

Swrang Varma, Creative Director

PROFILE

Swrang Varma is our In-house wordsmith and super-imaginative storyteller, who is gifted with superlative creative writing and communication skills. He helps us crack the communication strategy, narrative, and concept for brand campaigns, with a special focus on human behaviour, emotional connect, and literary excellence.

Whether it be taglines, slogans, short copy, creative content writing, or film concepts, Swrang always surprises us with out-of-the-box thinking while retaining the business and brand's goals in mind.

A voracious reader of literary fiction and non-fiction, blogs, curator of new media trends, media technology innovations, photography, art, design, world films and documentaries, he is constantly evolving as a creative talent. He is also pursuing his Legal Studies to specialize in Intellectual Property & Media Law.

