SM SHANDAR MEDIA

Stories, Images and Conversations
Hyderabad, India · India and the Indian diaspora
shandarmedia.com

CREDENTIALS

Stories, images and conversations for founders who want to be understood.

Shandar Media is a founder-led studio in Hyderabad. We help founders, experts and institutions explain what they stand for, show it well and say it in their own voice. Every engagement is led personally by our founder, with specialist designers, developers and producers joining as each project needs.

OUR FOCUS AREA

Investor Communications

Pitch decks, investment narratives, proposal documents and investor-facing websites, built around one clear thesis so every conversation with an investor starts well.

WHAT WE DO

Stories

STRATEGY AND WORDS

- Brand strategy and positioning
- Naming and messaging
- Investor communications
- Company and founder profiles

Images

PHOTOGRAPHY AND IDENTITY

- Brand and personal brand photography
- Founder portraits
- Visual identity
- Websites and printed collateral

Conversations

PODCASTS AND VIDEO

- Podcast strategy, shooting, editing
- Interview series
- Shorts and reels
- Launch on YouTube and audio platforms

THE SHANDAR PODCAST

Shandar

A Shandar Media Podcast, hosted by Narasimha Rao

Long, unhurried conversations with people whose work deserves more than a soundbite, planned, shot, edited and published by our own studio. The same process is available for your show.

SELECTED WORK

Blue economy investment platform

FISHERIES · INVESTOR COMMUNICATIONS

A complete investor-readiness package for a Lakshadweep fisheries consortium: investment platform website, 25-slide pitch deck, teaser deck and proposal document around one investment thesis.

Heritage optician, renewed

RETAIL · BRAND AND LOCAL DIGITAL

Brand identity, web presence and local search visibility for a Hyderabad optical retailer. A neighbourhood institution became easy to find, with its character intact.

A meditation trilogy, produced

WELLNESS · PODCAST PRODUCTION

Production design for a three-episode series with a global meditation teacher: research, scripting, visual and audio identity, and a full recording-day system.

WHY SHANDAR MEDIA

– Strategy before craft
Nothing is designed until the thinking is agreed.

– Founder-led, every time
Senior attention on every engagement, never handed to a junior team.

– A network, not overheads
Specialists join per project, directed by one accountable person.

HOW AN ENGAGEMENT WORKS

I Conversation: a free first call to understand where you are.

II Proposal: a written, fixed-scope proposal with price and deliverables.

III Craft: strategy, images and content made under one direction.

IV Launch: publishing, handover, or ongoing Brand Care.

Building something this year? Start with a conversation.

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