



# UPPERCASE

CONTENT THAT DELIVERS

H/12, 9th floor, Everest, Tardeo, Mumbai 400034  
(022)35523462; (+91)9930720004



## About us

**UPPERCASE IS A COMPLETE  
CONTENT SOLUTIONS FIRM**

We leverage the power of storytelling to help brands connect with their target audience, amplify their messages and meet their marketing goals



## WHO ARE WE?

Uppercase founder, Anjana Vaswani has been a journalist for two decades, and counting. She has contributed to leading publications across the country on a diverse range of subjects. She is also an award-winning children's book author.

The team at Uppercase includes journalists, social media managers, graphic designers and photographers.



With over two decades of diverse storytelling experience, Bard College alumnus Vishwas Kulkarni has authored more than 500 articles for publications like Rolling Stone and The Times of India, covering a spectrum of topics like arts, LGBT rights and politics. He's led major publications in Bangkok and Dubai, co-authored a celebrated book on Mumbai's iconic restaurant, The Table, and scripted a web series for Lionsgate Studios. A versatile content creator, Vishwas navigates seamlessly across media platforms, marking him as a significant influencer in the industry.



**Nitasha Bharwani** has a sharp understanding of technology and a special talent for creative problem-solving. Her extensive experience in the retail and beauty sectors in India and overseas has fostered a unique global perspective. Having dedicated 17 years to customer relations and the service sector, she excels at engaging meaningfully with audiences and understanding their needs. Her strong negotiation and communication abilities are key to creating and executing impactful, viable social media campaigns. Nitasha's innovative strategies have notably enhanced the digital presence of over a dozen emerging lifestyle brands.



## HOW WE WORK

We don't see ourselves as vendors, but rather as extensions of our clients' companies. We begin by understanding our clients' goals and chalking out the most effective way in which content can be used to achieve these within each client's budget.



# Our Mission



**TO POWER THE GROWTH OF  
THE BRANDS WE BELIEVE IN  
THROUGH THE CREATIVE AND  
STRATEGIC USE OF CONTENT**

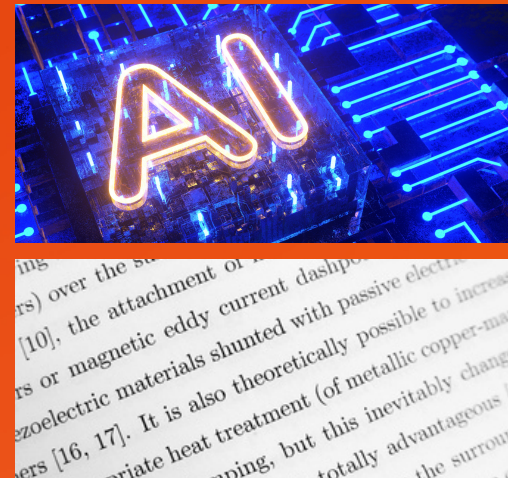
WE KNOW HOW IMPORTANT STORIES ARE;  
WE WANT TO BE AN INTEGRAL PART OF YOURS





# Work samples

Click on images to view the content



## TEXT-BASED ARTICLES

Some of our articles for All Things Talent, a NAUKRI/ INFOEDGE property



## SOCIAL MEDIA & WEBSITES

We work across platforms and across industries.



## PODCASTS

We have a proven track record of successfully producing podcasts for both India and international markets.



## ORIGINAL CONTENT

We also develop original content under the Uppercase brand





*Thank you*



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