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Fresh Ideas
Bold Stories
Every Edition

IDEA³⁶⁵
IGNITE + IDEATE + IMPLEMENT



Decoded Stories by IDEA 365

**From the
Desk of**

IDEA³⁶⁵
IGNITE + IDEATE + IMPLEMENT

“

**25 Years in
the Game.
Still Playing Like
It's Day One.”**



They say time flies when you're doing what you love.

In our case, it's been 25 years of briefs, brainstorming, breakthroughs - and yes, the occasional burnout - but never a dull moment.

What started as a print-and-design agency with a big heart and a humble desk, today stands as IDEA 365—a full-circle branding house trusted by MSMEs, legacy businesses, startups, and dreamers across industries.

From logo launches to global campaigns, from T-shirts to trade show booths, we've put ideas to work. And we're just getting started.

Yes, we've won awards - national and international. But honestly - Our biggest reward has always been trust. The kind that comes when a client calls not with a brief, but with a belief: "I know it will be done as always"

**This silver jubilee isn't just a celebration of years gone by - it's a toast to the fire that still burns.
We don't pin up achievements - we chart what's next.
New clients. New platforms. New verticals. New risks.**

g GRAY CORNER our gifting division, proved that packaging emotions can be good business.

! IDEABAAZ our e-comm baby, is attitude delivered to your doorstep.

And the core design and strategy studio? That's still our first love. The reason we show up, sketch, scribble, scrap, and soar - every single day.

To our clients, collaborators, team, and cheerleaders - thank you for believing.

To the next chapter - we promise to keep showing up, sharper than yesterday. Because when you live by the mantra "Working together works," you never really stop growing.

Here's to the next 25 - With more ideas, more madness, more meaning.

Team IDEA 365

MAKE
SOME
NOISE
FOR OUR
CLIENT



S. KUMAR

ZONTEN



Experiential B2B marketing

The Label Manufacturers Association of India (LMAI) is the apex body representing the Indian label industry, fostering growth, innovation, and collaboration. **Our Client S.Kumar - Zonten was a Silver Sponsor for the prestigious conference held at Fairmont, Udaipur.**

ZONTEN is one of Asia's leading manufacturers of high-performance label and packaging Flexo and Offset printing machines, known for their cutting-edge technology and precision. S. Kumar Multiproducts, a pioneer with 45+ years in the printing industry, is the exclusive distributor of ZONTEN across India, the subcontinent, and Africa.

With deep industry roots and unmatched service expertise, S. Kumar has played a key role in making ZONTEN a trusted name among Indian converters.

Together, ZONTEN and S. Kumar continue to drive transformation in the label printing space with reliable technology and customer-centric service.

Brand on the Move

Koffee, Converters & a Masterclass in Brand Storytelling (S. Kumar at LMAI Conference 2025)

When most brands are busy preparing speeches, some are out there rewriting the presentation playbook.

At the recent LMAI Conference 2025 in the majestic Fairmont, Udaipur, S. Kumar - a name with 45 years of print legacy and innovation - took the stage not just to talk about Zonten, but to make the audience feel it. Instead of a slideshow or monologue, they brewed something bold: **'Koffee with converters'** - a candid, unscripted session where real printers talked to real printers. No jargon. No hard sell. Just real talk - about concerns, capabilities, and the future of label printing.

With Manish Hansoti, Aarjav Hansoti, and Tania Hansoti leading the session, the stage turned into a dynamic café-style conversation. One played the curious converter, another the Zonten insider - and together, they cracked open questions most buyers hesitate to ask. Add a cheeky rapid-fire round, and suddenly, the ballroom had turned into the most engaging boardroom.

And why did it work?

Because S. Kumar wears two hats - as seasoned label printers and exclusive Zonten partners for India, South Africa, and the subcontinent. They know the questions, because they've lived the answers. This wasn't just a brand moment. **It was a masterstroke in experiential B2B marketing** - not just telling your story, but letting your audience live it with you. It's marketing that doesn't push - it pulls, by turning business information into immersive, memorable experiences.



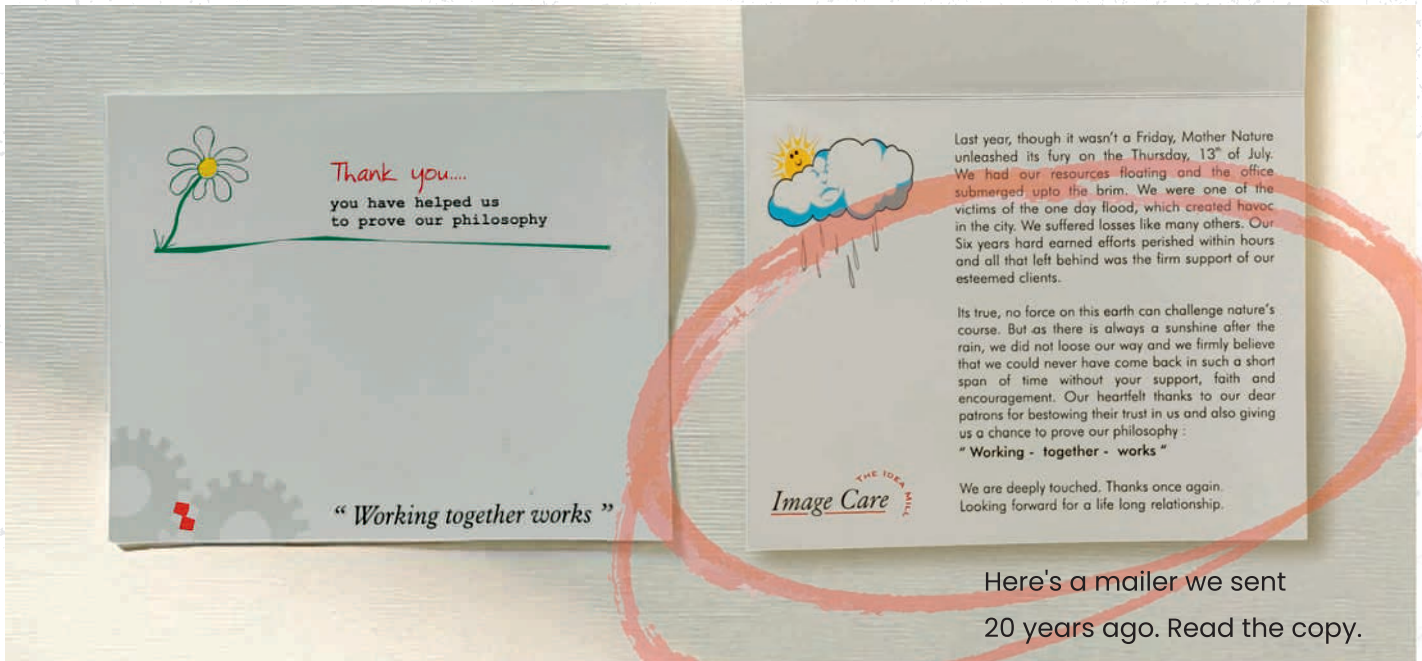
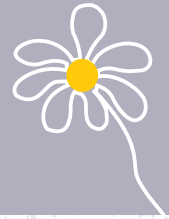
We've had the privilege of partnering with S. Kumar since 2012 - and watching them evolve, adapt, and always lead with insight and originality has been nothing short of inspiring.

Here's to S. Kumar - for knowing that in the world of printing, how you present matters just as much as what you present.



Pages From The Past

Because some memories don't fade
they fuel the brand.



Here's a mailer we sent
20 years ago. Read the copy.

July 13, 2005

The day it poured without pause.
Ahmedabad was underwater. So was our office.
But somehow, not our spirit.
What could have drowned us... defined us instead.

A year later, we didn't post a throwback.
We printed a thank you.
Not a campaign. Not a pitch.
Just pure, personal words — to every client who stood by us, believed in us, and helped us rise.
That mailer still lives on. Not as a design file, but as a chapter in our story.
A reminder that before reels and algorithms, it was *writing* that carried weight.
When visuals weren't possible, words did the heavy lifting.
Words built trust. Words built us.

And today, two decades later, on the same date —
we turn the page once again.
Because copy still matters.
Because stories still shape brands.
Because belief, like branding, begins with the right words.

Here's to writing that remembers.

To stories that stick.

To brands that speak — and never stop speaking.

To the next 25.

With ink, intent, and imagination.

- Team **IDEA³⁶⁵**

Great copy doesn't just describe - it disarms. It walks into a crowded mind and finds a corner in the heart. It's not about fancy words, but about the right ones that spark trust, trigger emotion, and drive action. In a world drowning in content, great copy is clarity. It's memory. It's magic. Because when words are chosen with purpose, brands are remembered with feeling.



Clients bring briefs. Friends bring burgers, bhaji, and big dreams.

Meet the man behind the meal
and the mission.



Nayan Yagnik of



Nayan Yagnik of Foreva Food

From small cafe to a food empire - the journey of a man who eats, sleeps, and breathes food.

Some people start businesses.

Nayan Yagnik started a movement - one bite at a time... and the name of the first step of movement - Crazy Bite!!

A curious mind with a relentless hunger (pun intended) - Nayan has spent over two decades building not just food brands, but food experiences. From studying global cuisines in London to spending sleepless nights finalizing chutney proportions for his thalis, his obsession with **purity, hygiene, and flavour integrity** runs deeper than most can imagine.

He's a man who treats a menu like a mood board, and packaging like a conversation. Perfectionist by DNA, he's known for tweaking the tiniest of details until they feel just right-whether it's the texture of a chip, or the design of a logo.

Today, under his leadership, **Foreva Food** is home to some of Gujarat's most loved brands:

- **GJ Desi** - authentic Gujarati snacks & meals
 - **Kilography** - where Bhaji Pav and Pulao and lot of Starters, Punjabi food, Tandoori roti, Sabji, Dal, Rise, Indo Chinese, Italian & Mexican food come by the Kilo
 - **Spice Leaf** - largest range of thalis & combos
 - **Chips & Dips, Bun Bite** and **Salad Ville**
 - **South Leaf restaurant** at S.G highway
- Plus, F&B operations at **The Sports Club of Gujarat**
The growth is remarkable. But the **vision behind it?** That's the real story.

At **IDEA 365**, we've had the honour of designing and managing every one of these brands - right from logos and packaging to digital presence and menus. But this story is more than just work - it's personal. It's pride. And its proof that when passion and persistence meet, **magic simmers**.

So, here's to my friend, the flavour - freak, the brand-builder - and one of the sharpest food minds I know. Let's dive in.



Conversation With Nayan Yagnik

Q You've built so many brands under one roof. What's the secret to keeping each one unique?

It's so secret it's experience of 35 years by which we could analyse and identify the need in the markets which has gaps. Basically, overall different brands connect 5-year-old to 90-year-old person as we suffice the demand and need of every age class and segment of people.

Q Do you think packaging influences taste - or is that just a branding myth?

Food is an experience not only taste and satisfying hunger in present generation, so it is very important to give best of the packaging which doesn't spill out and made of virgin material, food grade. E.g. - If Bhel is mixed and served and parceled in a single container it will become soggy whereas at Foreva foods we parcel Bhel into 5 different containers so as customer can mix all chutneys and other ingredients according to his taste and has a good experience of eating Bhel.

Q What's that one dish you personally can't resist on your own menu?

That's a difficult question as each and every recipe is minutely curated by us. Still if you ask I would say Gujju bakhri pizza, Railway cutlet and all range of Gujarati steamed snacks.

Q How do you handle creativity burnout when designing menus or launching new brands?

I don't need to handle creativity burnout for designing and launching new brands because that work is efficiently and precisely executed by **Image Care Private Limited**, after giving my raw thoughts about the whole idea which they shape it out so creatively and with perfection.

Q You're obsessed with hygiene - where did that obsession begin?

Hygiene, has to be a part of our daily life in all the avenues and it's not an obsession. Hygiene habits and cleanliness was taught to me by my parents since I started understanding which has become routine part in every field of life what I live and do.

Q 33 years back, when you started Crazy Bite, did you ever imagine this scale?

33 years back when I started crazy Bite as an age wise very young and had patience regarding food business which I ran successfully for 12 years, then had a roller coaster life business wise and professionally which went for quite sometime but having a nature of never giving up kept me going and then after I have been involved into various ventures in F&B Industry till date. I never dreamt or thought of any scale of height of professional career as I live in presence and we have visions and goals sometimes we can achieve or sometime we can't but keep going in spite of everything is way to success and satisfaction to one's self.

Q What's one customer moment that still gives you Goosebumps?

It's not 1 customer moment but many such moments which I came across after crazy bite was closed and those guest at crazy bite meeting me even after decades they so excitedly and happily described the likes of the food specifically with name of the dish with excitement and memories of the taste still it lingers in their mouth.

Q What's your go-to strategy when a new food trend pops up? Embrace or ignore?

When new trend pops up which has been very rapid in last decade which few survived and few didn't unluckily. I personally embraced and respect the customer as they are always connected not with the trends but with the consistency and taste of the food what we serve. Internationally food trends are change every year and for which there are reports available every year.

Q What's your advice to someone starting a food brand today in a cluttered market?

Single line advise is one should know what is the demand of that specific market and are we able to suffice it.

Q Last one - tell us one dish you've always wanted to launch but haven't yet. Why not?

Grazing food boards of different national and international cuisines which are best for any get together, parties or functions (Charcuterie boards of national, international cuisines).

FLASH BACK FILES

Nostalgia with a Side of Strategy.

Nirma Jingle Still Hits.

Audio branding, mass recall, and what we can still learn from it.

If you were born anytime before Instagram, chances are you still hum “Washing powder Nirma...” without missing a beat. No jingle, no rap, no influencer collab has etched itself into our brains quite like that 20-second audio clip.

And who was the face of that revolution? A twirling little girl in a white frock – the Nirma Girl. No celebrity. No gloss. Just emotion, simplicity, and smart repetition.

Fast-forward to today – The ads may have gone quiet, but the brand memory? Still loud.

That’s the power of audio branding.

Not just a jingle – a recall trigger, a trust signal, a nostalgia button.

In today’s era of visual clutter and algorithm fatigue, brands are rediscovering the power of sound: sonic logos, voiceovers with personality, branded background scores. Because sometimes, what you hear, lasts longer than what you scroll past.

So next time you’re crafting your brand – ask yourself: **What does your brand sound like?**

Because attention spans may shrink, but good tunes? They echo for decades.

— **Team IDEA 365**

Branding. With all five senses.



Think Jingles Are Just for Giants?

Think Again. You don’t need to be a billion-dollar brand to have a sound that sticks. Even SMEs can create their own signature tune – a catchy jingle or sonic logo that adds recall to every reel, video, presentation, phone hold music, event, showroom display, or digital ad. It’s not about budget. It’s about branding that echoes. Want your brand to be heard and remembered? Let’s make it sing.?? Talk to Team IDEA 365.



**WE
WANT
YOUR
BUSINESS**

Yes, we just turned 25.
No, we're not slowing down.
Our team is bigger. Our hunger is louder.
So if you already work with us – give us
more. If you don't – what are you waiting
for? And if you really love us – say our
name in rooms we're not in.

(That's called a referral. We like those.)

Branding. Printing. Gifting. Growing.
Whatever it takes – **IDEA365** is ready.

This is not a threat.
It's a highly creative marketing strategy.

IMAGE CARE PVT. LTD.



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