

Design your right to win

Strategically, verbally, **visually**

B2B BRANDING, WEBSITES AND FILM · BENGALURU · SINCE 2019

COMPANY PROFILE · V1.1 · 2 OCTOBER 2026





BRAND STRATEGY WORKSHOP · TLH, HYDERABAD

Most B2B companies are better than buyers think

We close that gap. We learn your business until we can explain it better than your sales deck does. Then we build the name, the story, the identity, the website and the film that make the right people remember you.

B2B is the only thing we do.

Since 2019 · 49 people · Bengaluru

Grundfos, Trinas, Zuora. They keep coming back.

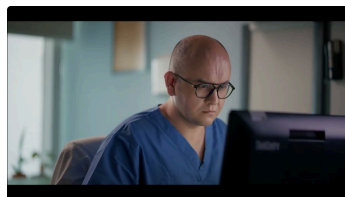
8 out of 10 clients do. A few of them:

- **Grundfos** · 6 projects. Giri, their brand manager, found us at Tredence, where we did 5, and brought us to Grundfos
- **Trinas** · back for the next one, and the one after
- **Zuora** · 5 films, 2 explainers
- **Sevenloop** · 3 brand projects, 3 websites, 1 film
- **Manupatra** · 9 projects
- **DWIH** · on retainer for 4 years
- **Z47** · on retainer
- **BOTIM** · then PayBy, then CashNow, from the same group

- **Vecton** · then they sent us Pepper
- **Cloudphysician** · film, landing page, booth, brochures, website
- **Stellaris** · then their portfolio companies Turno and Kandou AI
- **FortunaPIX** · 5 projects and counting
- **Solytics Partners** · website, 3 films, and now a retainer
- **Factors AI** · 2 reports
- **SimpliContract** · 3 projects
- **Tazapay** · 2 films
- **HowFrameworks** · 2 projects, and great friends now

There are more, but you get the picture.

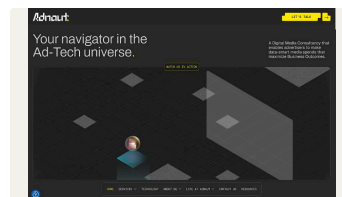
What changed **after we shipped**



First US client

Closed a couple of weeks after they first showed our product film.

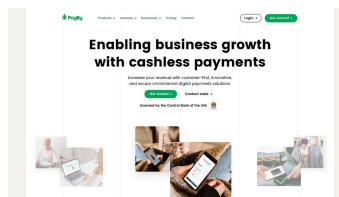
CLOUDPHYSICIAN · PRODUCT FILM



40 to 60% better

Bounce rate and session time, by their own measurement. More enquiries and better hires.

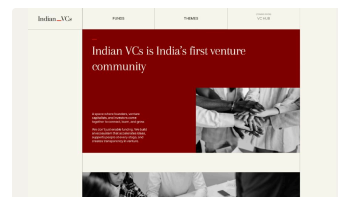
ADNAUT · AD-TECH



Signups up

So many that the fraud team had more to screen. Conversions up, bounce down.

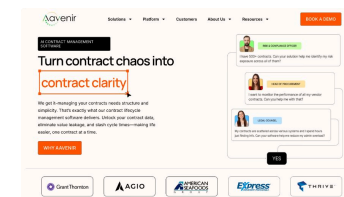
PAYBY · PAYMENTS



1.5 to 2.5 min

Session time after the new website launched.

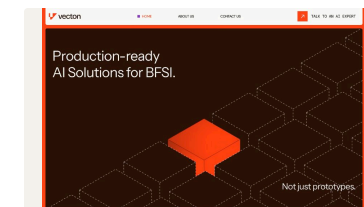
INDIAN VCS · VENTURE CAPITAL



Leads converting

The new messaging directly contributed to multiple leads converting.

AAVENIR · CONTRACT MANAGEMENT



Better hires

Candidates arrive having understood the business from the website.

VECTON · AI FOR BANKS



People want to buy

"Somebody I've been showing this page to feels like buying it." Their founder.

CUZOR LABS · ELECTRONICS



People want in

"A lot more people are trying to be associated with us now." Khurram Syed

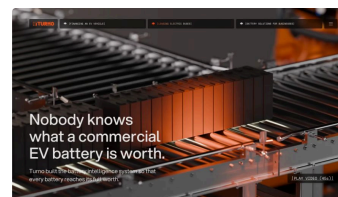
TRINAS · CHEMICALS



Easier sales calls

"Conversations with our clients have become so much more easier now."

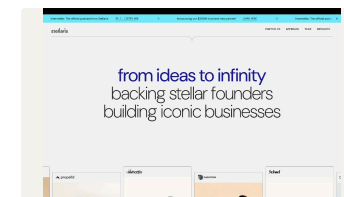
SEVENLOOP · MANUFACTURING



People want to join

After launch, people told the team they wanted to work in the battery space after seeing it.

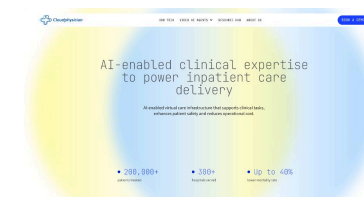
TURNO · BATTERY INTELLIGENCE



People asked who made it

"We got six or seven messages asking who our agency was."

STELLARIS · VENTURE CAPITAL

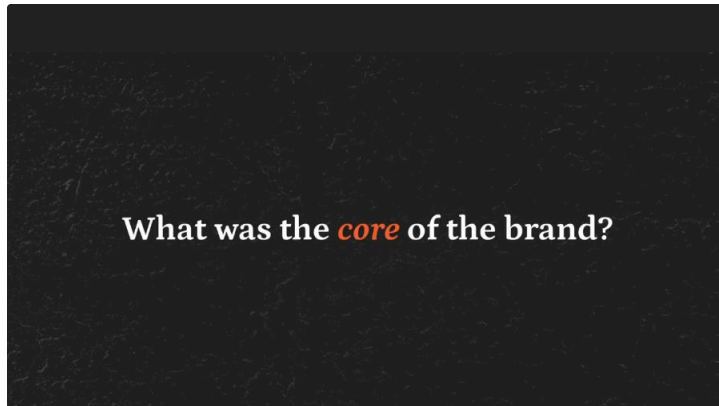


Understood in the US

After the website rebuild, US prospects said: "I understand what Cloudphysician does and what problems you solve."

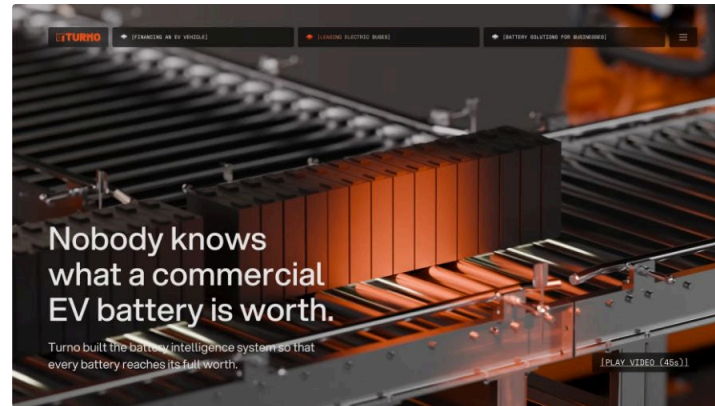
CLOUDPHYSICIAN · WEBSITE

We do three things. **Only for B2B.**



Branding

Workshops, positioning, a point of view and a manifesto. Then the verbal and visual identity that carry it.



Websites

Strategy and messaging first. Then the copy, the design, and the animation and interaction that tell the story. Built in Webflow or Astro, and yours to run after handover.



Film

Live action, 2D, 3D and stop motion. Brand stories, product films, explainers and launches.

We write the manifesto too

Before the identity, a brand needs something to stand for. This is the one we wrote with Becoming Quotient.

BECOMING QUOTIENT · LEARNING & DEVELOPMENT ›

What an opportunity..

To shape your people.
To nurture them.
To raise their potential.
To build.
To build people.
To create the conditions.
To create the conditions for greatness.
To do right by your people.
To care for their growth.
To invest in them and see it come back tenfold.
To guide them.
To guide them right.
To challenge them.
To trust them.

To hold them to more.
To see them rise to it.
To watch someone become.
To measure their progress.
To show them the path they're on.
To show them how far they've come.
To give them evidence of their own progress.
To give them a living record that stays with them long after they've left.
To be the chapter they talk about.
To be the place they grew.

To see your people grow right in front of you.
To see your people go on to conquer the world.

To know you were part of how they got there.

What an opportunity

Some names you'll know

 BCG BOSTON CONSULTING GROUP	 BOEING	 Infosys [®]	 tcs TATA CONSULTANCY SERVICES	 Jio	JPMorganChase
 BAYER	 GRUNDFOS	 ZUORA [™]	 Razorpay	 TREDENCE Beyond Possible	 fractal
 Z47	 stellaris	 Business	 Botim	 pepper	 UNITED BREWERIES LIMITED PART OF THE HEINEKEN COMPANY
 SBI	 BAJAJ FINSERV	 HDFC ERGO	 ماجد الفطيم MAJID AL FUTTAIM	 BLACKBUCK	 BEENEXT
 CYIENT	 edgeverve An Infosys company	 AEROCITY NEW DELHI	 AJAX MAKES CONCRETE SENSE	 factors.ai	 exotel

Founders send us to their investors. Investors send us to their founders.

FOUNDER TO INVESTOR

sevenloop → Z47

FOUNDER TO INVESTOR

Simpli Contract → ARKA VENTURE LABS

FOUNDER TO FOUNDER

ximkart → Revind.ai → sevenloop

FOUNDER TO FOUNDER

AYR ENERGY → Scimplify®

Scimplify is BEENEXT-backed, like LIGHT METRICS

INVESTOR TO PORTFOLIO

stellaris → TURN0 → kandou.ai

INVESTOR TO BRAND

stellaris → Leumas®

Leumas is Northpoint-backed too.

INVESTOR TO FOUNDER TO FOUNDER

ZEROPEARL → vecton → pepper

INVESTOR TO INVESTOR

Lightspeed → BEENEXT → BeeGlobal

Lightspeed sent us to BEENEXT before working with us. BEENEXT trusted us with their 10th-year film, then their website, then their India website.

INVESTOR TO PORTFOLIO

Northpoint → NXPEC

INVESTOR TO PORTFOLIO

ideaspring CAPITAL → Accelequant

Agencies we build with.

Communities we belong to.



BRANDING AGENCY

Bill Kenney, its co-founder and author of Conquer Your Rebrand, mentors us. Focus Lab sent us SecureCo and Lexrio, and we work with them directly.



B2B MARKETING AGENCY

One team since Aavenir. Mojro, Factors AI, Z47, Light Metrics and MasterSoft, built together with Reza.



B2B SAAS GROWTH MARKETING

We made their brand identity and website. Now we work together.



FINTECH DESIGN AGENCY

Together on Aftershoot, and now on NopalCyber.



B2B SAAS MARKETING

Founded by Siddharth (Sid) Sharma, who also co-founded S11S.

COMMUNITIES



IDENTITY BY US



LOGO, WEBSITE, FILMS



LOGO, WEBSITE, FILMS



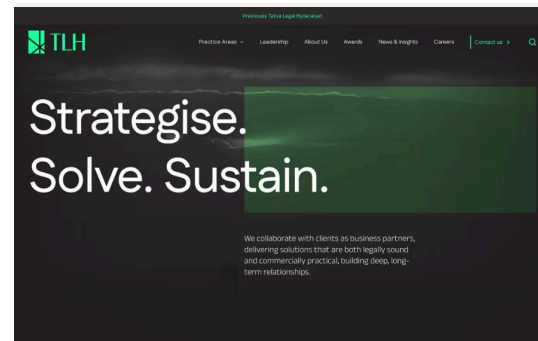
MEMBERS

Some of our favourite work



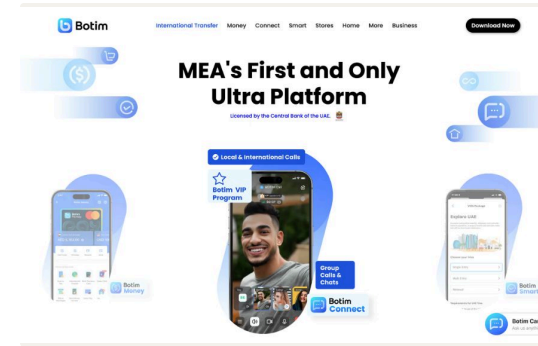
Lumora

Channel Next, renamed



TLH

A law firm, rebranded for growth



BOTIM

MEA's first ultra app



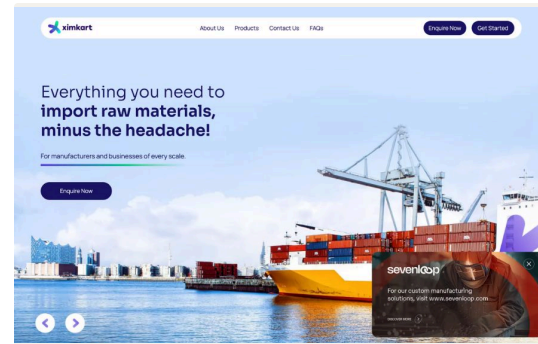
Indian VCs

A WhatsApp list, now a brand



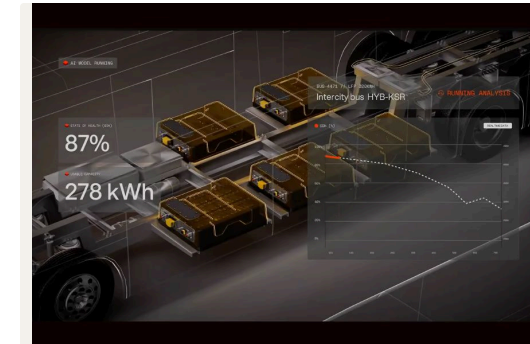
Armory

Deep tech for defence



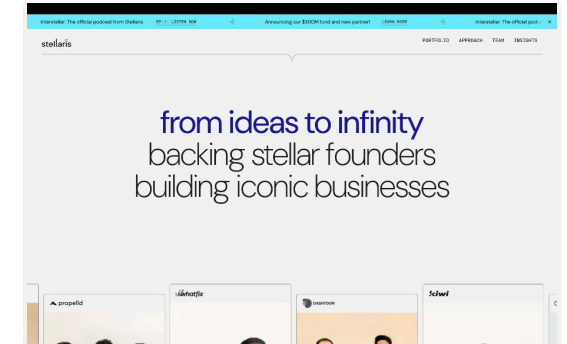
Ximkart

Raw materials, minus the headache



Turno

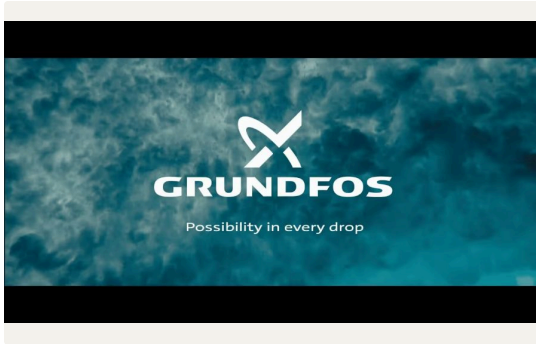
Battery intelligence



Stellaris

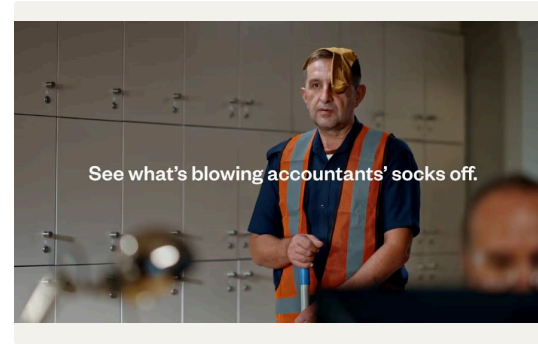
From ideas to infinity

More of our favourite work



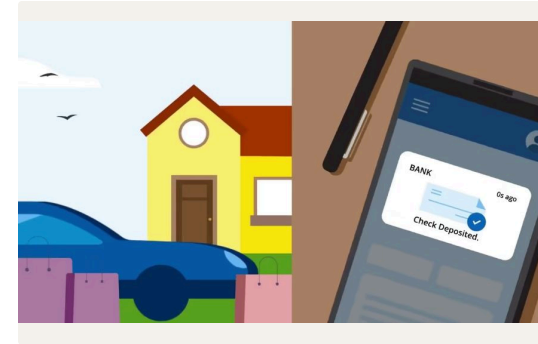
Grundfos

Launch films and a coffee table book



Zuora

Explainers and live-action launch films



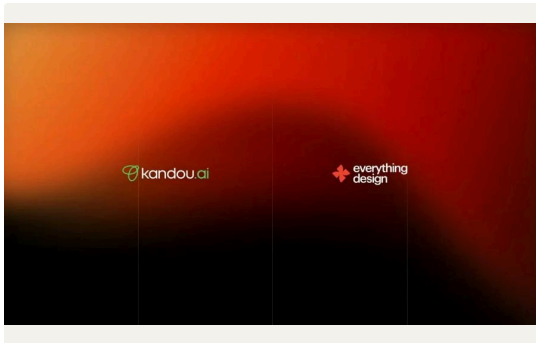
JPMorgan Chase

An explainer film



Tredence

Brand and funding films



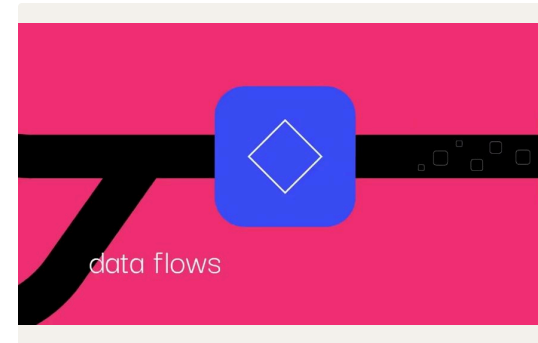
Kandou AI

A semiconductor website, rebuilt



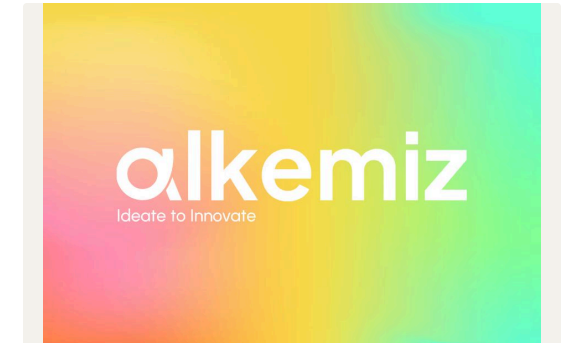
DoveRunner

Cybersecurity website and brand film



Xflow

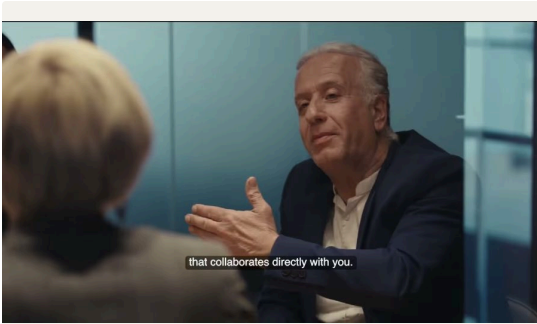
Brand, website and film



Alkemiz

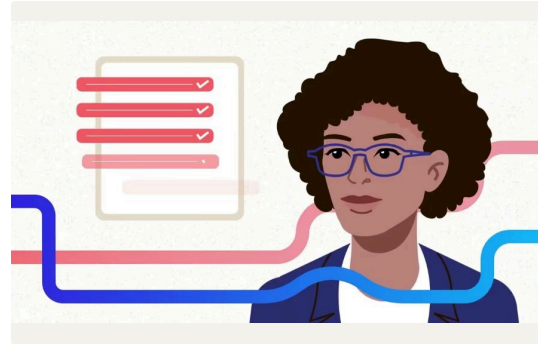
Identity, website and pitch deck

And some more



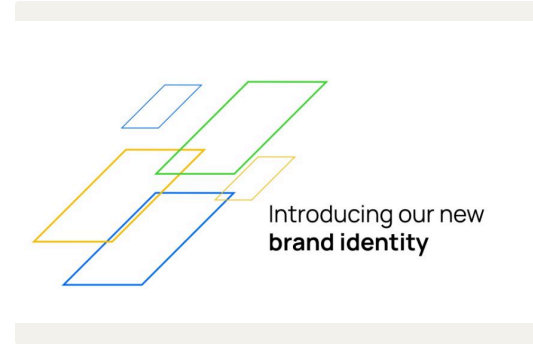
Ayr Energy

Energy infrastructure, rebranded



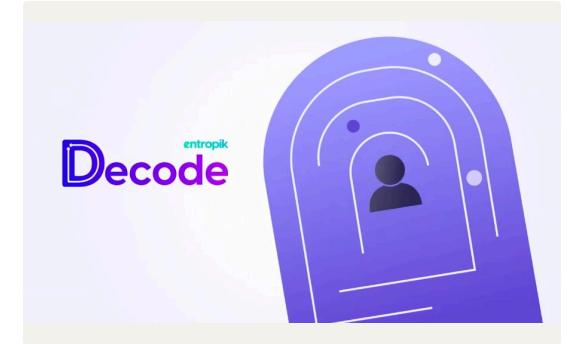
SimpliContract

Contract software, refined



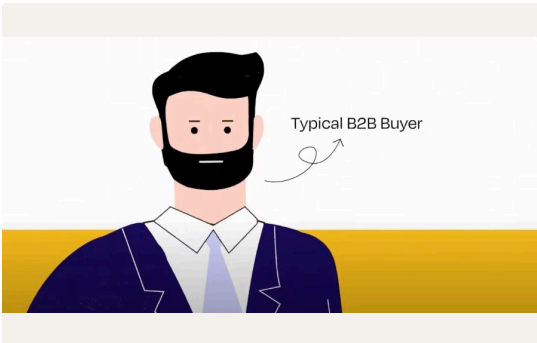
ValueMomentum

Insurtech landing pages



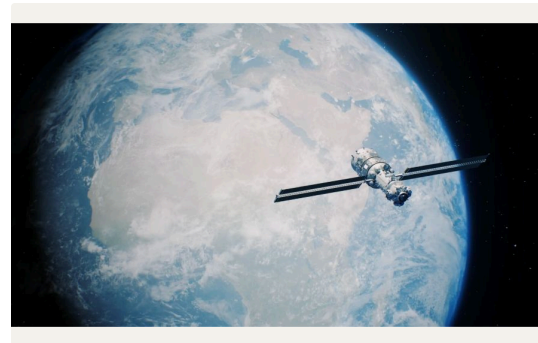
Entropik

Website and brand film



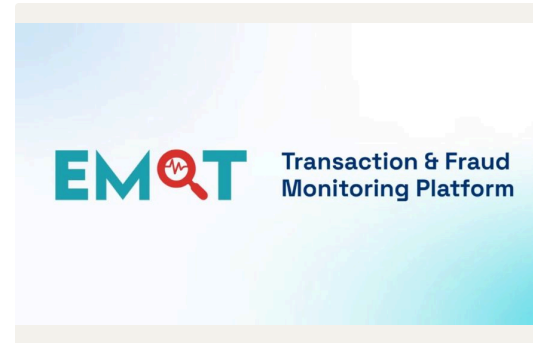
Humantic AI

Website, designed and built



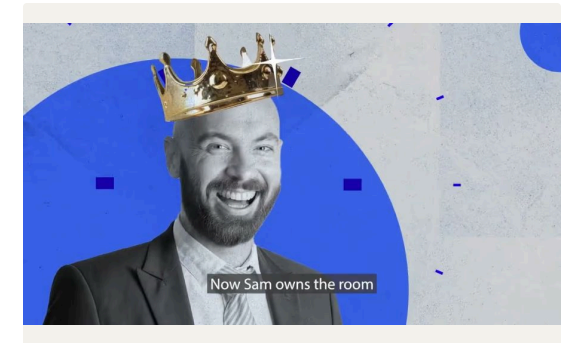
H2Loop

A brand film for deep tech



Solytics Partners

Website and films, now on retainer



Aithon

Deck, identity and website

Names **we made**

FORMERLY CHANNEL NEXT

Lumora

CYBERSECURITY · DUBAI

FORMERLY RTB ANALYTICA

Adnaut

AD-TECH · NEW YORK

FORMERLY GRAPHIK AI

Vecton

AI FOR BANKS

FORMERLY TATVA LEGAL HYDERABAD

TLH

LAW FIRM · HYDERABAD

Becoming Quotient

LEARNING & DEVELOPMENT

FORMERLY FINLENDER CAPITAL

The Decimal Capital

PRIVATE CREDIT

Logos **we made**



FINTECH & AI



ADTECH



CYBERSECURITY



LEGAL



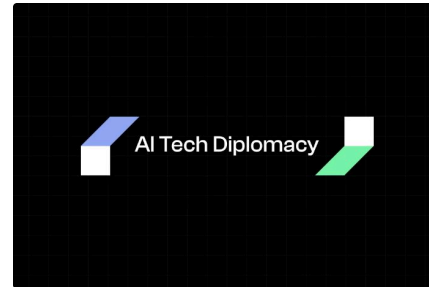
LEARNING & DEVELOPMENT



CYBERSECURITY



NUCLEAR ENERGY



RESEARCH & POLICY



CLIMATE TECH



IT CONSULTING



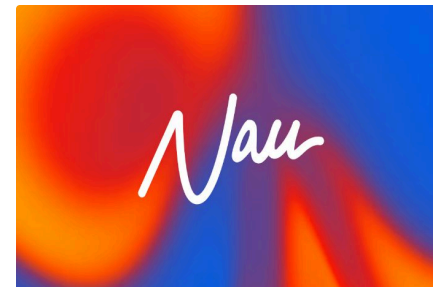
VENTURE CAPITAL



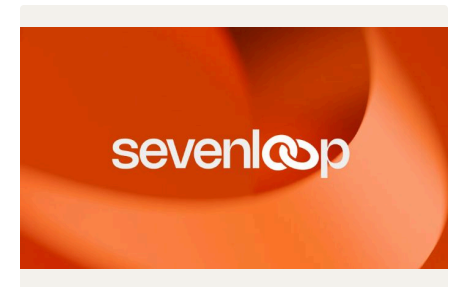
FINTECH



COMMUNITY



HEALTHTECH



MANUFACTURING

More logos **we made**



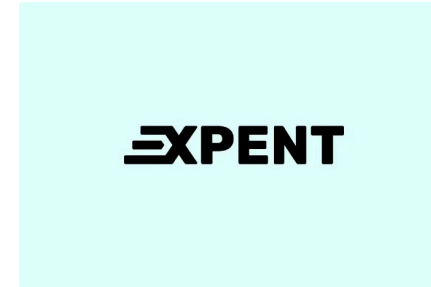
CYBERSECURITY



DATA ANALYTICS



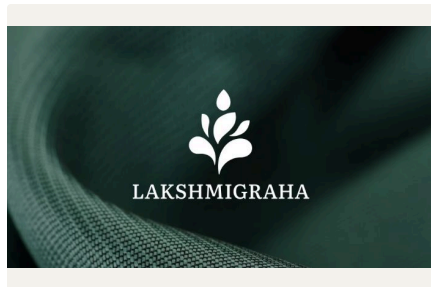
INSURTECH



ENTERPRISE SAAS



WEALTH MANAGEMENT



MANUFACTURING & WAREHOUSING



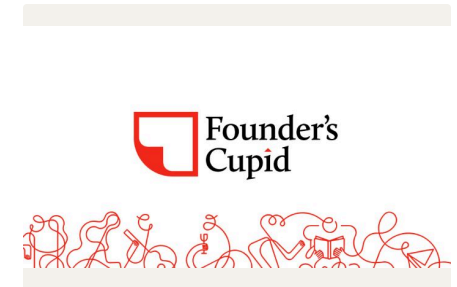
INVESTMENT BANKING



ORGANIC FOOD & DAIRY



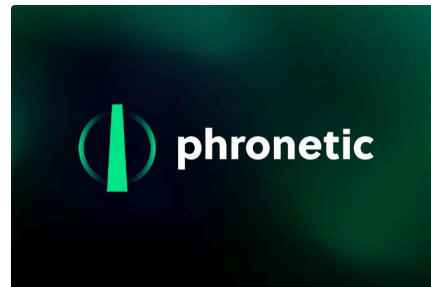
ENERGY INFRASTRUCTURE



STARTUP ADVISORY



LEGAL TECH



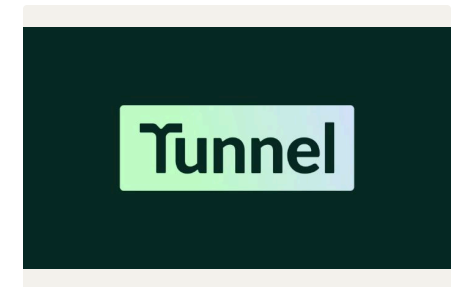
CONSULTING



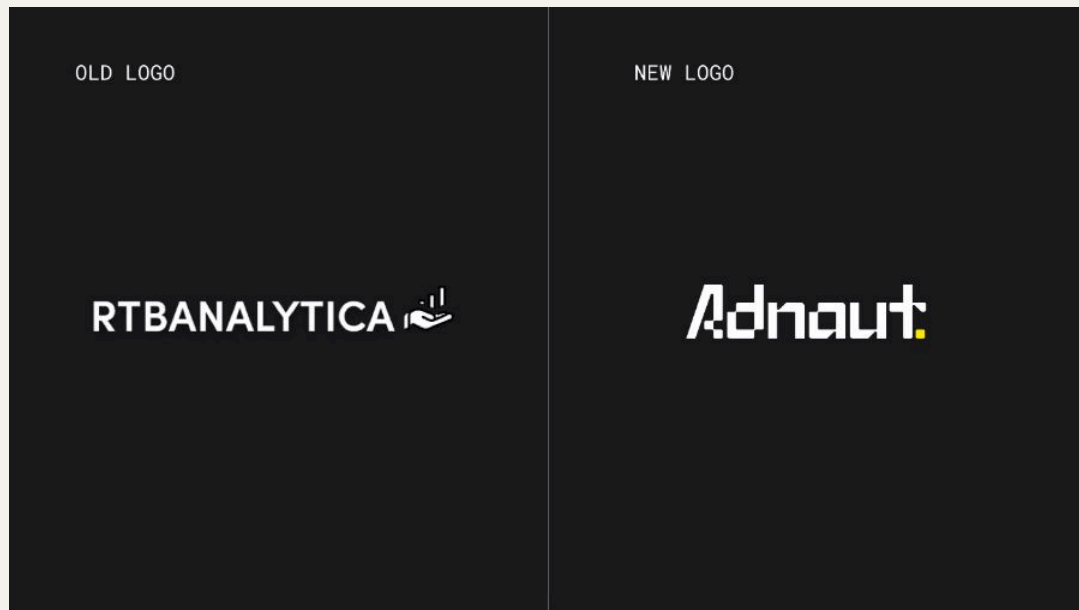
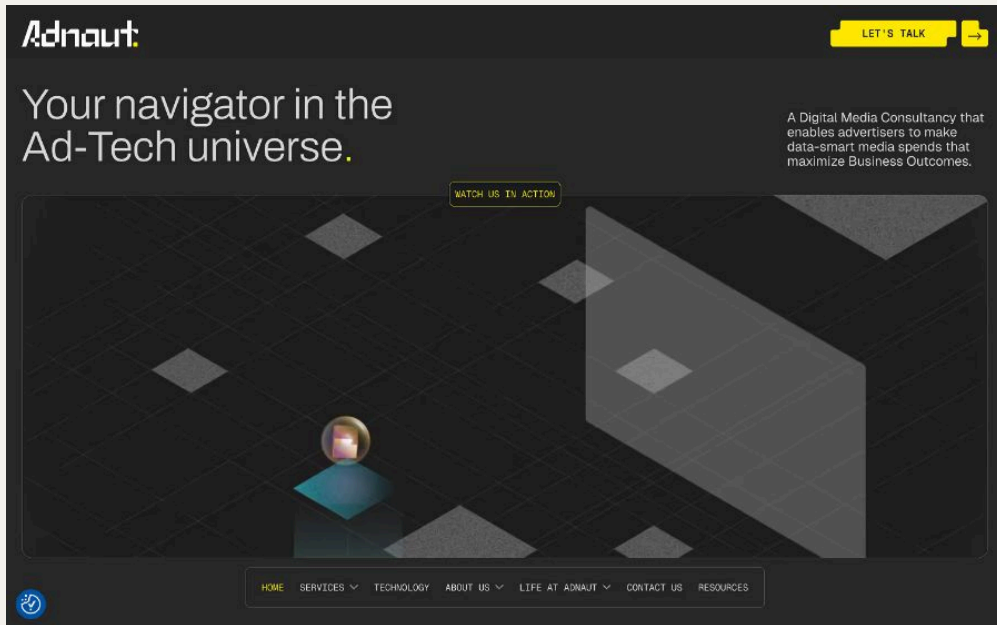
NUCLEAR ENERGY



LEGAL TECH



FINTECH



RENAMING · BRANDING · MASCOT · WEBSITE · LAUNCH VIDEO

ADNAUT · AD-TECH · NEW YORK, MANCHESTER, TORONTO, BENGALURU, INDORE ↗

“It finally felt like our outward face matched the work and the abilities we have.”

Vivek, Co-founder, Adnaut

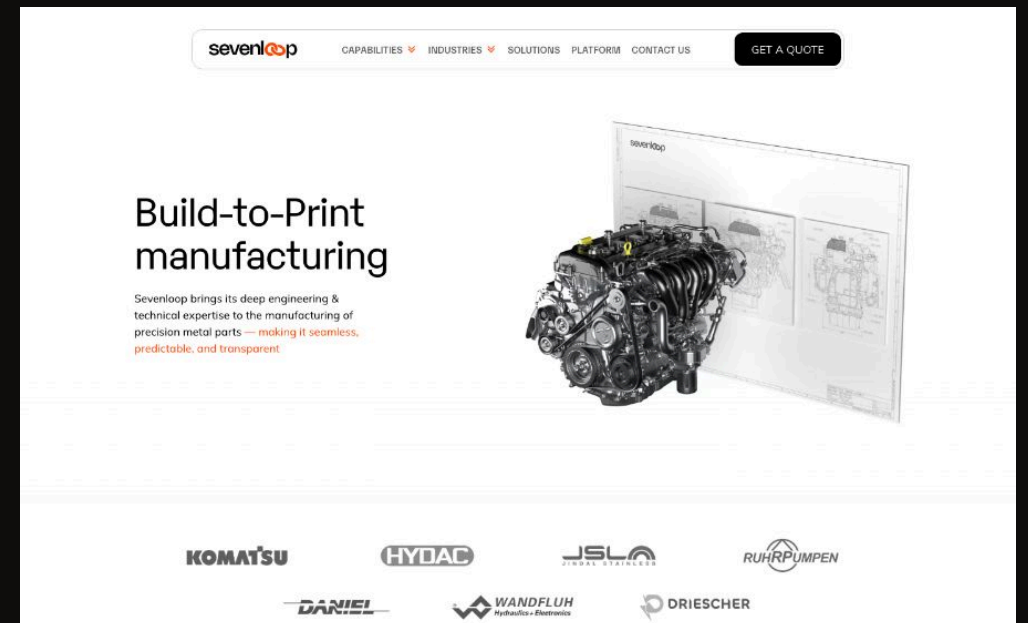
BEFORE	RTB Analytica: a name made of industry jargon and a logo nobody remembered.
WE DID	A new name, an identity built on the tracking pixel every advertiser knows, the website, and a launch video in a week. 18 weeks in all.
SINCE	Bounce rate and session time 40 to 60% better , by their own measurement. More enquiries, and better hires.

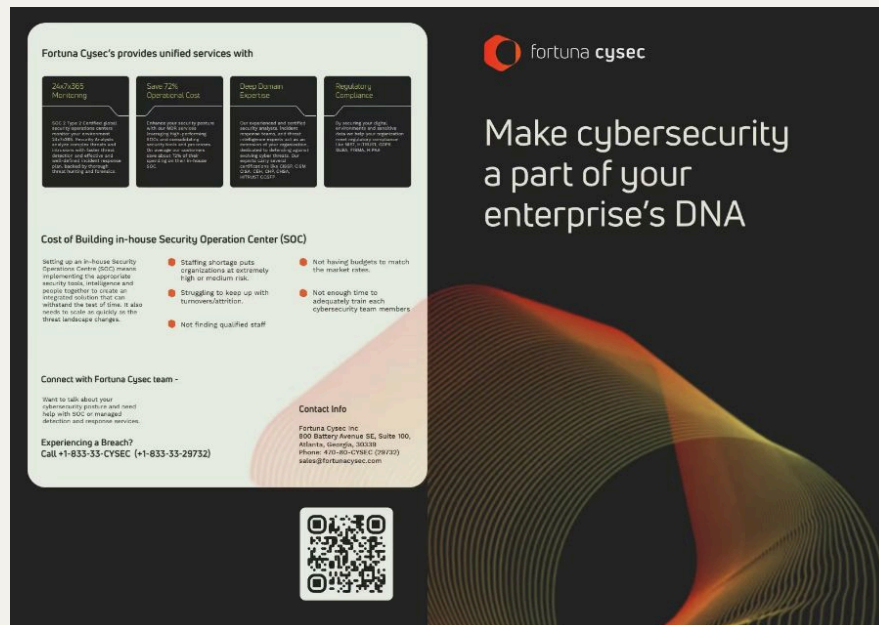
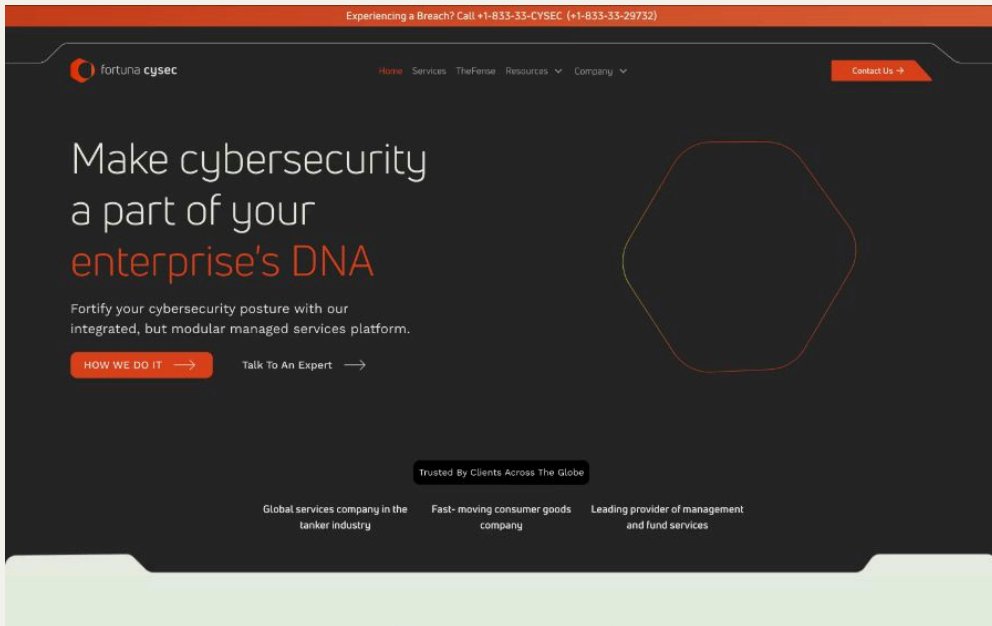
→ Ask us to put you in touch with Vivek, Adnaut’s co-founder.

Three brand projects, three websites and a film. **Same client.**

BEFORE	A \$8M Series A manufacturer supplying Komatsu, Hydac and Jindal, with a brand that looked like everyone else's.
WE DID	Positioned the brand around precision. Identity, Webflow site, pitch deck, brochure and a brand film. Five months.
SINCE	"Conversations with our clients have become so much more easier now." Sharan Urubail, CEO & Co-founder

→ Ask us to put you in touch with Sharan Urubail, Sevenloop's CEO and co-founder.





BRANDING · WEBSITE · COLLATERAL

FORTUNA CYSEC · MANAGED CYBERSECURITY · SELLING TO CISOs, CIOs AND CFOs
WORLDWIDE ↗

“When we first saw it, we actually fell off our chairs.”

Navin Balakrishnaraja, Co-founder & CEO, Fortuna CySec, on the animation of how data moves through Fortunox

BEFORE A new cybersecurity company, and a founder who hadn’t worked with an Indian branding firm in 25 years.

WE DID Market research by the second meeting. Messaging for each buyer: the CFO sees the ROI, the CISO gets the depth. Identity, website, brochures, business cards.

SINCE They came back for two more brands from the group, Fortuna Identity and Nau. 5 projects and counting.

→ Ask us to put you in touch with Navin Balakrishnaraja, Fortuna CySec’s co-founder and CEO.

“You’d say Tuesday, 5pm, and you’d adhere to it.”

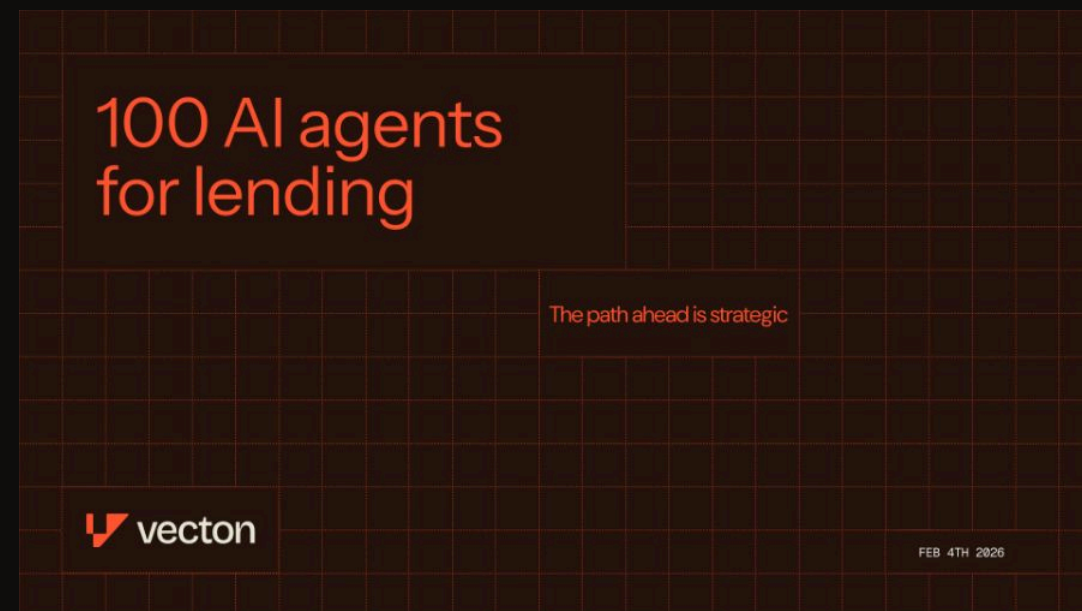
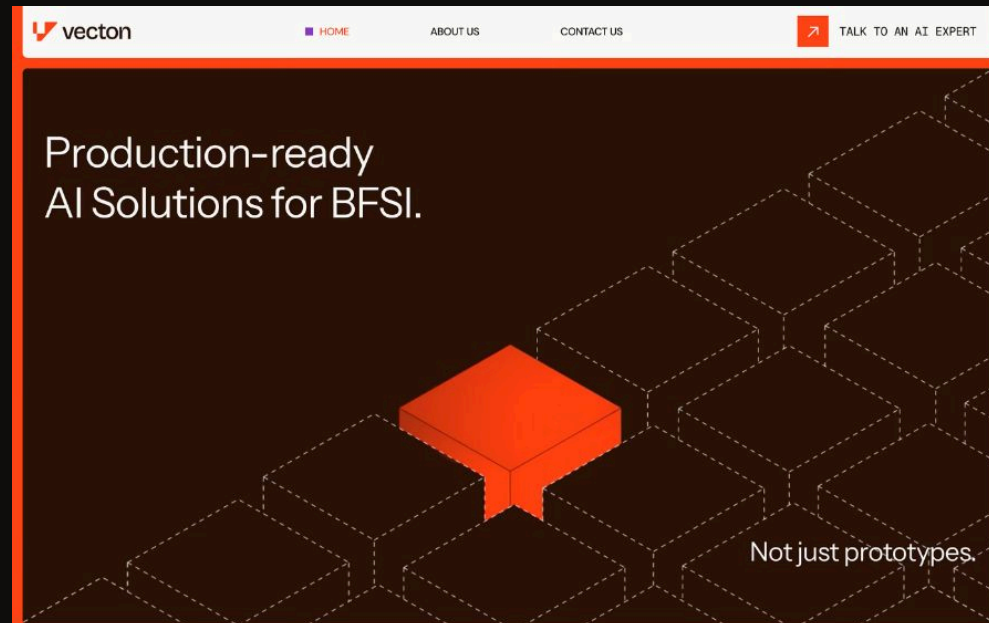
Himanshu Goyal & Gaurav Mandlecha, Co-founders, Vecton

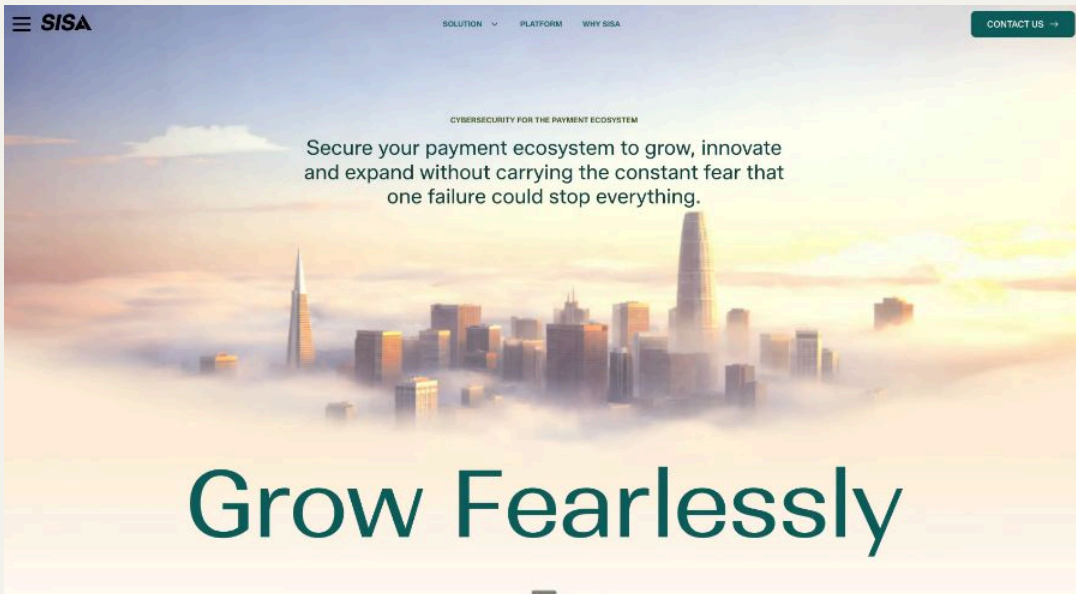
BEFORE Graphik AI, sent to us by their investor, Zeropearl. “We considered a freelancer, but when we saw your work we realised the time we’d spend thinking about this project would drop a lot. Whatever time we gave would be of very high importance.”

WE DID A strategy workshop, then a new name on the first call: Vecton, from vector, magnitude and direction. Identity, website, brand system, report template. “This time the questions actually meant something.”

SINCE “In hiring it’s helped significantly. People say, ‘we went through your website and understood your business.’” And “the right arsenal to win any battle from a visual identity point of view.” Then they sent us Pepper.

→ Ask us to put you in touch with Himanshu Goyal and Gaurav Mandlecha, Vecton’s co-founders.





BRAND REFRESH · WEBSITE · BROCHURE

SISA · CYBERSECURITY · BENGALURU · 2,000+ CLIENTS WORLDWIDE (THEIR FIGURE) ↗

Twenty years old. 2,000 clients. **A new front door.**

BEFORE	A forensics-led security firm, founded in 2006, moving to sisa.ai.
WE DID	Refreshed the brand, designed and built the website, designed the brochure.
SINCE	Live on sisa.ai since April 2026. Their branding and website partner since 2025.

→ Ask us to put you in touch with Aparna or Venu from SISA's marketing team.



“If the heart rate was 120, it had to be 120. Not 100.”

Ayesha Gopal, Chief of Care Center & Model Factory, Cloudphysician

FRIDAY Their first US conference, for a room of ICU clinicians, was days away. Other vendors could not promise to deliver on time. They called us.

SATURDAY We met them the next day with Tejus, our creative director. Mejo told them: “We’ll only take it on if we can deliver.”

THE SHOOT Planned for six hours, ran to ten. Rewritten and reshot until every clinical value was exact. And a booth that stopped people walking past.

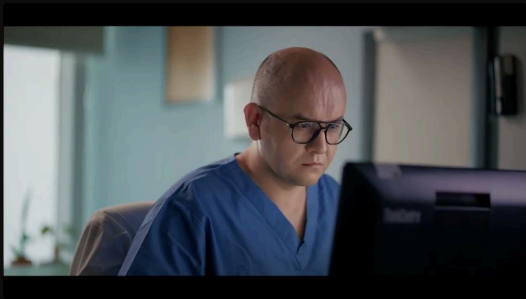
WEEKS LATER “A couple of weeks after the first time we showcased that video, we closed our first US client.”

THEN They came back for the brand and the website, rebuilt for the US. “The website is your first front door.” Dr Dileep Raman, Co-founder

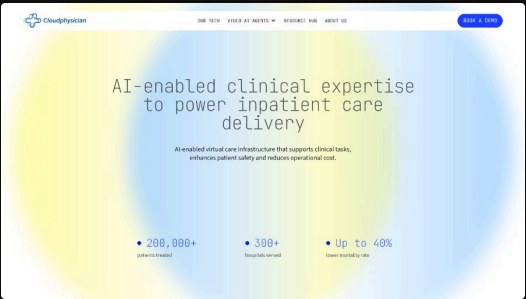
→ Ask us to put you in touch with Cloudphysician’s co-founders, Dr Dhruv Joshi and Dr Dileep Raman, or with Ayesha Gopal, Chief of Care Center.



BOOTH DESIGN · FIRST US CONFERENCE



THE PRODUCT FILM · WATCH



THE WEBSITE · CLOUDPHYSICIAN.AI

Twelve reasons to hand us **your brand**

01

We understand what you're building, before we design a thing.

We learn the product well enough to explain it.

02

B2B is the only thing we do.

Clients keep coming back for the next project.

03

Strategy first. Then the identity.

Positioning, narrative and messaging, then the verbal and visual identity built on them.

04

We ask the questions no one else thinks to.

The right question, asked early, beats any process.

05

Time and money, both on the clock.

If something slips, you hear it early.

06

If a heart rate is 120, it has to be 120.

For Cloudphysician's film, a six-hour shoot ran ten, until every reading on screen was right.

07

We push back. You'll thank us for it.

Then we meet you where the real idea lives.

08

We don't just design it. We build it, in Webflow or Astro.

And film it, from the script up: live action, 2D, 3D or stop motion.

09

49 makers, one studio. And we play well with yours.

Strategists, writers, designers, developers and filmmakers.

10

We hand you the keys, not a dependency.

Built for your team to run, with no ticket queue.

11

B2B doesn't have to be boring.

Work teams are proud to show their buyers and their investors.

12

Our clients do our selling for us.

To their investors and founder friends, unasked. No testimonial here was paid for, or bought with a discount.

Watch them say it



“It never felt like a vendor relationship; it felt like a partnership.”

Ayesha Gopal, Chief of Care Center & Model Factory, Cloudphysician

“Everything Design got the full understanding of the industry.”

Zeeshan Shariff, Head of Marketing, Relanto

“The only agency that comes to mind for anything B2B SaaS.”

Gautham Gopakumaran, Head of B2B Growth, PayBy

“They actually understood the product, something I struggle to explain to customers. The other agencies didn’t even dive into understanding what we do.”

Varun Khare, CEO, NimbleEdge

“They took the brand and website to where we wanted it to be.”

Dr Malleesh Bommanahal, Co-founder, i3systems

MORE CLIENT VIDEOS AT [EVERYTHING.DESIGN/AGENCY-REVIEWS](https://everything.design/agency-reviews)

Eighteen clients, **on camera**



Fortuna CySec
Navin Balakrishnaraja



Vecton
Himanshu Goyal & Gaurav Mandlecha



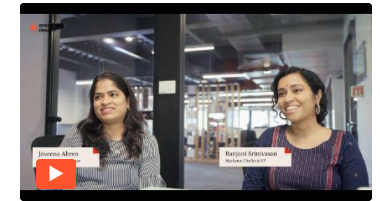
Cloudphysician
Dr Dileep Raman & Dhruv Joshi



NimbleEdge
Varun Khare



Ximkart
CEO & co-founder



Stellaris
Joveena Abreo



Trinas
Khurram Syed



Cuzor
Sachin Naik



PayBy
Gautham Gopakumaran



Relanto
Zeeshan Shariff



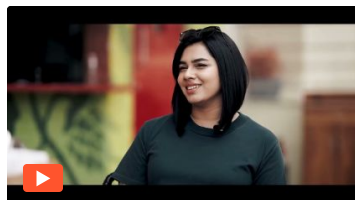
i3systems
Dr Mallesh Bommanahal



Alkemiz
Sunaina Makhija



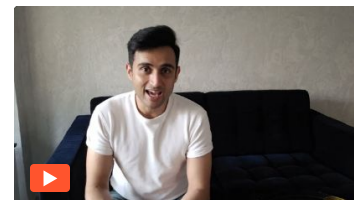
5X
Krishnapriya Agarwal



Geist
Geetanjali Chitnis & Sanjana Bhatt



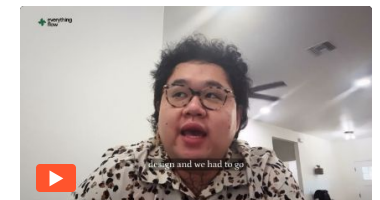
How Frameworks
Sudhir Sarnobat



Snac
Anirudh Dharmagadi



WowFactories
Koushiic Durai



Conrad Cheung
Artist, writer, professor

The people you'll
actually work with

LEADERSHIP AND HEADS OF
CRAFT

Mejo Kuriachan



CO-FOUNDER & CEO

Fifteen years across design management, marketing, research and sales. Runs the business like a strategist.

Ekta Manchanda



CO-FOUNDER & PRINCIPAL DESIGNER

Eighteen years in brand and visual design. Leads the design team and sets the visual direction on every brand we build.

Sijeesh Balakrishnan



LEAD STRATEGIST

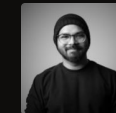
Eighteen years in branding, UX and UI, for startups and tech companies.

Sushant Ajnikar



STRATEGIST

Saurabh Chakradhari



HEAD OF DEVELOPMENT

Mohamed Reza



B2B MARKETING STRATEGIST

Arpan Sen



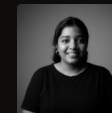
CHIEF OF STAFF, PROJECT MANAGER

Sanjana Hmath



LEAD DESIGNER

Athira Krishnan



LEAD DESIGNER, CONTENT STRATEGIST

And the team
around them

49 PEOPLE, ONE STUDIO,
BENGALURU · 1 / 4

Jerry Thomas



HEAD OF PARTNERSHIPS

Felix Hartley



CREATIVE DIRECTOR

Tejus Yakhob



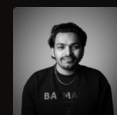
CREATIVE DIRECTOR

Akhilesh J



LEAD DESIGNER

Ahamed Sabahir



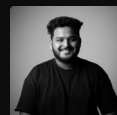
WEBFLOW DEVELOPER

Akhila Suresh



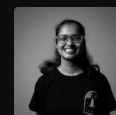
PROJECT MANAGER

Akshay A D



PROJECT MANAGER

Anushka Moharana



DESIGNER

Bin Fahadh KB



VIDEO EDITOR

And the team
around them

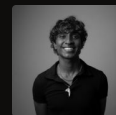
49 PEOPLE, ONE STUDIO,
BENGALURU · 2 / 4

Arpit Purohit



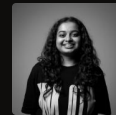
PRODUCT MARKETER, B2B

Ashik Arul Clement



MOTION DESIGNER

Devi Harinarayan



ASSOCIATE DESIGNER

Goutham Shravan



WEBFLOW DEVELOPER

Harishma D



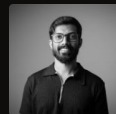
ASSOCIATE DESIGNER

Hiral Vinod Satardekar



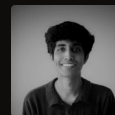
MID-WEIGHT DESIGNER

Jiyash A K



SENIOR WEBFLOW DEVELOPER

Joel Vergheese



DESIGNER

Mehak Dhruv



DESIGNER

And the team
around them

49 PEOPLE, ONE STUDIO,
BENGALURU · 3 / 4

Nanki Arora



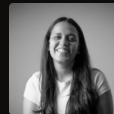
CONCEPTS, ILLUSTRATIONS, STOP MOTION

Naveen Perumalsamy



WEBFLOW DEVELOPER

Neha Bhatnagar



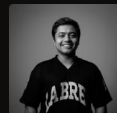
SENIOR BRAND DESIGNER

Nehal Sharma



DESIGNER

Parikshit More



CONTENT WRITER

Prenitha Xavier



B2B CONTENT WRITER

Rajashri Brahma



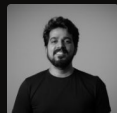
FRONTEND DEVELOPER

Samiksha Somani



DESIGNER

Siva S

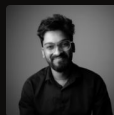


WEBFLOW DEVELOPER

And the team
around them

49 PEOPLE, ONE STUDIO,
BENGALURU · 4 / 4

Sreejith K



MID WEIGHT MOTION DESIGNER

Swathi Mohan



CONTENT STRATEGIST

Vaishnavi Gupta



MOTION DESIGNER

Varsha P



MOTION DESIGNER

Vignesh



3D GENERALIST

Wamika V K



DESIGNER

Yash Muley



MID-WEIGHT DESIGNER

Yugankita Aich



ASSOCIATE EDITOR, FILMS

Zakia Ali



MID-WEIGHT DESIGNER

The first call is with the people who'll **do the work**



Ekta Manchanda

CO-FOUNDER & PRINCIPAL DESIGNER



Sijeesh Balakrishnan

LEAD STRATEGIST



Sanjana Hmath

LEAD DESIGNER



Athira Krishnan

LEAD DESIGNER



Arpan Sen

CHIEF OF STAFF

Ekta Manchanda · +91 93422 41669 · ekta@everything.design

The studio · hello@everything.design



COMPANY PROFILE · V1.1 · 2 OCTOBER 2026

EVERYTHING.DESIGN · BENGALURU, INDIA