



The Pedestal  
your Family Legacy  
deserves







## Your Legacy Is India's Legacy

And it deserves to be showcased beautifully

When it comes to India's growth story, one cannot help but notice the monumental role of the Indian business families. The legacy of their achievements is as impressive as that of our nation itself.

We all know how the Tatas led the development of Jamshedpur or how the city of Kolkata was transformed by the Birlas, Bangurs, Khaitans, and Goenkas; their fascinating stories of ups and downs, of lasting loyalties, of enduring friendships.

As a family-run business, you too have a unique story to tell, peppered with legendary personalities, unforgettable moments and incredible twists. Now all that's missing is a master business storyteller.

That's where Synapse comes in. With a dedicated unit specialising in telling family stories, we offer bespoke solutions that turn your inspiring tale into an enduring saga.

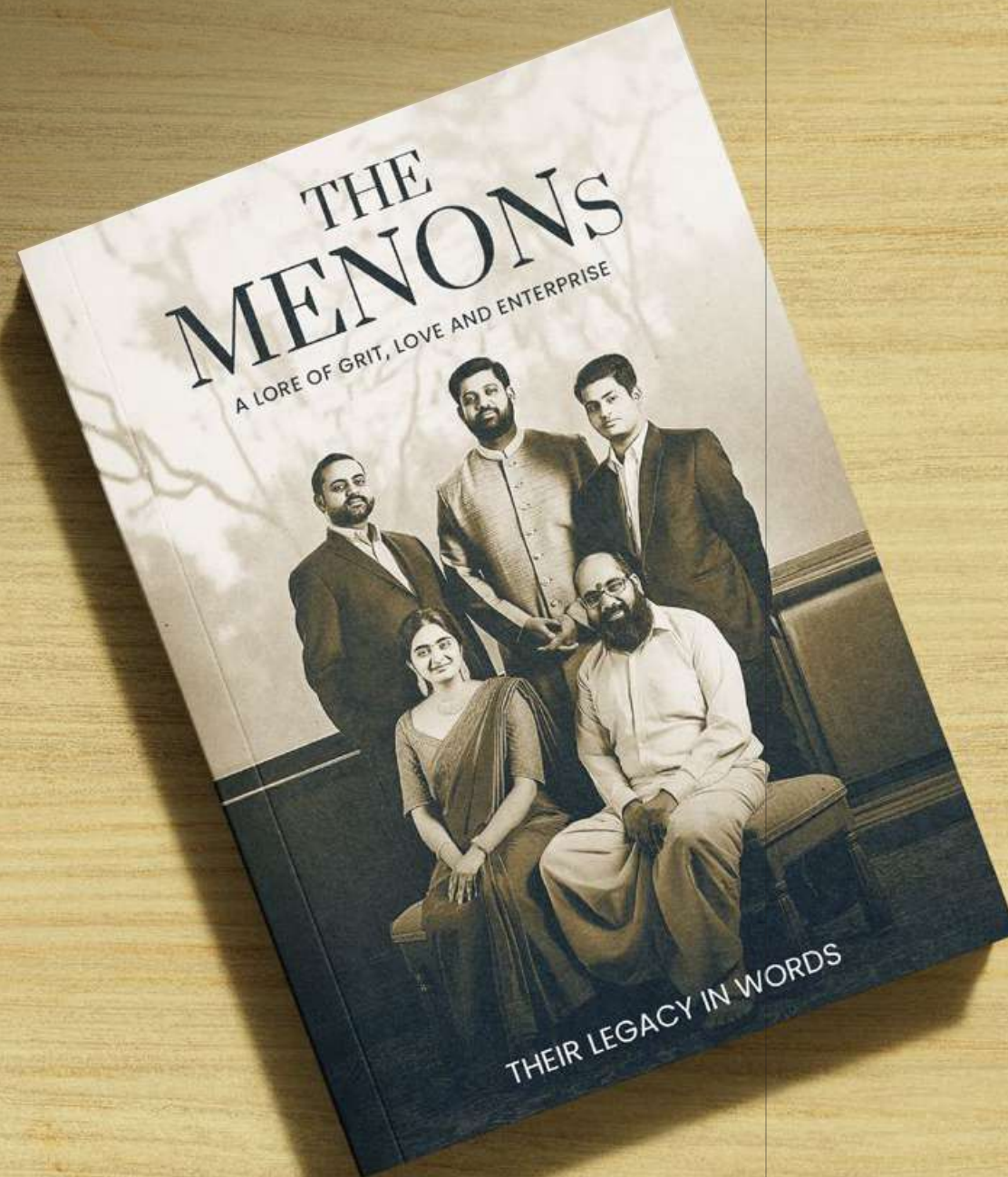


# Legacy Books

Your stories in timeless pages

## Coffee Table Books

Elegantly designed coffee table books that visually narrate your family business's rich history and milestones, turning memories into lasting works of art.



## Graphic Novels/Storybooks

Engaging illustrated stories that bring your business's journey to life in a format that's both entertaining and educational, perfect for all ages.





# Murals

Artistic homages to your heritage

## Timeline-based Murals

Beautifully crafted murals that depict key events and milestones, providing a visual journey through your business's history.

## Product-based Murals

Creative wall art highlighting the evolution and significance of your flagship products, showcasing innovation and tradition.

## Custom Murals

Tailored murals that capture various aspects of your company's heritage and values, adding character to any space.







## Family Films on TV

Bringing your story to  
the masses

Professionally produced films, created using our in-house art studio or commissioned filmmakers, aired on national or regional news channels to showcase your family business's legacy. These films capture the essence of your journey, ensuring it reaches a wide audience and cements your legacy in the public eye.

## Anthems, Songs or Poems

The soundtrack of  
your legacy

Custom anthems, songs, or poems, crafted at our in-house art studio or by talented commissioned artists and lyricists, that encapsulate and celebrate your family business's story. These pieces of art resonate emotionally with audiences, leaving a lasting impression of your values and heritage.







# Family and Founder Portraits

Timeless tributes to visionaries

## Oil Paintings

Elegant oil paintings of founders and key figures, crafted to honour their contributions and preserve their legacy.

## Photographs

Professional photoshoots capturing the essence and legacy of important employees and founders, ensuring their stories are visually immortalised.

## Sculptures

Exquisite sculptures of the founders, serving as lasting tributes to their vision and leadership.





# Recreating Founders and History

AI-driven showcase of your heritage

## Interactive Exhibits

Interactive exhibits where visitors can see and sometimes touch historical artefacts, giving them a hands-on experience of your company's history.

## Curated Displays

Curated displays with detailed descriptions and background stories for each artefact, explaining its significance in the company's journey.

## Miniature Replicas

Miniature replicas of significant artefacts as keepsakes or educational tools, allowing people to take a piece of your history with them.

## AI-tribute to Founders

Using advanced AI technology, we recreate the inspiring images of your founders, bringing their legacy to life in an engaging and interactive way.



# Legacy-based Gifts and Giveaways

Memorable keepsakes for cherished memories

## Unique History-related Gifts

Special gifts that reflect your company's unique history and legacy, perfect for valued clients and partners.

## Merchandise with Sayings of Founders

Stylish merchandise featuring inspirational quotes and sayings from your founders, adding a personal touch to everyday items.

## Coins and Enamel Pins

Custom-designed coins and enamel pins for gifting to special customers or as awards for employees, celebrating their contributions and loyalty.





# Your Heritage, Digitised

Adding legacy to your website

## Digital Interactive Timeline

An interactive timeline on your website that showcases key milestones and memorable moments in your company's history, allowing visitors to engage with your legacy dynamically and vividly.







# Founder's Day

A grand celebration of your legacy

Organise Heritage Day events that offer exclusive experiences through:

## Audio-Visual/Light and Sound Shows

Immersive presentations combining visuals, music, and narration to transport attendees through the journey of your family business.

## Brochures and Collaterals

Thoughtfully designed materials providing in-depth insights into your company's history, achievements, and values, ensuring attendees leave with a tangible understanding of your legacy.

## Songs and Anthems

Custom-composed pieces that capture the essence of your family's story, evoking emotions and instilling pride in attendees as they connect with your heritage through music.

## Interactive Displays

Engaging exhibits featuring artifacts, documents, and multimedia elements, allowing attendees to explore pivotal moments and innovations in your company's history firsthand.

## Workshops and Demonstrations

Interactive sessions offering hands-on experiences, from traditional craftsmanship demonstrations to interactive workshops exploring your company's unique processes and techniques.

*These grand celebrations incorporate all our offerings, creating an unforgettable tribute to your family's legacy and reinforcing its importance for future generations.*



# About the *Storyteller* behind your stories

At Synapse, we understand the power of legacies because we are part of one ourselves.

Our story began in 2000 when our founder, Gourav Jaswal, started Synapse as a small not-for-profit entity in Goa. Our first office was a beautiful Portuguese-style villa called Monte Carlo. Despite our size, we attracted big clients, and work took off immediately.

Within a few years, we secured an increasing stream of high-profile clients, transitioned from our not-for-profit status, and scaled our team. Initially divided into specialised teams, some have evolved into thriving companies like Synapse, ScreenRoot and Visual Juju.

Next, we expanded to our Monte Cristo and The Grey House offices and launched numerous ventures under Prototyze. Over the years, we've built successful companies and learned from the ones that didn't make it.

Our legacy, much like yours, has been eventful and driven by dedication.

*Let us help you preserve yours.*







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