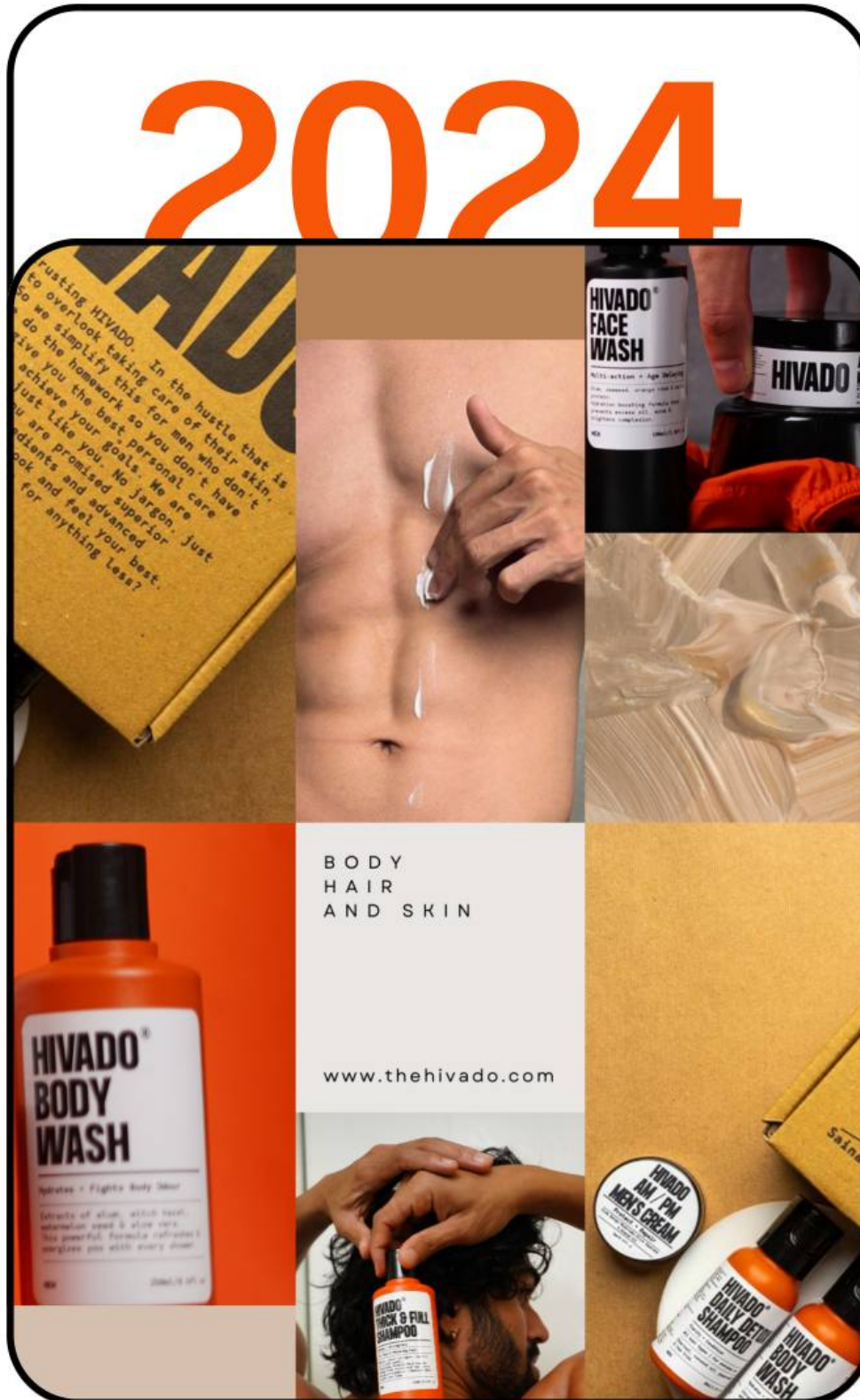




Presentation by  
**Ameesha Talreja**



# Grooming Dialogue



**500+ Reviews**

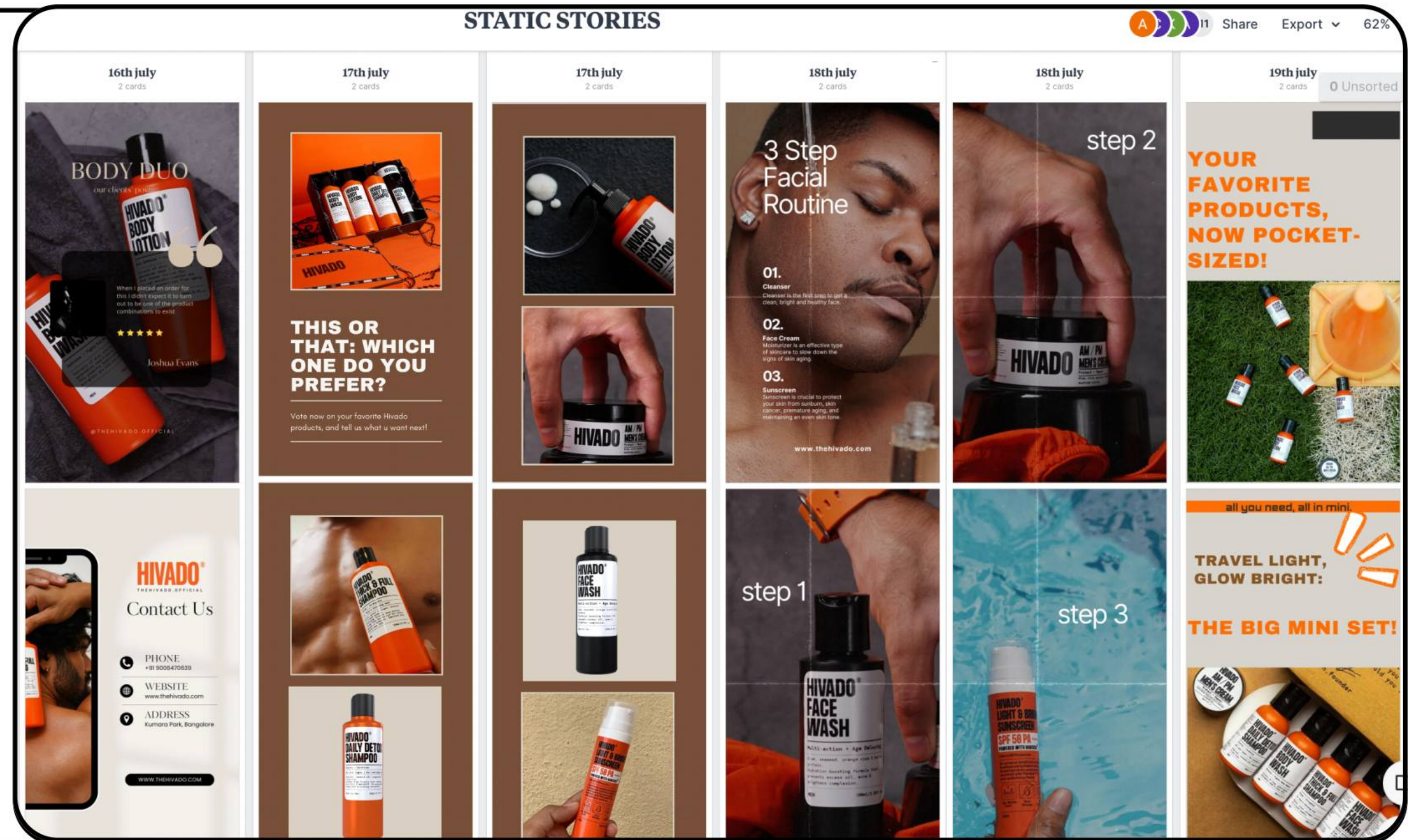
Through my participation in the summer internship program I have had the privilege to participate in multiple fields of business, I learned that everything is truly interconnected. Every part of business is important in its way and they all affect each other directly or indirectly. Design is a part of every framework in a business. My team was really friendly and supportive throughout my journey and I am truly grateful for all of them for teaching me the importance of connections and trust in one another.

# Background \*

1.

This summer, I had the opportunity to participate in a highly insightful internship program. Hivado is a men's self-care brand that creates a safe space for men to explore and delve deeper into routine body and hair care.

Duration: 2 months  
27th may - 20th July  
Role: Creative and Marketing Intern  
Supervisor: Sainath Jain



# About

# HIVADO

HIVADO is a men's self-care brand that aims to break the stereotypes and barriers around men's grooming. It was founded in 2020 by Sainath Jain and Shradha Mutha Jain with the goal of simplifying self-care for men and providing them with affordable, quality, and science-backed products.

Key facts about HIVADO:

- Launched in 2020 as India's first sustainable luxury skincare brand for men
- Re-launched in 2022 as HIVADO 2.0, focusing on accessibility and affordability
- Offers a range of products across Haircare, Skincare, and Body care categories
- Available on major e-commerce platforms like Amazon, Flipkart, Nykaa, and Myntra
- Recognized by leading publications like Vogue , GQ, ELLE, and Lifestyle Asia



# Nature Of Work

**Before the internship,** I conducted a thorough review of :

- HIVADO's website, including product information, brand vision, and blog posts
- Social media presence and content (Instagram, YouTube)
- Reviews on platforms like Vogue, GQ, and Lifestyle Asia
- Research on the men's grooming industry, startup work culture, and trends in self-care

This background research helped me better understand the brand, its positioning, and the industry landscape before starting the internship.

**During the internship,** I was involved in the following key activities:

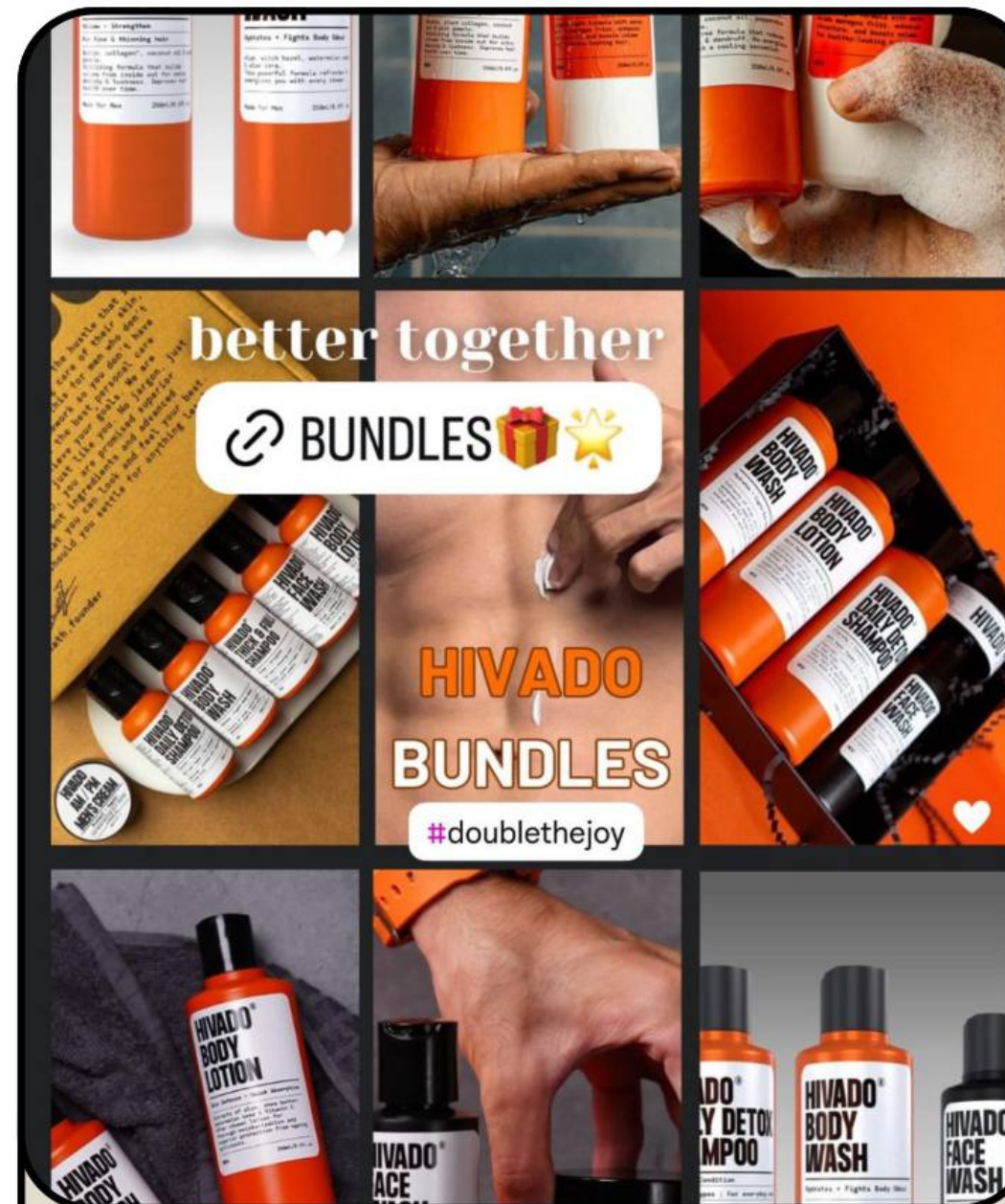
- Designing product packaging, socials, and marketing materials (e.g., brochures, social media posts)
- Conducting market research and competitor analysis to inform product and branding decisions
- Collaborating with the marketing team to develop content and campaign strategies
- Participating in brainstorming sessions to generate new ideas for product development, brand expansion, and content generation
- Assisting in the planning and execution of a new product launch and shoots
- Providing design support for the company's website and e-commerce platforms

# Work Experience\*

thehivado.com



Promotional Video



Graphic Design



Product Infographic

# Work Experience\*

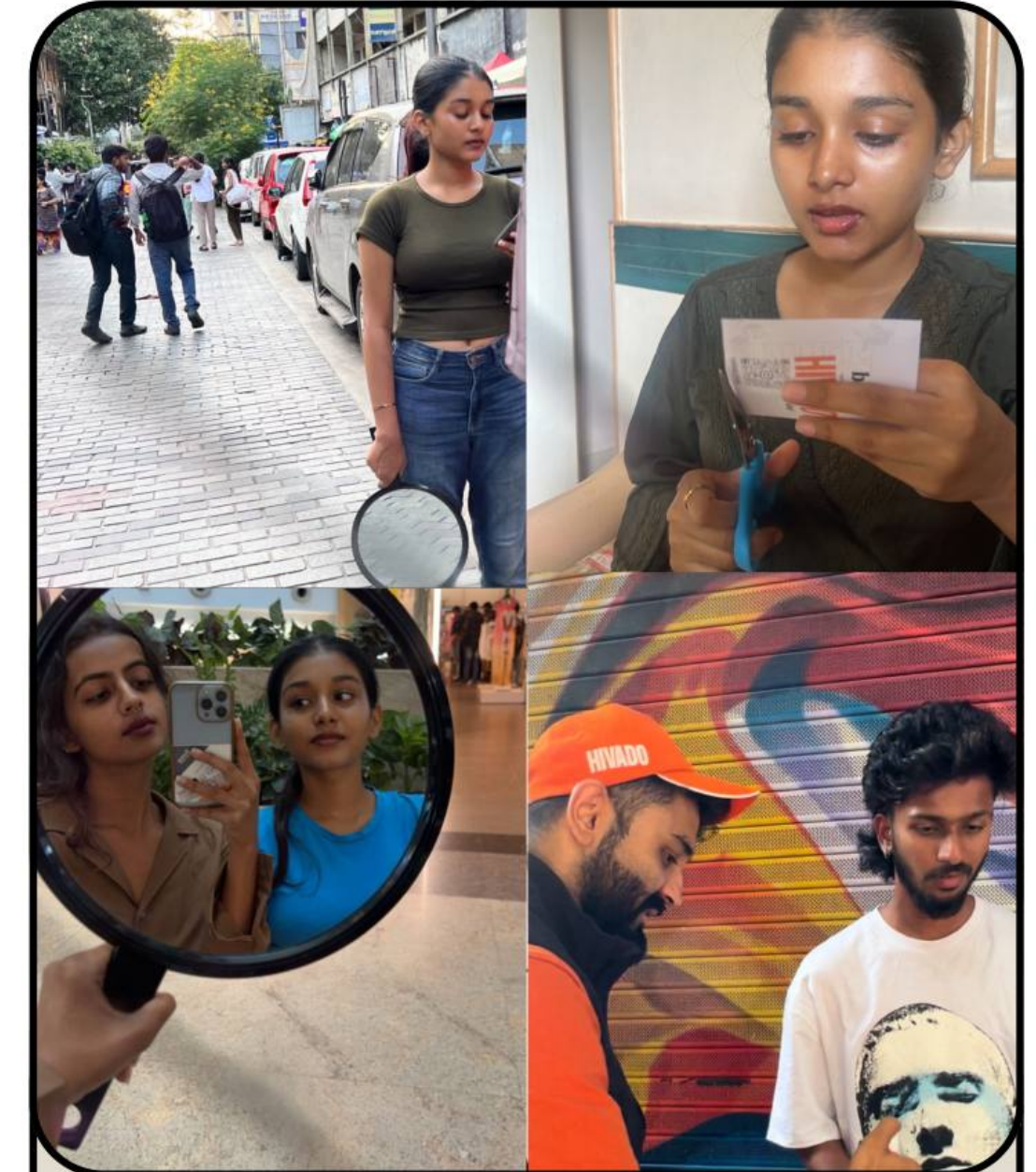
thehivado.com



**Photo Shoots**



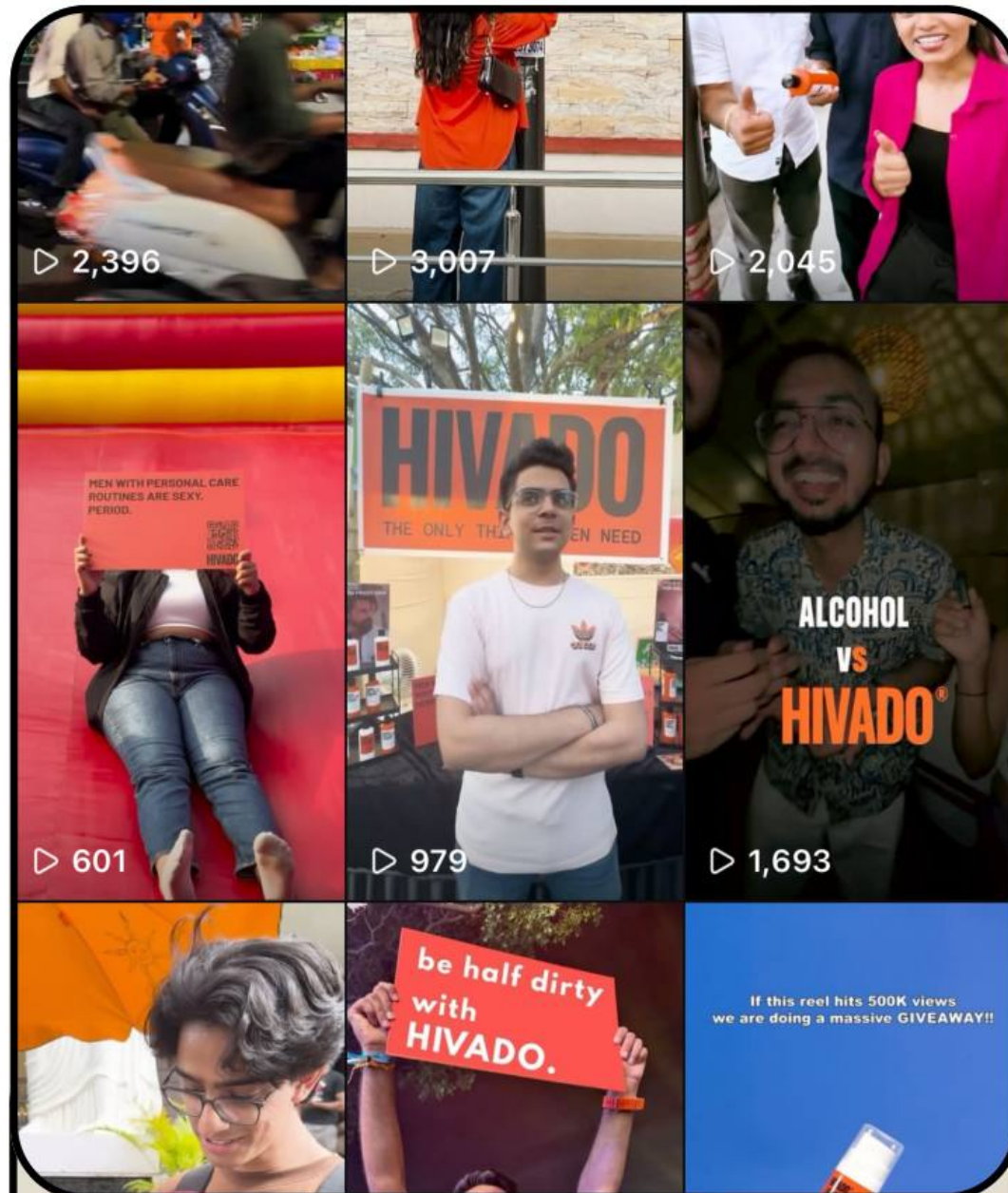
**Strategy**



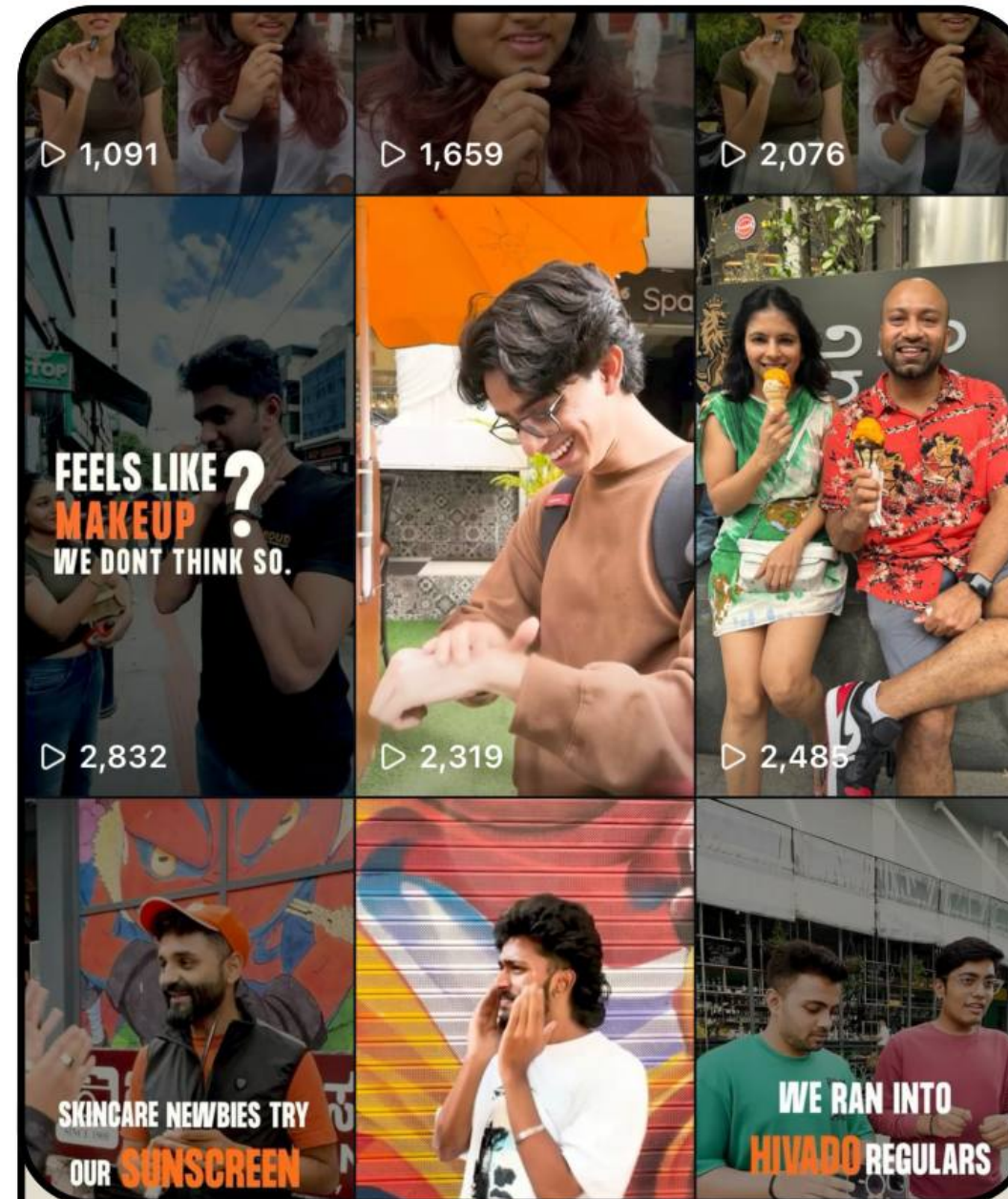
**Customer Interactions**

# Work Experience\*

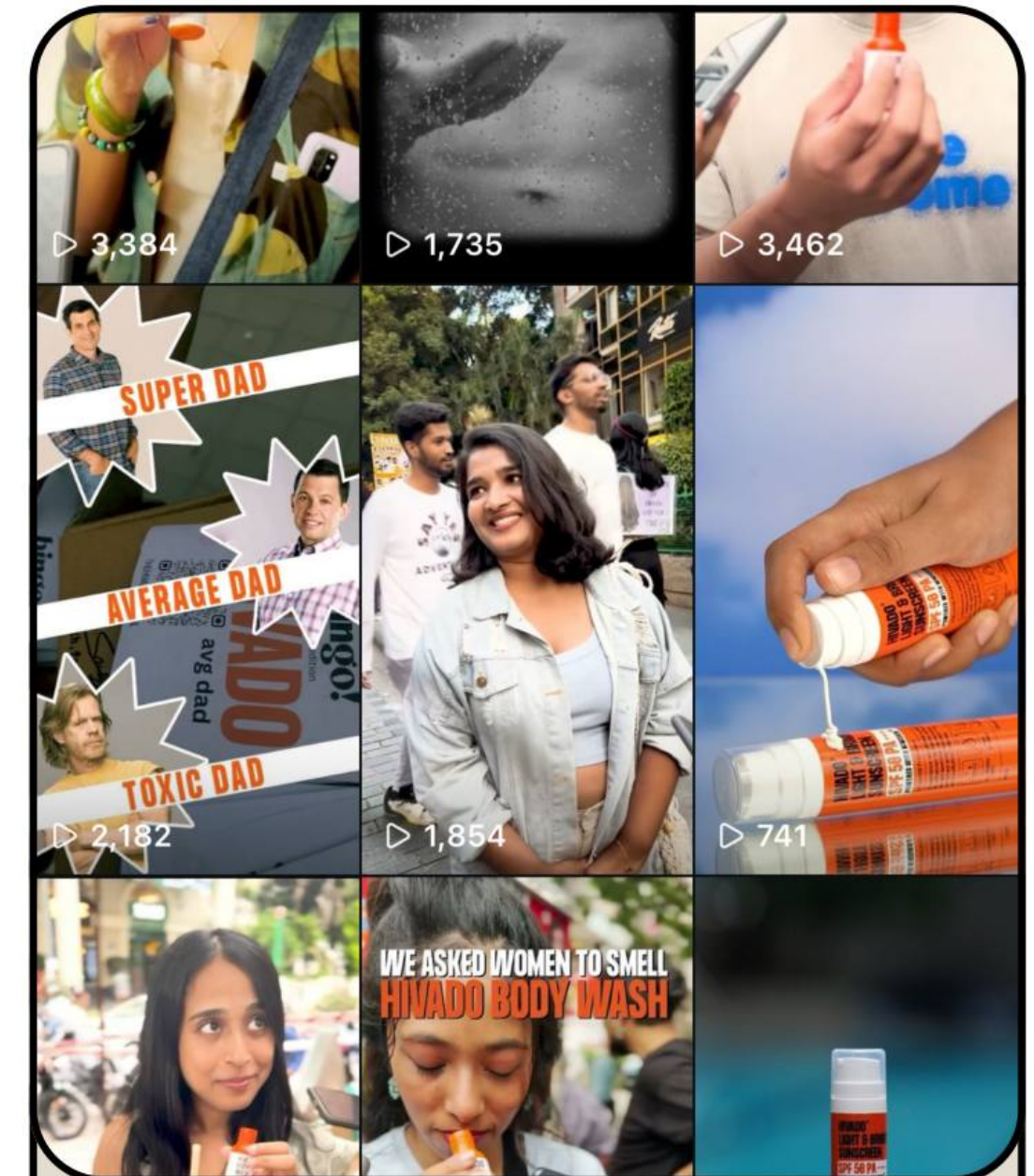
thehivado.official



reel shoot + outline



reel shoot + outline



reel shoot + outline

# outcomes & findings

(iii)

The internship provided hands-on experience in the design-communication-reach dynamic. I learned how effective design serves diverse purposes, from engaging audiences on social media to optimizing creatives for ad campaigns. By planning, executing and interacting with customers, I developed stronger skills in leveraging visual/textual communication to drive sales and enhance data-driven planning for future marketing. This experience expanded my understanding of the design-communication-reach relationship, benefiting my career aspirations.



# Personal Skills \*

thehivado.com



**Confidence**

**Open to new things**

**Persuasive Skills**

**Communication Skills**

**New Perspective**

**Boundaries**

**Knowledge**

**Teamwork**

**Respecting Deadlines**

# personal learnings

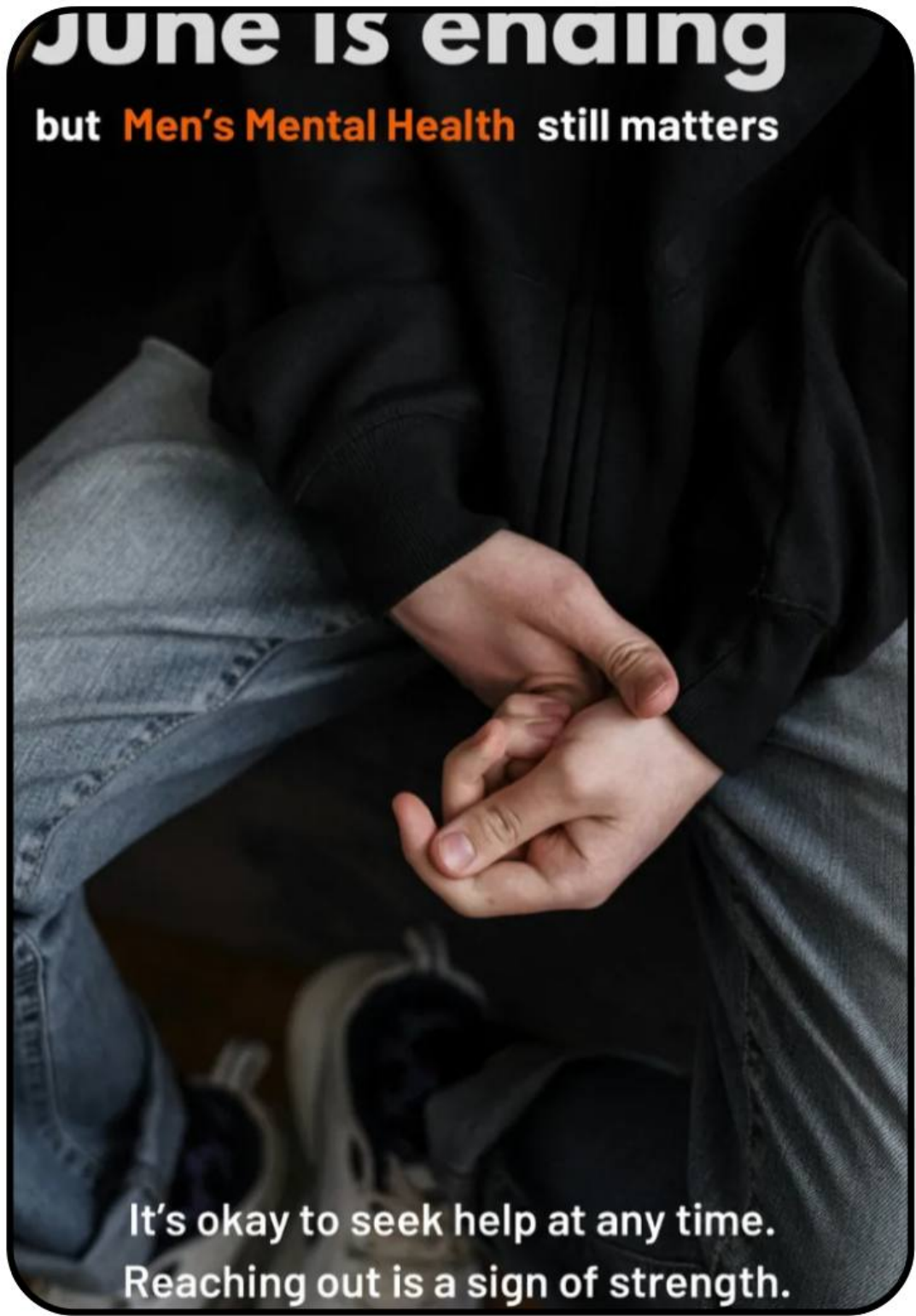
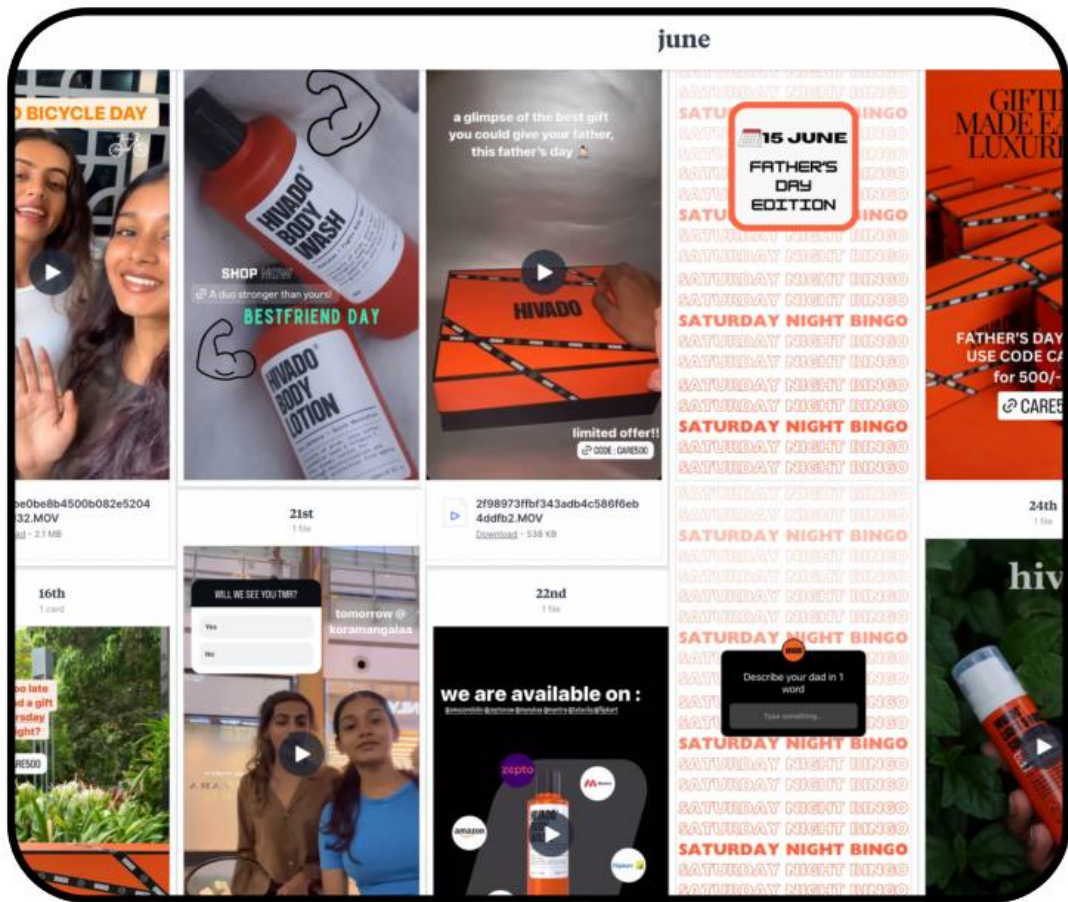
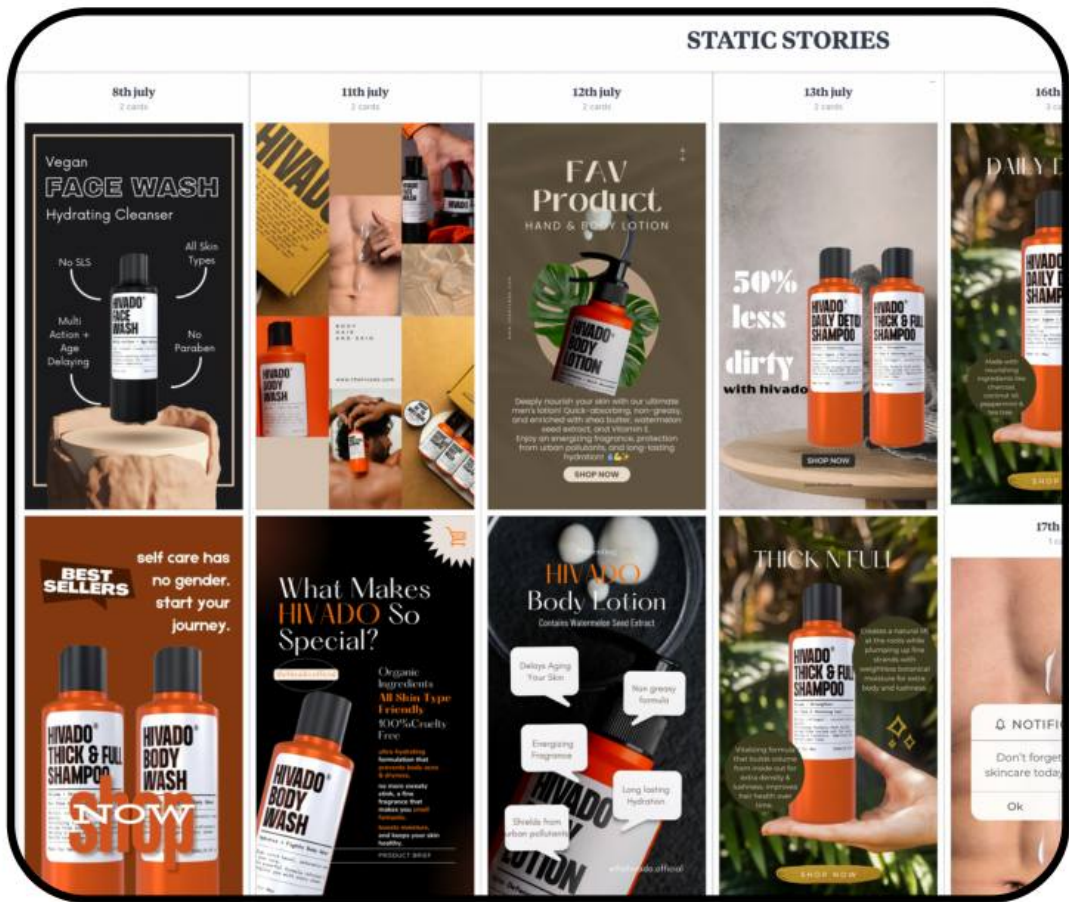
4.

The internship was transformative, teaching me the value of hard work, punctuality, and workplace boundaries. I learned to embrace new approaches, which proved rewarding across the organization. Interacting with everyone highlighted effective communication and respecting diverse perspectives. I developed skills in delivering projects on tight deadlines, providing design options, and clearly explaining solutions. This internship instilled a deep appreciation for design, communication, and business impact. The mentorship and relationships gained will benefit my future career aspirations.



# Project Portfolio\*

thehivado.com



and  
alot  
more

# Thank you! ✨



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