





# ABOUT US

Your Digital Journey Starts Here

## Dive into Varnix Expertise.

Varnix Media Pvt. Ltd. is a full-service creative and marketing agency driven by storytelling, design, and digital innovation. We specialize in sports marketing, event branding, and digital content creation, helping brands, leagues, and businesses shape identities and scale impact.



# MISSION

**Unleash Your Potential in the Digital Realm with Varnix.**

Unleashing potential in the digital realm by delivering data-driven solutions, cutting-edge marketing strategies, and transformative brand experiences. Focused on growth, engagement, and success, we navigate the ever-evolving digital world with precision and innovation.

# VISION

**Elevate Your Digital Presence with Varnix Expertise.**

Elevating digital presence through innovation and expertise, crafting strategies that empower brands to thrive in a competitive landscape. With a focus on creativity and technology, we drive sustainable growth and lasting impact.



# DIRECTOR'S NOTE

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## VISHWAS BANSAL

DIRECTOR & CEO

With a deep background in event marketing and a passion for large-scale creative execution, Vishwas has led Varnix into multiple industries—from high-profile sports leagues to nationwide artist tours. His core strength lies in building campaigns that are both visually striking and strategically grounded.



# DIRECTOR'S NOTE

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## ARVIND SARAF

### DIRECTOR & CO-FOUNDER

Arvind Saraf brings strategic leadership, business foresight, and operational excellence to Varnix Media. As the co-founder, he plays a crucial role in driving business growth, strengthening client relationships, and shaping long-term organizational strategies.

With a strong focus on performance, innovation, and scalable systems, Arvind ensures that Varnix Media consistently delivers impactful solutions and sustainable value. His vision for growth and commitment to excellence continue to guide the agency toward new benchmarks in creativity and business success.



# DIRECTOR'S NOTE

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## RISHI RAJ

### DIRECTOR & CO-FOUNDER

Rishi Raj brings innovation and strategic direction to Varnix Media. As the co-founder, he plays a pivotal role in refining internal structures, overseeing branding and digital strategy, and shaping the agency's core vision. His focus on streamlined execution and operational clarity has helped Varnix scale with discipline and creative integrity.



# OUR PARTNER AGENCIES

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# INDUSTRIES WE SERVE

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Sports



Real Estate



Food & QSR  
(Quick Service Restaurants)



Education



Health & Fitness



Fashion



Automobiles



IT & Infrastructure



FMCG



Plant & Gardening



# OUR WORKS





# REGULAR BRANDING & MARKETING

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# SERVICES OVERVIEW

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**Brand Identity:** Craft a unique and memorable brand identity that reflects your values, vision, and connects with your audience through logos, color schemes, typography, and overall visual style.

**Digital Marketing:** Drive growth and engagement with data-driven digital marketing strategies, including SEO, social media, PPC, and content marketing.

**Graphic Design:** Create visually stunning designs that communicate your brand's message, from logos and branding to marketing materials and web design.

**Search Engine Optimization:** Enhance your online visibility with proven SEO strategies that improve rankings, drive organic traffic, and ensure your website reaches its target audience effectively.

**Website Development:** Design and develop responsive, user-friendly websites tailored to your brand, optimizing performance and delivering a seamless digital experience.

**App Development:** Create seamless, high-performance mobile apps for iOS, Android, and cross-platform with a focus on innovation and user experience.



# OUR CLIENTS





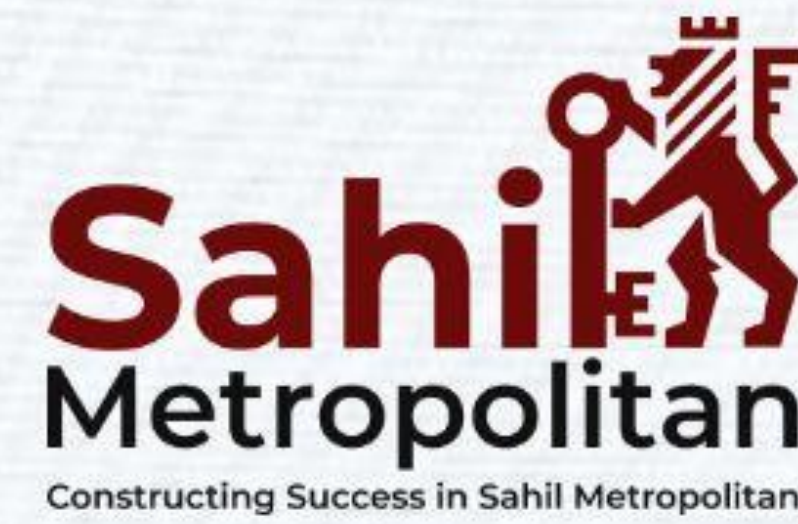
# CORPORATE IDENTITY



Our distinctive logo for Sahil Metropolitan Business Park transforms the letter "L" in "Sahil" into a majestic lion, seamlessly integrated with a key. This ingenious design symbolizes strength, leadership, and the key to unlocking boundless opportunities within the business park.

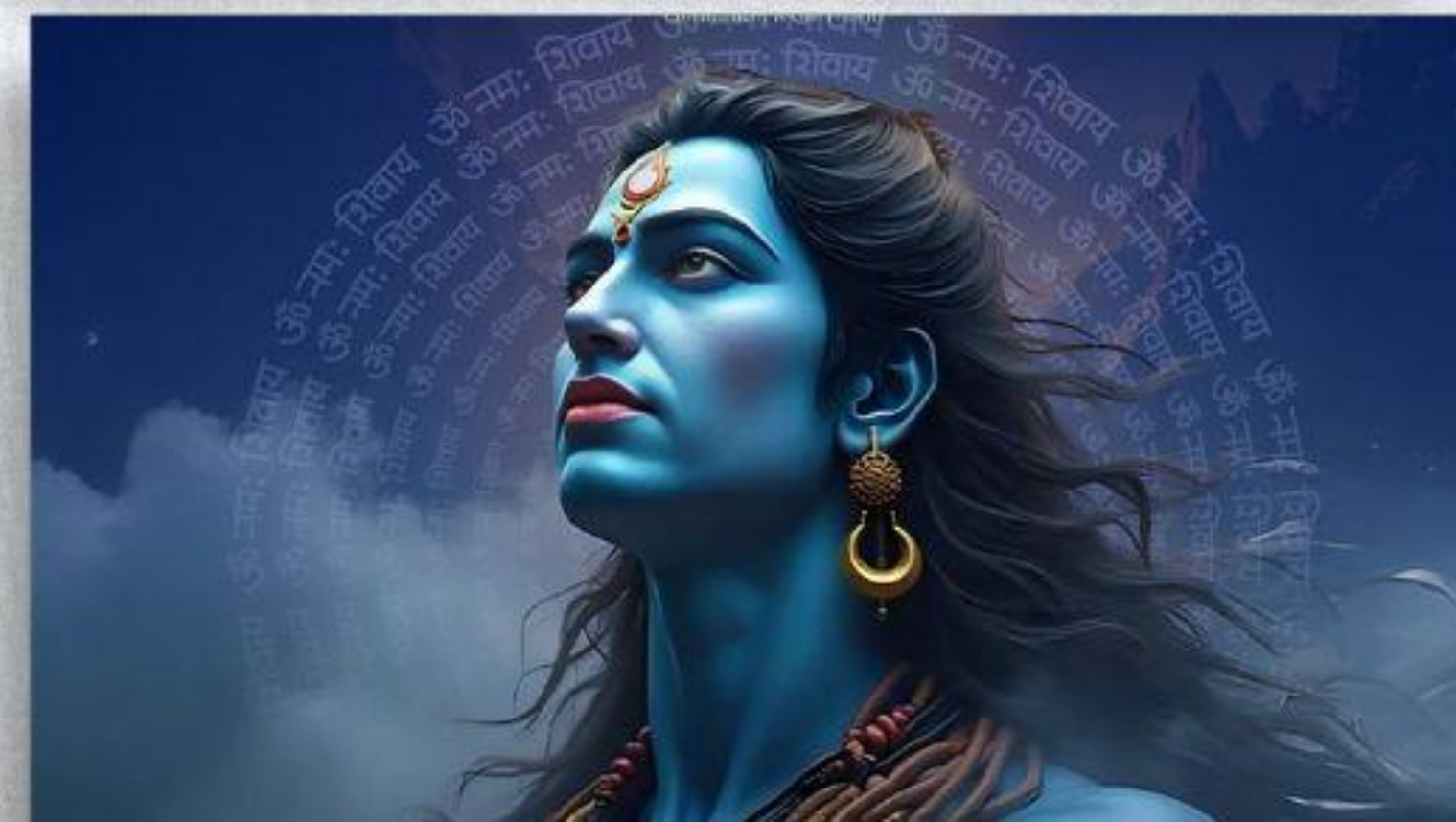
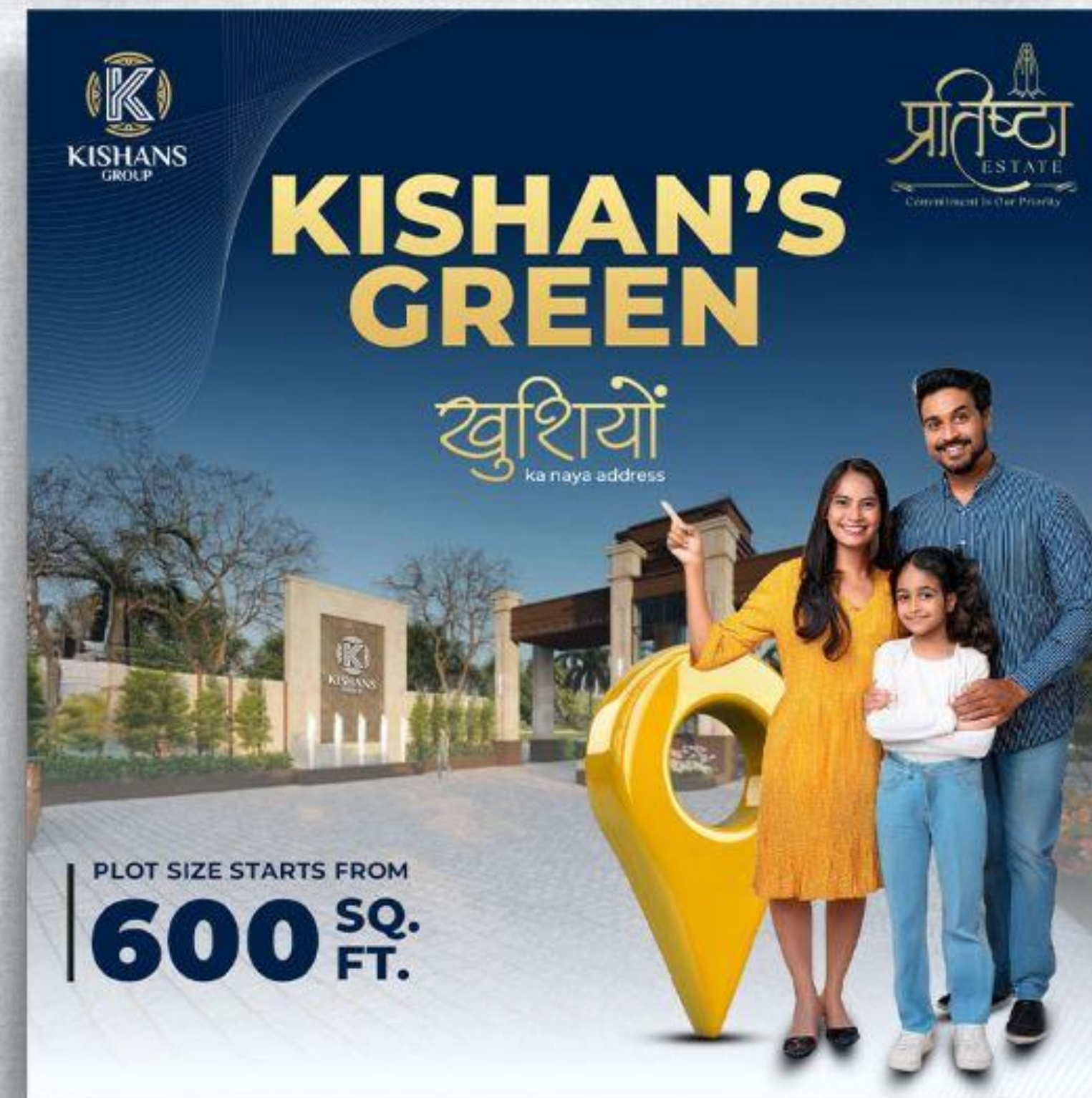
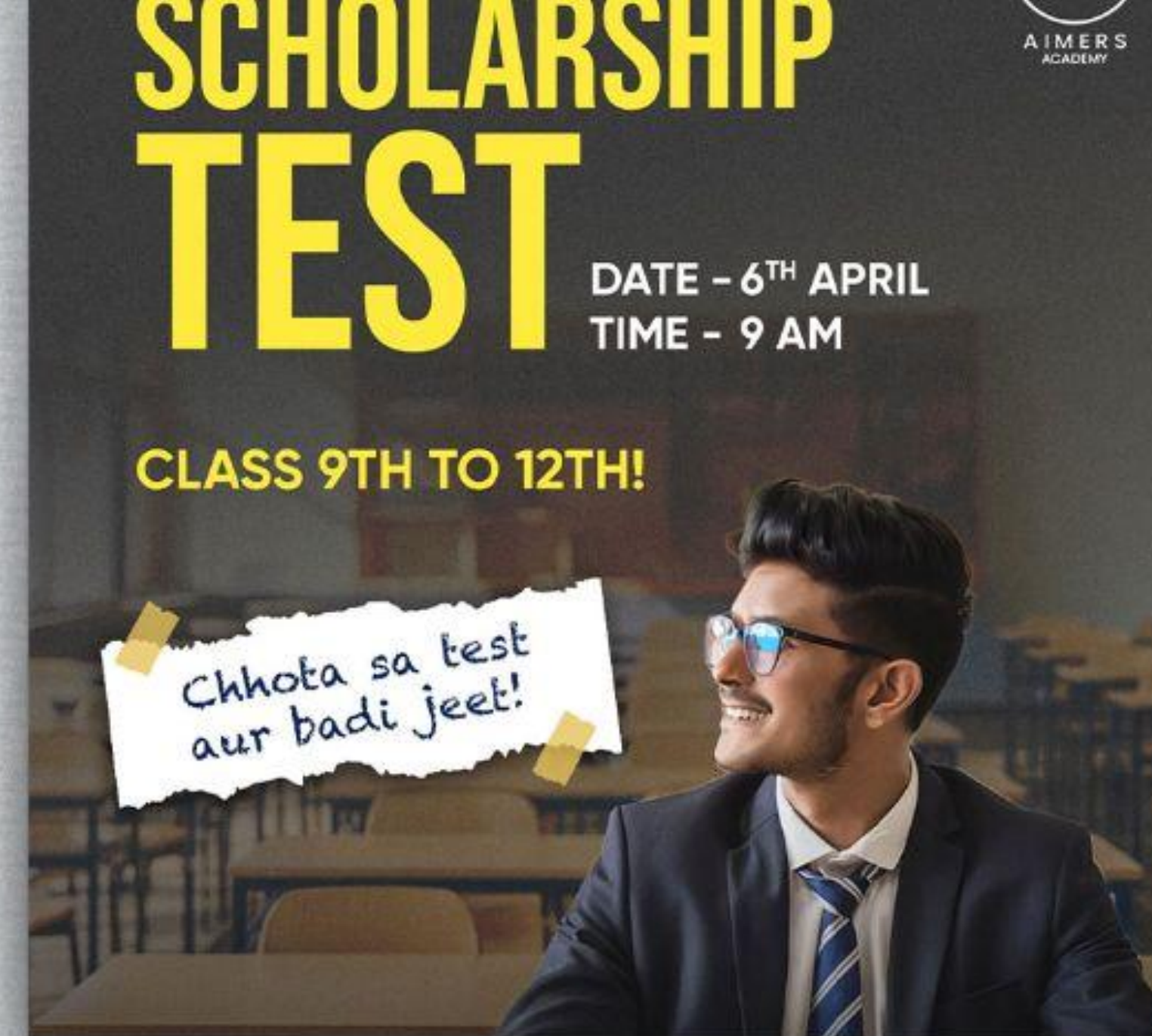


# LOGO DESIGN





# DIGITAL ADS





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VIOZO

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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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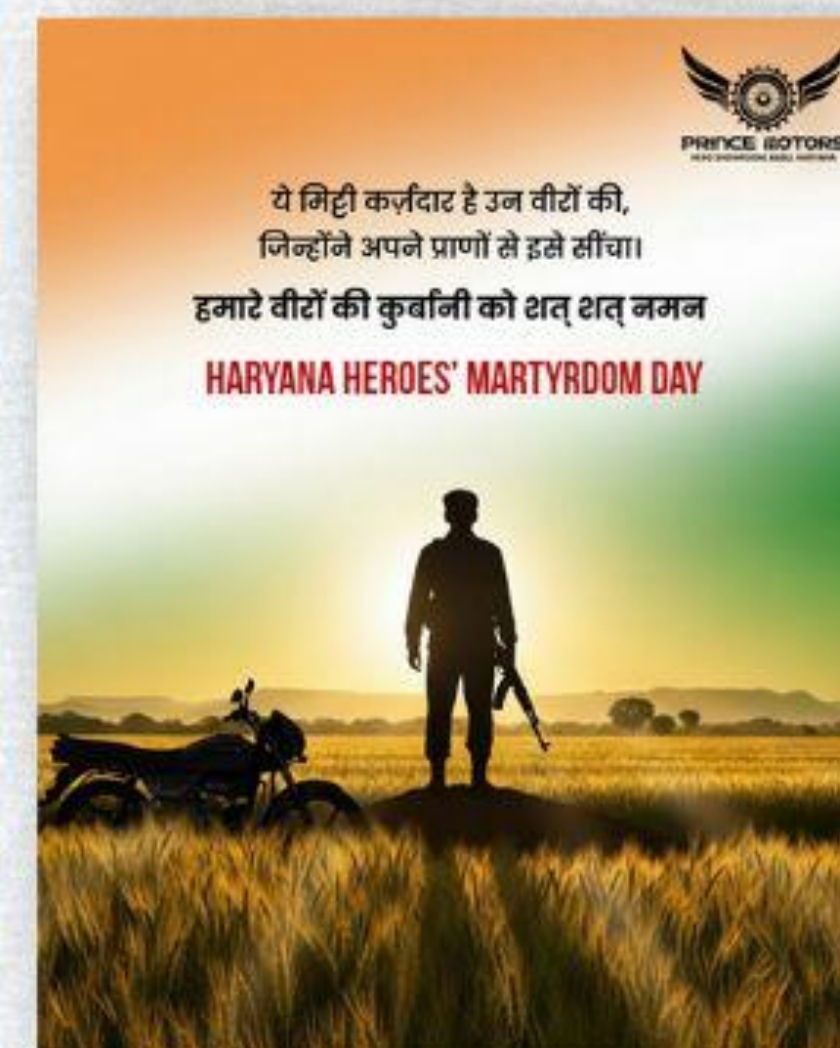
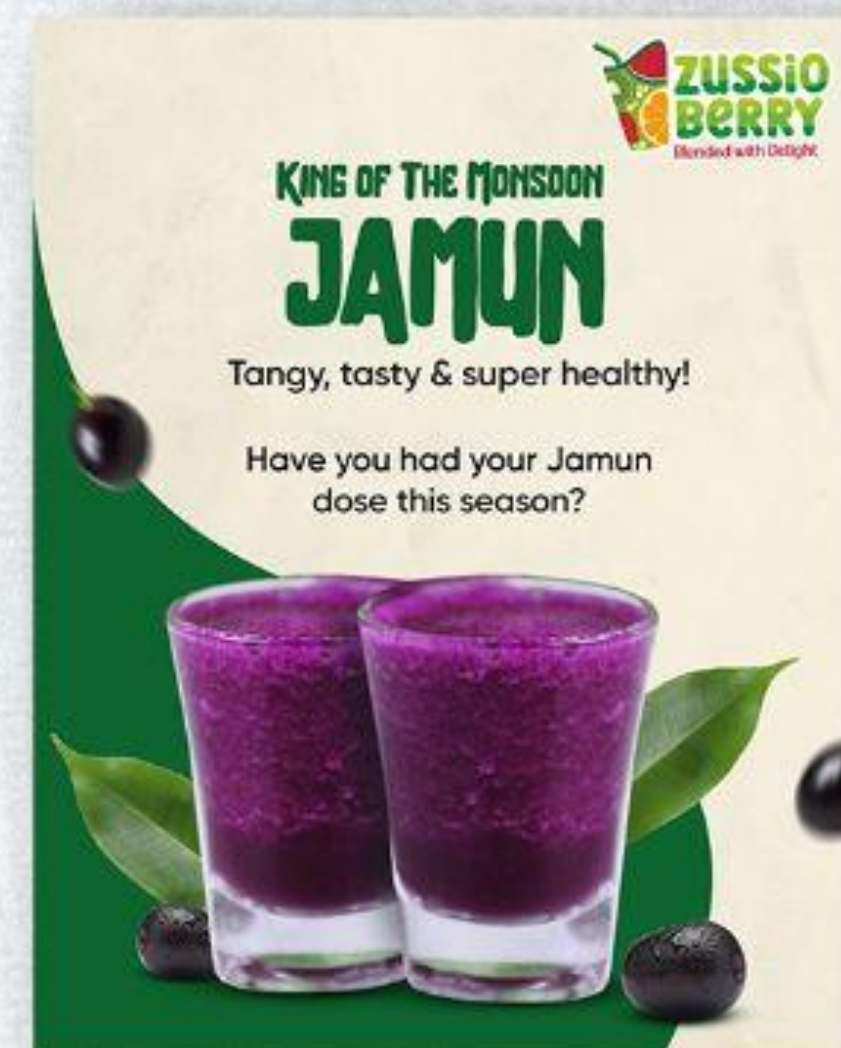
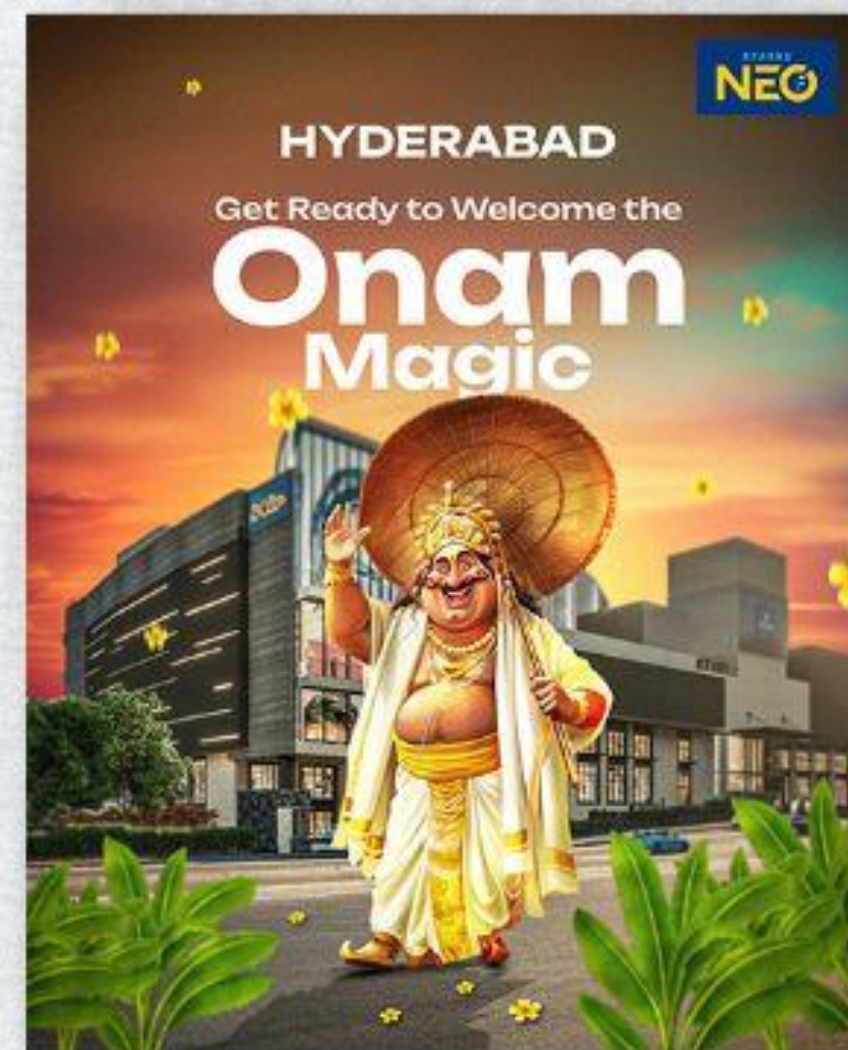
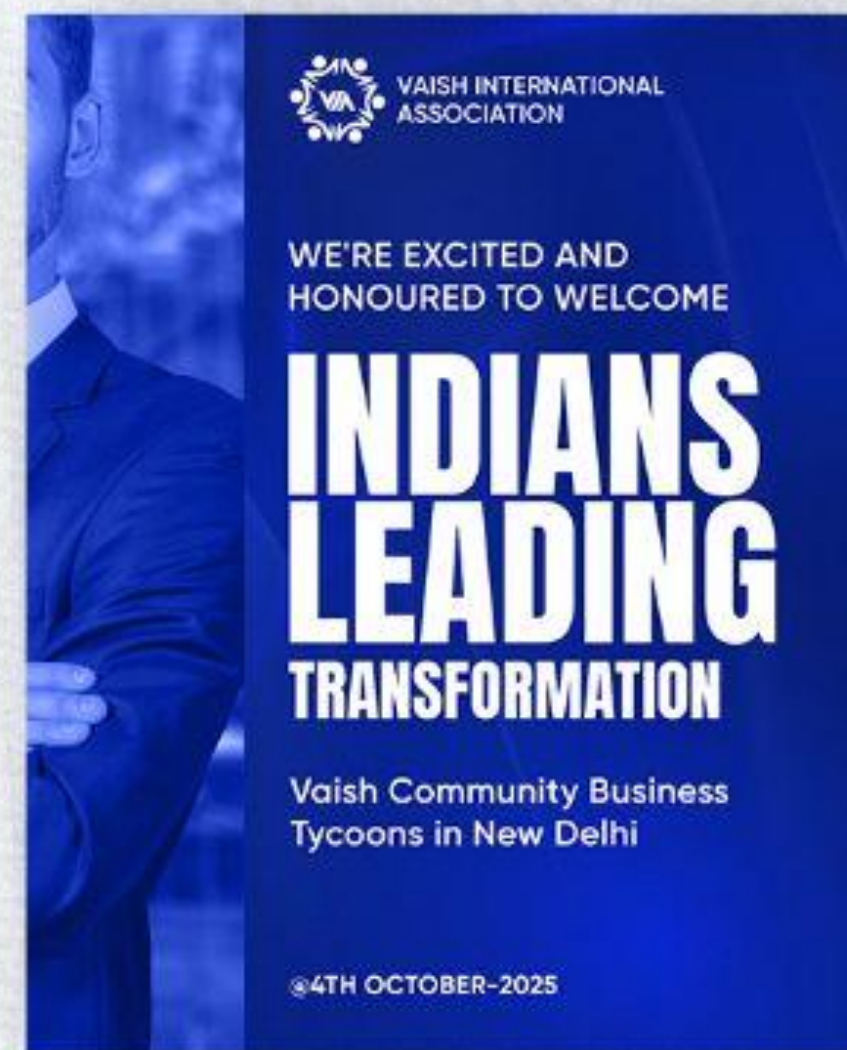
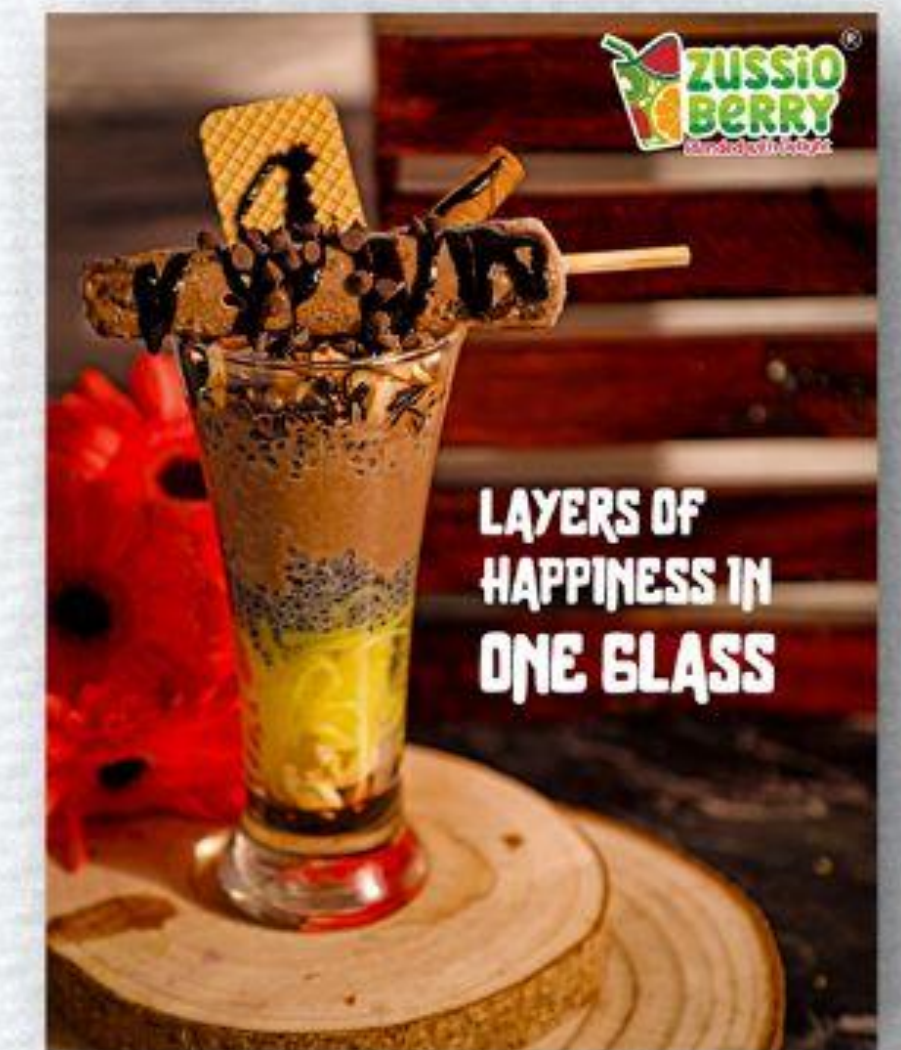
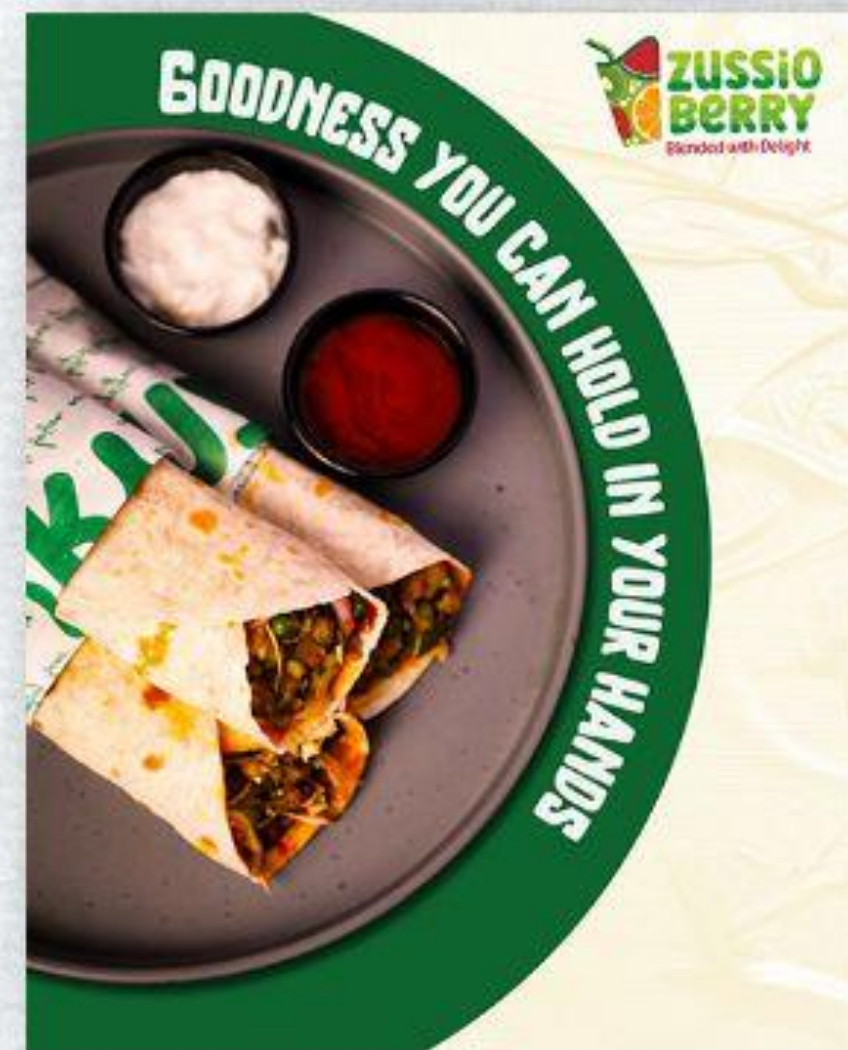
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# PRINT ADS



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QR Code



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**SAHIL GRAND**

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Your Neighbor

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# OUTDOOR ADS







The Viazo logo is a bold emblem of forward motion and modern innovation. Crafted with precision, it fuses three sharp, geometric white forms into a striking "V" shape, symbolizing velocity, vision, and versatility. Set against a deep black backdrop, the contrast makes the symbol leap off the screen—clean, confident, and unforgettable.





The "Wedding पुराण" logo is a vibrant and culturally rich emblem that beautifully blends modern wedding themes with traditional Indian aesthetics. Set in a bright pink backdrop, the design takes inspiration from Indian truck art and mela-style signage, giving it a festive, joyful, and unmistakably desi feel.

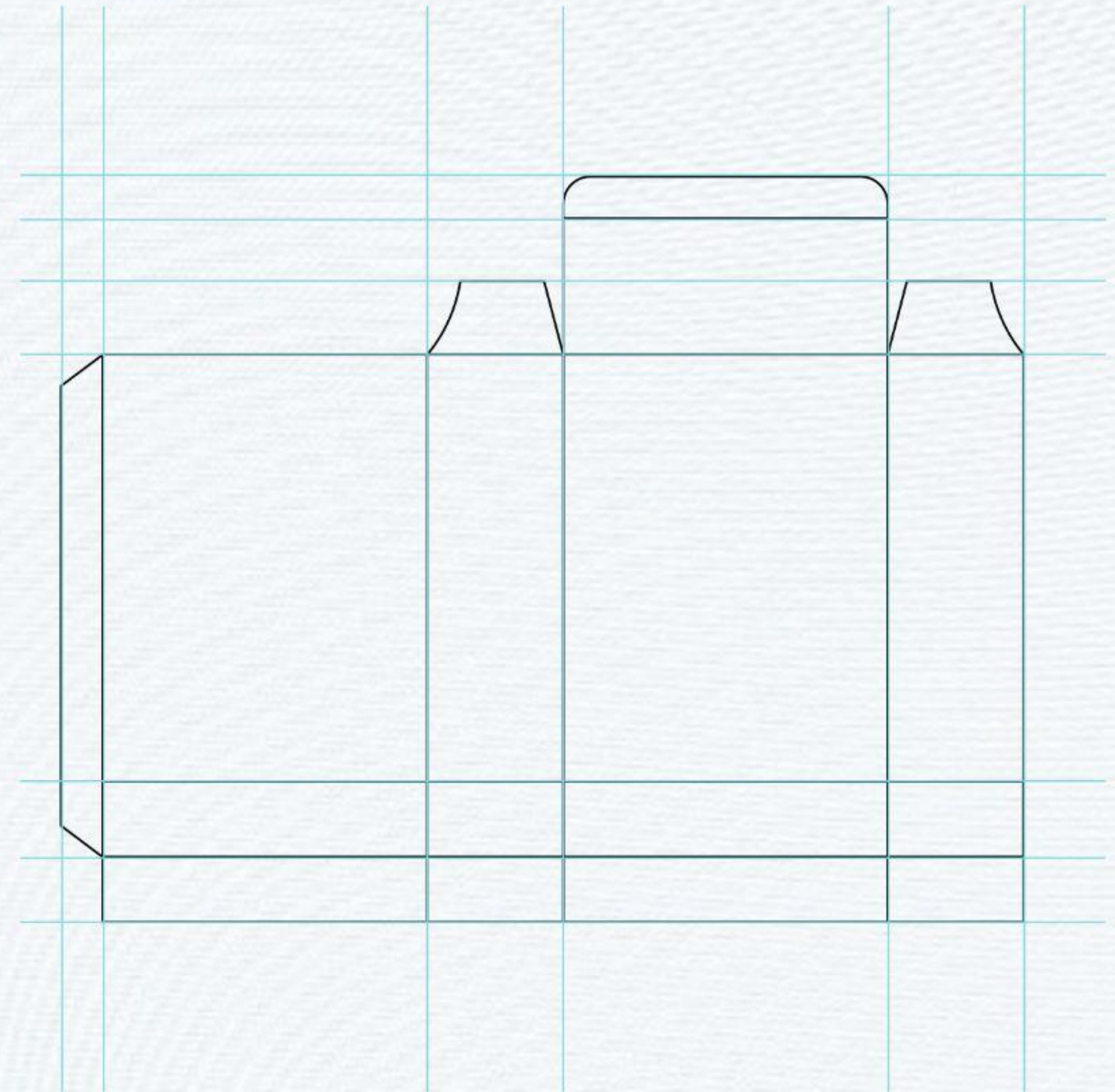
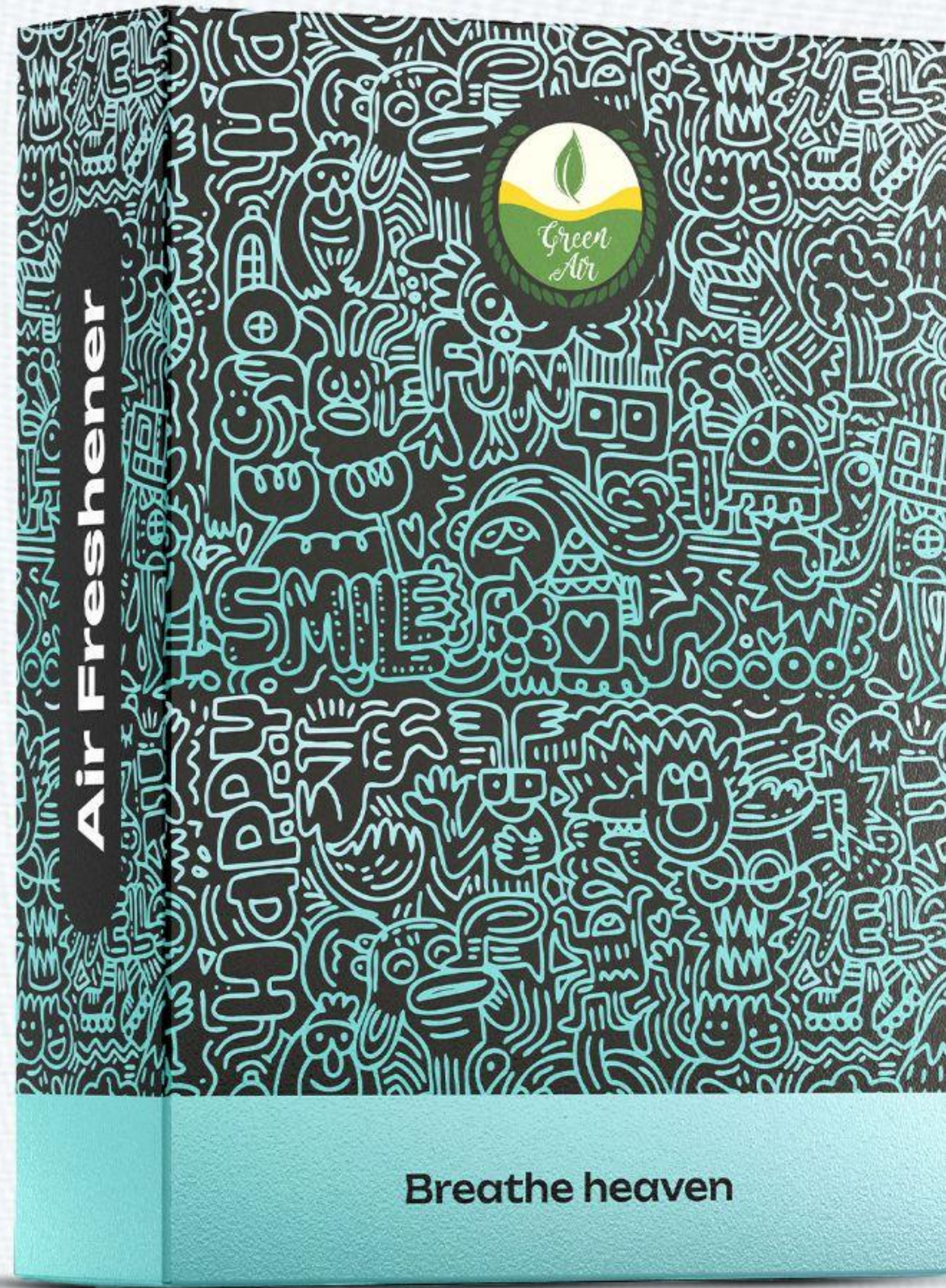


# BROCHURE DESIGN

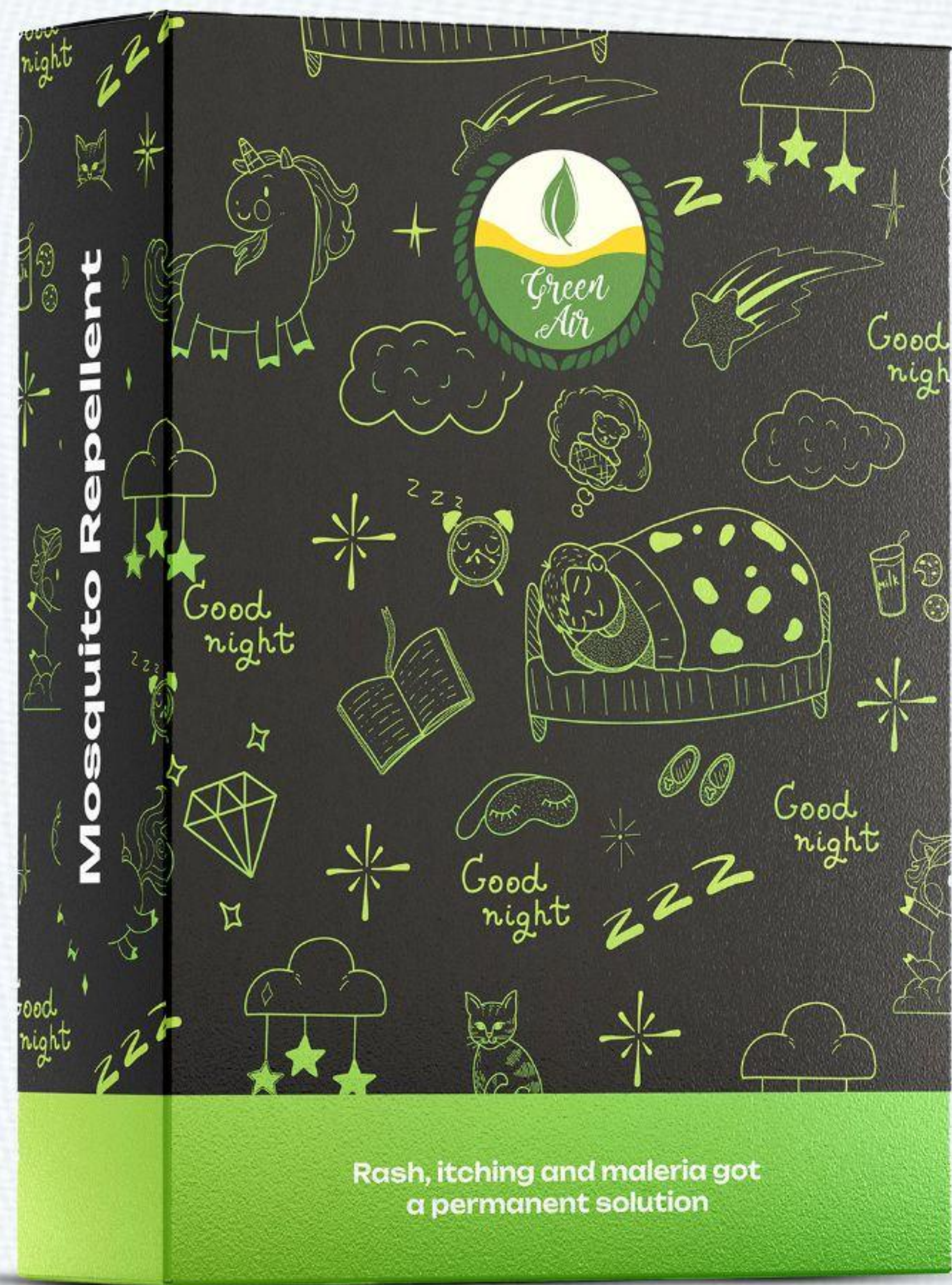




# PACKAGING DESIGN

















# PRODUCT PHOTOGRAPHY



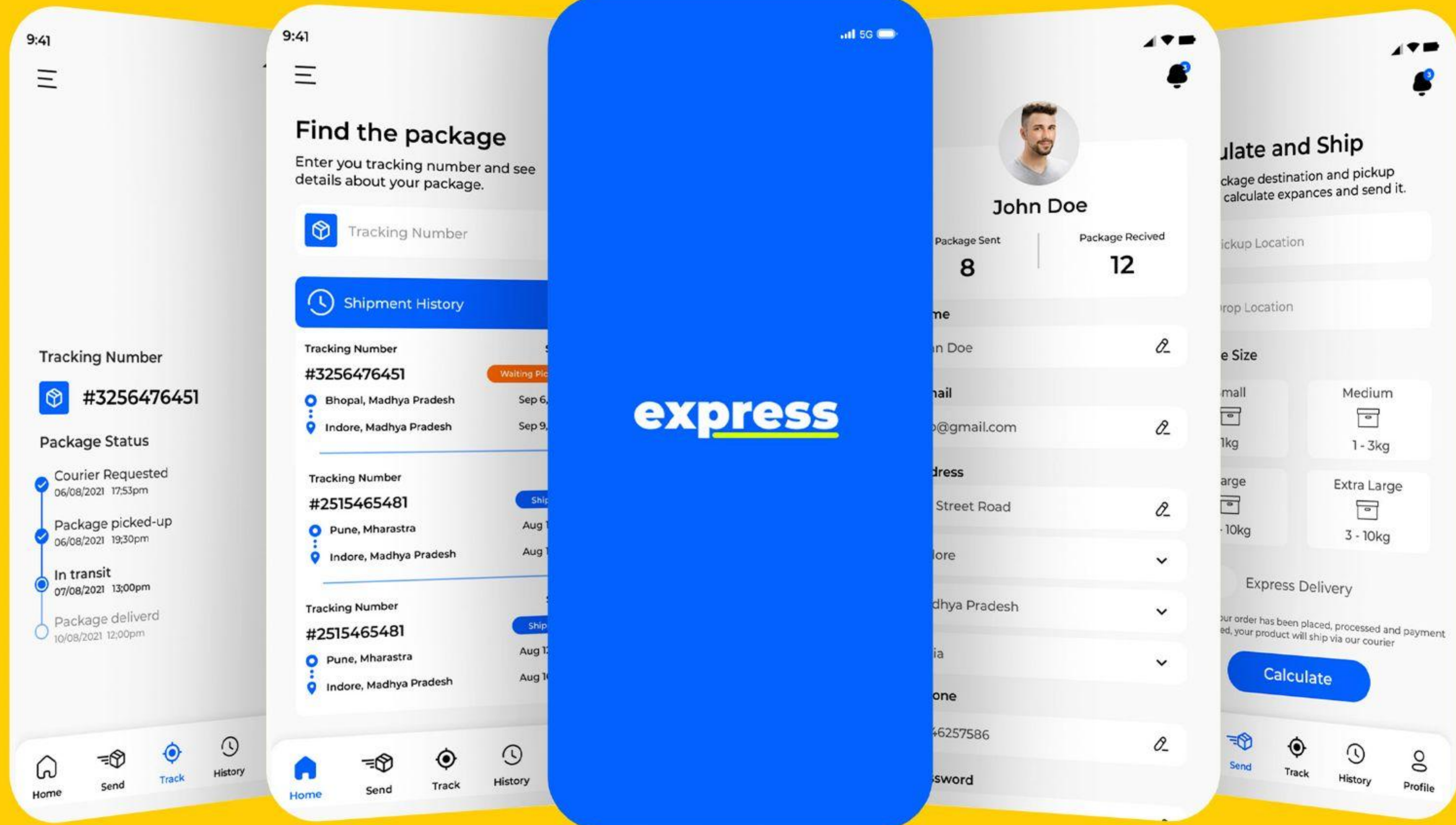


# WEBSITE & IT

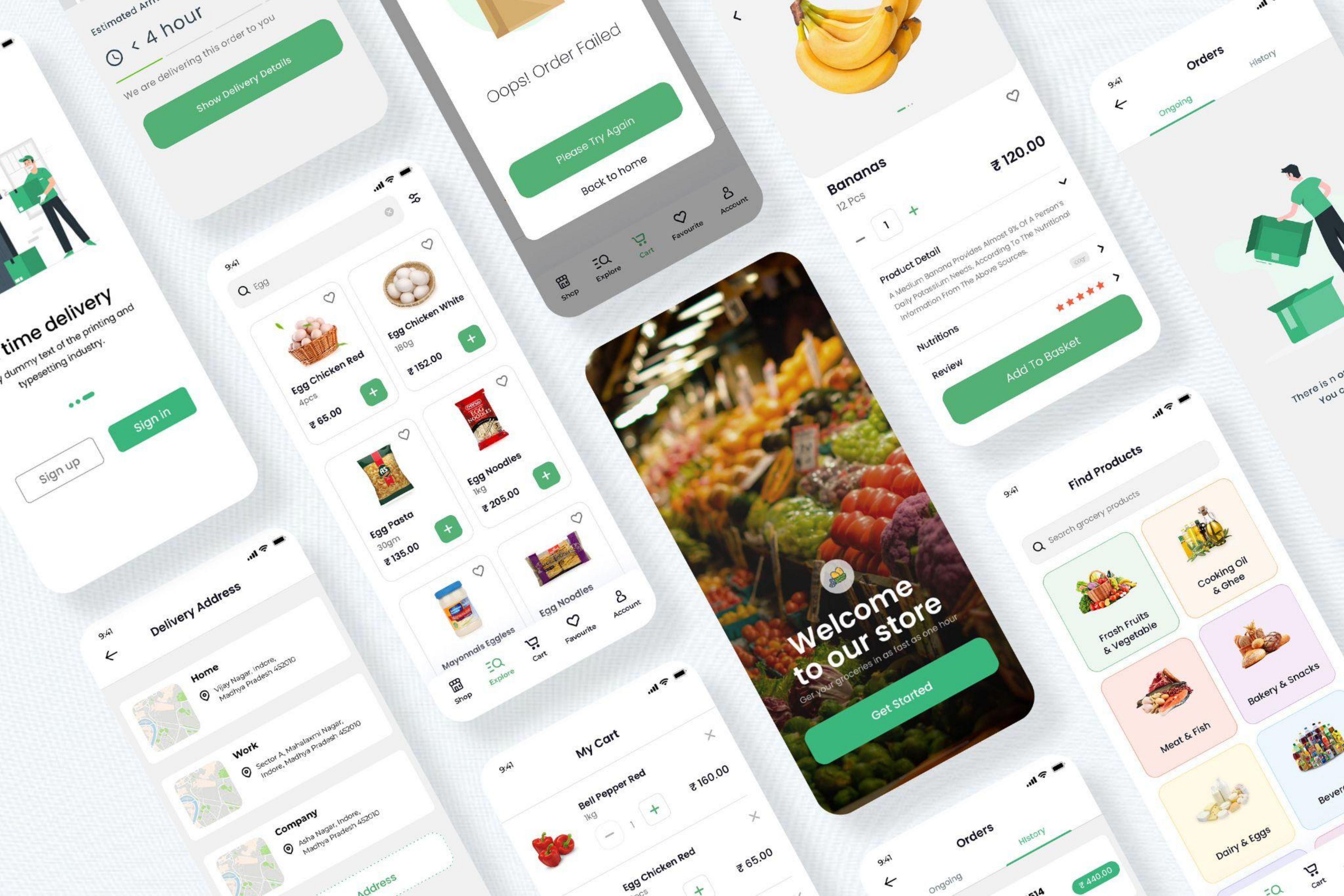
Two short horizontal lines, one yellow and one dark blue, positioned below the text.



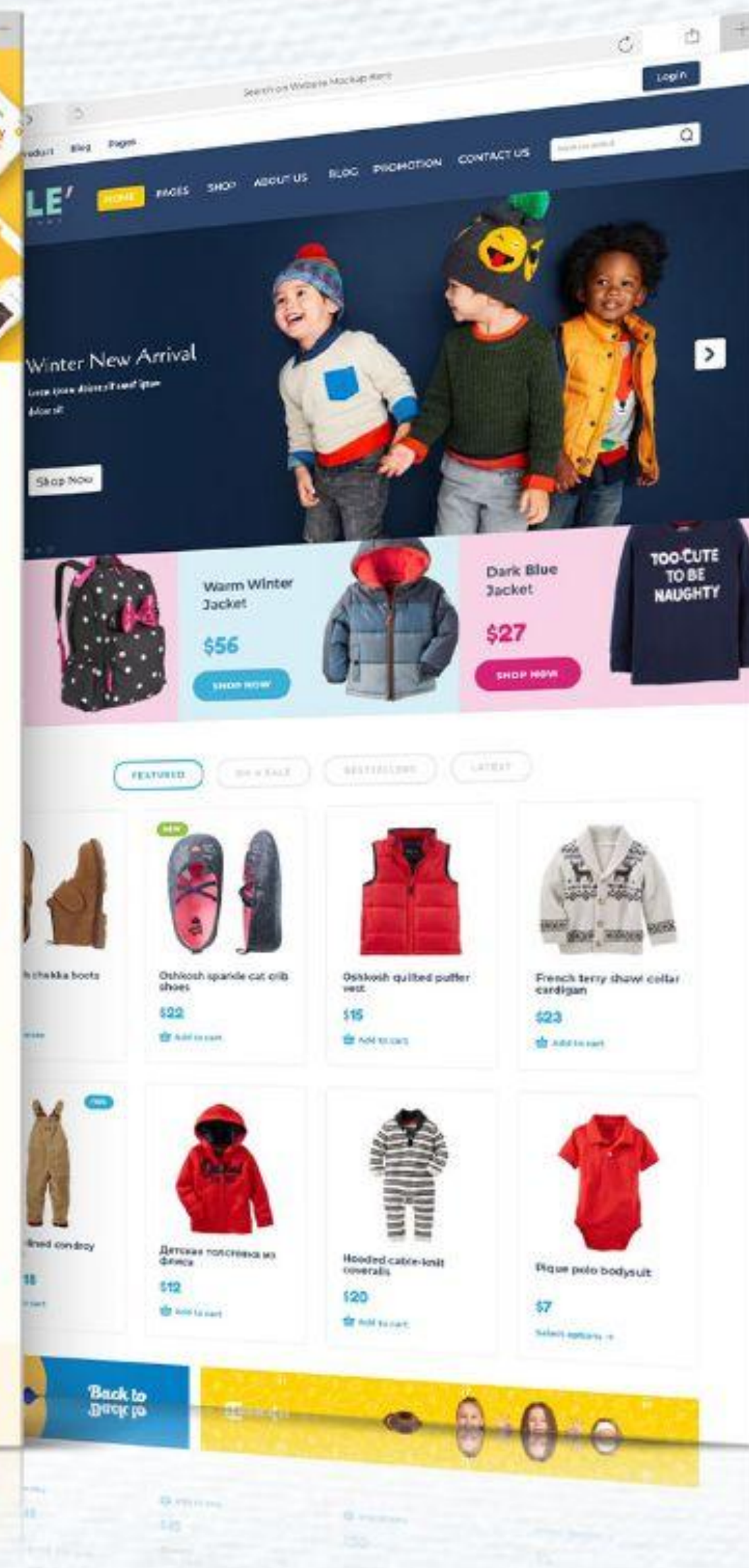
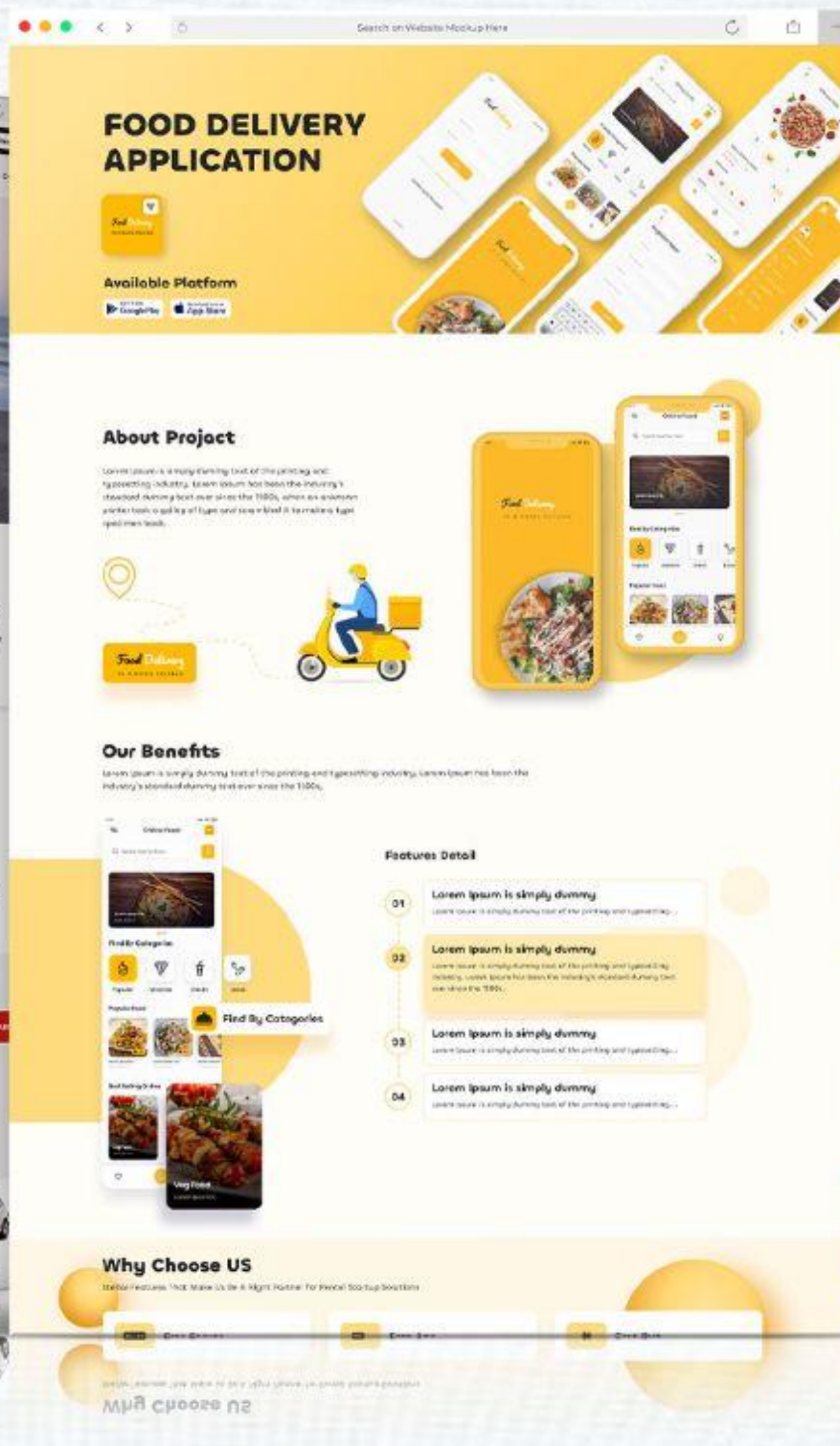
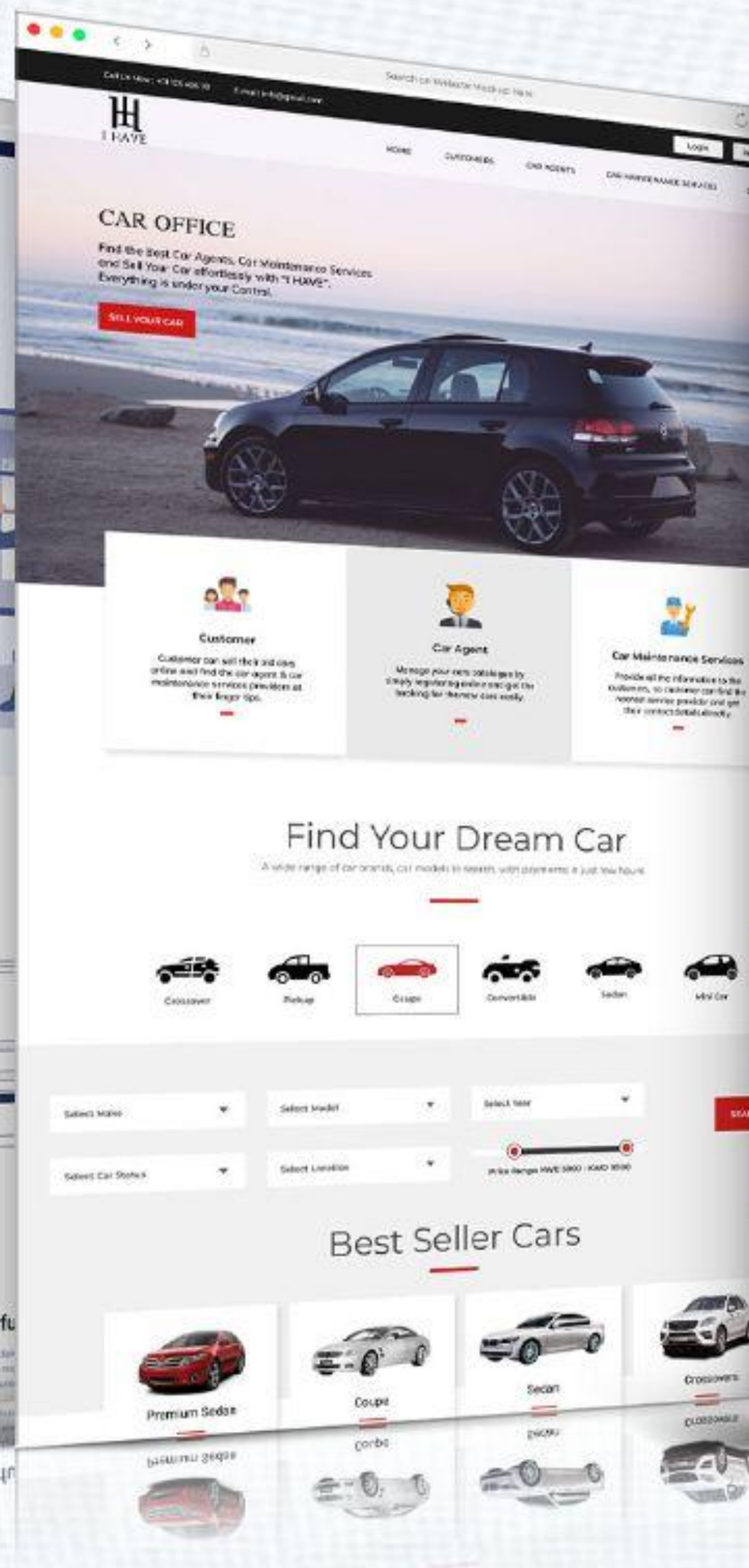
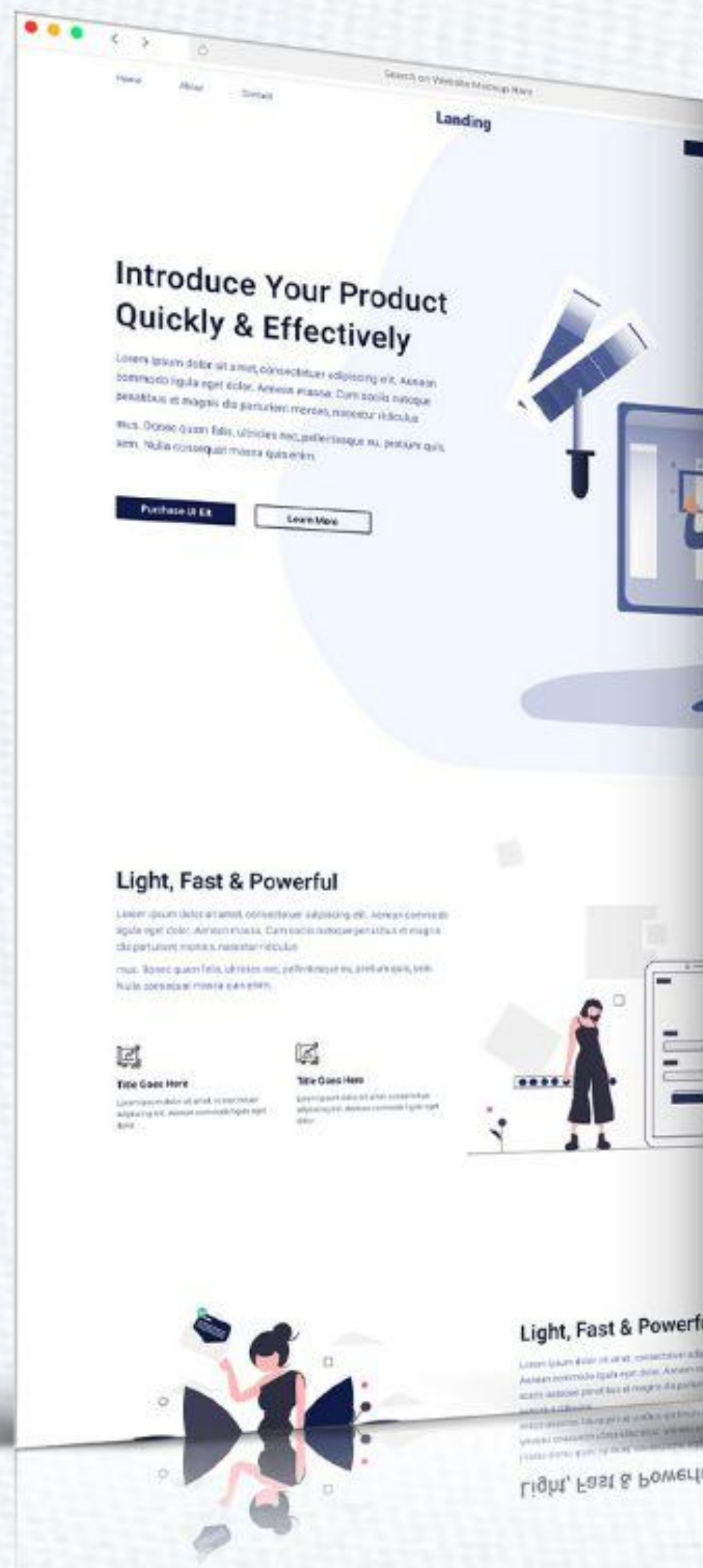
# UI/UX DESIGN














# SPORTS MARKETING & MANAGEMENT

We build leagues, manage teams, handle broadcasting, and deliver powerful fan experiences.





# SERVICES OVERVIEW

**Branding & Identity:** Craft strong sports identities through team logos, mascots, jerseys, and visual systems that connect emotionally with fans and sponsors.

**Digital & Influencer Marketing:** Drive fan engagement with digital campaigns, influencer collaborations, athlete marketing, SEO, and paid promotions designed for sports audiences.

**Creative & Design Solutions:** Deliver high-impact match-day graphics, hype reels, sponsorship decks, and merchandise designs that capture the energy of sports.

**Public Relations & Media:** Amplify presence with PR strategies, press coverage, media tie-ups, and broadcasting solutions that put teams, athletes, and leagues in the spotlight.

**Sponsorships & Partnerships:** Build and activate brand partnerships through powerful pitch decks, sponsor integrations, and ROI-driven campaigns.

**Events & Fan Activations:** Plan and execute sports events, tournaments, and fan engagement activations that leave a lasting impression.

**Technology & Analytics:** Develop fan-first websites, mobile apps, and use data analytics to track performance, optimize engagement, and grow revenue.

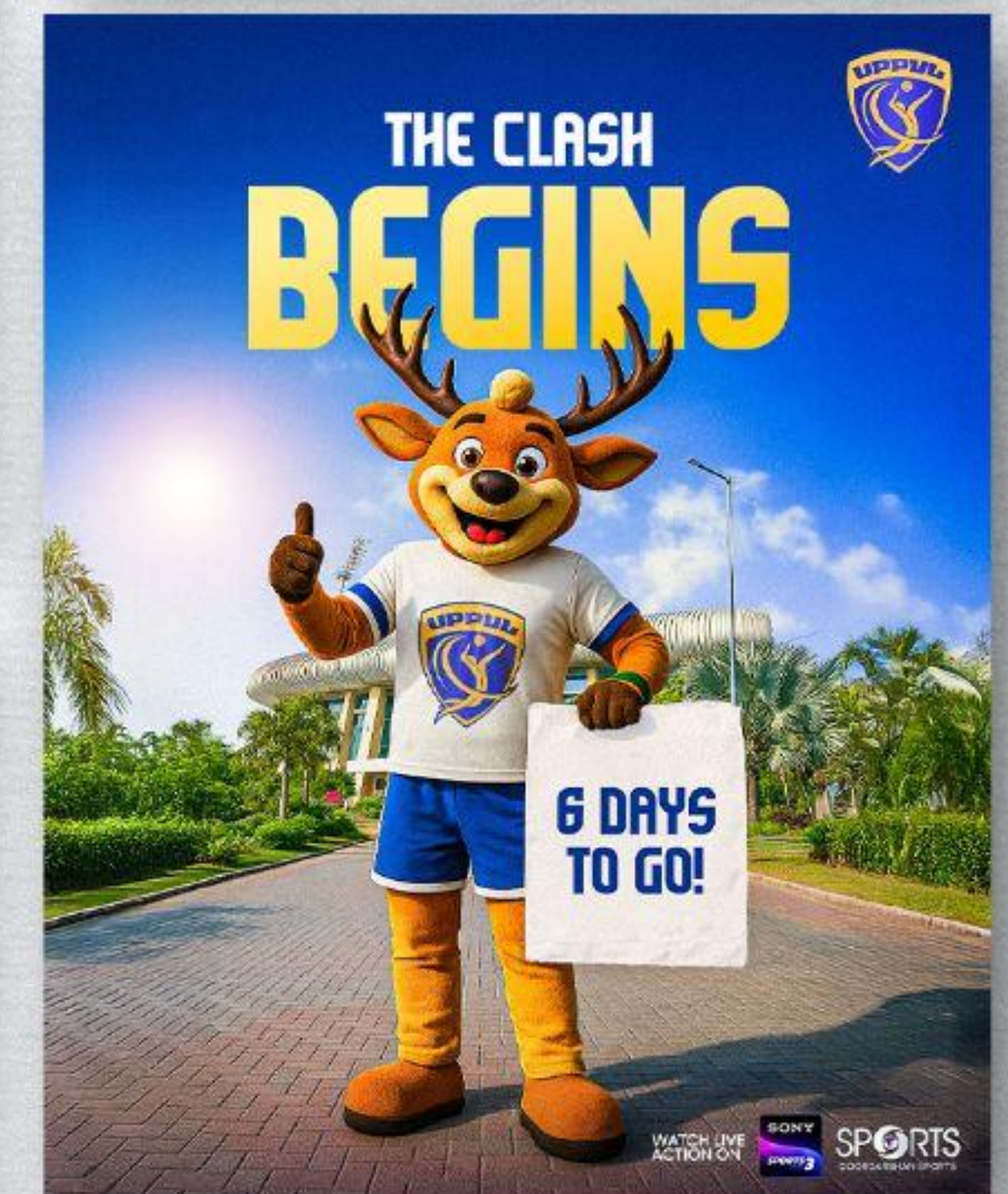
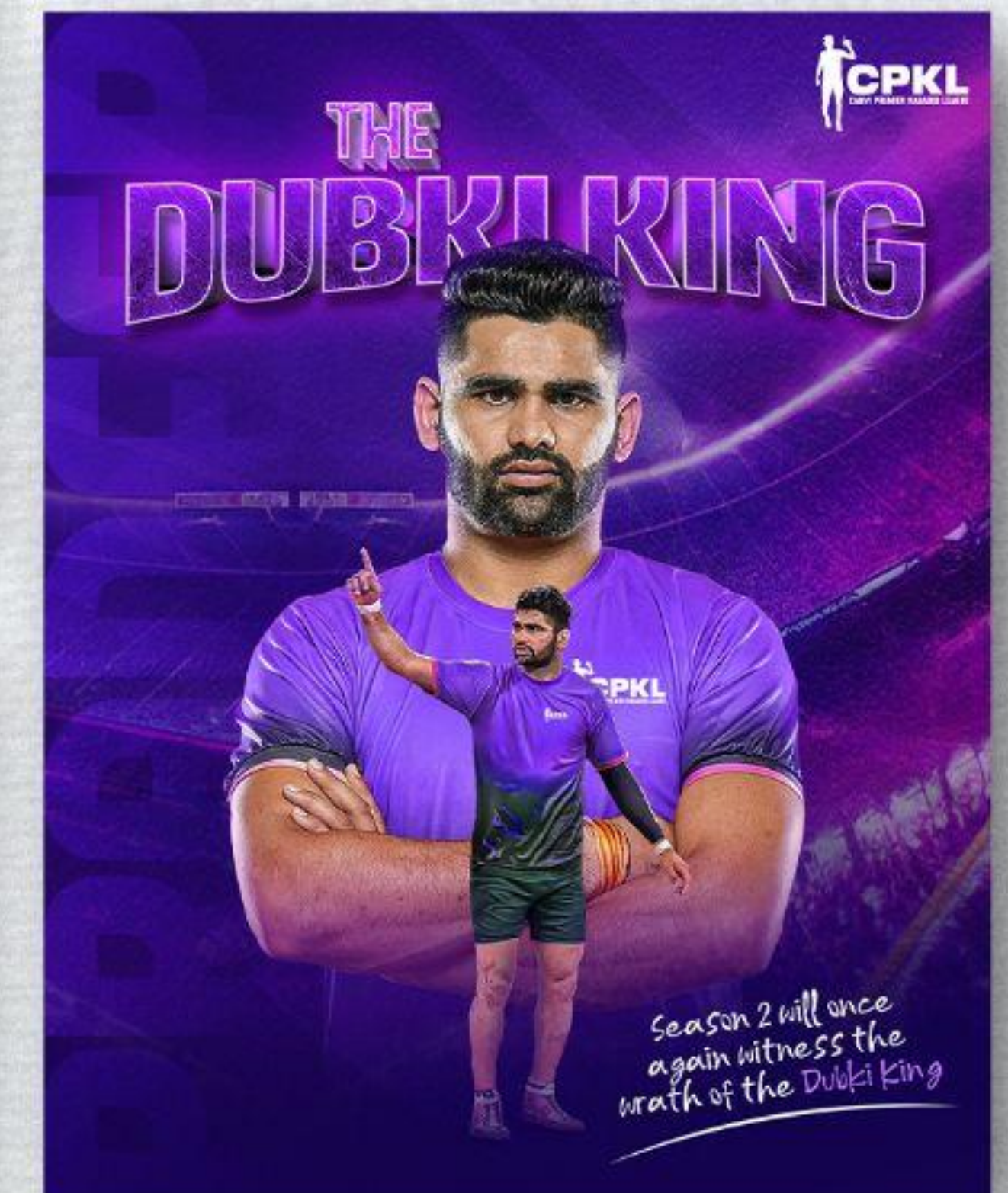


# LEAGUE WE WORKED WITH

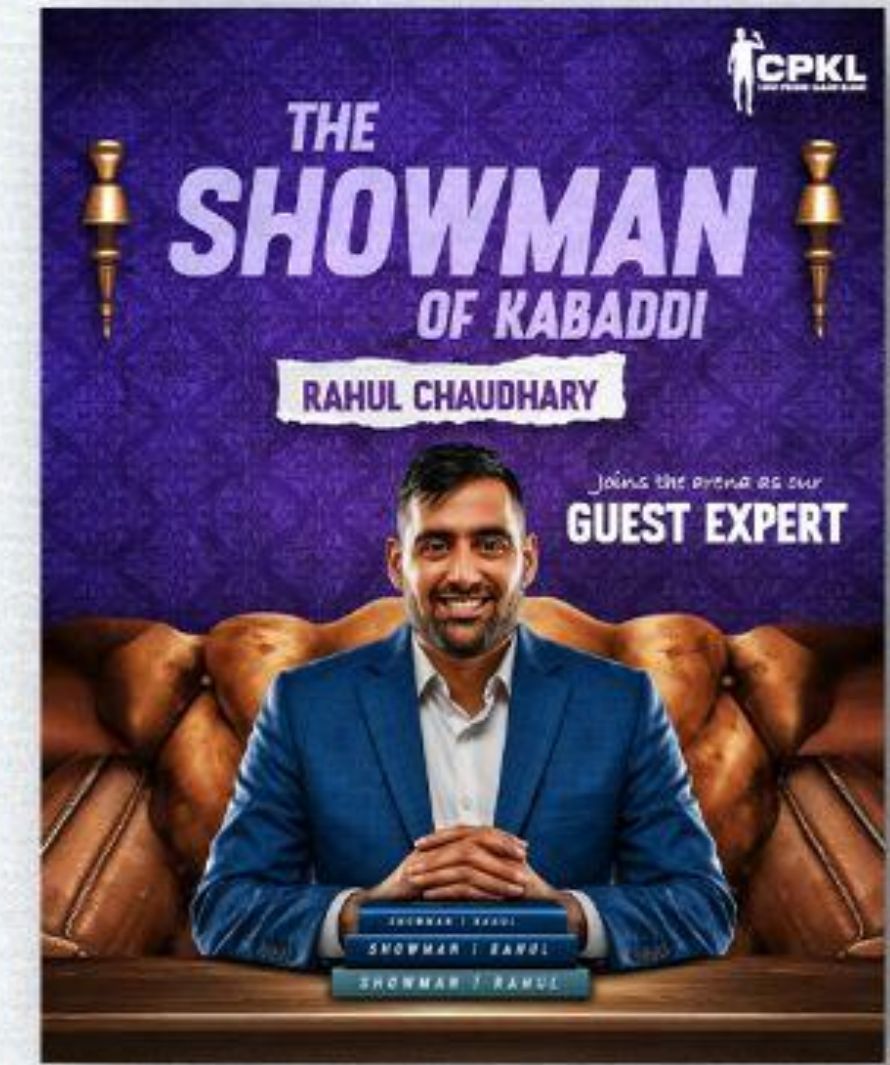
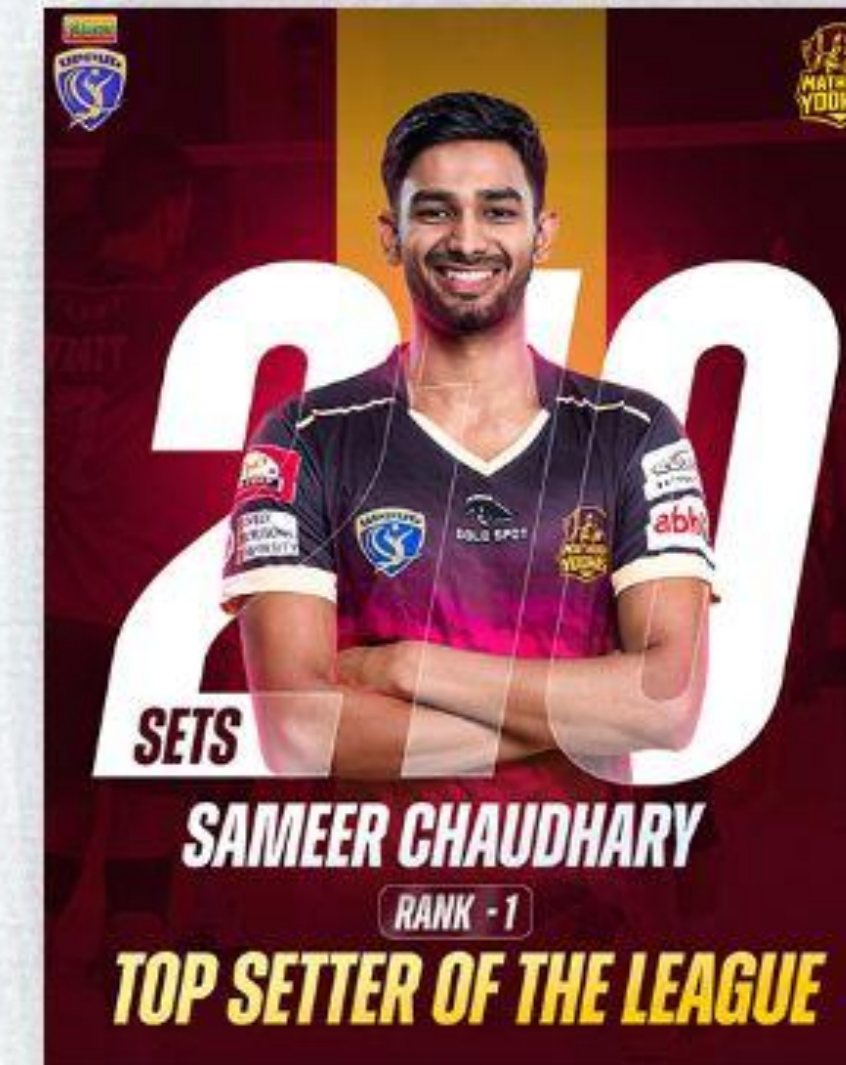
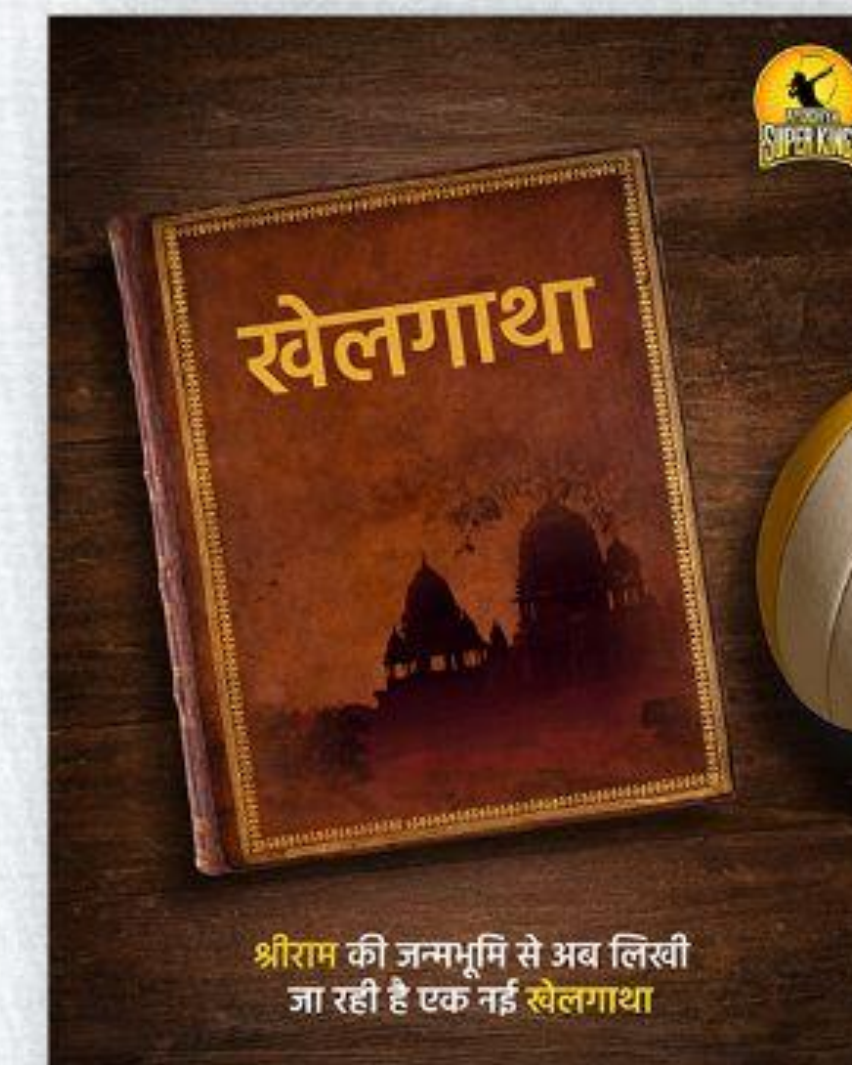
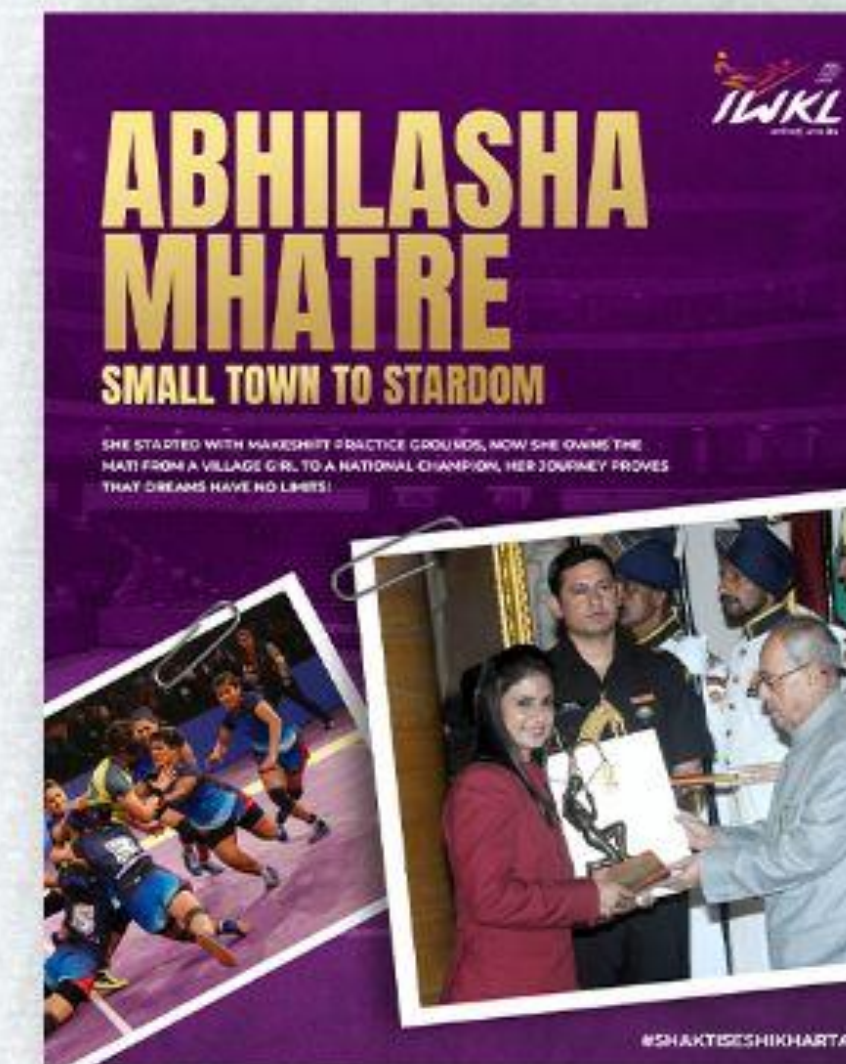
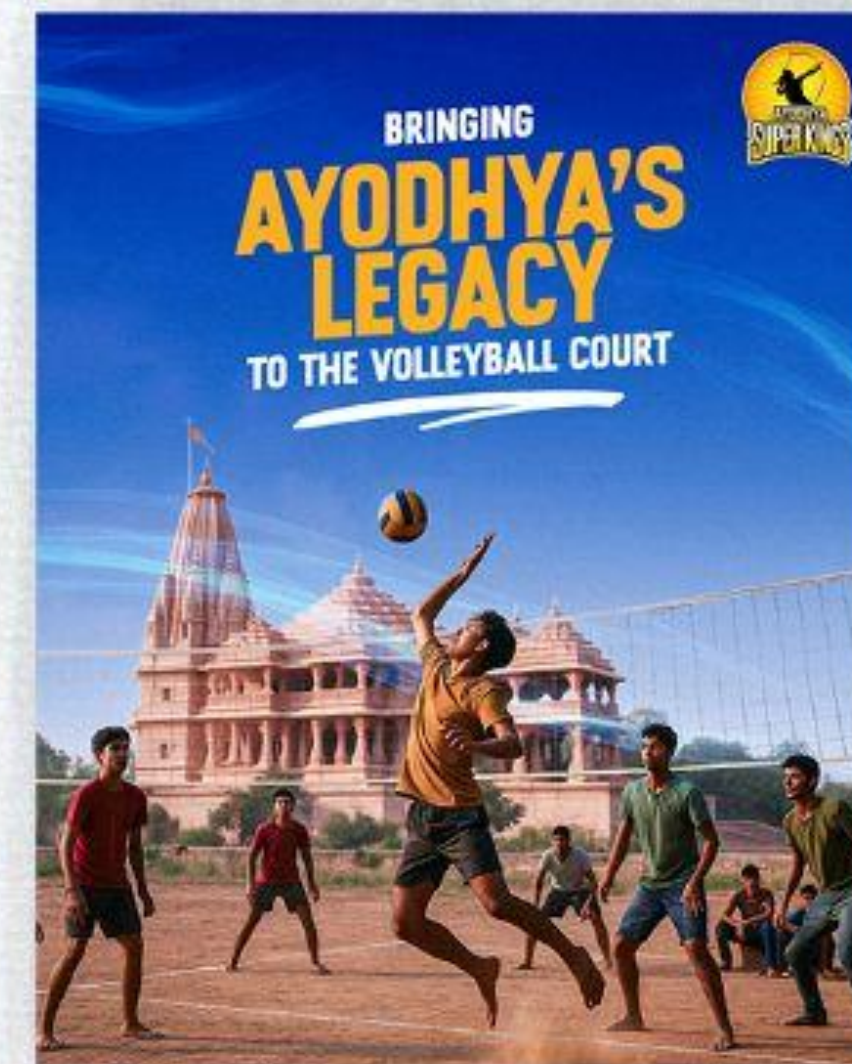
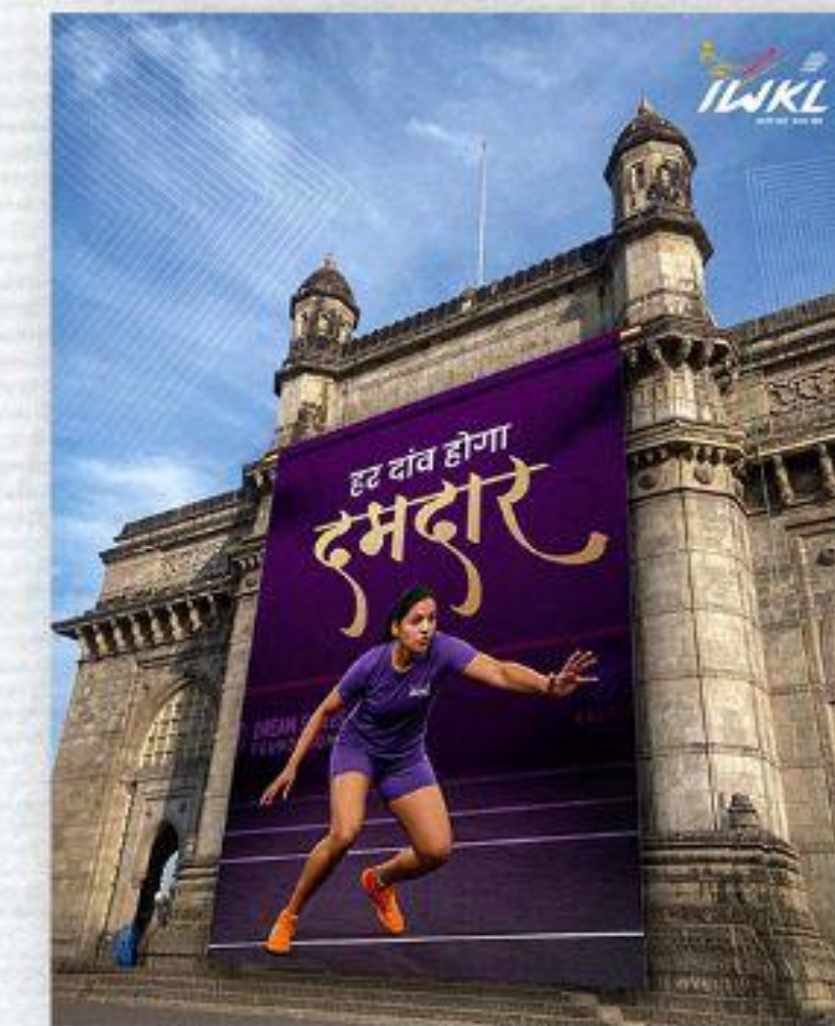
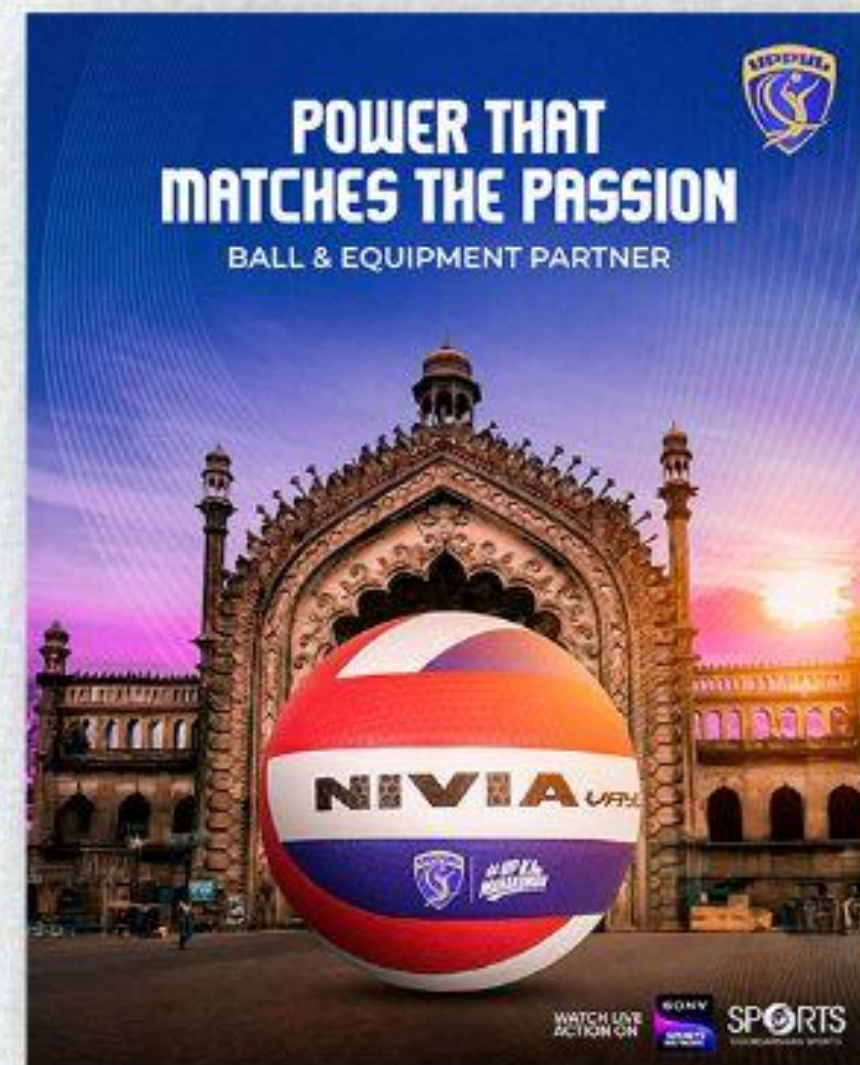




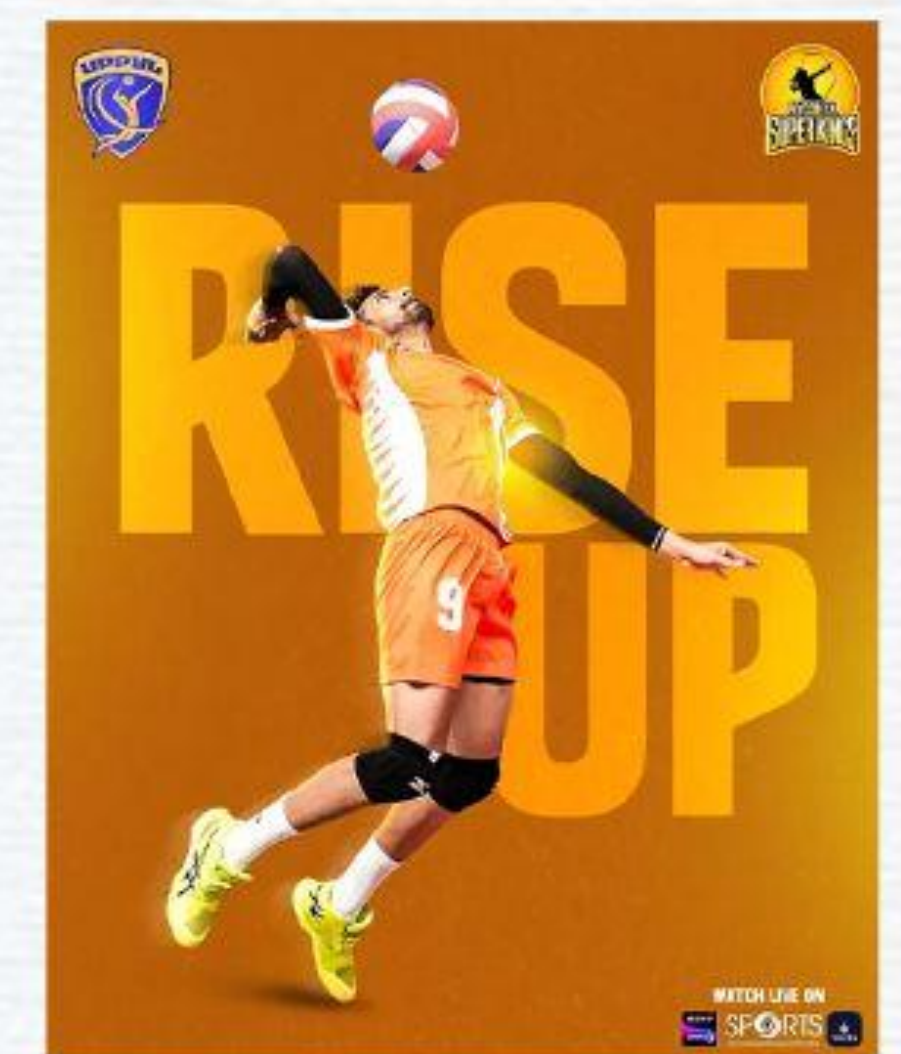
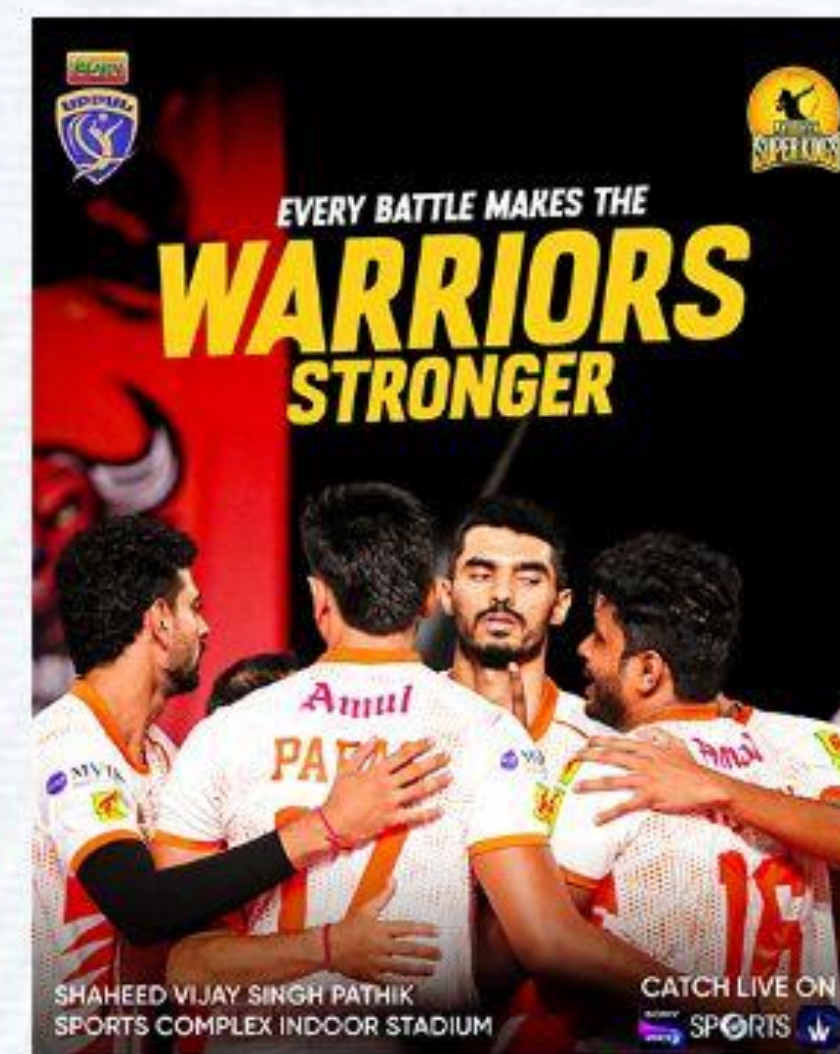
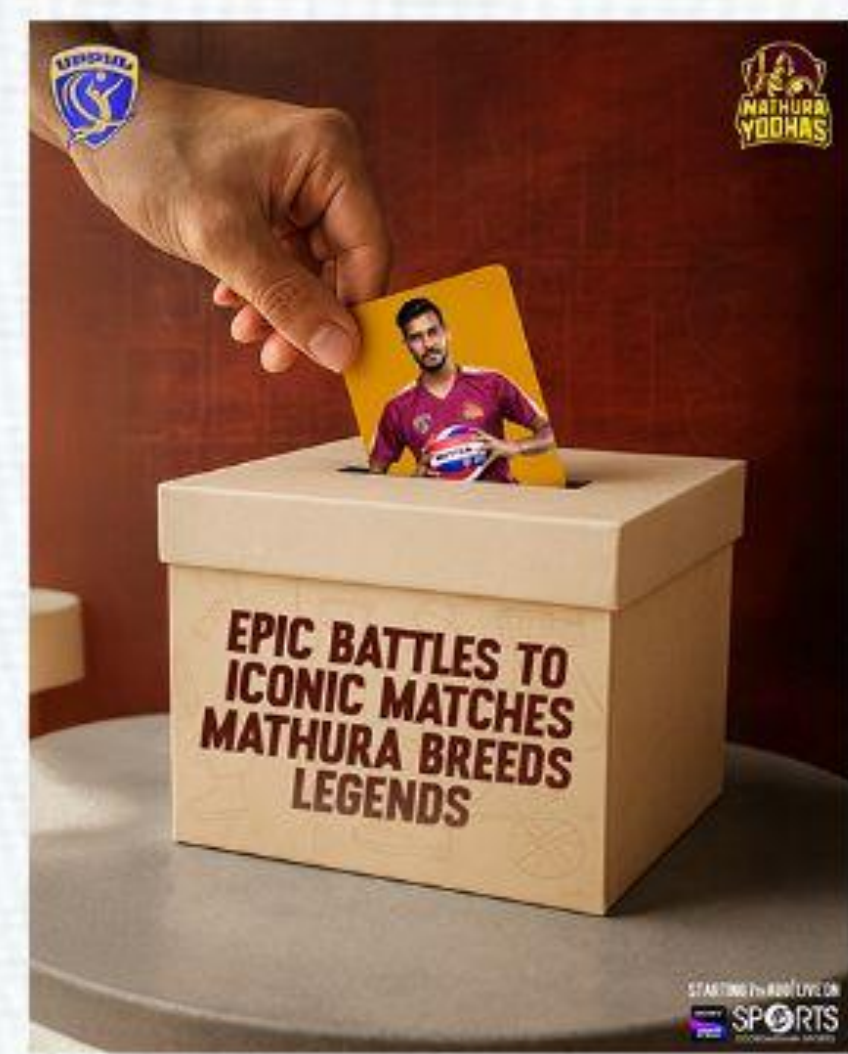
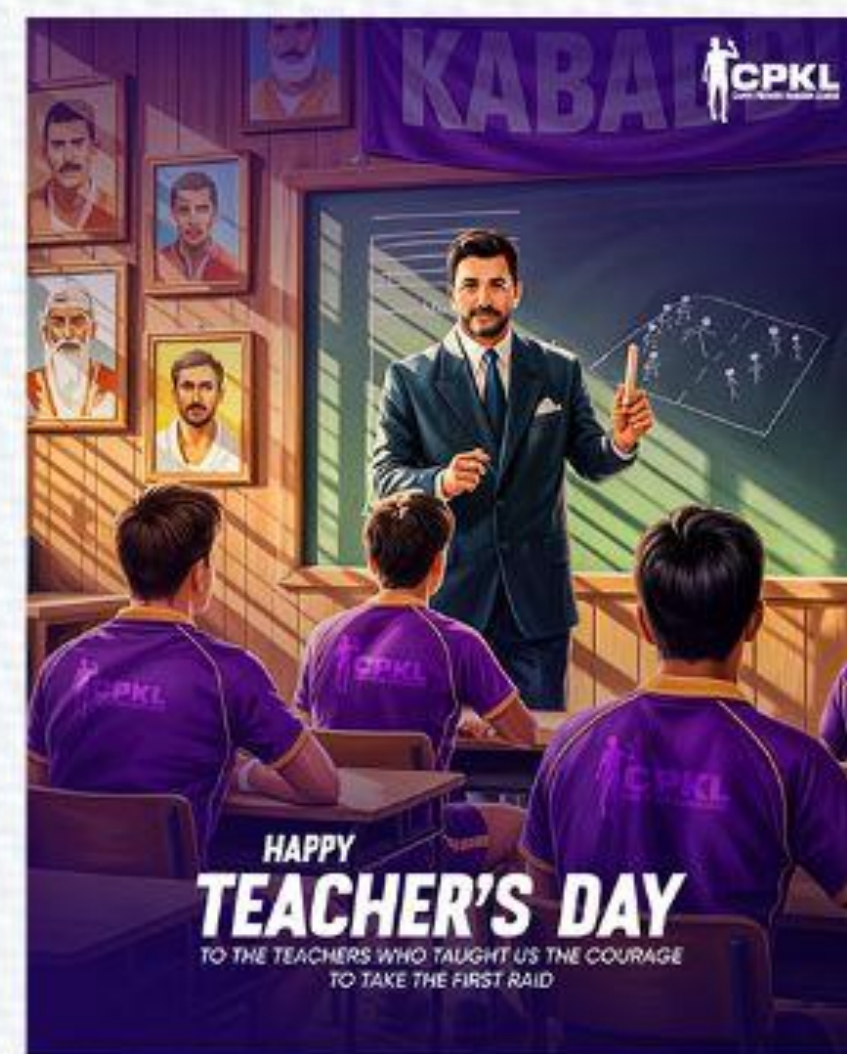
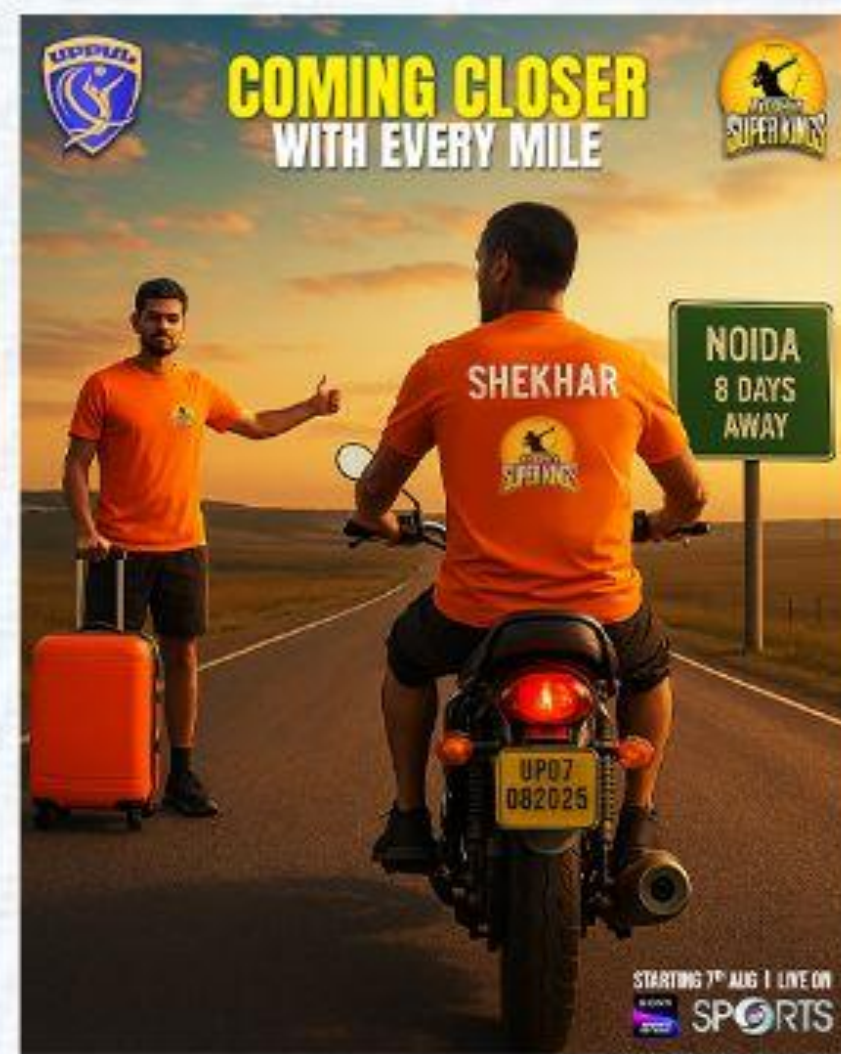
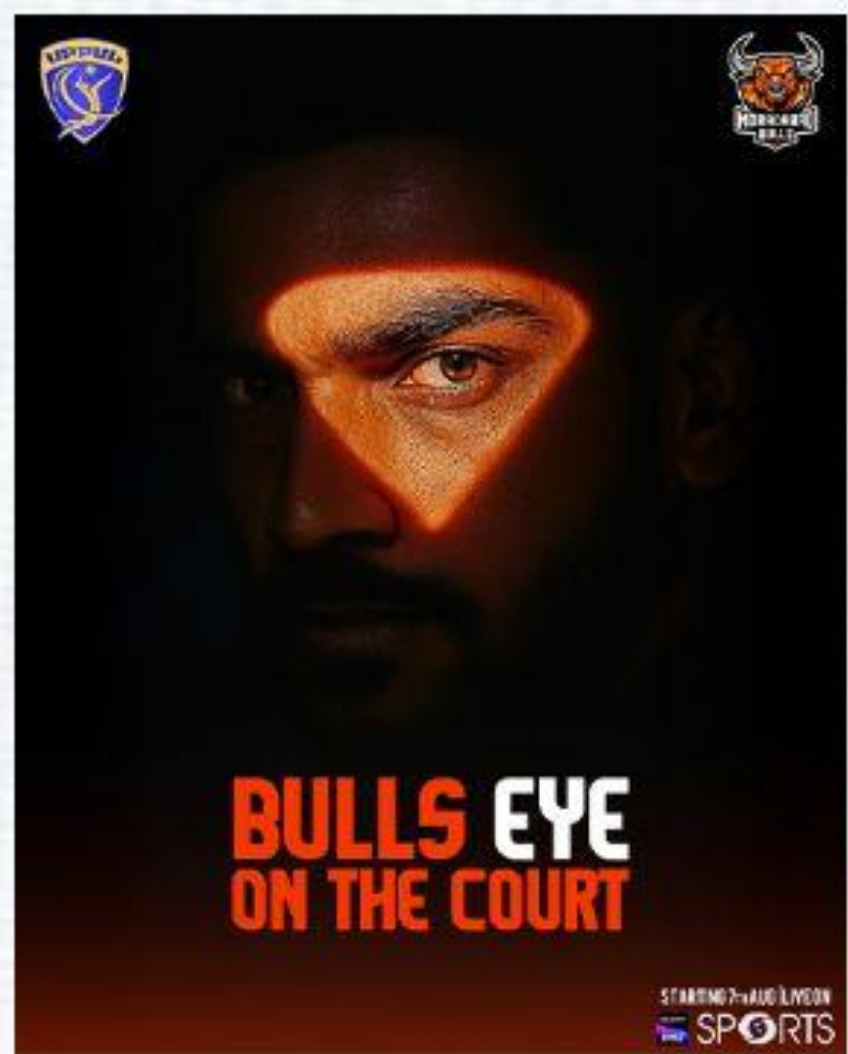
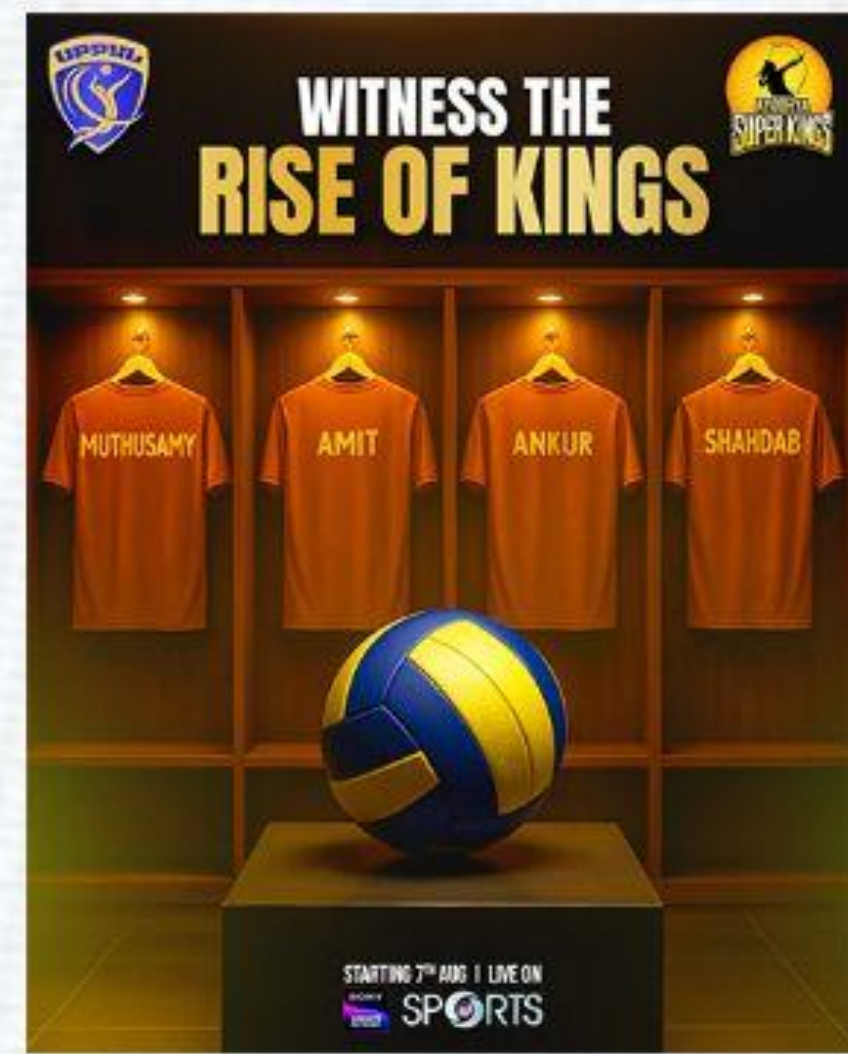
# DIGITAL ADS













# LEAGUES MANAGED



## UTTAR PRADESH PRO VOLLEYBALL LEAGUE (UPPVL)

We have fully managing the brand and communication for the Uttar Pradesh Pro Volleyball League (UPPVL), focusing on building a strong identity, creating impactful campaigns, and maximizing public engagement. This league will be broadcast on Sony Sports and JioCinema, ensuring widespread visibility and reach.



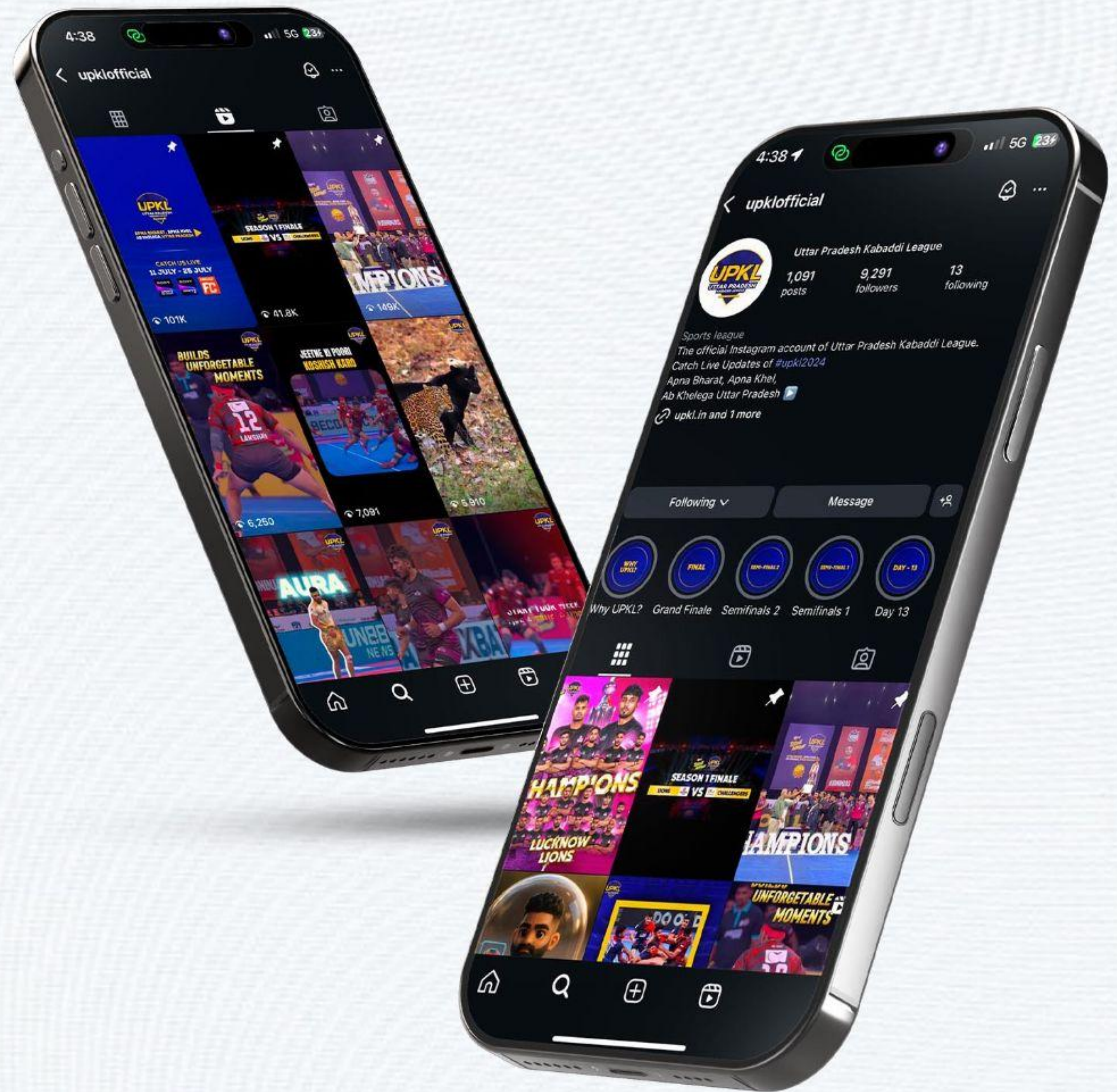


# LEAGUES MANAGED



## UTTAR PRADESH KABADDI LEAGUE (UPKL)

We are fully managing social media creatives and campaigns for Uttar Pradesh Kabaddi League (UPKL), focusing on building a strong identity, creating impactful content, and maximizing public engagement. This league will be broadcast on Sony Sports and FanCode, ensuring widespread visibility and reach.



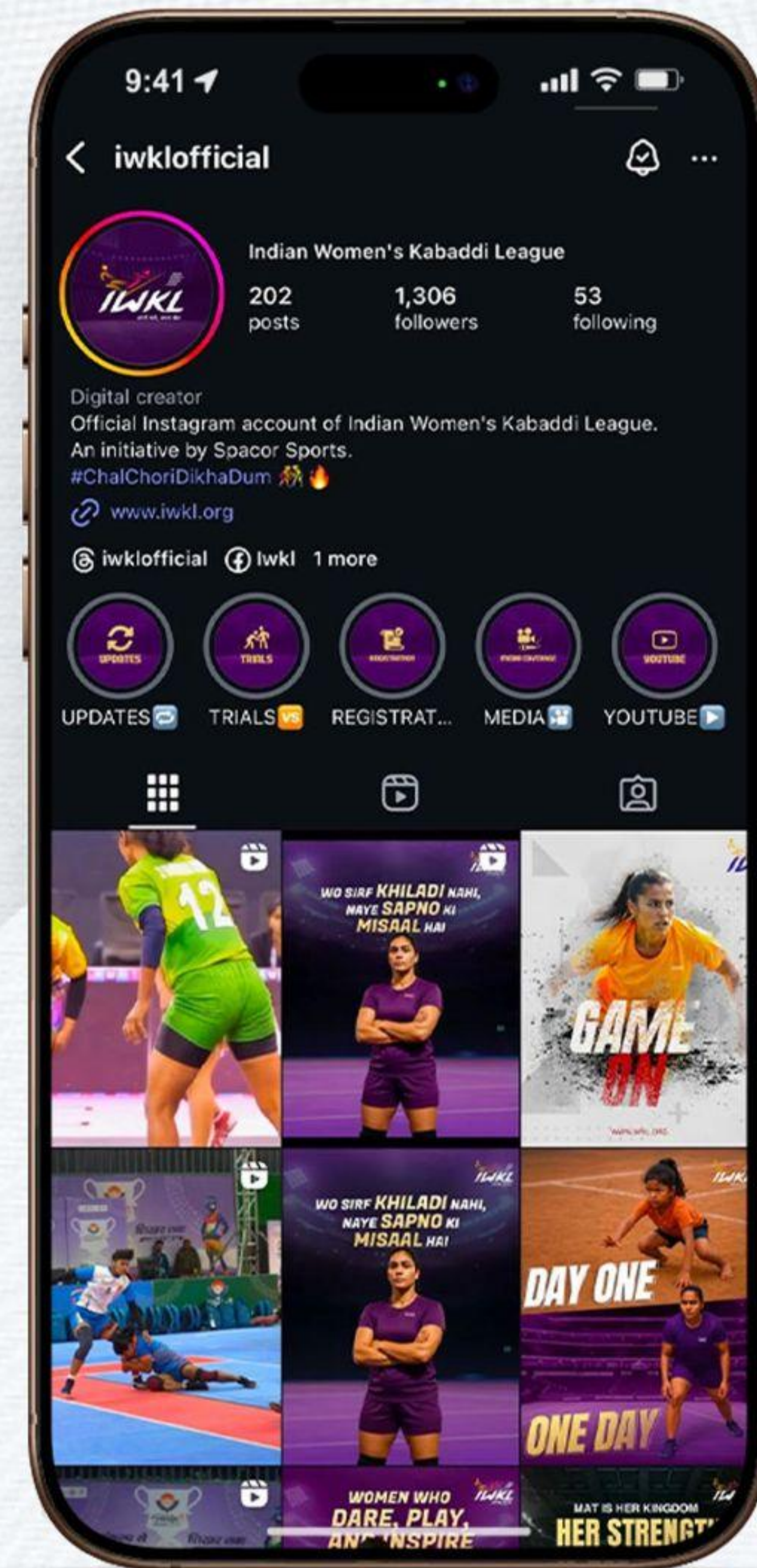


# LEAGUES MANAGED



**INDIAN WOMEN'S  
KABADDI LEAGUE  
(IWKL)**

We are managing IWKL, overseeing overall operations, including PR, branding, and communication. Our focus is on building a strong league identity, creating impactful campaigns, and maximizing public engagement. With strategic efforts, we are ensuring widespread visibility and reach.

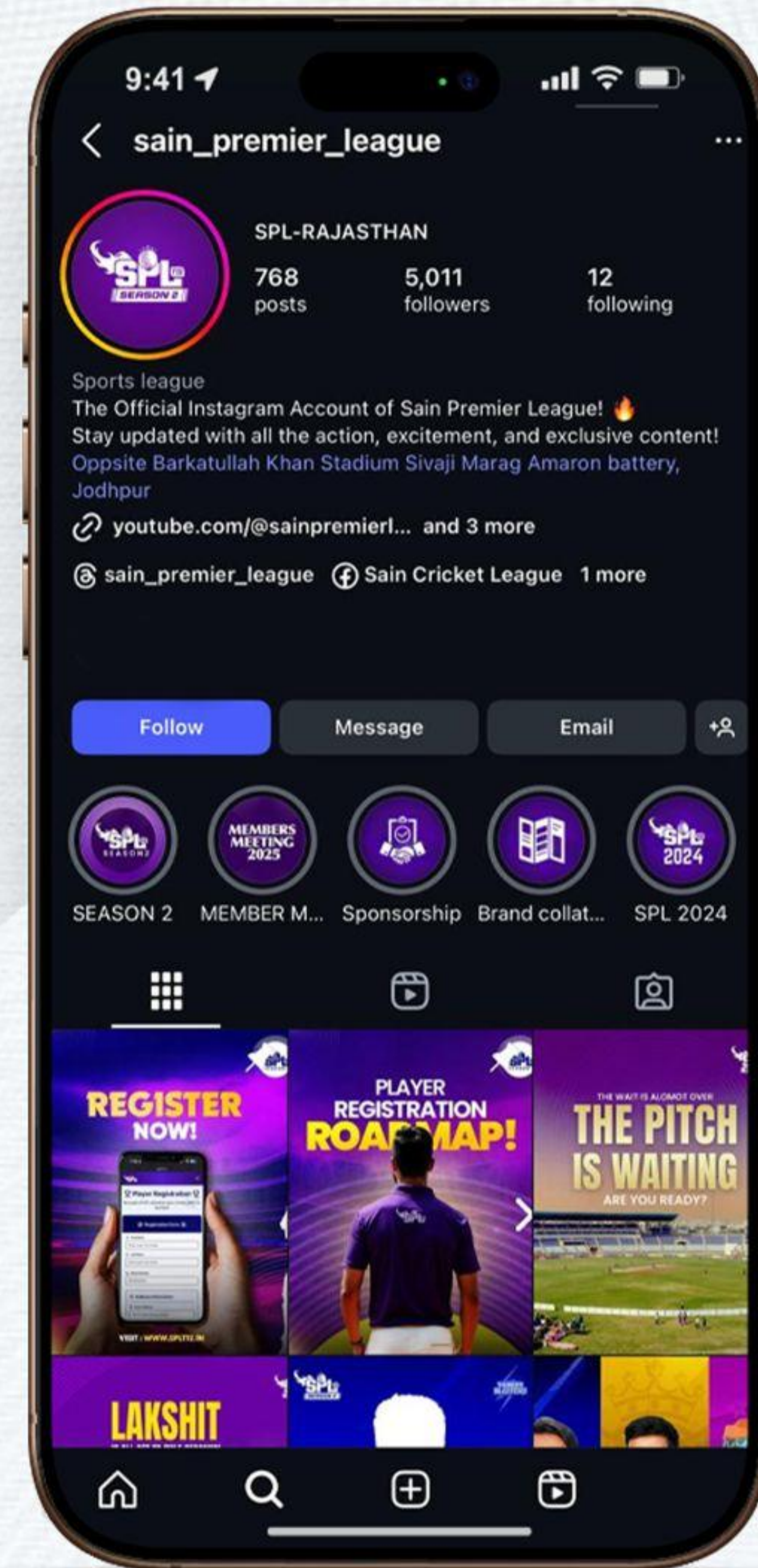




# LEAGUES MANAGED



Our team fully managing the SPL marketing campaigns. Our team also spearheaded PR campaigns and digital marketing strategies to enhance fan engagement and league visibility.





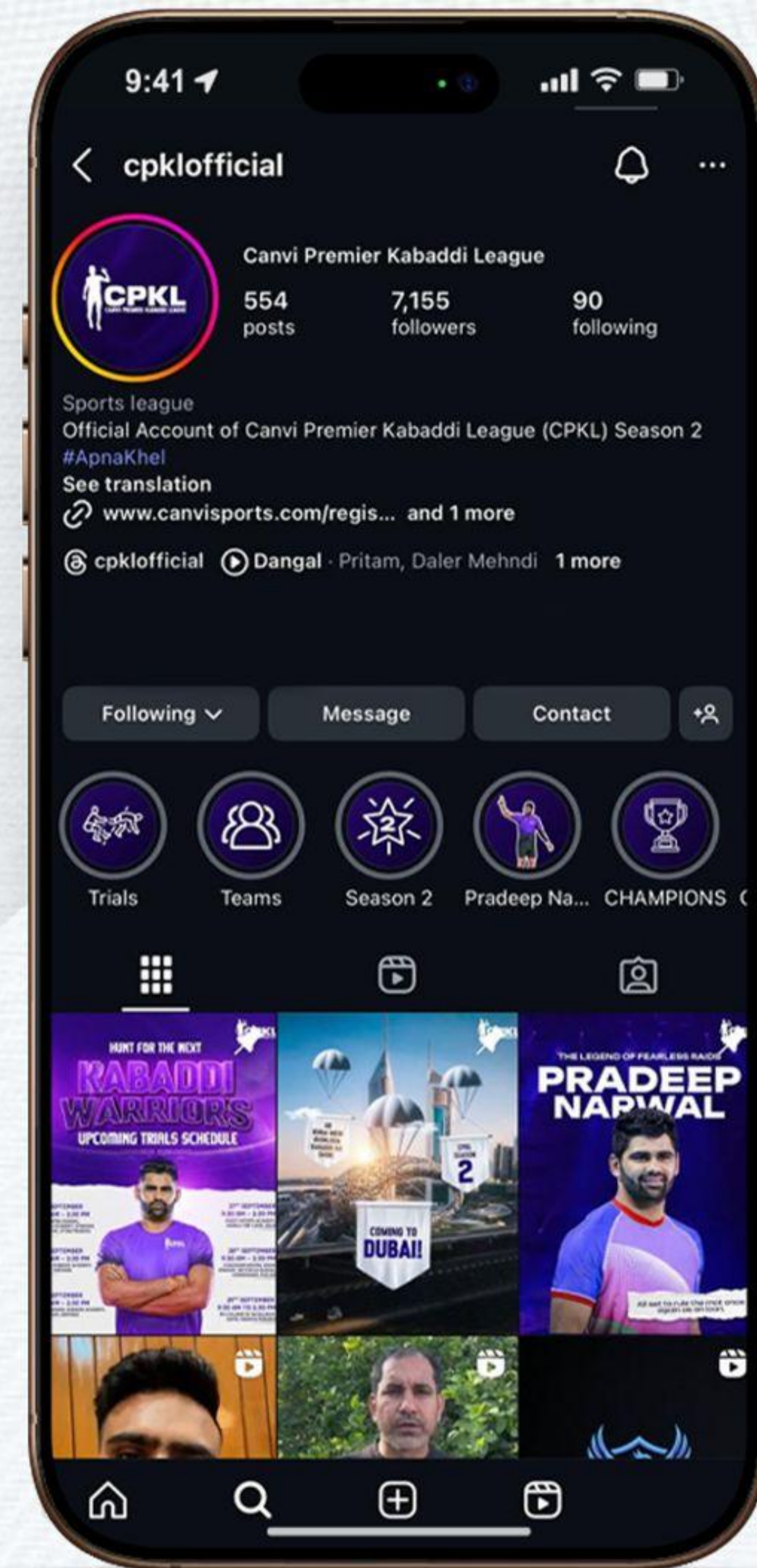
# LEAGUES MANAGED



## CANVI PREMIER KABADDI LEAGUE (CPKL)

We are managing CPKL, a professional kabaddi league, with end-to-end responsibilities across digital media, PR, branding, sponsorships, and fan engagement. Our role covers league-wide content production, team identity creation, auction and match promotions, and influencer-driven campaigns to maximize audience reach.

By combining structured storytelling with regional connect, we are building a strong CPKL brand presence, driving consistent fan excitement, and ensuring sponsor deliverables are met with impact. With these strategic efforts, CPKL is positioned as a growing force in India's kabaddi ecosystem.





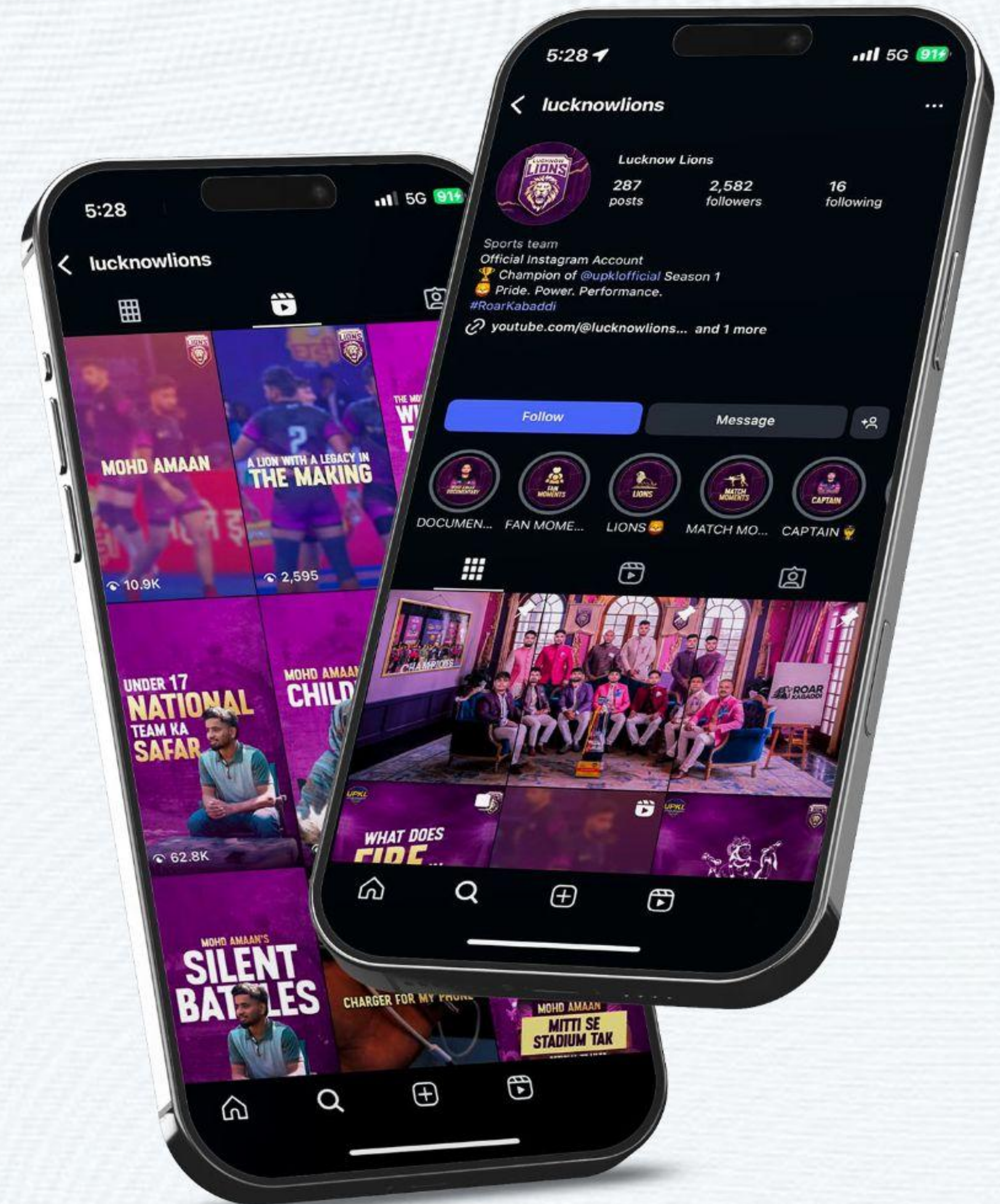
# TEAM MANAGED



## LUCKNOW LIONS

UPKL (Uttar Pradesh Kabaddi League)

As the official digital media partner for Lucknow Lions, our agency implemented a comprehensive content strategy focused on regional relevance and high-impact engagement. We managed end-to-end content creation, including short-form reels, vernacular copywriting, and match highlights, optimized for Instagram and Facebook algorithms. Through data-driven scheduling, performance analytics, and paid promotions, we grew the follower base, improved reel reach by over 250%, and maintained consistent brand visibility during pre-season, trials, and match phases.





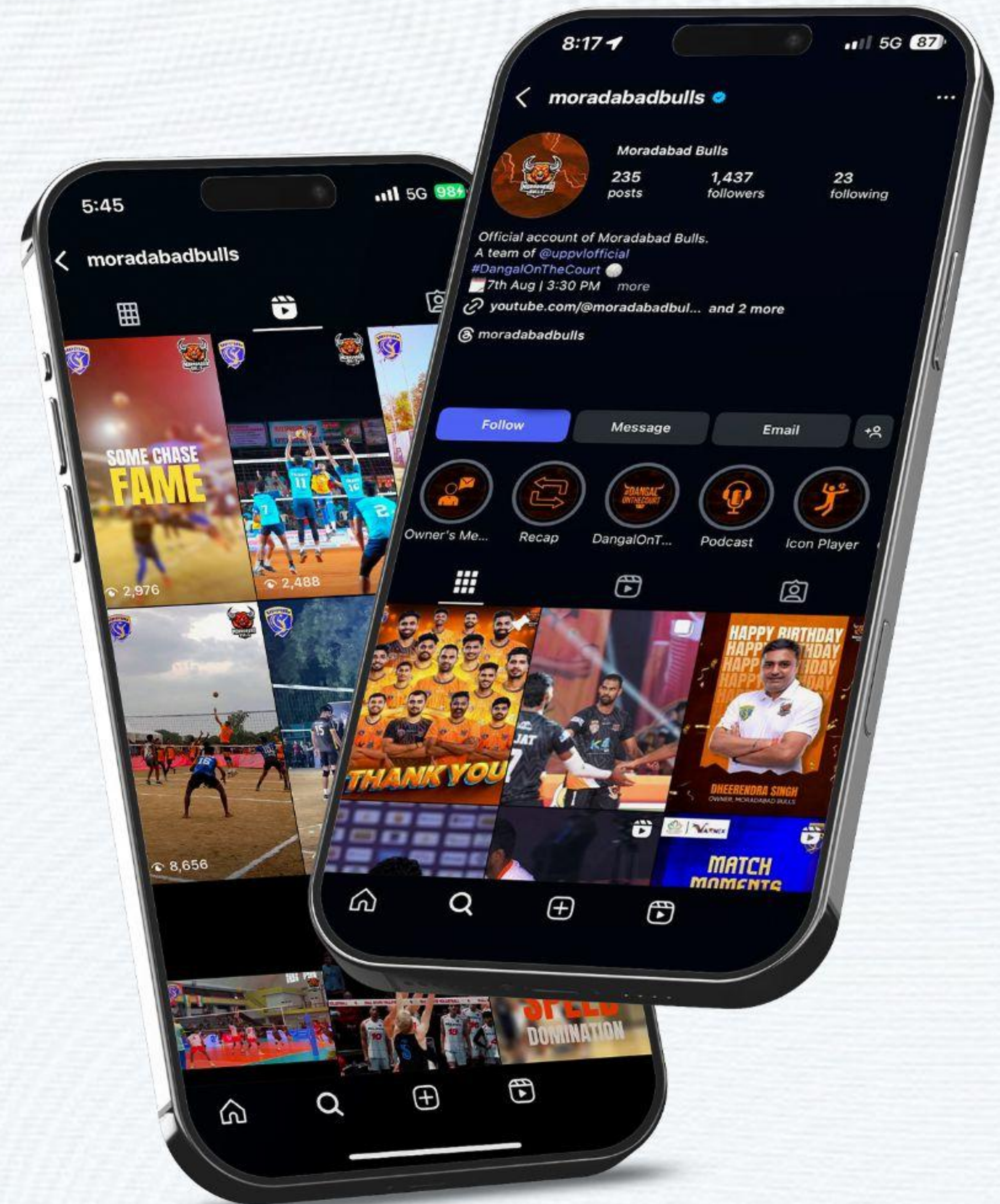
# TEAM MANAGED



## MORADABAD BULLS

UPPVL (Uttar Pradesh Pro Volleyball League)

For Moradabad Bulls, we executed a localized digital media plan focused on identity-building before the league launch. Our team handled daily content production—featuring AI-generated match visuals, rhymed captions in Hinglish, and story formats—to sustain audience interest. We implemented hashtag strategies, reel-first distribution, and CTA-driven interactive stories to increase account engagement by 3x. All creative assets were aligned with UPPVL brand guidelines while maintaining a distinct Moradabad flavor to strengthen city-wise digital traction.





# TEAM MANAGED

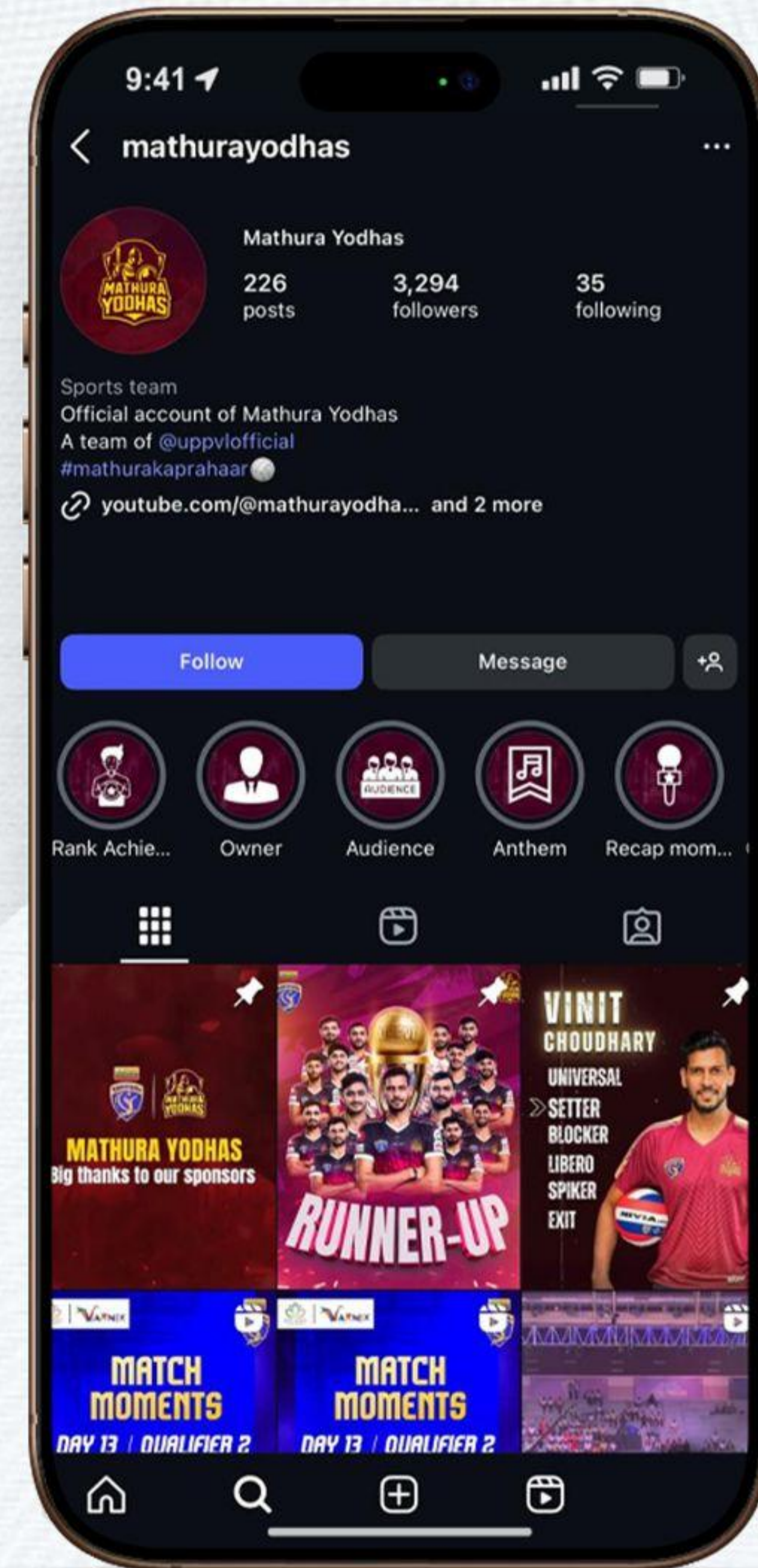


## MATHURA YODHAS

UPPVL (Uttar Pradesh Pro Volleyball League)

For Mathura Yodhas, we executed a culturally rooted digital media plan that blended the city's spiritual and warrior legacy with the excitement of volleyball. Our team produced daily content featuring AI-driven match creatives, Hindi-English mix captions inspired by the heritage, and story-led formats that built an emotional connection with fans.

In addition to content creation, we strategically handled sponsorship management, ensuring seamless brand integration across digital campaigns, partner activations, and on-ground visibility. Interactive reels, polls, quizzes, and CTA-led stories amplified engagement, while hashtag-driven campaigns reinforced the Yodhas' fighting spirit.





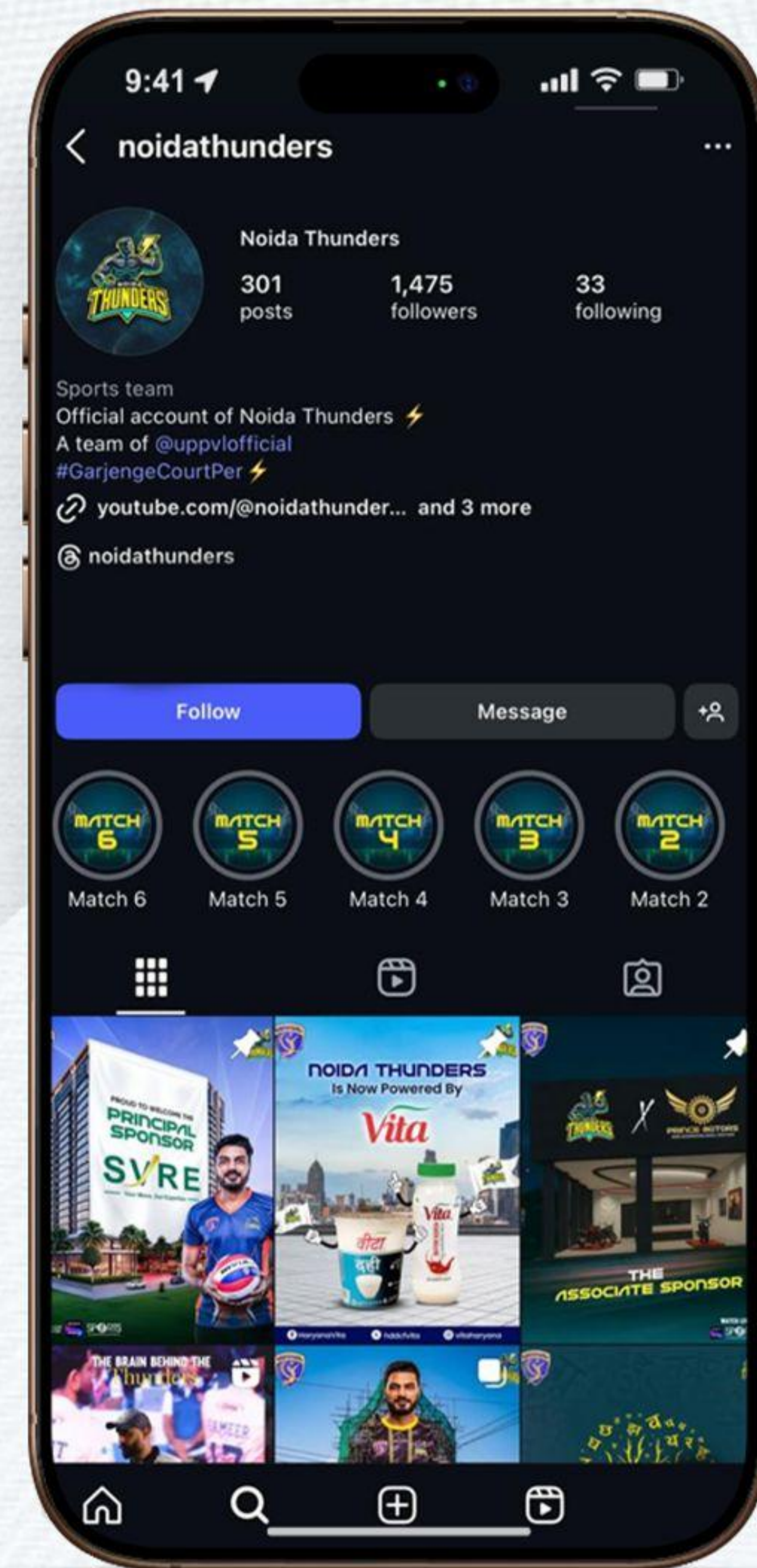
# TEAM MANAGED



## NOIDA THUNDERS

UPPVL (Uttar Pradesh Pro Volleyball League)

As the digital media agency for Noida Thunders, we built a strong online presence from the ground up. We developed a structured content calendar from April through August 2025, with thematic campaigns, branded motion graphics, and animated player showcases. Leveraging AI design tools, Instagram Reels optimization, and region-based audience targeting, we ensured consistent growth and audience retention. All analytics, including post reach, story views, and follower conversion rates, were tracked weekly to refine strategy and maintain competitive digital performance across UPPVL teams.





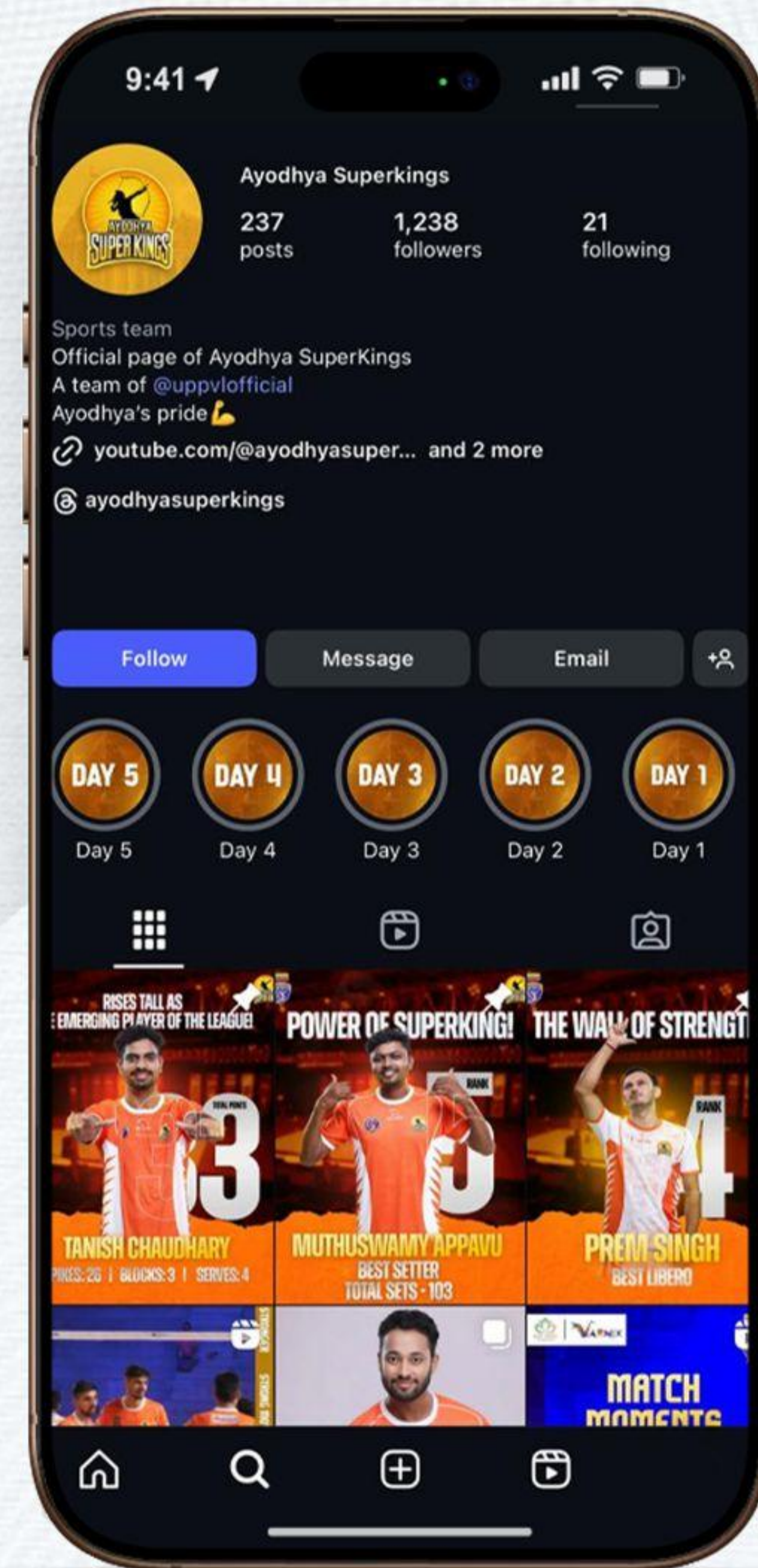
# TEAM MANAGED



## AYODHYA KINGS

UPPVL (Uttar Pradesh Pro Volleyball League)

Our agency led the digital branding and content ecosystem for Ayodhya Kings, blending heritage-based visuals with high-performance volleyball storytelling. We handled concept-to-execution of reels, static posts, countdowns, and fan engagement content using AI-enhanced 3D renders and localized hashtags. Campaigns were optimized for organic reach and discovery through strategic collaborations, SEO-focused captioning, and engagement-led copywriting. We also monitored real-time analytics to drive adaptive content deployment and maximize pre-season fan acquisition.





# WHAT WE HAVE DONE?



BRAND DESIGNING  
LOGOS AND DECK



BRAND AND  
COMMUNICATION



SPONSORSHIP  
MANAGEMENT



SOCIAL MEDIA  
MANAGEMENT



PR & OUTREACH



ANTHEM FOR  
LEAGUE AND TEAM



TEAM JERSEYS  
AND KIT



VENDOR  
MANAGEMENT



VENUE MANAGEMENT  
LIGHT, SOUND AND OPERATIONS (UPPVL)



WEBSITE AND IT



ON GROUND  
COMPLETE BRANDING



AUCTION EVENT  
MANAGEMENT



# WEBSITES





# ANTHEM





# JERSEY DESIGNING





# BRANDS WE WORK WITH





# OUR IP's

The logo for Anagmi features a white infinity symbol above the word "anagmi" in a white, lowercase, sans-serif font, all set against a blue gradient background.

anagmi

The logo for Sports Sandesh features the word "sports" in a white, lowercase, sans-serif font above the word "Sandesh" in a white, uppercase, sans-serif font, all set against a red gradient background.

sports  
Sandesh

The logo for Yugdharā features the word "युगधरा" in a white, Devanagari script font, all set against a beige gradient background.

युगधरा



**FOR MORE** DETAILS

**business@varnix.in**

**91- 6200671009 | 91-9893488659**

**www.varnix.in**

## **OFFICE**

Indore – Scheme No 54, Vijay Nagar, Indore

Noida – Sector 72, Noida, Uttar Pradesh, India – 201301