



A SHWETA SADA INITIATIVE

*“Weddings are made in heaven and we have
taken it quite literally”*





Hitched

A wedding is a ceremony that is associated with rituals, by which two people vow to spend their lives together in marriage. In the past, most weddings were conducted by religious clergy. But we don't live in the last anymore. Weddings have changed greatly in three generations, but the motivation stays the same.

So why not make it a celebration? Something that gives you memories of a lifetime. What would have been unheard of twenty years ago are themed weddings – rustic woodland, seaside, festival and vintage. These are popular today as they offer couples the chance to personalise their weddings and at the same time provide an opportunity to incorporate an element of fun and surprise for their guests.



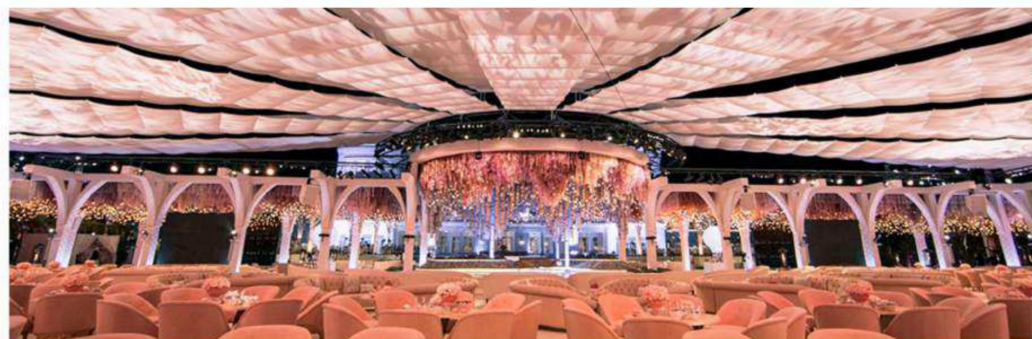
Traditional Tirupathi

When it comes to weddings, tradition is a moving target! Culture and tradition away from all the glamour, yet so beautiful and pure. This wedding in Tirupathi is the perfect example of culture, class and style. The movie like set was made keeping in mind the traditional look that the couple wanted.



Pastel

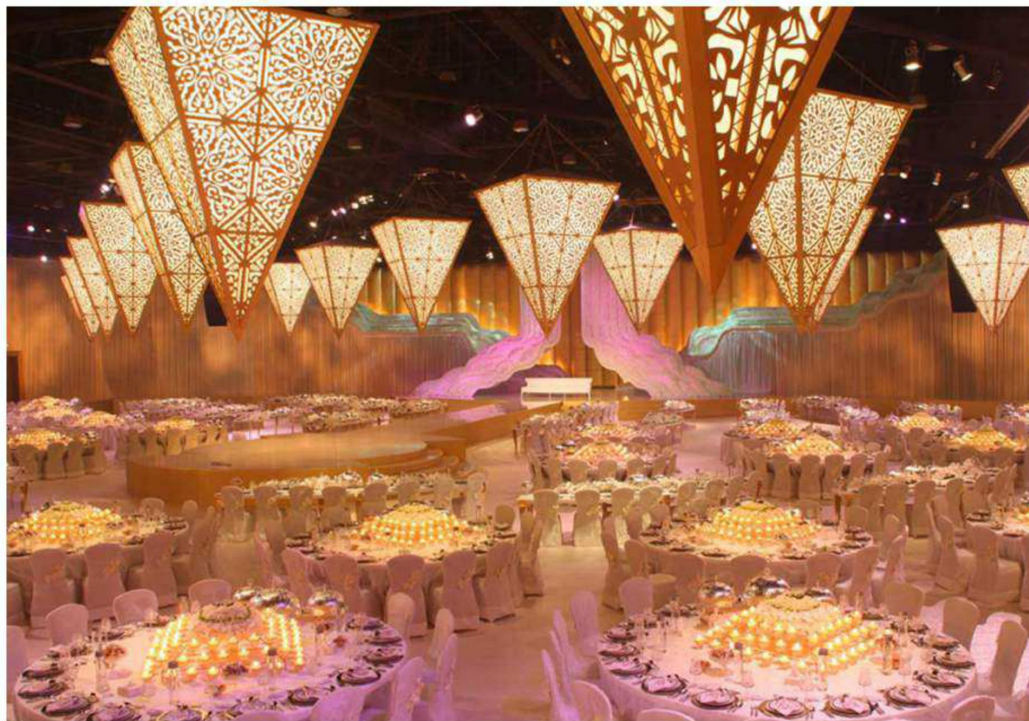
While bright colours will always pop at weddings, nothing beats the elegance that comes with ensembles in softer hues. Neutral yet elegant! That's how Pastel themed weddings are. The mix of botanical varieties gives arrangements a natural, garden-like feel. Classic chairs and an intricate setting of fine silver and crystal adds a sophisticated level of detail.





Floral

Florals never fail to amuse us. The beauty and texture of the flowers is what that stands out. Flowers can completely transform a venue inside and out. Featuring pretty pink and white flowers. Floral walls never go out of trend. Pink is a classic hallmark for all things love and using this color as part of your wedding theme can help create a very blush bloom atmosphere.



Lights oriented theme

From twinkling lights and sparkling chandeliers to luminous pinspotting, the right lighting is more than just functional. It can change the whole ambiance of your wedding. Lights play a vital role when it comes to elevating an ordinary hall to something bright and extraordinary. Take hint from these triangular chandeliers. In addition to brightening the room, they also serve as an elegant overhang.





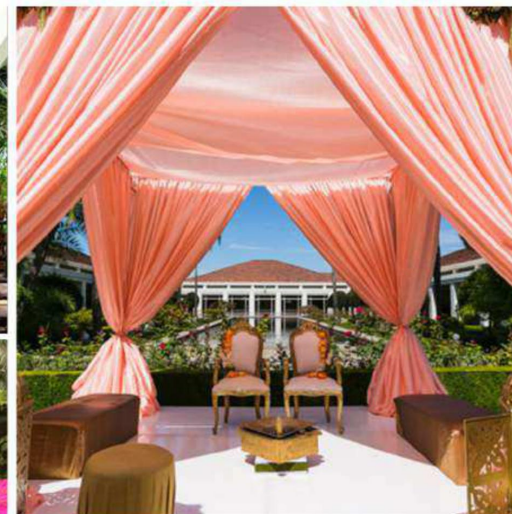
Fairytale

Who wouldn't walk down the aisle amidst the fantasy trail with blossoming peonies and alluring hydrangeas. Having looked into the derivations of this dreamy concept, it's pretty clear two things are to be blame, Princess Diana and Disney. The theme was completely inspired from fairytales to boost your dreams on your big day. The tunnel of lights give you the perfect entry and make sure you strike like a fairy mother.



Destination Wedding

Wouldn't it be an absolute treat to get married under such a beautiful yet so peaceful setup? Sound of waves, Sandy shores and dash of bright colours. Destination weddings are the most relaxed ones.





Our Expertise



DECOR



VENUE



INVITES



MEHNDI



PRIESTS/
PANDIT



ENTERTAINMENT



STYLIST



JEWELLERY



CELEBRITY
MANAGEMENT



DJ



PHOTOGRAPHY



MAKEUP
ARTIST



INTERNATIONAL
ARTIST



VIDEOGRAPHY



CAKE



DESIGNER



NUTRITIONIST



RETURN GIFT



CATERING

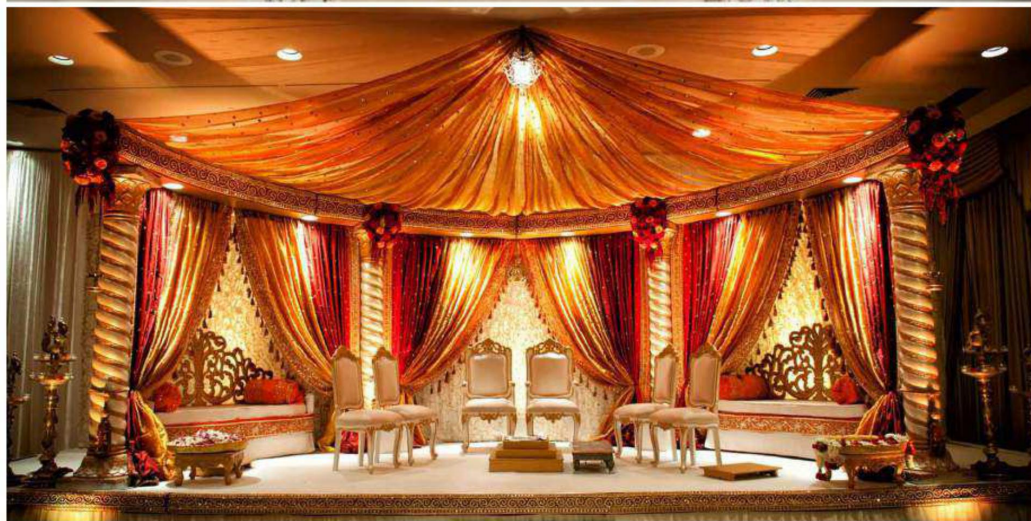


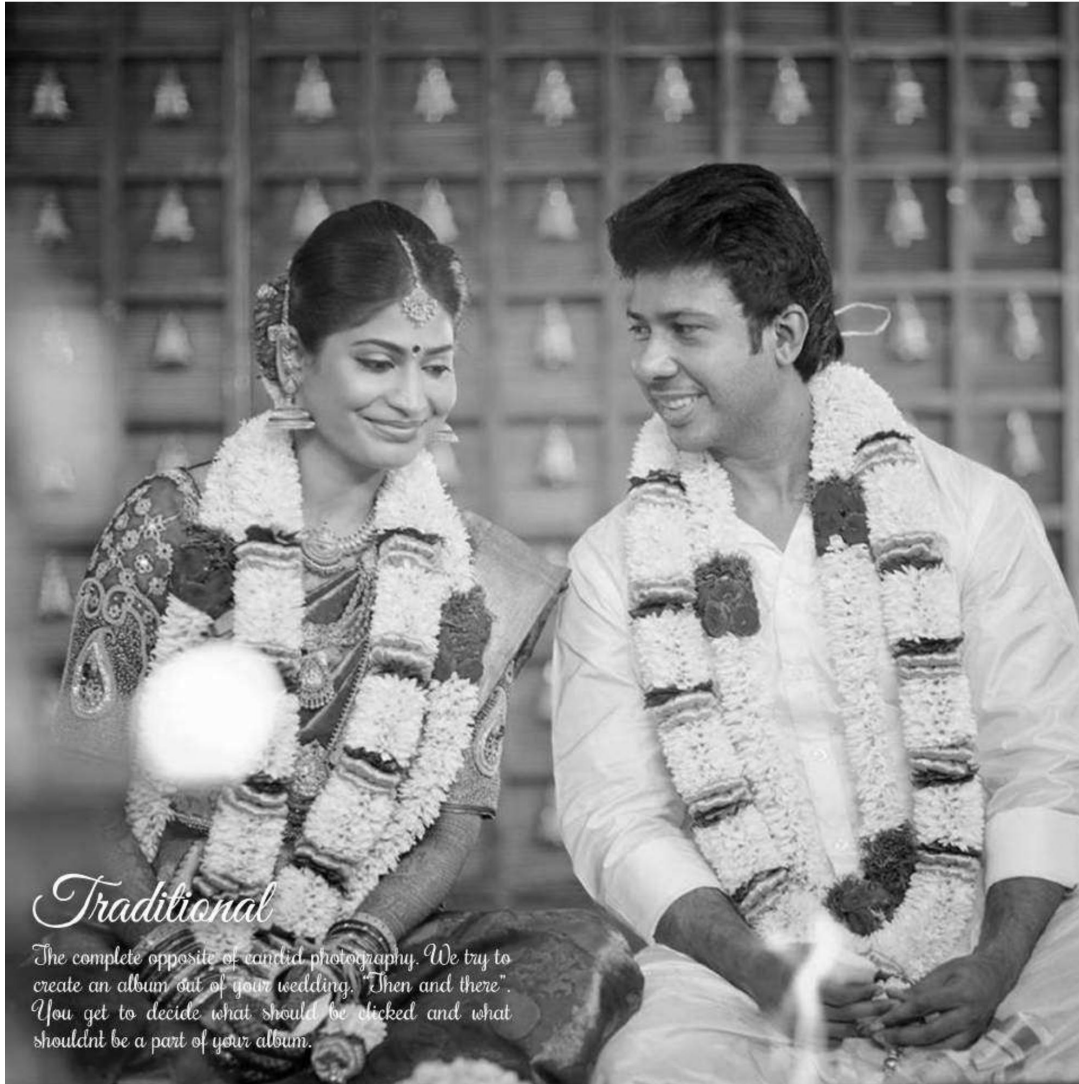
DESTINATION
WEDDING











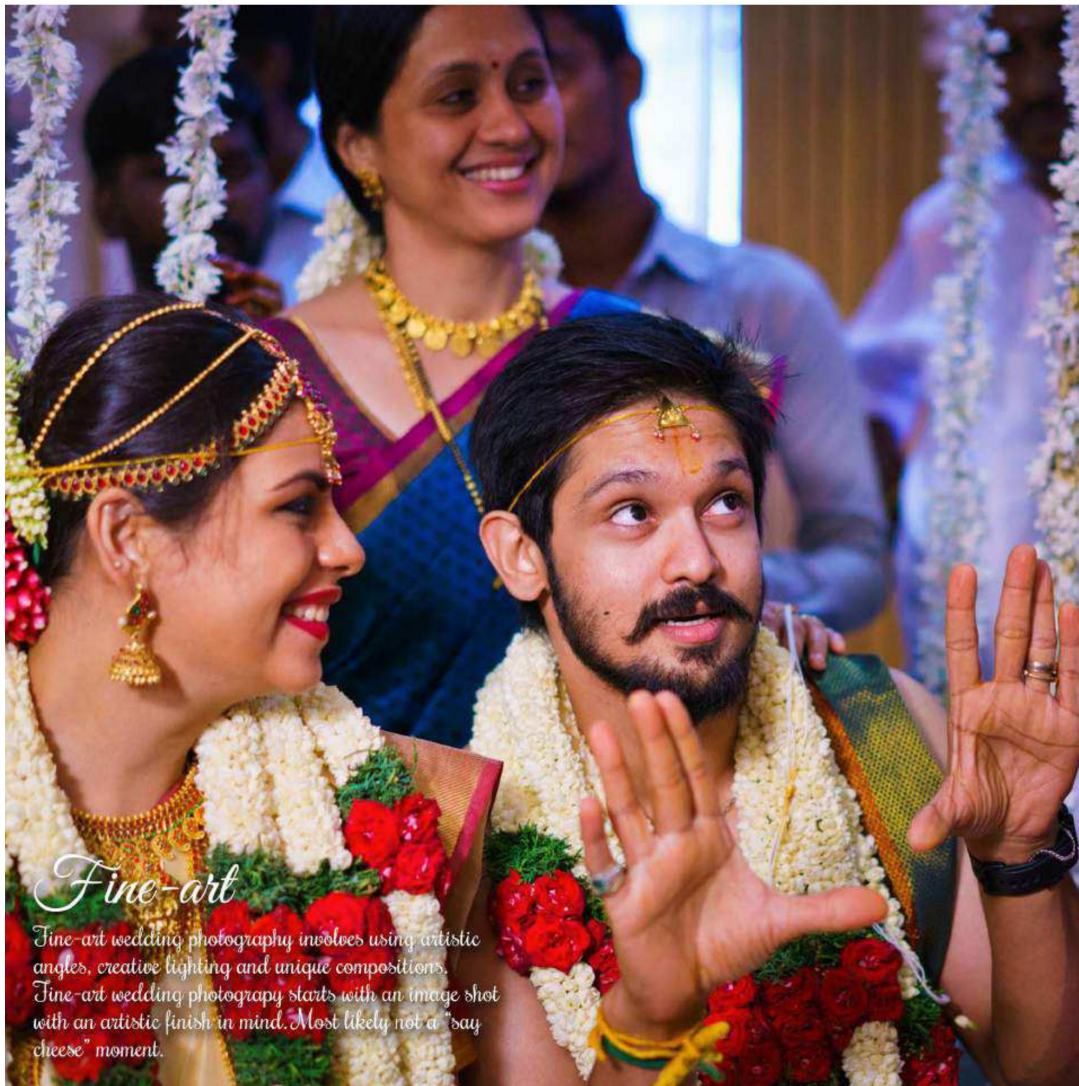
Traditional

The complete opposite of candid photography. We try to create an album out of your wedding. "Then and there". You get to decide what should be clicked and what shouldn't be a part of your album.



Fashion Wedding

Fashion photography is a genre of photography, that focuses around displaying clothing and fashion items for commercial purposes. This photography will let you bring an upscale look to your wedding.



Fine-art

Fine-art wedding photography involves using artistic angles, creative lighting and unique compositions. Fine-art wedding photography starts with an image shot with an artistic finish in mind. Most likely not a "say cheese" moment.



Drone

These image-capturing aircrafts are the latest trend in the bridal market. Drones offer grand perspectives of the beautiful locations where people choose to wed. They are so versatile, you'll be able to get creative with your wedding shots. Gather your guests in the lawn and organize them to pose or say fun stuff.



Say Cheese!

Photography

We do photography because we truly enjoy it! Photography is our main means of pursuing creative, artistic urges; for capturing and documenting live events; and for bringing joy to others through images of loved ones. We have photographed over 200 and more weddings, engagements, and portrait sessions.

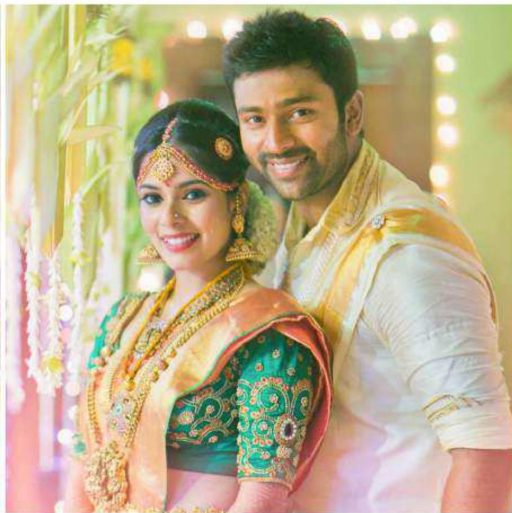
The people, the clothes, the ceremonies and celebrations, the flowers, the food, the beautiful settings..all come together to present a once in a lifetime event that most want to record in order to peruse and enjoy again and again throughout their lives. Our goal in covering a wedding is to make photos that bring it all back to you.. and to help you see parts you have missed in the “whirlwind” of a busy and exciting day!

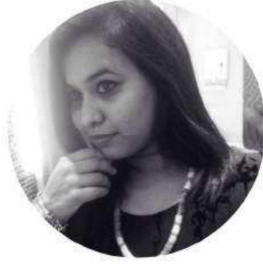
Our style is primarily “photojournalistic.” We are trying to capture authentic expressions, activities, and emotions so you get the true flavor of the day’s events. At the same time, We are looking for artistic, symbolic imagery that give your wedding a transcendent quality you can reflect on whenever you think of your partner and the sublime commitment you made to each other.

Our job is to make your wedding-through eloquent, expressive, and revealing imagery - last more than a day, but instead, a lifetime.









Shweta Sada

Shweta's creative style allows you to relax and enjoy your wedding planning journey. Providing an experienced and friendly approach to wedding planning, which is delivered in an imaginative & professional manner. Your wedding will be tailored to reflect your unique personalities and individual style. Planning, styling & managing beautiful weddings with impeccable project management, to give you your dream wedding.

Working with you and for you, to create your Perfect Wedding Day.





Get Hitched

+91 98412 13333 | +91 98846 61350

#32, CASA MAJOR ROAD, EGMORE, CHENNAI, TAMIL NADU - 600 008

WWW.SHWETASADA.COM





A SHWETA SADA INITIATIVE

**“It’s the era of
Digital Marketing”**

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A SHWETA SADA INITIATIVE

**COMPANY
BROCHURE
2021**



Success seems to be connected with action.

It all started with a spark. A spark to create an outstanding entertainment and communication agency, has flourished and we are proud to say that 'we are the top concept marketing agency for entertainment and communication in Chennai.' In today's global market, it is critical to stand apart from the crowd, but we took a stand in the industry for more than 15 years in events and 7 years into digital marketing. Unlike most other marketing companies, we recognize that in today's active and evolving world, businesses need to develop a variety of marketing channels to be successful. Therefore we provide a 'ONE' stop solution for all the Branding & Marketing related needs of your company. Brand building is an integral aspect of business development, and we understand that better than anyone else by providing you with the perfect solution which makes your brand future ready.

Our Expertise

- 01 Website Designing & Development
- 02 Ad Films & Conceptual Photoshoot
- 03 PR & Social media Handling
- 04 SEO Services
- 05 Events and Concerts
- 06 App Development

About Our Company

We, at SS Initiative, focuses primarily on providing relentless solution for the betterment of your company. We keep ourselves appraised by always listening and observing the digital space.

The Spark

I was seventeen and I knew medicine was not my cup of tea. I was just attracted to a lot of colors. Creativity was more my thing. One summer, I heard there was going to be a wedding in the family. I decided to plan and execute it all by myself.

When I was planning that particular wedding, I had a light bulb moment and just like a spark, the idea of this company was born. Fast forward 10 years – today SS Initiative is one of the leading entertainment & Communication company in South India. At SS Initiative, we have a wonderful set of people working on your dream.

” They are family. We hope to keep serving you with our special formula for success! What’s the formula? Get in touch to find out!

Website Designing & Development

Web development is the building and maintenance of websites, this is where the web developers and designers come together pitching in their ideas and they do it seamlessly for performance and smooth user experience.

01

Static Website

A Static Website is displayed in a web browser exactly as it is stored. It contains web pages with fixed content coded in HTML and stored on a web server.

02

Dynamic Website

A Dynamic Website requires web programming and database design. A dynamic website contains information and content that changes, depending on factors such as the viewer of the site, the time of the day, the time zone, or the native language of the country the viewer

03

E-Commerce

E-commerce is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales. It's also known as electronic commerce or internet commerce..

” We have collaborated with a lot of brands as we decide on a plan to achieve and execute goals together. Come to us and we will surprise you with our skill sets by creating digital marketing strategies for your company.



SEO Services

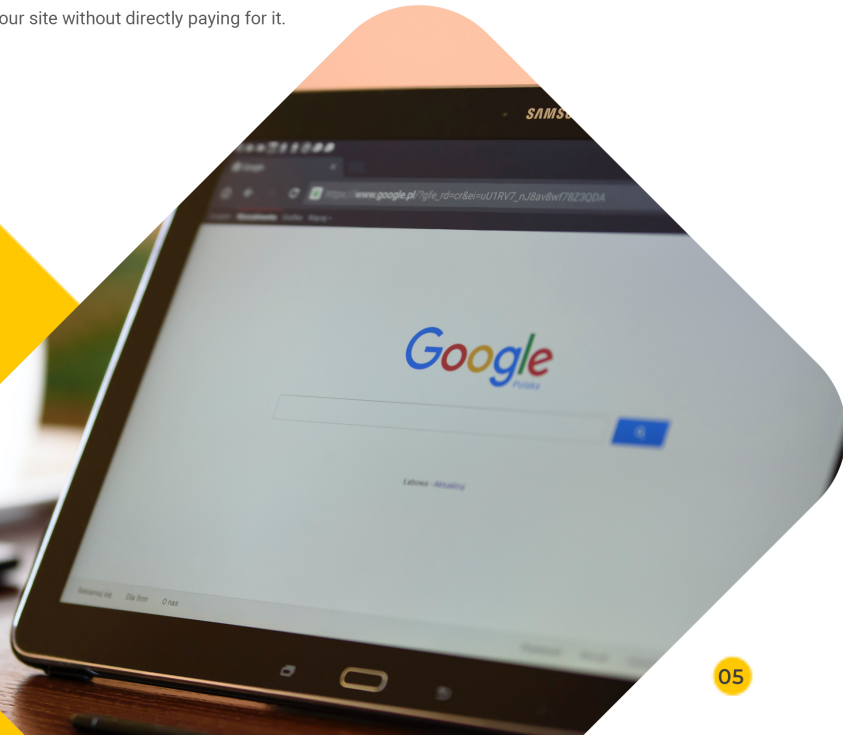
Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website..

Why SEO Services ?

SEO is important because it keeps the search results fair. The higher you rank in results pages, the more clicks and traffic your site will generate. SEO also improves user experience, making it more likely for customers to become repeat buyers. And SEO is cost-effective

Users trust search engines, and achieving a top spot in search engine rankings signals to searchers that your site is a credible source. The higher you rank in results pages, the more clicks and traffic your site will generate. SEO also improves user experience, making it more likely for customers to become repeat buyers

And SEO is cost-effective. Competitive industries can spend large amounts of money on paid website traffic. Of course, you can still purchase ad space, but if you're working with a tight budget, SEO is a great way to drive qualified traffic to your site without directly paying for it.



Why Choose Us ?

We create experiences that are attractive, simple to use, and drive results for your company. We are not your typical web development agency. Sure, we're strong on corporate branding and web design, but we're really focused on making things work for your audience ... and your business.



THINK SOLUTION

Creativity is what makes you stand out from others. This can be guaranteed from us.



BEST MARKETING

We know how to harness the power of call monitoring to improve customer services and increase on marketing investments.



GROWTH BUSINESS

Categorizing the problems and growth patterns of business in systematic way & presenting the right path way to grow.



CUSTOMER SATISFACTION

We provide the best for every customer's need in most creative and successful way.



Social media marketing for small businesses and enterprises is a powerful way to reach your prospects right where they spend their time online and bolster your brand engagement. A dynamic, data-driven social media marketing plan can bring remarkable results to your company and turn customers into brand advocates.

PR Coverage

We, at SS Initiative, focuses primarily on providing relentless solution for the betterment of your company. We keep ourselves appraised by always listening and observing the digital space. Web development is the building and maintenance of websites, this is where the web developers and designers come together pitching in their ideas and they do it seamlessly so that it your brand website looks exceptional, with speedy performance and smooth user experience.

Retainership

Article Based

Press Release
(Print + Magazine + Digital)



PR coverage done well can be a powerful weapon to provide credibility and increase brand exposure to your target audience. Good PR is more than press releases – it's about providing value for your audience, building strong relationships, engaging your audience and telling the story of a brand.

Events & Concerts

As we provide a 'One' stop solution to all your branding and marketing needs, hosting events and concerts is our forte. From media stunts and publicity, we have our team to help put your brand in the limelight. Our team has great rapport with media that will help put your brand to attain coverage across magazines, T.V, social media etc. We also have copywriters inhouse so that the client's strategies, and views are met.

- PRODUCT SHOOT
- FASHION PHOTOGRAPHY
- WEDDING PHOTOGRAPHY
- CONCEPTUAL SHOOT

From events, launches to client functions, our Event management team put together stylish events from start to finish. And we are proud to announce that, Sunburn being Asia's biggest EDM festival was first brought down to the deep south of India by SS Initiative with a crowd beyond 20,000+ people in one go.

Social Media Handling

Social media management is the process of managing your online presence on social media platforms like Facebook, Instagram, and Twitter by creating, publishing, and analyzing content you post. Managing social media also includes engaging and interacting with social media users.

Social media managers help their organizations capitalize on the surging popularity of social media platforms by creating and overseeing engagement, branding and marketing campaigns.

Brand awareness is crucial to any business, from multimillion-dollar corporations with extensive advertising budgets to a small business owners with limited funds. Customers have to know what businesses provide before they can take advantage of those goods and services.

Currently, one-third of all Americans say that social media is where they learn about new products and services. For Millennials, social media is second only to television as a way to learn about new products.

Ad Films & Photoshoot

We always believe that people have the tendency to forget something that they read but the same does not apply if it is shown to them visually. Ad films have been the best tool for promotion and awareness for brands since time immemorial. From Doordarshan to YouTube, ads have travelled a long way in attracting potential customers to buy a new product. Such is their significance that even in today's era of entrepreneurship boom, ad films made by ad film production houses feature on top of marketing strategies.

Our Associates



Mercedes-Benz



United Breweries Lt.



Radisson Blu



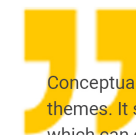
Sunburn



The Hulk's Diet



Michael Kors



Conceptual photograph is a photography genre which is all about ideas, symbols, and themes. It speaks through images, as an image captures a very powerful message which can communicate highly abstract concepts to our thoughts. 'They say a picture is worth a thousand words' which means a number of ideas can be implicated to convey the message to the viewers. We at SS initiative, consists the best of the best photographers who strive to bring out the exact message to the viewers as they focus on the concept of the photo, beyond everything.



A SHWETA SADA INITIATIVE

PRODUCTION HOUSE • DIGITAL COMPANY



Production House & Digital Company

15+years of Experience

Concert Producer

**Some of South India's biggest launches to
our name.**

**WHO
WE
ARE?**



WE HOLD YOUR IDENTITY



Integrated Marketing Communication

Advertising - Film Making

Creative Designs

**Media Management
PR Statergy**

**Digital Marketing
Website Development
SEO**

**Social Media handling
App Development
Google Adwords**



Just give us the mike and take your seats. This is where our soldier resides, they fight your battles, and they fight them hard.

GET HEARD, GO LOUD!

Production

Brand Building

Events

Brand Registration

Launches

Conceptual Marketing

Conferences

TVC

Activations

Broadcast

Integrations

Media Universe



Click ! Click! Click ! We Frame those Moments for you.

**EXPERIENCE
THE
SWEET
SANS
THE
BITTER**



**Product Photography
Industrial Photoshoot
Food Photography
Lifestyle
360 Degree Views
Documentary**



Let's get the Party Started. I like to move it move it, we like to move it, move it.
Yes that's what we do, we get the parties started.

Concert Producers

Music Festivals

**International Talent
Management**

**LET
THAT
BASS DROP!**

We are the 1st Concert Producers to bring Asia's Biggest Electronic Dance Music Festival to South India.





**They say Marriages are made in Heaven
we have taken it quite literally.**

Venue & Decor

Mehendi & Jewellery

Priest/Pandit

Photography and Videography

Stylist & Designer

Like we said, we do it all.

**GET
HITCHED
IN STYLE!**

OUR CLIENTS

VOIT

Asiana
Hotels & Resorts

PARK HYATT®

HOTEL
SHELTER
A PART OF SHELTER GROUP

ITC HOTELS
RESPONSIBLE LUXURY

ARUNA HOTELS LIMITED

PHOENIX
MARKETCITY

radhahotels
your smile makes our day



Benz Park
Hospitality Quality Commitment

Ambassadors Palace

CONFLUENCE™
BANQUETS AND RESORT



FORTUNE
Member ITC's hotel group

HCL

SMIRNOFF

KCG
COLLEGE OF TECHNOLOGY

CMCHS Lightworkers Trust
Pranic Healing & Arhatia Yoga Centers

Radisson
HOTELS & RESORTS

KINGFISHER
PREMIUM

CB
GROUP
UNITED SPIRITS

RITZ
MAGAZINE

TAFE

CHENNAI
GOLD HOUSE

ruby
Building Future

BUSINESS
CAPSULE

she
publications

RAMADA

ŠKODA

Mahindra
Rise.

Etv

LANSON TOYOTA

Peekaboo
PATTERNS

max
LOOK GOOD. FEEL GOOD.

SAVERA



FEMINA



Mercedes-Benz



SRM
UNIVERSITY
(Under section 3 of UGC Act 1956)

TATA



MICHAEL KORS

YAMAHA

swelect

HINDUSTAN
INTERNATIONAL
SCHOOL

Rotary



sunburn



ZEETV



Volkswagen

TMA
TIMBER MERCHANTS ASSOCIATION
Established 1883



HINDUSTAN
UNIVERSITY
HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE



India Cements
TN PREMIER LEAGUE

TAJ
GROUP

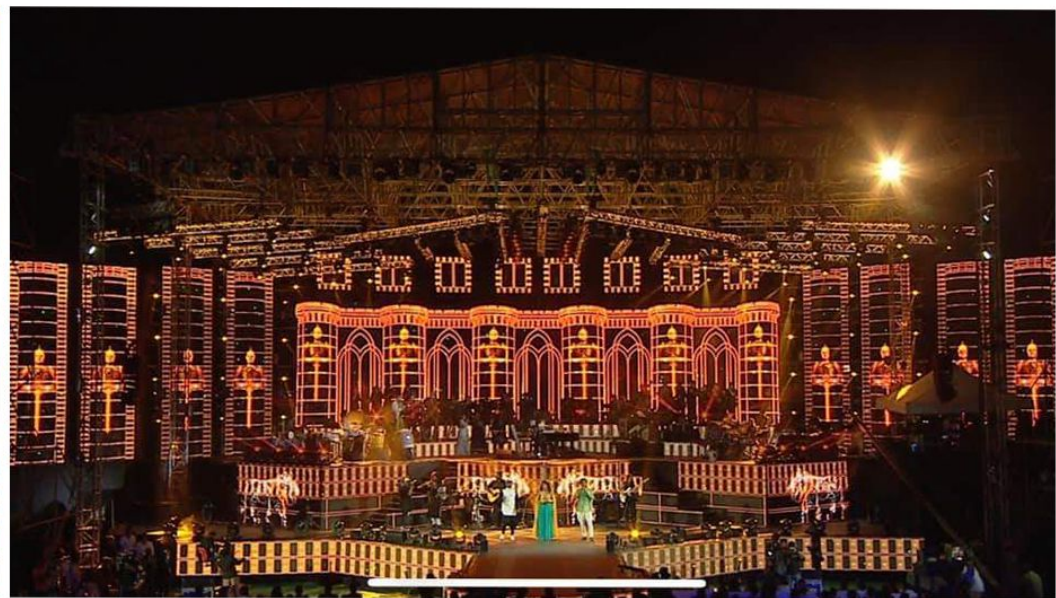
TONI&GUY
HAIRDRESSING

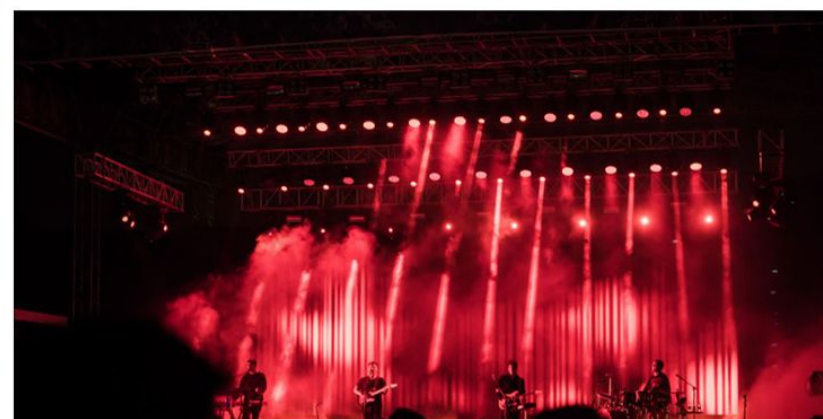
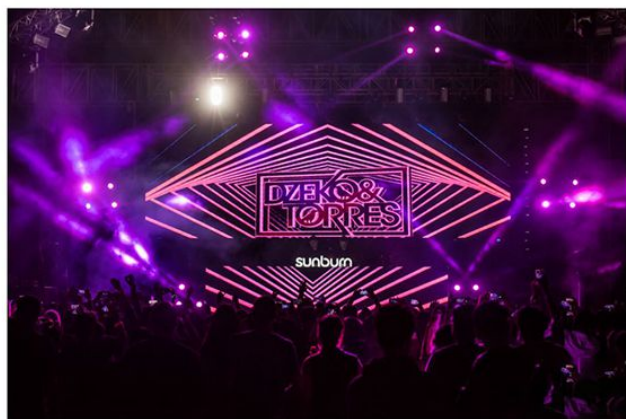


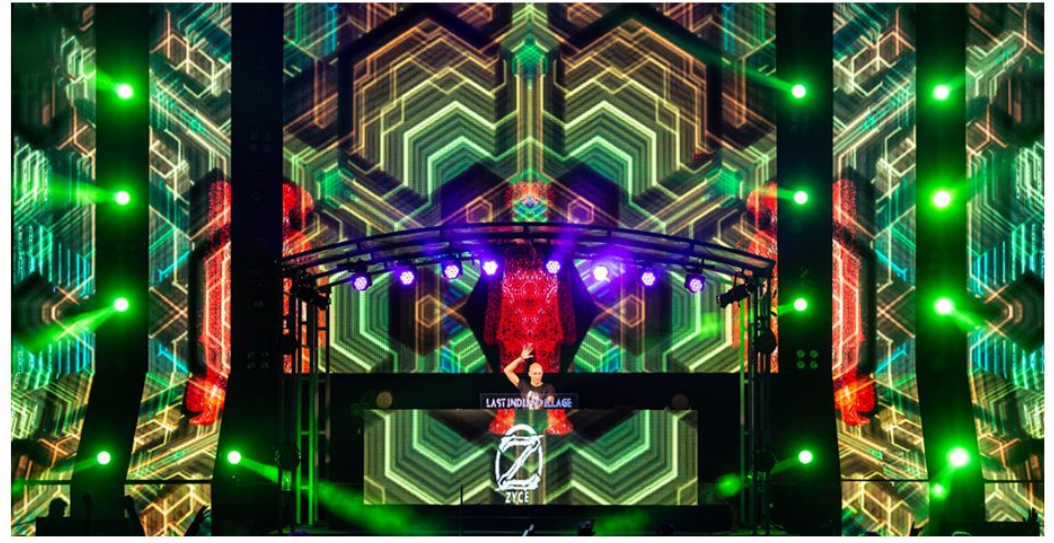
MCKS YOGA VIDYA PRANIC HEALING
FOUNDATION TRUST - TN



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LET'S TALK

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PRODUCTION HOUSE • DIGITAL COMPANY