TECH2EDGE

Scaling Structures.

Scaling Structures. Capabilities Deck

FOR DEVELOPERS AND CONSULTANTS

Abhishek Gaikar
Partner

abhishek@scalingstructures.com
+91 8655592012

Hi there!

Since its inception as a design, marketing & technology studio, Tech2Edge™ has grown into a full-service real estate digital agency, with the sister concern, **Scaling Structures.**

Backed by world-class creatives, marketers, and technologists, Scaling Structures has delivered award-winning digital solutions to top global brands.

Our mission is simple: create impactful work that exceeds expectations.

7+ YEARS

200+ PROJECTS

40+ CLIENTS

At our core, we are problem solvers, innovators, and collaborators
For Real Estate Brands

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Our SCALE Blueprint
for **Real Estate** Success:

Strategy	Tailored for market alignment.
Creativity	To memorably standout.
Analytics	For data-driven digital approach.
Lead-generation	Via high conversion funnels.
Execution	With proactiveness - YOUNG AT HEART!

Recognized Excellence

The Founding Members of the company have been a vital part of the **Y-Combinator, a Silicon Valley accelerator that incubated some of the world's largest companies like AirBnb, Quora, Mixpanel.** Currently they are active volunteers for the largest not for profit organization for entrepreneurs Headstart Network Foundation and are striving towards giving back their learnings to the community.

Y Combinator

HEADSTART

From Concept to Completion:
How We Add Value

We evaluate, benchmark, and position your project with a strong branding strategy and a results-driven launch plan.

We amplify visibility through performance-driven and traditional marketing, keeping the buzz alive post-launch.

PROJECT PLANNING → **PROJECT LAUNCH** → **PROJECT HYPE** → **PROJECT SUSTENANCE**

We set the stage with compelling creative assets and marketing materials to ensure a powerful market entry.

We maintain a steady flow of leads and brand presence with strategic, ongoing marketing efforts.

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Our Services and Capabilities

We love crafting beautiful, smart and inspired work that is focused on business' goals and their customers. We do this across multiple touch points to help organizations achieve their goals.

STRATEGY

- Project Launch Strategy
- Sales Strategy
- Marketing Strategy
- Customer Experience
- Brand Strategy & Architecture
- Positioning Content Strategy
- Marketing Campaigns

BRANDING & DESIGN

- Brand Development & Rebranding
- Brochure Design
- Social Media Marketing
- Logo & ID Systems
- Hoardings Design
- AD creatives Design
- Brand Style Guides
- Collateral, Print & Packaging

DIGITAL DEVELOPMENT

- Website Design & Development
- UX/UI
- Google, FB, Ads
- Property Listing
- SEO
- CRM Software
- iOS & Android Applications
- Web Applications

CONTENT PRODUCTION

- Project Walkthrough Video
- Drone Video
- Script Development
- Copywriting
- Storyboarding
- Animation
- Motion Graphics
- Explainer Videos
- Live-action
- Production Post Production & VFX

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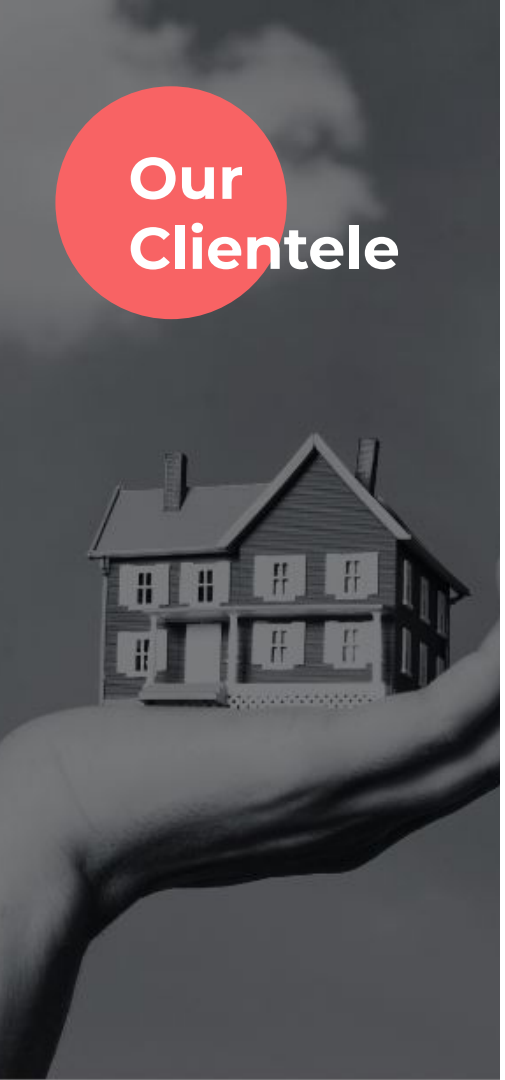
SERVICES SUMMARISED

- LOGO, BRAND IDENTITY & STATIONERY
- LAUNCH STRATEGY
- PERFORMANCE MARKETING ADS
- OUTDOOR & SITE BRANDING
- DIGITAL ADS
- FPV DRONE VIDEOS & AV
- PRINT
- RADIO AD
- LEAD GENERATION
- EVENT MANAGEMENT
- INNOVATIONS
- BROCHURE AND CREATIVE DESIGN
- WEBSITE + SEO
- PUBLIC RELATION
- INFLUENCER MARKETING
- RENDERS & WALKTHROUGH



Our Clientele

Real estate

- Hiranandani — creating better communities
- Metro Group — built different
- Arihant Superstructures Ltd. — Continuing Stability — Changing Lifestyle
- Aryan One
- Rohan Builders & Developers Pvt. Ltd.
- Ellora Olearise
- Gurukul Infraa — With Promise We Deliver
- Puravankara
- Malusare Ventures
- Silver Residency
- Tricity Inspired Realty
- Haware Properties

and more...

E-comm & FMCG

- Flipkart
- amazon.com
- LuxoraMall
- Cadbury
- Dreamery — 130 Years Of Trusted Dairy
- Veeba
- Wingreens Farms
- Weikfield — Since 1956

SAAS Hospitality

- biltrax
- DIYORA
- goto Chef
- Arrow ai
- EduGate — Thrive to Learn
- tnc
- Sandburgs
- The Regenza by Tunga — The First 5 Star Hotel of Navi Mumbai

Other

- Headstart
- Infinite Possibilities — Building High Performance Sales Culture
- wendor
- Easy to Pitch
- Peterson Technology Partners
- Green Touch — Landscaping & Nursery
- KGMC — simplifying process
- HJA

Our approach:

“People are not interested in you. They are not interested in me.
They are interested in themselves— morning, noon, and after dinner.”

In other words, we design solutions for intended users. This can be applied to branding marketing and sales of real estate projects in a highly competitive market.

We put the needs of the user at the center of everything we create, which is the most powerful way to start and finish any project.

Prove it.
Let’s see some case studies

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Brochure Design

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MERUSHIKHAR TOWERS

MERUSHIKHAR TOWERS

FOCUS THEME CLOSING

This is your invitation to live a thoughtful life amidst the fast-paced world. Mehrushikhar Towers & their design signify how something truly iconic can simultaneously teach you to breathe and take a moment for yourself.

COME AND EXPERIENCE LIFE JUST THE WAY YOU'VE ALWAYS WANTED.

MONOLITHIC STRUCTURES

You asked for a legacy in physical form, So we crafted Monolithic Towers, timeless monuments for a life well-lived.

The monolithic design is not only visually striking but also serves a practical purpose, providing exceptional stability & durability. These towers are physical forms of innovation that will redefine the skyline.

A HOME THAT REFLECTS YOUR LIFE, NOT JUST ACCOMMODATES IT.

Savvy Group is about to give Ghatkopar East a new identity, presenting not just a vision but a narrative that resonates with you in every sense and every way.

Merushikhar Towers brings a first-of-its-kind experience to North Mumbai. Ultra-spacious 3 & 4 BHK residences that takes privacy and refinement to a whole other level.

Unique monolithic structures designed by Hafeez Contractor features 10.5 floor-to-ceiling height and unmatched podium amenities. Sustainable living takes center stage with IGBC Platinum certification and lush landscapes.

BUILT WITH YOU IN MIND

In the ever-evolving world of futurism and technology we often come across things that are new and unprecedented. Very few things in this world make us feel at home.

We find technology at every corner, but not thoughtfulness. Welcome to Merushikhar Towers, where every corner, every amenity, and every aspect is built with you and yours in mind. It's not just a residence, it's an extension of you.

MOTHER EARTH RECREATION GROUND

You asked to be reconnected to your purpose.
We curated your private escape amidst the urban jungle.

Whether it's a morning jog amidst the trees, an evening picnic under the stars, or simply a quiet moment to breathe fresh air, the Mother Earth Recreation Ground fosters a sense of well-being unlike and other. Here, reconnect with yourself & with the very essence of life itself.

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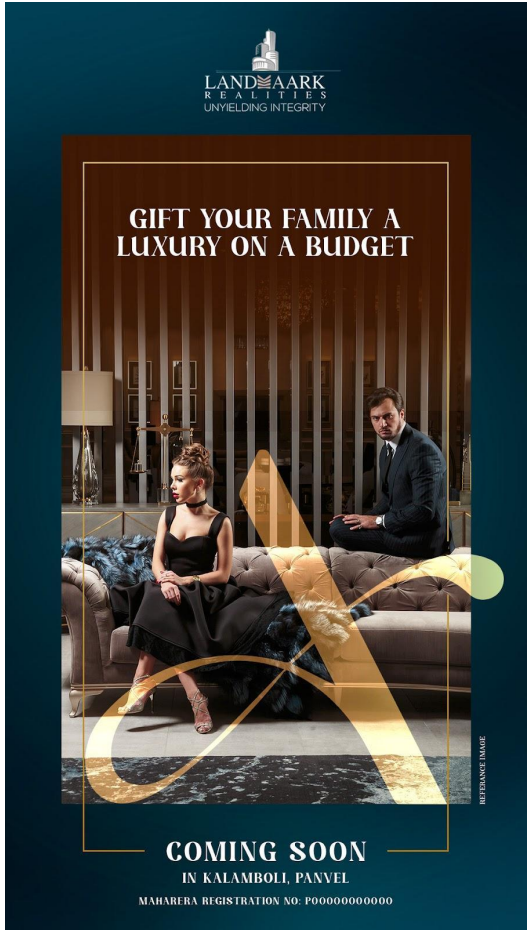
Creative Design

TEASER 1

TEASER 2



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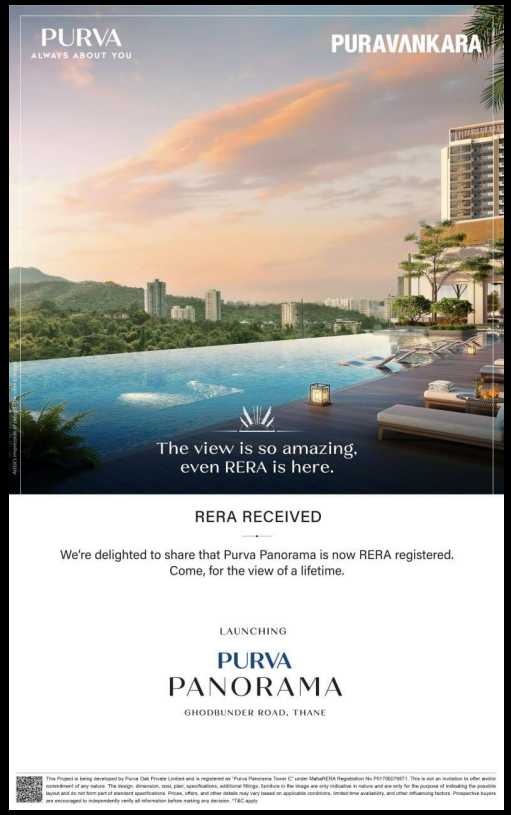

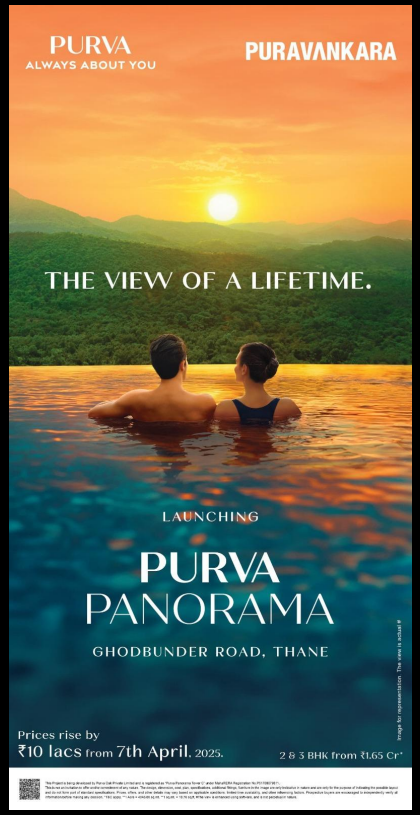

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Video Commercial - Ad films

GardenVista

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Video Commercial - Influencer Collabs

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Site Branding

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Video Walkthrough

Project:
Divine Shloka

Click here to view

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Video Walkthrough

Project:
One Silver Avenue

Click here to view

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Advertising & Lead Generation Campaigns

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CLIENT

Arihant

DELIVERABLES

Performance Marketing

Landing Page Design

Google Ads

CHALLENGE

Arihant Superstructures Ltd (ASL) is a leading real estate company currently listed among the premier stock exchanges like the NSE, BSE & Bloomberg. The challenge is to develop and implement a growth strategy that enables ASL to capture new leads for the existing properties in Navi Mumbai.

OUTCOME

Exponential response from customers to buy properties

ARIHANT SUPERSTRUCTURES LTD.

CONTINUING STABILITY

Changing Lifestyle

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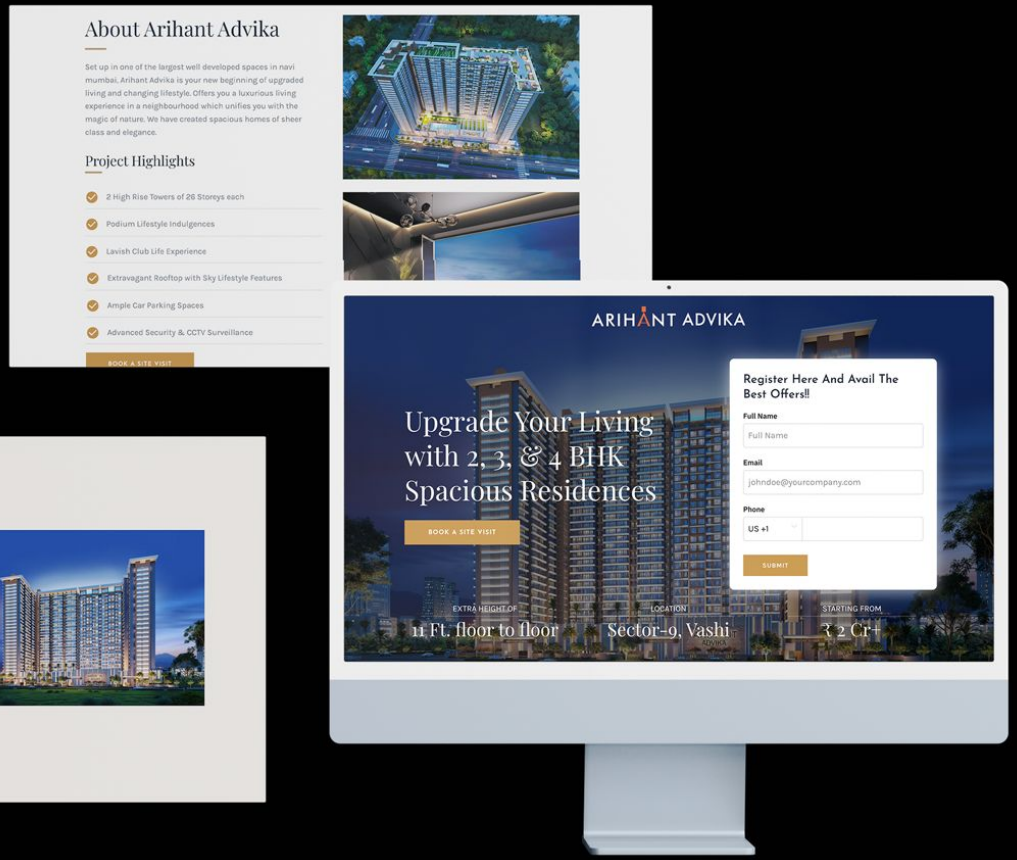

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ARIHANT ADVIKA

Upgrade Your Living with 2, 3, & 4 BHK Spacious Residences

BOOK A SITE VISIT

Register Here And Avail The Best Offers!!

Full Name

Email

johndoe@yourcompany.com

Phone

US +1

SUBMIT

EXTRA HEIGHT OF
11 Ft. floor to floor

LOCATION
Sector-9, Vashi

STARTING FROM
₹ 2 Cr+

About Arihant Advika

Set up in one of the largest well developed spaces in navi mumbai, Arihant Advika is your new beginning of upgraded living and changing lifestyle. Offers you a luxurious living experience in a neighbourhood which unifies you with the magic of nature. We have created spacious homes of sheer class and elegance.

Project Highlights

- 2 High Rise Towers of 26 Storeys each
- Podium Lifestyle Indulgences
- Lavish Club Life Experience
- Extravagant Rooftop with Sky Lifestyle Features
- Ample Car Parking Spaces
- Advanced Security & CCTV Surveillance

BOOK A SITE VISIT

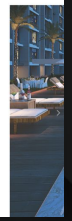
Property Amenities

- Meditation Area
- Well-equipped Open Gym
- Yoga Deck
- Mini-Theatre
- Kids Play Area
- Multi-Sports Court
- Lavish Banquet Hall
- 100 FT. Long Swimming Pool
- Jogging Track
- Senior Citizen Sit-out Area
- Sky Party Lawn
- Indoor Games Arena

Pricing

Unit Type	Total Carpet Area	Price	Special offer
2 BHK	1005 sq. ft.	₹ 2.2 Cr	VIEW OFFER
3 BHK	1505 sq. ft.	₹ 3.2 Cr	VIEW OFFER
4 BHK	2000 sq. ft.	₹ 4.2 Cr	VIEW OFFER

Photo Gallery



What our Residents have to say

"The staff at Arihant Infrastructures are always reachable and willing to go above and beyond to ensure you have a safe, clean, comfortable place to live.

Priyanka Mehta
Resident

"I feel so lucky to live here! I've always felt safe and enjoyed the quiet neighborhood-like feel this community offers. Would (and have) recommended Arihant Advika in particular to many friends moving to the area."

Pravin Joshi
Resident

"I feel so lucky to live here! I've always felt safe and enjoyed the quiet neighborhood-like feel this community offers. Would (and have) recommended Arihant Advika in particular to many friends moving to the area."

Pravin Joshi
Resident

Schedule a Visit

Our 2, 3, & 4 BHK properties are the ultimate in luxury and comfort, with spacious floor plans, elegant finishes, and top-of-the-line amenities.

Full Name

John Doe

Email

John@gmail.com

Phone

123-456-7890

Date of Visit

dd/mm/yyyy

SCHEDULE YOUR VISIT

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Other Deliverables

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CLIENT

Nandanvan Homes

DELIVERABLES

Brand Positioning

Umbrella Theme

Performance Marketing & OOH

CHALLENGE

SKB Nandanvan Homes had a unique challenge — strong recognition within Kalwa, but limited visibility beyond it. At the same time, they needed to justify their premium pricing as the most aspirational homes in the vicinity.

Our strategy: Brainstorm a theme that spotlights what truly set them apart — Nandanvan Homes offered the most spacious residences in the area, a clear edge over the competition.

OUTCOME

- Increase in inquiries from luxury homes seekers based out of Kalyan, Dombivali and beyond
- TG perceived SKB NH as the area's most premium luxury project

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CLIENT

Haware

DELIVERABLES

Brand Identity Design

ogo Design/

Brochure Design

Ad Campaigns

CHALLENGE

Haware, an established real estate developer with a strong focus on affordable housing wanted to expand its brand to appeal to the growing demand for luxury and premium housing without losing its core values of affordability, innovation, and customer-centricity

OUTCOME

Exponential increase in brand recognition and customer engagement. The hoardings which were strategically placed in high traffic areas created brand awareness and attracted more customers

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Building Houses Building Trust™
HAWARE

Affordable

HAWARE crest
Convenient Homes

HAWARE elevate
convenient homes

Luxury

HAWARE inherent
premium homes

HAWARE select
premium homes

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Brochure and Social Media

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Bus Shelter

Premium Homes By
HAWARE
Building Houses Building Trust

Indulge in the Art.
Invest in the Smart.

Introducing
Club air
with 20+
lifestyle amenities

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Brochure

TECH2EDGE

Scaling Structures.

TECH2EDGE

Scaling Structures.

CLIENT

Gurukul Infraa

DELIVERABLES

Brand Identity

Brochure Design

CHALLENGE

Gurukul Infraa, wanted to establish a strong brand identity and needed a brochure design that effectively communicated their message to potential customers. They wanted the design to be visually appealing and cohesive with the brand values while highlighting unique selling points

OUTCOME

A well-designed brochure effectively communicates brand message and unique selling points to potential customers. By understanding the brand, defining the brochure's purpose, establishing a visual theme, showcasing the portfolio, highlighting unique selling points, and providing contact information, the brochure design acted as an effective marketing tool for the company.

GURUKUL
INFRAA
With Promise We Deliver

Redeveloping Mumbai

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THIS IS
YOUR SPACE

IT DESERVES NOTHING
LESS THAN AN ACE

TO REDEFINE
& REDEVELOP

INTRODUCING AN EMERGING GROUP IN
MUMBAI SUBURBS

GURUKUL
INFRAA
With Promise We Deliver

A CHALK HORSE IN REALTY

Established in 2002 by our Founder & Chairman, Mr. Raj B Gulati, Gurukul Infraa Group has been steadfast to establish a strong foothold in the Real Estate Industry in Mumbai through its sheer dedication and relentless hard work. We have traversed a path of Steady Growth and rise with significant projects mainly centred in Prime locations in Western Suburbs of Mumbai, with some in Eastern Suburbs and City.

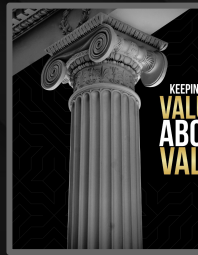
WE ARE RELIABLE, RESPONSIBLE & VALUE RELATIONSHIPS ABOVE ALL

Established in 2002 by our Founder & Chairman, Mr. Raj B Gulati, Gurukul Infraa Group has been steadfast to establish a strong foothold in the Real Estate Industry in Mumbai through its sheer dedication and relentless hard work. We have traversed a path of Steady Growth and rise with significant projects mainly centred in Prime locations in Western Suburbs of Mumbai, with some in Eastern Suburbs and City.

WE LIKE THINGS
BLACK & WHITE
WITH 100% CLARITY & TRUST

AND WE KEEP "KNOWLEDGE"
AT THE EPICENTRE OF
EVERYTHING WE DO.

AT GURUKUL, WE EMPOWER
OUR CUSTOMERS WITH RIGHT RESOURCES
ENABLING GENUINE INFORMATION,
FACTS AND FIGURES



KEEPING OUR
VALUES
ABOVE
VALUE

Our Group is based on pure principles of trust, endurance, excellent quality, exquisite design, commitment, lawful, transparency, timely deliverance and giving more than money's worth.

WHERE VISION MEETS
RIGHT EXECUTION

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RAJ B GULATI

FOUNDER & CHAIRMAN

Raj B. Gulati, Founder Promoter of Gurukul Infraa is the pioneer in the company's commitment, execution, development and deliverance with class, quality & affordability. Raj B Gulati, a distinguished entrepreneur, is a first-generation Real Estate Developer with two decades of rich real estate experience, passion for creation, innovation and excellence, sharp business acumen and in-depth knowledge of the Industry with expertise in acquisitions and proficiency in project execution. Gurukul's mission of "With Promise, We Deliver" is derived from his personal motto - Every human heart desires a beautiful home, and we are here to develop it for you. Under his eminent leadership, dynamism, fair principles and vision, Gurukul Infraa has earned a distinct status and established a strong foothold in the Real Estate Industry in Mumbai.

KAPIL RAJ GULATI

MANAGING DIRECTOR.

Kapil Raj Gulati, having completed his Graduation from Narsee Monjee College of Commerce and Economics, Mumbai, did his MBA from Amity University, Delhi NCR. He started his journey with Star India in 2013 and after gaining Management Experience in Corporate World, he joined Gurukul Infraa in 2015 and since then, he has taken the tradition forward and to the next level. A young and dynamic entrepreneur, he excels in Acquisitions, Mergers, Legal, Project Planning, Designing and Project Execution at Gurukul Infraa. He has inherent passion for excellence, sharp sense and flair to spearhead multiple projects, instinctive skills to access market trends, expertise in strategic decision making and fully committed in work execution. He believes in Perfection, Timely Deliverance and Best Honest Practices.

WHEN RIGHT PEOPLE & PROCESS COMBINE,

REALTY BECOMES REALITY

INTRODUCING AN EMERGING GROUP IN

MUMBAI SUBURBS

Our Group is proudly supported with Young aspiring talents in the field of Architecture & Planning, with exceptionally qualified Engineers, Lawyers, Managers in Project, Finance and Marketing with impeccable management, understanding and Professionalism. With such strong pillars across various specialized fields, Gurukul Infraa envisions lightening progress and development of its Group in the Real Estate in Mumbai.

DON'T BELIEVE? WITNESS YOURSELF!

ONGOING PROJECTS

- Sadguru Splendor Ghatkopar
- Princeton Tower Andheri West

UPCOMING PROJECTS

- 72 Enclave - Andheri West
- 21 Sky Heights - Chembur

REDEVELOPING MUMBAI BRICK BY BRICK

- We aim to deliver astounding Residential and Commercial Projects by undertaking Redevelopment Projects across Mumbai.
- We pioneer in acquisition of worthy projects and with careful collaboration with trusted and reliable Joint Venture Associates, we promise to deliver on our promises made to our Redeveloping counterparts.
- Self-Development being the new Trend and the Need of the Present, our years of experience and the right team of professionals assures that we live up to their Redevelopment aspirations.

- Keeping pace with the fierce and erratic constant changing age in our Real Estate Industry, we have been successfully catering to the needs and the demands of the cost-conscious clients with quality and timely delivery.
- We excel in proactive decision making with intime execution of Procedures and Procurements of Permissions from the designated authorities.
- We cater to resolve genuine projects-in-stress by stimulus or tie-ups.
- We strive for the best, never compromising on quality, commitment, and deliverance.
- We believe in collective work and effort for specialized results.
- Our support team comprises talented, competent, learned, and experienced professionals with practical and updated know-how of planning, designing, law frame, processes, procedures, obtaining permissions and clearances and supervision of all works.
- We consider our clients as our loving family.

DON'T JUST TAKE OUR WORD FOR IT

PR, Testimonials & Recommendations here

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- Lorem Ipsum

WITH GURUKUL INFRAA, EVERY DREAM IS WITHIN YOUR REACH

Reach out:
Gurukul Infraa Group 111-A Shantivan CHS,
Andheri Link Rd, Opp. Saraswat Bank,
Mumbai - 400 053, Maharashtra, INDIA
+91 22 2632 1912 | info@gurukulinfraa.com

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CLIENT

Aryan One

DELIVERABLES

Ad campaigns- OOH

Standee design

Brochure design

CHALLENGE

Aryan one was looking to promote their brand through a variety of advertising channels. They tasked us in designing three marketing materials: an Out-of-Home (OOH) ad campaign, a standee design, and a brochure design. The challenge was to create designs that stand out from the competition and capture the attention of potential customers while effectively conveying their brand message and values.

OUTCOME

We focused on understanding the client's brand, researching the competition, developing a unique concept, and designing visually appealing marketing materials that effectively communicate the brand's message.

ARYAN ONE

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Advertising Campaigns

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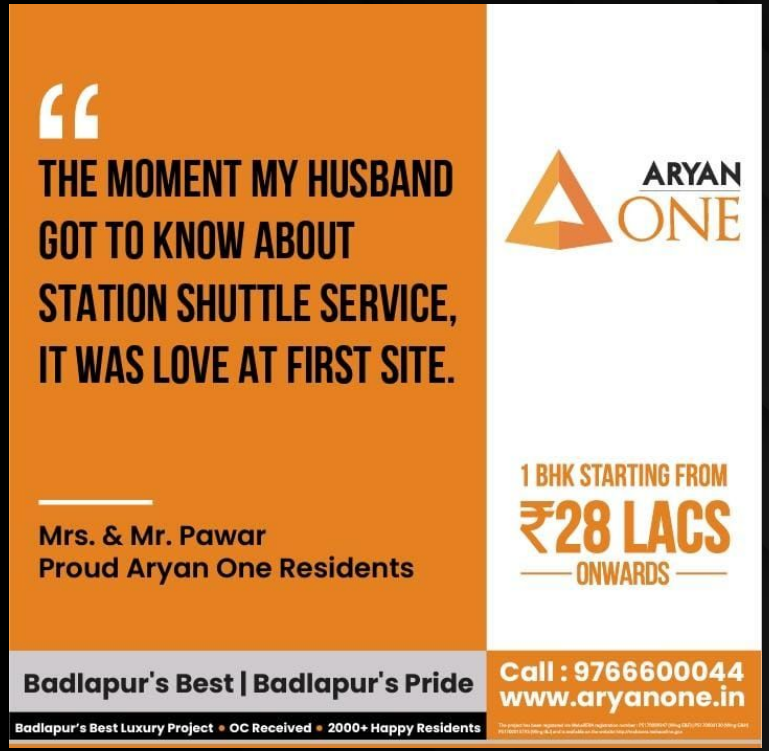

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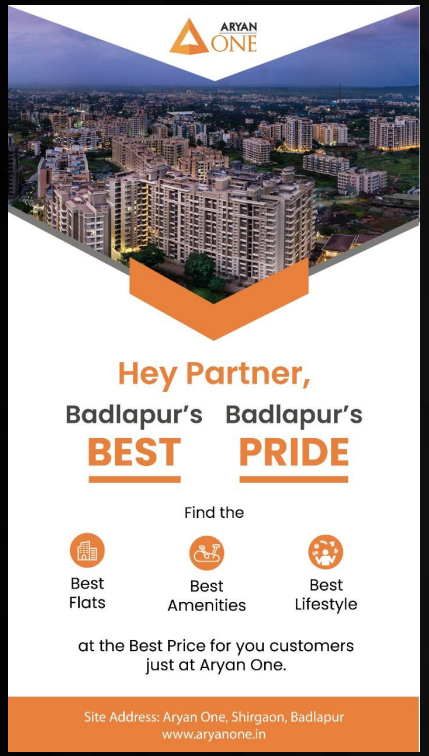
Standee



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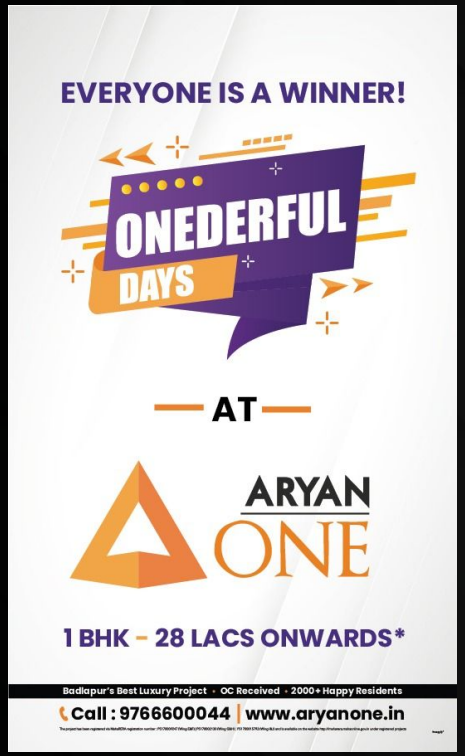

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Brochure

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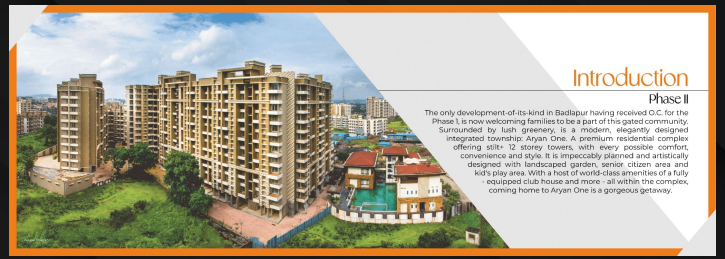

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Hiranandani

DELIVERABLES

Advertising Campaigns

OOH DEsign

CHALLENGE

Hiranandani, an established real estate developer, tasked us with creating an effective Out-of-Home (OOH) design that is visually appealing & unique.The challenge was to understand the client's brand, develop a concept, and create a design that effectively communicates their message while standing out from the competitors.

OUTCOME

These ad campaigns helped increase more brand recognition and recall value. We involved the client in the design process to ensure that the final product meets their expectations, gathering feedback on the concept and design and incorporating their input into the final product.

Hiranandani

creating better communities

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Scaling Structures.

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Scaling Structures.

CLIENT

Ellora Olearise

DELIVERABLES

Advertising Campaigns

Launch Campaigns

Newspaper Ads

Digital Ads

CHALLENGE

Ellora Group is locally regarded None developer for functionally designed societies and timely delivery of well priced complexes. They wanted to create awareness about the most affordable and premium IT park in Navi Mumbai

OUTCOME

Exponential response from chefs to join the community and increase in paid brand partnerships for promotion and listing of their products

ELLORA®
OLEARISE

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Plan of Communication / Campaign

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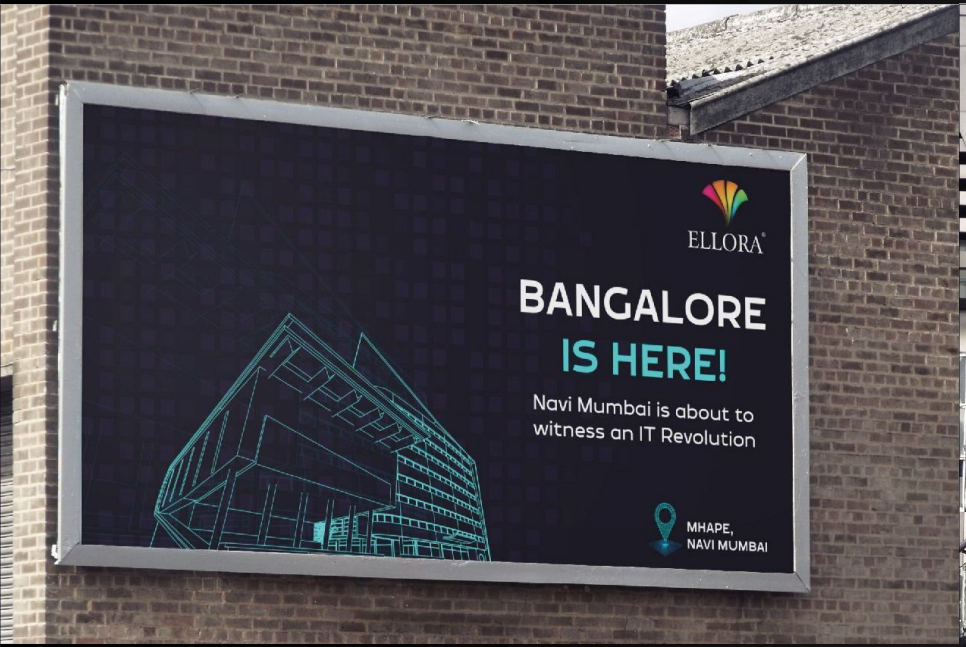
Hype and Launch Campaigns



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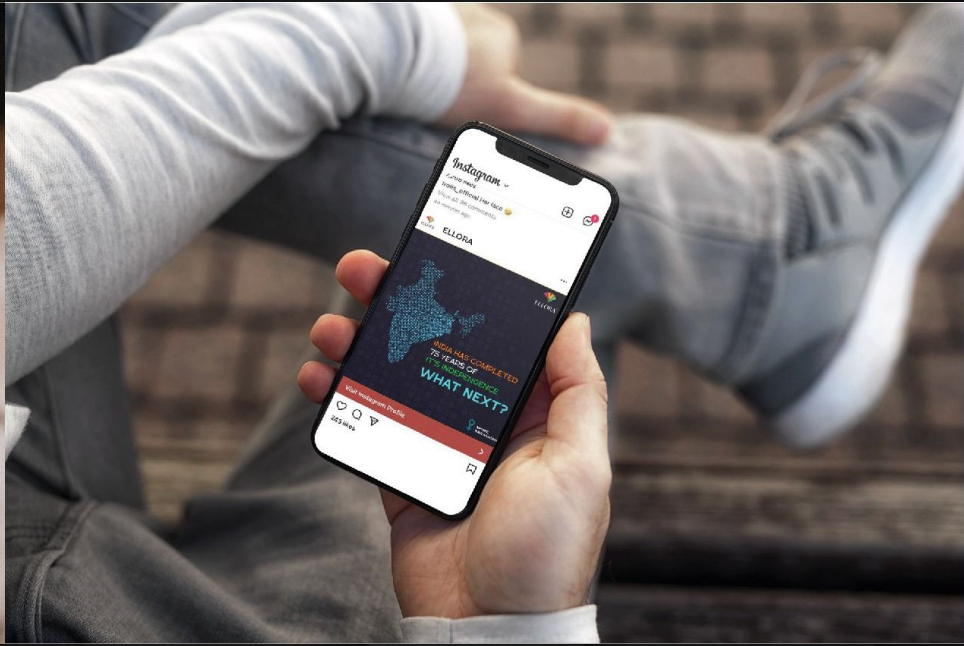
Newspaper Ad

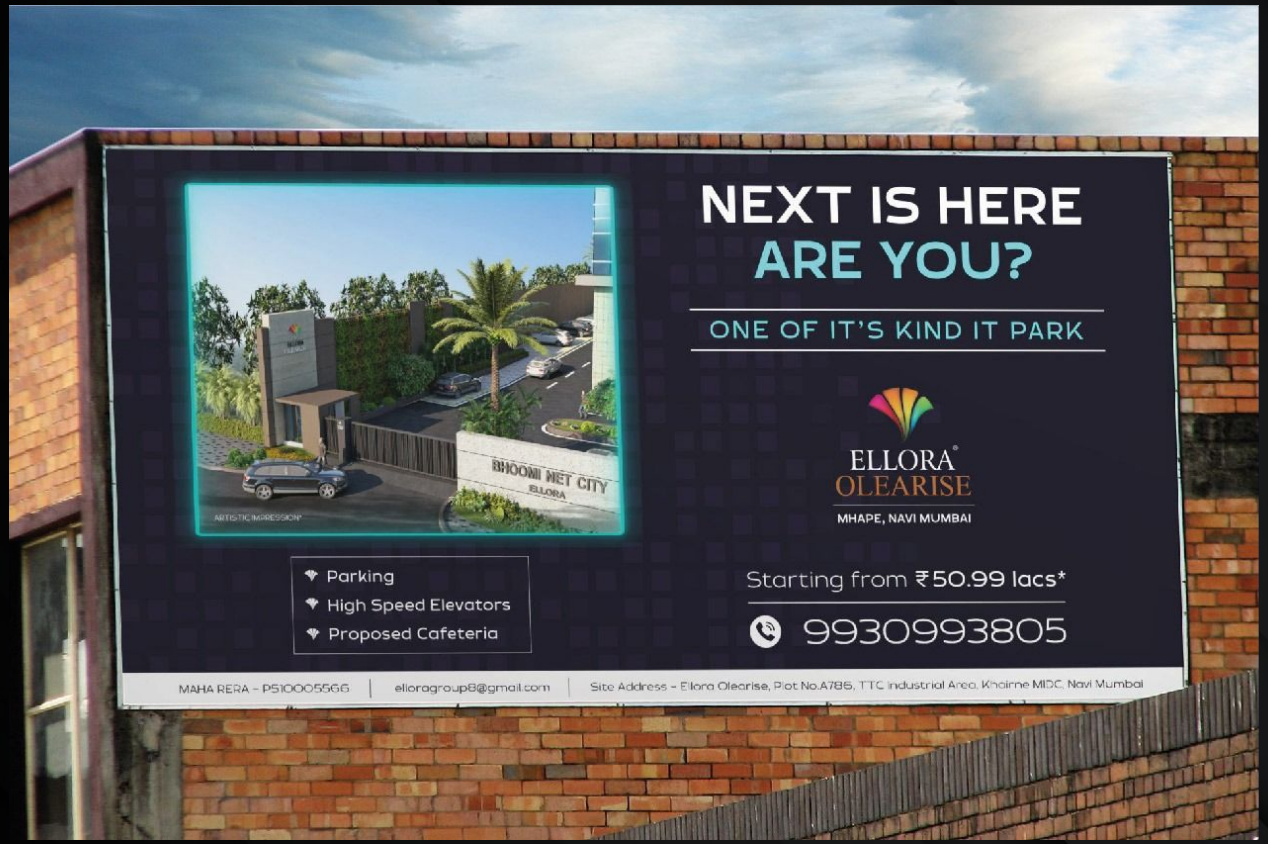
Social Media



TECH2EDGE

Sustenance Campaigns

Scaling Structures.



FPV Videos

TECH2EDGE

Scaling Structures.

Seawood Grand Central, Navi Mumbai

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Thank You.

Abhishek Gaikar
abhishek@scalingstructures.com
abhishek@tech2edge.co
+91 8655592012