

Elephant is a strategic design and innovation consultancy that partners with organisation to transform it into a dynamic, profitable and meaningful entity.



Elephant was founded in 1989 by graduates from National Institute of Design (NID). Today Elephant has grown to a team of 65 + curious people from various fields.

Leadership

Sudhir Sharma
Founder Director
Principal Designer

Ashwini Deshpande
Founder Director
Principal Designer

Ashish Deshpande
Founder Director
Principal Designer

Partho Guha
Founder Director
Principal Designer

Team

Design Strategists

Design Managers

Communication Designers

Industrial Designers

Architects / Interior Designers

Content / technology / research

Mechanical Engineers

Musicians, Bio-chemists

Linguists, Story-Tellers

Select Clients

Aircel

Bajaj Auto

Britannia

Carlton Luggage

Commonwealth
Games Federation

Club Mahindra

Hindustan Unilever

Kirloskar Group

Mahindra Holidays

Nandan Developers

Nirlep

P&G

Panacea Biotec
Persistent Systems

SNP Infrastructure

Symphony

Titan

Business Enquiries

Sudhir Sharma
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Ashwini Deshpande
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ashwini@elephantdesign.com

Offerings

Enabling Innovation

Growth Opportunities
Stakeholder auditing
Competitive Analysis
New opportunities

Design New Offerings
Product/ category Analysis
Service/Distribution Analysis
Technology trends
Understanding user needs
Problem identification

Transform Cultures
Organizational alignment
New thinking workshops

Brand Experience

Brand Strategy
Brand assessment
Brand positioning
Brand repositioning
Value proposition
Brand Architecture
Brand alignment
Brand communication
Naming & Nomenclature

Corporate Identity
Visual Identity
Visual language
Tone-of -voice
Brand guidelines

Brand Identity & Packaging
User Research
Packaging form design
Packaging Graphics

Branded Experience
Environments
Customer experience journey
mapping
Experience Touch point analysis
Merchandising planning
Display & fixture systems design
Exhibitions

Product Design

Design Research
Observation research
Psychological research
Expectation research

Envisioning & Idea
Articulation
Insight development
Experience mapping
Idea evaluation
Idea mapping
Concept development

Design Engineering
Product Engineering
Digital modeling

Prototyping
User Testing (Evaluation)
Problem solving

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