

BlueShift



360° brand solutions

End-to-end Brand Solutions

Infusing aesthetics into everyday brand communication

Communication is an integral part of our life. We communicate with one another through various mediums. It is very important that the essence of what we want to communicate reaches the audience in its entirety. **BlueShift is on a mission to infuse aesthetics into what we communicate. We strive to make communication clear, contextual, creative and inviting.**

We design. We love design.



Good Design is **Less Design**

BlueShift is an end-to-end brand solution practice with design at the core of what we do. We deliver world-class design solutions that meet our client's needs

Established

1998

as Studio Srishti

Located at



Chennai, India

Team strength

< 10

Good Design means **Good Business**

We define good design as an intervention that improves business outcomes.
Our design offerings broadly fall under the following landscapes



Brand Strategy



Print Media



Digital Media



Brand Strategy

Design Services

- Logo
- Corporate Stationery
- Brand Guide
- Corporate Presentations
- Go-to-market Collaterals
- Leadership Communication





**Smart™
Diamonds**
Traditionally Modern Jewellery



**PRECISION
GROUP**



Key Clients

- Apollo Hospitals
- Intellect Design Arena
- FitnessOne
- Polaris Software
- Precision Group
- Smart Diamonds
- Infinite Karma Ventures



Print Media

Design Services

- Posters, Banners, Standees
- Direct Mailers
- Newsletters, Magazines
- Corporate Brochures
- Event Collaterals
- Annual Reports
- Packaging
- Exhibition Stalls



APOLLO HOSPITALS
INSTITUTES OF ORTHOPAEDICS

WHY REPLACE WHEN YOU CAN RESTORE?

The revolutionary Hip Arthroscopy Centre of Excellence. For the first time in India, only at Apollo Hospitals

30 years of pioneering excellence in Orthopaedic care

The Apollo Institute of Orthopaedics has been the pioneer in advanced orthopaedic care for over 30 years. It has been a leader in the field, and Apollo Hospitals has been recognized for its excellence in orthopaedic care in India.

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India's First Centre of Excellence in Hip Arthroscopy

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"Life is priceless"
Live Healthy, India

COSMIC
CERTIFICATE OF MERIT

044 - 60601066



3M
GLASS FILMS

The benefits of 3M glass films are many. They can reduce energy costs, improve indoor air quality, and provide privacy. They are also easy to install and maintain.

PASSION FRUIT SQUASH

Excite the mood with passion fruit

from AVOKA SUNSHINE

DRIVING TRANSFORMATIVE VALUE

- Corporate**
 - Brand equity
 - Capital structure
 - Public customer identity
 - Relationship management
- Business**
 - Ready available <12>-out-of-the-box apps for immediate implementation
 - Machine learning and AI
 - Information based business, connected sales and marketing
 - Interactive solutions for static sales process
 - White label services
 - Time to market
 - Increased product to customer ratios from 1:1 to 1:4
 - Cross sell & up sell
 - Support to enable customer behavior
 - Attract new customer, reach the non-market
 - Multi-currency operation
- IT (Agility)**
 - Implementation, rapid deployment
 - Flexible and configurable
 - APIs, integrations
 - Framework <api>
 - Digital Development kit
- Technology**
 - Multi-tenant, multi-user, multi-brand, multi-language
 - Multi-tenant CRM channel
 - Fully responsive to all devices
 - Rapid deployment of prepackaged vertical solutions
 - Easy to enhance functionality with compartmental model
- Reduced Risk**
 - Contractual representation
 - Stable digital platform
 - Scalable technical architecture
 - Customized report for business & IT to monitor trends
- Reduced Cost**
 - Same technology across channel, no duplication cost
 - Plug & Play architecture
 - Configurable applications empowering basic, data channel strategy
 - Reduced cost of ownership
- Operation**
 - API native back architecture for rapid app development & deployment
 - Seamless integration
 - Flexible, configurable and extensible
 - Open integration to 3rd party system
 - Virtualized delivery model
 - Security and Compliance – OTP, 2 factor authentication, SSL, encryption, device registration, sanitization
 - Support Case



Key Clients

- Ashok Leyland
- Radiance Realty
- IBM
- Microsoft
- India Pistons Limited
- SKCL
- AR Estates & Investments
- Sristi Builders

Inventcare
The Complete Care Platform

Emergency Services

www.inventcare.com

Touch of Italy

- Green Salad**
Assortment of cucumber, onion, tomato and carrot served with lemon wedge.
- Iceberg Tossed Salad**
Hand torn Iceberg topped with tomato wedges, olive, crostons and sliced vegetables.
- Caesar Salad**
Vegan caesar dressing tossed with iceberg lettuce and parmesan cheese.
- Pasta Alfredo**
Spaghetti tossed in cheesy white sauce, parmesan cheese and black olives.
- Pasta Arabiatta**
Penne tossed in red sauce, spiced with chili flakes.



Digital Media

Design Services

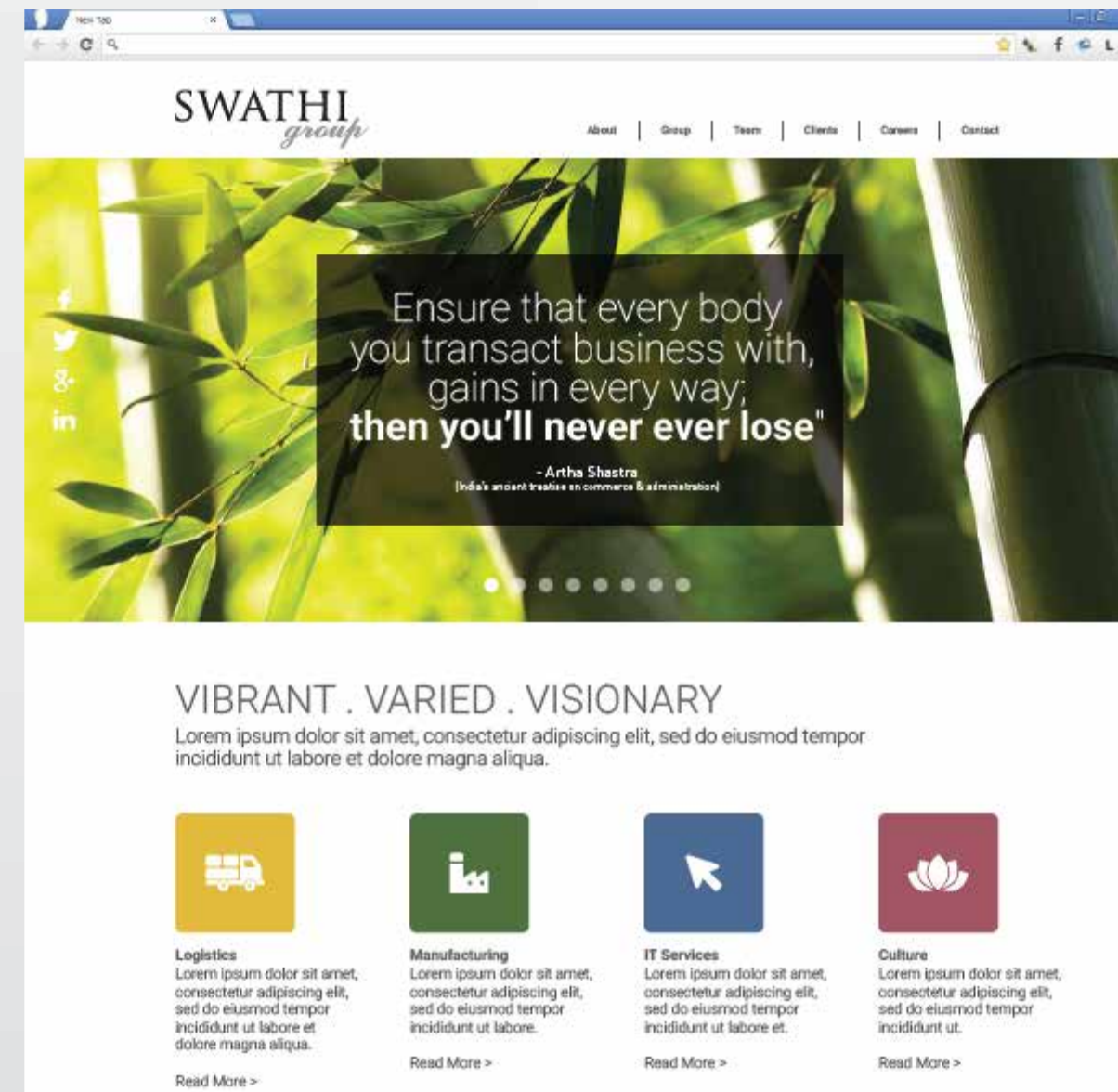
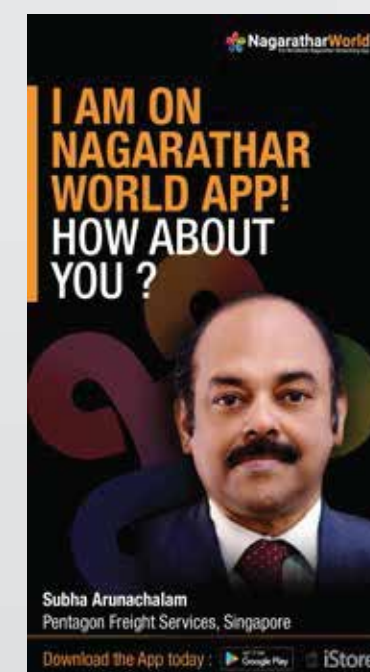
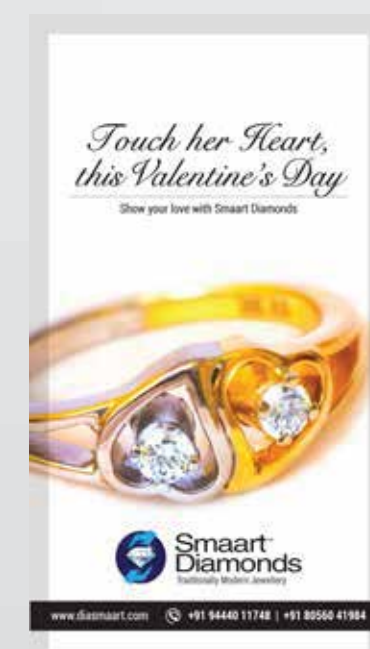
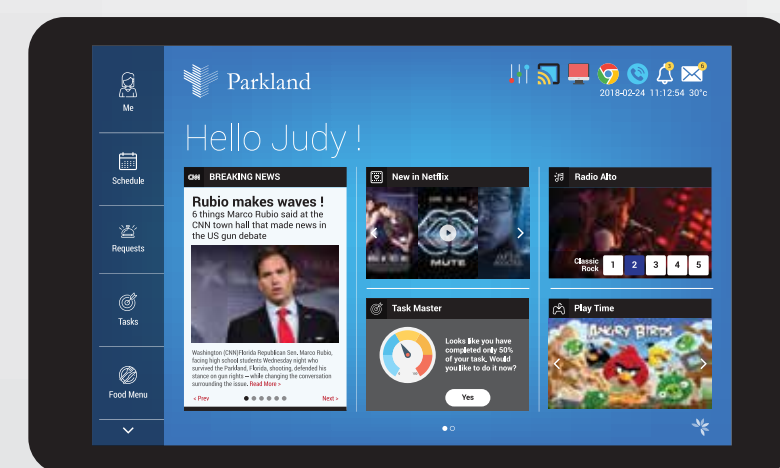
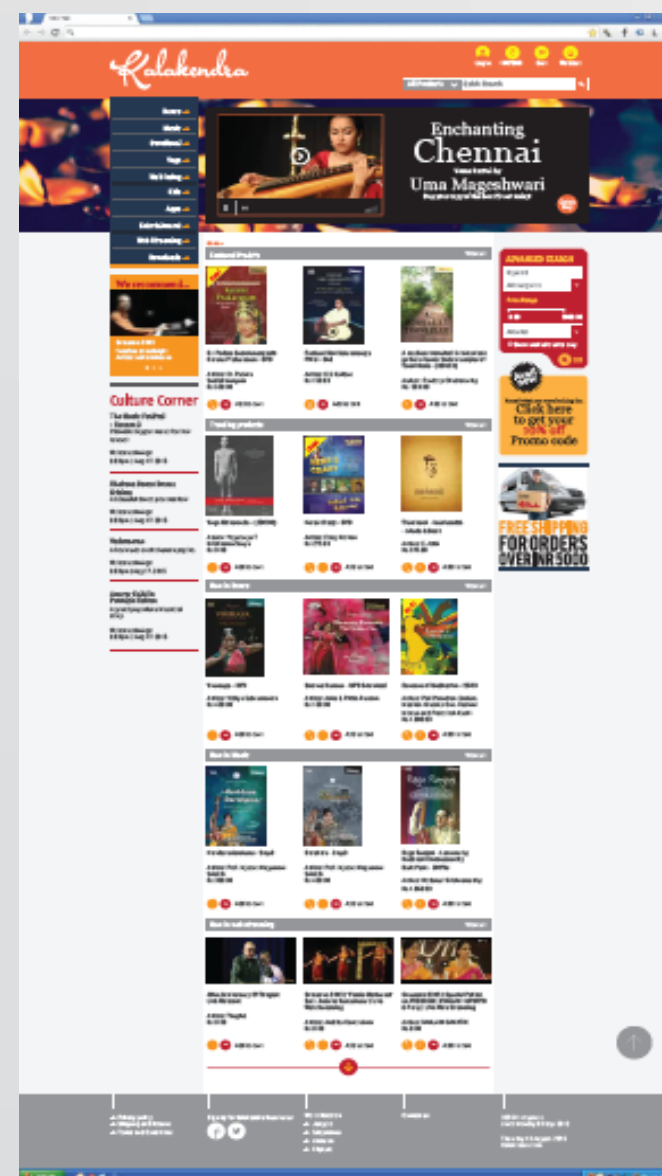
- Web Banners
- PowerPoint Presentations
- Software User Interface
- Mobile User Experience
- Corporate Websites
- eCommerce Websites
- Social Media Elements





MyPharma

DASHBOARD	ORDER	STATUS
Processed Orders	Processed Order Value	Pending Orders
19	516	7
Total Bills	Bill Value	Last Order Date
0	0	14.11.16
Last Payment	Outstanding	Cancelled Orders
0	0	4
Sep 2016	Cancelled Bill	Dec 2016
<	0	>



Key Clients

- Cognizant Technologies
- 5 Generation Technologies
- Pslog Digital
- Wondrsoft P Ltd
- NetMeds
- Helm GMCS
- Inventcare
- VS Hospitals

Design makes **Good Sense**



Ramasamy CT
Creative Director

CT is the creative director at BlueShift. He has over 20 years of hands-on experience and brings in great design sensibilities and crisp quality to all the assignments he touches. Before founding BlueShift (previously known as Studio Srishti), he worked at National Informatic Centre, New Delhi as Design Engineer between 1996 -1998. Here, he was part of a team that created official websites for many States, Union Territories, and Ministries, of the Government of India. In 1996 he completed his Master of Design in Industrial Design from the Indian Institute of Technology - Delhi. He has an undergraduate degree in Engineering (mechanical) from Annamalai University.

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