



ABOUT SPARKT

Where brand thinking
meets the craft of making.

CONSULTING · COMMUNICATION · CONTENT · INFLUENCE · TECHNOLOGY

Built around your business.

We don't bring a fixed playbook. We build around the category, the consumer, the culture and the business reality.

- | | |
|--|---|
| <p>01</p> <p>Tailored thinking, not one-size-fits-all</p> <p>Every challenge deserves its own approach.</p> | <p>02</p> <p>You know the category. We know how to unlock it.</p> <p>Partnership starts with respect for your expertise.</p> |
| <p>03</p> <p>Culture before communication</p> <p>Behaviour and context before the message.</p> | <p>04</p> <p>Ideas before channels</p> <p>The strategy & idea leads. The channel follows.</p> |
| <p>05</p> <p>Business outcomes before outputs</p> <p>We solve for growth, trust, clarity and demand.</p> | <p>06</p> <p>Trust makes brave work possible</p> <p>Clear, honest partnership makes the work better.</p> |

02

Proof in practice

A look at the work we have created, the partnerships we have built and the recognition our ideas have earned.

OUR WORK IN MOTION



Experience across categories



Recognition for work that works

Ideas awarded for creativity, effectiveness and impact across categories.

1



Agency of the Year

3



Grand Prix

26



Gold

14



Silver

6



Bronze

RECOGNISED AT



campaign
/DigitalCrestAwards/™



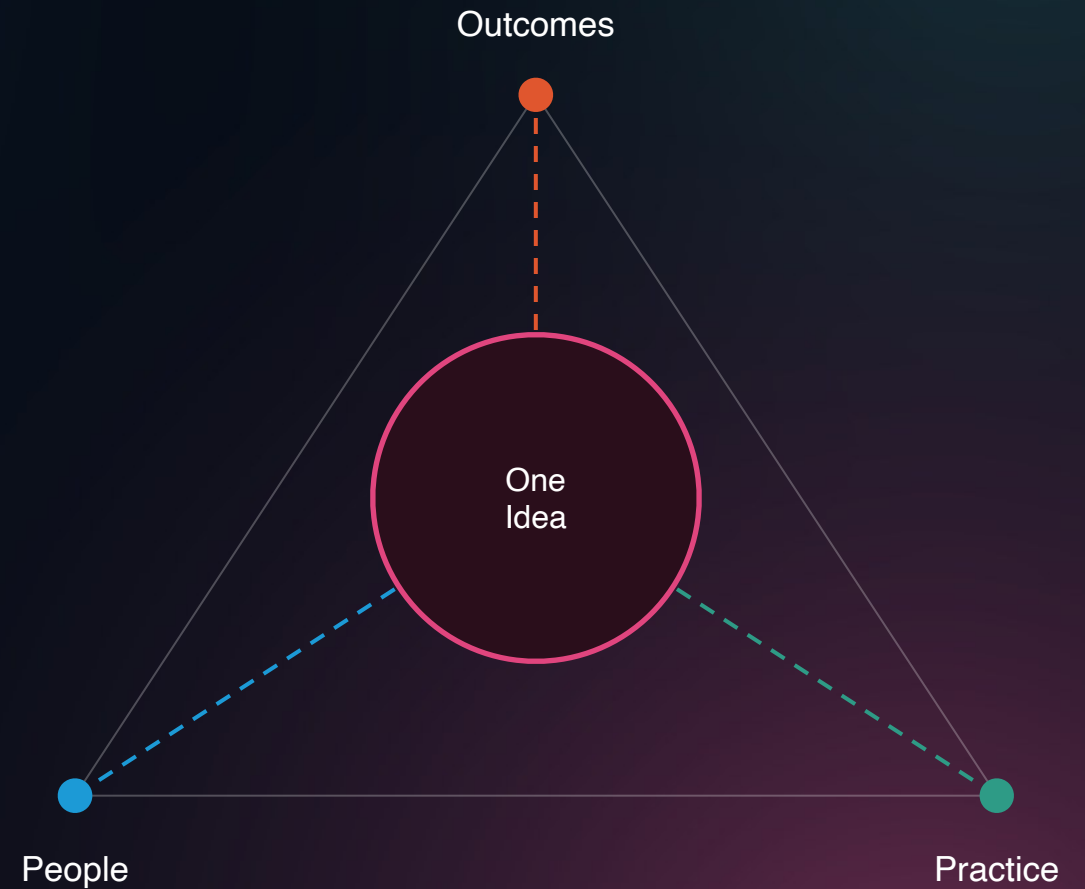
DIGIXX
SUMMIT | AWARDS



03

Inside sparkt

Where people, practice and outcomes come together around one idea.



The people behind the work

A cross-functional team across strategy, creative, technology and production.



[Aditya Chandra](#)

Managing Director & CEO



[Pritesh Angane](#)

Director Planning



[Anaica Mehra](#)

Brand Director



[Hiren Vyas](#)

Creative Director



[Sarthak Gaikwad](#)

Director, Technology



[Kanika Mathur](#)

Engineering Lead



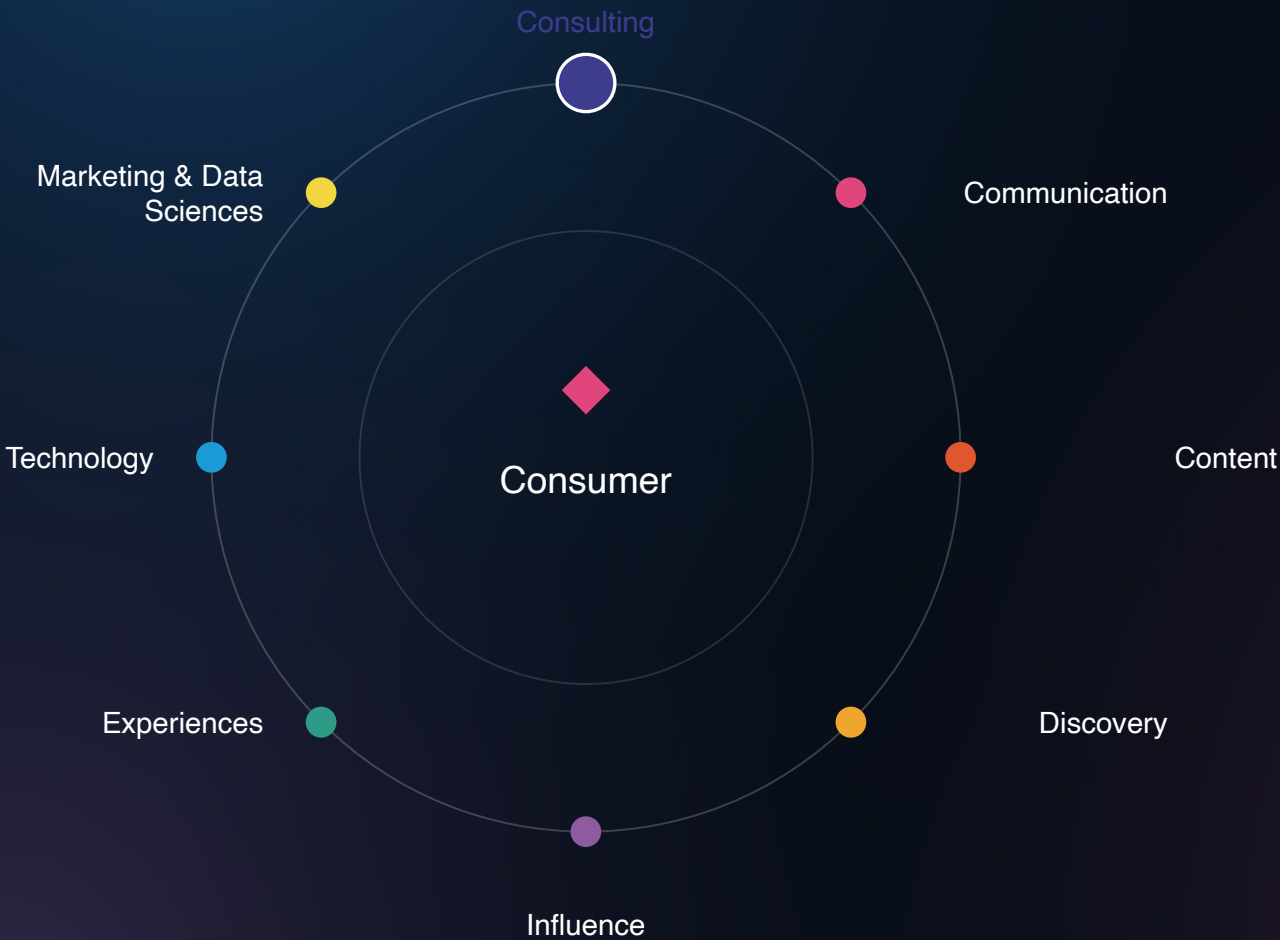
[Saurabh Pandey](#)

Engineering Lead



[Nikhil Nair](#)

Product & UX Designer



Consulting

Brand & Communication Strategy

Brand Positioning

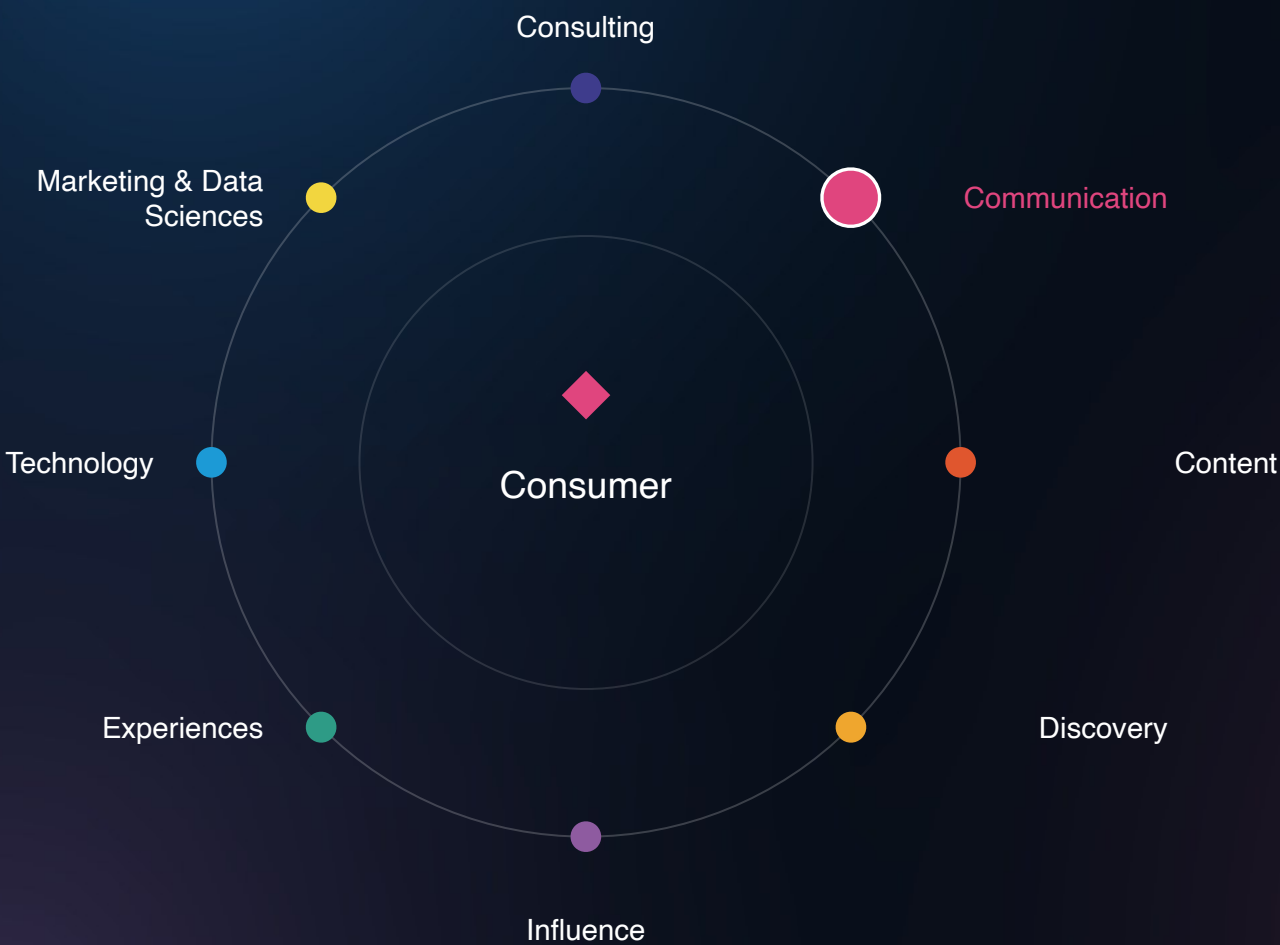
Identity & Design Systems

Integrated & Digital Marketing Strategy

Consumer Experience

Digital Transformation

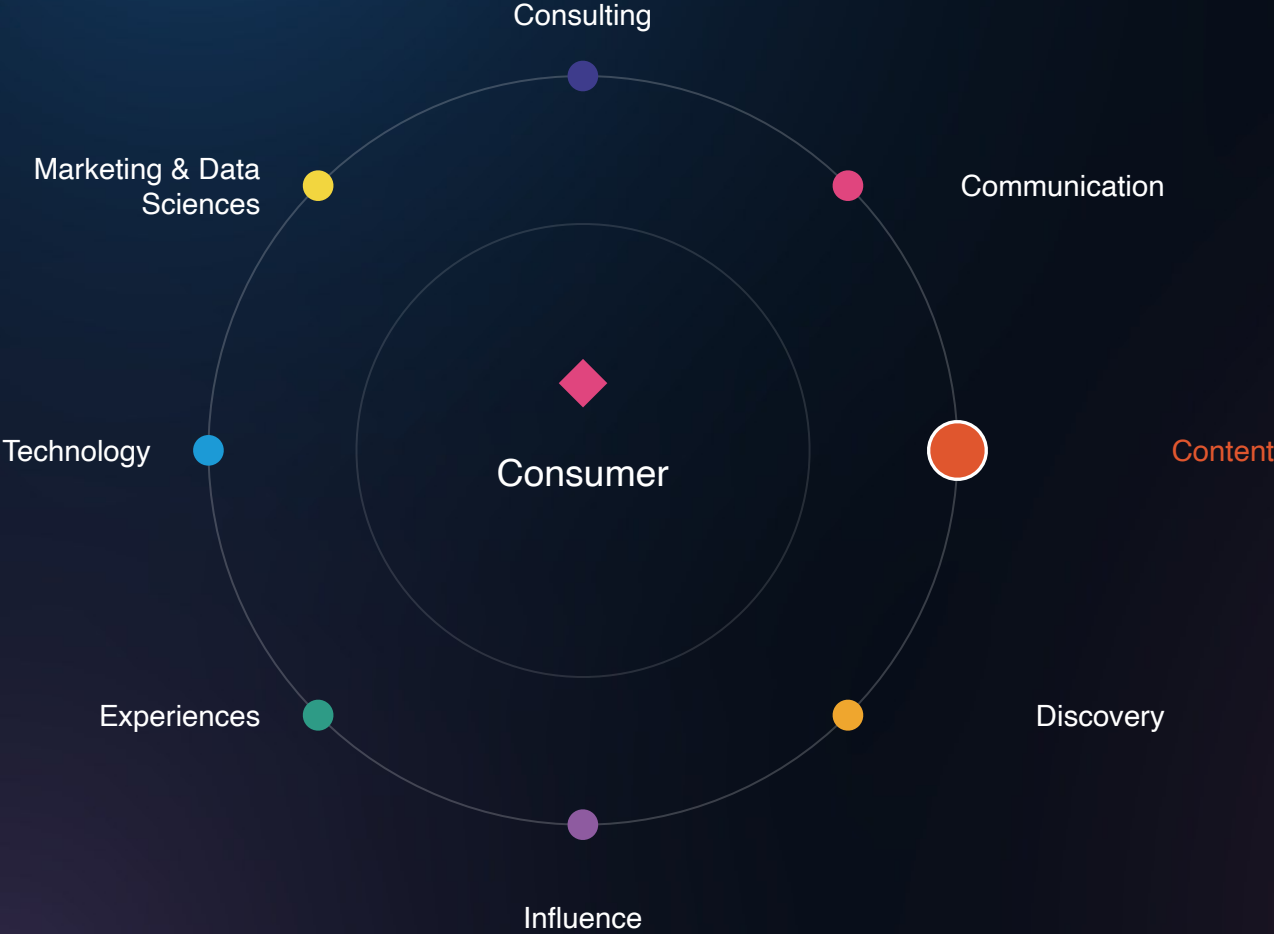
Growth & Innovation



Communication



- Campaigns & Creative Strategy
- Social & Community Management
- Corporate & Internal Communication
- Marketing Collateral & Sales Assets

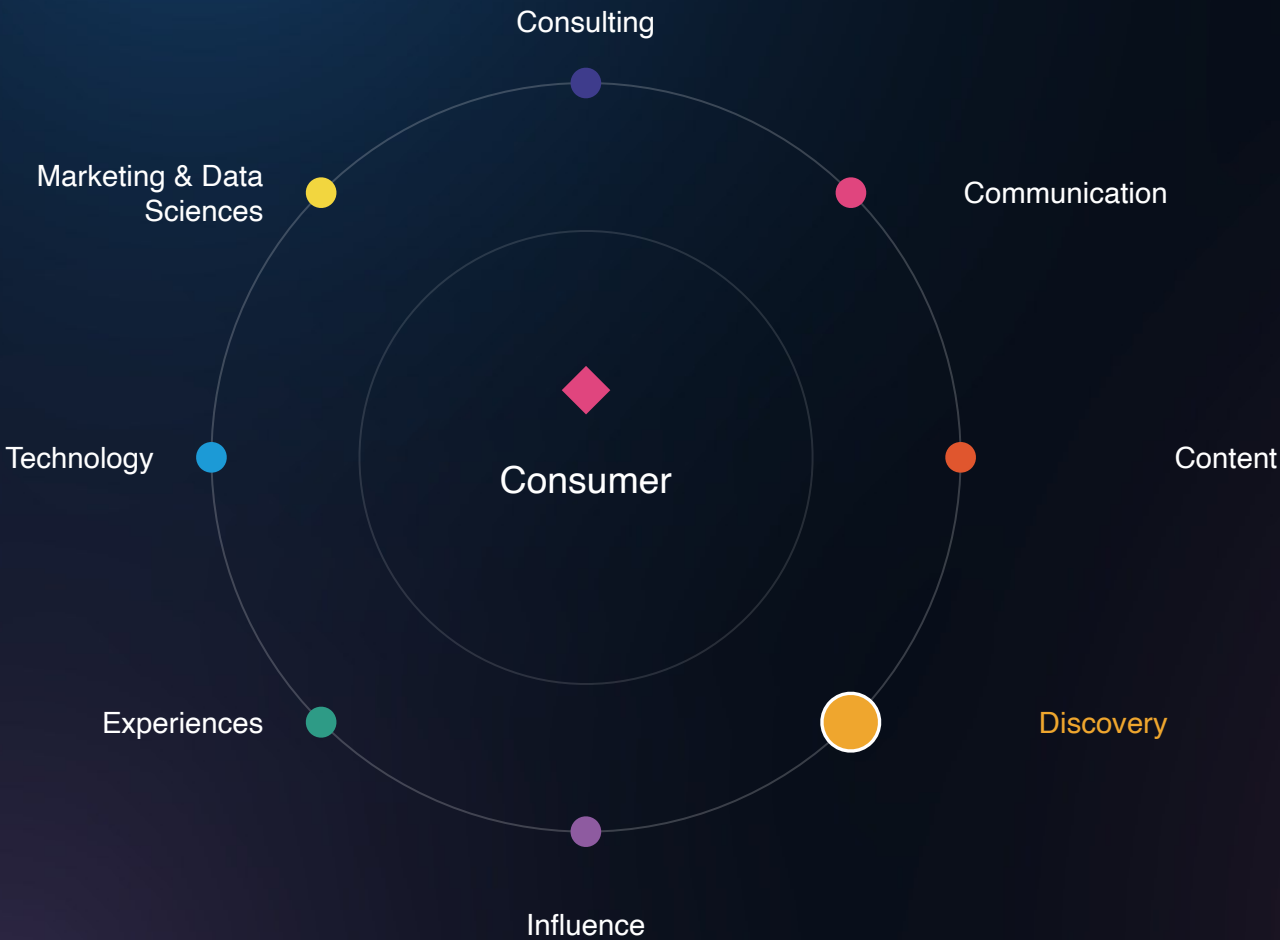


Content

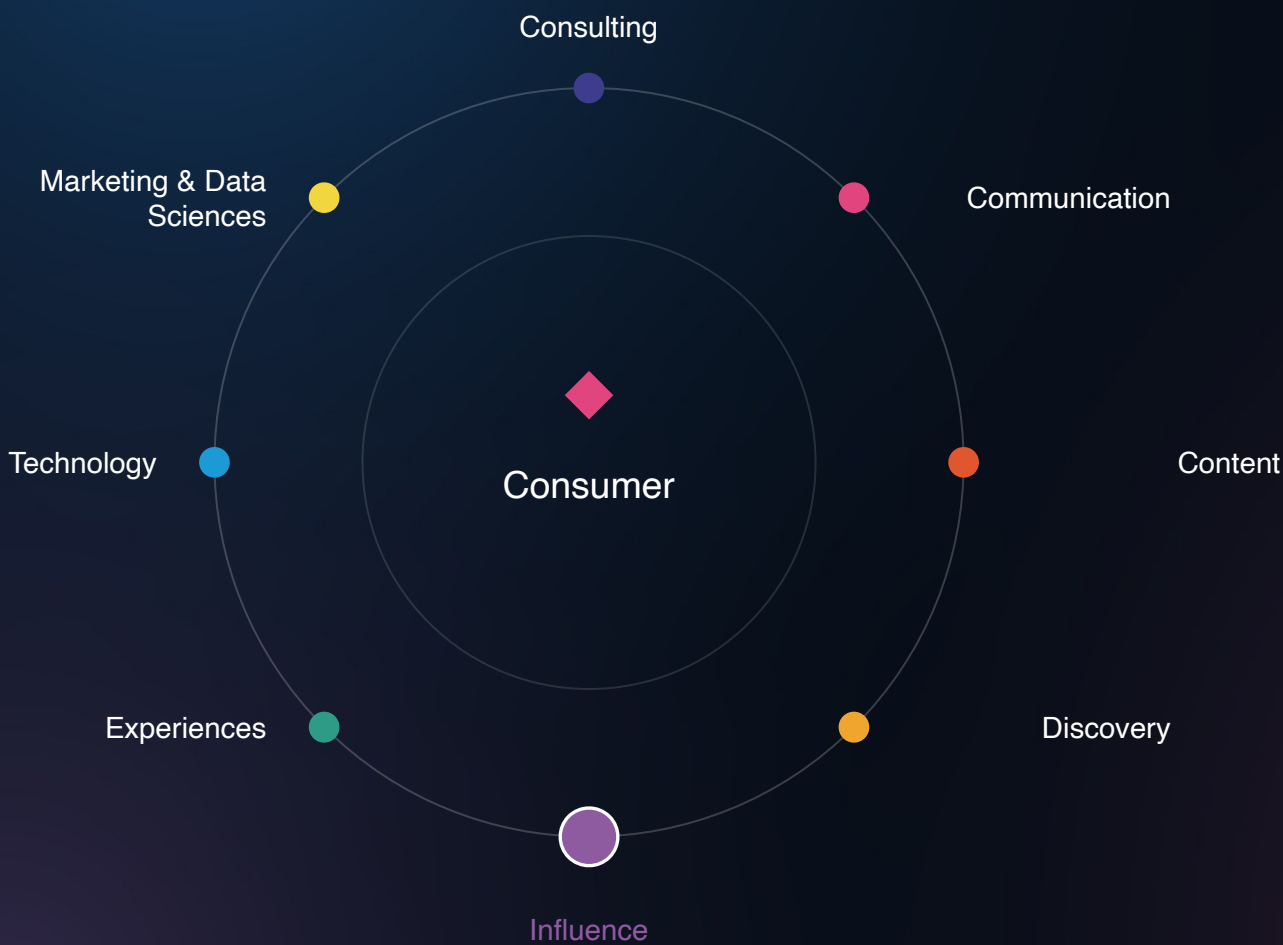
- Content Strategy
- Content Development
- Live Action & Production
- Branded Content & IPs
- Long-form Editorial
- Motion Design



Discovery



- Channel Planning
- Search & AI
- Unified Analytics
- Marketing Automation
- Customer Life Cycle
- Loyalty

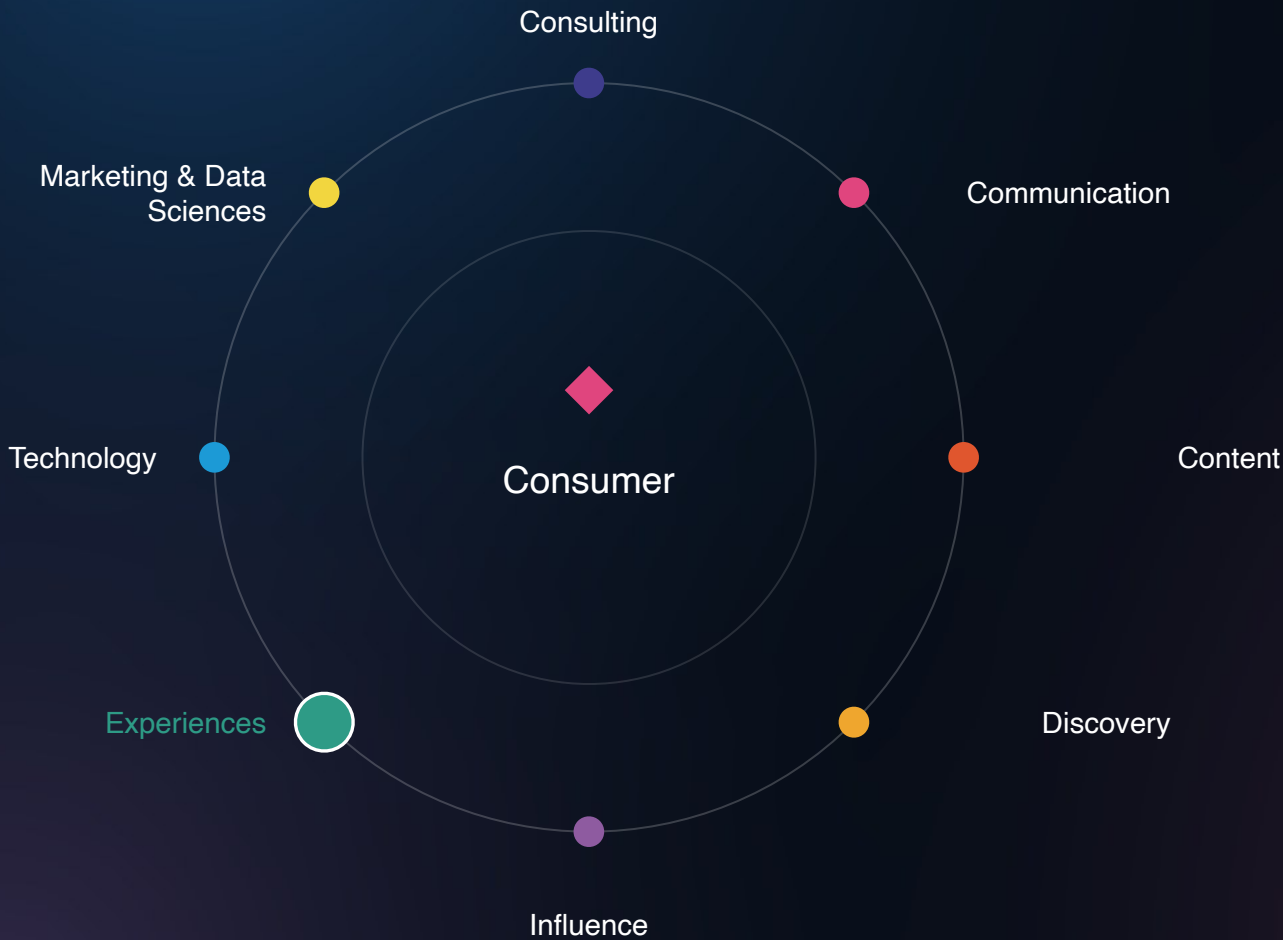


Influence

- Influencer Strategy
- Creator Partnerships
- Influencer Campaigns
- Amplification & Reporting



Experiences



- Websites & Microsites
- Digital Product Experiences
- Interactive & Phygital Experiences
- Conversational Journeys



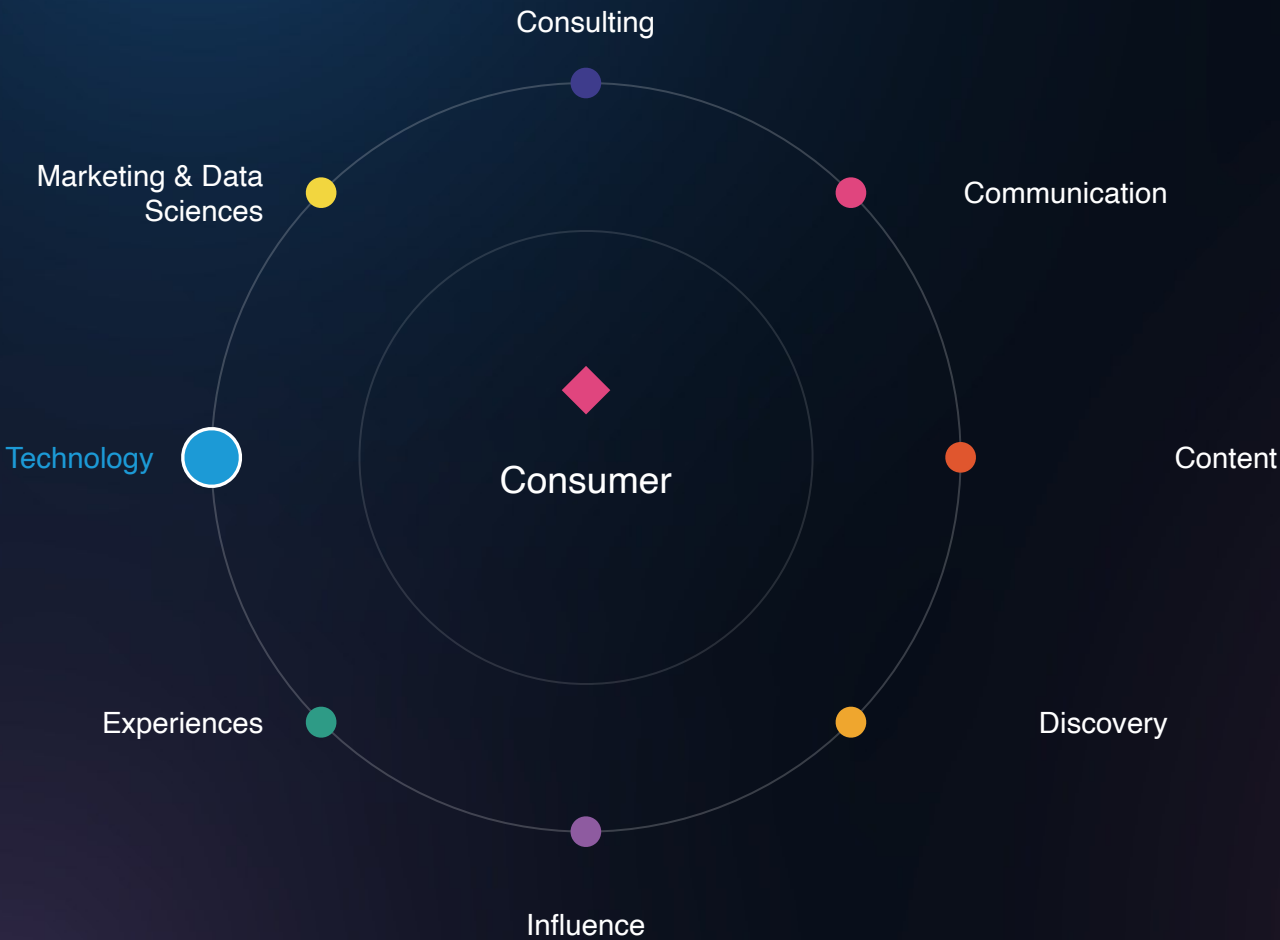
Technology

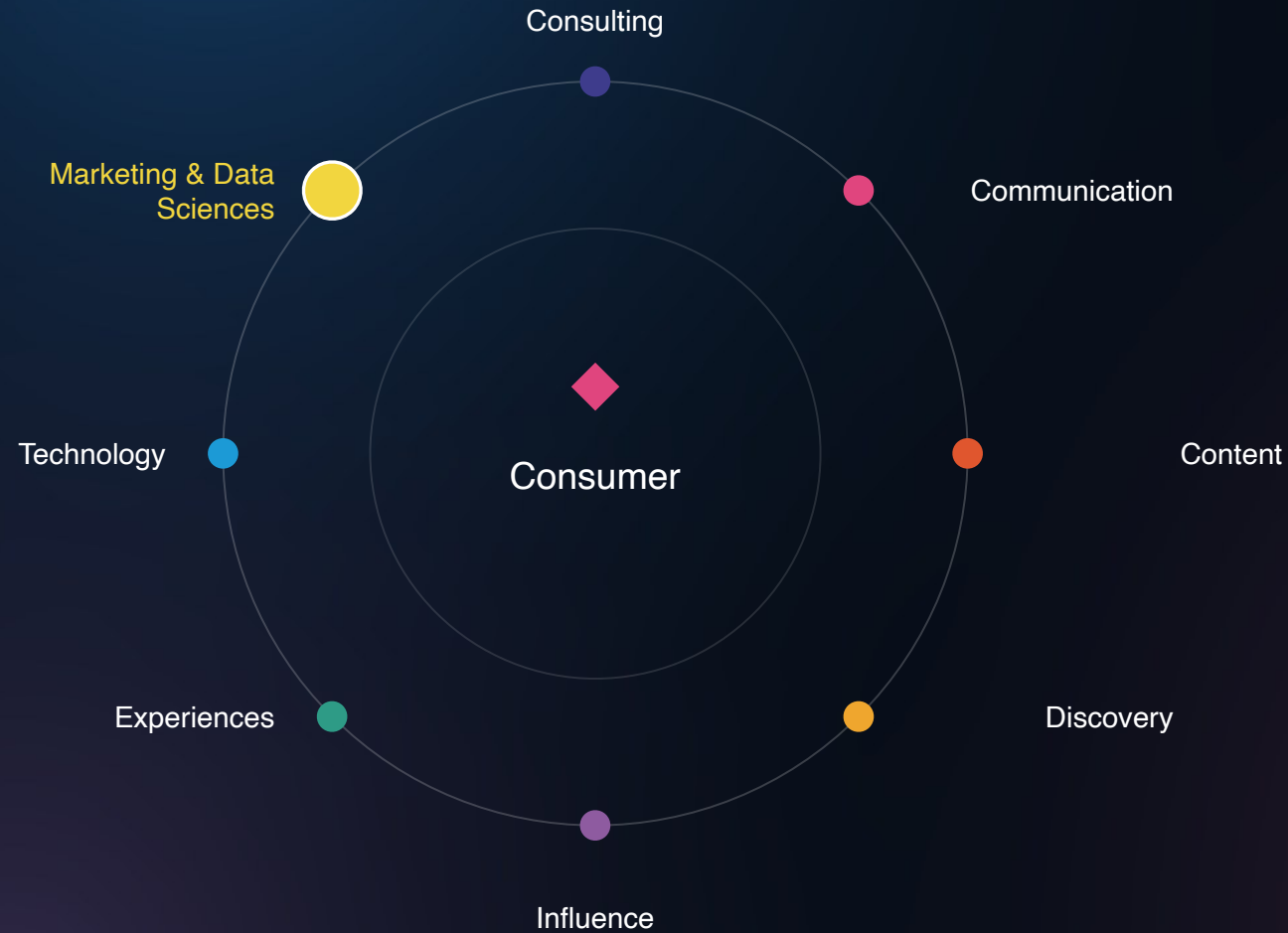
Web & App Development

Platforms & Portals

AI Tools & Automation

MarTech & System Integrations





Marketing & Data Sciences

Measurement & Dashboards

Customer Segmentation

Personalisation & Marketing Automation

AI-led Insights

One idea. Built across every touchpoint.

We bring together strategic thinking, creative communication, technology and production, so brands don't just get ideas, they get ideas that are built, launched and experienced.



Consulting

Brand strategy, positioning, consumer experience, integrated marketing thinking and growth roadmaps.



Communication

Campaigns, creative strategy, content, social, community and corporate communication.



Technology

Websites, platforms, digital products, marketing technology and interactive experiences.



Production

Films, shoots, content systems, key visuals, launch assets and on-ground execution.

THE VALUE One integrated partner. Less handover. More ownership. Better thinking. Better execution.

Selected work

A snapshot of work across industries, explore the full set in the live deck.

Entertainment & Sports

[View in live deck ↗](#)

17 cases

Finance

[View in live deck ↗](#)

36 cases

Personal & Healthcare

[View in live deck ↗](#)

31 cases

Infrastructure & Engineering

[View in live deck ↗](#)

8 cases

Building Materials

[View in live deck ↗](#)

2 cases

Social Impact

[View in live deck ↗](#)

6 cases

Others

[View in live deck ↗](#)

6 cases

Our in-house production studio

A full-service film and content team, crafting work across formats, from television to digital, music to on-ground.



Made by sparkt · Showreel

Our edge

How we work

Capabilities

Tech stack

Custom builds

Why clients build with us

Strategy, design and engineering together

The people who understand the problem help shape the product, architect the solution and build it right.

We don't just advise. We build.

A hands-on engineering practice with full-stack capability across web, mobile, cloud, data and AI.

Applied AI, built in responsibly

Retrieval, automation, agents and AI workflows designed around the right use case, data and governance.

End-to-end ownership

From discovery and architecture to launch, optimisation and scale, led by senior technology teams accountable for outcomes.

Our edge

How we work

Capabilities

Tech stack

Custom builds

Our engineering process

01

Discover

Goals, requirements,
constraints

02

Architect

System design &
technical plan

03

Build

Full-stack
development in
sprints

04

Test

QA, performance &
security

05

Launch

Deploy, harden, go
live

06

Evolve

Measure, iterate,
support

ENGAGEMENT MODELS

Fixed scope

Defined deliverables & timeline

Dedicated pod

An embedded team that scales

Staff augmentation

Senior engineers in your stack

Our edge

How we work

Capabilities

Tech stack

Custom builds

Our capabilities



Web Platforms

- Enterprise websites & portals
- Corporate / brand / product sites
- Headless & traditional CMS
- Web apps & dashboards
- Accessibility & performance



Mobile Apps

- Native, iOS & Android
- Cross-platform (RN / Flutter)
- App architecture & APIs
- Prototype to store launch
- Performance & quality



Data & Analytics

- Data pipelines & ETL
- Warehousing & modelling
- Dashboards & reporting
- Decision & ops tooling
- Quality & governance



AR & Experiential

- Web AR experiences
- Instagram / Facebook AR
- Interactive microsites
- Real-time & 3D
- Event & activation tech



Cloud & DevOps

- Cloud hosting & migration
- Infrastructure as code
- CI/CD & release automation
- Monitoring & observability
- Reliability & cost control



AI & Automation

- LLM & RAG systems
- Agents & assistants
- Intelligent process automation
- Connectors & integrations (MCP)
- Governed, source-cited AI

[Our edge](#)[How we work](#)[Capabilities](#)[Tech stack](#)[Custom builds](#)

The tools we build with



Frontend & Web

React Next.js TypeScript Tailwind Vite
HTML / CSS



Backend & APIs

Node.js Python .NET C# REST /
GraphQL PostgreSQL Redis
Microservices



Mobile

Swift (iOS) Kotlin (Android) React Native
Flutter



Cloud & DevOps

AWS Azure Docker CI / CD Serverless
Observability



Data & AI

LLM / RAG Vector DB MCP ETL
pipelines Dashboards

Our edge

How we work

Capabilities

Tech stack

Custom builds

Bespoke, not off-the-shelf

Most of what we ship is custom-built, architected from the ground up around your users, data and business.



Custom platforms

Built around your workflow, not forced into a template.



Custom integrations

Connect anything: ERPs, CRMs, payments and legacy systems.



Bespoke UX / UI

Interfaces designed for your users and engineered pixel-for-pixel.



Custom AI & automation

Models, agents and workflows shaped to your data and operations.



Internal tools & dashboards

Operational software tailored to how your teams run.



Migration & re-platforming

Move legacy systems onto modern, scalable foundations.



धन्यवाद

Let's build something worth talking about.

hello@sparkt.in · sparkt.in · Mumbai, India · Dubai, UAE