



# CONTENTKRAFT

YOUR FIRST CHOICE FOR ALL GOOD CONTENT

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## OUR MOTTO

To be the one-stop shop for all your content needs — your search ends with us

## ABOUT US

Content is King! It has always been. And it has remained so in the current digital age. This dictum doesn't change even after internet-driven work-from-home has become the in-thing in the post-pandemic 'New World'. We at ContentKraft understand this well. So, we can assure you that your search for high-quality creative content and multi-faceted communication needs ends right here.

We are a group of seasoned media professionals with a collective experience of more than 200 years! We have worked for top publications across the world. Offering a full range of services in Public Relations and Content Creation/Editing, we are currently focusing on Qatar although we are working for clients across continents. ContentKraft is your ideal one-stop-shop for content. We will help you to tell your story in the best possible way, always.

## WHAT WE SPECIALISE IN...

- ✓ End-to-end Editorial Consultancy For Media Houses & Corporates
- ✓ PR Content Services
- ✓ Content Creation/ Designing/ Producing Special Publications, Including Coffee Table Books
- ✓ Corporate Publishing/ Brochures/ Newsletters/ Pamphlets
- ✓ Designing/Making Content Pages — Online & Offline
- ✓ Corporate Blogging
- ✓ Web Content Handling, Including Blogs & Social Media
- ✓ Website Designing
- ✓ Logo Designing
- ✓ Interior Designing
- ✓ Art Installation

## O U R T E A M

### LAKSHMANA VENKAT KUCHI

KV, as he is fondly addressed by his peers in the media, is a senior journalist tracking social, economic and political issues and takes a keen interest in sports as well. He has worked with *Press Trust of India*, *The Hindu*, *Sunday Observer*, and *Hindustan Times*. His forte is in grasping the requirements of clients and churning out compelling content that best suits their needs. KV is a class apart.



### RUPKATHA CHAUDHURI

Rupkatha is a senior media industry professional with over 20 years of multi-faceted experience in publishing industries in Dubai, Muscat and India. She has worked for top brands such as *Gulf News*, *Times of Oman*, *Al Shabiba* and *The Statesman*. Add to this her stints with *HSBC* and *Dell*. She's one of our most versatile hands. She specializes in identifying clients' needs and designing short- and long-term solutions for them, keeping revenue growth in focus. She's extremely meticulous and intuitive and efficient in market exploration.



### SHAKEEL AHMAD

For close to 36 years now, Shakeel Ahmad, a master content craftsman, has spearheaded editorial teams at publications in India and Qatar, while also grooming wannabe journalists into 'coveted wordsmiths'. He is a known perfectionist — one who sticks to rules like fish to water. Starting his career with *The National Herald* in 1985, he went to work with *The Pioneer*, and then with *Hindustan Times* where he worked for more than 21 years. Shakeel is also a Gulf expert, having worked for the *Qatar Tribune* in Doha for around 11 years as a senior editor. One of the finest editors in business, he is Content Kraft's prized possession.



### RENU DAS

A topper from Calcutta Govt Art College, Renu comes with stellar success in the field of designing & painting — both online & offline. A trendsetter in newspaper, coffee table book and magazine designing, Renu has also contributed to the success of over a dozen national TV channels and print publications. Added to these is her awe-inspiring speciality in website designing, set designing for events, creating digital art, and art installation. Call her an avant-garde designer, call her a visionary creator, call her a market pacesetter... Renu is a class apart.



### SURENDRA SINGH

One of the brightest stars of Mumbai's J J College of Arts, Surendra has blazed his unique trail with his signature style combined with substance that have gone on to earn him a place among the best in his trade. Equally adept at handling both online and offline work, he has carved a niche for himself in newspaper designing while also seen as a pivot in the success of over a dozen national TV channels. In creating digital art, art installation, website designing, or set designing for events, Surendra is always considered a trendsetter. He believes a grand vision is a must for becoming a visionary creator, or any work that can be considered a masterpiece. Clearly, Surendra charts out a league of his own.

