

# TOTAL BRANDING



## **ALIGNING INTERNAL IDENTITY TO EXTERNAL IMAGE**

We believe a powerful Brand begins from within. It needs to match the promise projected into markets. Our signature Total Branding™ framework integrates internal and external values to create a strategic, cohesive and impactful presence.

[www.shradhax.com](http://www.shradhax.com)

# BENEFITS & SERVICES

## BUILD YOUR BRAND

- 1. BRAND AUDIT**  
Discover your Brand's real strengths and blind spots. Helps companies understand market perception and make data-driven brand improvements.
- 2. CORPORATE IDENTITY**  
Align your visual, verbal, and behavioral expressions. Ensures consistent representation across all touchpoints, enhancing brand credibility.
- 3. BRAND IDENTITY**  
Design how your Brand looks, sounds, and feels. Creates a memorable, professional presence that builds trust and customer loyalty.
- 4. MARKETING**  
Identify the right audience and speak their language. Increases visibility and helps attract, engage, and retain ideal customers effectively.

## BUILD YOUR TEAM

- 5. LEADERSHIP DEVELOPMENT**  
Lead with clarity, confidence, and empathy. Builds stronger leaders who inspire teams, drive performance, and align people with organizational goals.
- 6. TEAM DEVELOPMENT AND ALIGNMENT**  
Unite your team around shared goals and values. Improves collaboration, communication, and accountability, creating teams that effortlessly deliver consistent results.

### 7. SOFT SKILLS DEVELOPMENT

Enhance corporate etiquette, communication, behavior, and emotional intelligence. Strengthens workplace relationships and customer interactions, leading to increased engagement and higher satisfaction.

### 8. ORGANIZATIONAL DEVELOPMENT

Build structure, systems, and culture that support sustainable growth. Enables MSMEs and organisations to operate with efficiency and consistency, preparing them to scale as high-performing organizations.

## BUILD YOUR CULTURE

### 9. STRESS MANAGEMENT WORKSHOPS

Stay calm, focused, and balanced in everyday work life. Reduces burnout and absenteeism while improving focus, morale, and overall team productivity.

### 10. FOCUS DEVELOPMENT PROGRAMS

Train your team to focus better and reject distractions. Boosts efficiency and output by helping employees stay mentally sharp and goal oriented.

### 11. DIVERSITY, INCLUSION & EQUITY

Create a workplace where everyone feels seen, heard, and valued. Fosters innovation, trust, and employee belonging, strengthening organizational culture.

### 12. GENDER SENSITIZATION & PoSH

Promote increased awareness, sensitivity, empathy, and respect towards gender differences. Builds a safe, inclusive, and legally compliant work environment where everyone can perform at their best.

# PROCESS

## 01 AUDIT

We study where your Brand *really* is on its journey - Start-up, established or experienced.

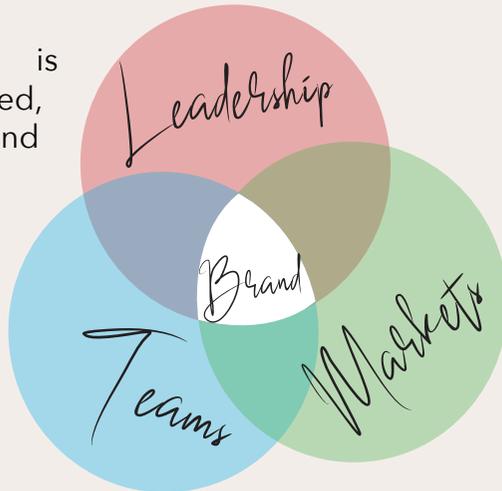
## 02 PROPOSE

With your guidance, we draft a proposal on how we intend to get your Brand from *Point A to Point B*.

## 03 IMPLEMENT

Once the paper-work is approved and completed, we *transform* your Brand guided by clear KPIs.

Our methodology is not limited to aligning only Leadership and Markets. *We bring Leadership, Teams and Markets to the same page.*



We create cohesive entities.

## INTERNAL IDENTITY

- Developing a value-driven Corporate culture.
- Aligning aspirations of Leaders with Teams.
- Designing systems and processes that effectively project your Brand promise.

## EXTERNAL IMAGE

- Positioning to set your Brand apart - Strategically & Creatively.
- Long-term Corporate & Brand Identity communication design management.
- 360° Creative campaigns to express your Brand's essence.

## WHAT SETS US APART

(A personal note from the Founders)

Our method is found only in highly successful Brands across advanced markets, and the feedback indicates we are among its pioneers across South and West-Asia.

We understand every successful Brand is a Joint-Venture between the Agency and the Client. No Brand can be built in isolation. That's why every step taken towards building your Brand is a partnership of minds.

***Your Brand is what people talk about when you're not in the room.***

On that note, we look forward to hearing from you, and we'll be delighted to schedule a free credential presentation.

## Regards



**AKHILESH BS**  
CORPORATE COACH



**NANDHASATH NIYOG**  
BEHAVIOURAL R&D



**RASMI JOY**  
BUSINESS PSYCHOLOGY



**ANIL CONSTANTINE**  
BRAND ARCHITECTURE



# EXPERIENCE (In alphabetical order)

## INDIA

CII - Confederation Of Indian Industries  
Clear ENT Clinic  
Eunoia Counselling  
ICAI Trivandrum - Institute Of Cost Accounts Of India  
Kings Snax Group  
LIC - Life Insurance Corporation Of India  
Mobident / Dental Intelligence Unit (DIU)  
Ophellias Global Education  
Sree Ayyappa College For Women  
TCCI - Trivandrum Chamber of Commerce & Industry  
UST Global

## UAE

ADNOC - Abu Dhabi National Oil Company  
Cedre Villas (DSOA)  
DFSA - Dubai Financial Services Authority  
DSC - Dubai Sports Council  
DSF - Dubai Shopping Festival  
DSOA - Dubai Silicon Oasis Authority  
Emaar Properties  
ETA Star Properties  
Etisalat  
Mashreq Bank  
Oman Insurance Company (Sukoon)

## BAHRAIN / KSA / OMAN

Bateel Confectionery & Café Bateel  
E-Oman  
Saab Automobiles  
SAICO  
Toyota  
Volvo

## REST OF THE WORLD

Ahart Solutions International (Austin)  
Energenics UK (Oxford)  
Kengen (Kenya)  
Millennium Chain of Hotels & Resorts (Global)



# CONTACT

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