

# D'ARTIST

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## TALENT VENTURES

**MULTI- DISCIPLINARY TALENT SOLUTIONS AGENCY**

# ABOUT US

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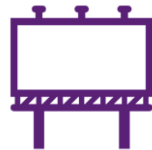
We are a Multidisciplinary Talent Solutions Agency that focuses on a Client First Approach!



We Work with the Well Acclaimed & Well Achieved!



**Multi-Disciplinary  
Talent**



**Advertisers**



**Production  
Houses**



**Media  
Houses**



**Digital  
Agencies**

# OUR APPROACH



**Main tenet of our business is to enhance value and capabilities of our clients.**

**We pro-actively work towards providing the following to our Clients:**

**STRATEGY**

**We participate in developing a market ready celebrity linked Strategy .**

**SOLUTION**

**Deliver proactively a futuristically envisioned Solution**

**SERVICE**

**Turnkey Service with Key management involvement**

# 2022- D'ARTIST TALENT VENTURES

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100+

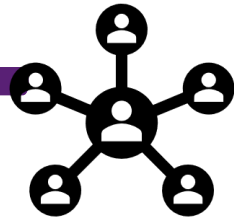
BRAND ENDORSEMENT  
DEALS

50+



DIGITAL / INFLUENCER  
CAMPAIGN ACTIVATIONS

125+



BRAND BRANDS  
ENGAGED

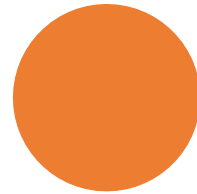
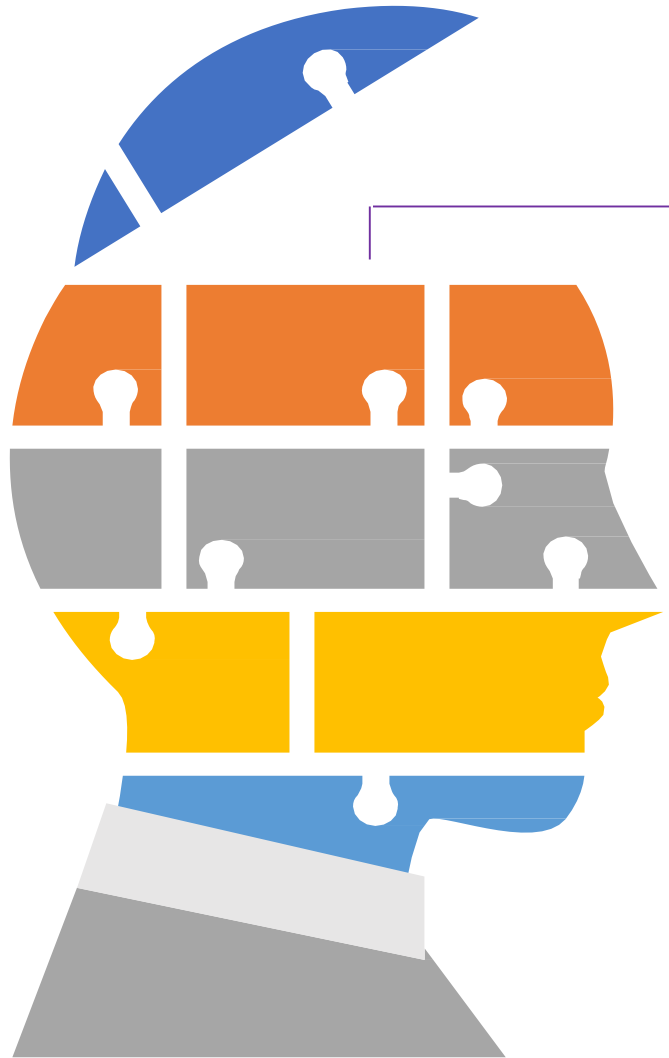


70+

TALENT ACTIVATED

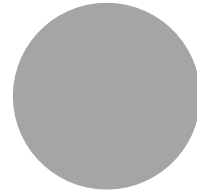
# BRAND ENDORSEMENT SOLUTIONS

## OUR ASSESSMENTS GO BEYOND GUT FEEL AND PERSONAL PREFERENCES



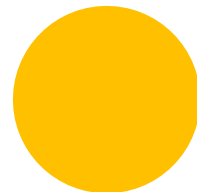
### **CELEBRITY ATTRACTION AT A COGNITIVE LEVEL:**

Media and PR Monitoring



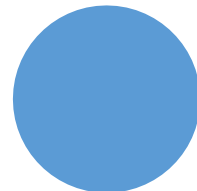
### **ATTRIBUTE & LIFE CYCLE MATCH. PROVIDE UNIQUE SOLUTIONS:**

Past, present and future assessments. New and unique influencers suggested



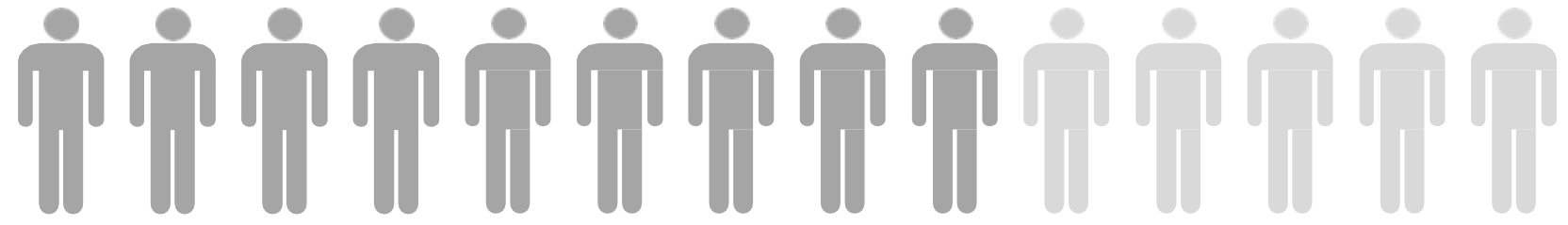
### **CELEBRITY REACH & IMPACT ANALYSIS:**

Cinema / Media Platforms Footfall ratio, Ratings of their content, Repeat viewership data and many more such tools

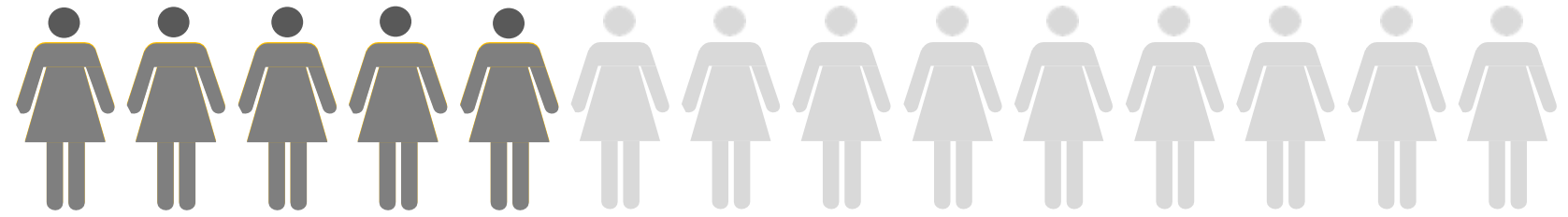


### **CONSISTENCY AND LONG-TERM TRAJECTORY:**

Constant monitoring and understanding of Career Trajectories and helpful growth patterns for the brand ecosystem



# KEY CELEBRITY BRAND ASSOCIATIONS



# AJAY DEVGAN



Pushp Masala



Amul Innerware



Confidence Petroleum



Walkaroo



Dabur Babool




Tetmosol




Dabur Hajmola

# MS DHONI

 Design Gallery Modular Kitchen Bedroom Living Room Bathroom

**Best Prices on Home Interiors.  
Guaranteed.**

Instant quotes with  
no hidden costs.



**Homelane**

turtlemint

Insurance ko futuristic  
banane keliye aa raha hai

**MERA NAYA  
JODIDAR!**

Guess Who?



**Turtlemint**



# KAREENA KAPOOR



**Dabur Real**



**Piramal Little's- Saif and Kareena**



# RANVEER SINGH



# MANOJ BAJPAYEE



Get access to  
Quality HealthCare

Sirf India  
mein nahi,  
abroad bhi!

✓ EXPERT KI SUNO  
SAHI CHUNO

T&C Apply | IRDAI Reg. No.:151 | ARN: ADV/0894/Nov/2022-23  
ManipalCigna LifeTime Health

**Manipal Cigna**



**Piramal Pharma**

**TATA sampann**

**Tata Sampann Haldi  
Taste Bhi, Natural Oils Bhi.**

- Sourced from the choicest farms
- With natural oils
- Assured 3% Curcumin

**TATA sampann**  
Turmeric Powder  
WITH NATURAL OILS  
Made from whole spices, which contain natural oils.  
100 g

Images are for illustration purposes

**Tata Sampann**

# ANIL KAPOOR



Softovac, Lupin

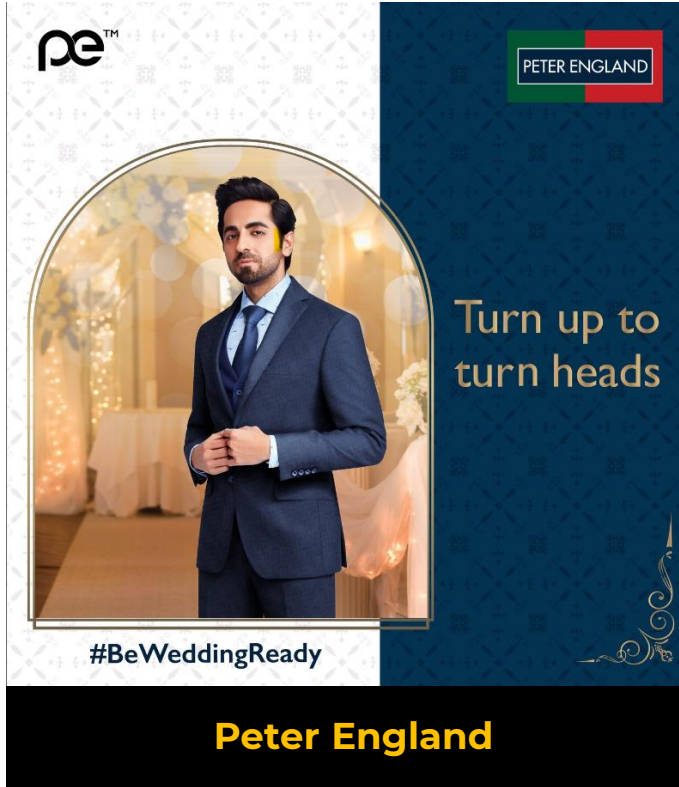


Future Generali – Anil Kapoor & Slow Cheeta



Evergreen Tea

# AYUSHMANN KHURRANA



pe™

PETER ENGLAND

Turn up to  
turn heads

#BeWeddingReady

**Peter England**

This advertisement features Ayushmann Khurrana in a dark blue suit, standing in a wedding hall. The background is a dark blue patterned wall. The Peter England logo is in the top left, and the brand name is in a red and green box in the top right. The slogan 'Turn up to turn heads' is written in gold. A hashtag '#BeWeddingReady' is at the bottom left, and the brand name 'Peter England' is in a black box at the bottom.



POLYCAB  
Connection Zindagi Ka

Hap-hap  
HAPPY  
Yeh DIL hai free!

**Polycab**

This advertisement features Ayushmann Khurrana in a red jacket, sitting in a room with purple lighting. The background is a red and black split. The Polycab logo and tagline 'Connection Zindagi Ka' are in the top left. The slogan 'Hap-hap HAPPY Yeh DIL hai free!' is in the top right. The brand name 'Polycab' is in a black box at the bottom.



Bajaj Allianz

This advertisement features Ayushmann Khurrana in a blue denim jacket, standing in a room. The background is a warm-toned interior. The Bajaj Allianz logo is in the top left. The brand name 'Bajaj Allianz' is in a black box at the bottom.

# SIDHARTH MALHOTRA



**Happilo – Sidharth and  
Kiara**



**Tuborg**



**Club Mahindra**

# OTHER CELEBRITIES

Centrum

World's #1 Multivitamin  
Now in India



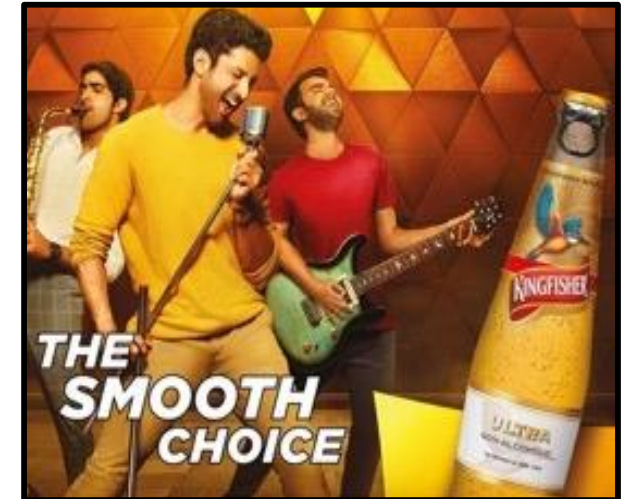
PM-IN-CNT-22-00039

Source: Nicholas Hall Global CHC Database, DB6 MAT Q1'22

**Centrum (GSK) - Anushka Sharma  
+ Akhil Akkineni, Samir Soni & Neelam**



**Hershey's Exotic  
Dark - Taapsee Pannu**



**Kingfisher Ultra -  
Farhan Akhtar**



**Seba Med- Arjun Kapoor**



**VKC Walkaroo - Aamir Khan**



**Renew Buy - Rajkumar  
Rao**

# OTHER CELEBRITIES



**Finolex– Kartik Aaryan and Kiara Advani**



**Ajanta Shoes – Parineeti Chopra**



**Dabur Pudin Hara – Parineeti Chopra**



**Oyo – Kalki, Kunal, Chintranga and Gul**



**Dalda Vanaspati– Chef Sanjeev Kapoor**



**Dabur Meswak – Subodh Bhave**



# SOUTH CELEBRITIES



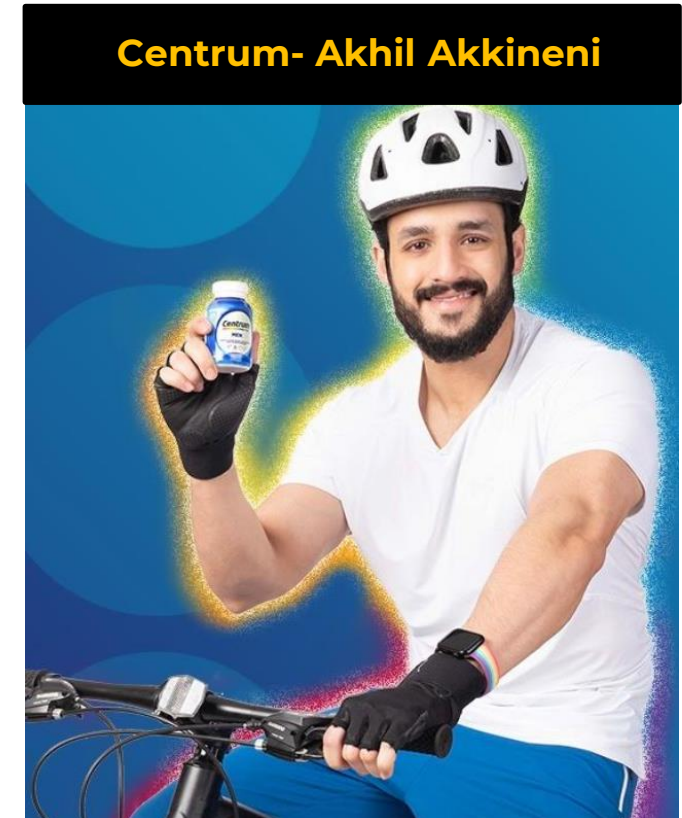
**Nagarjuna –  
Dabur  
Chyawaprash**



**Rashmika  
Mandanna- Plum  
and MC'Donalds**



**Himalaya and Lacto Calamine-  
Kajal Aggarwal**





**Piramal Realty- Rahul Dravid**



**YU Foodlabs – Hardik Pandya**



**Lancer Footwear– Shikhar Dhawan**



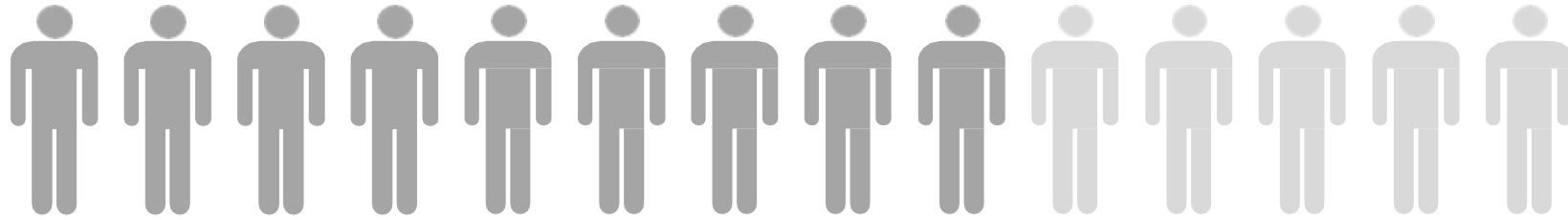
**KHOJ HUNAR KI, TEAM HARMAN KI!**

B NATURAL HARMAN XI KAR RAHA HAI PUNJAB KI  
11 LADKIYON KE HUNAR KI PEHCHANI!

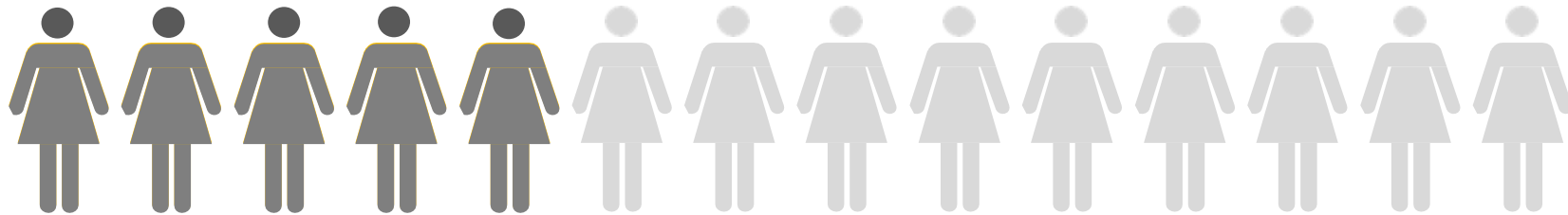
**ITC B Natural –  
Harmanpreet Kaur**



**Abbott Cremaffin – Saina Nehwal**



# CO- BRANDING ASSOCIATIONS



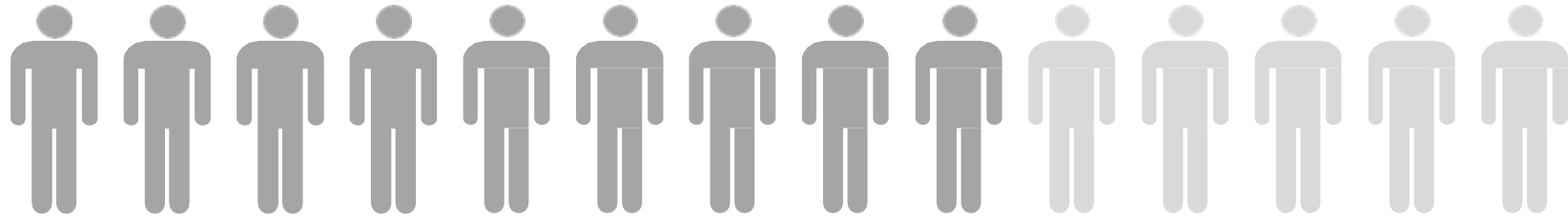
# CO- BRANDED ASSOCIATIONS



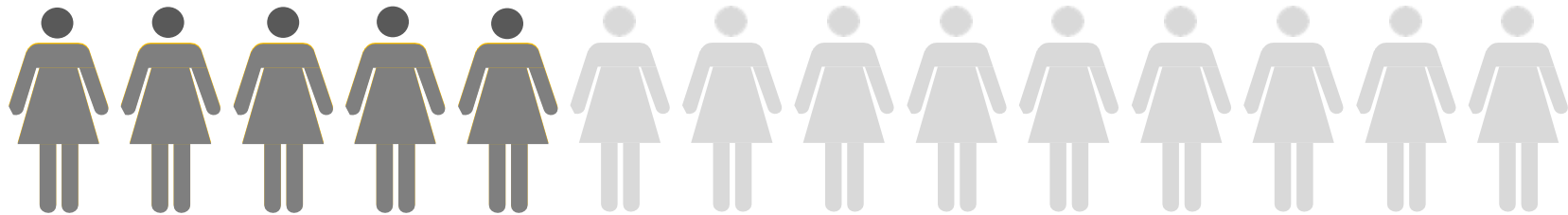
**Bholaa – Pushp Masale**



**Bholaa – Babool**



# DIGITAL BRAND SOLUTIONS



# DIGITAL BRAND SOLUTIONS

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Our Solutions Are Based On 1) Consumer Content Consumption Trends 2) Data Analysis 3) Relevant Influencers who drive affinity



Enabling: Content Creation to Publishing |

# DIGITAL BRAND SOLUTIONS

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## BRANDED CONTENT INFLUENCERS

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Influencers with a Range Of Specialization And Audience. Our Strength 1) Ideation 2) Audience Analysis & Engagement 3) Reach & Impact Oriented Plans



## DIGITAL IP

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Celebrity Linked Digital IP's : #Sidfit #Deepdivewithparineeti #Faroutdoors



# DIGITAL BRAND SOLUTIONS

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## DIGITAL BRANDING (INTEGRATION)

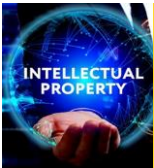
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Branded content across any existing Platforms/ Shows/ IP's

## CURATED DIGITAL CONTENT

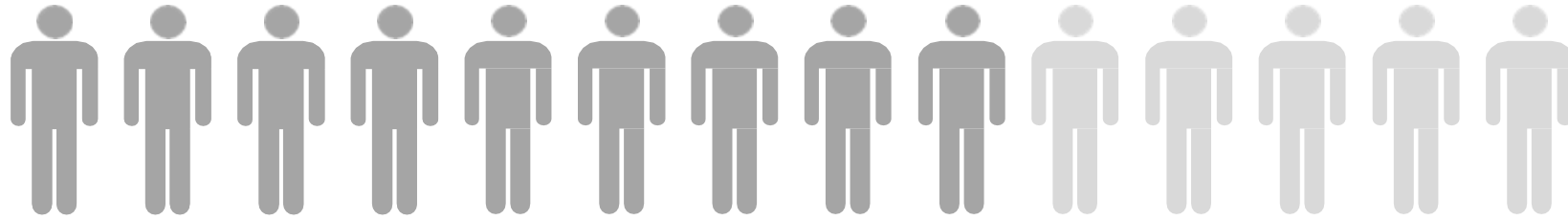
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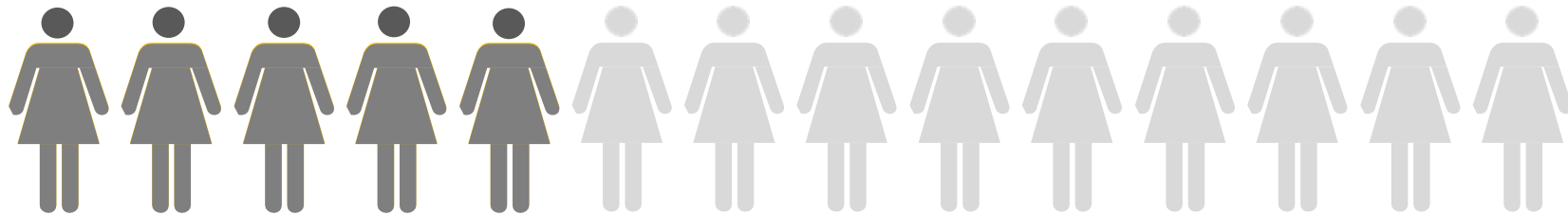
1) Films 2) OTT 3) Web Series 4) Podcasts etc. |







# KEY DIGITAL ASSOCIATIONS



# DIGITAL BRAND ASSOCIATIONS



**Allen Solly - Pooja Dhingra for Allen Solly's Own Your Shape Campaign**



**Kotak Mahindra – Harmanpreet Kaur for Women's Day Campaign**



**Allen Solly- Powerful Women Entrepreneurs like Masoom Minawala and Karishma Mehta on occasion of Women's Day**

# DIGITAL BRAND ASSOCIATIONS

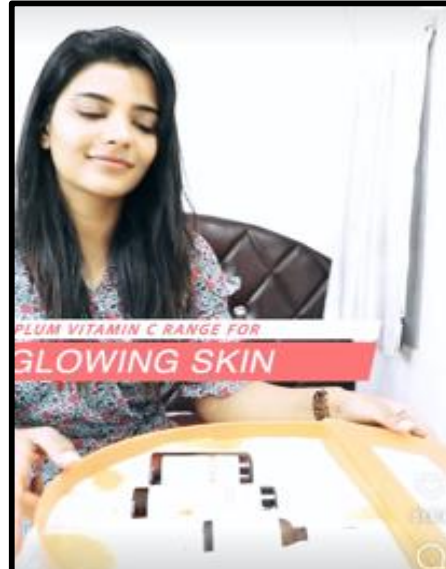


SebaMed – influencers across demographics, industries and gender. Real Talent Promoting a credible and Real Product with PH Value 5.5

VLCC - Pillumani for VLCC's golden facial kit

Pepperfry – Home Invasion. embellished Kajal's home with Pepper fry products

# DIGITAL BRAND ASSOCIATIONS



**Plum Goodness – 4 influencers across regions and markets. Product Testimony**



**Hershey's India  
– Introduction  
of new spread**

**Allen Solly –  
Women's Day  
campaign**

# DIGITAL BRAND ASSOCIATIONS



**Josh App – Jacqueline Fernandez,  
Aparshakti Khurrana, Mithila Palkar and  
Slow Cheeta**

**TV Ad ampaign, Digital Shortformat  
challenges and Profiles on Josh App. It  
was a Hybrid campaign**



**Amazon Prime  
– Yuzvendra  
Chahal,  
Ashwini  
Ponnappa,  
Mithila Raj and  
Geeta Phogat.  
- Movie  
Promotion**



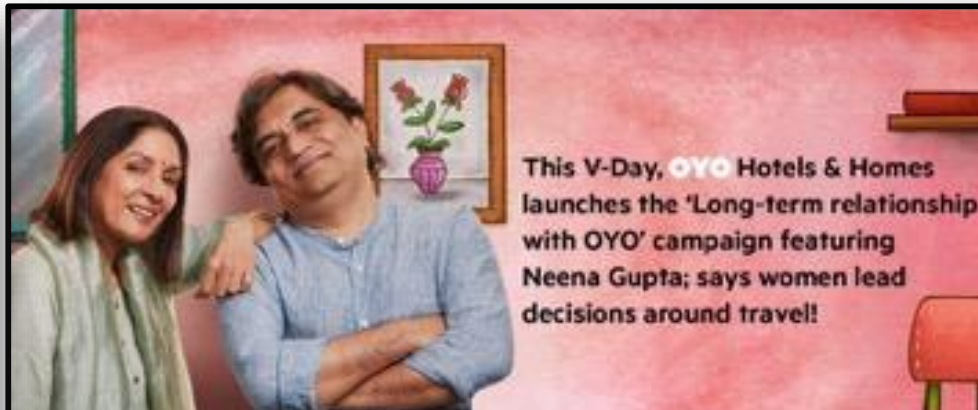
**Tanishq – Different Age Groups - Neena Gupta, Nimrat Kaur, Sayani Gupta and Alaya Furniturewala  
Rights only for Digital and POS**

**Future Generali – Different Industries, age groups and gender – Shilpa Shetty, Mandira Bedi, Beer Biceps, Sunil Chetri and Yasmin Karachiwala.  
Influencers took Mental health test , this is for the product that covers Mental illnesses**

# DIGITAL BRAND ASSOCIATIONS



Club Mahindra – Soha Ali Khan & Kunal Khemu.



Oyo Rooms – Swanand Kirkire & Neena Gupta. Family travel digital campaign.



MPL – Saina Nehwal. Season based Promotion



Manipal Cigna - Aditi Govitrikar



Never Have I Ever with  
DERINA & GURMEET  
Jeevansathi.com – Gurmeet Choudhary and Debina Bonnerjee. On Marriage, Community and Relationships



Hudson Canola Oil – Mandira Bedi. Healthy Cooking and Product Unboxing

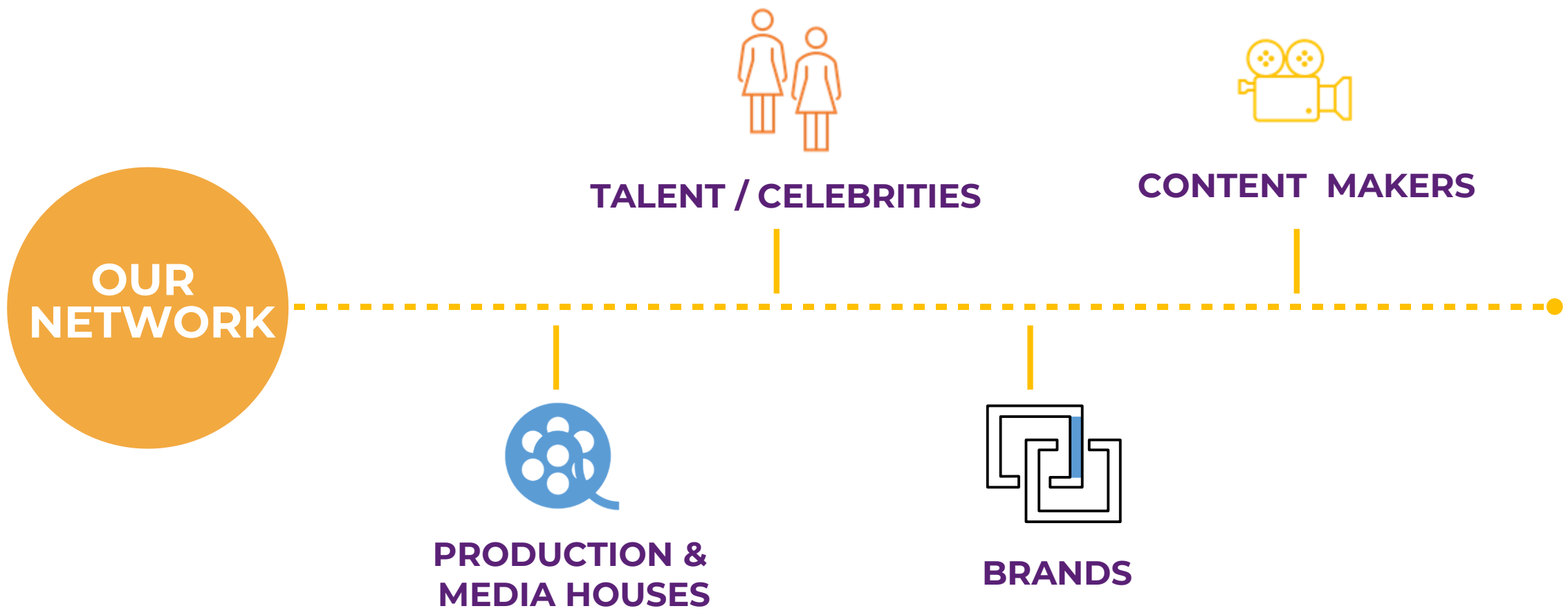


**Amex India associated with various sports personnel/celebrities for a talk session**

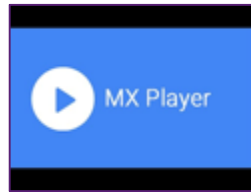
**BYJU'S associated with various with various sports personnel/celebrities for a masterclass session on Byju's excel app**







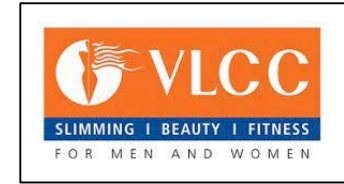
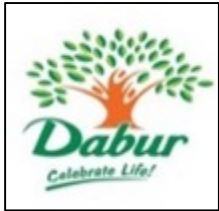
# PRODUCTION HOUSE NETWORK



# BRANDS

## SECTORIAL EXPERIENCE

### FMCG & OTC



TATA CONSUMER PRODUCTS



BUNGE



Kellogg's

plom be good

Happilo



Eris Lifesciences



### FASHION & LIFESTYLE



### BFSI



# BRANDS

## SECTORIAL EXPERIENCE

### TELECOM



### EDUCATION



### TRAVEL



### ELECTRICALS



### CONSUMER DURABLES



### REALTY



### HOME DECOR



pepperfry®



### GAMING



### MEDIA



# BRANDS

## SECTORIAL EXPERIENCE

### PETRO-CHEM



### LOGISTICS



### AUTO



### E-COMMERCE



# DARSHANA BHALLA

**CEO & FOUNDER**



**2020**

CEO & Founder: D'Artist Talent Ventures. Founded to enhance value and capabilities of Partners. Provide differentiating talent led solutions across disciplines.

**2018**

CEO & Founder: DO IT Talent Ventures Multi-Disciplinary agency Strategically invested into by the Family office of Mr. Rana Kapoor

CEO & Founder: Madison Teamwork's Entertainment Services  
Darshana's company was invested into by Sam Balsara to make it a Madison Group Company. Darshana Spearheaded Many Award-winning branded content associations , marquee film marketing projects and over 500 celebrity-based brand associations

**2005 - 2018**

Teamwork's Film Promotion & Entertainment. Founded her own company at the age of 28 . Pioneer is Branded content and . Worked with ACE Film Production houses in first year of her launch

**2005 - 2018**

**1999 - 2003**

Sony Entertainment Television:  
Zonal Head and Founding Member of SET MAX



# PRIYA GORADIA

COO & PARTNER



15 + Years of Experience in Brand Sales and Celebrity Led Businesses

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Part of Business Strategy and Implementation

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Hands on, on ground experience in Celebrity Led Businesses

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Has constructed innumerable and valuable associations  
viz-a-viz Celebrity Led Businesses

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Build and works on an extensive network of Brands and  
Top Executives.

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Been a valuable member of the core strategy team across her  
experience at PMG Sports, Madison Communications  
Entertainment vertical: MATES, Do iT Talent Ventures and  
D'Artist Talent Ventures.

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D'ARTIST  
TALENT VENTURES

THANK YOU