



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



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



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



RISHI RAJ

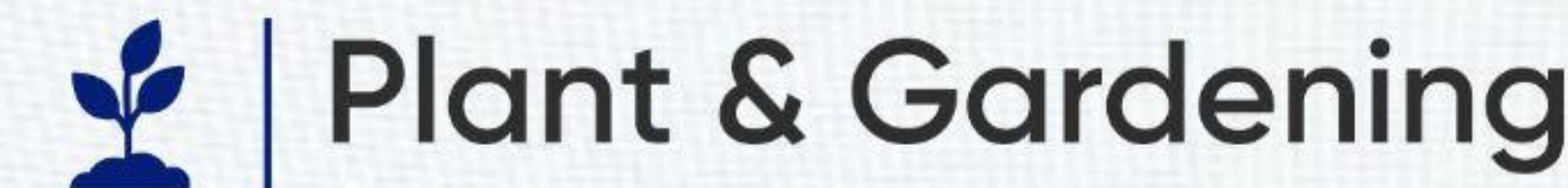
DIRECTOR & CO-FOUNDER

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



INDUSTRIES WE SERVE



OUR WORKS

REGULAR BRANDING & MARKETING

SERVICES OVERVIEW

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



PRINCE MOTORS
HERO SHOWROOM, BADLI, HARYANA



ZUSSIO BERRY
Blended with Delight



SAHIL
GRAND



VAISH INTERNATIONAL
ASSOCIATION



CORPORATE IDENTITY



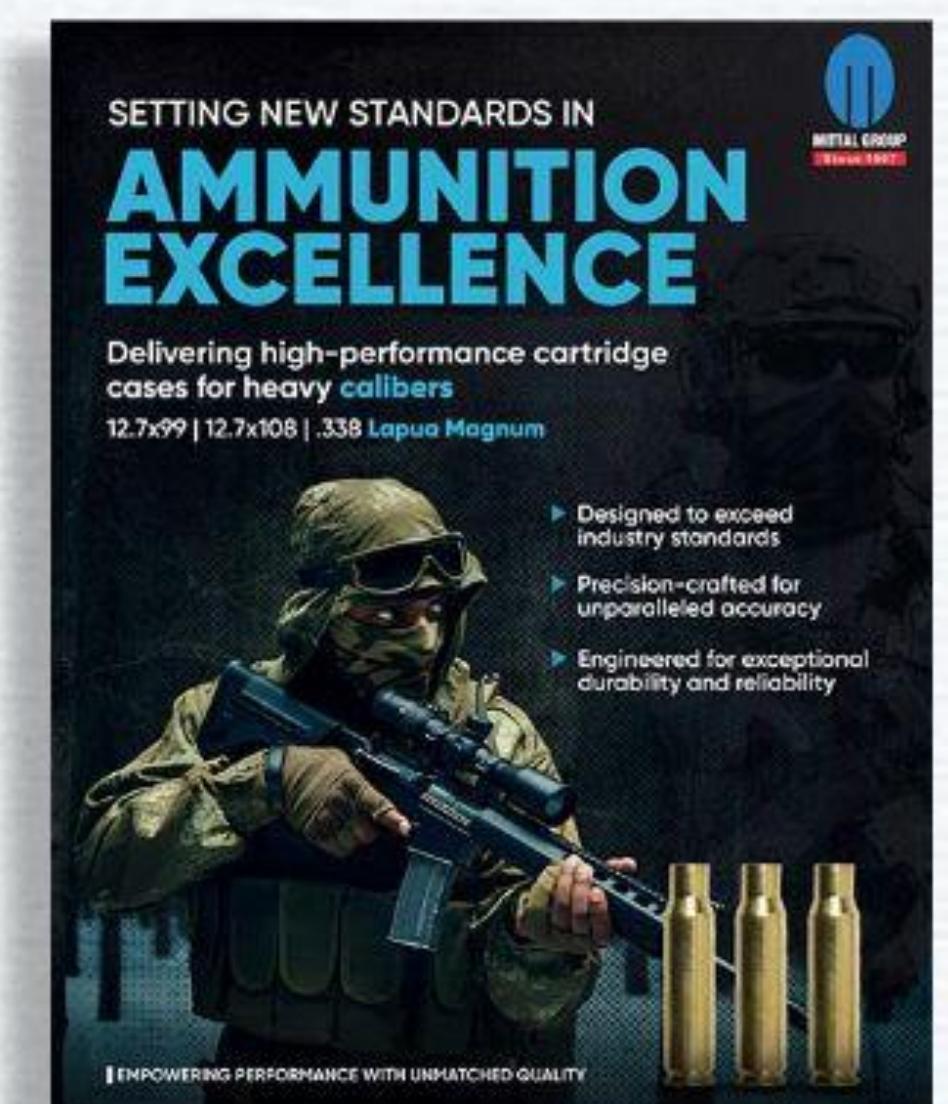
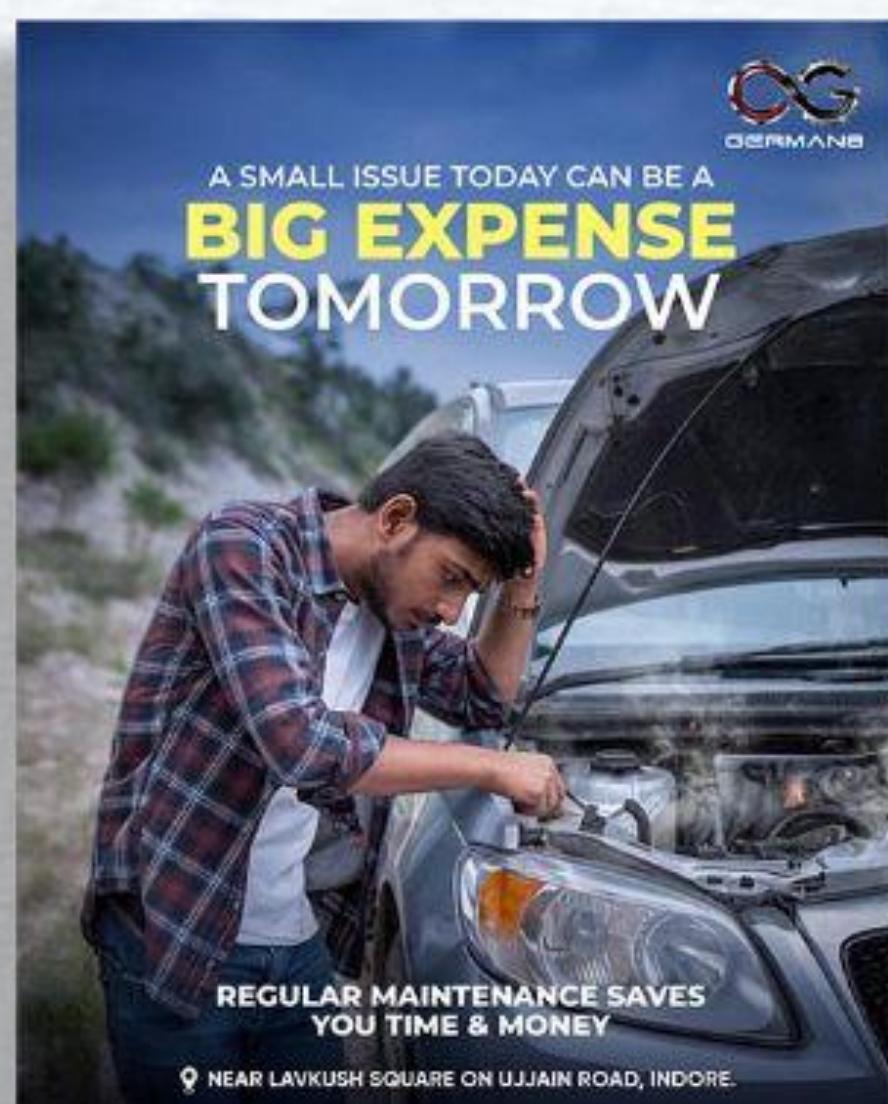
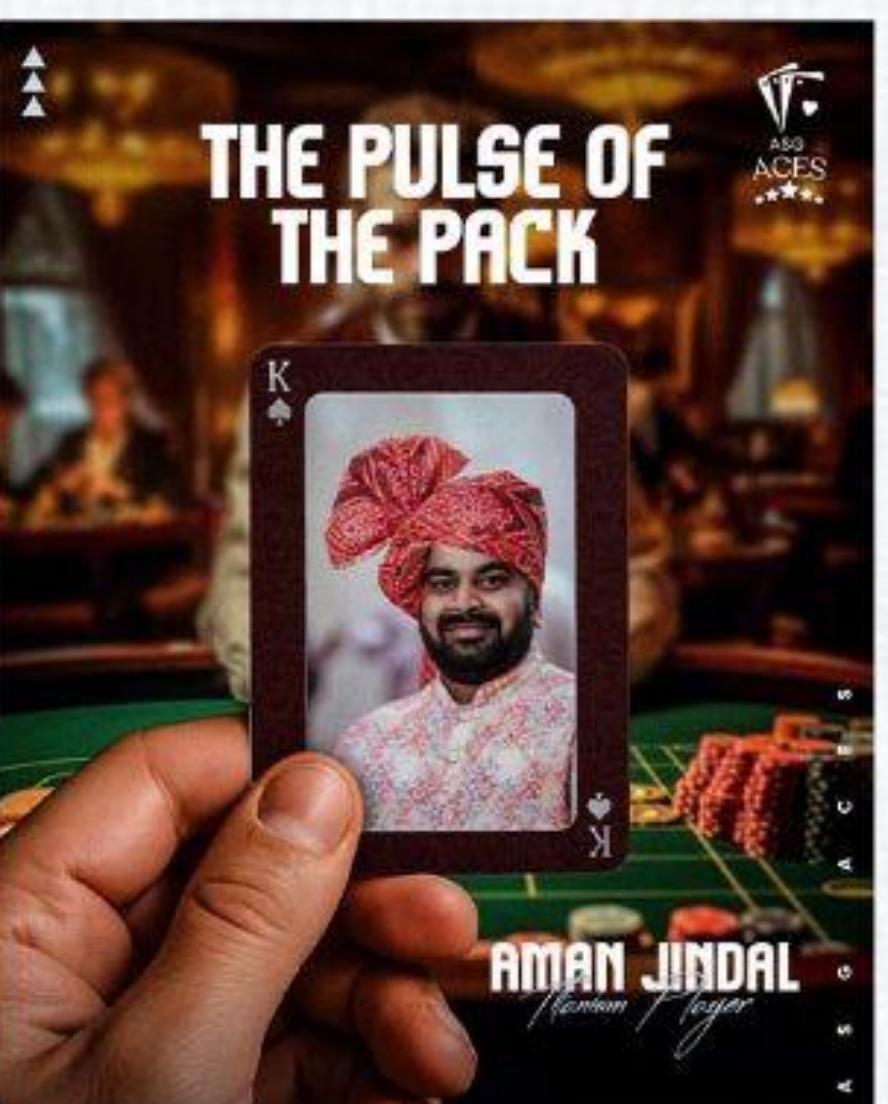
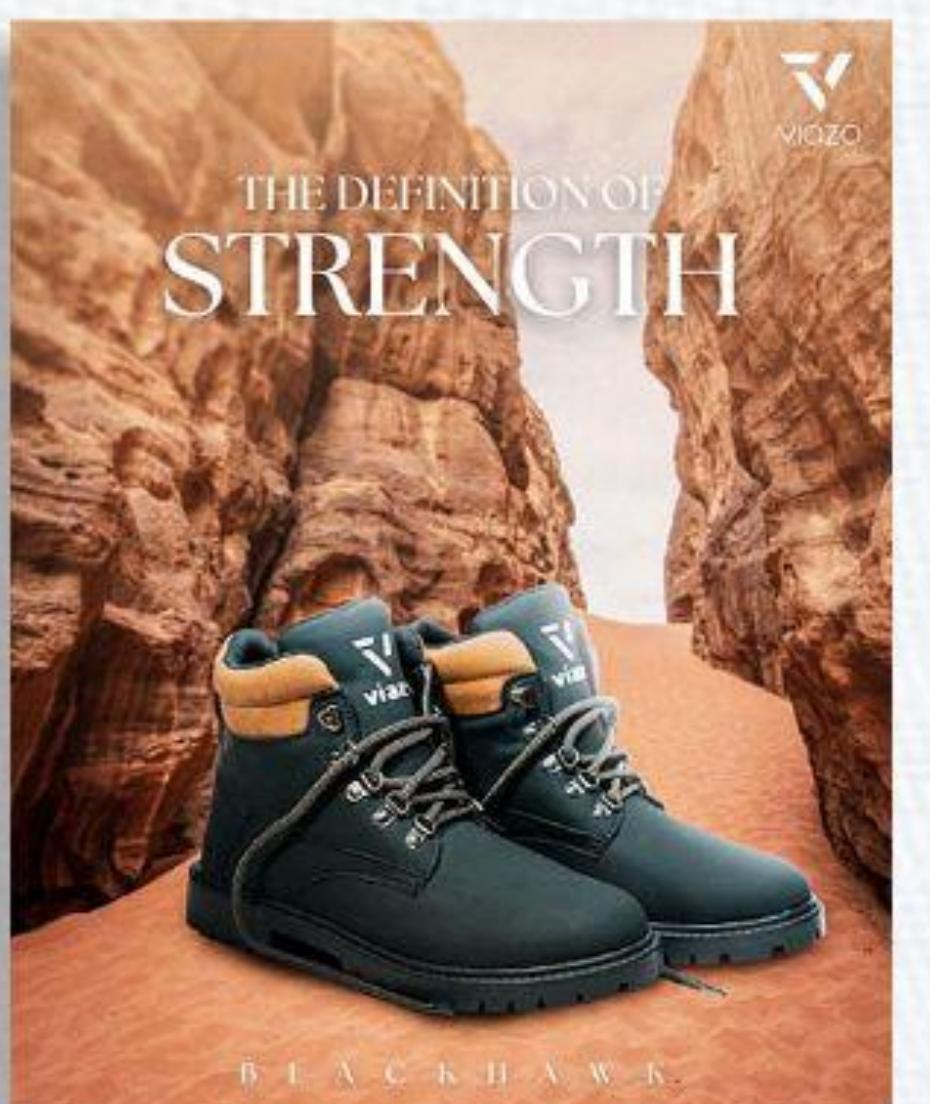
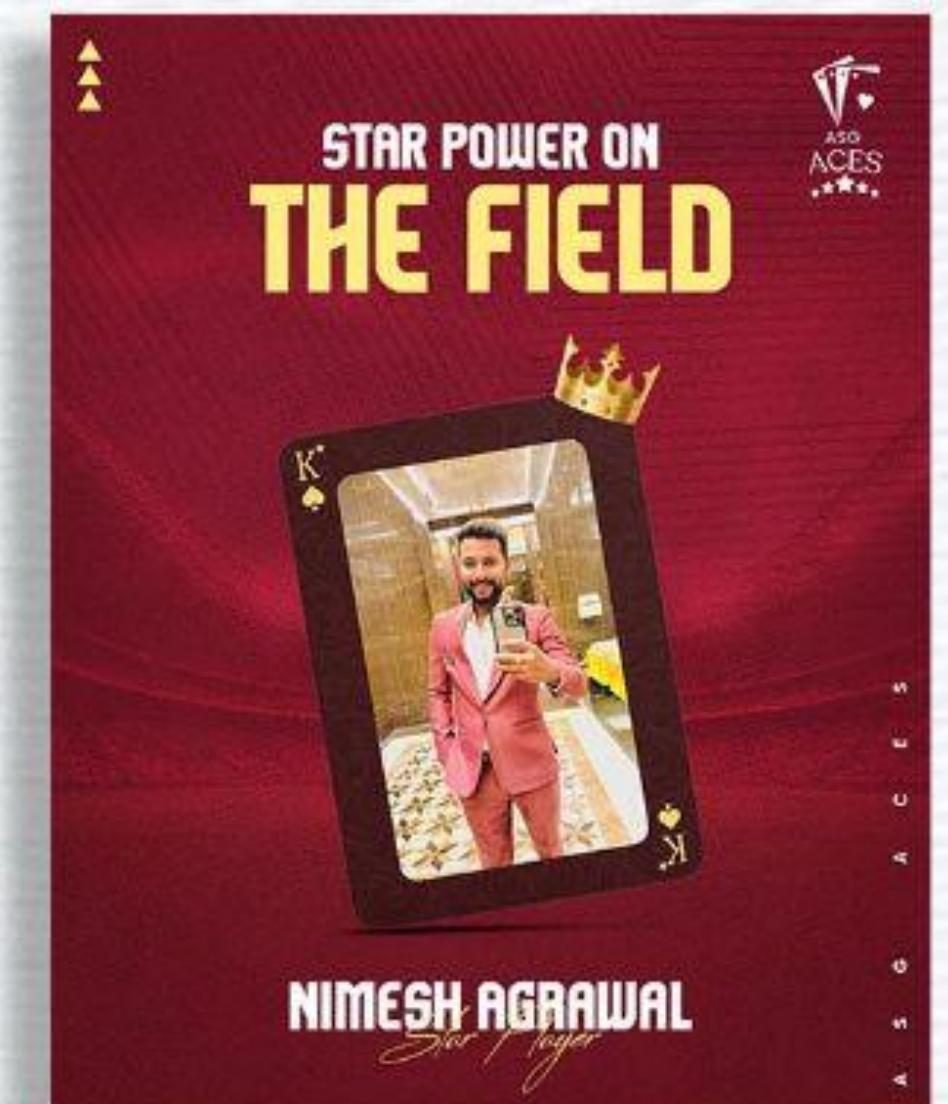
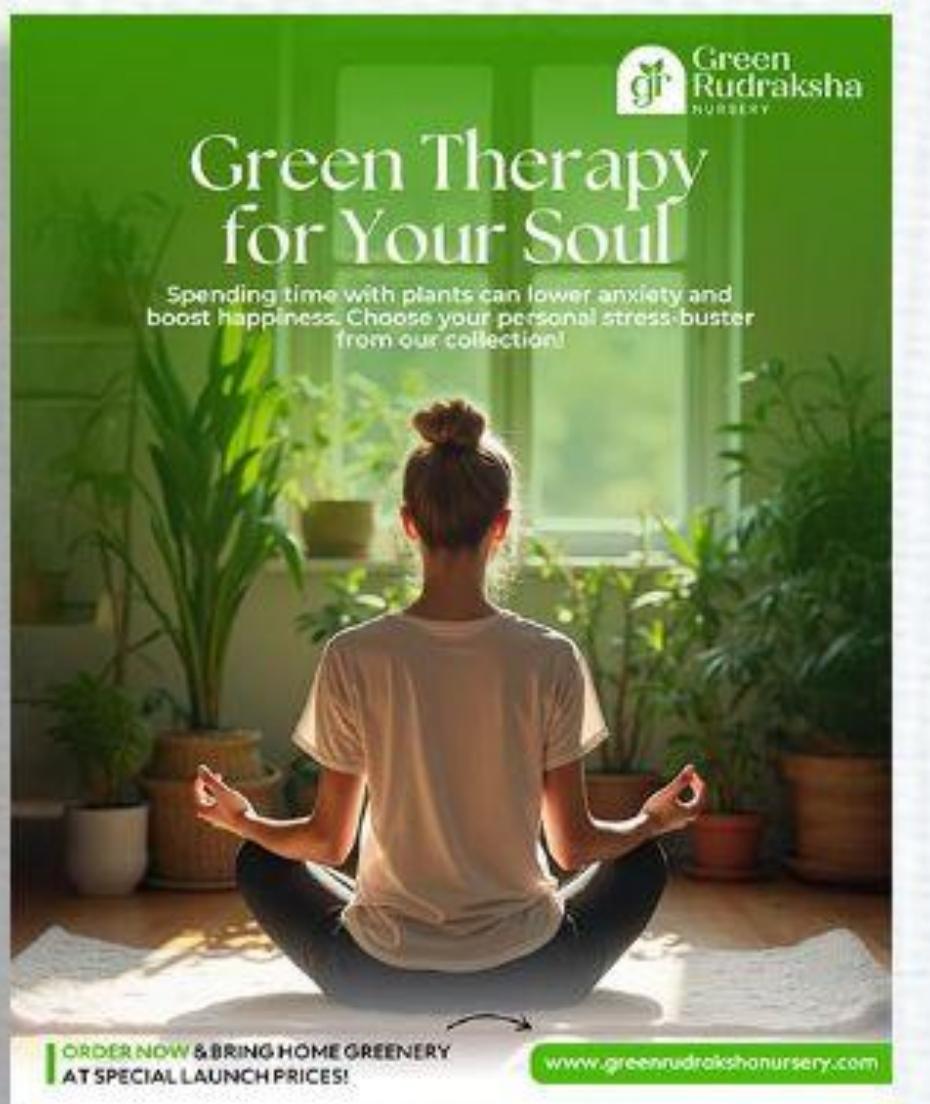
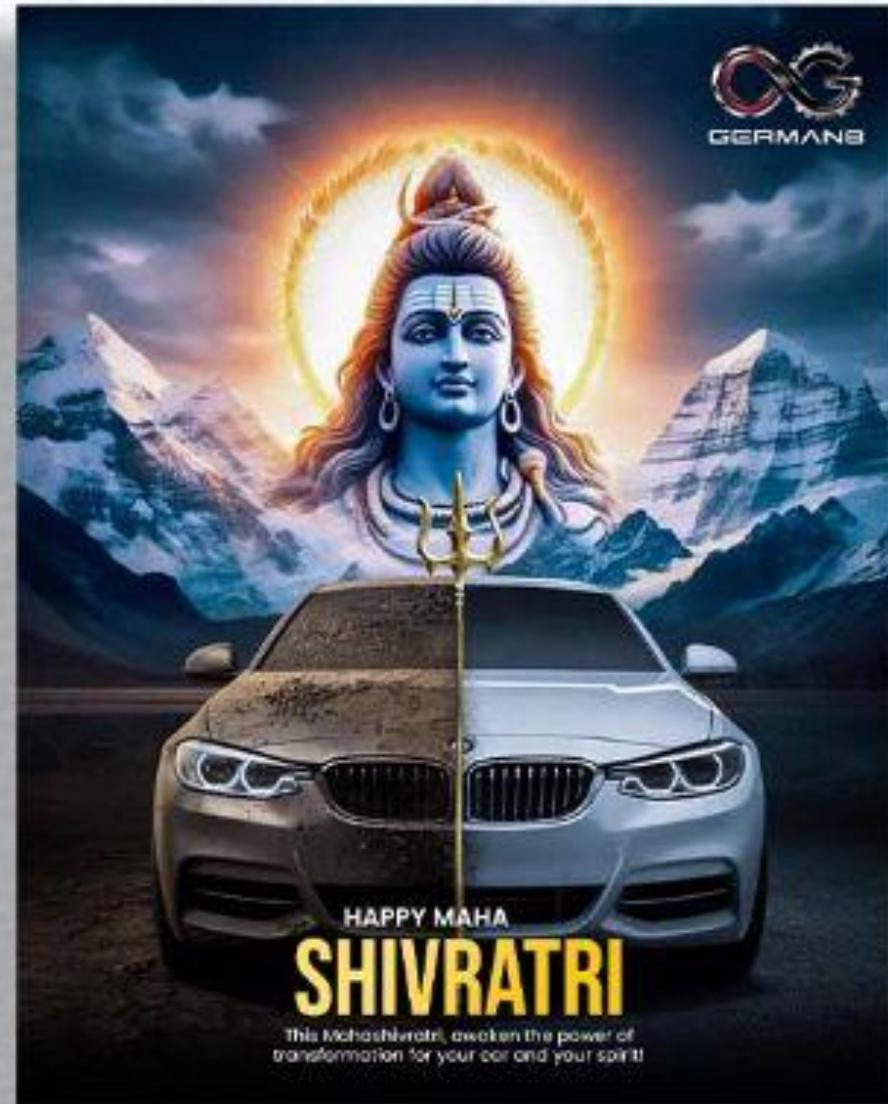
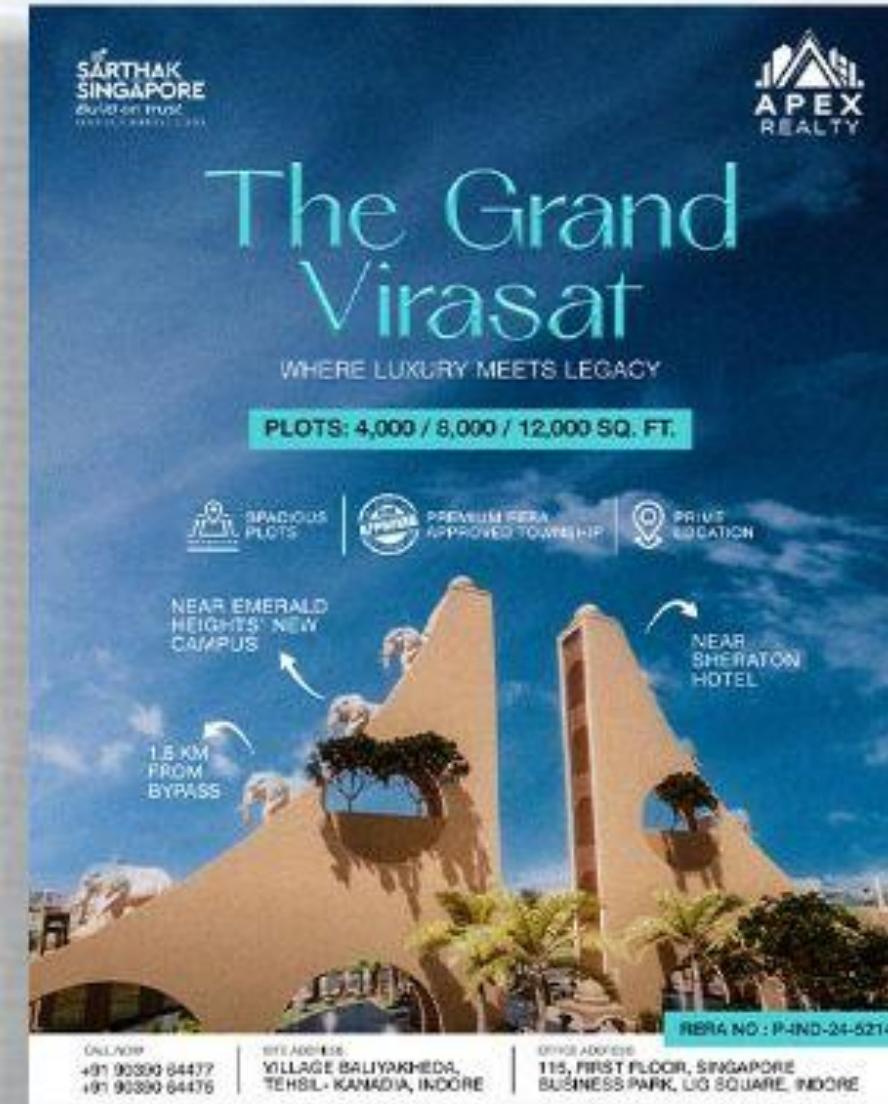
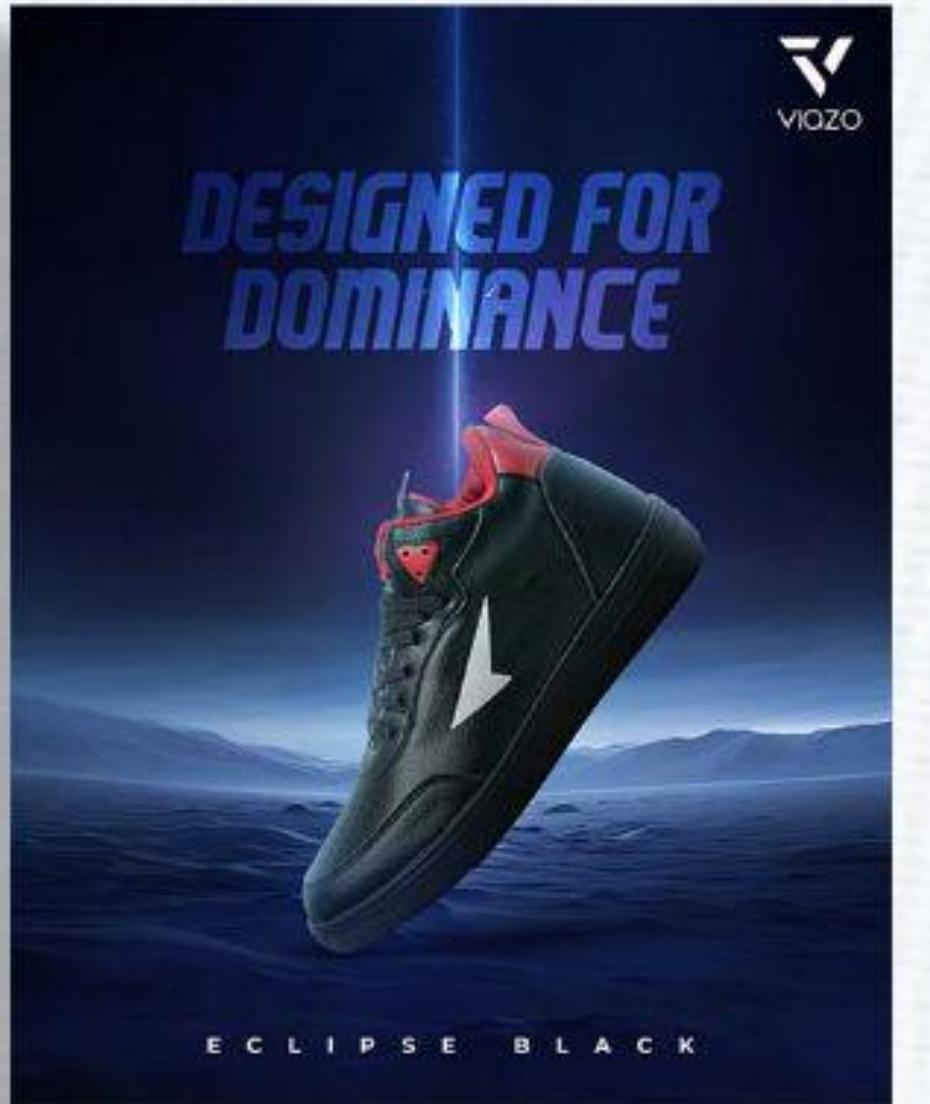
Our distinctive logo for Sahil Metropolitan Business Park transforms the letter "L" in "Sahil" into a majestic lion, seamlessly integrated with a key. This ingenious design symbolizes strength, leadership, and the key to unlocking boundless opportunities within the business park.

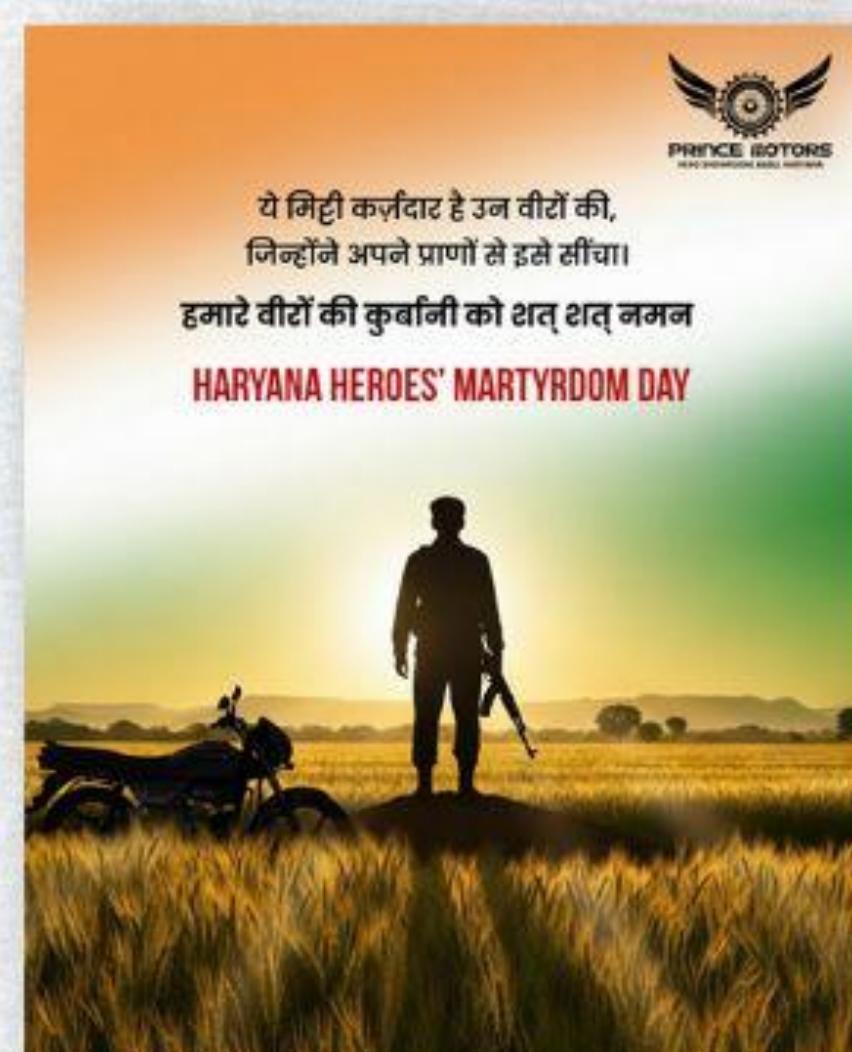
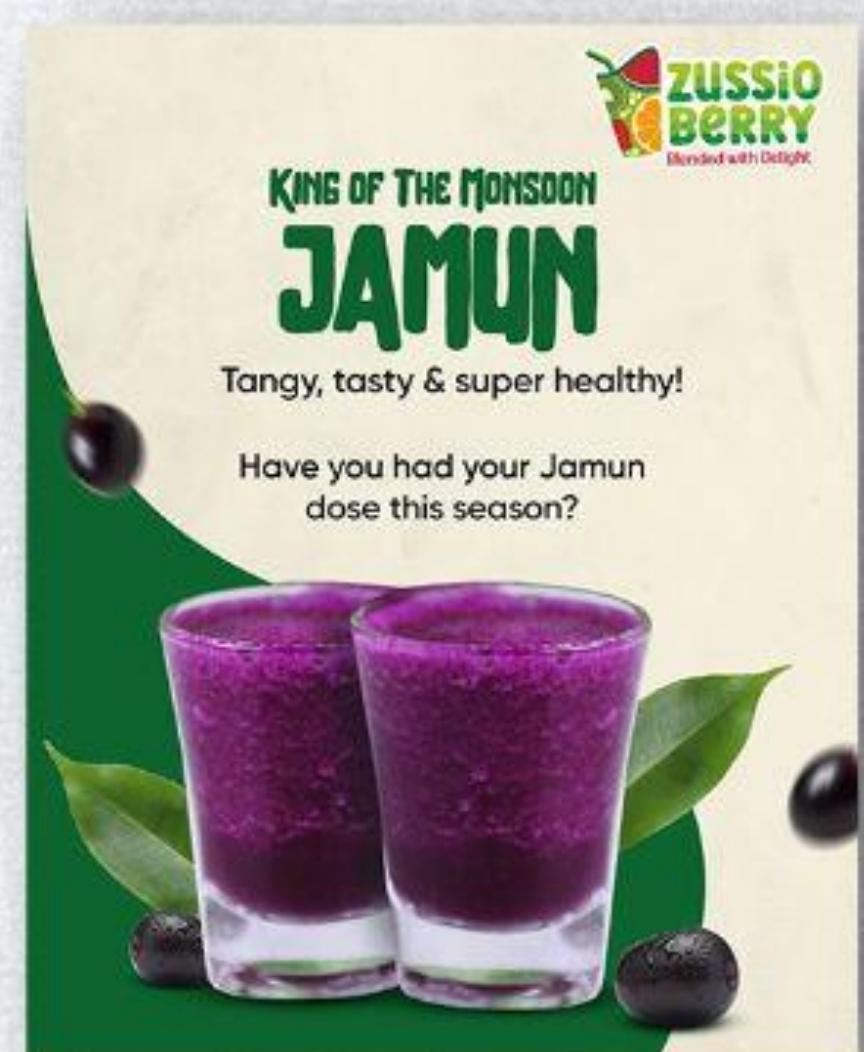
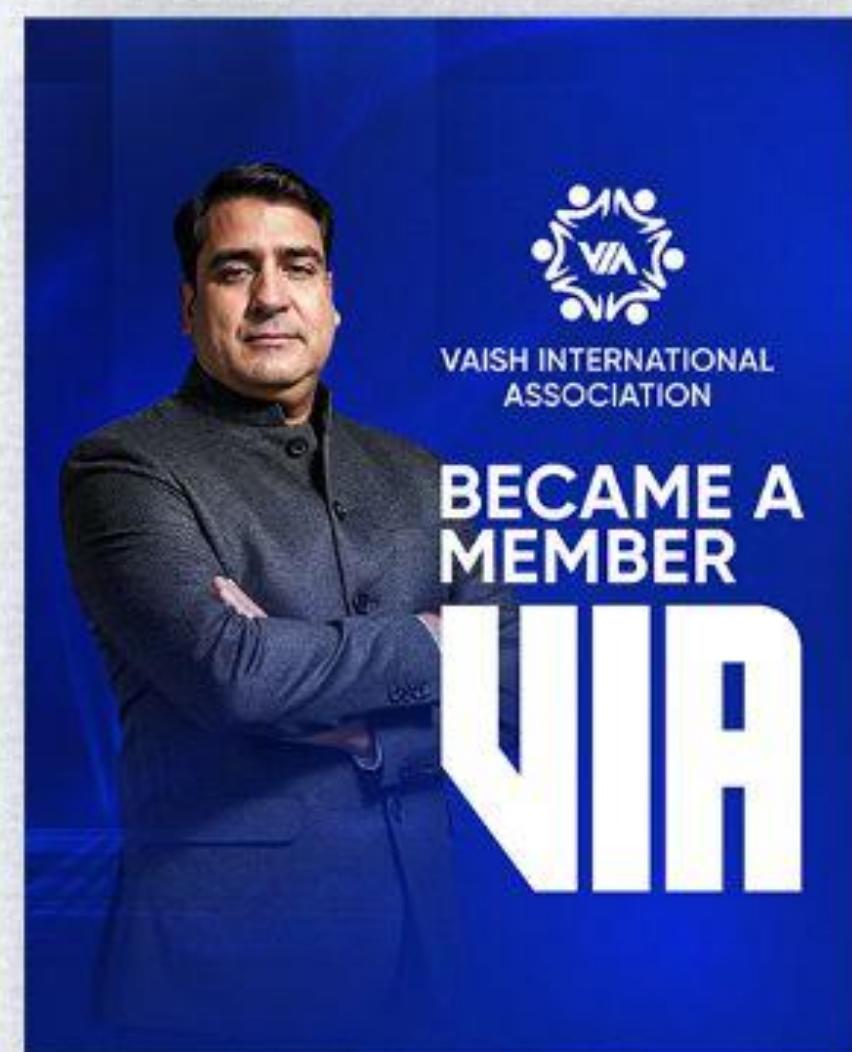
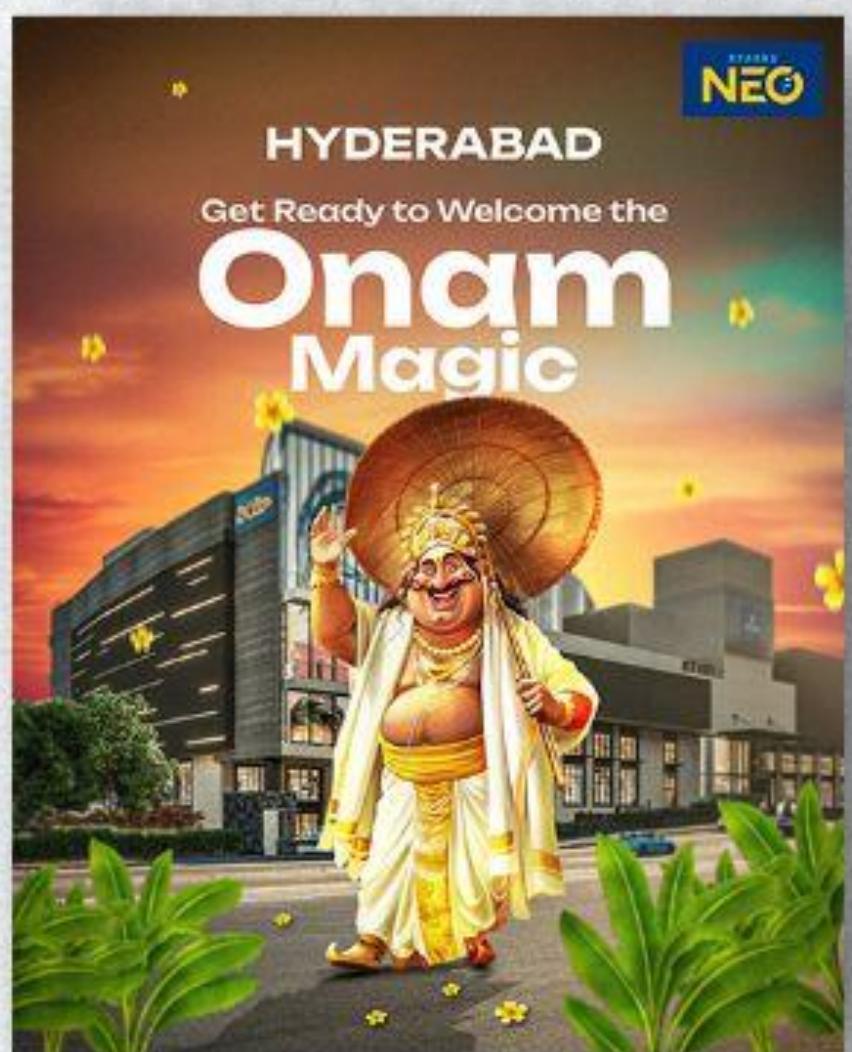
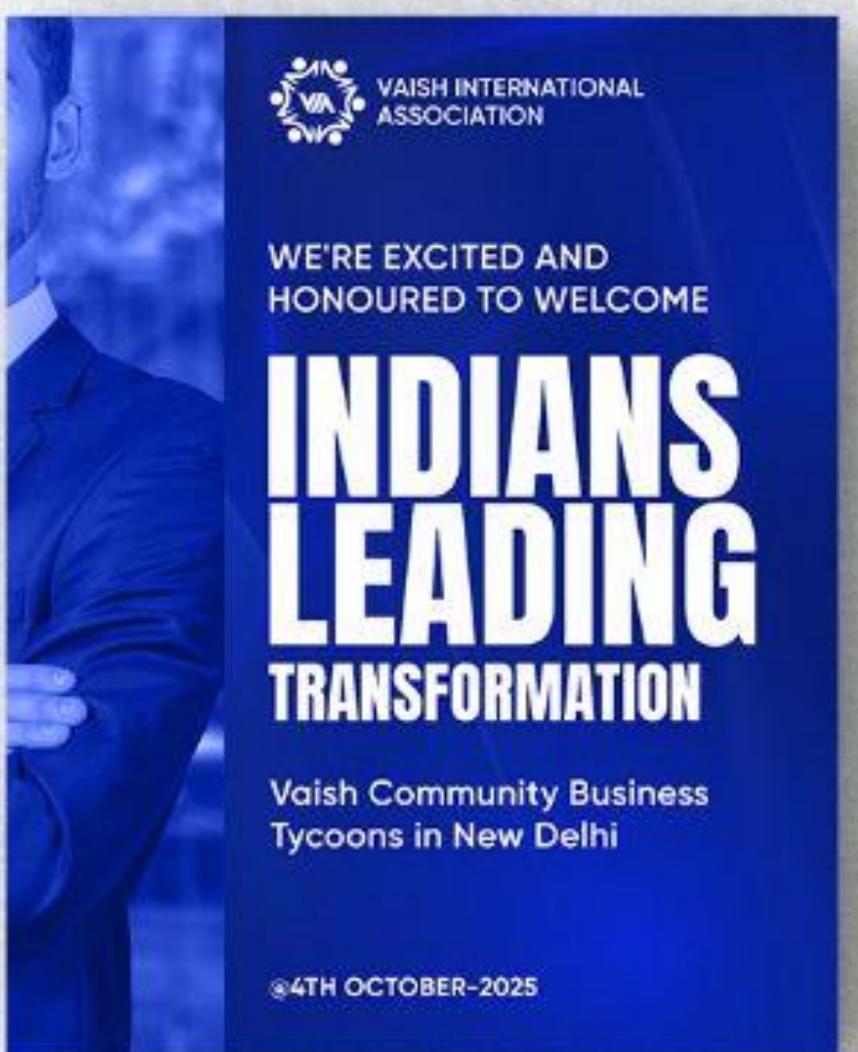
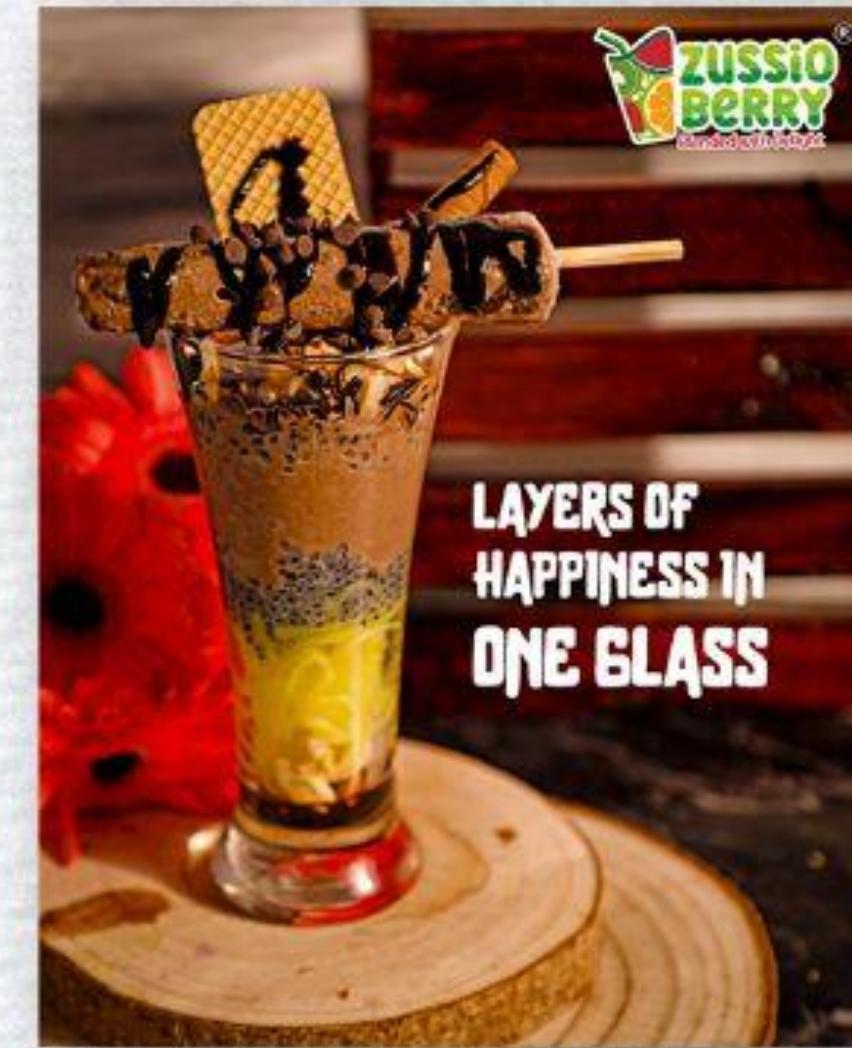
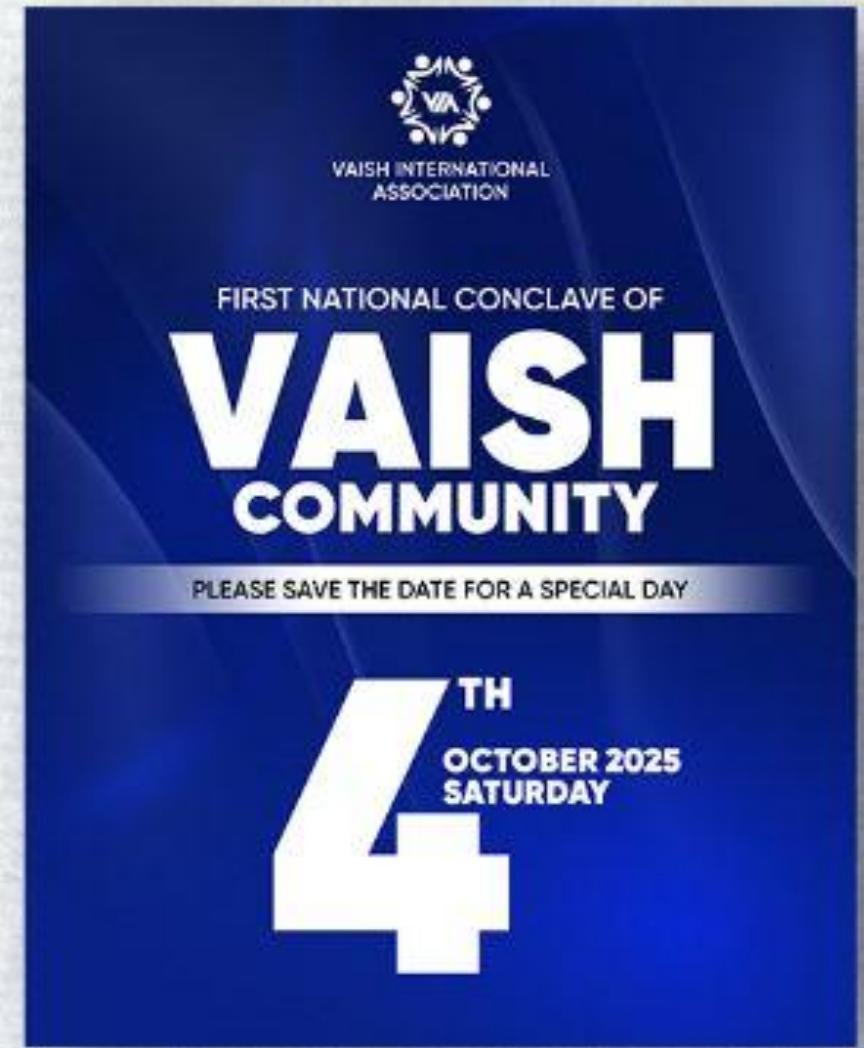
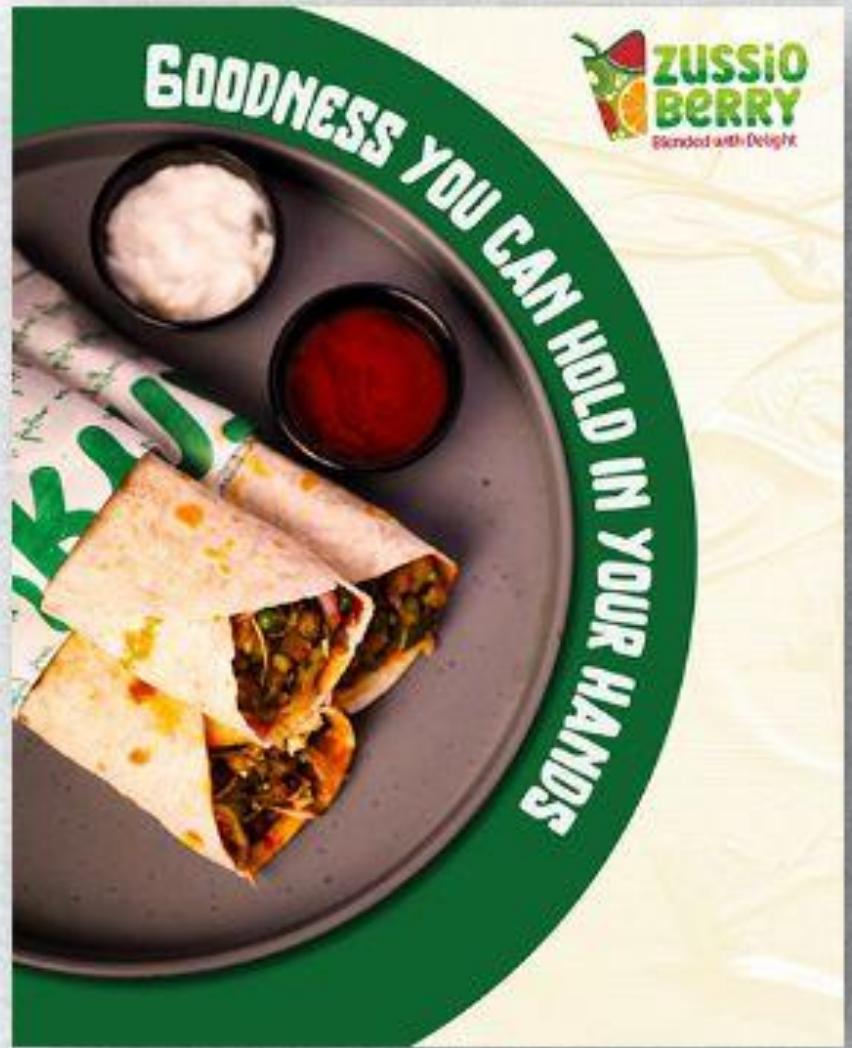
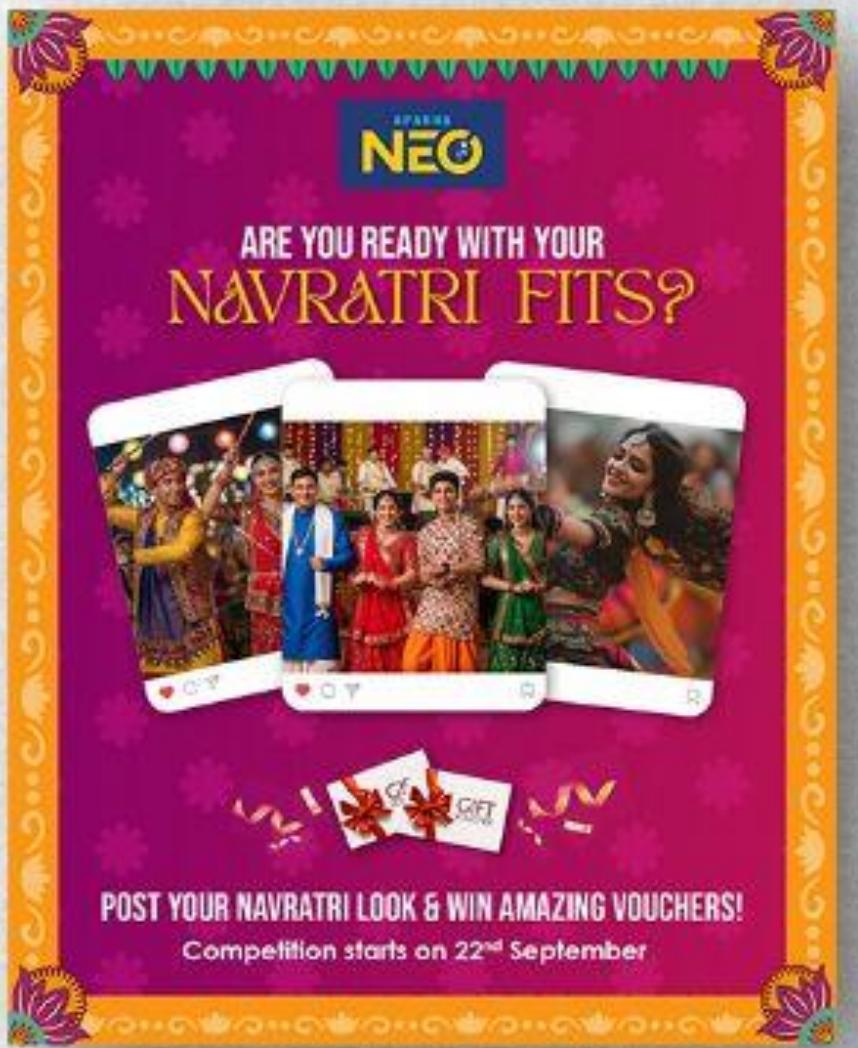
LOGO DESIGN



DIGITAL ADS







PRINT ADS

SAHIL GRAND

Your *family* deserves *luxury*

+91 78982-77877, +91 88899-25252



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.

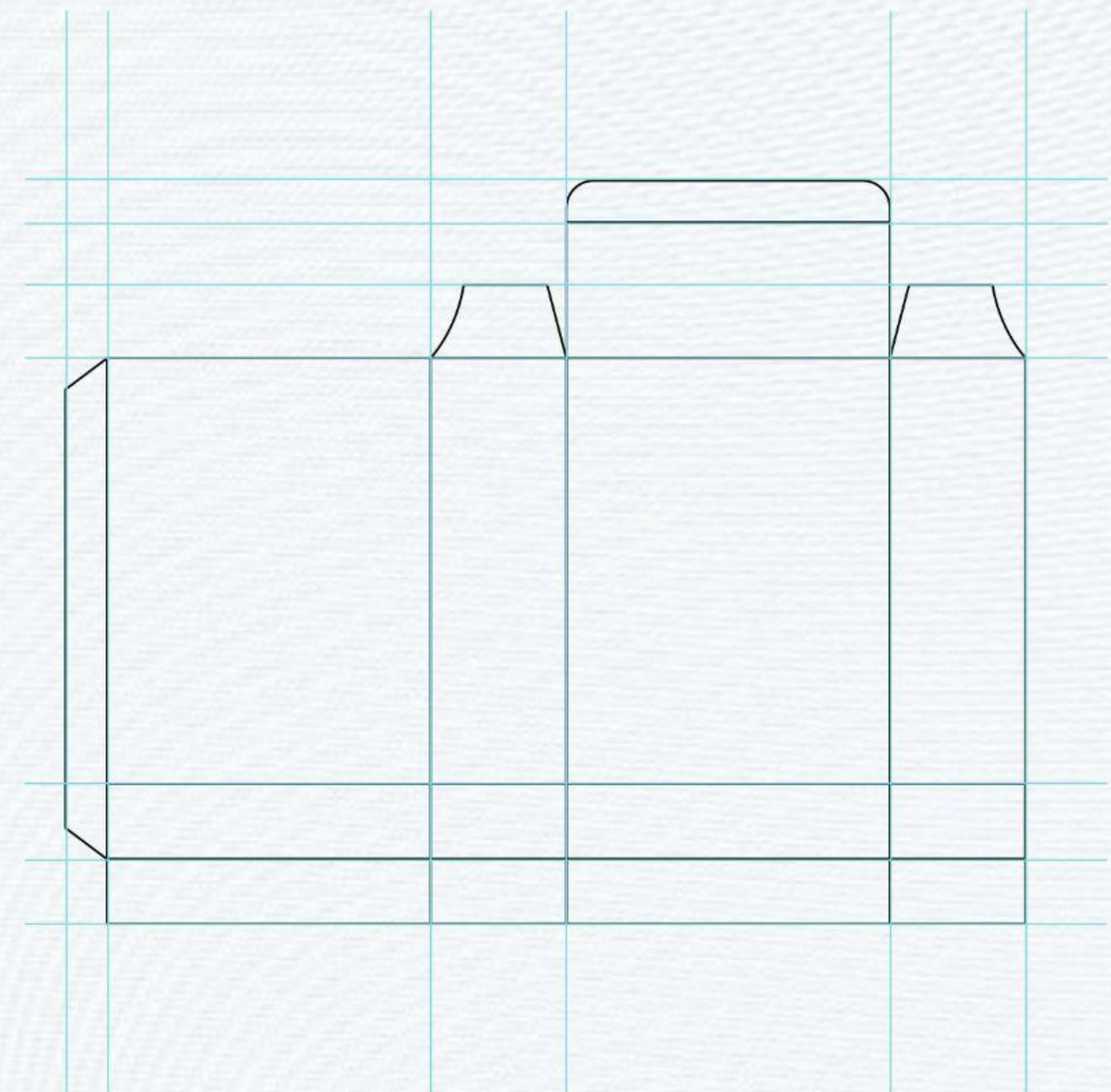
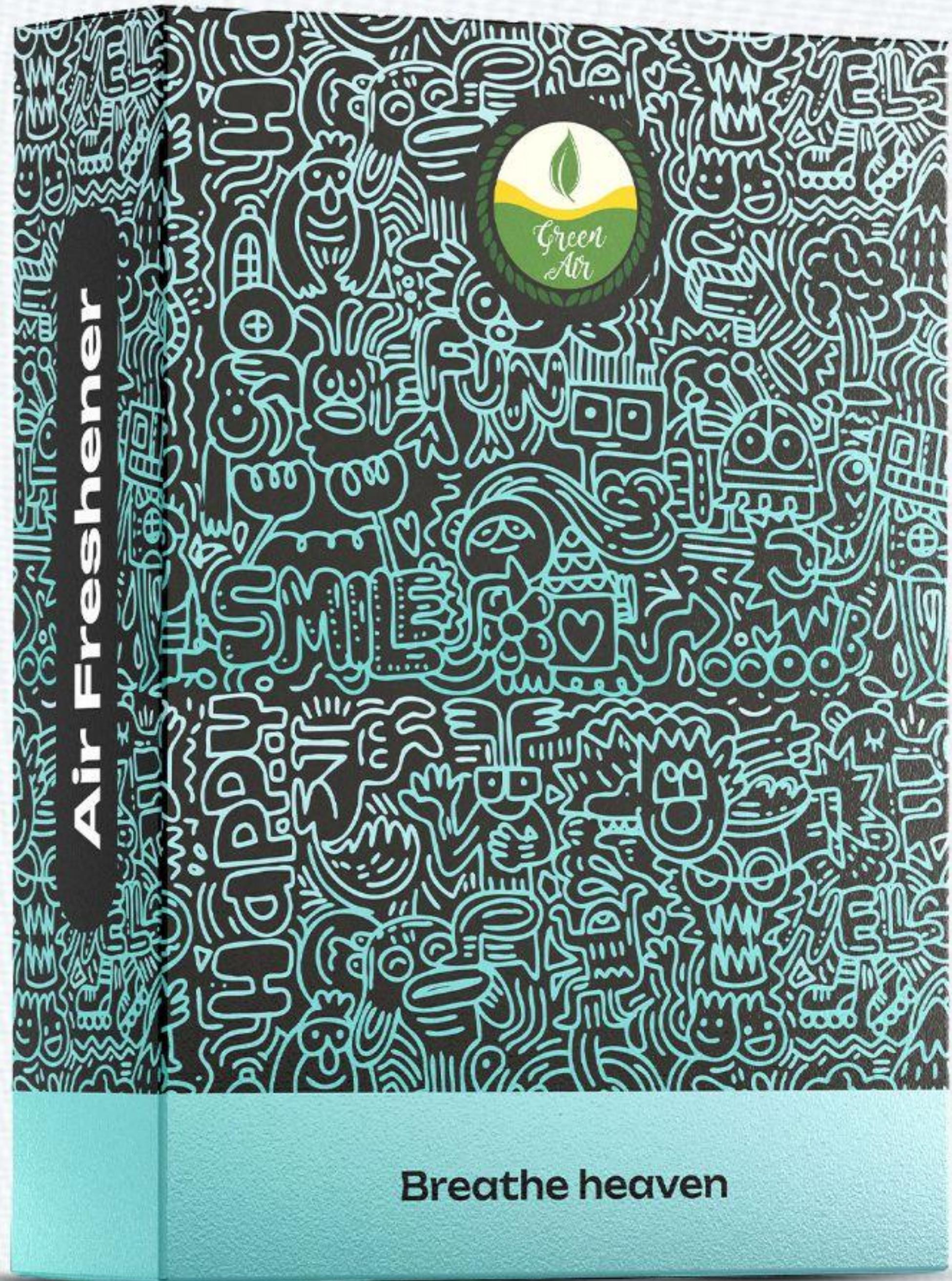


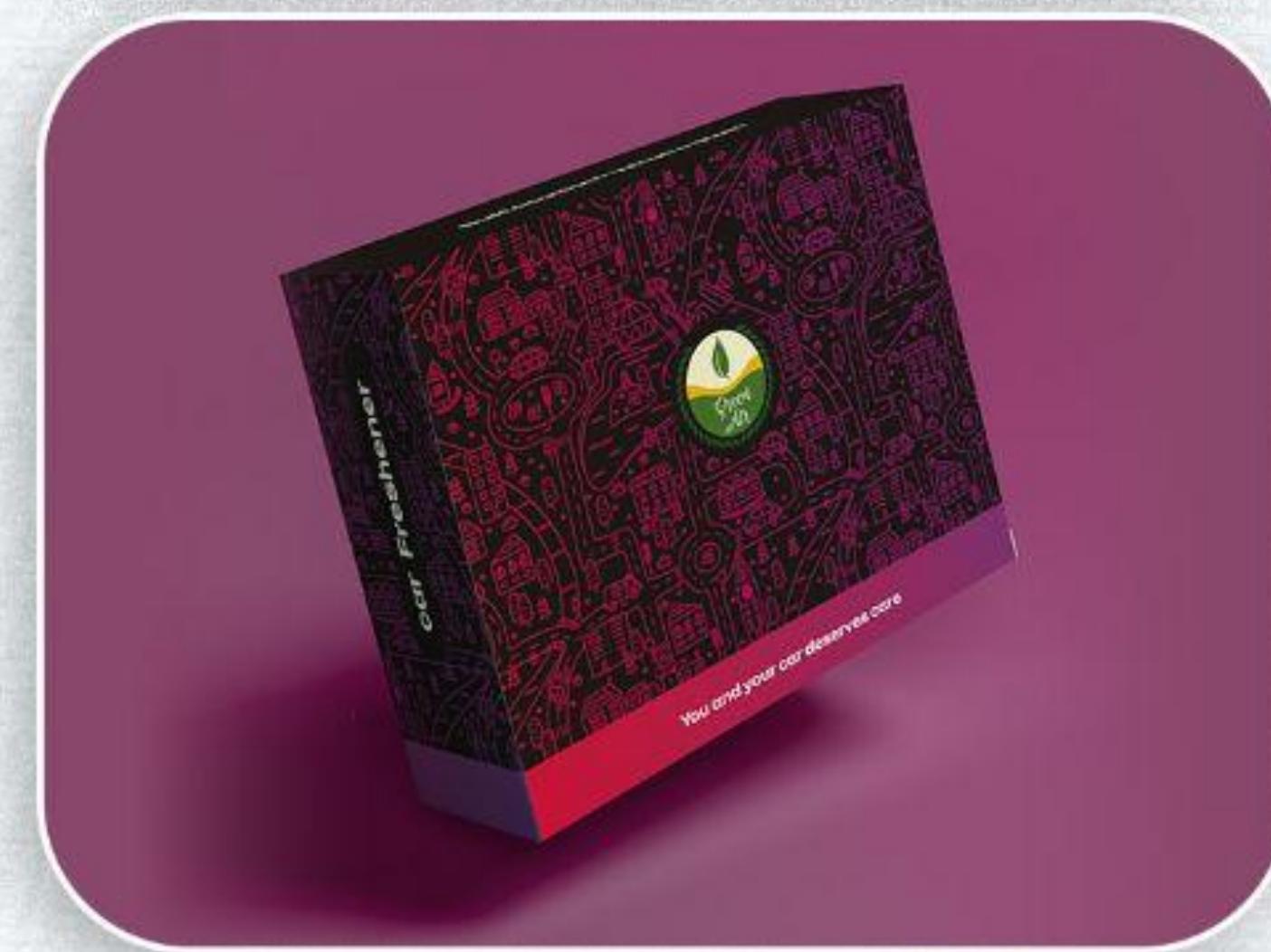
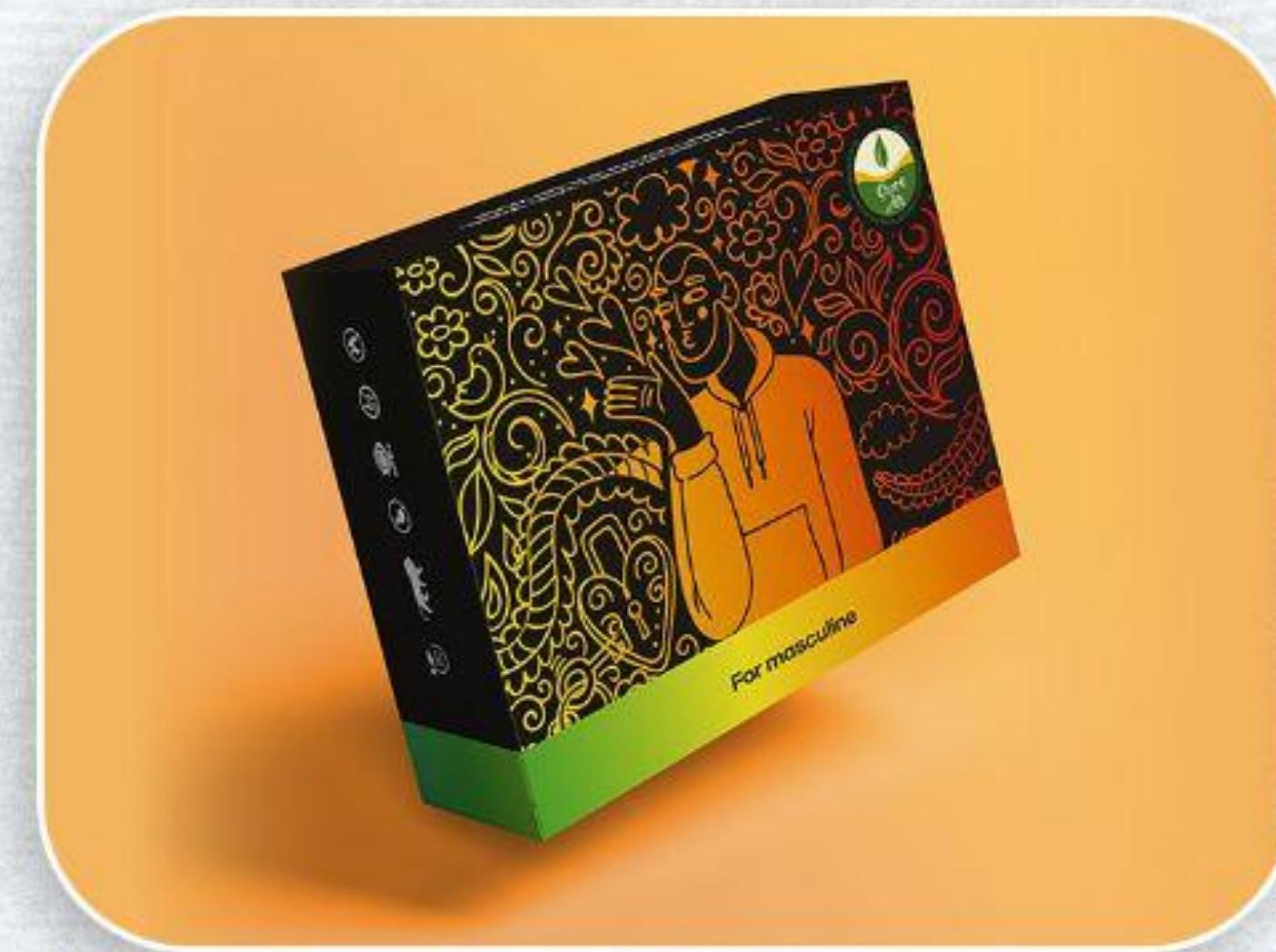
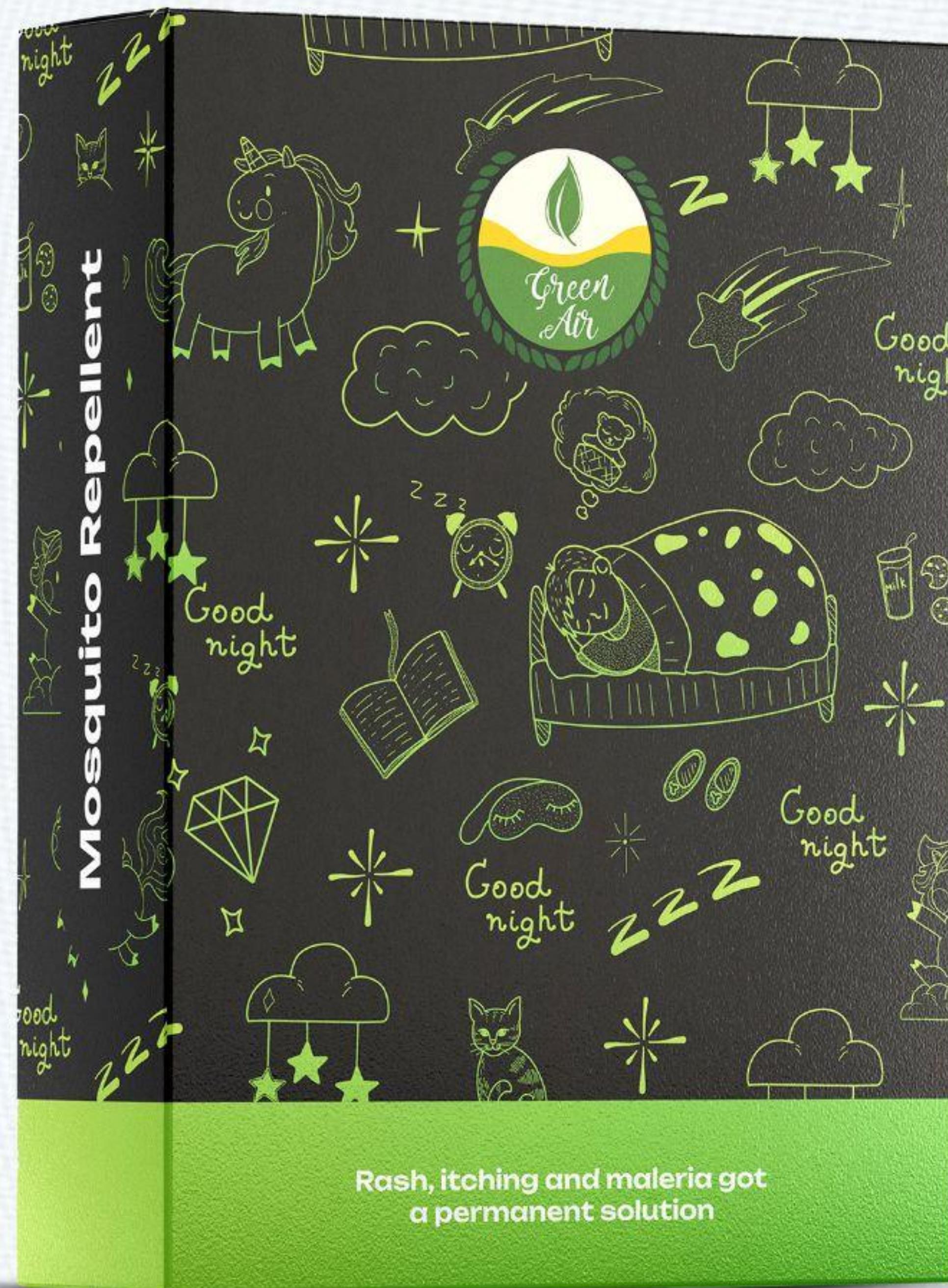
The "Wedding पुराण" logo is a vibrant and culturally rich emblem that beautifully blends modern wedding themes with traditional Indian aesthetics. Set in a bright pink backdrop, the design takes inspiration from Indian truck art and mela-style signage, giving it a festive, joyful, and unmistakably desi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

BROCHURE DESIGN



PACKAGING DESIGN







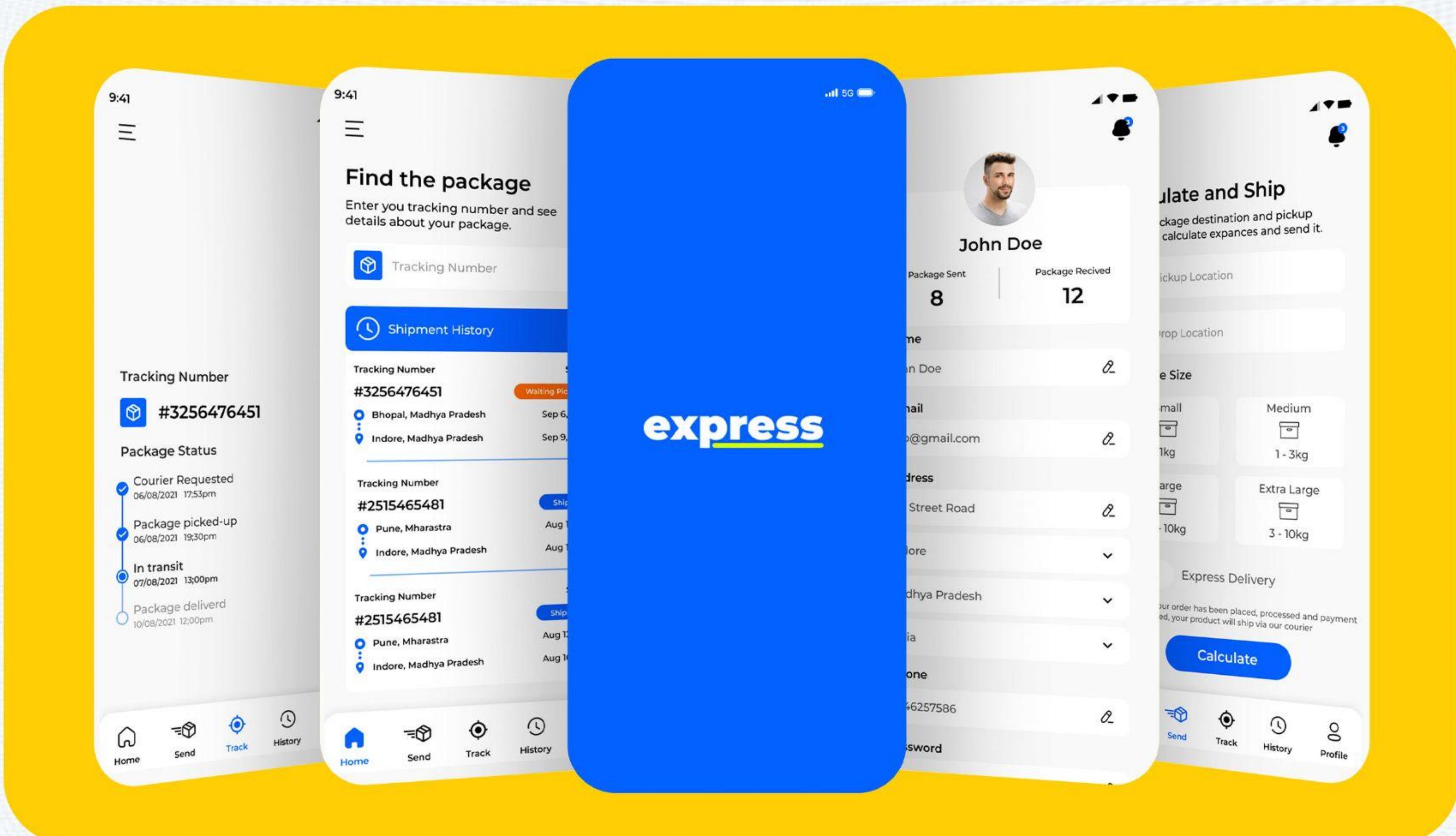


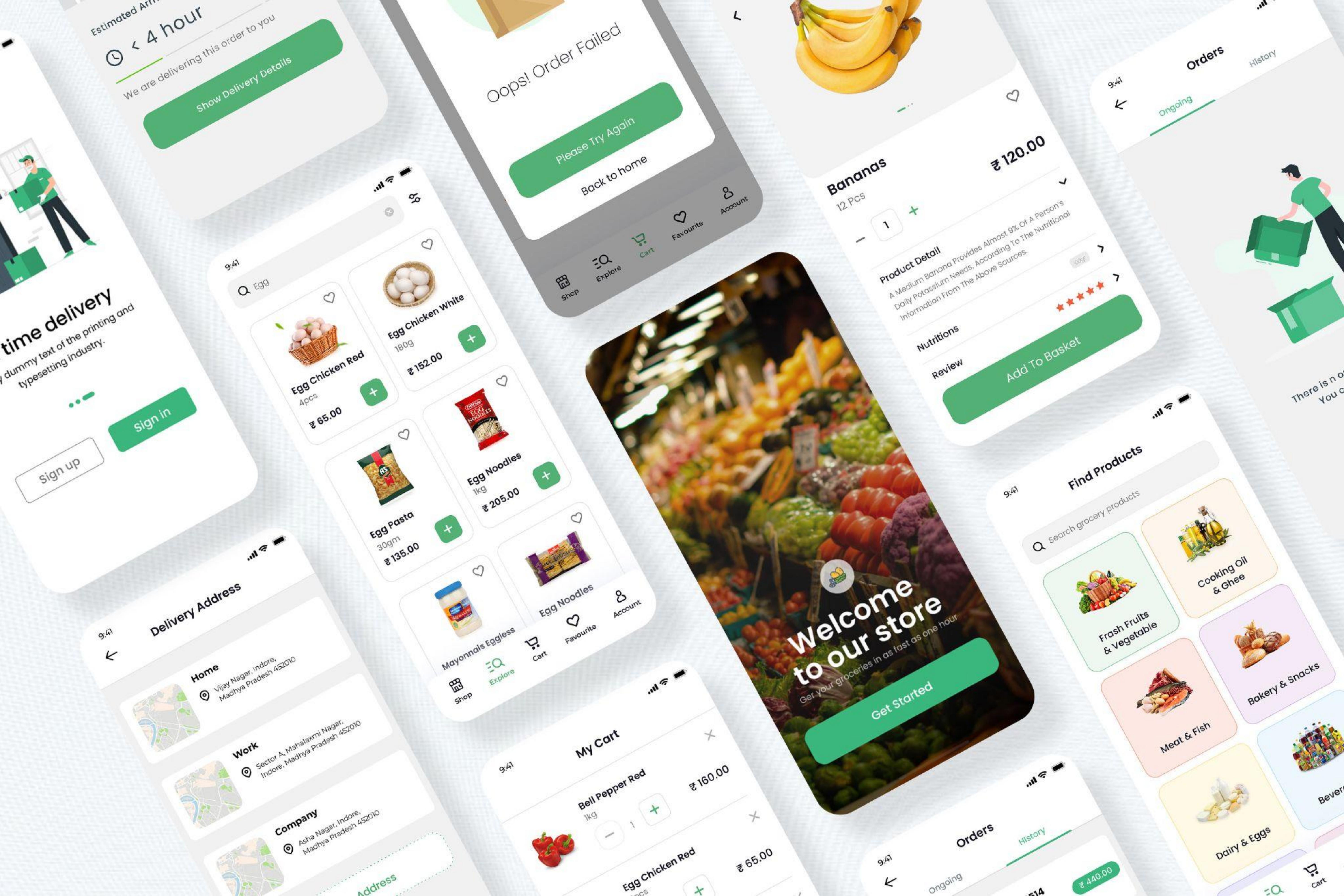
PRODUCT PHOTOGRAPHY

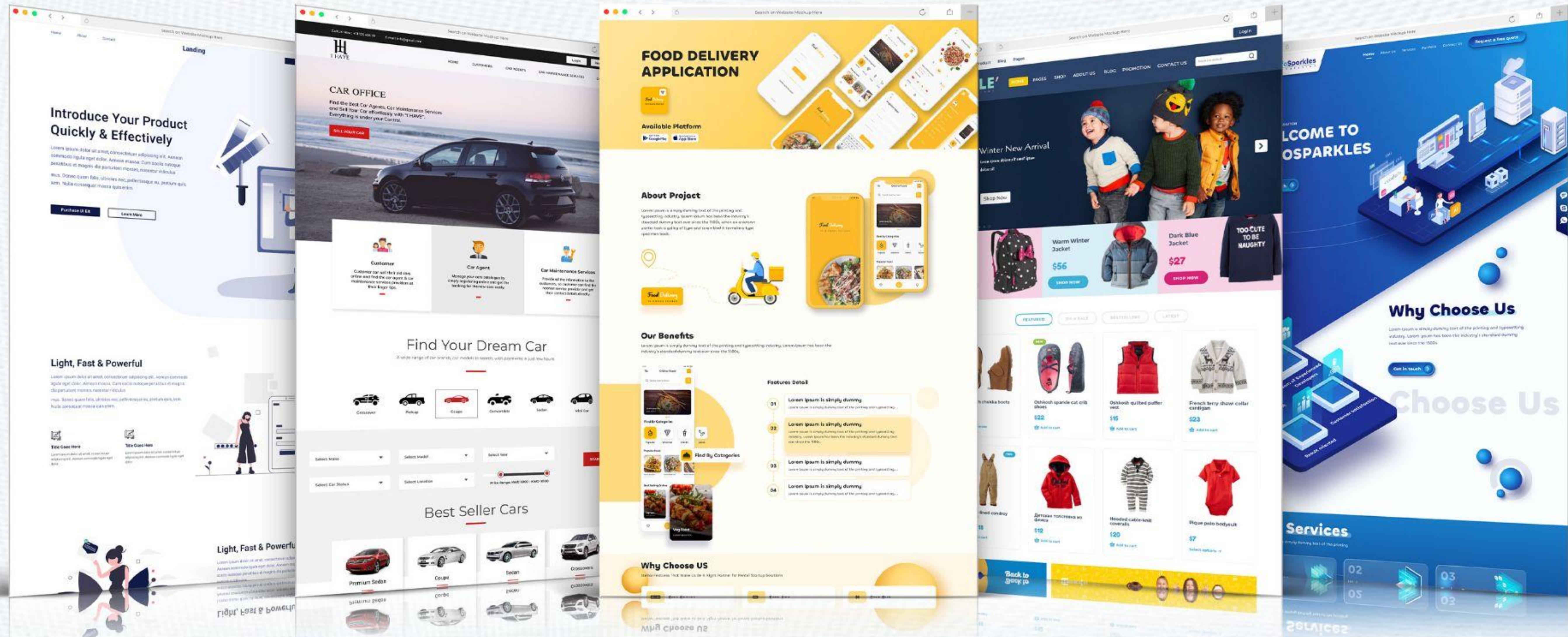


WEBSITE & IT

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.

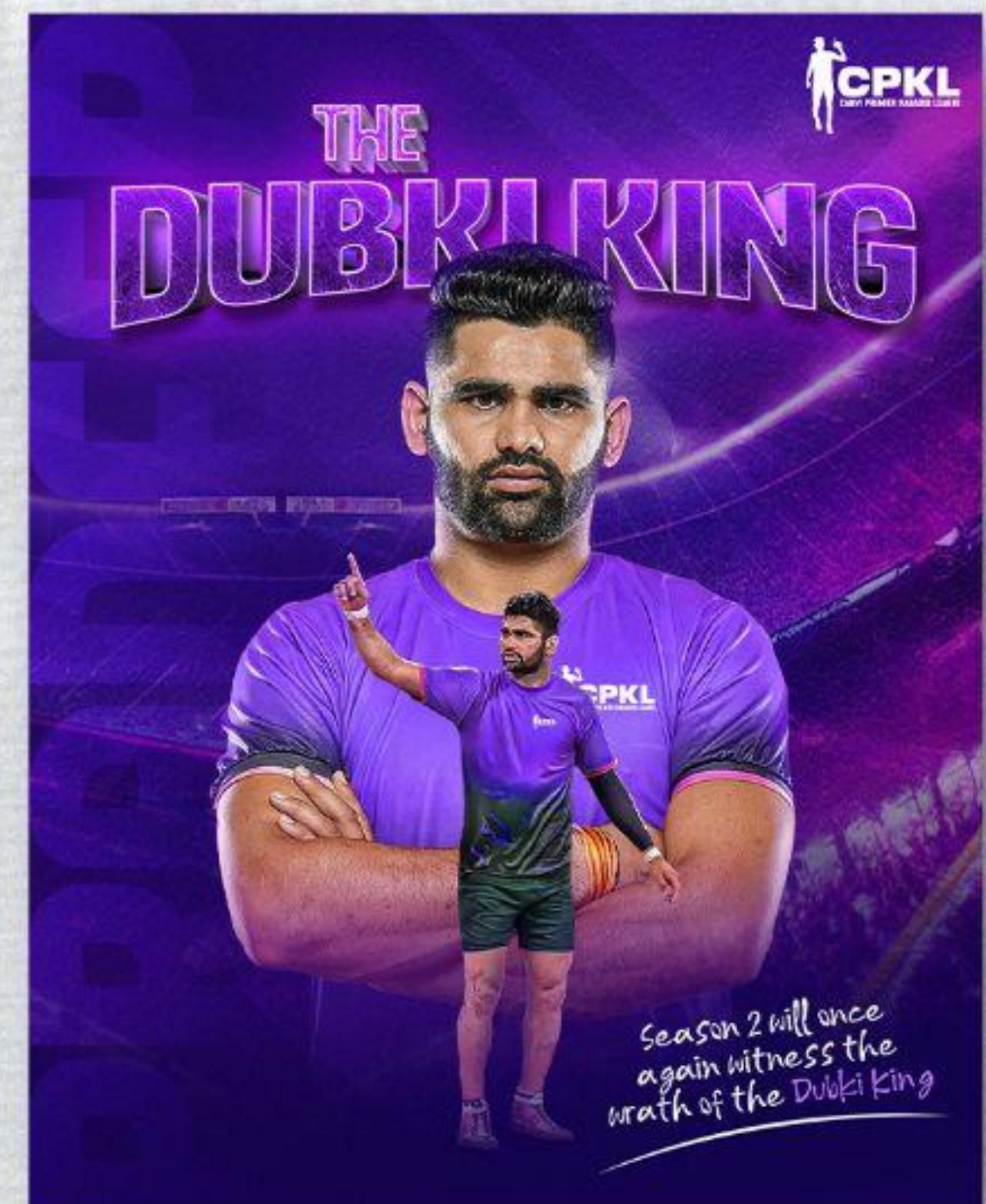
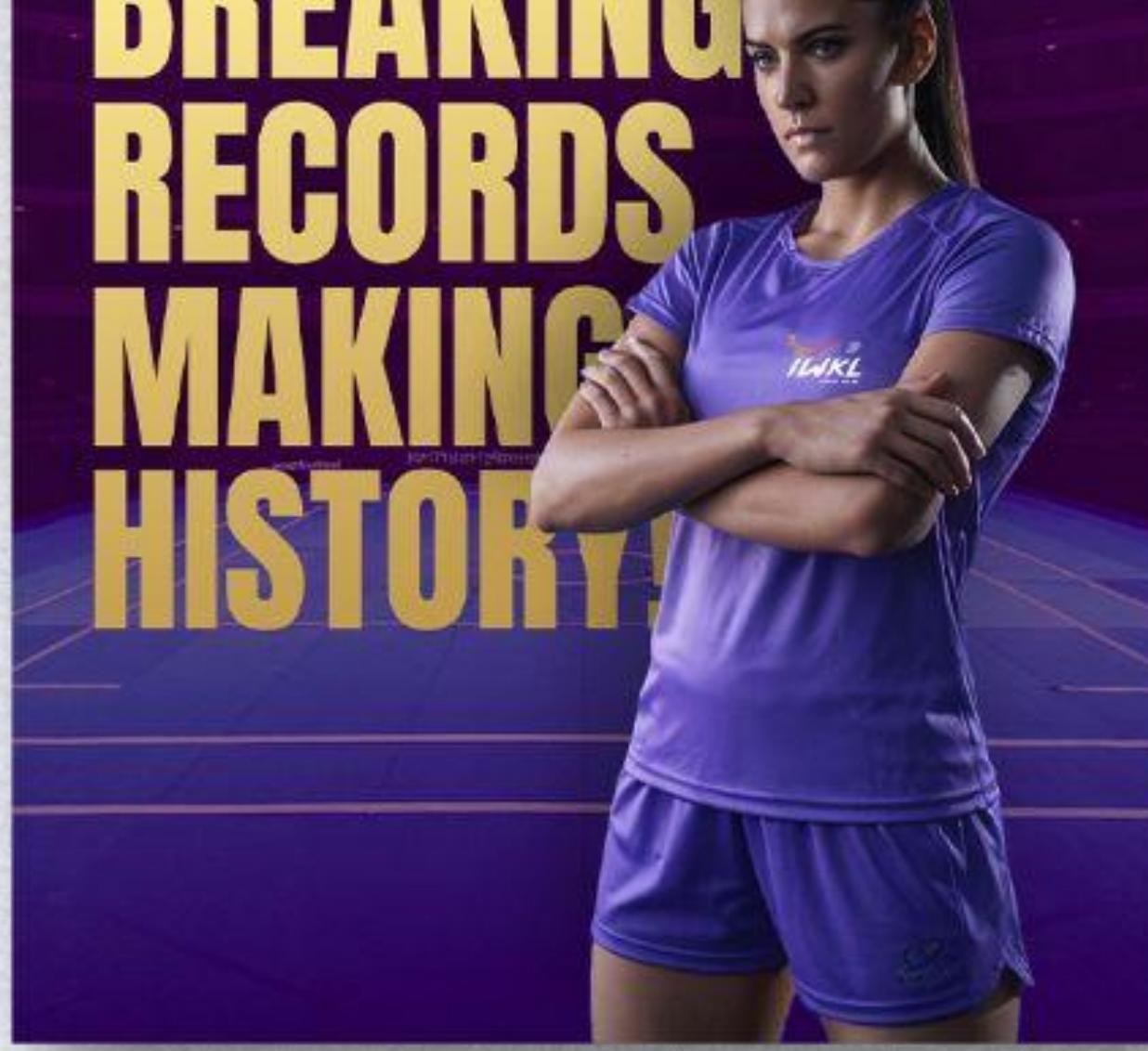
Events & Fan Activations: Plan and execute sports events, tournaments, and fan engagement activations that leave a lasting impression.

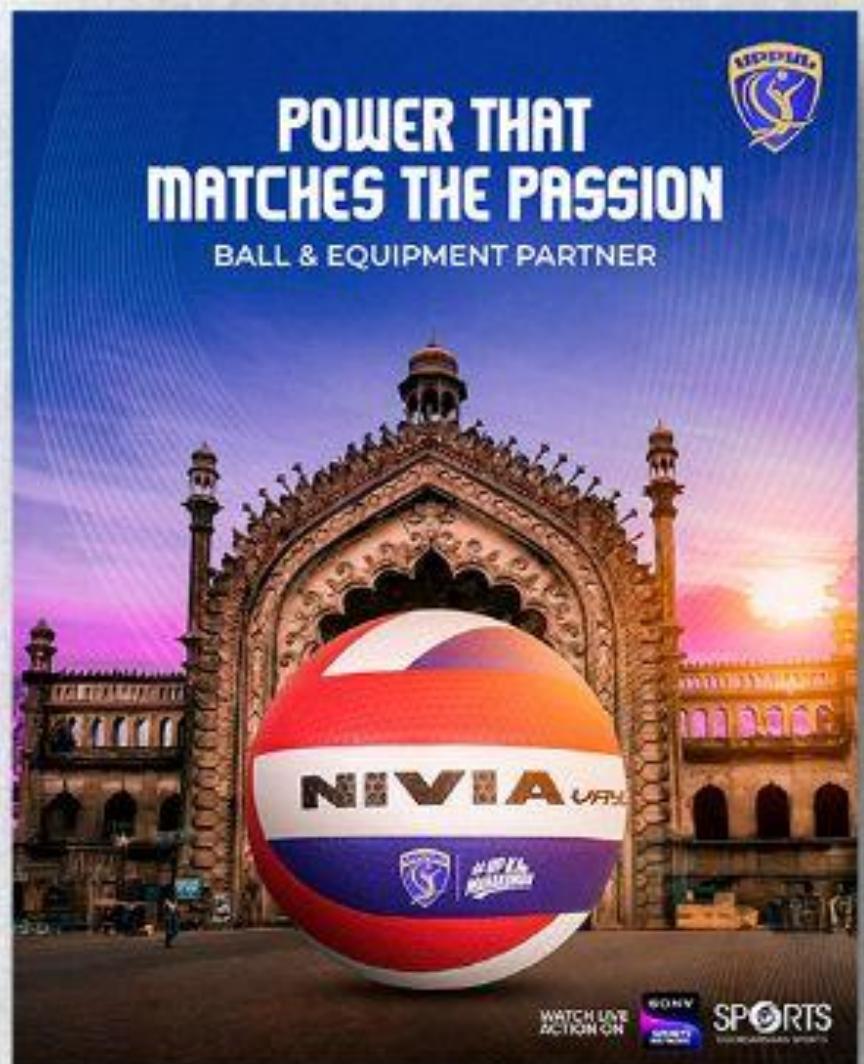
Technology & Analytics: Develop fan-first websites, mobile apps, and use data analytics to track performance, optimize engagement, and grow revenue.

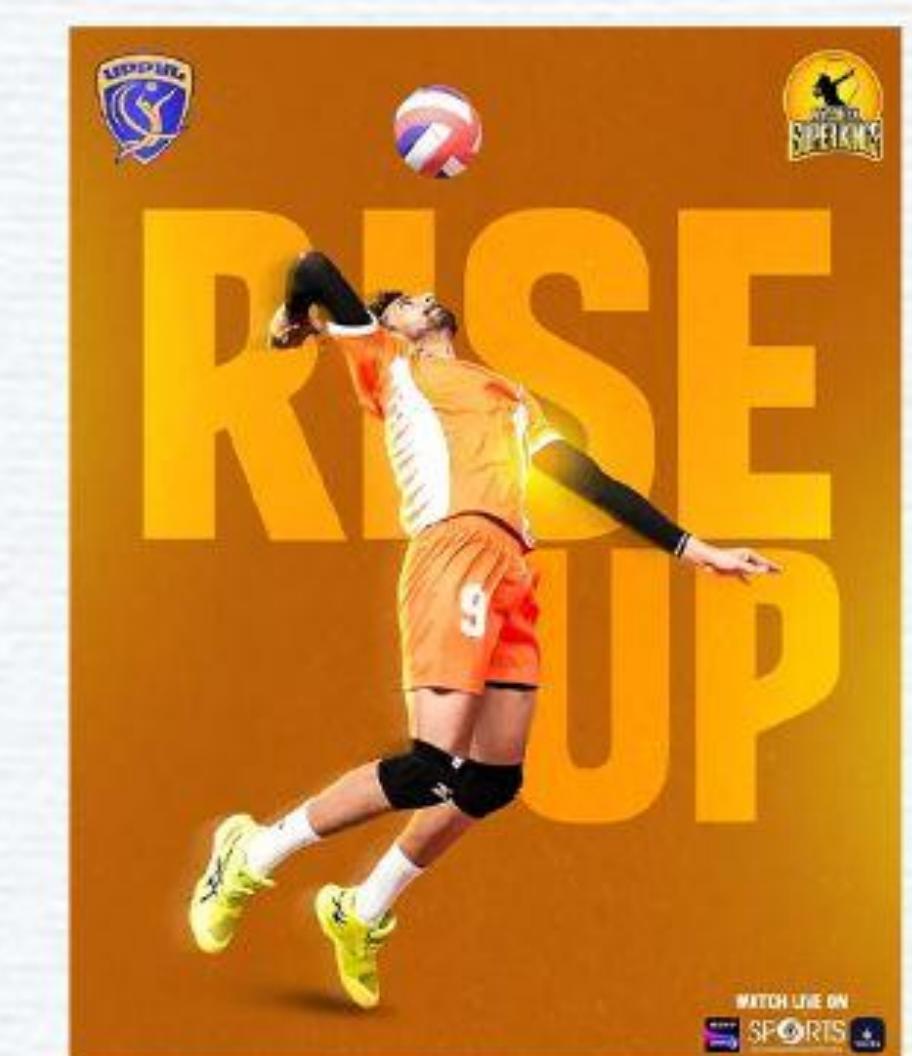
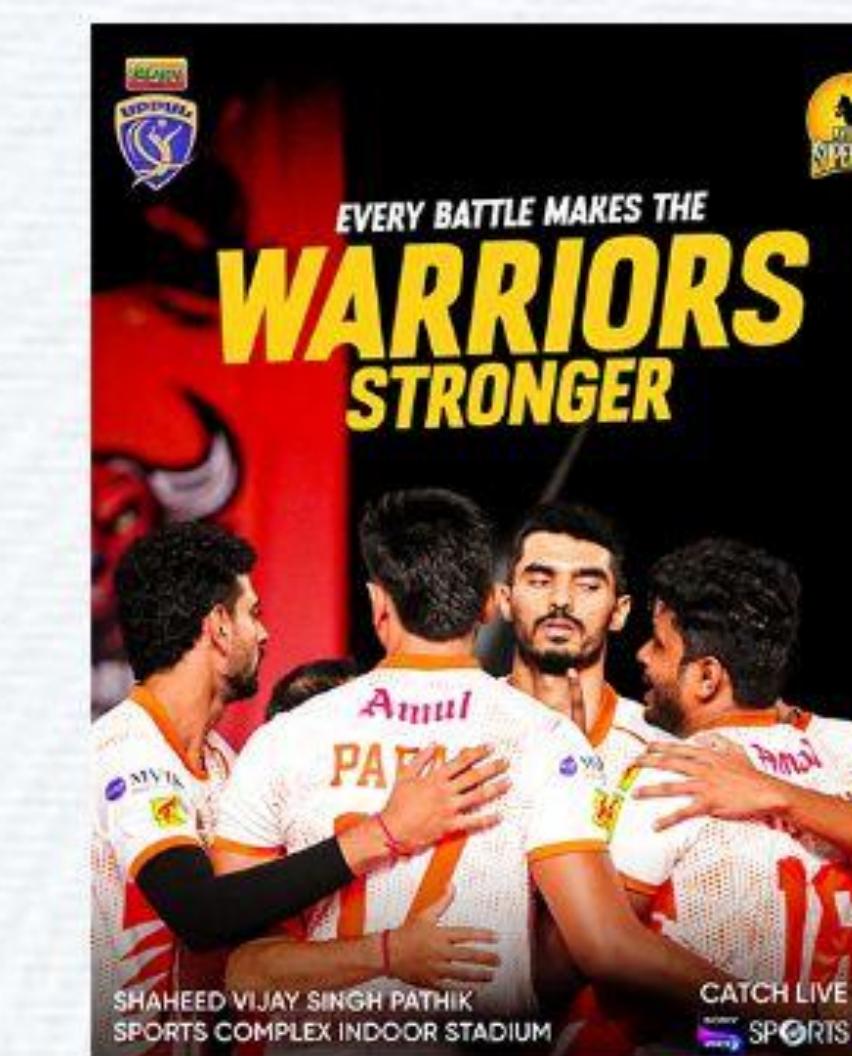
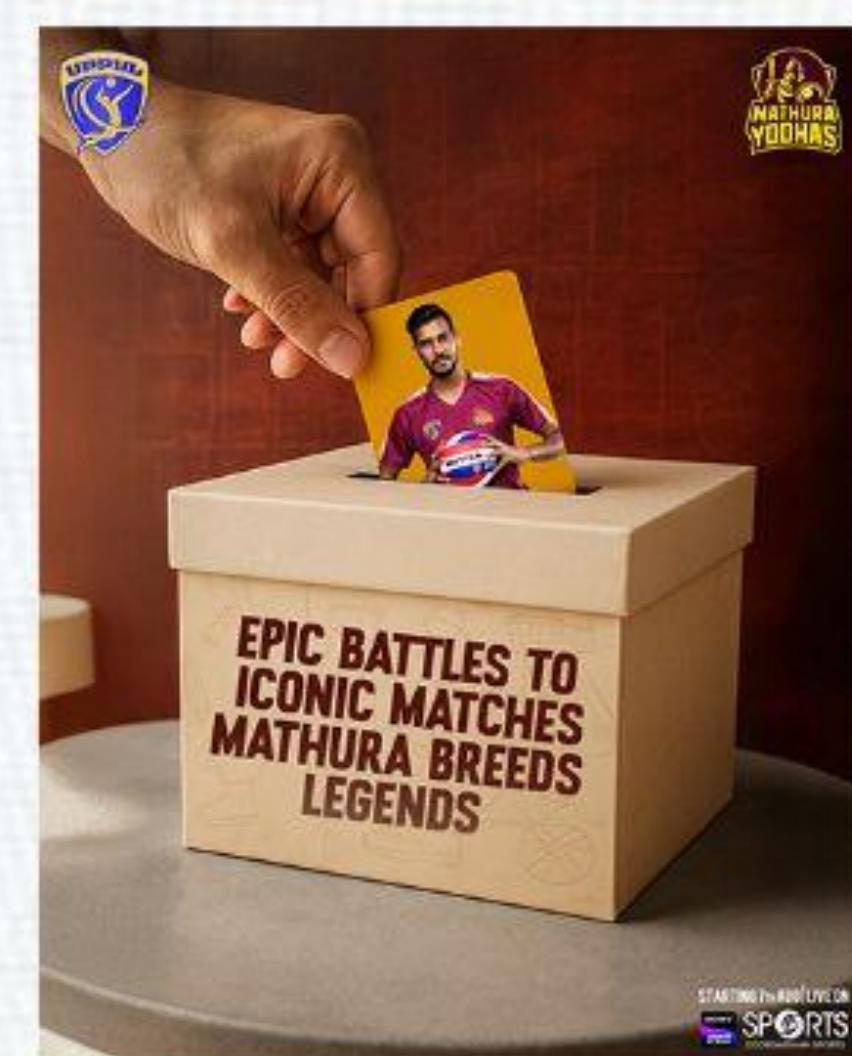
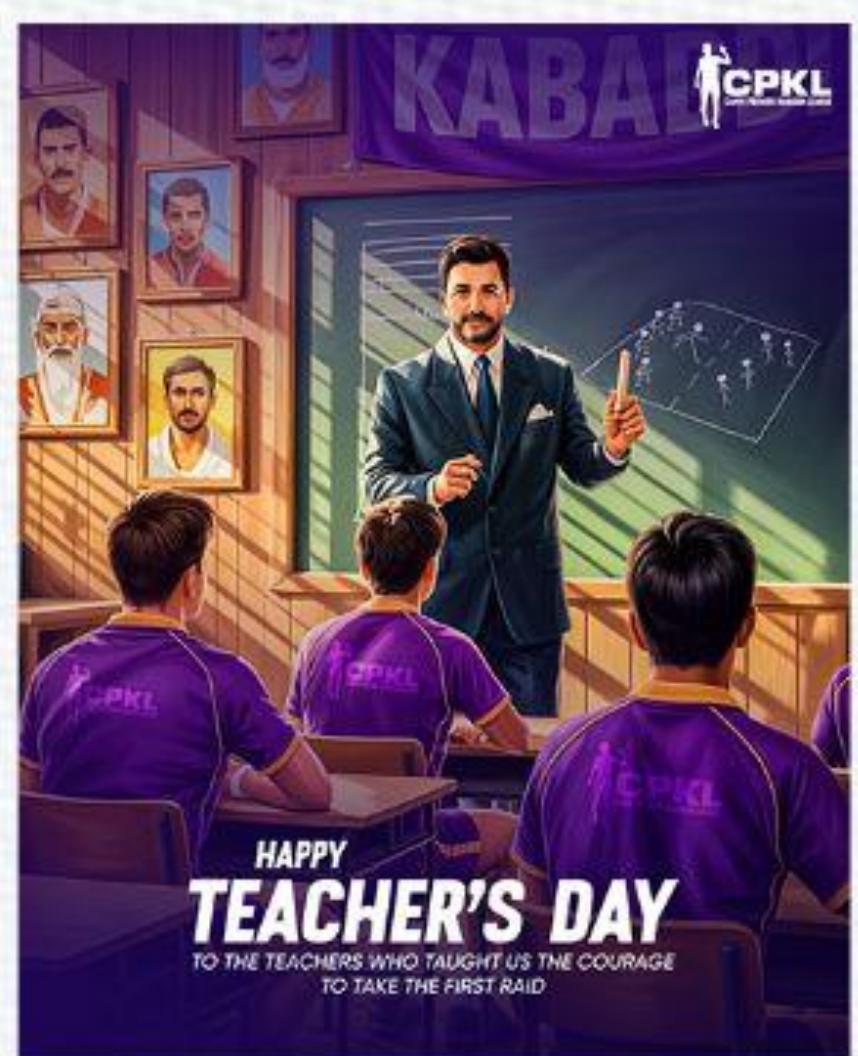
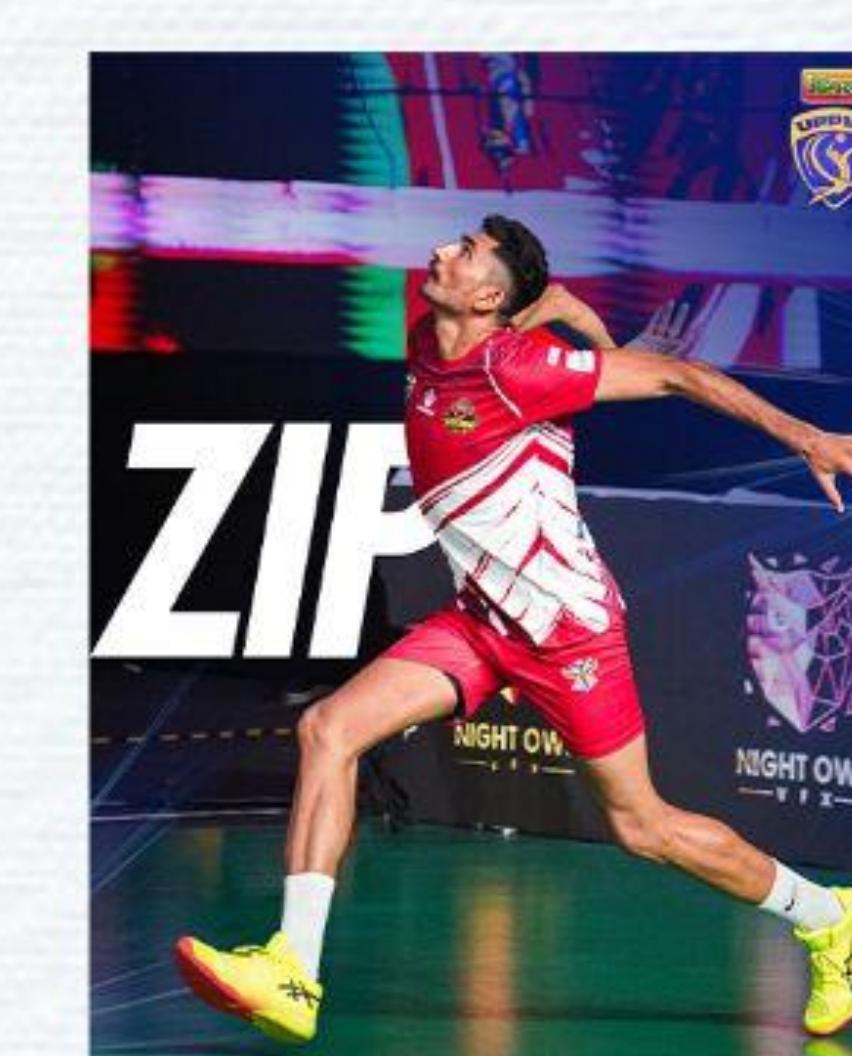
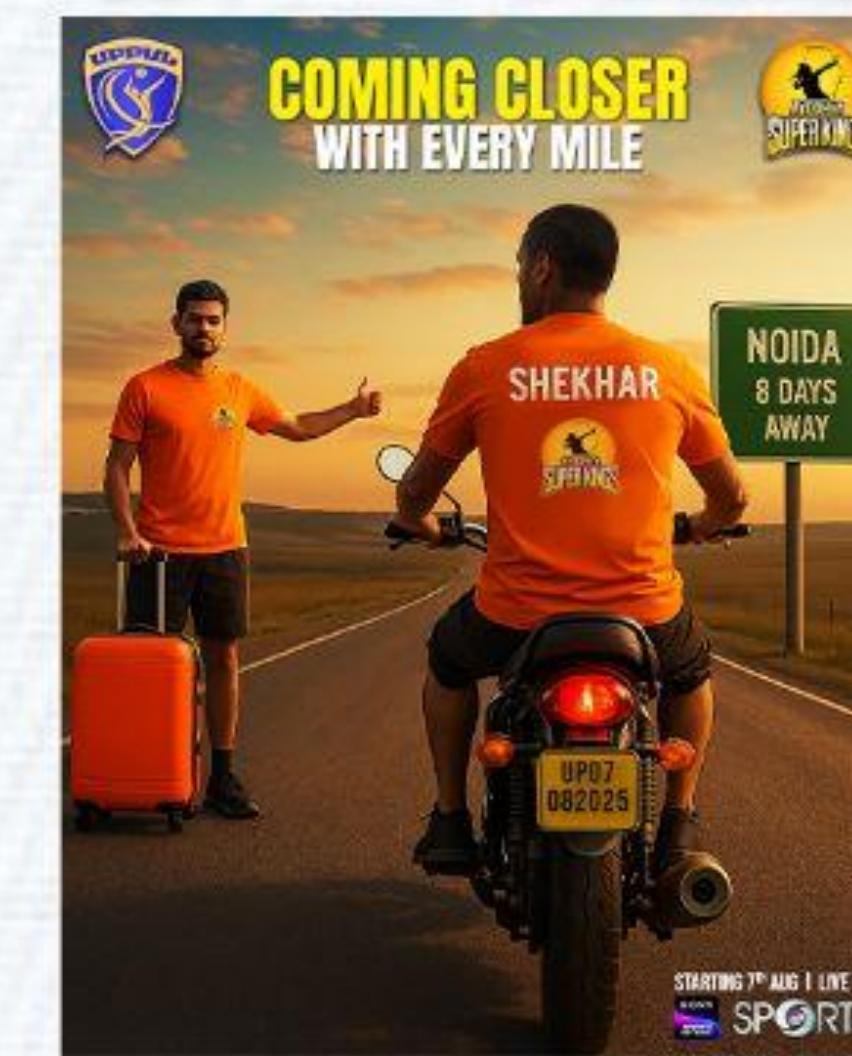
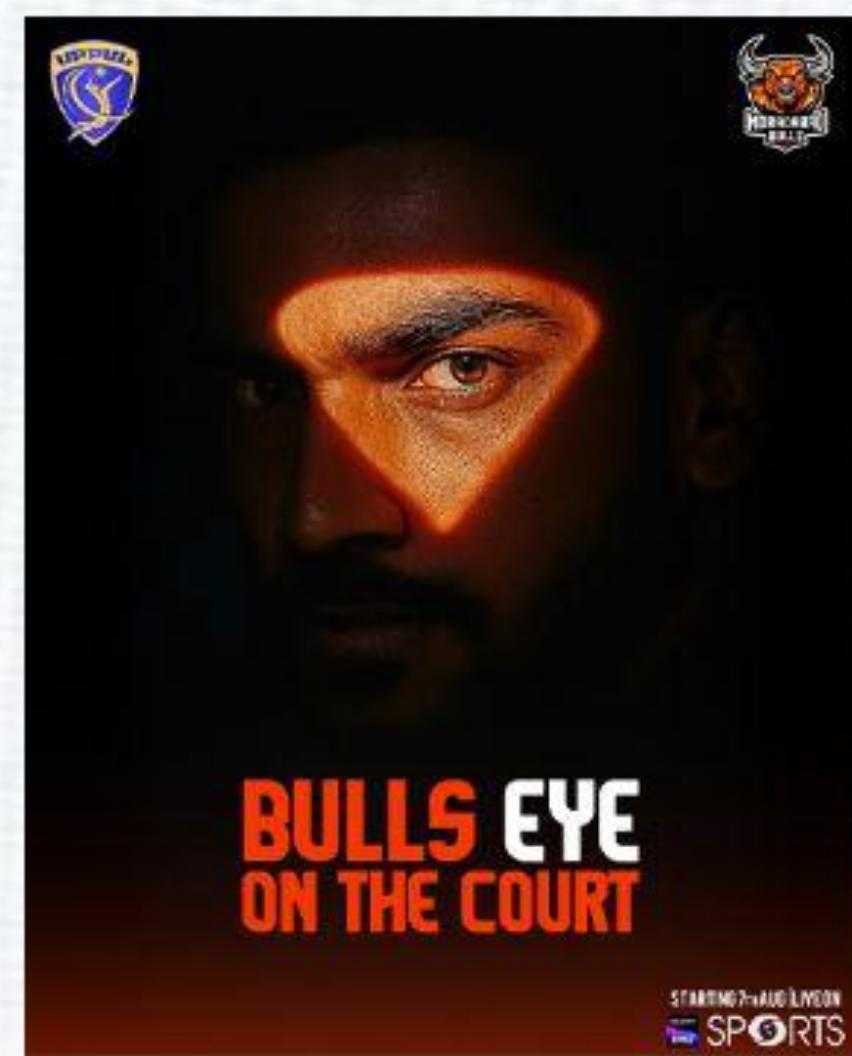
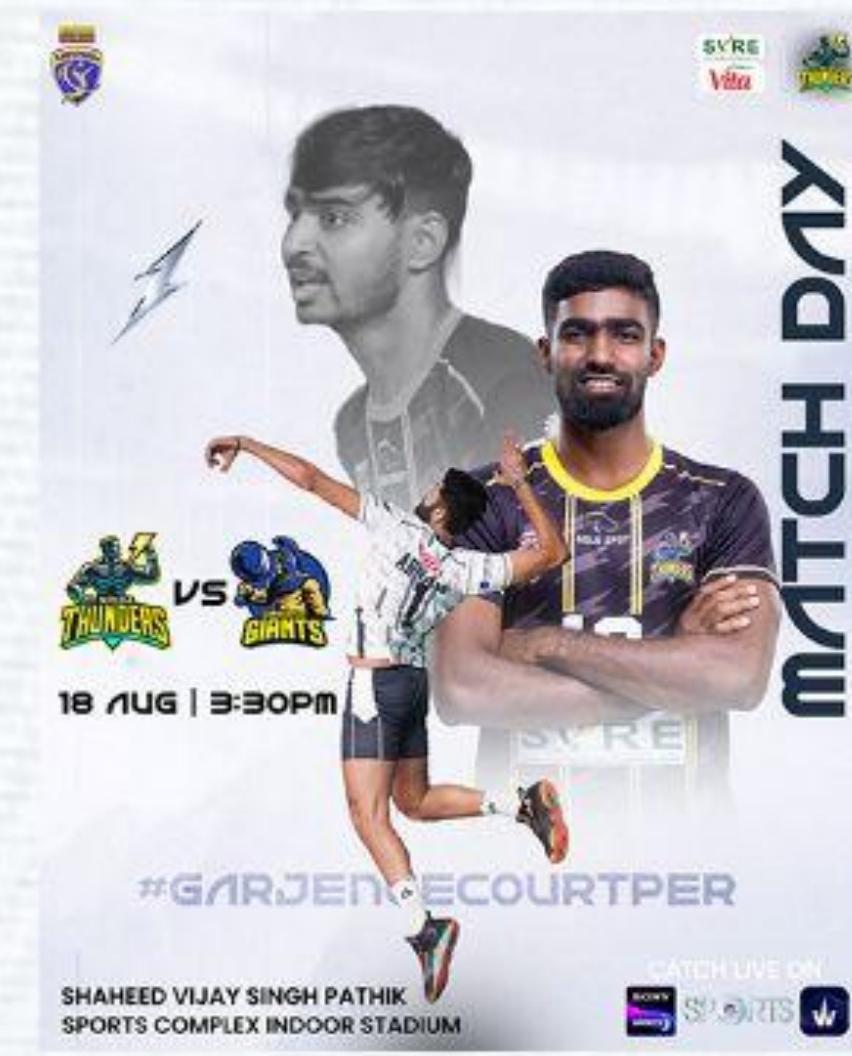
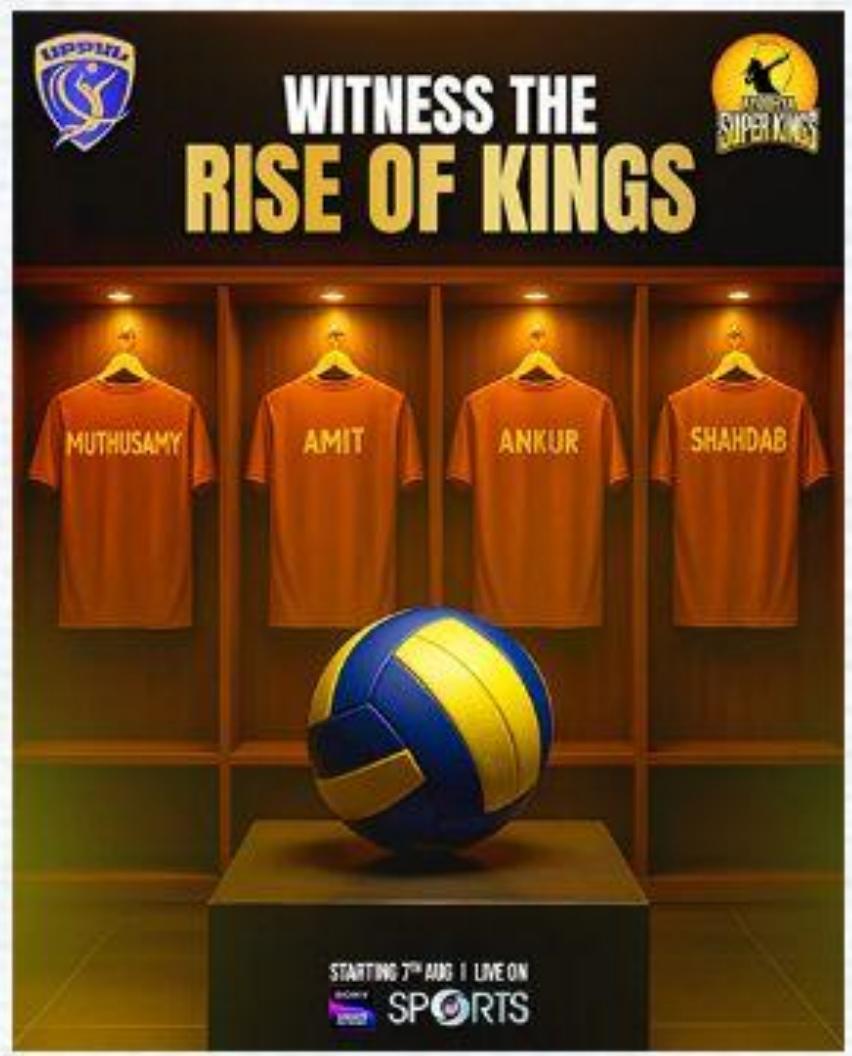
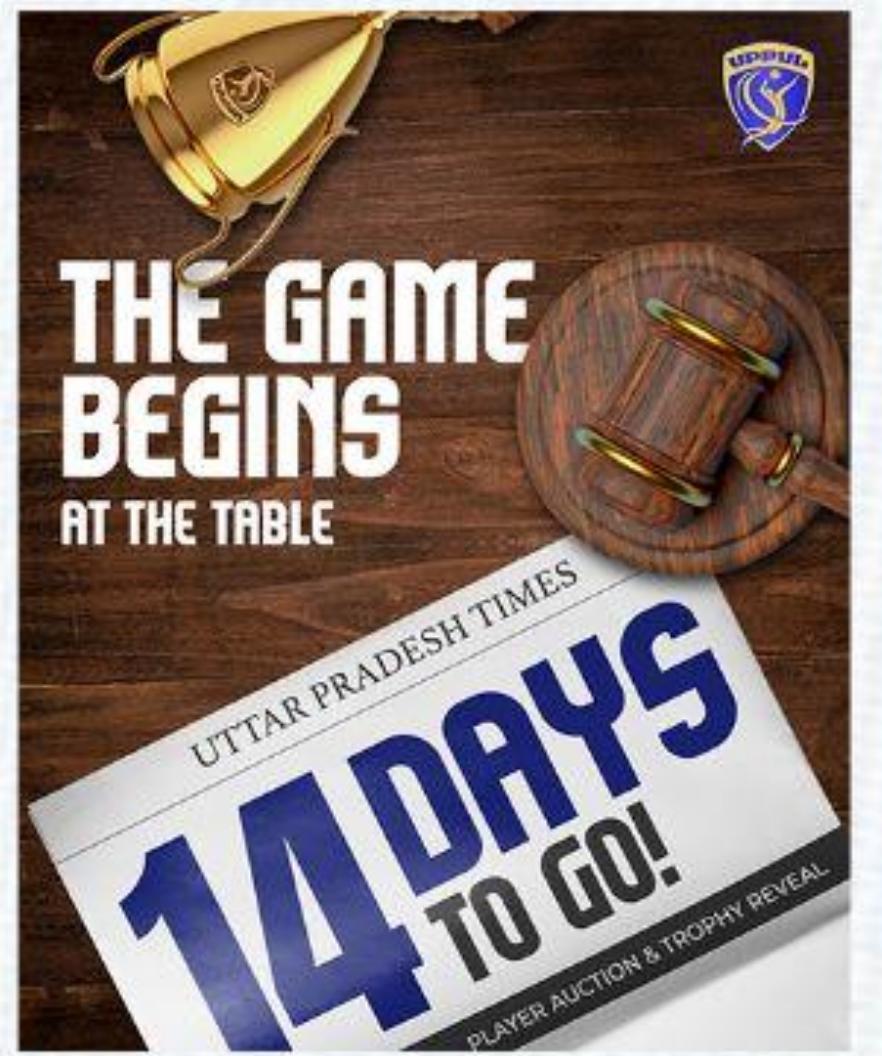
LEAGUE WE WORKED WITH



DIGITAL ADS





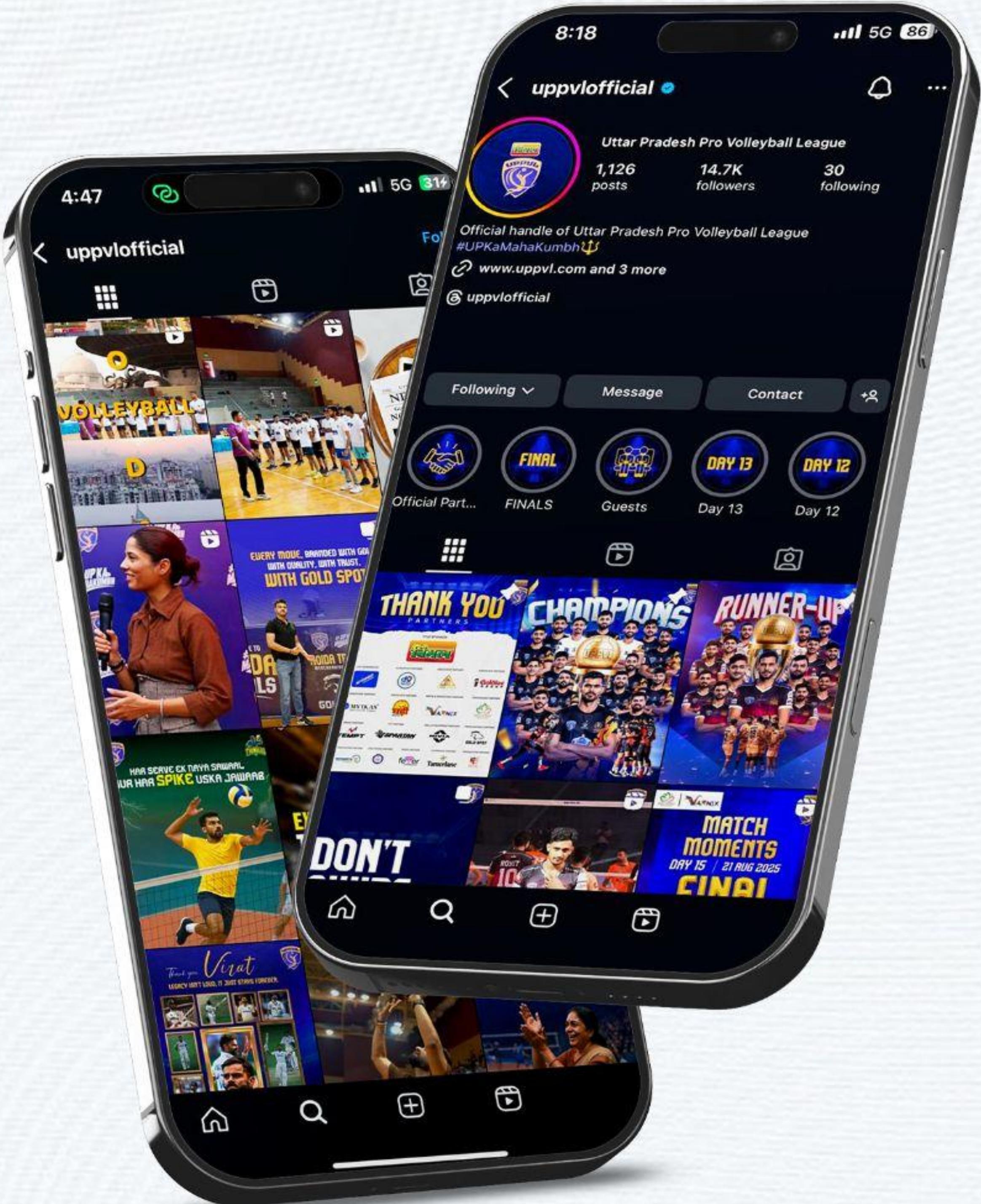


LEAGUES MANAGED



UTTAR PRADESH PRO VOLLEYBALL LEAGUE (UPPVL)

We have fully managed 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.

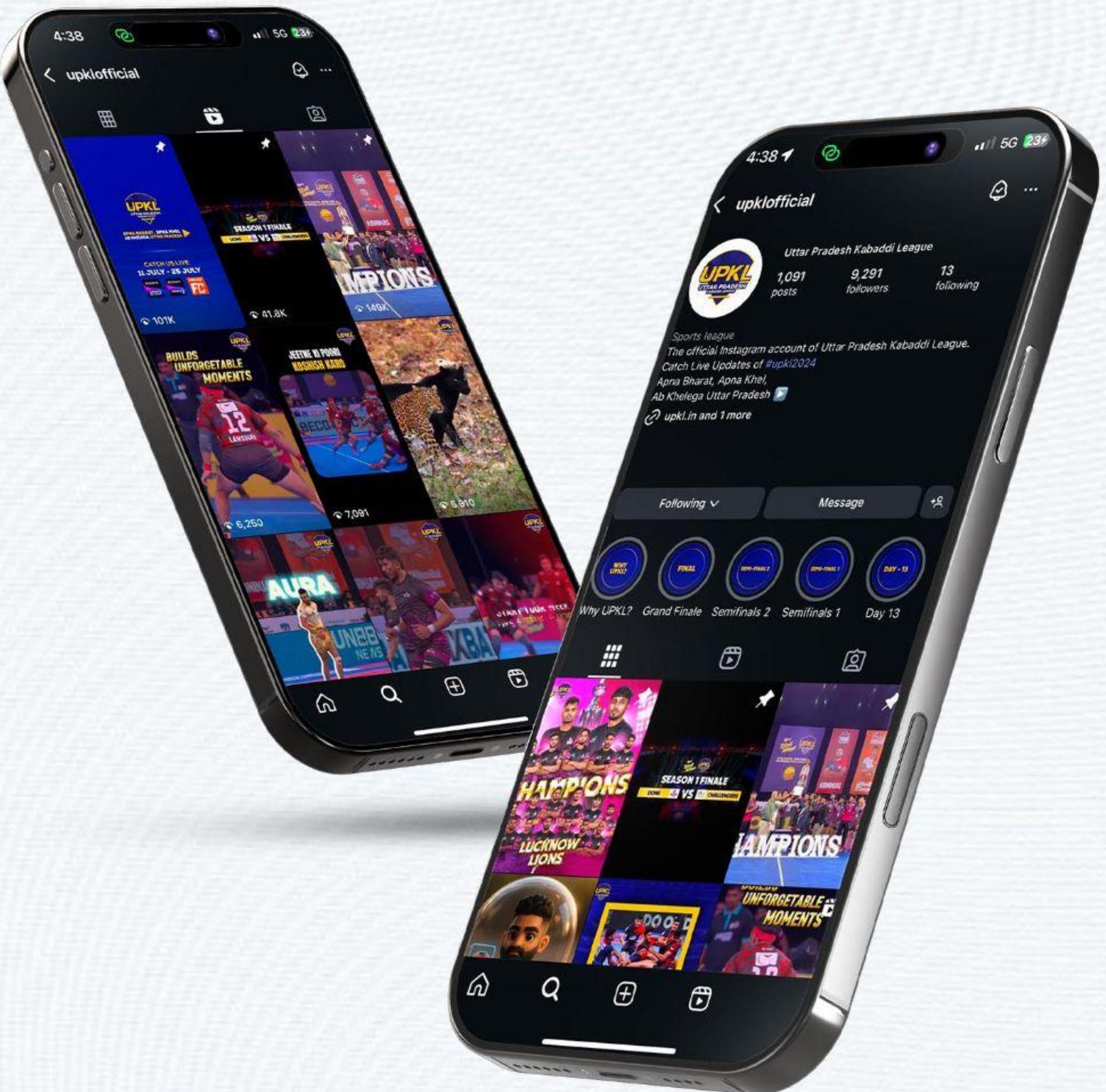


LEAGUES MANAGED



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.

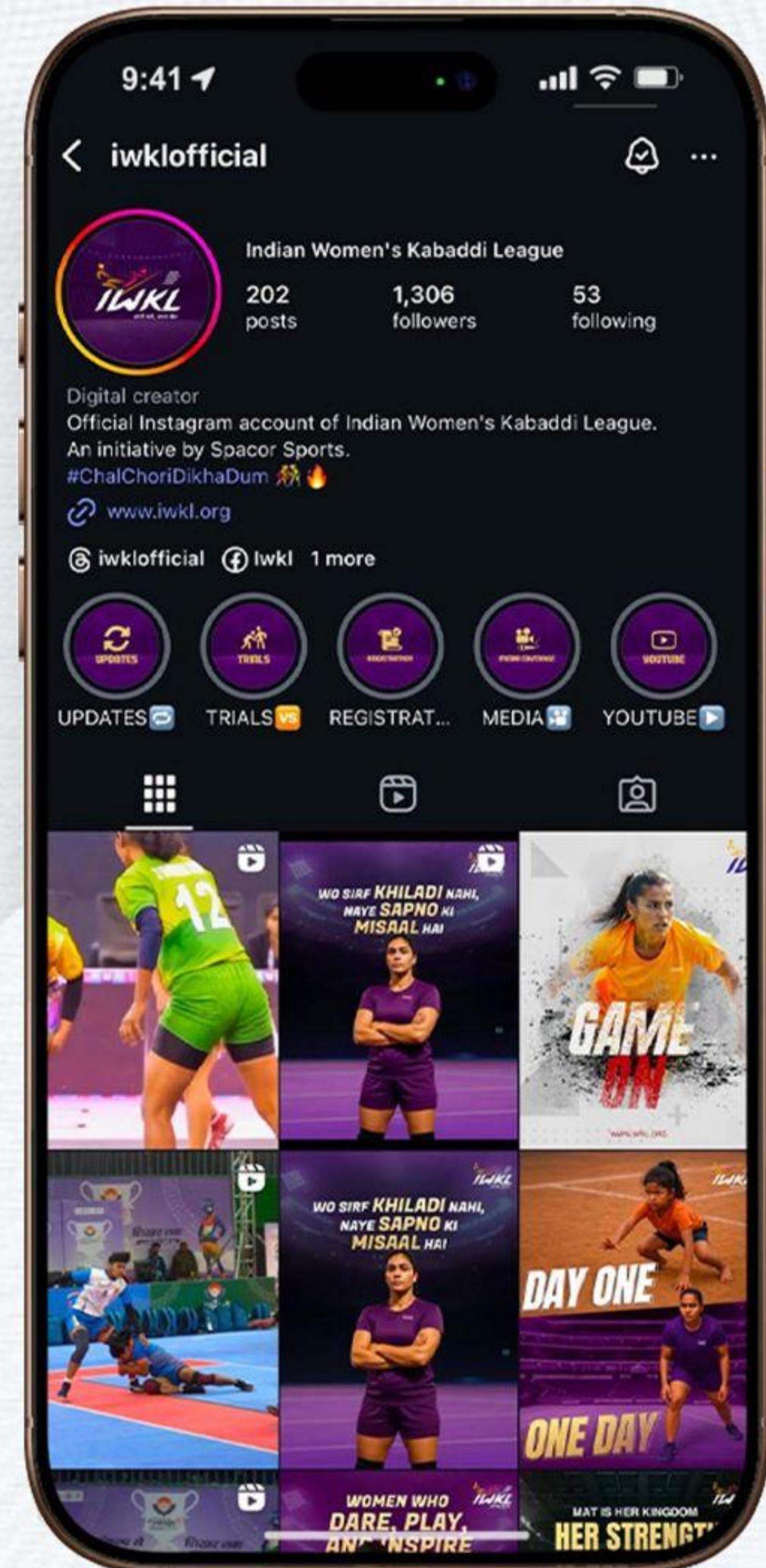


LEAGUES MANAGED



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.

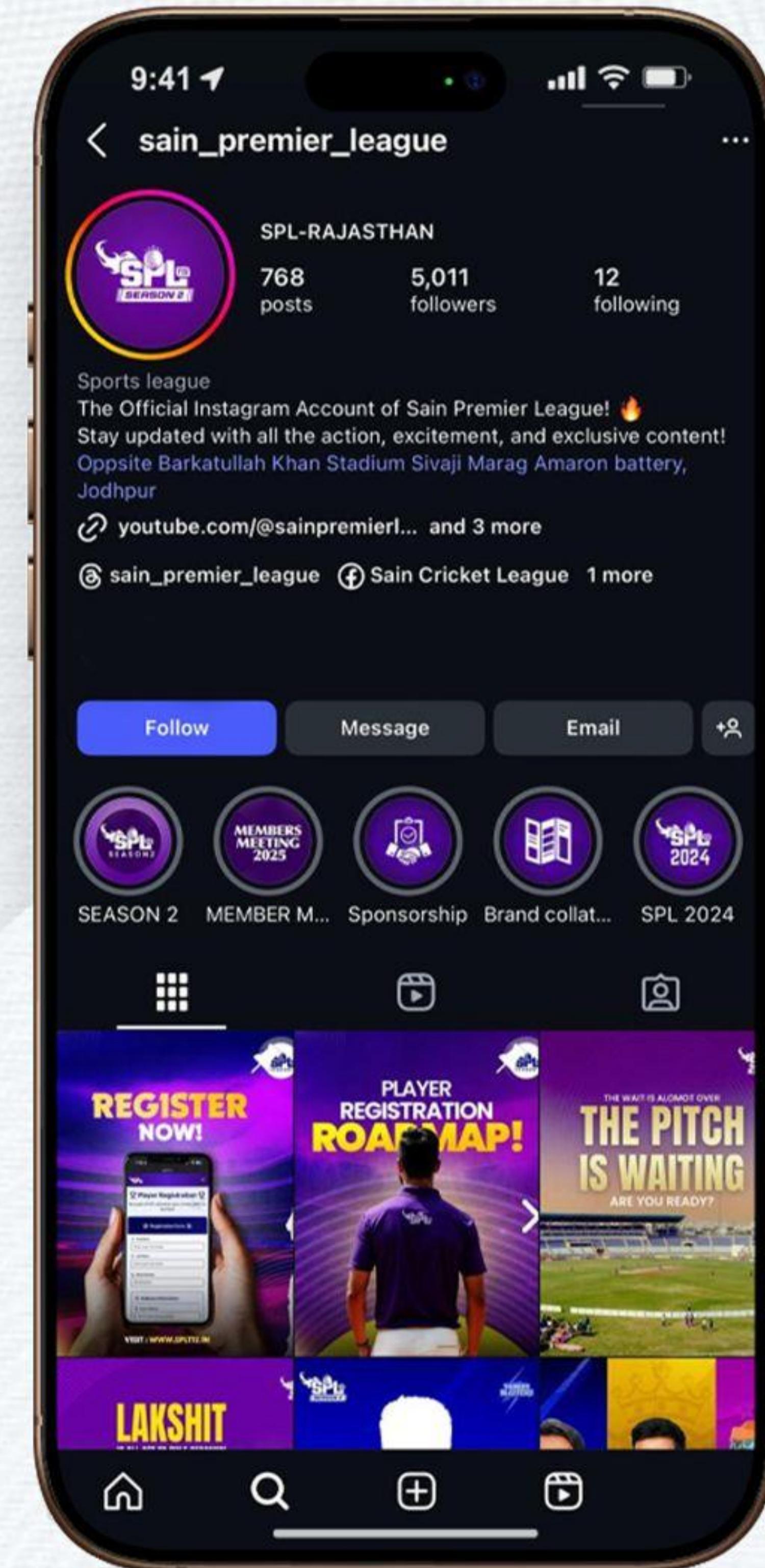


LEAGUES MANAGED



SAIN PREMIER LEAGUE (SPL)

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.



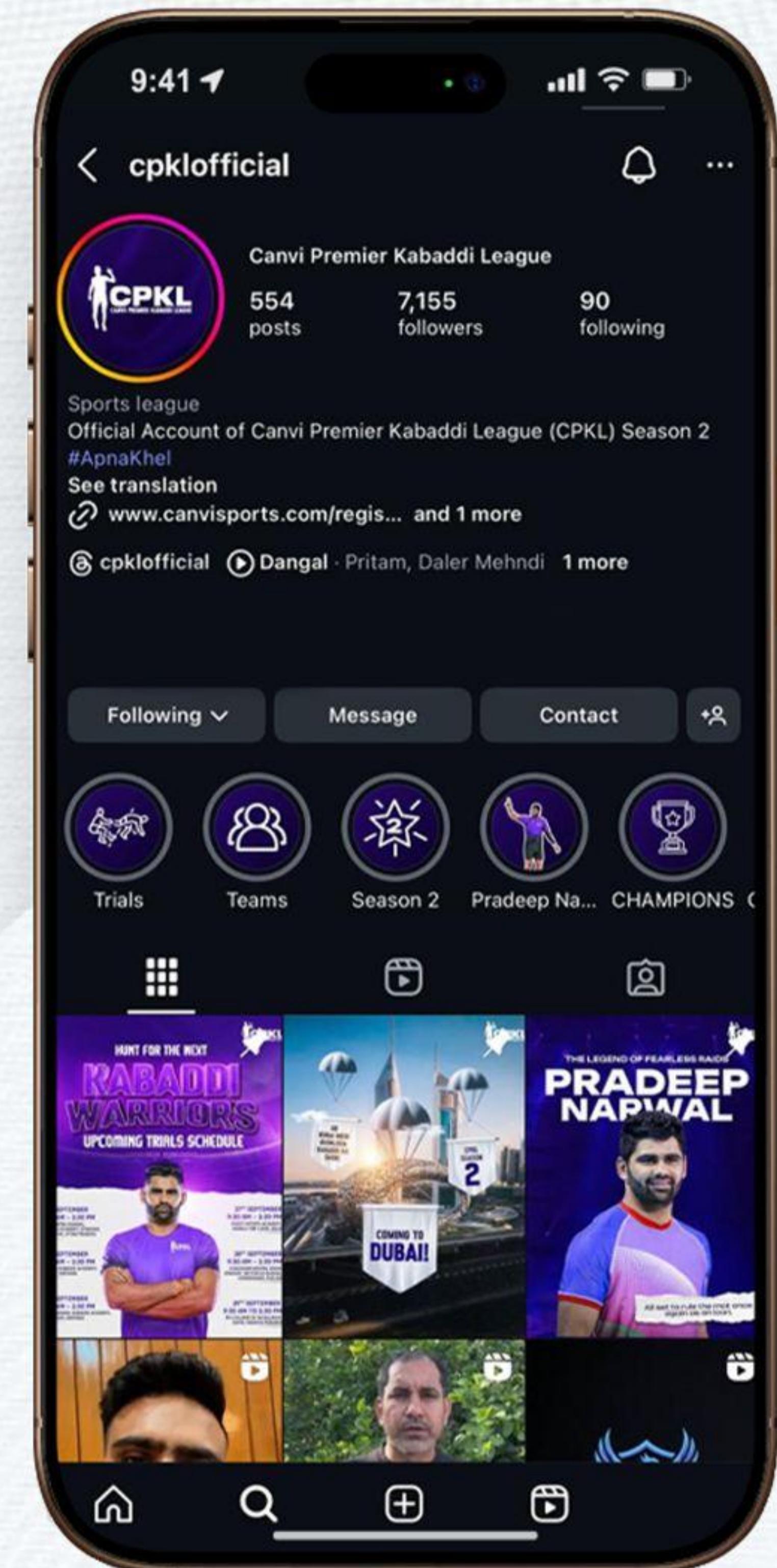
LEAGUES MANAGED



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.



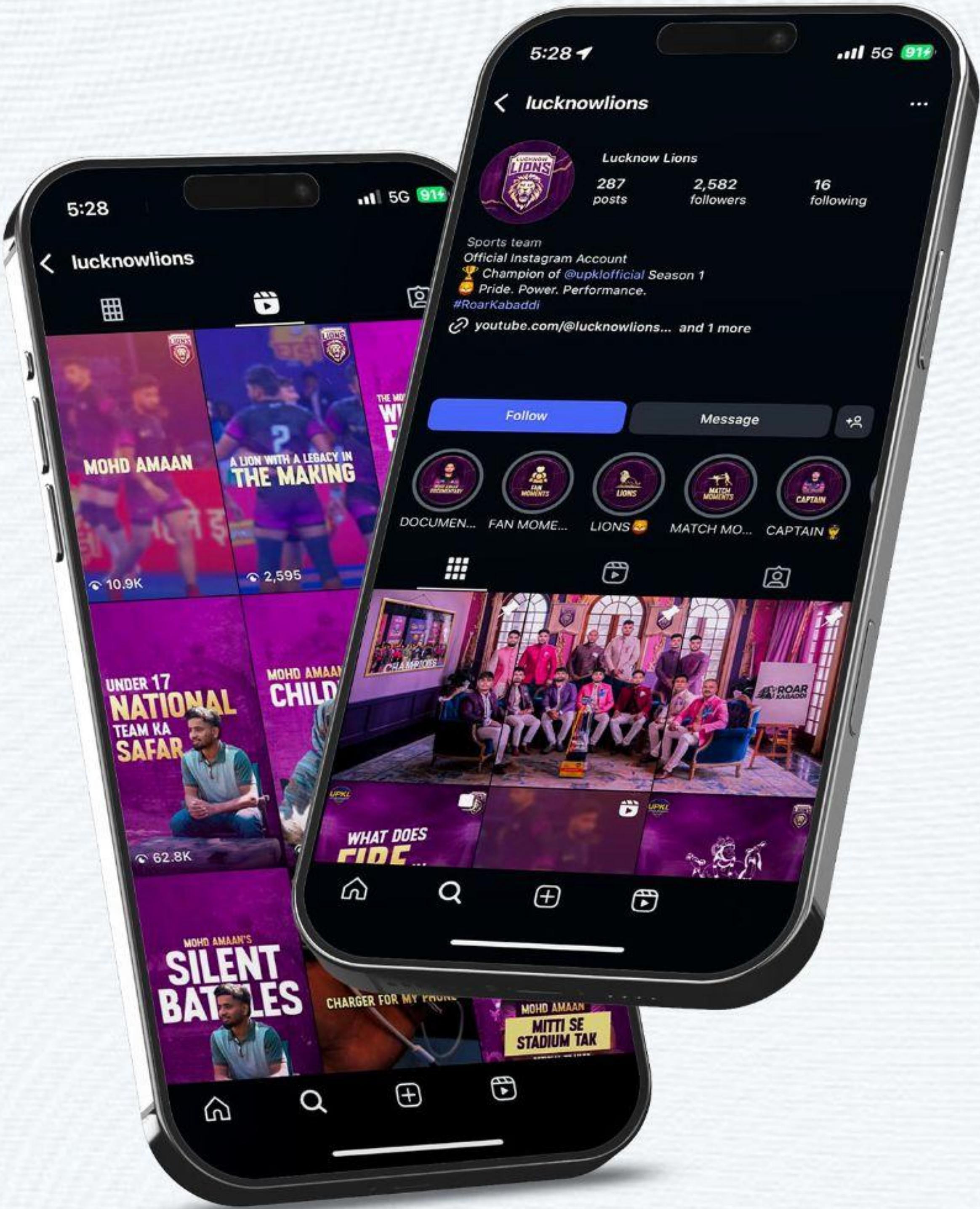
TEAM MANAGED



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.



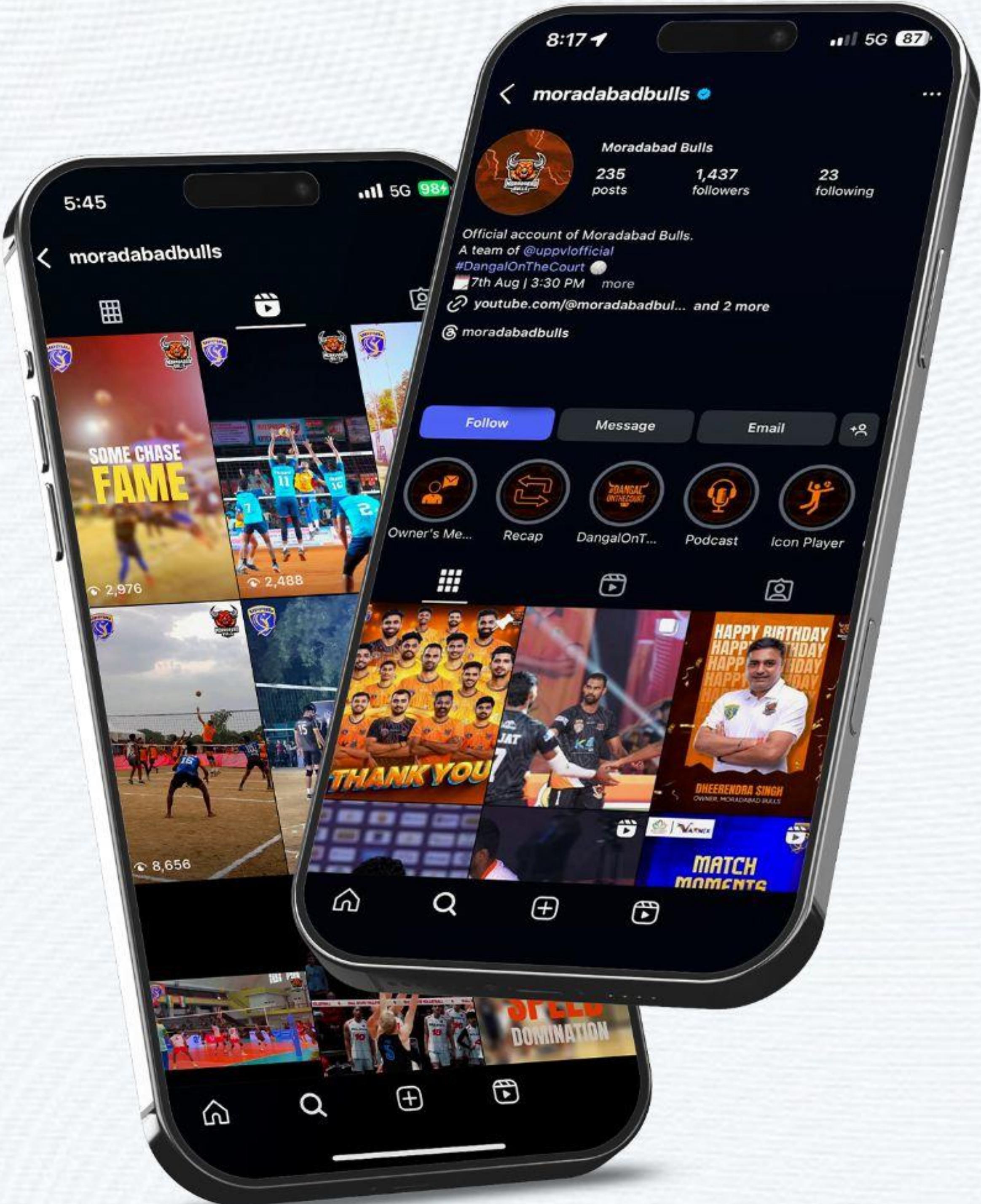
TEAM MANAGED



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

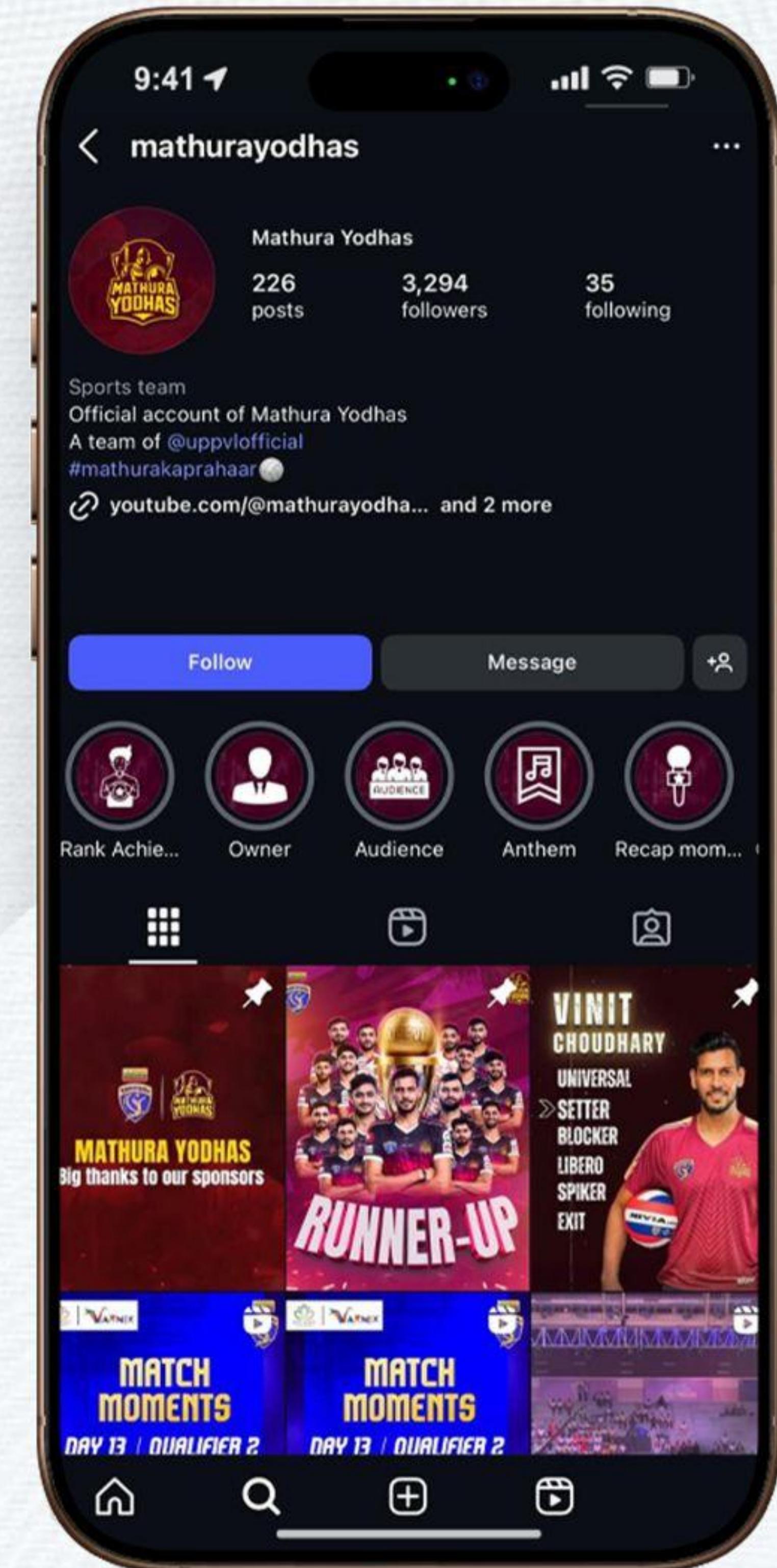


MATHURA YODHAS

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.



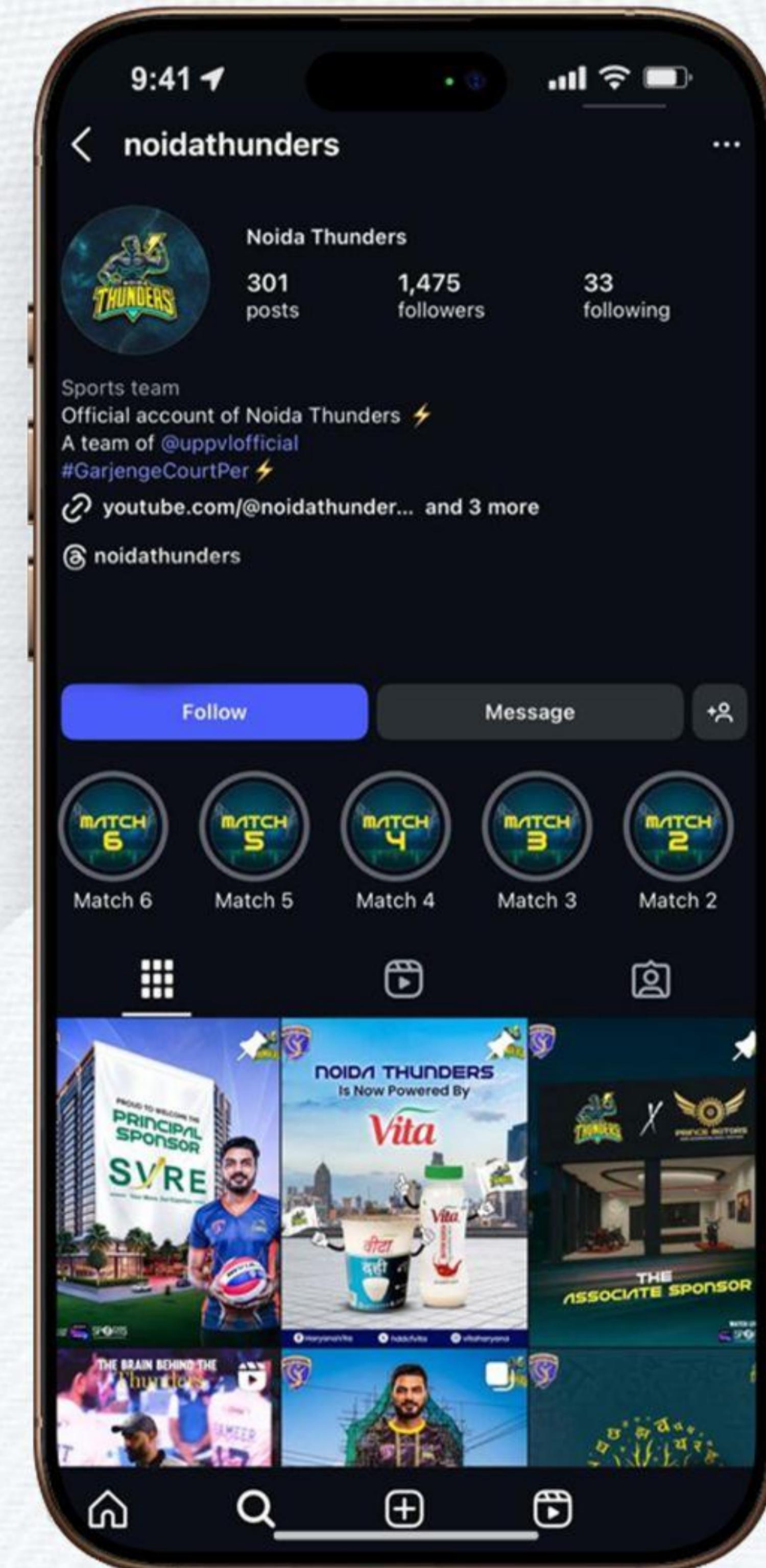
TEAM MANAGED



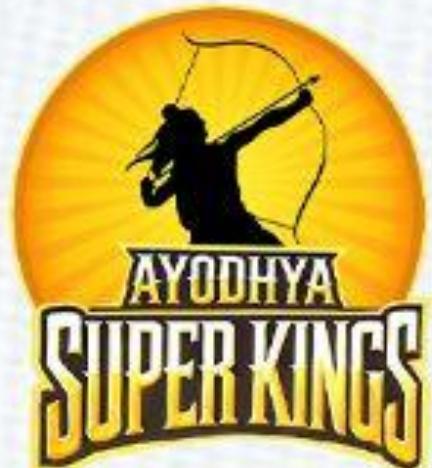
NOIDA THUNDERS

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.



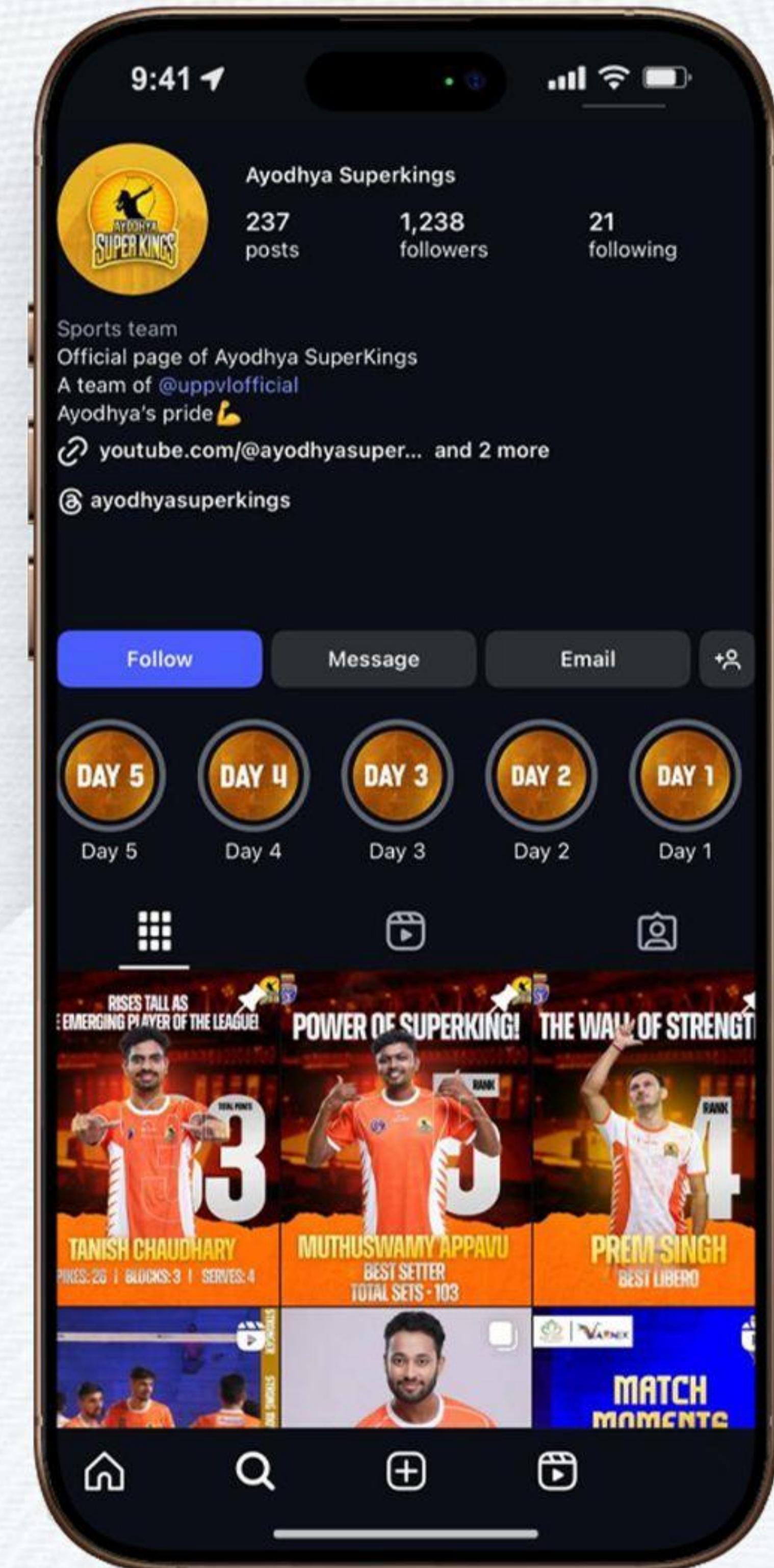
TEAM MANAGED



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



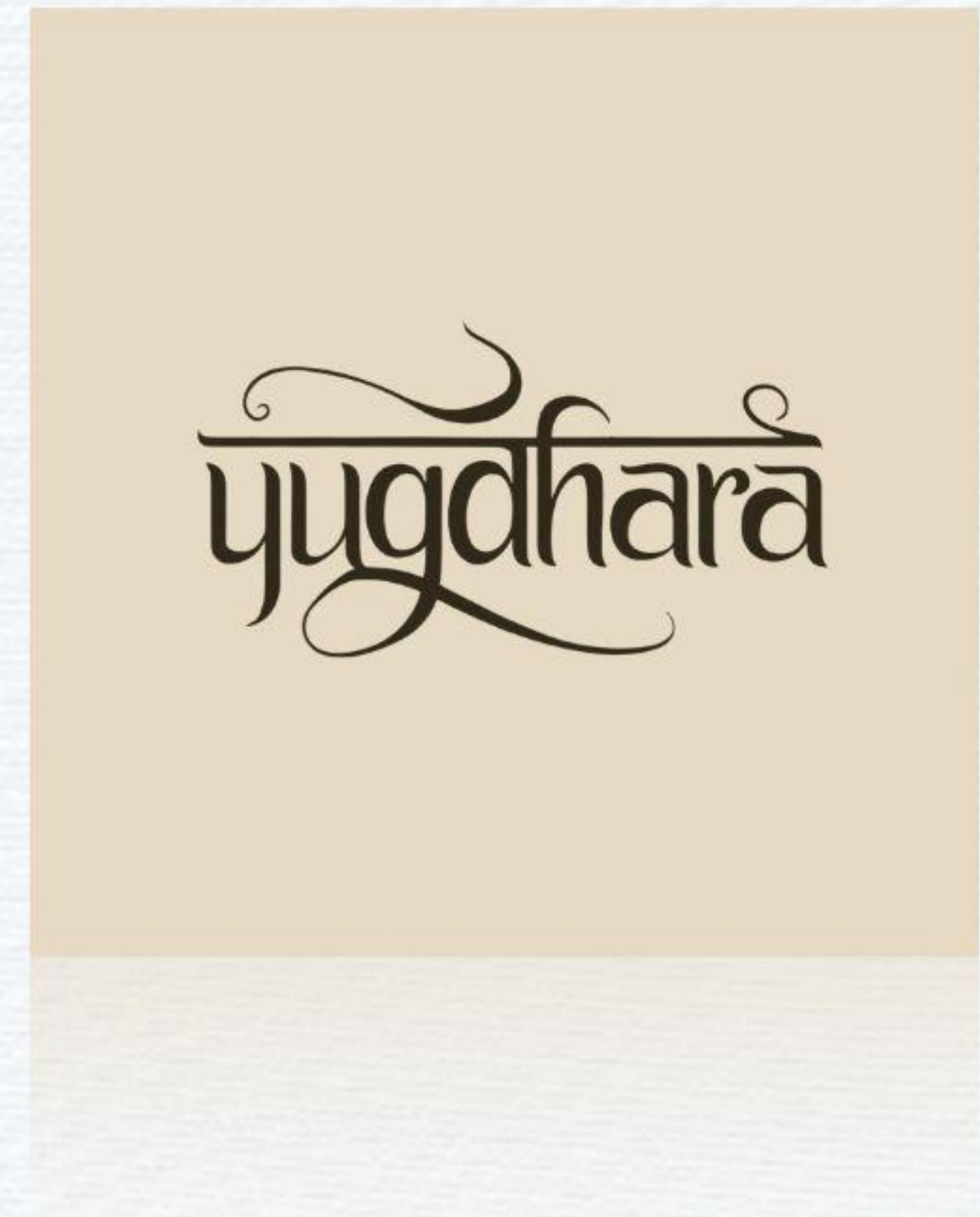
JERSEY DESIGNING



BRANDS WE WORK WITH



OUR IP's



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