Allow us to nurture your growth

There comes a time in every business' journey where the status quo is no longer satisfying, where the owners feel the next leap is beyond them.

Such a feeling stifles not just the big leap but negatively impacts even the status quo.

At Alma Mater we support the one's we partner with to take the next big leap of growth, challenge the status quo and be a turnaround story.

Our processes ensure a nurturing experience instrumental to rejuvenate the motivation and capabilities of our business partners.

Our network of specialists bring forth specific expertise in articulation of the opportunity through understanding of consumer, culture, market and business realities.

Our diagnostic tools help identify specific areas of improvement, intervention as well as possible solutions across brand, design, service, process and resource mobilisation.

Our “Profitable-Execution” led approach ensures we leverage the learning from diagnostics into arriving at a cohesive action plan.

Our monitoring tools keep a track of not just the turnaround's progress but also enable corrective measures wherever essential.

As a token to express our faith in making your success a reality, we commit ourselves to work on a nominal fee along with a stake in the incremental profits.

Connect with us now and soar to greater heights

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SERVICES
TO DELIGHT YOU
Our approach

What’s the need

With evolving mindsets, consumption is becoming purposeful and people expect brands & corporate entities to go beyond a mere function, transaction or profit maximization machines.

These needs are also driving a host of new age visionaries, not wanting to be a cog in the wheel; who, driven by a cause venture into the unknown to achieve a paradigm shift for themselves, their surroundings and the society at large.

Alma Mater is committed to co-nurture the initiatives of such free spirited individuals and help them achieve success in its true sense.

How are we different

Alma Mater understands the business and social challenges faced by those who choose to follow their heart; defines and nurtures their path to vision through innovative design solutions keeping brand led marketing logic at the core of all creations.

Considering during the gestation period, most new ventures & turnarounds face budgetary constraints as well as severe uncertainties, we choose to partner the growth curves of the few we truly believe in.

As an expression of our faith in realizing the ventures’ potential, we work for a very basic fee + stake-holding.

We focus on being the harbingers of quality assurance and effectiveness in brand led business initiatives.

Pragmatic process orientation, holistic proprietary tools and hand picked experts in the field of research, strategy, design, digital and media give us a dynamic edge towards mobilizing the best suited resources for your business rather than be bogged by a set of standard staff.

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Services to delight you

Marketing incubation

Alma Mater specializes in marketing incubation of startups and turnarounds by working like an extended Marketing intelligence & execution arm.

Hence, while holistic scope of engagement is defined only after understanding the requirements of the business, here is a list to ponder over:

• Interpreting needs of prospects, markets and strengths
• Articulating scenario scripts, estimate of potential and challenges
• Enabling scenario choice, scenario to reality strategy, scenario to reality plan and
• Monitoring
• Defining your brand’s purpose,
• Defining business strategy,
• Service behavior audit,
• Competitive positioning,
• Marketing strategy,
• Marketing plans and more

Experiential brand strategy

Crafting the brand identity from logo to relevant applications
• Visual (logo, identity system, styling, Brochures)
• Verbal (Brand Name, Nomenclature, baseline, voice and story)
• Sonic (Signature tunes, Music)
• Touch (Stationery, Uniforms, Catalogues)
• Olfactory (Fragrance)
• Taste (Brand Food!)
• Synthesia (Digital & Physical Experiences)
Services to delight you

Design Innovation in

- Brand portfolio / Avatars
- Packaging
- User Experience
- Website design
- Interaction & Navigation
- Digital Campaigns
- Social Media
- Culture infusion
- Interior design
- Service Process
- Communication Campaigns
- Retail environments
Showcase of our pride!

We partnered a banker to launch the first season infused food & beverage cafe. From naming to logo to identity to packaging to experiential space design; we kept it fresh and appetizing!

**Marketing incubation**
- We started with Interpreting needs of prospects, markets and strengths
- Articulating scenario scripts, estimate of potential and challenges
- Enabling a scenario choice, defining a scenario to reality strategy and developing a scenario to reality plan
- Defining the brand’s purpose,
- Defining business strategy,
- Service behavior blueprint,
- Competitive positioning,
- Marketing strategy and Marketing plans

**Experiential brand strategy** straddled the
- Visual (logo, identity system, styling, Brochures)
- Verbal (Name, Nomenclature, voice and story)
- Touch (Stationery, Uniforms, Catalogues)
- Olfactory (Fragrance)

**Design Innovation** infused across
- Brand portfolio
- Packaging
- Interior design
- Service Process
- Retail environments
Showcase of our pride!

Loveknits.org
An initiative to support hand made creations and make the world a happier, eco friendly place.

Marketing incubation
- We started with Interpreting needs of prospects, markets and strengths
- Articulating scenario scripts, estimate of potential and challenges
- Enabling a scenario choice, defining a scenario to reality strategy and developing a scenario to reality plan
- Defining the brand’s purpose,
- Defining business strategy & Competitive positioning,
- Marketing strategy and Marketing plans

Experiential brand strategy straddled the
- Visual (logo, identity system, styling, Brochures)
- Verbal (Name, Nomenclature, Voice and Story)
- Touch (Stationery & Catalogues)
- Olfactory (Fragrance)

Design Innovation infused across
- Brand portfolio
- Packaging
- Service Process
- User Experience, navigation & interface design for
A soon to launched global ecommerce portal.

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COLLABORATORS
WHO GROW WITH US
Sameer Aasht
Founder Director
Alma Mater Biz Solutions Pvt Ltd

Collaborators

Sameer loves to apply the art of brand performance to the science of business growth

The last 11 years of driving growth for some of the best brands in India & abroad has him believe an idea is strategic only when it is executed profitably.

As a founder director of Alma Mater Biz Solutions Pvt Ltd; he has consulted talent in nurturing the dream of freedom through entrepreneurial ventures.

In earlier assignments, he has headed role of international marketing for Jet Airways, Headed Strategic planning divisions of Percept / H, Headed Strategy function for the India office of for the world’s largest Brand design firm Landor Associates.

At Jet Airways, he collaborated with cross-functional teams to launch the brand in North America, Europe, Middle East & Far East as well as launching consumer segment focused brand experiences Communication Agencies worked with include TBWA, Ambience Publicis, Contract Advertising, Ogilvy and Rediffusion Y&R.

Brands Strategized on include HSBC, Cadbury’s, Asian Paints, Mahindra, Volvo-Eicher, Suzlon, World Gold Council, Visa Monetize (Movida), Unilever’s Elle18, Pantaloons, Kansai Nerolac, Samsonite, Black & Decker, DeWalt, Tata Water (Himalayan), Times of India & FICCI

He has done his schooling from St. Xavier’s Ahmedabad, an MBA from ITM and is an alumnus of IIM-A [Indian Institute of Management, Ahmedabad]. He has participated in various industry programs of NID [National Institute of Design] and is also empanelled as a design consultant with MSME initiative of NID.

An avid reader with an eclectic taste he indulges those he collaborates with into creative and business excellence.
Collaborators

Sunita Khadwal
Experience Design Expert & Head, South India
Alma Mater Biz Solutions Pvt Ltd

Sunita has a magical way of infusing the mundane and lifeless with a soulful vibrancy. Based out of Bangalore, she represents us in South India.

She has worked with Ambience Publicis on brands like Westside & Lakme. She has applied her skills to design various retail experiences that boosted business and converted 4 walls into beautiful homes.

Apart from being passionate about Experiential Brand Design, she collaborates with NGOs to design and manufacture her own furniture. Her range of creations are soon going to be available online.

She also cooks delicious fusion food.
Collaborators

Priyanka Khedekar
Design Expert
Alma Mater Biz Solutions Pvt Ltd

Priyanka is an alchemist like Designer and Illustrator. She graduated from Sir J J Institute of Applied Arts and specialised in illustration art.

She has worked with Rediffusion YnR Design, on clients like RASNA, ITC, TAJ, SAIBABA TELEFILMS, and more.

She started her career with WHITE design studio on clients like THE GRAND HYATT, LAKME INDIA FASHION WEEK, MARRIOT HOTELS, AMBEY VALLEY CITY, etc.

She loves art and crafts, music and traveling and not to forget her mac!

She enjoys photography and is glued to the television during most of the Cuisine shows.

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Collaborators

Siddharth Soni
Mentorship & Word craft
Alma Mater  Biz Solutions Pvt Ltd

He defines himself as
“I run
I read
I write
I think
I design
I structure”

He is a graduate from Mudra Institute of Communications, Ahmedabad (MICA) & Entrepreneurship Development School of India (EDI).

Passionate about the digital world, he has worked with Flora2000.com and a recent launch of Missi.in. Other brands worked for include Globus, Perpectrum, T.I.M.E. & Carat Media.

He likes to think, strategize, plan and execute in pursuit of seemingly difficult objectives. In short, solve problems and spread ideas.
Connect to stay in touch

As a young organization we look forward to partner turnarounds & start-ups from all across the world!

Our representatives at Mumbai, Bengaluru, Delhi & Ahmedabad are keen to nurture your business with our experienced talent.

Email us on Sameer@AlmaMaterPLC.com
Or call us on +91 98202 77319
THANK YOU

We look forward to hearing from you

THANK YOU