

BRAND STRATEGIST — PORTFOLIO

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Naming things, fixing vibes, and building brands from scratch — professionally.

WHAT I DO

BRAND NAMING / BRAND STRATEGY / BRAND IDENTITY / A-Z BRAND DEVELOPMENT

TC

PORTFOLIO

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WELLNESS & CBD

02 Villain × Revolver

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STORY 01

Cannazo India

From pharmacy shelf to self-care ritual.



WELLNESS & CBD · BRAND STRATEGY & REBRAND · WEB cannazoindia.com · IG [@cannazoindia](https://www.instagram.com/cannazoindia)

“We didn't rebrand the product. We rebranded the permission to buy it.”

THE ASK

Cannazo's CBD & hemp wellness range was AYUSH-licensed, lab-tested and genuinely effective — but it looked and read like a pharmacy leaflet, in a category where most Indian buyers were already shopping nervously. They came to us to make trust feel warm, not clinical.

OUR APPROACH

- 01 Rebuilt the range into human buckets — Pure, Elevate, Uplift, Doctor — so no one needs a chemistry degree to shop.
- 02 Flipped clinical categories into "Shop by Concern" — stress, sleep, pain — because that's how people actually think.
- 03 Let AYUSH, GMP & lab reports sit quietly as proof in the background, not the headline pitch.

Cannazo India

The results, broken down.

01

THE NUMBER

100,000+

happy customers and counting

02

THE SHIFT

30+ SKUs

organised into one simple system

03

THE PROOF

Zero stigma

all the credibility, none of the clinical chill

STORY 02

Villain × Revolver

A gun-shaped bottle needed a reveal, not a launch.



MEN'S FRAGRANCE · PRODUCT LAUNCH STRATEGY · WEB villain.in · IG [@villainlife.official](https://www.instagram.com/villainlife.official)

“The bottle looked like a weapon. So we launched it like one.”

THE ASK

Villain plays in India's most crowded fragrance aisle, where every brand claims "bold" and none stand out. The brief: launch Revolver — a genuinely wild, gun-shaped bottle — as more than a gimmick, timed to Hardik Pandya coming on as brand ambassador.

OUR APPROACH

- 01 Anchored the launch in "the Villain on the field meets the Villain in you" — Hardik's own energy became the brand's voice.
- 02 Positioned Revolver as a collectible object first, fragrance second — the bottle did the marketing.
- 03 Rolled the moment into #VillainReloaded, turning one announcement into an ongoing content universe.

Villain × Revolver

The results, broken down.

01

THE NUMBER

National

media coverage off a single launch moment

02

THE SHIFT

Flagship

story in Villain's "firsts" portfolio

03

THE PROOF

Cult status

reinforced across Mensa Brands

STORY 03

Rare Mango

The product was gallery-grade. The Instagram wasn't.



HOME DECOR & WALL ART · BRAND VOICE & SOCIAL STRATEGY · WEB raremango.com · IG [@raremangoart](https://www.instagram.com/raremangoart)

“The art was museum-grade. The grid needed a personality to match.”

THE ASK

Rare Mango makes genuinely lovely, framed art for Indian homes — but on social, it looked like every other decor page: pretty, polished, forgettable. They didn't need more posts. They needed a mood.

OUR APPROACH

- 01 Reframed the brand from "we sell wall art" to an editorial studio: "art that belongs home."
- 02 Built a fashion-style drop calendar — Pehla Saawan, Sunlit Summer, Heritage — with built-in urgency, no discount codes.
- 03 Wrote every caption in a distinct, Hinglish-inflected voice so the feed sounded like a person, not a product page.

Rare Mango

The results, broken down.

01

THE NUMBER

4.9 ★

across 1,100+ verified reviews

02

THE SHIFT

1 calendar

a repeatable seasonal drop engine

03

THE PROOF

New B2B

hospitality & trade partnerships

STORY 04

Food Insta

Freeze-dried meals, aimed at the people who actually need them.



READY-TO-EAT FOOD · MARKETING & AUDIENCE STRATEGY · WEB foodinsta.in · IG [@food.insta.in](https://www.instagram.com/food.insta.in)

“The food was ready in five minutes. The strategy needed the same clarity.”

THE ASK

Food Insta makes genuinely good freeze-dried, ready-to-eat Indian meals — no preservatives, ready in five minutes. The problem wasn't the product, it was the pitch: generic "healthy instant food" messaging wasn't converting. They came to us to understand who to actually target, and how to turn that into sales.

OUR APPROACH

- 01 Swapped generic "ready-to-eat" messaging for occasion-first targeting — hostel life, travel, work-from-desk lunches.
- 02 Turned occasions into bundles the marketing could sell directly: Hostel Survival, Travel Ready, Indian Abroad, Workday Lunch combos.
- 03 Led with proof over promises — "2 million+ meals served, 50,000+ customers" — to convert first-time skeptics faster.

Food Insta

The results, broken down.

01

THE NUMBER

Combo-first

bundles became the top sellers

02

THE SHIFT

Clear targeting

by occasion, not just "health"

03

THE PROOF

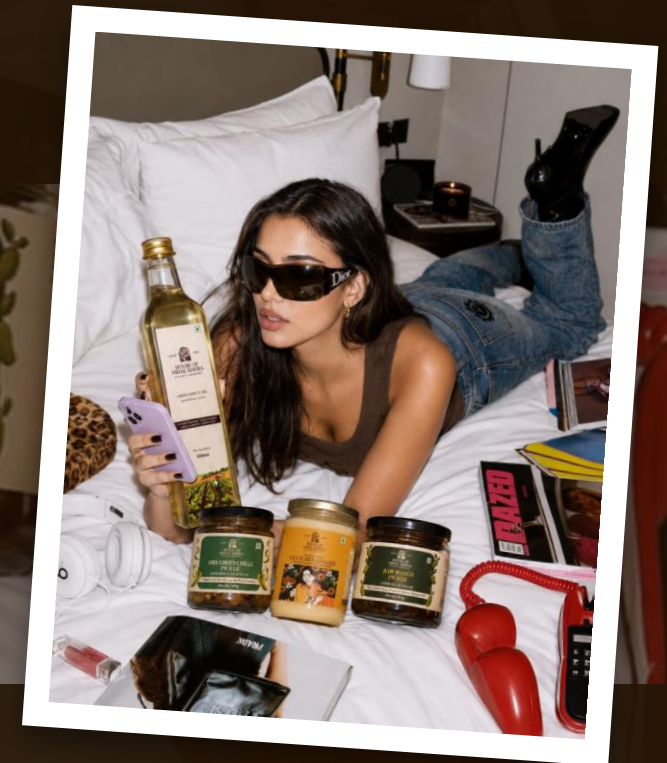
One system

the team can keep using for new SKUs

STORY 05

House of Nihal Khera

A heritage brand, given one belief to build everything on.



HERITAGE FOODS · BRAND MESSAGING & POSITIONING · WEB houseofnihalkhera.com · IG [@houseofnihalkhera](https://www.instagram.com/houseofnihalkhera)

“Plastic-free is a fact. We needed a belief people could buy into.”

THE ASK

House of Nihal Khera makes stone-pressed oils, bilona-method desi ghee and handmade pickles — genuinely differentiated, right down to being India's first 100% plastic-free brand. But the story was scattered across certifications and claims. They came to us for brand messaging, positioning, and content direction.

OUR APPROACH

- 01 Anchored every message in one belief: "if the foundation is right, the product will be exceptional" — farming philosophy became the brand's spine.
- 02 Translated heritage claims — bilona process, stone-pressed, A2 Sahiwal milk — into language people actually trust, not a lecture.
- 03 Set a content direction built on proof and provenance: farmer-first stories, plastic-free as a value, lab reports made visible.

House of Nihal Khera

The results, broken down.

01

THE NUMBER

One belief

ties ghee, oils & pickles into one story

02

THE SHIFT

Heritage + trust

told together, not as separate pitches

03

THE PROOF

Distinct stance

in a category full of "purity" claims

STORY 06

Vanarai Palu

Silence is the real luxury — nobody knew that yet.



HOSPITALITY / HOMESTAY · **AWARENESS STRATEGY** · WEB vanaraipalu.com · IG [@vanaraipalu](https://www.instagram.com/vanaraipalu)

“Everyone else was marketing rooms. We started marketing silence.”

THE ASK

Vanarai Palu is a collection of red stone bungalows in the Konkan hills, built around unplugged, sustainable living. A genuinely different stay was getting lost in a sea of "homestay near Mumbai" listings. They came to us to build a better strategy for awareness.

OUR APPROACH

- 01 Reframed the pitch from "homestay" to a philosophy — "embrace simplicity, the real luxury is silence" — instead of an amenity list.
- 02 Gave every bungalow (Aathvan, Rajani, Madhuchandra, Yogayog and more) its own personality, so guests pick a mood, not a room number.
- 03 Built awareness around specific occasions — corporate offsites, family escapes, camps & workshops — instead of one generic booking pitch.

Vanarai Palu

The results, broken down.

01

THE NUMBER

One philosophy

replaces a generic homestay listing

02

THE SHIFT

9 bungalows

each with its own name and story

03

THE PROOF

3 audiences

corporate, family & camp, each with a reason to book

STORY 07

Kreativ Arts Inc

Priced like fan-merch. Crafted like couture.



EMBROIDERED APPAREL · BRAND APPROACH & PRICING PSYCHOLOGY · WEB kreativarts.in · IG [@kreativartsinc](https://www.instagram.com/kreativartsinc)

“Prints fade. Embroidery doesn't. The price needed to say so.”

THE ASK

Kreativ Arts makes genuinely premium, needle-mapped embroidered anime apparel — but it was priced and pitched like generic print-on-demand fan-merch, undervaluing real craft. They came to us for a better brand approach, sharper pricing psychology, and the right audience.

OUR APPROACH

- 01 Repositioned embroidery as "art you can wear" — permanent, stitched craftsmanship vs. fading prints — to justify a premium price point.
- 02 Rebuilt pricing psychology around anchor pricing, so quality felt earned rather than arbitrary.
- 03 Niche'd the audience down to anime fans who already spend on premium fandom, sharpened collection-by-collection (One Piece, Jujutsu Kaisen, Naruto).

Kreativ Arts Inc

The results, broken down.

01

THE NUMBER

Premium read

instead of discount fan-merch

02

THE SHIFT

Earned pricing

that holds up against real streetwear

03

THE PROOF

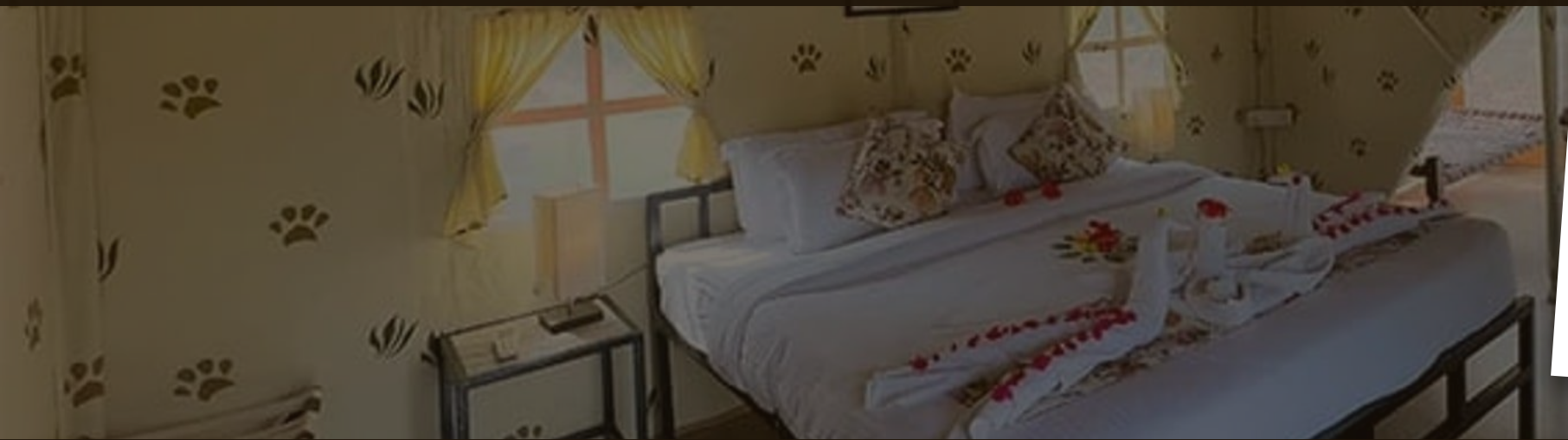
Sharp audience

high-intent anime fans, not generic
shoppers

STORY 08

Chokhiwadi

A forest was planted a year before the first guest arrived.



LUXURY ECO RESORT · AWARENESS & POSITIONING STRATEGY · WEB chokhiwadi.com · IG [@chokhiwadi](https://www.instagram.com/chokhiwadi)

“We didn't build on the land. We worked around it.”

THE ASK

Chokhiwadi Forest Retreat is a genuinely rare eco-luxury property near Sariska Tiger Reserve — 20,000+ native trees planted before the first room opened. But it was competing for attention against every generic "resort near Sariska" search result. They came to us for better awareness and positioning.

OUR APPROACH

- 01 Anchored the brand story in the founding act — the forest planted a year before opening — instead of leading with amenities.
- 02 Positioned Chokhiwadi as a philosophy — "where nature leads and we follow" — not a hotel, distinct from every other 4-star Sariska listing.
- 03 Built awareness around ownable, name-worthy spaces — The Baori, The Lair, Vaayu the yoga lawn — that guests talk about by name.

Chokhiwadi

The results, broken down.

01

THE NUMBER

One philosophy

instead of a generic resort listing

02

THE SHIFT

Named spaces

that generate their own word-of-mouth

03

THE PROOF

Clear distinction

from every other "luxury Sariska resort"

STORY 09

Shiva Rawat

You've done everything for everyone. Now it's your turn.



PORTRAIT PHOTOGRAPHY · BRAND APPROACH & CLIENT STRATEGY · WEB shivarawat.com · IG [@portraitsbyshiva](https://www.instagram.com/portraitsbyshiva)

“She wasn't selling photographs. She was selling a moment women give everyone else first.”

THE ASK

Shiva Rawat shoots genuinely elevated, magazine-style portrait sessions for women — but needed a brand approach that converted admirers into paying clients, not just pretty-photo scrollers. They came to us for the right approach to get more clients.

OUR APPROACH

- 01 Reframed the offer from "photoshoot" to a transformation — "portraits that reflect the woman you're becoming" — selling the feeling, not the deliverable.
- 02 Built a clear, guided 5-step client journey — Consultation, Booking, Preparation, The Shoot, The Reveal — to reduce booking hesitation.
- 03 Anchored the message in "you've done everything for everyone, now it's your turn" — a direct emotional wedge for women who over-give.

Shiva Rawat

The results, broken down.

01

THE NUMBER

One message

that speaks to a moment, not just a need

02

THE SHIFT

Guided journey

makes booking feel safe and premium

03

THE PROOF

Clear stance

distinct from generic "photographer near me"

STORY 10

Brook37

A luxury tea brand, built by the women behind it.



PREMIUM TEA (USA) · FOUNDER-LED BRAND NARRATIVE · WEB brook37.com · IG [@brook37tea](https://www.instagram.com/brook37tea)

“The tea was rare. The women who built it were the rarer story.”

THE ASK

Brook37 makes genuinely premium, sustainably-sourced tea for the American market — but the brand's biggest asset, an all-women founding team reimagining a legacy category, was sitting on an About page instead of leading the brand. They came to us to build a founder-led narrative.

OUR APPROACH

01

Made "built by career women reimagining tea" the entry point to the brand, not a footnote.

02

Reframed tea from a drink to an experiential wellness ritual, matching product positioning to founder philosophy.

03

Wove women-owned (WBENC) certification, sustainability, and 2% giving-back into the narrative as founder values, not compliance badges.

Brook37

The results, broken down.

01

THE NUMBER

Founder-first

story now leads the brand, not the footer

02

THE SHIFT

Sharper "why us"

in a category full of legacy names

03

THE PROOF

Values, not badges

certifications reframed as proof of belief

STORY 11

His+

Not wellness. Biological mastery.



MEN'S BIOHACKING SUPPLEMENTS · LAUNCH STRATEGY & BRAND POSITIONING · WEB hispluss.com · IG [@hispluss](https://www.instagram.com/hispluss)

“Everyone else was selling wellness. We sold measurable progress.”

THE ASK

His+ makes clinically validated, doctor-crafted supplements for men — but "wellness supplement" is a crowded, skeptical category in India. They needed a launch strategy and positioning sharp enough to cut through instantly.

OUR APPROACH

01 Positioned His+ away from "wellness" entirely and into "biohacking" — a sharper frame built around measurable performance.

02 Led every message with proof-first credibility — GMP/ISO labs, doctor-crafted, clinically validated — to counter typical supplement skepticism.

03 Built the brand around "men who measure progress" — a results-driven audience, not a generic wellness seeker.

His+

The results, broken down.

01

THE NUMBER

New category

"biohacking," not "wellness"

02

THE SHIFT

Trust-first launch

pre-empts the supplement skepticism
problem

03

THE PROOF

Sharp audience

built around progress, not demographics

STORY 12

Zarika

A hundred sellers call it chikankari. One calls it art.



ETHNIC WEAR (CHIKANKARI) · LAUNCH STRATEGY & BRAND POSITIONING · WEB zarikathreads.com · IG [@zarikathreads](https://www.instagram.com/zarikathreads)

“Everyone was selling chikankari. We launched a craft label instead.”

THE ASK

Zarika makes genuinely handcrafted Lucknowi chikankari, made locally by real artisans — but launching into ethnic-wear e-commerce means competing with a hundred sellers making the same authenticity claims. They needed a launch strategy and positioning that stood apart.

OUR APPROACH

- 01 Positioned chikankari as "a work of art," not a garment category — elevating the brand from clothing seller to craft custodian.
- 02 Built the launch around artisan-first storytelling — karigars, hand embroidery process — as the real differentiator, not a marketing add-on.
- 03 Organised the catalogue by fabric and occasion (Chanderi, Modal, Muslin; Workwear, Celebration, Brunch) instead of generic "kurtis."

Zarika

The results, broken down.

01

THE NUMBER

2,000+

orders delivered across India since launch

02

THE SHIFT

1,500+

happy customers and growing

03

THE PROOF

Craft label

positioning, not just another reseller

STORY 13

The Oil Stories

Every batch tested. Every oil, a story.



ESSENTIAL OILS / AROMATHERAPY · BRAND STRATEGY CONSULTATION · WEB theoilstories.com · IG [@the_oil_stories](https://www.instagram.com/the_oil_stories)

“Anyone can claim ‘pure.’ We built the brand around proving it.”

THE ASK

The Oil Stories makes genuinely pure, GC-tested essential oils — but "essential oils" is a category drowning in wellness-fluff and unverifiable purity claims. They came to us for a brand strategy consultation to sharpen their approach.

OUR APPROACH

- 01 Anchored the brand in one differentiator — every batch independently GC tested, reports shared openly — as the credibility wedge against unverified competitors.
- 02 Reframed the mission around "educate, empower, connect," so the brand reads as a knowledge source first, retailer second.
- 03 Gave each oil its own "story" — character, properties, ritual use — turning product pages into content people actually read.

The Oil Stories

The results, broken down.

01

THE NUMBER

GC-tested

trust differentiator most competitors can't claim

02

THE SHIFT

Teach, don't just sell

content that builds repeat engagement

03

THE PROOF

Story-led catalogue

makes routine oils worth discovering

STORY 14

Routine

The goal wasn't a one-time visit. It was a habit.



RESTAURANT / F&B · REBRANDING & AWARENESS STRATEGY · WEB routine.com.pk · IG [@routinepk](https://www.instagram.com/routinepk)

“We didn’t want to be a discovery. We wanted to be a routine.”

THE ASK

Routine is a continental restaurant in DHA, Karachi — solid food, blending into an extremely crowded, Instagram-driven cafe scene. They came to us for a rebranding strategy and a brand awareness approach.

OUR APPROACH

01

Rebuilt the identity around the name's own promise — positioning Routine as guests' repeatable ritual, not a one-time novelty visit.

02

Sharpened the visual and social presence to match Karachi's Instagram-first dining culture, prioritising shareable moments over generic menu posts.

03

Built hyperlocal awareness around the DHA neighbourhood — delivery hours, location tags — to convert nearby footfall into regulars.

Routine

The results, broken down.

01

THE NUMBER

17,000+

Instagram followers on a consistent identity

02

THE SHIFT

Repeat-visit

brand positioning, not a first-impression
gimmick

03

THE PROOF

Local-first

awareness built for the DHA neighbourhood

STORY 15

Filament Cocktail Bar

Lighting up spirits across three Pune addresses.



BAR & NIGHTLIFE · RELAUNCH STRATEGY & BAR EXPERIENCE · WEB [instagram.com/filament.bar](https://www.instagram.com/filament.bar) · IG [@filament.bar](https://www.instagram.com/filament.bar)

“Every venue served the same drinks. We gave each one its own reveal.”

THE ASK

Filament had three solid Pune locations — Kalyani Nagar, Baner, Wakad — and a loyal following, but the brand needed a relaunch that sharpened the bar experience itself, so every visit felt distinct rather than just another night out.

OUR APPROACH

- 01 Rebuilt the guest experience around "a kaleidoscope of expressions" — treating each visit as a sensory reveal, not a standard bar menu.
- 02 Gave each of the three locations its own micro-identity within one shared brand DNA, giving regulars a reason to visit all three.
- 03 Leaned into content-native "reveal" moments — new menus, countdowns, seasonal drops — built for how Instagram-first nightlife audiences discover bars.

Filament Cocktail Bar

The results, broken down.

01

THE NUMBER

7,000+

Instagram followers on consistent, high-frequency content

02

THE SHIFT

3 identities

distinct venue personalities, one shared brand DNA

03

THE PROOF

Full reframe

from "a cocktail bar" to a full sensory experience

STORY 16

The Lyadh Ganj

Selling a Bengali state of mind, not just a menu.

THE
LYADH GANJ
SLOW LIFE, STRONG SPIRIT



MULTI-CUISINE DINING · LAUNCH STRATEGY & CUSTOMER EXPERIENCE · WEB thelyadhganj.com · IG [@thelyadhganj](https://www.instagram.com/thelyadhganj)

“We didn't launch a restaurant. We launched a mood people already had a word for.”

THE ASK

The Lyadh Ganj serves inventive Bengali-global fusion in New Town, Kolkata — but launching a restaurant means launching a reason to choose it over a hundred other New Town spots. They came to us for launch strategy, customer experience, and brand strategy.

OUR APPROACH

- 01 Centered the brand on "lyadh" — the untranslatable Bengali art of unapologetic leisure — turning a cultural attitude into the restaurant's whole personality.
- 02 Designed the customer experience around discovery — dishes with a reveal ("desi fondue," Bengali sweets gone Italian) that give guests something to talk about.
- 03 Built launch content as an ongoing character-led feed — founder-life posts, dish reveals, food-forward humor — instead of one-off announcements.

The Lyadh Ganj

The results, broken down.

01

THE NUMBER

One word

"lyadh" does the work of an entire brand platform

02

THE SHIFT

Discovery-led

fusion menu positioned as an experience, not a gimmick

03

THE PROOF

Ongoing story

launch content that outlives the opening week

STORY 17

House Turan

Designing unforgettable stays, one home at a time.



RENTALS & INTERIOR DESIGN · WEBSITE & LOGO DEVELOPMENT · WEB houseturan.com · IG —

“The homes were design-led. The website hadn't caught up yet.”

THE ASK

House Turan curates and manages a portfolio of design-led rental homes — The Alethia, The Anthea, The Aurelia and more — but had no real website or visual identity to match the quality of the properties themselves. They came to us for website development and brand logo development.

OUR APPROACH

- 01 Built a clean, gallery-first website structured around the properties themselves, letting each home's design do the selling.
- 02 Designed a brand logo befitting the "modern luxury meets authentic Indian aesthetics" positioning already present in the properties.
- 03 Structured site navigation around Services, Properties, and Contact, giving both guests and property owners a clear path in.

House Turan

The results, broken down.

01

THE NUMBER

250+

families and groups hosted on the new site

02

THE SHIFT

99%

five-star guest reviews, matched by the new
brand presentation

03

THE PROOF

Top 5–10%

of properties ranked globally on Airbnb

STORY 18

Pendula

One serum, working with your skin's own clock.



SKINCARE (D2C) · **BRANDING STRATEGY & LAUNCH POSITIONING** · WEB pendula.in · IG [@pendula.in](https://www.instagram.com/pendula.in)

“Everyone else launches more steps. We launched fewer, on purpose.”

THE ASK

Pendula makes a single circadian-rhythm-aligned repair serum, built to replace a multi-step routine. In a skincare market obsessed with 10-step routines and constant new launches, the challenge was branding and positioning for a product built on doing less, better.

OUR APPROACH

- 01 Positioned Pendula against routine complexity itself — "complete, not complicated" — making a single-product lineup the whole point, not a limitation.
- 02 Anchored the brand in skin-science storytelling — circadian repair, peptide signaling — delivered simply, so credibility didn't require jargon.
- 03 Built the launch narrative around patience and consistency — "understated, undeniable" — setting honest expectations instead of overpromising overnight results.

Pendula

The results, broken down.

01

THE NUMBER

Clear wedge

"rhythm-aligned care" vs. generic multi-step routines

02

THE SHIFT

One SKU

reads as intentional, not incomplete

03

THE PROOF

Trust-first

positioning in a category that usually oversells

SELECTED WORK — MORE ON FILE

Branding Projects

Full campaign decks for these brands — every tile here links out to its own PDF.

Branding Projects

Tap a tile to open the full case-study PDF.

[PDF](#)



Sabio

Authentic global snacks — familiar, exotic & everything between.

[PDF](#)



ILU

Zero-sugar drinks for busy young adults who won't compromise.

[PDF](#)



Onset Homes

Sustainable, artisanal home furnishings, handmade.

[PDF](#)



Nanna's Negroni

European cuisine with a European mischief.

Branding Projects

Tap a tile to open the full case-study PDF.

[PDF](#)



Leaf Footwear

Comfort-first, sustainable footwear — the arch enemy of foot pain.

[PDF](#)



Trin Trin

Making cycling a Karnataka lifestyle statement, not just a commute.

[PDF](#)



SWANQ

MP's largest luxury kitchen & appliance showroom — German, Indian, Italian, under one roof.

[PDF](#)



Nina Bakery

Handmade, preservative-free bread & cakes from South Jakarta, since 2014.

READY WHEN YOU ARE

Got a brand that needs a plot twist?

Let's give it a name, a voice, and a reason to be remembered.

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BRAND STRATEGIST