



LET'S THINK FRESH

20 Years of Crafting Experiences & Stories

COMPANY CREDENTIALS

EVENTS | FILMS | EXHIBITIONS | ACTIVATIONS | MICE

WHO WE ARE

About Deworkz

Deworkz is a Mumbai-based production and experience design house building brand experiences across corporate events, activations, exhibitions and film for over two decades.

The company's roots trace back to an experiential events and communication design practice built across Mumbai and Delhi — curating strategic brand experiences through corporate events, brand promotions, exhibitions and retail branding for a diverse national clientele.

Today, Deworkz operates as a full-service creative and production partner — from concept and design to on-ground execution — with a state-of-the-art audio-visual editing studio and an in-house film and content unit, serving marquee clients including the JK Organisation group of companies (JK Tyre, JK Fenner, JK Paper) on a sustained, multi-year basis.

20+

Years of
Existence

50+

Brands
Served

500+

Events & Films
Delivered

HEADQUARTERS

Mumbai, India

KEY RELATIONSHIP

JK Organisation Group
(JK Tyre, JK Fenner, JK Paper)

STUDIO CAPABILITY

In-house AV editing, design
& advertising studio

CAPABILITIES

What We Do



Corporate Events

Award nights, conferences, plant inaugurations, milestone celebrations



Large Format Events

Multi-day festivals, government rallies, large public engagements



Brand Activations

Road-shows, mall promotions, retail and RWA activations



Exhibitions

Custom stall design, fabrication and turnkey exhibition management



Retail Branding

Office and retail environment design and branding rollouts



Corporate Films & Ad Films

Brand films, documentaries, TVCs and digital content

TRUSTED BY

Our Clientele

accenture



BARCLAYS

BLUE DART

BAJAJ | Allianz



Davidoff

FUJITSU



HSBC



ICICI Bank

IndusInd Bank

Jeep



kotak
Kotak Mahindra Bank



TATA COMMUNICATIONS
TRANSFORMATION SERVICES

Tech
Mahindra



Featured Work

Events, Exhibitions & Activations

ICOTY & IMOTY Awards

CLIENT

JK Tyre & Industries Ltd.

TYPE

Award Event

Widely regarded as the 'Oscar of the Indian Automotive Industry', ICOTY & IMOTY 2026 (presented by JK Tyre) crowned the Maruti Suzuki Victoris as Indian Car of the Year and the TVS Apache RTX 300 as Indian Motorcycle of the Year, with the Volkswagen Golf GTI winning Premium Car of the Year and the Mahindra XEV 9e taking Green Car of the Year.

Attended by senior management of JK Tyre — including the Chairman & Managing Director — and the top leadership of India's leading automobile companies, alongside senior automotive journalists, editors and socialites.



ICOTY & IMOTY Awards



Arunachal Statehood Day Festival - Itanagar

CLIENT

The Innuendo Communications

TYPE

Statehood Day Celebrations

The need of the hour from the Agency was to come up with a unique concept, including the Theme, Design, Collaterals, Artists, 4-Day Show Flow and Turnkey Management.

The overall requirement was to create a mini village setup for the Festival, spread across an area of over 15,000 sq. ft., in IG Park, Itanagar.

City Décor, Cyclathon and Sun Band Carnival were the key engagement ideas to augment the celebration. We also coordinated artists (including Sonu Nigam, Sunidhi Chauhan, Indian Ocean, Mandira Bedi).



JK Fenner — 70 Years of Excellence

CLIENT

JK Fenner (India) Ltd.

TYPE

Corporate Milestone Event

A landmark corporate milestone event in Chennai marking JK Fenner's 70th anniversary, celebrating seven decades of innovation, resilience and growth since its founding in Madurai in 1955.

Graced by Thiru Udhayanidhi Stalin, Hon'ble Deputy Chief Minister of Tamil Nadu, as Chief Guest, alongside Shri Vikrampati Singhania, Managing Director, JK Fenner, and members of the Singhania family, customers and industry leaders.

Conceptualised and executed to reflect the scale and legacy of the brand, honouring the journey from a single facility in Madurai to nine state-of-the-art manufacturing plants today.



JK Fenner - 70 Years of Excellence Celebration



Lakshmipat Singhania-IIM Lucknow National Leadership Awards 2025

CLIENT

IIM Lucknow

TYPE

Award Event

Conceptualised and executed the prestigious LPS-IIML National Leadership Awards 2025 at Hotel Ashok, Delhi — instituted in memory of visionary industrialist Late Shri Lakshmipat Singhania to honour transformational leaders across Business, Community Service, and Science & Technology.

Graced by Smt. Nirmla Sitharaman, Hon'ble Finance Minister of India, alongside senior JK Organisation family members including Chairman Shri Bharat Hari Singhania.



JKO — ICMC 2025, Delhi

CLIENT

JK Organisation

TYPE

Marketing Conference

Conceptualised and executed the two-day ICMC 2025 conference in Delhi, bringing together marketing personnel from across JK Group companies — inaugurated by Shri Harsh Pati Singhania and Shri Vikrampati Singhania in the presence of family members and senior leadership.

A flagship platform for cross-group marketing alignment and strategy.



Tarpa & Daman Beach Festival

CLIENT

The Innuendo Communications

TYPE

Festival celebration

Twin festivals of Tarpa Festival & Daman Beach Festival were organized by the UT Admin of Daman & Diu and Dadra & Nagar Haveli.

3 days each, executed back to back to produce 6 consecutive days of Concerts & Shows. Star attractions included Baadshah, KK, Bombay Vikings, Neeraj Shreedhar, Raja Hassan, Ehsaan Qureshi, Raja Sagoo, Sanobar Kabir, MJ5.

Conducted across the neighbouring cities of Silvassa and Daman. Included Celebrity Shows, Stage Performances, Dance, Theatre, Stand-up Comedy, Mela, Food Festivals, Fairs & Exhibitions, Local Contests, Crowd Engagements, and more.



JK Organisation — Founders Day 2025

CLIENT

JK Organisation

TYPE

Company Event

Conceptualised and executed JKO's flagship Founders Day celebration at Air Force Auditorium, Delhi, attended in person by the entire Singhanian family and employees, with a live YouTube telecast enabling participation across the Group nationwide.

The event unfolded in two parts — a felicitation ceremony honouring employees completing 25 and 40 years of service, followed by a cultural showcase featuring performances by employees' children and students from the Group's schools and university.



JK Organisation — Founders Day 2025



Škoda Auto Landmark Vehicle Reveal – 100001st Vehicle

CLIENT

Škoda Auto India

TYPE

Landmark Vehicle Reveal Event

Deworkz conceptualized and executed the milestone reveal ceremony for Škoda Auto India's **1,00,001st vehicle** at their manufacturing facility in Chhatrapati Sambhajinagar (Aurangabad). The high-profile event marked a critical milestone in the brand's growth journey in India.

Deworkz flawlessly executed end-to-end event production hosted for Škoda Auto's global Head Office leadership (including Board Members and Chairman) alongside international dignitaries and embassy officials.



JK Tyre–CCI Car Rally for Parliamentarians

CLIENT

JK Tyre & Industries Ltd.

TYPE

Drive & Prize Distribution Ceremony

Conceptualised and executed the annual JK Tyre–Constitution Club of India Car Rally, a road-safety awareness initiative bringing together over 50 Members of Parliament, bureaucrats, journalists and armed forces personnel driving their own vehicles across a curated route through New Delhi's landmarks in a Time-Speed-Distance format.

Flagged off by the Minister of Parliamentary Affairs alongside JK Tyre's Managing Director, the rally — running since 2010 — honours parliamentarians who lost their lives in road accidents.



ICICI Bank Customer First Awards

CLIENT

ICICI Bank Ltd.

TYPE

R & R Event

Deworkz managed the technical setup and event execution for the flagship ICICI Bank Customer First Awards held in the high-profile main atrium lobby of ICICI Bank Towers at Bandra Kurla Complex (BKC), Mumbai. To transform a naturally lit corporate glass lobby into a high-impact presentation venue during daytime hours, Deworkz engineered custom light-blocking blackout paneling across the expansive glass facade to eliminate ambient glare and optimize projection clarity. Concurrently, the team deployed a precision acoustic management setup using localized directional sound arrays to mitigate natural lobby echo, delivering crystal-clear audio and a polished corporate experience. Beyond executing this major annual property, Deworkz has also been entrusted with managing ICICI Bank's quarterly Customer First Awards on a regular basis.



JK Tyre — Banmore Plant Expansion Inauguration

CLIENT

JK Tyre & Industries Ltd.

TYPE

Corporate Event

Conceptualised and executed the inauguration of the first-phase capacity expansion at JK Tyre's Banmore manufacturing facility in Madhya Pradesh — a ₹312 crore investment lifting the plant's passenger car radial tyre output by 31%.

Inaugurated by Shri Shivraj Singh Chouhan, Hon'ble Chief Minister of Madhya Pradesh, in the presence of Union Ministers Shri Narendra Singh Tomar and Shri Jyotiraditya Scindia, alongside JK Tyre's Chairman & Managing Director Dr. Raghupati Singhania.



Brose India Plant Inauguration - Pune

CLIENT

Brose India

TYPE

Landmark Vehicle Reveal Event

Deworkz conceptualized and executed the official grand inauguration ceremony for automotive leader Brose India's state-of-the-art campus and manufacturing plant in Hinjewadi, Pune. The high-profile industrial launch was attended by global executive leadership—including the CEO of Brose Group—alongside international diplomatic officials, German consulate dignitaries, and key industry stakeholders. Deworkz seamlessly managed the end-to-end event scope, including stage setup, ribbon-cutting protocol, shop-floor event choreography, VIP hospitality, and live ceremonial proceedings, delivering a world-class corporate showcase that aligned strictly with global automotive standards and local industrial compliance.



JK Tyre — Vikrant Plant Silver Jubilee

CLIENT

JK Tyre & Industries Ltd.

TYPE

Anniversary Celebration

Conceptualised and executed the Silver Jubilee celebration at JK Tyre's Vikrant Tyre Plant in Mysuru, marking 25 years since JK Tyre acquired and transformed the then state-owned, ailing Vikrant unit into a state-of-the-art manufacturing facility.

Graced by the Hon'ble Governor of Karnataka, Shri Thaawar Chand Gehlot, as Chief Guest, alongside Dr. Raghupati Singhania — commemorating a turnaround story that has provided direct and indirect employment to nearly 15,000 people in Karnataka.



Škoda Auto Landmark Vehicle Reveal – 50001st Vehicle

CLIENT

Škoda Auto India

TYPE

Landmark Vehicle Reveal Event

Deworkz conceptualized and managed the high-profile reveal ceremony for Škoda Auto's **50,001st vehicle** manufactured at their Chhatrapati Sambhaustinagar (Aurangabad) facility. The event was graced by the **Chief Minister of Maharashtra** alongside top leadership from Škoda Auto.

Deworkz executed the full stage production, VIP protocol, and high-impact shop-floor unveil mechanics—delivering a seamless corporate showcase directly within an active, high-security manufacturing environment while strictly adhering to industrial safety and brand guidelines.



Pioneer India Brand Ambassador Launch - Shahid Kapoor

CLIENT

Pioneer India

TYPE

Press Conference

Deworkz managed the technical setup and event execution for the flagship ICICI Bank Customer First Awards held in the high-profile main atrium lobby of ICICI Bank Towers at Bandra Kurla Complex (BKC), Mumbai. To transform a naturally lit corporate glass lobby into a high-impact presentation venue during daytime hours, Deworkz engineered custom light-blocking blackout paneling across the expansive glass facade to eliminate ambient glare and optimize projection clarity. Concurrently, the team deployed a precision acoustic management setup using localized directional sound arrays to mitigate natural lobby echo, delivering crystal-clear audio and a polished corporate experience. Beyond executing this major annual property,

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Škoda Auto Brand Experience & Mobility Partnership at Lakmé Fashion Week

CLIENT

Škoda Auto India

TYPE

Fashion week

Deworkz conceptualized and designed a high-end thematic corporate lounge for Škoda Auto during Lakmé Fashion Week, aligning the brand's European design ethos with the premium lifestyle and fashion circuit. Designed as an exclusive retreat for VIPs, designers, and celebrity guests, the lounge seamlessly showcased Škoda's luxury aesthetic. Concurrently,

Deworkz managed the complete end-to-end ground transportation operations for the event—deploying and coordinating a dedicated fleet of Škoda cars to seamlessly ferry VIPs, fashion designers, and Bollywood glitterati across high-traffic venues throughout the week.



Pan-India Mobile Brand Sales Conference (Goa)

CLIENT

Exxon Mobil

TYPE

Sales Conference

Deworkz conceptualized and executed a multi-day National Mobile Sales Conference in Goa, managing an end-to-end destination event for senior leadership, regional sales heads, and top pan-India channel partners. Designed to strike a balance between strategic alignment and high-energy celebration, Deworkz handled complete event logistics—spanning beachside setup integration, keynote thematic stage design, product rollout sequences, and interactive team-building sessions. The conference concluded with a high-octane gala awards evening and entertainment night to honor top sales performers, delivering a seamlessly managed corporate retreat that reinforced distributor loyalty and drove national sales momentum.



Zapak.com Celebrity & Multi-Genre Game Launch Portfolio

CLIENT

Zapak.com

TYPE

Various launch events / Press Conferences

Deworkz conceptualized and executed a dynamic series of high-profile launch events for digital gaming pioneer Zapak.com, turning online game releases into mainstream pop-culture news moments. Designed to capture diverse player segments, Deworkz managed the complete event lifecycle—spanning concept design, stage setup, celebrity protocols, interactive gaming zones, and press management across multiple star-studded launches. Key highlights included the high-octane launch of Bipasha Basu's signature action-adventure game *Beach Blaze*, a landmark multi-city press event featuring cricket legends Kapil Dev and Navjot Singh Sidhu to unveil India's first major online multiplayer cricket platform, alongside strategic promotional rollouts for Zapak's brain-gaming and chess verticals. By creating tailored, high-energy setups for Bollywood, sports, and casual gaming properties, Deworkz ensured maximum celebrity engagement, immersive live gameplay experiences for the media, and widespread national coverage across print and broadcast channels.



Exhibition Design & Fabrication Portfolio

Deworkz brings extensive expertise in conceptualizing, designing, and executing bespoke exhibition stalls and brand pavilions of diverse scales—ranging from compact 36 sqm setups to massive 500+ sqm structural builds.

Our portfolio spans high-impact trade show presences for global and national industry leaders, including **JK Tyre**, **Skoda Auto**, **Bacardi**, **Fujitsu**, **Napco**, **Murat**, **Jaypee Group**, **Kenya Tourism**, **Macau Tourism**, **Geetanjali Jewels**, and **Janak Health Care**.

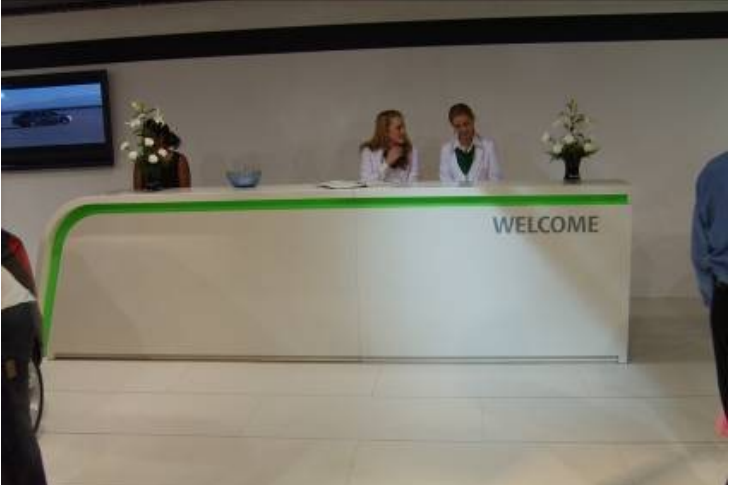
From structural engineering and immersive lighting to interactive brand displays and turn-key booth management, Deworkz delivers end-to-end design and fabrication solutions tailored to meet global compliance standards and maximize visitor engagement.



Exhibition Design & Fabrication Portfolio



Exhibition Design & Fabrication Portfolio



Exhibition Design & Fabrication Portfolio



Brand Activations & BTL Marketing Portfolio

Deworkz specializes in end-to-end BTL activations and experiential marketing campaigns designed to create direct consumer engagement across high-footfall touchpoints.

Our expertise spans multi-city roadshows, high-impact mall activations, targeted corporate park engagement drives, and localized promotions across cooperative housing societies.

Backed by turnkey fabrication, pan-India logistics, and seamless ground execution,

Deworkz has delivered successful campaigns for leading global and national brands—including **Skoda Auto**, **Volkswagen**, **Bajaj Auto**, **Yamaha**, **JK Tyre**, **Samsung**, **LG Electronics**, **Nokia**, **Whirlpool**, **Fujitsu**, **HSBC Bank**, and luxury fragrance brands such as **Davidoff** and **Calvin Klein (CK)**.



Brand Activations & BTL Marketing Portfolio



Brand Activations & BTL Marketing Portfolio



Brand Activations & BTL Marketing Portfolio



Brand Activations & BTL Marketing Portfolio



Retail & Corporate Spatial Branding Portfolio

Deworkz delivers end-to-end retail and corporate spatial branding solutions designed to transform physical environments into high-impact brand touchpoints.

Our expertise spans in-shop visual merchandising, custom display units, high-visibility glass window branding, retail POS installations, and full-scale office environment communications.

We have conceptualized and executed tailored spatial branding campaigns for leading consumer brands, including **Pizza Hut**, **Senate Whiskey (Tilaknagar Industries)**, **Indage Vineyards**, **Fujitsu**, **HSBC**, **DHL**, and **Happydent**.

Furthermore, Deworkz engineered and implemented specialized corporate office visual communications for high-security, mission-critical environments—notably the **GNOC (Global Network Operations Centre)** in Noida and **NSN (Nokia Siemens Network)** in Lisbon, Portugal.



Retail & Corporate Spatial Branding Portfolio



Retail & Corporate Spatial Branding Portfolio



FILMS & CONTENT

Corporate Films & TVCs

GX Group — Router Ad Film

<https://youtu.be/Ej1PEyH2Zn0>

JK Paper Diwali Film 2025

<https://youtu.be/W21CEHNdIBE>

Bajaj Allianz Documentary Film

<https://youtu.be/8DeNBPlvd6w>

JK Tyre Mysore Plant — 25 Years Journey Film

<https://youtu.be/P1-nIU1zPgk>

JK Paper Diwali Film 2024

<https://youtu.be/R9QzWp2EaJY>

JK Fenner — 70 Years of Excellence Film

<https://youtu.be/hrsnU4GWVVo>

Spirit of India — The Festivals (TV Promo)

<https://youtu.be/8VN1rYs5RFc>

JK Tyre — Banmore Plant Film

<https://youtu.be/PDavWJpNr9o>

Deworkz Show Reel: <https://vimeo.com/260899383?fl=pl&fe=cm>

Thank You

Let's create the next big experience together.

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