

Elephant is a strategic design and innovation consultancy that partners with organisations to transform them into a dynamic, profitable and meaningful entities.



Elephant was founded in 1989 by graduates from National Institute of Design (NID). Today Elephant has grown to a team of 75 + curious people from various fields.

Leadership

Ashwini Deshpande
Founder Director

Ashish Deshpande
Founder Director

Partho Guha
Founder Director

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

Bajaj Auto
Bilcare
Britannia
Commonwealth Games Federation
Godrej
Kirloskar
ICICI Bank
Mahindra Group
Nissan
Nirlep
Procter & Gamble
Panacea Biotec
Piramal Healthcare
Reliance Group
Standard Chartered Bank
Symphony
Titan
Unilever
VIP

Business Enquiries

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Ravi Kabara
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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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