

medea

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SPB

PAR

**AGCY. WORK** CONCEPTION TO  
COMPLETION



**INDUSTRIES  
SERVED** NATIONAL  
AND GLOBAL

WHAT WE ARE DOING + WHO WE ARE  
**AGCY. GUIDE  
STRUCTURE**

PURPOSE DRIVEN  
MISSION & VISION  
OF THE AGENCY  
**FUTURE**

HOW WE FUNCTION  
**TERMS  
PRIVY POLICY**

CONCEPTION TO  
COMPLETION

# AGCY. WORK



Brand: Wookies

Product Type: 100% Whole Wheat Cookies

Parent Brand: Pureco

Origin: Mumbai, IN

Industry: **FMCG**

Launch Year: 2023

Agency: medea

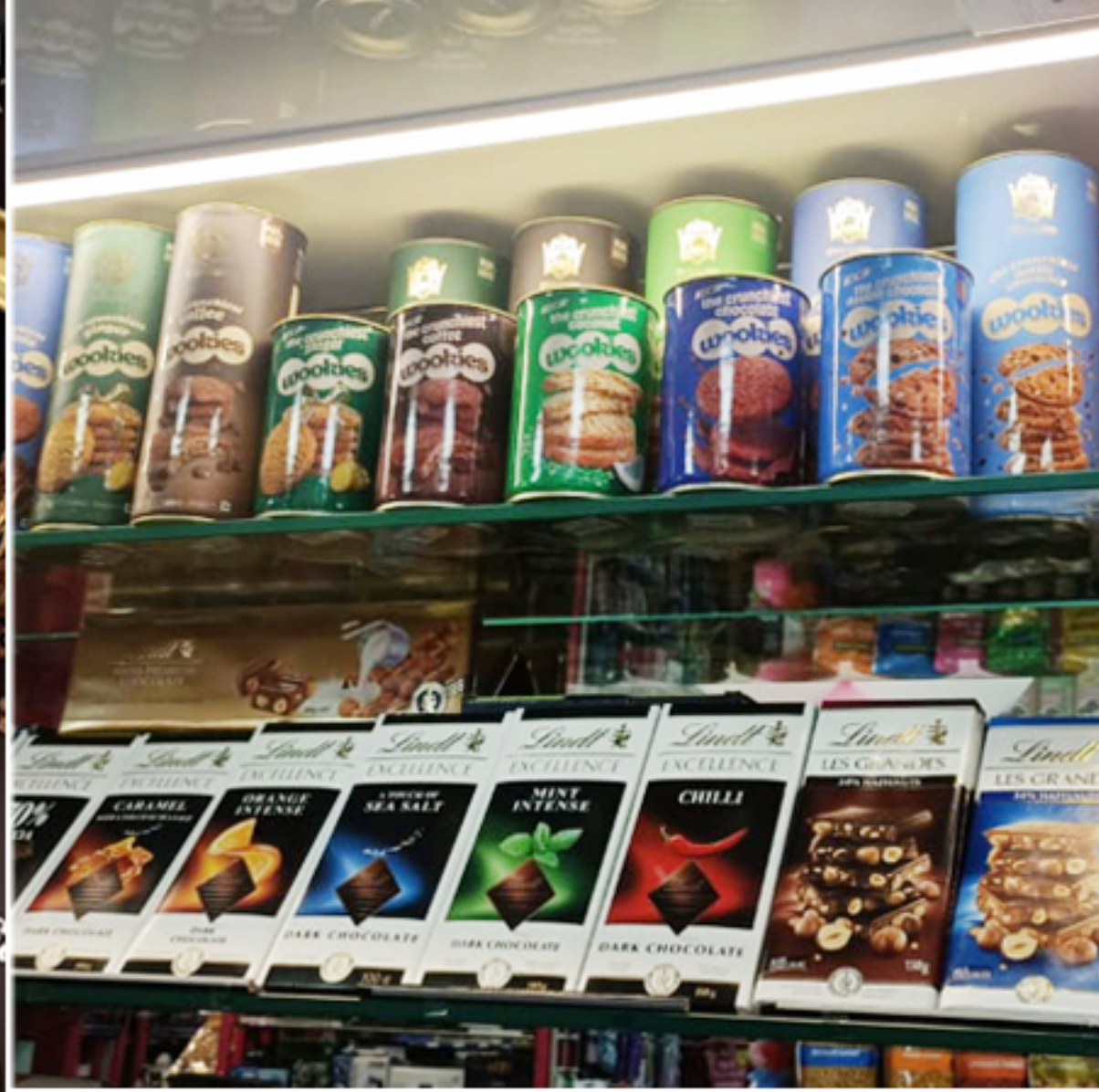


# CONCEPTION TO COMPLETION

Brand Identity System  
Visual Identity  
Packaging Design

3D Conceptualisation  
Retail Book  
Motion Graphics

Interface Design [UI/UX]  
Illustrations/ Pictograms  
Brand Retail Survey



PRODUCT OF PURECO  
THE FINEST CONFISEUR

wookies®

wookies®

wookies®

wookie®



wookies®

wookie®

**WOOKIES ARE 100 PERCENT WHOLE WHEAT COOKIES MADE WITH ALL-NATURAL INGREDIENTS IN THEIR FINEST FORM.**

Wookies is an FMCG brand with a PAN India presence, proudly manufactured in Mumbai, India. With a flawless taste and unwavering trust in its quality, Wookies aims to offer a gourmet experience globally. Medea delivered a full-scale comprehensive branding and design solutions to Wookies, encapsulating the essence of the brand in every detail, from inception to its packaging.

CONCEPTION TO  
COMPLETION

# AGCY. WORK

welcome  
a-pod!

COSY NAP— FRESH TAP— READY TO GO

# U110

Brand: NapTapGo  
Industry: **Hospitality**  
Type: POD Hotels  
Parent Company: Skypocket  
Origin: Noida, IN  
Launch Year: 2023  
Agency: medea

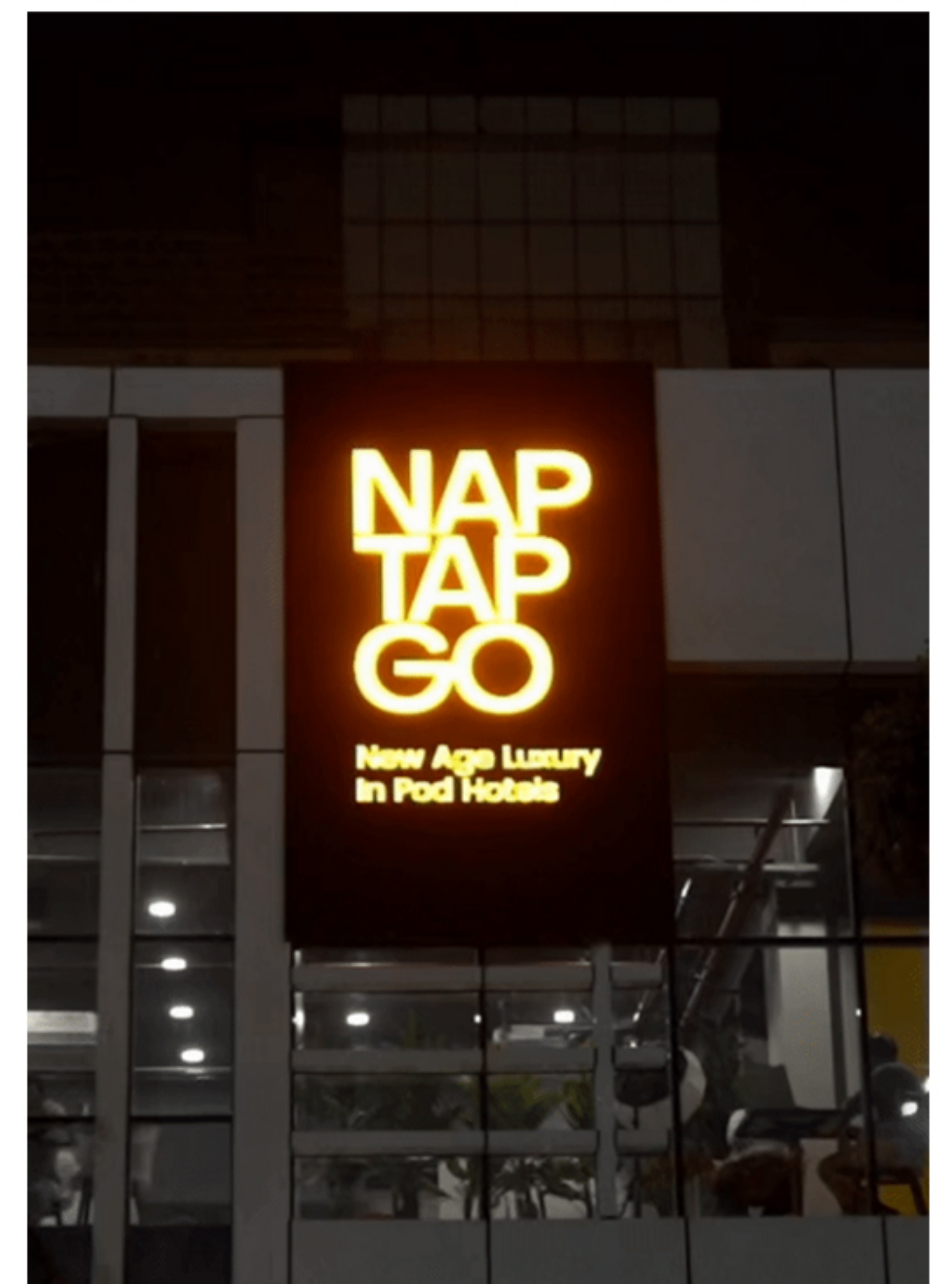
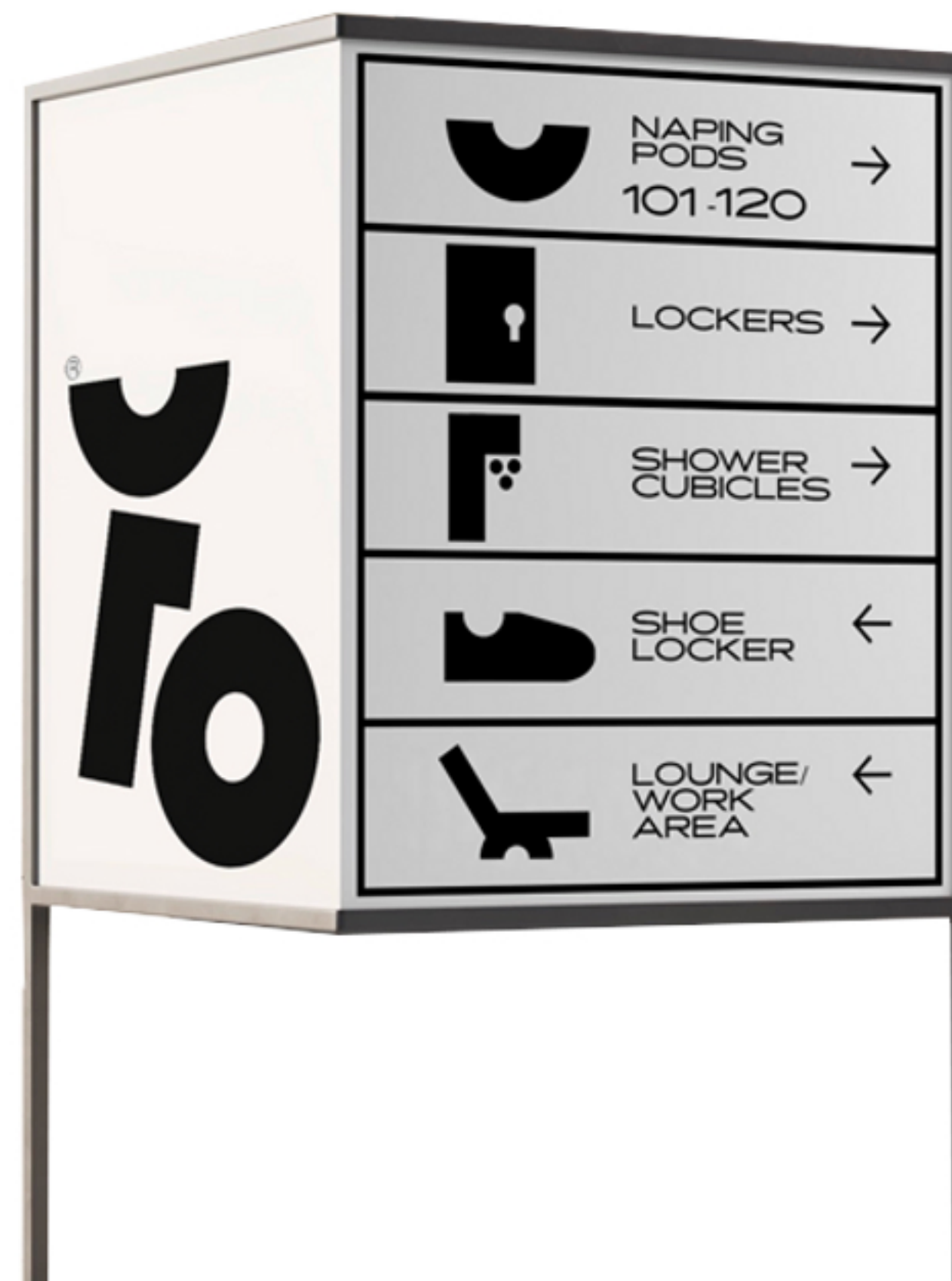
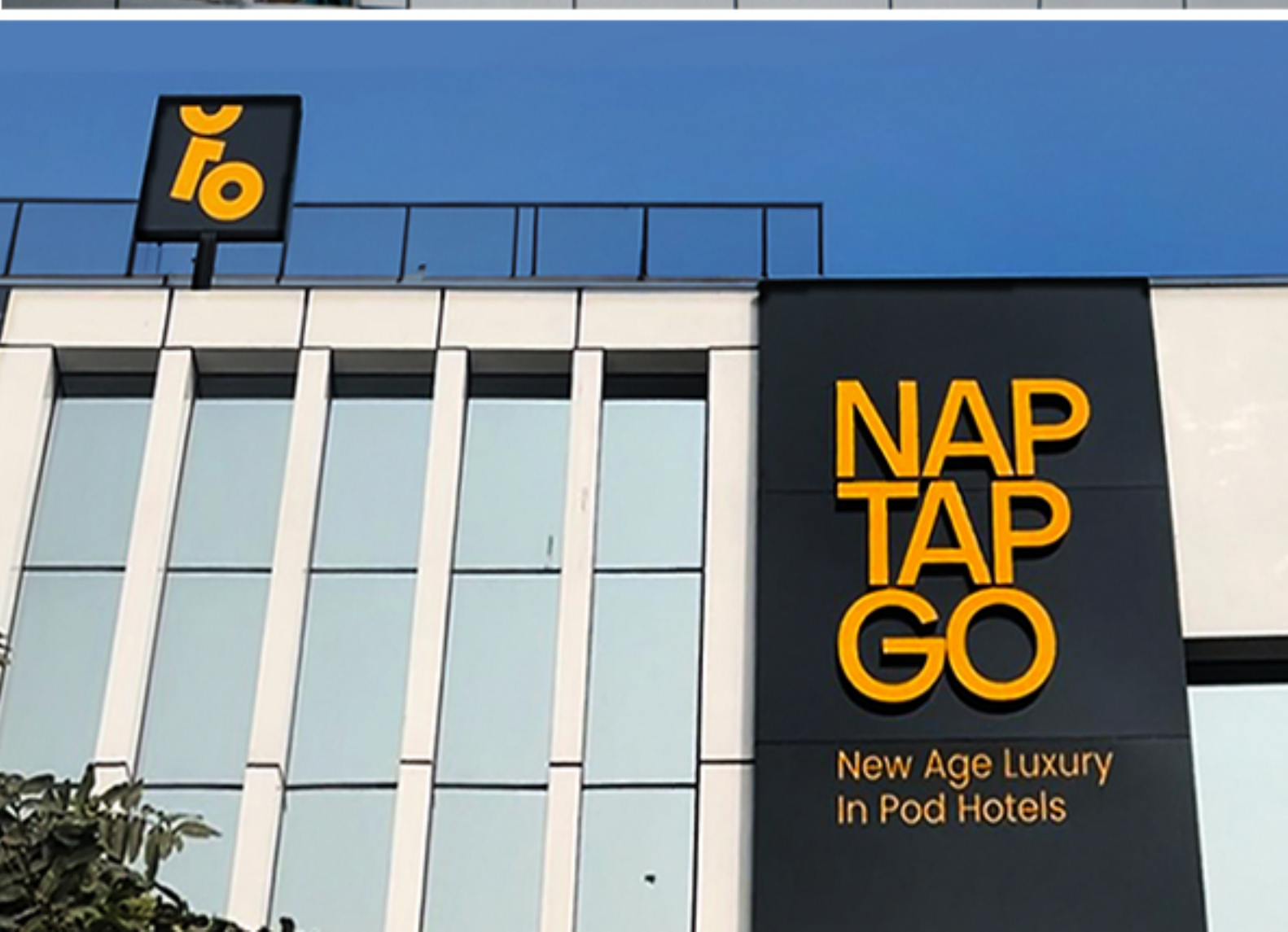
# CONCEPTION TO COMPLETION

Brand Identity System  
Visual Identity  
Conceptualisation

Marketing Print Collaterals  
Interface Design [UI]  
Illustrations/ Pictograms



## THE MODERN VOYAGER





# NAP TAP GO



# nap tap go

**NapTapGo IS A PAN INDIA, NEW AGE AFFORDABLE LUXURY POD HOTEL CHAIN THAT PROVIDES UNIQUE STATE-OF-THE-ART TECHNOLOGY CAPSULE ACCOMODATION EXPERIENCE FOR ALL THE MODERN VOYAGERS**

With its first hotel in Noida, NapTapGo is beginning an ambitious journey to diversify its presence across the spectrum of the hotel industry, catering to transient guests, business travellers, and tourists. Over the next five years, the hotel brand aims to transform the concept of affordable luxury through innovative AI-powered services, catering to the expanding domestic and international tourism in the country. [As forecasted by the IBEF (Indian Brand Equity Foundation), the Indian travel sector is anticipated to soar to a valuation of US\$125 billion by FY27.]

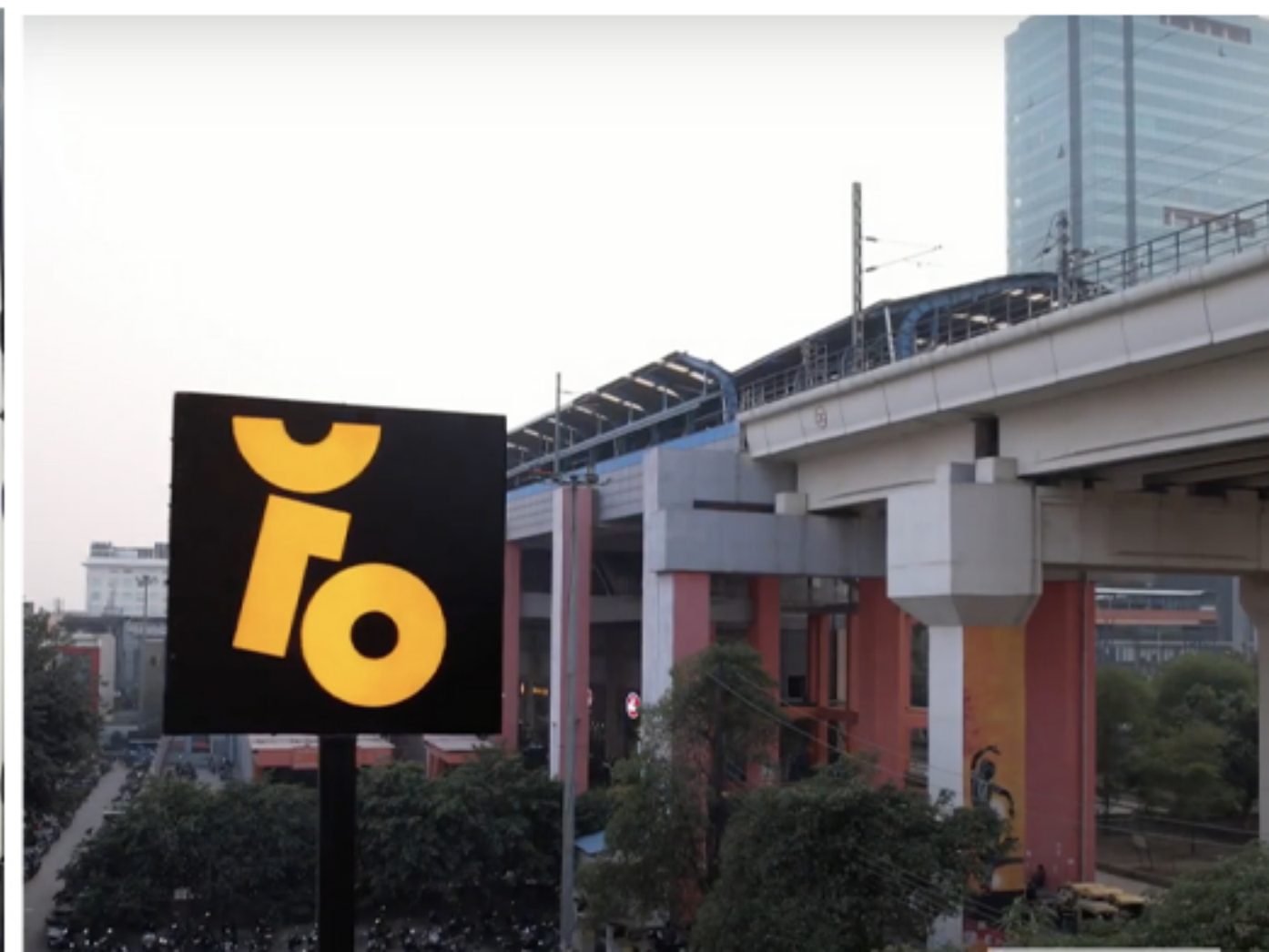


# NAP TAP GO

New Age Luxury  
In Pod Hotels

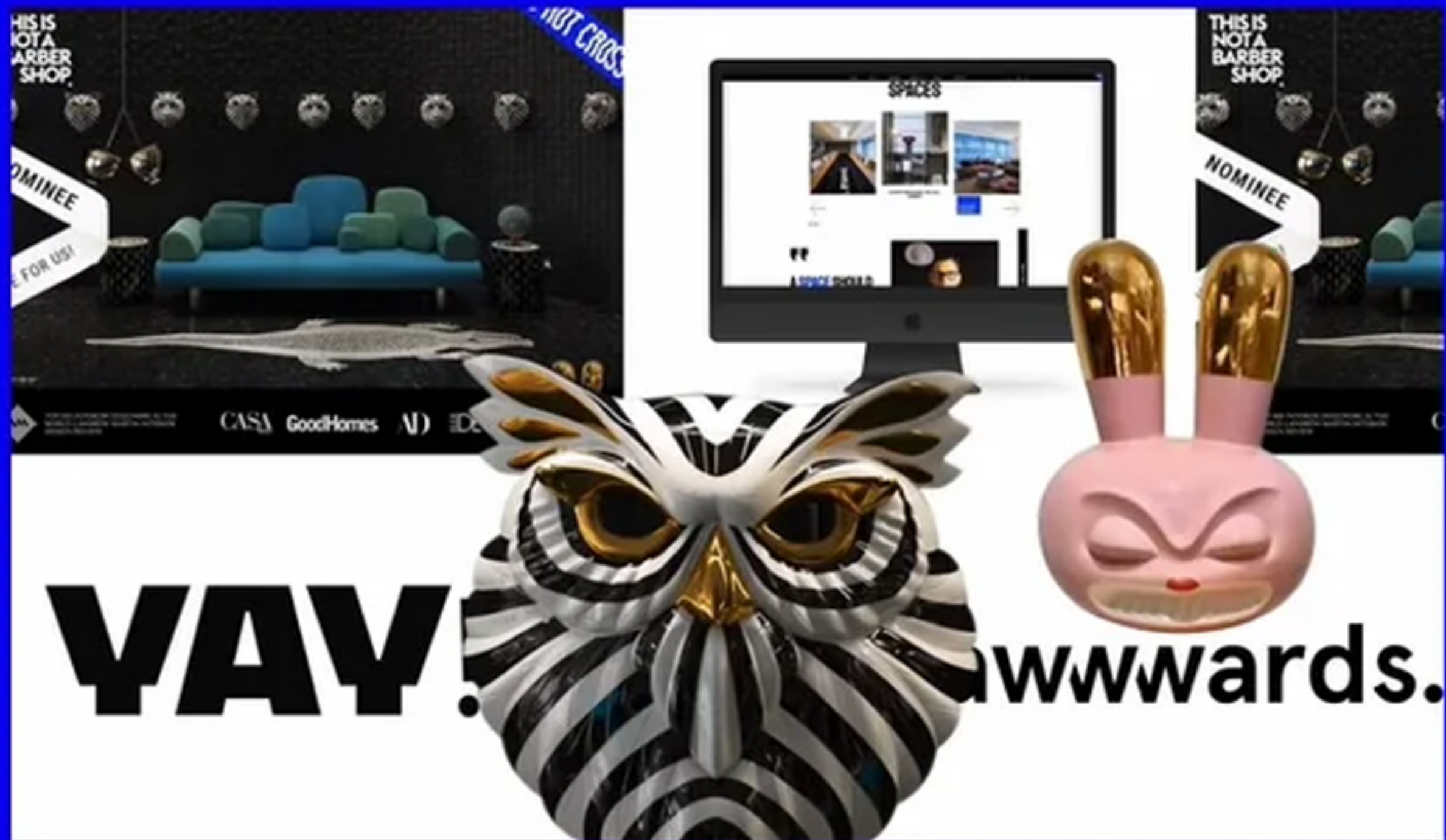


Incubated in IIM Lucknow



CONCEPTION TO  
COMPLETION

# AGCY. WORK



THIS IS  
NOT A  
BARBER  
SHOP.

Brand: Sanjyt Singh  
Industry: **Architecture + Interiors**  
Origin: New Delhi, IN  
Rebranding Launch Year: 2020  
Agency: medea

**CONCEPTION TO COMPLETION**

Brand Identity System  
Visual Identity  
Interface Design [UI/UX]  
[AWWARDS SITE OF THE DAY NOMINEE]

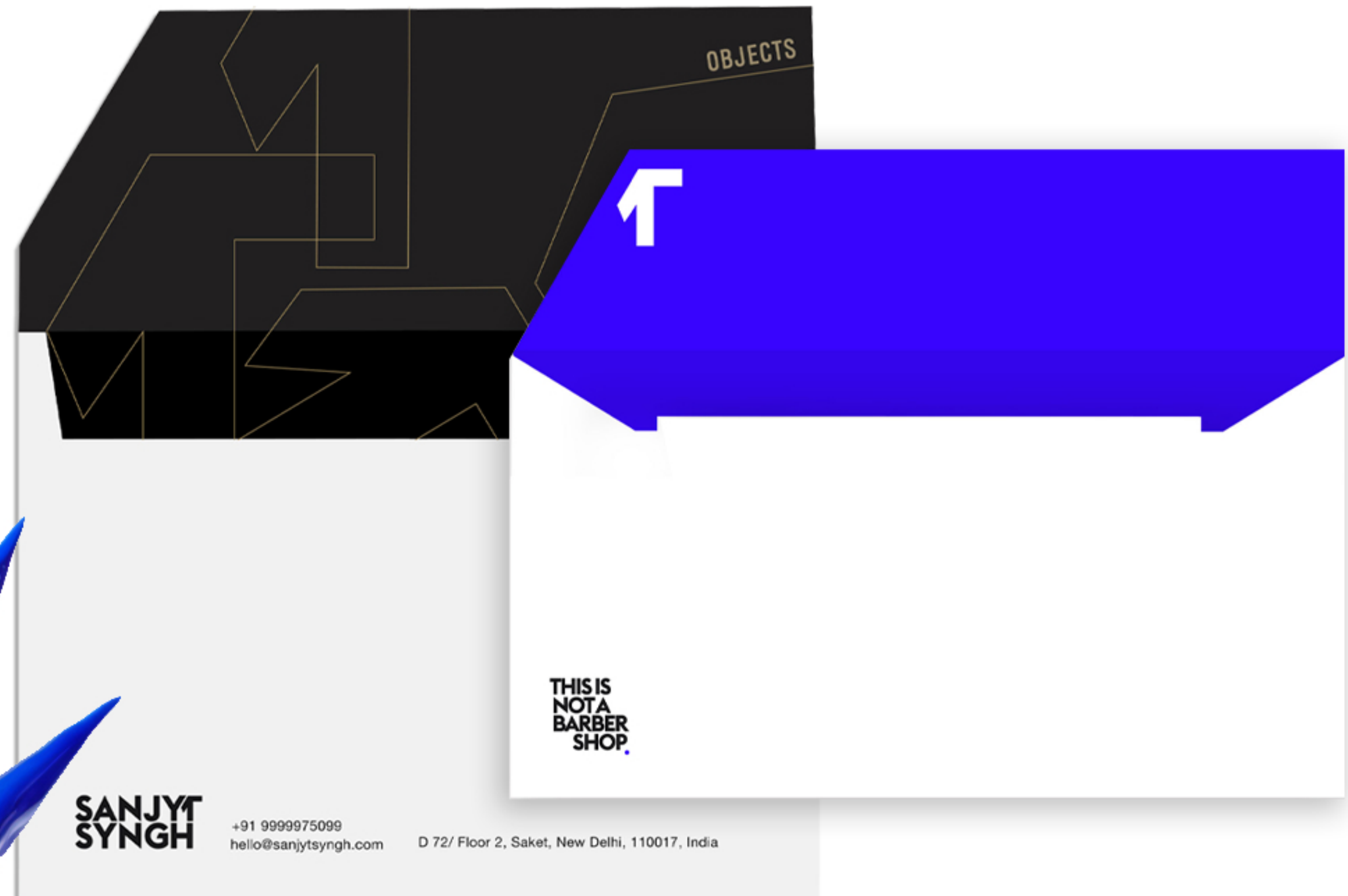
Social Media Branding  
Corporate Stationary Prints  
Motion Graphics

**OBJECTS**



**THIS IS NOT A BARBER SHOP.**

**SPACES**



**SANJYT SYNGH**

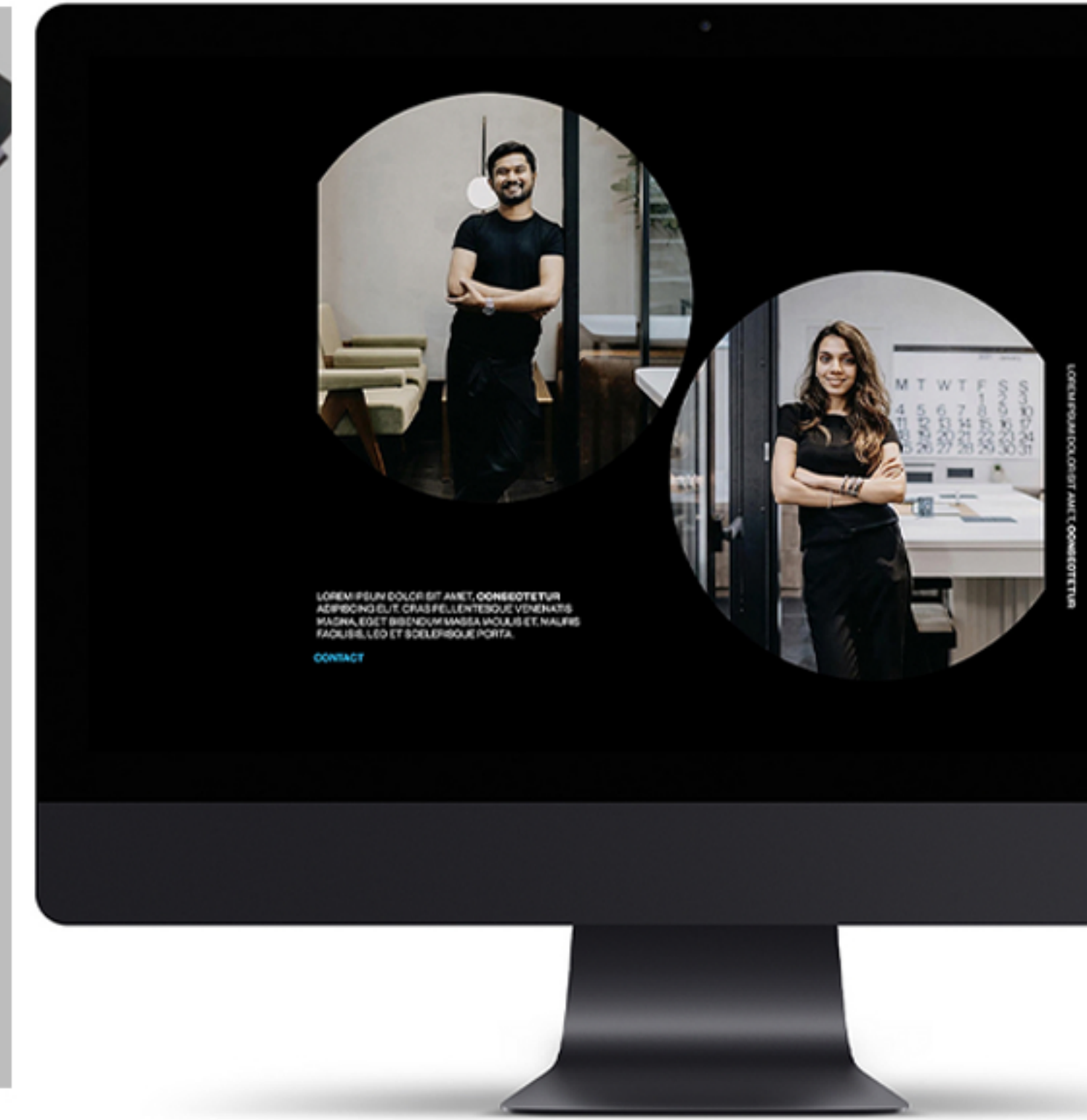
+91 9999975099  
hello@sanjytsyngh.com D 72/ Floor 2, Saket, New Delhi, 110017, India

# CONCEPTION TO COMPLETION

Brand: Colab Company  
Industry: **Architecture + Interiors**  
Origin: Mumbai, IN  
Rebranding Launch Year: 2022  
Agency: medea

Brand Identity System  
Visual Identity  
Interface Design [UI/UX]  
[\[AWWARDS SITE OF THE DAY NOMINEE\]](#)

Brand Book  
Corporate Stationary Prints  
Motion Graphics



# COLAB COMPANY

CONCEPTION TO  
COMPLETION

Brand: AND DESIGN CO  
Industry: Architecture + Interiors  
Origin: Mumbai, IN  
Agency: medea

Secondary Graphics  
Interface Design [UI/UX]  
Coffee Table Book Design



# AND DESIGN CO

MUMBAI LONDON

CONSULT US

INTERIORS ARCHITECTURE OUR TALE PRESS & COLLABS CLIENTELE CONTACT



AD100

iDOGI



ARCHANA BAID



RUPESH BAID

CONCEPTION TO  
COMPLETION

# AGCY. WORK



Brand: King's Valley

Industry: **Retail/ FMCG** [food company]

Type: Nuts & Dry Fruits

Origin: Delhi, IN

Launch Year: 2022

Agency: medea

## CONCEPTION TO COMPLETION

Visual Identity  
Brand Architecture  
Brand Communication

Packaging Design  
Product Design  
Exhibition Design



**KING'S VALLEY, AN INDIAN BRAND SPECIALIZING IN NUTS AND DRY FRUITS, IS TRANSITIONING FROM THE UNORGANIZED SECTOR TO THE ORGANIZED SECTOR BY STRATEGICALLY NAVIGATING THROUGH RETAIL, HOSPITALITY, AND EXPOS.**

King's Valley stands as a major importer of nuts and dry fruits sourced from Iran, Afghanistan, Turkey, and California. Historically, the brand operated in the unorganized sector, importing and selling its products under various brand packagings. However, in 2020, the decision was made to consolidate all products under one master brand, King's Valley, establishing a unified brand architecture.







CONCEPTION TO  
COMPLETION

# AGCY. WORK



Brand: Pureco  
Industry: **Retail** [food company]  
Type: Master [Parent] Brand  
Origin: Mumbai, IN  
Launch Year: 2023  
Agency: medea

**CONCEPTION TO COMPLETION**

Visual Identity  
Brand Architecture  
Brand Communication



**PURECO IS AN INDIAN CONFECTIONERY AND SNACK FOOD COMPANY BASED IN MUMBAI.**

Pureco holds a steadfast belief in the power of transparency regarding ingredients and nutritional value. They aim to empower customers to make mindful snacking choices by showcasing the composition and benefits of their products. This encourages individuals to embark on a journey of conscientious selection, fostering a harmonious connection between their choices and well-being.

NATIONAL  
AND GLOBAL

# INDUSTRIES



FMCG

+4  
projects



ARCHITECTURE  
+ INFRASTRUCTURE

+5  
projects



HEALTH AND  
WELLNESS

+2  
projects



RETAIL SECTOR

+3  
projects



MUSEUMS

AS MUSEUMS EVOLVE IN RESPONSE TO SHIFTING TRENDS, THE INTEGRATION OF TECHNOLOGY, DIVERSITY, SUSTAINABILITY, AND COMMUNITY ENGAGEMENT WILL BE IMPERATIVE FOR MAINTAINING THEIR SIGNIFICANCE AND ENDURANCE IN THE FUTURE. AT MEDEA, WE EAGERLY ANTICIPATE THE OPPORTUNITY TO UNDERTAKE BRANDING FOR A MUSEUM BY THE CONCLUSION OF THE YEAR 2025.



FINTECH

WITH > 2,100 FINTECHS OPERATING CURRENTLY, INDIA IS POSITIONED TO BECOME ONE OF THE LARGEST DIGITAL MARKETS WITH RAPID EXPANSION OF MOBILE AND INTERNET. WE BELIEVE THAT COMBINING AGENCY'S CREATIVE EXPERTISE WITH THE INNOVATIVE SOLUTIONS OF A FINTECH FIRM CAN RESULT IN A BRANDING APPROACH THAT NOT ONLY RESONATES WITH THE TARGET AUDIENCE BUT ALSO SETS THE COMPANY APART IN A COMPETITIVE MARKET.

NATIONAL  
AND GLOBAL

# INDUSTRIES



FOOD AND BEVERAGE

+3  
projects

BANKING

CREDIT, MARKET AND LIQUIDITY RISK STUDIES SUGGEST THAT INDIAN BANKS ARE GENERALLY RESILIENT AND HAVE WITHSTOOD THE GLOBAL DOWNTURN WELL THE INDIAN BANKING SYSTEM CONSISTS OF 12 PUBLIC SECTOR BANKS, 22 PRIVATE SECTOR BANKS, 46 FOREIGN BANKS, 56 REGIONAL RURAL BANKS, 1485 URBAN COOPERATIVE BANKS AND 96,000 RURAL COOPERATIVE BANKS IN ADDITION TO COOPERATIVE CREDIT INSTITUTIONS.



QSR

+2  
projects



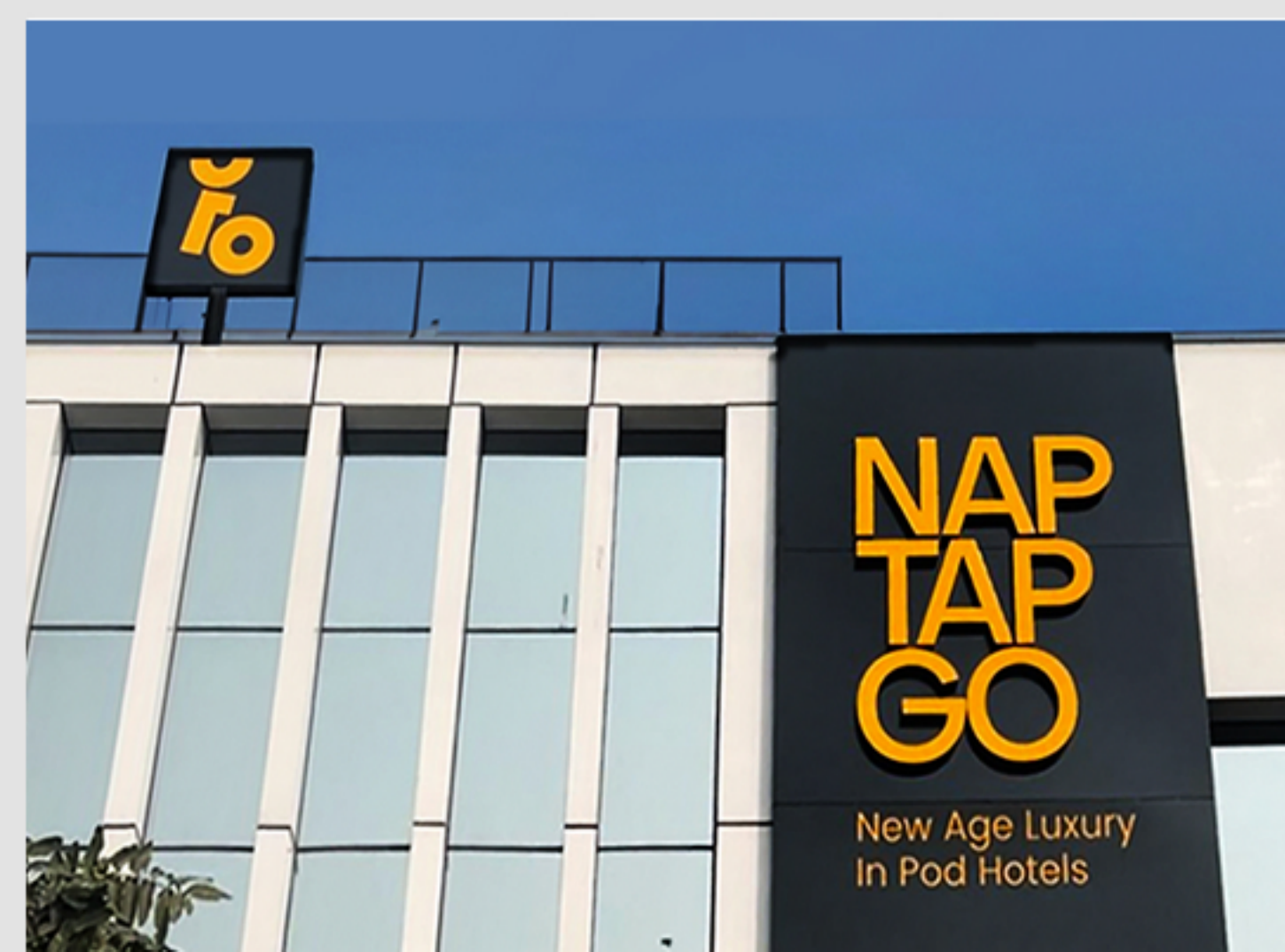
FASHION AND  
BEAUTY

+1  
projects



REAL ESTATE

THE REAL ESTATE SECTOR HOLDS A SIGNIFICANT APPEAL FOR US, AND WE ARE DRAWN TO THE POTENTIAL IMPACT THAT EFFECTIVE BRANDING CAN HAVE WITHIN IT. THIS DETERMINATION FUELS OUR ASPIRATION TO SOON VENTURE INTO THIS INDUSTRY.



HOSPITALITY AND  
TOURISM

+2  
projects

NATIONAL  
AND GLOBAL

# INDUSTRIES



ART AND  
ENTERTAINMENT

+3  
projects



JEWELRY

+1  
projects

LET'S TALK ABOUT  
YOUR BRAND



INFORMATION  
TECHNOLOGY

+4  
projects



NON PROFIT  
ORGANISATION

AT MEDEA, WE PRIORITIZE PARTNERING WITH ORGANIZATIONS THAT ACTIVELY CONTRIBUTE TO SOCIETY IN MEANINGFUL WAYS. TO THIS END, WE HAVE ESTABLISHED SPECIFIC CRITERIA FOR COLLABORATION, PARTICULARLY WITH NGOS. WE ARE KEEN TO OFFER SUBSTANTIAL BRANDING SUPPORT TO NGOS THAT ALIGN WITH OUR VALUES AND DEMONSTRATE A COMMITMENT TO MAKING A POSITIVE IMPACT ON COMMUNITIES.

AVIATION AND  
AEROSPACE

ONE OF THE INDUSTRIES WE ARE PARTICULARLY EAGER TO PROVIDE COMPREHENSIVE BRANDING FOR IS THE AVIATION AND AEROSPACE SECTOR. WITNESSING THE REMARKABLE ACCOMPLISHMENTS OF THE INDIAN SPACE RESEARCH ORGANISATION FILLS US WITH PRIDE AND UNDERSCORES THE NEED FOR ENHANCED BRANDING THAT INSPIRES ADMIRATION FROM ALL QUARTERS.

WHAT WE ARE DOING  
BEYOND CLIENT PROJECTS

# AGCY. GUIDE



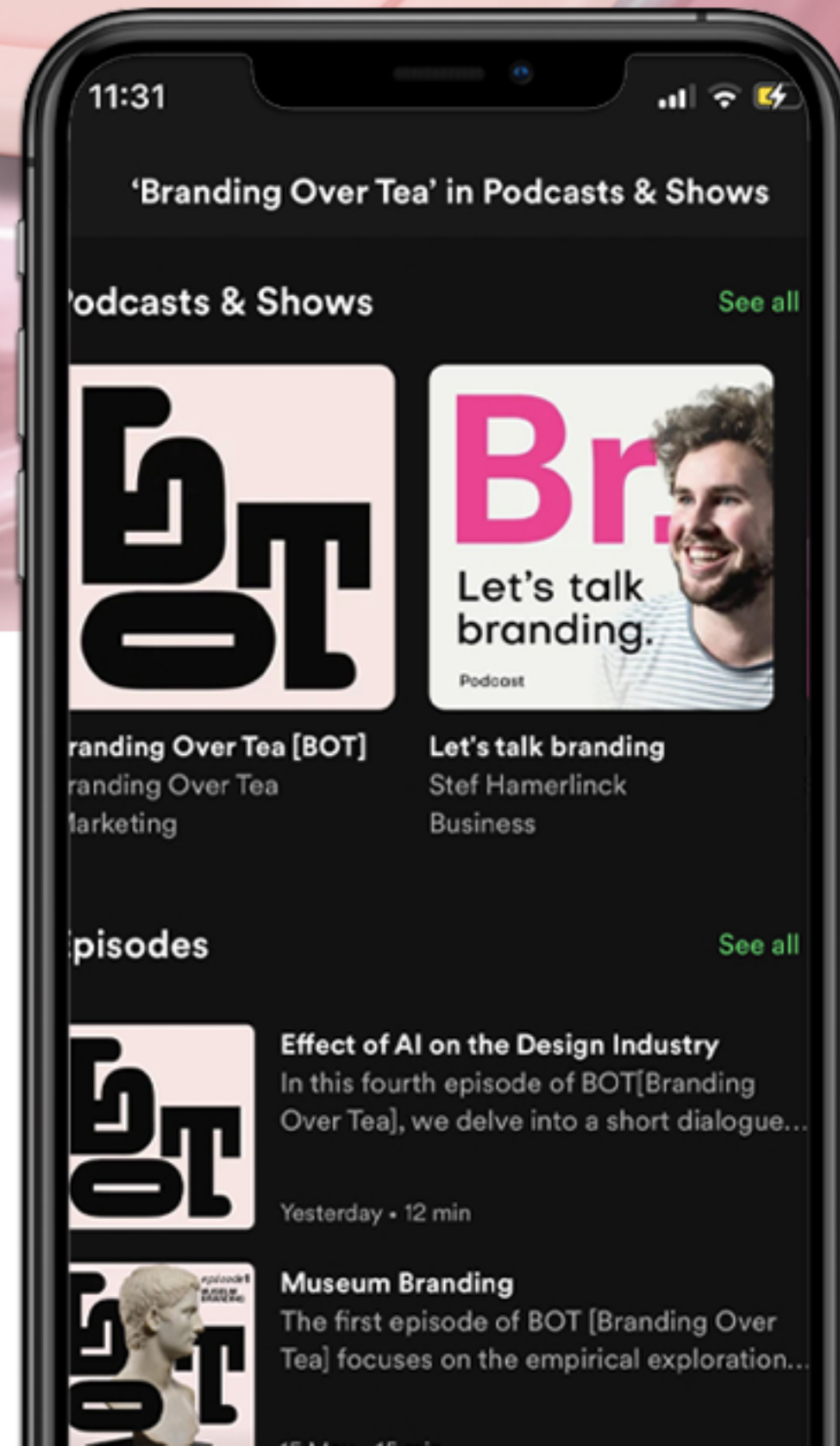
GLOBAL PUBLICATION  
IN 3 LANGUAGES



BOOTCAMPS/  
SEMINARS/ LECTURES



ADVERTISING  
AND BRANDING  
PODCASTS  
'BRANDING  
OVER TEA.'



# WHAT WE ARE DOING BEYOND CLIENT PROJECTS

The adage "Wisdom is power" encapsulates the essence of WOA. WOA aspires to become a globally distributed magazine dedicated to the realm of graphic design. The publication is poised to debut in three languages: English, French, and German in the year 2024. WOA is an independent venture instigated by Medea, an enterprise initiated to bring print media excellence in forefront with quality content for students and enthusiasts of design.



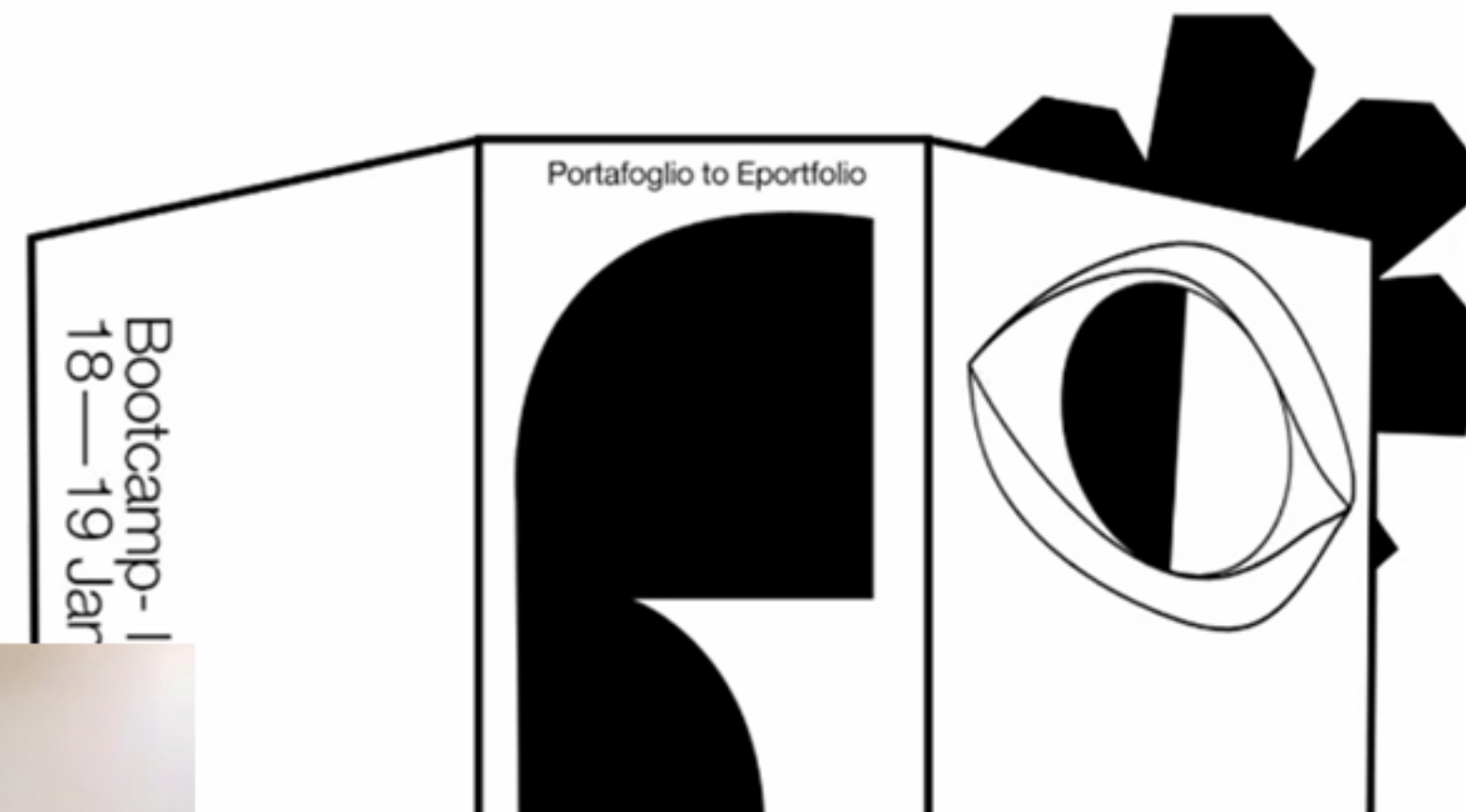


# WHAT WE ARE DOING BEYOND CLIENT PROJECTS

At Medea, our Creative Director has played an integral role as an active member of the jury for the NIFT Masters in Design department. Beyond serving on the jury, Medea has also organized bootcamps at NIFT to impart valuable insights into the advertising industry's standards and practices, providing students with essential knowledge for pursuing a career in design.

By actively engaging with academia, Medea not only imparts essential skills and knowledge but also instills industry standards and best practices in budding designers. This approach not only benefits the students but also contributes to elevating the overall quality and integrity of the design industry as a whole. This proactive approach not only benefits the students directly involved but also plays a vital role in raising the overall quality and integrity of the design industry on a broader scale.

## Bootcamp- IGPP 18—19 January



# WHAT WE ARE DOING BEYOND CLIENT PROJECTS

Design is the way everything around us is communicated but an exceptional design is something that brings a change in society in the manner of aesthetic development and we look forward to creating such exceptional designs and brands that make a difference in the way that we see things. We want to bring an experience of higher order to everyone that motivates people to pause, look and feel. Hear our podcasts over Spotify to experience design and branding insights like never before. Branding over tea [BOT] is podcast by the agency, dedicated to helping branding and advertising professionals/ entrepreneurs/ students to build a strong groundwork in brand strategy, brand positioning and personality, brand voice/tone, consumer psychology and creative design solutions to create better and bigger brands. Our primary objective is to establish an educational platform that offers greater clarity on design and branding. This initiative is driven by the need to address the prevalence of misinformation and incomplete knowledge circulating on the internet about branding and design.

BOT also aims to serve as a comprehensive and succinct podcast that acts as a one-stop destination for gaining a fundamental understanding of design and branding. In just about 10 minutes, it provides an in-depth insight that is highly practical, enabling listeners to apply this knowledge effectively in their efforts to build BIGGER AND BETTER BRANDS



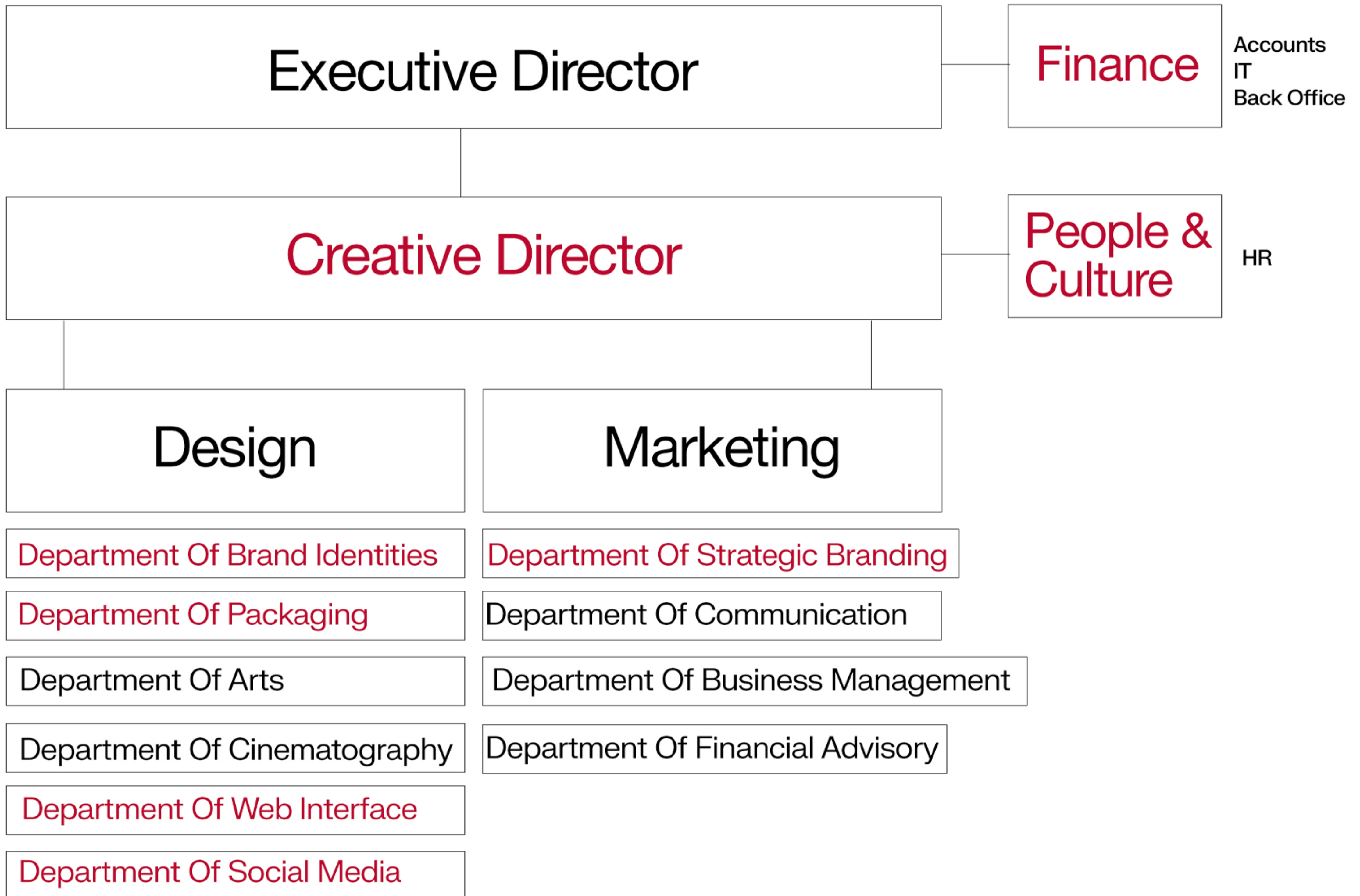
WHO WE ARE

# AGCY. STRUCTURE



## WHO WE ARE

Medea operates on a functional structure. Each department operates cohesively within this framework at the agency. Medea's organizational framework is aligned to serve its overarching mission and vision, ensuring that every individual contributes meaningfully to the collective success of the organization.



## WHO WE ARE

Medea is a leading global, independent full-service ad agency specialising in branding services with its HQ located in India.

At medea, every project is incepted with a creative vision and strategic thinking, that is, established on the highest level of design and branding expertise of the entire team of the ad agency. With a global approach for brands and businesses, the firm focuses on the problem-solving outlook with idea-driven graphic design for each brand at medea. We believe in the power of intelligent, functional, and courageous branding with our firm's core expertise specializing in brand identities, packaging design system, motion graphics, user interface design, brand positioning, visual communication and print. Our branding expertise spans across industries/ sectors like FMCG, Health and Wellness, Architecture, Retail, F&B, Hospitality & Tourism, Fintech, Banking, Museums, Real estate, Fashion & Beauty, Art & Entertainment, and Information Technology.

The agency's directing team has more than 17+ years of experience in the design industry. The experience combined with the conviction of creating only exceptional and globe-trotting work has provided medea with a global watch on design platforms like awwwards, Dieline, and POW in just the span of its 3 years of its existence.

**A BRAND SHOULD BE ABLE TO INSPIRE IT'S AUDIENCE TO BUY IT, RATHER THAN TO CONVINC THEM IN PURCHASING IT.**

MEGHA PAL  
CREATIVE DIRECTOR,  
MEDEA, INDIA



## KEY PEOPLE



**MEGHA PAL,**  
**FOUNDER AND CREATIVE DIRECTOR**  
MEDEA ADVERTISING AGENCY

Established in 2020 by Megha Pal, Medea bears the indelible imprint of its founder's visionary leadership as the agency's Creative Director for the past three years. Guided by her discerning design direction, Medea has garnered acclaim for its exceptional branding projects, earning accolades on esteemed global platforms such as Awwwards and Dieline. The agency's fundamental ethos and operational principles are deeply rooted in the founder's extensive decade-long tenure in the field, serving as the bedrock upon which Medea operates today.



**SANJANA PRABHAKAR**  
**LEAD BRAND DESIGNER**  
DESIGN DIVISION/ DEPARTMENT OF PACKAGING

Sanjana Prabhakar plays an impressive role in her position as the lead packaging and brand designer at medea. Her extensive global exposure and academic background in the arts have been instrumental in her ability to spearhead some of the agency's most remarkable packaging endeavors. Recognized as a preeminent figure in the field, she has earned acclaim as one of the foremost packaging designers in the nation.

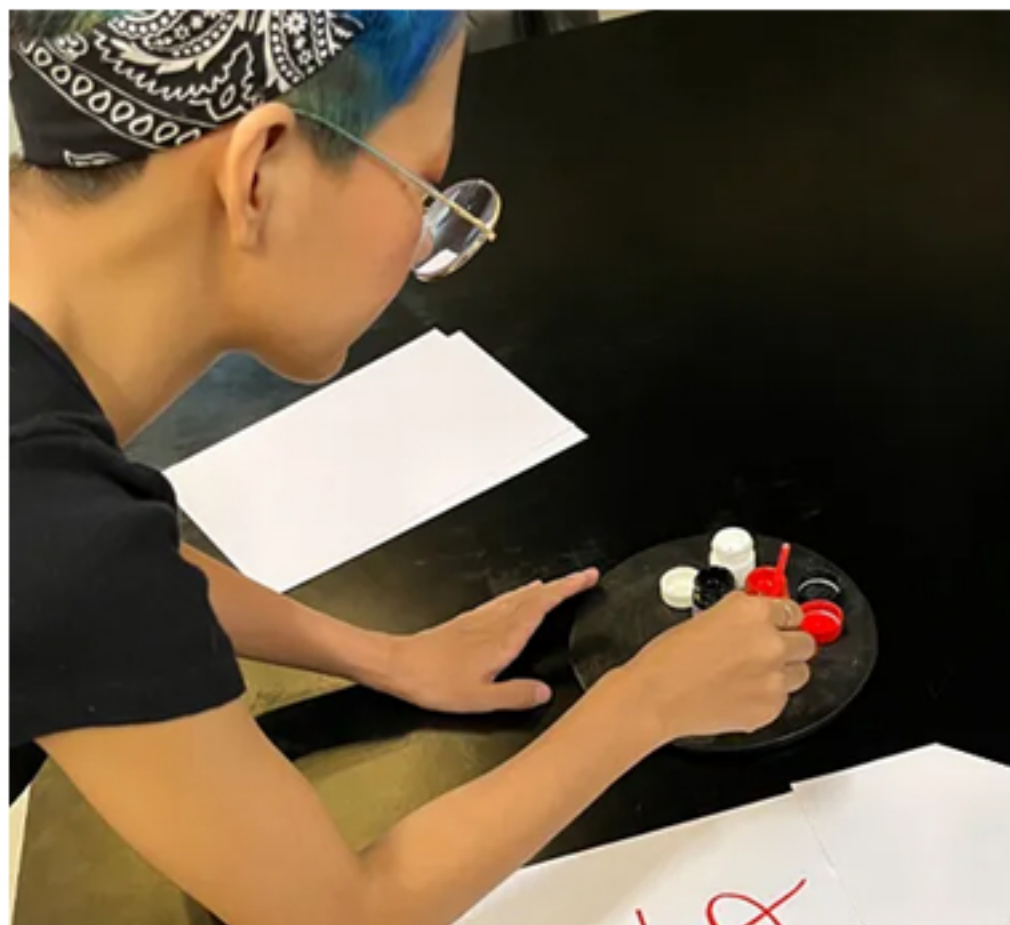


**RIPUDAMAN B**  
**WEALTH MANAGEMENT ADVISOR,**  
MARKETING DIVISION/ DEPARTMENT OF BUSINESS MANAGEMENT

No agency can advance without the stewardship of individuals possessing a clear vision of its direction, along with the acumen to assess and cultivate its financial portfolio. In this regard, Medea entrusted Ripudaman, whose extensive two-decade tenure in real estate and wealth management advising, to lead the charge. Commencing his journey with Medea as a wealth management advisor, he brings invaluable insight and expertise to the agency's financial landscape, enhancing its financial resilience and growth.

WHO WE ARE

# People and Culture



It is our conviction that designing brands is most effectively achieved when individuals are empowered to express themselves freely and are in a state of happiness. To safeguard these principles for both the agency and the growth of our team, we have cultivated a culture that we are committed to preserving within the premises of Medea. Key to this culture are cherished rituals such as Gourmet Fridays and Magnus Opus, which serve as cornerstones of our agency's identity. These rituals, designed to inspire and invigorate, will remain integral to our ethos wherever Medea thrives in the future.

Don't

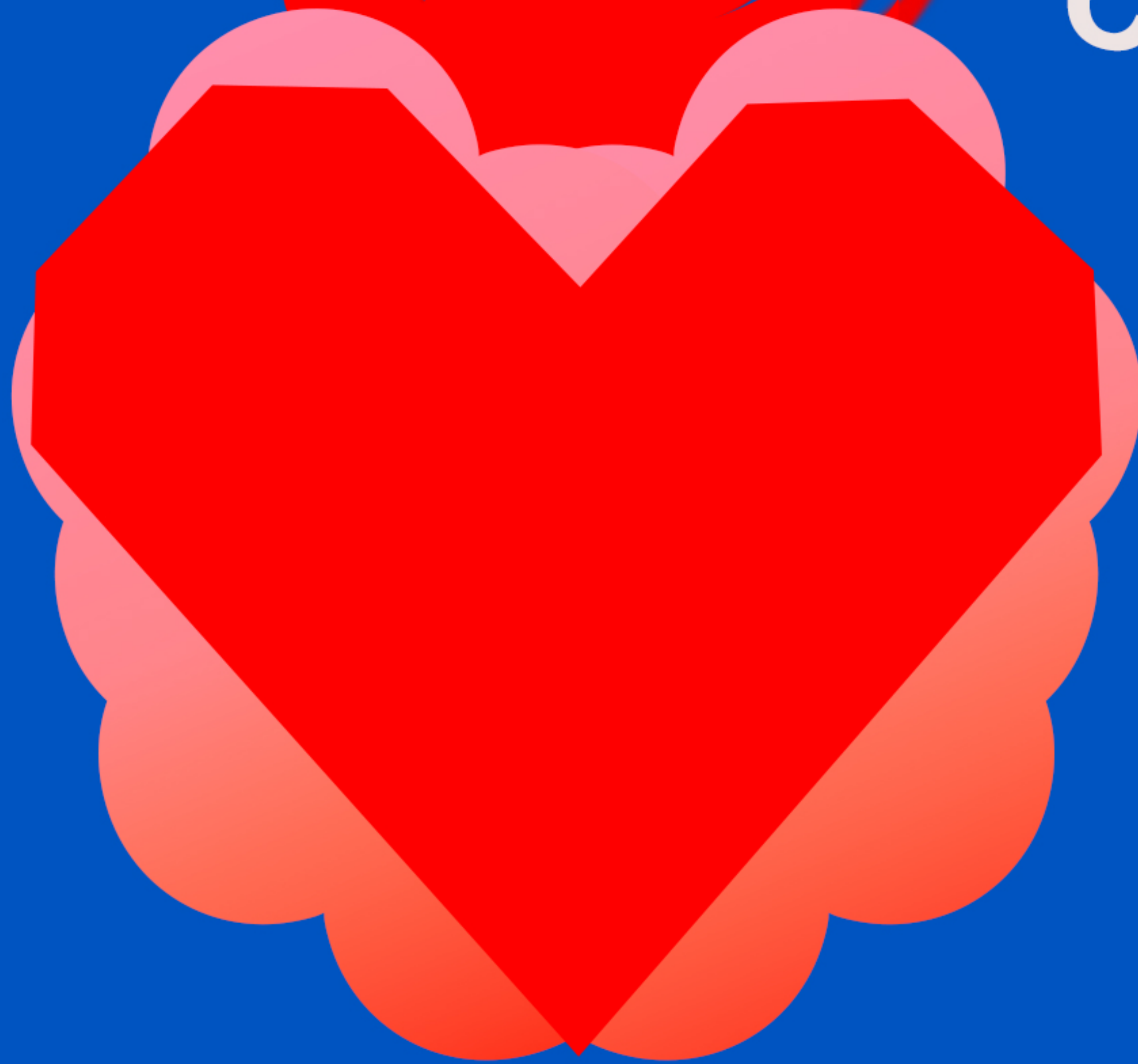
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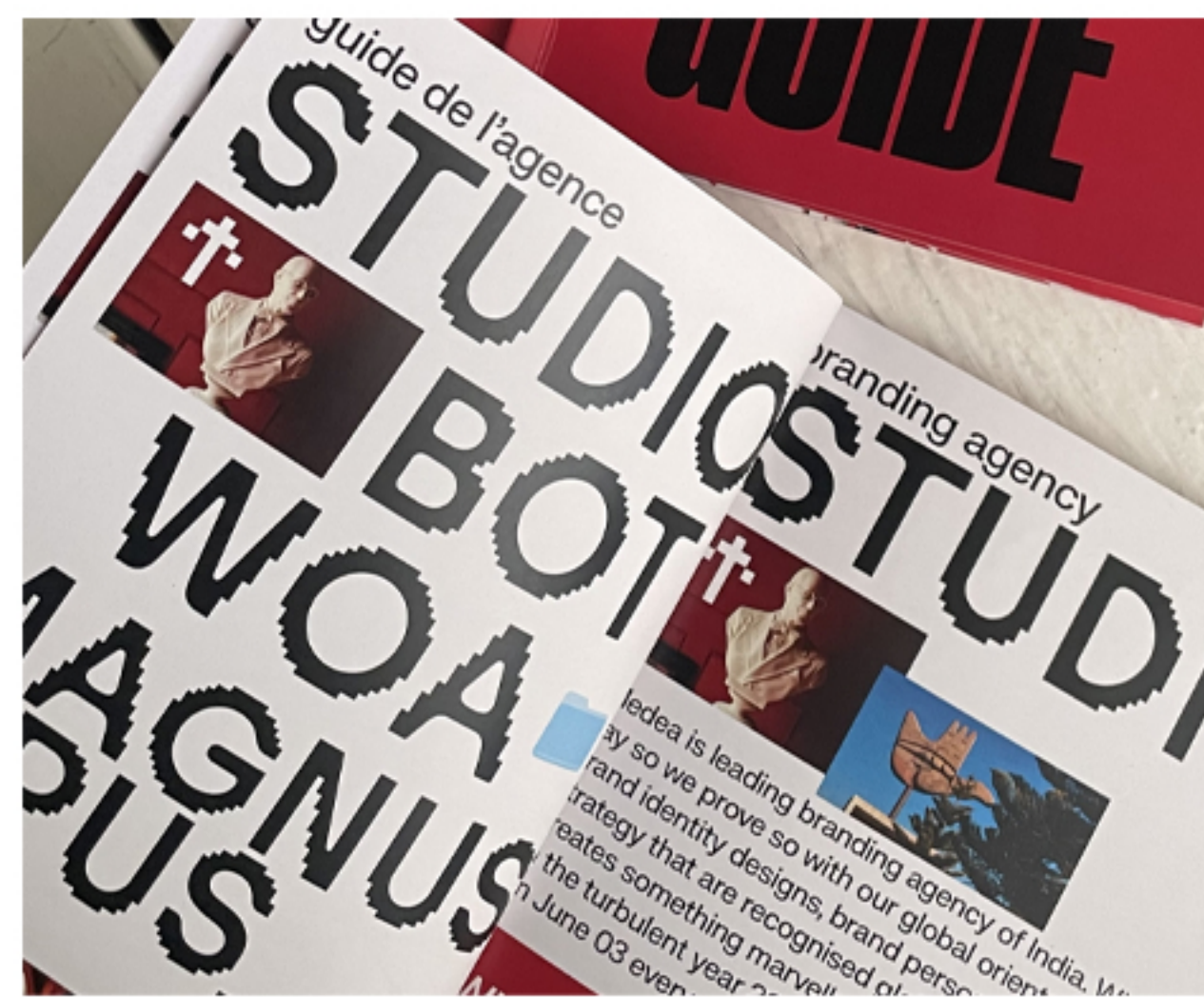
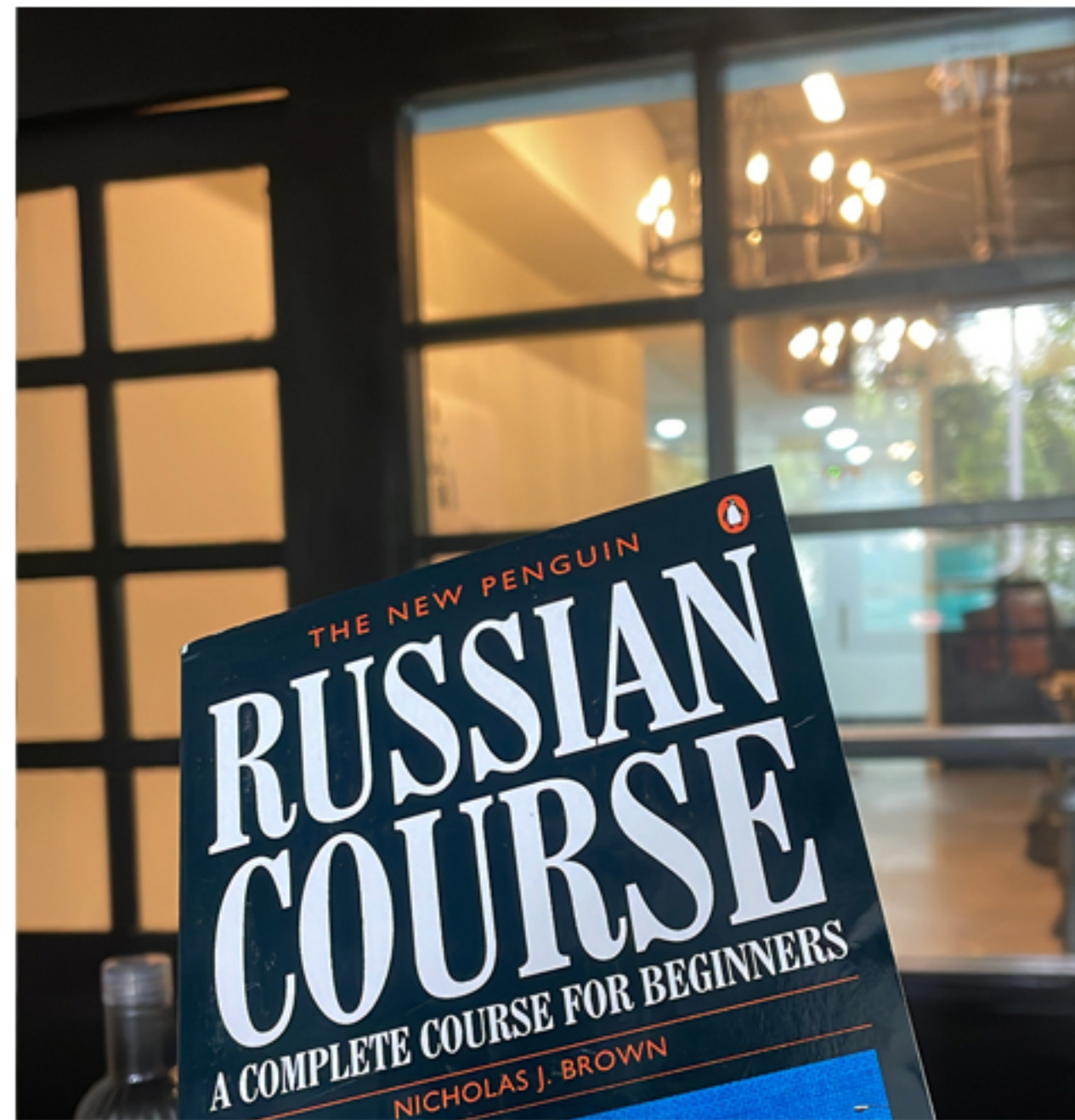
of

Level design



WHO WE ARE

# People and Culture





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## PURPOSE DRIVEN MISSION & VISION OF THE AGENCY

At Medea, one of our paramount objectives is to catalyze a design revolution across India. In fact, this aspiration was the driving force behind the inception of Medea. Our founding principle is rooted in the belief that transformative design has the power to reshape industries, elevate experiences, and inspire societal change.

When we speak of design, we refer specifically to graphic design and the crucial role of effective branding, concepts that are yet to be fully embraced within the creative consciousness of our nation. We believe that graphic design deserves celebration as it offers functional solutions to communication challenges that transcend language and geography. To honor this art form, we are on a mission to transform the landscape of the design industry in India.

Central to our mission is the encouragement of aspiring students and design enthusiasts to access the right sources of learning and knowledge. To this end, we have established our M3 internship program, which is dedicated to educating individuals about the fundamentals of design and branding. Our ultimate vision is to establish a professional graphic design school where education extends beyond mere academics, incorporating real-life projects and experiential learning.

### **PARTNERING WITH SOCIALLY CONSCIOUS BRANDS**

Achieving our this secondary goal hinges on our primary and foremost goal which is our ability, as an agency, to establish a benchmark for branding that meets global standards and originates from an Indian agency. To fulfill this objective, we are dedicated to create brands that are not only exceptionally loved but also renowned for their strategic brand positioning and effective design communication.

Our culture is deeply rooted in the foundational principles of the advertising world. At Medea, we aspire to become one of the foremost advertising agencies in India, with a vision to expand our presence globally in the decades to come. Central to our approach is a commitment to authenticity, a principle upon which we refuse to compromise.

Our aim is to partner with brands that are driven by purpose. In a society marked by rampant consumerism, where countless brands are conceived without much thought, we seek the privilege of partnering with brands that aspire to make a meaningful impact. We are drawn to brands that seek to innovate or serve a functional purpose, enhancing the lives of consumers in tangible ways. Whether it's through solving a problem or enriching experiences, we are committed to working with brands that strive to elevate both outer and inner dimensions of human existence, tailored to the unique needs of their respective industries.

### **FINANCIAL EXPANSION AND PROFITS**

The financial vision of our advertising agency is rooted in strategic foresight and responsible stewardship. We envision a future where our financial objectives are aligned with our overarching mission to deliver exceptional value to our clients, employees, and stakeholders alike. Central to this vision is a commitment to sustainable growth, characterized by prudent financial management and a focus on long-term profitability.

Our financial objective is twofold: to become the wealthiest advertising agency in India and to ensure that the brands we create enjoy significant profitability. We envision a future where our agency stands at the pinnacle of financial success, setting the standard for excellence in the industry. Achieving this ambition requires a multifaceted approach, combining strategic resource allocation, innovative business practices, and a relentless pursuit of excellence in every endeavor.

Central to our financial strategy is the creation of brands that not only captivate audiences but also deliver substantial returns on investment. We are committed to developing campaigns and branding solutions that resonate deeply with consumers, driving sales, market share, and ultimately, profitability for our clients. Through meticulous market research, creative brilliance, and data-driven insights, we strive to position our brands as market leaders, commanding premium prices and fostering enduring customer loyalty.

By maintaining a steadfast dedication to fiscal discipline and ethical business practices, we aim to build trust and confidence among our clients and partners, ensuring sustained success and prosperity for years to come.

### **SOCIAL RESPONSIBILITY**

At our advertising agency, we believe in the transformative power of giving back to society. One of the ways we contribute is by offering our services to non-governmental organizations (NGOs) at reduced rates, enabling them to amplify their impact and reach their goals more effectively. By working with NGOs on projects that align with our values, we help raise awareness, drive engagement, and inspire action on important social and environmental issues.

In addition to supporting NGOs, we are committed to nurturing the next generation of creative talent. We recognize that access to quality education is key to unlocking the potential of aspiring designers. That's why we've established a program [M3 Program] to provide design education to exceptional students free of charge. Through mentorship, workshops, and hands-on experience, we empower these students to hone their skills, unleash their creativity, and pursue careers in design with confidence.

# FUTURE

### **DIVERSE AND DYNAMIC TEAM**

Our vision encompasses the ambitious goal of building a vast, interconnected team of thousands within our advertising agency, spanning across the globe. We envision a dynamic network of talented individuals, each contributing their unique skills and perspectives to drive innovation and excellence in every project we undertake. By assembling such a diverse and expansive team, we aim to harness the power of collective creativity and expertise to deliver unparalleled results for our clients worldwide.

This vision is not merely about growth in numbers but about fostering a culture of collaboration, inclusion, and continuous learning. We strive to create an environment where every team member feels empowered to unleash their full potential, where ideas flow freely, and where success is celebrated collectively. Through strategic recruitment, talent development programs, and investment in cutting-edge technology and infrastructure, we are committed to nurturing a workforce that is not only vast in scale but also unrivaled in skill and passion.

As we work towards building this formidable team of thousands, our ultimate goal remains clear: to redefine the standards of excellence in the advertising industry and to make a lasting impact on the world stage.



# Wiser, Braver, Greater.

APHORISM 2024 — MEDEA, INDIA

At medea, we want to create brands that aspire to bring higher and unique experiences to the audiences — brands that makes audience or consumer feel more intelligent and greater of self for choosing the brands that are designed at medea.

We want people to fall in love with brands beyond persuasion marketing.

**PURPOSE DRIVEN  
MISSION & VISION  
OF THE AGENCY**

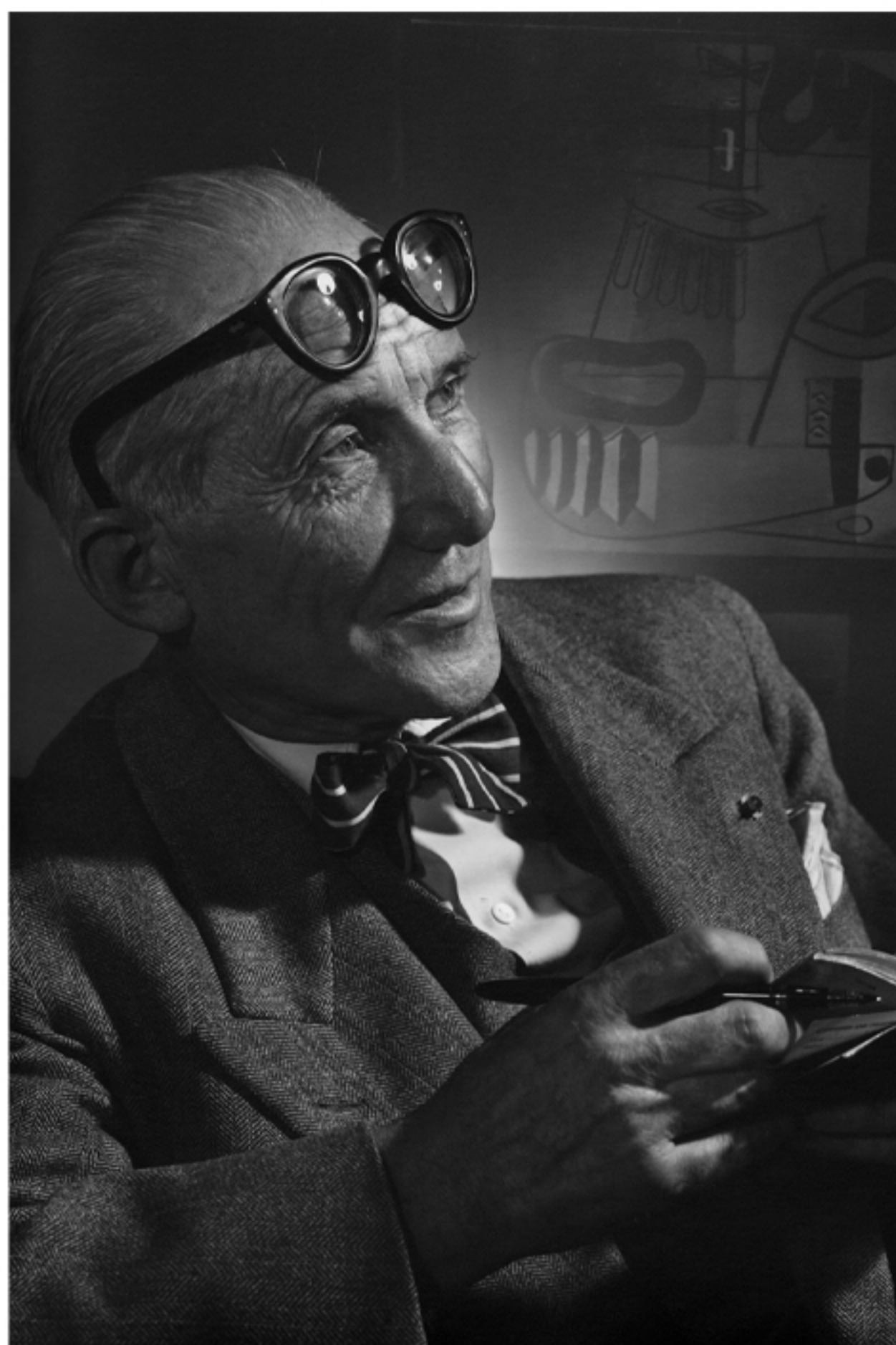
**We are currently here  
since 2020**

**CH**

**Chandigarh, India**

Inaugurating its presence amidst the enchanting environs of Chandigarh, the City Beautiful, Medea commenced its journey in 2020. Nestled in the embrace of this urban marvel, celebrated as the singular city globally envisioned by the eminent 20th-century architect, Le Corbusier, our venture resonates with the spirit of architectural ingenuity and visionary design. Inspired by the city's harmonious blend of functionality and aesthetics, we embarked on our venture with a commitment to emulate its ethos of innovation and excellence. Chandigarh, with its illustrious heritage and modernist allure, serves as the ideal backdrop for our pursuit of creative distinction and forward-thinking global endeavors at Medea.

Chandigarh embodies the spirit of a nation poised on the cusp of transformation, making it the perfect starting point for our endeavors at Medea.



# FUTURE

**Where we will be  
by 2030-2032**

**SPB**

**Saint Petersburg, Russia**

From the majestic Hermitage Museum, housing a treasure trove of masterpieces, to the bohemian streets lined with galleries, theaters, and music venues, Saint Petersburg pulsates with an energy, providing an evocative backdrop for creative exploration. We want our advertising agency to flourish amidst global cities renowned not only for its creativity and modern innovation but also historic artistic heritage. The rationale behind our inception in Chandigarh mirrors the very logic driving our decision to establish our first global office in Saint Petersburg. Just as Chandigarh symbolizes the vision of a new, futuristic India, Saint Petersburg epitomizes a convergence of historical grandeur and contemporary dynamism on the global stage. Our choice to expand to Saint Petersburg reflects our commitment to embracing cities that not only embody creative innovation but also hold deep cultural significance.

**Where we will be  
by 2036-2040**

**PAR**

**Paris, France**

Paris, with its exceptional display of branding and commercial prowess, retains an intrinsic connection to the simplicity and purity of artistic expression. This blend of commercial vibrancy and artistic heritage resonates deeply with our values at Medea. We are drawn to cities like Paris that embrace the duality of reaching towards a progressive future while remaining rooted in the timeless joy of human expression and celebration of art. Our affinity for these cities, which seamlessly blend modernity with tradition, leads us to envision our presence in Paris in the years to come, aligning with our commitment to artistic expression and creative excellence.

### 1. DEFINITIONS

The following terms as used herein shall have the meaning as stated:

- 1.1 "Agency" means Medea Advertising Agency.
- 1.2 "Conditions" means these Conditions of Supply;
- 1.3 "Confidential Information" means any information disclosed by one (the disclosing party) to another (the receiving party) if the disclosing party has notified the receiving party that the information is confidential or the information could reasonably be supposed to be confidential;
- 1.4 "Contract" means any contract between the Agency and the Client for hiring the agency to provide its expertise;
- 1.5 "Client" means any person, firm, company or other organisation who is the addressee of the Agency's quotation or acceptance of project issued by the Agency;
- 1.6 "Deliverables" means all documents, files and materials developed by the Company or its agents, subcontractors, consultants and employees in relation to the Services in any form, including, without limitation, computer programs, data, reports and specifications (including drafts);
- 1.7 "Intellectual Property Rights" means any design rights, utility models, patents, inventions, logos, business names, trademarks, domain names, copyright, moral rights, rights in databases, source codes, reports, drawings, specifications, know-how, trade secrets, rights in software.
- 1.8 "Services" means any expertise agreed in the Contract to be performed by the Agency for the Client (including any part or parts of them);

### 2. APPLICATION OF CONDITIONS AND DESCRIPTION OF SERVICES

- 2.1 The Agency accepts all quotations and project agreements subject exclusively to these Conditions. These Conditions will take precedence over any other terms and conditions that the Client may bring to the Agency's attention.
- 2.2 A quotation is provided with the understanding that a contract will not be established until the Agency accepts the Client's project in accordance with the conditions outlined in clause 2.3. The validity of any quotation is limited to 30 days from its date, unless the Agency withdraws it before that period elapses.
- 2.3 The initiation of a project following any quotation or other indication of price shall not be binding on the Agency unless and until accepted by the Agency in writing.
- 2.4 The Client shall ensure that the terms of project and any Input Material and/or any applicable specification are complete and accurate.
- 2.5 Any typographical, clerical or other accidental errors or omissions in any sales literature, quotation, price list, acceptance of offer, invoice or other document or information issued by the Agency shall be subject to correction without any liability on the part of the Agency.
- 2.6 The Agency accepts projects only on the basis that those instructing the Agency do so as principals and are therefore liable directly to the Agency for all payments of account.
- 2.7 No project of the Client may be cancelled by the Client, except with the Agency's express agreement and on such terms as the Agency may require.
- 2.8 No project of the Client may be varied, altered or deferred by the Client, except with the agreement in writing of the Agency.
- 2.9 The quantity and description of the Services shall be as set out in the Agency's quotation or acknowledgement of SOW.
- 2.10 All samples, drawings, descriptive matter, specifications and advertising issued by the Agency and any descriptions or illustrations contained in the Agency's website, SOW, screen shares are issued or showcased for the sole purpose of giving an approximate idea of the Services/expertise described in them. They shall not form part of the Contract and this is not a sale by sample.
- 2.11 The Agency has no obligation to accept any variation to the Contract requested by the Client, whether by addition, substitution or omission (or, without limitation, to the Services to be provided under the Contract) and no such request shall be deemed to be accepted in the absence of the Agency's written agreement to the variation.
- 2.12 The Services are provided for the Client's sole and exclusive use and shall not be used or relied upon by any third party.

### 3. TERMS OF PAYMENTS

- 3.1 Prices for the Services, however given, are based on conditions ruling on the date of their giving and are subject to change. The effective price for the Services shall be the price confirmed by the Agency in its written notification of acceptance of the Client. Where appropriate, the Services will be charged at the Agency's then-current rates.
- 3.2 The Agency reserves the right, by giving notice to the Client at any time before provision of the Services, to increase the price of the Services to reflect any increase in the cost to the Agency which is due to any factor beyond the control of the Agency (such as, without limitation, any foreign exchange fluctuation, currency regulation, any increase in the costs of labour, materials or other costs of production), any change in delivery dates, quantities or specifications for the Services which is requested by the Client, or any delay caused by any instructions of the Client or failure of the Client to give the Agency adequate, accurate or complete information or instructions.
- 3.3 Unless specified otherwise, the quoted price will exclude GST, which will be applied at the applicable rate on the date when the invoice is raised.
- 3.4 The price of the Services excludes any disbursements incurred (including but not limited to travel, photography, copywriting, stock imagery, courier and other reasonable costs, charges and expenses) which will be separately charged to the Agency.
- 3.5 Any waiver or reduction of any price will only be applicable if agreed by the Company in writing. 3.5 All payments shall be made without any deduction, withholding or set-off.
- 3.6 Failure by the Client to pay any invoice by its due date shall entitle the Agency to:
  - (a) suspend any warranty for the Services or any other services supplied by the Agency to the Client, whether or not they have been paid for;
  - (b) terminate the Contract, or suspend or cancel any future performance of Services; and
  - (c) cancel any discount (if any) offered to the Client.
- 3.7 All other invoices shall be paid in full within 28 days of the date of invoice unless otherwise agreed in writing.

### 4. FORCE MAJEURE

The Agency retains the right to postpone the provision of Services, cancel the Contract, or decrease the quantity of Services ordered by the Client (without incurring liability to the Client) if circumstances beyond the reasonable control of the Company impede or delay its business operations. These circumstances include, but are not limited to, Acts of God, governmental actions, war or national emergency, acts of terrorism, protests, riot, civil commotion, fire, explosion, flood, epidemic, lock-outs, strikes, or delays affecting carriers. Additionally, it encompasses any inability or delay in obtaining sufficient or suitable materials, or the failure or termination of any source of supply.

### 5. CONFIDENTIAL INFORMATION AND INTELLECTUAL PROPERTY RIGHTS

- 5.1 The Client and the Agency agree that in the course of the Agency providing the Services to the Customer, the parties may disclose to each other certain Confidential Information. The Client and the Agency agree that each party will maintain the Confidential Information's confidentiality and not disseminate it to any third party without the disclosing party's prior written consent, save that this obligation shall not apply to any Confidential Information that either party has a duty (whether legal or otherwise) to communicate or that is in the public domain or is already in the receiving party's possession through no fault of the receiving party. Neither party shall use any Confidential Information for any purpose other than the discharge of its respective obligations under the Contract.a) The client's confidential information shall include, but not be limited to, information and data relating to the client's and its subsidiaries' business and their financial performance and results.
- 5.2 The Agency's confidential information shall include, but not be limited to, details of its fees, costs and unused work and concepts that it has produced. The resultant design work will be used in the Agency's portfolio unless agreed otherwise in advance.
- 5.3 The Client acknowledges the Agency's ownership of any and all Intellectual Property Rights in any Deliverables and in any Services provided to the Client pursuant to the Contract and agrees not to contest the Agency's ownership or use of any such Intellectual Property Rights. The Client acknowledges, without limitations, that all Intellectual Property Rights developed by the Agency while performing any Services shall be irrevocably and entirely owned by the Agency.
- 5.4 Unless expressly agreed otherwise in written form, the copyright and all other intellectual property rights related to the design, artwork, copy, and any other work created by the Agency under this agreement shall exclusively belong to the Agency. The intellectual property rights associated with design, artwork, copy, and other work produced by third parties will remain with those third parties, unless the Agency secures a valid assignment of such rights.

### 6. WARRANTY/ RESPONSIBILITY

- 6.1 The Agency warrants (subject to the other provisions of these Conditions) that the Services will be performed with reasonable skill and care.
- 6.2 Any deficiency in the performance of the Services shall be notified to the Agency within 7 days of completion of the performance of the Services; otherwise, the Services shall be deemed to be satisfactory and a charge will be made for additional rectification work.
- 6.3 The Agency shall not be liable for any breach of any warranty in clause 6.1, if: the deficiency arises from any Input Material, instructions, specification or design supplied by the Client, or from any other cause which is not due to the neglect or default of the Agency.

### 7. PARTICULAR REQUIREMENTS APPLYING TO CERTAIN SERVICES

- 7.1 All work is based upon the Client's responses to the questionnaire provided to the Client before any work commences; the Client's responses essentially comprise the 'brief' to the Agency and if the Client subsequently causes this brief to change substantially, the Agency reserves the right to impose additional charges.
- 7.2 Where the Company is to provide graphic design and branding services to the Client: The parties shall agree a detailed project specification with respect to any graphic design and branding services to be undertaken by the Agency. Any amendments proposed to the project specification must be made in writing and delivered to the other party. If such proposed amendments incur additional expense the Agency is entitled to seek further payment to cover such expense. The Client agrees that the Agency holds no responsibility for any amendments made by any third party, before or after the final proof is signed off by the Client.
- 7.3 Any indication given by the Agency of a project's duration is to be considered by the Client to be an estimate. The Agency cannot be held responsible for any project overruns, whatever the cause.
- 7.4 The Agency will not include in its designs, any text, images or other data which it deems to be immoral, offensive, obscene or illegal. All advertising material must conform to all standards laid down by all relevant advertising standards authorities. The Agency also reserves the right to refuse to include submitted material without giving a reason. If the Agency includes images and/or data in good faith, and subsequently discovers them to be in contravention of its inclusion policy or any law or regulation, the Client is obliged to allow the Agency to remove the offending material without hindrance, or penalty. The Agency shall be held in no way responsible for the inclusion of any such material.
- 7.5 In the case of multiple design concepts[variations], only one is considered to fulfil the Contract unless otherwise agreed in writing. The Agency retains ownership of all other design concepts, unless explicitly stated otherwise in writing. If the Client wishes to acquire rights to an alternative variation for brand identity, half of the branding amount will be charged for the delivery of the additional variation.
- 7.6 When supplying text, images, or other data for inclusion in the Client's artwork, the Client asserts that it possesses the necessary Intellectual Property Rights permissions. The ownership of such materials remains with the Client or the rightful owner of the Intellectual Property Rights. The Client is responsible for obtaining legal clearance for materials before publication.
- 7.7 Validating the selected name includes checking domain name availability, digital uniqueness, and presence, along with verifying its availability on India's filing website. Clients are encouraged to pursue comprehensive legal confirmation beyond this phase. The Agency holds no responsibility for trademarks and filing registration of brand names it has suggested.
- 7.8 The Client will be responsible for purchasing the website domain[URLs] and hosting space, and these expenses will not be encompassed in the pricing for the expertise in website design and development.
- 7.9 Subsequent modifications or alterations to the web development beyond the initial build will be treated as amendments, and their implementation will be subject to a separate quotation. Any additional changes or updates to the website design or functionality will incur associated costs, which will be outlined and agreed upon in advance through a formal quotation process.
- 7.10 Should the Client choose to enlist a third-party developer at a later date to build a website or application initially designed by Team Medea, our responsibility does not extend to any deficiencies or failures in the successful delivery of the website or application by the selected third party.
- 7.11 Charges for all extensions, both external and internal APIs and SEO services will be invoiced separately.
- 7.12 Proposals do not include cost for print collateral or media buying spend (where appropriate).
- 7.13 If the Client fails to provide necessary information or adhere to the agreed-upon payment plan, it may lead to the project being suspended or experiencing delays.

### 8. SUSPENSION AND TERMINATION

- 8.1 Without affecting any other rights or remedies available to the parties, either party may terminate the Contract without incurring liability to the other party immediately upon providing notice if:
  - (a) The other party fails to pay any due amount under the Contract by the specified payment date and remains in default for at least seven days after receiving a written notification to rectify the payment;
  - (b) The other party commits a material breach of any Contract terms, and if the breach is remediable, fails to remedy it within 30 days after receiving written notice of the breach;
  - (c) The other party repeatedly breaches Contract terms in a manner indicating a lack of intention or ability to fulfil the Contract;
  - (d) Court applications, orders, or appointments of administrators are made concerning the other party;
  - (e) The other party suspends, ceases, or threatens to suspend or cease a substantial part of its business;
  - (f) The contract may be terminated without prior notice in the event of the Client's bankruptcy, insolvency, or liquidation, or if any distress, execution, or legal process is imposed upon the Client's assets. Additionally, termination may occur if a receiver is appointed over any part of the Client's assets or in the case of a persistent breach by the Client of any of its obligations.
- 8.2 The termination of the project will be communicated in writing, ensuring that both parties are fully informed about the status of the termination.

# PRIVY POLICY

#### ALL CONTENT IS SUBJECT TO COPYRIGHT OWNED BY MEDEA

Medea firmly asserts its unequivocal ownership, inclusive of copyright, over all data, images, textual components, and additional content featured on both the website and the agency's credentials deck. Medea staunchly prohibits the replication or duplication of any protected materials on both the website and the agency's credentials deck. This prohibition extends to any form of reproduction, including but not limited to copying, distribution, or adaptation, without explicit authorization.

#### COMMERCIAL USAGE IS RESTRICTED

Individuals intending to employ any of these files or images for commercial ventures, publication, or other purposes are obligated to solicit and obtain formal written consent in advance. Requests for the reproduction of content from the Website are to be channeled through official communication channels, notably via email at [hello@medea.in](mailto:hello@medea.in) or by contacting **+91-9779422882**. This ensures that all permissions are appropriately documented and facilitates the preservation of the integrity and exclusivity of Medea's content.

#### AGENCY BRANDING AND TRADEMARK

Any unauthorized utilization of the Medea branding is strictly prohibited and requires prior written authorization. This policy is implemented to safeguard the integrity and exclusivity of the Medea brand. It ensures that any usage of the identity aligns with the standards and values upheld by Medea. By obtaining written consent, individuals or entities seeking to use the Medea Trademark can ensure compliance with legal requirements and respect for intellectual property rights.

#### INTELLECTUAL PROPERTY USAGE

Every brand showcased on our website and credentials deck is a registered trademark, carrying legal consequences for unauthorized duplication. The branding work and associated data of these brands at Medea have been ethically shared, with explicit consent and acknowledgment from their respective founders. This transparency underscores our commitment to ethical collaboration and ensures that all parties involved are fully informed and aligned with the use of their intellectual property.

These Terms and Conditions were last modified on Jan 01, 2024.

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