Design as a domain is gradually gaining momentum in India. Consumers have become more conscious and are greatly impacted by well-crafted communication and ambience enhancements across all platforms. But often a comprehensive design solution is not found, thus resulting in design challenges. Design has the power to enhance customer experience. This is the inspiration behind the genesis of KREO Design, says Ms. Darshita Thaker, the CEO and Founder of KREO Design. An Alumna of National Institute of Design (NID), Darshita found her love for design early in life and wanted to offer impactful and big ideas to the world. With over 15 years of corporate experience, she became an entrepreneur to translate her passion into a successful design firm working with some of the notable brands in the country. Nothing could stop her from going ahead on the road to success. She says, “Being an entrepreneur you are responsible for those who are traversing the journey with you.” Let’s hear her story!

Q. What is the Name of Your Business or Brand You Represent?
Our company is called KREO Design and Innovation. The name KREO has been inspired from a Croatian word Kreo, which means ‘I Create’.

Q. What are your target Audience/clients?
We are happy to collaborate with anyone with a design and creative strategy requirement. Our clients are mainly enterprises or companies looking out for design and creative solutions. Over a span of 5 years, we have successfully trodden into FMCG, fashion, retail, automotive and electronics industry spaces, working with some of the top brands like Bosch, Facebook, Red Bull, Nikon, Titan, Crocs, Scania, Reliance Industries, Sterling Holidays to name a few.

Q. Where is your business based (city, state, country) & what are your geographical target areas?
We are based out of Bangalore but have clients from across the globe from diverse industries.

Q. What are your products or services?
We offer design and creative solutions in almost all fields of the domain. We have an amalgamation of offerings, branching into retail design, branding services, visual merchandising design, social media solutions, creative content services, exhibition design, experiential design, animation design and so forth.

Q. Who are your biggest competitors and how do you differentiate yourself from them?
We are a one-stop design solution provider, taking care of the major design requirements that companies require, under one roof. We look at design from a 360-degree perspective to offer solutions that are in line with the client’s business objectives. We think fast and execute faster also factoring the affordability factor.

Q. What best Marketing practices/tools that you always rely on the business development, marketing and branding?
Our motto is to be customer-centric. We understand our client’s perspective and offer tailored solutions that
Q. What is that One thing you would like to change in your organization/Business today?
I wouldn’t want to change anything. But I would want all of us at KREO to be updated with the latest technology and market trends. We should keep unlearning and experimenting all along.

Q. What is that One thing you have faced roadblocks in this tumultuous journey of 5 years. We are happy parents to our one-year-old Kanishk, who completes our world.

Q. What is your USP which makes it unique & different from other Business in similar domains?
Our vast scope of work makes us stand out from the rest. We are a one-stop design and creative solution provider, offering customer-centric services in almost every aspect of the domain.

Q. Do you consider yourself successful and by what means do you measure success?
At KREO we measure success from the validations that we receive in the form of testimonials from our clients. We are elated after every good project that we deliver, be it small or big. We see success from the angle of our people prospering and growing professionally and personally. We are also motivated by the awards and recognition that we have received in the recent past.

Q. How would you describe your team? What are the different activities that happen in office?
We are KREATORS. A mix of professionals coming from different backgrounds, with an immense love for design and creativity. We have designers, consultants and strategists who bring diverse experiences, thereby forming a comprehensive team.

At KREO, we have fun activities going on all the year round. Recently, we had a barbeque potluck Friday, where we celebrated the spirit of Friday by grilling our marinades.

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Q. What plans do you have for booming Startups in your country?
We would want to collaborate with young start-ups that have interesting ideas and do great work. We want to extend our hand of friendship and collaboration to all start-ups that aim big, just like us.

Q. Tell us something about your education & family background.
My alma mater is National Institute of Design, Ahmedabad. I have had immense learning and exposure, while also getting an opportunity to try my hand in various interesting genres in design.

I have a loving and very supportive husband (Mr. Sharath Srinivasan) who has pulled me up every time I have faced roadblocks in this tumultuous journey of 5 years. We are happy parents to our one-year-old Kanishk, who completes our world.

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help meet their objectives. We also keep ourselves updated with the latest market trends, so we can offer solutions that are relevant and effective in such a dynamic market scenario.

Q. What skills do you want in your employees/team at the time of hiring?
We are always on the lookout for creative thinkers, problem solvers and design lovers.

Q. What expansion plans are you looking for the next 2 years, next 5 years?
We want to expand across all the major cities nationwide and take our design thinking to the rest of the world.

Q. Where do you want to see yourself in next 10 years?
We want to be amongst the top design agencies in the country and work for some of the best international brands. We also plan to conceptualise a mobile office space for KREO that can take care of design operations across the world. In many ways, this represents our intent to make design easily accessible and agile.

Q. What was the most challenging part of your journey till now? How did you overcome those challenges?
Design is an intangible service. So, there is a constant struggle to explain the importance of design and its tangible outcome. Furthermore, the audience is not aware of the diverse potential of design which spans across numerous fields with each one as distinct as the other.

Q. Whom do you consider your idol or biggest motivator?
Every challenge is an opportunity and every hurdle a motivation to rise to the next level. This the mantra of my life. My biggest motivation came from the obstacles that I faced at the beginning of my career. I had to face bureaucracy and hierarchy because my seniors didn’t understand my true potential. That is when I realised my true calling and hence, the motivation to start something my own took shape.

I have also been lucky to have great mentors. I would like to mention a few names – Late. Raghur Pillai who is considered as the Father of Indian Retail, Mr. Gwyn Sundhagul, Mr. Glen Richardson and Ms. Shimul Mehta Vyas who is the Chairperson and Faculty member of the National Institute of Design (NID). And on the personal front, my mother (Mrs. Urmila Thaker) has always been my pillar of strength. Without them, my journey wouldn’t have been the same.

Q. How your current profile has transformed you as a person?
Once you begin your journey as an entrepreneur, your life changes. You end up living a fast track life with loads of responsibilities. Since I have entered this space, it has been a challenge every day. I must say I have ended up living 10 years of my life in the corporate world, within 2 years of entrepreneurship! Once an entrepreneur, I had to take up the responsibility for a lot of people those who joined me. You cannot fail, because, if you do, you let down others who you are responsible for.

Q. If you had the chance to start your career over again, what would you do differently?
I wouldn’t want to change anything, because the obstacles motivated me, and the outcome that is our firm is an ingenious and endowed result. Every step in my career, victory or failure, has inched towards growth and brought me to where I am today. I feel the journey matters more than the destination. And my journey has definitely been enriching.