

NEWSLETTER

NIVEA in Budapest with Taapsee



We extend our sincere appreciation to Sachin Killawala (Director – Content & Business Development, Emerging Markets at Beiersdorf), Courtney Milne (Regional Comms Project Leader, EM), and Harshal Jain (Category Manager, India) for entrusting us with this exciting campaign for Nivea's Derma Control Roll in Budapest.

Set against a stunning backdrop, we had the pleasure of handling Taapsee Pannu and coordinating a flawless photoshoot for this global campaign.

Asian Paints x Virat Kohli

We had the privilege of handling Virat Kohli and his entourage for a high-impact Asian Paints shoot, from pre-production through to pack-up. With seamless coordination and on-ground precision, the day unfolded smoothly from start to finish. We are grateful to Amit Syngle (MD & CEO, Asian Paints) for his unwavering support and trust in us. Special thanks to Rose Vishnoi (Associate General Manager) for his faith & vision.



Escape plans upgraded with Ayushmann x Agoda

Grateful to Sahil Sharma (Senior Brand Manager) and Gaurav Malik (Country Director, India) for leading Agoda's purpose-driven campaign with Ayushmann Khurrana. 'Escape the Stress, See the World for Less' promotes mindful travel with unbeatable deals and the debut of their AI Vacation Planner in India.



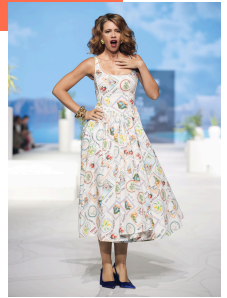
Usha Uthup x Vi

A big shoutout to Vipin Gupta (AGM) and Debajyoti Das (GM) from Vi for their incredible partnership in making 'Mancon' an unforgettable evening. Balancing Act had the privilege of bringing the legendary Usha Uthup to the stage. Her powerhouse vocals and magnetic presence lit up the night and left the audience spellbound.



Max Fashion at LFW

Max Fashion lit up Lakmé Fashion Week with 'Sicilian Summer' and 'Amalfi Escape', fronted by Kalki Koechlin and the bold spirit of "New New You!" Seamlessly led by Pallavi Pandey (VP & Head of Marketing), Sandeep Shah (GM Marketing), and Anirban Chakraborty (Marketing Communications Manager), the showcase was a true standout. Special thanks to Sumit Chandna (CEO) for bringing this vibrant summer vision to life.



Work Hard, Tan Harder ft. Krabi

Three days, one island, and a whole lot of heart. Our Krabi offsite wasn't just about strategising our way forward but also a chance to reflect, celebrate wins, and dream louder. The sunsets weren't bad either!

Stanford Seed

Term 3 at Stanford was a game-changer—packed with bold frameworks and mindset-shifts that are already fueling our entrepreneurial journey. The standout moment? Sarah Soule. Her powerful sessions on leadership, active listening, perspective-taking, and decision-making resonated deeply—offering tools that truly hit home.

Feeling recharged and ready to act, TeamBalancingAct is now gearing up to launch #Tstudio (Transformation Studio)—our new office space dedicated to bringing these breakthroughs to life. Stay tuned!

NGO Visit to St. Catherine's Home for Orphans

Guided by the incredible Sister Rose, the Balancing Act team spent a meaningful afternoon at St. Catherine's Orphan Home, connecting with the children and donating essentials such as stationery, food, & diapers.

It was a powerful reminder that, beyond building brands, it's the human connections that matter most.



Life of the people at Balancing Act



Life of Magic & Marvel at Balancing Act

