



BIZ BUZZ

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Designing solutions

ColourCraft Studio (CCS) is a one-stop-shop for 'creative' business solutions. Twenty-four-year-old **Aditi Gandhi** lets you in on the tricks of the trade

Starting out

Serving as a business consultant at Ernst & Young for two years wasn't the best suited profile that Aditi had desired. With hardly any relevant graphic designing or advertising exposure, Aditi was rather ecstatic with the idea of opening her own creative consultancy with her partner, Ankit Jain.

With an objective to provide 360 degree marketing solutions to small- and medium-sized businesses, the idea of CCS was formulated in February 2009. "We wanted to

concentrate on the untapped small scale segment, especially because they can't afford bigger agencies," she says.

What do they offer?


Right after take-off, the 10-member team of CCS bagged a substantial number of clients. "We were offering pure graphic designing services to some of our clients and marketing consultancy services to others," adds the entrepreneur. CCS's services revolve around media planning, creating ad campaigns, managing brands and online marketing, in addition to graphic designing.

Pricing

As Aditi narrates, "Pricing really depends on various factors such as detailing of design, man-hours required and the expertise and

experience we have in that business vertical. We consider our client's budget, and can be flexible based on our relationship with them." CCS works towards sustaining long-term relationships with their corporate clients.

Future plans

"We are currently a zero debt company and plan to become an end-to-end marketing solutions firm, catering to our clients' needs at every step of the value chain—from conceptualisation to final product. Segments that CCS will be looking at in the future are: media buying, animation and 3D design, as well as publishing and printing," confirms Aditi. 

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— Interviewed by Srilagna Saha