

Creds Deck



**MERRY
MEN**

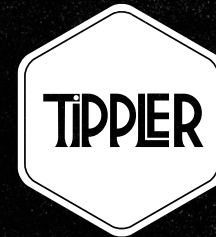


THE INVISIBLE ARMY

We are a band of experienced designers, writers, strategists and problem solvers. We work with brands that are brave enough to change things for the better.

We get our name from Robinhood's legendary band of fighters. They used unconventional strategies, nimbleness & brave ideas to win.

We build strong and modern brands using the same principles.



BRANDS
we have marched with

OUR CAPABILITIES

Advertising

Print
Television
Below the Line
Out of Home
TV Commercials
Integrated campaigns

Strategy

Brand Strategy
Innovation strategy
Communication strategy
Go-to-market strategy

Digital

Campaign development
Web & Mobile UI/UX
Content strategy
Media planning
Social marketing

Design

Logo design
Brand Identity and Naming
Packaging
Design language systems
Retail environment

Key people

Kartik Mani

Founder, Chief Insurgent

Kartik is the ex-National Creative Director of Madison Communications (now BMB), India's biggest independent communications group.

Before founding Merry Men, he worked for over 15 years at acclaimed national agencies like Ogilvy, Euro RSCG and Redifussion DY&R. He has won many national and international creative awards.

Experience

20 yrs +

Brands
worked on



ROYAL ENFIELD

ESSAR+

THE LEELA



SaraLee



Godrej

HDFC BANK

McDonald's

Task

Communication Strategy

Nomenclature

Logo and Packaging Design

Integrated Campaign

Instore Collaterals

Product Photoshoot

TVC

Background

In the last few years McDonald's has been losing market share and its sheen thanks to the category becoming extremely competitive.

To check the slide they now planned to introduce a new Rice Menu that would go head to head with other filling meal options offered by the competition.

Challenge

After a few days spent at various McDonald's outlets shadowing and quizzing young customers, we discovered the real challenge:

How do you change the perception of McDonald's from a fast food restaurant to one that's worth considering when you're really hungry?

Solution

The rather simple question needed a complex and well thought-through strategy.

- We convinced McDonald's that the right approach was to create a strong positioning for the offering and go beyond the rational benefit of a rice meal.
- Based on a strong insight, the film encouraged young achievers to not disregard their massive lunchtime hunger pangs while chasing their large appetite for success.
- We coined an English+Tamil term 'Super Passi', which means Badi Bhookh, to create a connect with the audiences in our first test market - Chennai.

Result

The market research conducted by McDonald's after 3 months of running the campaign revealed:

- The 360-degree communication had very high recall.
- The hip-hop 'Super Passi' track was being lapped up.
- Trials of the Rice Menu were exceeding expectations.
- McDonald's was being seen as a place to head to for a filling meal.

[Click here to watch the
McDonald's Rice Fiesta film](#)









SUPER PASSI?

INTRODUCING
RICE FIESTA



BEANS
& GRAVY
RICE WITH
SPICY CHICKEN

₹139

AVAILABLE IN VEG. AND NON-VEG. Available across selected McDonald's stores in Chennai.
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ALL PRICES ARE INCLUSIVE OF GST

PRICE YOU
SEE is PRICE YOU
PAY

SUPER PASSI?

INTRODUCING
RICE FIESTA



VEGGIES
& CHEESE
RICE

₹119

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PRICE YOU
SEE is PRICE YOU
PAY

MOUTH BHOOKH?

McDonald's[®]
- INTRODUCES -
RICE
FIESTA
— STARTS AT —
₹119



**VEGGIES
& CHEESE
RICE**

₹119

Also available
with Spicy Chicken
for Rs. 139



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MOTHI BHOOKH?

INTRODUCING

RICE FIESTA

VEGGIES
& CHEESE
RICE

₹119



BEANS
& GRAVY
RICE

₹119



VEGGIES
& CHEESE
RICE WITH
SPICY CHICKEN

₹139



BEANS
& GRAVY
RICE WITH
SPICY CHICKEN

₹139



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YOU HAVE MOTH BHOOKH, IF...

**NO MATTER HOW CRAZY
IT SOUNDS, YOU GO OUT AND
GET WHAT YOU WANT.**



**YOU DON'T WAIT
FOR OPPORTUNITIES
TO COME YOUR WAY.
YOU CREATE THEM.**

**YOU DON'T CARE
IF PEOPLE THINK
YOU'RE TOO YOUNG
TO DO SOMETHING.**



**YOU DON'T SETTLE FOR ANYTHING REGULAR.
EVEN IF IT'S JUST A MEAL.**



- INTRODUCES -

RICE FIESTA

- FOR -
MOTH BHOOKH



Rice Fiesta also available on



Tata Global Internships

Task

Brand identity

Design language

Tone and voice of the brand

Brand communication

Background

Tata was launching a Global Internship Program to invite the brightest young minds from ivy and other marquee colleges around the world to intern at various Tata group companies. The aim was to make it a sought-after internship with an equal emphasis on excellent projects, cultural immersions and the rich heritage of the Tata group.

Challenge

With the likes of Netflix, Google and Amazon vying for the attention of this cream of the crop, our biggest challenge was -

How do we get them to pick a 150-year-old Indian company that they have hardly heard of to come and intern at?

Solution

Knowing that we were going head to head against those companies, we needed to differentiate ourselves strongly.

The core of our branding and communication came from the spirit of adventure Tata's founding fathers displayed, and the group's constant quest to find solutions to the world's problems.

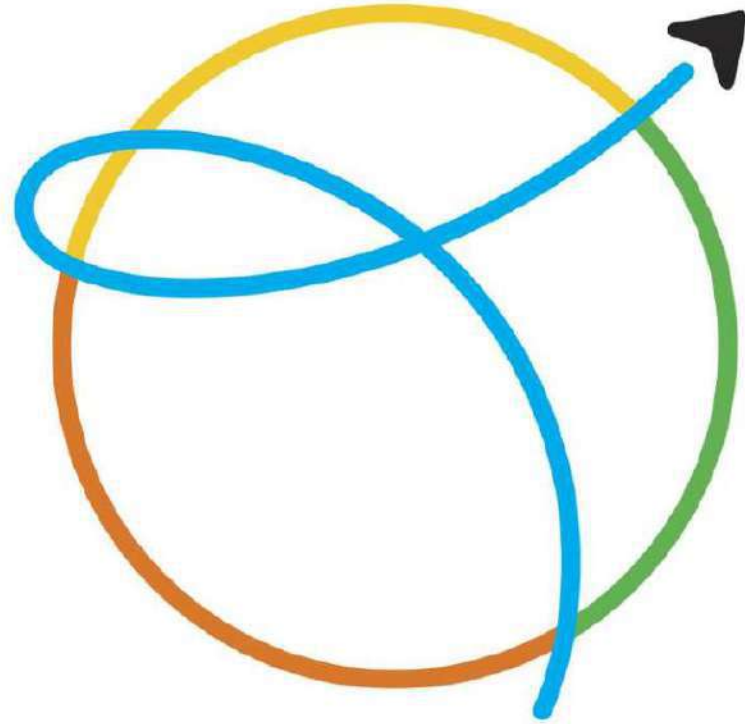
It led us to position the internship as an invitation to global explorers. A chance for young students to discover their true potential and India.

Result

Over 300 students registered for the internship online, by far exceeding the expectations of the Tata team.

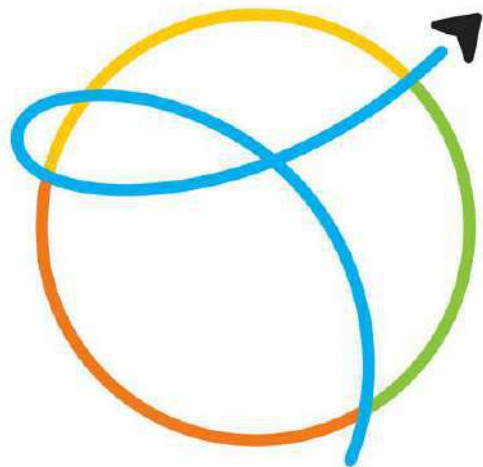
The first batch included 50 interns from 17 top-notch Universities, who worked on 33 projects at 12 different Tata group companies.

Buoyed by the success of the first year the group has now made Tata Global Internships a permanent part of their calendar.



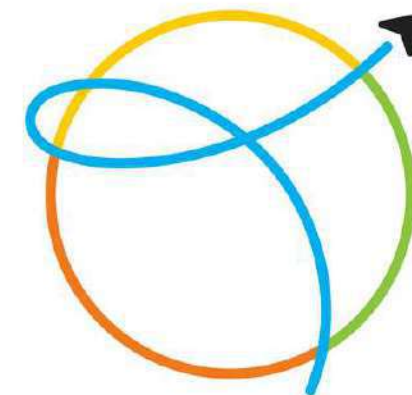
Tata Global
Internships

Primary
Logo

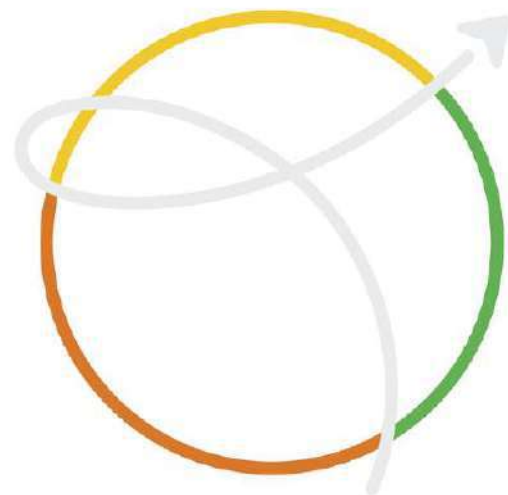


Tata Global
Internships

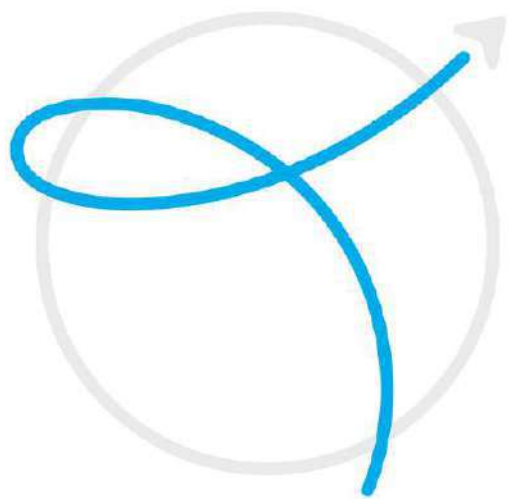
Secondary
Logo



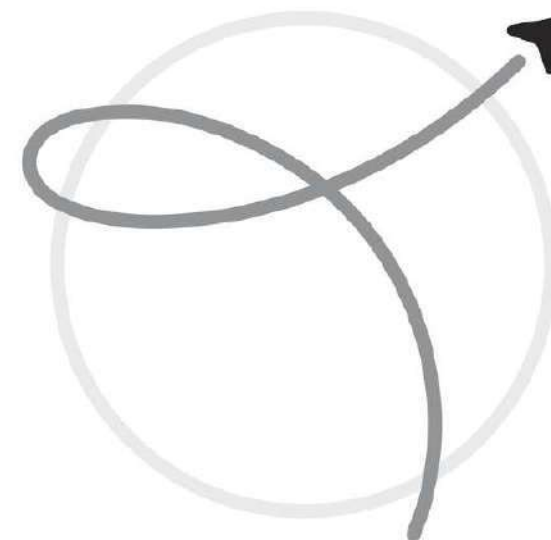
Tata Global
Internships



Globe

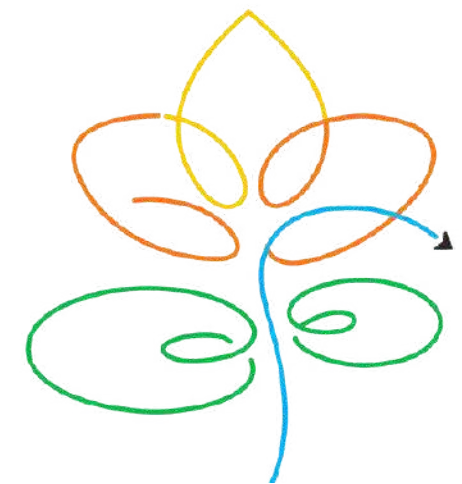
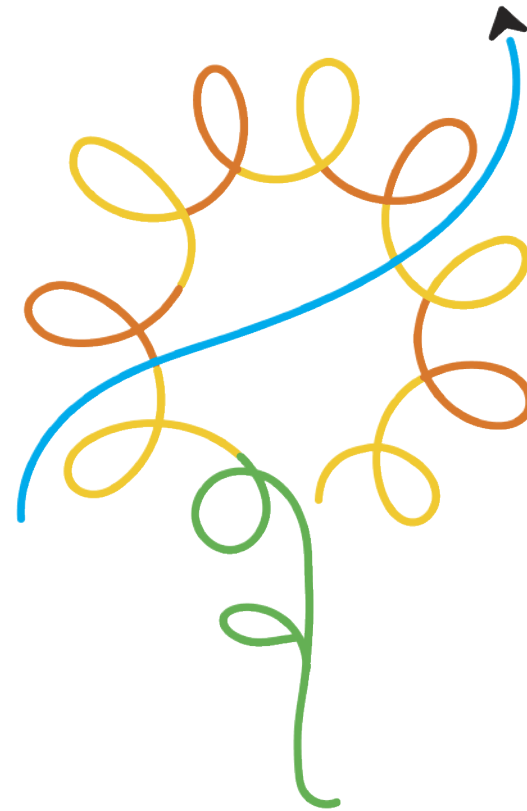
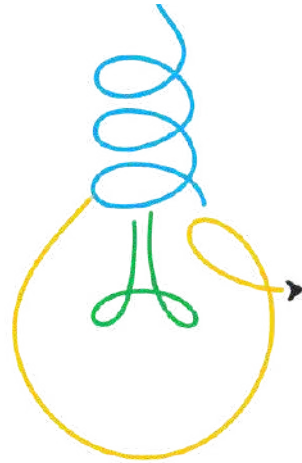


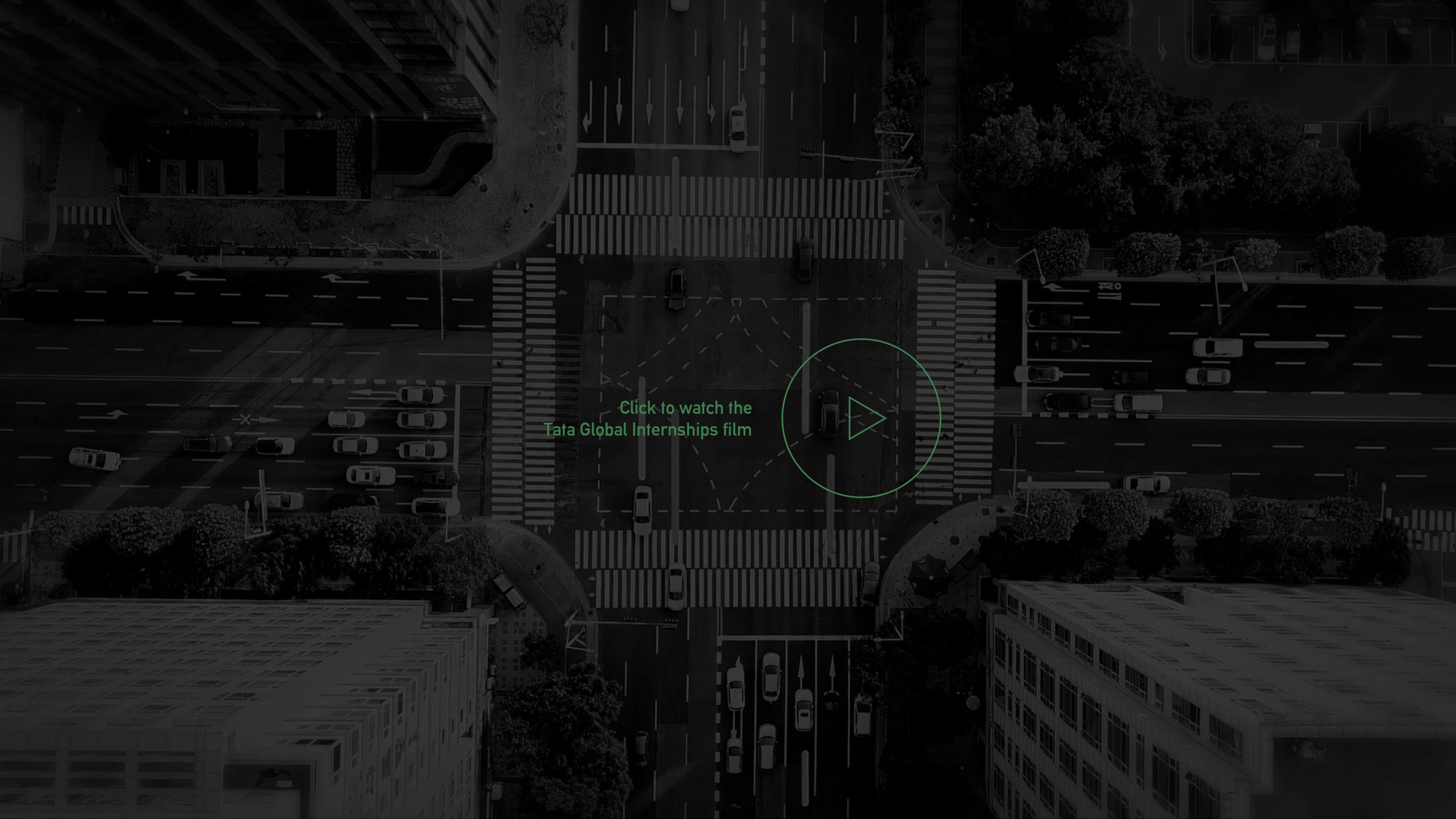
The letter 'T'



Explore

Elements for use in communication





Click to watch the
Tata Global Internships film



Share more than just bright ideas.

- 4-8 weeks internship in India
- Real challenges at global companies
- Immersive Indian cultural experiences
- Critical domain skills building
- Flights, housing, visa and stipend included



Tata Global Internships

Sign up for the Tata Global Internships and get the unique chance to combine incredible work experiences with the best of what India has to offer.

[Let's explore.](#)
Log in: tata.com/tataglobalinternships




Join the fastest blooming economy

- 4-8 weeks internship in India
- Real challenges at global companies
- Immersive Indian cultural experiences
- Critical domain skills building
- Flights, housing, visa and stipend included



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Navigate more than just the future of our businesses.

- 4-8 weeks internship in India
- Real challenges at global companies
- Immersive Indian cultural experiences
- Critical domain skills building
- Flights, housing, visa and stipend included



Tata Global Internships

Sign up for the Tata Global Internships and get the unique chance to combine incredible work experiences with the best of what India has to offer.

[Let's explore.](#)
Log in: tata.com/tataglobalinternships

We are explorers

Pioneered steel, aviation,
and hospitality industries in India.

First to introduce employee
welfare schemes in 1900s.

Launched science and other
educational institutes in India.

JRD Tata
India's first
licensed pilot



For the
confused
ones

Tata Global
Internships

19.075983



23.075983



Tata Global
Internships



Explore the uncharted.

Step into the future of our ten flagship companies.
Spot the unseen challenges that lie ahead.
Work with our seasoned professionals,
experts and fellow explorers to solve them.



Some of the business challenges you will work on:

Brand story - creation

Create a powerful brand story
to make consumers move to
electric vehicles.

Marketing

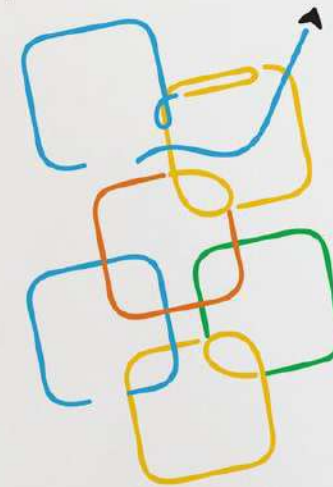
Device a marketing strategy
for organic products.

Corporate finance

Create valuation reports for
potential acquisitions by
Tata companies.

Digital transformation

Build financial models with
algorithms to optimise
modern farming solutions.



Fintech

Bring digital transformation in our
home loan business.

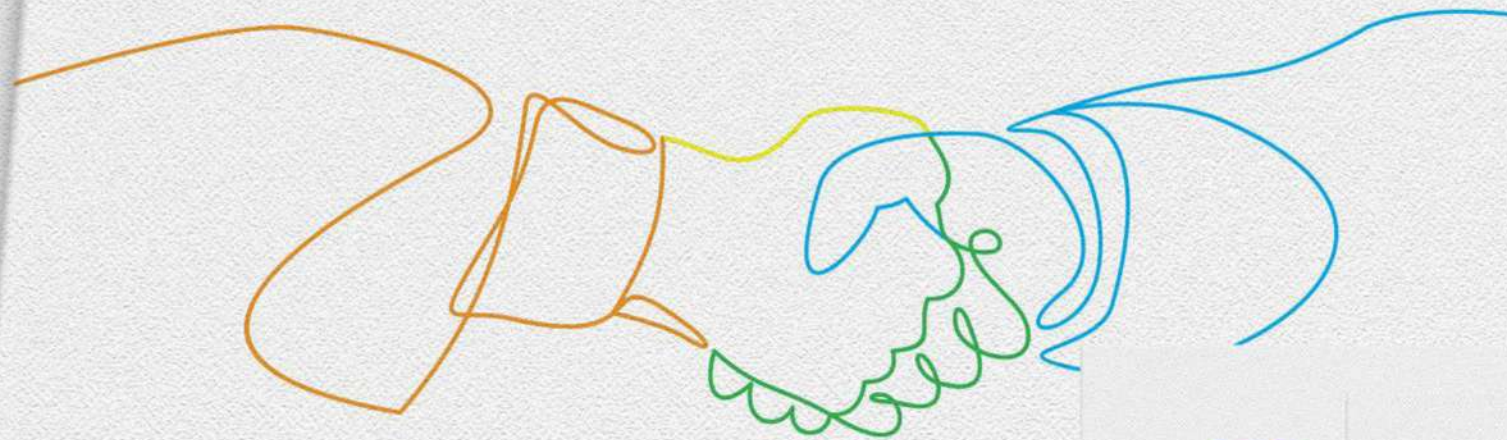
Consulting

Design a strategy
implementing ele
in India.

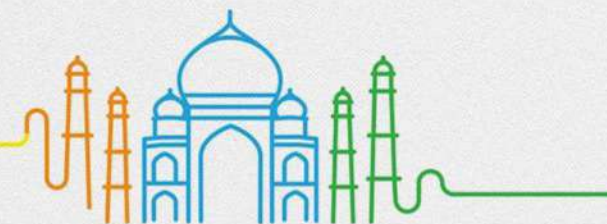
Finance

Improve profit
high revenues

Welcome aboard



Tata Global
Internships



Hi, I am **Risa**.
I am from
Cambridge
Judge Business
School, **UK**.

Tata Global
Internships



Setu

Task

Brand Strategy

Integrated Campaign

Social Media

Digital Film

Event Collaterals

Retail Collaterals

Background

Setu, an ambitious startup from the stable of Peon Wellness Group was entering the rather nascent category of health supplements, which were made from scientifically proven natural extracts that helped different vital organs stay healthy.

Challenge

Brainstorming sessions with the founder, the leadership team at Setu, and chats with potential users helped us articulate the challenge for this online-first brand:

How do we get the urban Indian to care enough about health supplements and start including it in their daily routine?

Solution

We helped Setu evolve a comprehensive brand and product strategy, that would help them overcome the key challenge and build a strong positioning.

- We met several health experts and researched online on the dangerously unhealthy lifestyles of urban Indians, which included device addiction, poor food habits, and effects of stress levels.
- It helped us evolve the culturally relevant brand platform of 'Setu: Modern Health Supplements for Modern Lifestyle Ailments'
- We launched the brand with 'The Now Way' digital campaign, and then followed it up with micro campaigns over the course of the year, that helped break down the different facets of the brand and important products in the portfolio.

Result

Being a startup in a very nascent category everyone knew that they shouldn't expect instant results. But the campaigns worked way better than expected.

- 'The Now Way' digital launch campaign video got 2 million views across social media platforms.
- There were 85000 visits to the campaign landing page in just two weeks, and a steady liftoff in sales.
- The follow up campaigns helped the brand increase its user base, and get deeper insights into its audience.
- Setu's performance in its first stage has helped it raise funding and expand its presence to retail.

Side notes

Working on Setu made us all question our own unhealthy lifestyles. As soon as we got done with the launch, team members signed up for yoga classes and gym memberships.

[Click here to watch the
Setu launch film](#)



Modern Health Supplements

#the now way

Tailor-made solutions for modern lifestyle ailments.




Modern Health Supplements

#the now way



Nature-led solution for modern lifestyle ailments.



Modern Health Supplements

It isn't modern if it isn't tailor-made for modern lifestyle ailments.

#the now way



Modern Health Supplements

#the now way

Scientifically proven remedies for modern lifestyle ailments.



Modern Health Supplements

Because an apple a day is no longer enough to keep the doctor away.

#the now way



Modern health supplements, tailor-made for you.

www.setu.in
www.instagram.com/setuindia
www.facebook.com/SetuIn
contact@setu.in

Setu combines **natural remedies with science** to solve new age problems.

We extract the best from nature giving you formulations that will supercharge your health.

Modern Health Supplements

www.setu.in

heart

Setu brings the power of nature to uplift your heart's health.

Improve the efficacy of heart supplements with Setu's Fish Oil.

Modern Health Supplements

www.setu.in

diabetes

March your fight against sugar with Setu's natural formulas.

Modern Health Supplements

www.setu.in

Advanced Healing

This range provides a potent, multi-mechanism approach to solve your persistent health ailments.

Liver Lift

The ideal formulation of liver nutrients protects against potential liver damage from modern lifestyle and alcohol. A daily serving contains naturally sourced milk thistle, potent glutathione protectors, N-acetylcysteine, and alpha lipoic acid, beetroot, turmeric, betin and selenium. Each ingredient has proven hepatic advantages and the combined detoxifying action is exponential in this carefully crafted complex. Liver Lift is the most powerful liver protection formula available.

Suggested for Liver Lift can be recommended for individuals that want to protect their liver from harmful substances present in the body, food, and environmental toxins.

Silymarin

N-Acetyl Cysteine

Alpha Lipoic Acid

Ingredients	Per Capsule	Ingredients	Per Capsule
N-Acetyl Glucosamine	250mg (25%)	Alpha Lipoic Acid	50mg (20%)
Beetroot Powder	50mg	Betin	100mcg
Silymarin (Silybum marianum) Extract	150mg (30% Silymarin)	Selenium	40mcg
Turmeric Powder	100mg (10% Curcuminoid)	Glutathione	100mg

Modern Health Supplements

www.setu.in

Consumer product leaflet



Social media campaign for International Women's Day.



On International Diabetes Day we ran a campaign that encouraged people not to be sweet to all the things that can increase their risk of Diabetes, from friends who tempt you into binge drinking, to their sweet tooth.

Wild Wild Country
A Documentary Series.

SETU
eye max

#EyeMaxReviews

Worth the eye strain.

This advertisement features a large, stylized illustration of a man with a long white beard and a white turban with a red band, set against a solid red background. The text 'Wild Wild Country' is written in a large, white, cursive font, with 'A Documentary Series.' in a smaller, white, sans-serif font below it. To the right, there is a small image of a black bottle of Setu Eye Max. Below the bottle, the text '#EyeMaxReviews' is displayed above a row of five white circles, each containing a red pill icon, with a red star icon in the fifth circle. Below this row, the text 'Worth the eye strain.' is written in a white, sans-serif font.

SETU
eye max

#EyeMaxReviews

Worth the eye strain.

THE ALIENIST

This advertisement features a man with a beard and a dark suit, standing against a dark blue background. The text 'THE ALIENIST' is written in a white, serif font. To the right, there is a small image of a black bottle of Setu Eye Max. Above the bottle, the text '#EyeMaxReviews' is displayed above a row of five white circles, each containing a red pill icon, with a red star icon in the fifth circle. Below this row, the text 'Worth the eye strain.' is written in a white, sans-serif font.

PLAYERUNKNOWN'S
BATTLEGROUNDS

SETU
eye max

#EyeMaxReviews

Worth the eye strain.

This advertisement features a character from the game PlayerUnknown's Battlegrounds, wearing a white shirt, a black tie, and a black helmet, holding a black gun. The background is a bright yellow and orange sky. The text 'PLAYERUNKNOWN'S BATTLEGROUNDS' is written in a white, sans-serif font. To the right, there is a small image of a black bottle of Setu Eye Max. Above the bottle, the text '#EyeMaxReviews' is displayed above a row of five white circles, each containing a red pill icon, with a red star icon in the fifth circle. Below this row, the text 'Worth the eye strain.' is written in a white, sans-serif font.

Setu Eye Max protects eyes from the strain of staring at screens. Sensing a great brand opportunity we launched the 'Setu Eye Max' reviews campaign, which helped binge watchers and gamers decide, if it was worth the eye strain.

Nature



Meets



Science



MooShake

Task

Brand Positioning

Brand Identity Design

Packaging Design

Print and Outdoors

Digital Film

Social Media

Activation Ideas
and Design

Background

Milk Mantra, a dairy startup from Orissa had already worked with us on a project, and came back to us to help them launch their latest offering – the world's first haldi milkshake.

Challenge

Hanging out with moms and kids helped us get a better perspective of their decision-making patterns when it comes to this category. Clearly the brand's biggest challenge was:

Making a Haldi based milkshake seem cool to the kids while Moms understood its health benefits.

Solution

We came into the project on the ground floor, while the final tasting of the product flavours was still on. It was obvious that the brand, which was up against Goliaths, needed a very fresh strategy to stand out.

- We evolved a brand strategy of MooShake being the Sooper Milk, taking the high ground for the category.
- Created packaging that would help it stand out on the shelves by breaking some category codes.
- Created a quirky mascot – Sooper Moo, that was instantly recognizable and unique Moo speak (which made him a big hit on Twitter).
- Used the unique look and feel across all touch points, from packaging to the website, to integrate the brand story.
- Used influencers smartly to amplify the campaign effect.

Result

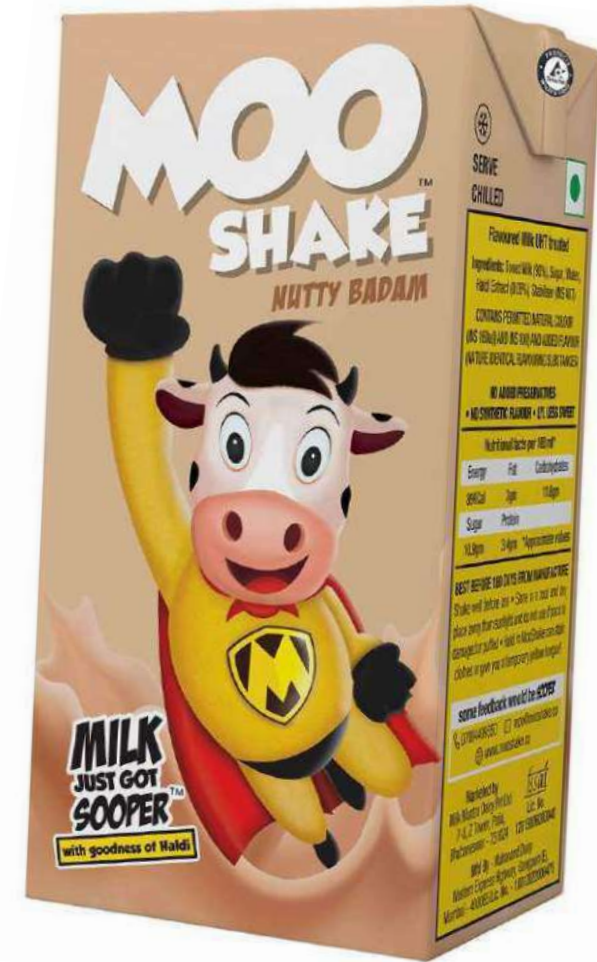
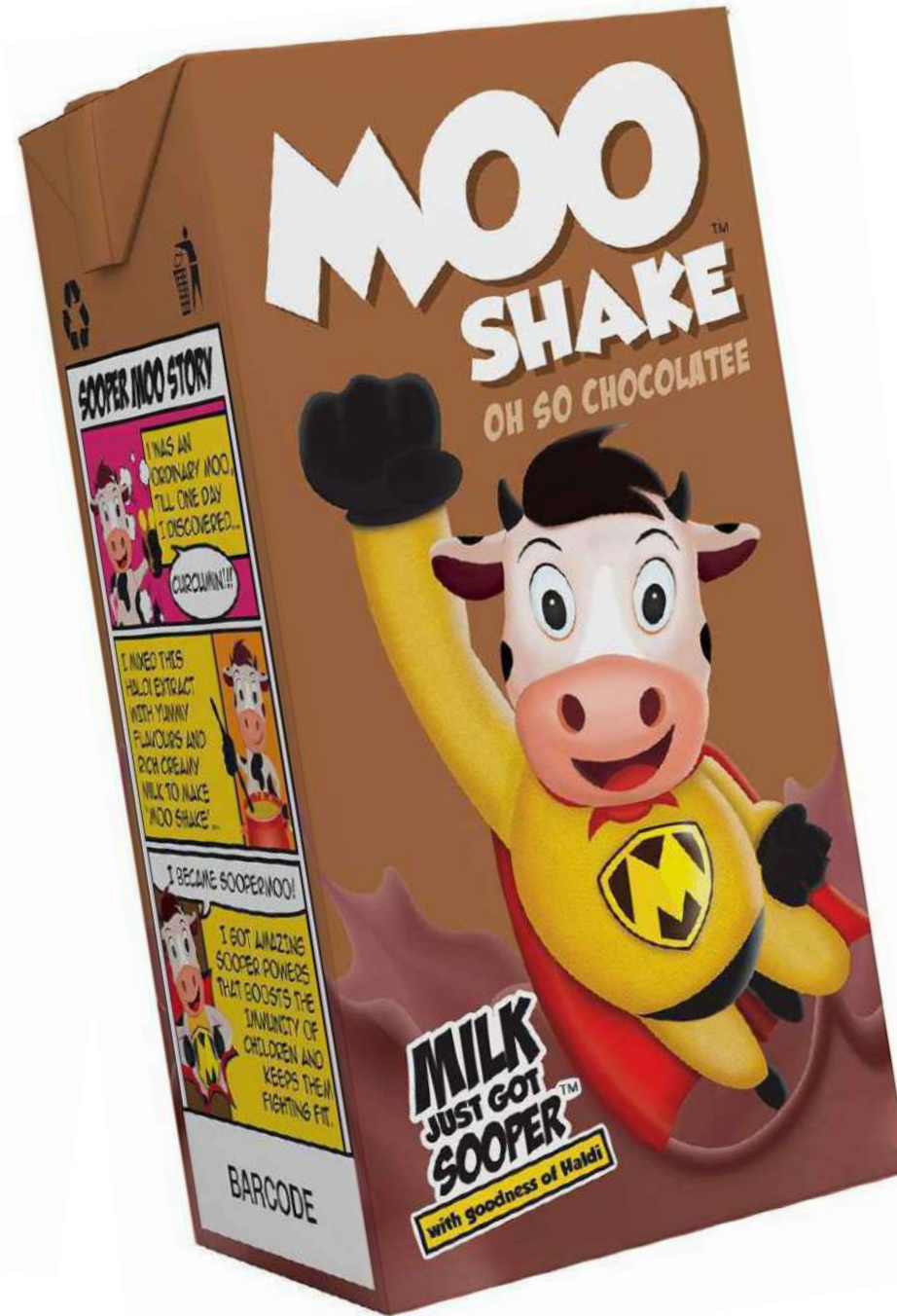
- The launch campaign did exceedingly well. The launch video was viewed by over 28K people in Bangalore, in just a week.
- The innovative newspaper ads and other pieces of communication had certainly made a big impact, as seen from demand and feedback from dealers.
- Enquiries for stocking MooShake through the website and social media started pouring in.
- So did lots of Moo Love. Influencer moms started sharing their kids love for MooShake, making #milkjustsooper trend on twitter in Bangalore during the launch week.

Side notes

The brand has since had to slow down all plans of expansion, because they had distribution and supply issues that needed sorting out.

MOO
SHAKETM







MILK JUST GOT SOOPER
With Goodness Of Haldi

SAY HELLO TO MOOSHAKES, A REVOLUTIONARY MILKSHAKE PACKED WITH THE GOODNESS OF CURCUMIN (HALDI EXTRACT). WITH INHERENT IMMUNITY BOOSTING POWERS AND ANTIOXIDANTS, MOOSHAKES IS IDEAL FOR GROWING CHILDREN TO KEEP THEM FIGHTING FIT. AND WHAT'S EVEN BETTER IS THAT IT COMES IN 4 SOOPER TASTING FLAVOURS THAT KIDS AND GROWN UPS WILL LOVE. **MILK JUST GOT SOOPER WITH MOOSHAKES!**

WWW.MOOSHAKES.CO /THEMOOSHAKES @SOOPERMOOSAYS

#MILKJUSTGOTSOOPER



MOO
SHAKE

MOO US ON



SAY HELLO TO THE SOOPER SHAKE. WHAT MAKES IT SOOPER, YOU ASK? WELL, FOR STARTERS IT HAS A SOOPER INGREDIENT WITH SOME AMAZING HEALTH BENEFITS BUT IT DOESN'T STOP THERE. MOO SHAKE IS ALSO LOW ON SUGAR AND DEVOID OF ANY ARTIFICIAL FLAVOURS OR COLOURS. PERHAPS THE MOST SOOPER THING ABOUT IT IS THAT IT COMES IN YUMMY FLAVOURS. GO AHEAD AND SLURP ON ONE TODAY.

CURCUMIN!

THE
SOOPER INGREDIENT
IN MOO SHAKE

DISCOVER IT

BENGALURU. CATCH ME AT
THESE PLACES BENGALURU.
CATCH ME AT THESE PLACES
BENGALURU. CATCH ME AT
THESE PLACES BENGALURU.
CATCH ME AT THESE PLACES

@SOOPERMOOSAYS

FOLLOW
HIM HERE

MOO IT
ONLINE

BUY NOW

SLURPY
MANGO



Yaantra

Yaantra, a refurbishment and repair mobile startup, started life as Gadget Guru. We were tasked with giving the brand's new name 'Yaantra', a complete makeover.

Task

Brand Strategy

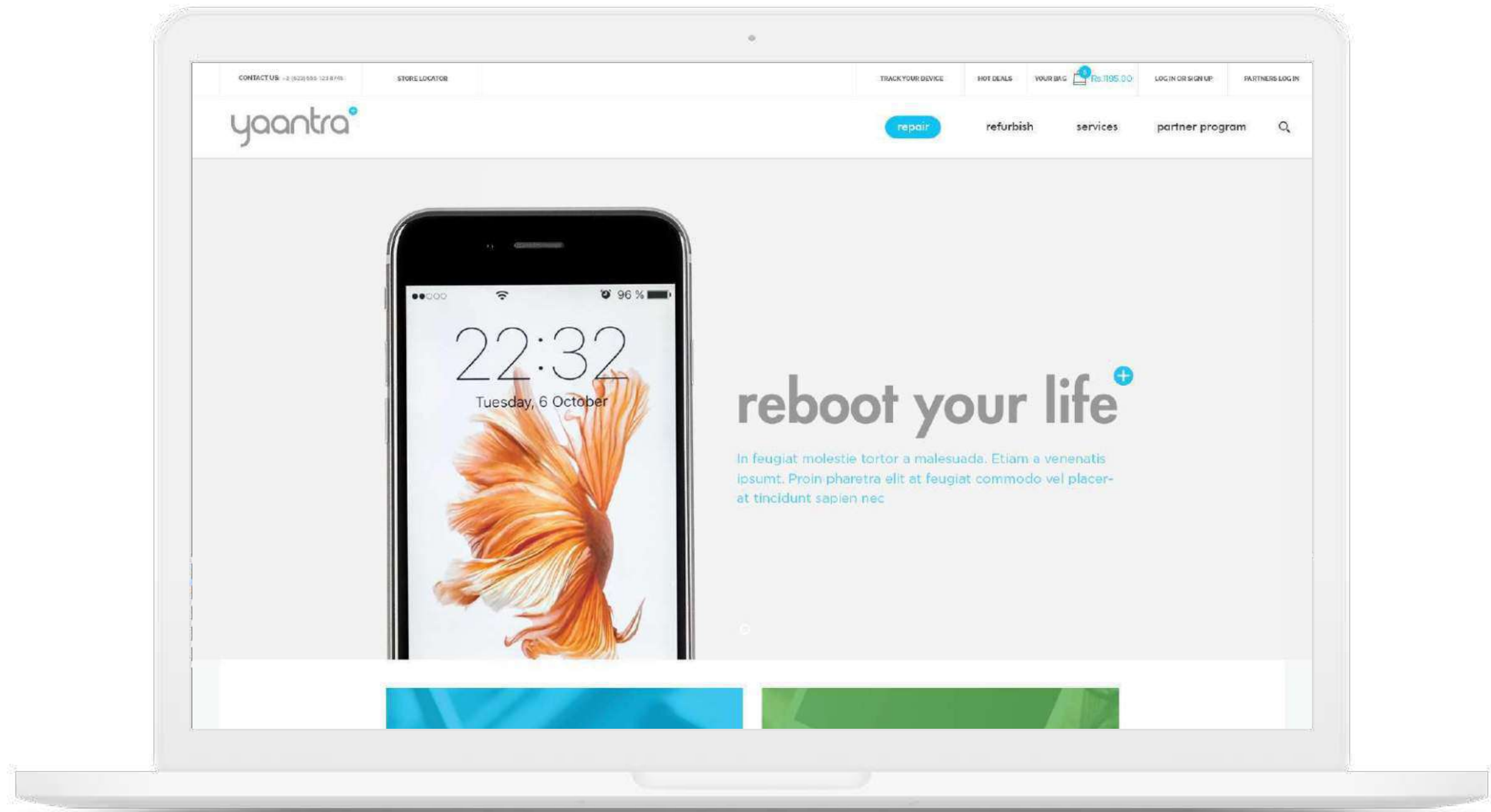
Brand Identity Design

Ecommerce Website

Packaging Design

yaantra⁺





CONTACT US +2 (622) 555 123 8765

STORE LOCATOR

TRACK YOUR DEVICE

HOT DEALS

YOUR BAG

Rs. 195.00

LOG IN OR SIGN UP

PARTNERS LOG IN

yaantra⁺

repair

refurbish

services

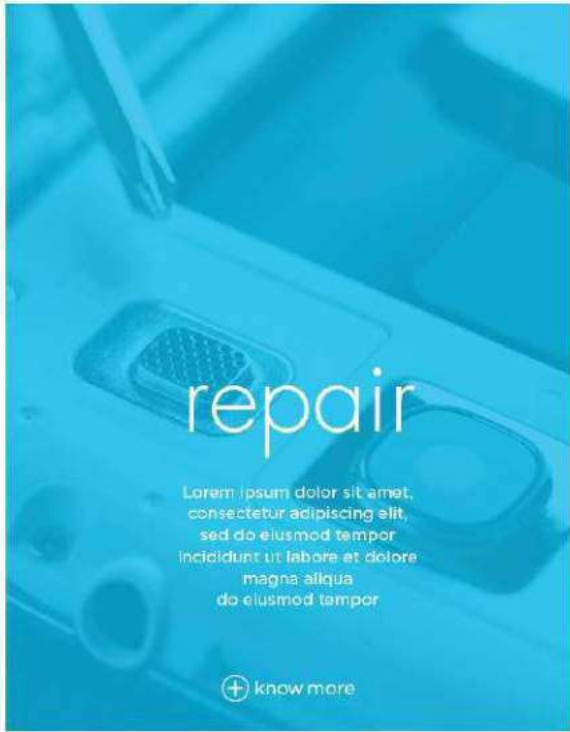
partner program



reboot your life⁺

In feugiat molestie tortor a malesuada. Etiam a venenatis
ipsum. Proin pharetra elit at feugiat commodo vel placer-
at tincidunt sapien nec

D



repair

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. do eiusmod tempor

[+ know more](#)



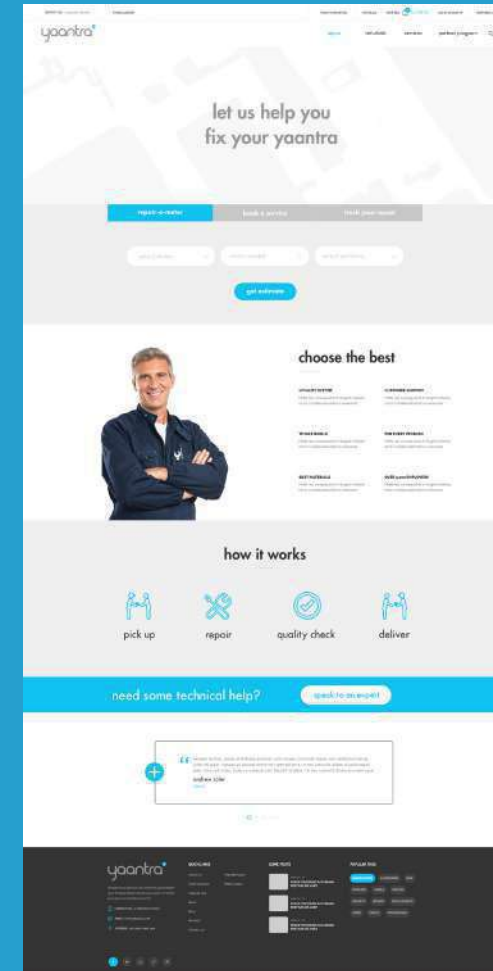
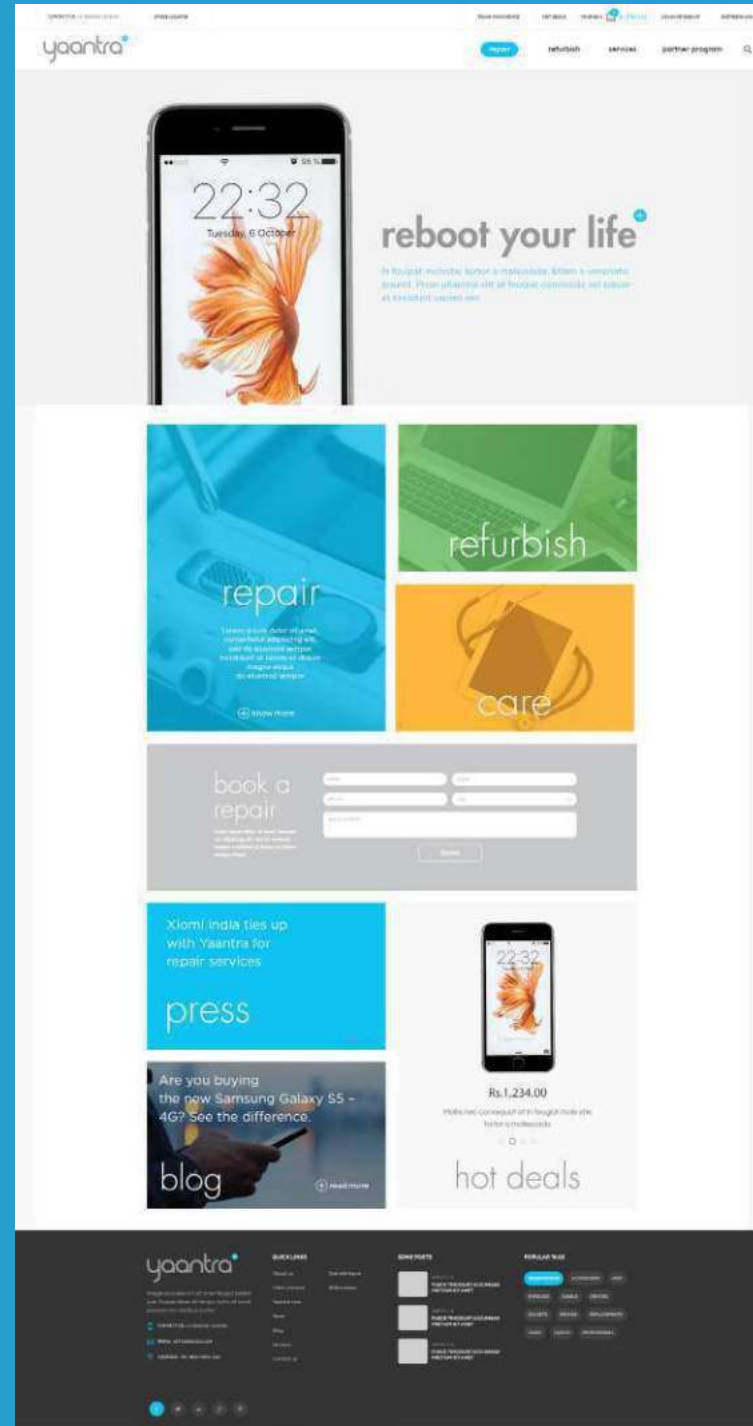
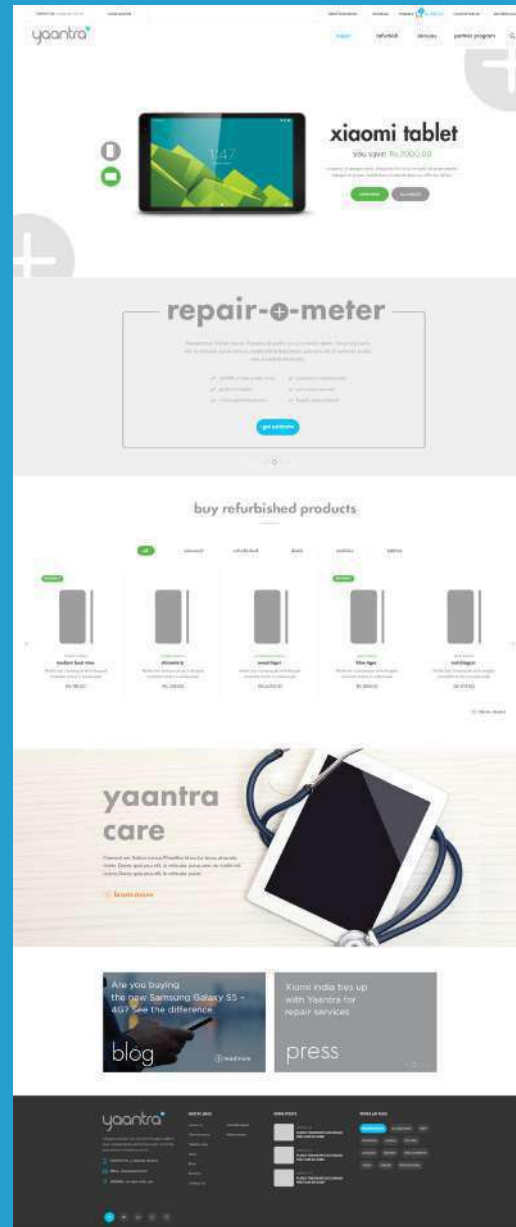
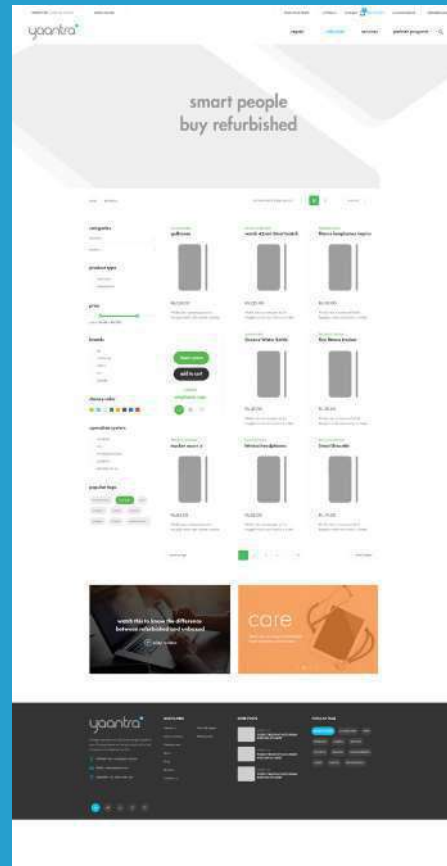
refurbish



care

book a repair

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



yaantra⁺

yaantra.com





Sebamed

Sebamed, a German skin care brand wanted us to design a calendar around the brand's core philosophy of living in harmony with nature.

Task

Concept

Photography

Retouching

Design

Print supervision

Sebamed Calendar theme 2013

Live and Let Live

Calendars sit on tables for an entire year. With this in mind we created a calendar that blended the theme of co-existence with stunning visual imagery.

Side
notes

Only the models and props have been shot in the making of this calendar, everything else was done in postproduction. So no animals were disturbed in the making of it, except us.





Sebamed Calendar theme 2016

Art meets Harmony

The enthusiastic response to the first calendar made it now a permanent feature. But we were determined to push the envelope every year and surprise the receiver while reinforcing the 'Live & Let Live' theme.

Side
notes

This calendar was a mammoth production that took 3 days, 8 artists from JJ school of Arts, and 35 make up artists from the renowned Fat Mu company.



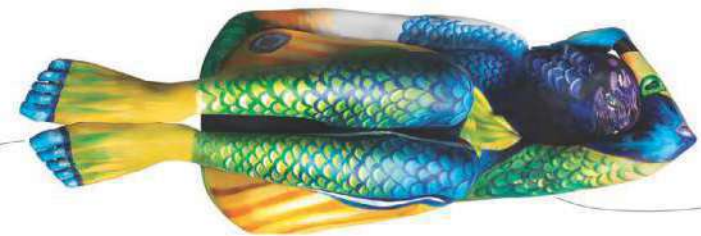
Dec 2016 Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

sebamed[®]
 For skin the way it's meant to be



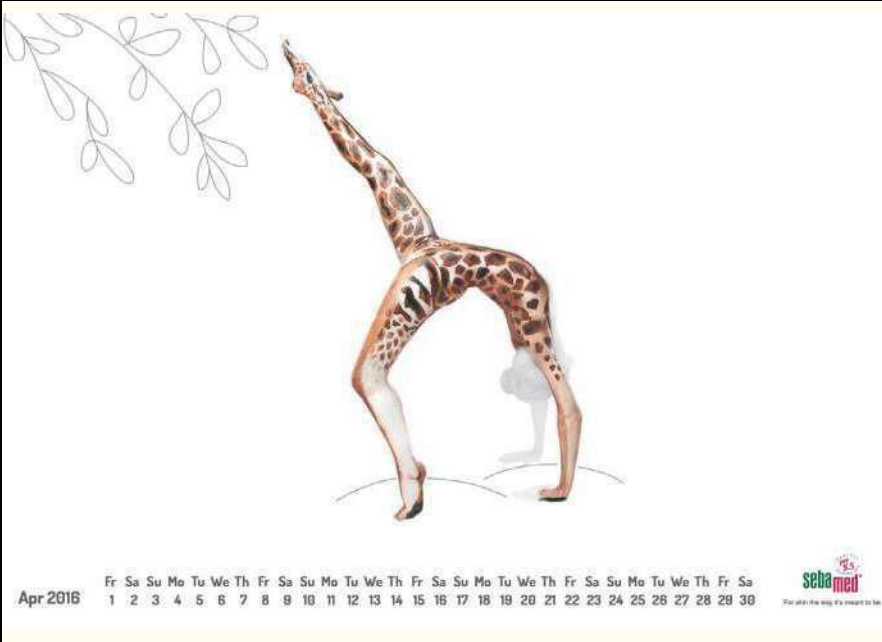
May 2016 Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

sebamed[®]
 For skin the way it's meant to be



Jul 2016 Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su
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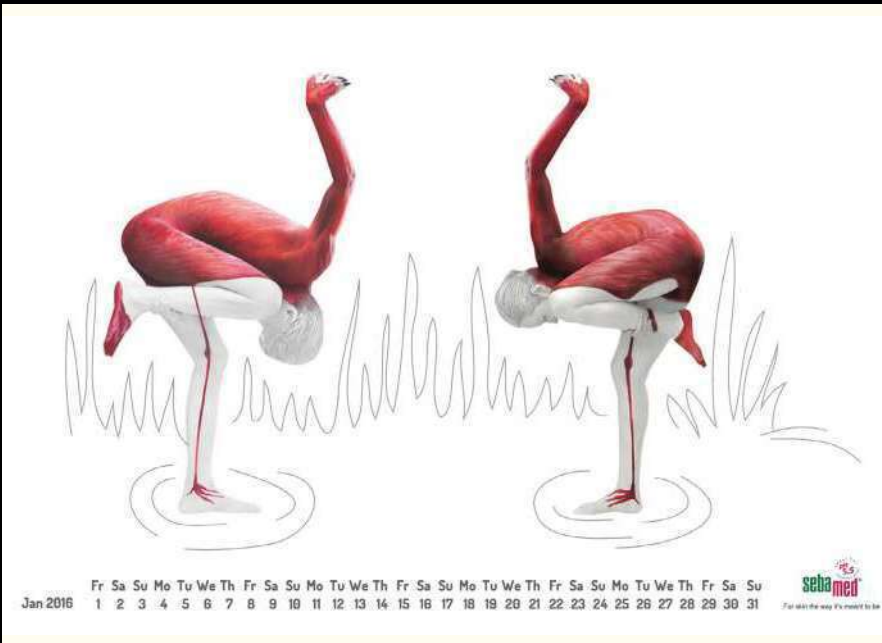
sebamed[®]
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Apr 2016

Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

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Jan 2016

Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

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Jun 2016

We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

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Sebamed Calendar Theme 2017

Bodyscapes

What would the world be like if we all lent a hand to mother nature? If we bent our backs to protect wild animals? This became the inspiration for another edition of the calendar, building on the the theme of coexistence.

Side
notes

An extremely challenging shoot since we were capturing the human body in macro.



We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr
Mar 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



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Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th
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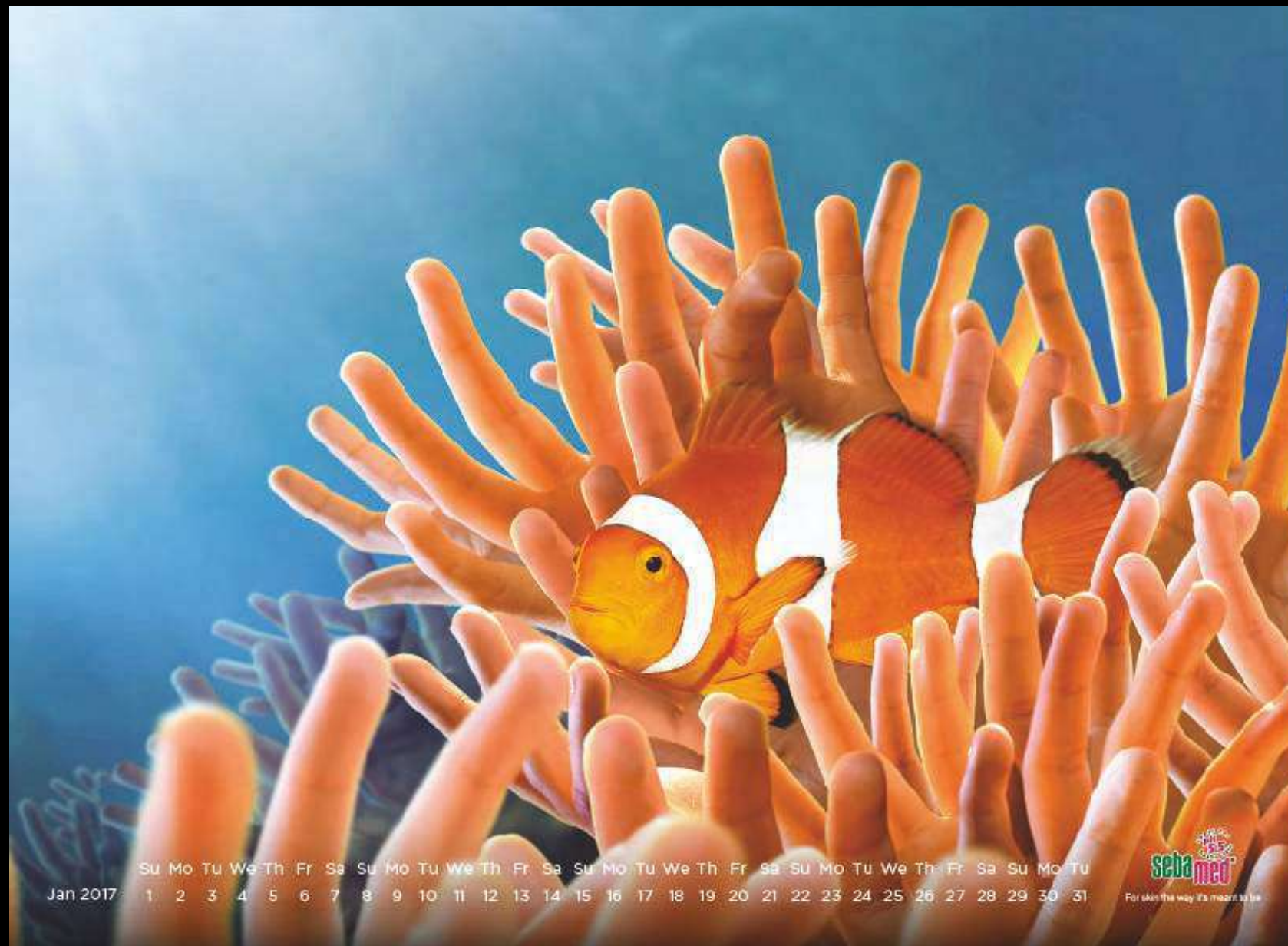
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We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu
Feb 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28



For skin the way it's meant to be



Jiva Spa, Bekal

Taj's premium spa property in Bekal, Kerela wanted to advertise its long stay therapies in International magazines. We invited readers to come to Bekal, and be reborn.

Task

Print Ads

Name: Linda Edwards

Date of birth: 16th Jan, 2012

Place of birth: Bekal, Kerala

Presenting long and short term wellness programs at the newly opened luxurious Jiva spa retreat in Bekal. Far from the milling crowds, in a breathtakingly scenic part of Kerala, lies the 126,000 square foot oasis of luxury where we practice Ayurveda the traditional and authentic way. The spa offers Jiva's signature experiences of body anointment (Alepa) and purifying bathing ceremonies (Abhisheka) at exclusive pavilions. It also houses one of its kind Ayurveda Sanctuary, which is designed like a traditional Ayurveda Physician's house and offers comprehensive programs by highly qualified physicians. If you'd like to know more about which therapy to choose, get in touch with us. We'll help you plan your rebirth.


Bekal

Name: William Smith

Place of Birth: Bekal, Kerala

Time of Birth: 3.54 PM

Presenting long and short term wellness programs at the newly opened luxurious Jiva spa retreat in Bekal. Far from the milling crowds, in a breathtakingly scenic part of Kerala, lies the 126,000 square foot oasis of luxury where we practice Ayurveda the traditional and authentic way. The spa offers Jiva's signature experiences of body anointment (Alepa) and purifying bathing ceremonies (Abhisheka) at exclusive pavilions. It also houses one of its kind Ayurveda Sanctuary, which is designed like a traditional Ayurveda Physician's house and offers comprehensive programs by highly qualified physicians. If you'd like to know more about which therapy to choose, get in touch with us. We'll help you plan your rebirth.

The logo for Jiva Bekal, featuring a stylized yellow flower icon above the word "JIVA" in a large, serif font, with "Bekal" in a smaller, sans-serif font below it.

**We love to chat over
freshly brewed coffee,
good tea or beer.**

**mariska@merrymen.co.in
kartik@merrymen.co.in**

**+91 9619733115
+91 9870014333**

**4, Susheela Sadan, Perry Cross Road, Bandra
West, Mumbai, Maharashtra, India, 400050.**