
ROOM
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36 acres of greenery
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BACK TO YOUR ROOTS



Man with a dream

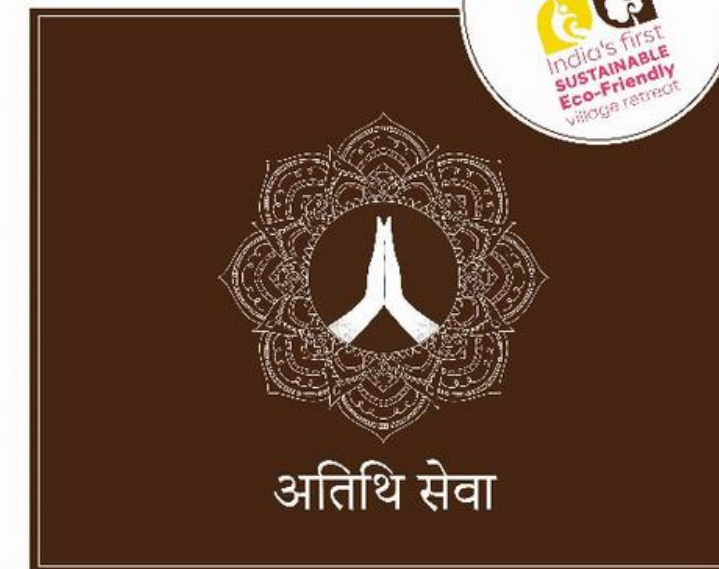
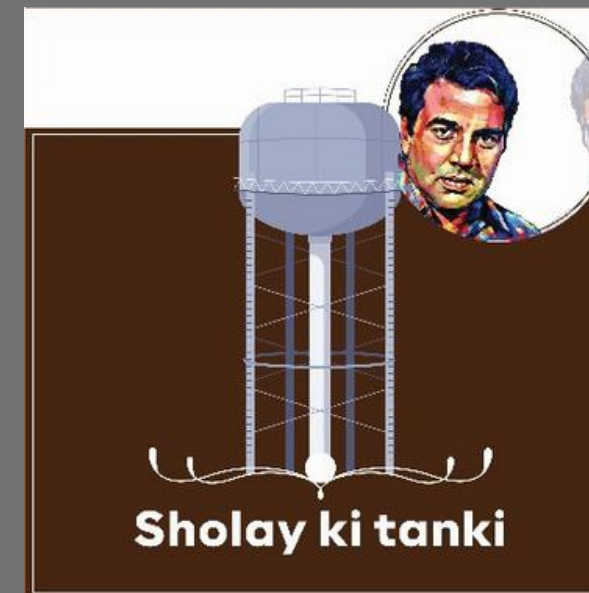
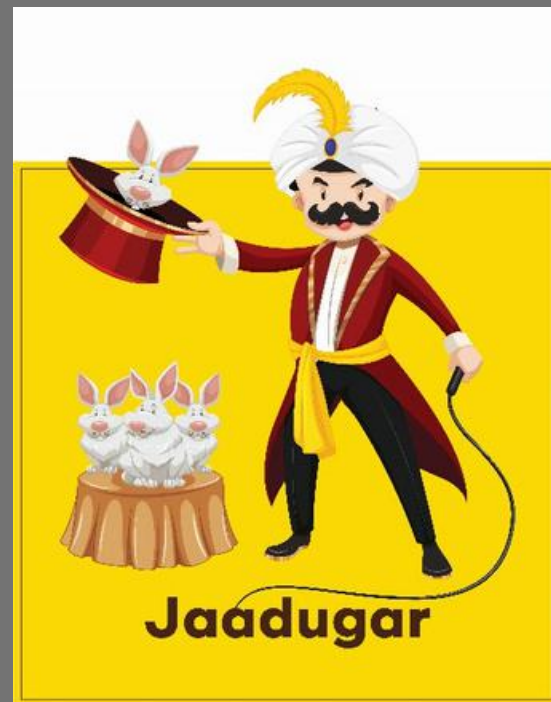
Mr. Govind Vaghani

Founder, Monteria village

A civil engineer by training, he ran a successful and flourishing real-estate company before being consumed by the desire to create something as spectacular as Monteria Village.



India's first **SUSTAINABLE Eco-Friendly** village retreat



Authorickshaw & LCV

BAXY

Bharosa Jeet Ka





BAXY
Bharosa Jeet Ka

Pesh hai,
Baxy Super King

Bade features ke saath

- Bada Loading Area: 6.5 x 4.5 feet
- Bada Engine: 400 cc water cooled engine



CNG variant main
bhi uplabdh



BAXY
Bharosa Jeet Ka

Baxy Cargo Super King

Load Ka Baadshah

Best in class deck size unmatched power
and low maintenance



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Bharosa Jeet Ka



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Safai Badi, Kamai Sahi

2.5 Cu.m



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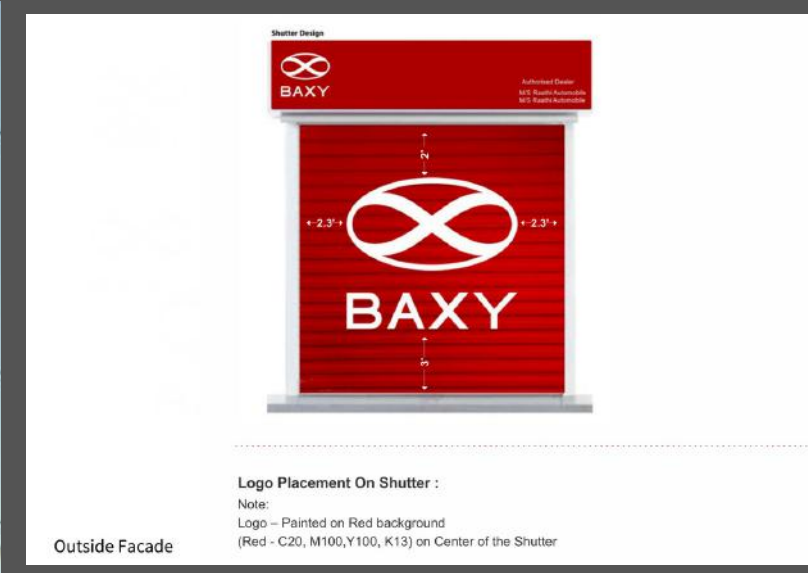
Happy Lohri



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Merry Christmas



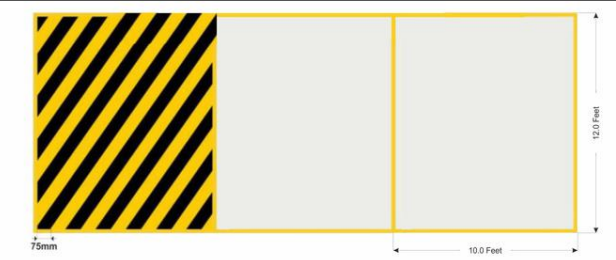


M/s Rathi Motors Company
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Phone: 0124-234567890, 12345678
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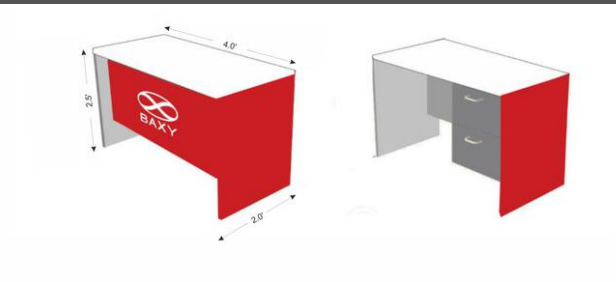
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SANJAY CHOWTALA
Showroom Manager
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sanjay.c@gmail.com

M/s Raathi Automobile
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Workshop Floor Bay Marking 12 X 10
Process - To be done locally by the dealer as per the above mentioned specification

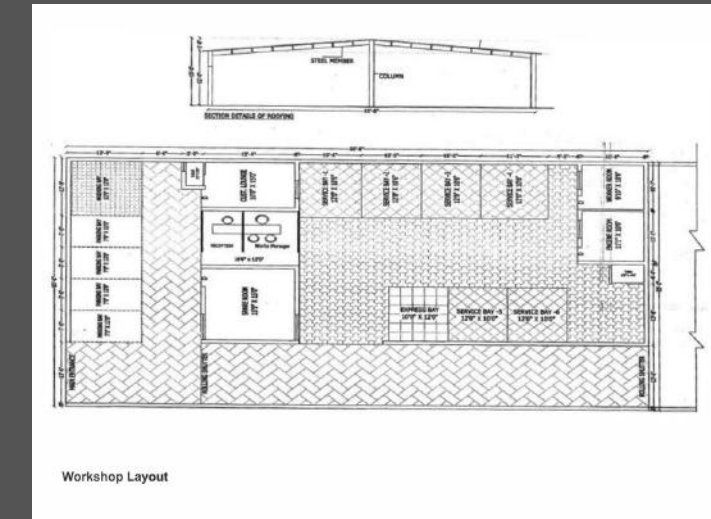
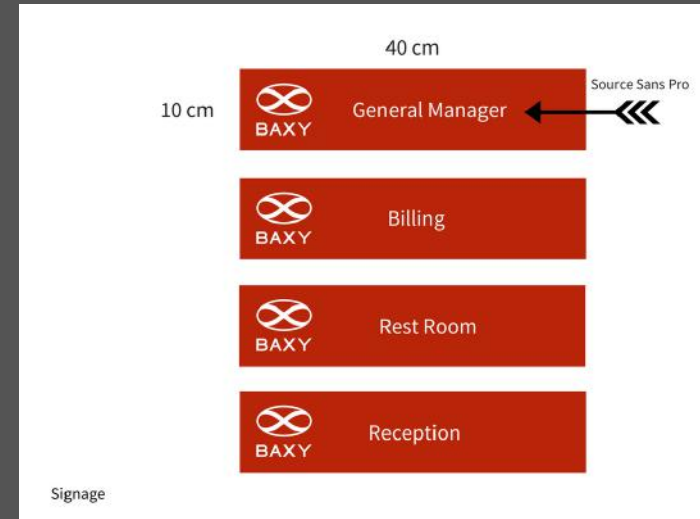


Sales Table :
Table To be done locally by the dealer as per the above mentioned specification
Logo sticker - 25(H) X 25(W) cm



BAXY

MALWA MOTORS
माल्वा मोटर्स



BAXY

PDI OK

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Date. _____
Signature. _____

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air roma home & car perfumes

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NOT JUST AN ENVELOPE, BUT A FRAGRANT ONE

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NOT JUST AN ENVELOPE, BUT A FRAGRANT ONE

24 x 7 Freshness

- Natural
- 100% Safe
- Made with 100% Essential Oils

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THE FRAGRANCE: ROSE
Delicate, layered and sweet fragrance of million of roses envelope the ambience the moment you use this exotic fragrance
Natural fragrance of fresh roses will enlighten the room and your senses too

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Value for money 3.1
Longevity 2.7

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₹299.00

amazon

1 item
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Your order is eligible for FREE Delivery. Select this option at checkout. Details

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Only 4 left in stock.

1

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- 83% positive ratings from 1K+ customers
- 5K+ recent orders from this brand
- 5+ years on Amazon

Highly rated by customers for

- value for money
- looks good
- good smell

Home & Decor Materials

- Aluminium
- Ceramic
- Plastic

Pay On Delivery

- Eligible for Pay On Delivery

Colour

Number of Items

- 2
- 3 & above

Item Condition

New

Discount

- 10% Off or more
- 25% Off or more
- 35% Off or more
- 50% Off or more
- 60% Off or more
- 70% Off or more

Availability

- Include Out of Stock

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M.R.P.: ₹299 (7% off)
Get it by Tomorrow, 8 July
FREE Delivery over ₹499. Fulfilled by Amazon
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Bundles available

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M.R.P.: ₹299 (7% off)
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4.5
2,196
Deal of the Day
₹199 (₹99.50/100 ml)
M.R.P.: ₹249 (20% off)
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FREE Delivery over ₹499. Fulfilled by Amazon

AIR-ROMA Air Freshener Spray (Sandal Sweet, Atlantic Breeze, Original Rose, Lemon Grass) 800ml - Combo of 4
4.5
334
Deal of the Day
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M.R.P.: ₹996 (45% off)
Get it by Tomorrow, 8 July
FREE Delivery by Amazon

AIR-ROMA Combo of 2 Air Freshener Spray, Fragrance-Rose Original & Jasmine Flow...
4.5
182
Deal of the Day
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M.R.P.: ₹498 (42% off)
Save 2% with coupon
Get it by Sunday, 9 July

AIR-ROMA Combo of 2 Air Freshener Spray, Fragrance-Jasmine Flower & Mogra Magi...
4.5
30
Deal of the Day
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M.R.P.: ₹498 (42% off)
Save 2% with coupon
Get it by Sunday, 9 July

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Million Roses In Every Spray

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- 100% safe
- Made with 100% essential oils

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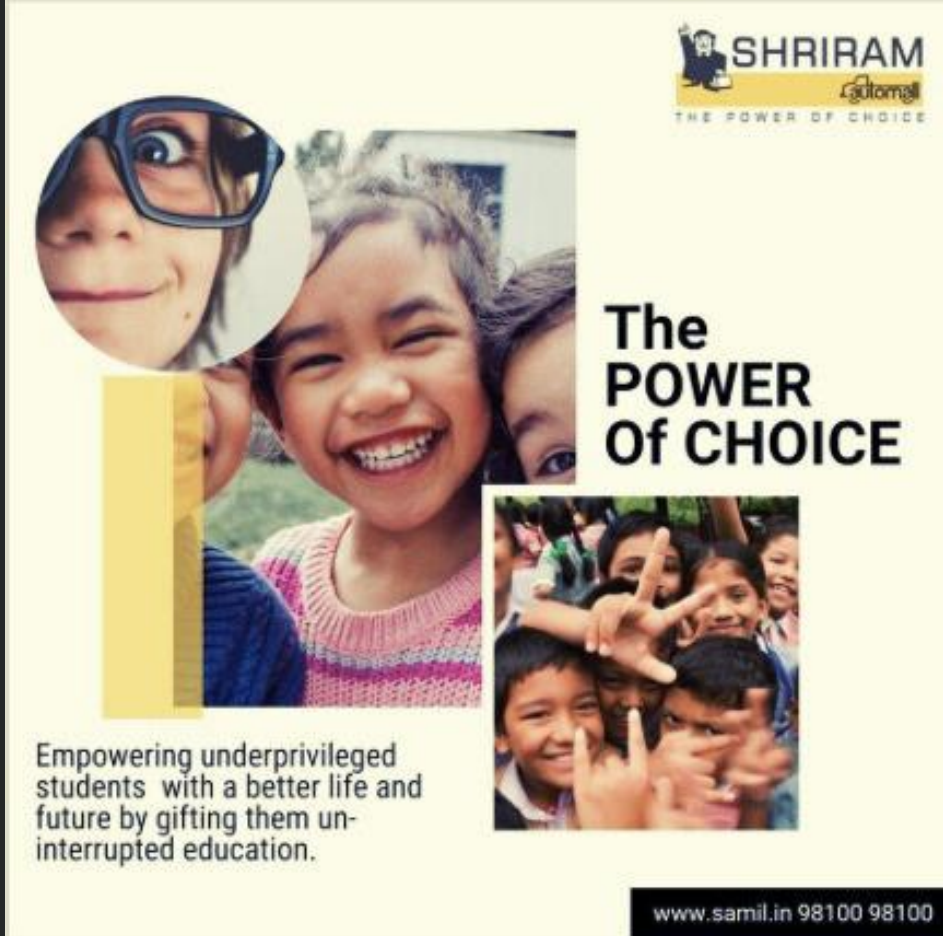
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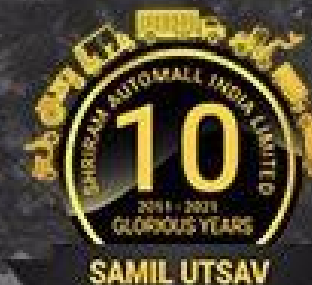
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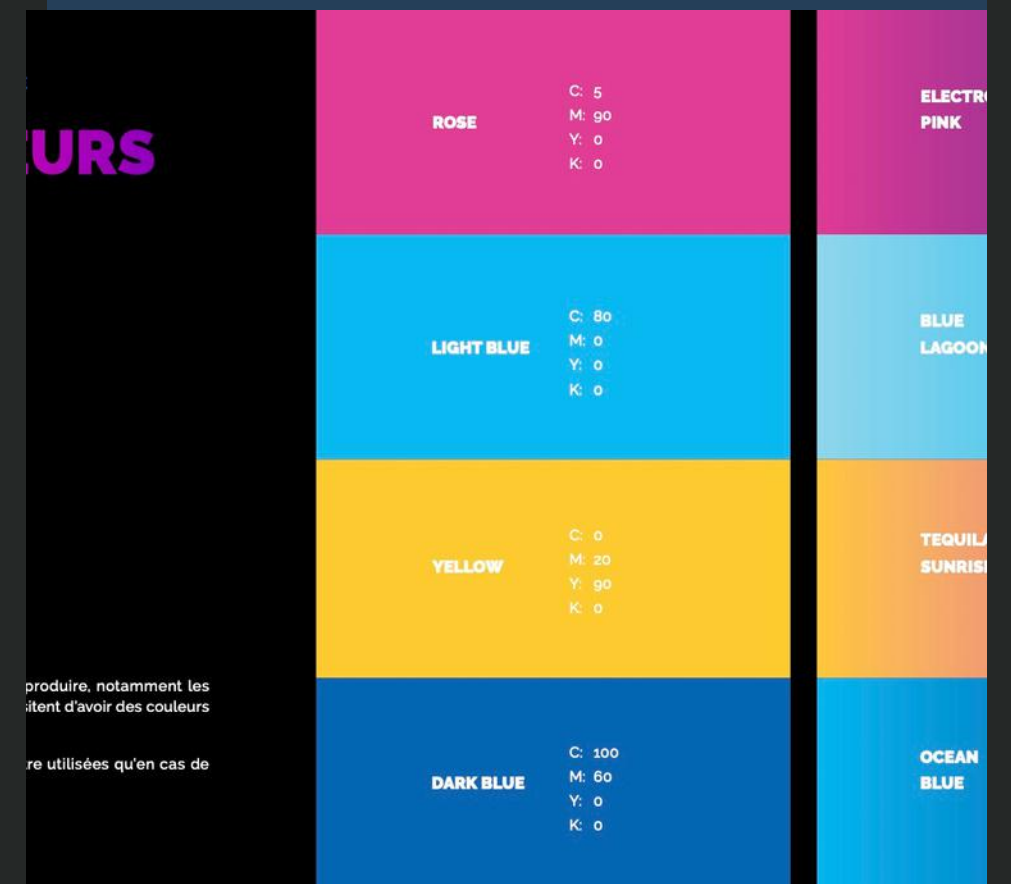


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re utilisées qu'en cas de

COULEURS PRINT

ROSE
C: 5
M: 90
Y: 0
K: 0

LIGHT BLUE
C: 80
M: 0
Y: 0
K: 0

YELLOW
C: 0
M: 20
Y: 90
K: 0

DARK BLUE
C: 100
M: 60
Y: 0
K: 0

ELECTRO PINK
C: 5 C: 85
M: 90 M: 100
Y: 0 Y: 0
K: 0 K: 0

BLUE LAGOON
C: 40 C: 80
M: 0 M: 0
Y: 5 Y: 0
K: 0 K: 0

TEQUILA SUNRISE
C: 0 C: 5
M: 20 M: 90
Y: 90 Y: 0
K: 0 K: 0

OCEAN BLUE
C: 80 C: 100
M: 0 M: 80
Y: 0 Y: 0
K: 0 K: 0

COULEURS PRINT
Les différents éléments à produire, notamment les objets publicitaires nécessitent d'avoir des couleurs dites print.

Ces couleurs ne doivent être utilisées qu'en cas de nécessité.

LOGO ELEMENTS



FIG. 1 FORMS
The squares used for the logo are separable and reclining. Used with the gradients, they are the basic toolbox needed to develop different pictograms.



FIG. 2 DESIGN
The design of the pictograms is free depending on whether it fits into a 5 by 5 square given by a unit of "x".

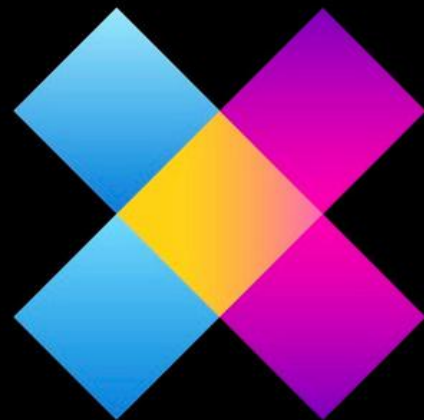


FIG. 3 USE
The use of pictograms must remain extremely moderate so as not to encroach on the logo itself.

PHOTOGRAPHY: TOP DOWN VIEW

This is supported by the use of top down views images to express the greatness and the internal aspect of Sopra Banking Software.



PHOTOGRAPHY: HUMANS

At Sopra Banking Software, humans come first. Within our photo selection we put the individual in all its facets first.



WEB TYPOGRAPHY

Aa

WEB FONT
Baton turbo is a winsome and trendy sans serif font. Her design brings clarity and enthusiasm to the brand. It further underlines a certain fiery and gives to our brand a real optimism. This elegant sans-serif typeface family intended for a state-of-the-art look, without losing focus on the letters.

BATON TURBO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#](@)/&\<

BATON TURBO MEDIUM
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#](@)/&\<

BATON TURBO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#](@)/&\<

BATON TURBO HEAVY
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#](@)/&\<

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Surrender
to Sin

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LAYERED
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VARIED
TASTE

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ICECREAM • WAFFLES • SHAKES

*Health + Taste
ki Ghanti*

#100% Vegetarian

CREMYSTRY
ICECREAM | WAFFLE | SHAKES

*Shake
Sip
Zip*

CREMYSTRY

CREMYSTRY
ICECREAM | WAFFLE | SHAKES

*Awara maan,
Life is Fun,
MANGO flavor
anytime tan tanna
tan tan*

CREMYSTRY
ICECREAM • WAFFLES • SHAKES

*Tasty
Flight*

CREMYSTRY
ICECREAM • WAFFLES • SHAKES

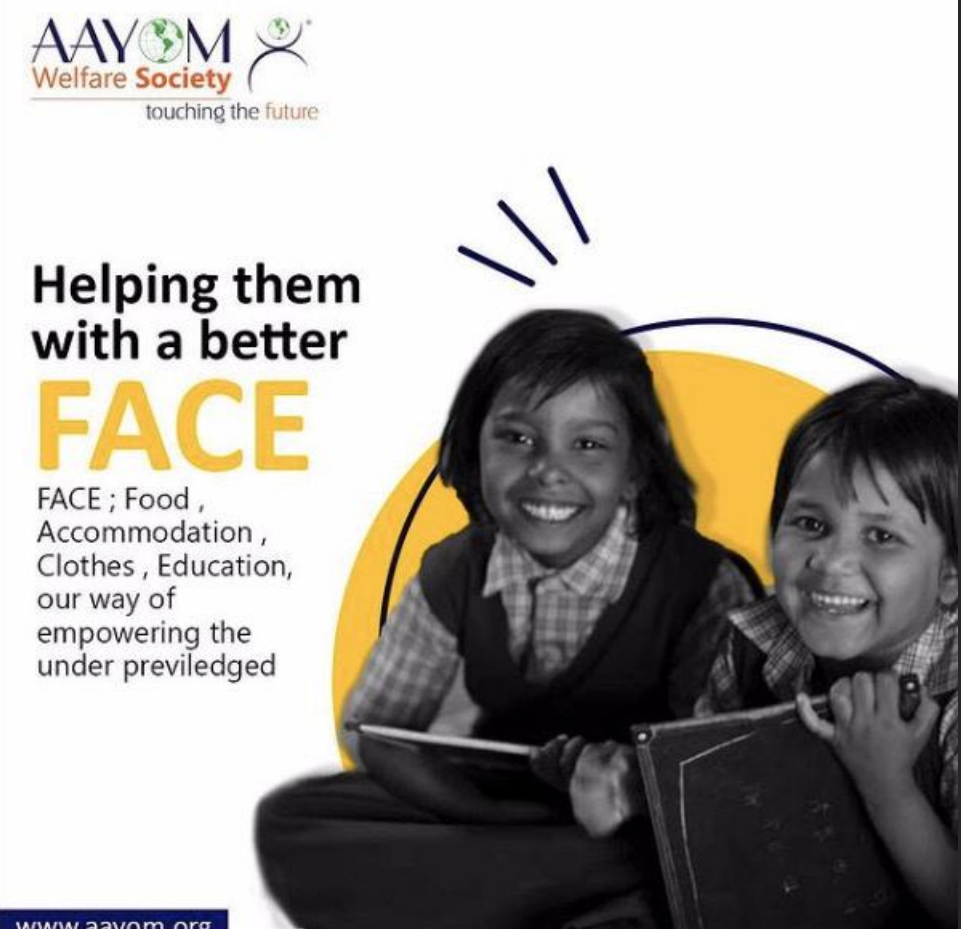
*Doodh ki energy,
Ice-cream ka taste!*

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hardships and challenges



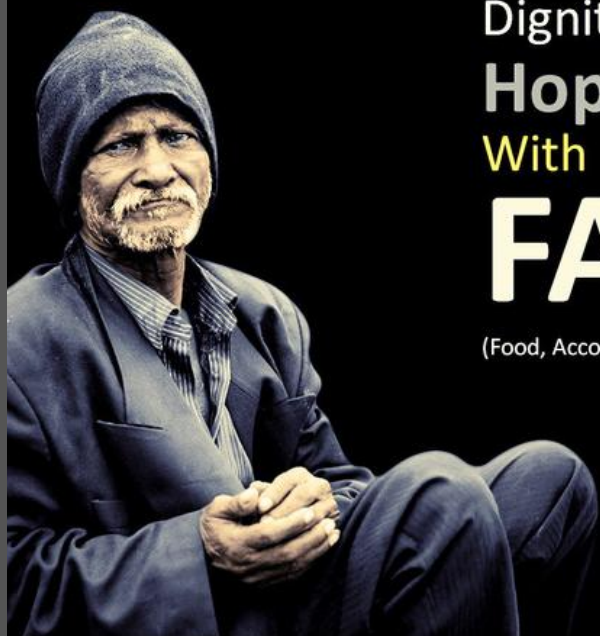
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Dhruv Verma
Founder & CEO, Thriwe



Breaking prejudice



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Ff

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Public Relations

KEVENTERS SINCE 1925

INSTAGRAM - PAN INDIA NEW COLLAB/LAUNCH INFLUENCER OUTREACH



KEVENTERS SINCE 1925

Keventers on expansion drive; targets turnover of Rs 700 cr by 2025-26

It has also earmarked capital expenditure of Rs 200 crore over the next 5 years. The company has also partnered with sports nutrition brand Myprotein.

Topics
Keventers



Try Pitch



Keventers on expansion drive; targets system turnover of Rs 700 crore by 2025-26

The vintage brand was revived in 2015 by three individuals: Agastya Dalmia, Anson Arora and Subrah Sitarasa, having undergone changes in ownership in its history since it was founded in 1925 by Edward Keventer.



Representative image



The brand of Keventer's Milkshake is still in the brand's retail strategy and focus from the conventional milkshake and soft drinks to make a larger dining space.

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 - **Keventer's Milkshake**: The brand's retail strategy and focus from the conventional milkshake and soft drinks to make a larger dining space.

N on Delhi (India), March 30 (ANI) 2022: Keventer's Milkshake, the vintage brand, has announced its expansion drive to enter the market in various cities across India. The brand, which was founded in 1925, has a long history of serving customers with its signature milkshakes and soft drinks. The brand's retail strategy and focus from the conventional milkshake and soft drinks to make a larger dining space, this is a part of the brand's ability to create an engaging experience for its customers with dining options.

The Keventer's Milkshake has an exceptional experience to offer to its customers across a range of demographics, from families to millennials and Gen Z with the right balance of Thrift, Modern and Retro aesthetics. The experience also offers

STRANGER & SONS

World's First Traveller

2 new gins blended across thousands of miles will finally arrive in March

"The year was 2020. Stranger & Sons had just become the first Indian distillery to win Gold at the International Wines and Spirits Competition. We were elated. Things were going well and we were in talks with Four Pillars, an Australian distillery, to create limited-edition gins. What could go wrong, right?," says Sakshi Saigal, one of the brains behind Goa-based Third Eye Distillery. Saigal, who—along with partners Rahul Mehra and Vidur Gupta— has brought world-class gins to India via Stranger & Sons, tells us the story behind the distillery's latest spirits to hit the market.

Try Pitch

THE WEEK

Stranger & Sons is taking the craft gin trail beyond Indian shores

It was around 2015 that Sakshi Saigal, while pursuing her MBA from Barcelona, started noticing pockets in Europe fizzing with gin bars, especially gin tonic and cocktails bars in London. "I was really surprised that the back-label of these gin bottles listed botanicals, herbs and spices that you could easily find in India, like coriander, black pepper, nutmeg. At that point I was like why isn't anybody in India making premium gin?" says Saigal who after coming back to India went on to set up Stranger & Sons in 2018 with Rahul Mehra and Vidur Gupta.

Today Stranger & Sons, packaged in a stylishly stout bottle with a cork stopper, is best-known as an early innovator in the Indian craft gin landscape, a premium Indian brand that can be spotted in bars in London, Dubai, Singapore, Hong Kong and Bangkok. "A domestic consumer in India is always suspicious of premium Indian spirits. And we wanted to challenge that. And not only at home in India, but even globally," says Saigal, now ready with plans to expand to more international markets like New Zealand, Mauritius and Australia.

This aspirational Indian brand, once hardly available beyond Goa where it is distilled, is on an expansion spree. Available in Maharashtra and Karnataka, Stranger & Sons launched in Delhi this year and has just landed in Rajasthan too. Not exactly a London dry gin, Stranger & Sons mostly has Indian botanicals and the robust flavour is a perfect blend of black pepper, nutmeg, mace, coriander, liquorice, cassia bark, angelica, juniper and four aromatic citrus peels including Gondhoraj lemons from Kolkata. While not as ubiquitous as Greater Than, another homegrown brand which was the earliest mover in India's gin renaissance, Stranger & Sons is a bit boutique with accessible characteristics. Priced a little under Rs 2,000, it appeals to a wandering tippler always on the lookout for exciting new brands with a story to tell, preferably with farm-to-table bona fides.



LIFESTYLE ASIA

Dining | 13 Sep 2022 02:00 PM

Spruce up your spirits stash with these all-new Indian gins, rum, and vodka

Featuring unique botanicals, crisp flavour notes, and eclectic aromas – a sea of new spirits now adorn the aisles of stores across the country. From invigorating gins to smooth rum – these heady beverages are elevating the Indian drinking culture, one sip at a time. Here's our pick of bottles that are worth being added to your home bar.

Over the past few years, innovation has been the name of the game for homegrown spirits. How else would you explain the kaleidoscope of experimentative flavours and unique collaborations that have underlined the industry lately? Take for instance the [world's first Indo-Japanese gin](#) that fuses botanicals from two cultures. Or the one-of-a-kind [coffee-infused gin](#) that brings the aroma of cold brew to a glass of juniper berry goodness.



THE HINDU

Stranger & Sons gin draws attention to Indian botanicals by winning multiple international awards

Stranger & Sons, a contemporary Indian Gin, just won gold at Gin Master 2021 after competing with 472 entries from 233 different companies. The judges were convinced that it would "stand up well mixed in a gin and tonic."

This is the latest of multiple gold medals won by this debut spirit from Third Eye Distillery in Goa this year. Founded in 2018 by Rahul Mehra, Sakshi Saigal and Vidur Gupta, Stranger & Sons was the first Indian gin to win a Gold-outstanding medal at the International Wine & Spirit Competition in 2020 in London. It happened to be one of the only 8 gins in the world to receive this award out of 800 brands that participated last year.

It also followed by multiple gold medals at The Delhi Business & Lifestyle Awards 2021.



100 BrewDog pubs in 10 years is an achievable target: Karan Jain

Aloha International Brewpub, the India master franchisee of the Eilon (Scotland) based craft beer and pub brand, BrewDog, is hopeful of multiplying with a minimum 10 new outlets per year in India starting 2026, says its CEO.

P Krishna Kumar • ETHospitalityWorld • January 31, 2023, 12:07 IST



Karan Jain, CEO of Aloha International Brewpub, the India master franchisee of BrewDog.

In a statement after winding up his tour to India recently, James Watt, CEO and co-founder of BrewDog had expressed strong confidence in the potential that India market possesses for premium Craft beer players like BrewDog. Citing the yearly growth of nearly 125 percent in the craft beer category in India last year,

Watt reportedly said that he believes that India can have over 100 BrewDog outlets.

English Edition | Today's Paper

ETPrime

World's largest craft brewer BrewDog plans to enter India with 35 pubs



The move is part of the brewer's wider strategy to grow its global network from 100 bars now to 750 bars by 2024. Founded in 2007 and partly owned by private equity firm TSG Consumer Partners, BrewDog is also the world's biggest crowdfunded firm. (representative image)

MUMBAI: **BrewDog**, the world's largest craft brewer, is entering India with plans to open 35 pubs and launch nearly a dozen bottled **beer** brands over the next four years.

The Scottish brewer sees a clear opportunity in the mostly warm and tropical country with increasing affluence and proliferation of craft beer.

This Is Best Time To Enter Indian Market As Per Consumer Trends: Karan Jain, BrewDog India

BW Businessworld spoke to Jain, CEO of BrewDog India, to understand the nitty-gritty of opening a brewery in India



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BUDGET 2023
The New Normal

First Look: Brewdog launches its first brewpub in North India in the heart of Gurugram

With 110 bars across the globe, the multinational brewery and pub chain is also the first carbon-negative beer business in the world.



Try Pitch



whats hot

This Homegrown Brand Offers Carbonated Gin-Based Cocktails In A Bottle In Exciting Flavours!

Boasting 8% alcohol content, BEAT offers lip-smacking cocktails in bottles that are available in flavours like Original, Watermelon Crush, and Cucumber Ice.

Don't we all love to sip on a glass of **chilled cocktail** paired up with some delicious nibbles? Well, although we love to relish its complex flavours, it's also true that the idea of having to prepare one on our own makes us nervous. After all, it's no simple task to prepare a drink to make the perfect concoction.

So, if you don't wish to go through the hassles of preparing a delicious drink but want to relish one in the comfort of your home, you must read this article for we have found the perfect solution for you.



World Cocktail Day: Happy hours on the go with RTD cocktails

Vidur Relan, founder BEAT Cocktails that has launched carbonated gin-based cocktails says, "Making cocktails is a tedious process. From procuring ingredients to getting the right recipes, it is challenging for the consumers to prepare and consume cocktails conveniently. We are redefining the cocktail drinking experience. When we say cocktails, the pre -notion is that they are alcoholic beverages that you get in bars."

Ready-to-drink segment has couple of verticals such as 'ready-to-drink wines', 'ready-to-drink mixes' and more in the market. "RTD cocktails is another niche in this category that is growing phenomenally. We expect this to grow from 0.5 % of share of the entire alcobev market to 3% by 2025. This change that is happening in the alcobev industry, is all because of the change on the preferences of millennials and the younger generation. People want to move away from yellow drinks and those heavy drinks which are not so hygienically healthy. They are looking for healthier and lighter alternative, on the go and that is the entire idea essentially," says Relan. The brand presently offers three flavours - Original, Watermelon Crush, and Cucumber Ice



BEAT Cocktails is rocking the ready-to-drink space

Convenience has trumped craft, and consumers are increasingly embracing ready-to-drink cocktails. BEAT Cocktails saw an opportunity here and plunged right in. In conversation with Vidur Relan, Co-Founder, BEAT Cocktails.

Making cocktails can be a tedious process, from procuring ingredients to getting the right recipes, making it challenging for consumers to prepare and consume cocktails. BEAT Cocktails saw an opportunity here. Also, the Indian consumer is looking for variety beyond traditional alcoholic beverages, and the ready-to-drink beverage market offers just that.

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BEAUTY

Ten homegrown beauty and wellness brands for conscious, eco-friendly self-care

Want to switch to a natural, sustainable skincare and self-care regime or just looking for more options in clean beauty? Here are our picks.

BY NEHA SHARMA | PUBLISHED 23/12/2019 11:59 AM



Illustration: [unreadable]

#28 / FITNESS

HEMP EXPLOSION

And just like that, the world of hemp is exploding. From food to fashion, from wellness to beauty, hemp is everywhere. It's the new superfood, the new fabric, the new beauty ingredient. It's the new everything.

Did you wonder "will this get me high?" when you heard of hemp? Don't worry, you're not being judged. The answer is an obvious no, but there's quite a confusion about what hemp is, and why it's literally in every moisturiser or muffin you come across. Let's begin by understanding hemp.

It's time to stop thinking of hemp as just a food item. It's a versatile plant that can be used in a variety of ways. From clothing to paper, from food to medicine, hemp is a true multitasker. And now, it's making its way into the beauty industry.

One of the most popular uses of hemp in beauty is as a natural oil. Hemp seed oil is rich in essential fatty acids, which can help to moisturize and soothe the skin. It's also a great ingredient for hair care, as it can help to strengthen and nourish the hair.

Another popular use is in hemp-based skincare products. Hemp seed oil is a natural emollient, which means it can help to soften and smooth the skin. It's also a natural antioxidant, which can help to protect the skin from damage caused by free radicals.

So, if you're looking for a natural, sustainable, and effective way to care for your skin, hemp is a great option. It's a plant that's been used for centuries, and it's still going strong. It's time to embrace the power of hemp in your self-care routine.

2. SoulTree Hemp Ayurvedic Treatment Facial Oil



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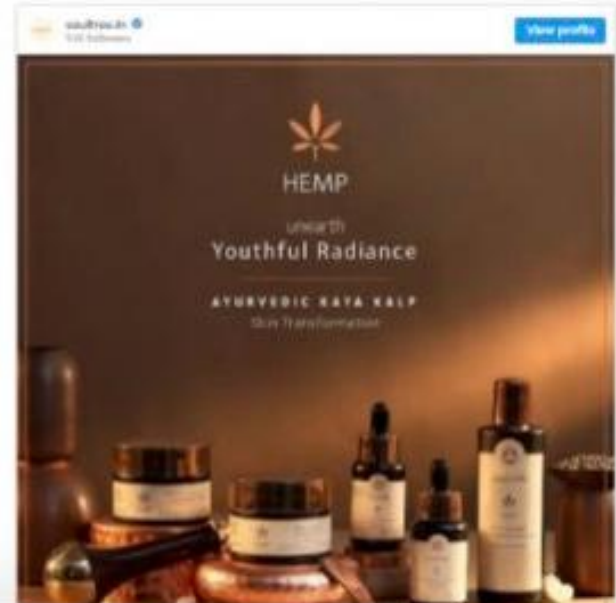
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Food, fashion, nutrition, grooming, self-care — the common factor across them all is hemp. What is it about this plant that you can't leave left or right without bumping into it? And how does it help? We find out



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SoulTree



5 Luxury ayurvedic products that will give your year a refreshing kickstart & clear skin

By Neha Sharma | Updated on Jan 04, 2022 05:04 AM IST | 11 min read





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