



★  
est. 2002

24

YEARS

IDEA SPICE

Built like a legacy.  
Driven like a startup.

ideaids



# We Build Brands That Grow Businesses.

More than decoration.  
Not driven by trends.

Positioning.  
Persuasion.  
Growth.

24 Years.  
2,500 Brands.  

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Across the World.



Governments. Global brands.  
Regional leaders. Ambitious SMEs.  
Startups with vision.  
Neighborhood businesses with heart.

Across industries. Across markets.  
Across business stages.

# We Are a 24 Year Old Startup.

Experienced enough to know what works.  
Curious enough to challenge it.

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Structured processes. Clear timelines.  
Defined deliverables. Energy.  
Fresh thinking. Bias for action.  
No chaos. No bureaucracy.  
Just disciplined creativity.



# Strategy Before Style. Always.



If the business model isn't clear, the logo won't save it.

We begin with

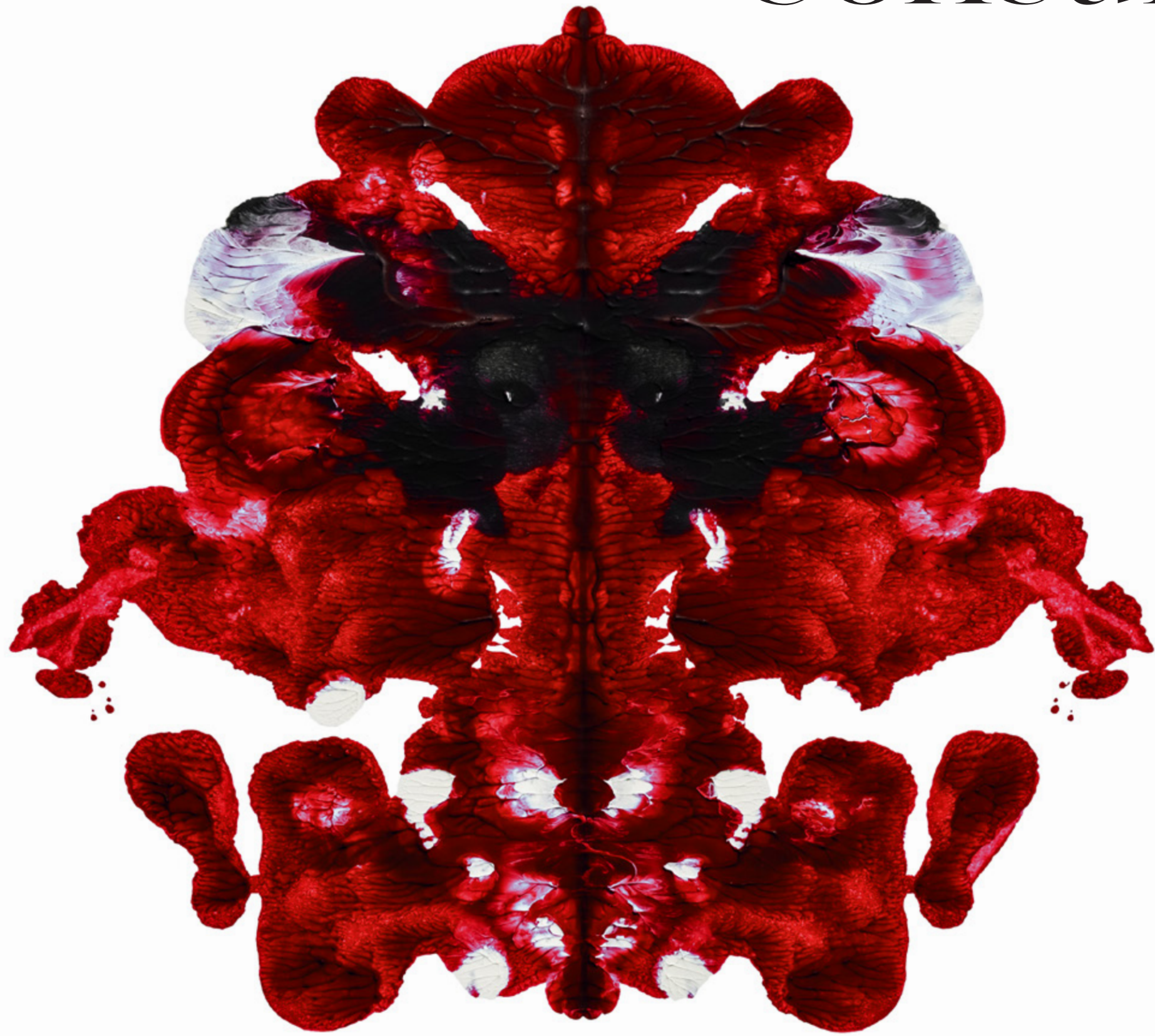
Business clarity  
Competitive positioning  
Target audience definition  
Growth ambition  
Market realities

**Then we build the brand.**  
Because branding without strategy is decoration.

# We Decode the Consumer Mind.

Why do they buy?  
Why do they hesitate?  
Why do they trust?  
Why do they return?

**When you understand psychology,  
marketing becomes predictable.**

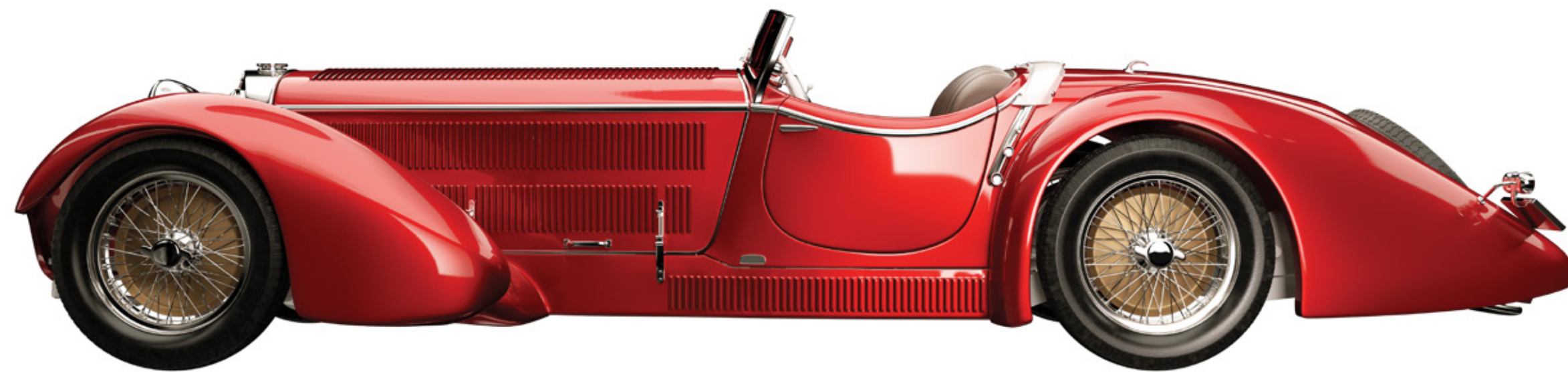




Branding  
Marketing  
Digital.  
Under One Roof.

We don't just build brands.  
We grow them.

# Boutique. By Design.



**You don't get passed around.**

You don't get junior only thinking.

**You get**

Senior involvement

Direct access

Honest conversations

A client-first approach

**We are selective.**

So we can stay effective.

# Strategists. Creators. Innovators.



SAJITH ANSAR  
CEO



SHIJNA SAJITH  
CFO



ANGAD SINGH  
ACCOUNT DIRECTOR



NISHANT PAI  
DESIGN LEAD



ANCIL AVIRA  
SENIOR DESIGNER



SAIRA NIZAM  
SOCIAL MEDIA EXECUTIVE



YASH MANISH  
VISUAL STORYTELLER



ANJAL SOTI  
DESIGNER



NANDAGOPAN  
MOTION DESIGNER



ANOOP AZEEZ  
ADMIN + ACCOUNTS



# A Unique Boutique Think Tank





Let's Begin Your  
Transformation  
Together.

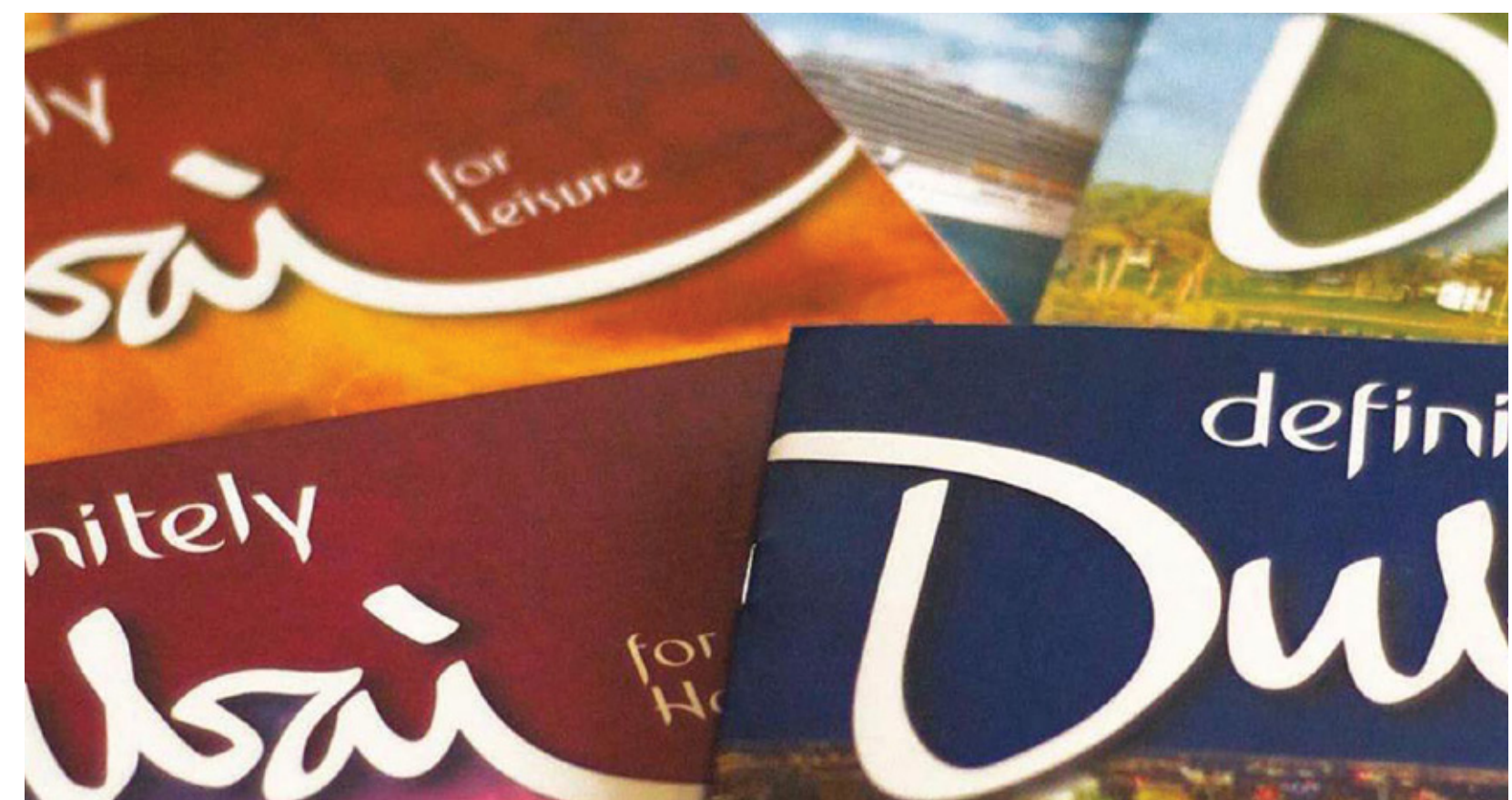
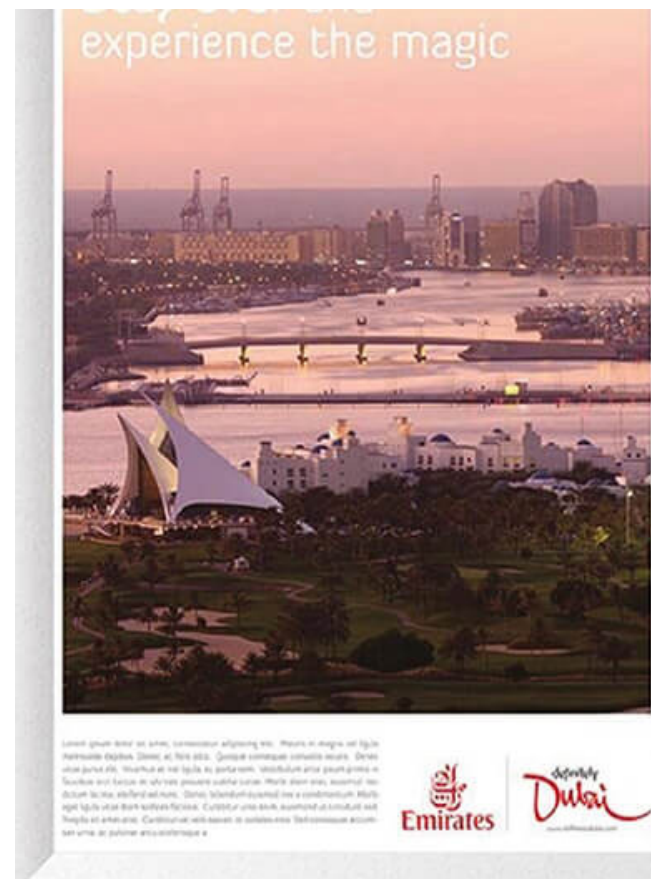
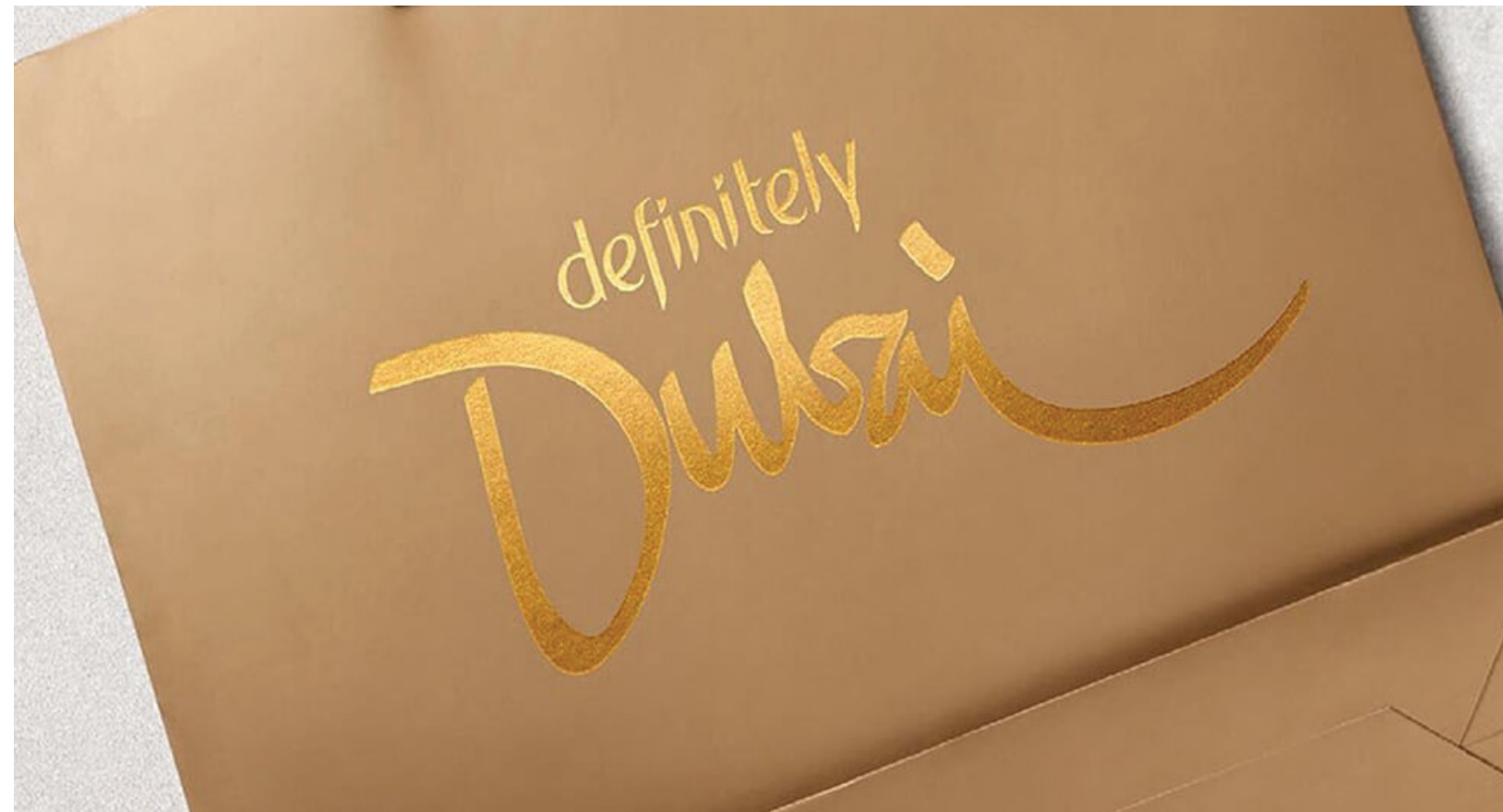
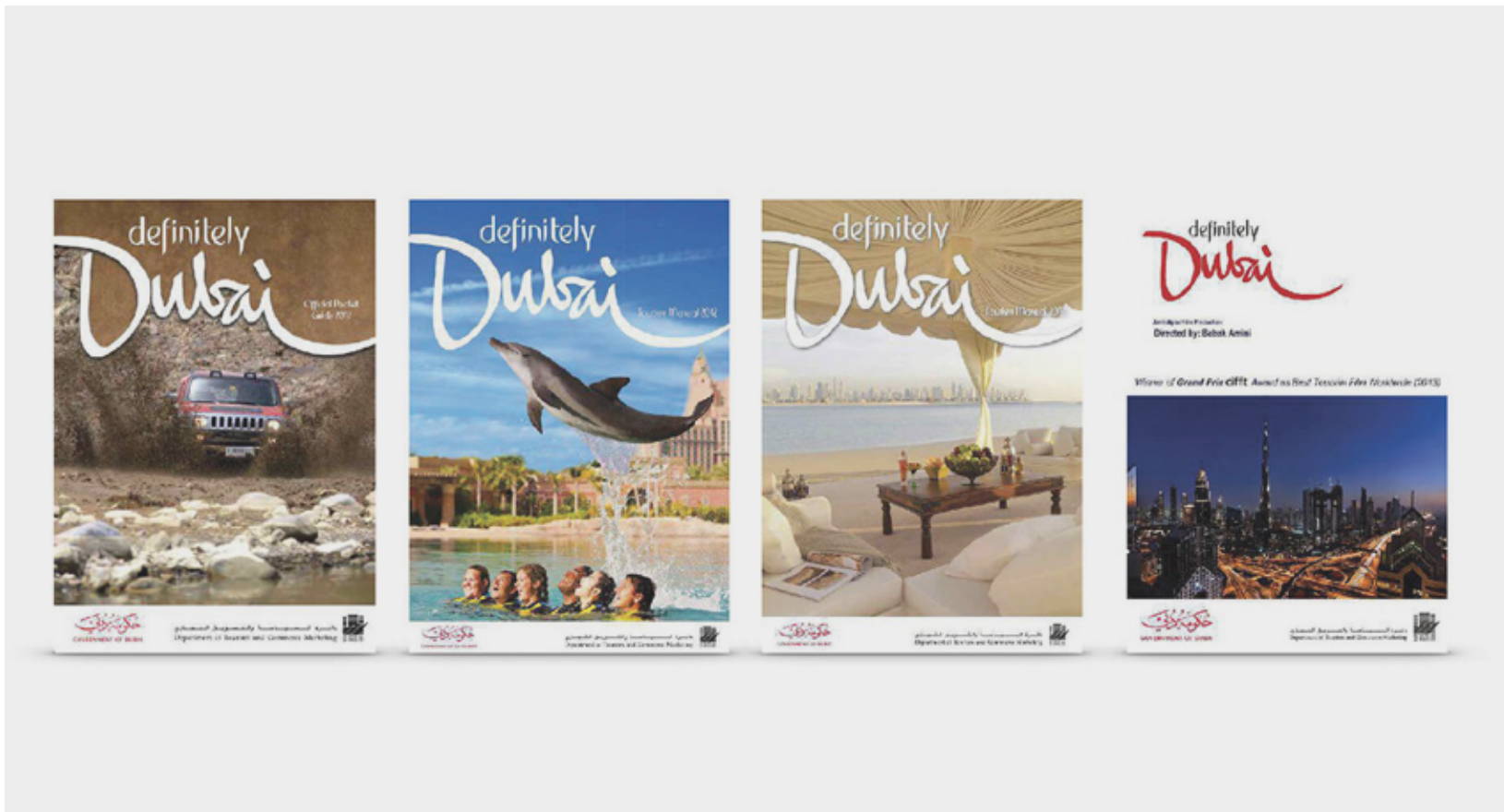
[WWW.IDEASPICE.COM](http://WWW.IDEASPICE.COM)

+9714 354 2920 [info@ideaspice.com](mailto:info@ideaspice.com)

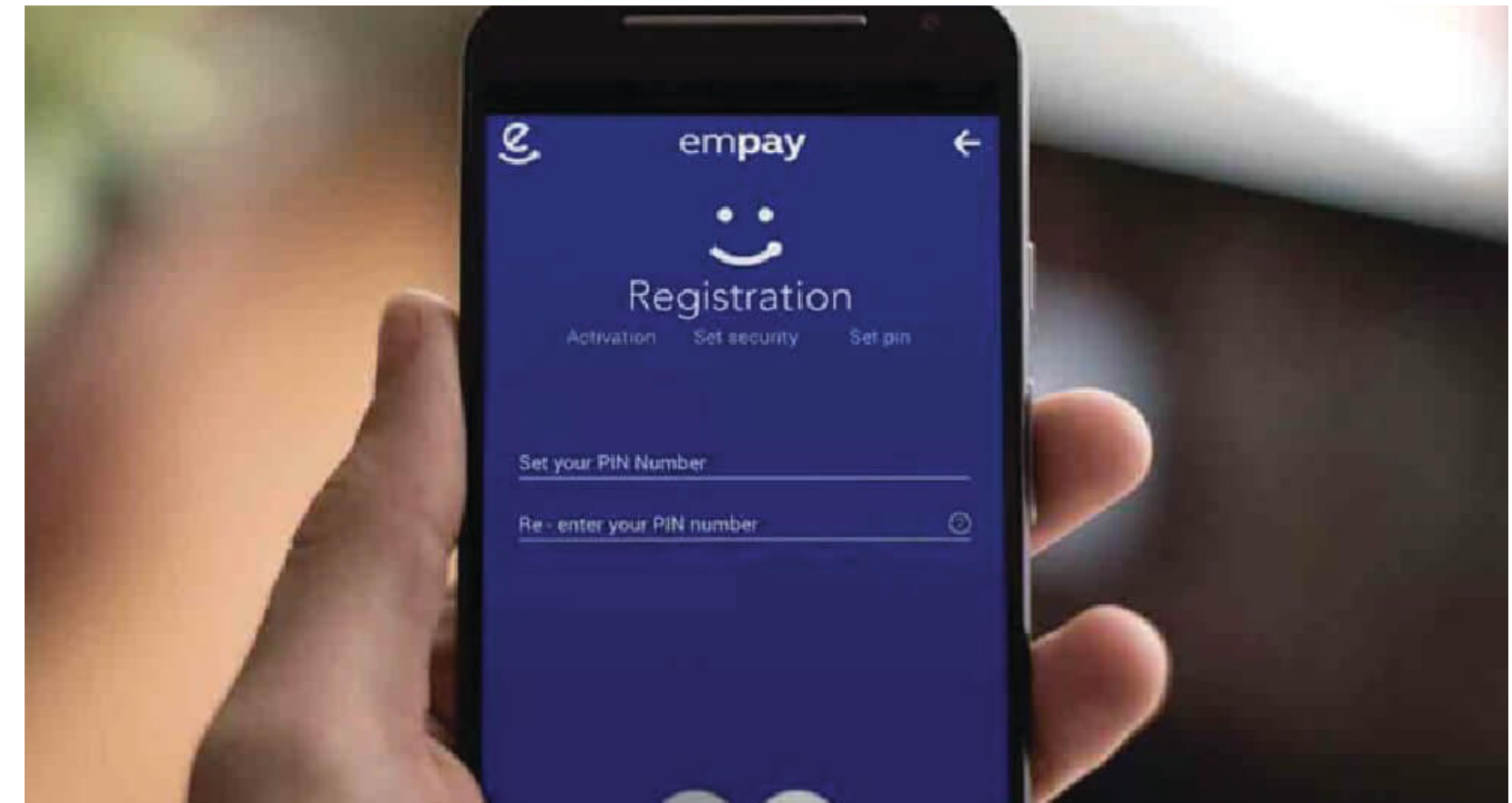
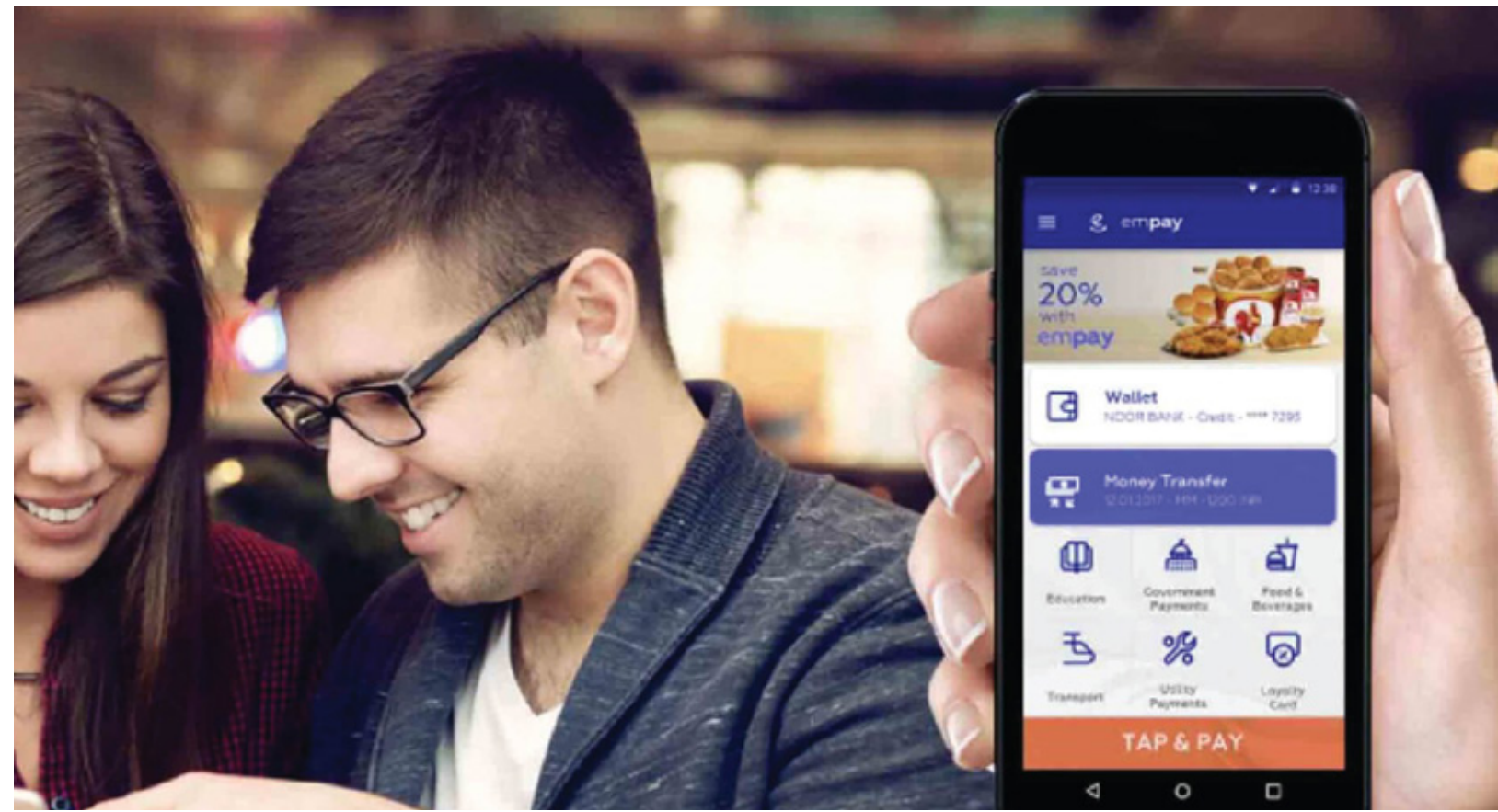
The background of the slide is a deep red color with a marbled, wavy pattern. The pattern consists of soft, flowing lines and swirls that create a sense of movement and depth. The overall effect is elegant and sophisticated.

# Relevant Case Studies

definitely  
Dubai







# A2RL

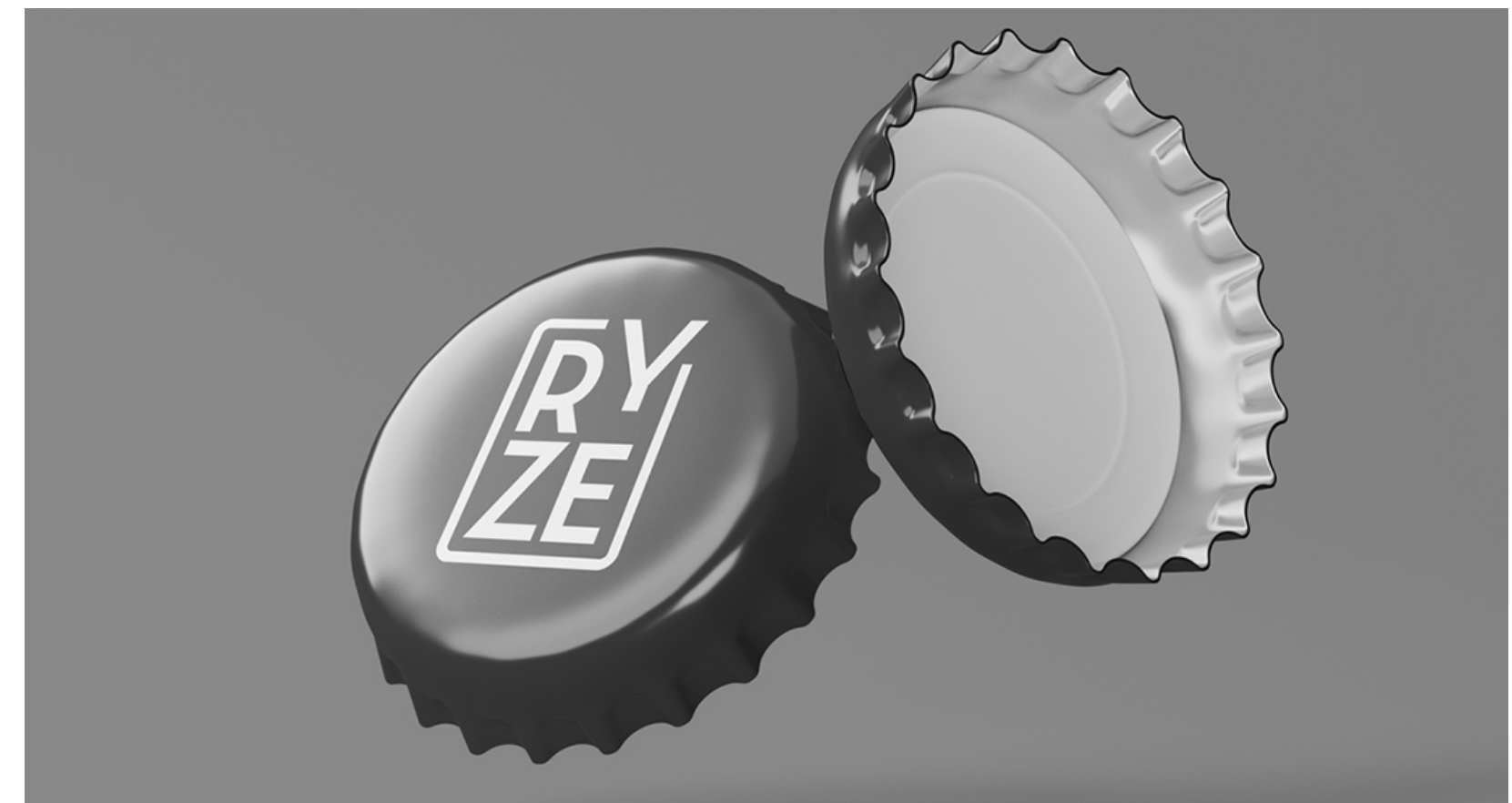
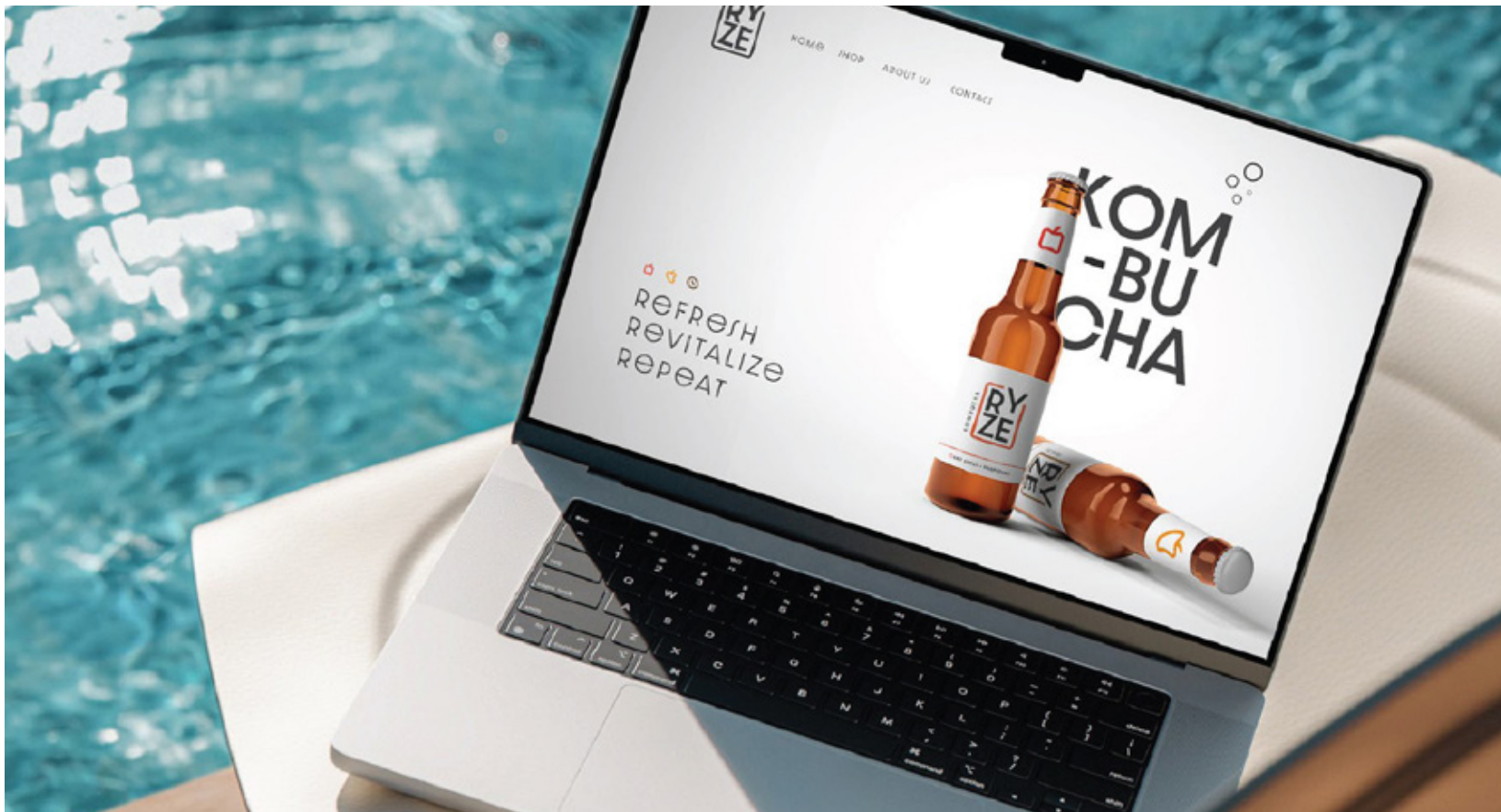
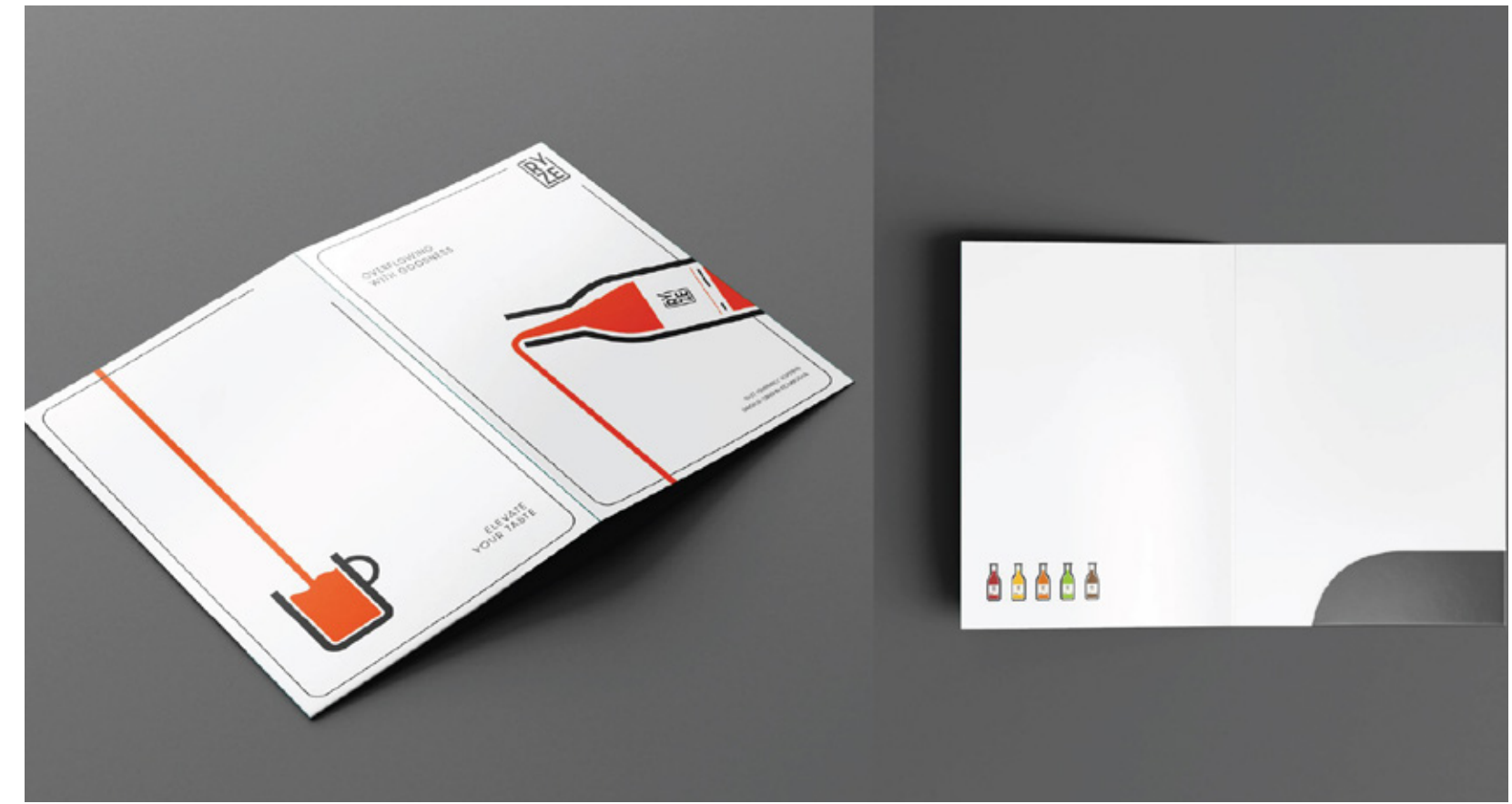
Abu Dhabi Autonomous Racing League







RY  
ZE



S BEAUTY  
+ ART H

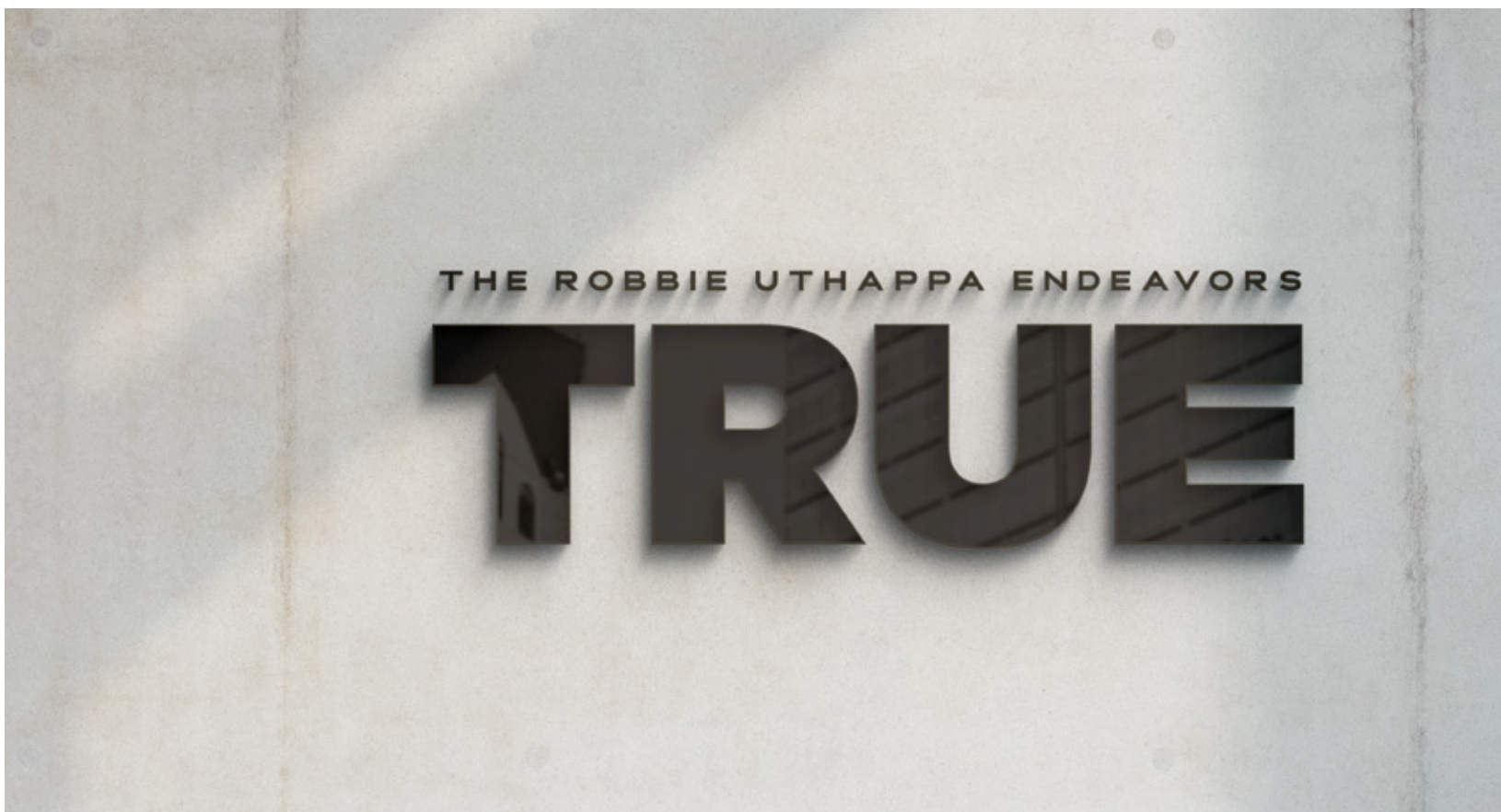
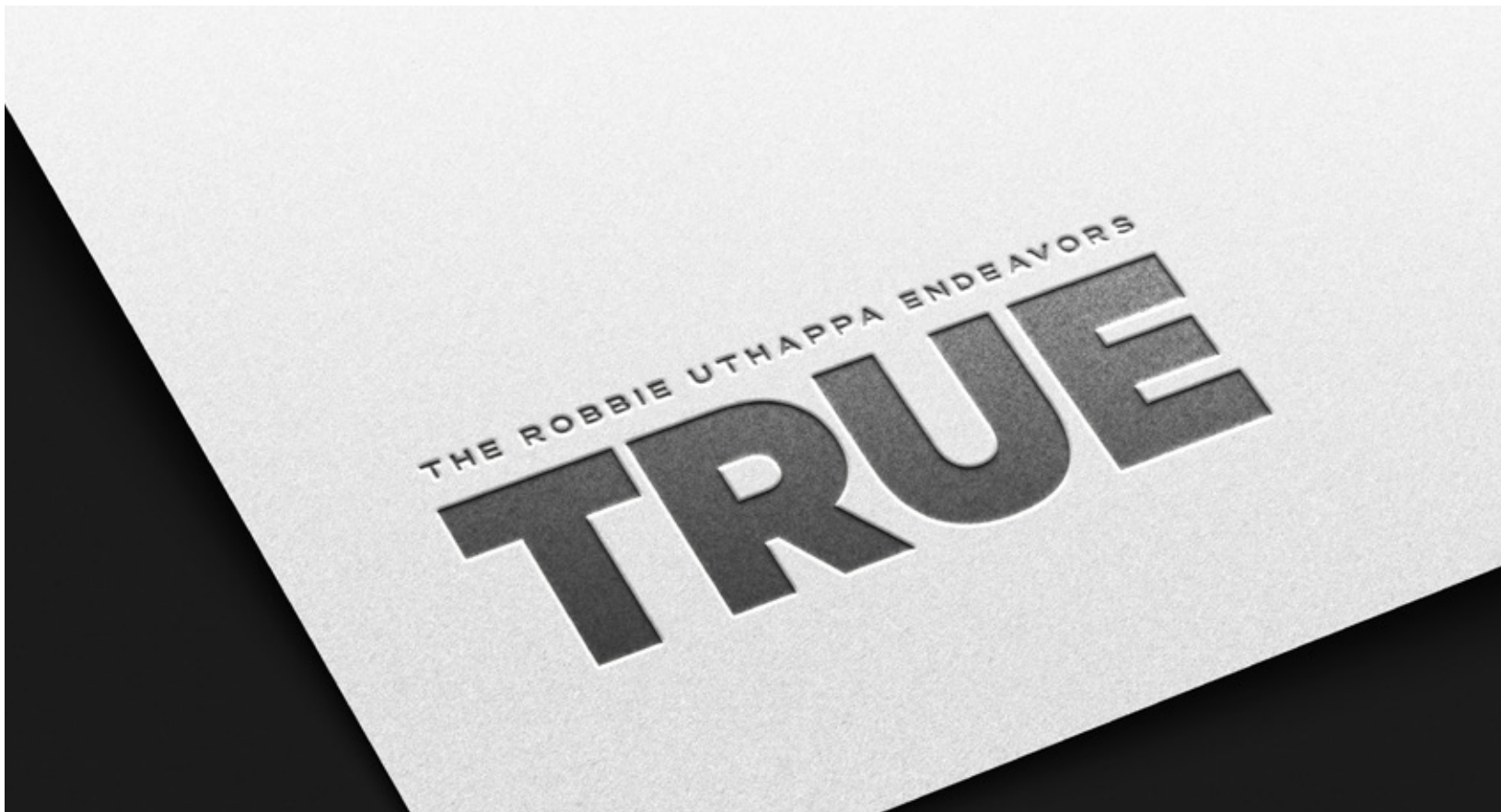
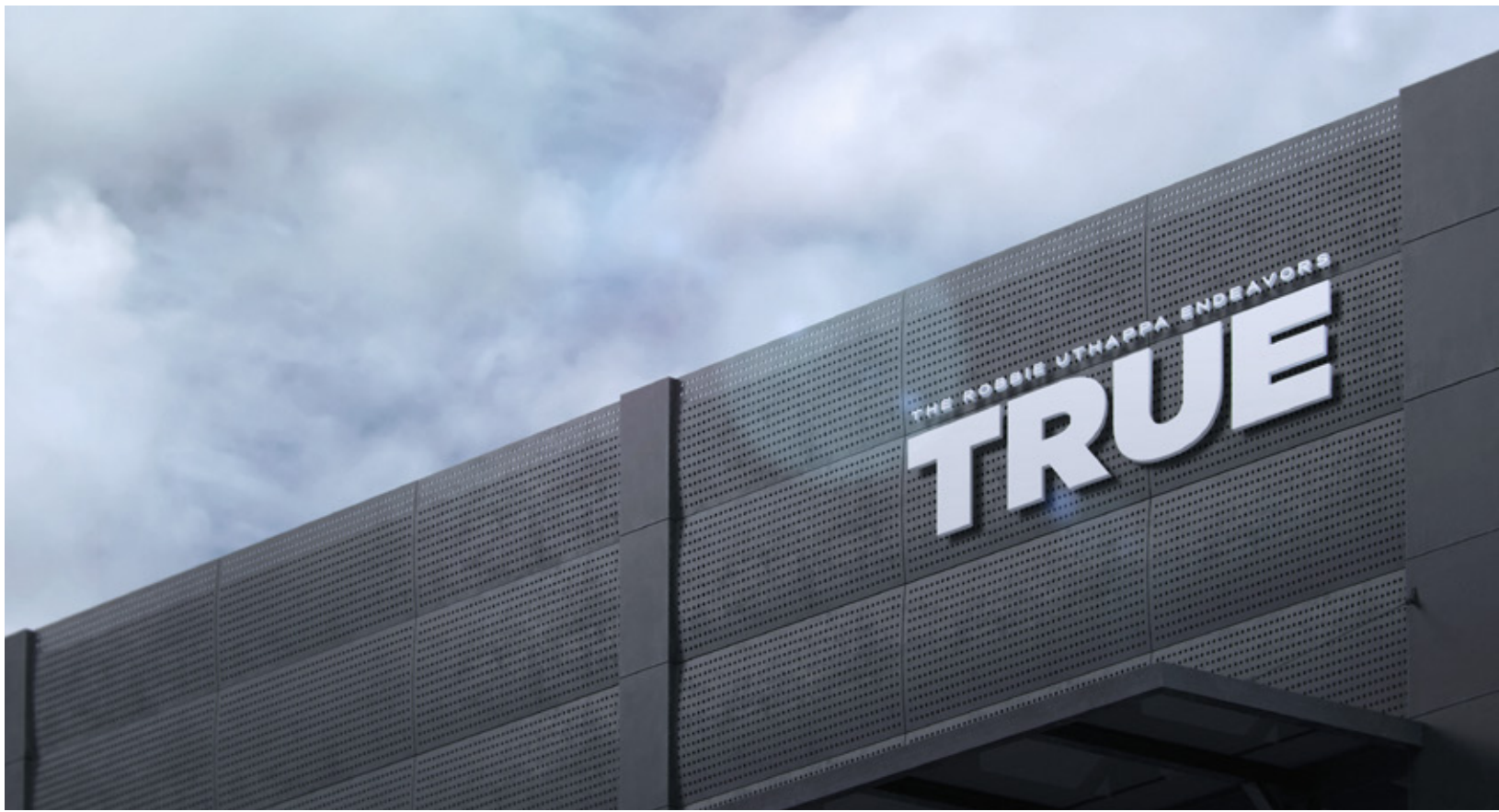






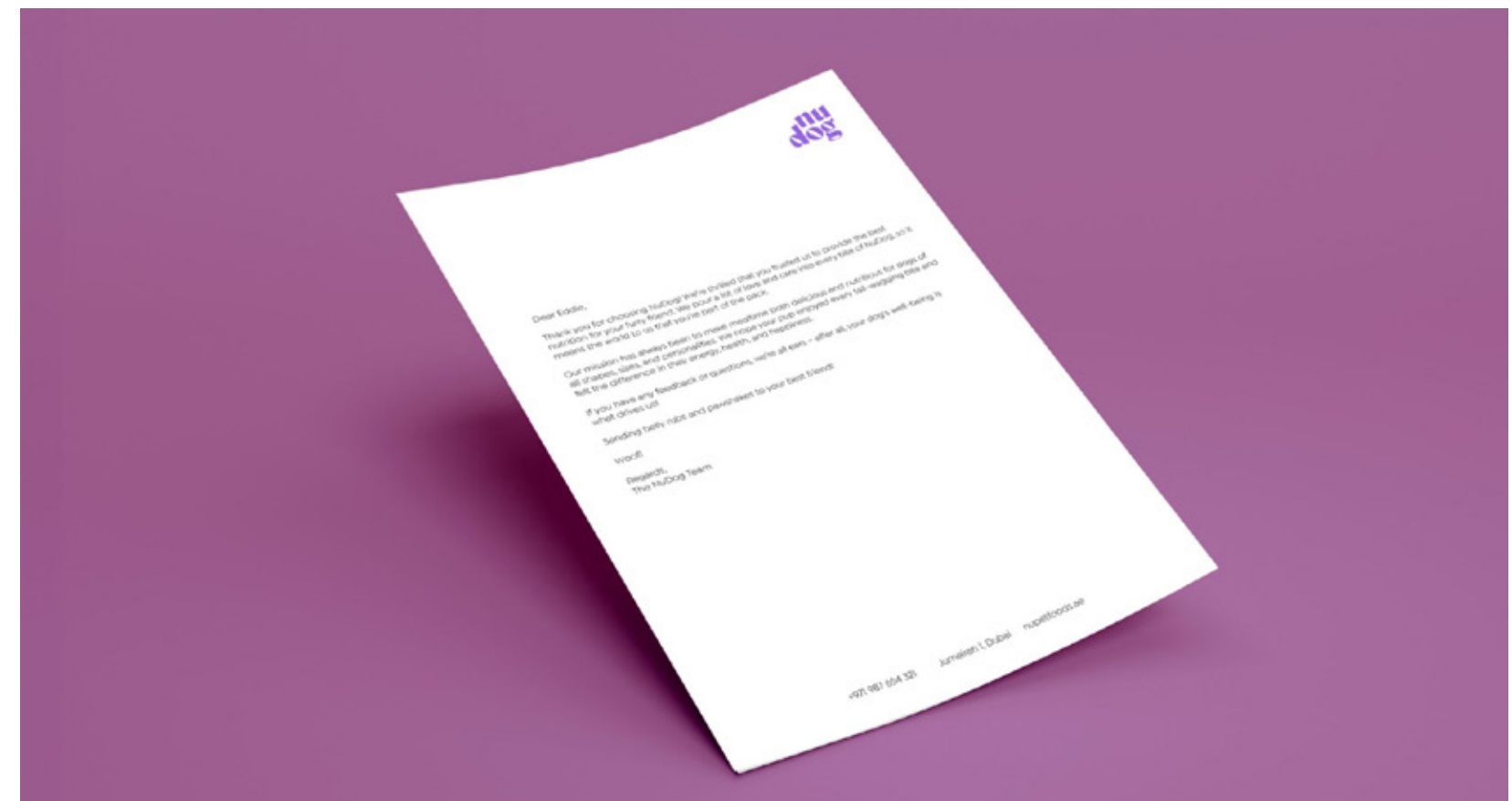
THE ROBBIE UTHAPPA ENDEAVORS

# TRUE



nu  
dog





Sid, I took your dream seriously. Ready to see the one small step I'd start with today?



Chat With Your Future Self

Save more money →

Open your banking app and circle 1 expense you're happy to pause for the next 30 days.

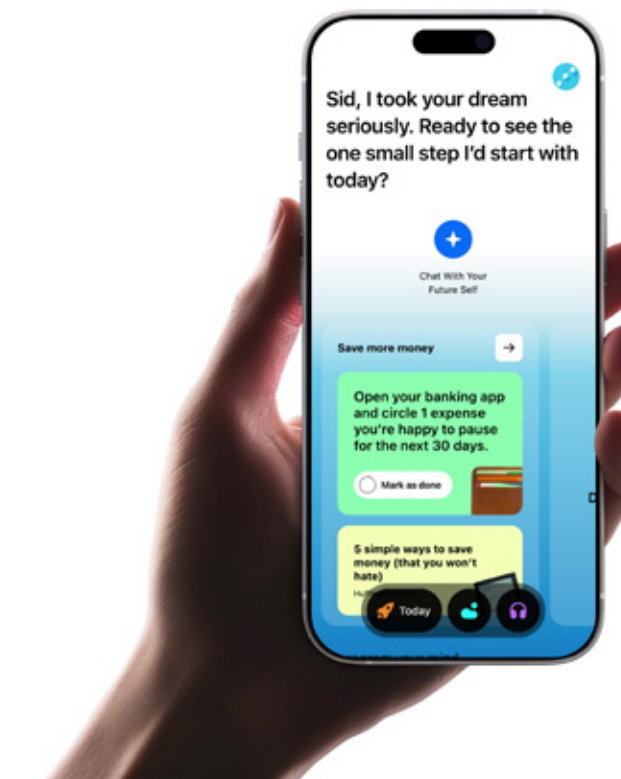
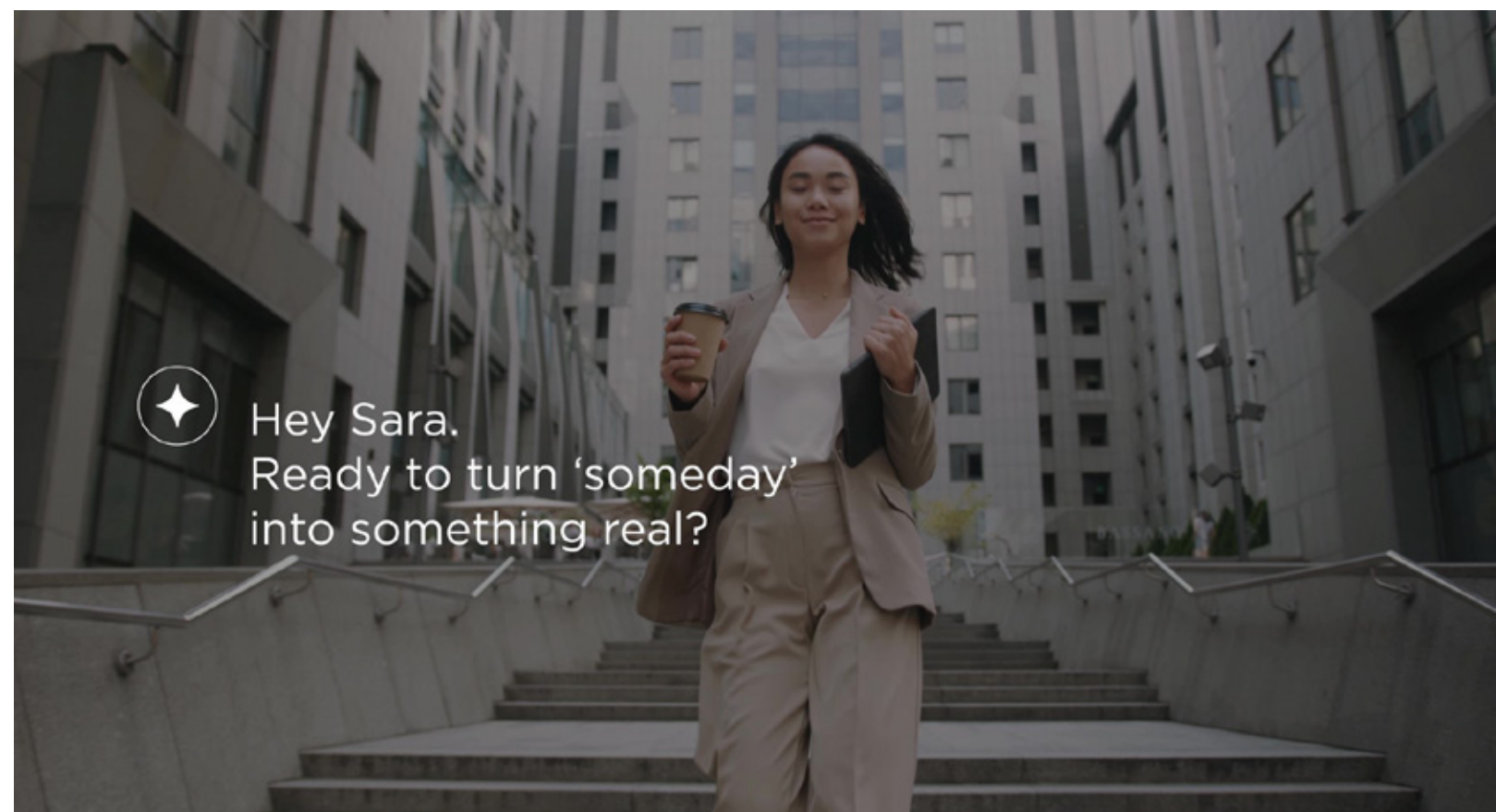
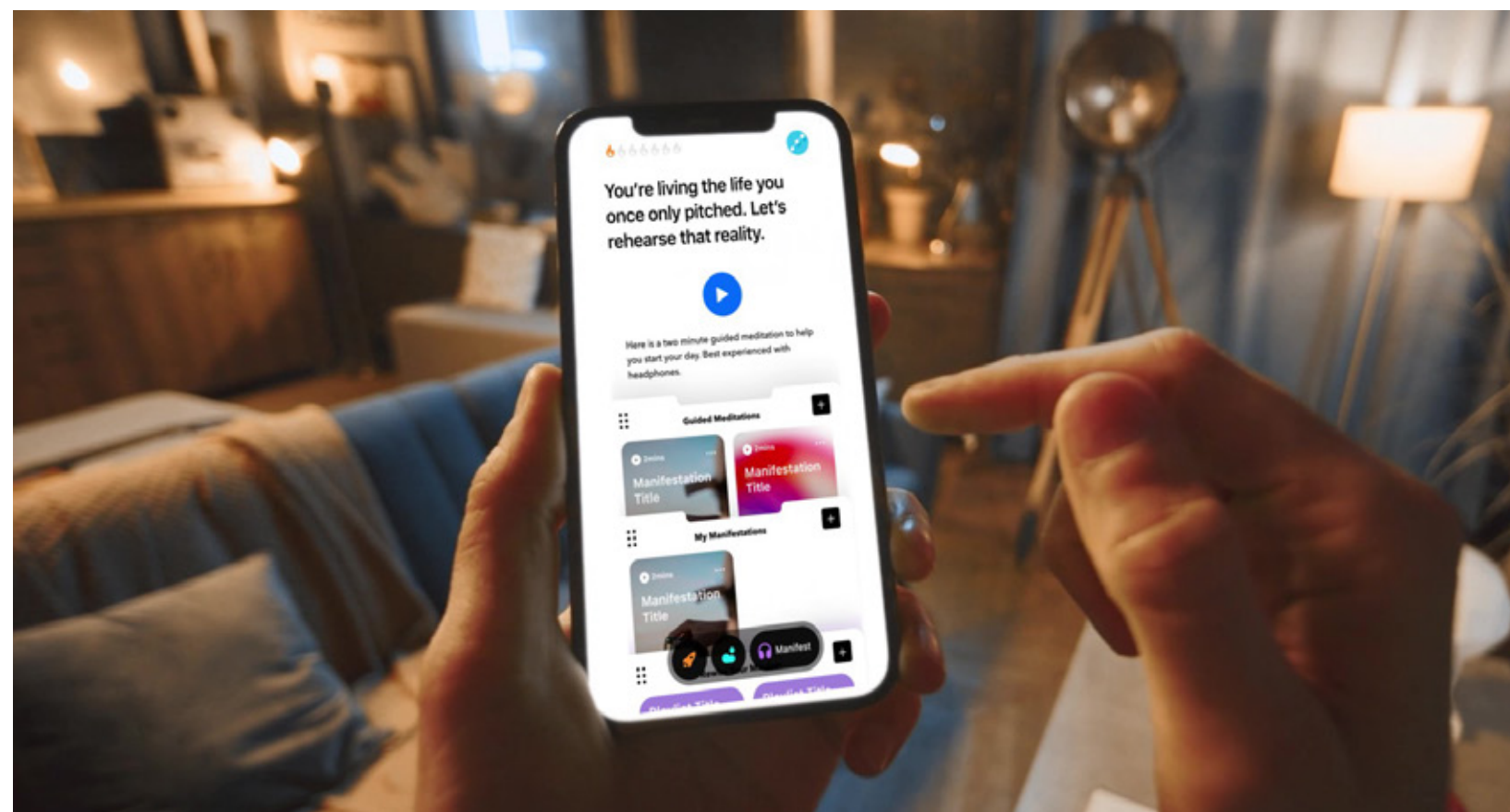
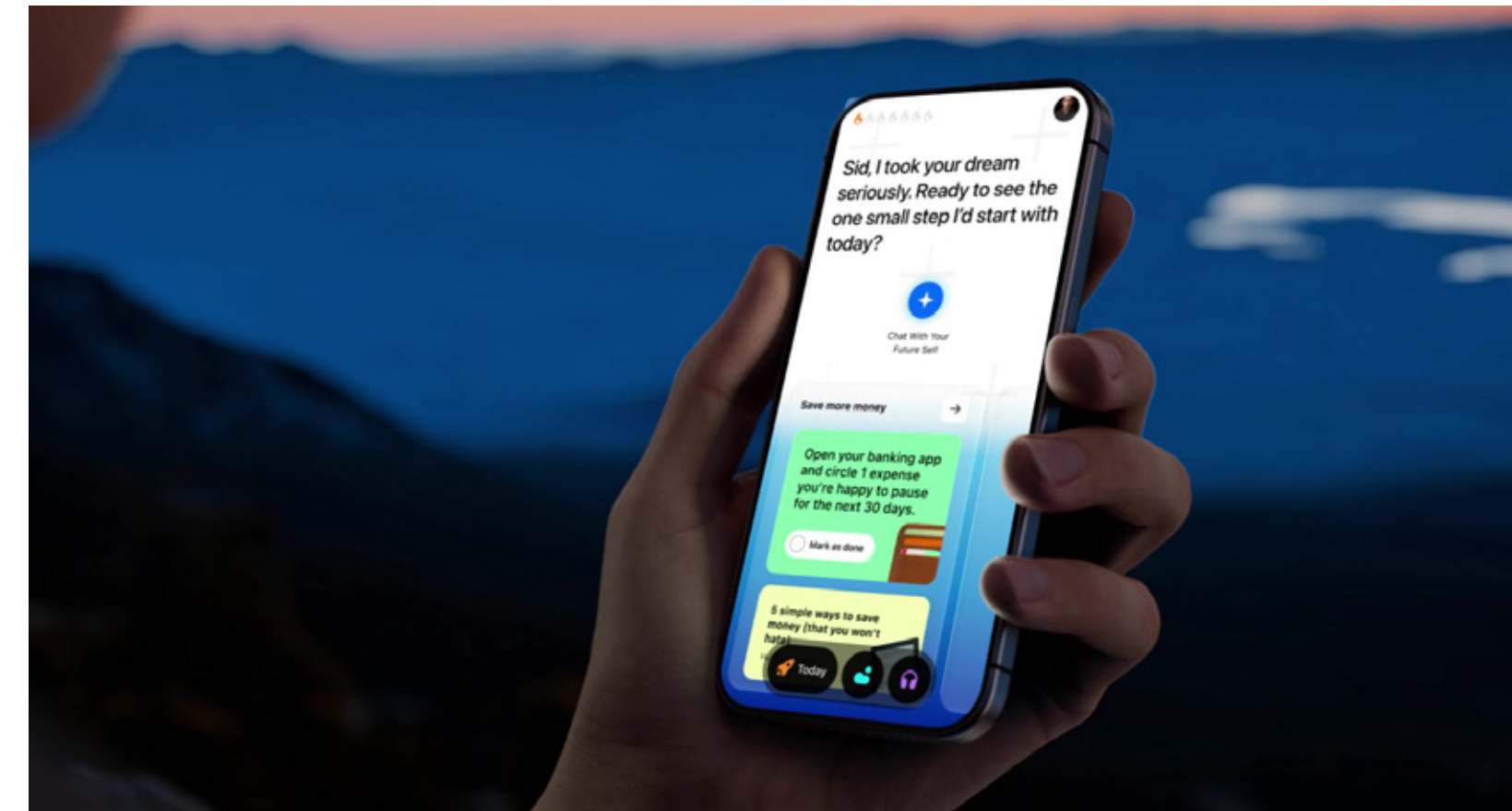
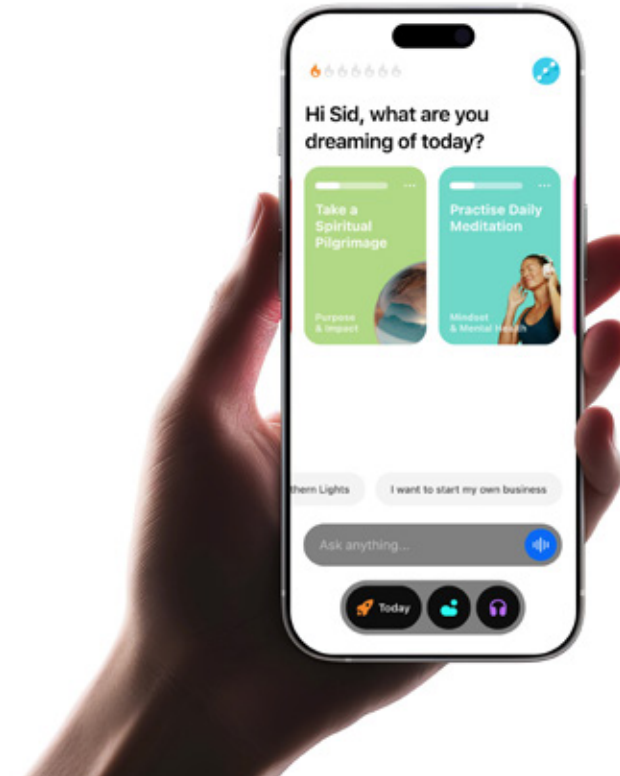
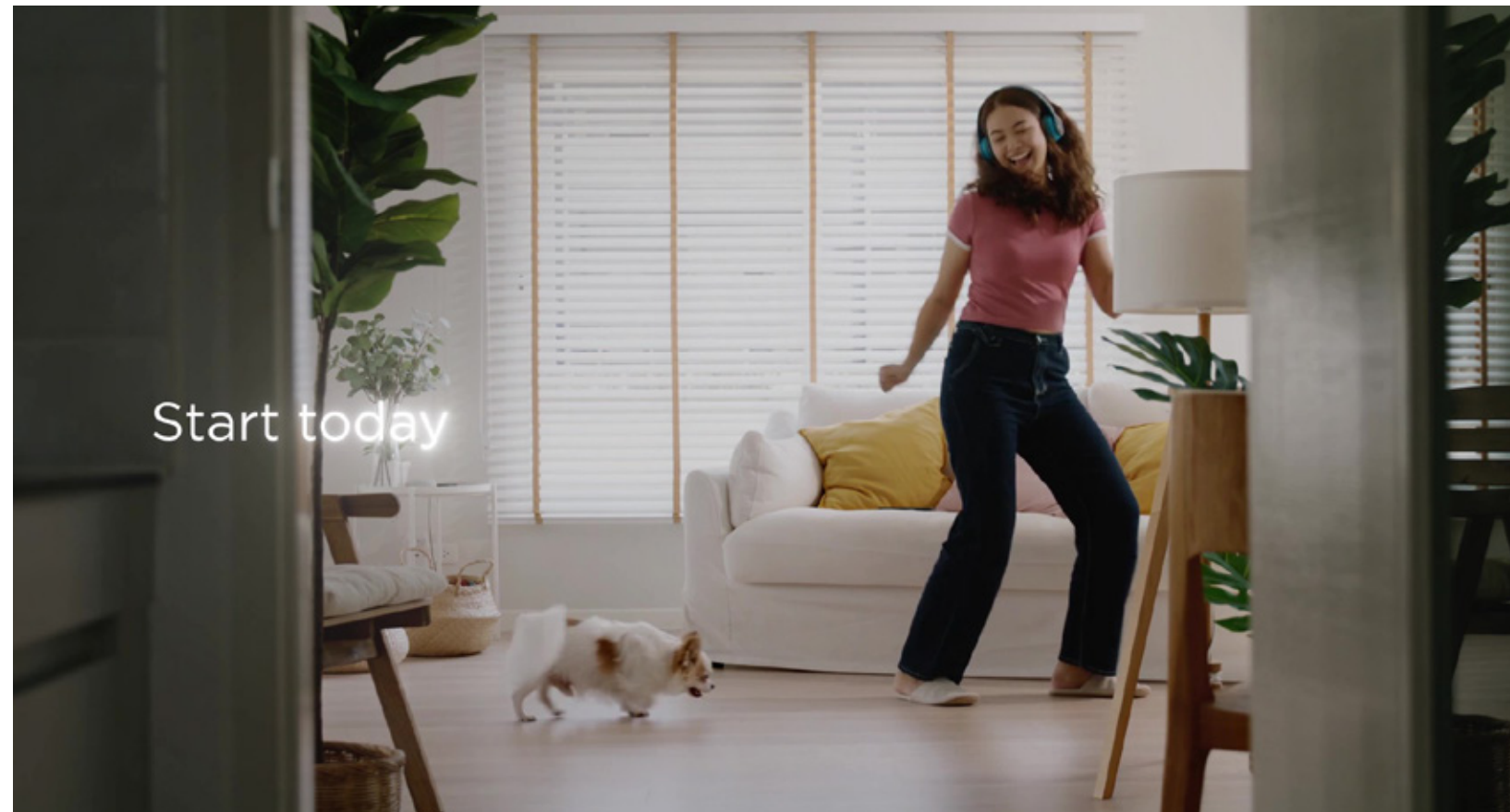
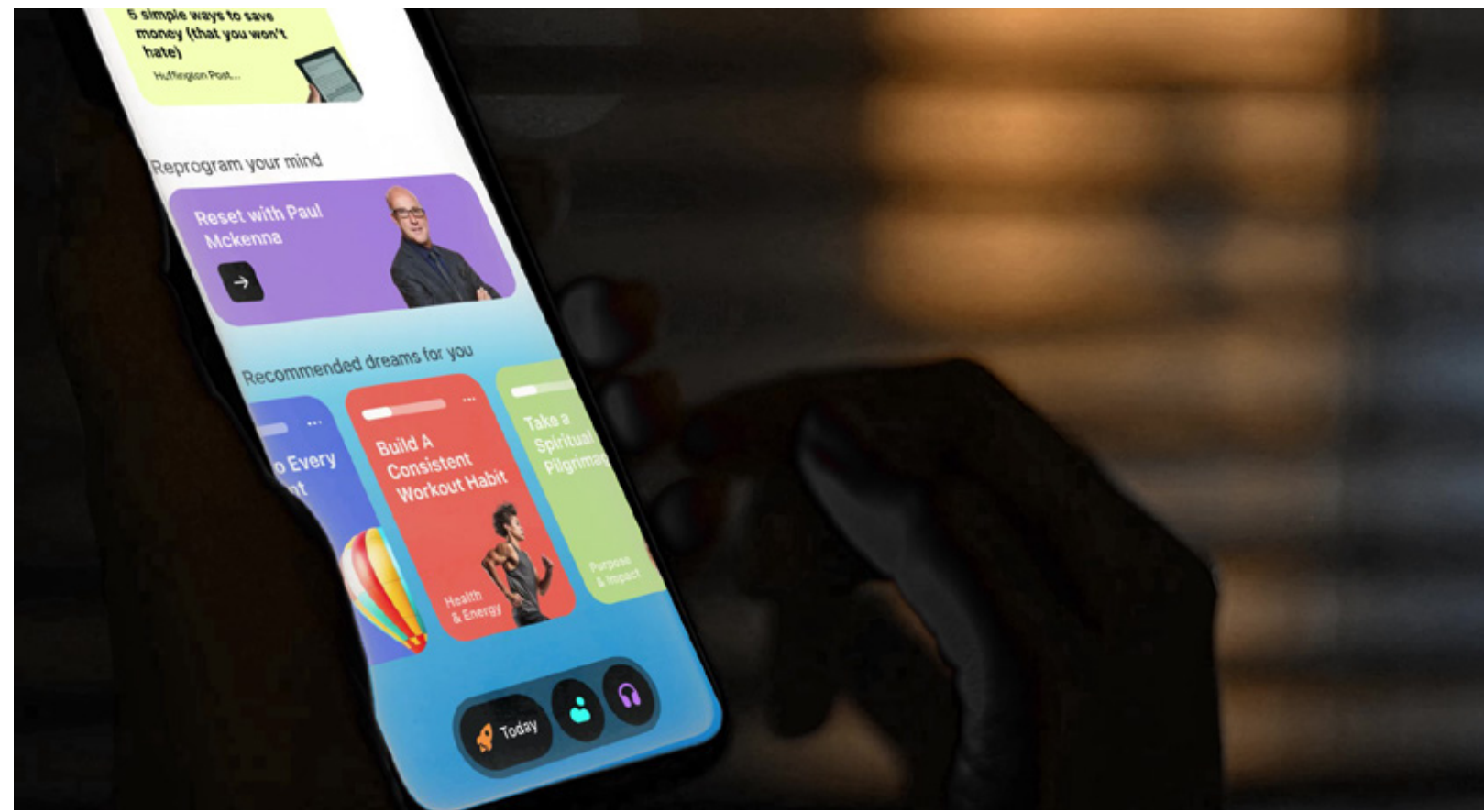
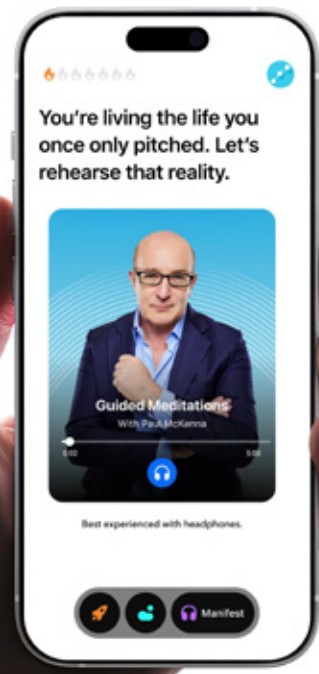
Mark as done

5 simple ways to save money (that you won't hate)

Huffington Post...

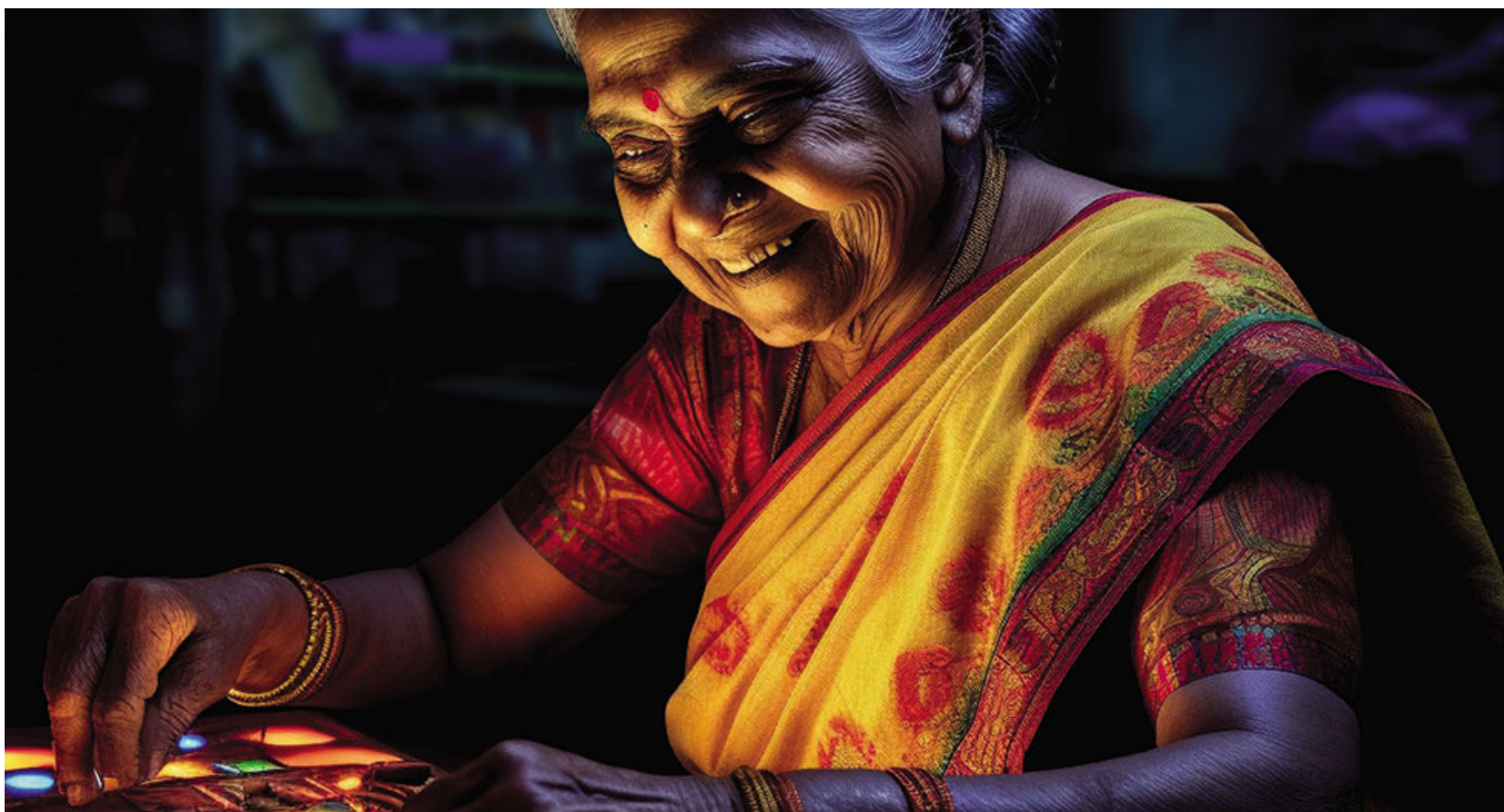
Reprogram your mind

unlimits™  
DREAM MANIFEST **ACHIEVE**



# Atrangi

by RITU DALMIA



**chai tonics**

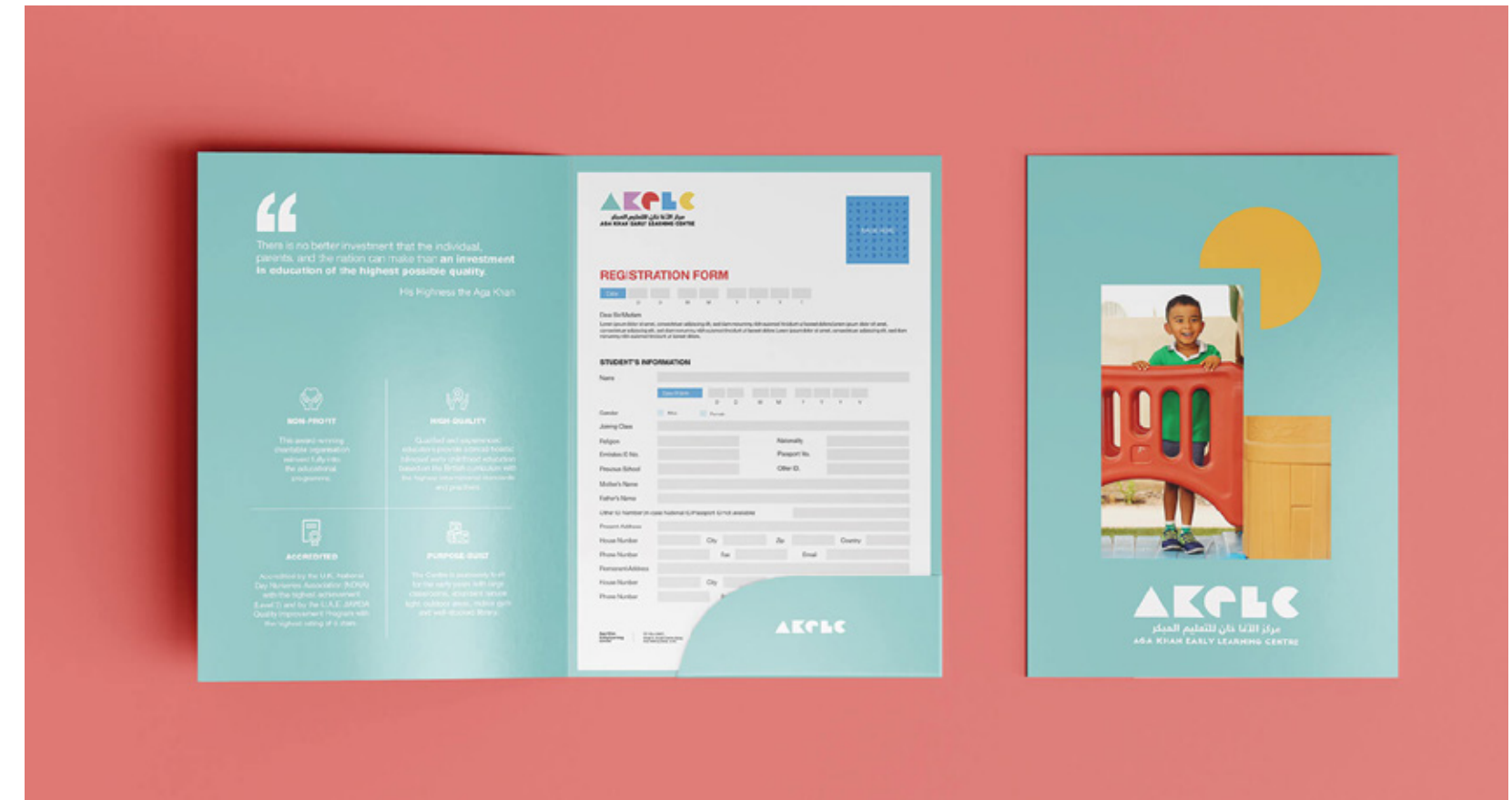






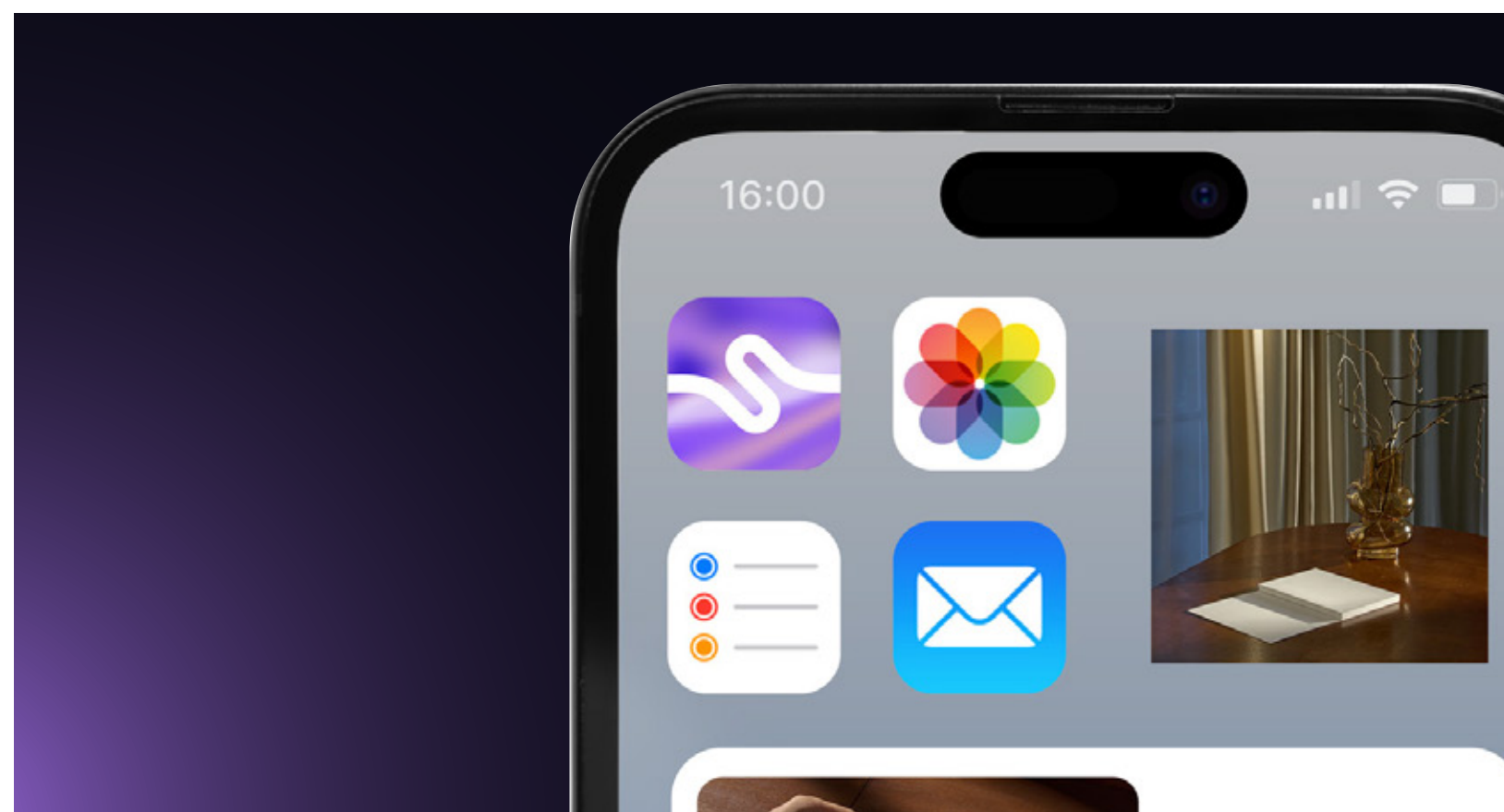
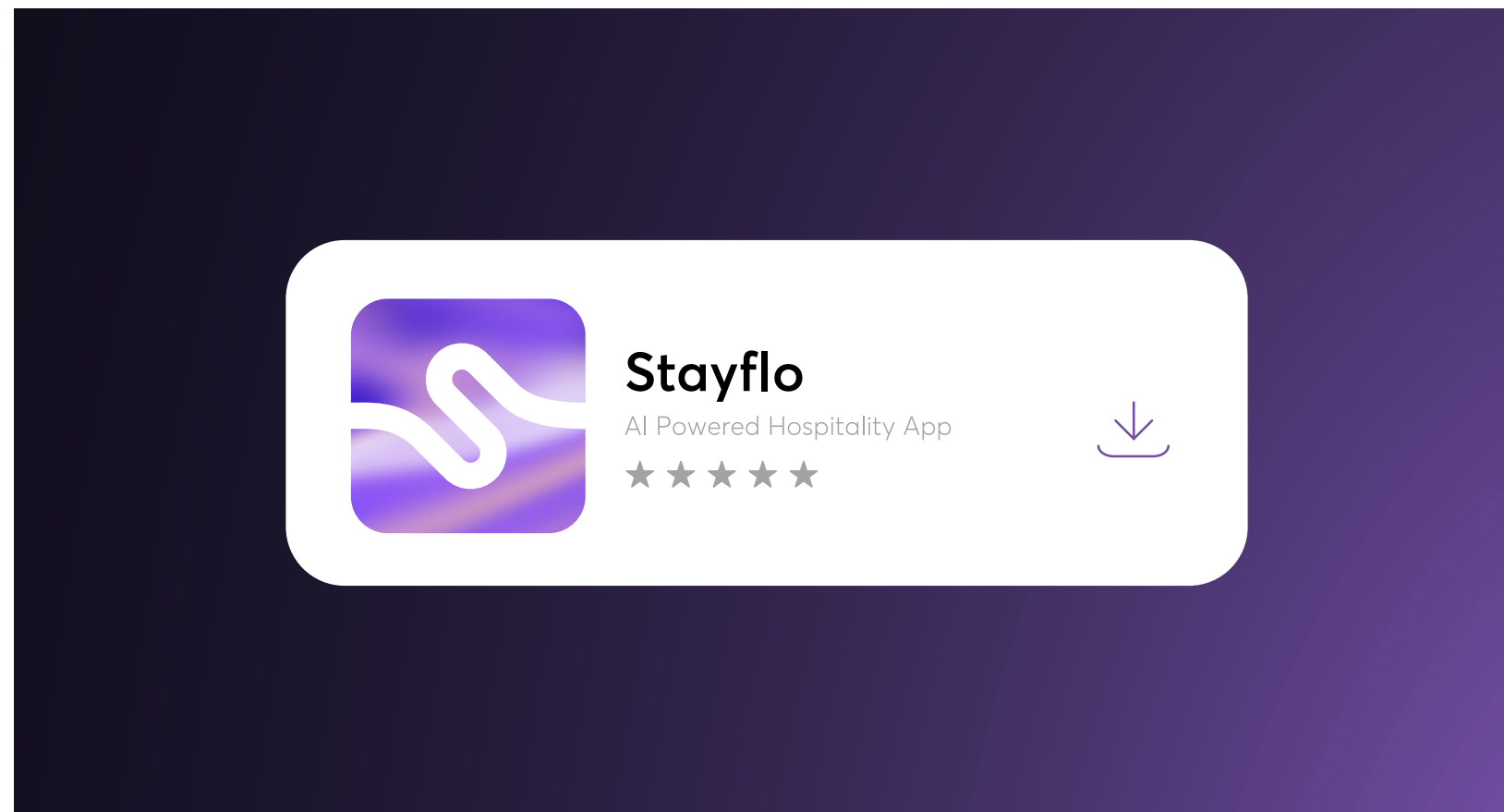
مركز الآغا خان للتعليم المبكر  
AGA KHAN EARLY LEARNING CENTRE



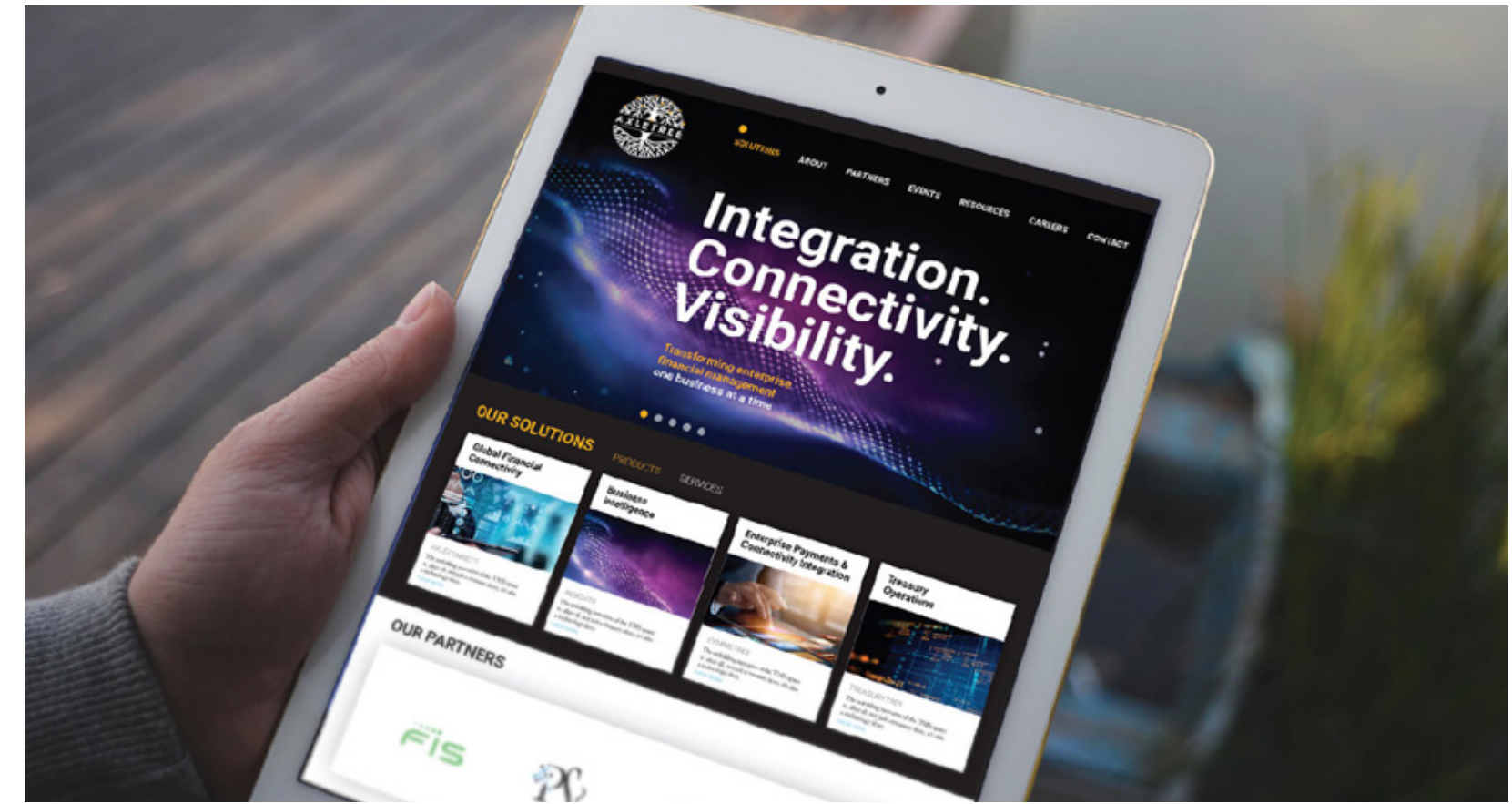




**stayflo**








SIERRA

*by* IMAN

IMAN DEVELOPERS



**Motor City**  
Where Vibrancy Meets Connectivity

Dubai's Motor City is more than just a residential area, it's a master-planned community where urban convenience meets calm, green living. Renowned for its unique automotive-inspired theme, Motor City features wide roads, ample parking, and excellent connectivity. This thoughtfully designed neighborhood blends modern living, expansive open spaces, and premium amenities, making it one of Dubai's most distinctive and sought-after destinations.

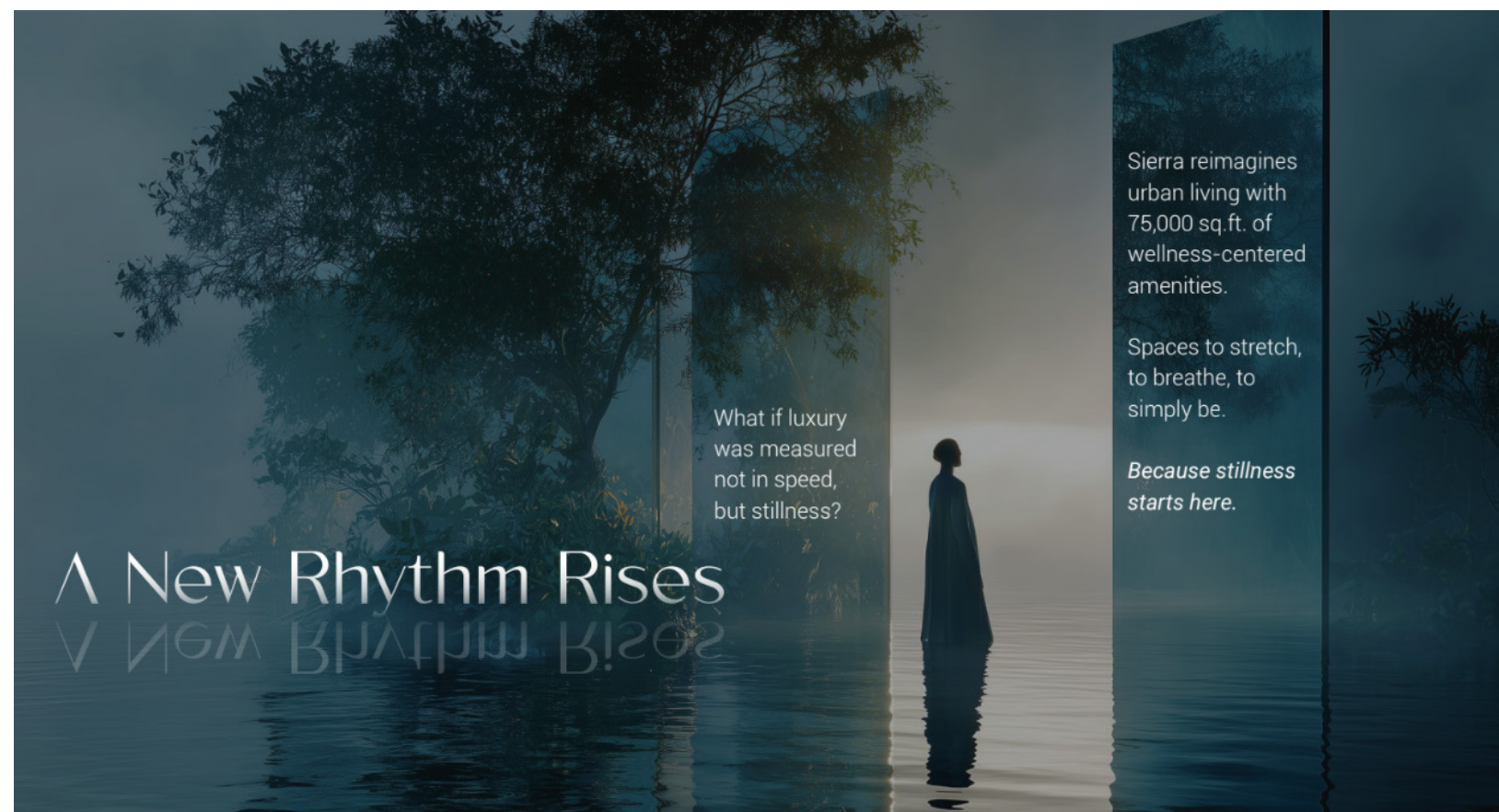
1min Hessa Street	1min First Avenue Mall	10min Dubai Marina & Jumeirah Island	15min Palm Jumeirah
15min Dubai Expo City	20min Al Maktoum International Airport (DWC)	25min Downtown Dubai	25min Dubai International Airport

**A Sanctuary of Stillness**

Welcome to Sierra, a visionary residence by Iman Developers, rising in the heart of Motor City, Dubai. Designed for those who seek more than just a home, Sierra offers a lifestyle of distinction, where luxury and wellness converge.

At its core lies a 75,000 sq. ft. amenity deck on the first floor, an expansive, elevated sanctuary that redefines urban living. From serene wellness retreats and tranquil gardens to dynamic fitness zones and

**SIERRA**  
by IMAN

What if luxury was measured not in speed, but stillness?

Sierra reimagines urban living with 75,000 sq. ft. of wellness-centered amenities.

Spaces to stretch, to breathe, to simply be.

*Because stillness starts here.*

**A New Rhythm Rises**



In a city that reaches for the sky, Sierra by Iman invites you to rise; into quiet luxury, intentional design, and a life elevated above the everyday.

This is more than a residence. It's your next chapter, written in light and lifted by grace.

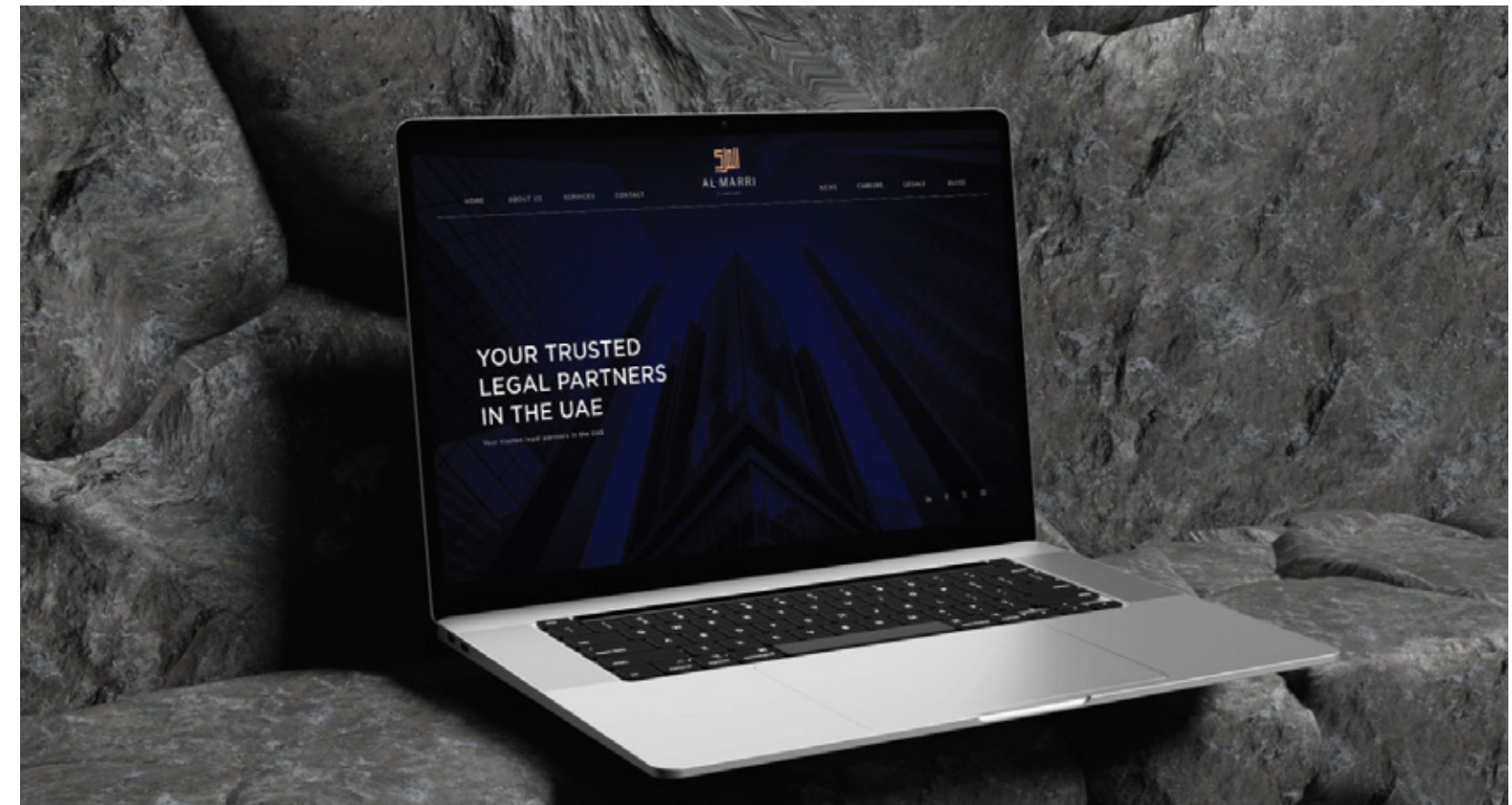
*Welcome to Sierra. Where living truly rises.*

**Rise into a life well lived**



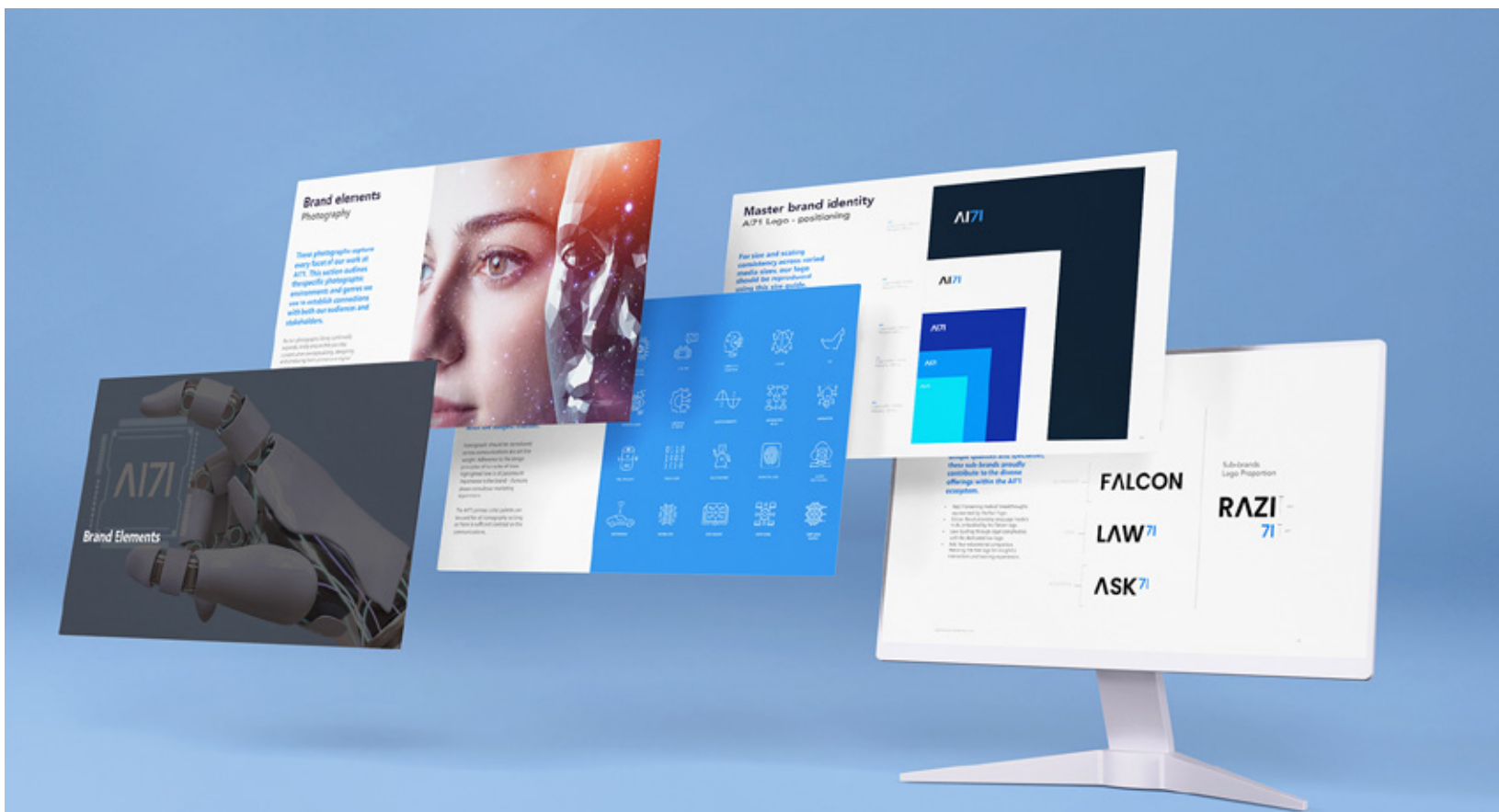
AL-MARRI

2 PARTNERS



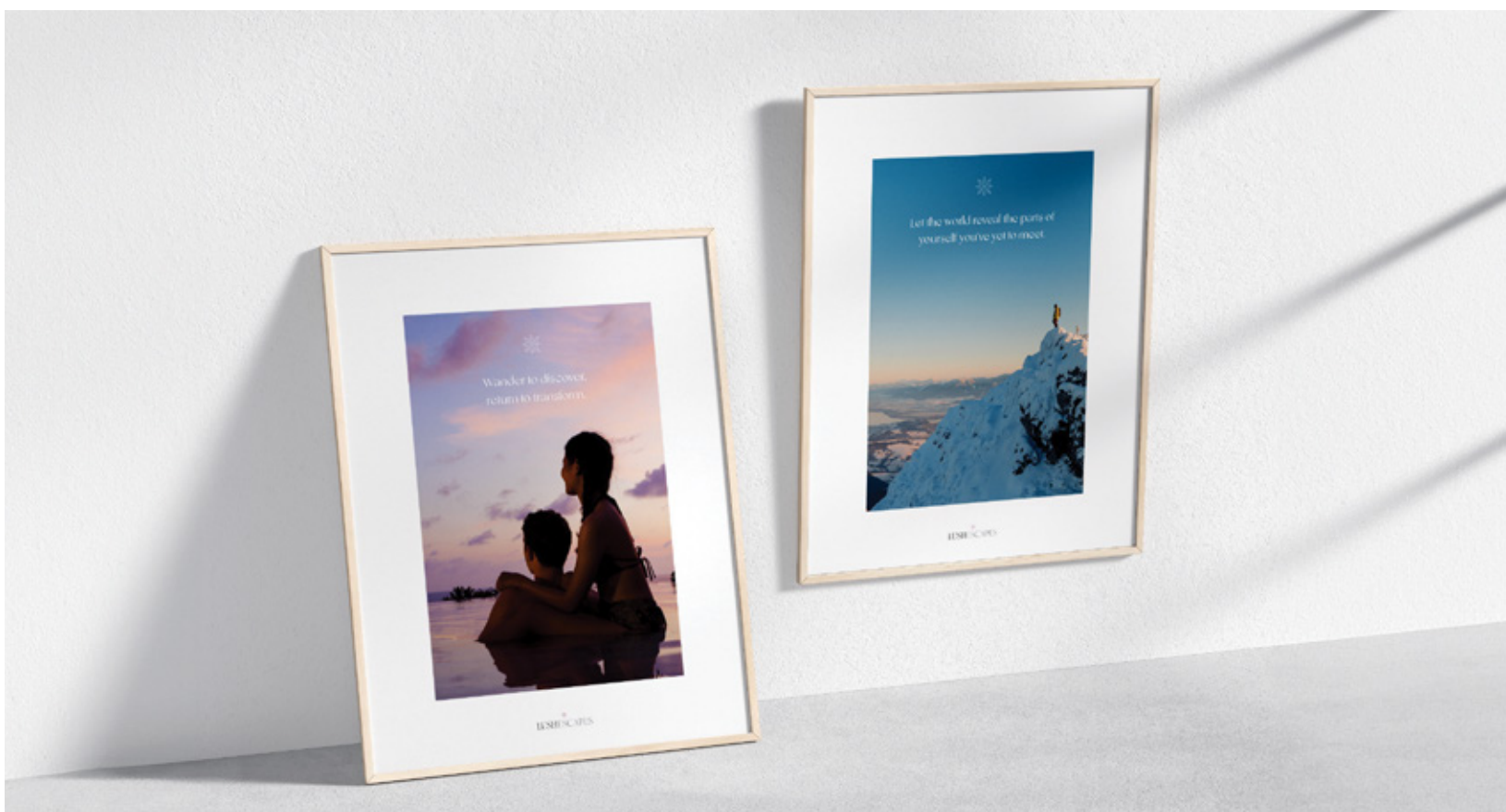
A man with a beard is wearing a VR headset. The background is dark with blue and orange digital effects, including a glowing grid and a hand holding a glowing object. The text 'AI 71' is overlaid in the center.

AI 71





LUSH ESCAPES





**CANTEEN**



**Deli Canteen:**  
Bite Into the Deli-verse.





# 241 WATERSIDE

— DUBAI ISLANDS —

# THE PROOF STORY: HISTORY REPEATS

Those who believed became millionaires. This is your Palm Jumeirah moment today!!



The Palm Jumeirah saw off-plan prices increase from:

- AED 1,953 (2020)
- AED 2,846 (2021)
- AED 3,567 (2022)
- AED 4,367 (2023)
- AED 4,890 (2024)
- AED 5,053 (2025)

Launch price: AED 2,000  
 Today: AED 7,000+ per sq ft  
 Rental yields: 8% – 11%



**241 WATERSIDE**  
— DUBAI ISLANDS —

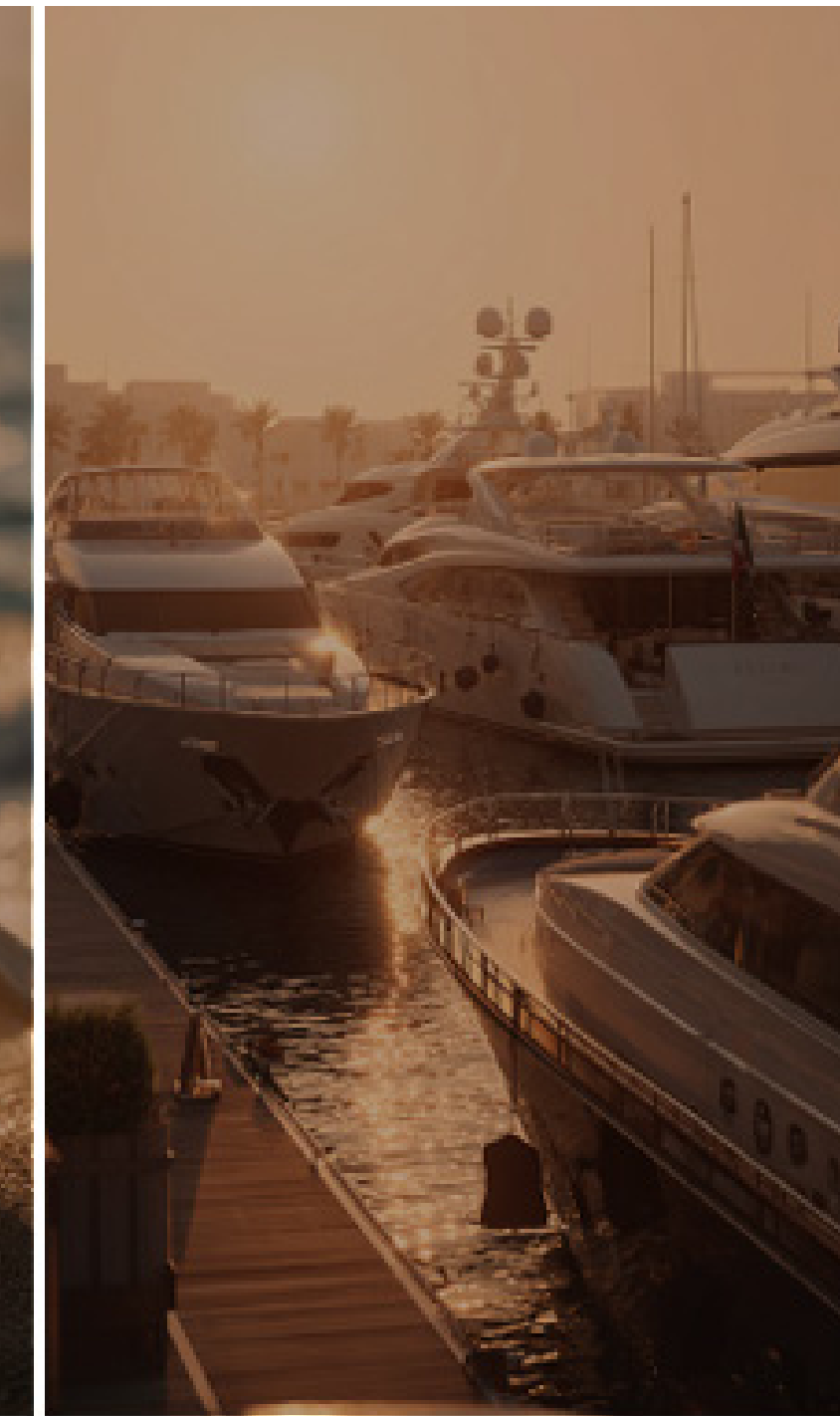
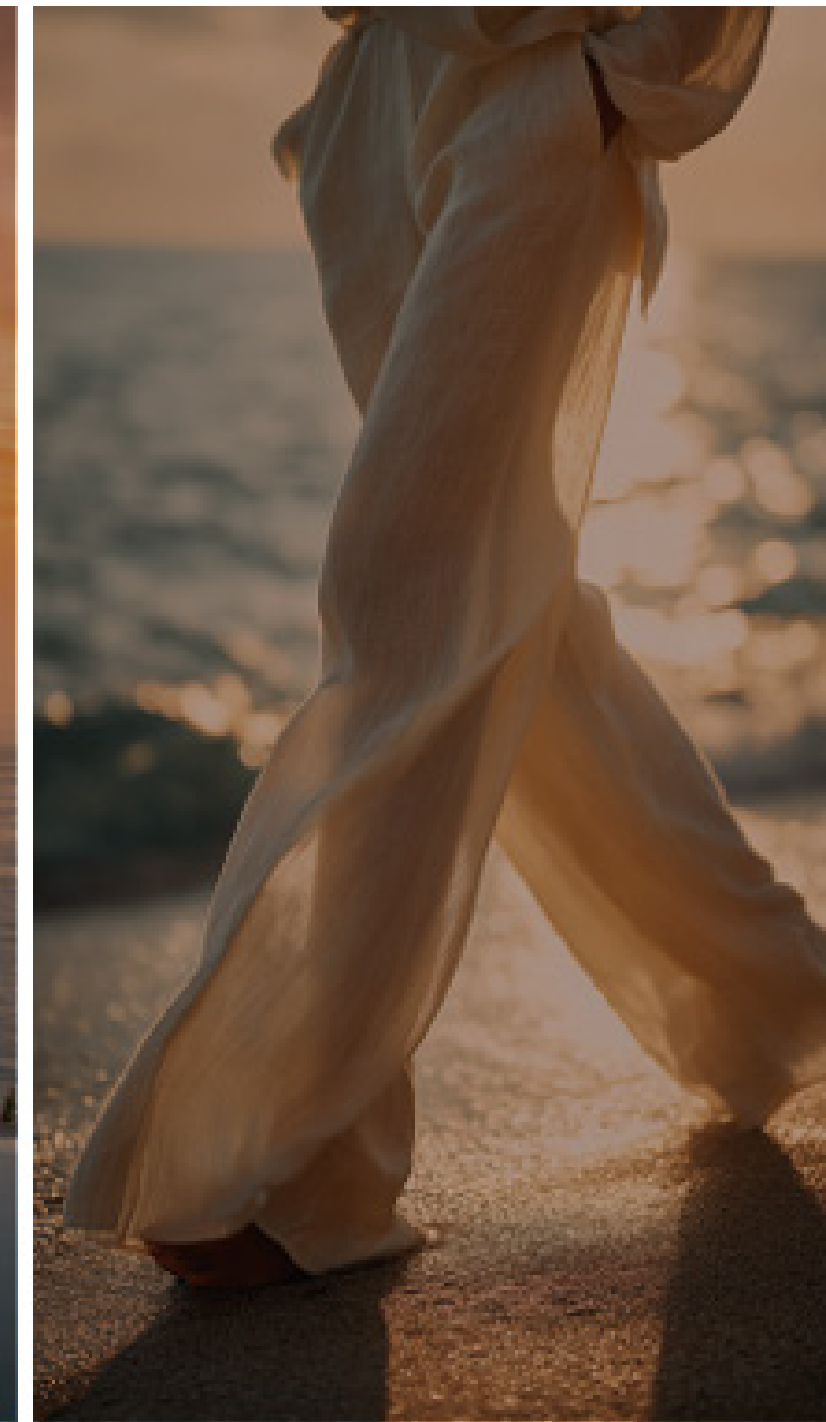
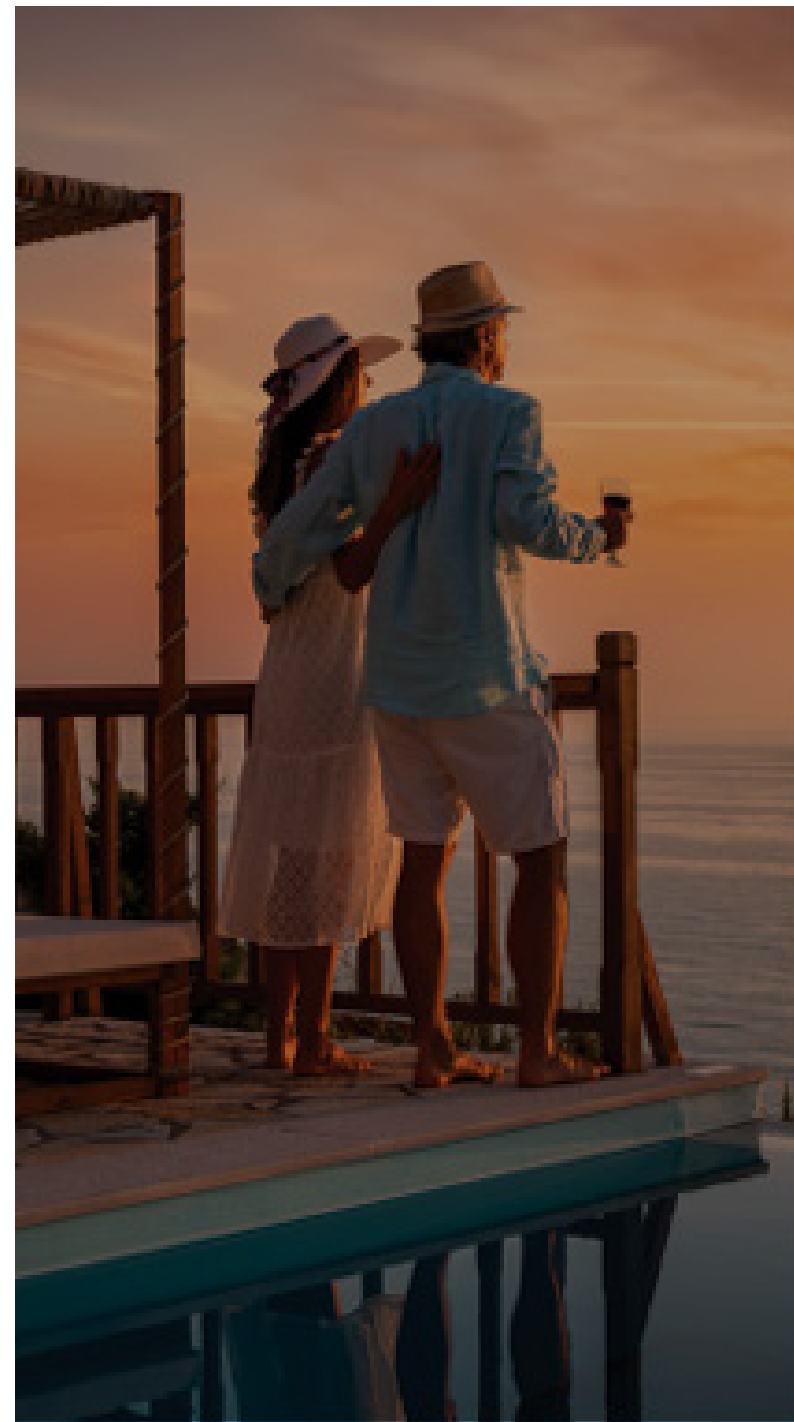
**MANIFESTO**

Luxury, Made by Hand

At 241 Waterside, we believe true luxury is not bought; it is built. It is carved in stone, stitched in leather, polished in wood, and revealed in the way light meets water. Every residence here is more than architecture; it is a testament to craft, care, and the patience of creation.

This is not a place for the ordinary. It is a home shaped by masters of design, framed by the horizon, and alive with the ease of European coastal living; reimagined on the shores of Dubai Islands. From the first stone to the final detail, each decision honors the belief that permanence and beauty are inseparable.

241 Waterside is for those who understand that refinement lies not in excess, but



86  
Resorts & Hotels

21  
Kilometers of Beach

9  
World Class Marinas

2  
Championship Golf Courses

ideaspice

CONGRATULATIONS/  
YOU HAVE BEEN SPICED.

[WWW.IDEASPICE.COM](http://WWW.IDEASPICE.COM)

+9714 354 2920 [info@ideaspice.com](mailto:info@ideaspice.com)