

CASER

SUNDAY

Nitesh Estates – Napa Valley



Nitesh

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NAPA VALLEY

OFF BELLARY ROAD, NORTH BANGALORE



was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

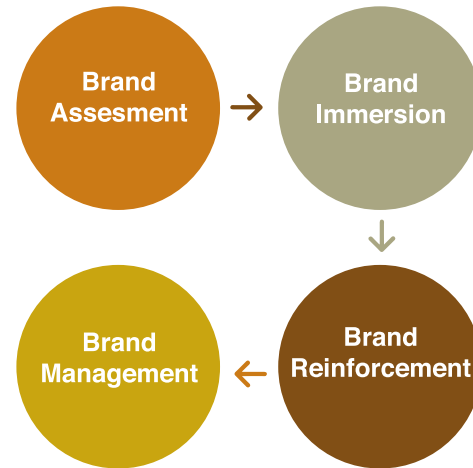
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

# ABOUT **vgc**




DESIGN ECOLOGY



DESIGN PROCESS

## Objective:

To communicate that Nitesh Napa Valley is Bangalore's most desirable luxury villa development, designed to recreate Californian living in Bangalore.



Nitesh Napa Valley brings us Californian living with its Santa Barbara style villas, ambience of serenity, palm trees, great weather, scenic drive-in and promise of relaxed holiday lifestyles – a popular preference of expat communities.

Its proximity to the International School belt and Embassy Riding School, combined with its resort living features make it a preferred home for global living enthusiasts.

In terms of location, it is close to the city, thereby offering the best of two worlds – private resort lifestyle –and yet with easy access to the city.







Nitesh Napa Valley is about...





# Resort Living in the City

Independent Villas



Manicured Lawns



Entrance to Napa Valley



Nitesh Napa Valley is a highly desirable luxury villa development. The architecture of Nitesh Napa Valley is inspired by **Santa Barbara villa homes in California** and promises to recreate resort lifestyles in the city for residents. Hence our concept for communication was **Come home to Resort Living**. The brochure design takes this concept forward by the use of fonts which is inspired by luxury brands and by the classic and contemporary villa architecture of California. The writing also complements this concept by its use of resort metaphors in language.

NITESH NAPA VALLEY



# Nitesh



## NAPA VALLEY

OFF BELLARY ROAD. NORTH BANGALORE



NITESH NAPA VALLEY

RESORT LIVING  
IN THE CITY



NITESH NAPA VALLEY

# RESORT LIVING IN THE CITY



Nitesh  
NAPA VALLEY  
80/1 BELLARY ROAD, NORTH BANGALORE



# RESORT LIVING IN THE CITY





Nitesh  
NAPA VALLEY  
BY THE WAY, WE'RE NOT JUST A COMPANY



# RESORT LIVING IN THE CITY

Nitesh  
NAPA VALLEY  
BY THE WAY, WE'RE NOT JUST A COMPANY



# RESORT LIVING IN THE CITY

Nitesh  
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# RESORT LIVING IN THE CITY



FOLLOW YOUR HEART

*& it will take you home.*



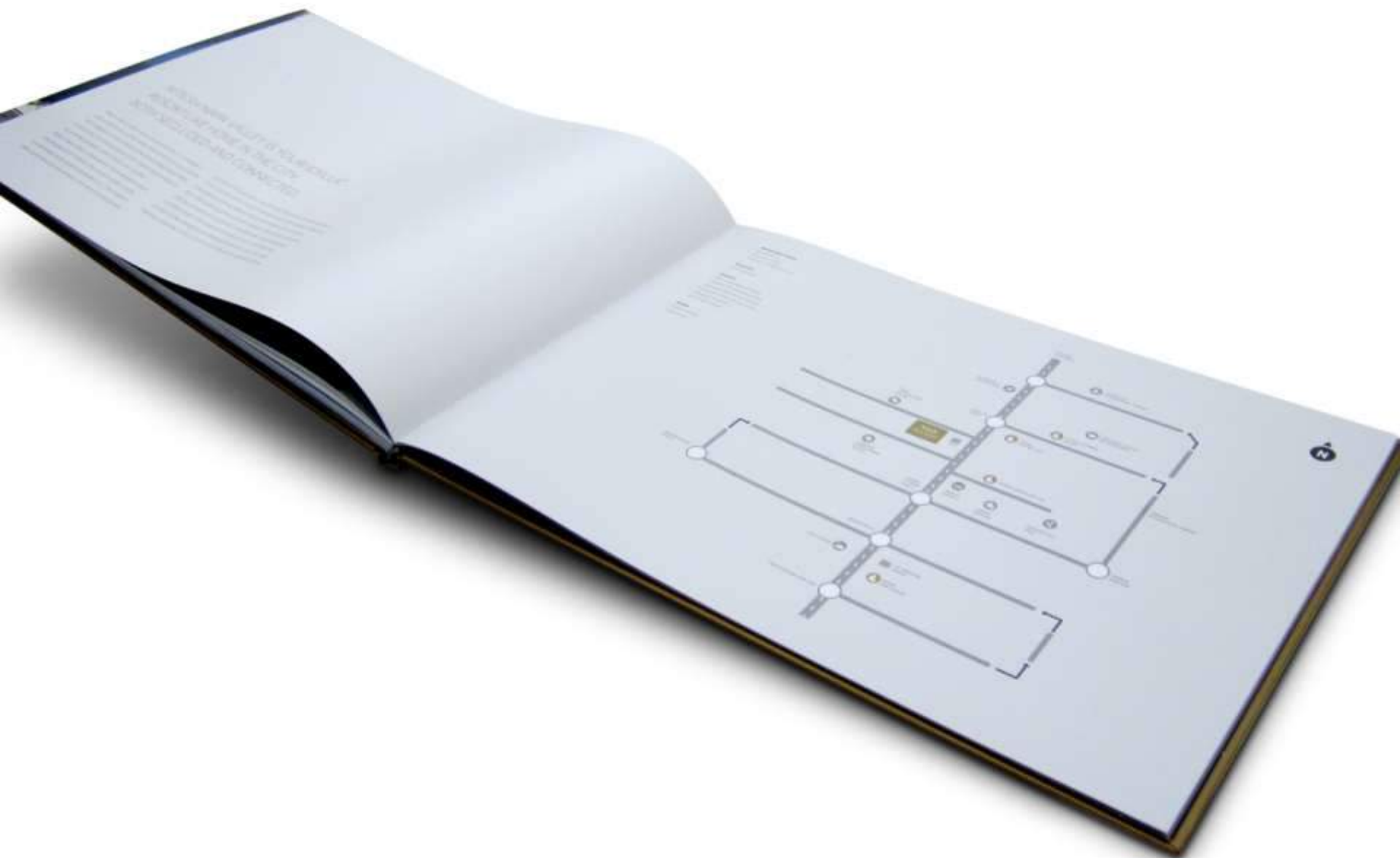


*A home, where  
meet...*

# ELEGANCE & STYLE





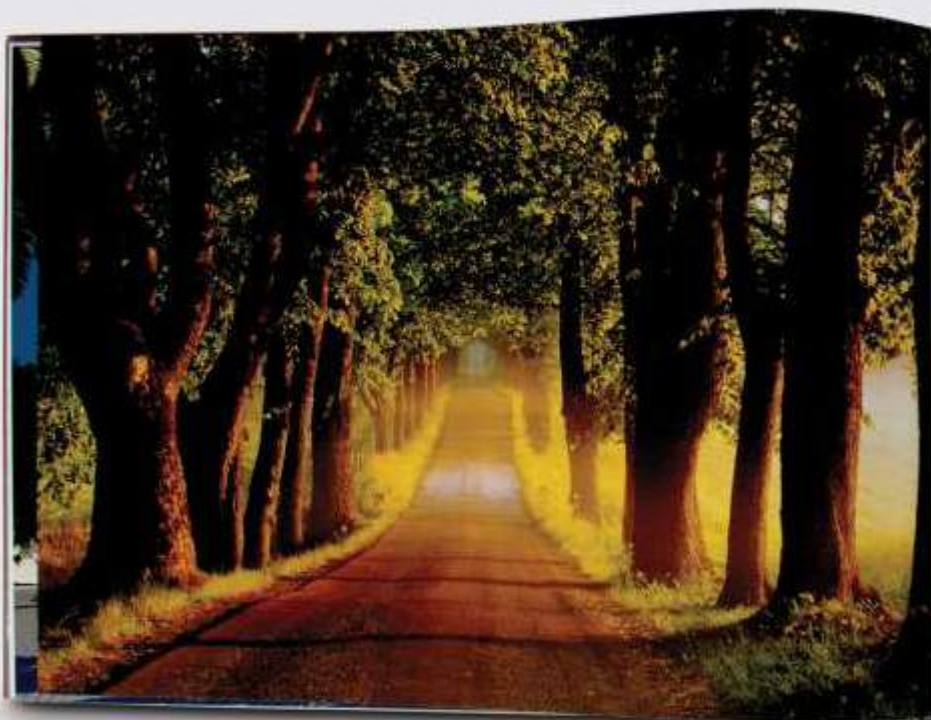




# CHECK IN TO LUXURY

*but never check out*





*Stay*  
SECLUDED  
*Stay*  
CENTRAL.



Nestled in the heart of the city, this development offers a unique blend of luxury and convenience. With its prime location, residents enjoy easy access to all the amenities the city has to offer. The development is designed to provide a high-quality living experience, with its modern architecture and lush landscaping. The central water feature adds a touch of tranquility to the bustling urban environment. This is a place where you can truly call home.





The proper use of  
**SCIENCE,**  
is not to conquer  
**NATURE**  
but to live in it.

Dear Connoisseur of Fine Living,

Mr and Mrs

We, at Nitesh Estates, are glad to announce the launch of our new homes, opening doors to Californian living in Bangalore.

It is my pleasure to welcome you to Nitesh Napa Valley, our new luxury villas off Bellary Rd, reflecting the Santa Barbara style of architecture.

This villa development is the latest star to illuminate the ever-expanding Nitesh galaxy of shining examples. In fact, Nitesh Napa Valley bears the trademark Nitesh emphasis on top-notch luxury aspects and international quality benchmarks. The property falls in line with our constant endeavour to create spaces that enrich lives.

Designed by Californian architects WATG with landscaping by P Landscape, Thailand and interiors by WOW Singapore, the villas recreate a sensory experience of resort living in the city.

Sublime surroundings are a notable Nitesh hallmark. Here again, Nitesh Napa Valley is defined by a wealth of landscape features where land and water bodies come together to create an oasis of calm.

We invite you to take the road to our new Californian villas. It's your gateway to international lifestyles of elegance and style.

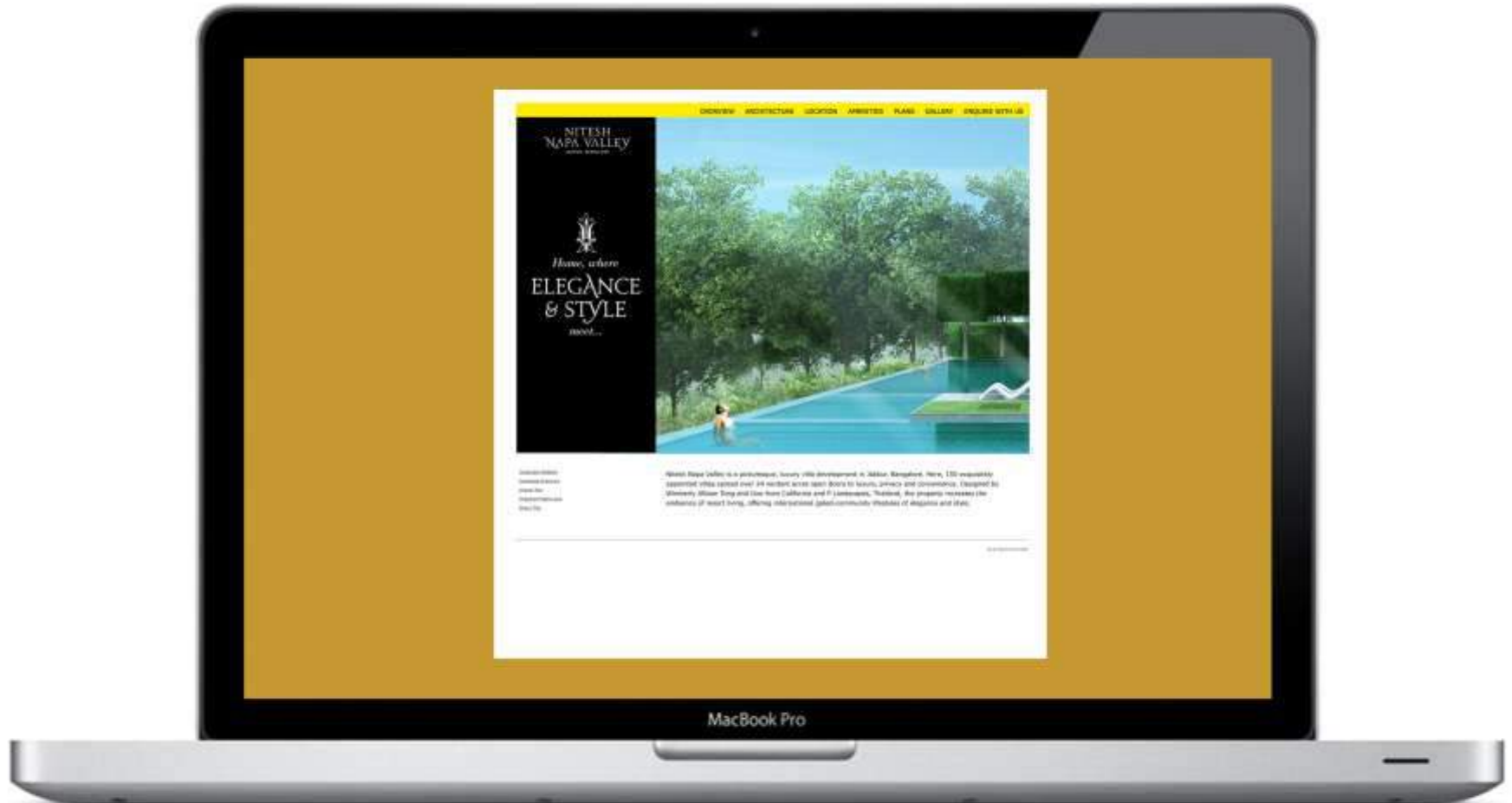
Sincerely,

Nitesh Shetty

RESORT LIVING  
IN THE CITY



## Website design



Nitesh Estates®  
EXPECT MORE

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CHECK IN TO  
A LUXURY RESORT  
*but never check out.*





Californian Villas ~ Now in Bangalore.

T +91 80 4017 4222 - 226 E sales@niteshestates.com W www.niteshestates.com

Nitesh  
NAPA VALLEY  
OFF BELLARY ROAD, NORTH BANGALORE

VIAS GIANNETTI CREATIVE

## Site barricades



## Web banners

 <p>CHECK IN TO LUXURY <i>but never check out.</i></p> <p>Nitesh NAPA VALLEY <small>THE ART OF LUXURY LIVING</small></p>		 <p>SANCTUARY <i>in the</i> CITY</p> <p>Nitesh NAPA VALLEY <small>THE ART OF LUXURY LIVING</small></p>	<p>Nitesh<sup>®</sup> ESTATES</p> <p>EXPECT MORE</p> <p>T: +91 80 437 4222 - 226 E: <a href="mailto:sales@niteshestates.com">sales@niteshestates.com</a> <a href="http://niteshestates.com">niteshestates.com</a></p>
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 <p>RETREAT <i>for the</i> MIND AND BODY.</p> <p>Nitesh NAPA VALLEY <small>THE ART OF LUXURY LIVING</small></p>		<p>Nitesh<sup>®</sup> ESTATES</p> <p>EXPECT MORE</p> <p>T: +91 80 437 4222 - 226 E: <a href="mailto:sales@niteshestates.com">sales@niteshestates.com</a> <a href="http://niteshestates.com">niteshestates.com</a></p>
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 <p>Stay SECLUDED Stay CENTRAL</p> <p>Nitesh NAPA VALLEY <small>THE ART OF LUXURY LIVING</small></p>		 <p>LUXURY RESORT LIVING <i>in Bangalore.</i></p> <p>Nitesh NAPA VALLEY <small>THE ART OF LUXURY LIVING</small></p>	<p>Nitesh<sup>®</sup> ESTATES</p> <p>EXPECT MORE</p> <p>T: +91 80 437 4222 - 226 E: <a href="mailto:sales@niteshestates.com">sales@niteshestates.com</a> <a href="http://niteshestates.com">niteshestates.com</a></p>
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 <p>CALIFORNIAN VILLAS. <i>Off Bellary Road.</i></p> <p>Nitesh NAPA VALLEY <small>THE ART OF LUXURY LIVING</small></p>		<p>Nitesh<sup>®</sup> ESTATES</p> <p>EXPECT MORE</p> <p>T: +91 80 437 4222 - 226 E: <a href="mailto:sales@niteshestates.com">sales@niteshestates.com</a> <a href="http://niteshestates.com">niteshestates.com</a></p>
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Print communication

### Water subsidy for poor to continue

**After approval**

Water subsidy for the poor will continue for the next five years, the government has decided. The decision was taken by the Union Cabinet on Monday. The subsidy will be provided to the poor families in the form of a discount on the water bill. The government has also decided to increase the subsidy for the poor families in the form of a discount on the water bill. The decision was taken by the Union Cabinet on Monday. The subsidy will be provided to the poor families in the form of a discount on the water bill. The government has also decided to increase the subsidy for the poor families in the form of a discount on the water bill.

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### for cops, is a headache

**for cops, is a headache**

The police took the help of professional counselors to solve the problem, police said. The incident shows the kind of problems police face of relationships and socio-cultural values. The IT pros think just because they have the money they can manipulate the law to their benefit. This affects our basic work," a police officer said.

Anita Rajgavendra, psychologist and counsellor, Bharathi Hospital, Pradhant Nagar, said there should be authorised counselling centres near police stations as proper counselling cannot happen inside the station. Such persons should be dealt with care and love as they cannot control their emotions, she said.

**DH News Service**

## Nitesh Estates®

**CHECK INTO A LUXURY RESORT.**  
*But never check out.*



**For a red carpet welcome, turn to page 3**

Bangalore



## Print communication

[illegible]

Print communication

# Nitesh Estates®

EXPECT MORE

Check in to a  
**LUXURY RESORT**  
but never check out.



**Californian Villas** Now in Bangalore.

At Nitesh Napa Valley, a private world awaits you. Unspoiled. Unrushed. Unmatched. It proposes to be a harmonious blend of splendid location with international style and elegance, promising you uncompromised luxury, privacy and convenience. Surrounded by four international schools, Nitesh Napa Valley is Bangalore's most desirable luxury villa development. Explore this unique location where the experience awaits just 5 minutes from Mehra Circle. T +91 80 4017 4222 - 226 E sales@niteshestates.com W www.niteshestates.com

Nitesh Estates Limited, Nitesh Timesquare, Level 7, No 8, M.G. Road, Bangalore 560 001

Other approvals in progress  
RERA Development Plan approval obtained

Small text at the bottom of the advertisement, likely a disclaimer or legal notice, mentioning that the quality of the building and the delivery of the project are subject to change.

## Nitesh NAPA VALLEY

OFF BELLARY ROAD, NORTH BANGALORE



Scan the QR Code  
using the Nitesh  
Napa Valley App  
to explore the project  
details.

Small text at the bottom right, likely a disclaimer or legal notice, mentioning that the quality of the building and the delivery of the project are subject to change.

VIAS GRAPHIC CREATIVE ©



[illegible]

CHECK IN TO A  
LUXURY RESORT.  
*But never check out.*

Nitesh Napa Valley is a picturesque, luxury villa development off Bellary Road, Bangalore. Here, 133 exquisite villas spread over 20 verdant acres open doors to luxury, privacy and convenience. With architecture by Wimberly Allison Tong and Goo from California,

landscaping by P Landscapes, Thailand and interior design by Warner Wong Singapore, the property recreates the ambience of luxury resort living, offering international gated-community lifestyles of elegance and style.

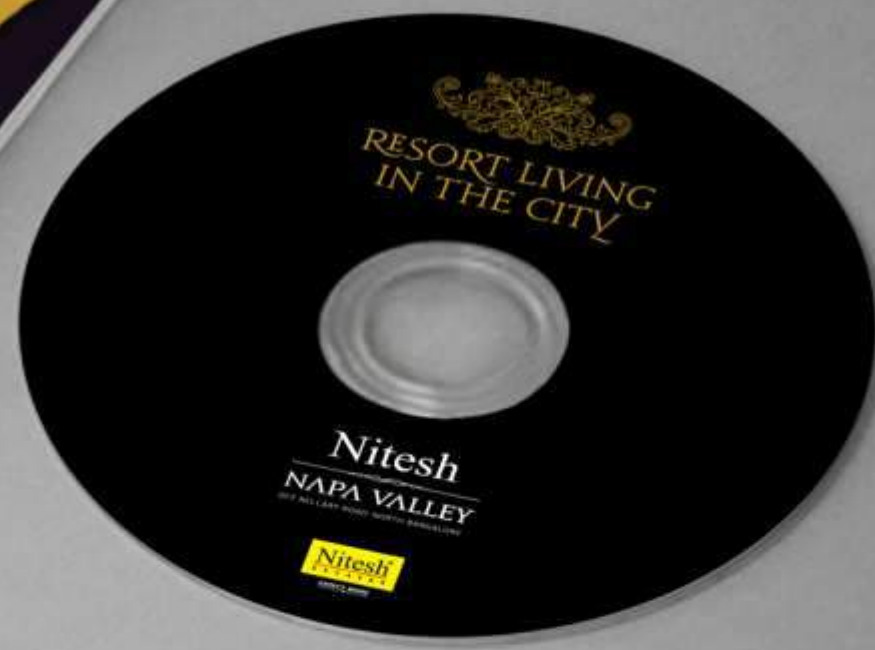
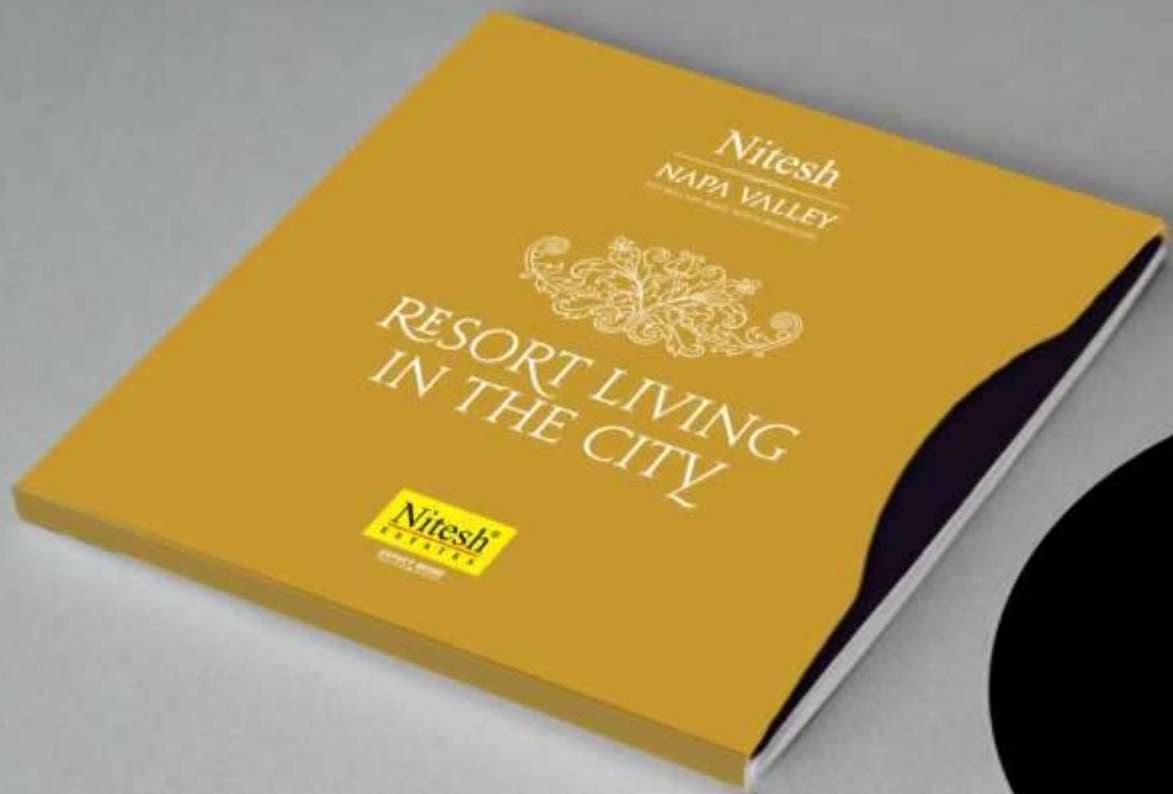
CLASSIC CALIFORNIA *meets* CONTEMPORARY CHIC.

ARCHITECTS WIMBERLY ALLISON TONG AND GOO,  
WATG, CALIFORNIA

LANDSCAPE DESIGNERS P LANDSCAPES,  
PLA, THAILAND

INTERIOR DESIGNERS WARNER WONG,  
WOW, SINGAPORE





Nitesh Estates®

EXPECT MORE



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Nitesh

NAPA VALLEY  
OFF BELLARY ROAD, NORTH BANGALORE

# Client Speak



"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

**Kumar Mangalam Birla, Chairman**  
ADITYA BIRLA GROUP

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

**Anurag Batra, CEO**  
EXCHANGE4MEDIA

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

**Deepak Nath, Category Head**  
SABMILLER INDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

**Neha Hiranandani, Director**  
HOUSE OF HIRANANDANI

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

**Derek Hugh Jones, Director Marketing**  
SABMILLER INDIA

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

**Pranab Barua, CEO**  
MADURA FASHION & LIFESTYLE



SOME OF THE CLIENTS POWERED BY VGC SINCE 1997



GRAZIA

HELLO!





Vyas Giannetti Creative Pvt. Ltd. | Integrated Design Consultancy | E [creative@vgc.in](mailto:creative@vgc.in) | W [vgc.in](http://vgc.in)