sparkt

ABOUT SPARKT

Where brand thinking meets the craft of making.

WEBSITES · MOBILE · EXPERIENTIAL · CLOUD · DATA · AI

HOW WE PARTNER

Built around your business.

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

01 **Tailored thinking, not one-size-fits-all**

Every challenge deserves its own approach.

02 **You know the category. We know how to unlock it.**

Partnership starts with respect for your expertise.

03 **Culture before communication**

Behaviour and context before the message.

04 **Ideas before channels**

The strategy & idea leads. The channel follows.

05 **Business outcomes before outputs**

We solve for growth, trust, clarity and demand.

06 **Trust makes brave work possible**

Clear, honest partnership makes the work better.

SECTION TWO

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



PARTNERSHIPS

Experience across categories



AWARDS

Recognition for work that works

Ideas awarded for creativity, effectiveness and impact across categories.

1	3	26	14	6
Agency of the Year	Grand Prix	Gold	Silver	Bronze

RECOGNISED AT

ABBY

campaign Digital Crest Awards

campaign Agency of the Year

DIGIXX Summit | Awards

IAMAI Internet And Mobile Association Of India

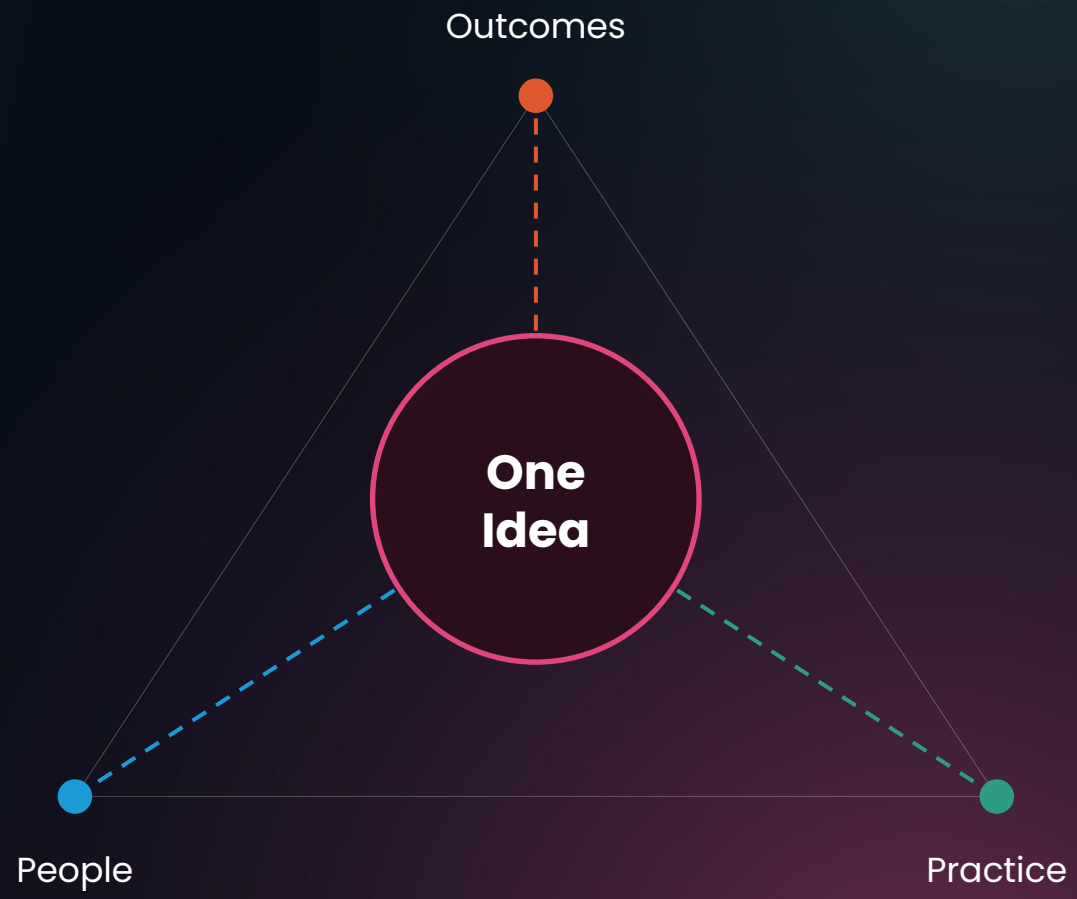
e4m IDMA Indian Digital Marketing Awards 2025

SECTION THREE

03

Inside sparkt

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



TEAM

The people behind the work

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



Aditya Chandra

Managing Director & CEO



Huzefa Roowala

Chief Creative Officer



Pritesh Angane

Director Planning



Anaica Mehra

Brand Director



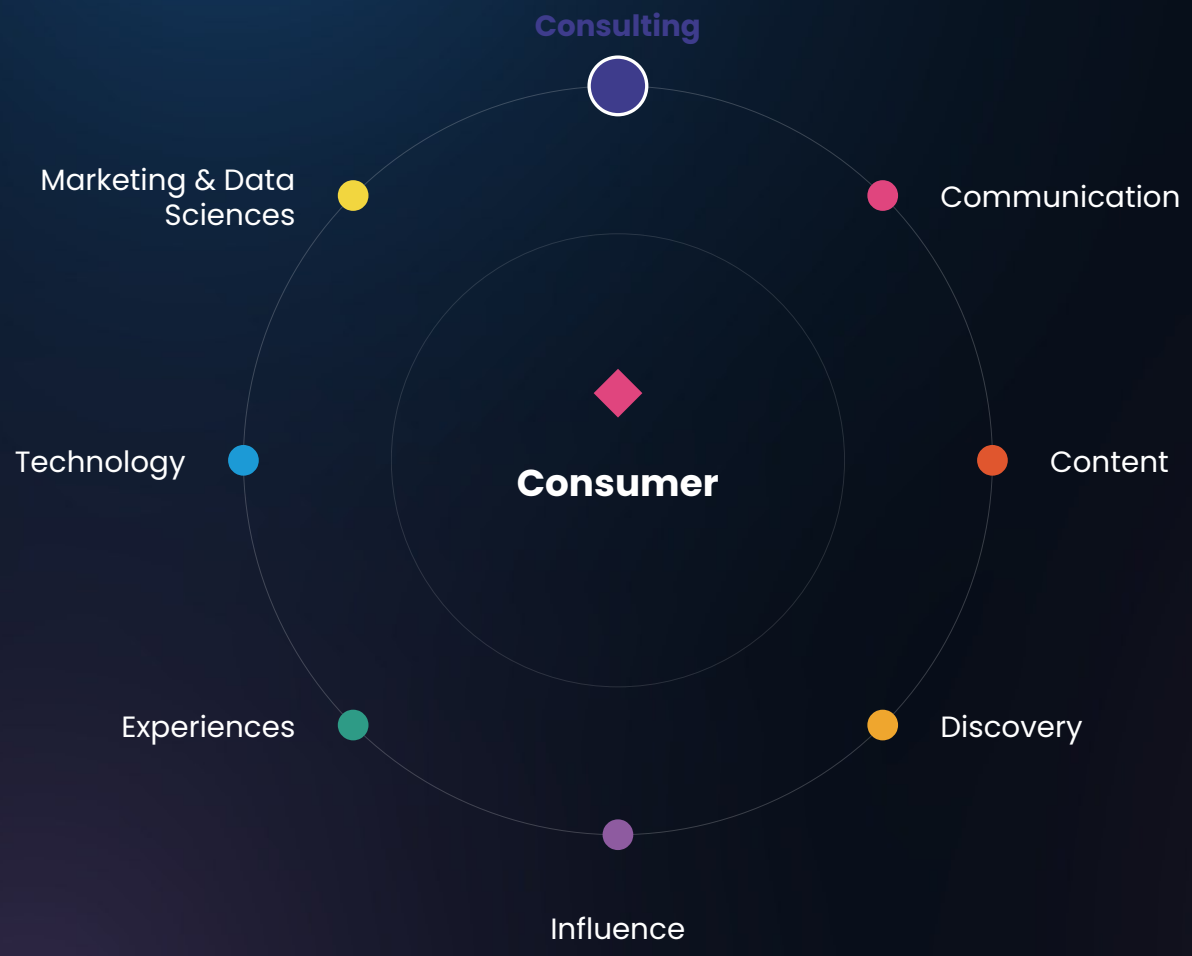
Saurabh Pandey

Engineering Lead



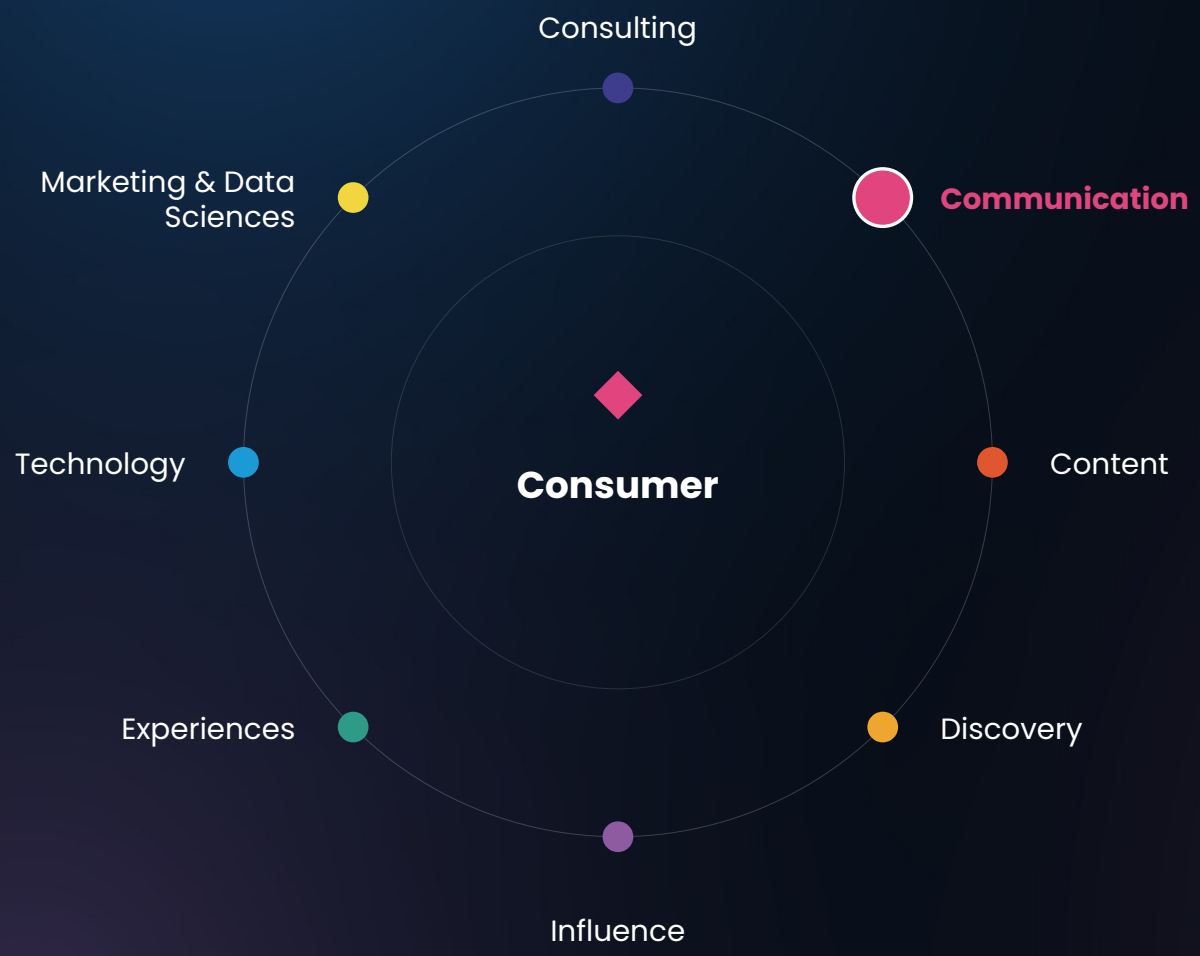
Kanika Mathur

Engineering Lead



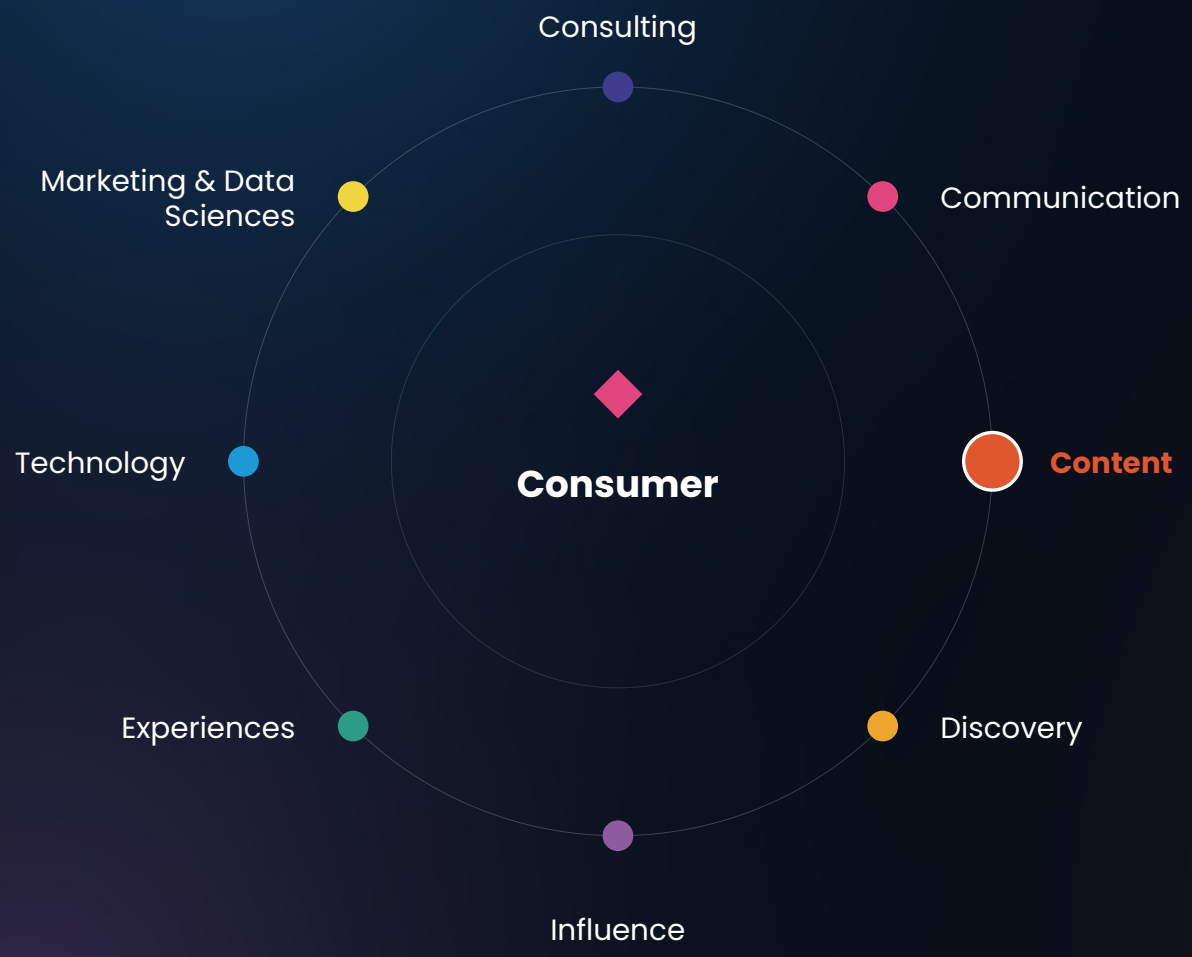
Consulting

- Brand & Communication Strategy
- Brand Positioning
- Identity & Design Systems
- Integrated & Digital Marketing Strategy
- Consumer Experience
- Digital Transformation
- Growth & Innovation



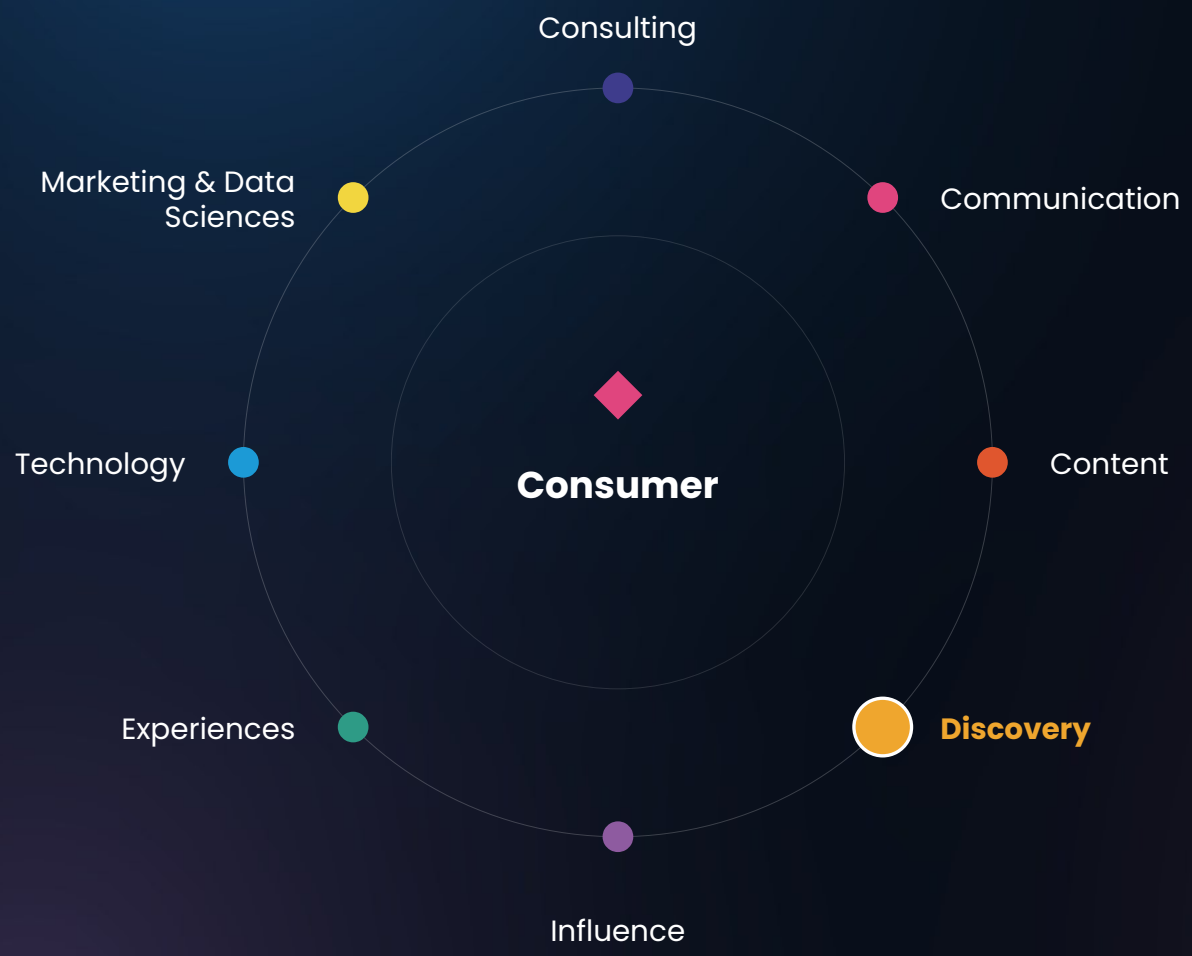
Communication

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



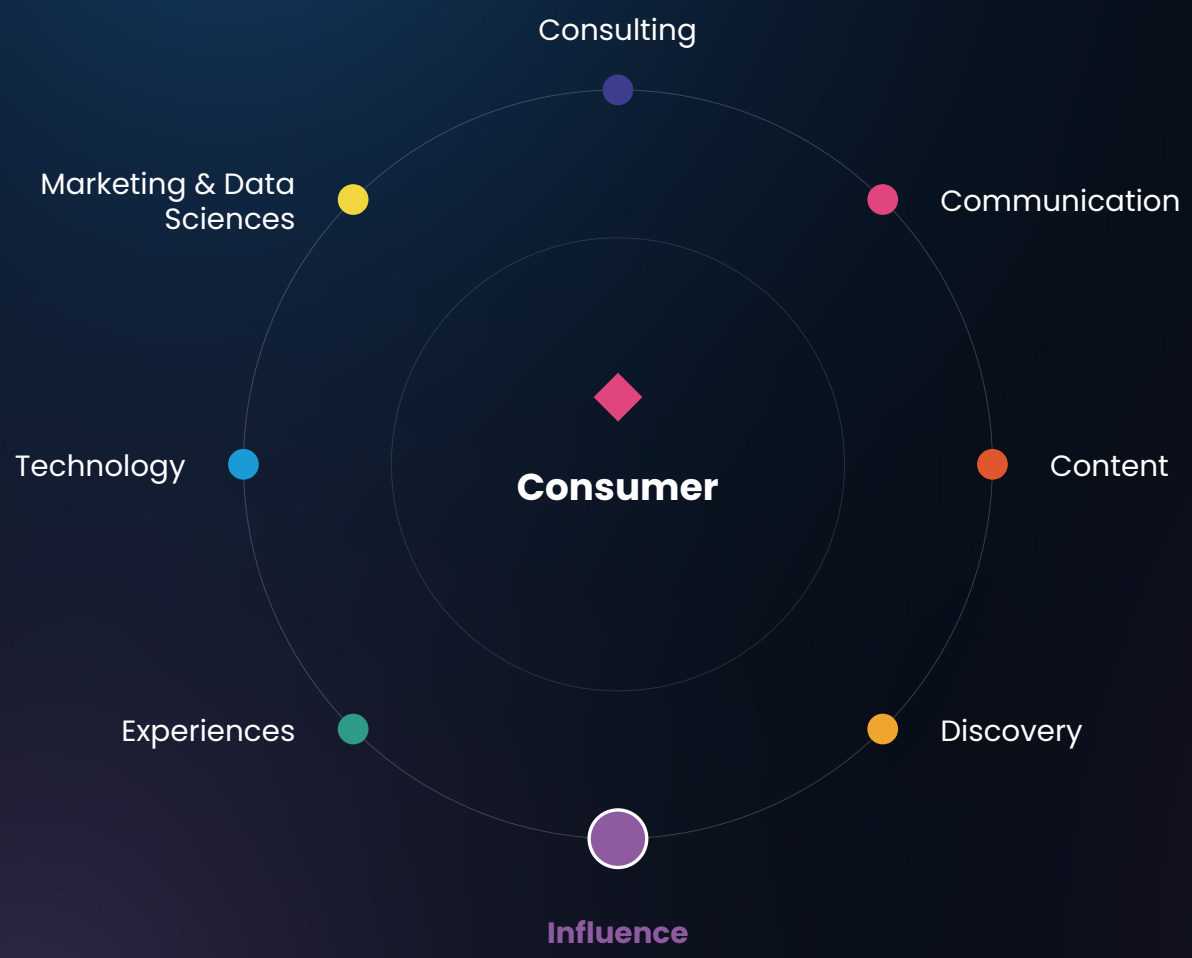
Content

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



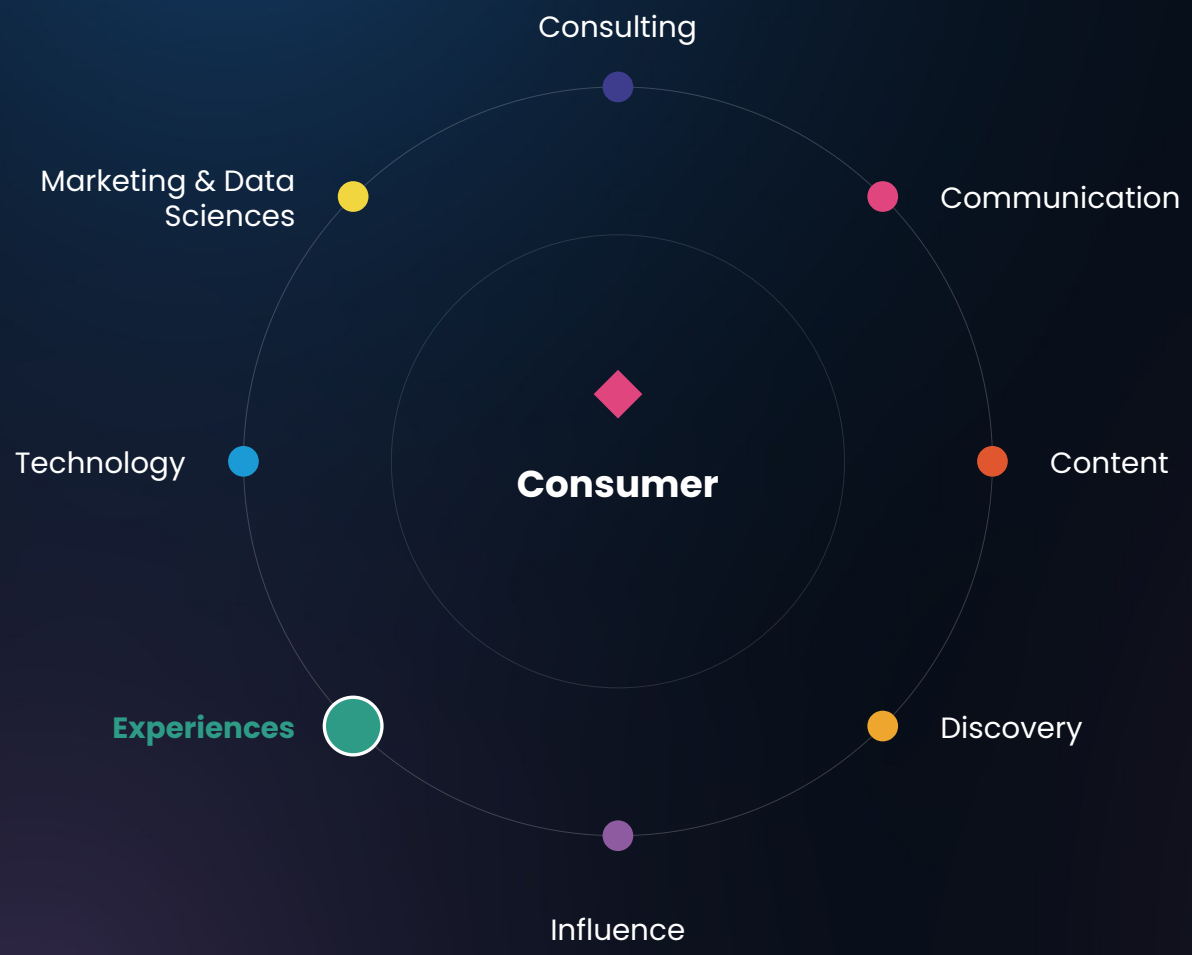
Discovery

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



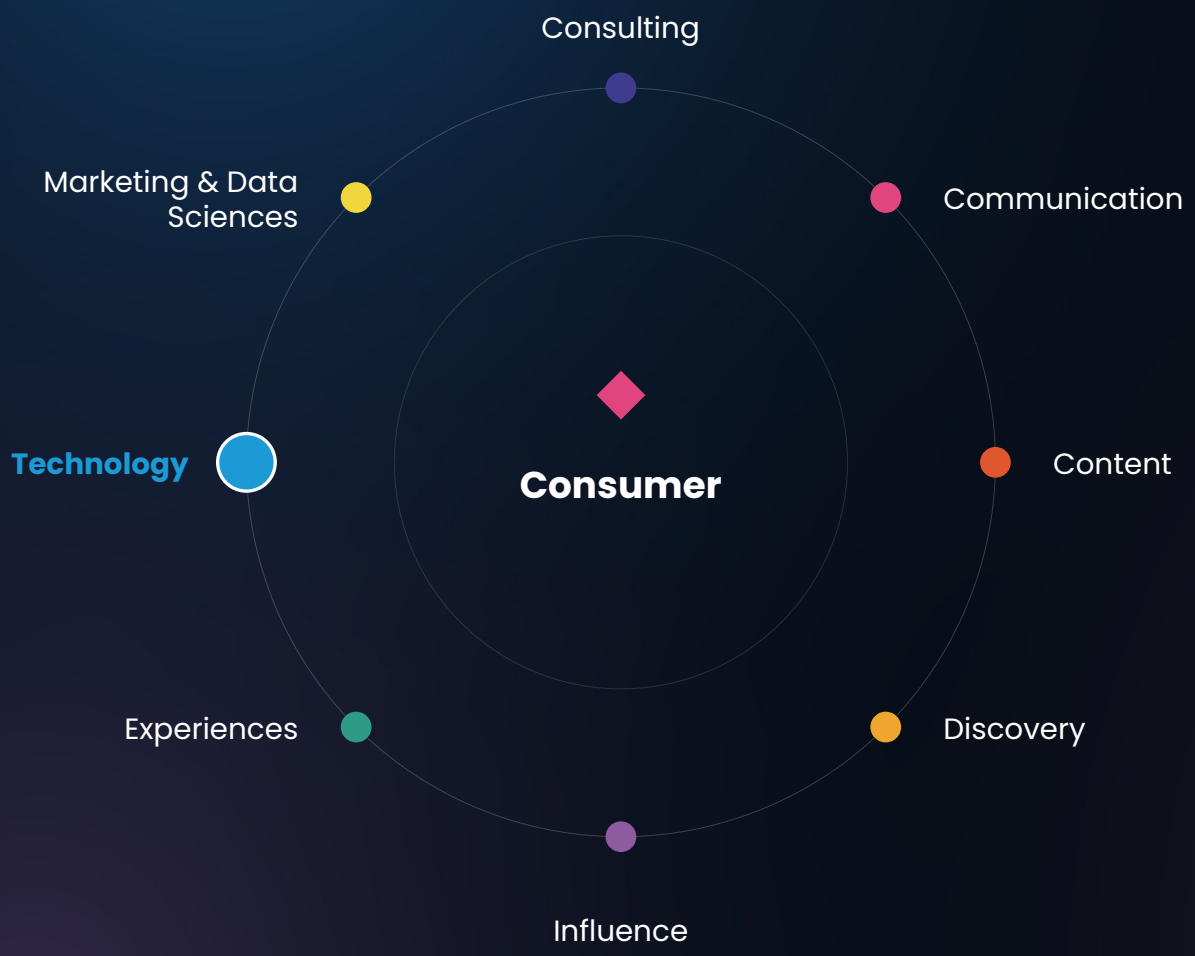
Influence

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



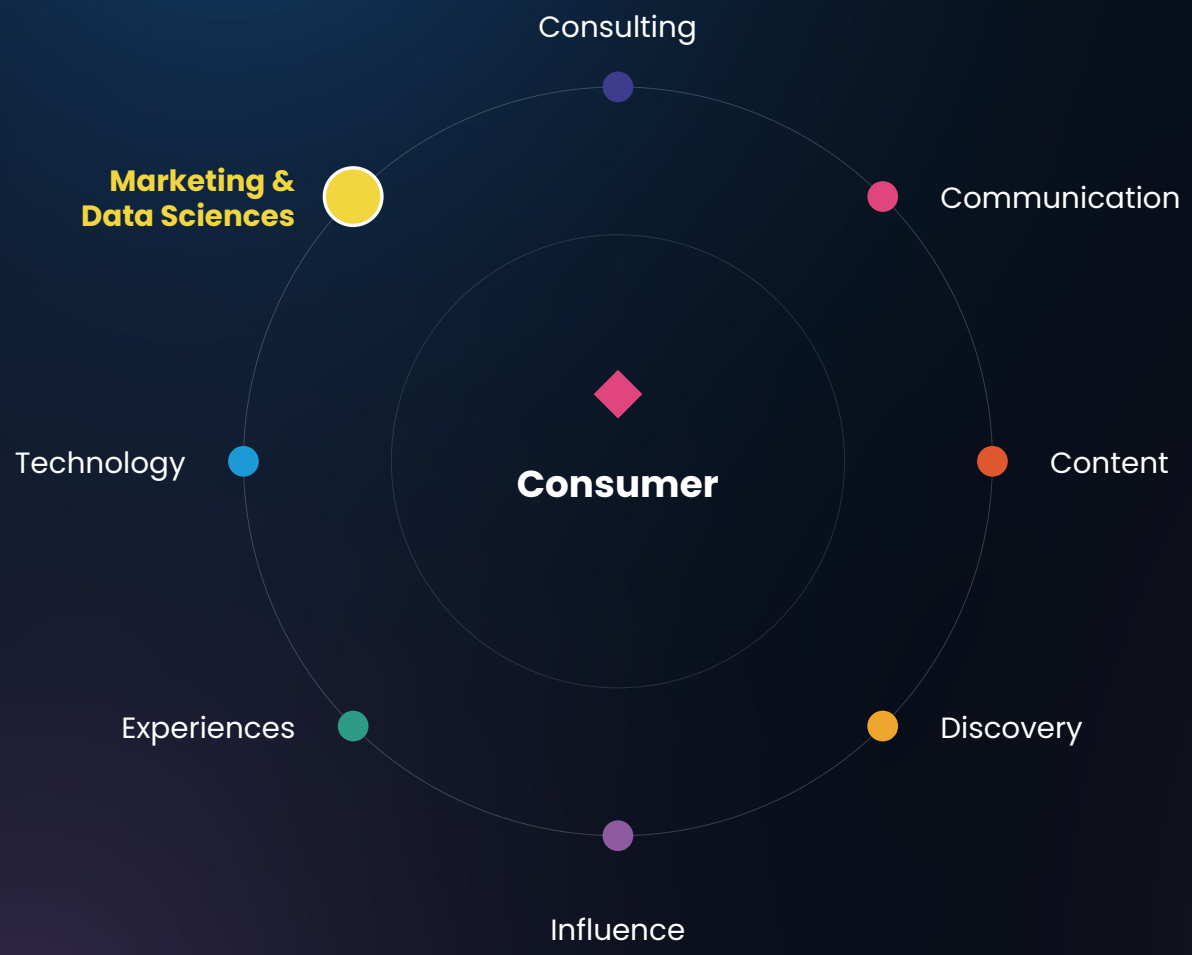
Experiences

- 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

WHY SPARKT

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

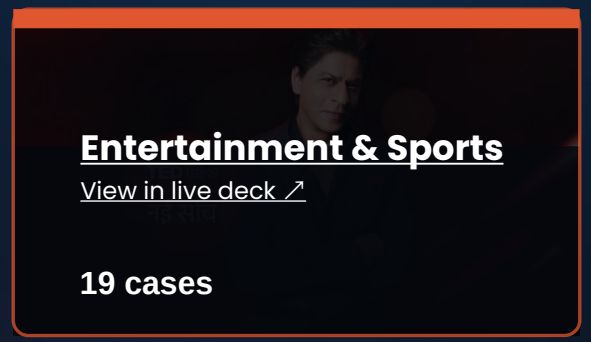
Films, shoots, content systems, key visuals, launch assets and on-ground execution.

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

CASE STUDIES

Selected work

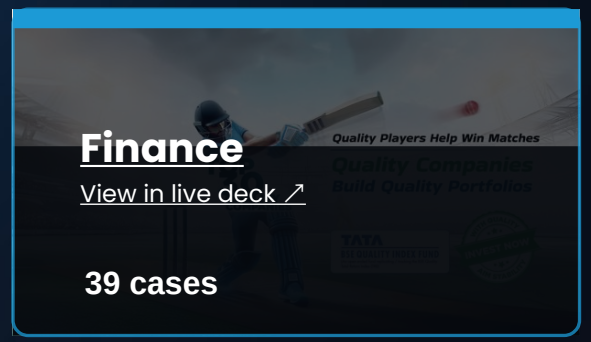
A snapshot of work across industries, explore the full set in the live deck.



Entertainment & Sports

View in live deck ↗

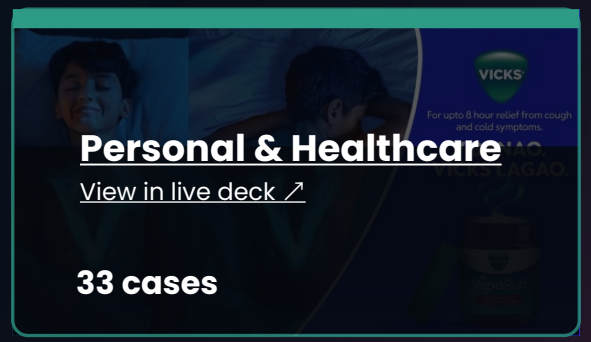
19 cases



Finance

View in live deck ↗

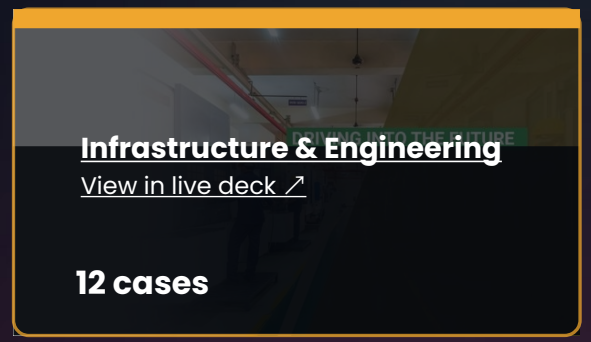
39 cases



Personal & Healthcare

View in live deck ↗

33 cases



Infrastructure & Engineering

View in live deck ↗

12 cases

Building Materials

View in live deck ↗

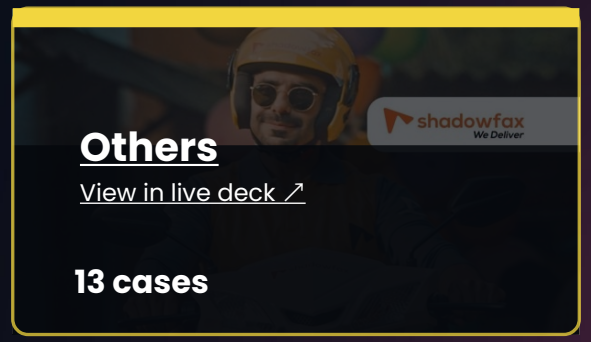
3 cases



Social Impact

View in live deck ↗

7 cases



Others

View in live deck ↗

13 cases

MADE BY SPARKT - PRODUCTION

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

- TV Ads ↗
- Regional Ads ↗
- Stock Ads ↗
- Digital Ads ↗
- Corporate & Product AVs ↗
- Short-form Content ↗
- Music Videos ↗
- Podcasts & P2C ↗
- On-ground Activations ↗

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 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 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

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

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.

sparkt

धन्यवाद

Let’s build something worth talking about.

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