



# Quikshef

- 20+** Products designed and Developed
- 200+** Distributors onboarded
- 30 Cr+** Revenue generated
- 2 Lacs+** App downloads

### Deliverables:

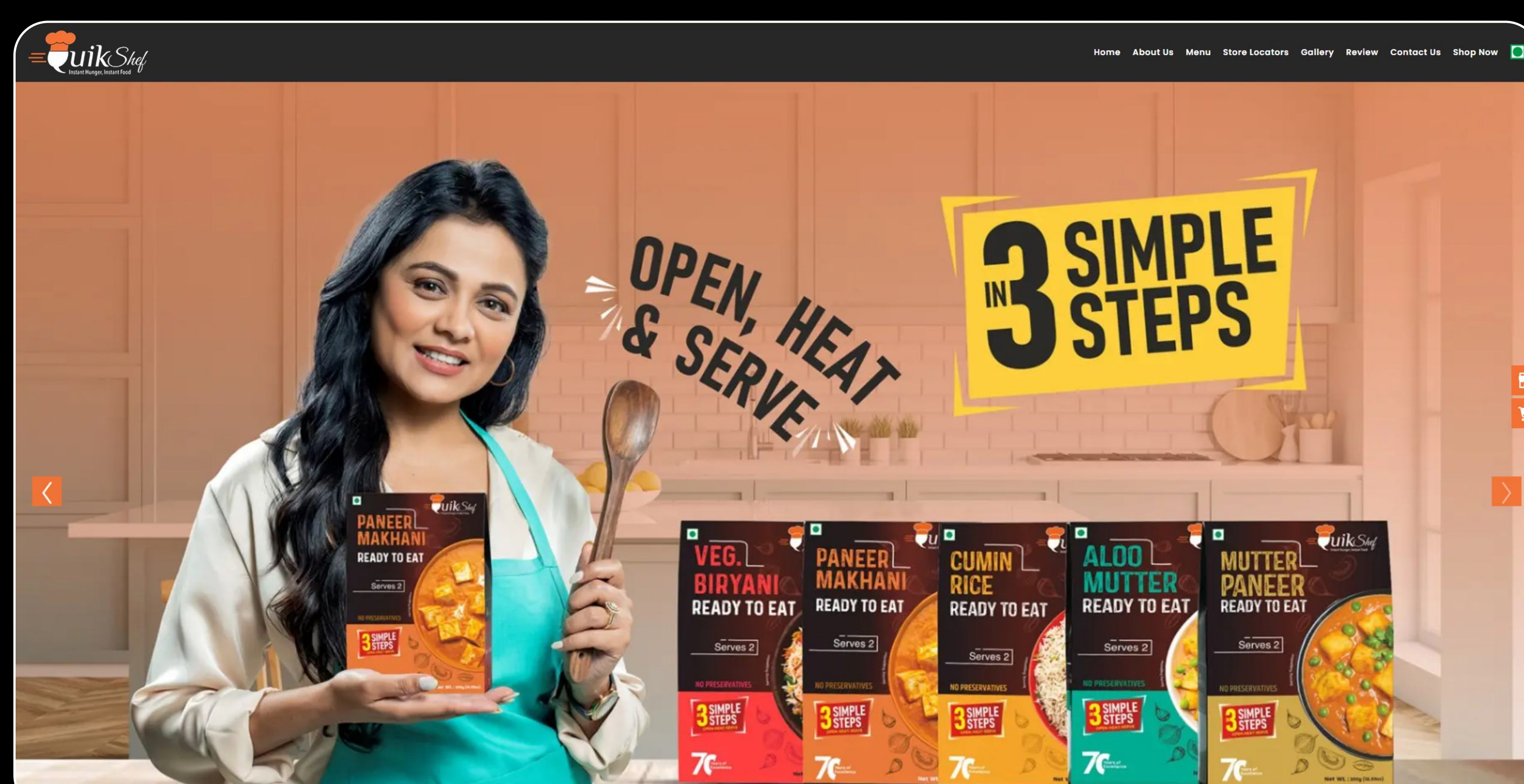
- Branding
- Website & App
- Digital Presence
- Event Management

### Involvement:

- Brand Strategy
- Graphic Design
- UI / UX Design
- Content Marketing
- Social Media Marketing
- Digital Marketing
- Packaging Designing
- Label Design

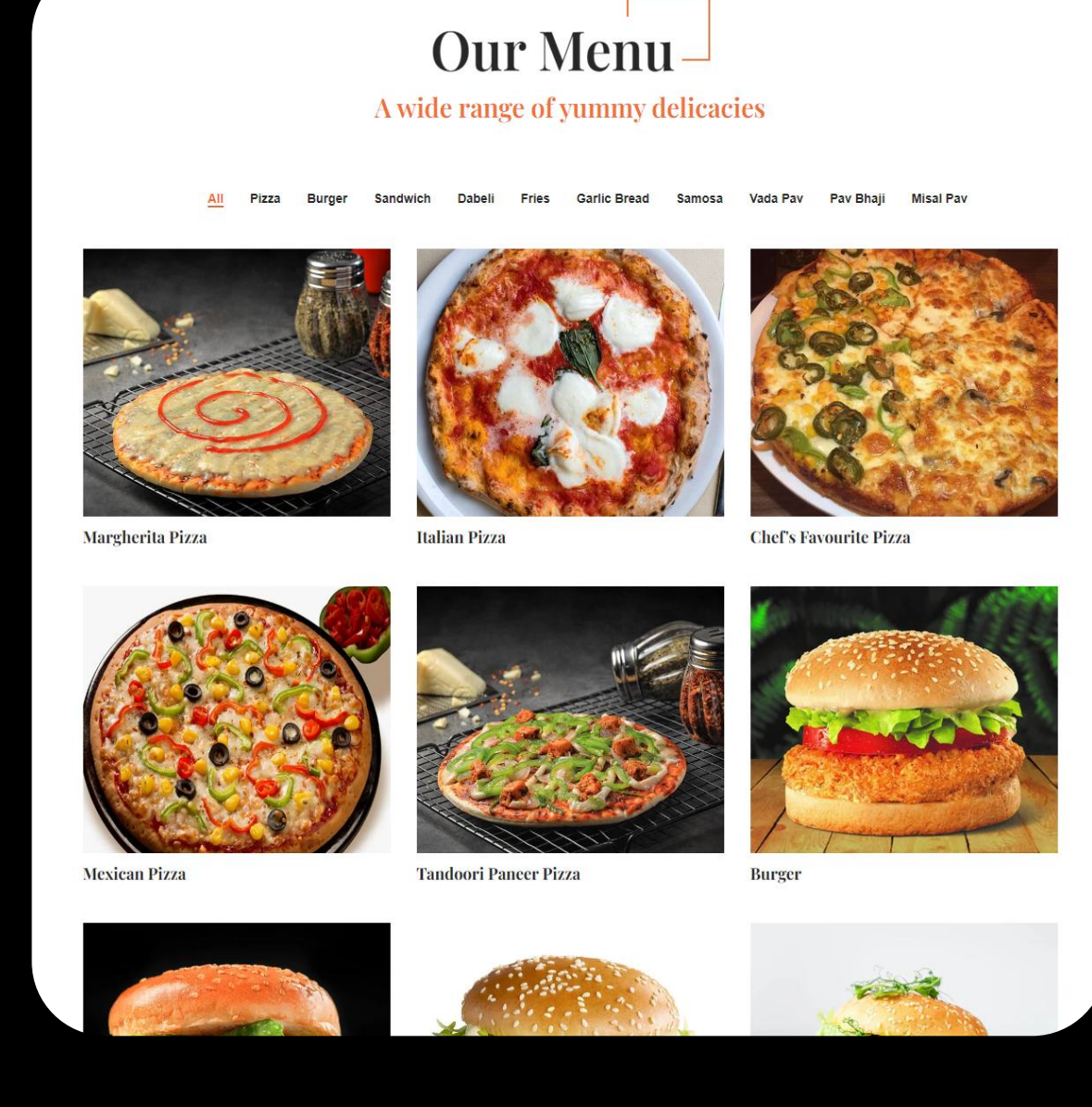
QuikShef, a prominent food brand with a diverse portfolio encompassing restaurants and ready-to-eat products, spices, and sauces sought an all-inclusive digital solution to address its branding and sales needs across India.

Our mission was to craft a digital presence that not only resonated with QuikShef's brand identity, vision, and core values but also delivered a unique and unforgettable experience to their audience. Our strategic initiatives, made a profound impact across food enthusiasts and consumers, reaching every corner of our culinary landscape.



### Branding Brief:

At Quikshef, our team played a crucial role in making our brand message very clear and creating interesting content. We've worked closely with Quikshef to showcase their diverse range of restaurants, ready-to-eat products, spices, and sauces across the country, helping them stand out in a crowded food market. Our efforts have enabled Quikshef to convey their unique identity and offerings to a broad audience, allowing them to connect with customers on a deeper level and fostering a strong brand presence.



### Digital Presence & Order Systems:

Through our meticulous approach to every detail, we've successfully immersed users in the essence and vision of Quikshef while enabling them to deeply connect with our brand. This comprehensive effort led to a remarkable boost in user recall rates and an impressive surge in orders. At a certain point, our results were so effective that we found ourselves focused on delivering delicious food rather than actively selling it.

## Product Designing & Packaging Design



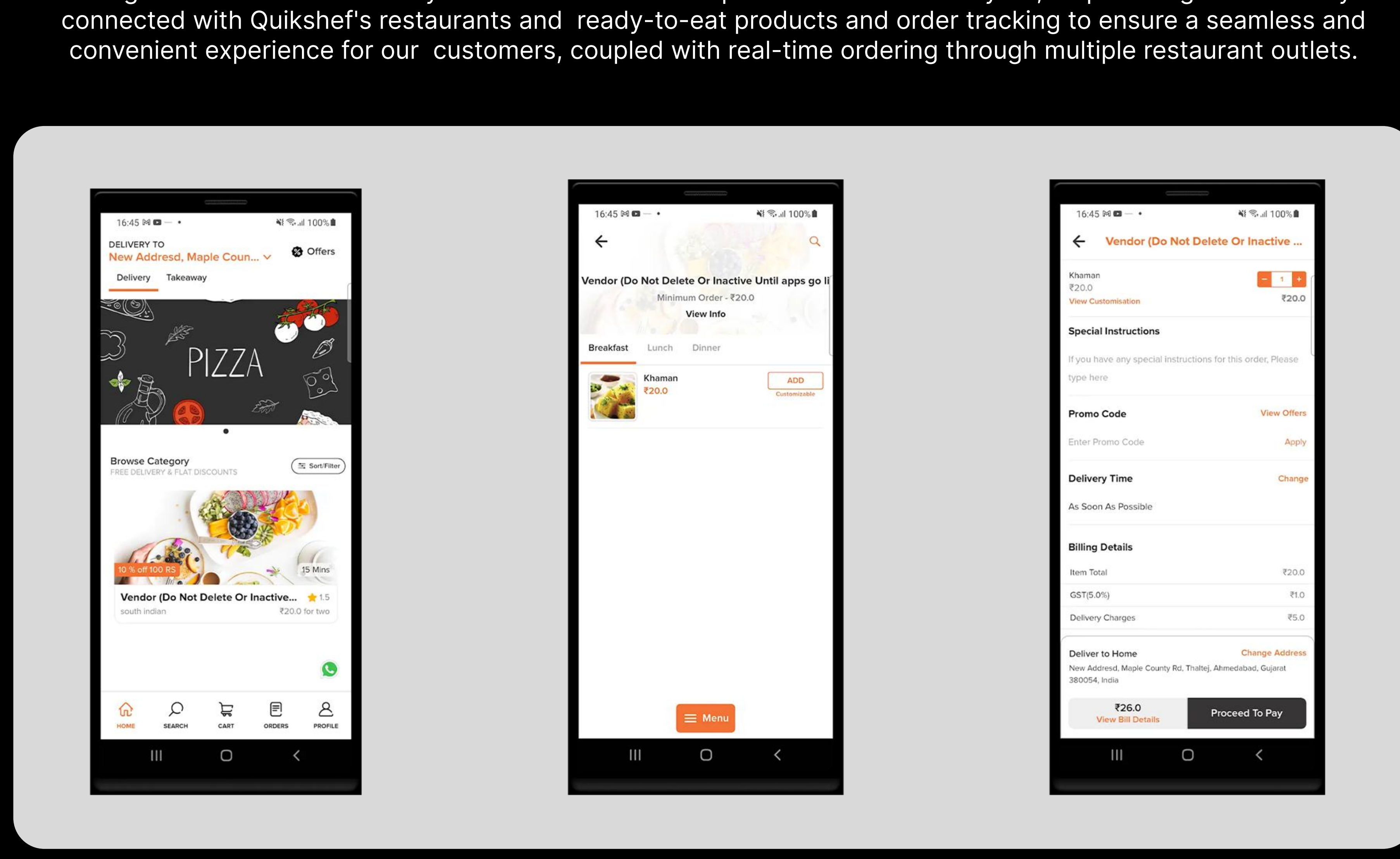
## Website Brief

The QuikShef website isn't just any website. It's like a tasty adventure, inviting you to explore delicious food and discover the brand's cool ideas. The website is a seamless fusion of taste, art, and products. Our website ensures that all visitors go across the complete portfolio and is completely capable of delivering orders to home with seamless integration across all stores and restaurants.



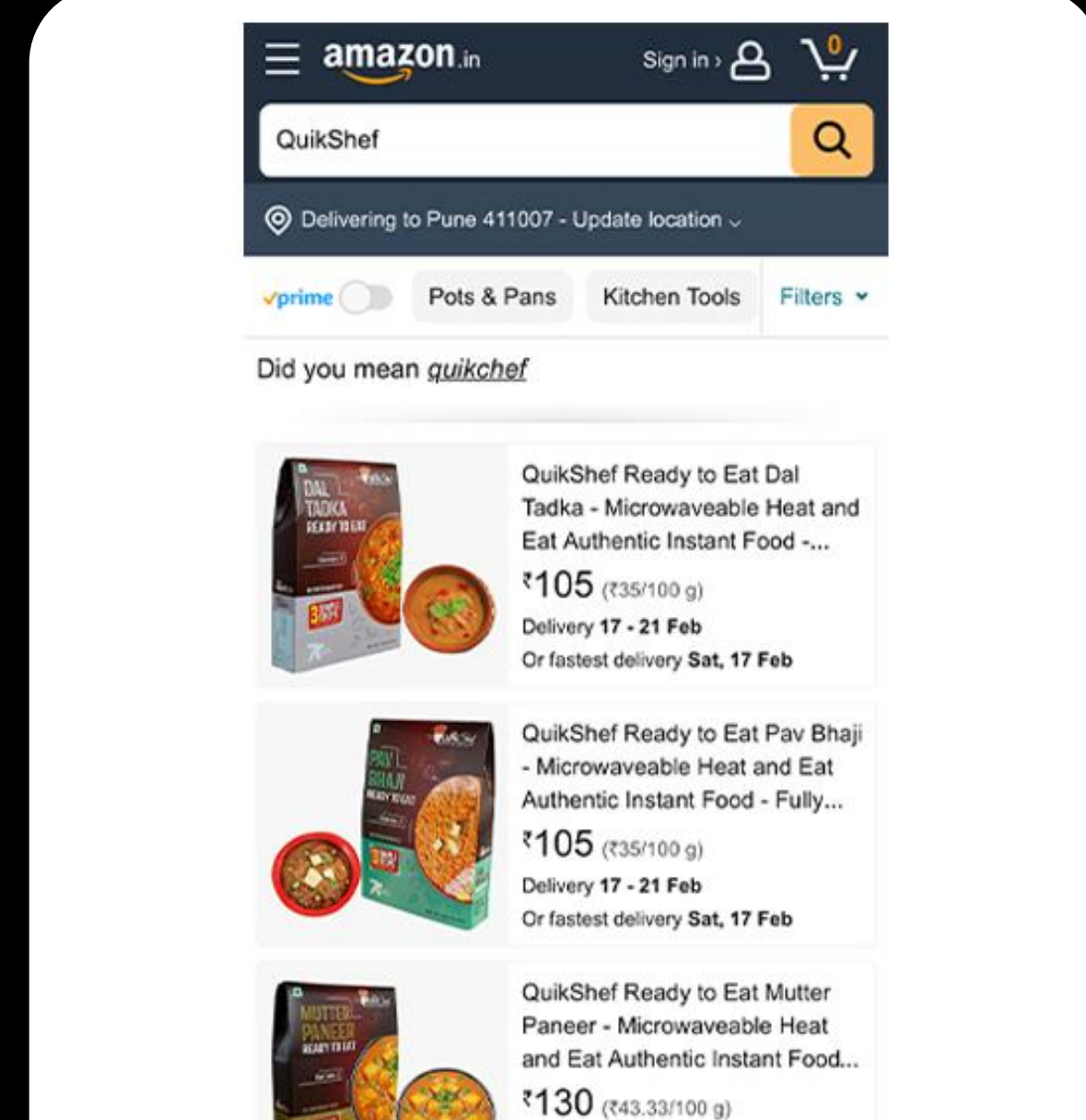
## App Brief

The new Quikshef app is a direct result of our collaborative efforts to create an engaging and rewarding experience for users. Our main objective was to keep users informed, engaged, and delighted while interacting with our app. We designed it with a user-friendly structure and the best possible information layout, empowering users to stay connected with Quikshef's restaurants and ready-to-eat products and order tracking to ensure a seamless and convenient experience for our customers, coupled with real-time ordering through multiple restaurant outlets.



### Event Management:

In our role as the end-to-end event management partner for Quikshef, we take charge of orchestrating and executing the entire process for new outlet openings and launch events. From planning to execution, we ensure a seamless and successful event that truly captivates the audience. Our expertise in event management has not only streamlined the process but has also transformed these events into unforgettable experiences that leave a lasting impact on attendees, further enhancing the brand's reputation and outreach.



### Marketplace Expertise:

We have successfully entered the e-commerce space with Quikshef so as to list their products on various e-commerce platforms including but not limited to Amazon, Flipkart and various third party sellers like DMart, Dorabjees etc. Through our meticulous approach to every detail, we've successfully immersed users in the essence and vision of Quikshef while enabling them to deeply connect with our brand. This comprehensive effort led to a remarkable boost in user recall rates and an impressive surge in orders. At a certain point, our results were so effective that we found ourselves focused on delivering delicious food rather than actively selling it.