P

phewinteractive.com

Building Businesses
Beyond Visibility

Phew.



NOV 2024

Founded at Costa Coffee

Phew Interactive LLP began its journey at Costa Coffee, HiLite Business Park. What started as an idea quickly became a commitment to build something bigger.





DEC 2024

The First Four

A team of four moved into a co-working space and began working together from a shared environment.





JAN 2025

First Strategic Collaboration

Phew partnered with **Heilbronn Properties,** marking an early step into larger strategic projects and establishing our direction in brand and digital solutions.







FEB 2025

Kinfra IT Park - The First Office

With a team of six, Phew moved into an 800 sq. ft. space at Kinfra IT Park, Kakkanchery.



The space was empty.
The vision was not.

Here, we structured our mission, defined our core capabilities and built the foundation of three departments:
Technology · Branding & Visual Communication · Digital Marketing
Phew combines multiple disciplines into one integrated growth ecosystem.

JULY 2025

The Big Move

Phew took a bigger risk and moved into its own 1,200 sq. ft. space at HiLite Business Park.

The team grew to 12 members,

Three departments began taking shape with dedicated teams, larger clients and bigger ambitions.











2026–2030

Expanding the Team.
Expanding the Work.
Building Products.

Phew enters its next chapter growing beyond client services into a product-led strategic solutions company.

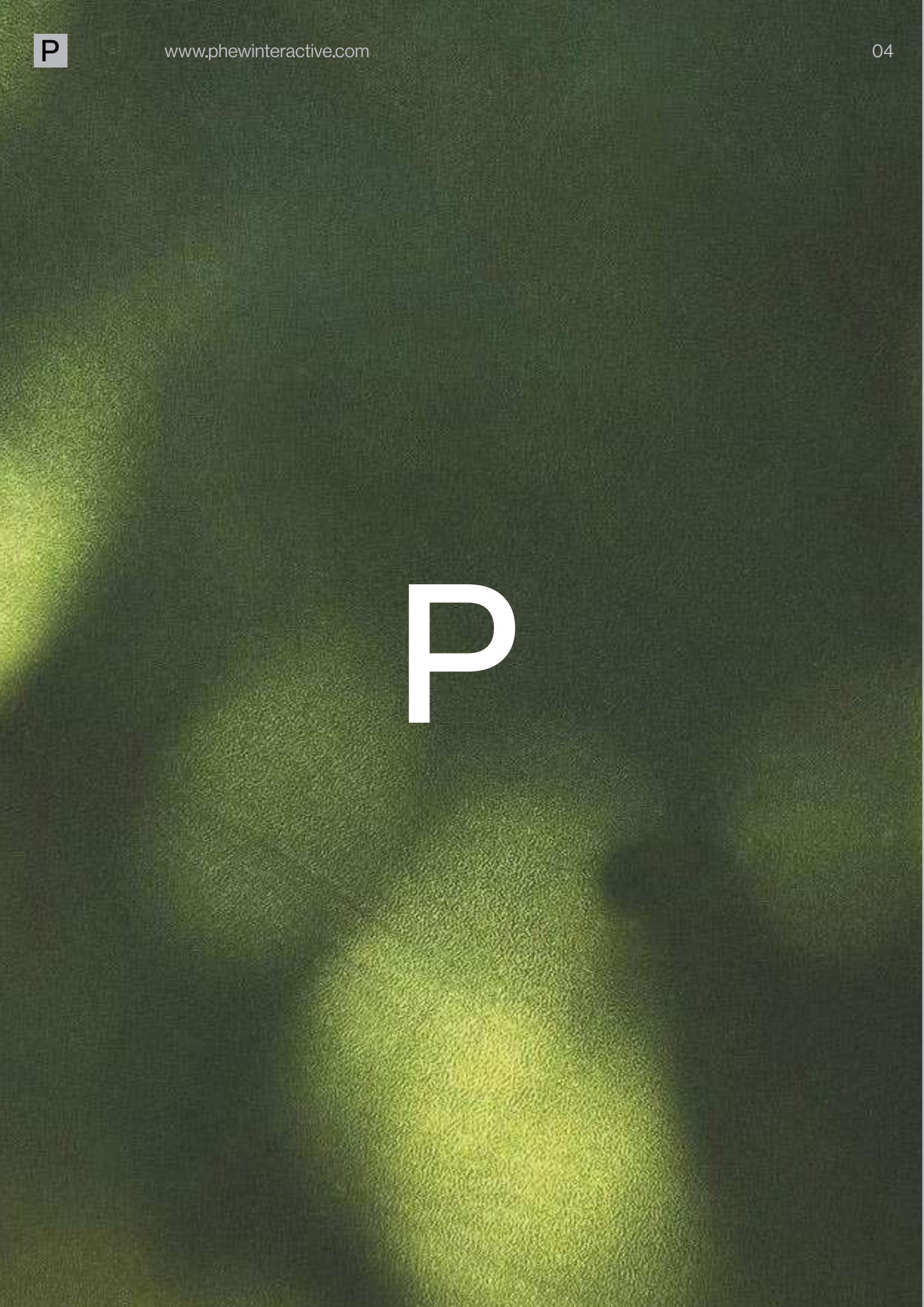
Alongside an expanding team and client portfolio, Phew begins building its own technology products, including Brand Health Score, a framework designed to evaluate the overall strength of a brand across:

Brand Positioning · Communication Consistency · Digital Perception · Customer Experience · Trust Signals · Lead Infrastructure · Conversion Systems · Search Visibility · Operational Alignment

The client portfolio continues to grow with projects across:

NMDC · Kerala Soap · Espanshe · Imamom · Container Kart · Punarjeevani Etc..

From four people starting at a coffee shop to a growing multidisciplinary company Phew is building the ecosystem for what comes next.


P

A modern business growth ecosystem

Phew Interactive is a multidisciplinary business growth company helping modern businesses build clarity, perception, and scalable growth infrastructure.

We operate across strategy, branding, communication, technology, content, digital growth, and operational systems connecting them into one integrated ecosystem.

Our approach is built on a simple belief:

Modern businesses do not grow through disconnected activities.

They grow when positioning, communication, technology, customer experience, and operational systems work together with clarity and direction. Phew exists to build that alignment.

At **Phew**, execution
is never the starting point.

Before creating brands, Campaigns, websites, or growth systems

Business models

Market positioning

Customer behaviour

Perception gaps

Operational realities

Audience psychology

Long-term business direction

Ecosystem Framework

A Connected Business Infrastructure

Phew Combines Multiple Disciplines Into One Integrated Growth Ecosystem.

Strategic Direction

Positioning, business planning, market understanding, and growth structuring.

Brand Systems

Identity systems, communication frameworks, visual direction, and perception building.

Digital Infrastructure

Web experiences, UI/UX systems, e-commerce platforms, and automation ecosystems.

Content & Media

Campaigns, storytelling, films, photography, and communication assets.

Growth Systems

Advertising, SEO, analytics, CRM, lead funnels, and optimisation frameworks.

Business Infrastructure

Operational structuring, documentation systems, compliance coordination, and scalable business support.

Strategic Capabilities

Business & Brand Strategy

Brand Positioning

Market Research

Feasibility Studies

Go-To-Market Planning

Investor Presentation Systems

Communication Strategy

Growth Architecture

Branding & Communication

Brand Identity Systems

Packaging Design

Campaign Identity

Brand Guidelines

Communication Design

Visual Direction

Digital & Technology

Website Design & Development

UI/UX Systems

E-Commerce Platforms

Landing Pages

Automation Systems

Digital Infrastructure

Growth & Performance

Meta Advertising

Google Advertising

SEO Strategy

Lead Funnels

CRM Systems

Analytics & Optimisation

Business Infrastructure & Structuring

Company Structuring Support

Compliance Coordination

Operational Systems

Documentation Frameworks

Investor Readiness

Startup Ecosystem Planning

Meet the team shaping
what **Phew** becomes next.



Ranjith V

CPO



Sreejith K

CSO



Rafeeque V

CEO



Amjad PP

COO

Behind The Brand



Syed Aseel Ali

BOARD OF DIRECTORS



Khasim Enoli

BOARD OF DIRECTORS

Selected Projects



2026

Complete Brand & Digital Ecosystem

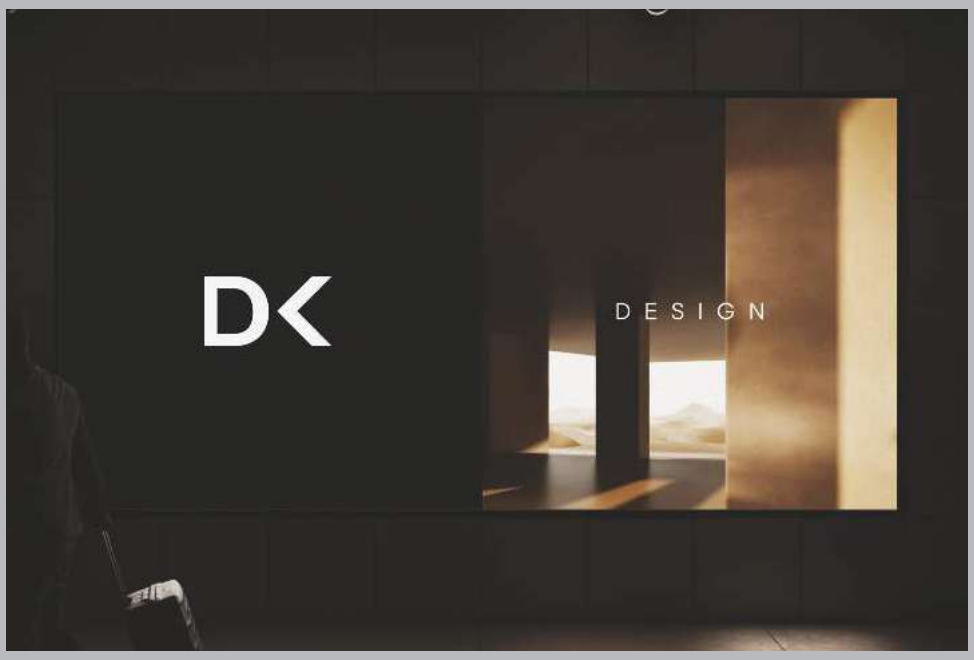
A complete brand transformation for ContainerKart - from brand identity and positioning to e-commerce experience and digital ecosystem. The project structured the platform around global B2B food trade, product discovery, sourcing, inquiry, logistics, and scalable business operations.



2026

Complete Rebrand & Business Transformation

A complete transformation of Decorate Blinds- redefining the brand identity, business structure, customer experience, and overall positioning to build a stronger, more premium brand in the window-furnishing industry.



2026

Complete Brand Identity & Digital Presence

Building DK Design from the ground up defining the brand strategy, identity, visual language, communication, and digital presence for a premium architecture and interior design studio. The project creates a distinctive design ecosystem built around luxury, precision, and timeless spaces.





2026

Brand & Packaging Design

A snack brand developed under the ContainerKart ecosystem — creating the complete packaging system for Krizp across multiple flavours. The project focused on building a bold, distinctive shelf presence while maintaining a consistent brand language across the entire product range.

2026

Packaging Design & Product System

A product packaging project under the ContainerKart ecosystem, creating a distinctive packaging system for Krizp Whole Wheat. The design focuses on strong shelf presence, clear product communication, and a scalable visual language for the wider product range.



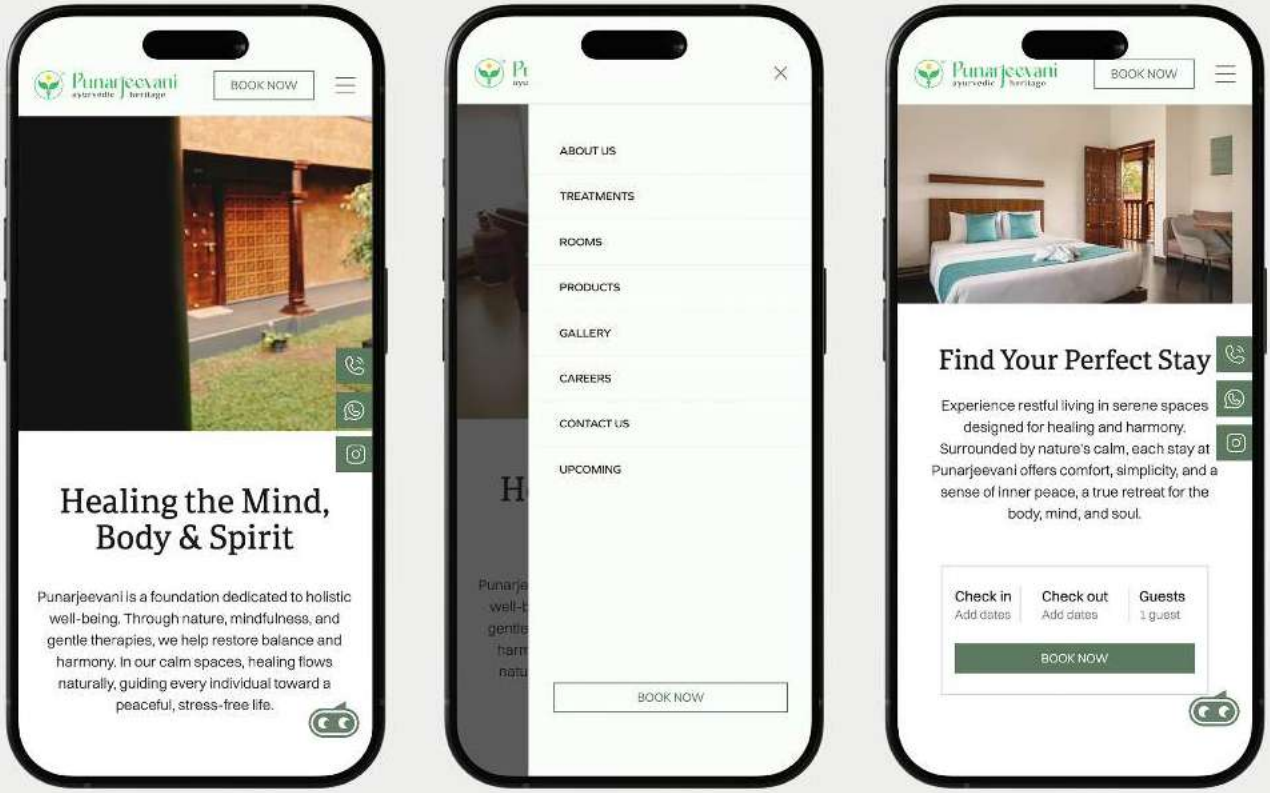




2026

Brand & Packaging Design

A food brand developed under the ContainerKart ecosystem, with a complete packaging system for Mexican Choice. The project focused on creating a bold, authentic visual identity and distinctive packaging designed for retail and global food markets.





2026

E-Commerce & Digital Ecosystem

A government-backed digital transformation project for NMDC creating a complete e-commerce platform to bring its cooperative products online. The project focused on product structuring, digital commerce, customer experience, and building a scalable ecosystem for NMDC's products and services.

2026

A complete e-commerce website for Travel Essentia, built to bring travel essentials into a simple, engaging digital shopping experience. The project focused on product presentation, e-commerce structure, customer journey, and a scalable online storefront.





2026

Website Design & Development

A premium website designed for DK Design to showcase its architecture and interior design work. The project focused on portfolio presentation, project storytelling, visual hierarchy, and creating a refined digital experience aligned with the brand.

Our Approach

Phase 01

Research
Audit
Strategic Direction

Phase 02

Identity
Communication
Systems

Phase 03

Digital Infrastructure
Experience Design

Phase 04

Content
Media Ecosystems
Campaigns

Phase 05

Optimisation
Growth Systems

Our Clientele

ESPANSHE

AL MADINA
Trusted Market Since 1971

Building the Bridge Foundation

INDOWORLD EXPORT HOUSE

HEILBRONN

111 YEARS OF KERALA SANDAL SOAP PURE TRUST

egardenkart

A KERALA GOVT. CO-OPERATIVE ENTERPRISE NMDC SINCE 1938

CONTAINER KART
TRADE WITH TRUST

KHOJ
Brewing Happiness.

Punarjeevani ayurvedic heritage

travel essentia™

SAI SIDDHA
Yoga Foundation

MS GOLD &DIAMONDS

IMAMOM

AL QUBA®
INVESTMENT LLC

SINCE 1939
naturânosh
indulge in the extraordinary

SMR
ST. MARYS RUBBERS.PVT LTD

The Future *of* Phew

Brand Health Score

Container Kart

Beyond Conventional Agency Models

Phew Interactive is evolving toward
a broader ecosystem focused on:

Company Structuring Support

Compliance Coordination

Operational Systems

Documentation Frameworks

Investor Readiness

Startup Ecosystem Planning

We believe the future belongs to businesses operating through connected systems where **strategy, communication, technology, operations,** and growth function together intelligently.

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