



We are SEED, a creative agency that is dealing in various wings of designs since 2009 with the profound captaincy of Omendu Prakash, one of the founding members of Future Group's elite Future Idea team.

With a core team of 12 members which includes experienced Art Directors, designers, illustrators, 3D artist, copywriter, architect and a responsive client servicing team, we are flying high from the base of Mumbai suburb.

Idea is to deliver a seamless experience for brands.

Our core competency lies in our consumer centric designs. We are actively involved in conceptualizing out of the box ideas for brands and delivering a seamless experience through communications, physical spaces and packaging.

We offer customized design services categorized into following 4 verticals.

(These are clickable links, to explore individual categories of services, please click over)

1. Packaging for retail-ready products

2. Communication design

- Print & Electronic media | Corporate Communication | ATL & BTL | Multilingual Content Creation & Management | Photography | Illustration | Brand Identity

3. Brand Identity Development

- Detailed Identity development exercises | trademark & IPR | Brand-docket development | Multilingual adaptation of identity

4. Spaces and consumer experience design for retailers and eateries

- Shop Design | Kiosk | Shop in Shop | Fixtures | FSUs & POPs | Franchise-ready Retail Concepts | Quick Service Restaurant | Franchise Ready F&B Concepts | Kiosks | Fine Dining | Concept Restaurants | Food Courts

Key Strengths:

- R&D led, large scale & multidisciplinary design projects
- Design & discipline development for franchise ready/scale-up businesses in retails, apparel, food & hospitality and Service sector
- Pan India communication with multilingual content delivery

About Omendu Prakash

- Founder | Principal Designer of SEED Design and Consultancy
- NIFT (Fashion Designing) | Winner of prestigious Lalit Kala Academy Award (New Talent Category)
- **Background before Starting SEED**
One of the founding members of Future Group's elite Idea team that work in areas of concept level innovation, new business/product/service ideation and execution. As a team Future Ideas conceptualized, executed and incubated more than 2 dozen business ideas in span of 4 years. Was key part of inception of KB's fairprice, Aadhaar Retail, Sach, Ethnicity, Big Bazaar's deal shop, Ektaa, Top10, Dori, turnaround of Shoprite Hyper to Foodrite, and many more retail and brand concepts.

Some of our key clients:

- Retail Brands: Reliance Retail, Walmart, Big Bazaar, Patanjali, Pantaloons, Shoppers Stop, Aadhaar Retail, Food Bazaar, Hyper CITY, Wills Lifestyle, Planet Sports
- FMCG and Digital CPG: Reliance Industries, Gynoveda (Fireside Ventures), Future Brands, Future Consumers, Patanjali, ISKCON, Punya, Autodynamics, VegWash, Tasty Treat, Fresh & Pure, Mera Swad, Haute Curry, Life, Prartha
- Food: Ektaa, Kellogg's, Amma's Special, Sri Mahila Khadya Sansadhan Pvt. Ltd., Fresh & Pure, Mera Swaad, Tasty Treat
- Electronics: Koryo
- Pharma: Boeheringer Ingelheim, Johnson & Johnson
- QSR's and Non QSR's: Farm House, The Boat Club, Fish Bite, Enroute Café, Carnatic Café, Chic Punjabi, Goli Vada Pav, Wafflist, Chatpata Zone, South Junction, Dhaba 91, Sticks Station, Italian Street, Americano, Bread & Bun, Iriis Brew, Flying Tandoor
- Education: Future Innoversity, FHDL, NISM
- Publication: Harper Collins, Rupa Publications, FunOKplease, Random House, Y-Biz India
- Consultancy: Vyakta communication, Autus Leaning, Renaissance, Lumiere, Kalpium
- Entertainment: Scrabble, My Cinema Multiplexes, Escape
- Real Estate: Akshar, Marvel, Veda Ventures, Artha Properties, Grihastha, JLL, Kolte Patil, Kushe Group, Prudent
- NGO: Prayas, Gulmeher
- Home: Odele
- Web: Badhai.in, Beyond Pink, Footloose
- Industrial Service Sector: ISS India, Hicare, Hyca Technologies, Mahindra First Choice
- Corporate Groups: RSPL, Disney UTV, Future Group, IL&FS, IETS, Essar, Times Group, VFS Global, Kuoni, JLL, Donear Industries, Indus League, Wasan Group, Mahindra Group, Viztar International, Donear Industries
- Apparel Brands: Oak Brook, Ajile, John Miller, UMM, Shoppers Stop's private labels, Beebay Kids, Donear, Lombard, Indigo Nation, Jealous, Hey, Primadiva, Morpankh, FLF, Ignight, Cotstyle, Iktara, Masala Chai, STOP, Karrot, Life, Spunk

Contact:

SEED, C003/004, Ground floor, Aasopalav, Poonam Garden, Mira Road, Mumbai 401107

Email: omendu@seeddesign.in

Website: www.seeddesign.in

Contact: +91 9324273178