



— BY —  
TLS GROUP



# ABOUT --- CREATIVE STUDIO .

*IN A WORLD WHERE ATTENTION IS THE NEW CURRENCY,  
BRANDS NEED MORE THAN VISIBILITY.*

They need relevance, differentiation, and meaningful connections. Creative Studio by TLS Group is a full service Creative, Branding, Digital Marketing, and Media Production Agency dedicated to helping businesses build influential brands and achieve sustainable growth.

Combining strategic thinking, creative excellence, and performance driven execution, we deliver integrated solutions that help brands stand out in competitive markets. Our expertise spans brand strategy, visual identity design, website design and development, performance marketing, SEO, GEO, AEO, social media marketing, content marketing, email marketing, influencer collaborations, advertising, and digital campaign management.

Beyond marketing, we bring brands to life through creative design, packaging design, photography, videography, brand films, product shoots, motion graphics, reels, and short form video production, creating impactful experiences across every customer touchpoint.

**From building new brands to scaling established businesses, we develop ideas, campaigns, and creative assets that strengthen brand presence, drive engagement, generate qualified leads, and deliver measurable business growth.**



# FOUNDER'S VISION



## Founder & CEO Statement

Driven by a passion for creating meaningful business growth, Mantsha Sharma Hooda founded Creative Studio with a clear vision—to build a marketing company where strategy, creativity, and innovation come together to deliver measurable results. Guided by the philosophy, “**You Grow, We Grow**,” the company is committed to becoming a trusted growth partner for every client.

After completing her Master's in Marketing & Business Development from the University of Leeds, UK, in 2010, she returned to India to transform this vision into reality by building an organisation founded on trust, transparency, excellence, and long-term relationships.

Today, as the Founder & CEO of Creative Studio, the creative and digital marketing arm of TLS Group, she continues to lead with the same values that have shaped the Group for over two decades. Under her leadership, Creative Studio helps businesses build strong brands, connect with the right audience, and achieve sustainable growth through innovative marketing solutions.

“

*The true measure of our success is not the campaigns we create, but the brands we help build. When our clients grow, innovate, and succeed, we know we have fulfilled our purpose. At Creative Studio, your vision becomes our mission, and your growth becomes our greatest achievement.*

”

— Mantsha Sharma Hooda  
Founder & CEO, Creative Studio



## GROWING TOGETHER, *WINNING TOGETHER*

At our agency, we believe in creating a true win-win partnership with every client.

Unlike traditional marketing agencies that operate solely as service providers, we become an extension of your team and a partner in your growth journey. Our approach is built on shared success—we keep our service costs minimal and focus on generating real business outcomes.

We earn our greatest rewards when the leads and opportunities we create for you convert into customers and start generating revenue. This performance-driven philosophy ensures that our goals remain aligned with yours, fostering long-term relationships built on trust, growth, and mutual success.



**Strategize . Shape . Scale . Succeed .**

We dive deep into your brand, audience, market, and goals to craft a strategy that sets the right direction



**Strategize**

**Shape**



We craft powerful ideas, compelling stories, and experiences that bring your brand to life.

We activate across the right channels with precision, amplifying your brand to reach more & do more.



**Scale**

**Succeed**



We measure, optimize, & refine—ensuring real impact, sustainable growth, & long-term success.

# OUR IDEOLOGY

# BRAND IDENTITY

*"A brand is a story the market tells about you.  
We make sure they tell the right one."*



## YOUR BRAND. UNMISTAKABLE.

Your brand is the single most valuable asset your business owns. We build brand identities that are strategic, intentional, and built to outlast trends — from logo to language, colour to culture.

### SERVICES —



Brand Strategy & Positioning



Logo Design & Identity System



Brand Voice & Tone of Voice Guide



Comprehensive Brand Guidelines



Stationery & Collateral Design

### RESULTS —



Build a Recognizable Brand



Establish Market Authority



Create Lasting Brand Recall

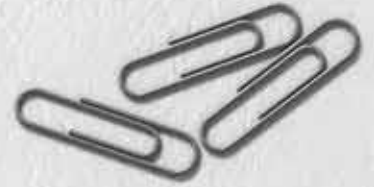


Strengthen Customer Trust



Differentiate From Competitors





**We help brands build a stronger online presence through SEO, AEO, and GEO, making sure your business is visible wherever people are looking for answers.**

Today, customers don't just search. They ask questions, compare options, and increasingly turn to AI tools for recommendations. Whether someone is searching on Google, using voice search, or asking ChatGPT for advice, your business should be part of the conversation.

#### **Be the Brand People Find, Trust, and Choose.**

- SEO helps your website rank when customers are actively searching.
- AEO helps your content become the answer people see in search results, voice assistants, and featured snippets.
- GEO helps your brand appear in AI generated recommendations and responses across the next generation of search experiences.

Our focus is simple: create content people trust, build authority in your industry, and make it easier for customers to discover your business naturally.

Unlike advertising that stops when the budget runs out, organic visibility continues to work for you every day. The right strategy helps you earn attention, build credibility, and generate consistent growth over time.

**MORE VISIBILITY. MORE TRUST. MORE GROWTH.**

*"Your audience is online every single day.  
Are they seeing you — or your competitor?"*

## YOUR BRAND, IMPOSSIBLE TO IGNORE.

We build social media presences that don't just exist — they dominate feeds, shape culture, and turn audiences into advocates. From strategy to design to publishing, we own your social presence so you can own your market.

Great social media isn't about posting more — it's about posting right. We craft platform-specific content that speaks your audience's language and builds real engagement that lasts.

### WHAT YOU GET —



Social Media Strategy  
& Calendar



Content Creation  
(Design + Copy)



Community  
Management



Trend & Competitor  
Analysis



Monthly Analytics  
& Insights

*Likes are vanity. Followers are currency.  
Loyalty is leverage. We build all three.*

# SOCIAL MEDIA



# PRINT & PACKAGING



*"In a digital world, the brands that dare to be physical are the ones people actually remember."*

## HOLD THEIR ATTENTION. LITERALLY.

We design print and packaging that commands attention before a single word is read. From the weight of the paper to the finish on the foil — every detail is a deliberate brand statement.

We understand materials, print production, and how **design decisions translate from screen to physical reality** — ensuring your brand shows up with the same force in hand as it does online.

## WHAT YOU GET —



Packaging Design  
(Retail & Luxury)



Brochures & Sales  
Catalogues



Corporate Stationery  
Suites



Poster & Banner  
Design



Print-Ready  
Artwork





# WEBSITE & DIGITAL



*"Your website is your hardest-working employee. We make sure it never clocks out."*

**We create meaningful digital experiences that connect with your customers across every touchpoint, combining creative design, innovative development, and powerful technology to elevate your online presence.**

With a digital-first mindset, every solution we create is designed around real user behaviour, ensuring a seamless experience across every touchpoint. Our focus is simple: build functional, scalable, and purpose-driven digital products that continue delivering value long after launch.

Our in-house team brings together expertise in website design, front-end and back-end development, content management systems, and digital marketing. By keeping everything under one roof, we ensure consistency, efficiency, and complete control throughout the process.

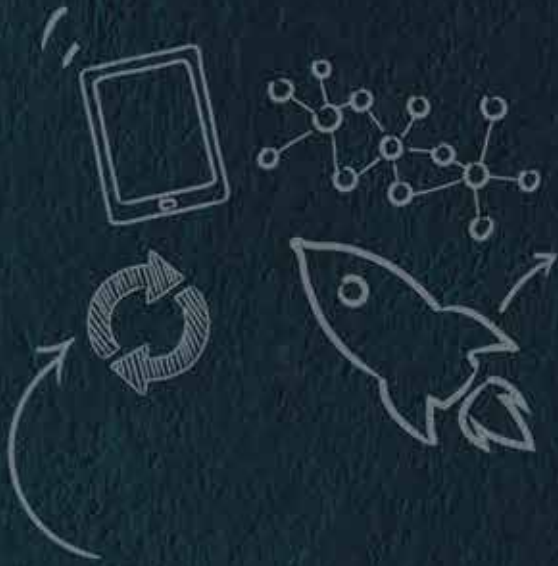
In the end we give you  
a website that is: —

- **unique to Your brand**
- **user-friendly**
- **responsive**
- **easily found online**
- **fast loading**
- **SEO optimised**

With secure hosting, proactive maintenance, regular security updates, & enterprise-grade backup systems, we keep your digital presence protected, reliable, and running at its best.



**BUILT FOR TODAY. DESIGNED FOR TOMORROW. ENGINEERED TO PERFORM.**



## ANALYTICS & REPORTING

Data is only valuable when it delivers actionable insights. We transform complex website analytics into clear, meaningful reports that help you understand user behaviour, measure performance, and identify opportunities for growth. Through regular reporting, you'll gain a transparent view of how your website is performing and where improvements can drive even better results.

## ECOMMERCE

We build powerful eCommerce experiences that simplify selling online. From seamless payment processing and POS integrations to customised functionality and automation, our solutions are designed to streamline operations, enhance customer journeys, and drive sustainable growth.

## CUSTOM WEB APPS

Transform the way your business works with tailored web applications designed around your needs. From automation and integrations to fully bespoke functionality, we create intuitive digital solutions that enhance efficiency, improve user experience, and support long-term growth.

## MOBILE-FIRST EXPERIENCE

Built for every screen. Every website we create is fully responsive, delivering a fast, intuitive, and consistent experience across desktop, tablet, and mobile devices—ensuring your brand performs wherever your audience is.

*Our websites are completely customised and tailored to your brand to deliver an intuitive customer experience. If you can imagine it, we can create it.*





# CUSTOM APPS & SOFTWARE

## BUILD SOFTWARE THAT WORKS THE WAY YOUR BUSINESS WORKS

Every business has unique processes that generic software cannot fully support. We design and develop custom digital solutions that automate operations, improve productivity, and help businesses scale with confidence.

Whether you need an **internal management system**, a **customer platform**, or a **mobile application**, our solutions are secure, scalable, and built around your goals.

### OUR SERVICES



#### Custom ERP Development

Create centralized systems to manage operations, inventory, HR, finance, and workflows from one platform.



#### CRM Solutions

Build customer relationship systems that simplify sales, lead management, customer support, and business growth.



#### Android & iOS App Development

Build customer relationship systems that simplify sales, lead management, customer support, and business growth.



#### Dashboard Panels

Visualize data, monitor KPIs, generate reports, and make smarter business decisions with powerful dashboards.



# PERFORMANCE MARKETING



*Every click tells a story. We make sure it leads somewhere.  
Turning Attention Into Action.*

## **ADS THAT PAY FOR THEMSELVES.**

We create performance marketing campaigns that connect brands with the right audience through strategic targeting, compelling creative, and continuous optimization. Every campaign is built with a clear purpose, guided by data, and focused on delivering meaningful results.

We understand materials, print **From Meta and Google to YouTube and emerging digital platforms**, we help businesses reach the people who matter most and turn interest into action.

### WHAT YOU GET —



Paid Social  
(Meta, Instagram, LinkedIn)



Google Ads & Search  
Campaigns



YouTube  
Advertising



Ad Creative Design &  
Copywriting



A/B Testing &  
CRO

### RESULTS —



Generate Sales-Ready  
Leads



Maximize Advertising  
Efficiency



Scale Revenue  
Predictably



Optimize Conversion  
Performance



Deliver Data-Driven  
Growth





# PR & BRAND COMMUNICATIONS

*Great brands don't just get noticed. They get talked about.  
Helping Your Brand Become Part of the Conversation.*

**The most memorable brands aren't built by chance. They're built through stories, experiences, and moments that people genuinely want to share.**

We help businesses create visibility that feels authentic and lasting. From media coverage and brand storytelling to influencer partnerships, celebrity appearances, and high-impact events, we make sure your brand reaches the right audience in the right way.

Launching a new business? Opening a new location? Celebrating a milestone? Planning a campaign that deserves attention? We help turn those moments into opportunities that build awareness, credibility, and excitement around your brand.

Whether it's securing media attention, collaborating with creators, arranging celebrity guests for inaugurations and launches, or managing communications around a major event, our focus is always the same: creating experiences that people remember and conversations that continue long after the event ends.

## WHAT YOU GET



Media Coverage &  
Press Outreach



Celebrity Appearances &  
Collaborations



Brand Launches &  
Product Reveals



Event Publicity &  
Media Management



Inaugurations &  
Special Events



# FILM PRODUCTION

*"The brands that move people — move markets.  
We make films that do both."*

## FILMS THAT MAKE PEOPLE FEEL.

From social media content to large scale commercial productions, we help bring your ideas to life through powerful visual storytelling. We handle the entire process, from concept and scripting to filming, editing, and final delivery, making production simple and seamless.

Whether it's a **brand film**, **product launch**, **corporate story**, or **digital campaign**, we create content that connects with people, strengthens brands, and delivers meaningful results.

### WHAT YOU GET —



Brand & Corporate  
Films



TV & Digital  
Commercials



Product Launch  
Videos



Animation & Motion  
Graphics



Full Post-  
Production

*Likes are vanity. Followers are currency.  
Loyalty is leverage. We build all three.*



# WEBSITE & SEO AUDIT



*DISCOVER WHAT'S HOLDING YOUR WEBSITE BACK*

**Your website may look great, but is it generating traffic, leads, and conversions?**

Our comprehensive audit identifies technical issues, SEO gaps, and performance bottlenecks that impact your online growth. Receive actionable insights and recommendations to improve visibility, speed, and user experience.

## WHAT WE ANALYSE



### Website Performance

Speed, Core Web Vitals, responsiveness, and loading experience.



### User Experience

Navigation, design consistency, accessibility, and conversion opportunities.



### SEO Health

On page SEO, keyword optimization, meta tags, indexing, and crawlability.



### Competitor Analysis

Understand how your website performs against industry competitors.



### Technical Audit

Broken links, redirects, mobile compatibility, security, and structured data.



### Content Quality

Review content structure, readability, and optimization opportunities.

## WHAT YOU RECEIVE

- Comprehensive Website Audit Report
- SEO Score & Performance Analysis
- Technical Improvement Checklist
- Actionable Growth Recommendations
- Consultation with Our Experts

**BOOK YOUR WEBSITE & SEO AUDIT TODAY**

Know where your business stands and unlock new growth opportunities with data driven insights.



# BUILDING BRANDS THAT DOMINATE.



**Eight services. One team. Zero compromise. If you're serious about your brand, we're serious about your growth.**



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