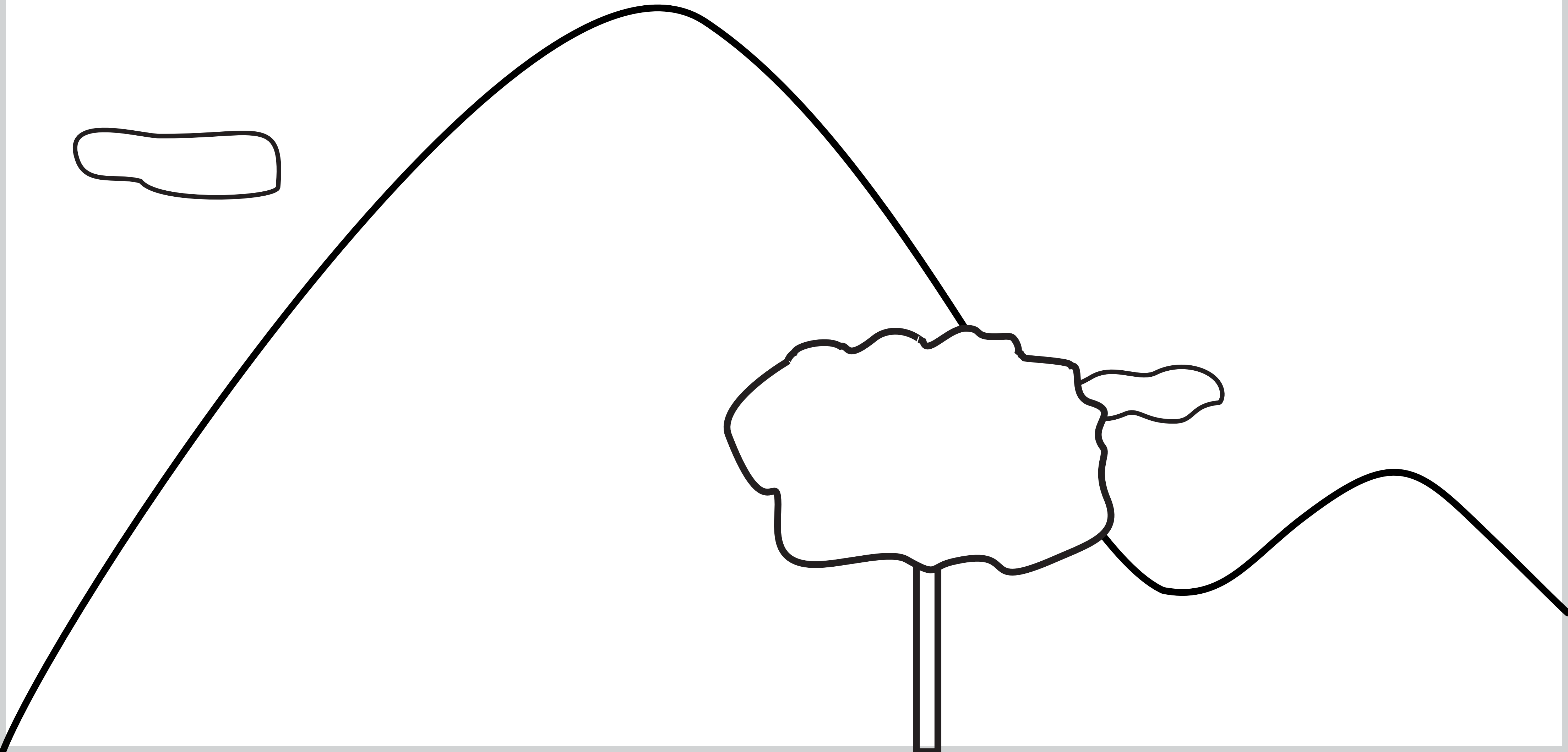
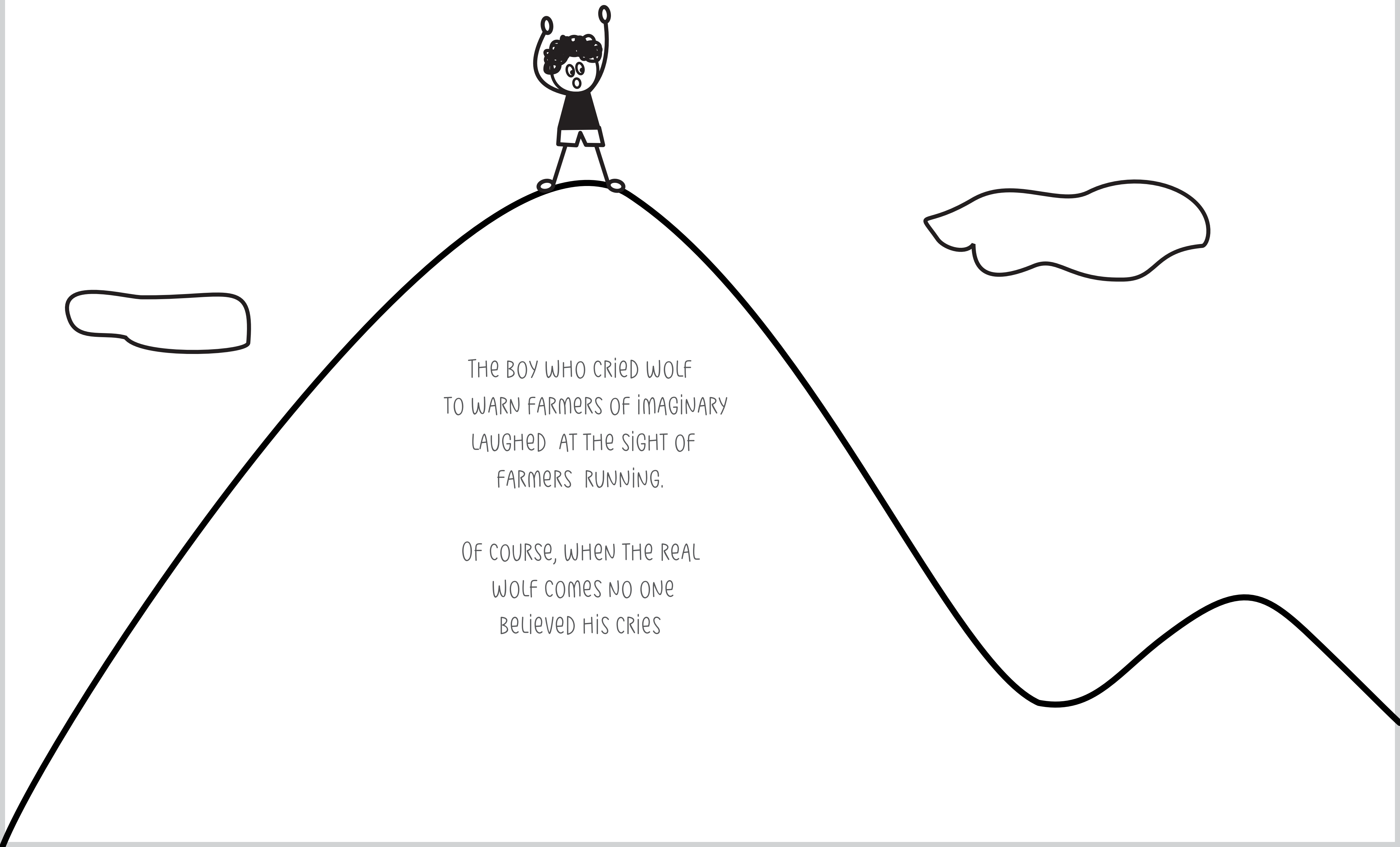


iDENTITY DESIGN  
FILM PRODUCTION HOUSE





THE BOY WHO CRIED WOLF  
TO WARN FARMERS OF IMAGINARY  
LAUGHED AT THE SIGHT OF  
FARMERS RUNNING.

OF COURSE, WHEN THE REAL  
WOLF COMES NO ONE  
BELIEVED HIS CRIES



WHETHER THEY ARE REAL OR THEY MIMIC SOME  
SPECIES ALWAYS GET THE ATTENTION OF THEIR TARGET AUDIENCE

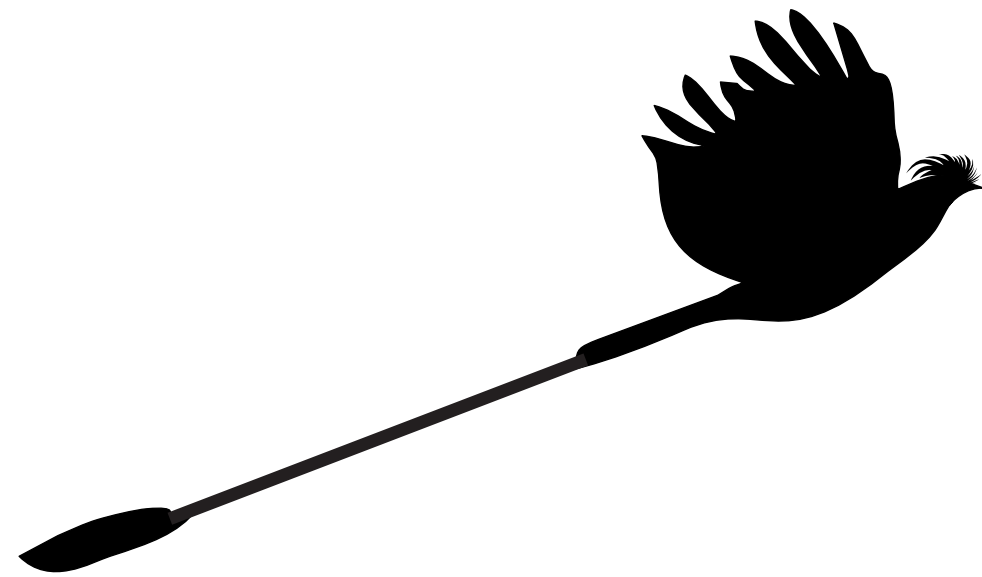
DRONGOS  
ADJUST THEIR CALLING BEHAVIOUR  
DEPENDING ON THEIR AUDIENCE.

THE WITTY DRONGO EVEN GOES ONE STEP FURTHER...  
THEY KEEP A TRACK OF PREVIOUSLY TARGETED AUDIENCES  
AND VARY THEIR ALARM CALLS ACCORDINGLY!

THE FORK TAILED DRONGO IS CERTAINLY ONE OF THE  
MOST INTERESTING AND CHARISMATIC BIRDS IN THE BUSH.

ALTHOUGH THEY HAVE ONLY BLACK COLOURATION , THEIR CHARACTER  
SURELY MAKES UP FOR ANY LACK OF COLOUR ON THEIR BODIES

THUS WE CHOOSE DRONGO TO REPRESENT THE COMPANY!



# THERE IS MORE TO DRONGOS ...

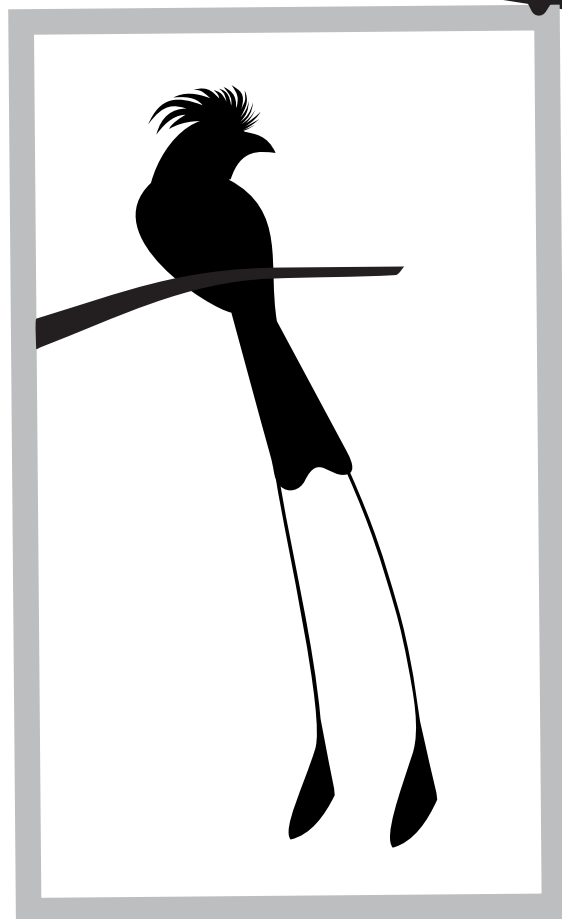
KNOWS THEIR TARGET AUDIENCE  
WELL AND MIMICS THEIR CALLS  
ACCORDINGLY

CAN MIMIC ALMOST 51 CALLS  
OF DIFFERENT SPECIES

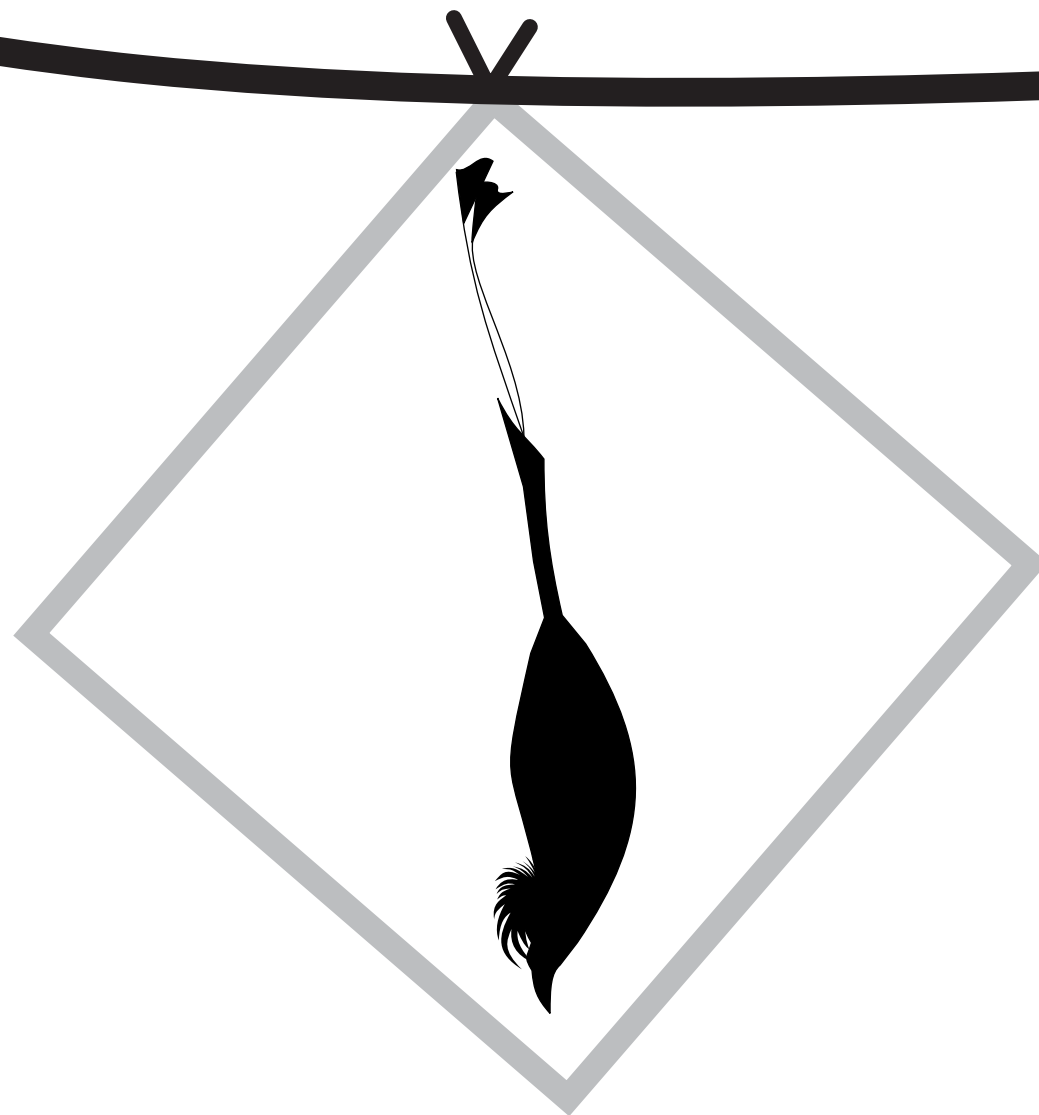
SILENTLY PERCHED ON TOP  
OF THE TREE, IS A VERY GOOD  
OBSERVER AND ASSERTS HIS  
TERRITORY WELL

TAIL ALLOWS IT TO **BALANCE**  
ITSELF IN HIGH SPEED  
AS WELL AS LOW SPEED

WITTY



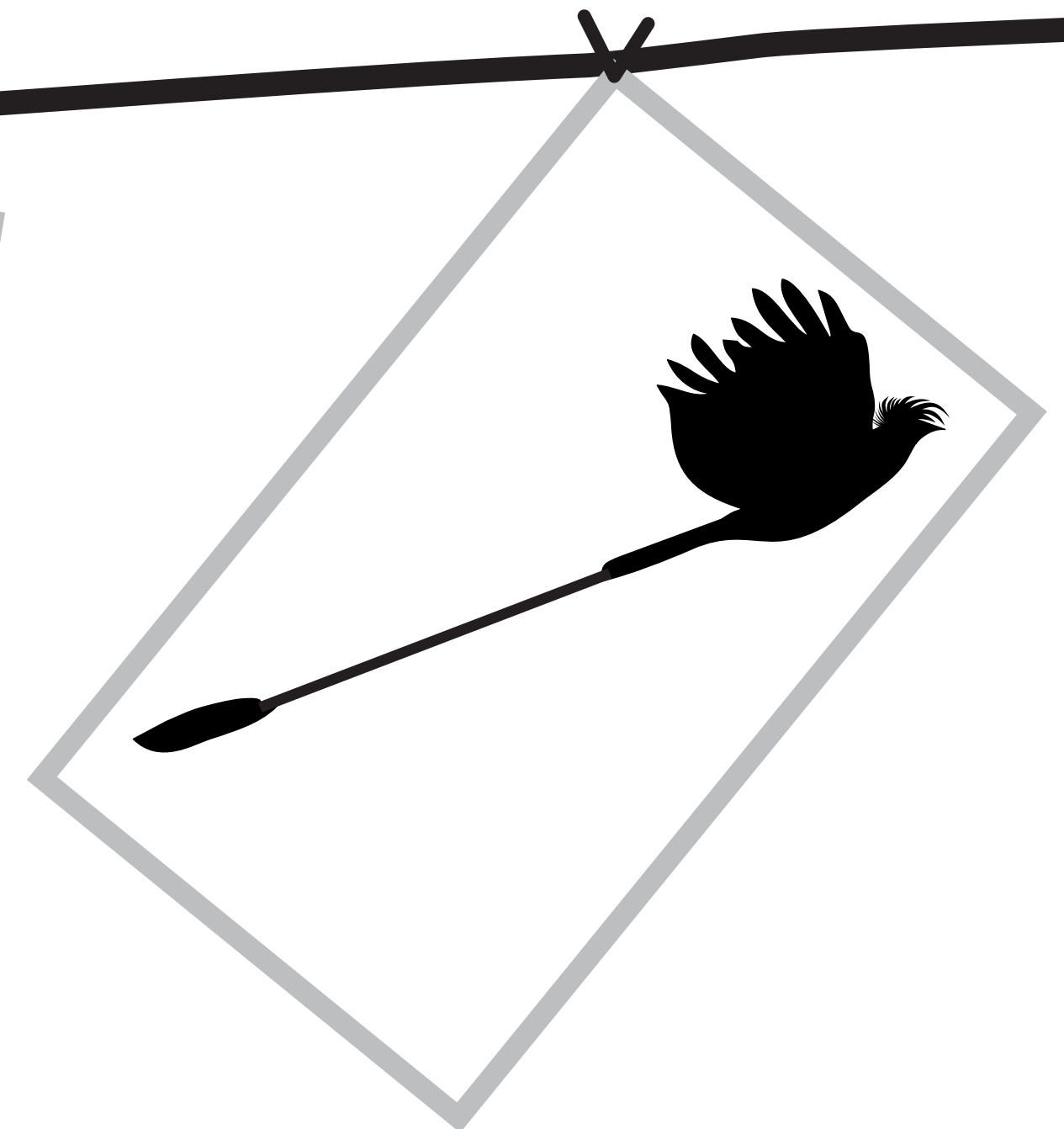
DIVERSE



VIGILANT



BALANCE



HOW ARE THEY RELEVANT TO A PRODUCTION HOUSE OR FILM MAKING?

1. WITTY

DRONGO

KNOWS THEIR TARGET AUDIENCE  
WELL AND MIMICS THEIR CALLS  
ACCORDINGLY

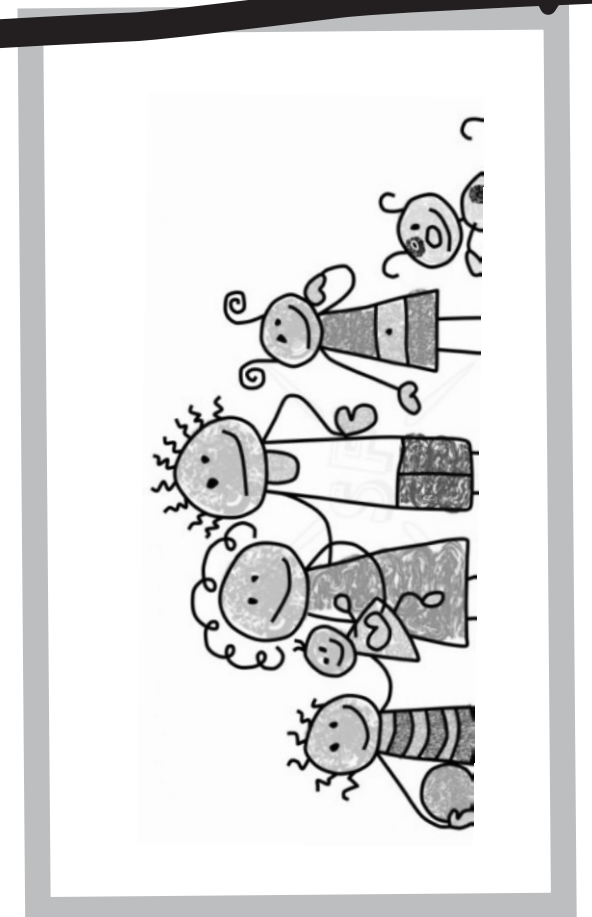
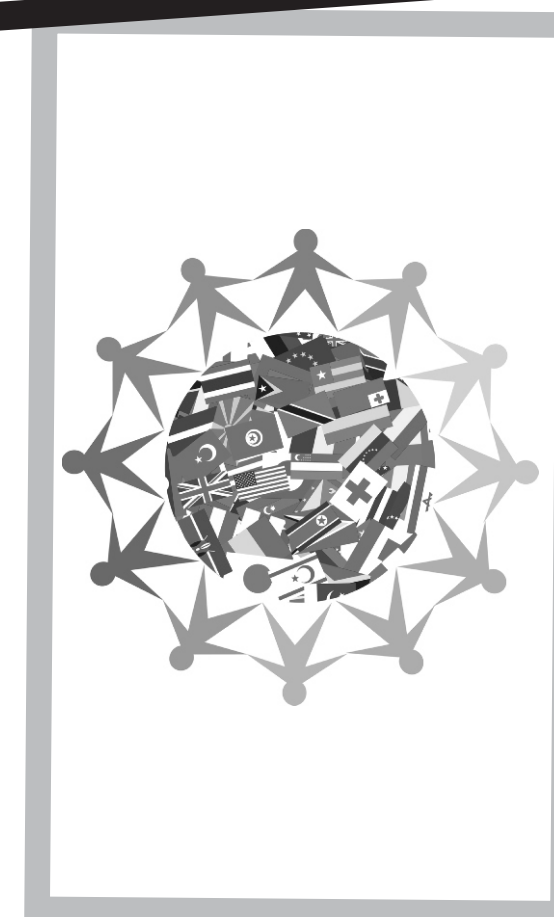
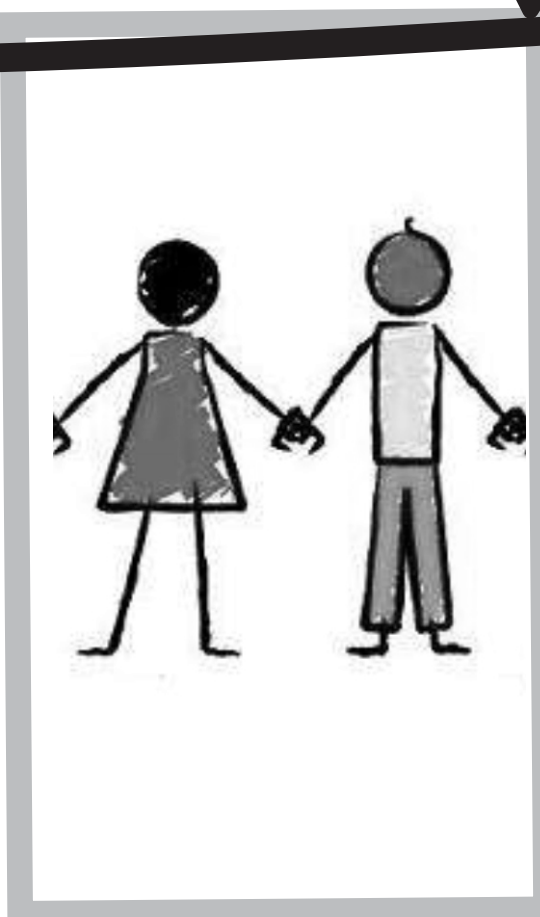
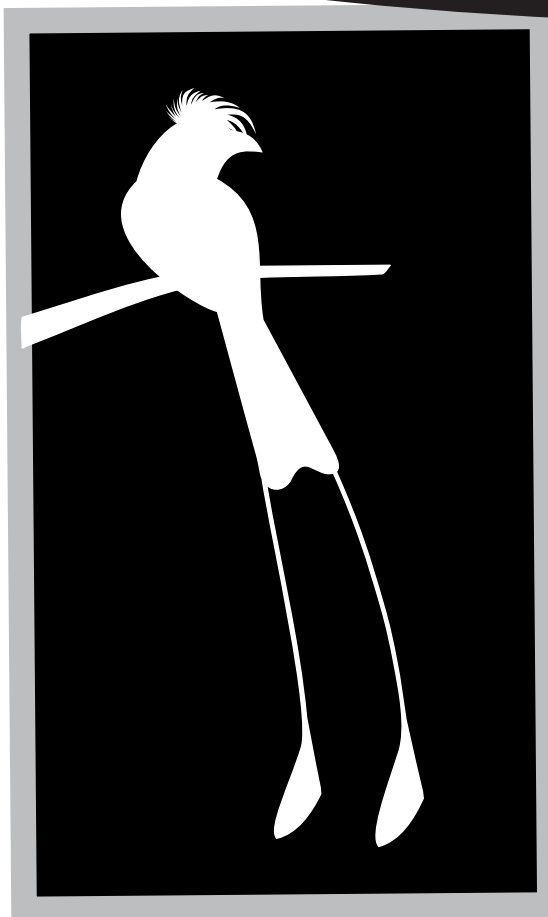
KAA KI KINDLE

KNOWS THEIR TARGET  
AUDIENCE WELL AND MAKE  
FILMS ACCORDINGLY

YOUTH

GLOBAL

FAMILY



HOW ARE THEY RELEVANT TO A PRODUCTION HOUSE OR FILM MAKING?

## 2. DIVERSE

### DRONGO

CAN MIMIC ALMOST 51 CALLS  
OF DIFFERENT SPECIES

### KAA KI KINDLE

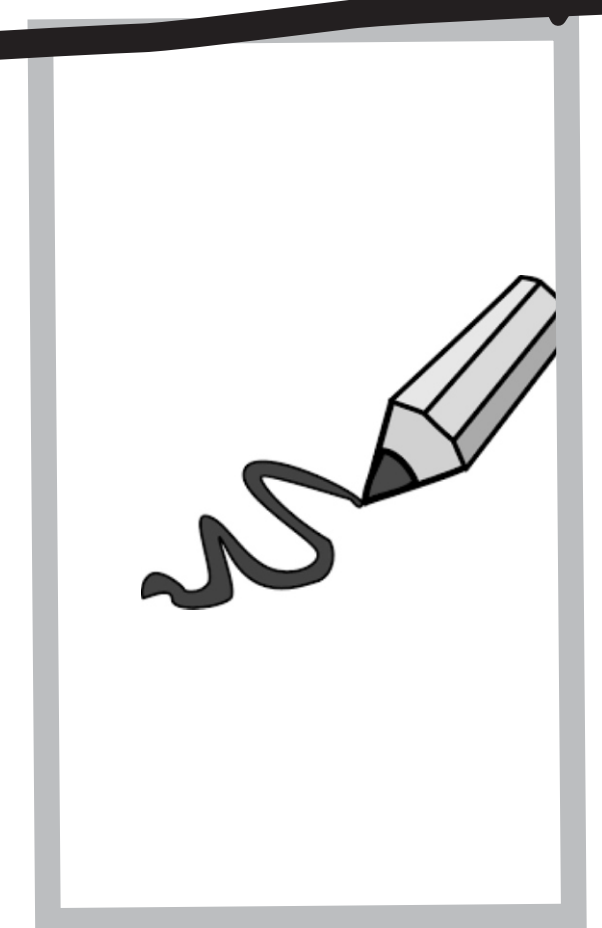
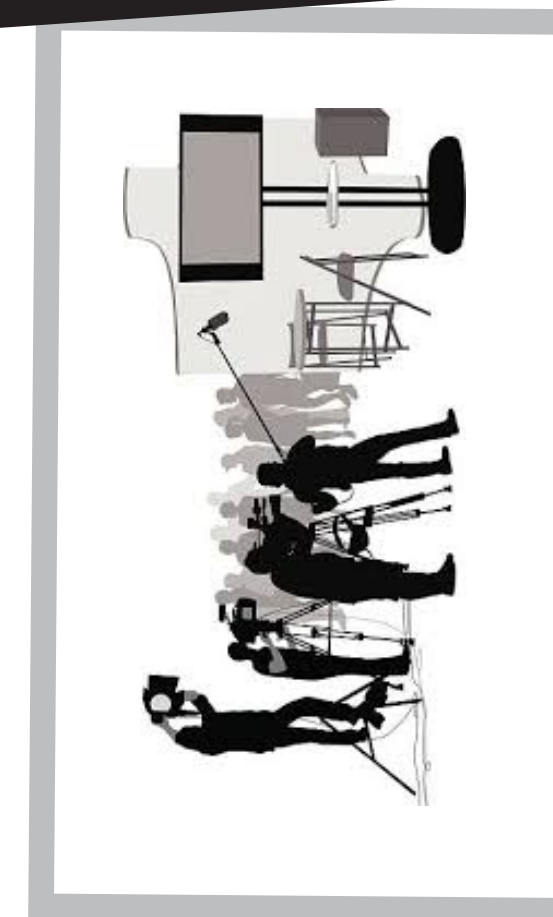
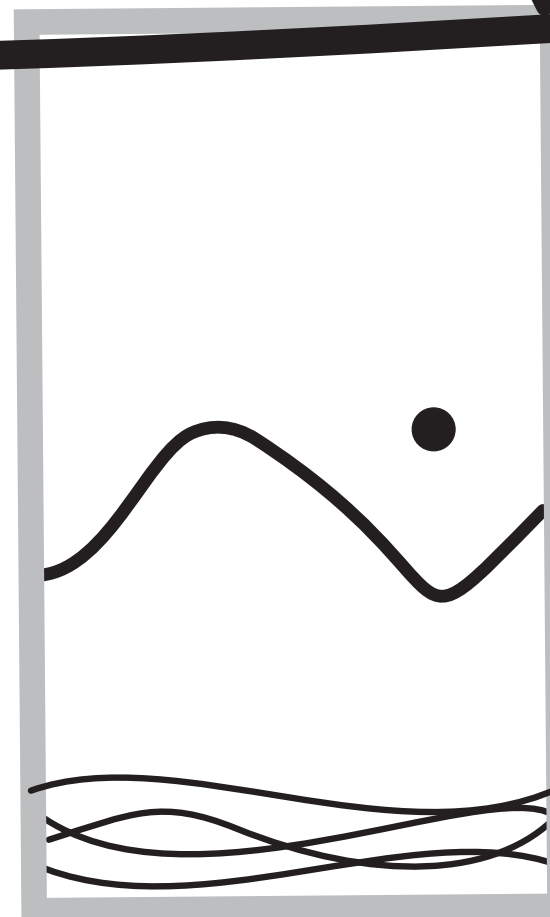
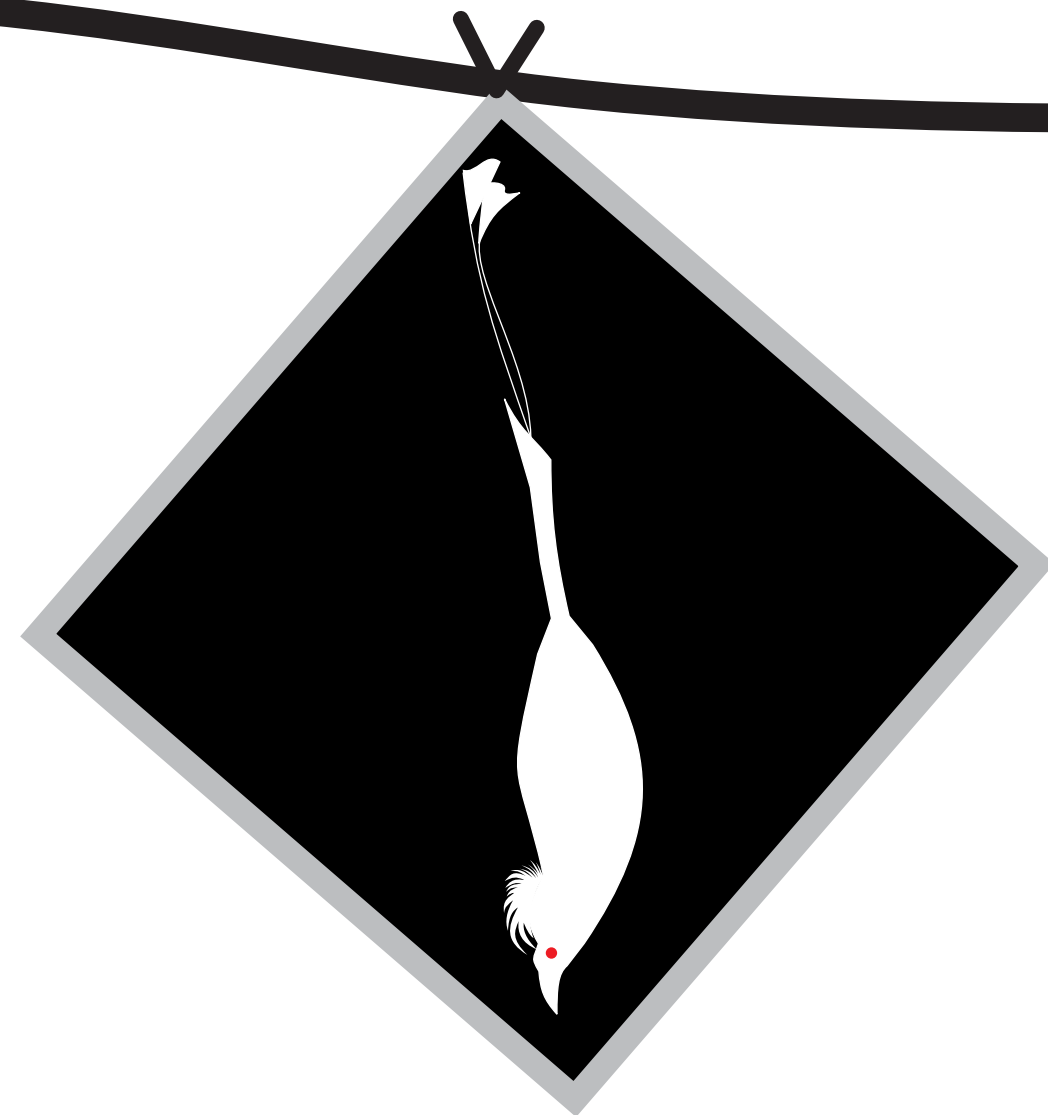
THEY MAKE MATERIAL IN DIFFERENT GENRES LIKE  
DOCUMENTRIES, FILMS & DOODLE PORTALS

DIVERSE

DOCUMENTRIES

FILMS

DOODLE PORTAL





HOW ARE THEY RELEVANT TO A PRODUCTION HOUSE OR FILM MAKING?

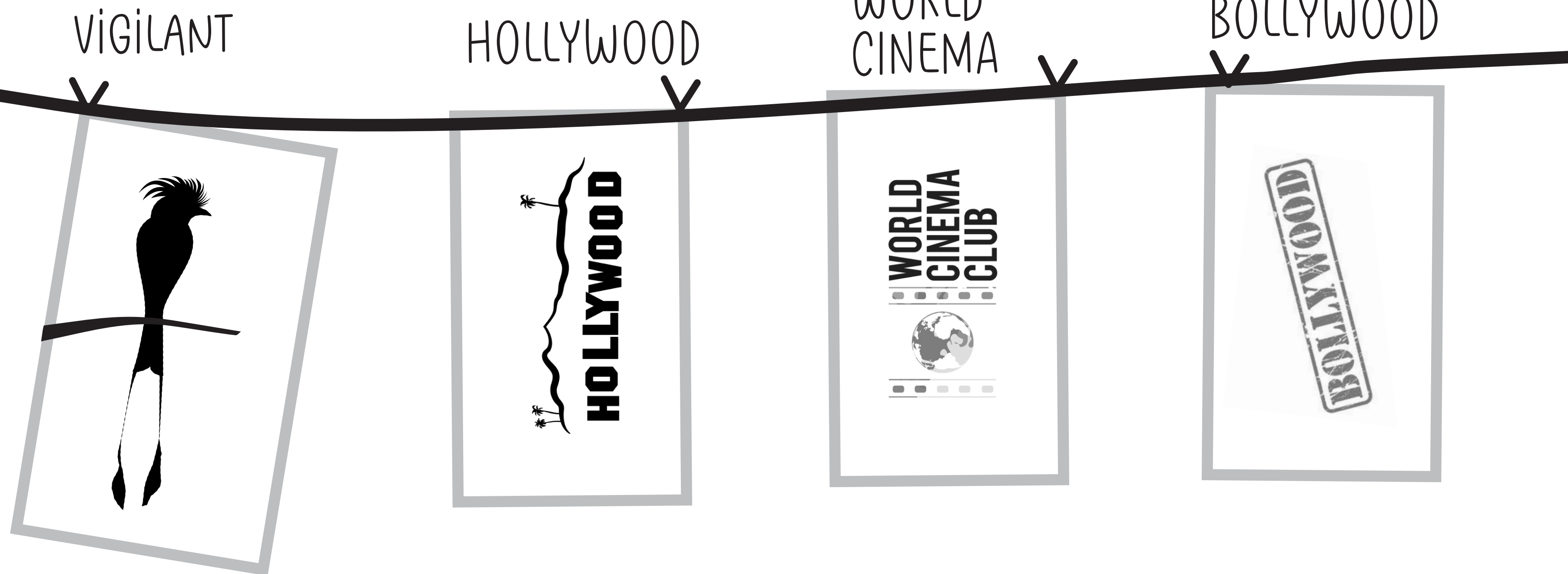
### 3. VIGILANT

#### DRONGO

SILENTLY PERCHED ON TOP  
OF THE TREE, IS A VERY GOOD  
OBSERVER AND ASSERTS HIS  
TERRITORY WELL

#### KAA KI KINDLE

VIGILANT OF THE MARKET  
TRENDS AND THEIR POSITION  
IN IT





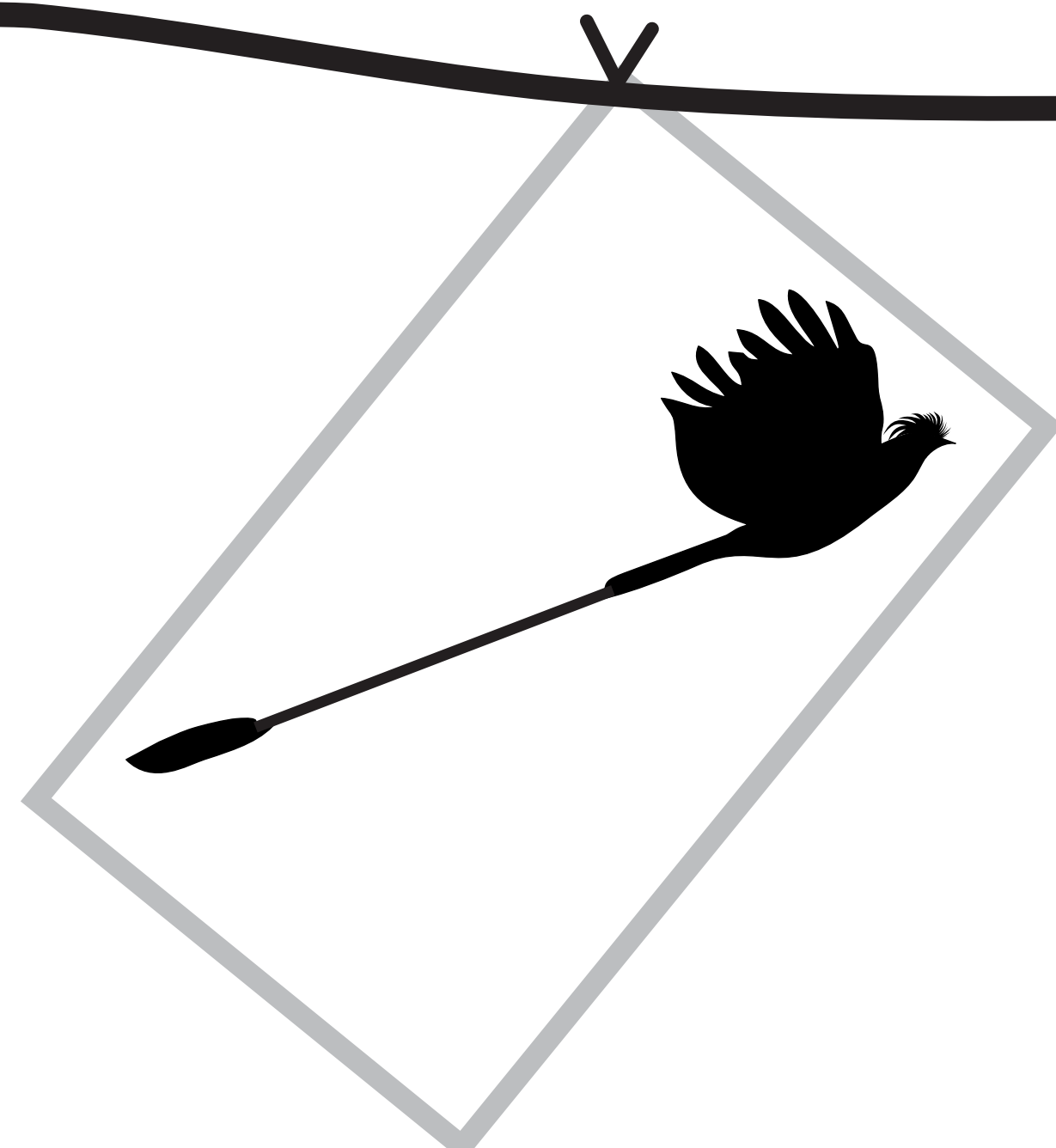
HOW ARE THEY RELEVANT TO A PRODUCTION HOUSE OR FILM MAKING?

## 4. BALANCE

### DRONGO

TAIL ALLOWS IT TO BALANCE  
ITSELF IN HIGH SPEED  
AS WELL AS LOW SPEED

BALANCE



### KAA KI KINDLE

VIGILANT OF THE MARKET  
TRENDS AND THEIR POSITION  
IN IT

LOW  
BUDGET

BIG  
BUDGET



SO DRONGO IT IS...  
SO WHAT SHOULD OUR NAME BE?

KOTWAL BOLTOY

KOTWAL CHA ADDA

KRUDE KOTWAL

KOTWAL KI KINDLE

KOTWAL NAMA

KOTWALI KATHA

KLASSY KOTWAL

KOTWAL ROCKS!

KOTWAL HAAZIR HAIN

KISSE KOTWAL KE

KOTWAL CHA KILLA

KAKORI KE KOTWAL

SOME MORE...

KALKALCHI  
(SINDHI)

KAARI KURUVI  
(TAMIL)

KOTWAL  
(MARATHI)

KAAGA  
(MALAYALAM)

KOSHI  
(GUJRATI)

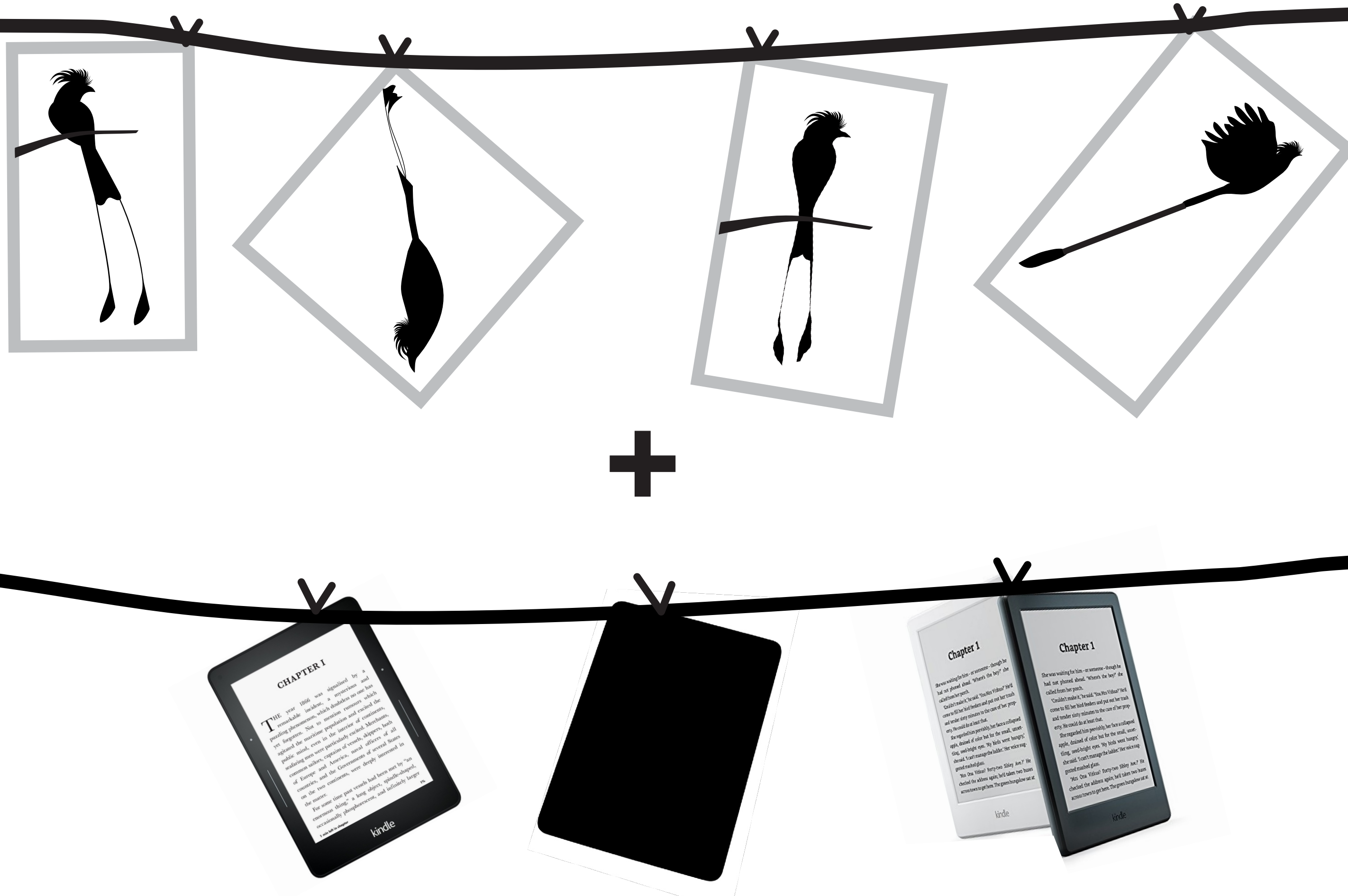
WANTING A YOUTH CONNECT AS WELL AS WELL TO FORM A CONTEMPORARY IMAGE

**KAA KI KINDLE**

AS KINDLE ALSO REPRESENTS TO IGNITE, TO ENLIGHTEN

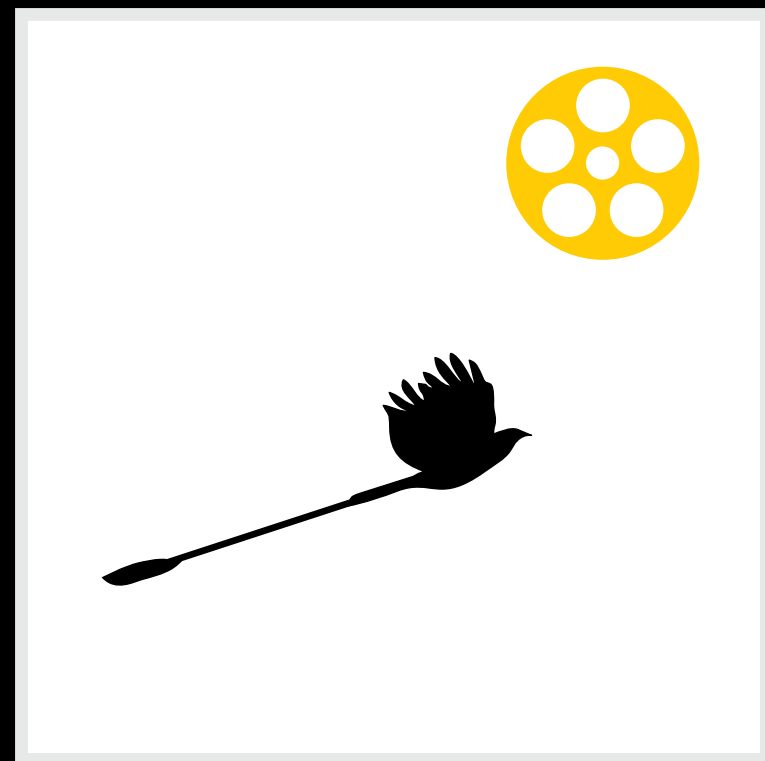
# KA A KI KINDLE

## DESIGN EVOLUTION

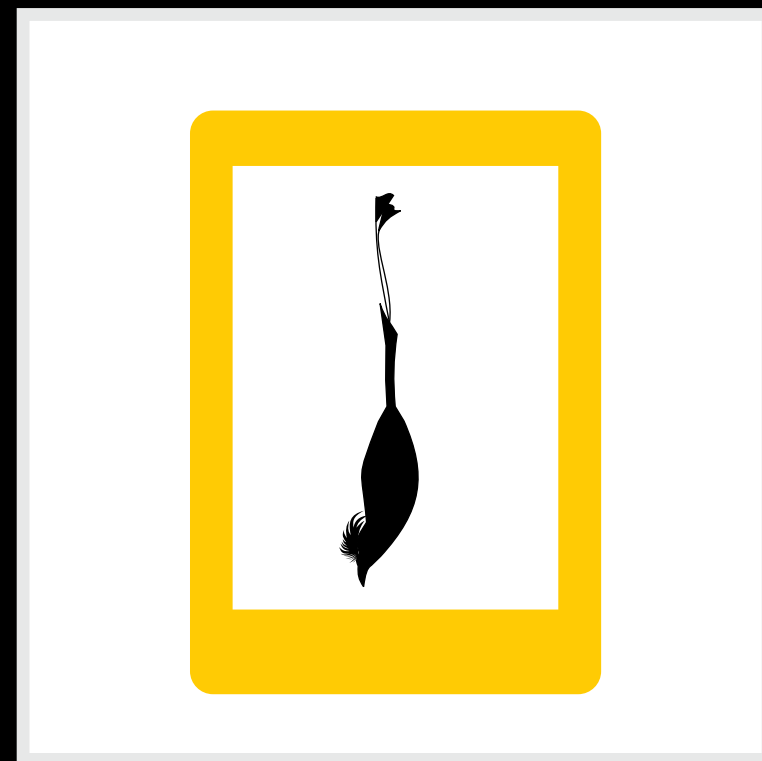




Drongo emerging from fire to represent thought / idea/ kindle



The idea is harnessed in the heat of sun/film reel



Ready with a story, drongo is diving back into its kindle/technology/film screen



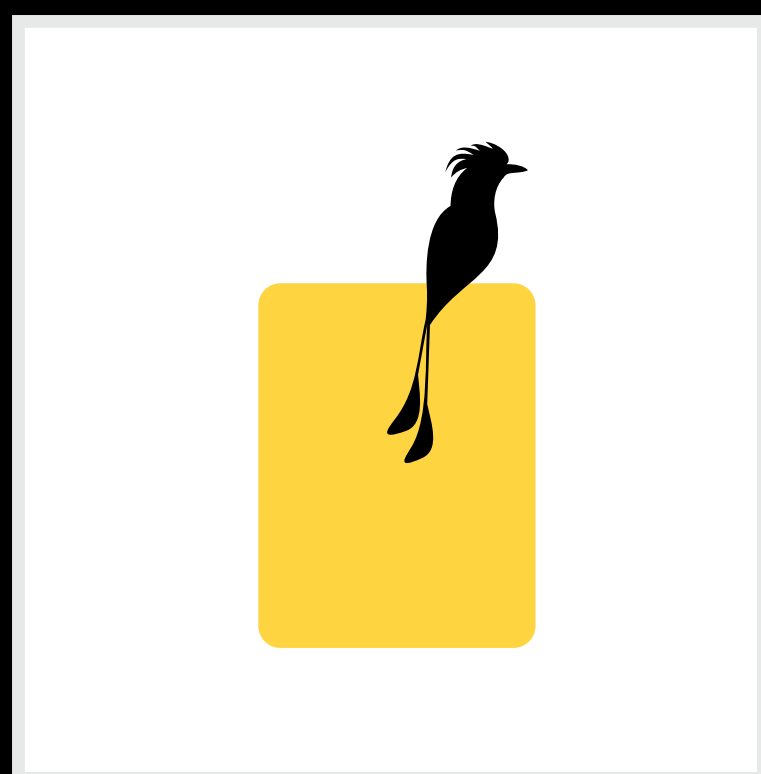
The drongo's different moods - witty



The drongo's different moods - vigilant



The drongo's different moods - balance



Sitting above kindle, going beyond the kindle



Open to new perspectives, turning vertical to horizontal



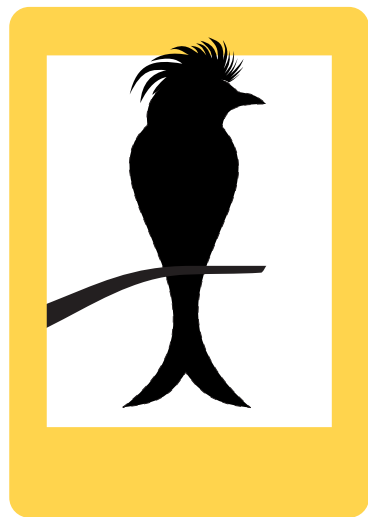
Adding the tag line to the final unit

# KAA KI KINDLE

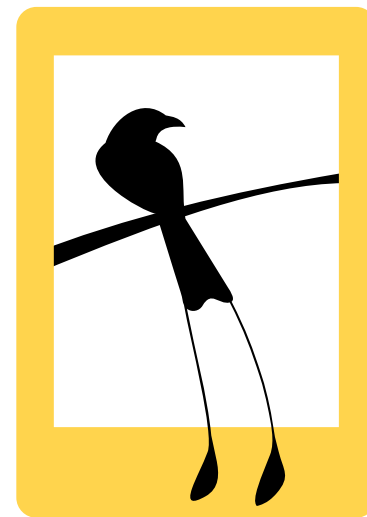
## STORY BOARD FOR ANIMATION

KAA KI KINDLE

COMPOSITIONS



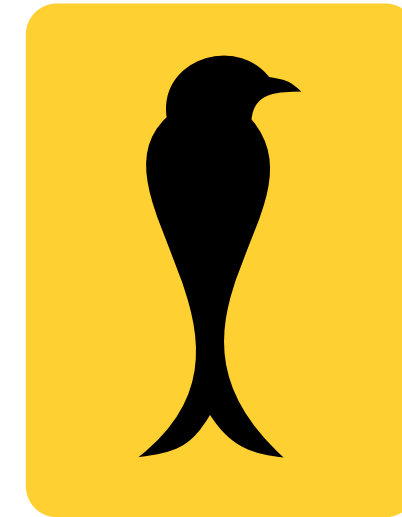
a



b



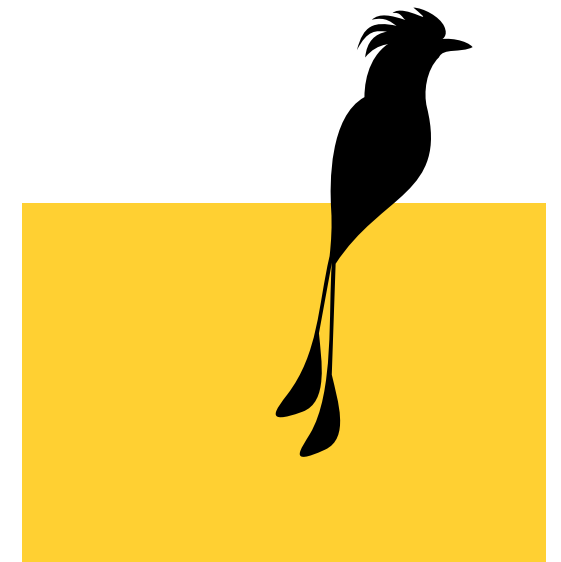
c



d



e



f

KAA KI KINDLE

## COMPOSITIONS WITH FONTS



KAA KI KINDLE

## COMPOSITIONS WITH FONTS



KAA KI KINDLE



KAA KI KINDLE



KAA KI KINDLE





KAA Ki KINDLE

kyunki black bhi COLOURFUL hota hain



KAA Ki KINDLE

kyunki black bhi COLOURFUL hota hain



KAA Ki KINDLE

kyunki black bhi COLOURFUL hota hain

KAA KI KINDLE

SCALING



KAA KI KINDLE



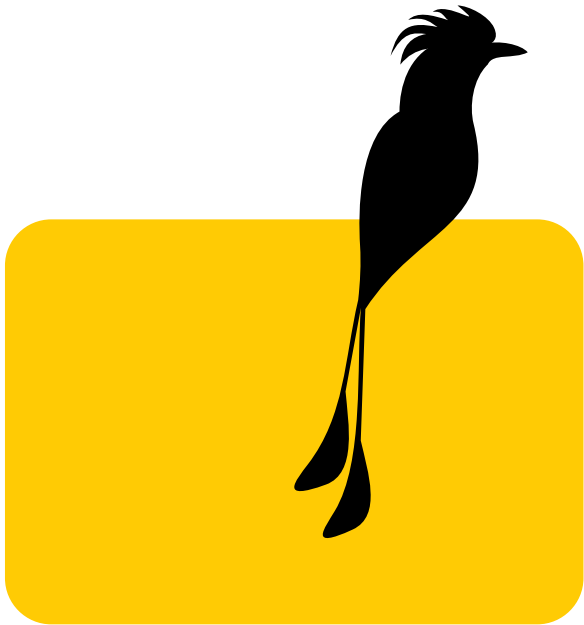
KAA KI KINDLE



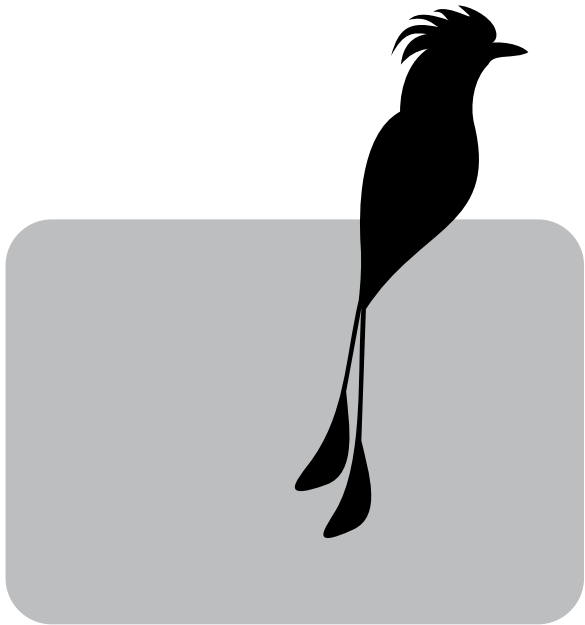
KAA KI KINDLE

KAA KI KINDLE

GREYSCALE



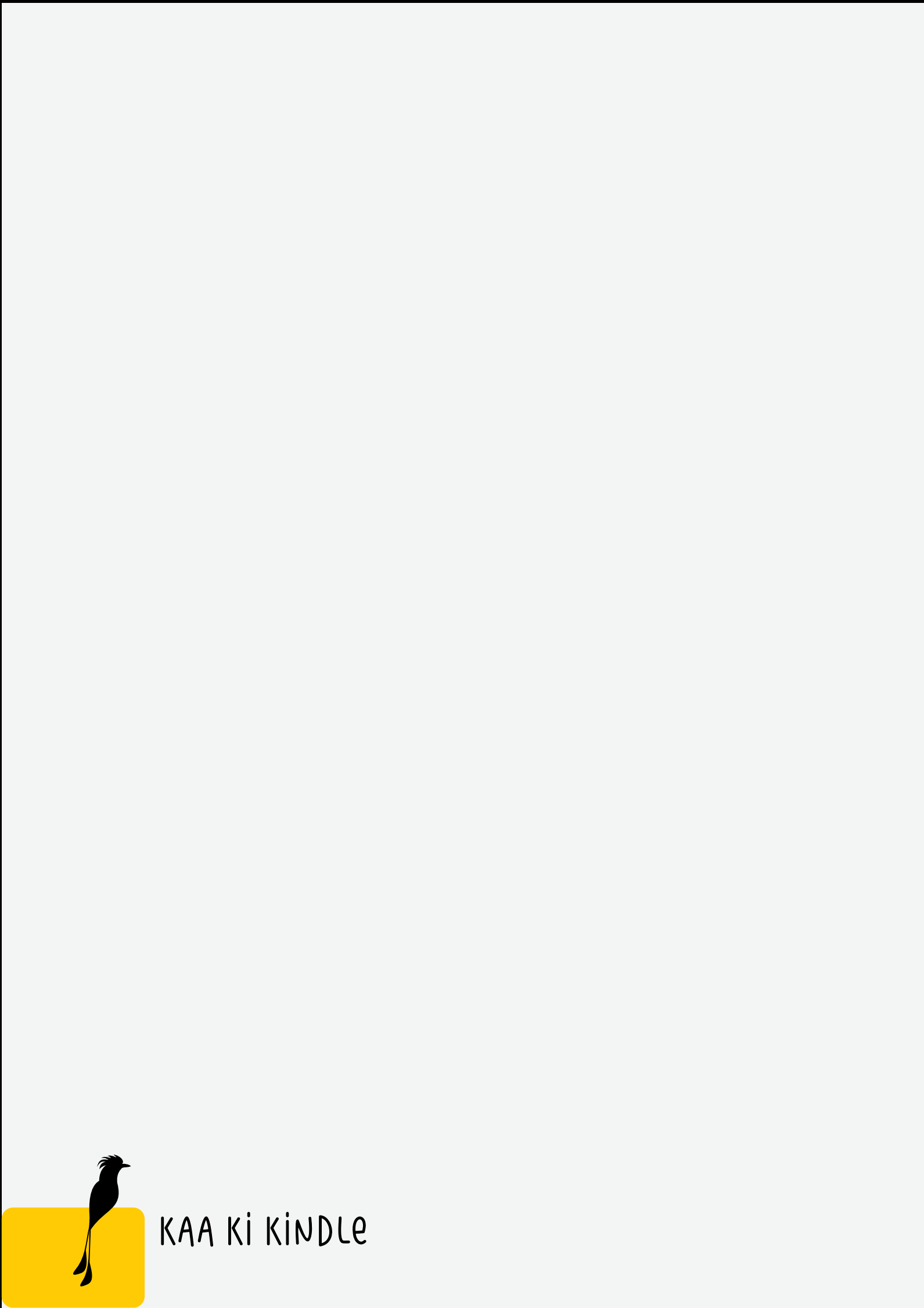
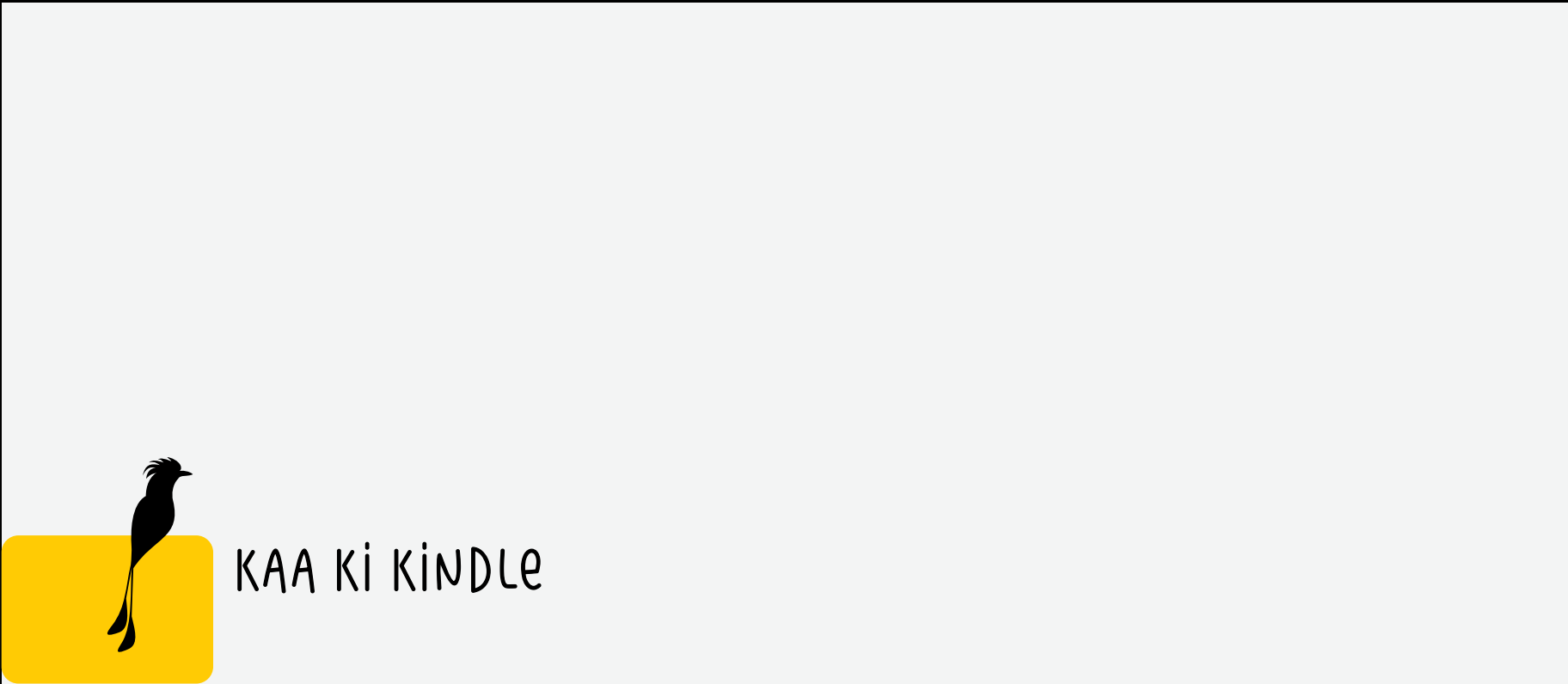
KAA KI KINDLE



KAA KI KINDLE

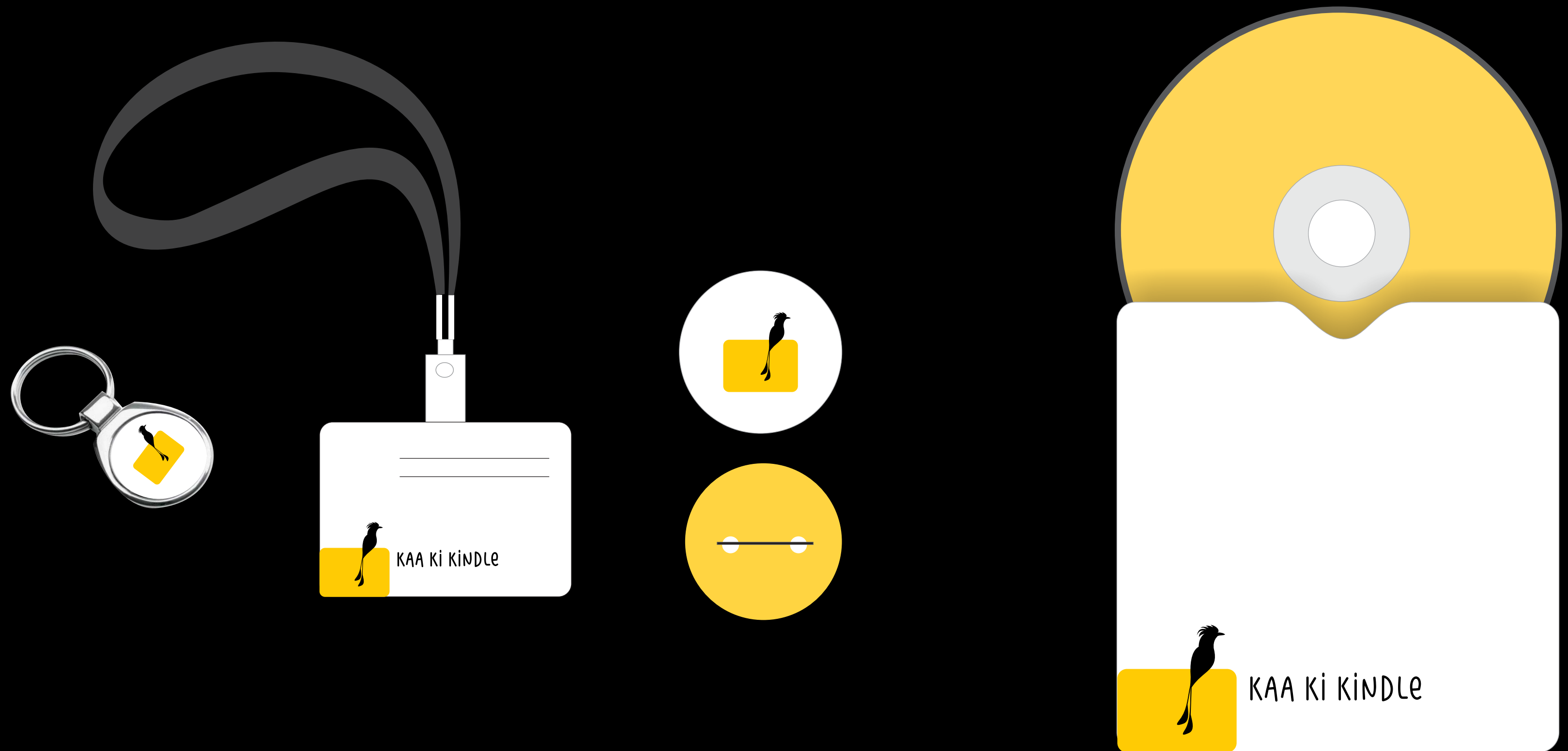
CAA KI KINDLE

APPLICATION 1



# KAA KI KINDLE

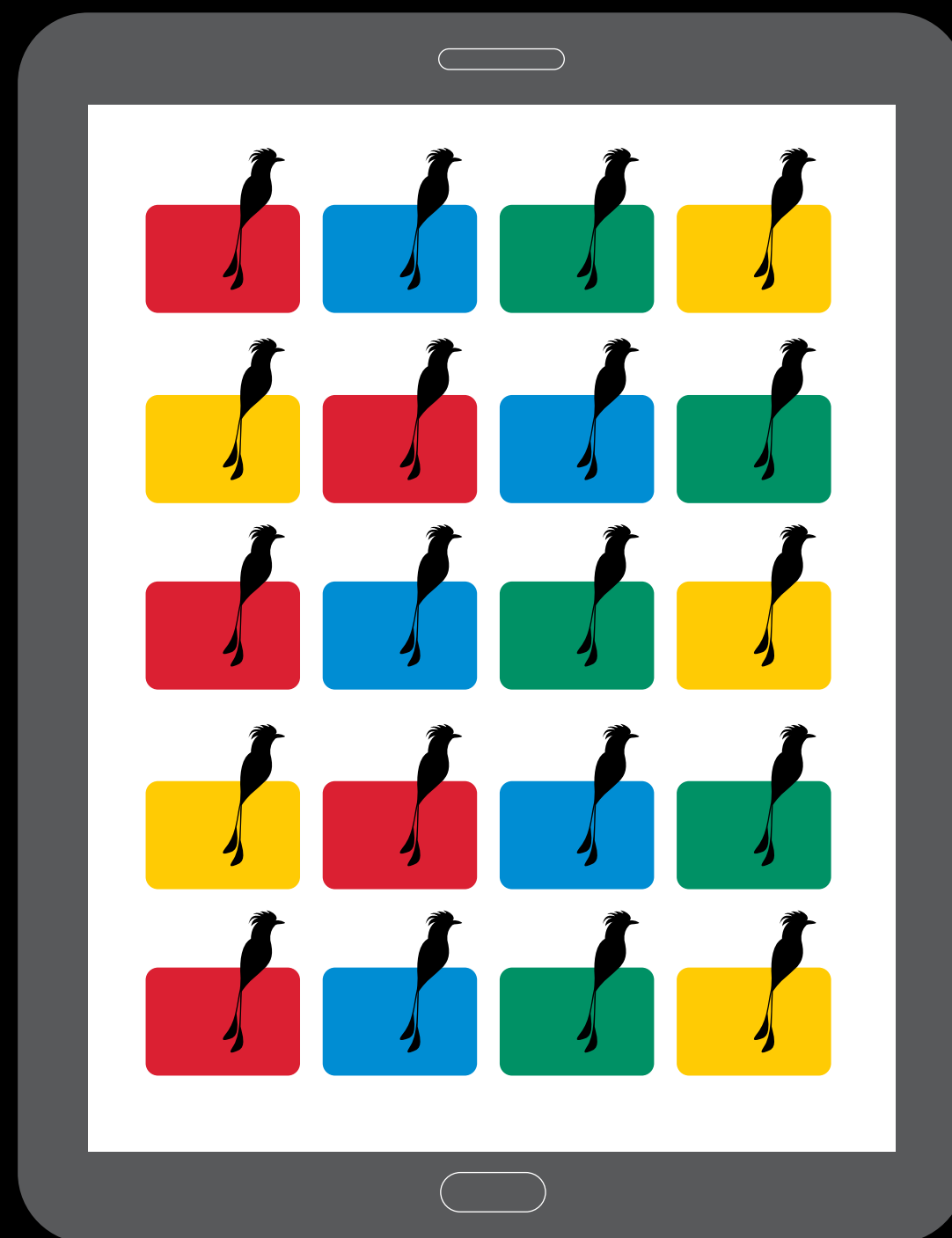
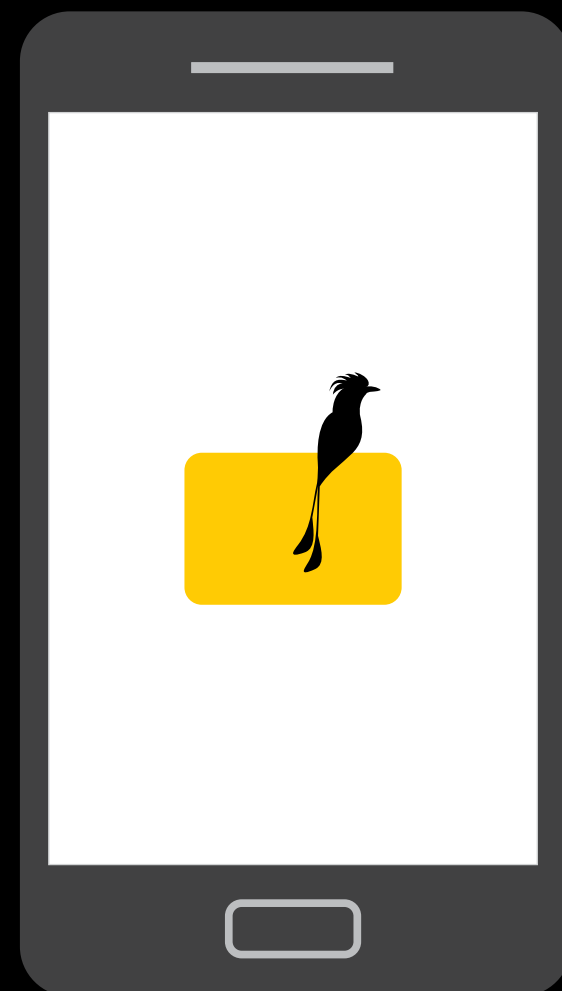
## APPLICATION 2





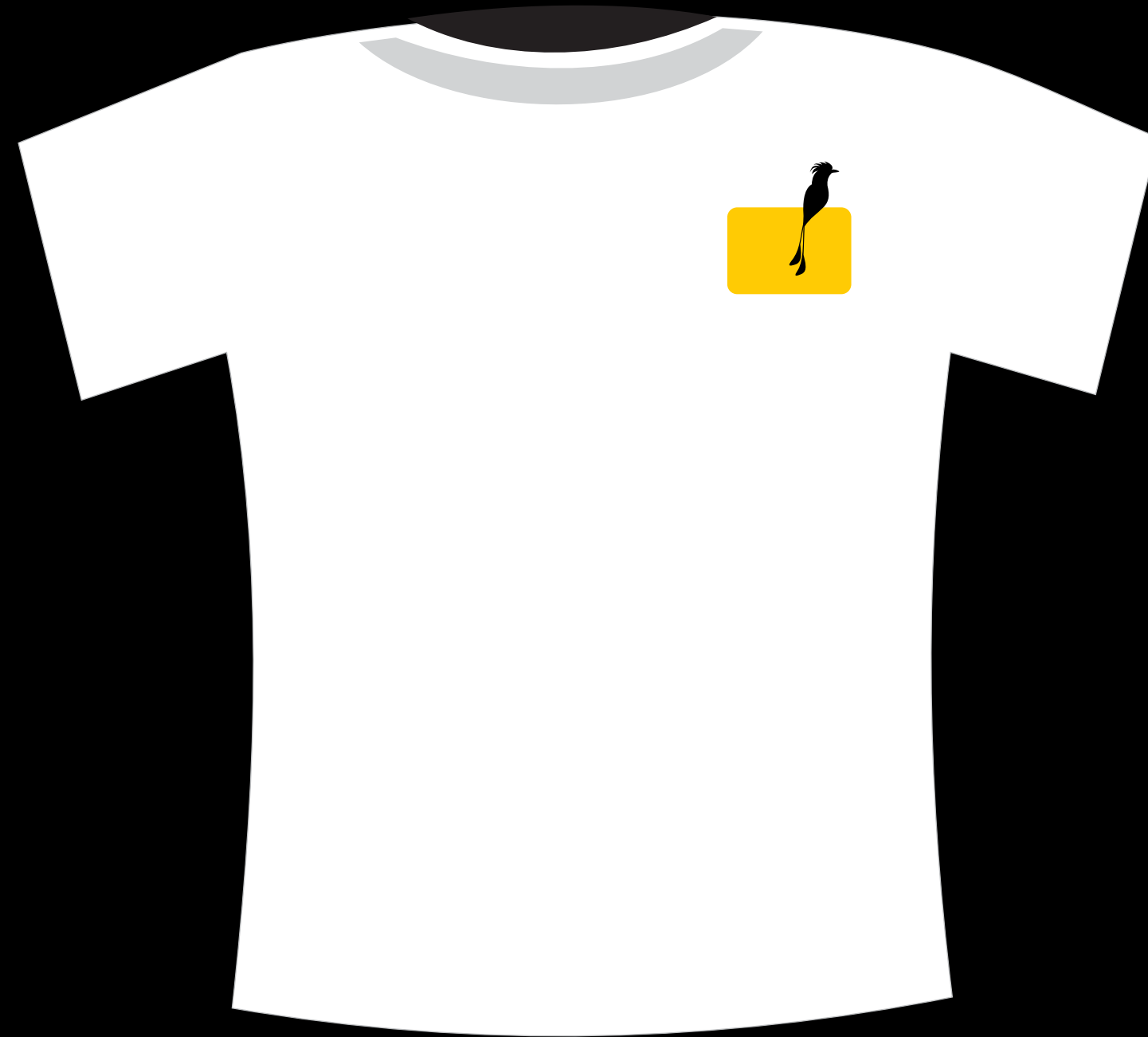
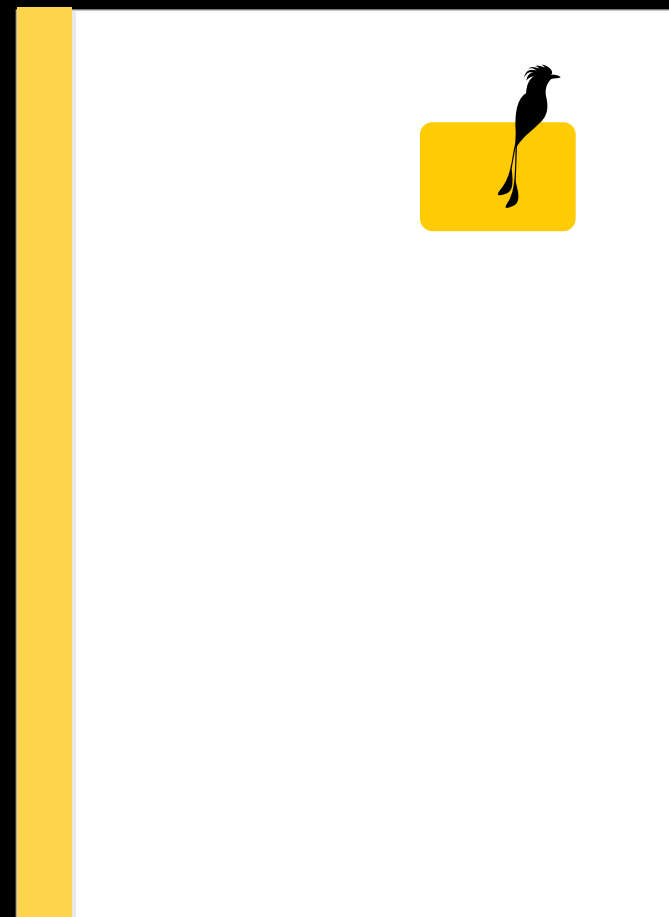
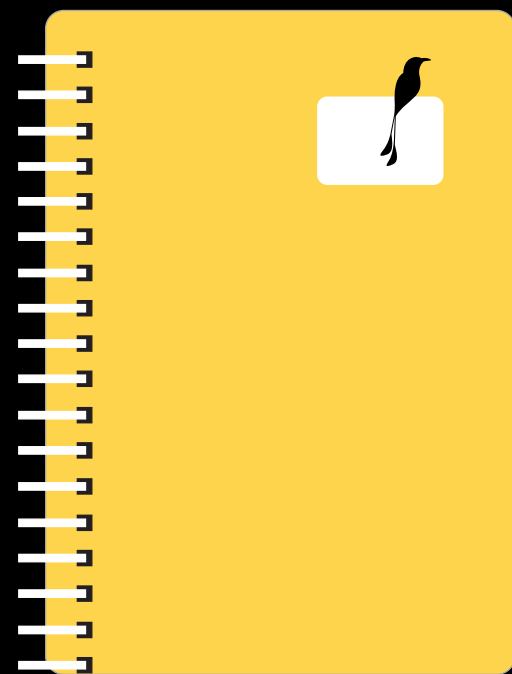
KA A KI KIN DLE

APPLICATION 3



KAA KI KINDLE

APPLICATION 4

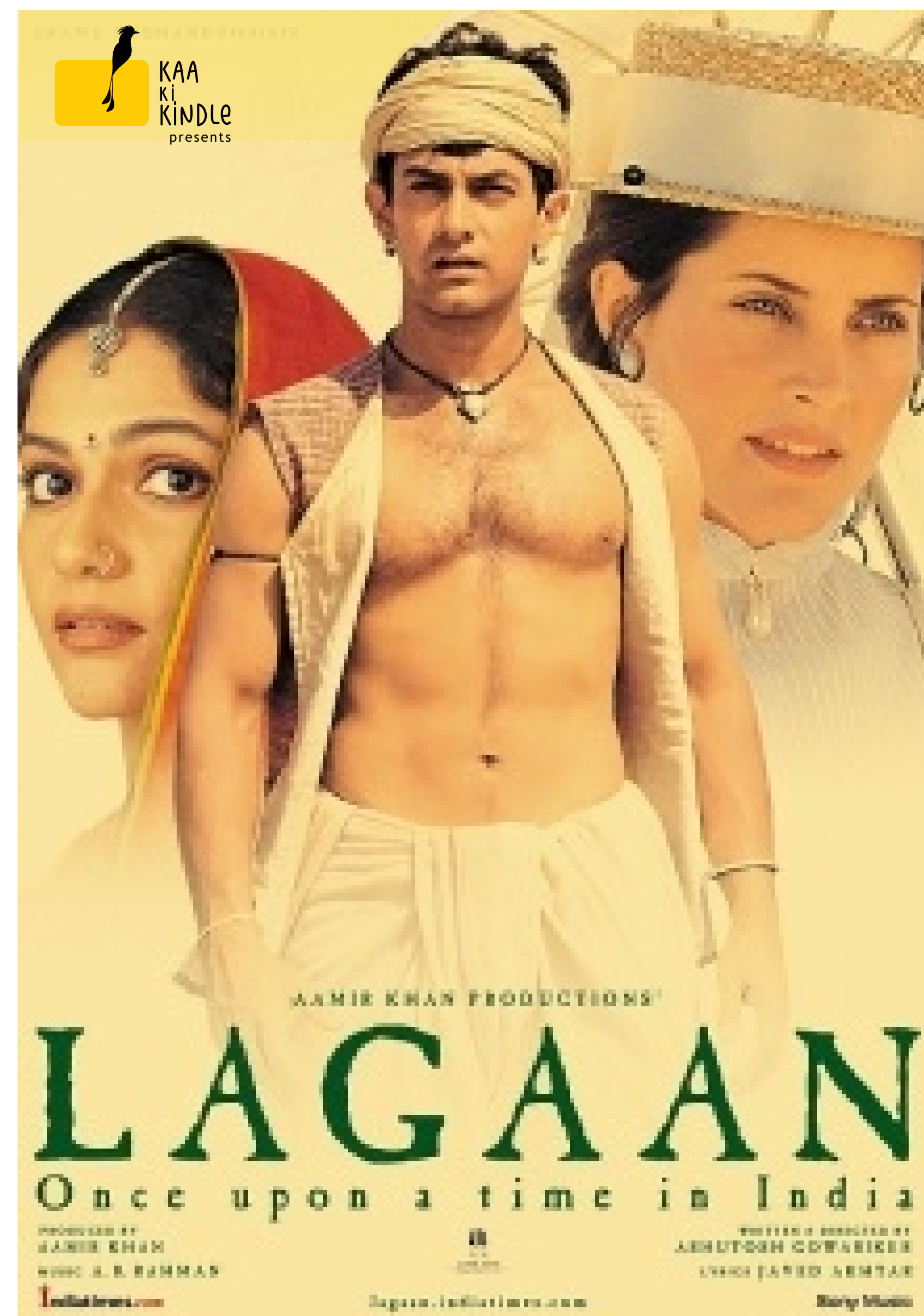
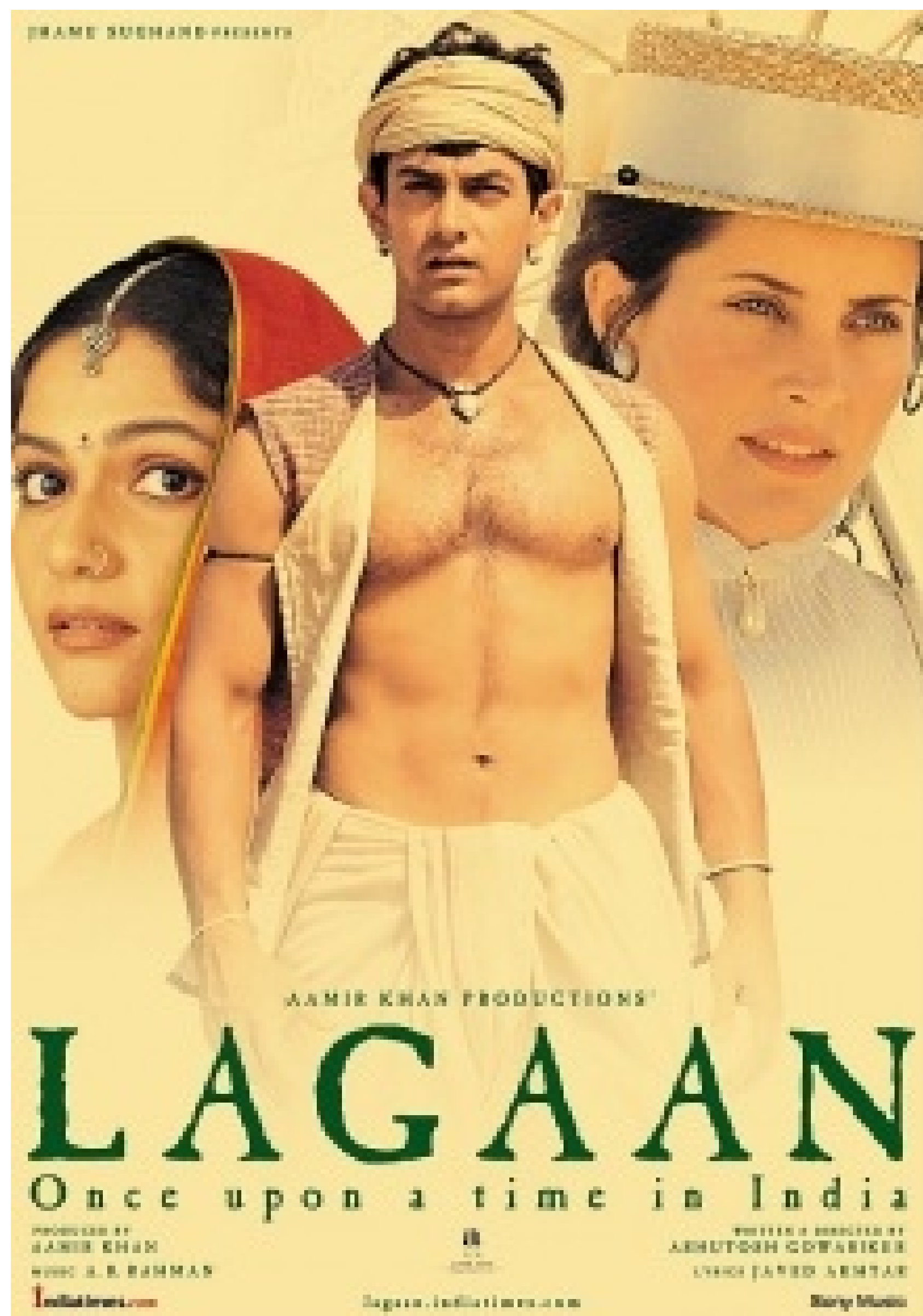


KAA KI KINDLE

APPLICATION 5

















DHARMA  
PRODUCTIONS

UTV

MAY 31  
CELEBRATE LOVE!

KARAN JOHAR'S

# yeh JAWAANI hai DEEWANI

DIRECTED BY AYAN MUKERJI

Like us at [f](#) / YehJawaaniHaiDeewani

A UTV MOTION PICTURES RELEASE



KA  
KI  
KINDLE

UTV

MAY 31  
CELEBRATE LOVE!

KARAN JOHAR'S

# yeh JAWAANI hai DEEWANI

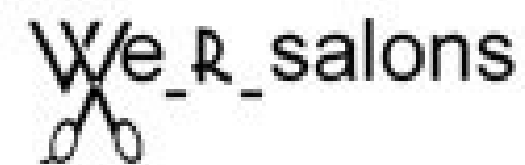
DIRECTED BY AYAN MUKERJI

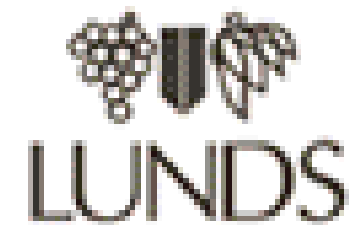
Like us at [f](#) / YehJawaaniHaiDeewani

A UTV MOTION PICTURES RELEASE









KAA KI KINDLE

THANK YOU!