



TRANSFORMING BRAND VISION INTO REALITY

Hello! I'm Vishwanath Kannan, and I founded Sktched Marketing with a singular purpose: to help brands CUT THROUGH THE CLUTTER and connect meaningfully with their audience.

With over 15 years of experience in strategic marketing and creative design, I lead this boutique creative design studio transforming brand visions into reality.

At Sktched Marketing, it's not just about delivering great design—it's about building lasting partnerships based on trust, communication, and exceptional results. Let's work together to bring your brand vision to life and achieve your marketing goals with confidence.

Vishwanath Kannan
Founder & Brand Strategist, Sktched Marketing

WHO WE ARE

Sketched Marketing is a boutique creative design consultancy based in New Delhi - Boutique in scale and approach, but boundless in creativity and ideas.

We specialize in delivering a wide range of creative design and branding solutions that help brands stand out and connect with their audiences.

At Sketched Marketing, we're not just designers—we're storytellers, brand strategists, and partners who craft meaningful narratives to elevate your brand. By combining creativity with strategy, we create designs that are impactful, memorable, and tailored to resonate with your customers.

Our strong client relationships and high referral rate reflect our dedication to excellence. Over the years, we've worked with diverse industries such as Automobile, Education, Healthcare, Hospitality, IT, Manufacturing, Media & Entertainment, NGOs, and Security Services.

This wide-ranging experience allows us to understand unique business challenges and consistently deliver exceptional solutions that leave a lasting impression.



DESIGNS THAT STIMULATE ENGAGE & MOTIVATE

We don't just design, we make sure our creations stimulate, engage, and motivate one and all bringing about positive transformation for brands, businesses, and culture.

Whether we are illustrating an ambitious concept or designing a tiny poster, with Sketched Marketing it's assured satisfaction.



OUR JOURNEY IN NUMBERS

06

Years in Business

70+

Unique Clients

750+

Completed Projects

>90%

Repeat Business

WHY CHOOSE US

- **End-to-End Service:** Seamlessly transition from concept to completion with a single, dedicated provider.
- **Direct Collaboration:** No agency layers. Work directly with Vishwanath Kannan, the founder & brand strategist.
- **Rich Experience:** Leverage over 15 years of strategic marketing and creative design expertise.
- **Proven Methodology:** Follow a refined, results-driven process tailored to your business needs.
- **Focused Commitment:** Enjoy undivided attention as we take on only a limited number of projects at a time.
- **Results-Oriented:** Your success is our priority. We are committed to helping your business thrive.

OUR EXPERTISE



Marketing Communication

We design brochures, flyers, catalogs and a whole lot of other communication tools that make the sales and marketing effort easier and effective.



Branding

We offer a comprehensive solution to brands from logo design to brand storyboard, messaging, style guides and visual identity.



PowerPoint Presentation

We make beautiful, convincing and well-structured business presentations for all your important meetings and events.



Packaging Design

We develop beautiful packaging which stands out on the shelf and increases your presence in a cluttered marketplace.



Digital Video

We create short and compelling explainer videos that empower and inspire audiences. We make videos that bring brands to life.



Product Photography

We offer high quality product photography for ecommerce. A perfect place to meet your simple photography needs.

MARKETING COMMUNICATION

Unlocking Brand Stories: The Essence of Marketing Communication Design

Effective marketing is more than just talking to your audience—it's about building connections that inspire and engage. At Sketched Marketing, we specialize in transforming your brand's story into visual and written experiences that captivate and communicate seamlessly.

The Tools That Speak for Your Brand

Marketing communication isn't just a message; it's the strategic use of tools that resonate with your audience. Whether it's corporate brochures, catalogues, event invitations, or email campaigns, every design we create is carefully crafted to amplify your brand's voice. Every touchpoint matters. From the first glance to the final impression, we ensure your marketing materials leave a lasting impact.

Scope of Work

Brochures/Flyers/Catalog
Magazines
Annual Report
Manuals
Infographic
Newsletters
Emailers
Invitation cards
Posters
Menu Cards

“ ”

**THE SINGLE BIGGEST
PROBLEM IN
COMMUNICATION IS
THE ILLUSION THAT IT
HAS TAKEN PLACE.**

GEORGE BERNARD SHAW

BRANDING

More Than Just a Logo

A brand is much more than its logo or visual identity—it's about how it makes customers feel. It's a cohesive system that spans platforms and touchpoints, creating a seamless and impactful presence.

At Sketched Marketing, we focus on solving your core challenges through design that goes beyond aesthetics. By crafting well-thought-out strategies, we ensure your communications are consistent across advertising campaigns, social media, outdoor branding, websites, and print media..

Strategic Creativity That Delivers Results

Success in branding lies in the blend of business strategy, deep brand insights, and creative expertise. We specialize in creating logos, vector icons, patterns, textures, taglines, brand identities, indoor and outdoor branding, product mockups, and more. Whether it's a bold new identity or a unique branding solution, our passion and creativity will help bring your ideas to life and drive results.

“ ”

**BRAND IS THE STORY.
DESIGN IS THE
STORYTELLING.**

SUSAN SELLERS

Scope of Work

- Brand Identity
- Brand Canvas
- Brand Style Guides
- Logo Design
- Tagline Development
- Patterns & Textures
- Vector Icons
- Indoor/Outdoor Banners
- Trade Show Banners
- InShop Banners
- Social Media Creatives

POWERPOINT PRESENTATION

We make beautiful, convincing, and well-structured business presentations.

Whether it's for conferences, investor meetings, sales pitches, or company presentations, we craft designs that captivate your audience. With a blend of creativity, originality, and marketing expertise, we transform your business presentations into engaging communications that leave a lasting impression on your audience.

The importance of a well-structured PowerPoint presentation is enormous.

A well-structured PowerPoint presentation is crucial for showcasing clear ideas, workflows, and key messages. It plays a vital role in helping investors assess your business and unlocking new opportunities for growth. At Sktched Marketing, we specialize in designing insightful and interactive multimedia presentations that make your messages memorable and impactful across industries.

Scope of Work

Corporate Presentation
Business Presentation
Pitch Deck Presentation
Event Sponsorship Presentation
Seminar Presentation
Interactive Presentation
Product/Sales Presentation
Online Courses Presentation

“ ”

**EFFECTIVE
PRESENTATION IS AS
STIMULATING AS
BLACK COFFEE, AND
JUST AS HARD.**

ANNE SPENCER

EXPLAINER VIDEOS

We create short and impactful marketing videos.

An excellent way to naturally engage your audience and convey complex concepts and ideas is through animated explainer videos. We produce short and effective marketing videos that equips the viewers with all the information they need about the brand, products or services.

Our Approach

We take pride in crafting exceptional marketing and promotional videos by investing time to deeply understand your brand, products, and services. Collaborating closely with you, we ensure every video aligns with your vision and objectives. Our process includes thorough secondary research on the video topic, blending key marketing insights with your brand strategy to deliver impactful, high-quality results tailored to your needs.

Scope of Work

- Corporate video
- Product video
- Demo/Training Videos
- Promo / Launch Teasers
- Gifs
- E-commerce Video
- Event Video
- Team Motivation Video
- Sales Video
- Video Animation

“ ”

VIDEO IS AN EFFECTIVE FORM OF COMMUNICATION THAT NEEDS TO BE INTEGRATED INTO EVERY ASPECT OF YOUR EXISTING MARKETING EFFORTS.

JAMES WEDMORE

PACKAGING DESIGN

Beyond the Box: Purposeful Packaging

We believe the most impactful brands go beyond selling products—they stand for something bigger. These brands embrace creativity, consistency, and a drive to explore uncharted territory. This philosophy shapes packaging that not only looks stunning but also tells a compelling story, resonating deeply with customers.

We create packaging that make brands come alive and communicate with the consumers.

Whether it's creating packaging from scratch or refreshing an existing design, we craft packaging that stands out—on supermarket shelves or online stores. From boosting visibility in a crowded marketplace to delivering a seamless customer experience, our designs ensure your brand remains unforgettable at every touchpoint.

“ ”

**PACKAGING CAN BE
THEATER, IT CAN
CREATE A STORY.**

STEVE JOBS

Scope of Work

Box Packaging Design
Stand up Pouches
Flat Pouches
Mailer Boxes
Packaging Labels
Stickers
Promotional Bags
3D Mockups

PRODUCT PHOTOGRAPHY

Picture Perfect: Elevating eCommerce

In eCommerce, first impressions matter more than ever. The product images you showcase are the first interaction customers have with your brand, and they play a crucial role in shaping their perception. We create high-quality product photography that highlights the unique appeal of your products, capturing attention and boosting their desirability.

Bridging the Physical Gap

While online shopping provides convenience, it lacks the tangible experience of physically inspecting a product. Our expert photography bridges this gap by offering detailed visuals from multiple angles, infographic-style imagery, and engaging product videos. These assets provide shoppers with the confidence to connect with your products, delivering a virtual “touch and feel” experience that inspires trust and boosts conversions.

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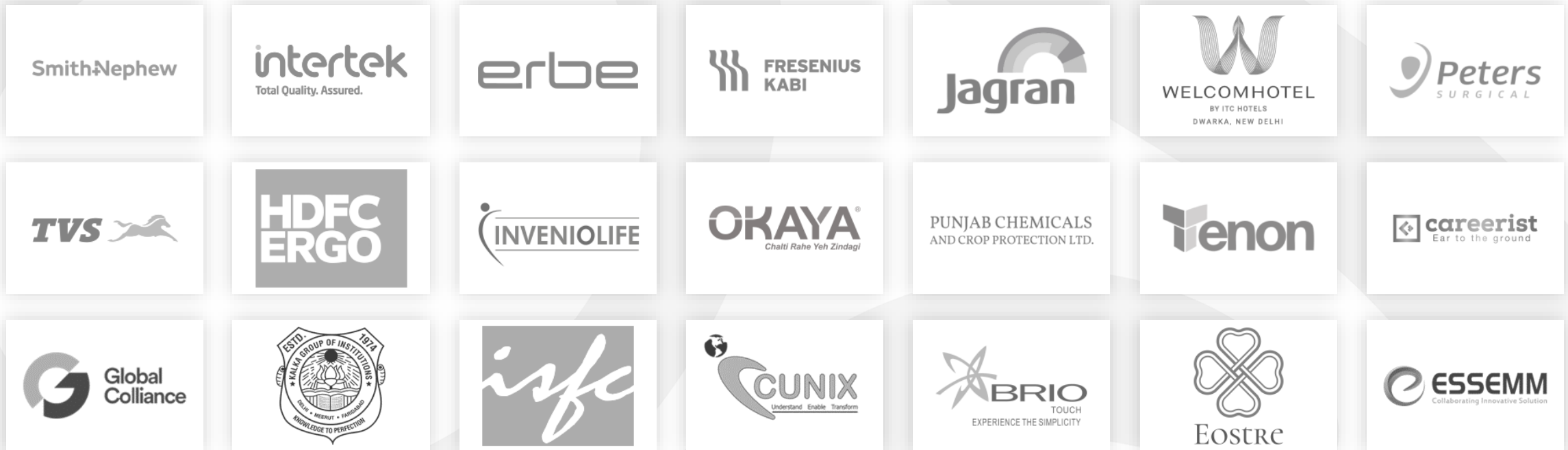
**PRODUCT PHOTOGRAPHY
IS ABOUT ENGAGING THE
CUSTOMER, REPLICATING
THE PRODUCT AS IF IT
WERE IN THEIR HANDS**

EMMA TRAVIS

Scope of Work

White Background
Non-White Background
Creative Photography
360° Photography
Digital Mockups
Product Infographics

CLIENT EXPERIENCE



WAYS TO PARTNER WITH US

On-Demand Projects:

Engage with us on a project-by-project basis, where we handle specific design needs as they arise. This model provides flexibility and allows you to tap into our expertise whenever required.

Creative Credits:

Our preferred method of collaboration, this model allows you to purchase a bundle of creative credits at discounted rate, which can be redeemed for a range of services within the validity period.

[Learn more](#)

CASE STUDIES



Launch of Electric Scooter Brand

CREATION OF INSPIRING MARKETING & PROMOTIONAL MATERIALS

About the Client:

GAURI AUTO is among the leading manufacturers of two wheelers, three wheelers, E - rickshaws, and automotive spares parts under the popular brand name 'GARUD'. The company is based in Haryana with its corporate office in Faridabad. Established in the year 2010, Gauri Auto today is one of the most respectable manufacturers and service provider in the automotive industry.

Project Brief:

Gauri Electric, a new entrant in the electric two-wheeler market, aimed to redefine riding comfort and stability. Their scooters featured supportive seats, durable shock absorbers, and striking alloy wheels, designed to cater to the needs of the entire family—not just the youth. The brand sought to position itself as the go-to choice for riders of all ages.



Project Requirement:

- Logo for Gauri Electric
- Logos for all sub-brands of Gauri Electric
- Marketing & Sales Collaterals
- Trade Exhibition Banners
- Office Interior Branding

What We Did:

To ensure a powerful launch, we developed comprehensive branding and communication tools, including Logos, Corporate brochure and flyers, Roll-up standees and trade show banners and posters for internal showroom branding.

These assets captured the brand's essence and helped create a strong, lasting impression in the competitive electric vehicle market.

LOGO
DESIGN



GAURIelec+ric
fueling with electricity!



GAURI
elec+ric



GAURIelec+ric
fueling with electricity!



COMPANY
BROCHURE



LYTE The
FAMILY
Scooter

Alpha | **PRIDE**
TO RIDE

Yaari+
CLASSIC *yet* **MODERN**



DOUBLE SIDED FLYER

OFFICE
BRANDING





Promesh[®]
SURG INTRA



For a Strong
& Durable
Hernia Repair
Surgery

Minimizing Risks,
Maximizing Results

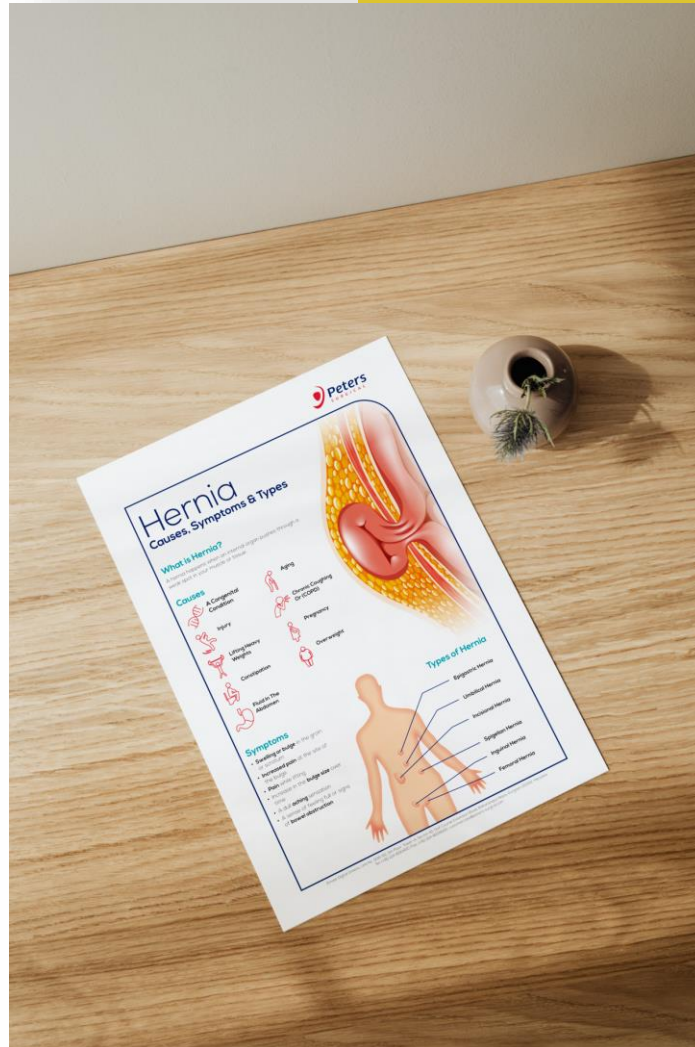
HERNIA AWARENESS CAMPAIGN & PRODUCT LAUNCH

About the Client:

Peters Surgical is a leader in surgical device market with a portfolio of high-quality & innovative solutions addressing specialized surgical therapies. The company's mission is to improve the quality of patient care and to contribute to the success of surgical procedures. Peters Surgical designs, manufactures and distributes surgical single use-devices in over 90 countries.

Project Brief:

The company aimed to strengthen its presence in the gastrointestinal specialty in India with the launch of a premium surgical mesh for complex hernia repair surgeries. Alongside introducing the product, the company sought to position itself as a thought leader in the hernia repair industry by leveraging National Hernia Awareness Month.



Project Requirement:

- Product Brochure & Flyers
- Clinical Posters
- Product Packaging
- Leave Behind Leaflets
- Doctor Reminder Cards
- Roll-up Standees

What We Did:

To support the company's goals, we developed a comprehensive range of impactful branding and communication materials. These included clinical posters, leaflets, and myth-busting materials to educate and inform, USP reminder cards for surgeons, and handouts tailored specifically for medical professionals. Additionally, we designed product brochures, flyers, packaging, and roll-up standees for conferences to ensure a cohesive and professional brand presence. These tools effectively highlighted the product's value while strengthening the company's position as a thought leader in the hernia repair industry.






HERNIA ADVISORY COUNCIL MEETING

TOPIC:
Mesh Fixation with Hemostatic Glue

EVENT SCHEDULE
Date: 11 September, 2021
Time: 6:45 pm - 7:30 pm (IST)

Advisory Board Members

Chairman
Dr. Roy Patankar
General & GI Surgeon,
Director - Surgical Services,
Zen Hospital, Mumbai

Dr. Deep Goel
Director - Bariatric &
Advanced
Laparoscopic
Surgery,
BL Kapoor Hospital,
New Delhi

Dr. Sreejoy Patnaik
Chairman &
Managing Director,
Shanti Memorial
Hospital,
Cuttack

Dr. Sharad Sharma
Consultant -
Laparoscopic &
Bariatric Surgeon,
MGM Hospital,
Mumbai

Dr. Rajeshkumar Shrivastava
Director - Shreeji
Hospital,
CIT Consultant
Bariatric,
Laparoscopic, &
General Surgeon

Expert Panelists

Dr. Sandeep Dave
Consultant - General Surgery
& Surgical Gastroenterology,
Ramakrishna CARE Hospital,
Raipur

Dr. Tamas Chaudhari
Consultant - General &
Laparoscopic Surgery,
ILS Hospital, Kolkata

Dr. M Kanagavel
Consultant - General and
Advanced Gastrointestinal
Surgeon, ISABEL Hospital,
Chennai

 Meeting ID: 93888629670
Passcode: IFABOND
[Click here to join](#)

EVENT
INVITES

Promesh® SURG INTRA
Available Coders & Sizes

Coder	Size	Color
P000000	15 x 15	White
P000001	15 x 15	Blue/White
P000002	15 x 15	Blue/White
P000003	15 x 15	Blue/White
P000004	15 x 15	Blue/White
P000005	15 x 15	Blue/White
P000006	15 x 15	Blue/White
P000007	15 x 15	Blue/White

Peters Surgical Private Limited
D-100, 10th Floor, Sector 16, Gurgaon, Haryana, India. Tel: +91 122 41 11111
Fax: +91 122 41 11112
Email: sales@petersurgical.com
www.peters-surgical.in

Peters Surgical Private Limited

Promesh® SURG INTRA
Product Brochure

Promesh® SURG INTRA
Designed for Umbilical and Ventral Hernia in Open or Laparoscopic Surgery

Promesh SURG INTRA is a new generation (3rd) and advanced mesh made from polypropylene (PP) and polyethylene terephthalate (PETE) fibers. The mesh is designed to reduce the risk of serum collection and infection, and to facilitate the evacuation of liquids (Seroma).

Comfort of Surgical Procedures

- Stable Non-Absorbable Polypropylene (PP) and Polyethylene Terephthalate (PETE) mesh
- Light weight mesh
- Superior hernia repair results
- Easy to cut for individual patient needs
- Easy to use even in minimally invasive surgery

5 Key Metrics

- Density: 0.5 mm
- Pore Size (ePTFE): 150 µm
- Thickness: 0.5 mm
- Pore Size (PP): 0.3 mm x 11 mm
- Fiber Diameter: 0.8 mm

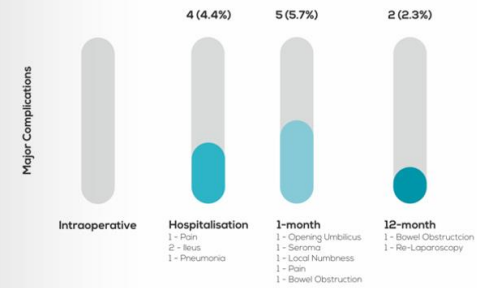
WHY CHOOSE Promesh® SURG INTRA



- New microporous formula reduces the risk of serum collections and infections along with smooth ePTFE surface providing permanent prevention against visceral adhesion
- Thanks to macroporous structure, Promesh SURG INTRA facilitates the evacuation of liquids (Seroma)
- Very easy to use in Coelioscopy procedure and easily deployed when put in place with "+" sign facilitating good positioning
- Easy to re-cut
- 10 Years of presence in global market

Clinical Trials

Study conducted in 7 hospitals in Belgium on 90 patients



Promesh® SURG INTRA

For a Strong & Durable Hernia Repair Surgery

Minimizing Risks, Maximizing Results

PRODUCT BROCHURE

CONCEPT
FLYERS

Peters SURGICAL

Promesh® SURG INTRA
MYTH BUSTERS
Volume 1

1

MYTH
ePTFE is not good for patient safety based on past experience with other ePTFE meshes.

FACT
Other ePTFE brands have polypropylene stitching on the visceral side as well which results in visceral adhesion thereby, leading to infection.
Promesh SURG INTRA doesn't have polypropylene stitching on the visceral side which prevents adhesion and safety to the patient thereby, avoiding post-surgery complications. Thanks to its smooth surface (ePTFE) which prevents deep adhesions.

peters-surgical.in

Peters SURGICAL

Promesh® SURG INTRA
MYTH BUSTERS
Volume 1

2

MYTH
Promesh SURG INTRA is not absorbable, this will make the mesh heavier than the required weight.

FACT
The mesh is 120 gsm in total which is in alignment with ventral hernia repair requirements.
The presence of ePTFE side will make sure that visceral adhesion is avoided because if the visceral adhesion happens, then the mesh has to be removed and a re-surgery has to take place.

Peters SURGICAL

Peters Surgical India Private Limited
Ennor Digital Greens, Unit No. 508-51, 5th Floor, Tower-A, Sector-6E,
Golf Course Extension Road, Bahadurgarh, Gurgaon-122022, Haryana
Tel: (+91) 324 4230450. Fax: (+91) 324 4620500. www@peters-surgical.com

peters-surgical.in

Peters SURGICAL

Promesh® SURG INTRA
MYTH BUSTERS
Volume 2

1

MYTH
Composite Mesh with ePTFE material is not safe for the patient.

FACT
Composite mesh with ePTFE material on visceral side is safe for the patient as Promesh SURG INTRA is having 12 years of global presence with a success rate of 95% to 98%.
In one of the clinical trial study conducted in Princess Royal University Hospital, Orangeburg, Kent, UK on 63 patients shows post-surgery complications in only 3 patients. Another clinical trial study conducted by Prostatectomy in Belgium on 100 patients shows major complications in only 2 patients after 1 year of the surgery.

peters-surgical.in

Peters SURGICAL

Promesh® SURG INTRA
MYTH BUSTERS
Volume 2

2


MYTH
Polypropylene material, if present on the visceral side may lead to visceral adhesion and infections causing discomfort and pain to the patient post-surgery.

FACT
There is no polypropylene material present on the visceral side in Promesh SURG INTRA as the 2 materials of Polypropylene and ePTFE are not stitched with any Polypropylene filaments. Instead, they are attached by integration process wherein, no stitching material is used to attach the 2 materials. Due to this, there is no visceral adhesion or infection in the patient's body post-surgery.

Peters SURGICAL

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What makes Promesh[®] Surg INTRA a Highly Efficient Intramesh?

Promesh[®] Surg INTRA is designed for Umbilical and Ventral Hernia in Open or Laparoscopic Surgery.

Over 10 years of proven clinical outcomes.

Study conducted in 7 hospitals in Belgium on 90 patients



PROMESH[®] SURG INTRA is a new generation ePTFE and Polypropylene composite mesh.


- The microporous structure facilitates the evacuation of fluids. Superior!
- Very easy to use in Coelioscopy procedure.
- Easily deployed when put in place with "Y" sign facilitating good positioning.
- The porous side in knitted polypropylene promotes tissue integration.
- Easy to Re-cut.

Technical Data	
Density	200 g/m ²
Thickness	0.5 mm
Fibre Diameter	0.38 mm
Pore Size (Knitted Polypropylene side)	0.9 x 3 mm
Micro-perforation size (ePTFE side)	0.8 mm

Minimizing Risks. Maximizing Results.

Peters Surgical India Private Limited
Emvair Digital Greens, Unit No. 508-5L, 5th Floor, Tower-A, Sector-6E,
Golf Course Extension Road, Bandra-Worli, Mumbai - 400052, Maharashtra
Tel: (+91) 22 4850450, Fax: (+91) 22 4850550, we@peters-surgical.com

peters-surgical.in



What makes Promesh[®] Surg INTRA a Safe & Secured Intramesh?

Promesh[®] Surg INTRA is designed for Umbilical and Ventral Hernia in Open or Laparoscopic Surgery.

Over 10 years of proven clinical outcomes.

Minimising Risks

3 out of 61 Patients

Maximising Results

2 out of 90 Patients

~ 98%

PROMESH[®] SURG INTRA is a new generation ePTFE and Polypropylene composite mesh.

- The microporous formula of ePTFE reduces the risk of serum collections and infections.
- The microporous monofilament polypropylene face supports cell generation and tissue integration.
- Polypropylene and ePTFE are attached by the emigration process wherein, no stitching material is used to attach the 2 materials. This prevents wound dehiscence or infection, thereby avoiding post-surgery complications.

Technical Data	
Density	200 g/m ²
Thickness	0.5 mm
Fibre Diameter	0.38 mm
Pore Size (Knitted Polypropylene side)	0.9 x 3 mm
Micro-perforation size (ePTFE side)	0.8 mm

Minimizing Risks. Maximizing Results.

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PRODUCT FLYERS

DOCTOR
REMINDER
CARDS

GLOBAL QUALITY With CE 2460 Certification

STERILENE MESH

TECHNICAL SPECIFICATION
 Material: Monofilament Polypropylene
 Cutting Type: Laser
 Sterilization Type: Ethylene Oxide (EO)
 Sterility: Sterile
 Colour: Clear - Undyed

Peters Surgical India Private Limited
 Email: Digital_Greens, Unit No. 508-512, 5th Floor, Tower-A, Sector-45, Golf Course Extension Road, Baharampur Naya, Gurgaon 122002, Haryana. Tel: (+91) 124 4520450. Fax: (+91) 124 4620500. wecare@peters-surgical.com

Precise LASER CUTTING Technology Prevents Frayed Edges Making It Cuttable

STERILENE MESH

TECHNICAL SPECIFICATION
 Material: Monofilament Polypropylene
 Cutting Type: Laser
 Sterilization Type: Ethylene Oxide (EO)
 Sterility: Sterile
 Colour: Clear - Undyed

- Sterilene Mesh is knitted by a process which interlinks each fiber junction and provides for elasticity in both directions.
- This construction permits the mesh to be cut into any desired shape or size without unraveling.
- The B-directional elastic property adapts to various stresses encountered in the body.

Peters Surgical India Private Limited
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Peters SURGICAL

STERILENE MESH
 Flat Knitted Polypropylene Mesh

THE IDEAL MESH FOR OPEN & LAPAROSCOPIC HERNIA REPAIRS

Available In 3 Different Weights & 5 Different Sizes

STERILENE MESH

TECHNICAL SPECIFICATION
 Material: Monofilament Polypropylene
 Cutting Type: Laser
 Sterilization Type: Ethylene Oxide (EO)
 Sterility: Sterile
 Colour: Clear - Undyed

Conforming to every Hernia repair and meeting every surgeons need

- Sterilene Light 40 GSM
- Sterilene Regular 85 GSM
- Sterilene Heavy 120 GSM

Available sizes: 10*15, 10*17.5, 12*15, 10*30

Peters Surgical India Private Limited
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HIGH TENSILE STRENGTH & Pliability For Better Body Movement & Support

STERILENE MESH

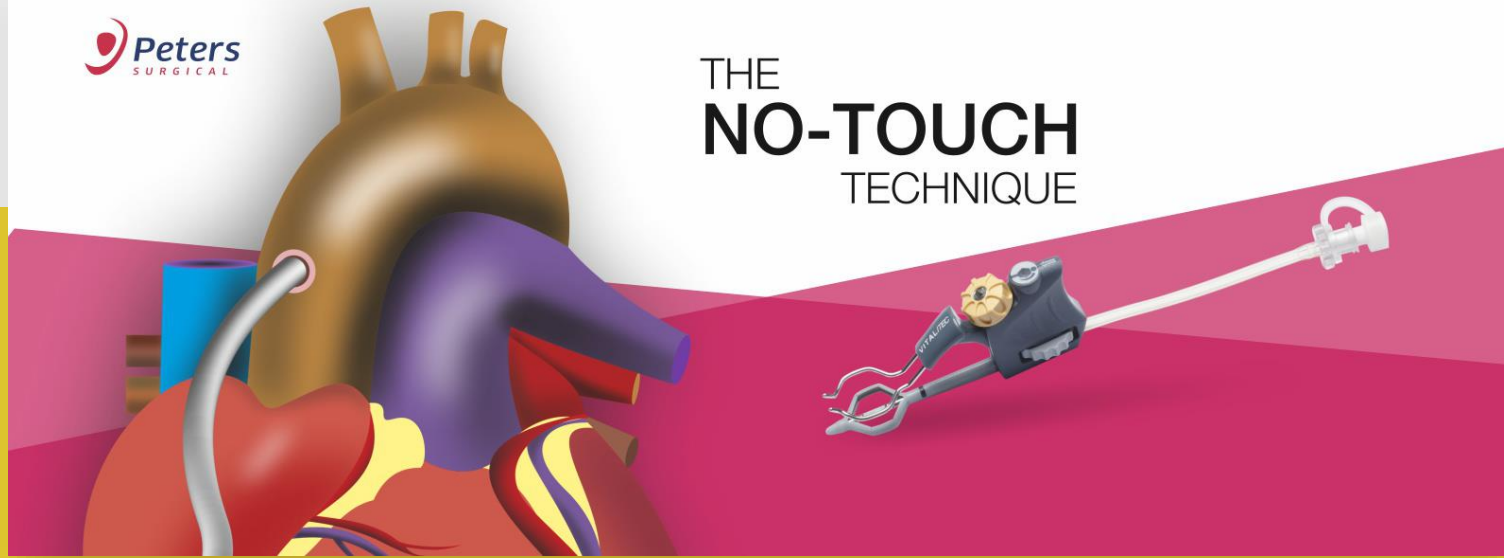
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PACKAGING
DESIGN



THE NO-TOUCH TECHNIQUE



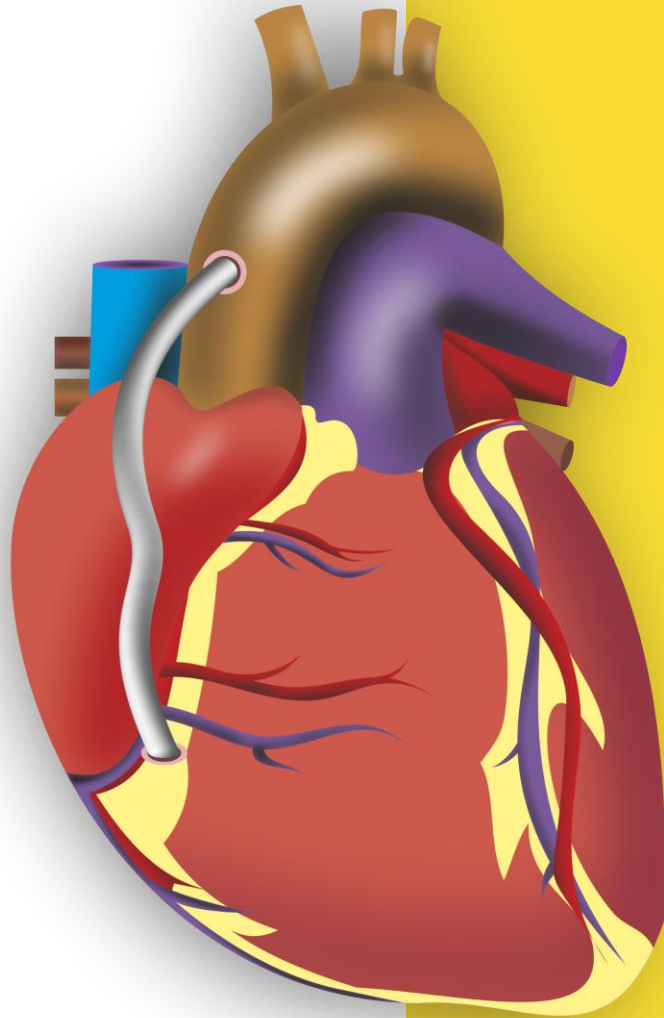
CREATION OF MARKETING AND PROMOTIONAL MATERIALS FOR PRODUCT LAUNCH

About the Client:

Peters Surgical is a leader in surgical device market with a portfolio of high-quality & innovative solutions addressing specialized surgical therapies. The company's mission is to improve the quality of patient care and to contribute to the success of surgical procedures. Peters Surgical designs, manufactures and distributes surgical single use-devices in over 90 countries.

Project Brief:

To introduce Enclose - II, a cutting-edge device for proximal anastomosis surgery, Peters Surgical needed a clear and impactful communication strategy to reach top cardiothoracic surgeons in India.



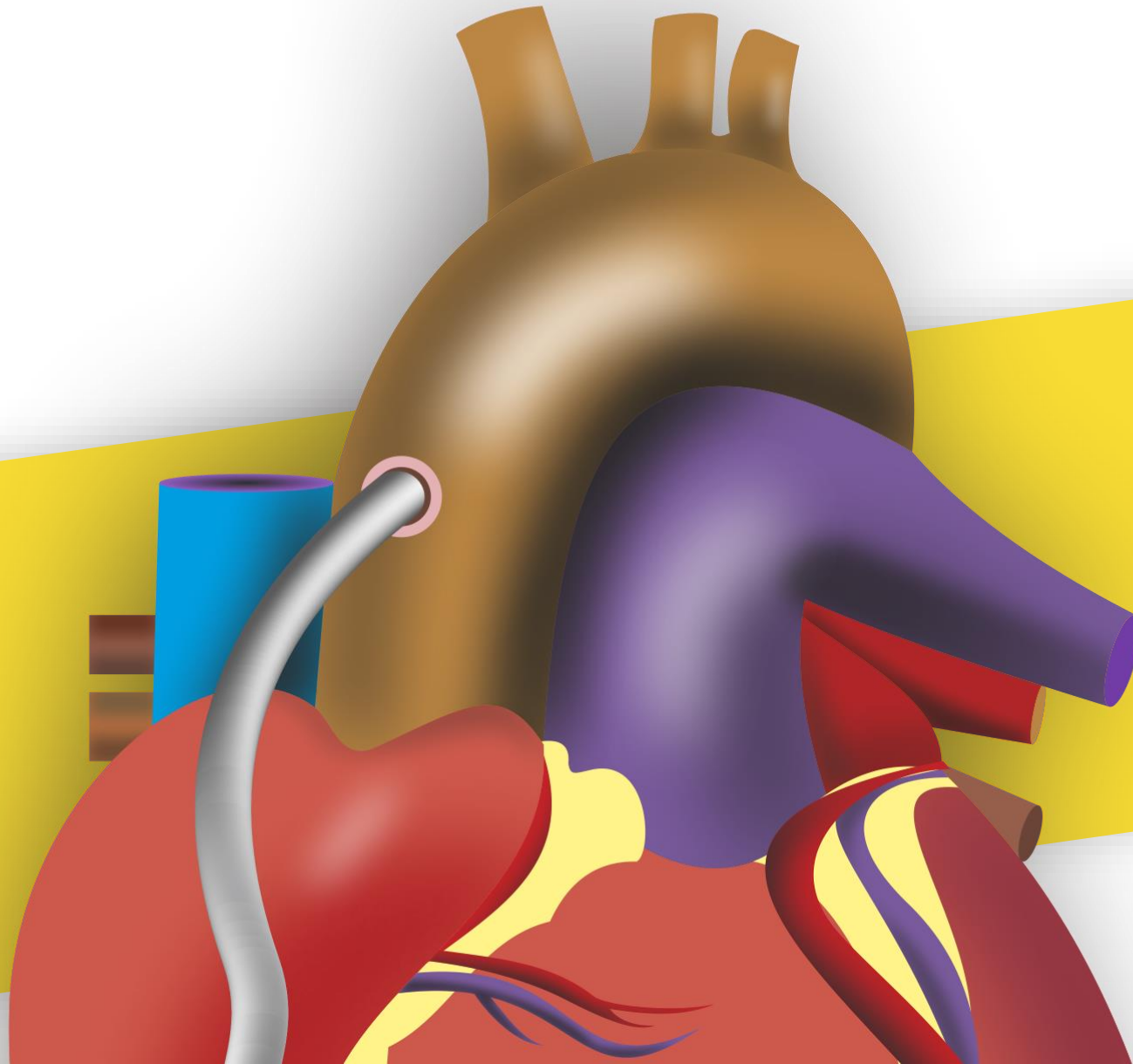
Project Requirement:

- Product Brochure & Flyers
- Clinical Posters
- Visual Aid
- 2D Illustration
- Roll-up Standees

What We Did:

It was crucial for us to develop a profound understanding of every aspect of the surgical procedure because we were dealing with such an advanced medical topic as proximal anastomosis. In particular, we needed to understand the patients, the need, and what drives patients and medical professionals to act. In order to "speak their language," we read through a lot of the clinical research papers that the client provided, and we also studied a tonne of marketing materials created by competitors on related subject and products in order to gain marketing insights. The approach helped us to uncover, shape, and communicate the brand story in ways that allowed us to engage with healthcare professionals on a deeper, more sincere level.

We first developed a tagline for Enclose – II that clearly articulated the product's competitive advantage, followed by a variety of branding and communication materials, such as clinical posters, leaflets, visual aids, illustrations, webinar invitation cards and roll-up standees for conferences.



2D/3D
ILLUSTRATION



EVENT INVITE

PRODUCT
POSTER

Ready Reckoner & FAQs

Standard Operating Procedure for Enclose-II

STEP 1:
Site Selection for Anastomosis:



The puncture site should be selected in the softest part of anterior wall of descending aorta. The diameter of aorta in this area should be about 1 cm. A minimum of 1 cm between puncture sites identified.

STEP 2:
Placement of the Device



1. Insert the yellow hook into the ascending aorta through the polyethylene sheath using the atraumatic grasper. Rotate the sheath to maintain an angle of 30-45 degrees with the aorta.



2. The lower jaw of Enclose II is inserted into the aorta through the active instrument port. The sheath is rotated so that the lower jaw is parallel to the aorta. The lower jaw is tightened to hold the device.



3. The jaws are closed and the device is rotated so that the lower jaw is parallel to the aorta. The lower jaw is tightened to hold the device.



4. Adjust the yellow hook of the Ready Reckoner so that the upper jaw is vertically downward and parallel to the aorta. The approximation of aorta with the Ready Reckoner is checked and the device is held consistently.

STEP 3:
Testing the Seal for Hemostasis



1. The aortic tube is connected to the Ready Reckoner and is inflated. If there are any air bubbles, they are removed from the Ready Reckoner and the aortic tube is connected to the Ready Reckoner and is inflated. The Ready Reckoner is checked to be hemostatic.

2. Bend the aortic tube at 90 degrees and the continuous flow of blood coming from the Ready Reckoner is checked to be hemostatic.

Step 4:
Incision for graft



1. A small incision is made with a 15 mm scalpel. The incision is made at the proximal anastomosis point and is perpendicular to the central axis of the lower jaw without touching the instrument.



2. Use Enclose II's own aortic punch and cut along with the 15 mm scalpel to make the incision. Make sure not to push the Ready Reckoner into the aorta. Insert the punch and make the incision at the medial end of the lower jaw to get the necessary diameter.

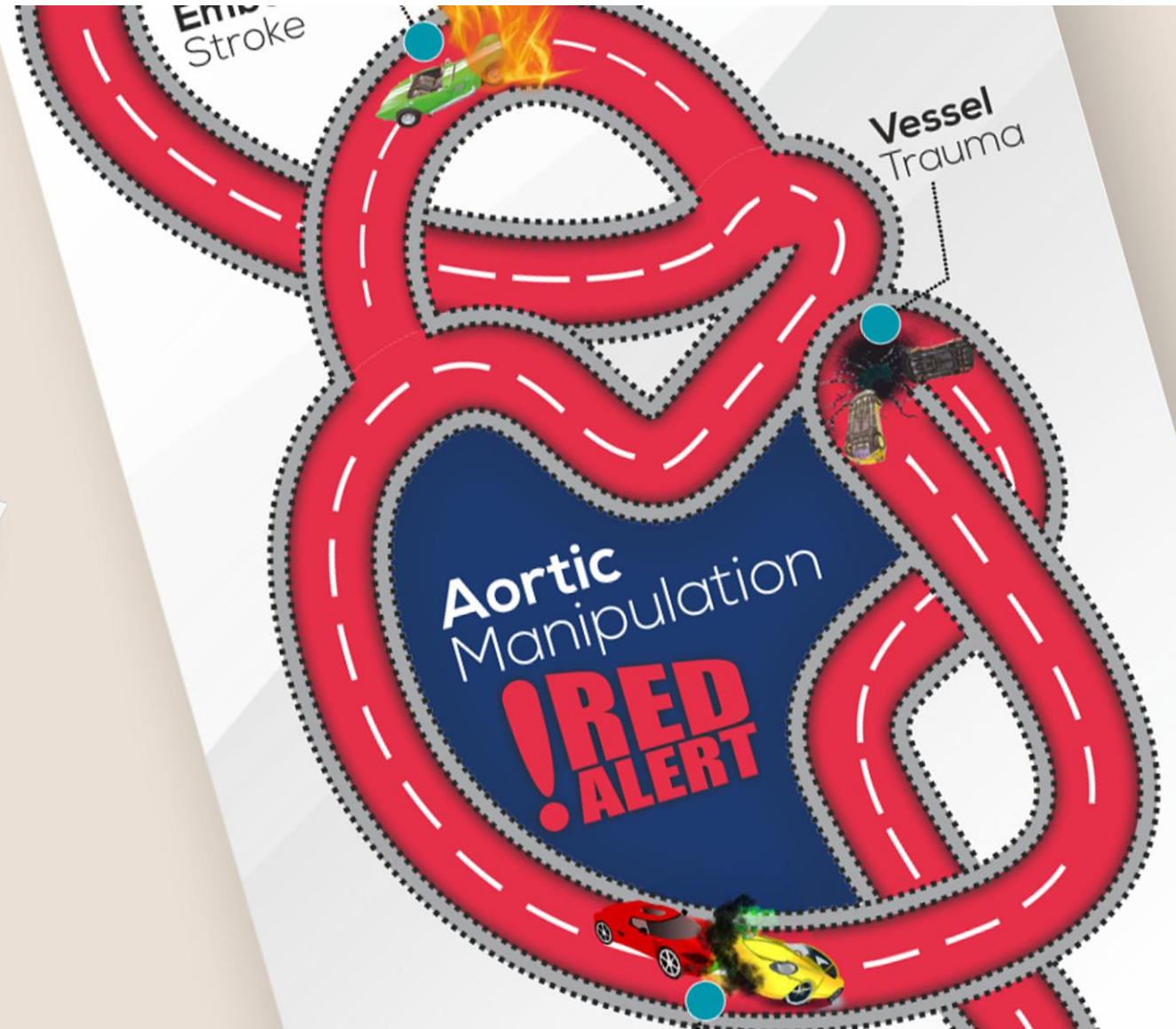


3. DO NOT USE any other aortic punch available in the OT as the Ready Reckoner is specially designed to prevent the device from slipping to ensure on the membrane.

Step 5:
Anastomosis Process



CONCEPT
FLYER

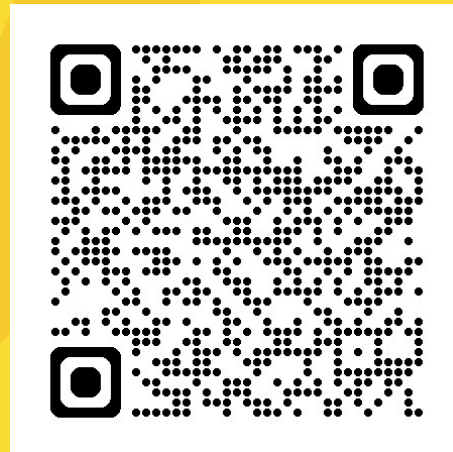


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