



**TOSS CREATIVES**  
FLY IN THE DIGITAL WORLD

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

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## FOREWORD

In the bustling streets of Mumbai, amidst the cacophony of dreams and aspirations, my journey as a business mentor and marketing strategy expert began. Fueled by a passion for creativity and an unwavering belief in the power of digital innovation, I embarked on a quest to carve a niche in the ever-evolving landscape of design and technology.

It all started with a simple idea – to build a bridge between imagination and reality, to transform visions into tangible expressions that captivate hearts and minds. Armed with MBA (Master of Business Administration) in International Business and a vision to redefine the standards of excellence, I, Pranali Vira, founded Toss Creatives.

At Toss Creatives, we don't just design; we craft experiences. Each project is a canvas, waiting to be painted with strokes of innovation and imagination. Whether it's a logo that symbolizes a brand's identity, a website that serves as a digital storefront, or a social media campaign that sparks conversations, our mission remains unchanged – to inspire, to empower, and to elevate.

As the Founder and CEO of Toss Creatives, and with my expertise as a business mentor and marketing strategy expert, my journey is intertwined with the stories of countless clients whose dreams we've brought to life. Together, we've scaled new heights, shattered barriers, and rewritten the rules of possibility.

So, as you embark on this journey with us, remember that every design, every line of code, and every strategy is infused with passion and purpose. Welcome to Toss Creatives – where creativity knows no bounds, and dreams take flight.

*Pranali Vira*

## OVERVIEW

With a physical presence in Mumbai, India, and a virtual footprint spanning the United States, Dubai (UAE), and Africa, for over 7 years, our business stands as a global leader in providing comprehensive digital solutions. Specializing in graphic design, website development, and digital marketing on social media platforms, we have cultivated a reputation for excellence and innovation.

### MISSION

- To revolutionize the branding industry by harnessing the power of AI and UI/UX to create memorable brand identities.
- To empower businesses with innovative digital solutions that drive growth and customer engagement.

### VISION

- To become a global leader in AI-powered branding solutions, setting new standards for creativity and effectiveness.
- To continuously explore and adopt emerging technologies to stay ahead of industry trends.

### GOALS

- Expand our portfolio of AI-driven branding services to cater to diverse client requirements.
- Strengthen partnerships with technology providers to access the latest tools and resources.
- Establish thought leadership in the field of AI and UI/UX integration in branding through publications, events, and industry collaborations.

## SERVICES

### **GRAPHIC DESIGN SERVICE**

Our Graphic Design service transforms ideas into captivating visuals, from stunning advertisements to engaging marketing collateral, ensuring your brand stands out.

### **LOGO DESIGN SERVICE**

Our Logo Design service crafts iconic symbols that embody your brand's identity, leaving a lasting impression and fostering instant recognition among your audience.

### **BUSINESS BRANDING**

Elevate your brand with our Business Branding service, where we curate cohesive strategies that define your identity, resonate with your audience, and set you apart in the market.

### **WEBSITE DESIGN & DEVELOPMENT**

Our Website Development service creates immersive online experiences that blend aesthetic appeal with seamless functionality, ensuring your website captivates visitors and drives results.

## SERVICES



Our SEO service optimizes your online presence to improve visibility, drive traffic, and enhance your website's search engine ranking, ensuring you stay ahead in the digital competition.



Our Content Creation service crafts compelling narratives and visually stunning content across various platforms, engaging your audience and strengthening your brand's online presence.



Our Social Media Handling service manages your social media platforms with expertise, curating engaging content, fostering interactions, and growing your audience organically.



Our Video Creation and Editing service brings your brand to life through captivating visuals and storytelling, from concept to execution, ensuring your message resonates with your audience effectively.

## KEY PERSONNEL



### **PRANALI VIRA** FOUNDER & CEO

Qualification: **MBA in International Business**

Years of Experience: **7 years**

#### Roles & Responsibility:

- **Visionary Leadership:** Setting the overall vision and strategic direction of the company. Defining long-term goals, objectives, and strategies to drive growth and success.
- **Business Development:** Identifying new business opportunities, partnerships, and market trends. This includes networking, attending industry events, and nurturing relationships with clients and stakeholders.
- **Team Leadership:** Providing strong leadership and guidance to the team is essential. Inspiring, motivating, and mentoring employees, fostering a culture of innovation, collaboration, and excellence.
- **Financial Management:** Overseeing the financial health of the company is crucial. This involves budgeting, financial planning, and ensuring the efficient allocation of resources to meet business objectives.
- **Brand Ambassador:** As the face of the company, representing its values, mission, and brand image. Participating in media interviews, public speaking engagements, and representing the company at events and conferences.
- **Strategic Decision Making:** Making informed and strategic decisions that align with the company's goals and objectives is a key responsibility. Analyzing data, evaluating risks, and adapting to changing market conditions.



## KEY PERSONNEL



### VATSAL SHAH

#### MANAGING DIRECTOR

Qualification: **MBA in Marketing Management**

Years of Experience: **5 years**

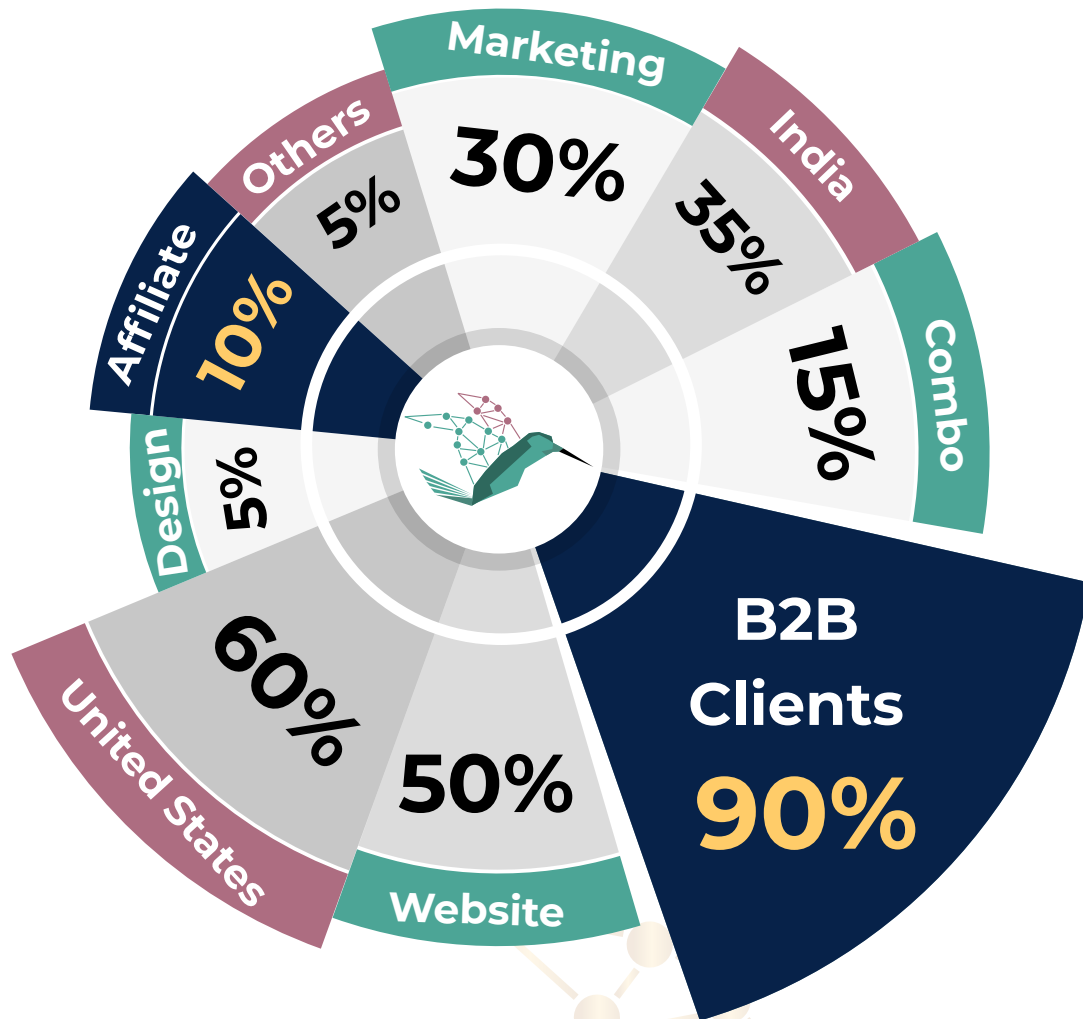
#### Roles & Responsibility:

- **Operational Oversight:** As the Managing Director, overseeing the day-to-day operations of the company. This includes managing resources, workflows, and processes to ensure efficiency and productivity.
- **Team Management:** Responsible for managing and supervising the various departments and teams within the organization. Delegating tasks, providing direction, and fostering a collaborative and supportive work environment.
- **Client Relations:** Building and maintaining strong relationships with clients. Understanding their needs, address their concerns, and ensure high levels of customer satisfaction to drive repeat business and referrals.
- **Performance Monitoring:** Monitoring the performance of the company against key metrics and objectives is crucial. Analyzing performance data, identifying areas for improvement, and implementing strategies to optimize performance.
- **Compliance and Governance:** Ensuring compliance with relevant laws, regulations, and industry standards is a key responsibility. Overseeing legal and regulatory matters, managing risks, and upholding ethical standards throughout the organization.
- **Strategic Planning:** Collaborating with the CEO and senior leadership team to develop and implement strategic plans is important. Contributing insights, providing recommendations, and aligning operational activities with the company's overall vision and goals.

# REVENUE

Last year Gross Profit: **5 Lac**

Last year Net Profit: **3.2 Lac**



- Revenue generation based on countries
- Revenue generation based on services
- Revenue generation based on type of clients

## PORTFOLIO

Link to portfolio (Work of our current and past clients):

**[www.tosscreatives.com/company-portfolio](http://www.tosscreatives.com/company-portfolio)**

## ONLINE / SOCIAL PROFILES



@tosscreatives



@thetosscreatives



@company/tosscreatives

## CONTACT



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