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JAYPEE'S

Redesigned the packaging for Jaypee's Dosa Batter, giving it a fresher and more contemporary look.

JAYPEE'S BETTER

Create a new logo and packaging for the premium line, Jaypee's Better, starting with the Malabar Paratha.

UNSCENE

Developed a new symbol for the sunglasses brand Unscene, along with a comprehensive brand manual.

DEWDAYS

Redesigned the logo and packaging for Dewdays, a sanitary napkins brand.

MEETHA

Designed premium packaging for Meetha, a sweets brand, blending tradition with a celebratory, high-end aesthetic.

VIVAANO

Created brand stationery and point-of-sale (POS) materials for Vivaano, ensuring a cohesive and professional brand presence.

HBSF

Illustrated bespoke visuals for HBSF, crafted for use across their website.

JAYPEE'S

Redesigned the packaging for Jaypee's Idli Dosa Batter, focusing on clarity, freshness, and market appeal.


ORIGINAL PACKAGING

www.jaypeesinstant.com

Nutritious & Delicious

Jaypee's Ready to cook Good Health Option

Idli•Dosa•Uttappa
Batter



SERVING SUGGESTIONS ONLY

Makes 30 Idlis / 20 Dosas / 10 Uttappa
www.jaypeesinstant.com

BRIEF & ROUGH SKETCHES

Jaypee's Bel

- Cleaner
- Narrow down the gap
- Greater final product

Criteria | Incorporated | Icons | The clarity

- o Front
- o Logo
- o Consistent system
- o Cleanup
- o First IDU


Jaypee's

- o Logo
- o IDU Batter
- o Nutritious & Deli
- o Veg Symbol
- o 30 I / 20 D / 10 U

Image
↓
Idli Dosa Uttapam



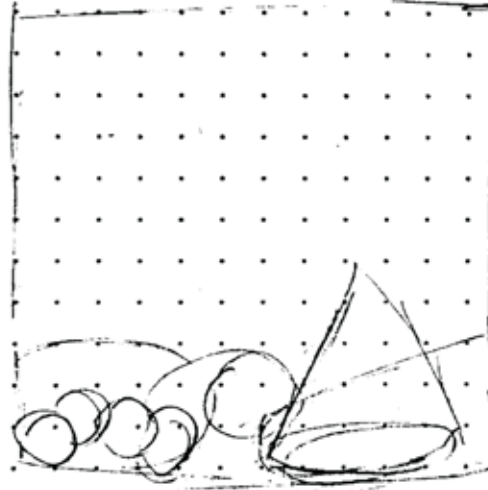
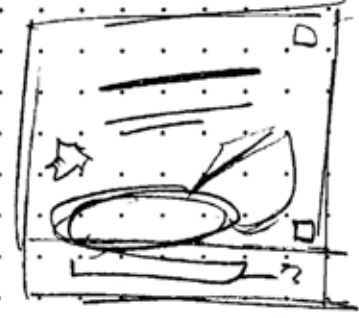
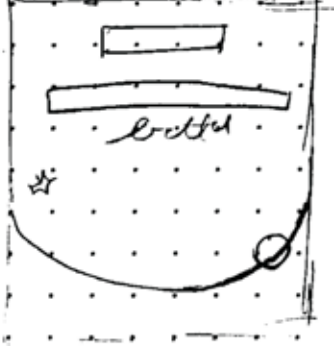
Icon
↓
No preservative
↓
No chemicals added

Green / Orange / Yellow added
↓
Text in yellow or orange



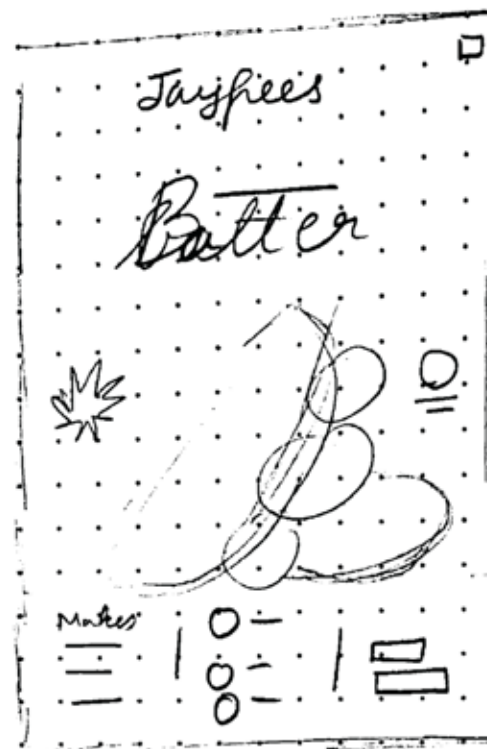

Jaypee's

Idli Dosa Uttapa Batter

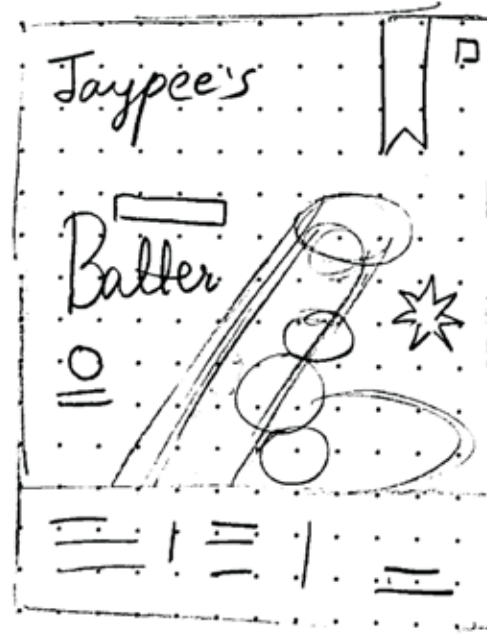
Jaypee's

Batter

Jaypee's

Batter



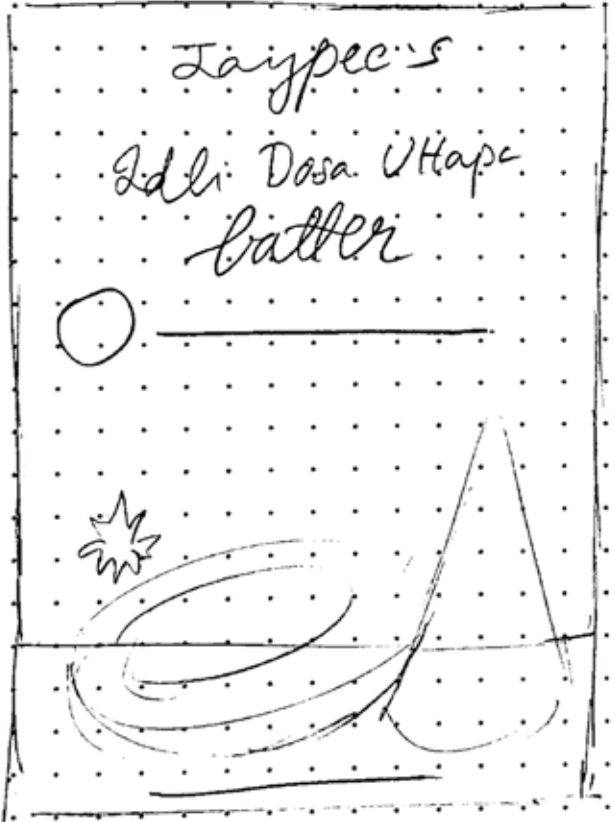
Version 1 - Similar to C-Logo
Version 2 - Change the smiling
Version 3 - Remove smiley &

Image → Use ipod to generate composition

Jaypee's 😊

Jaypee's

Idli Dosa Uttapa Batter

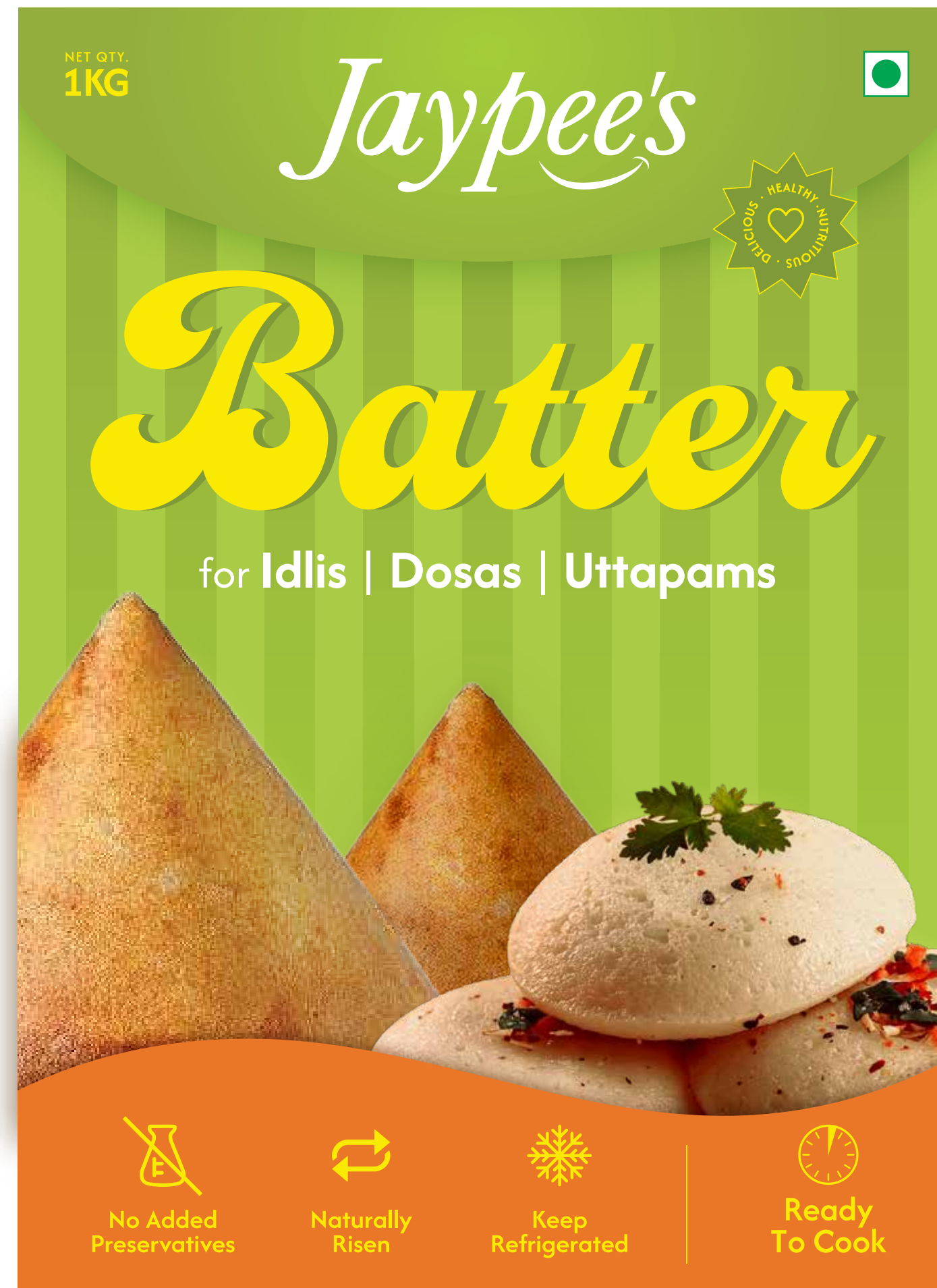


ROUTE 1: A CLASSIC YOU CAN COUNT ON



It uses bold orange and green palette with appetizing food photography to instantly communicate freshness and taste. The clean typography and highlighted benefits position the product as reliable, nutritious, and trustworthy — making it a classic choice for everyday cooking.

ROUTE 2: TASTES LIKE HOME, LOOKS LIKE NOW



The design uses a green backdrop with playful typography and vibrant imagery to balance tradition with modern appeal. The striped pattern adds shelf visibility, while the imagery & icons highlight convenience. It appeals to consumers seeking homely flavors with a modern, eye-catching look.

FINAL CHOSEN PACKAGING

Jaypee's

NET QTY.
1kg

Ready
To Cook

Idli • Dosa • Uttapam

Batter

Makes Upto **25 Idlis / 15 Dosas / 10 Uttapams**

*Strictly serving suggestions

No Soda
No Preservatives
No Shortcuts

Stone Ground &
Naturally Fermented

Keep Refrigerated
(Below 10°C)

Jaypee's

Soft. Spongy. Simply Delicious.

Made with care, clean ingredients, and RO-purified water, because what you eat should feel as good as its tastes.

SOFT & SPONGY IDLIS

Bring batter to room temperature. Mix in 100 ml hot water, ¼ tsp soda, and salt. Let it rest for 15 minutes.

Grease the moulds, pour in the batter, and steam in a vessel with 4 cups of water for 20 minutes.

Check with a toothpick. Serve hot with sambhar and coconut chutney.

इडली

बैटर को सामान्य तापमान पर लाएं। 100 मिली. गरम पानी, ¼ छोटा चम्मच सोडा और नमक मिलाएं। 15 मिनट रखें।

सांचे में तेल लगाकर बैटर डालें। 4 कप पानी में 20 मिनट स्टैंड करें।

दूधपकिसे जांचें। सांभर और नारियल चटनी के साथ परोसे।






CRISPY GOLDEN DOSAS

Bring batter to room temperature. Add 125 ml water and salt. Rest for 5 minutes. Heat a tawa and lightly oil it using half an onion.

Sprinkle and wipe off salt. Spread 75 ml batter in circles. Cook on high flame with oil at the edges. Flip when golden.

Serve with masala aloo, sambhar, and chutney. Add butter if desired.

डोसा

बैटर को सामान्य तापमान पर लाएं। 125 मिली. पानी और नमक मिलाएं। 5 मिनट रखें। तवे पर आधा प्याज लेकर हल्का तेल लगाएं। नमक छड़िककर पोंछ दें।

75 मिली. बैटर गोल घुमाकर फैलाएं। तेज आंच पर कनारों पर तेल डालकर पकाएं। सुनहरा होने पर पलटें। अगला डोसा बनाने से पहले तवा थोड़ा ठंडा करें।

मसाला आलू, सांभर और चटनी के साथ परोसे। चाहे तो ऊपर से मक्खन डालें।






THICK & FLUFFY UTTAPAMS

Bring batter to room temperature. Add 100 ml water and salt. Rest for 5 minutes. Pour onto an oiled tawa and spread thickly.

Top with onions, tomatoes, green chillies, and coriander. Cook on low flame until golden. Flip and cook for another 30 seconds.

Serve hot with green chutney.

उत्तपम

बैटर को सामान्य तापमान पर लाएं। 100 मिली. पानी और नमक मिलाएं। 5 मिनट रखें। तेल लगे तवे पर बैटर डालें और मोटा फैलाएं।

ऊपर प्याज, टमाटर, मरिच और धनिया डालें। धीमी आंच पर पकाएं। पलटें और 30 सेकंड और पकाएं।

हरी चटनी के साथ परोसे।






Ingredients
Boiled Rice, Black Gram (Skinless), RO Water

NUTRITION FACTS	
Parameters	Unit
Total Carbohydrate (g)	23.12
Protein (g)	3.15
Total Fat (g)	0.62
Fibre (g)	0.64
Calories/ Total Energy (Kcal)	107.28
Saturated Fat (g)	0.01
Mono Unsaturated Fat (g)	0.08
Poly Unsaturated Fat (g)	0.03
Calcium (mg)	64
Iron (mg)	3.1
Sugar (g)	0.0

Scan the QR code for the detailed recipe





Idlis

Dosas

Uttapams

Find us at or order online at

zepto blinkit instamart

Follow Us
@Jaypees Jaypees

Talk to us
For any queries, comments or complaints on quality
Please contact: Tel.: 020-26632194
Email us: qualityteam@jaypeesinstant.com
Website: www.jaypeesinstant.com

MADE IN INDIA

100% VEG

For more yummy recipes login to
www.jaypeesinstant.com

Net Wt.:
M.R.P. Rs.:
(Inclusive of Taxes)
Lot No.:
Mfg. Date:
Best Before Within 20 Days From The Date Of Mfg.

Manufactured & Marketed by:

JAYPEES INSTANTS
S.No.213, Rajiv Nagar(N), Nandgaon
Nagar, Pune-411014. Maharashtra
INDIA.

Also Checkout,
Discover our other freshly made, ready-to-use products that bring convenience and authentic taste to your kitchen.




Jaypee's

NET QTY.
1kg



Ready
To Cook



Idli · Dosa · Uttapam

Batter

Makes Up to 25 Idlis / 15 Dosas / 10 Uttapams

100% VEGGIES, NO PRESERVATIVES



No Soda
No Preservatives
No Shortcuts



Stone Ground &
Naturally Fermented



Keep Refrigerated
(Below 10°C)

Jaypee's

Soft, Spongy, Simply Delicious.

Made with care, clean ingredients, and RO-purified water, because what you eat should feel as good as its tastes.

SOFT & SPONGY IDLIS

Bring batter to room temperature. Mix 100 ml hot water & 1 tsp soda, and salt. Let it rest for 5 minutes.

Grease the mould, pour in the batter, and steam in a vessel with 4 cups of water for 20 minutes.

Check with a toothpick. Serve hot with sambhar and coconut chutney.

इडली

बैटर को कमरेकत तापमान पर लाएं। 100 ml गर्म पानी, 1/2 चम्मच सोडा और नमक मिलाएं। 5 मिनट रखें।

कोई भी तेल लगाकर बैटर डालें। 4 कप पानी में 20 मिनट स्टूईंग करें।

दूधपिके से जांचें। सांभर और काफिर चटनी से साथ परोसें।



CRISPY GOLDEN DOSAS

Bring batter to room temperature. Add 25 ml water and salt. Rest for 5 minutes. Heat a tawa and lightly oil it using half an onion.

Sprinkle and wipe off salt. Spread 75 ml batter in circles. Cook on high flame with oil at the edges. Flip when golden.

Serve with masala dho, sambhar, and chutney. Add butter if desired.

डोसा

बैटर को कमरेकत तापमान पर लाएं। 25 ml पानी और नमक मिलाएं। 5 मिनट रखें। उसे पर आधा प्याज लेकर गरम तेल लगाएं। फावक कड़ियांकर पीछे से।

75 ml बैटर गोल घुमाकर फैलाएं। तेज आंच पर कड़ियां पर तेल डालकर पकाएं। घुमाकर होने पर पकटी। सांभर डोसा बनाने से पहले उसे थोड़ा ठंडा करें।

सांभर दाल, सांभर और चटनी से साथ परोसें। चाहे तो ऊपर से मसूरदान डालें।



THICK & FLUFFY UTTAPAMS

Bring batter to room temperature. Add 100 ml water and salt. Rest for 5 minutes. Pour onto an oiled base and spread thickly.

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उत्तापम

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ऊपर प्याज, टमाटर, मीठे और काफिर डालें। धीमी आंच पर पकाएं। पकट और 30 सेकंड और पकाएं।

हॉट चटनी से साथ परोसें।



Ingredients:
Boiled Rice, Black Gram (Skinless), RO Water

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Calcium (mg)	64
Iron (mg)	21
Sugar (g)	0.0

Scan the QR code for the detailed recipe



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zepto blinkit instamart

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@jaypees_jaypees



Talk to us
For any enquiries regarding our products or quality.
Please contact Tel: 020-74032004
Email: us@jaypees.in/jaypees@zepto.com
Website: www.jaypeesindia.com

For more yummy recipes, login to:
www.jaypeesindia.com

Net Wt:

MRP, Rs.:

Inclusive of Taxes

Lot No:

Mfg. Date:

Best Before Within 20 Days From

The Date Of Mfg.

Manufactured & Marketed by:



JAYPEE'S INSTANTS

S.No: 20, Palle Nagar (N), Viman

Nagar, Pune-41014, Maharashtra

INDIA.

Also Checkout,

Discover our other freshly made,

ready-to-use products that

bring convenience and authentic

taste to your kitchens.



JAYPEE'S BETTER

Developed logo explorations, designed packaging for Paratha, and explored structural form options for batter packaging.

BRIEF & ROUGH SKETCHES

Jaypee's Better

- Nutritious
- Fresh
- Trust / Legacy
- No. preservative
- Flavorful
- Gen Z & Millennial

Modular Loga - Batter
↓ Juice
Cookies

Gen Z & Millennial

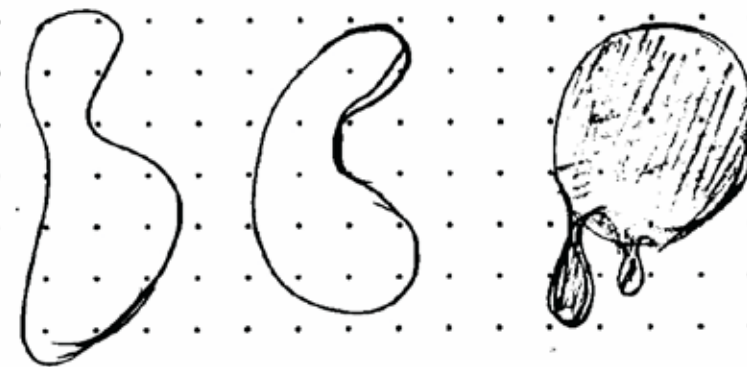
- authentic
- sense of belonging
- modern
- transparency
- recognizable
- healthy
- cultural fusion

• Wholesome & Modern



→ Bring back the joy of wholesome homestyle cooking with a twist of modern convenience

- Indian Gen Z & millennial who love home cooked but won't spend hrs making it.
- bold playful clean fast



BETTER

Packaging

- 1) Closest to in the market
- 2) Solves issue to current packaging
- 3) completely unique

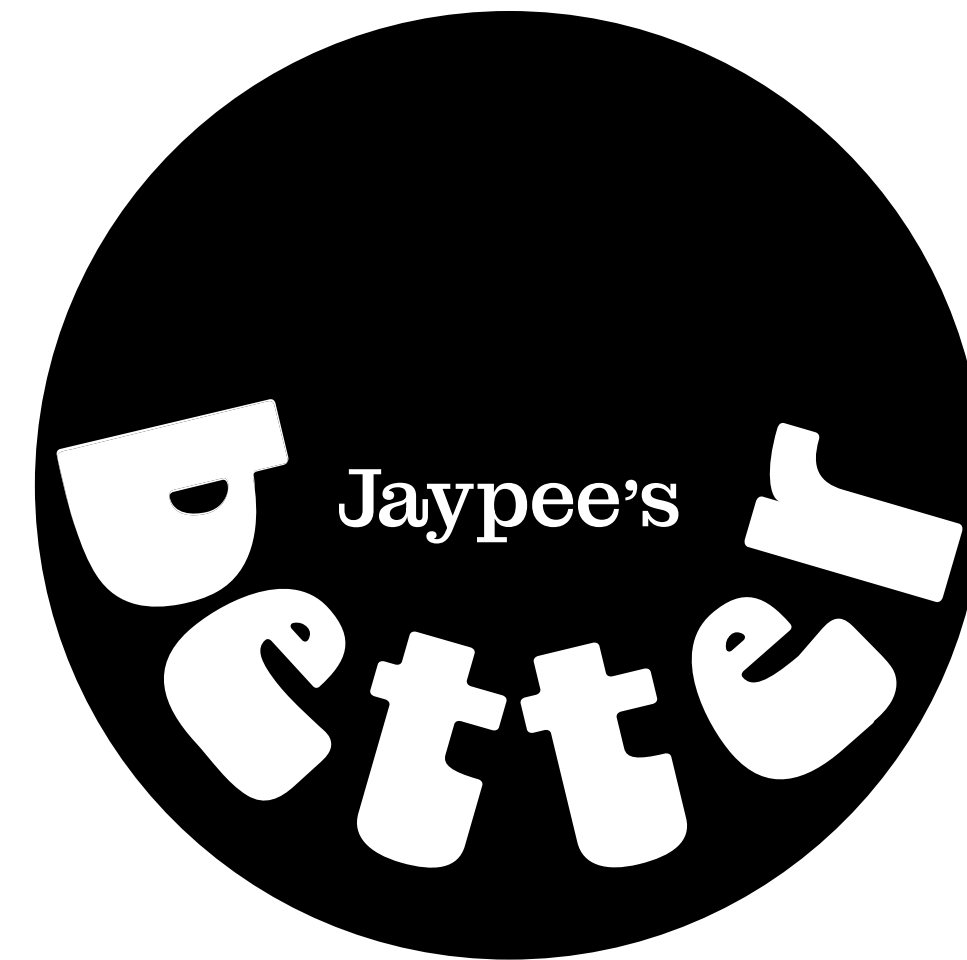
Tetra Pack

solves the issue of packaging of spilling & uses less storage..

User Pain Points

- Needs to use another vessel to prevent spilling.
- No reusable lid
- Packaging gets messy
- Matka shaped, olive can, ketchup pouch, ice cream box, soda can
- serve - 2/4/10
- 250 gm / 500 gm / 1 kg

LOGO EXPLORATIONS



BETTER
JAYPEE'S

ORIGINAL



FIRST DRAFT FOR TWO ROUTES



The warm orange backdrop and bold yellow typography create strong shelf visibility, while the close-up paratha shot emphasizes indulgence and delicious taste.



A basket of parathas signals freshness and abundance, with supporting icons reinforcing convenience, everyday usability, and a homely appeal.



Rich red stripes paired with a clean product stack convey a premium feel, while the "Heat & Eat" callout positions it as both modern and dependable.

FINAL CHOSEN PACKAGING



Originally designed for Jaypee's, this pack was adopted for their premium line, Jaypee's Better, for its strong contemporary appeal. Bold typography, a striped backdrop, and appetizing imagery give it a modern yet trustworthy look that resonates with Gen Z and late millennials.

NET QTY:
10pcs

JAYPEE'S
better

HEAT & EAT

MALABAR
PARATHA



No Added
Preservatives



No Added
Flavours



Keep Refrigerated
(Below 10°C)

UNSCENE

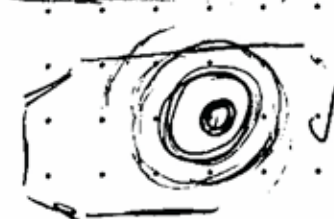
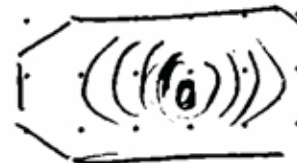
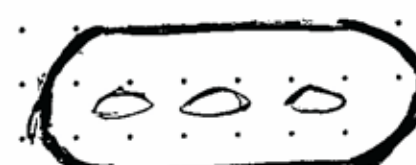
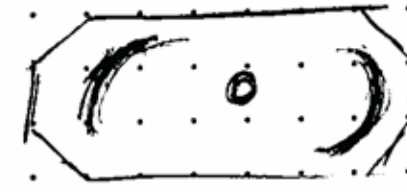
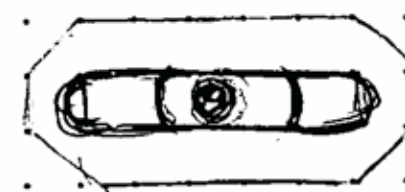
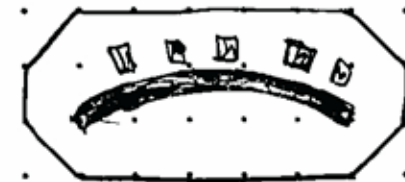
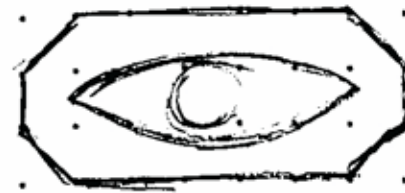
Developed key brand identity elements for Unscene, including logo explorations, color palette, and brand guidelines.

BRIEF & ROUGH SKETCHES

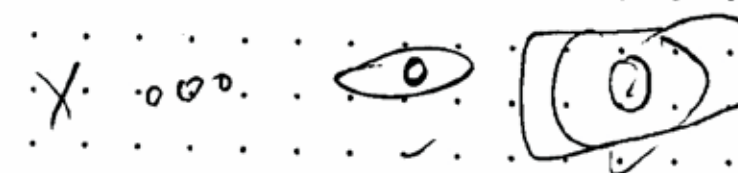
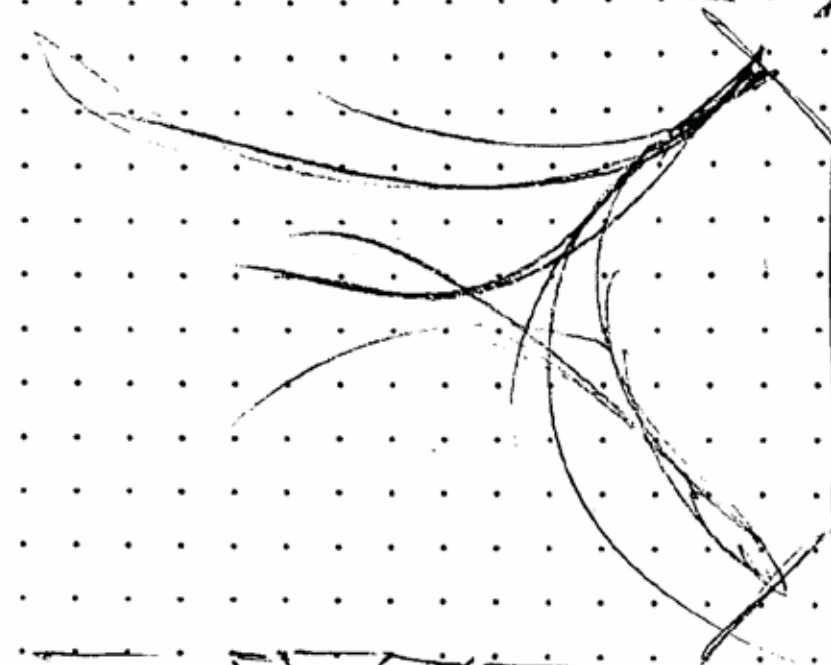
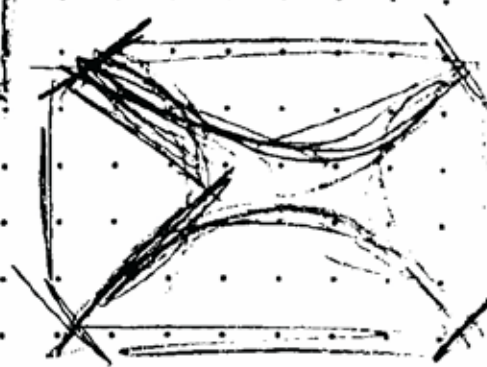
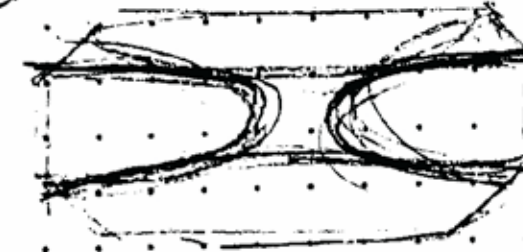
Unscene

→ old / grunge /
→ variation of width

UNSCENE



Unscene Deck
Logo + text



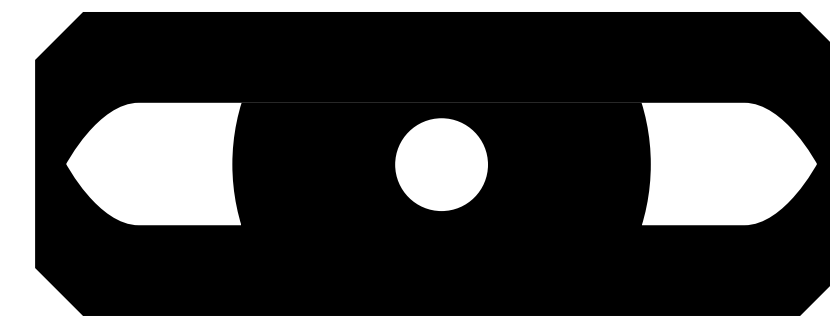
ROUTE 1

Peripheral Vision, Direction, Depth



UNSCENE

Original



UNSCENE

This route explored the ideas of peripheral vision, direction, and depth, using a bold geometric form that subtly resembled an eye. It gave the identity a strong, characterful presence. However, it was not chosen as the client preferred to avoid any visual association with eyes in the final logo.

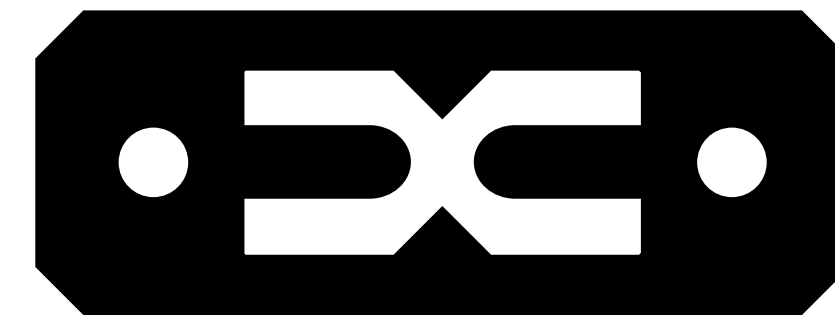
ROUTE 2

Layered Identity, Elusive, Focused Perception



UNSCENE

Original



UNSCENE

This version builds a bolder, wider identity. The central “X,” formed by two mirrored U’s, reflects lenses and dual perspectives, while the dots nod to eyewear detailing. The result is a strong, balanced mark that captures Unscene’s essence of revealing the unseen.

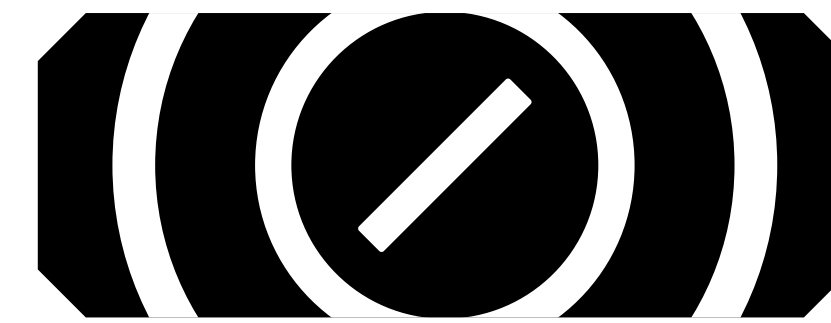
ROUTE 3

Perspective, Lens, Motion



UNSCENE

Original



UNSCENE

This route explored the themes of perspective and motion by combining the form of a camera lens with a diagonal “no entry” stroke. The design created a bold, high-contrast symbol that conveyed the brand idea of the unseen while adding strong visual character.

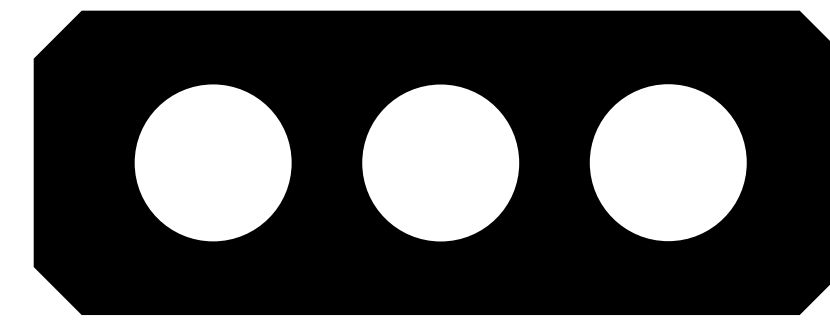
ROUTE 4

Incription, Unseen, Anticipation



UNSCENE

Original



UNSCENE

This concept takes inspiration from the familiar “three typing dots,” a universal symbol of anticipation and the unseen. Just as the dots suggest that something is about to be revealed, the logo embodies the idea of what is hidden, in-progress, or waiting to be discovered.



UNSCENE

Color Palette

This is our full colour palette, weighted in order of importance.

The bigger the block, the more prominence it should carry.

45%

20%

15%

10%

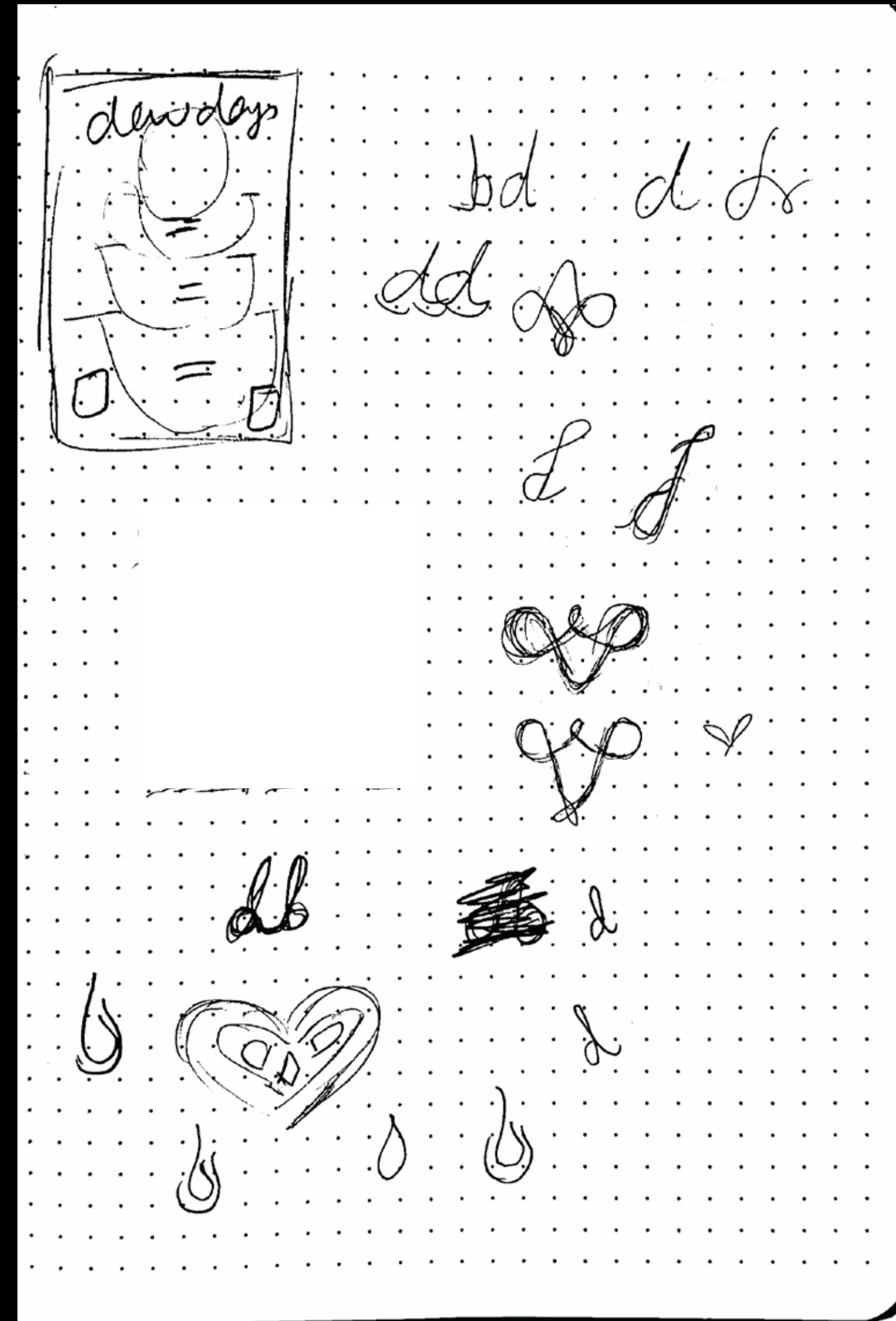
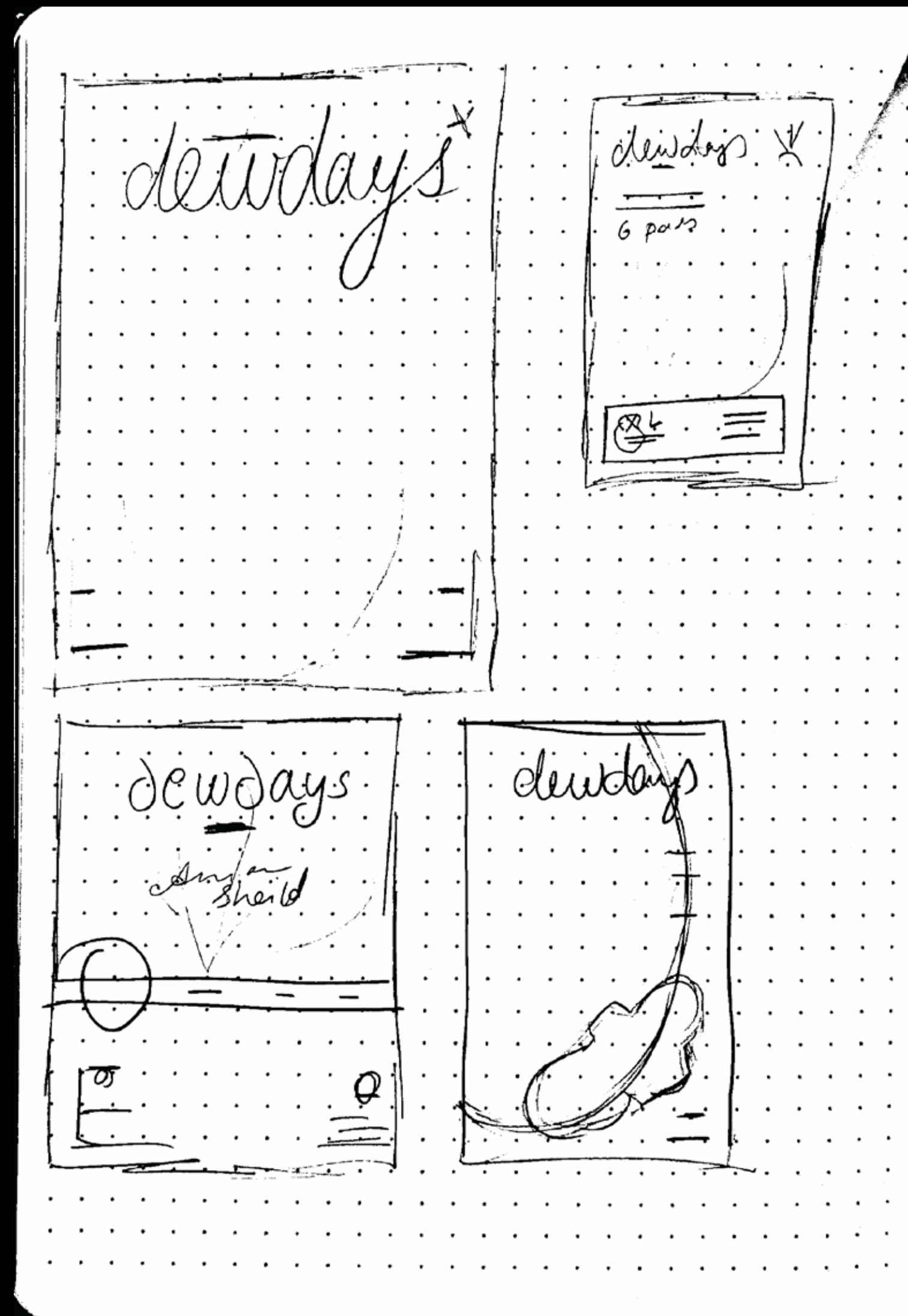
5%

5%

DEWDAYS

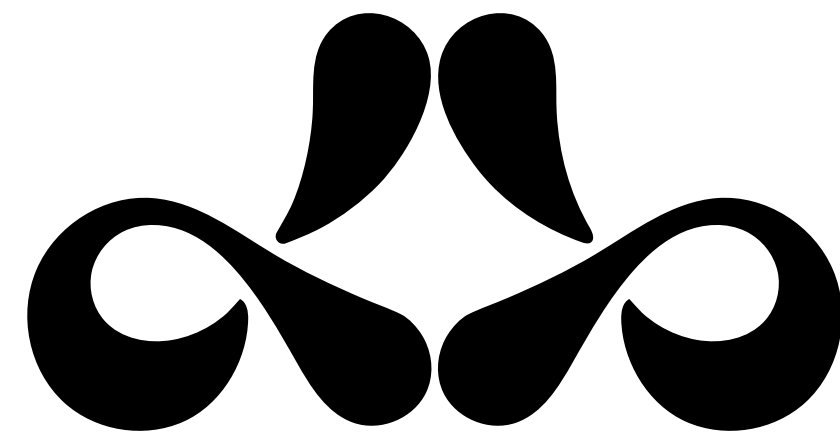
Developed logo explorations, refreshed the color palette, and redesigned packaging for Dewdays sanitary pads.

BRIEF & ROUGH SKETCHES



LOGO EXPLORATIONS

PREMIER
dewdays



PREMIER
dewdays



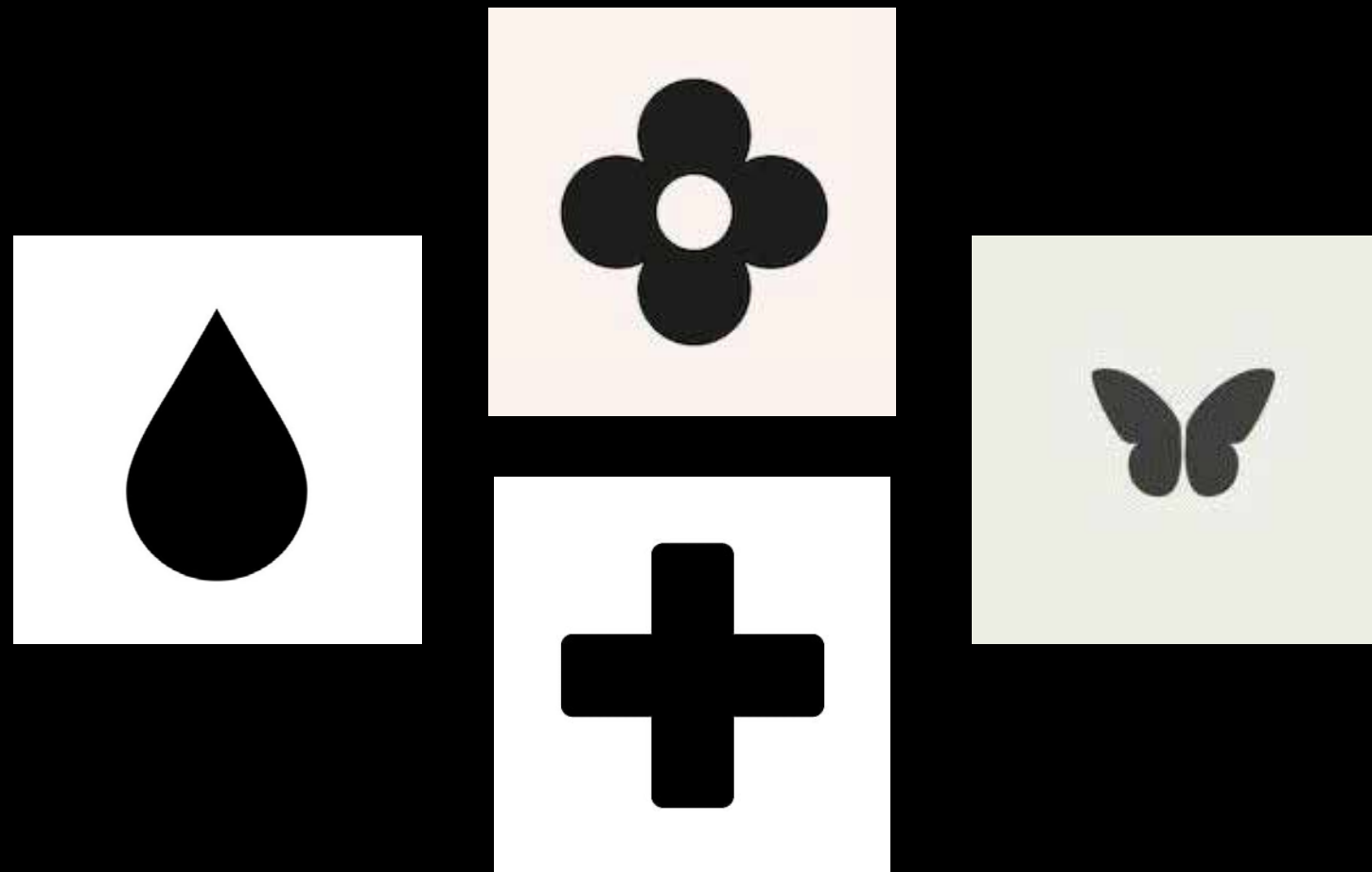
PREMIER
dewdays

PREMIER
dewdays

dewdays

dewdays

Design Inspiration



PREMIER
dewdays^{*}

Logo Concept

The Dewdays logo is built around the idea of softness, renewal, and quiet confidence. The symbol is crafted by repeating the custom “D” to form an abstract mark that evokes both a flower and a butterfly, universal signs of transformation and femininity. Each shape is derived from a droplet. The wordmark features a refined, fluid typeface that feels warm and trustworthy, appealing to a broad audience.

PREMIER
dewdays^{*}

Design Inspiration



Logo Concept

The Dewdays logo is inspired by the fresh start each day brings, like early morning dew and the rising sun. The symbol at the top shows light rays and soft waves to represent warmth, clarity, and quiet strength. The letters are designed with smooth curves and a strong base to reflect a feeling of calm, confidence, and comfort.



Design Inspiration



dewdays

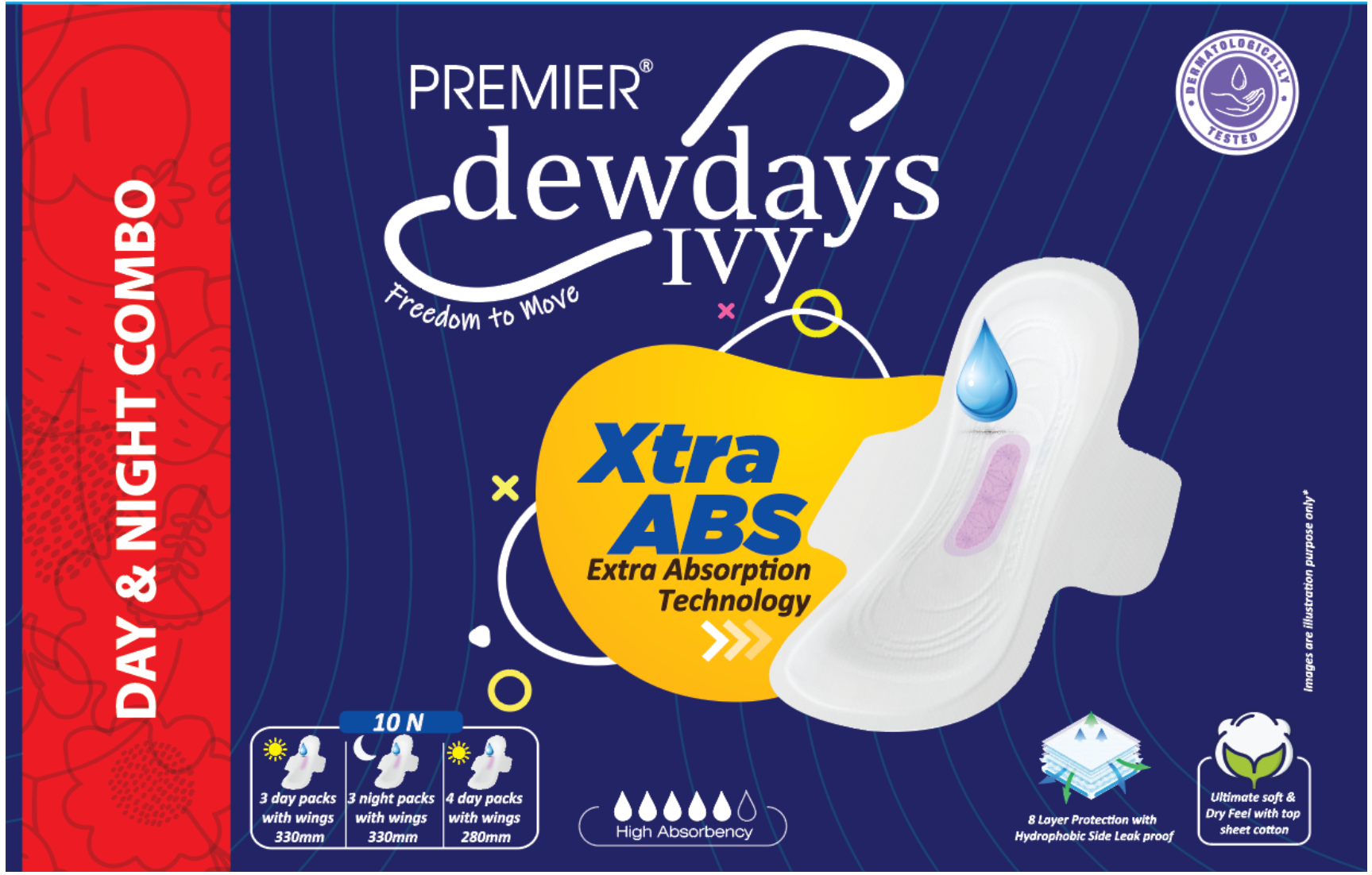
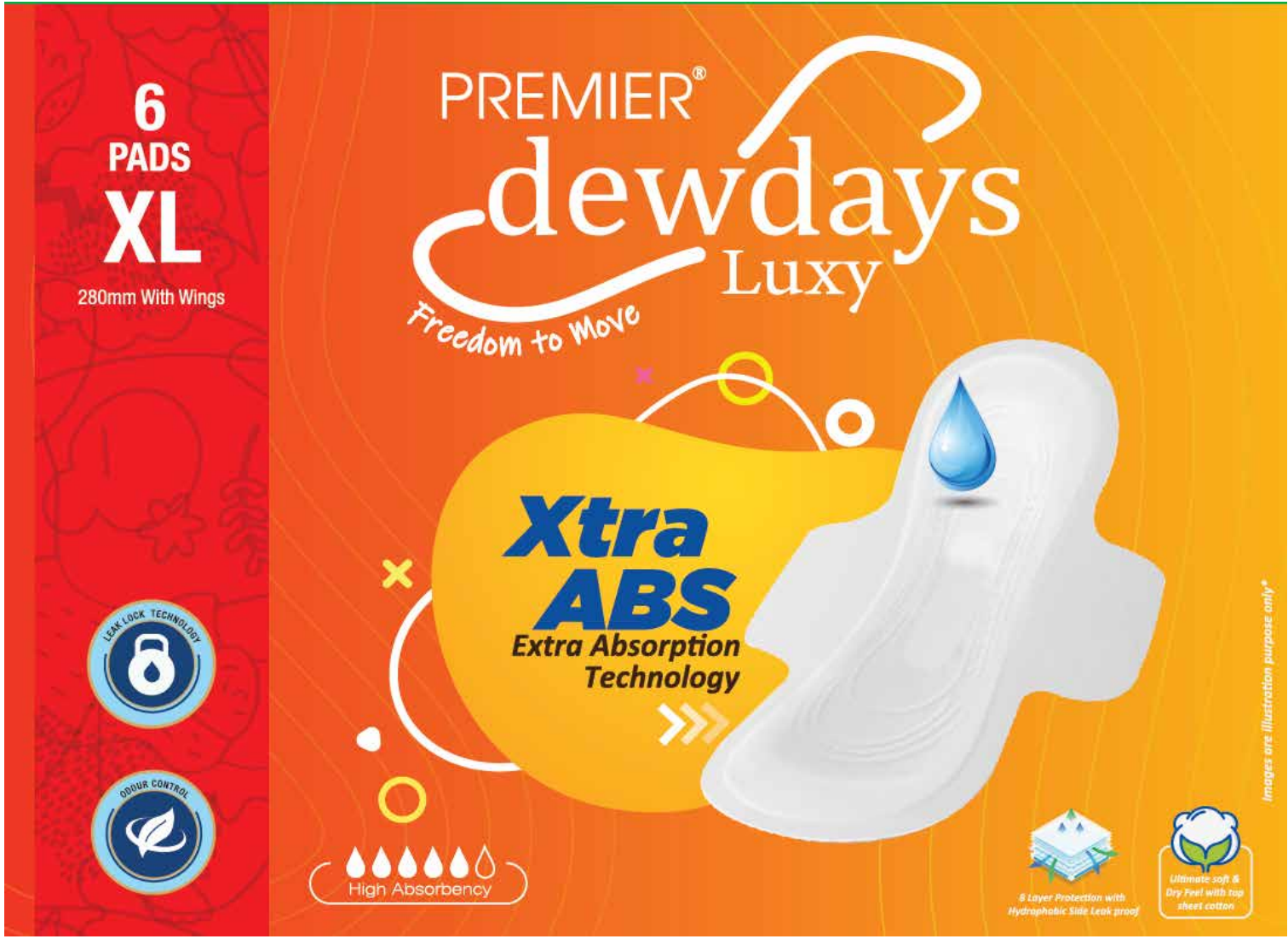
Logo Concept

The logo is designed to feel both grounded and graceful. The bold, serif letterforms create a sense of quiet strength, while the flowing tail under “days” adds a gentle rhythm that nods to ease and femininity. It’s a mark that feels reassuring, familiar, and subtly elevated.

dewdays

PREMIER
dewdays⁺

ORIGINAL PACKAGING



DAY AND NIGHT COMBO PADS



For this day-use pack, the bright orange and red gradients convey energy, freshness, and activity, perfect for daytime when users need to feel confident and comfortable while on the move.




BACK OF PACKAGING: SIDE 1



The back layout is vertically segmented: top for benefits with icons, middle for product diagram and features, bottom for statutory details- guiding the eye from benefits to usage to brand info.

BACK OF PACKAGING: SIDE 2




Manufactured by:
Wager International Pvt. Ltd., Kerala-680309

Marketed by:
Premier Tissues India Ltd.,
#116/5, 5th Square, 3rd Main, 11th Cross, Margosa Road, Malleshwaram, Bangalore – 560003, Karnataka, India

Consumer Feedback/ Complaints:
Contact Customer Care Executive at the “Marketed by” address
Contact Customer Care No.: 080 43331510
Email: consumercare@premiertissues.com

ISO 9001 (QMS), ISO 14001 (EMS) and ISO 45001 (OHSMS) Certified

A wholly owned subsidiary of

 **RUBFILA**
International Limited

Kanjikkode, Palakkad, Kerala 678621

Ultimate Dryness


Leak-Proof Design

Breathable Bottom Layer

Advanced Absorption

Gentle On Skin

Odour Free




8 906010 750404

MRP ₹ :
(Inc. of all Taxes)

MFD :
(Month & Year of manufacturing)

Batch No :





Best Before 3 years from MFD





COMBO



6 Nos 330 mm

4 Nos 280 mm

 **Follow Us**
  

 **MADE IN INDIA**

 **DO NOT LITTER**

  **PROTECT THE ENVIRONMENT**

The back layout is vertically segmented: top for benefits with icons, middle for product diagram and features, bottom for statutory details- guiding the eye from benefits to usage to brand info.

IVY: NIGHT PADS



The deep purple, lavender and magenta tones evoke calmness, relaxation, and luxury, moods that align with winding down at night.



LUXY: DAY PADS



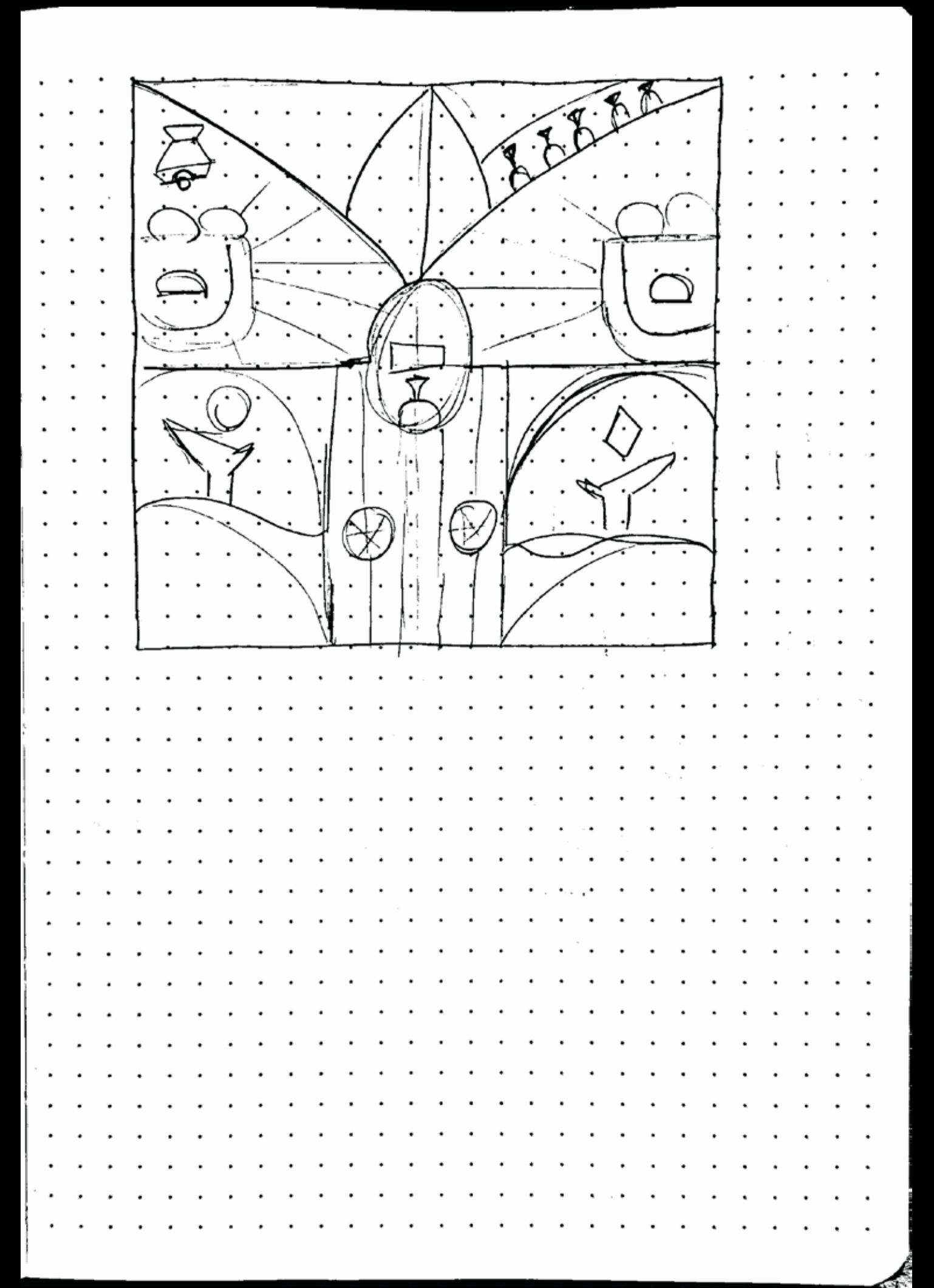
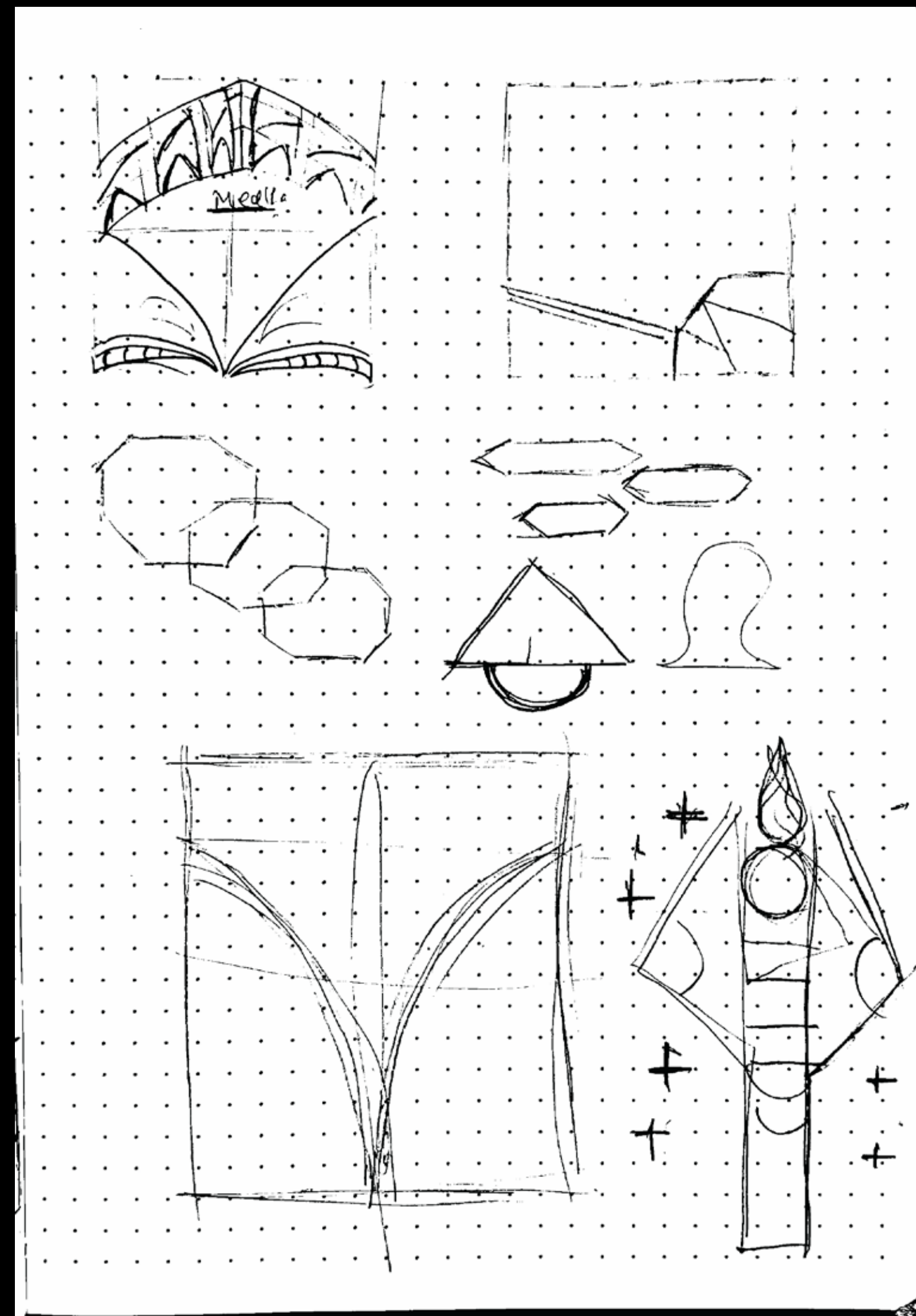
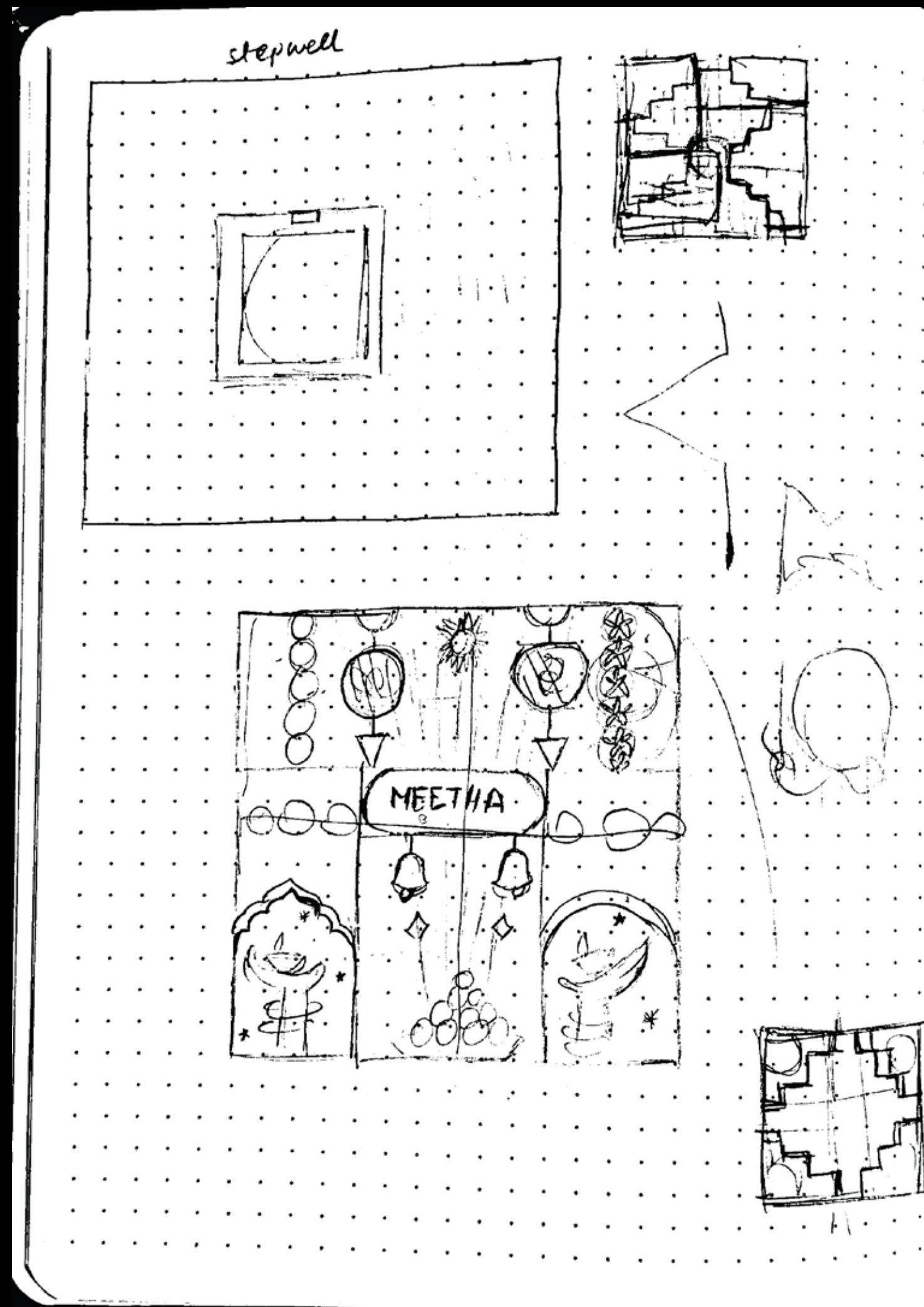
For this day-use pack, the bright orange and red gradients convey energy, freshness, and activity, perfect for daytime when users need to feel confident and comfortable while on the move.



MEETHA

Designed packaging for Meetha's general box and baby announcement box, focusing on aesthetics and brand alignment.

BRIEF & ROUGH SKETCHES



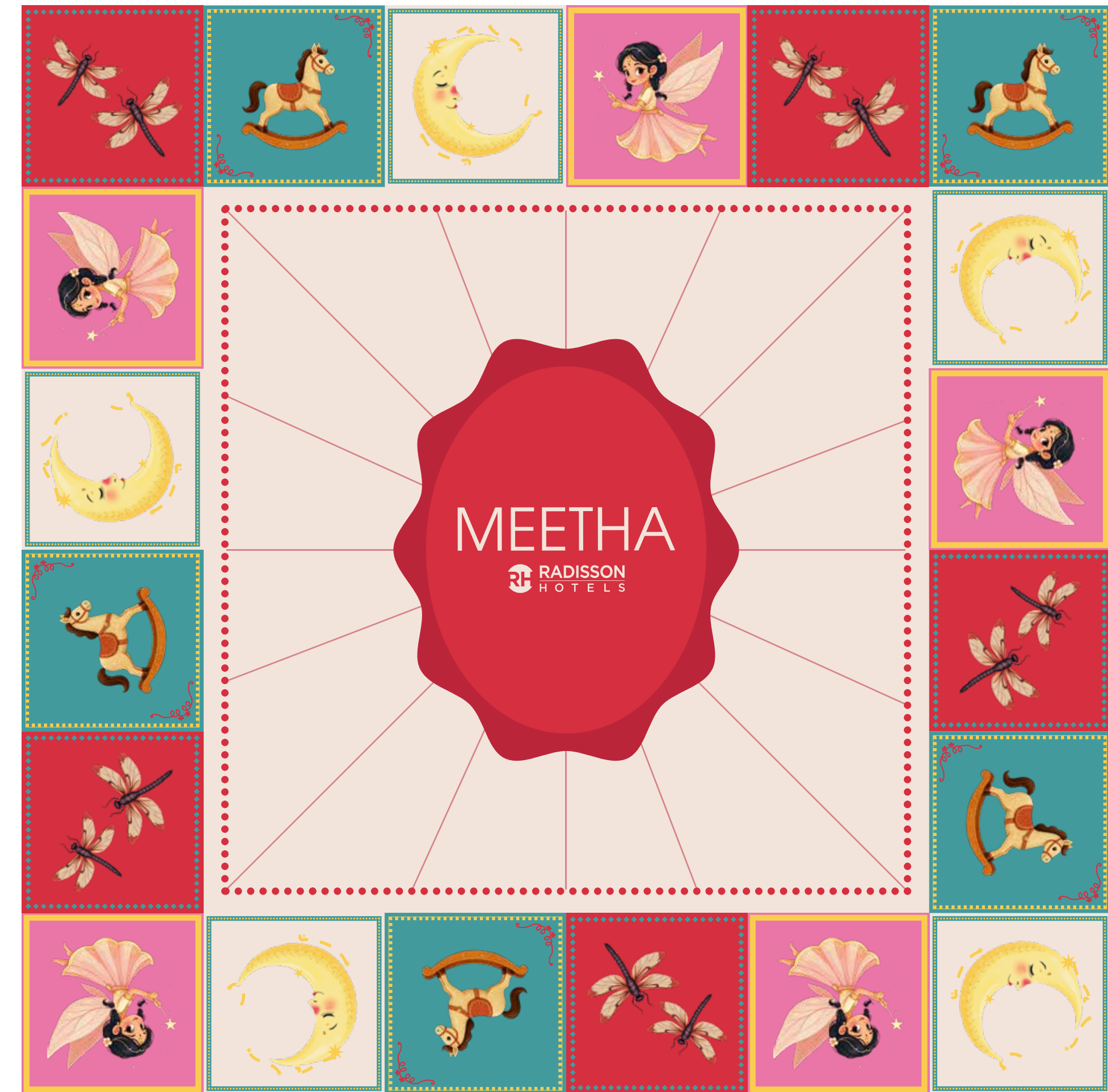
FINAL BOX FULL OF STORIES (COMMON BOX)



The design employs intricate linear illustrations enhanced with gold and maroon foiling to convey richness and sophistication. Illustrated hands delicately hold motifs inspired by traditional sweets, symbolizing celebration and togetherness to create a premium and festive appeal.



DRAFTS FOR GENDER ANNOUNCEMENT BOX: 1



Inspired by the world of the Nutcracker, this design uses motifs like fairies, rocking horses, moons, and dragonflies associated with innocence, imagination, and celebration. The vibrant palette and patterns create a joyful, storybook feel, making the box festive for a special announcement.

DRAFTS FOR GENDER ANNOUNCEMENT BOX: 2



This version explores a softer yet elegant palette of pastel blues, pinks, yellows, and deep maroons, creating a refined balance between playfulness and sophistication. The combination of warm and cool tones makes the box gender-neutral, ensuring it works seamlessly for both announcements.

VIVAANO

Designed brand collateral and Point-of-Sale (POS) materials for Vivaano, ensuring consistency with its premium brand positioning.

BANNERS

VIVAANO

Toast to the Sun.


Igniting the senses, stirring the soul, and honoring the elegance of life's simplest, most luminous pleasures.



@VIVAANO

VIVAANO.COM

THE WARMTH OF CELEBRATION
DISTILLED FOR THE SOUL



@VIVAANO

VIVAANO.COM

VIVAANO

DISTILLED FOR THE SOUL



A Tequila That Captures The Sun's Golden Glow

VIVAANO

A Tequila That Captures The Sun's Golden Glow



VIVAANO

A Tequila That Captures The Sun's Golden Glow.

DISTILLED FOR THE SOUL



@VIVAANO

VIVAANO.COM

LETTERHEAD

VIVAANO



Vivaano Spirits LLP
Crafted in Jalisco, Poured Wherever Life Takes You
Website: www.vivaano.com | Email: hello@vivaano.com
Registered Address: [Placeholder Address Line 1]
Phone: +91-XXXX-XXX-XXX

Date: DD/MM/YYYY
To: [Recipient Name]
Company Name / Designation
[Address Line 1]
[City], [State], [ZIP Code]

Subject: [Subject Line Placeholder]

Dear [Recipient Name],

Thank you for your continued interest in Vivaano—a tequila born of heritage and poured with intent. At Vivaano, we believe every moment is worth celebrating, and it’s our mission to craft a spirit that transforms those moments into memories.

[Body Placeholder: This space can be used for formal correspondence, event invitations, partnership proposals, etc. For example:]
We are delighted to share the details of our upcoming launch series and would love to have your presence at the tasting experience. Please find the details enclosed with this letter.

Should you have any questions or require further information, please feel free to reach out. We look forward to raising a glass with you soon.

Warm regards,
[Your Name]
[Your Designation]
Vivaano Spirits LLP
[Signature Placeholder]



Contact: vivaano.com
www.vivaano.com | +91 2265901090

Contact: vivaano.com
www.vivaano.com | +91 2265901090

Contact: 98627199101

VIVAANO

vivaano.com



Vivaano Spirits LLP
Crafted in Jalisco, Poured Wherever Life Takes You
Website: www.vivaano.com | Email: hello@vivaano.com
Registered Address: [Placeholder Address Line 1]
Phone: +91-XXXX-XXX-XXX

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Warm regards,
[Your Name]
[Your Designation]
Vivaano Spirits LLP
[Signature Placeholder]





ENVELOPE

Let everyday become
a celebration.

A toast that warms,
A night that lingers.

Pour slow.
Live full.

V I V A A N O



Let everyday become
a celebration.

A toast that warms,
A night that lingers.

Pour slow.
Live full.

V I V A A N O

*Let everyday become
a celebration.*

*A toast that warms,
A night that lingers.*

*Pour slow.
Live full.*

V I V A A N O



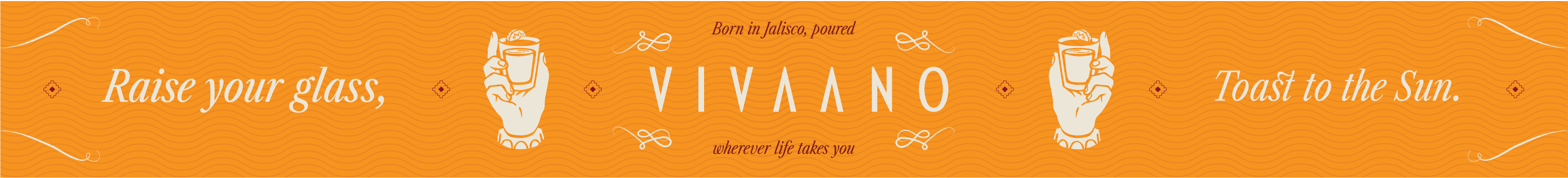
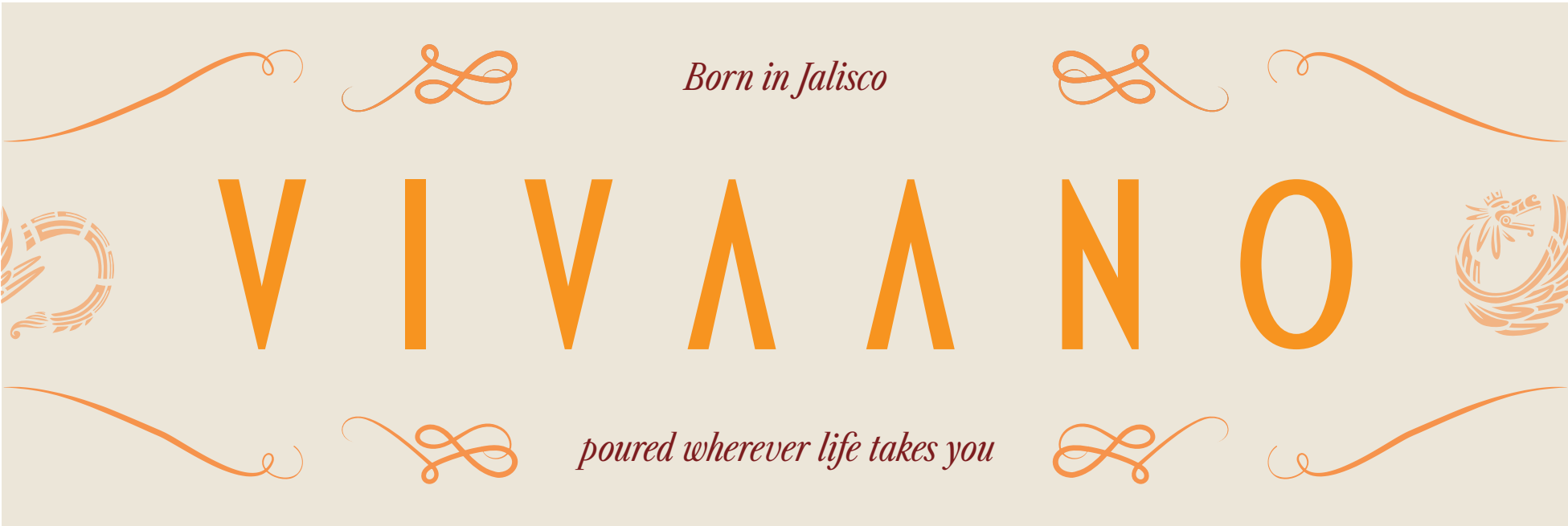
V I V A A N O

Contact: vivaano.com
www.vivaano.com
+91 2265901090

COASTERS



SHELF TAPES

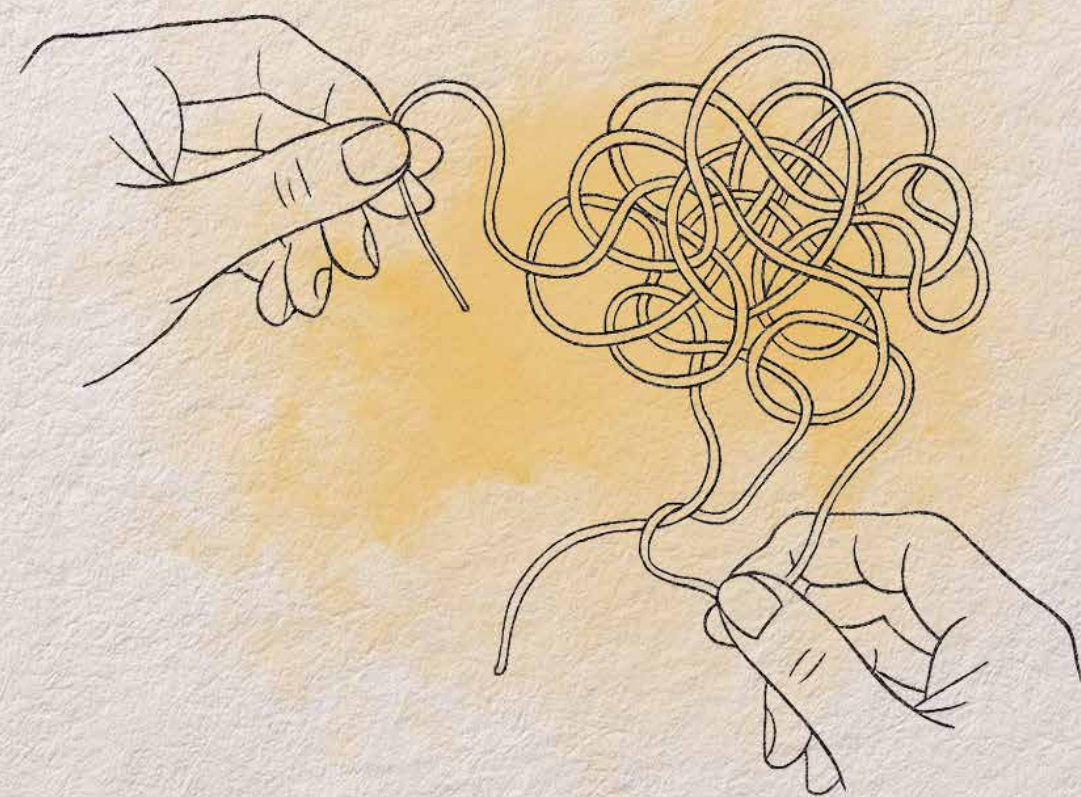


HBSF

Created illustrations for the HBSF website to enhance visual storytelling and user engagement.

ILLUSTRATIONS

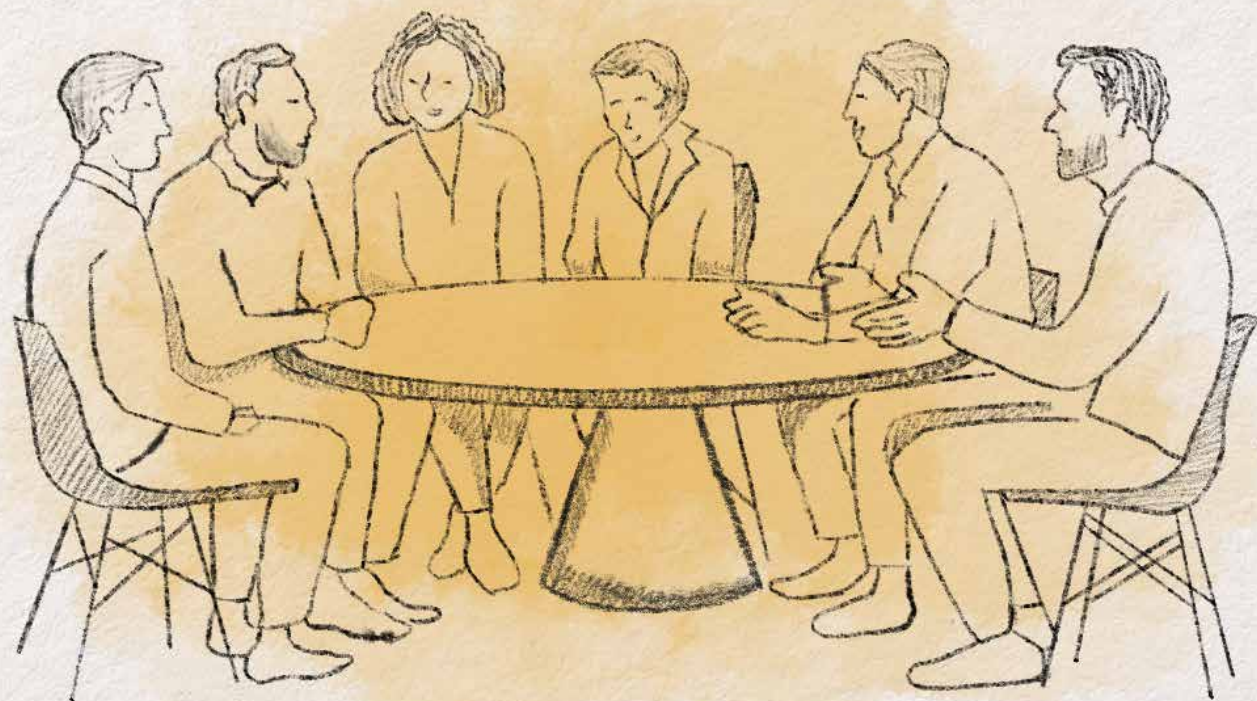
VALUES



INTEGRITY

Two hands work through a tangled thread, symbolizing the steady, honest effort it takes to stay true to one's values. Integrity is about untangling complexity with clarity, patience, and unwavering moral direction

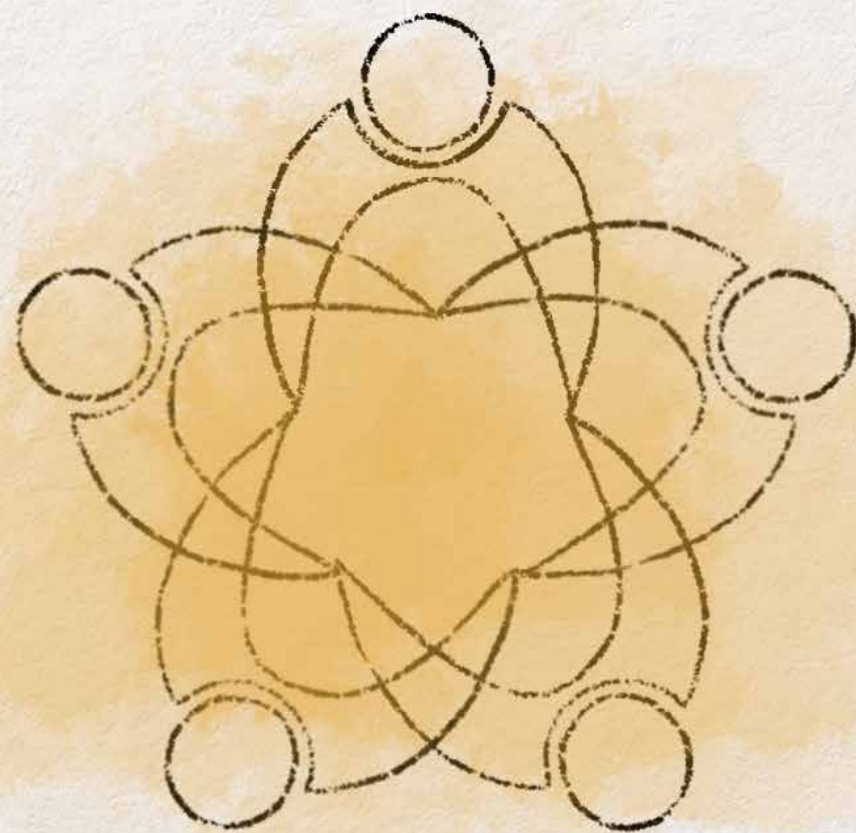
VALUES



SAANIDHYA

The act of being truly present, through a group of people engaged in an open and focused discussion. The gathering around the table signifies inclusivity, collaboration, and mutual respect, where each person's voice matters.

VALUES



SAANIDHYA

The act of being truly present, through a group of people engaged in an open and focused discussion. The gathering around the table signifies inclusivity, collaboration, and mutual respect, where each person's voice matters.

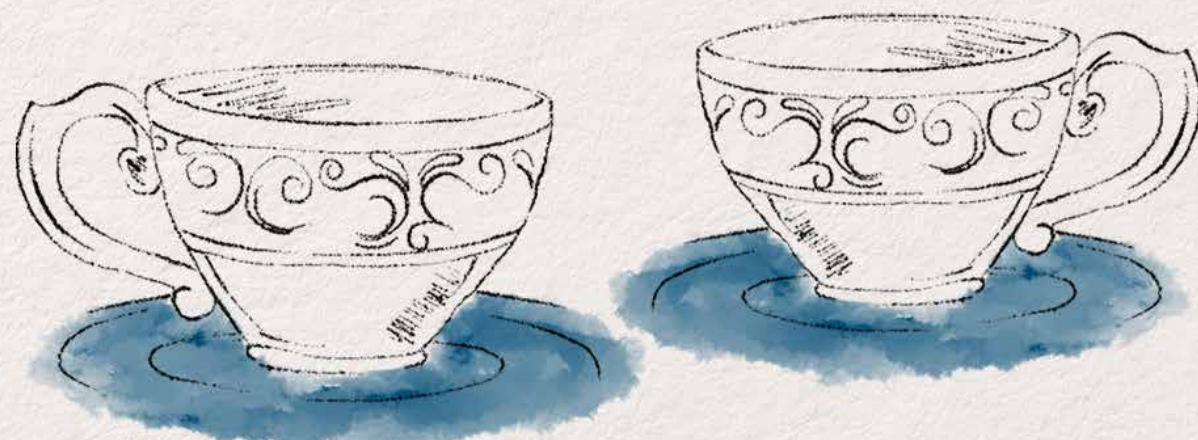
ILLUSTRATIONS

SECTORS - ECONOMIC REFORMS



A stacks of coins symbolize steady growth. Each coin reflects small yet meaningful reforms that build stability, spark opportunity, and drive long-term prosperity from within.

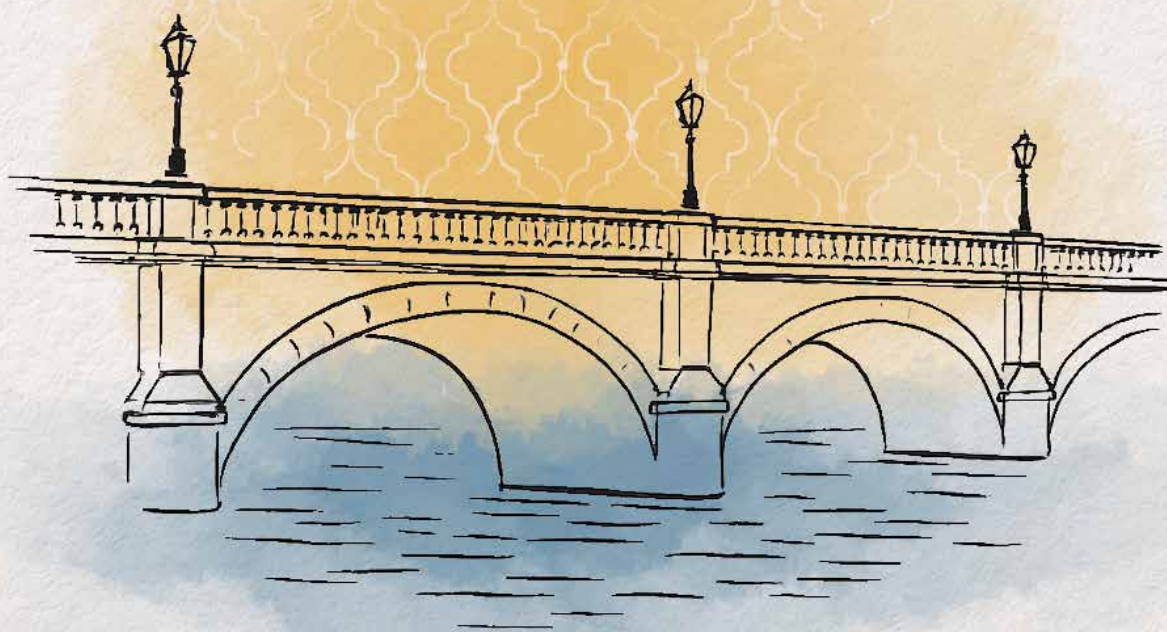
VALUES



COLLABORATION

A visual of a cup and saucer symbolizes collaboration —two distinct parts coming together to create harmony, reflecting the foundation's core value of unity and partnership.

SAHAYAK



SAHAYAK

A quietly grounded bridge, symbolizes support without dominance. It connects without imposing, allowing shared movement across.

THANK YOU!