

Bengaluru By Design 2018

India's first design festival kicks off with *Design X Business*

Conversations on Design Journeys 10 October 2018, 4 - 6 pm, Wework Galaxy, Bengaluru

Festival dates: 23 November - 2 December 2018, Bengaluru



(Placeholder image)

6 October 2018: Set to transform Bengaluru this November, [Bengaluru By Design](#) is India's first design festival 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**. *Design X Business* is the first of their *D: Talks* series leading up to the Festival to be held **on 10 October 2018, 4 - 6 pm** at [WeWork](#) Galaxy, Bengaluru, who are the *Productivity Partner* of the festival.

Bengaluru By Design will engage diverse audiences via a series of design interventions that will challenge public perceptions of design through experience, bringing India into the conversation by acting locally and thinking globally. The Festival aims to foster innovation and creativity within the community, empowering the public to participate through innovative programming. It will honour the city's design talent whilst also functioning as a platform for international creative dialogues with strong participation from around the world.

Design X Business is curated by [3one4capital](#) with focuses on conversations on the Value of Design in Business Growth, Fundraising for Design-led Organisations and Design Thinking and Application with the aim to highlight the transformative role of intuitive design innovations in building businesses.

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The panelists for *Design X Business* include **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*.

"India is on the verge of interesting times- by 2025 there will be a requirement of a minimum of 20L designers in the country. In such a climate, Bengaluru By Design aims to be able to influence key decision makers in education and policy, in making India a leading country in design thinking & technology bringing investment to boosting the economy. In turn, we also see BBD as becoming the next destination for design, in Asia in the near future." - **Suprita Moorthy, Founder, Bengaluru By Design**

Bengaluru By Design will be a rich introduction to design and is conceived to shine a spotlight on Bengaluru and share India's thriving design scene with the world at large. It will illustrate the creative power that is generated when designers, innovators and organizations come together and impact our community and our culture towards productivity." - **Priyanka Shah-Bhandary, Co-Founder, Bengaluru By Design**

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 Design Week. 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

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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. This exposure is translated into the products we design for our clientele, ensuring we are truly world-class.

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**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. Work with nearly every tech "unicorn" in India amongst others.

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.