DABSTRACT STUDIO

ABOUT

One day a brand said,
“Make our logo bigger.”

I asked, “Why?”
They said, “Sales are low.”
I asked, “Then why are we fixing the logo?”

That was the day **Dabstract** was born.

We realised most businesses don’t have only design problems.
They have clarity problems disguised as creative briefs.

So instead of becoming an agency that makes just posts,
we became a team that asks uncomfortable questions:

Why will anyone buy this?
Why should they remember you?
Why should they choose you again?

Sometimes the answer becomes branding.
Sometimes packaging.
Sometimes pricing.
Sometimes the entire strategy.

Today, for 10+ years, we’ve helped brands launch, relaunch, scale, reposition, sell better, look better, speak clearer, and behave smarter — across industries, platforms and markets.
We are the people you call when something feels off but you don’t know what.

We don’t just build brands.
We debug them.

— Shubhang Dabral
Founder, Dabstract Studio

PORTFOLIO

DABSTRACT STUDIO

OUR BRAND'S COLLECTIVE

FASHION, LIFESTYLE & WELLNESS

de construct®
asitis FROM THE SOURCE
DELHI VINTAGE CO. HANDLOOMS · COUTURE · ART · SOUL
SUREENA CHOWDHRI
MEDHA BATRA
ANJUL BHANDARI AWADH
SWGT
ctc MALL SINCE 1963

SPORTS & E-SPORTS

HUDLE
BACKYARD SPORTS CLUB
TELUGU YODDHAS

CORPORATES

upGrad
VIDA Powered by Hero
BCG
inspirit

FOOD & ALCOBEV

ROYAL CHALLENGE
HALDIRAM
poshn
LAL The joy of eating good
WE
GOURMADE®

NGO

360 plus
PROJECT SECOND CHANCE
LSS लोक सेवा संगम
YASHASVI CHARITABLE FOUNDATION

BUSINESS TRADE SHOWS

busworld ALL ABOUT BUS, COACH AND PEOPLE
SIAL INSPIRE FOOD BUSINESS
INDIA INTERMAT.
ELEVATE
VINEXPO INDIA

OUR SERVICES

(Or as we call it — everything between idea and impact)

Brand Foundation

- Brand Strategy & Positioning
- Naming & Verbal Identity
- Brand Architecture
- Brand Story & Messaging
- Consumer Persona & Behaviour Mapping
- Go-To-Market Strategy (GTM)

Digital & Growth

- Social Media Strategy & Management
- Performance Marketing Strategy
- Content Systems & Campaign Planning
- SEO & Website Structuring
- Funnels & Conversion Optimization
- Personal Branding

Retail & On-Ground

- Store Concept & Experience Design
- Sampling Strategy
- Trade Marketing
- Exhibitions & Events
- BTL Activations

Visual Identity & Design

- Logo & Identity Systems
- Packaging Design
- Retail & Shelf Presence Design
- Website UI/UX
- Marketing Collateral & Print Design
- Brand Guidelines

Campaigns & Communication

- Ad Campaign Concepts (ATL & BTL)
- Film & Video Direction Concepts
- Copywriting & Communication Design
- Launch Campaigns & Repositioning Campaigns
- Influencer & Community Strategy

Product & Business Thinking

- Product Ideation Support
- Pricing & Offer Strategy
- Portfolio Structuring
- Customer Journey Engineering
- Sales Narrative & Pitch Decks

AI & New-Age Creative

NEW

- AI Visual Production
- AI Video & Content Systems
- Automation-led Marketing Workflows
- Rapid Concept Prototyping

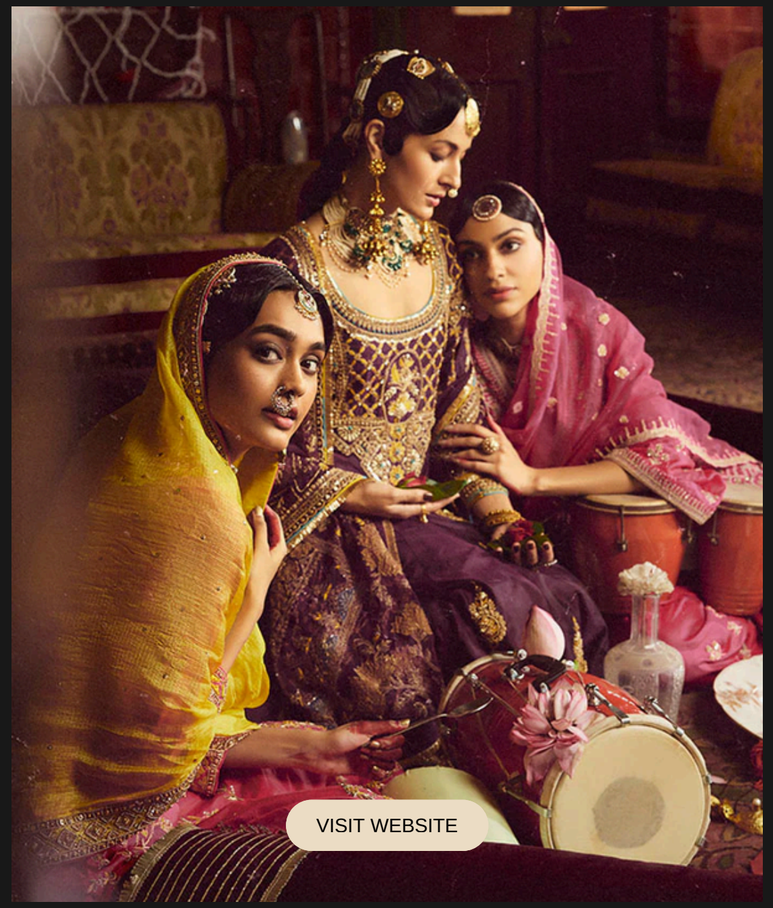
In short:
If it touches the customer — we design it.
If it affects growth — we strategise it.
If it exists — we can probably improve it.

DABSTRACT STUDIO

WEBSITE

(We don’t just build websites. We build decision journeys).

SUREENA CHOWDHRI

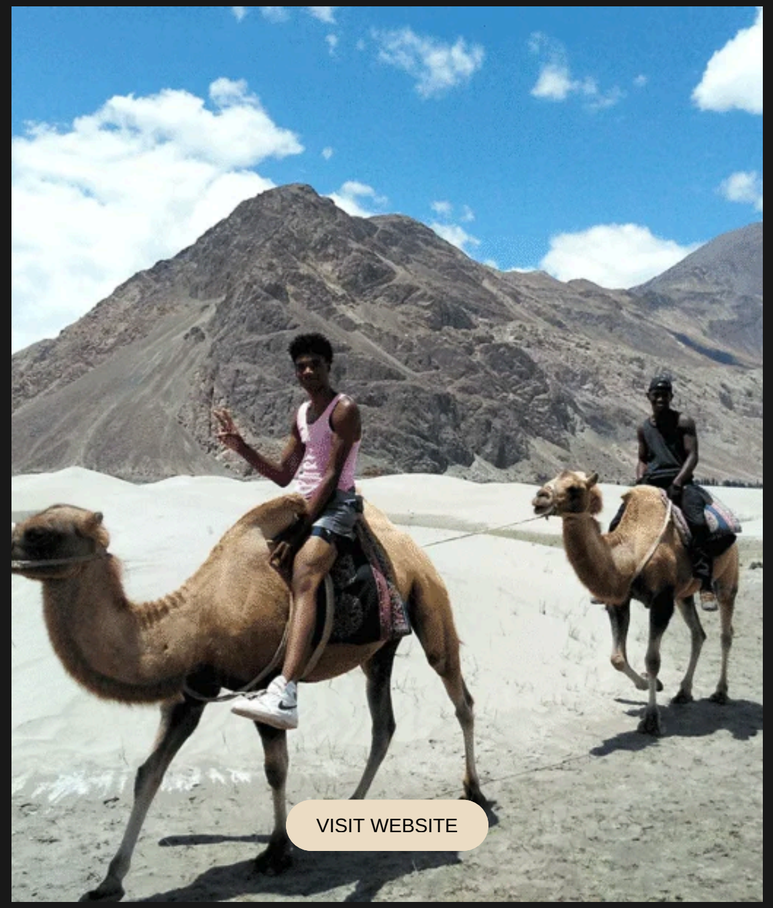


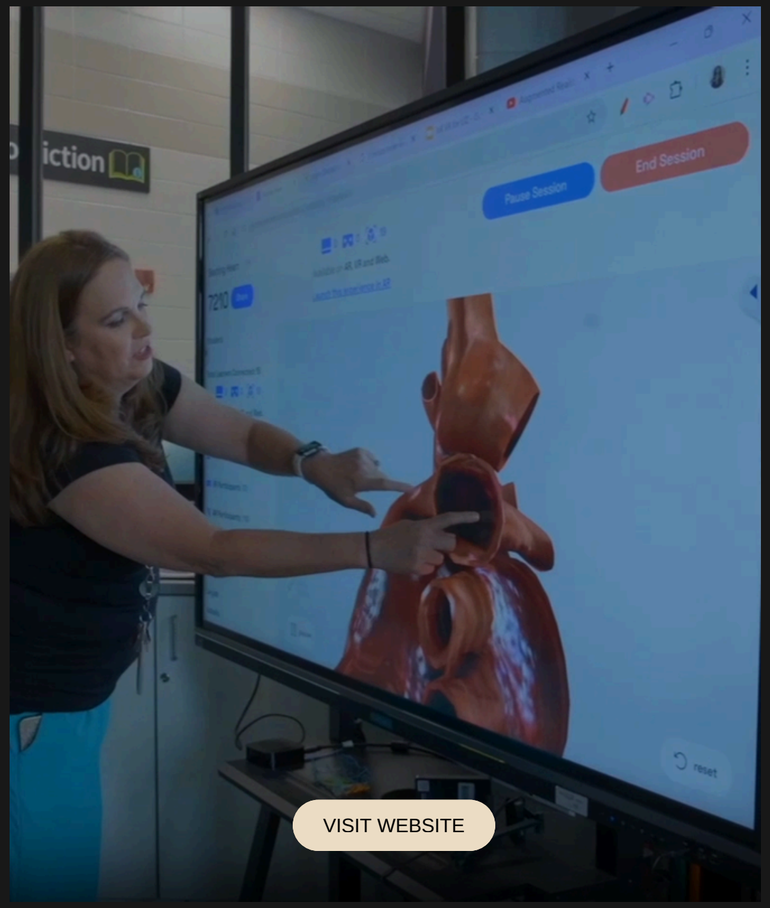
SWGT



HUDLE




VISIT WEBSITE

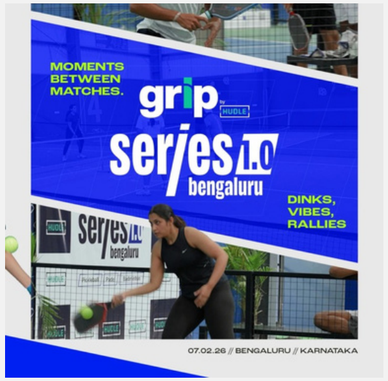

End Session
VISIT WEBSITE


VISIT WEBSITE

SOCIAL MEDIA

(Content that people don’t just see — they understand and remember).

HUDLE



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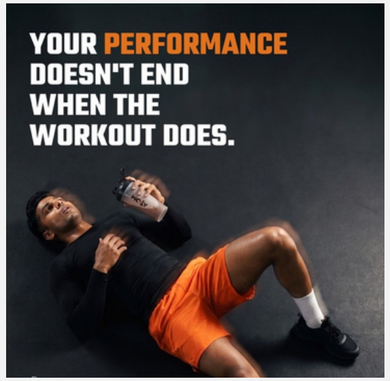
asitis
FROM THE SOURCE



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SWGT



click here to view the profile

SIAL
INSPIRE FOOD BUSINESS



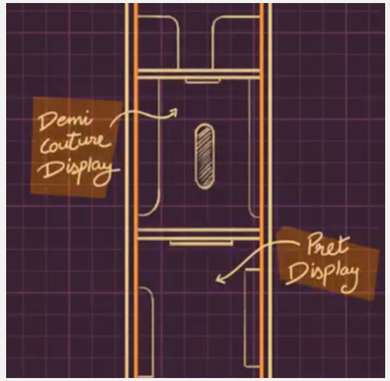
click here to view the profile

360 plus



click here to view the profile

MEDHA BATRA



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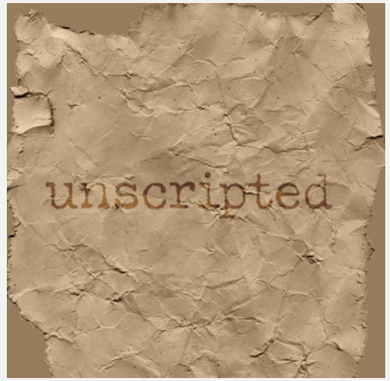
DELHI VINTAGE CO.
HANDLOOMS • COUTURE • ART • SOUL



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Anuradhika Abrol



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PACKAGING DESIGN

Packaging that doesn’t just sit on shelves — it gets picked.


LAL
MILK CAKE
Signature


Khaman Dhokla
Ready Mix
Vanita AAHAR
Spongy, Fluffy & Delectable
Gulab Jamun
Ready Mix
Delite
Vanita AAHAR
Soft, Rich Indulgence
Idli
Ready Mix
Vanita AAHAR
Light, Healthy & Wholesome


LAL
DRYFRUIT GUJIYA
Signature


LAL
Tea Time
COLLECTION
JEERA COOKIES
cookies
with pure
ingredients


LAL
The joy of eating good
SIGNATURE
CRUNCH
CORN FLAKES MIXTURE
LAL
The joy of eating good
SIGNATURE
CRUNCH
CORN FLAKES MIXTURE


LAL
Rasgulla
1kg


LAL
The joy of eating good
Tea Time
COLLECTION
CHOCOCHIP
COOKIES
cookies
with pure
ingredients
CHOCOCHIP


LAL
MYSORE PAK
Premium
DHARWAD PEDA
KAJU KATLI


LAL
GHEE
PISTA HALWA
Signature


LAL
The joy of eating good
Gulab
Jamun


LAL
KAJU
KATLI
Signature


LAL
The joy of eating good
CHUMCHUM
FROZEN PRODUCT


LAL
The joy of eating good
MANGO KALAKAND
Signature


CRUNCHY CRISPY
LAL
The joy of eating good
MASTI MUNCHIES
MADRAS MIXTURE


LAL
ALMOND STICKS
Tea Time
Handmade cookies with pure ingredients
LAL
FRUIT BISCUITS
Tea Time
Hand-made cookies with pure ingredients


LAL
The joy of eating good
BAKLAVA
COMBO 4-in-1


LAL
OSMANIA COOKIES
Tea Time
Handmade cookies with pure ingredients
TEA-TIME
LAL
a moment full of CRUNCHINESS
CAKE TOAST


LAL
The joy of eating good
SIGNATURE CRUNCH
PUDINA PEANUTS
MOONG DAL
KASHMIRI MIXTURE
MASALA PEANUTS


LAL
The joy of eating good
SOAN CAKE
KARACHI HALWA
DATES HALWA


LAL
The joy of eating good
Kaju Katli


LAL
The joy of eating good
Agra Petha


LAL
The joy of eating good
Mysore Pak
CLASSIC
FOR BEST TASTE MICROWAVE
20-30 SECONDS


LAL
The joy of eating good
MASTI MUNCHIES
TAPIOCA CHIPS


Cheesy
LAL
The joy of eating good
MASTI MUNCHIES
TAPIOCA CHIPS


Spicy
LAL
The joy of eating good
MASTI MUNCHIES
TAPIOCA CHIPS


NUTTY BITES
LAL
joy of eating good
6
Simple, Natural Ingredients
Nothing Else
NUTTY BITES
ORANGE
LAL
joy of eating good
6
Simple, Natural Ingredients
Nothing Else


SOULFUL SNACKING
GOURMADE®
Premium Natural Sesame Seeds
TAHINI
طحينة


SMOKY BARBEQUE
SOULFUL SNACKING
GOURMADE®
Baked Pita Chips
Hand-crafted with love


OLIVE & HERBS
SOULFUL SNACKING
GOURMADE®
Baked Pita Chips
Hand-crafted with love


CHIPOTLE
SOULFUL SNACKING
GOURMADE®
Baked Pita Chips
Hand-crafted with love


OLIVE & HERBS
SOULFUL SNACKING
GOURMADE®
Bruschette
CHIPS
Baked with love


SMOKY BARBEQUE
SOULFUL SNACKING
GOURMADE®
Bruschette
CHIPS
Baked with love


PINK WOOLF
OUDH & SANDALWOOD
AFTER-SHAVE BALM
FOR NORMAL / SENSITIVE SKIN
Revitalizes skin after shave and keeps it healthy-looking
50 ml


PINK WOOLF
3-in-1 no-soap detoxifier
neem tea tree mint with french green clay
Face Cleanser, Pack, and Scrub
revealing the secret of dadi ma purest form of clay
100ml e 3.38 fl oz


PINK WOOLF
OCEANIC BLUE
LUXURY SHAVE SOAP
FOR ALL SKIN TYPES
50gms
PINK WOOLF
LUXURY
SHAVING SOAP
OCEANIC BLUE
50gm e 1.7oz


PINK WOOLF
OUDH & SANDALWOOD
ULTRA RECOVERY NIGHT CREAM
FOR ALL SKIN TYPES
Rejuvenates skin to make it ultra radiant and soft
50 gms
PINK WOOLF

PACKAGING DESIGN

FESTIVE PACKS


prasadam
boondi
LAL
The joy of eating good


LAL
HERITAGE MITHAI
MILK CAKE | KAJU KATLI | PATISHA | BESAN LADDOO


LAL
ROYAL
Karnataka
HERITAGE
5 in-1
pack


LAL
FESTIVE
WISHES
MYSORE PAK | SHANKAR PEDA


LAL
Festive
Anand
BESAN LADDOO | SHAHI SOAN PAPDI


LAL
PREMIUM
assorted
COOKIES
COCONUT COOKIES | KAJU PISTA COOKIES | FRUIT COOKIES | ALMOND STICKS.


LAL
Festive Dhamaka
SHAHI MYSORE PAK & BESAN LADDOO


HALDIRAM
Utsav Delight
SOAN PAPDI • BHUJIA • ALL-IN-ONE


LAL
HERITAGE MITHAI


HALDIRAM
Shaahi Lachha
شاہی لچھا


LAL
FESTIVE BLISS
MYSORE PAK | SOAN PAPDI
CORN FLAKES MIXTURE


LAL
FESTIVE MAGIC


HALDIRAM
Ghee Lachha
HALDIRAM
HALDIRAM


HALDIRAM
Ghee Lachha
Ghee Lachha
HALDIRAM


Gur Rewari
LAL
The joy of eating good
Gajak Biscuit
LAL
The joy of eating good
Gajak Roll
LAL
The joy of eating good


LAL
The joy of eating good
Meetha Bandhan
Free Rakshabandhan Essentials Inside
yeh mithaas hai kuch khaas
MYSORE PAK • KAJU KATLI • CHOCO ALMOND BURFI • BESAN LADDOO

THANK YOU