



DESIGN WORLDWIDE™



## Design Worldwide

### Company Information: at a glance

Design Worldwide is India's first integrated multi-discipline strategic design & creative solutions company focused on the design outsourcing industry. The firm is promoted by a professional team of brand architects and communication & design strategists and funded through private equity investments. The firm's services integrate design across different streams, held together through a cohesive brand strategy and build synergy across all possible mediums of brand exposure.

At Design Worldwide, services are classified across three core verticals: communication design, branded architectural design and product design. Each operate independently, but integrate to meet project objectives. The model combines strategic planning with process implementation, offering high-end design skills at substantially reduced project costs and timelines. The three practices combine high skills with experience in undertaking design projects from concept to implementation. Projects include corporate/brand identity development, advertising & communication, web & multimedia, architecture & interiors, product & packaging development, amongst others. Clients & industries serviced include hotels, F&B, retail, cosmetics & personal care, real estate & construction, consumer products, steel, automotive components, BPO/ ITES, fashion & lifestyle, tourism, etc. in both India & abroad.

Design Worldwide currently operates out of Gurgaon (NCR Region of New Delhi), India and its two-pronged business strategy focuses on (a) pioneering the design outsourcing industry; i.e. enabling global design projects out of India through a world class talent pool at a substantial cost advantage, and (b) introducing the concept of truly integrated multi-discipline design in the domestic industry, where we bring in a globally relevant service offer that combines multi discipline skills and adds value to client projects.

In the long term, Design Worldwide plans to expand its presence in the US, Europe, Asia Pacific & the Middle East, either through strategic acquisitions or alliances, in order to better manage the front end and back end of the entire design process, for large scale outsourced projects and emerge as one of the largest design networks in the world.

For more information:

Visit us at [www.design-worldwide.com](http://www.design-worldwide.com). Alternately, call Sanjay Sarma, Director & Chief Executive Officer at +91 9811096301 or mail at [sanjay.sarma@design-worldwide.com](mailto:sanjay.sarma@design-worldwide.com)

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