



**ADZONIX**

**YOUR VISION, OUR VOICE.  
YOUR GROWTH, OUR SUCCESS.**



**Let's Grow Together**

 [www.adzonix.com](http://www.adzonix.com)

# WHO WE ARE

## We Engineer Growth

Adzonix is a full-service agency that helps businesses grow with smart, tailored strategies.

We work across industries to create SMART campaigns that don't just look good—they deliver real, measurable results.



# OUR PROCESS

## THE ADZONIX GROWTH ENGINE

1

### We Listen Before We Lead

- Deep brand discovery
- Competitor & industry audit
- Objective alignment

2

### No Templates, Only Tailored Strategy

- Custom roadmap
- Multi-channel integration (SEO, Paid, SMM)
- Creative aligned with brand voice

3

### Execution + Evolution

- Ongoing optimization
- Transparent performance reviews

# OUR SERVICES

Results-Focused Marketing for Modern Brands



Graphic  
Design



Branding  
and Design



Social Media  
Marketing



SEO  
and SEM



Video  
Production



Performance  
Marketing



Web and App  
Development



Digital  
Strategy



# WHY CHOOSE US?

## Why Global Clients Trust Adzonix

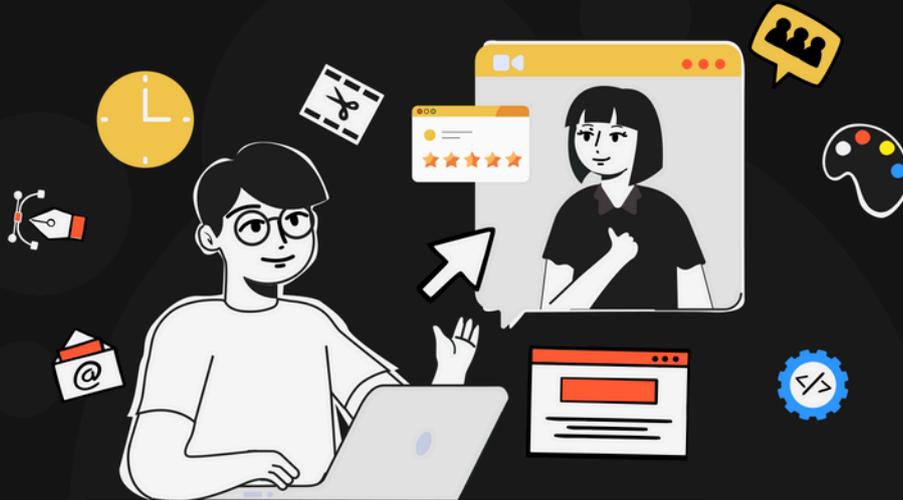
- Multilingual team & global client handling experience
- ROI-driven Focus Driven
- Transparent pricing and detailed reporting
- Strong portfolio with real performance results



# OUR WORK

## WORK THAT SPEAKS FOR ITSELF

Our approach is rooted in understanding each client's unique needs and delivering solutions that drive results. These few examples show how our collaboration drives results.





# CASE STUDY : 1

## PRIME SAURAMANDALA RURAL ENTREPRENEURSHIP FELLOWSHIP (PSREF)

### ABOUT

PRIME Sauramandala Rural Entrepreneurship Fellowship (PSREF) is a government-backed initiative that supports professionals working with rural entrepreneurs across Meghalaya. The fellowship aims to bridge the gap between grassroots innovation and market readiness by providing hands-on mentorship, capacity building, and entrepreneurial support in underserved communities.

### INDUSTRY

Rural Development /  
Social Impact

### SCOPE

Branding

### CHALLENGES

- Entrepreneurs lacked cohesive brand identities to market their products effectively.
- There was limited access to professionally designed packaging and promotional materials.
- Telling each entrepreneur's story visually in a way that resonated with both local and broader audiences was difficult.

# SOLUTION

Adzonix worked closely with PSREF to design personalized branding materials for their entrepreneurs. This included custom logos, product labels, and brochures that reflected each entrepreneur's identity and vision. The designs were rooted in local relevance while being market-ready, giving the entrepreneurs tools to communicate their value more clearly and consistently.

Logos



Brochure



Labels



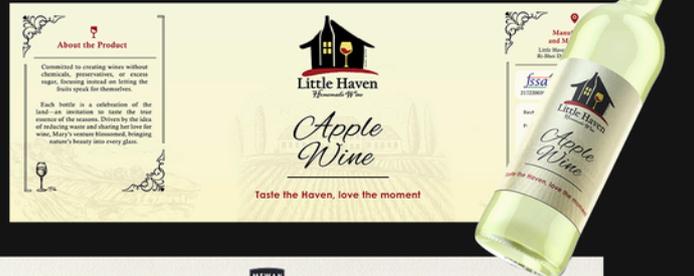
## Brochure



## Tags



## Labels



## IMPACT

Over 80 entrepreneurs supported by PSREF now have professional, well-aligned brand identities that enhance their visibility across platforms. Adzonix's creative work helped amplify their stories and provide essential design support, allowing them to connect more confidently with wider audiences while staying grounded in their local roots. This partnership added tangible value to PSREF's mission of empowering rural entrepreneurs through impactful design and storytelling.

Working with Adzonix has been a great experience for us at PSREF. Their team helped design logos and labels for our entrepreneurs, ensuring each one reflected their vision and goals.

They also provided photography, videography, and production services that beautifully captured the work we do and the stories of our entrepreneurs.

We appreciate their professionalism, creativity, and timely delivery. Adzonix has been a reliable partner, and we're happy to recommend their services to others.



**Minha Riyaz Khan**  
Project Lead, PRIME Rural



## CASE STUDY : 2

# RUDY & THE KOOL KATS

### ABOUT

Rudy & The Kool Kats is a dynamic blues-rock ensemble from Shillong, led by veteran guitarist-vocalist Rudy Wallang renowned for his work with Soulmate and supported by a powerhouse lineup of local talents. Whether on stage or in studio, the band captures a rare authenticity channeling both tradition and groove into every performance.

### INDUSTRY

Music /  
Entertainment



### SCOPE

Social Media  
Management



### CHALLENGES

- **Underrepresented online:** The band had limited visibility despite their strong legacy and vibrant performances.
- **Lack of digital storytelling:** There were few platforms or assets capturing their personality, sound, or behind-the-scenes journey.
- **Inconsistent branding:** Key series like “Evenings with Rudy” lacked a consistent visual identity, making it harder to build a recognisable presence.



## SOLUTION



Adzonix collaborated with Rudy to launch “Evenings with Rudy”, a signature tip-sharing series where he offers gear insights, blues techniques, and personal anecdotes. We produced, curated, and edited reels highlighting his musical journey and “Tools of Trade” sessions showcasing his equipment. Alongside this, we refreshed branding for his live event series and crafted polished recap videos that captured the band’s essence and stage energy.

Reels



# IMPACT



Thanks to these efforts, Rudy & The Kool Kats now have a compelling digital persona—complete with a cohesive color palette, engaging series, and authentic storytelling reflective of their live energy. The band's social media presence is more vibrant and engaging, helping fans connect deeper, spreading their music wider, and positioning them for greater media visibility and bookings.

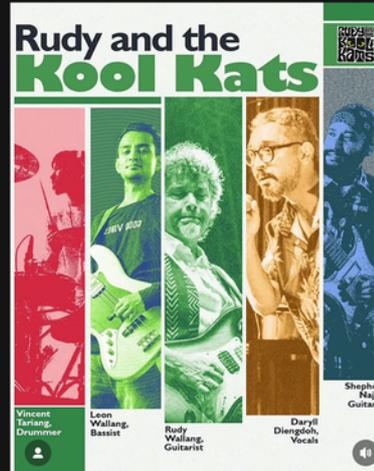
Working with the Adzonix team has made my life a little easier in this world of social media. They are eager to work and eager to learn and nothing seems to be impossible for them. That's the spirit I love !!



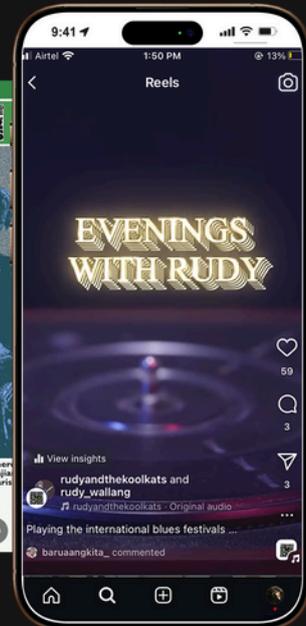
**Rudy Wallang**

Band Leader, Rudy and The Kool Kats

Post



Reel





## CASE STUDY : 3

# BIRAC'S BIONEST BIOINCUBATOR (B3I), NEHU MEGHALAYA

### ABOUT

BIRAC's BioNEST BioIncubator (B3I) at NEHU, established in 2021, is a state-supported facility under the Biotechnology Industry Research Assistance Council. Located on NEHU's Tura and Shillong campuses, it provides startups and innovators in agriculture, biotech, life sciences, and food processing access to lab space, mentorship, and funding support

### INDUSTRY

BioTech  
Startups Incubator



### SCOPE

Web Development



### CHALLENGES

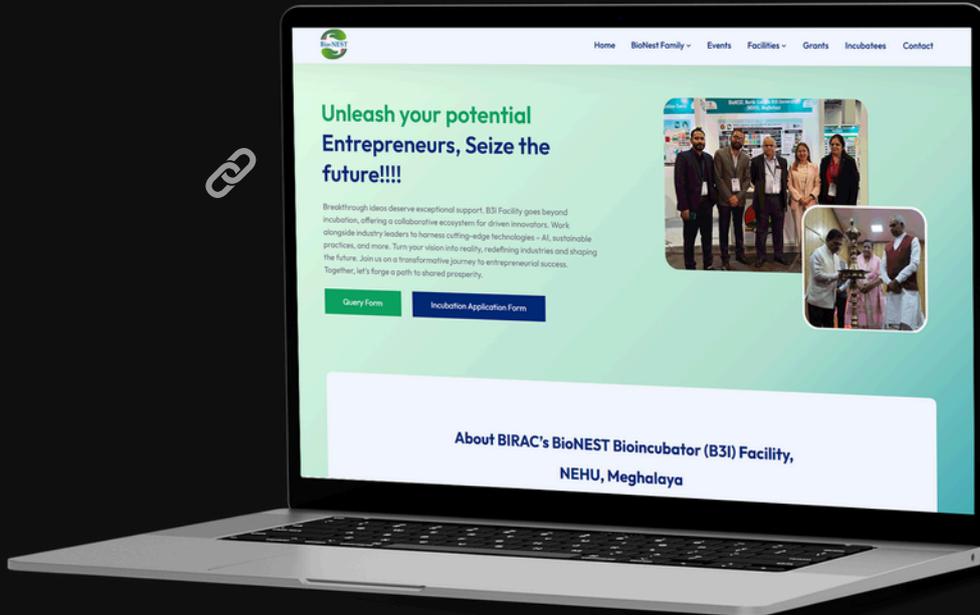
- The incubator lacked a web presence to showcase its facilities, programs, and impact.
- Potential incubatees, mentors, and partners had no central online source for application details, news, or facility info.
- A polished, functional website was required to build credibility and support regional biotech development.



## SOLUTION



Adzonix designed and developed a user-friendly, responsive website for the B3I facility at NEHU. The site highlights lab capabilities, incubation procedures, application processes, mentorship offerings, and funding pathways. We integrated a clear navigation structure, vibrant visuals of the Tura and Shillong centers and relevant information.



# IMPACT



The new website now serves as a central hub—enhancing visibility for B3I and attracting prospective innovators and collaborators. Stakeholders can easily access essential details and resources, strengthening the incubator's brand presence. This digital platform solidifies B3I's professional image and supports its mission to foster biotech entrepreneurship in Northeast India.

**ADZONIX played a pivotal role in overseeing Social Media Coverage, Videography, and Promotion for the MEGHA STARTUP EXPO conducted from October 03-05, 2023, at NEHU, Tura Campus. Their performance has exceeded our expectations, demonstrating a remarkable combination of efficiency, prompt responsiveness, and unwavering professionalism. Additionally, their work on developing the official B3I website has provided us with a much-needed digital presence. The site is well structured, informative, and aligned with our mission to support biotech innovation in the region."**

**We extend our sincere appreciation to Team Adzonix and express our best wishes for their continued success in future endeavours.**



**Dr. Suman Nandy**  
CEO, Bio-NEST, Nehu Tura



# CASE STUDY : 4 (PRIME) PROMOTION AND INCUBATION OF MARKET-DRIVEN ENTERPRISES

## ABOUT

PRIME (Promotion and Incubation of Market-driven Enterprises) Meghalaya is a flagship initiative by the Government of Meghalaya aimed at nurturing entrepreneurship and supporting early-stage businesses through incubation, mentorship, and funding opportunities. It serves as a platform to empower local entrepreneurs, foster innovation, and drive inclusive economic growth across the state.

## INDUSTRY

Government &  
Entrepreneurship



## SCOPE

Content  
Creation & Video  
Production



## CHALLENGES

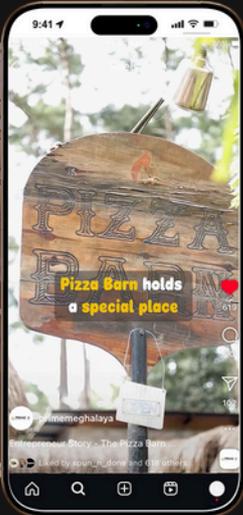
- Showcasing the diverse entrepreneurial journeys in a way that felt both authentic and engaging.
- Promoting key initiatives and events in a manner that resonated with Meghalaya's unique and growing startup ecosystem.
- Sought a creative partner to handle content strategy and execution aligned with their evolving communication goals.



# SOLUTION

Adzonix worked closely with PRIME to craft and deliver dynamic content across platforms. We produced a series of social media stories spotlighting local entrepreneurs, offering an authentic and inspiring glimpse into their work. For key campaigns, we created the official promotional reel for the Chief Minister's E-Championship Challenge (CMECC 5.0) and the launch video for NEEMIE.

## Reels



# IMPACT



The content helped PRIME strengthen its digital communication and engage more meaningfully with its growing audience. The entrepreneur stories amplified voices from across Meghalaya's startup ecosystem, while the high-quality video content gave campaigns like CMECC 5.0 and NEEMIE a compelling and professional visual narrative. This reinforced PRIME's mission and reach.

It is a pleasure for PRIME to work with Adzonix. They have been a great support in helping us shape and refine the content we share on our social media pages. Their creative ideas and understanding of what we aim to achieve have really helped us connect better with our audience and showcase the entrepreneurial community here in Meghalaya. The team at Adzonix is professional, dedicated, and always ready to lend a hand.



**Daphilabet Buhphang**  
Asst. Manager(Media & Comms.) ,  
PRIME Shillong

## Instagram Carousel





## CASE STUDY : 5

# AT CANDID SHOES SHILLONG

### ABOUT

AT Candid Shoes is a boutique women's footwear brand based in Shillong, founded by Andrina Thabah. With collections ranging from flats to heels, the brand operated through Instagram and retail outlets in Pynthorbah and Police Bazaar, offering trendy, comfortable footwear for everyday style.

### INDUSTRY

Footwear



### SCOPE

Social Media Management



### CHALLENGES

- While AT Candid Shoes had already built a loyal online following, their content lacked visual consistency and brand storytelling.
- The brand needed a more structured content approach to better highlight product variety and seasonal collections.
- With growing competition, they needed to enhance their digital presence to maintain momentum and retain engagement.



## SOLUTION



Adzonix worked with AT Candid Shoes to refine their visual identity by conceptualizing and executing a dedicated product photoshoot that brought out the personality of each pair. We curated and posted content that aligned with their aesthetic, reinforced their brand voice, and introduced a more intentional storytelling approach across platforms.

## IMPACT

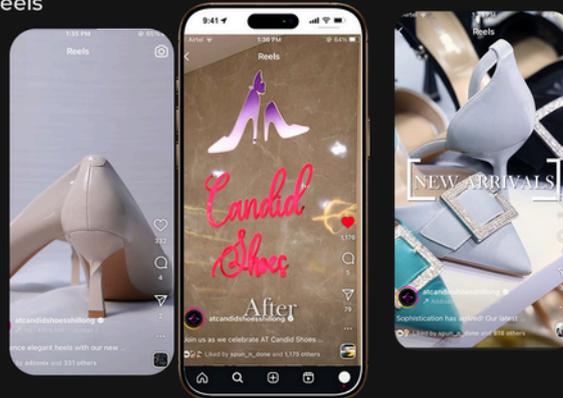


The high-quality visual assets enhanced the brand's storytelling and product presentation, helping them maintain a premium, cohesive look across marketing channels. As a result, the brand saw a 3x ROI on campaigns that used our creatives—attracting more attention and improving conversion across both online and offline touchpoints.

### Product Photoshoot



### Reels





## CASE STUDY : 6

# PAWSOME BOSS

### ABOUT

Pawsome Boss is a pet treat brand based in Shillong, Meghalaya, offering handcrafted, all-natural dog treats made with human-grade ingredients. Rooted in quality and care, the brand is loved by pet parents across the region.

### INDUSTRY

Pet Treats



### SCOPE

Website and  
Content Creation



### CHALLENGES



- The brand lacked a dedicated online platform to showcase and sell its products.
- Existing digital touchpoints didn't reflect the quality and personality of the brand.
- Customers had limited access to important product and ingredient information outside social media.

## SOLUTION



Adzonix designed and developed a clean, responsive website tailored to highlight Pawsome Boss's unique offerings. The site brought together their product catalog, brand story, and customer testimonials in one cohesive digital space. It was built with user-friendly navigation and optimized for performance, ensuring a seamless experience across devices.

## IMPACT



The new website provided Pawsome Boss with a professional digital storefront that improved credibility and accessibility. It helped customers explore offerings in more detail, understand ingredient quality, and engage with the brand beyond social media. The platform laid the groundwork for future scalability, including e-commerce integration and extended outreach.





## CASE STUDY : 7

# NAVİKRU ECO FOUNDATION

### ABOUT

Navikru Eco Foundation is a none-profit environmental NGO founded in 2021 by Preeti Chauhan. Operating under Little Green World, it specializes in sustainability education, community-driven environmental solutions, and grassroots projects across the Himalayas. Its mission is to empower communities to adopt sustainable practices and environmental stewardship.

### INDUSTRY

Environmental  
Consultancy



### SCOPE

Website



### CHALLENGES

- The foundation lacked a central online hub to showcase its mission, project work, and impact stories.
- Stakeholders and donors had limited access to detailed information about programs, partnerships, and initiatives.
- The organization needed a professional platform to build credibility and support collaboration across regions.

## SOLUTION



Adzonix developed a clean, intuitive, and responsive website for Navikru Eco Foundation. The site featured sections on their mission, education programs, sustainable projects (like passive solar classrooms and zero-waste initiatives), impact stories, and contact information. Built for transparency and ease-of-navigation, the website served as a reliable digital foundation to support stakeholder engagement, awareness, and future partnerships.

## IMPACT



The final website became Navikru's official digital showcase. It improved visibility, credibility, and stakeholder accessibility. Potential collaborators, funders, and communities were able to easily understand the foundation's work and impact. The platform helped elevate Navikru's presence in sustainability education and environmental advocacy, supporting its goal of empowering resilient ecosystems across Himalayan regions.





## CASE STUDY : 8

# MEEPO MANAGEMENT

### ABOUT

Meepo is a Shillong-based event management collective known for curating vibrant experiences, creative workshops, and collaborative spaces for artists and communities. With a strong presence in the local creative scene, Meepo brings people together through immersive and thoughtful event design.

### INDUSTRY

Event  
Management



### SCOPE

Photography and  
Graphic Design



### CHALLENGES



- Needed professional visual content for specific campaigns and events.
- Required quick-turnaround support for banners and promotional materials.
- Sought consistency in design elements for public-facing collateral.

## SOLUTION



Adzonix supported Meepo through curated photoshoots that captured the atmosphere, detail, and essence of their events. We also designed promotional banners tailored for both online and print use — maintaining visual consistency while highlighting Meepo's unique style and identity.

## Banners



## Photoshoots



## Mock up



# IMPACT



The photoshoots and banners gave Meepo a refreshed visual toolkit, helping them showcase their work more professionally across social media, collaborations, and client-facing material. These assets contributed to a more cohesive brand image and supported the promotion of future events.

Adzonix has been incredibly professional, consistently delivering high-quality social media, photo/video, and graphic design services at very reasonable prices. They were always helpful, even on tight schedules, ensuring we got what we needed efficiently. We highly recommend Adzonix for their excellent work and support.



**Wanda Nongbri**  
Owner, MEEPO Management

Photoshoots



Banner





## CASE STUDY : 9

# CAREERUP

### ABOUT

CareerUp Shillong was a coaching institute based in Shillong dedicated to helping students succeed in competitive exams like IBPS PO, SBI, NET, and CUET. Known for expert mentorship, customized learning methods, frequent mock tests, and strong results, the institute served thousands of aspirants from Meghalaya and beyond.

### INDUSTRY

Education



### SCOPE

Website and  
Graphic Design



### CHALLENGES

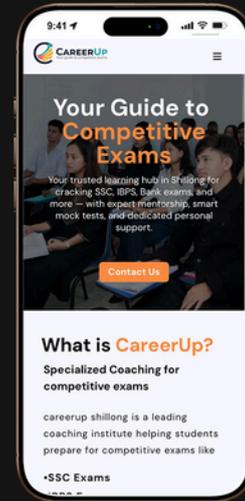
- CareerUp needed a branded online presence beyond just word-of-mouth and physical classes.
- They lacked polished digital collateral like posters and banners to promote seasonal enrolments and programs.
- Visual assets were inconsistent across campaigns, making the brand look fragmented.



## SOLUTION



Adzonix designed and built a clean, professional website for CareerUp Shillong. The site featured program details, testimonials, and admissions information. We also created posters and banner designs tailored for key enrollment campaigns, seasonal promotions, and classroom messaging.



# IMPACT



The website gave CareerUp a credible digital presence and served as a central hub for prospective students to explore their offerings. The posters and banners added cohesiveness to their visual messaging and improved the polish of their offline and online communications. These assets enhanced the institute's brand perception and supported outreach during peak admission periods.

Our experience with Adzonix was a very professional, pleasant and fruitful one. Not only did they create our website beautifully but they were also very professional. The posters and pamphlets created for our institute stand out and leave a mark on our customers. All projects were completed in a time bound manner and we have nothing but high praise for them. I would highly recommend anybody looking to go professional with their business to acquire the services of Adzonix.



**Kevin Kharkongor**  
Owner, CareerUp Shillong

## Poster





# CASE STUDY : 10

# TIROT SING MEMORIAL COLLEGE

## ABOUT

Tirot Sing Memorial College is a public degree college located in Mairang, Meghalaya, established in 1981. Affiliated with North Eastern Hill University (NEHU), the college offers undergraduate degrees in Arts and Commerce. Named after the revered Khasi freedom fighter U Tirot Sing, the institution emphasizes holistic education, including moral values, community service, and student development through academics and extracurricular activities.

## INDUSTRY

Education



## SCOPE

Website



## CHALLENGES

- The college lacked a modern website to communicate its academic offerings, history, and infrastructure to prospective students and stakeholders.
- Information about courses, faculty, facilities, and admission procedures was not accessible online.
- There was no digital presence to support the college's public image or improve visibility within and beyond Meghalaya.



## SOLUTION

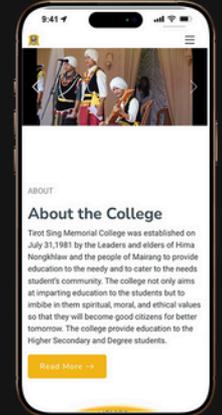


Adzonix was tasked with designing and developing a clean, responsive, and user-friendly website for Tirot Sing Memorial College. The site features sections on the college's vision and mission, academic programs, faculty, library and infrastructure, student life, and admission details. With clear navigation and educational aesthetics, the website was crafted to serve both domestic and external audiences with transparent, structured information.

## IMPACT



The website became the college's official digital presence and central information hub, improving accessibility for students, faculty, and community stakeholders. With comprehensive and well-organized content, the platform elevated the college's credibility and supported its outreach efforts. Prospective students can now easily explore programs and services online, and the institution's academic identity is more visibly represented on the web.





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