



WHY. WE. WORK.

BUILDING BRANDS THAT MEAN BUSINESS

BRAND & COMMUNICATION CONSULTANCY

We love the process of building enduring brands.

Every brand is a tussle between magic and logic. Data and design. Numbers and intuition. Excel and Photoshop. Meaningful brands don't choose sides, they blend both. At Sunny Side Up, we work with founders, brand leaders, and organizations who are navigating this balance. And we help them connect the dots. Find patterns. Help craft stories that people derive meaning from. And build brands that scale proportionally to their ambition.

SUNNY SIDE UP AT A GLANCE



19
Years

2
Offices

100
People

100+
Brands have
trusted us

24+
Sectors across
geographies

42K+
Coffees consumed
annually making all
this happen

INTEGRATED FULL SERVICE AGENCY



BRAND CONSULTANCY

Strategy for brand challenges, shifting behaviours, positioning and communication campaigns



INTEGRATED CAMPAIGNS

We build integrated campaigns that work across platforms, audiences, and outcomes.



DESIGN

Identity design that helps brands tell their unique stories.



CONTENT PRODUCTION

From Reels to TVCs, our in-house video and content unit brings stories to life.



DIGITAL

Creative interventions for digital-first brands across UI/UX, Performance, CRM and more



SOCIAL

Multi-channel social strategy and content that wins hearts and minds

TALENT THAT DRIVES US



Anand Krishnan
Co-founder - Creative
Ex-Ogilvy, Contract



Rohit Chopra
Co-founder - Strategy
Ex-Ogilvy, Idiom Design



Saurabh Pandey
Director - Business
Ex-Ogilvy, CRED



Tashina A
Senior Vice President - Business
Ex-Creativeland Asia, Dentsu, Ogilvy



Farhat Shaukat
Creative Director - Design
Ex-Vice Media, 22Feet, The
Bold Creative



Shyam Nair
Creative Director - Copy
Ex-FCB, Mccann, Dentsu



Aswirbaad Das
Associate Creative Director
Ex-DDB, MullenLowe



Tanya Kapoor
Director - Client Services
Ex-FCB Kinnect, Schbang

CLIENTS ACROSS THE GLOBE



BRAND PARTNERS





CREATIVE SHOWCASE

CLEARTAX DIGITAL CAMPAIGN

CONTEXT:

The final date for filing income tax returns (ITR) often triggers last-minute panic. Despite reminders and resources, many users, especially new filers, tend to delay the process due to confusion, fear, or sheer procrastination.

INSIGHT:

People don't delay filing taxes because they forget. They delay it because it feels overwhelming. What they need is not just a reminder but assurance that filing can actually be simple and stress-free.

EXECUTION:

The messaging focused on calming fears, and giving users a clear, guided path forward. Campaigns spanned digital films, social content, influencer integrations, and targeted CRM nudges.



 cleartax

70%

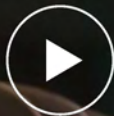
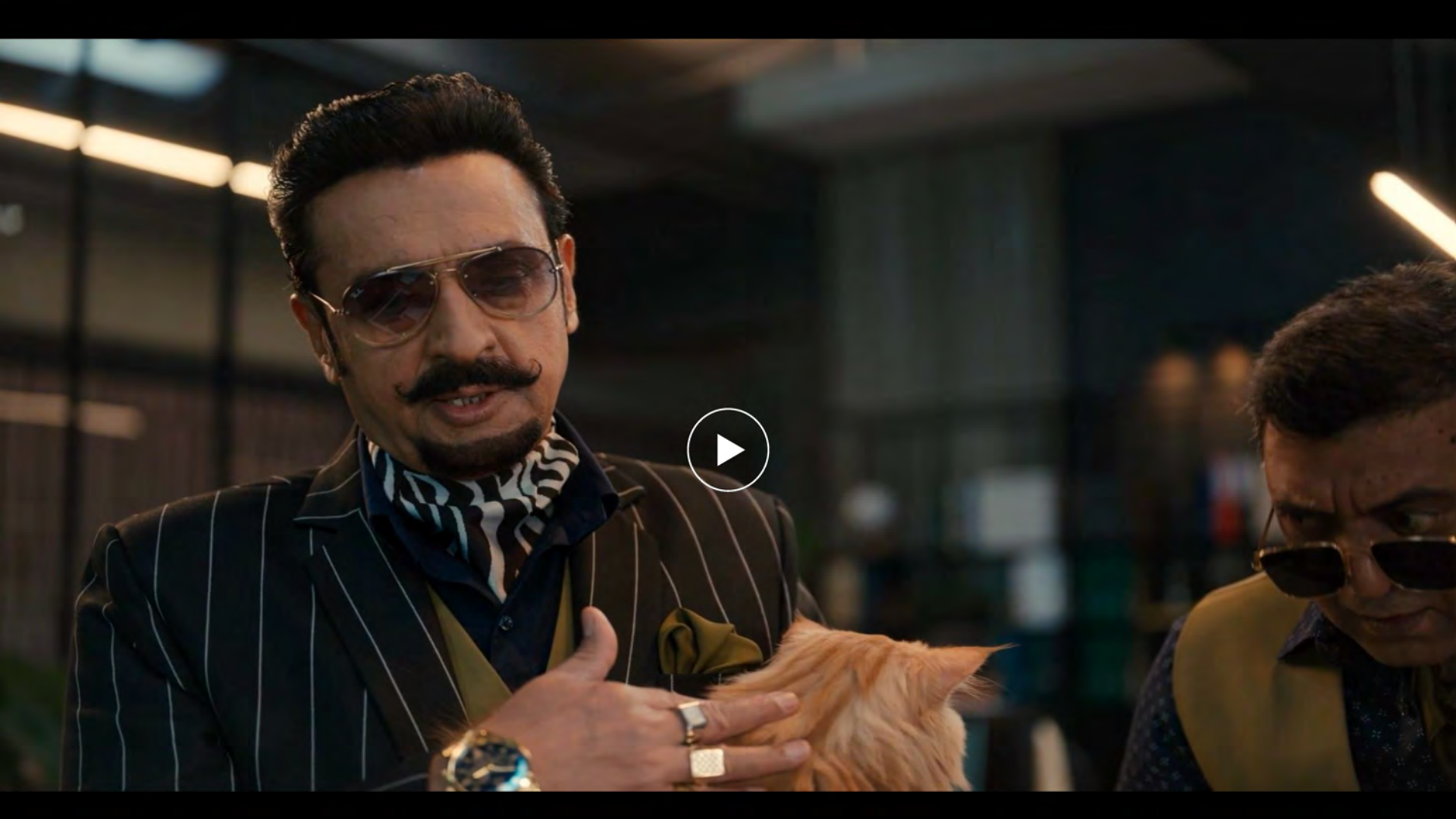
Legacy filers converted
to paid users

2X

Increase in filing
Year on Year

3M+

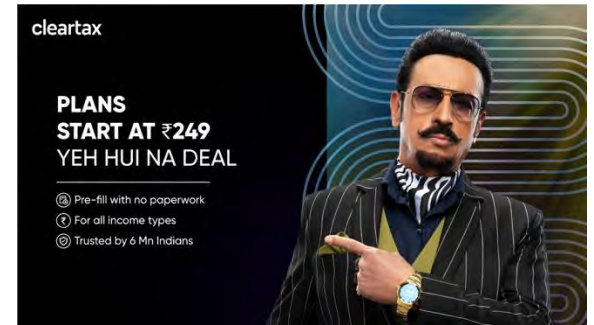
Social reach across
platforms



CLEARTAX DIGITAL ASSETS



CLEARTAX DIGITAL ASSETS





CLEARTAX

KUMAR

#KALKAREGA

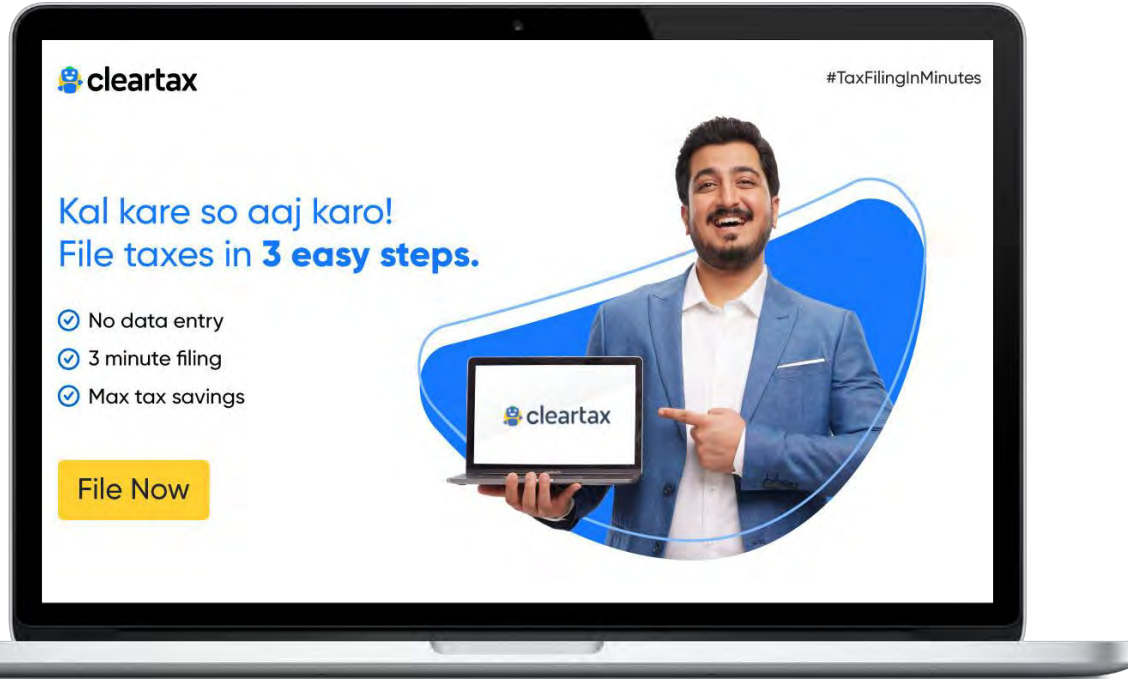




AT THE
BLINDS
KUMAR'S

KUMAR'S

CLEARTAX DIGITAL CAMPAIGN



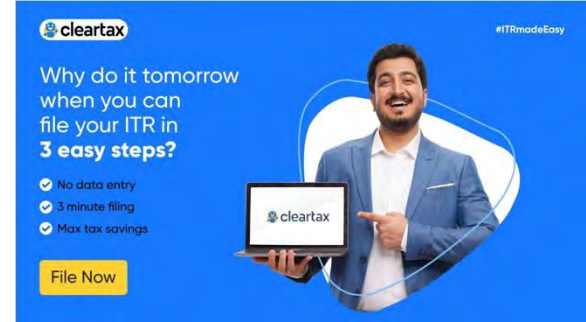
clear tax #TaxFilingInMinutes

Kal kare so aaj karo!
File taxes in **3 easy steps.**

- ✓ No data entry
- ✓ 3 minute filing
- ✓ Max tax savings

[File Now](#)

A man in a blue suit holding a laptop with the clear tax logo on the screen, pointing at it.



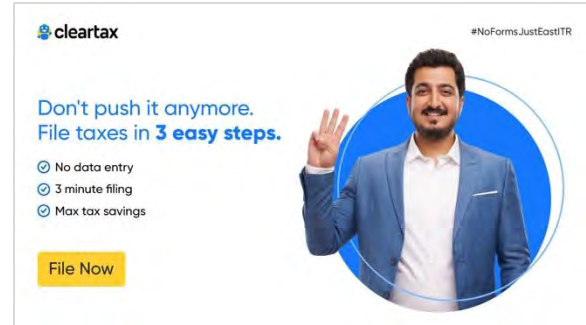
clear tax #ITRmodeEasy

Why do it tomorrow
when you can
file your ITR in
3 easy steps?

- ✓ No data entry
- ✓ 3 minute filing
- ✓ Max tax savings

[File Now](#)

A man in a blue suit holding a laptop with the clear tax logo on the screen, pointing at it.



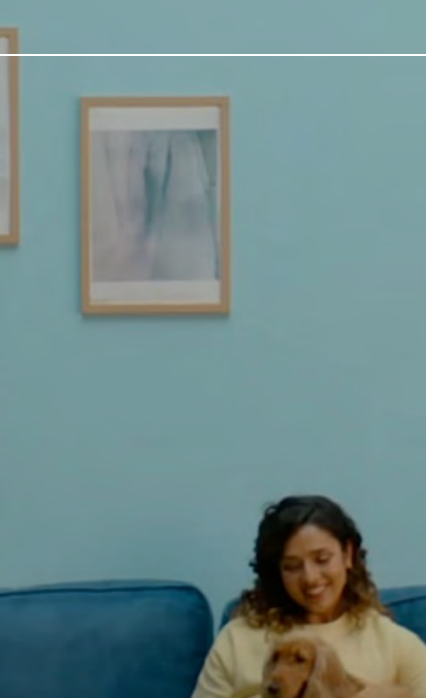
clear tax #NoForms.JustEastITR

Don't push it anymore.
File taxes in **3 easy steps.**

- ✓ No data entry
- ✓ 3 minute filing
- ✓ Max tax savings

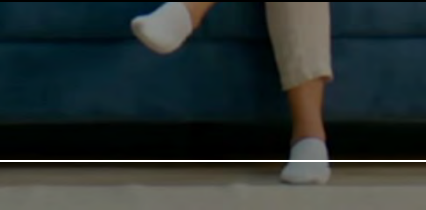
[File Now](#)

A man in a blue suit holding up three fingers, representing the 3 easy steps.



DUROFLEX

Digital Content, ATL, Brand Design,
Category and Product Launches



DUROFLEX DIGITAL CONTENT, ATL, BRAND DESIGN, CATEGORY & PRODUCT LAUNCHES

CONTEXT:

The Netflix CEO Reed Hastings, famously declared that sleep is the "biggest rival" to Netflix. In a cluttered, low-involvement category like mattresses, consumers rarely connect everyday rest with long-term well-being. Duroflex, one of India's leading mattress brands, set out to change that.

INSIGHT:

Instead of selling the mattress, we chose to champion what truly matters to the consumer - better sleep. By reframing the conversation around the benefit, not the object, we positioned the brand as a sleep evangelist.

EXECUTION:

From crafting the brand's core positioning to executing a series of high-impact digital campaigns, our storytelling focused on emotional relevance and scientific credibility. The work spanned films, social storytelling, influencer partnerships, and a global branded IP that owned World Sleep Day, turning passive awareness into active engagement.



Winner **Kyoorious Digital Awards**



Winner **Afaqs Diggies**



Winner **Brand Equity Shark**



Winner **E4M Content Awards**

DUROFLEX SOUNDS OF SLEEP



27M

Viewers from 27 countries tuned in

15%

Increase in brand uplift score

2.5M

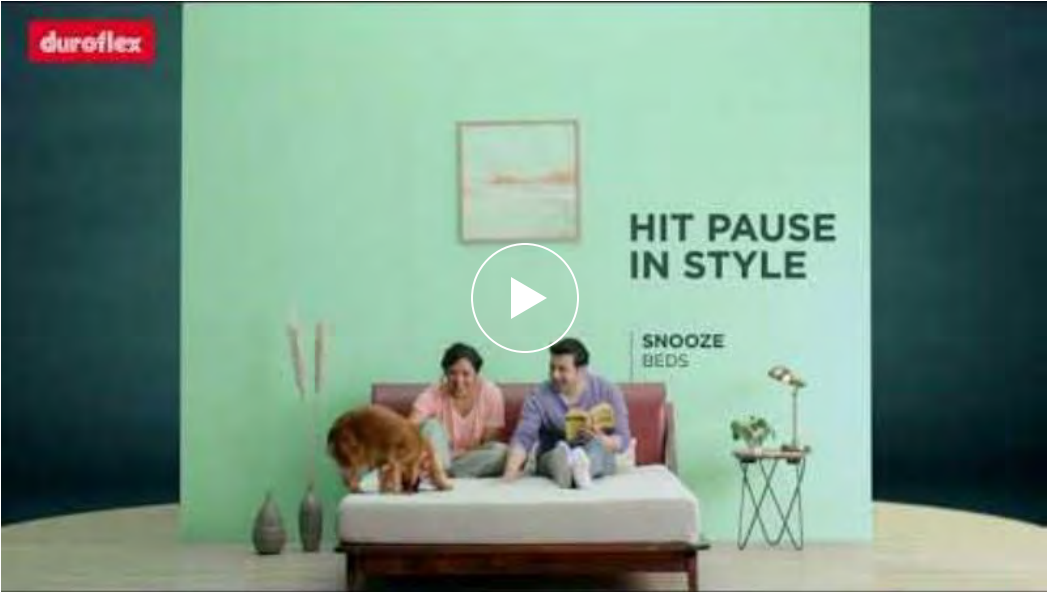
Listens on audio platforms globally

duroflex

DUROFLEX DIWALI TVC



DUROFLEX FURNITURE LAUNCH CAMPAIGNS



DUROFLEX PACKAGING DESIGN



BISON PANEL BRAND CAMPAIGN

CHALLENGE:

Bison pioneered cement bonded particle boards in India decades ago. Unfortunately, today they are the Xerox of cement boards. "Bison Panel" is used to refer to all kinds of cement boards. They became a victim of "genericide". Creating erosion of identity and value.

APPROACH:

A single-minded message delivered strongly - If it is not a "Bison", it is a fake.

EXECUTION:

360-degree communication across ATL in 6 languages, Distributor and Dealer communication, Point of Sale driving authenticity with QR codes and seeding the film in carpenter communities.





BISON PANEL CAMPAIGN ASSETS



BISON PANEL
One board. Infinite uses.

The mark of the one and only

Scan the QR code to verify it's the real Bison Panel

- Fire Resistant
- Environment Friendly
- Weather Resistant
- Termite Proof

BISON PANEL
One board. Infinite uses.

THE ORIGINAL

INDIA'S ONLY - CEMENT BONDED PARTICLE BOARD

MADE WITH GERMAN TECHNOLOGY

BISON PANEL
One board. Infinite uses.

The mark of the one and only

BISON PANEL
One board. Infinite uses.

THE ORIGINAL

INDIA'S ONLY - CEMENT BONDED PARTICLE BOARD

MADE WITH GERMAN TECHNOLOGY



BRAND IDENTITY

Rebranding, UX design, Social Media



THE BETTER INDIA REBRANDING, UX DESIGN, SOCIAL MEDIA

CONTEXT:

The Better India, one of the country's largest positive news platforms, had grown significantly since its early days. As its audience expanded, so did the need for a more purposeful + scalable brand identity and product experience that could reflect its editorial ethos and mission to inspire change.

APPROACH:

Every story The Better India tells is rooted and aims to win hearts: stories of change, resilience, and impact. What if the identity could embody the idea of "stories with heart."

EXECUTION:

We designed a bold new identity anchored in a cloud-heart form - a symbol of hope, empathy, and forward movement. On the platform front, we redesigned the UX for clarity and ease, encouraging deeper exploration of content. We also introduced native ad formats exclusive to The Better India, built to integrate seamlessly into the reader experience without compromising editorial values.



46%

Increase in
platform visits

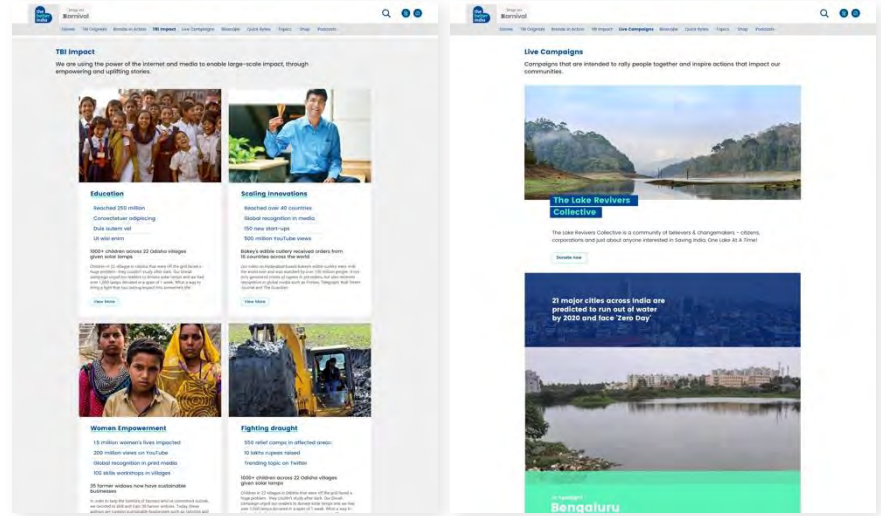
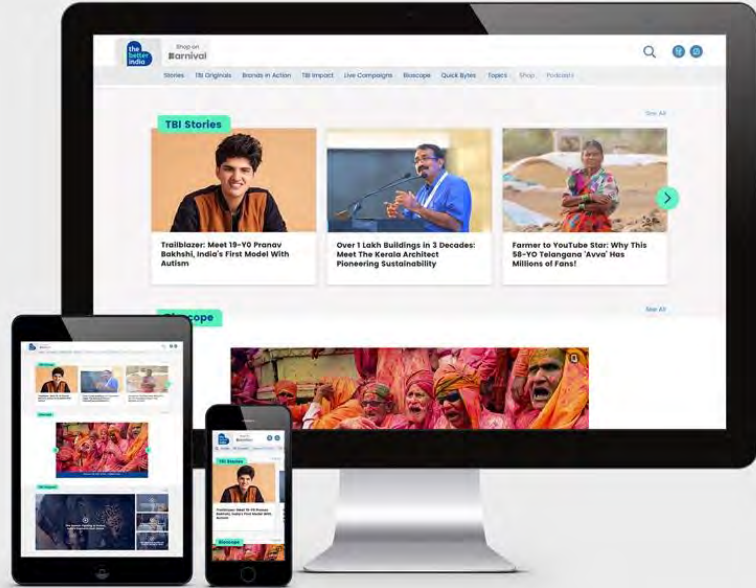
17%

Increase in platform
native ad click-throughs

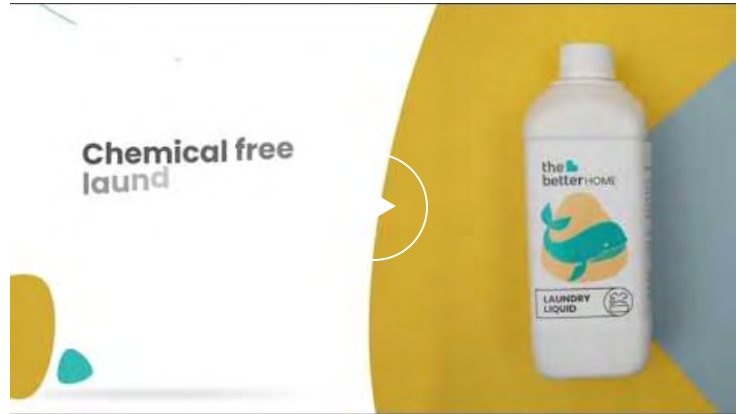
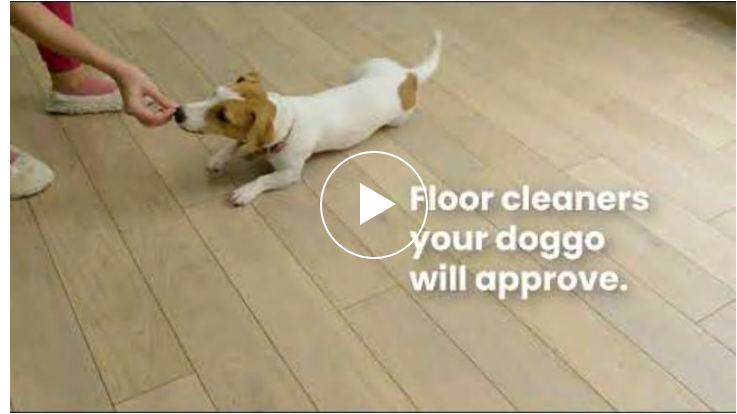
THE BETTER INDIA REBRANDING, UX DESIGN, SOCIAL MEDIA



THE BETTER INDIA REBRANDING, UX DESIGN, SOCIAL MEDIA



THE BETTER HOME SOCIAL CONTENT





ASTER GUARDIANS

IP + Brand Identity + Award Design

ASTER GUARDIANS IP+BRAND IDENTITY+AWARD DESIGN

CONTEXT:

Nurses are the backbone of healthcare, yet their contributions often go unrecognized. With a global shortfall of 13 million nurses, Aster DM Healthcare set out to both celebrate nursing excellence and inspire future generations to join the profession.

INSIGHT:

Healthcare narratives often focus on doctors and hospitals. We wanted to shift the spotlight to the human stories at the heart of healthcare

EXECUTION:

We conceptualized and built the Aster Guardians Global Nursing Award, a platform that gives one exceptional nurse the opportunity to win \$250,000 and international recognition through a rigorous, merit-based process. Our integrated campaign spanned identity creation, digital outreach, and event design. In just three months, the initiative attracted over 100,000 nurse entries from 198 countries and reached 270,000+ live viewers on International Nurses Day.



Aster
GUARDIANS
Global Nursing Award



25M

Reach across
Digital Channels

190+

Countries reached
globally



Bloomberg



yahoo!



THE ECONOMIC TIMES



GULF NEWS

Khaleji Times

ASTER GUARDIANS VISUAL IDENTITY



Aster
GUARDIANS

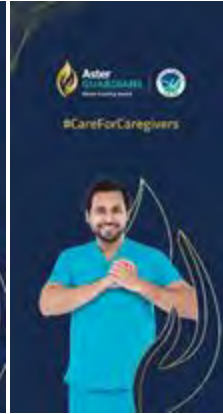
Global Nursing Award



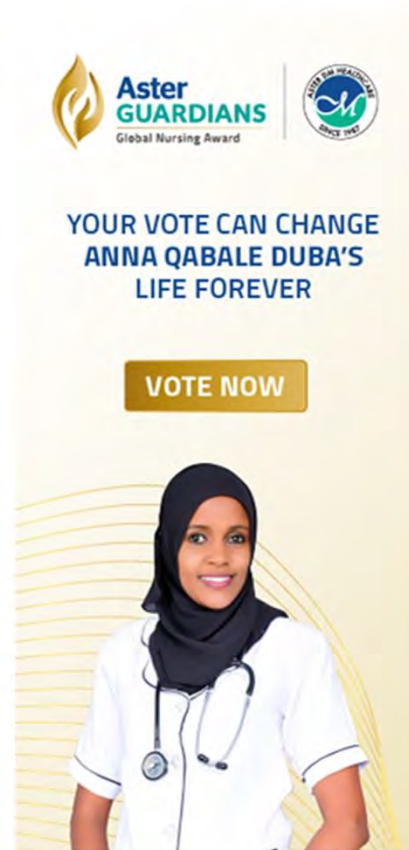
ASTER GUARDIANS DESIGN LANGUAGE



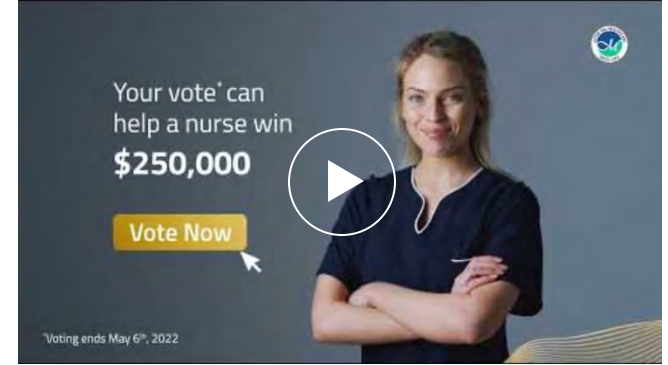
ASTER GUARDIANS LAUNCH ASSETS



ASTER GUARDIANS SOCIAL CONTENT



ASTER GUARDIANS SOCIAL CONTENT

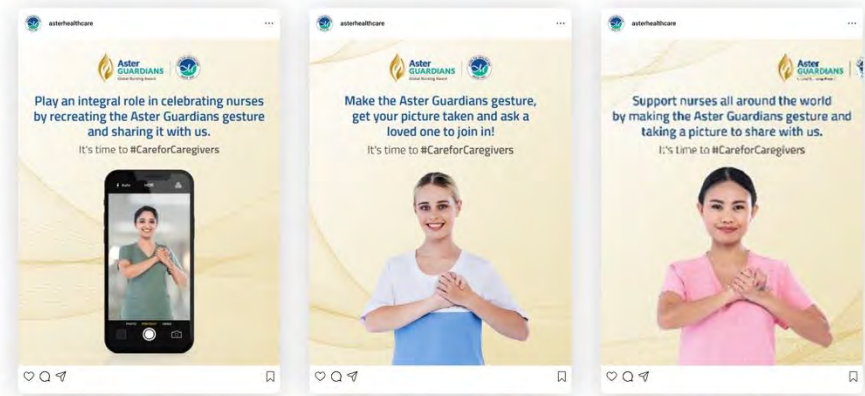


ASTER GUARDIANS TRENDING ON X

IPL COVID-19 **Trending** News

India trends

- 1 · Careers · Trending
#GlobalNursingAward
3,018 Tweets
- 2 · Trending
#HoneymoonOnVoot
3,598 Tweets
- 3 · Trending
#dfordinojames
2,980 Tweets



EASIER

The time to act is now!

ability Impact (SSI) goals,
to over ~ 37.5 million people*
million tonnes of Carbon
e a long way to go.

ive, we are building a
s, businesses and institutions,
individual and corporate
one year alone, we have
globe in accelerating

me a #GreenYodha.

SCHNEIDER ELECTRIC

ATL Campaigns, Digital Marketing, Category Launches

Life Is On

Schneider
Electric



SCHNEIDER ELECTRIC ATL CAMPAIGNS, DIGITAL MARKETING, CATEGORY LAUNCHES

CONTEXT:

Schneider Electric partners with us to strengthen brand visibility and engagement across key verticals in India, Europe and North America.

APPROACH:

In a category dominated by functionality, Schneider needed to spark emotional relevance, lifestyle resonance, and greater brand recall - across consumer and B2B audiences.



Campaigns deployed across

22 Countries

EXECUTION:

We developed creative solutions across ATL, retail, digital, and e-commerce touchpoints. From aspirational campaigns to platform design and partner engagement, our interventions have helped Schneider Electric build a consistent, modern, and high-impact presence across every channel.

SCHNEIDER ELECTRIC BRAND TVC FOR SWITCHES RANGE



SCHNEIDER ELECTRIC HOME AUTOMATION CAMPAIGNS

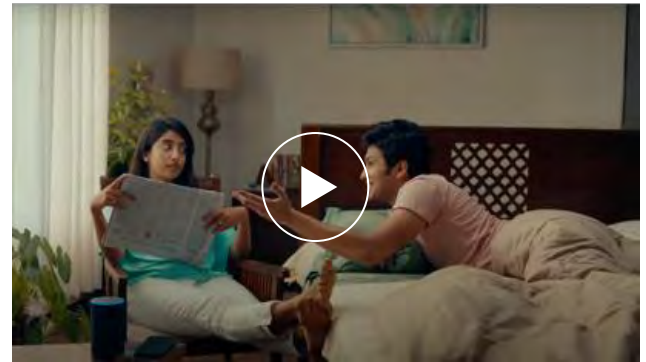


31%

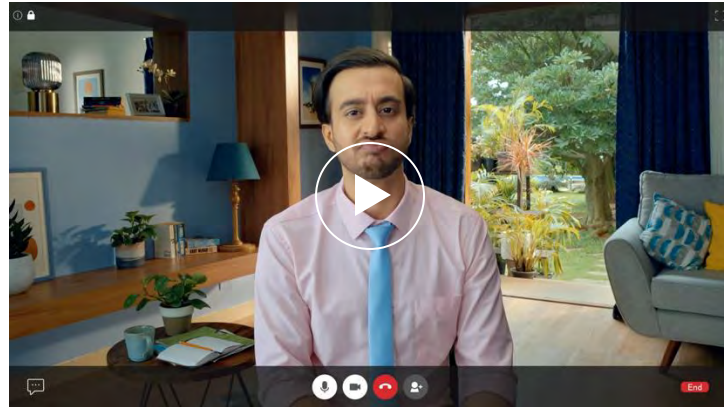
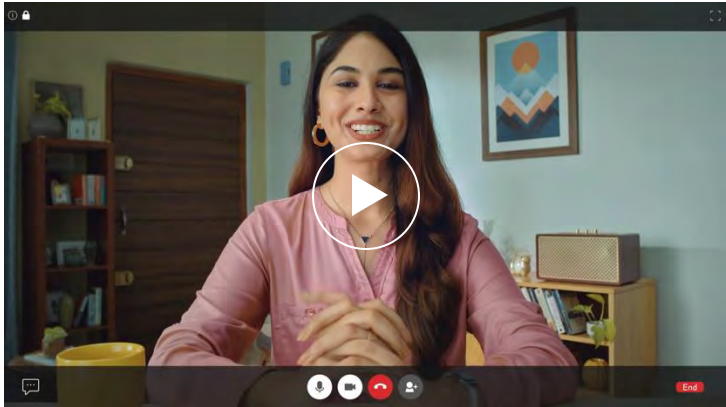
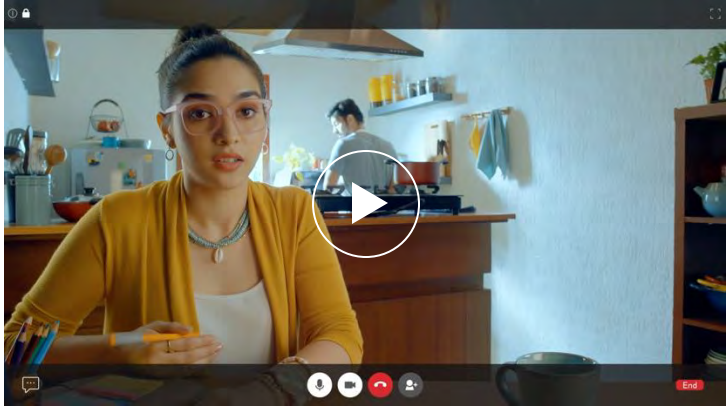
Increase in social Media
followers

5x

Increase in lead-gen for
home automation



SCHNEIDER ELECTRIC HOME AUTOMATION CAMPAIGNS



SCHNEIDER ELECTRIC GLOBAL CAMPAIGNS

100 years of **IMPACT**
with TeSys motor controls



Life is On | Schneider Electric



New motor management transforms hybrid and process industries

The most powerful solution to maximize energy efficiency and productivity

Life is On | Schneider Electric

100 years of **IMPACT**
with TeSys motor controls



Life is On | Schneider Electric

100 years of **IMPACT**
with TeSys motor controls



Life is On | Schneider Electric

100 years of **IMPACT**
with TeSys motor controls



Life is On | Schneider Electric

100 years of **IMPACT**
with TeSys motor controls

- 40 Million edge controllers
- 50 Industry sectors including automotive, P&G, energy, oil & gas, water treatment
- 75% Installations in oil processing, power, water treatment
- 25 Compliance standards globally, covering safety, health & environment
- 30% Energy Saving in oil processing, power, water treatment
- 30% Reduction in downtime with predictive maintenance features

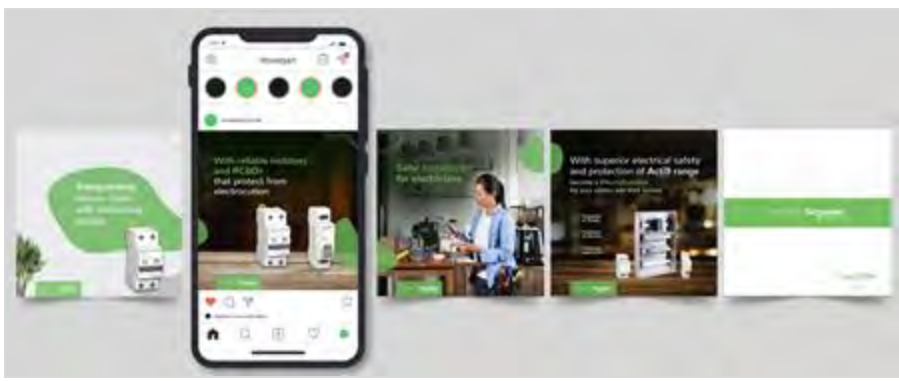
Life is On | Schneider Electric

100 years of **IMPACT**
with TeSys motor controls



Life is On | Schneider Electric

SCHNEIDER ELECTRIC GLOBAL CAMPAIGNS



SCHNEIDER ELECTRIC GLOBAL CAMPAIGNS

A second life to the old, gives a second chance to the planet

Green Premium

MADE WITH RECYCLED PLASTIC

Choose Resi9
A panel that loves the planet

Life is On Schneider Electric

Detailed description: This advertisement features a white Resi9 switch plate in a bright, modern room. A recycling symbol is overlaid on the top left, indicating the product is made with recycled plastic. The text emphasizes a second life for old products. A small 'Green Premium' badge is in the top right corner.

Make a choice of using products that give a second chance to the planet

Green Premium

MADE WITH RECYCLED PLASTIC

Choose Resi9
A panel that loves the planet

Life is On Schneider Electric

Detailed description: Similar to the first ad, this one shows the Resi9 switch plate in a different room setting. It includes the same recycling symbol and 'Green Premium' badge, reinforcing the sustainability message.

The choices we make at home can improve the homes of billions of fish

UP TO 25% RECYCLED OCEAN PLASTIC

merten

Made from recycled ocean plastic

Life is On Schneider Electric

Detailed description: The advertisement is split vertically. The left side shows a grey merten switch plate against a plain wall. The right side shows an underwater scene with colorful fish. A circular badge on the right side states 'UP TO 25% RECYCLED OCEAN PLASTIC'. The text connects home choices to environmental impact.

When we clean up our oceans we give billions of fish a second chance at life

UP TO 25% RECYCLED OCEAN PLASTIC

merten

Made from recycled ocean plastic

Life is On Schneider Electric

Detailed description: This ad is also split vertically. The left side shows a grey merten switch plate against a background of a fishing net. The right side shows a clear blue ocean with many fish. It features the same 'UP TO 25% RECYCLED OCEAN PLASTIC' badge and text as the previous ad.

Reliability the Wiser way

Bring home Europe's most trusted energy brand

Wiser

Life is On Schneider Electric Wiser

Detailed description: The advertisement shows a family of three in a living room. A young boy is being held up by his father, and a woman is lying on the floor. A Wiser smart plug is shown in the bottom right corner. The text promotes the brand as a reliable energy solution.

LIFE IS EASIER when energy bills are Wiser

Get six savings on electricity

Wiser

Life is On Schneider Electric Wiser

Detailed description: A family is gathered around a laptop on a coffee table, looking at energy bills. The text 'LIFE IS EASIER when energy bills are Wiser' is prominent. A Wiser smart plug is shown in the bottom right corner.

Whoever said you can't buy peace, lied.

Home automation made easy

Wiser

Life is On Schneider Electric

Detailed description: A woman is relaxing on a sofa, holding a smartphone. A Wiser smart plug is shown in the bottom right corner. The text suggests that home automation brings peace and ease.

We put a price on happiness.

Home automation made easy

Wiser

Life is On Schneider Electric

Detailed description: A family is playing soccer in a living room. A Wiser smart plug is shown in the bottom right corner. The text links home automation to happiness.

SUNNY SIDE UP

SRI KRISHNA JEWELLERS

ATL Campaigns, Digital Marketing, Category Launches



2026
State

INTRODUCING
THE DAZZLING
ROSE CUT COLLECTION

27TH - 29TH JULY
ROAD NO.10, BANARAS



SRI KRISHNA JEWELLERS

ATL CAMPAIGNS, DIGITAL MARKETING, CATEGORY LAUNCHES

CONTEXT:

The multi-store private jewellery brand wanted to strengthen its presence in key markets across Andhra Pradesh, Telangana, and the United States. While trusted by loyal customers, the brand needed a sharper, more aspirational presence to scale meaningfully in these regions.

APPROACH:

Luxury in jewellery is not just about design or material. It's about perception, consistency, and the emotional stories it evokes. To elevate the brand, we needed to build a world around it that felt premium, contemporary, and rooted in trust.

EXECUTION:

We collaborated closely with the founders to define a sustained marketing strategy tailored to their expansion goals. This included consistent campaign messaging, and platform-specific storytelling that reinforced the brand's premium appeal.



Sri Krishna Jewellers[®]

HYDERABAD • VIZAG • DALLAS

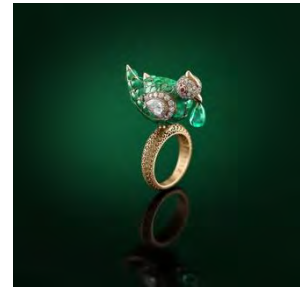
3X

Increase in store walk-ins in 1 year

70%

Increase in Avg Ticket Size in the US Market

SKJ INTEGRATED CAMPAIGN



SKJ Statements



Sri Krishna Jewellers

BANJARA HILLS | VIZAG | DALLAS



THE PRETTY MUSE

A beautifully crafted
parrotring studded
with hand cut
natural emeralds,
diamonds and ruby
accents fashioned in
stunning filigree work

SKJ Statements



Sri Krishna Jewellers

BANJARA HILLS | VIZAG | DALLAS



THE ELEPHANT DANCE

A one-of-a-kind
bracelet with
alternating motifs
of bouquets and
elephants in rubies
and rose cut and
brilliant cut diamonds



Bring your
dream wedding to life
with our grand creations,
in diamonds, polki,
kundan and gold.



Sri Krishna Jewellers

HYDERABAD • VIZAG • DALLAS



Bring your
dream wedding to life
with our grand creations,
in diamonds, polki,
kundan and gold.



Sri Krishna Jewellers

HYDERABAD · VIZAG · DALLAS



AMAZON.IN

Assets at Scale



AMAZON.IN ASSETS AT SCALE

CONTEXT:

For over seven years, we have partnered with Amazon India to support its most important sale events. As these campaigns grew in scale and complexity, so did the need for a reliable, high-volume production engine that could consistently deliver across formats and timelines.

APPROACH:

The goal was not just to meet volume demands but to ensure speed, consistency, and quality under agreed upon SLAs. We built a captive team that works exclusively on Amazon's campaigns, fully aligned with their ad formats, brand guidelines, and internal processes. This team operates as an extension of Amazon's own, managing everything from asset development to quality control.

EXECUTION:

We produce campaign assets across Amazon's static, motion, and proprietary formats including GIFs, videos, hero faders, and landing pages. Every piece is delivered through a streamlined process with rigorous QC checks, allowing us to meet intense timelines while maintaining creative consistency and executional precision.



1000+

Assets turned around
per month

AMAZON.IN ASSETS AT SCALE – LANDING PAGES

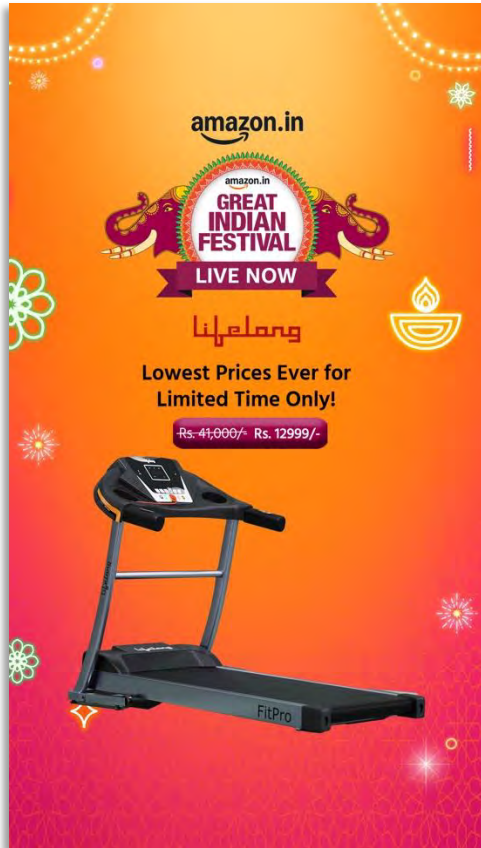


[CLICK TO VIEW LANDING PAGE](#)



[CLICK TO VIEW LANDING PAGE](#)

AMAZON.IN BANNERS



amazon.in

amazon.in
GREAT INDIAN FESTIVAL
LIVE NOW

Lifelong

Lowest Prices Ever for Limited Time Only!

Rs. 41,000/- Rs. 12,999/-

FitPro

This banner features a vibrant orange and red background with decorative elements like string lights and a diya. It promotes a Lifelong treadmill with a significant price reduction during the Great Indian Festival.



amazon.in
GREAT INDIAN FESTIVAL
LIVE NOW

Presented By SAMSUNG Galaxy Intel Core i5

AC Smith

Z9 Pro

Instant Hot Water at the press of a button

UP TO 29% OFF!

T&C Apply

This banner has a dark brown background with a glowing effect. It features the AC Smith Z9 Pro water dispenser, which is shown dispensing water into a cup. The background is decorated with lit diya lamps.



LAVIE
BAGS & SHOES

UP TO 60% OFF

amazon.in
GREAT INDIAN FESTIVAL
LIVE NOW

This banner has a pink background. It features a woman in a black dress standing next to several black handbags of different styles. The text highlights a 60% discount on bags and shoes.



Skybags

MOVE IN STYLE

amazon.in
GREAT INDIAN FESTIVAL
Final Days

ADD DRIP TO YOUR TRIP

SKYBAGS

This banner has a dark blue background with a woman in a black top and orange skirt walking on a bridge, pulling a yellow and blue Skybags suitcase. The text promotes a discount on luggage during the festival's final days.

THANK YOU
