



# BEYOND°

Helping companies **GO BEYOND** through creativity,  
collaboration and a human-centric approach

# WE BELIEVE IN GOING BEYOND EXPECTATIONS, BECAUSE IT'S THE SMALL THINGS THAT MAKE A BIG DIFFERENCE.

## Beyond *Boundaries*

We work without the constraints of rigid hierarchies, where leadership is fluid and everyone's skills and knowledge are valued. Together, we go beyond individual contributions to create something bigger through collective effort.

## Beyond *Limits*

Curious by nature, we believe there's always more to learn.. We go beyond what's familiar, in fact we welcome it, because we know that true growth happens when we embrace the unknown.

## *Above &* Beyond

For us, success is more than just delivering results—it's about creating joy for our clients and the people who work with them. We go beyond the project brief, aiming to build genuine, lasting relationships that bring happiness and value.

## Beyond *the surface*

As we create content, we believe in seeing people as a whole. We create content and experiences that empower people to make better decisions, learn, and grow.

# GO BEYOND WITH US

## Brand Strategy

The core of your company's identity, we help define your brand's core values and visual style to ensure every interaction speaks your language and builds a lasting impression.

- Research & Insights
- Purpose, Mission, Vision
- Value Proposition
- Personality Traits
- Verbal Identity
- Thought Leadership
- Naming

## Visual Identity

We shape your brand's visual language ensuring every element — from colors to typography, creates a distinctive and cohesive look that delivers a unique and engaging experience.

- Logotype, Typography & Colour
- Brand Book & Guidelines
- Illustrations & 3D
- Art Direction
- Video Design and Production
- Animations
- Photography

## Digital Marketing

We bring your brand to life online with strategic campaigns that drive your goals and create meaningful connections with your audience.

- Marketing Strategy
- Content Strategy
- Creative Direction
- Graphic and Video Production
- SEO
- Influencer Marketing
- Affiliate Marketing
- Native Marketing

**FILM | ART & DESIGN | DIGITAL MARKETING | EVENTS & EXPERIENCES**

# GO BEYOND WITH US

## Internal Communications

We help streamline your internal dialogue, ensuring that every team member is aligned, informed, and motivated to achieve shared goals.

- Leadership Communication
- Employee Engagement
- Change Management
- Culture Communication
- Rewards and Recognition
- Company Updates and News
- Campaign Communication
- DEI Communication
- Event Communication

## Events and Experience Design

We create brand action where shared values and real-world interactions collide. Through memorable events and experiences, we bring your vision to life, captivate your audience, and leave lasting impressions

- Annual Events
- Summits and Conferences
- Exhibitions
- Corporate Getaways
- Rewards and Recognition

**FILM | ART & DESIGN | DIGITAL MARKETING | EVENTS & EXPERIENCES**

# BRANDS WE HAVE WORKED WITH



*\*through other agency partners*

# KEY PROJECTS





Film Design and Production

# Zensar | Purpose Launch

## Concept | Words | Footage | Post

How do you capture the essence of a company in just a few minutes? For a forward-thinking tech innovator, unveiling their new purpose wasn't just an announcement—it was about showing who they are becoming.

The goal was to create something real, something genuine that would resonate with both their team and clients.

The result? A film that wasn't just words on a screen, but a message with clarity and heart, delivered in a way that connected deeply with the viewer.



[LINK TO THE VIDEO](#)



Film Design and Production

# Castrol | Ujjwal Kal

## Concept | Words | Filming | Post

We told the story of Castrol's Ujjwal Kal programs, run around its factories in Silvassa, Paharpur, and Patalganga, through a blend of voice-over narration and interview clips.

The narration was descriptive and engaging, focusing on the essence of the initiatives. The interviews helped enhance the narrative, adding personal insights and giving more depth to the voice-over. The voice-over acted as a smooth connector, guiding the viewer from one part of the story to the next while the interview segments brought in real-life perspectives, creating a cohesive and engaging flow



[LINK TO THE VIDEO](#)

*\*Project through Veeville Consulting*



Film Design and Production

# PepsiCo | Jal

## Concept | Words | Filming | Post

Shot in Punjab and Maharashtra, *Jal* is the story of PepsiCo India and ADI's Sustainable Water Resource Development and Management (SWRDM) program — a community-driven initiative that focuses on conserving natural resources, promoting environmental sustainability, and restoring ecological balance.

The video highlights how the initiative has positively impacted the lives and livelihoods of people in these communities.



[LINK TO THE VIDEO](#)

*\*Project through Veeville Consulting*



Film Design and Production

# Kalaari Capital | CXXO Series

## Concept | Words | Filming | Post

A video series featuring Perna Jhunjhunwala, Radhika Ghai, Diksha Pande, Neha Bagaria, and Malini Adapureddy showcases the journeys of women Founder/CEOs who are part of Kalaari Capital's CXXO initiative.

The series explores the beginnings of their companies, their experiences with Kalaari, and how they've grown their businesses to what they are today.



[LINK TO THE VIDEO](#)

*\*Project through Veeville Consulting*



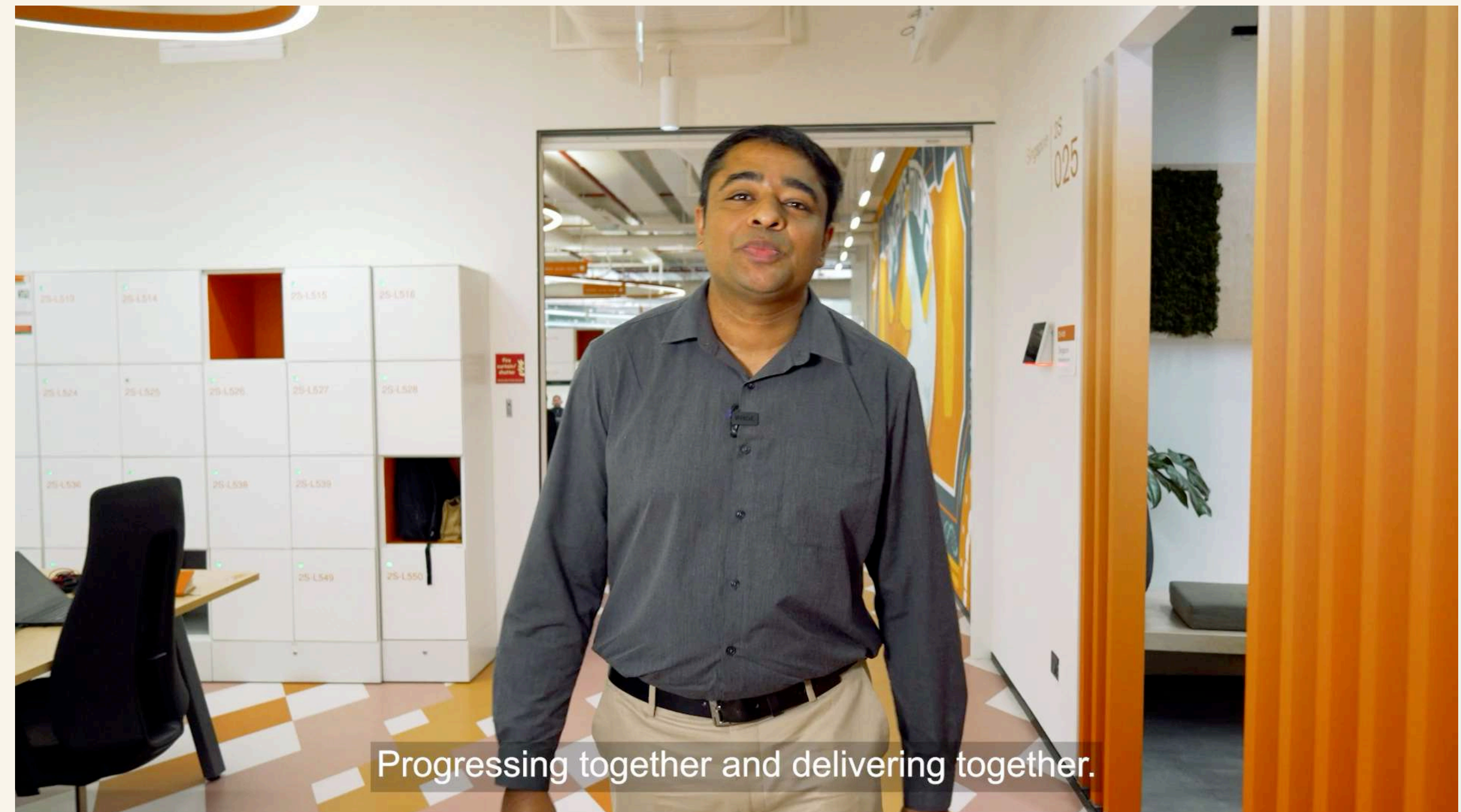
Film Design and Production

# GSK | Ambitious for Patients

## Concept | Words | Filming | Post

When GSK's GCC turned 3, it also marked 100 years of their presence in India. To capture this milestone, we created a video featuring employees from across departments at their Bangalore campus, each sharing what it means to be "Ambitious for Patients"—one of GSK's key commitments.

Through their stories, the video brought to life the passion and dedication that drives GSK.



**PRIVATE VIDEO**

*\*Project through Veeville Consulting*



Film Design and Production

# Kyndryl | Future Forward

## Concept | Words | Filming | Post

Future Forward - a series that showcases thought leaders within Kyndryl, discussing technologies and their potential impact on Kyndryl and its clients.

The series features insights from both local employees in India and visiting experts, giving team members across all verticals a glimpse into the latest innovations shaping the company's future.



are trying to learn how to use to manage this transition over.

**PRIVATE VIDEO**

*\*Project through Veeville Consulting*



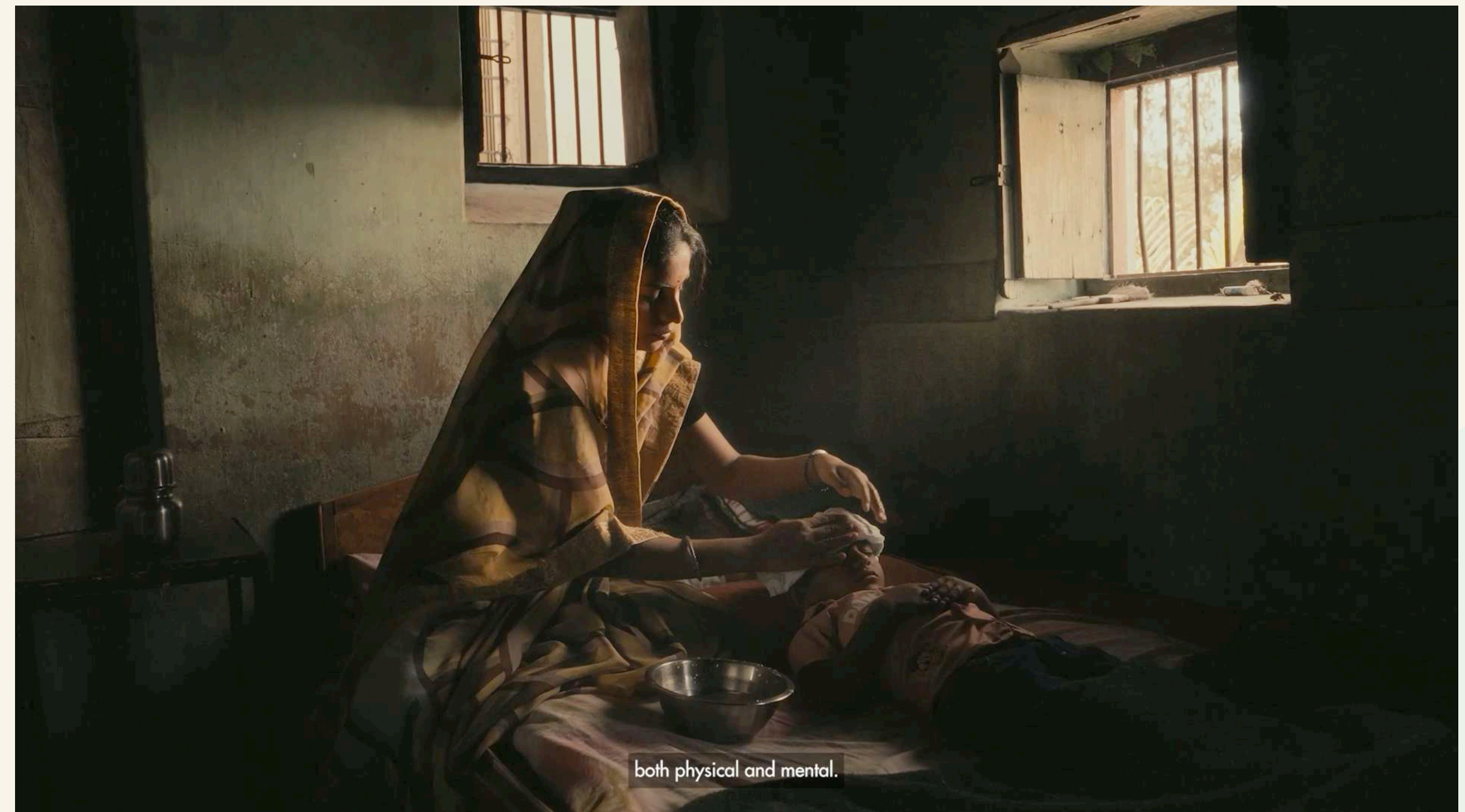
Film Production

# Quaker | Bowl of Growth

## Production Planning | Filming | Post

Created in collaboration with Leo Burnett, this film launched the Bowl of Growth program in India. Led by Quaker and NGO Mamta, the initiative focuses on raising awareness about malnutrition in the country.

As part of the program, a high-nutrition product in the form of Panjiri, was launched, made specifically for children under 5 affected by malnutrition.



[LINK TO THE VIDEO](#)

*\*Project through Veeville Consulting*

Film Production

# Canara Bank | ai1 Launch

## Concept | Words | Filming | Post

When Canara Bank launched its AI1 super app, we created five fun, skit-style commercials set in an interrogation room to highlight the app's features with humor.

We handled everything from developing the concept and writing the scripts to sourcing and auditioning actors. Our team also took care of the set design, filming, and post-production.

The aim was to make the app's features feel relatable and entertaining, and the end result was a series of ads that were fresh, engaging, and memorable; and brought the app to life in a way that really connected with the audience.



[LINK TO THE VIDEO](#)

*\*Project through Veeville Consulting*



Film Production

# Quaker | Product Launch Film

## Production | Post

Created in collaboration with Leo Burnett for Quaker India, this digital advertisement uses a combination of stop motion and live action to launch Quaker's new Oats Multigrain product.



[LINK TO THE VIDEO](#)

*\*Project through Veeville Consulting*

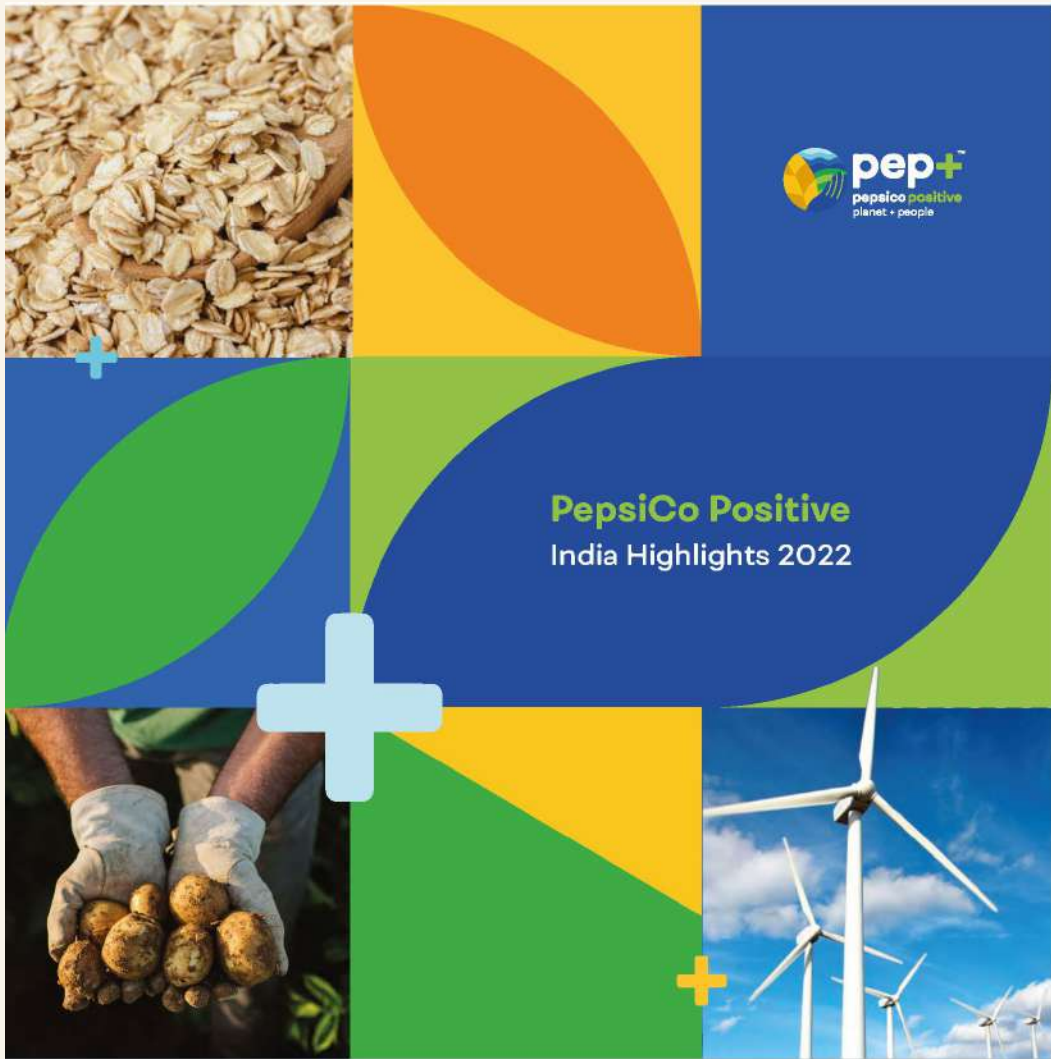


# PepsiCo | Smile Campaign





# PepsiCo India | India Highlights Report



## Words | Design

Created a report for PepsiCo India that highlights their innovations and advancements in their products across the Pep+ pillars: Positive Agriculture, Positive Value Chain, and Positive Choices.


\*Project through Veeville Consulting



# Levi | DE&I Newsletter


## Concept | Words | Design

Redesigned and developed Levi’s global DEI newsletter, Call to Action, featuring stories from global markets, company announcements, and open job vacancies.



# CALL TO ACTION

CELEBRATING DIVERSITY, EQUITY & INCLUSION IN IT.



**AUG 2021**

### ALLIES SPOTLIGHT

**NINAD KHIRWADKAR**

**DIVERSITY, EQUITY & INCLUSION - STRANDS THAT MAKE UP OUR DNA**

I reflect back on my year-long journey with Levi's, and I am filled with joy on the hard, right decisions we made in 2020. The GCC Bengaluru project was a canvas that could either become a spectrum of colors painted thoughtfully or a monochrome canvas with easily available tech talent. With grit and determination, we are happy to share that our gender diversity in GCC stands at **45**, compared to the **20 diversity mix in most technology centres in India**. I fondly recollect how Reebok beat Nike in signing up Venus Williams in 2003 because she saw more of her kind in the Reebok team. We're doing the same now, attracting star female talent and being a pioneer in doing the hard right, every.single.time. an opportunity is afforded to us.

But this is not it. The journey of being inclusive starts with attracting and acquiring talent. After that, it is our common responsibility to make each new hire feel at home. **Being inclusive requires us to be more mindful of how we make decisions, of whom we may subconsciously forget or whose voice we may not have heard.** Because, in inclusivity lies our strength, to weather the crests and troughs. Not to forget, inclusivity enables objectivity and meritocracy – a dream concoction for any organization. We need to continue to be deliberate, purposive and pay attention to the details to ensure we are not leaving anyone behind. Our success will be defined when diverse talent chooses us as the preferred employer and diverse customers walk into our stores because they feel included! Let us practice and live the DEI mantra each passing day!

**With love,**  
**Ninad Khirwadkar**

GOINGS ON №01

### ML HEADSTART: DIGITAL, DATA & AI FOR ALL

**UPDATES FROM THE DEI TASK FORCE IN COLLABORATION WITH AI/ML BOOTCAMP ORGANIZERS**

To help achieve our vision of becoming the world's best digital apparel company, LS&Co has created this education series for all of LS&Co that can be accessed as eLearning modules.

**CLICK HERE** to check out the digital upskilling initiatives and related courses. There will be more modules throughout the fall and early winter

GOINGS ON №02

### WORDS OF WISDOM:

**COFFEE CONNECT WITH TIM WIGHTMAN**

As part of the ongoing efforts to connect with our IT leaders, we recently had a chance to sit down with **Tim Wightman** at our August Coffee Connect. **For those who've not yet attended, the Coffee Connects are informal sessions where we ask our ITLT leaders questions.**

This month, Tim answered a number of questions about the Beyond Yoga acquisition – the employee discount is coming soon! Tim's parting wisdom for the group was to take the time we need to unplug from work and take care of ourselves. Given the way we've all been working recently, this is very timely and needed advice!

The next Coffee Connect will be on September 14<sup>th</sup> & 22<sup>nd</sup>, with Kartik.

**To be part of the next session please e-mail us at [mbxITTaskForceDEI@levi.com](mailto:mbxITTaskForceDEI@levi.com)**

GOINGS ON №03

### #HEFORSHE

**THE UN GLOBAL SOLIDARITY MOVEMENT FOR GENDER EQUALITY**

The world is at a turning point. People everywhere understand and support the idea of gender equality. They know it's not just a women's issue, it's a human rights issue. **HeForShe is an invitation for people of all genders to stand in solidarity, and create a bold, visible and united force for gender equality.** The people of HeForShe aren't on the sidelines. They're working with each other to build businesses, raise families, and give back to their communities.

**CLICK HERE** to learn more or to get involved


### THE PINNACLE OF DIVERSITY IN TECH: THE LS&CO. HACKATHON, 2021

**35 teams from across 11 countries** came together to compete in LS&Co's hackathon, this year. Diversity, at its best, with participants from countries like Belgium, Brazil, Canada, India, Indonesia, Russia, Singapore, South Africa, Spain, UK and the USA.

The level of preparation and the quality of hacks this year was a couple of notches above previous years. It was phenomenal witnessing international teams working together, identifying common problems and collaborating on a common solution!


Teams had great diversity, internally as well, with remote collaborations between diverse teams (i.e. engineers, business, data science). Furthermore, women were quite well represented among the teams, with several women from data science or IT presenting their solutions!

Particularly noteworthy is that the **top two winning teams had participation from all regions** - LSA, LSE and AMA. Speaking of winning teams - the organizing team is working round the clock to ensure the winners get their prizes :)



### DIVERSITY AND DIGITAL TRANSFORMATION: WHAT'S THE CONNECT?

Artificial Intelligence and Machine Learning are fueling technology that will open new possibilities for businesses. **A 2020 Deloitte survey found that 67% of companies are using machine learning, and 97% are using or planning to use it in**





**GOINGS ON №01**

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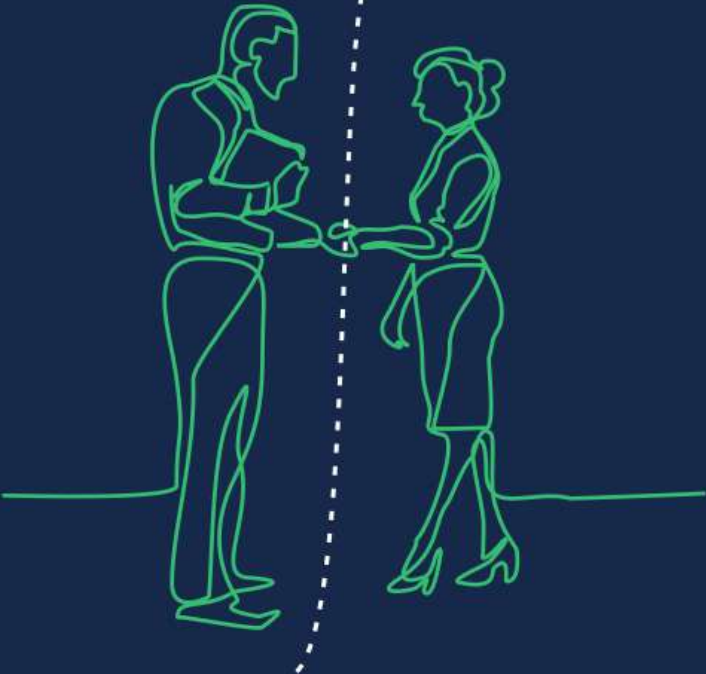




# GE and PepsiCo | Posh Campaign

## Concept | Words | Design

A couple examples of POSH communication created for GE and PepsiCo India



### That thin line in between.


Freedom to express who we are.  
Respect for diverging perspectives.  
Belonging without having to fit in.

Are you clear about where to draw the line?

Stay tuned.

#RespectTheLine

Watch out for Vishal's video message next week!




## SPEAK OUT!

If somebody's behaviour is making you or someone you know uncomfortable,

### DON'T THINK TWICE. REPORT IT.

This includes, but is not limited to

- Sexual Harassment
- Behavioural misconduct
- Inappropriate jokes



### FEEL SAFE AT WORK

We are committed to the safety of our employees, and in the event of such instances do not hesitate to report these on the Speak-up Hotline -

**Speak-up Hotline:** Contact No.: 000-800-0501-589  
**E-mail ID:** [www.pepsicospeakup.ethicspoint.com](http://www.pepsicospeakup.ethicspoint.com)

CURRENT INTERNAL COMMITTEE MEMBERS			
NORTH	SOUTH	EAST	WEST
Text Obscured			

A healthy, happy workplace is where everyone is treated with dignity and respect.

### Let's make that happen!

\*Project through Veeville Consulting



The goal was to raise awareness about workplace biases and help employees understand how to address them.

**\*Project through Veeville Consulting**

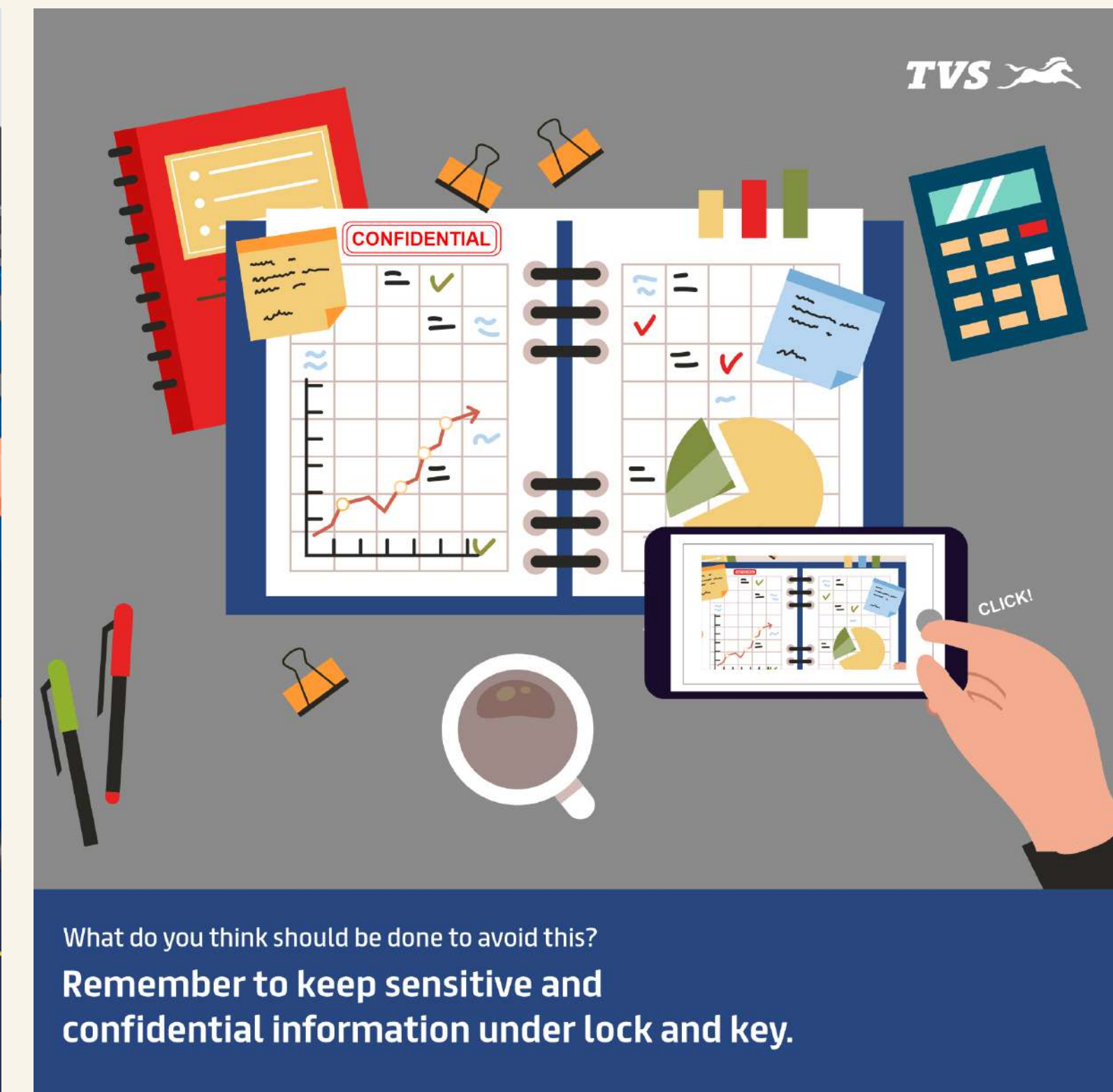
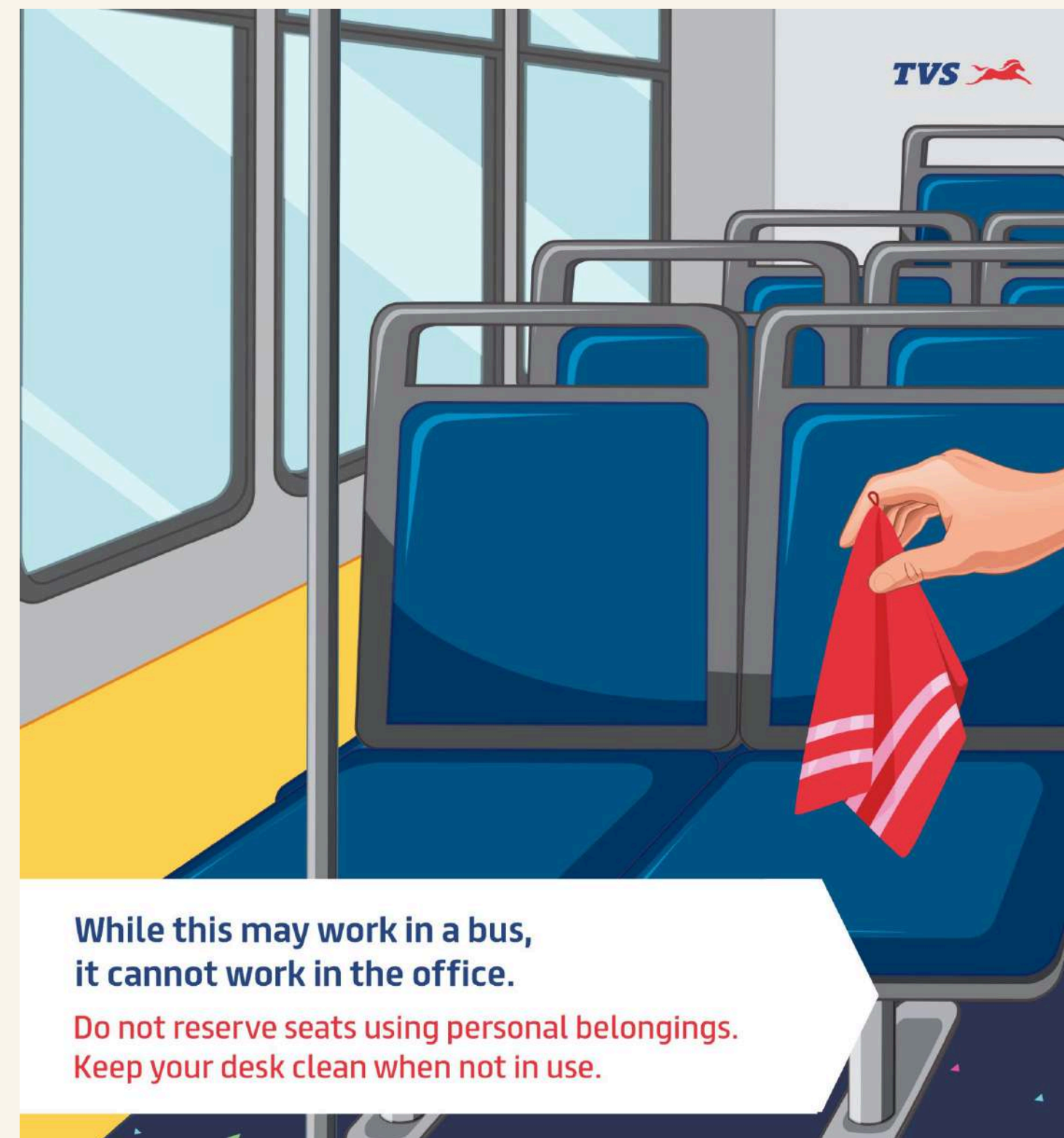




# TVS Motors | Etiquette Campaign

## Concept | Words | Design

Created during the transition back to a work-at-office model, this mailer series outlined proper etiquette for staggered attendance, meeting room usage, hot desking, and more.

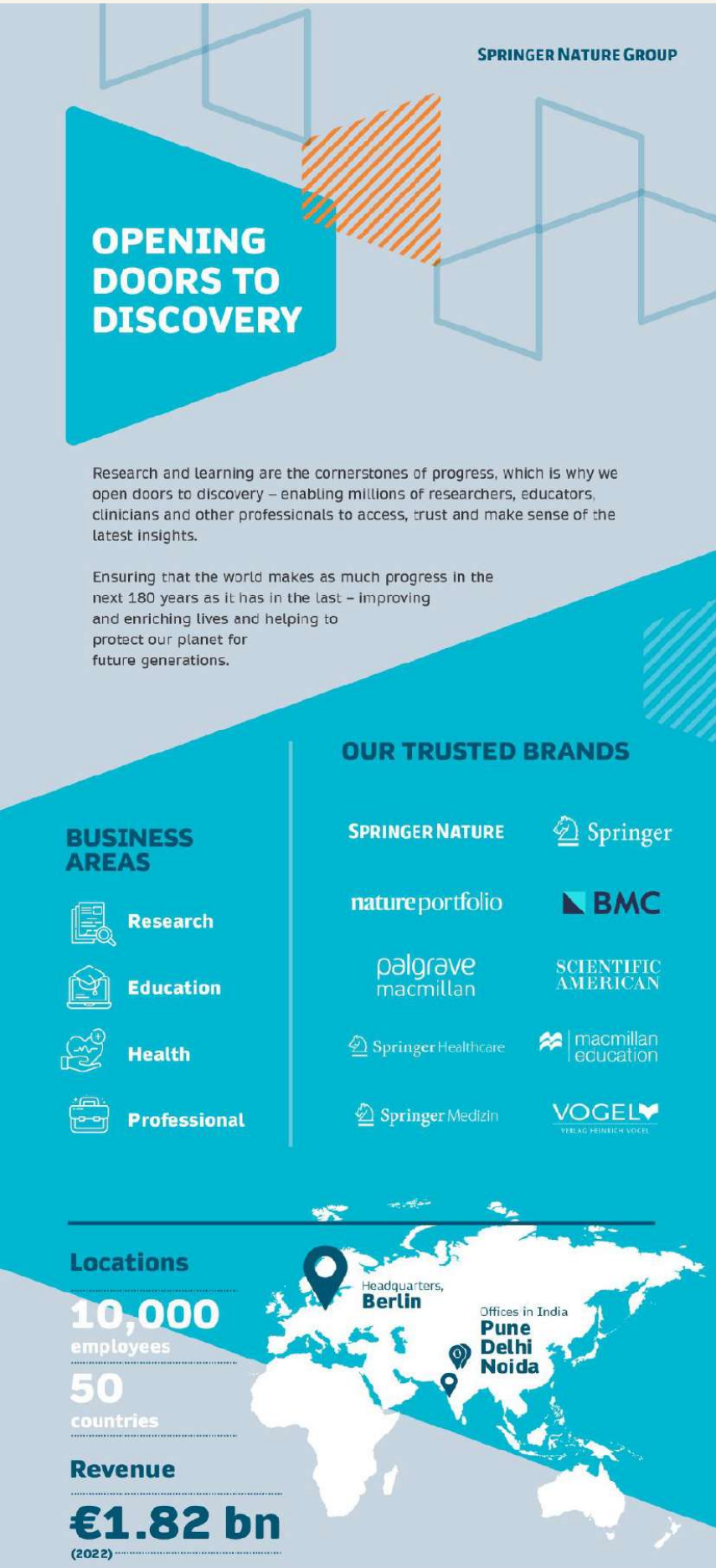




# Springer Nature | Corporate One Pager

## Words | Design

Designed for campus recruitment communication, this one-pager provided a bird's-eye view of Springer Nature's operations in India, highlighting key achievements from the year.



\*Project through Veeville Consulting



# TVS Motor Company | Job Posts

## Words | Design

Developed a LinkedIn job post template for TVS Motor Company that highlighted the company's overview and details of available positions.

This template was effectively used for multiple job openings, streamlining the recruitment process

*\*Project through Veeville Consulting*



### TVS Motor Company

Championing progress through mobility since 1911

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Sustainable Mobility.

Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. Our subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement have a leading position in the e-bike market in Switzerland.

We take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes.

TVS Motor Company endeavours to deliver the most superior customer experience by making internationally aspirational products across 80 countries in which we operate.

Visit [www.tvsmotor.com](http://www.tvsmotor.com) for more information.



Trust



Customer Obsession



Speed and Agility




Exactness



Disruptive Mindset



Value Maximisation



## We Are Hiring Chemical Design Engineers!

Department

Designation

Work Location

Compensation

New Product Development (NPD)

Post Graduate Engineer Trainee (PGET)

TVS Motor Company Ltd. - Hosur Plant, Tamil Nadu

INR 1200000 LPA.

### Responsibilities

- Cell testing and characterization at different C rates and ambient temperatures.
- Electrochemical modelling coupled with heat transfer of the cell followed by the battery pack.
- Thermal management of battery packs by active and passive cooling.
- Thermal runaway study and design prevention mechanism for the battery pack.
- Devise test methods to operate the cell/pack under optimum conditions to meet the required life cycles on the vehicle.
- Root cause analysis study of cell failures.
- Battery pack data analysis and extrapolation of life cycles for various vehicle run conditions.
- Identify the internal and external losses in the battery pack affecting the pack efficiency and devise methods to reduce it.

### Eligibility

60% marks required without arrears/backlogs/attempts throughout education  
— 10th/ 12th/ Diploma/ UG/ PG all semesters till date

### Selection Process

CV/Profile screening

Online Test

Personal Interview

Final Selection

Completed through Virtual/Physical/Hybrid mode

### Orientation

**Duration: 4-6 weeks in Hosur/Bengaluru,** based on your job role includes,

- Plant orientation
- Department orientation
- Role readiness training
- On-the-job training

Based on the business requirement, your work location will change. This will be announced later.

### Joining TVSM

**Compensation Package: INR 12 LPA as annual CTC** (No performance linked variable pays)

There will NOT be any service agreement or bond payment during the tenure with TVSM.

Candidates will start their journey as **Post Graduate Engineer Trainees**. Designation will be subjected to change upon confirmation after 1 Year.

**Initial Base Location:** TVS Motor Company Ltd - Hosur Plant, Tamil Nadu.

### Generic

Hosur is approximately 25 kms from Bengaluru (Electronic City/ HSR Layout). Daily transportation is available for the same at subsidised value.

5 Day Work Week with all Saturdays are off depending on project deliverables

Work From Home options available for critical emergencies and personal situations (based on prior notification/ approval from manager and HR Business Partner).

Breakfast and Lunch will be provided every day for subsidised value.

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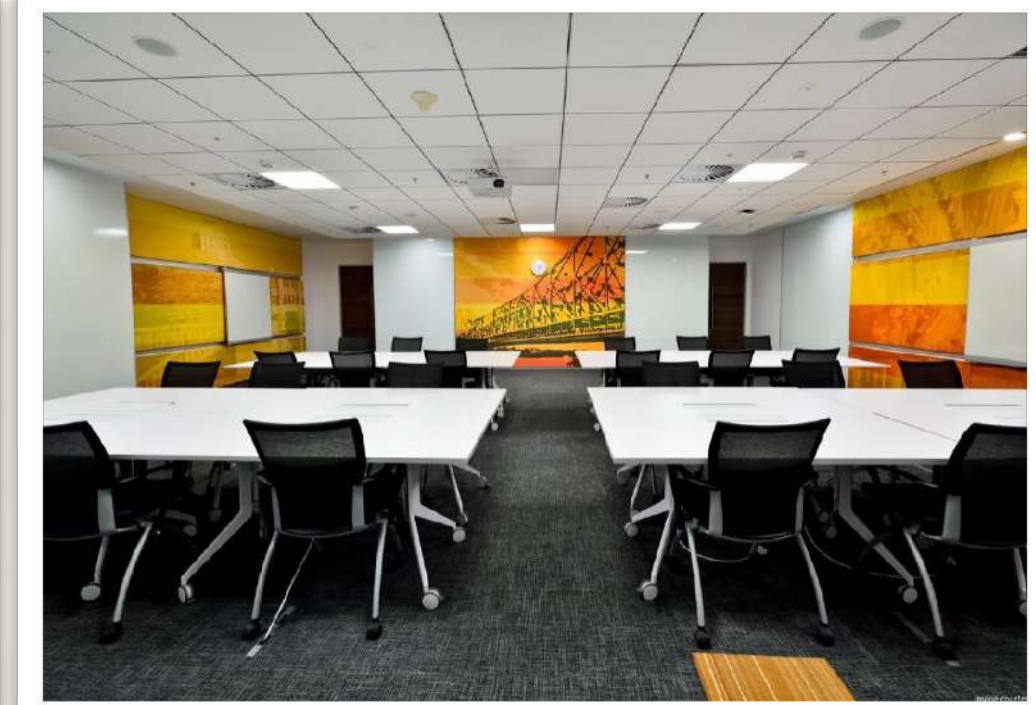


# VMWare | Environmental Graphics

## Concept | Words | Design

Created for VMware's new office, we designed over 300 pieces that adorned the walls of their 12-story building.

The designs, themed around India, showcased its monuments, flora, costumes, games, animals, and birds, with each floor reflecting a colour of the Indian flag.

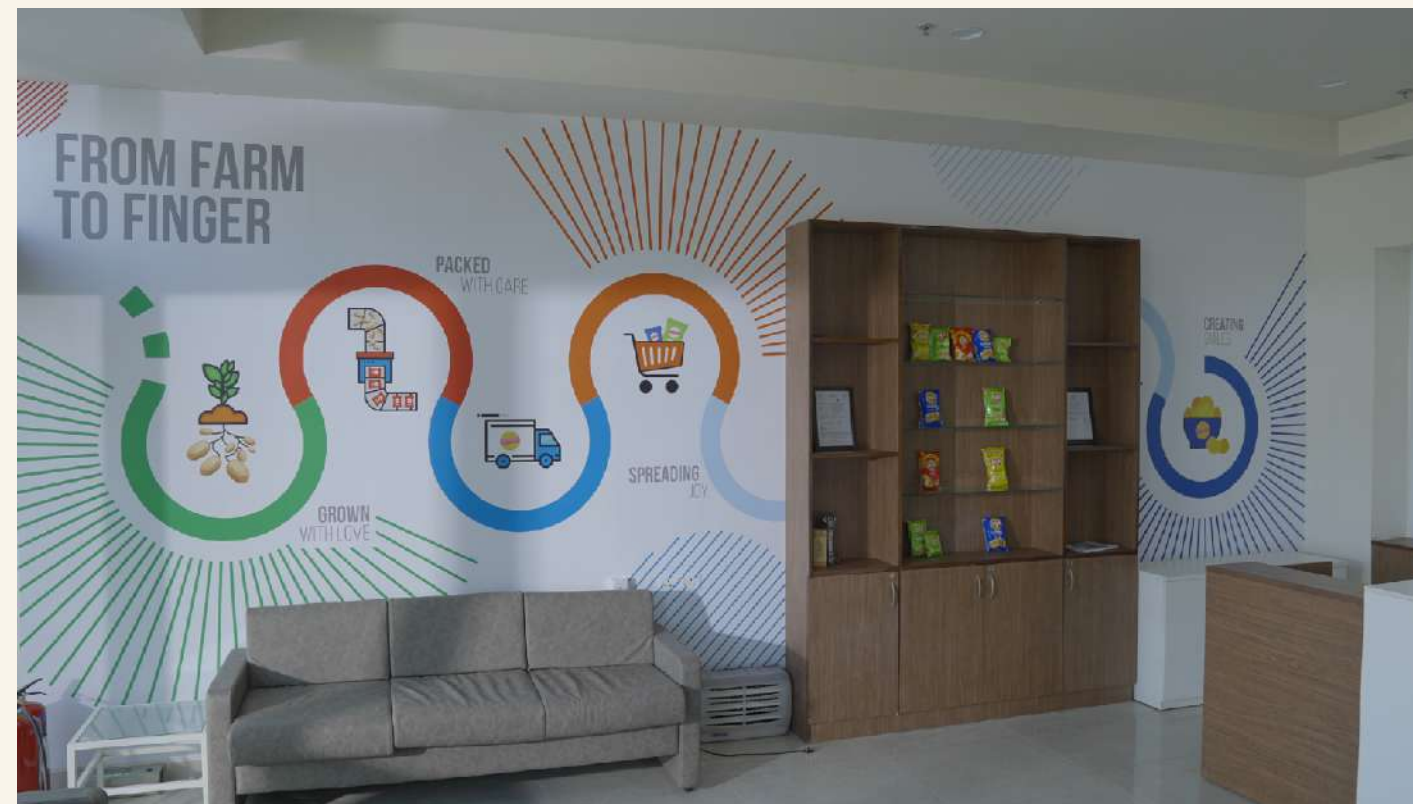




# PepsiCo | Plant Environmental Graphics

## Words | Design

Created a collection of designs for PepsiCo India's new food plant in Kosi, featuring infographics and themed graphics that creatively showcased the company's food and beverage brands.





Event Design and Production

# Levi's | X-Appeal R&R Event

## Words | Design | Production

Levi's annual R&R event, held every winter, is one of their largest gatherings, drawing corporate employees from across India.

Spanning three weeks, the event culminates in a grand evening featuring celebrity hosts, performances from employees and external acts, and tributes to the finest cross-collaboration teams at LS&Co.



*\*Project through Veeville Consulting*



Event Design and Production

# Lam Research | Global Summit and New Facility Launch

## Words | Design | Production

Lam Research celebrated its move into a new office building by hosting an annual summit in Bangalore.

Employees from around the globe flew in for a week filled with work and fun, culminating in the official inauguration of their new space.



*\*Project through Veeville Consulting*





# HELPING COMPANIES GO BEYOND THROUGH CREATIVITY, COLLABORATION AND A HUMAN-CENTRIC APPROACH

Beyond Degree is a diverse group of creatives redefining what it means to go beyond : Kindness and Creativity.

And that's how we operate. We make people happy, we enjoy our interactions, we revel in the challenges we face, we celebrate wins as a team, and we look forward to Mondays.

**Proof that a great team and exceptional culture is what it takes to go beyond!**

[www.beyonddegree.in](http://www.beyonddegree.in)

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