

Spaceman & Company

Creative Think Tank



Portfolio

Summer 2021

SAMSARA

CONTEMPORARY INDIAN GIN



- Brand Strategy
- Visual Identity
- Content Creation
- Social Media Growth & Management
- Photography & Videography
- Brand Creatives



BOTTLE DESIGN



BOTTLE DESIGN



SAM̄SĀRA

CONTEMPORARY INDIAN GIN

HANDPICKED **11** BOTANICALS

750 ml	Handcrafted in India	42.8% ABV
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Himalayan Seeds | Vetiver Grass | Juniper Berries
Green Cardamom | Rose Petals | Cubeb Berries | Cassia
Angelica | Orris | Coriander Seeds | Secret Citrus

Opportunities for a Perfect Story

Samsara is an Indian craft gin that celebrates the human passion for self expression, curiosity & wanderlust.



Sustainably crafted in India, Samsara strives to bring the lesser known stories from our country to the world.

Samsara is an Indian craft gin that celebrates the inherent human passion for self expression, curiosity and wanderlust. Samsara bottles the 'free spirit' & embodies the very essence of exploration. Sustainably crafted in India, Samsara strives to bring the lesser known stories from our country to the world.

CONSUMPTION OF ALCOHOL IS INJURIOUS TO HEALTH.
BE SAFE - DON'T DRINK AND DRIVE.

fssai L.L.C. No.
10616002000184

Batch:
Mfd Date:
MRP: ₹ 1,350/-
(Inclusive of all taxes & duties)

For Sale in Goa Only.

75° Proof | 25° UP | 42.8% V/V
Contains approx. 25 standard drinks



Ingredients - Demineralized Water and London Dry Gin

Blended & Bottled by: Naveen Distillery, Shed A2-1, St. Jose De Areal, Margaon
Indl. Estate, Goa, India

@SpacemanSpiritsLab | +91 9873084356 | hello@spacemanandcompany.com



PRODUCT OF INDIA



परिव्रतनेव
स्वर्गिसती

We're an eco-friendly spirit, you can be confident that each bottle of Samsara is produced sustainably & responsibly


|संसार|

Floral & citrusy with a subtle whisper of spicy earthiness - perfect for those free spirited days & curious nights

परिव्रतनेव
स्वर्गिसती



EVENT CREATIVES



SPACEMAN SPIRITS LAB
SAMŚĀRA
CONTEMPORARY INDIAN GIN

COCKTAILS FROM THE COSMOS

After stirring up the Elixir of Life in Goa, Lady Samṣarā, the Empress of Exploration, continued her journey. Flying through space and time, she soon found herself on the peaks of Mount Olympus. As she wandered across the mountains, she ran into her old friend Zeus, and told him and his buddies all about her adventures in the Western Ghats of India.

As she gave them the taste of her elixir, they all transcended into stories about the Indian Wizard, the Secret Botanical Garden and of course, the magical copper still. Blown away by the stories and flavours, the Greek Gods decided to take it a step further and concocted their own signature drinks.

CANDOLIM SAMŚĀRA, Bhimla Syrup, Kokum, Himalayan Salt	MOLLEM Chamomile Infused SAMŚĀRA, Honey, Chilled Chamomile Tea, Lime
CANDEPAR Beetroot Infused SAMŚĀRA, Cointreau, Orange Bitters, Orange Zest, Tonic	AGAÇAIM SAMŚĀRA, Vetiver Infused Water, Lemon Bitters
ASHWEM SAMŚĀRA, Mulled Wine Syrup, Grapefruit Tonic	TIATR Black Mustard Seed Infused SAMŚĀRA, Young Cucumber, Honey, Lime

All cocktails priced at INR 299++
All cocktails are made with Samsara, Contemporary Indian Gin.
Feel free to try Samsara on the rocks or with your favourite tonic & garnish



SPACEMAN SPIRITS LAB
SAMŚĀRA
CONTEMPORARY INDIAN GIN

X

BENGAL BAY
ARTISANAL DRINKS

FOUNDER'S TAKEOVER

JOIN THE FOUNDERS OF
SAMŚĀRA & BENGAL BAY
AS THEY GET BEHIND THE BAR FOR
THE FIRST TIME FOR
FOUNDER'S TAKE OVER!

FRIDAY, JANUARY 22ND
4PM ONWARDS

SPACEMAN SPIRITS LAB
SAMŚĀRA
CONTEMPORARY INDIAN GIN

AD INFINITUM

SAMSARA Gin, Tonic, Garnished with a bouquet of Charred Citrus, Burnt Rosemary & Juniper Berries



Ask your server for more details

CONTENT CREATION



CONTENT CREATION



PHOTOGRAPHY



PHOTOGRAPHY



PHOTOGRAPHY



BRAND CREATIVES

SPACEMAN SPIRITS LAB
SAMSĀRA
 CONTEMPORARY INDIAN GIN

It's a Truly Magical Gin,
 Made in **India**, For the **World**

- 🌿 100% Organic Botanicals
- 🌿 Finest Juniper meets wellness of Hemp
- 🧪 A True Small-Batch Gin

- Woman powered distillation 🧑‍🔬
- Sustainable manufacturing practices ♻️
- A brand with a cause and purpose ⚖️



SAMSĀRA



SAMSĀRA MARTINI

30ml Samsara Gin | 10ml Dry Vermouth
 A splash of Rose water
 Garnish with a Marigold Flower

Place
 Stamp
 Here

Now available in Maharashtra & Goa. Coming soon to Karnataka & Delhi!



CONTENT CREATION

THE LEGEND OF SAMSĀRA

Not so long ago, in a galaxy far far away, Lady Samsāra, the Empress of Exploration, fired up her cosmic charriot to embark on a voyage across the universe to find the elixir of life. As Lady Samsāra flew past the fanciest of space stations and explored the boldest of planets, she was drawn to the land of India by a rather curious symphony. Enchanted by the mystical sounds and stories of India, Lady Samsāra wandered her way into a secret botanical garden on the coast of Goa. Eleven enchanting botanicals dazzled our Lady as an Indian Wizard carefully distilled them into the elixir of life.



THE JOURNEY WITHIN

As the botanicals unleashed their magic, Lady Samsāra danced to the memories of the inspiring days and curious nights. She soon realized her new quest for exploration was within.

A PARTY IN GOA

Recently, our own late night adventures in Goa led us to the secret botanical garden. We used a little help from our Indian Wizard, a few scribbled notes and a shiny copper still to distill our version of "Samsāra" a contemporary Indian gin.



SAMSĀRA
CONTEMPORARY INDIAN GIN

Samsāra is an Indian craft gin that brings people together to celebrate the inherent human passion for self expression, curiosity and wanderlust. Thoughtfully crafted in a new age India, Samsāra bottles the "free spirit" and embodies the very essence of exploration.

Samsāra is distilled in a classic London Dry method using eleven handpicked botanicals that include organic hemp seeds, rose petals, vetiver grass, green cardamom and juniper berries. Samsāra is floral and citrusy with a subtle whisper of spicy earthiness - It's perfect for those free spirited days and curious nights.

From sourcing local botanicals to sourcing organic packaging material to running a women centric production facility, we strive to ensure everything we do for Samsāra is beneficial for the environment and the communities we serve. You can be rest assured that each bottle of Samsāra is crafted sustainably and responsibly.

Inspired by our land of Incredible India, we strive to bring the lesser known stories from our country to the world.



OUR BOTANICALS

- Juniper Berries
- Cubeb Berries
- Holy Seeds / Himalayan Seeds
- Coriander Seeds
- orris Root



S A M S Ā R A C O N C E P T C O C K T A I L S

SPACEMAN MARTINI

STRONG, BOLD, EARTHY, WITH A LITTLE KICK OF PROGRESSION

INGREDIENTS	GARNISH
4 Parts Samsara Gin	1 Dash Earl Grey Bitters
1 Part Dry Vermouth	1 Olive
4 Dashes BOHECO Hemp Seed oil	

STEPS
Stir ingredients in a mixing glass filled with ice. Strain and garnish.

S A M S Ā R A C O N C E P T C O C K T A I L S

BIRDS AND THE BEES

DEEP & SPIRITUAL, WITH A HERBAL BLOSSOM AND A LESSON IN ROMANCE

INGREDIENTS	GARNISH
2 Parts Samsara Gin	1 Spring Rosemary
1/2 Parts Organic Honey	1 Grapefruit Slice
1 Part Grapefruit Juice	2 Dashes Boheco Hemp Seed Oil
1 Tbs Boheco Hemp Hearts	

STEPS
Shake, Shake, Shake, Strain And Garnish. Transcend.



SOBER

— GIN —

INDIA'S FIRST DISTILLED
NON-ALCOHOLIC SPIRIT

BRANDING



Brand Strategy | Photography | Content Writing | Content Creation | Social Media Growth & Strategy

PHOTOGRAPHY



BRAND ASSETS

SOBER GIN

stay sober, stay sharp

Sober is India's first distilled non-alcoholic spirit. It is handcrafted with exquisite botanicals and adaptogens like Ashwagandha, Tulsi, Green Tea and Arjuna.

Inspired by the flow of nature, the free spirited breeze and the magic of Ayurveda, Sober brings you an experience that takes you to the calmest oceans and crystal clear skies.

Sober is the perfect drink that gives you a break and keeps you anchored while you sail carefree!

#DrinkSober

Best enjoyed on the rocks or as substitute for Gin in your favourite cocktails

Ingredients: Botanical Distillates and Extracts, Green Tea Extract, Ashwagandha Extract, Lemon Juice, Citric Acid and Nature Identical Flavours

@drinksober | drinksober.in

SOBER GIN

India's First Distilled Non-Alcoholic Spirit

0% ABV

Zero Sugar.
Zero Alcohol.
...& Only 5 Cal.

Juniper Berries • Gondhraj Lemon Peel
Nagpur Orange Peel • Cardamom Seeds
Bitter Almond • Ashwagandha • Tulsi
Arjuna • Green Tea • Anjelica Root

Nutrition Facts

About 25 servings per container	
Serving size	(30ml)
Amount Per Serving	
Calories	5
<small>% Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 0mg	0%
Total Carbohydrate ≤1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
includes 0g Added Sugars	0%
Protein 0g	0%
<small>Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium.</small>	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	



SPACEMAN
SPIRITS LAB



Spaceman & Company
Create. Drink. Taste.

Marketed & Distributed by
V9 Beverages Pvt Ltd, B 37,
Soami Nagar, New Delhi, 110017
email: hello@drinksober.in

Manufactured & Bottled by
Spaceman & Company
G-22, K-Block, Saket,
New Delhi 110018

Issat 13320002000398

Refrigerate after opening. Consume within 4 months after opening.
Best Before 12 Months from Manufacturing Date.

Customer Care: 011-79676351 | hello@drinksober.in

BRAND ASSETS

INTRODUCING INDIA'S FIRST
NON-ALCOHOLIC DISTILLED SPIRIT
#DRINKSOBERGIN

CREATED IN COLLABORATION WITH

MAGICAL EFFECTS OF SOBER GIN

Uplifts Mood

Relieves Stress & Anxiety

Boosts Immunity

JUNIPER BERRIES

• CARDAMOM SEEDS

GONDHRAJ LEMON PEEL

• NAGPUR ORANGE PEEL

BITTER ALMOND

• ASHWAGANDHA

TULSI

• ARJUNA

GREEN TEA

• ANGELICA ROOT



SPACEMAN
SPIRITS LAB

drinksobber.in | [@drinksobber](https://www.instagram.com/drinksobber)

spacemanspiritslab.com | [@spacemanspiritslab](https://www.instagram.com/spacemanspiritslab) | [@spacemanandcompany](https://www.instagram.com/spacemanandcompany)

BRAND ASSETS



CONTENT WRITING

SOBER GIN

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#DrinkSober

Best enjoyed on the rocks or as substitute for Gin in your favourite cocktails

Ingredients: Botanical Distillates and Extracts, Green Tea Extract, Ashwagandha Extract, Lemon Juice, Citric Acid and Nature Identical Flavours



You are amongst the first people in the world to try SOBER Gin – India's first non-alcoholic distilled spirit.

SOBER Gin is born from a feeling of being left out in the absence of enough non-alcoholic beverages for people who don't drink. For us, it was also a rare opportunity to experiment, explore and navigate through the alternative beverage space.

Distilled with organically-grown herbs and mood-enhancing adaptogens, SOBER Gin provides a unique drinking experience.

Best enjoyed on the rocks or with a mild tonic, SOBER Gin substitutes 1:1 in place of your favorite gin, capturing the taste, aroma and sensation of a traditional gin – without the alcohol or calories.

As we prepare for our launch, please enjoy this taster. Please make sure to reserve your bottle of SOBER Gin on our website drinksober.in/preorder and of course **#StaySoberStaySharp**

drinksober.in | @drink.sober

CONTENT WRITING

A NON-ALCOHOLIC DRINK FOR THE SOBER TIMES AHEAD

Through incorporating Indian botanicals such as Himalayan Juniper, Ashwagandha, Tulsi and other therapeutic herbs and blends in our recipes, we aim to provide the ultimate alternative adult beverage while paying special attention to your health and wellbeing.

drinksobor.in | @drink.sober

SOBER is best enjoyed on the rocks or with a mild tonic. We recommend garnishing your drink with a slice of cucumber or your favorite citrus.

SOBER can also be used as a 1:1 replacement for gin in your favorite gin cocktails.

drinksobor.in | @drink.sober



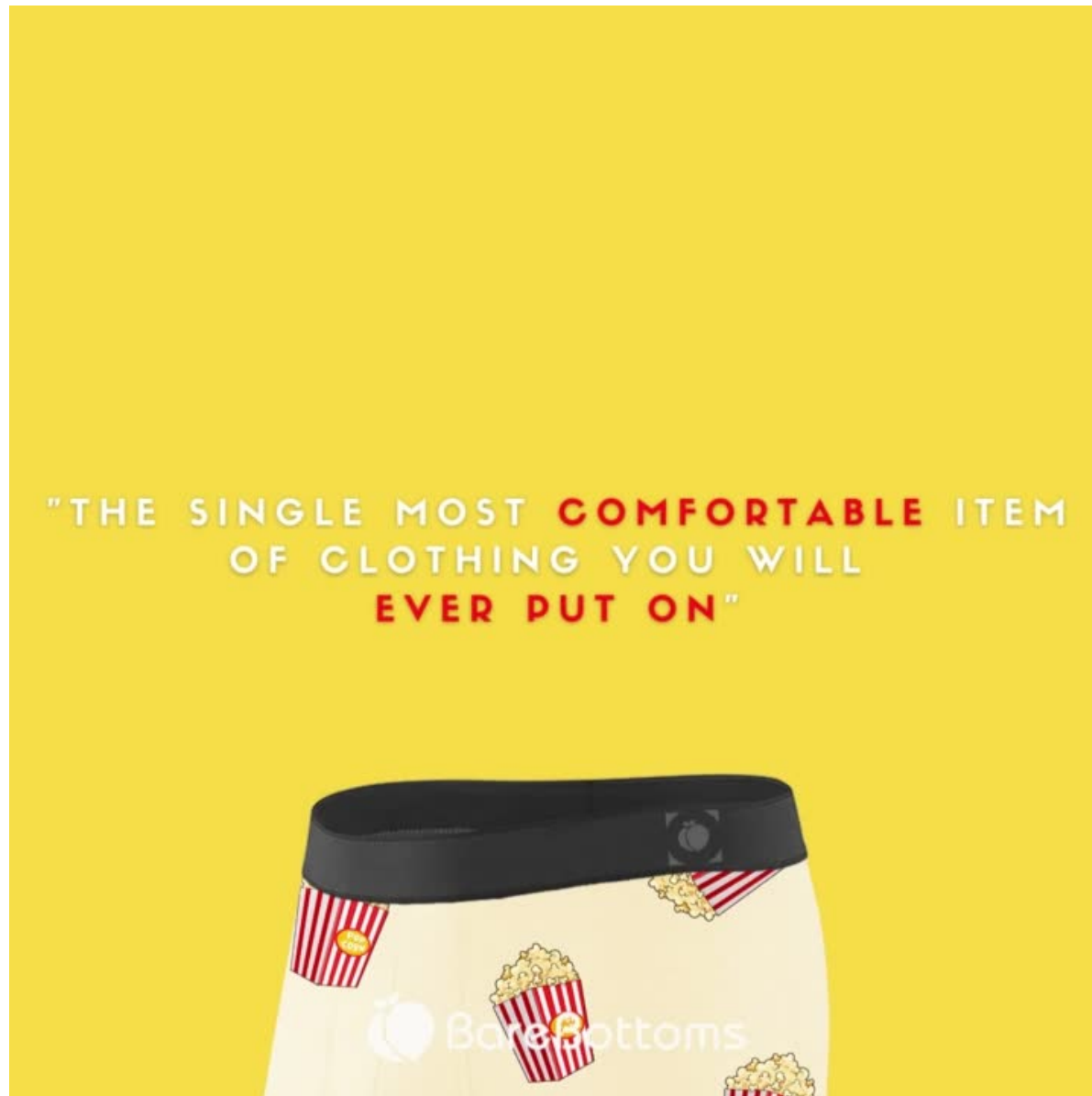
BareBottoms

NEW YORK

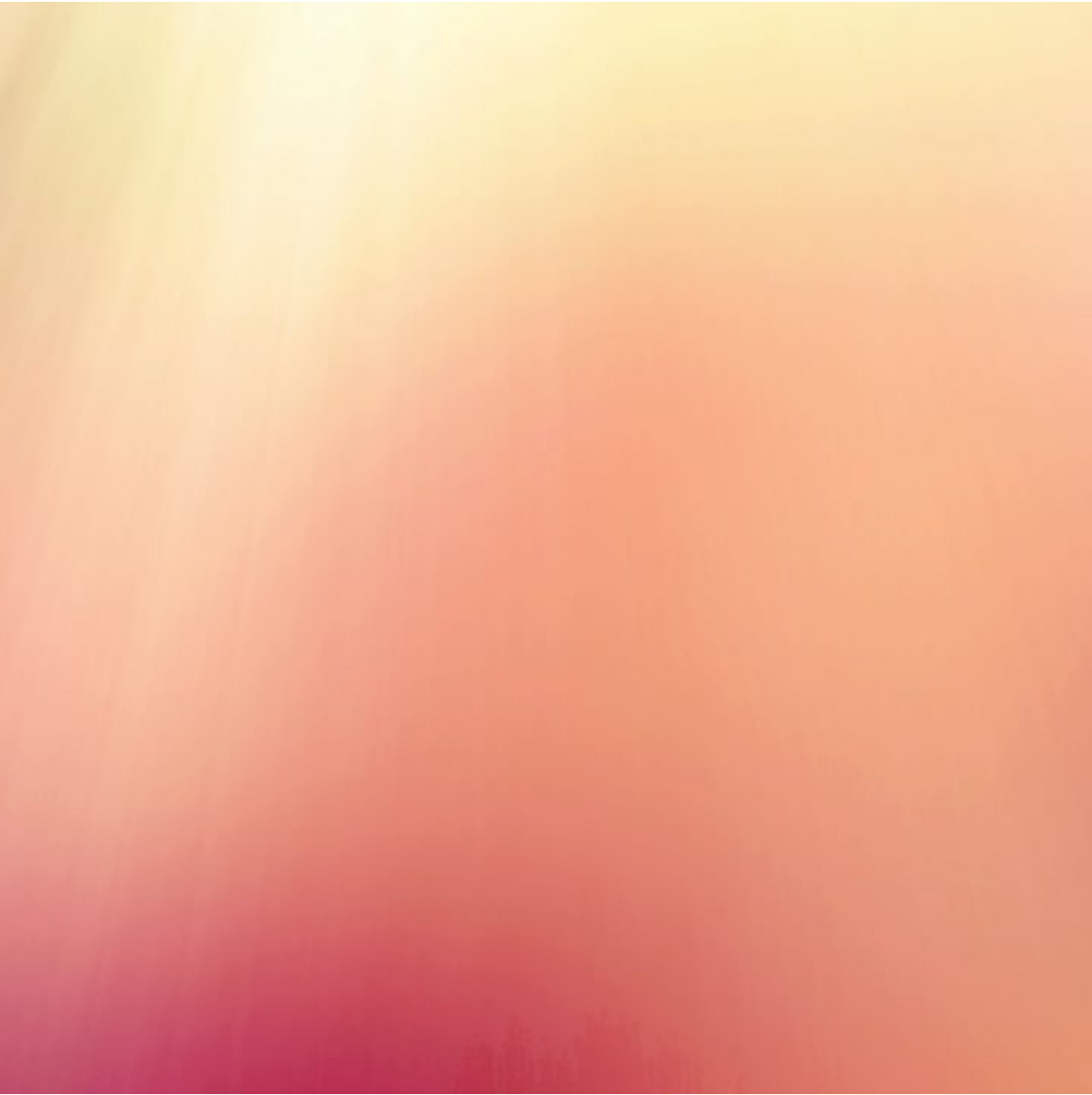


- Content Creation
- Content Writing
- Online Promotions
- Social Media Growth & Management

CONTENT CREATION



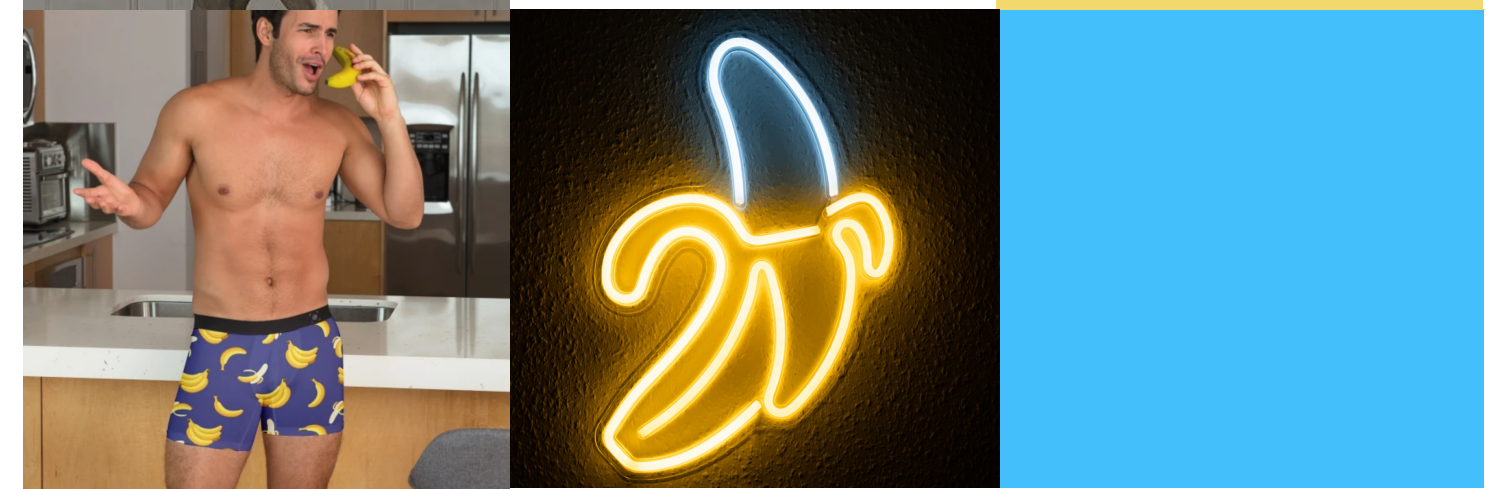
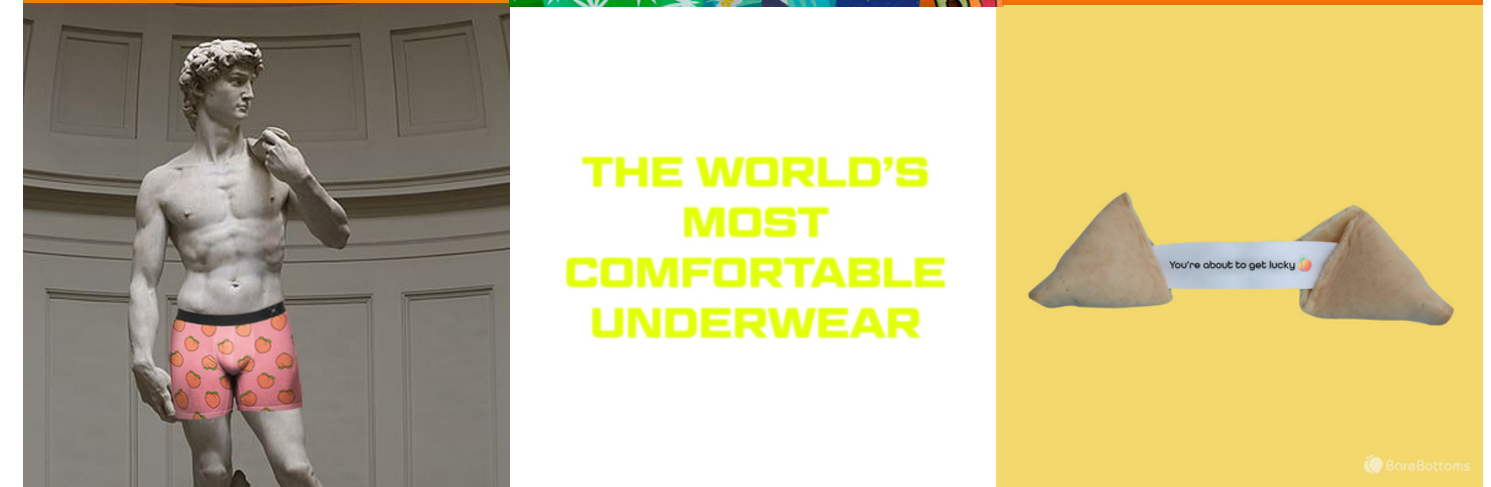
CONTENT CREATION



CONTENT CREATION




CONTENT CREATION



CONTENT WRITING

[Shop Bottoms](#) [About Us](#) [Support](#)



Search  0

SPICE UP THE BEDROOM

We surveyed your significant other, your ex, and your ex's ex to develop 25+ icy designs that'll keep you ready for any occasion.

[Shop Bottoms](#)



CONTENT WRITING

[Shop Bottoms](#) [About Us](#) [Support](#)



Search  0

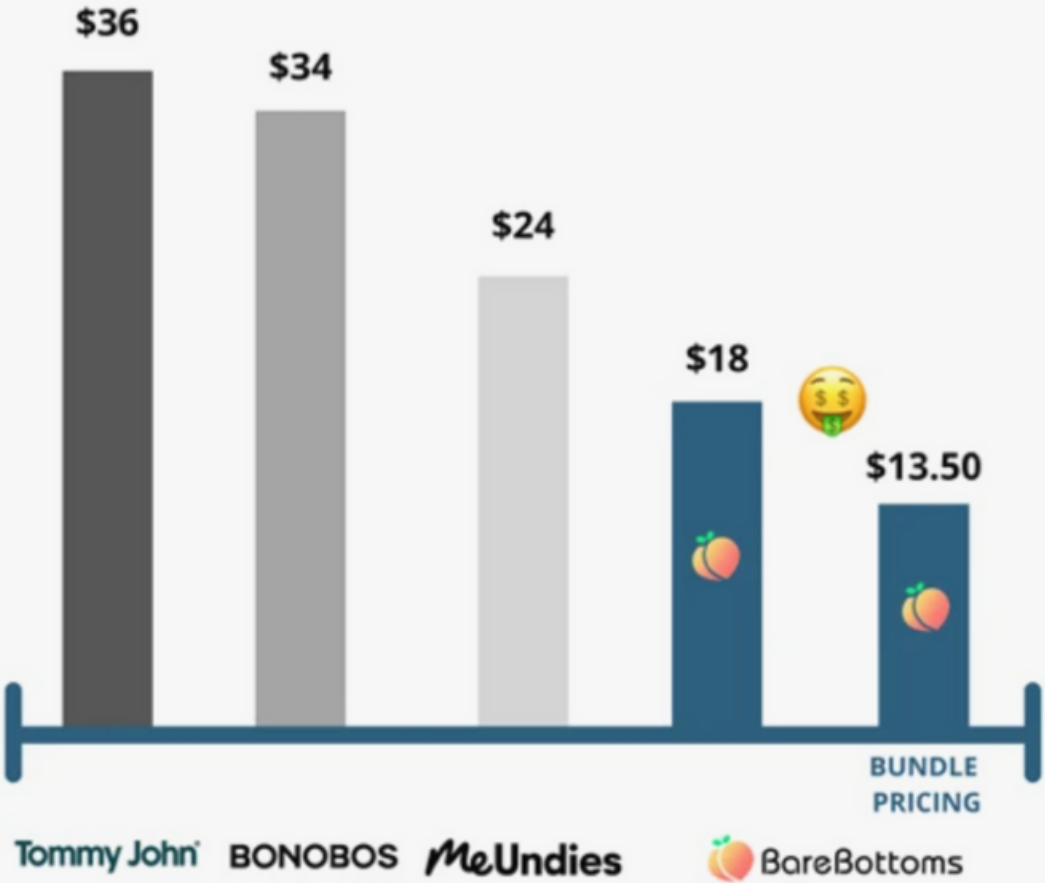
THE PERFECT PAIR ... FOR THE PERFECT PAIR

We debated making our underwear out of Himalayan clouds, but we had some problems at the border. So we decided on 92% Modal, 8% Elastane. Modal is a soft, breathable, eco-friendly fabric that comes from Austrian beech trees. Basically, it's the optimal blend of breathability and support to keep your boys fresh all day.

[Shop Bottoms](#)



CONTENT WRITING



DON'T BREAK THE BANK \$

The stuff at the department store lasted shorter than your first relationship, but the stuff that was worth wearing felt like a daylight robbery. So we set out to change the underworld.

[Shop Discount Bundles](#)

Super
Smelly

Zero Toxin

Creative Product Photography











WOKELIFE FOODS

deliciously healthy

- Logo Design
- Branding
- Visual Identity
- Brand Assets



LOGO DESIGN

The Evolution



LOGO DESIGN

The Evolution



LOGO DESIGN

Final Design



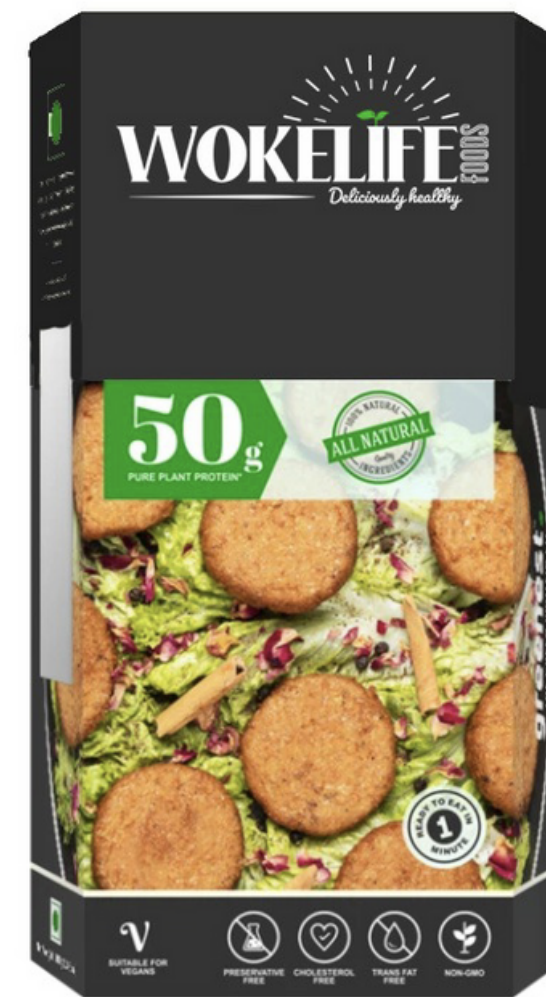
LOGO DESIGN

Design Mockups

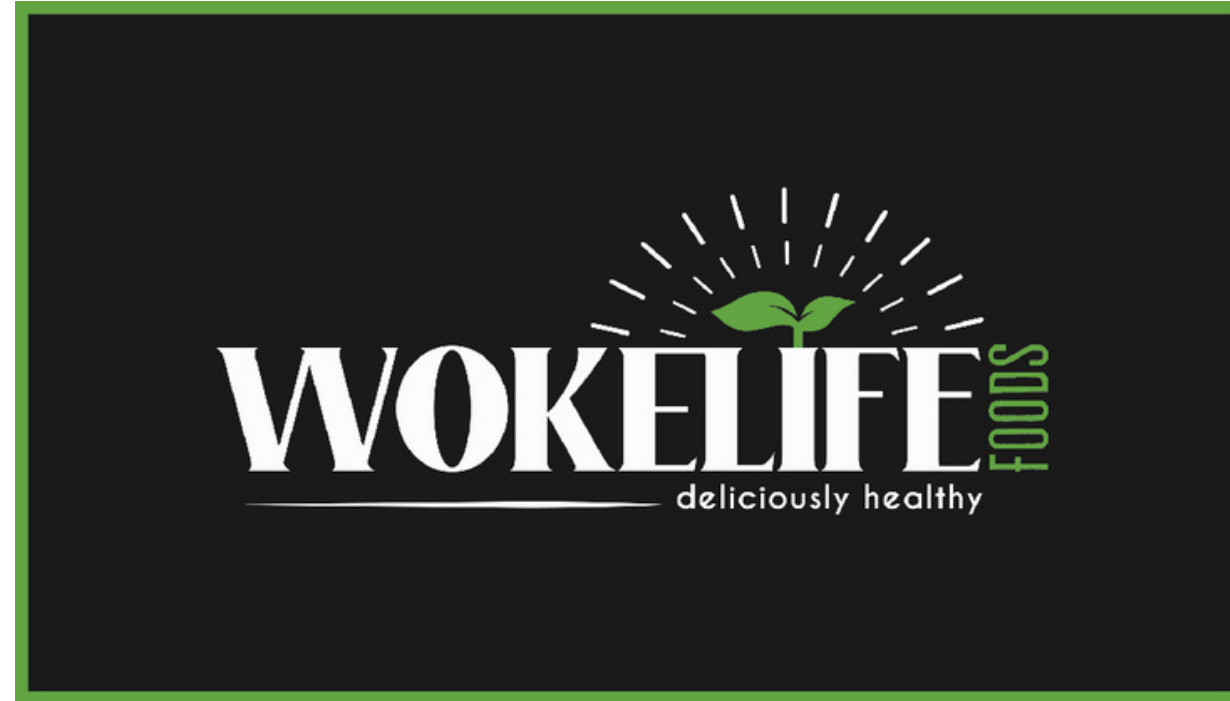


LOGO DESIGN

Design Mockups



Business Card



STATIONARY



Business Card

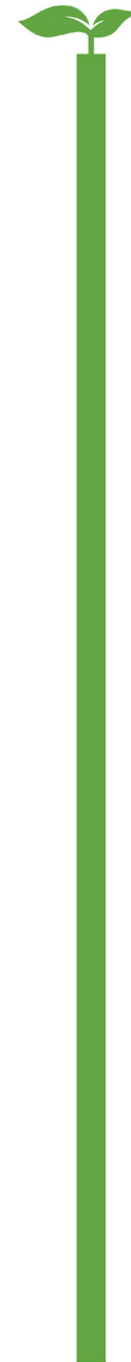


Office Address:
Shop No. 18, LK Trust Building, Opp BBC Market,
Revdi Bazar, Kalupur, Ahmedabad - 380002
Tel: xx-xxxxxxxxxx

Factory Address:
R.S. 428, Mudarda, Mehsana - 382705, Gujarat, India
Tel: xx-xxxxxxxxxx



STATIONARY




**WOKE FROZEN FOODS
PVT. LTD.**

jayeshbhatia@wokelife.com

Office Address:
Shop No.18, LK Trust Building, Opp BBC Market,
Revdi Bazar, Kalupur, Ahmedabad - 380002
Tel: xx-xxxxxxxxxx

Factory Address:
R.S. 428, Mudarda, Mehsana - 382705, Gujarat, India
Tel: xx-xxxxxxxxxx





jayeshbhatia@wokelife.com

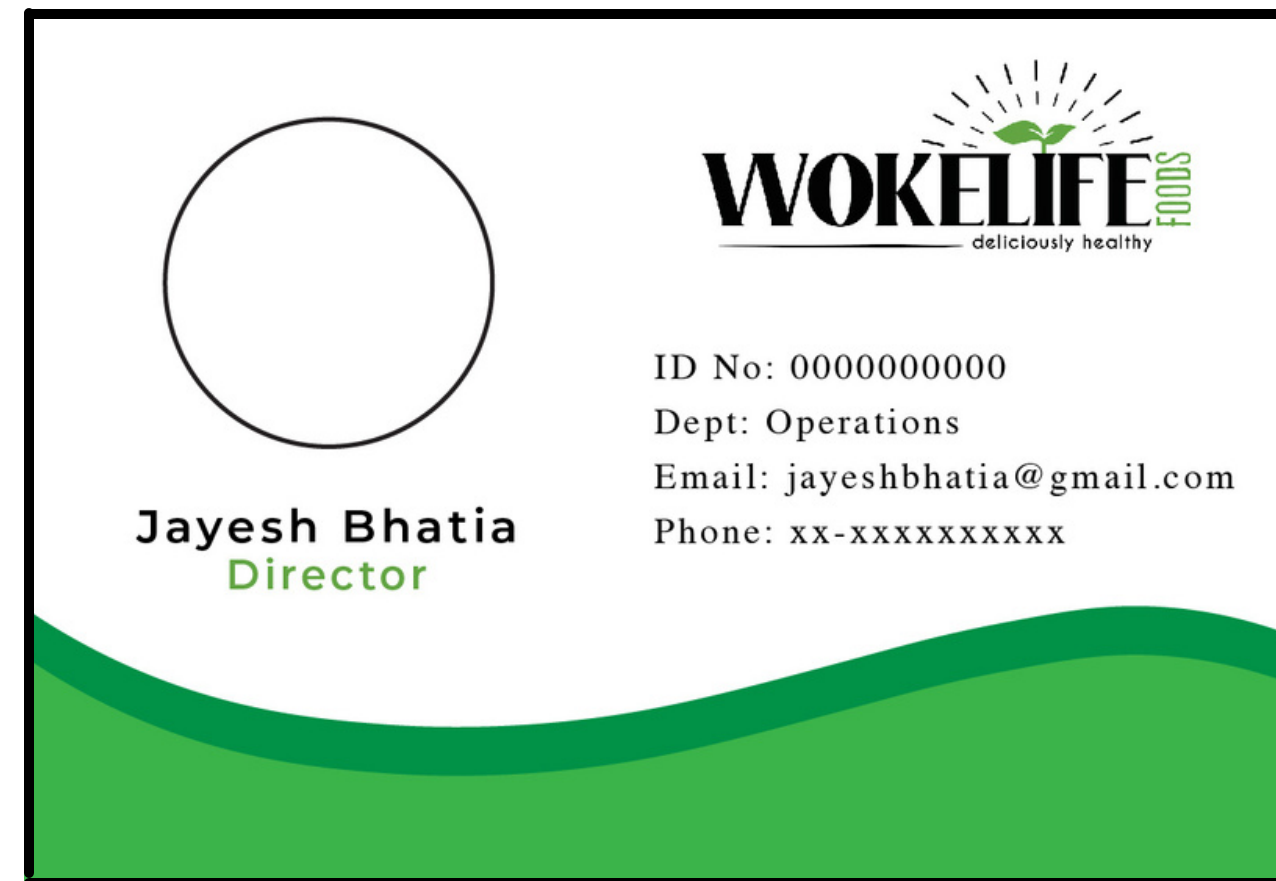
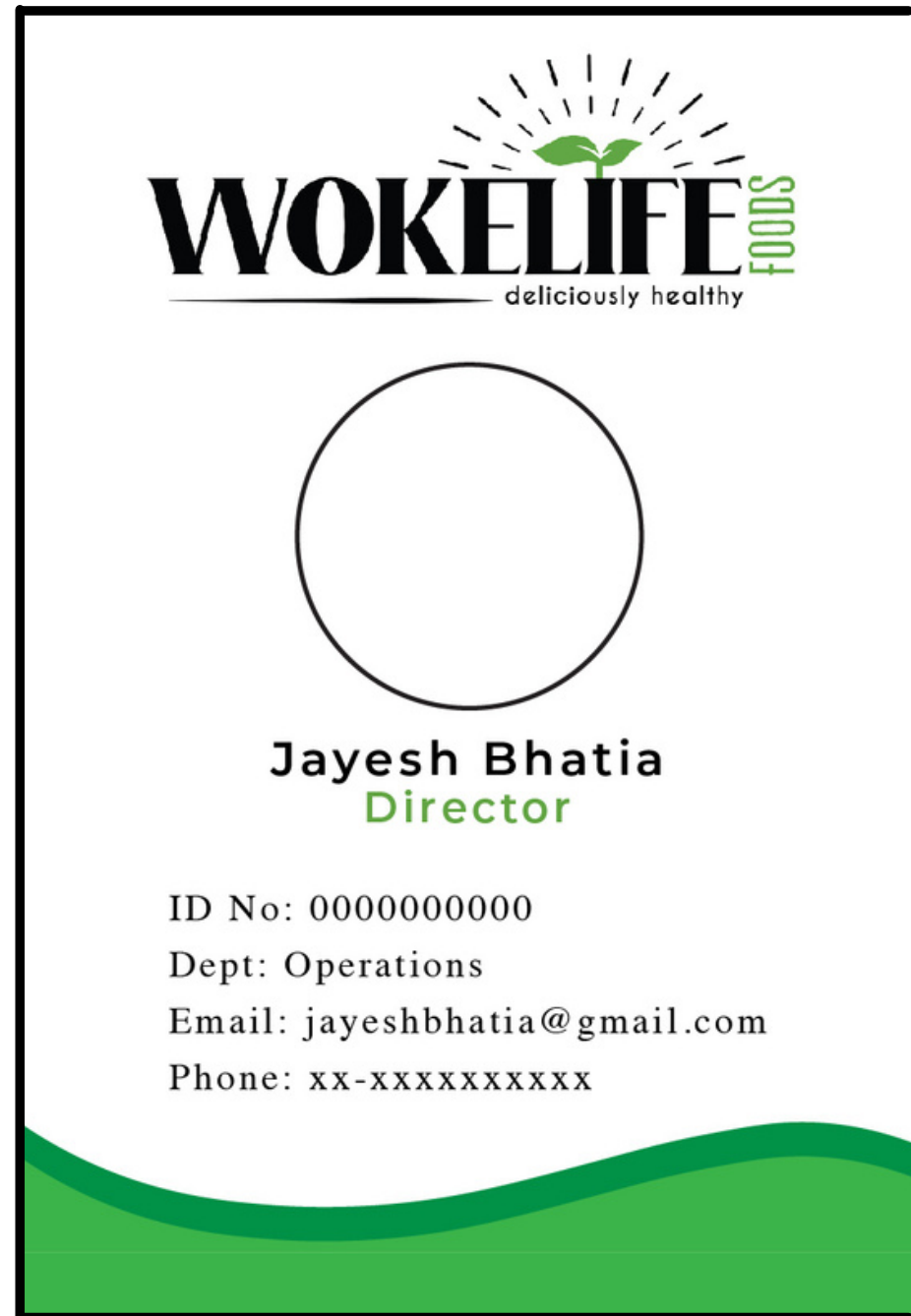
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Tel: xx-xxxxxxxxxx

Factory Address:
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Revdi Bazar, Kalupur, Ahmedabad - 380002
Tel: xx-xxxxxxxxxx

wokelife.com
info@wokelife.com

Business Card

STATIONARY



MERCH



Zatta

Premium Flour

Packaging Design | Brand Identity
Logo Design



LOGO DESIGN

Zaitta

Zaitta

LOGO DESIGN

zatta

zatta

LOGO DESIGN



LOGO DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



INFRAKRAFT

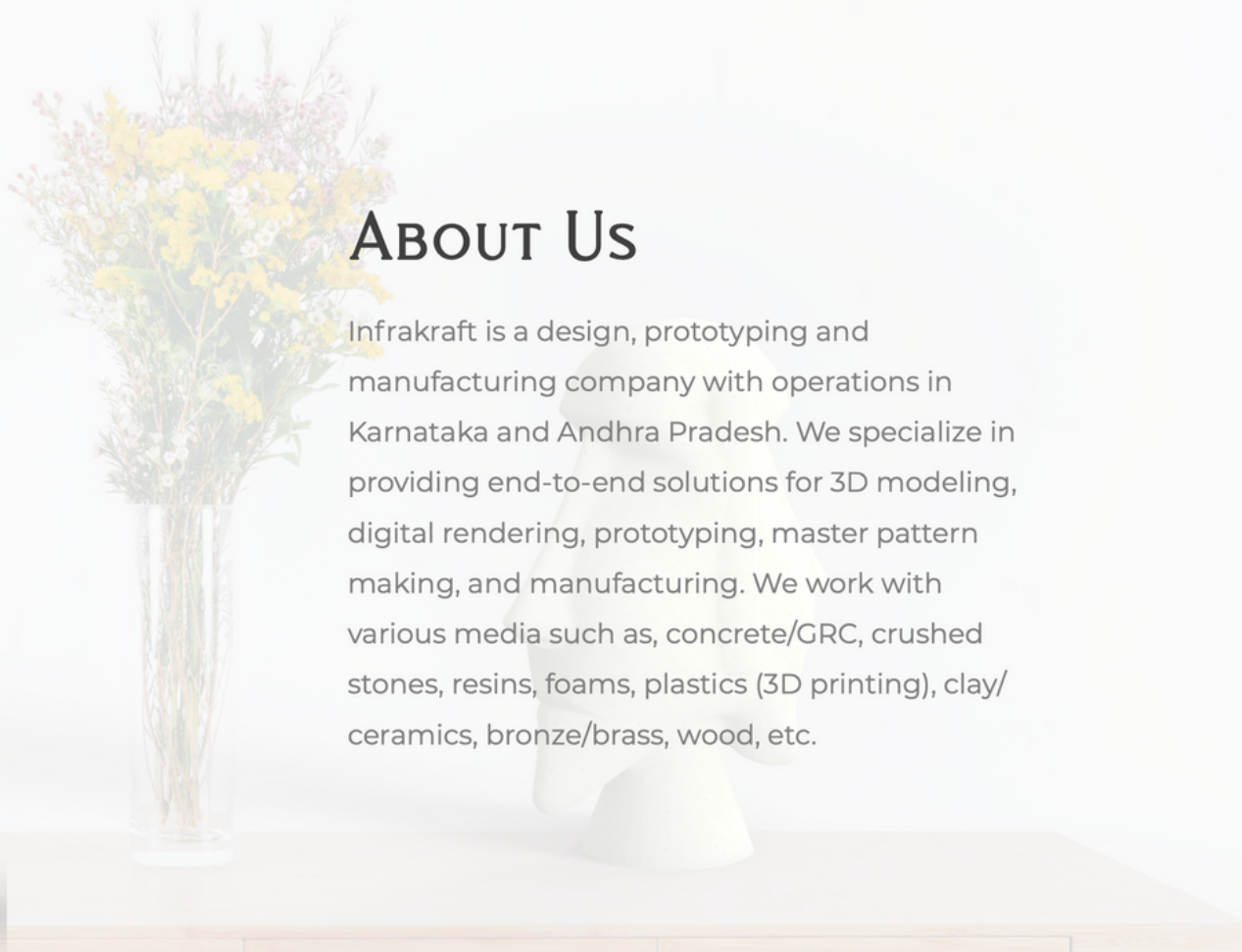
Creative Strategy | Content Creation

BHARAT VANDANA PARK

Monument & Sculpture Proposal

Mini India + Wall of India





ABOUT Us

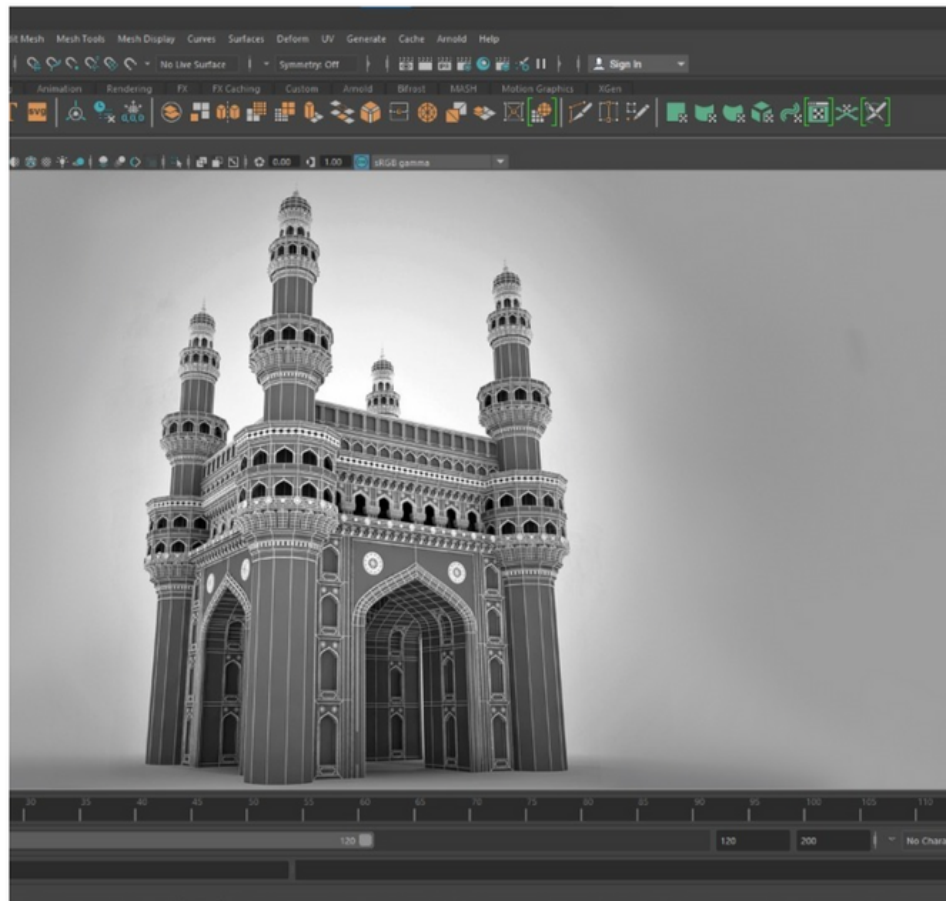
Infrakraft is a design, prototyping and manufacturing company with operations in Karnataka and Andhra Pradesh. We specialize in providing end-to-end solutions for 3D modeling, digital rendering, prototyping, master pattern making, and manufacturing. We work with various media such as, concrete/GRC, crushed stones, resins, foams, plastics (3D printing), clay/ceramics, bronze/brass, wood, etc.

PRODUCTS



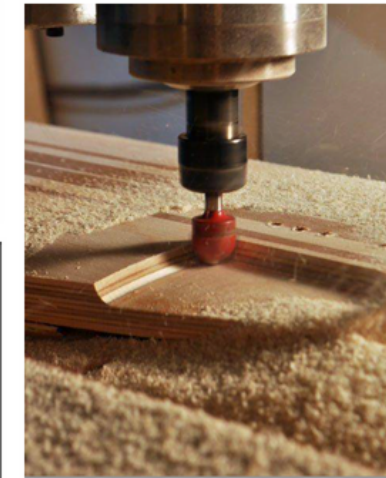
◆ Street Beautification

◆ Sculptures



DESIGN

- Detailed schematic designs and 3D models
- 3D scanning for intricate monuments like *Kotumsar Caves* (Chhattisgarh)
- Drone footage for *Dal Lake* (J&K), *Bhedaghat* (MP), *Floating National Park* (Manipur)
- 3D visualizations for every monument in *Mini India* and *Wall of India*



DESIGN AND MANUFACTURE ART ON DEMAND





GIGI & OAT

Creative Strategy | Logo Design | Interiors

LOGO DESIGN

GIGI
and
OAT

GIGI
and
OAT

GIGI
AND
OAT

GIGI
AND
OAT

gigi AND *oat*

gigi AND *oat*

GIGI *and* OAT

GIGI *and* OAT

LOGO DESIGN

GIGI *and* OAT

GIGI *and* OAT

gdo
G I G I A N D O A T

gdo
G I G I A N D O A T

Gigi AND *Oat*

Gigi AND *Oat*

G I G I
A N D
O A T

G I G I
A N D
O A T

LOGO DESIGN

gdo
GIGI AND OAT

gdo
GIGI AND OAT

GIGI *and* OAT

GIGI *and* OAT

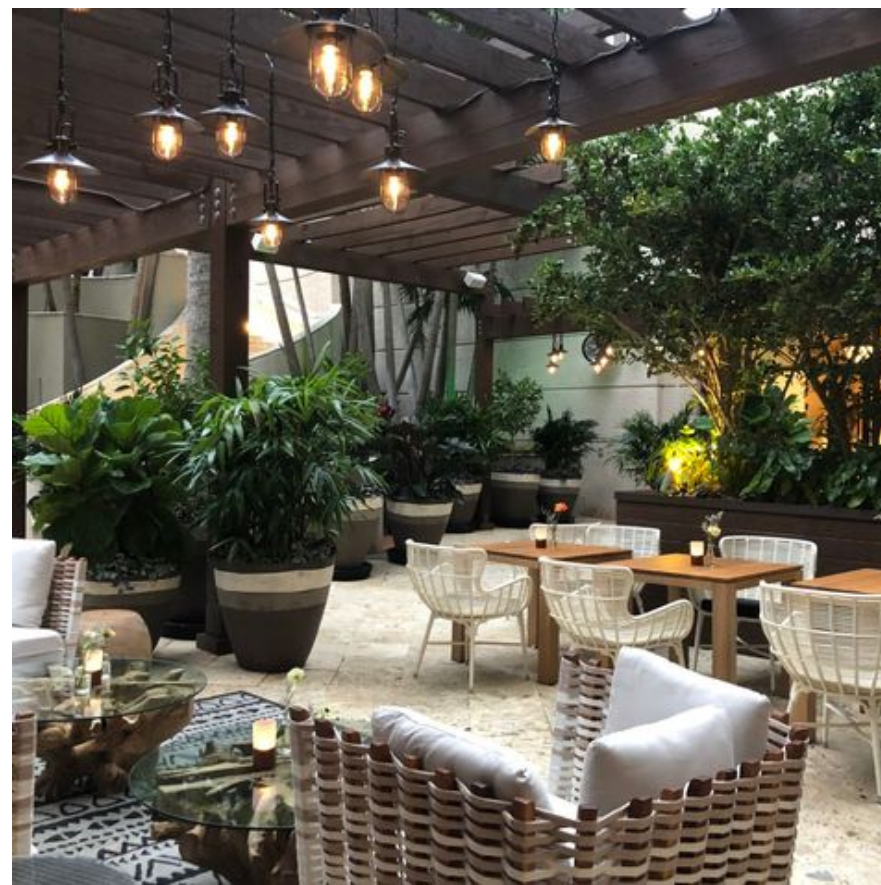
Gigi
and
Oat

Gigi
and
Oat

Gigi **AND** Oat

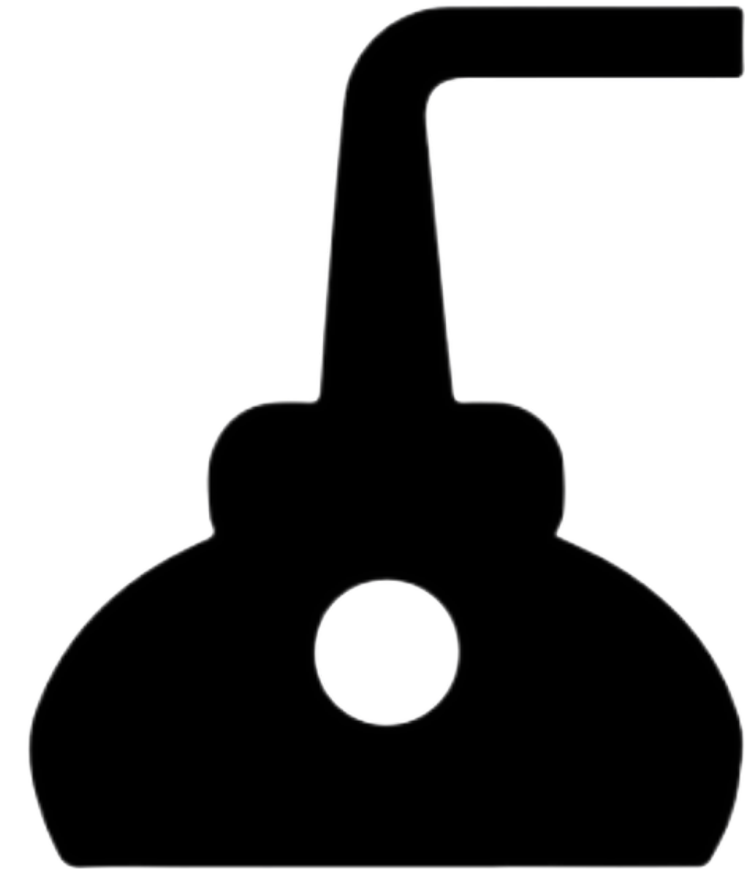
GIGI *and* OAT

INTERIORS



SPACEMAN
SPIRITS LAB

Creative Strategy | Content Writing



SPACEMAN
SPIRITS LAB

CREATIVE CONTENT & STRATEGY

THE GREAT INDIAN
JOURNEY

SAMSĀRA

LABEL ESSENTIALS

SAMSARA x Manish Malhotra



Samsāra is floral and citrusy, with a subtle whisper of spicy earthiness.



Sight: Crystal clear!



Nose: Fresh citrus and juniper forward, with sweet notes of cardamom and rose



Palette: Citrusy with a hint of spicy earthiness. Notes of cardamom, vetiver and rose take the centerstage, leading to a smooth piney finish

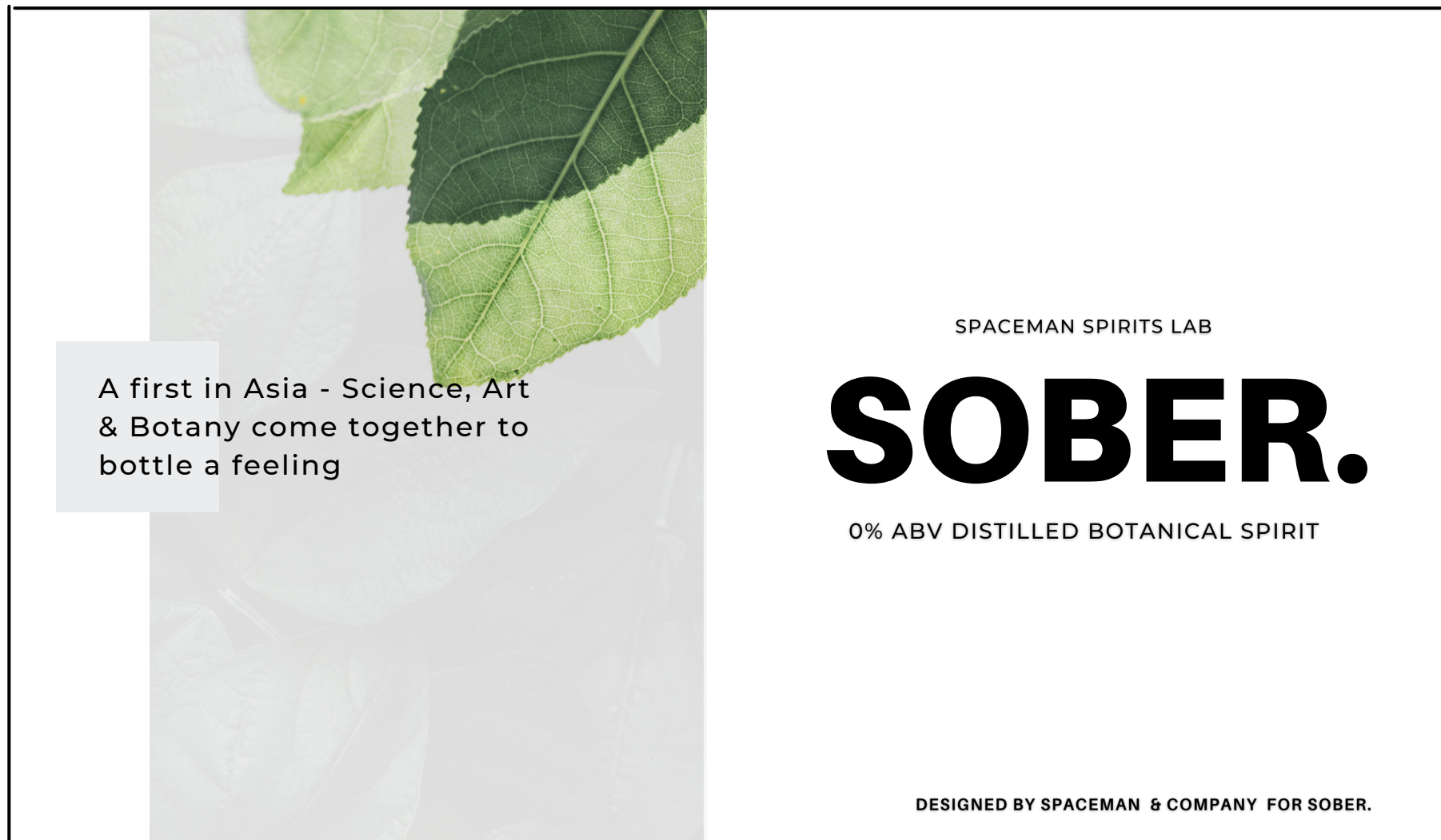


Mouth Feel: Dry start with a smooth long lasting finish



Sound: Any Guesses?

CREATIVE CONTENT & STRATEGY



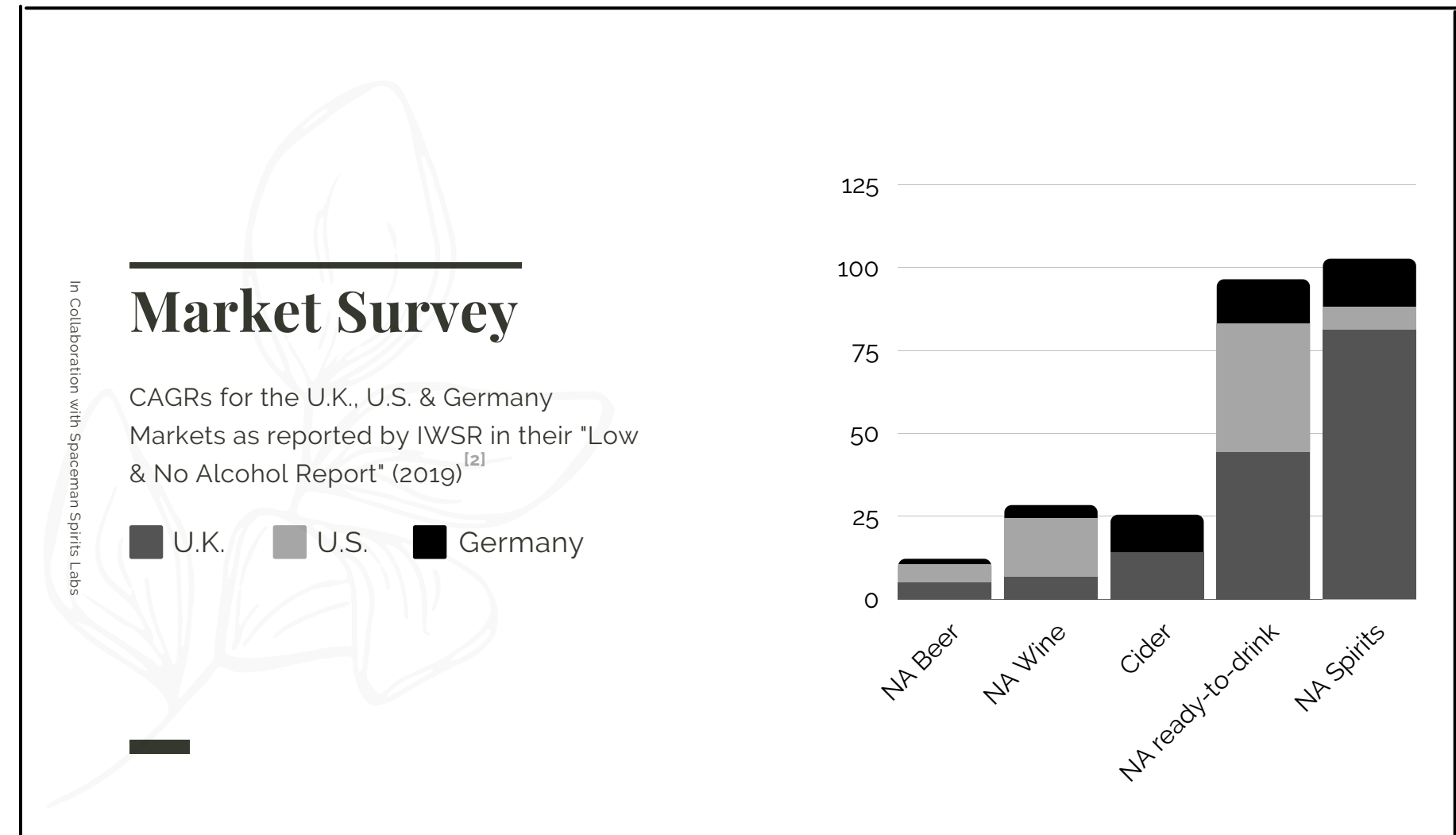
A first in Asia - Science, Art & Botany come together to bottle a feeling

SPACEMAN SPIRITS LAB

SOBER.

0% ABV DISTILLED BOTANICAL SPIRIT

DESIGNED BY SPACEMAN & COMPANY FOR SOBER.

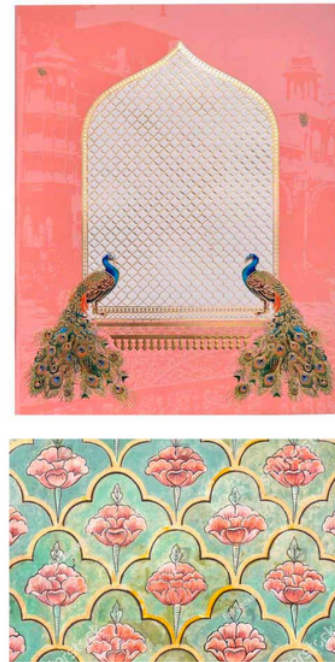


CREATIVE CONTENT & STRATEGY

SAMSARA X MANISH MALHOTRA



Created by Spaceman & Company



JAIPUR: THE PINK CITY

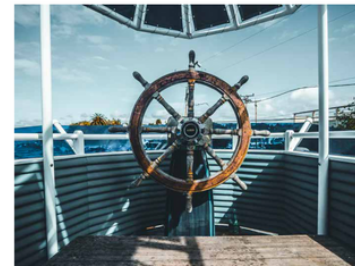
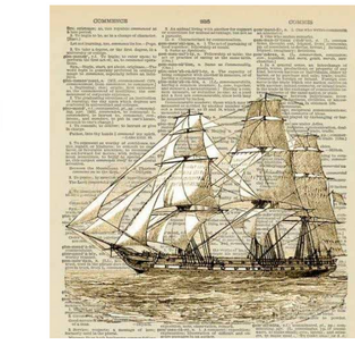


JAIPUR

Created by Spaceman & Company



INDIAN OCEAN: THE EVERLASTING JOURNEY

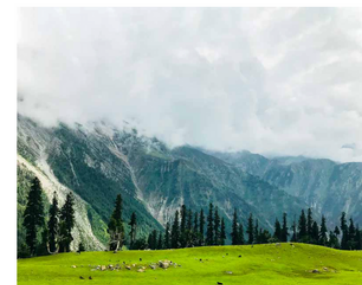


Created by Spaceman & Company

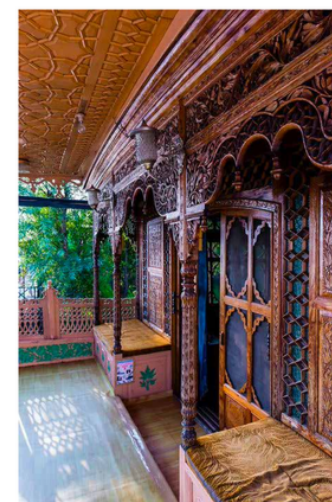
SAMSARA was started as a luxury brand keeping in mind a selected audience. It was our vision to take the untold stories of India to the globe. With this vision of ours, it became imperative for us to have on board a person who could add to the luxury brand value and help us design the bottle in a way that would help us take our vision forward. Who better than Manish would fit into this space? Manish has an aura around him of embellishing the stars of the Indian Film Industry and adding to the grandeur of films. We looked up to Manish for doing the same to our brand - adding the glitter of the stars to the bottles of SAMSARA.



Created by Spaceman & Company



KASHMIR: PARADISE CITY



Created by Spaceman & Company

OVERALL TRILOGY STORY

WHY ARE WE CREATING THIS TRILOGY?

Inspired by the land of India, SAMSARA is a contemporary spirit that is truly Indian at heart. After touring the world and visiting bars around the globe, our team at SAMSARA realised that India was missing a stronghold on the global spirit industry.

With Manish coming on board, the two teams realised that the major common denominator between their two visions was telling the stories of India. Thus, the idea for this tri-part limited release was born.

Our aim is to take people through a magical and mystical journey through some of the most notable and recognizable destinations in our incredible land of India. We strive to tell stories through our subtle but effective design language and distil our truly Indian identity in our contemporary spirit.

Created by Spaceman & Company

The

BORING NEWS

Co.



LOGO DESIGN

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LOGO DESIGN

The
BORING NEWS
Co.

BOR
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APP ICON





ŠKODA

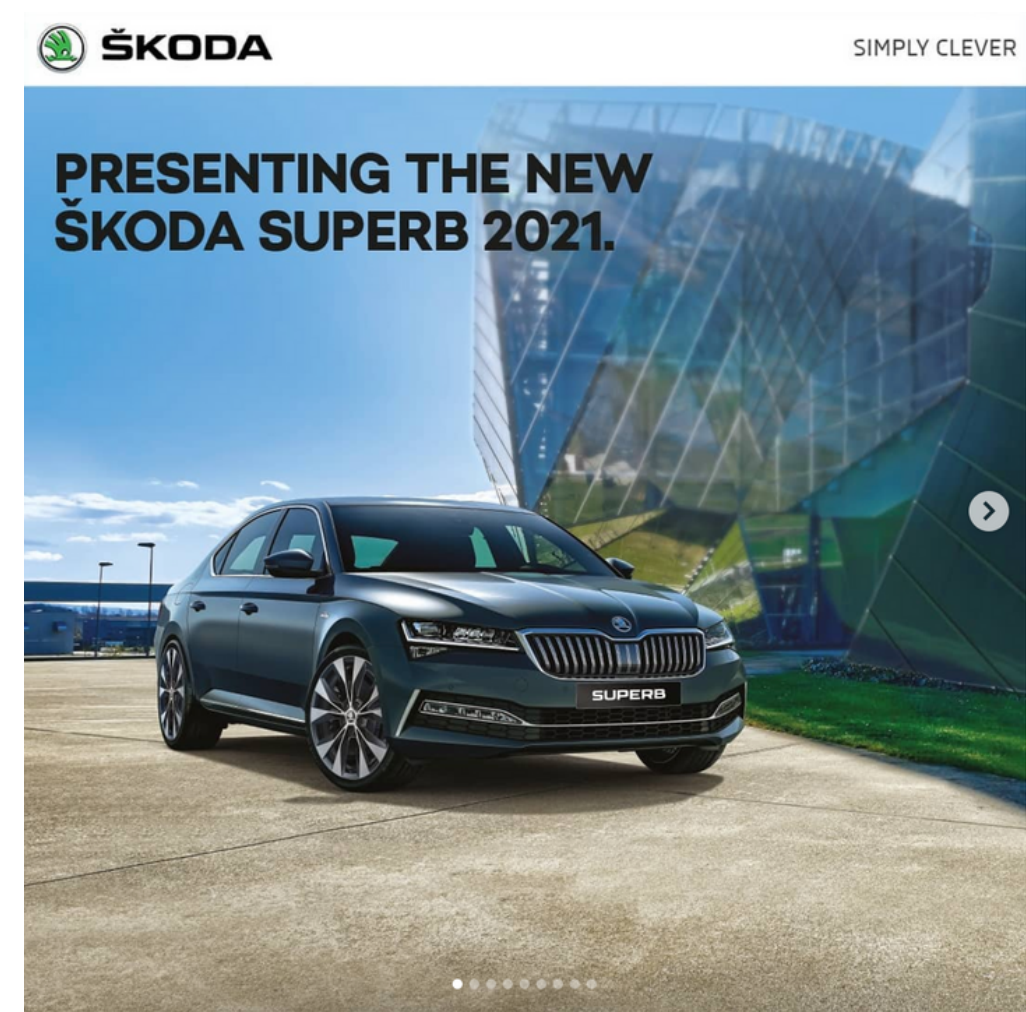




Digital Marketing & Strategy

- Optimize Facebook, Instagram, Twitter & LinkedIn pages
- Daily engagement with followers
- Tracking interactions, mentions and engagement
- Growth specific campaigns and call to actions

Digital Marketing & Strategy



apunarškoda

Follow



2,031 posts

352k followers

10 following

ŠKODA India

Cars

Welcome to the official ŠKODA AUTO India Instagram Profile. #SimplyClever

bit.ly/2NukeVv

Digital Marketing & Strategy

Posted on 3/17/21, 6:55pm

♥ 314 💬 4 📌 29

Interactions

472
Promotion Clicks

Visit Profile

587
80% from latest promotion

Visit Website

7
100% from latest promotion

Email

1
0% from latest promotion

Discovery

112,003
People reached
98% weren't following you
73% came from your current promotion



MEET THE BOARD



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REACH OUT TO US

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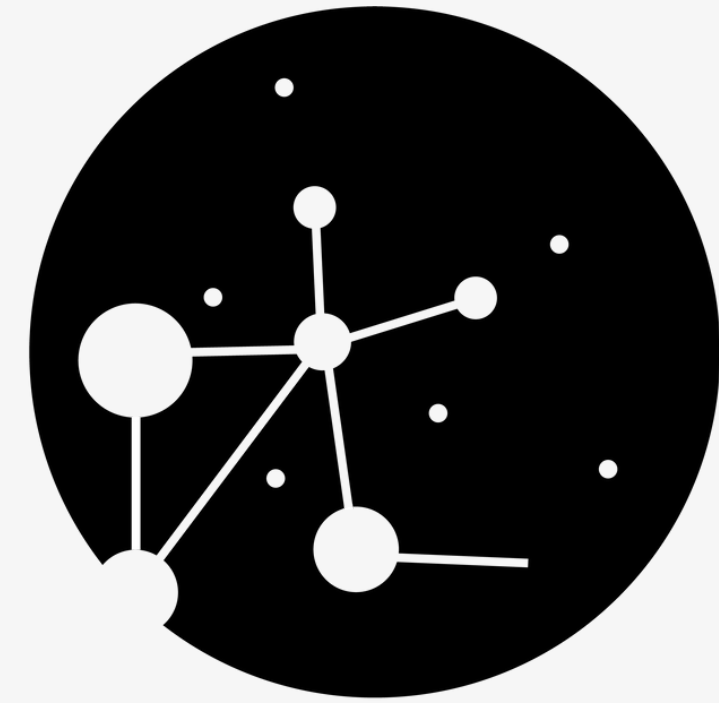
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Spaceman & Company

Creative Think Tank