

## ***Bengaluru By Design 2018* kicks off with *Business x Design*** **Conversations on design journeys**

Festival dates: 23 November - 2 December 2018, Bengaluru



(l-r) Madan Padaki, Viswanathan Ramakrishna, Shezan Bhojani, Rahul Gonsalves Kannan Sitaram, Pranav Pai and Sonia Manchanda

**12 October 2018:** A design focused festival dedicated to the public, [Bengaluru By Design](#) presented a panel discussion on 10 October at [WeWork](#) Galaxy, Bengaluru. Bengaluru by Design festival will take place from **23 November - 2 December 2018 in Bengaluru** with the support of the Productivity Partner, Wework. *Business x Design* is the first in a series of design-focused discussions — *D: Talks*, which will take place as part of the precursor events in the lead up to the festival.



The event was curated by [3one4capital](#) and focused on conversations on the value of design in business growth, design - the investor perspective, design thinking and application, highlighting the transformative role of intuitive design innovations in establishing business success. The panelists also highlighted the importance of design education, especially for young entrepreneurs and startups, and spoke about why design should be included in schools and post-graduate institutions.

Panelists at *Design X Business* included **Pranav Pai**, *Founding Partner and Chief Investment Officer, 3one4 Capital*, **Rahul Gonsalves**, *Founder, Uncommon*, **Abhay Hanjura**, *Founder, Licious*, **Kannan Sitaram**, *Venture Partner, Fireside Ventures*, **Shezan Bhojani**, *CEO, Design Cafe*, **Viswanathan Ramakrishnan**, *CEO and Co-Founder, Magic Crate* in conversation with **Madan Padaki**, *Founder and CEO, iBridge* and **Sonia Manchanda**, *Founding Partner, Spread Design and Consulting*.

The event was introduced by **Suprita Moorthy**, *Founder of Bengaluru By Design* who introduced the panel and emphasized how design thinking is applied to accelerate the growth of contemporary businesses today. *Business x Design* brought together many brilliant minds who presented their unique approaches to building successful ventures. She also spoke about her

*For high-res images and interview requests please contact Kelsang Dolma at Flint  
 E: kelsang.dolma@flint-culture.com | M: +91 9870141924*

vision for the *Bengaluru By Design* Festival, “The festival aims to contribute to the reputation of the city by adding new stories of design. Our programme will showcase outdoor commissions in major public places, design exhibitions, India Design Forum Conference, workshops, product showcases, Design fairs, advances in design & Technology and much more. While many of these projects are temporary we hope they make a mark and help to define our city. The public face of the festival is vital to our mission of bringing design to a wider audience. 'Lots of people will go to see these things, but the biggest audience will be the passers-by who won't be particularly knowledgeable or aware of design.’ she said



***Bengaluru By Design***, founded by Suprita Moorthy with co-founder Priyanka Shah-Bhandary will be a design focused festival dedicated to the public with over 20 events across 9 days with the aim of engaging an audience of over 6 million. The Festival will bring tangible change across the city through public installations, workshops, conferences, screenings, talks and design-pop-ups, design markets, and more from **23 November - 2 December 2018 in Bengaluru.**

*l-r: Priyanka Shah-Bhandary and Suprita Moorthy*

The BBD Festival in November will engage diverse audiences via a series of design interventions that will challenge public perceptions of design through experience. The Founders are focused on exposing both Bangalore and India to the diversity of global design, honouring the city’s design talent whilst also functioning as a platform for international creative dialogues with strong participation from around the world. Fostering innovation and creativity within the community, Bengaluru By Design intends to empower the public via innovative programming, talks, exhibitions and public installations.

### **Notes to the Editor**

Bengaluru By Design is a festival of design, innovation and sustainability with the aim to plug into a network of creative events around the world. The first edition this November marks the celebration of design across Bengaluru city, bringing design at the forefront of change. The nine-day programme will become an oasis of creativity with a focus on impacting the public at large through learning, exchange and collaboration. The comprehensive programme will cover a range of design disciplines supported by a series of engaging talks, installations, exhibitions, design districts and more.



### **About Suprita Moorthy, Founder, Bengaluru By Design**

A design enthusiast, curator & historian, Suprita Moorthy is the founder of Bengaluru By Design. Her passion is deep-rooted in culture, design and contemporary art. Over a decade Suprita has been involved in working with organizations like Sotheby’s Australia, The Victoria & Albert Museum (Theatre Museum), Art Dubai and many independent projects. For the last six years, Suprita has been the Programme Director of India Design Forum. Her work has spread across various genres of theatre, art, contemporary movement arts and design. She has worked on several private art collections between London and Dubai and added to the Daniel Birnbaum 53rd Venice Biennale, The Indian Highway exhibition at the Serpentine Gallery, UK and many international projects. Educated in India and Australia, Suprita is passionate about promoting the social, cultural and economic value of creativity and design. Suprita is passionate about theatre, dance and is an ardent collector of dolls.



**About Priyanka Shah-Bhandary, Co-Founder, Bengaluru By Design**

Co-Founder Bengaluru By Design and Branch Head Bengaluru at DY (erstwhile DMA Branding), a brand & design consultancy. Her forte and interests – Design Thinking, Business Transformation, Culture led research and Workshops Post Graduate from Mudra Institute of Communication Ahmedabad (MICA) in Design Communication Management, she defines the phrase ‘Positive Attitude’ and brings oodles of the same at her work. She is responsible for conceptualizing and conducting several workshops solving brand problems for leading organizations- Cadbury/ Mondelez, Bacardi, Unilever, Pepsico and so on. She is considered a Naming Expert, and responsible for conceiving a brand name model–Identikit. Recipient of Godrej Superbrand Award and Brand Equity Award, a national- level tennis player and has published articles in leading Indian newspapers.

**Panel Participants**



**Pranav Pai, Founding Partner and Chief Investment Officer, 3one4 Capital**

3one4 Capital is an early stage venture capital fund based in Bangalore, India. Pranav is deeply involved with the startup ecosystem and leads investments and portfolio construction at 3one4 Capital. As part of 3one4, he has made over 50 seed and ventures capital investments across several investment categories in India and the US. The fund has been consistently ranked as one of India's top investment firms. Pranav serves on the boards of and as an advisor to several of the companies in the portfolio. Through an independent dedicated LP strategy, Pranav also engages with an extended funding ecosystem of over 30 different investment vehicles across private equity over different sub-asset-classes such as early and growth stage venture capital, public markets, real estate project financing, and venture debt in India and the US. As Co-President of the Stanford Angels and Entrepreneurs network in India, Pranav continues to help cultivate a cross-border feed-forward loop of innovation in the early stage between academia, corporate partners, market leaders, investors, subject-matter experts, and tech startup founders.



**About Abhay Hanjura, Founder, Licious**

Abhay brings the right brain elements to table as the co-founder at Licious. Along with his long-time friend Vivek, the duo is building Licious which is one of India’s most disruptive consumer brands. Licious is creating a new way of life for the hitherto neglected stakeholders in the meat ecosystem in India. A full stack consumer brand powered by technology, under Abhay’s leadership Licious is creating a differentiated brand positioning supplemented by unique supply chain capabilities leading to unmatched product quality standards resulting in unparalleled consumer experience and brand stickiness. It was this unrelenting passion that made him give up a thriving career at Futurisk where he last served as a Senior Vice President. Life sciences graduate and one of the youngest fellows from the Indian Institute of Insurance, Abhay is a passionate chef who won the Masterchef India’s CEO chapter.



**About Kannan Sitaram, Venture Partner, Fireside Ventures**

Kannan Sitaram is a Venture Partner at Fireside Investment. Board Director. Mentor and Adviser to CEOs/CXOs in consumer-centric businesses. A consumer goods expert with experience in Foods, Beverages, Personal Care, Laundry, Home Care, Health Care. Experienced in business and brand strategy development and execution. Strong exposure to Bangladesh, Sri Lanka and Nepal markets apart from India. Fireside is an exciting new fund which will invest to build the next generation of Indian consumer brands. We are from the consumer brand space and so Fireside will go beyond investing and build an eco-system to support brands and entrepreneurs as they scale up.





**About Shezan Bhojani, CEO, Design Cafe**

Shezan Bhojani is referred to as a Chief Astronaut in his organisation as he wants DC to go to the Moon! "Think Big or Go home" is the philosophy that guides Shezaan through life. Not content with just being one of the many, Shezaan wants to build the biggest and best Design & Build firm in the World- and won't rest till they get there. Under his leadership, Design Cafe has designed & built projects across the country from Chennai to Kolkata. An Architect by qualification, he has travelled the world and sourced the best for our clients from Spain, Italy, Dubai & Indonesia.



**Viswanathan Ramakrishna, CEO and Co-Founder, Magic Crate**

What started as a means to keep Viswanathan Ramakrishna's 4-year-old hyperactive son busy at home, has now become Vishy's passion and mission. Vishy was part of the senior management team at Tutorvista and led business development efforts for its school division. He set up and ran the deal team that achieved growth and grew the business from scratch to a network of 36 schools with a student base of 26000 students across 18+ cities in just 4 years. He now brings the same passion and energy to building a company that is known for delightful products that children love and parents value.



**Rahul Gonsalves, Founder, Uncommon**

Uncommon focuses on designing and building great digital experiences for our clients. While the majority of their work is not publicly available, they have a few case studies listed on their [website](#). Over the past four years, they have worked with over a hundred different clients including working with SE Asia's biggest ride-share firm, going toe to toe with Uber and building a localised solution that has allowed them to scale rapidly, built out multiple products for India's largest online retailer, including their first mobile app, designed and built the mobile face of India's leading e-fashion-retailer, created a new brand and mobile app around the payments arm of India's leading e-commerce company, helped conceptualise and create a new mobile app for the world's leading deals company.

**Moderators**



**Madan Padaki, Founder and CEO, iBridge**

Madan is an entrepreneur & angel investor working at the intersection of youth transformation, creating entrepreneurs, driving rural growth & empowering social changemakers. Madan started his entrepreneurial journey when he co-founded MeritTrac in 2000 as a pioneering idea in skills assessments and scaled it into one of the leading assessments companies in India. With a vision of transforming rural youth to be entrepreneurs, he founded 1Bridge, a platform that empowers rural entrepreneurs to accelerate abundance of access, choice & convenience to rural citizens, leveraging technology. Today, 1Bridge is present in 40+ districts across South & East India and has over 1000+ rural youth engaged in delivering services to rural consumers.



**Sonia Manchanda, Founding Partner, Spread Design and Consulting.**

Sonia Manchanda is the Founding Partner, Spread Design and Consulting which is an integrated design practice, that starts from fresh thinking for every project and crafts every detail. With experience, graphic, product, space and interaction designers. To create impact both in the physical and the digital realm. Spread Learning creates learning experiences to expand the mind; at all levels; with children, with leadership. Empowering with new age skillsets and open creative mind-sets. Spread is a sharp and small team of experienced and multifaceted, business and design professionals. We integrate social, business and design knowledge and practice. Building capacity in organisations internally; also serving as an external partner to think, to design and create new value and meaning imaginatively.