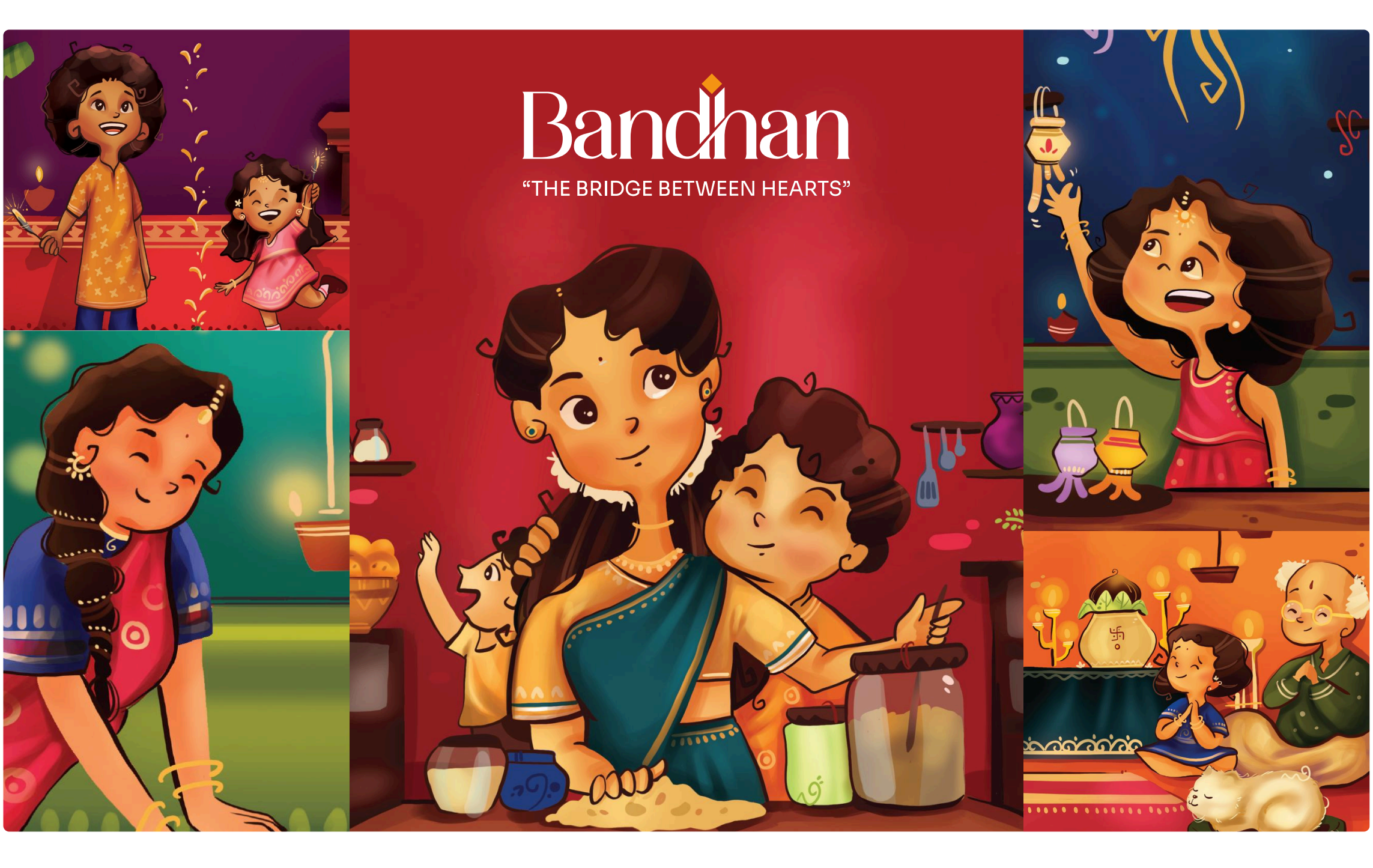

CLIENT– BANDHAN 🎁🎁
YEAR – 2024

Introduction

Bandhan is more than a gifting brand—it's a cultural revival wrapped in design. Born to bridge generational gaps, it reimagines tradition with a modern heartbeat.

✦ We intentionally avoid the word 'luxury' because our luxury is understood
It's in the details, not the labels.
✦ We use cultural codes and design thinking to build a product that feels universal yet personal.
✦ We choose Indian prints not just for their beauty, but for their emotional equity.

BANDHAN: THE BRIDGE BETWEEN HEARTS
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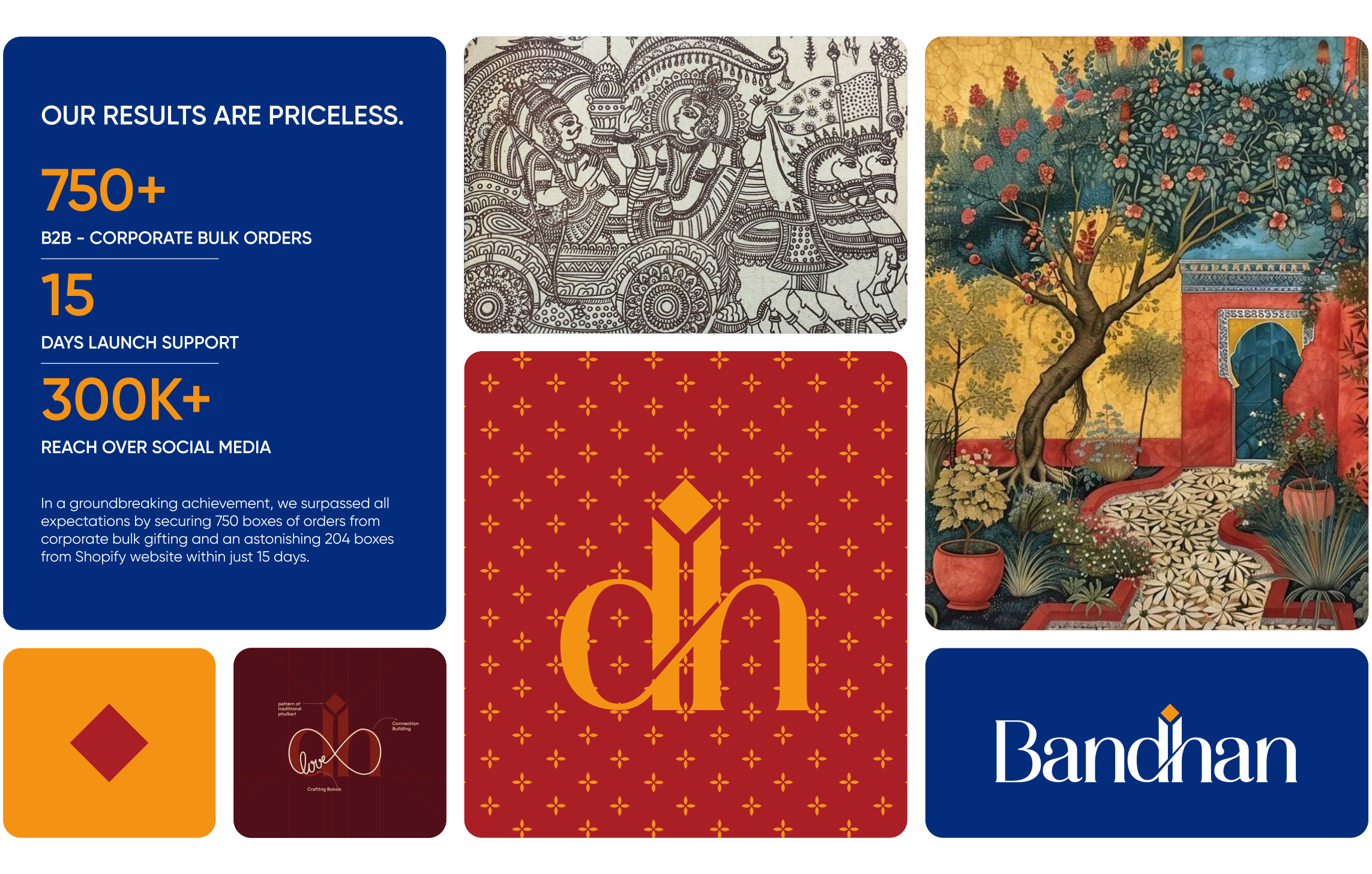


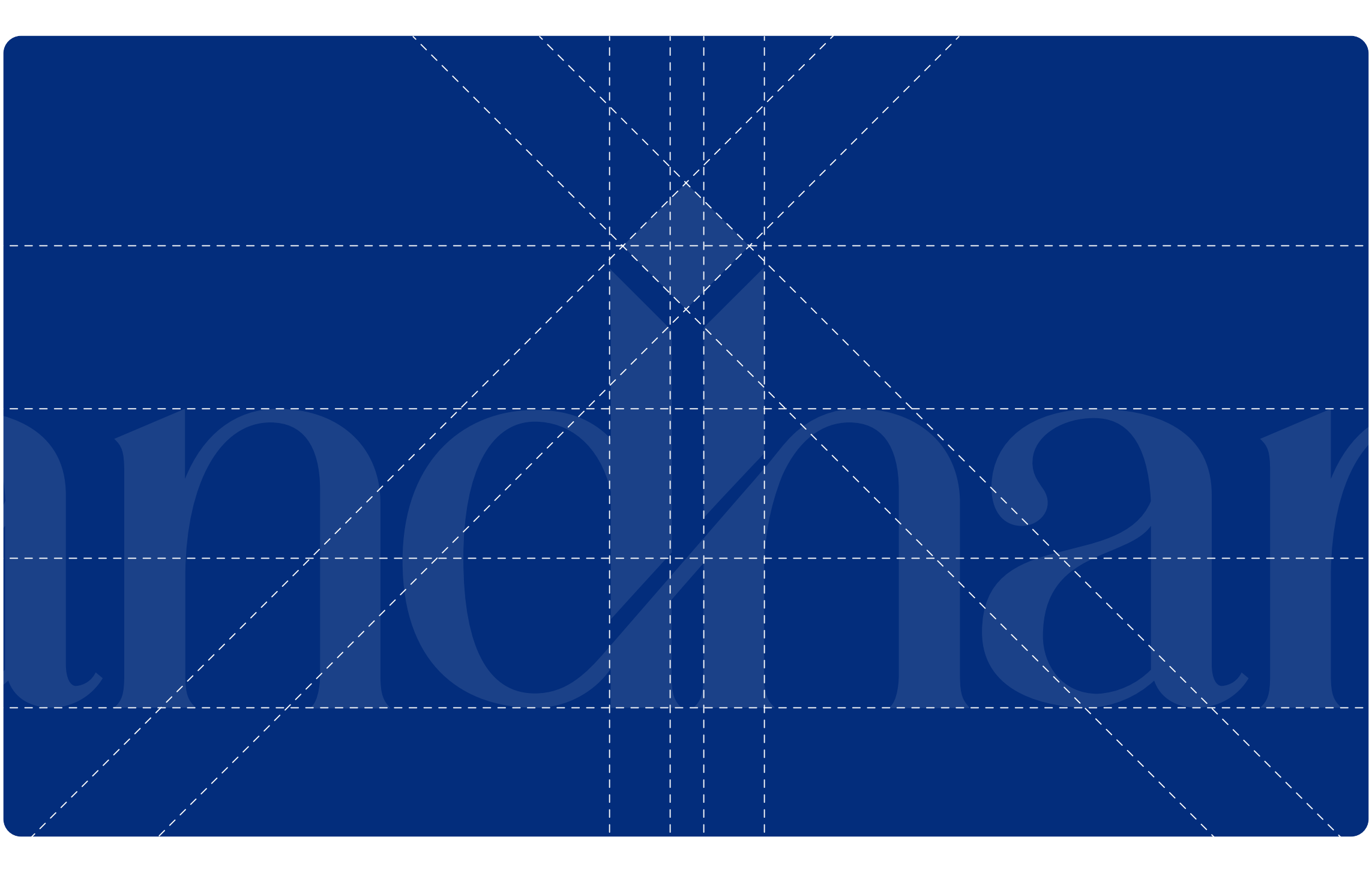
OUR RESULTS ARE PRICELESS.

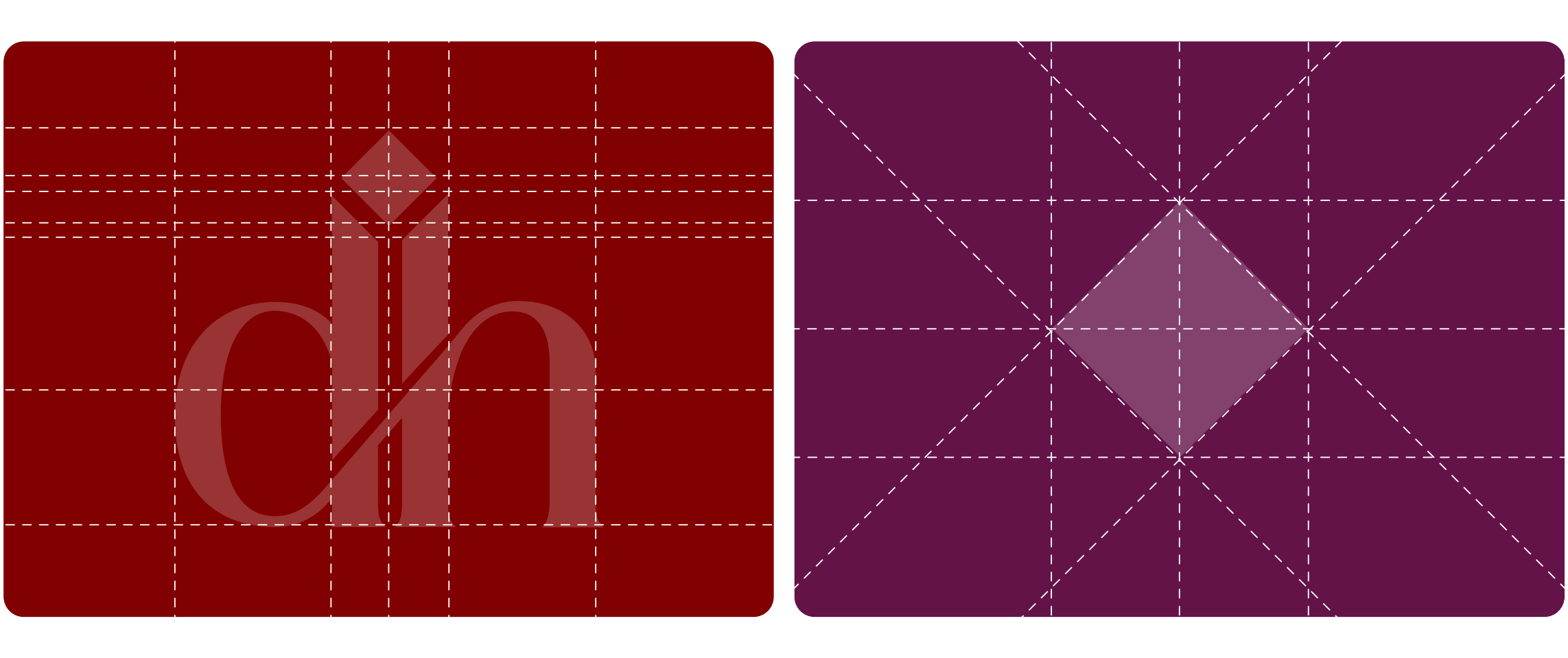
750+
B2B - CORPORATE BULK ORDERS

15
DAYS LAUNCH SUPPORT

300K+
REACH OVER SOCIAL MEDIA

In a groundbreaking achievement, we surpassed all expectations by securing 750 boxes of orders from corporate bulk gifting and an astonishing 204 boxes from Shopify website within just 15 days.





The name Bandhan embodies connection and emotion, capturing the spirit of meaningful relationships. The vertical stroke in the letter 'd' subtly represents a gift being wrapped, symbolizing the act of giving with intention. Sitting atop, the orange diamond evokes a sense of celebration and festivity, adding vibrance to the visual identity. Paired with clean, modern typography, the overall design reflects a brand that is contemporary yet deeply rooted in tradition.

Sora
Typeface

ab

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1234567890
{!@#$%^&*(_+?>

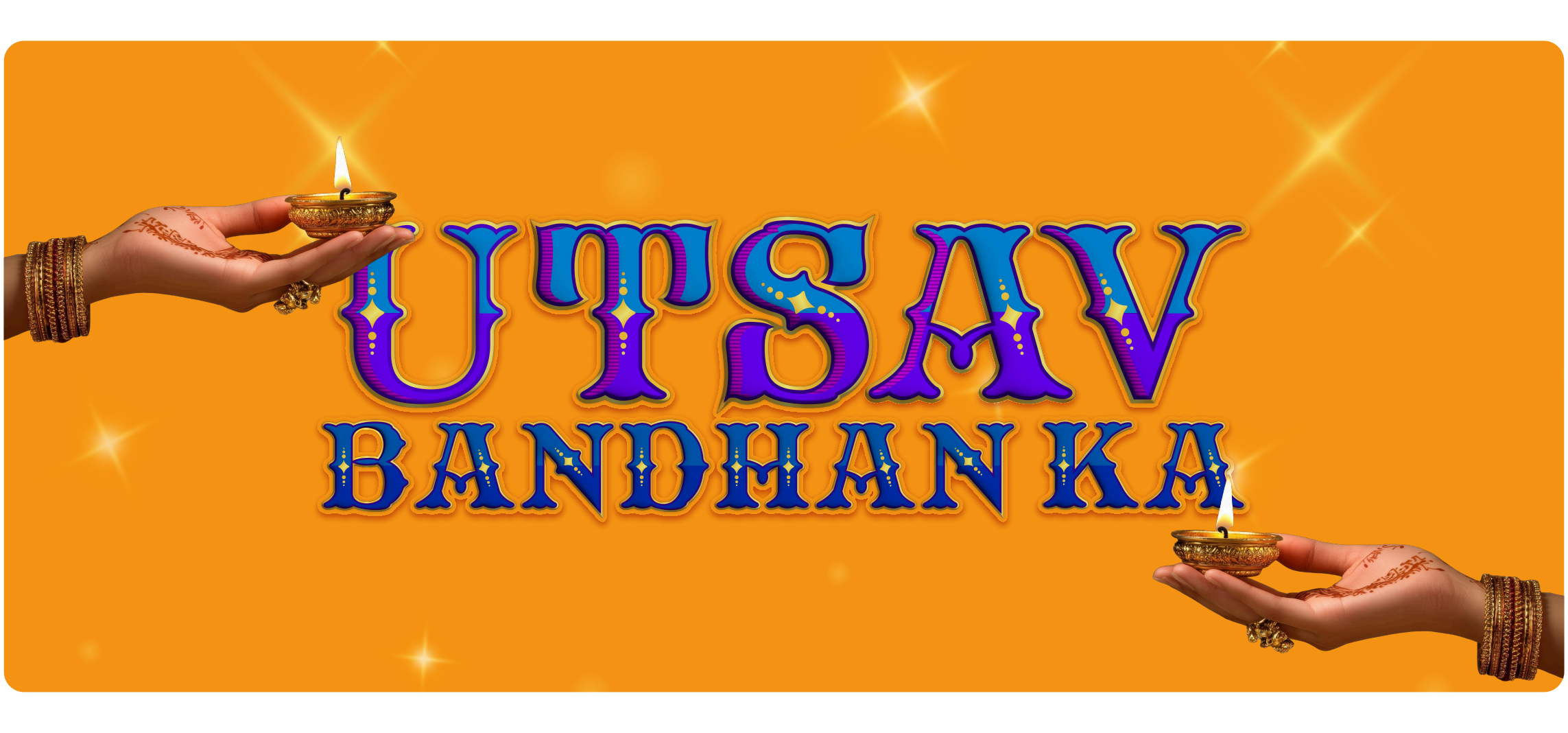
Sora brings clarity and modernity to our voice, perfectly aligning with Bandhan's clean, thoughtful, and intentional design. The balanced curves of the typeface reflect an inclusive approach that resonates across generations, ensuring that every word feels warm and accessible. Rooted in purpose, Sora enhances the brand's communication, making it both approachable and deeply meaningful.

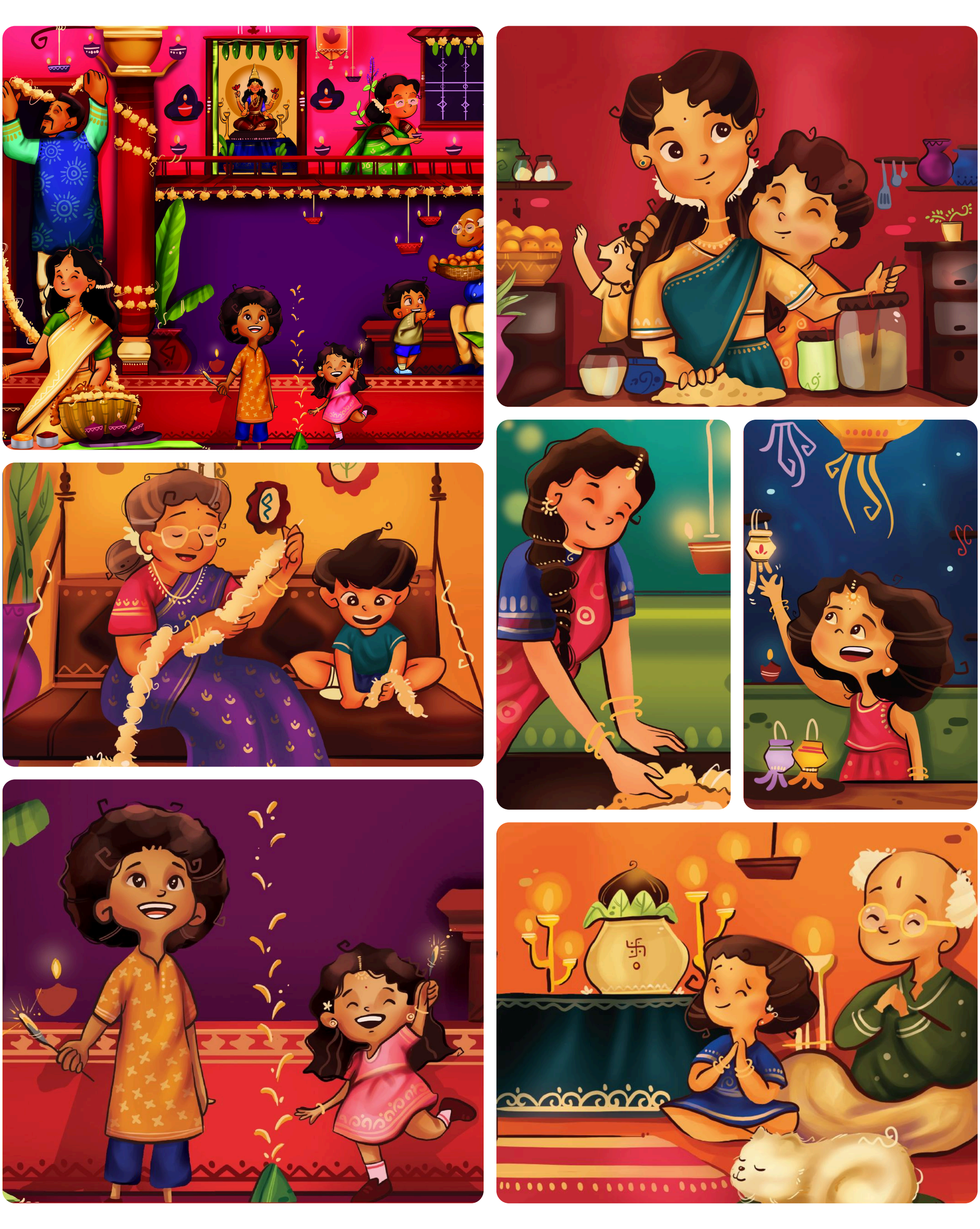
Bandhan

“THE BRIDGE BETWEEN HEARTS”

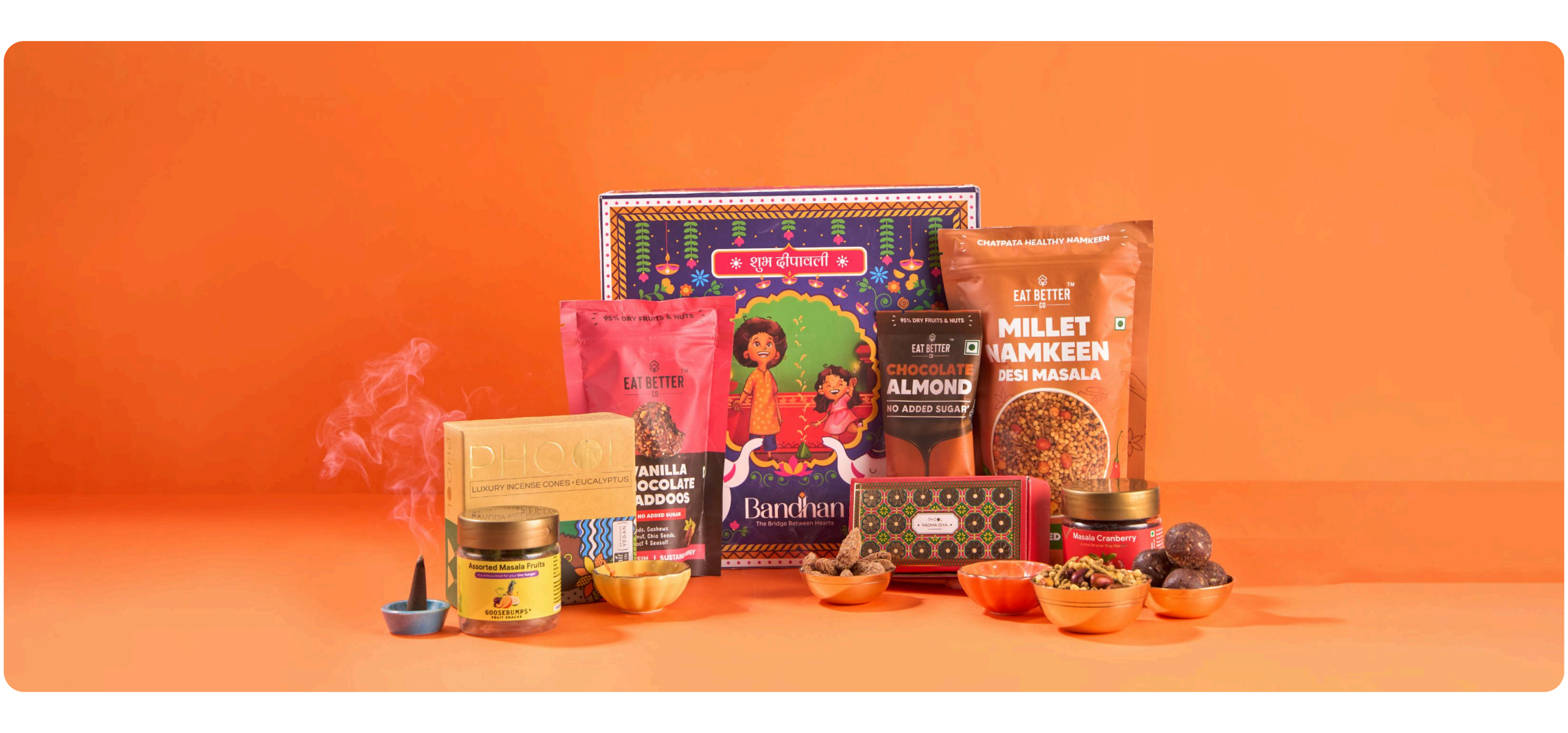
Was conceptualized to capture the emotional connection that every Bandhan gift would create.
The aim was to not just offer premium gifting but also to evoke memories and bonds that transcend generations.

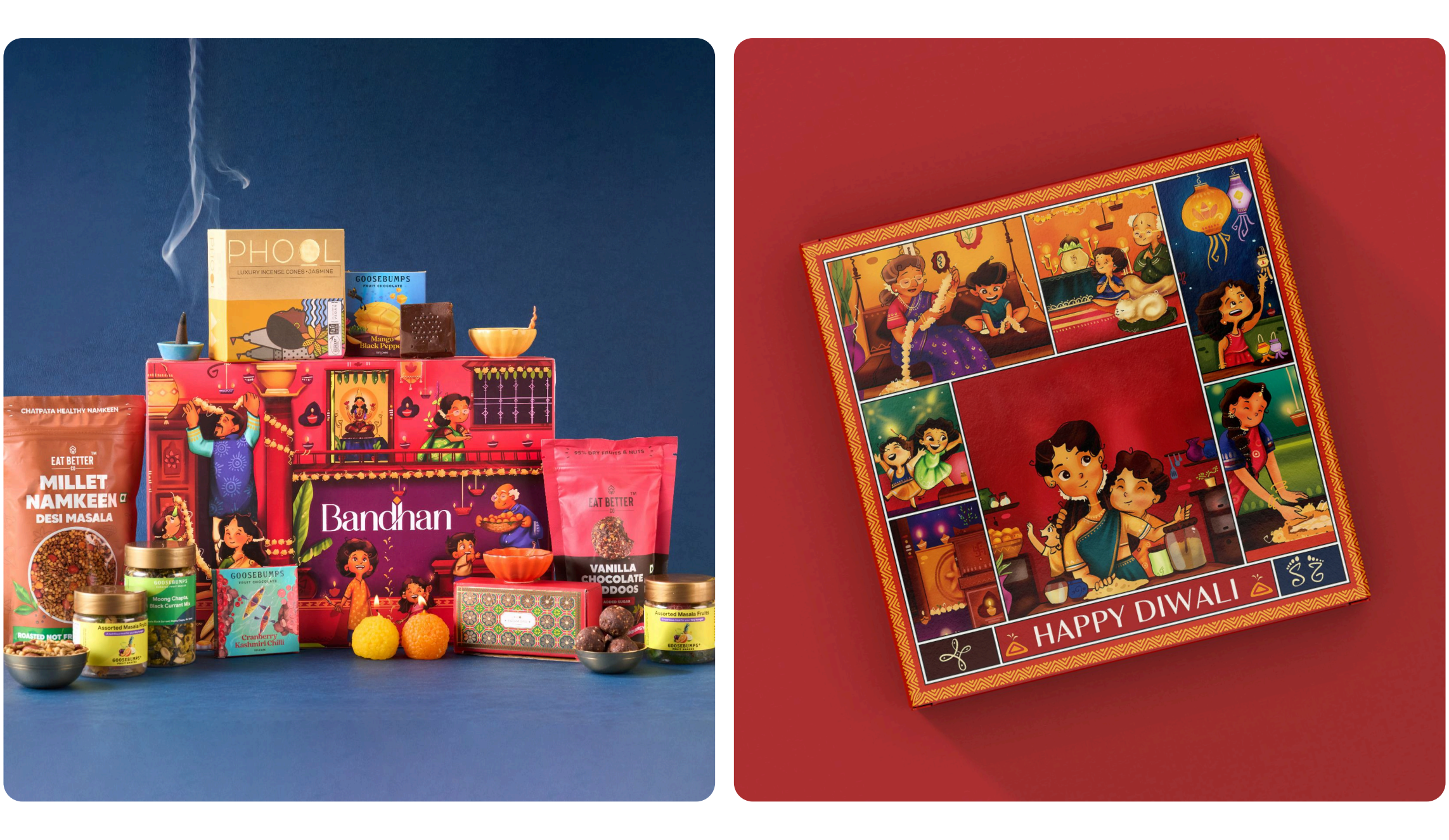
The problem? Culturally rich families with modern children. Traditional parents with Gen Z kids. Colleagues who want to connect beyond the transaction. Bandhan exists to translate between generations through the timeless vocabulary of thoughtful gifting.

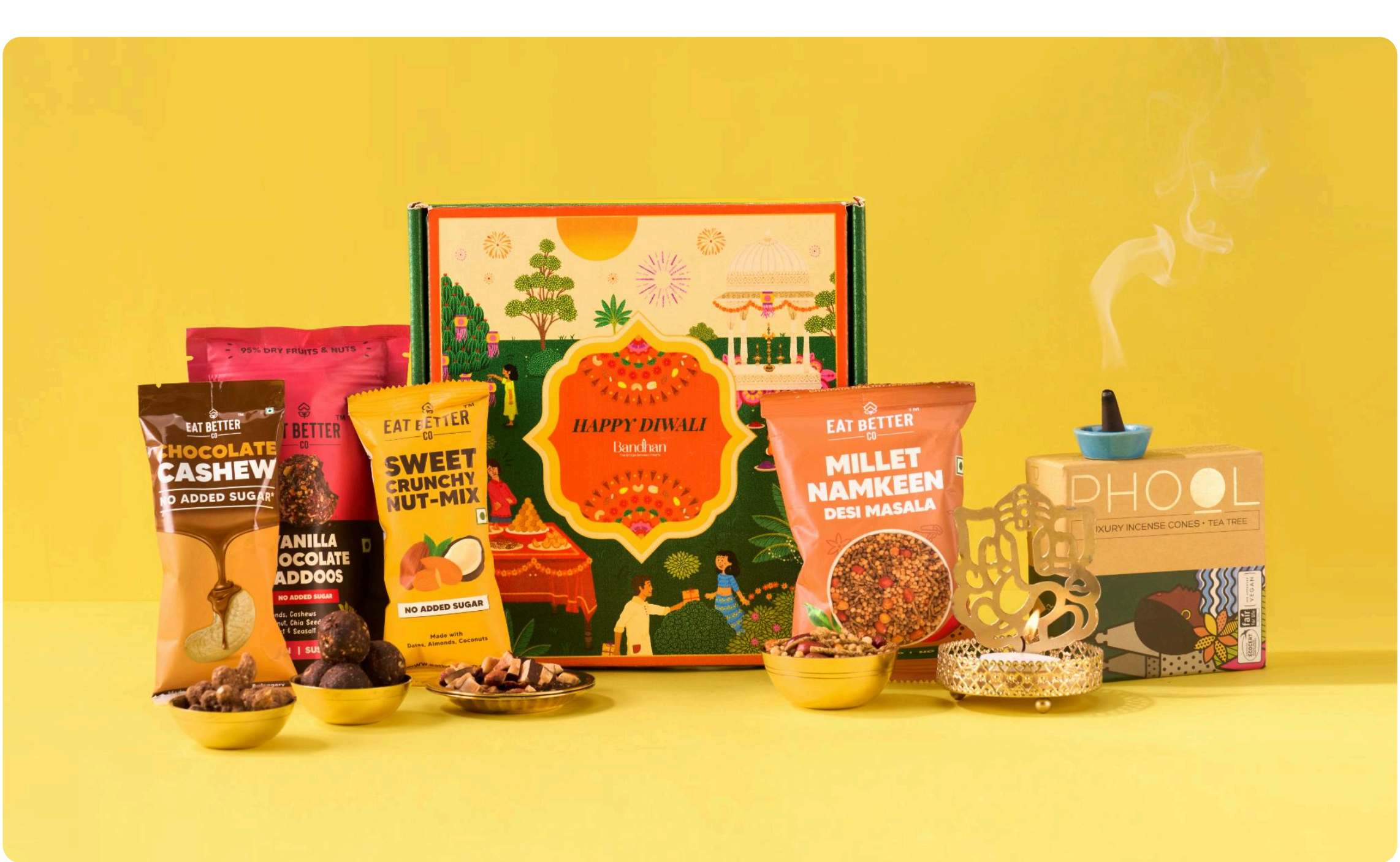




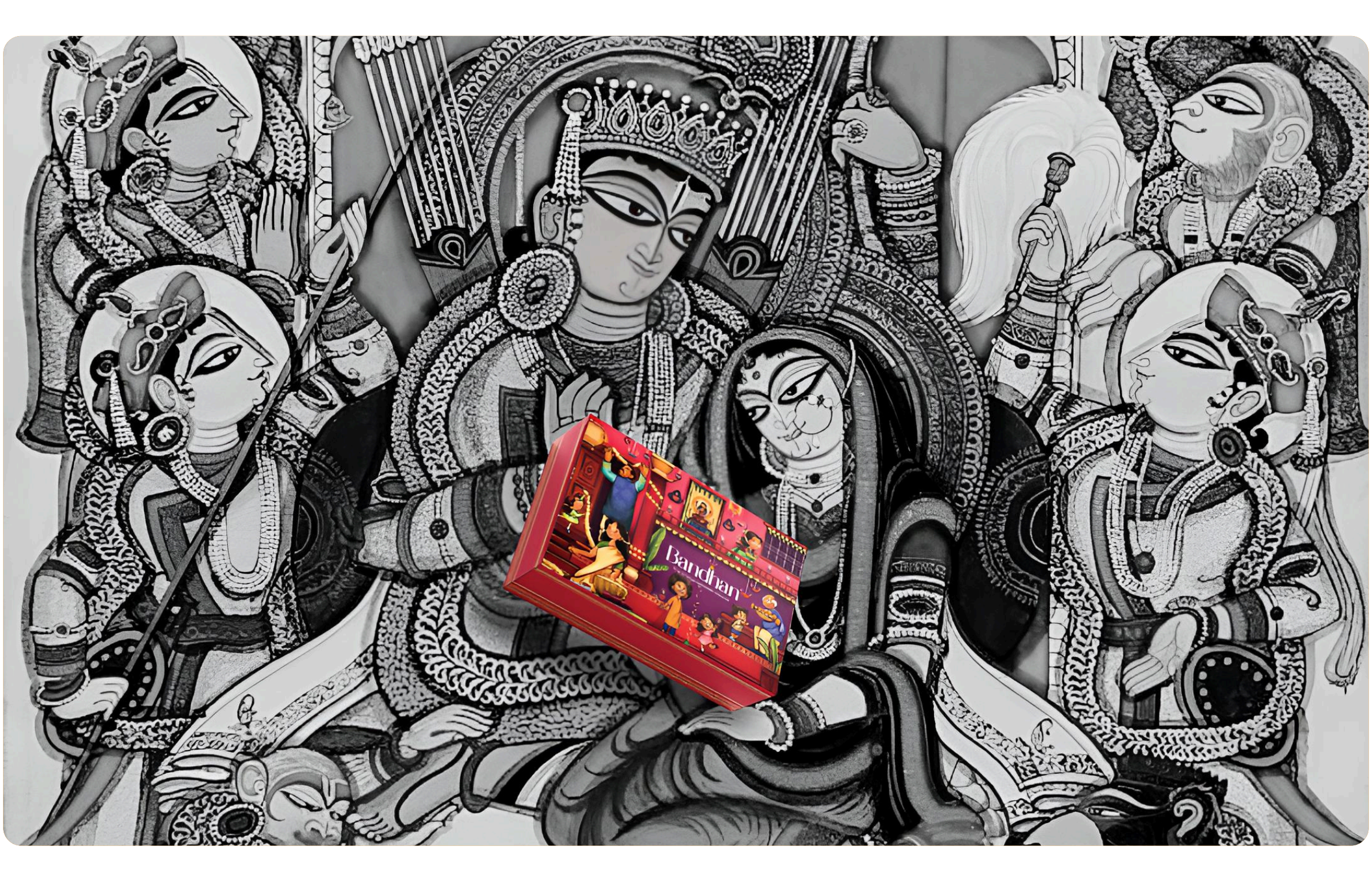
These warm, festive illustrations capture the essence of Diwali through the innocent wonder of a child and the graceful presence of a grandparent. They beautifully portray timeless traditions passed down through generations—wrapped in love, laughter, and light. Every sparkler lit, prayer offered, and glance exchanged reflects the deep soul of intergenerational bonding. Stirring a sense of nostalgia, the visuals celebrate how festivals like Diwali continue to unite generations, creating cherished memories year after year.



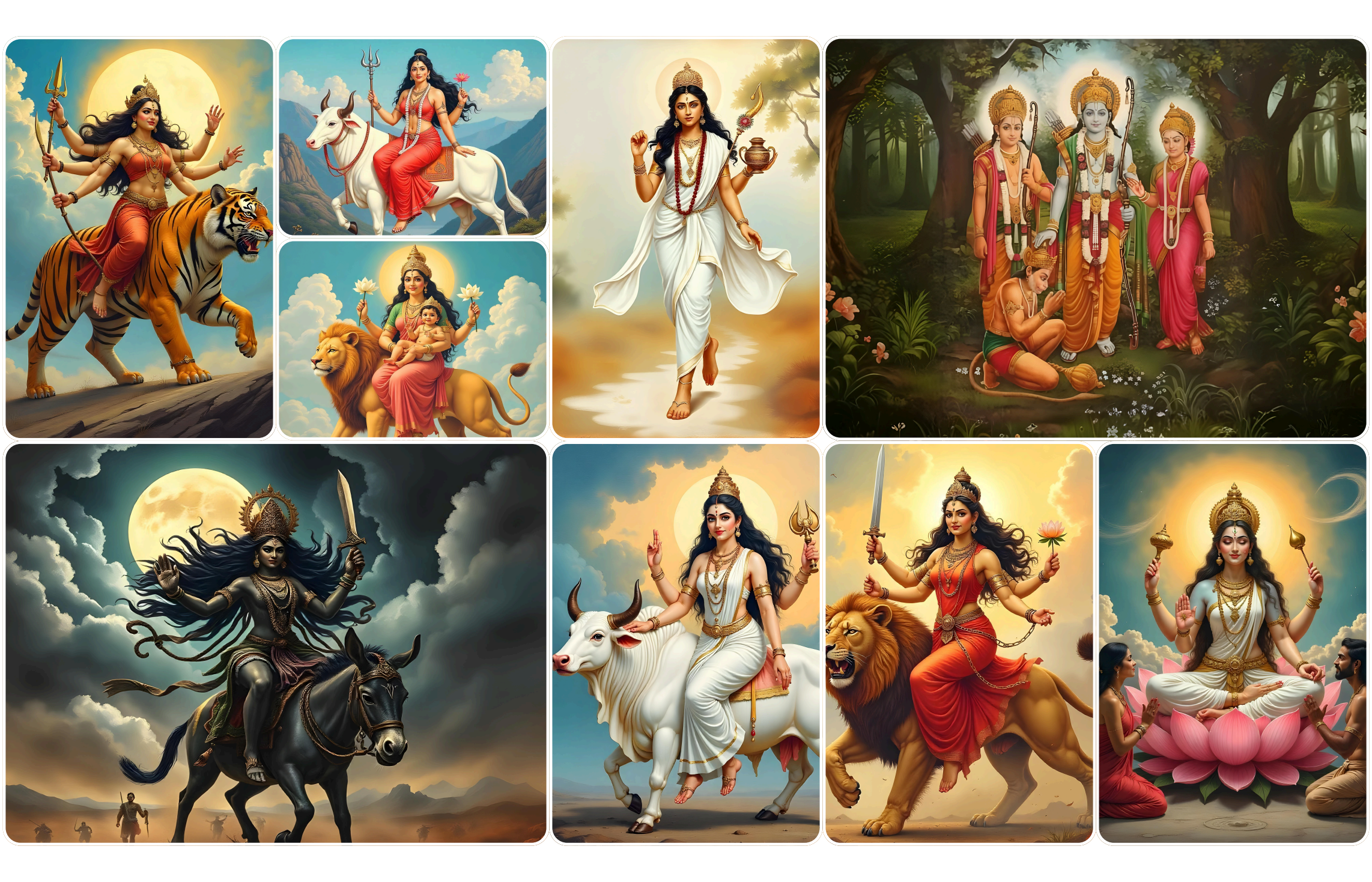


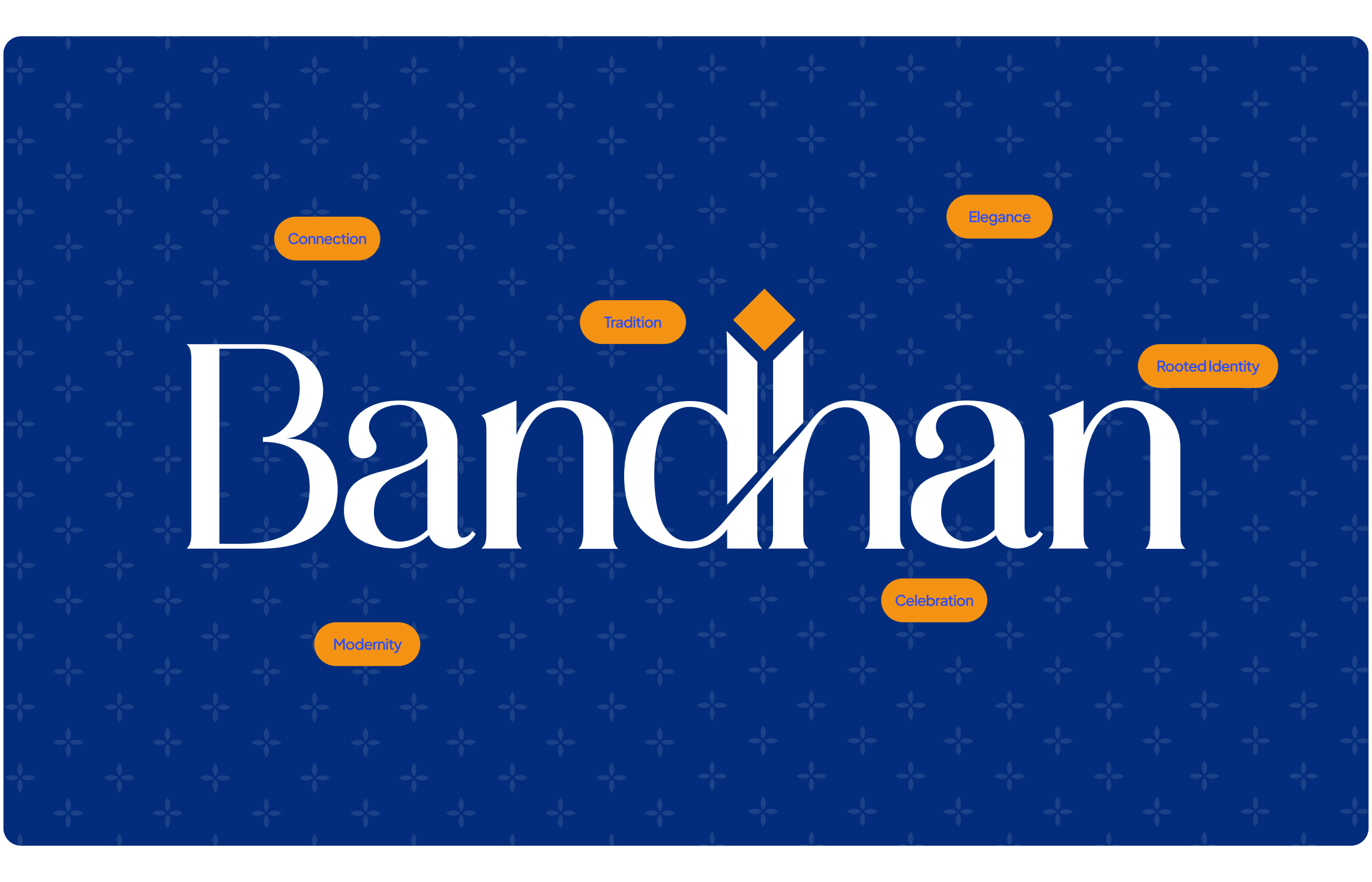


Bandhan was never just a brand. It is a movement disguised as a box of memories. Our vision is to revive the ritual of gifting, not just as an act, but as a celebration of connection.

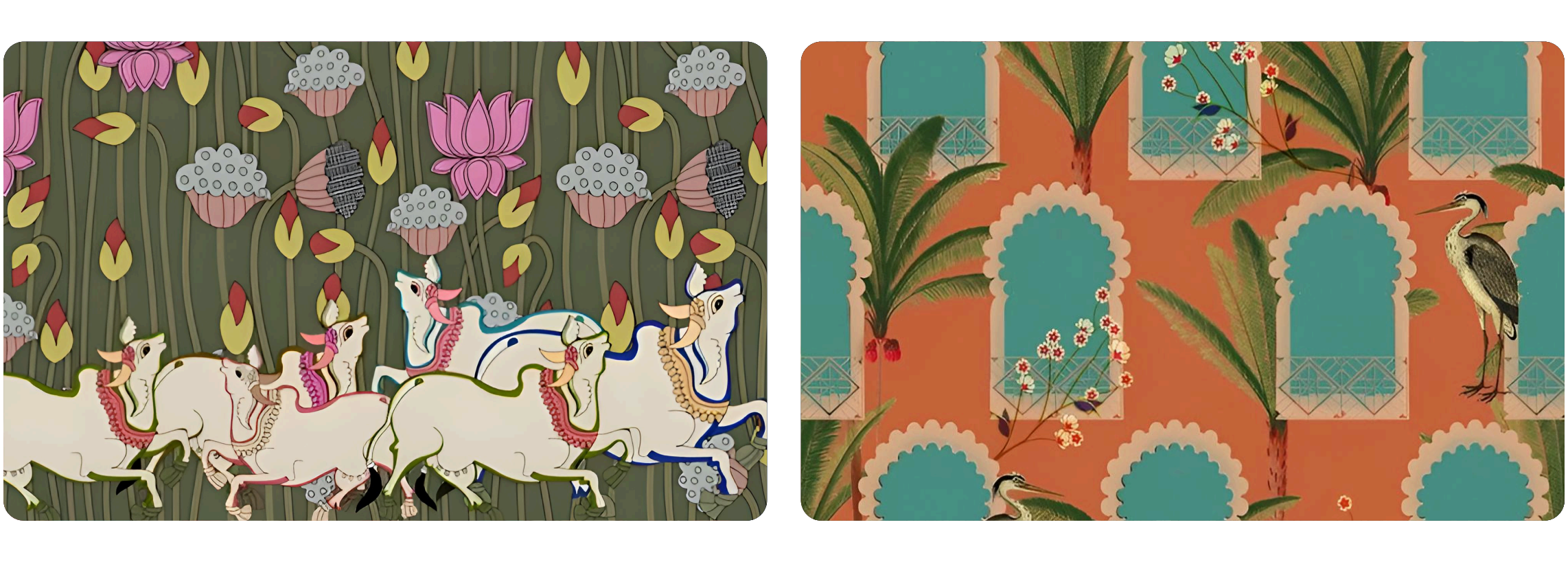


We believe that somewhere between ancient rituals and modern realities lies a sweet spot where meaningful design, storytelling, and emotional relevance collide. That's where Bandhan operates.





Rooted in Andhra and Telangana, Kalamkari is a lyrical art form. Made with natural dyes and painstaking handwork, each Kalamkari piece tells tales of epics, rituals, and heritage. In our gifting philosophy, Kalamkari is the bridge between tradition and trend, bringing vibrancy, symbolism, and spiritual richness to every hamper.



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Bandhan
thank you
from the bottom of our heart for your purchase!

Bandhan

CLIENT / BANDHAN 🎁🎁

Project / Branding, Web design, Art Direction, Packaging
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Let's create your star with us:
Creative Director – Tanvi Jadhav
Lead Designers – Amit & Khemchnadra Mistari.
Lead Illustrator – Manasi

Let's create your star with us
contact@blackcheriemedia.com