



ABOUT SPARKT

Where brand thinking  
meets the craft of making.

WEBSITES · MOBILE · EXPERIENTIAL · CLOUD · DATA · AI

# 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.



PARTNERSHIPS



# Experience across categories



# AWARDS

## 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

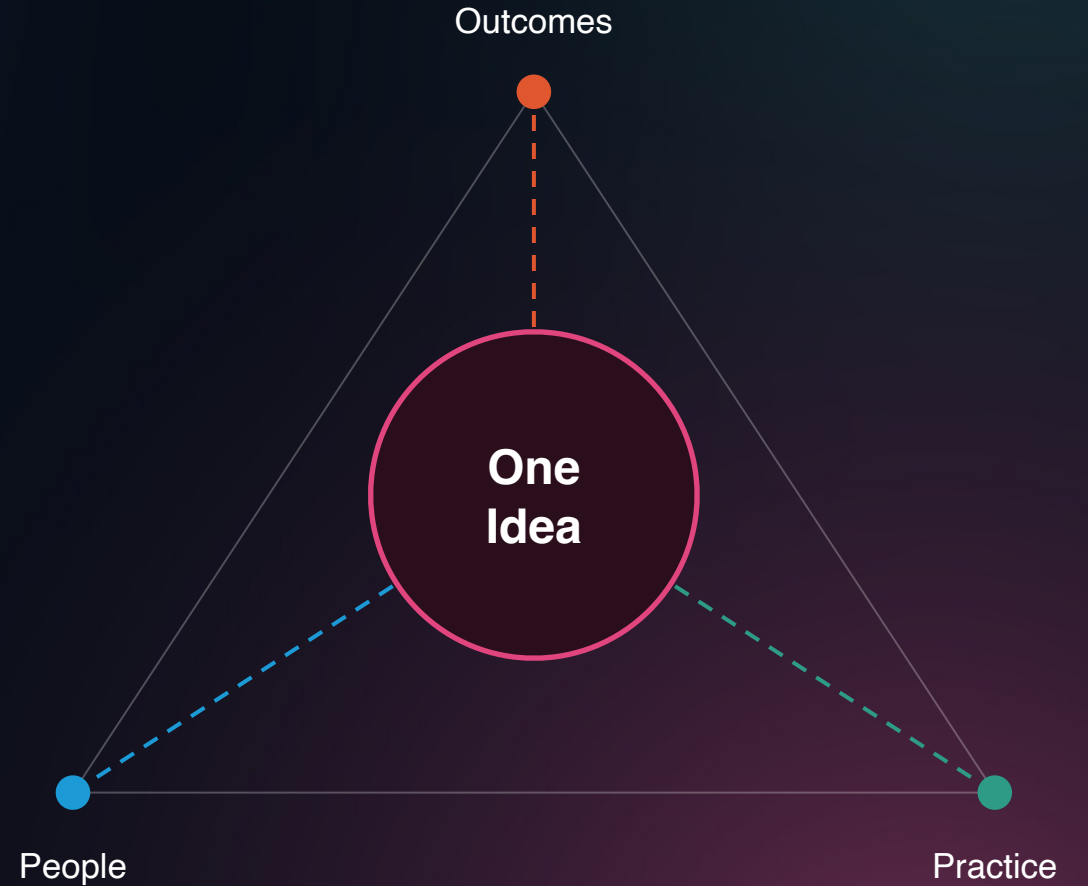
### RECOGNISED AT



# 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**

Chief Strategy Officer



**Anaica Mehra**

Brand Director



**Hiren Vyas**

Creative Director



**Anmol Mahajan**

Creative Director



**Sarthak Gaikwad**

Director, Technology



**Roque Fernandes**

Associate Creative Director



**Aditi Rampure**

Associate Creative Director



**Kanika Mathur**

Engineering Lead



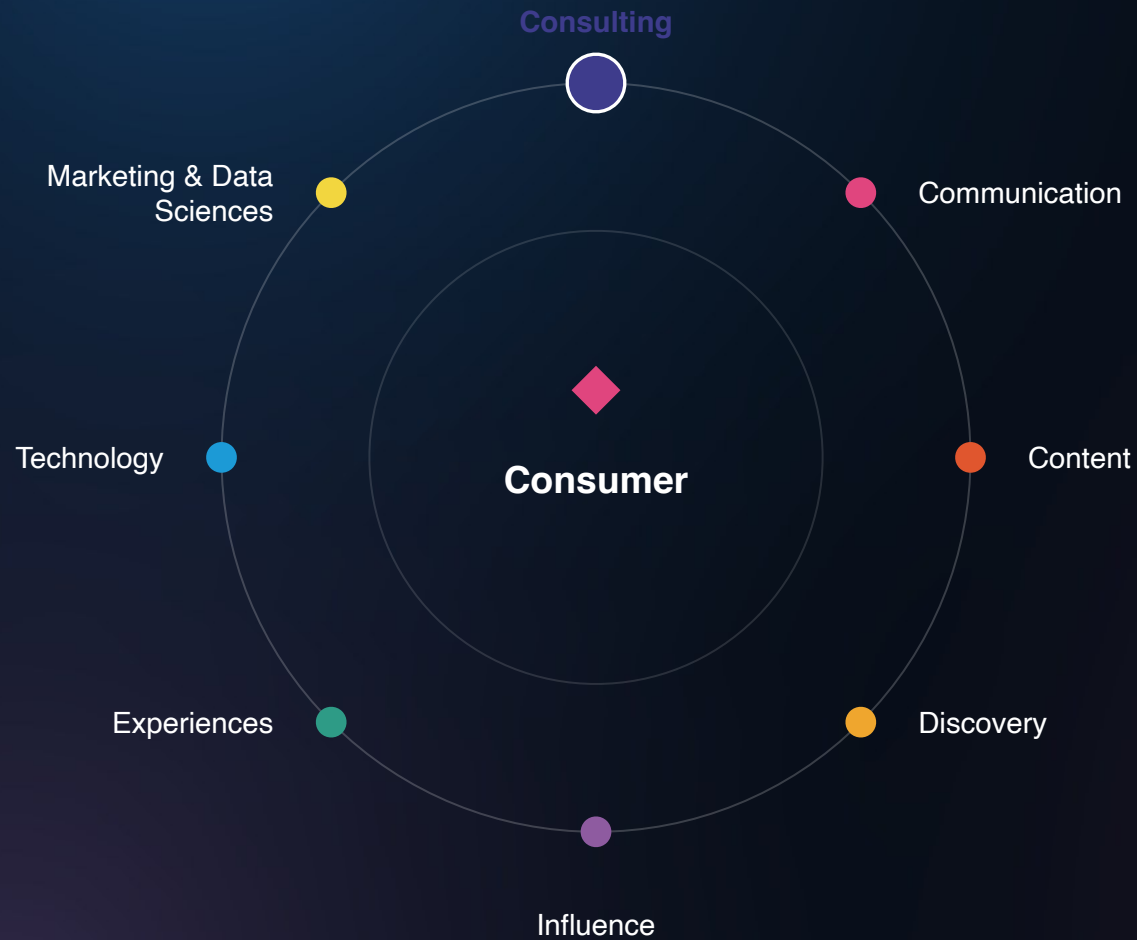
**Saurabh Pandey**

Engineering Lead



**Nikhil Nair**

Product & UX Designer



## ◆ Consulting

---

Brand & Communication Strategy

---

Brand Positioning

---

Identity & Design Systems

---

Integrated & Digital Marketing Strategy

---

Consumer Experience

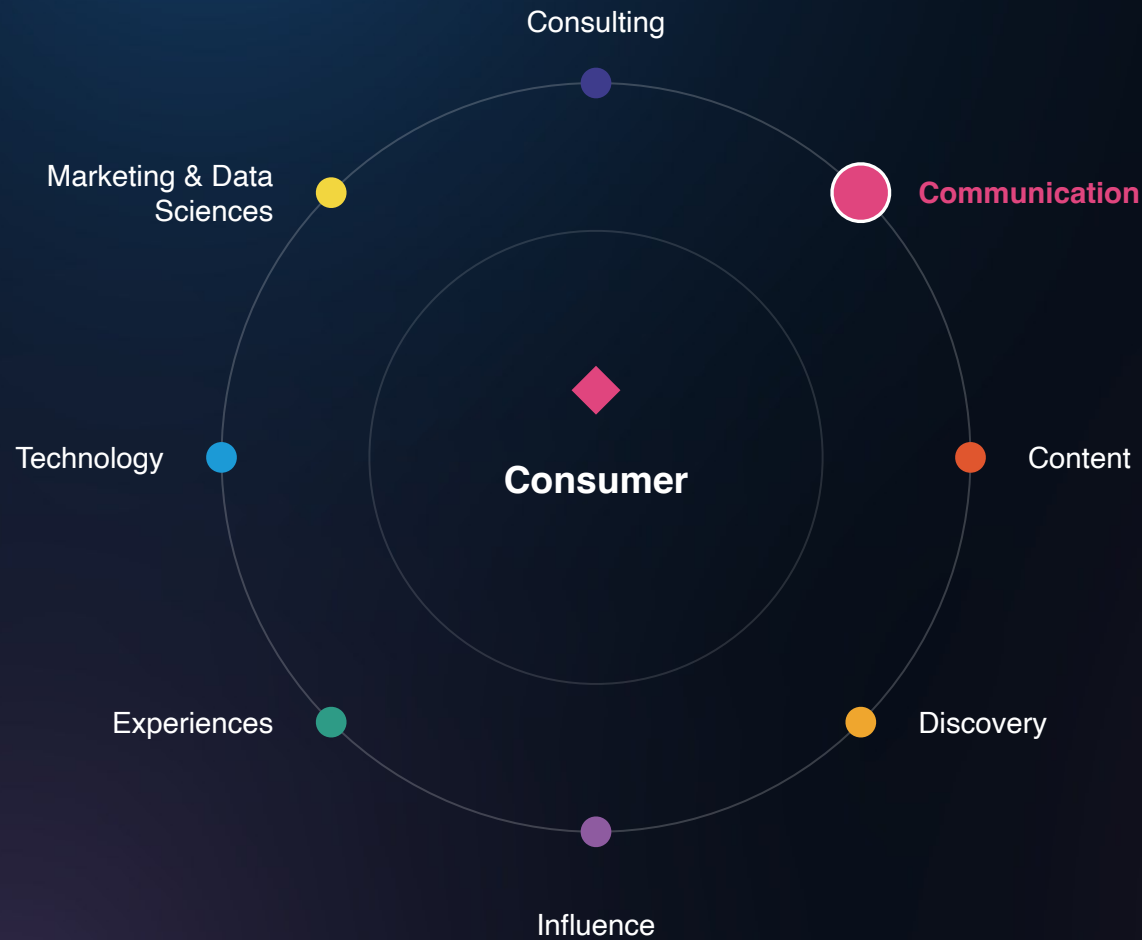
---

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

---

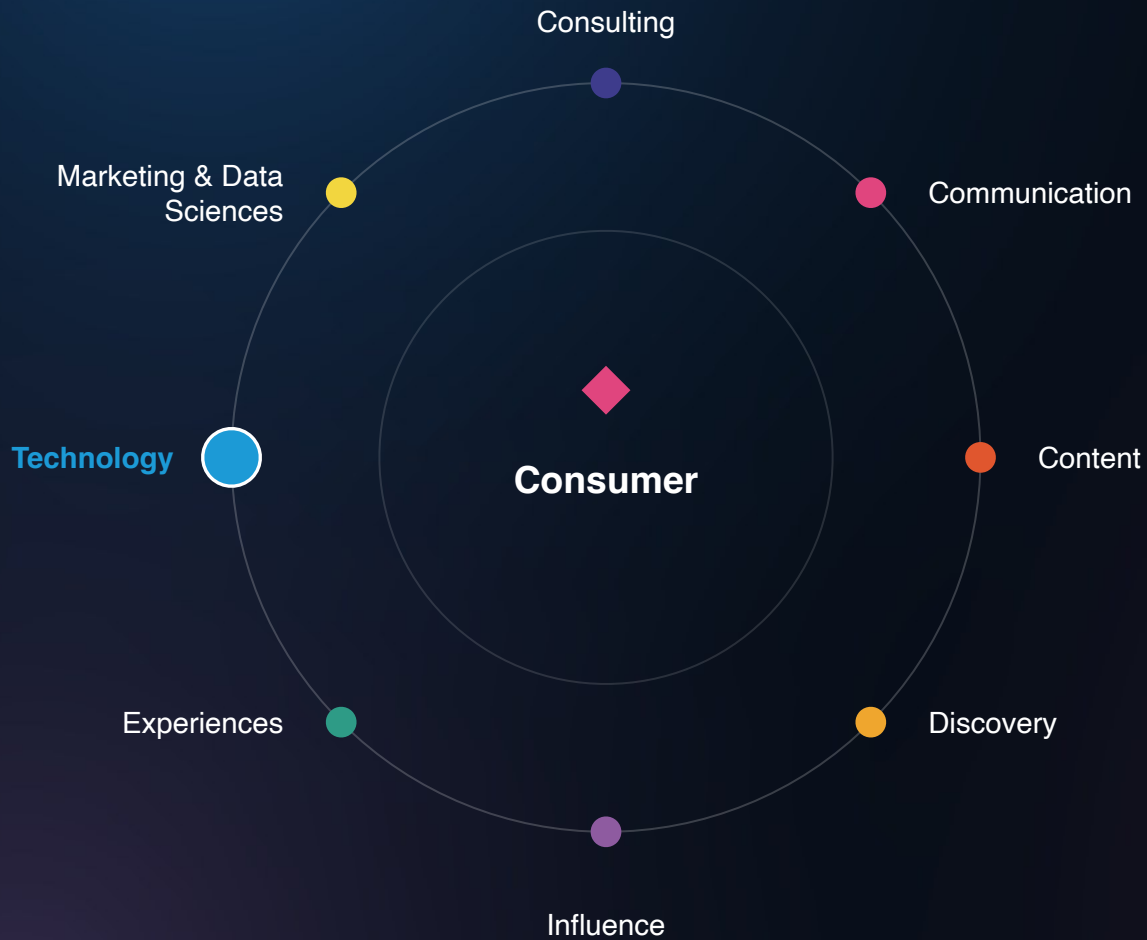
Digital Product Experiences

---

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.



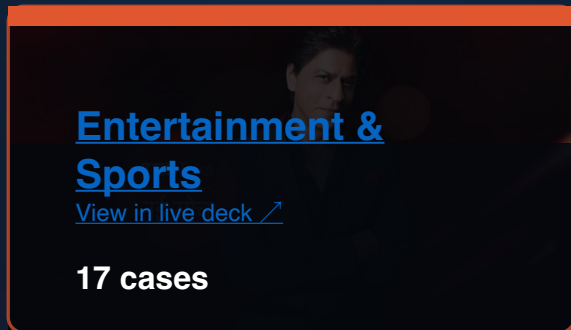
## Production

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

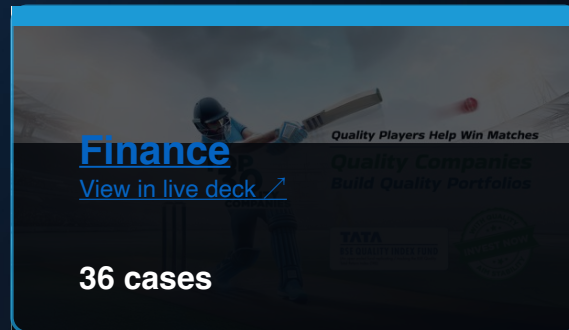
**THE VALUE** One integrated partner. Less handover. More ownership. Better thinking. Better execution.

# Selected work

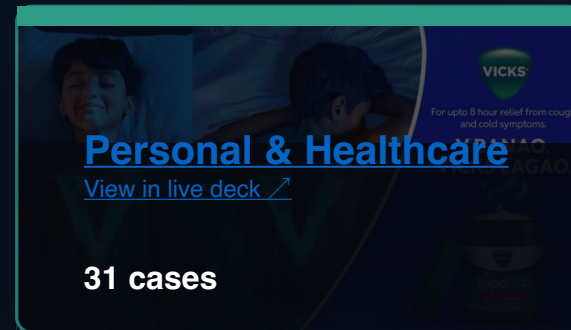
A snapshot of work across industries, explore the full set in the live deck.



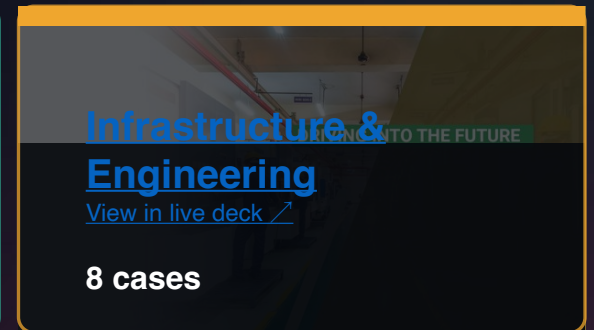
**Entertainment & Sports**  
[View in live deck ↗](#)  
**17 cases**



**Finance**  
[View in live deck ↗](#)  
**36 cases**



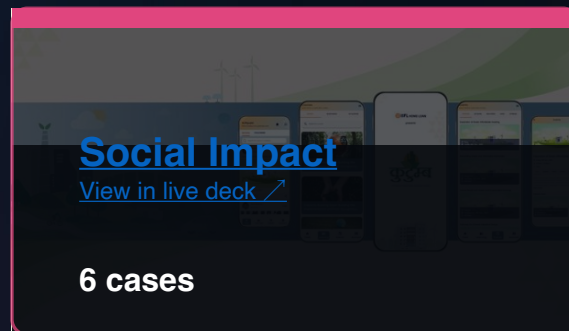
**Personal & Healthcare**  
[View in live deck ↗](#)  
**31 cases**



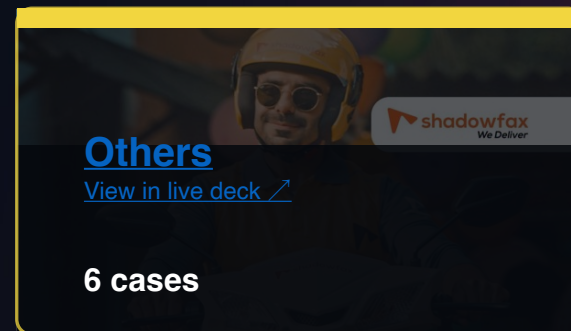
**Infrastructure & Engineering**  
[View in live deck ↗](#)  
**8 cases**



**Building Materials**  
[View in live deck ↗](#)  
**2 cases**



**Social Impact**  
[View in live deck ↗](#)  
**6 cases**



**Others**  
[View in live deck ↗](#)  
**6 cases**



## 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

## 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](mailto:hello@sparkt.in) · [sparkt.in](http://sparkt.in) · Mumbai, India · Dubai, UAE