POWER OF DESIGN IN YOUR BUSINESS
Cosire is a multi-disciplinary design studio. Instituted in 2011, we help clients succeed in new categories by infusing a rich design language and product embodiments into their brands that instantly connect with their target consumers and enrich the brand’s meaning and positioning in the market.

From the first sketches to product launch, we will remain your design partners. As an end-to-end service provider, we will ensure that your product looks, feels and functions amazingly well — better than any other product in the market. We get passionately involved in projects, ventures and brands we believe in.

We mould our designs to specific business and industry needs to communicate your brand’s unique attributes in various creative and compelling ways to your prospects. We respect the worth of the resources (time, money and trust) you invest in us, and guarantee the highest returns on them.

We provide a full suite of design consultancy that can be customized for short-term projects, studio brand management services or complex comprehensive brand identity and web design campaigns.
India being an unorganised and scattered market place has a huge problem of synchronization between various services. This makes the product development and Branding activities slow and inefficient. At the same time increasing competition by international players becomes a threat to the organizations. In this scenario, strategic product design and development is a serious need. To address such complexities, Cosire Design Innovation was started. Our market exposure, sense of good aesthetics, creativity in concepts and out of the box thinking process has helped organizations to come up with competitive products with world-class styling, user-friendly design, cost effectiveness, suitable materials and manufacturing processes with a story to communicate their products.

We help clients succeed in new categories by infusing a rich design language and product embodiments. The company was founded with the vision of accelerating businesses with design interventions and helping clients compete with established national and international players. We believe in making design viable for every business by providing one-stop design solution. We enthusiastically explore different design opportunities keeping in mind our clients’ business requirements.

As a cross-disciplinary design hub, Cosire’s approach enables them to engage with a diverse set of customers on a wide-spectrum of platforms. These design services include Product Design, Strategic Product Development, Packaging Design, Branding Strategy and Communication Design, Furniture & Space Design and User-Interface & User-experience Design. Our multidisciplinary creative design team provides holistic design solution for our clients’ needs. We help our clients build their products and brand right from the conception of an idea to its execution. The company practice no-bar-design and provides almost every type of design solution.

The clients get to enjoy the full service bouquet. Usually, once they start to work with us and our understanding of each other’s needs deepen; we become their preferred design partners for all their subsequent service needs. Eventually, this turns out to be a win-win scenario for both parties – it keeps us on the same page with a tried and trusted partner; we begin to synchronize on everything and talk in similar (if not same) visual language.

Over a period of time, Cosire is getting most traction in the area of Product Design, New Product Development, Branding and UI/UX Design from the companies across India as well as abroad. The company has started COSIRE INC. in New York. In the area of Product / Industrial Design, the company is developing in terms of Medical /Laboratory Products, Industrial Products, Consumer Electronics and Home Appliances. We aim to diversify into different domains of design and practice design in a holistic way. This is how; we are committed to make design viable for every business by providing one-stop design solution.

Founder’s word
Cosire initiated, nurtured and established in the art and design culture of the city of Ahmedabad. Being the most developed city of Gujarat and one of the metro cities of India, Ahmedabad provides a perfect environment for Art and Design.

Ahmedabad is full of multi-disciplinary premier institutes of India, which provides talents and creative minds to Cosire. Indian Institute of Management (IIM-A), National Institute of Design (NID), Centre for Environmental Planning and Technology (CEPT), Mudra Institute of Communications (MICA), National Institute of Fashion Technology (NIFT), Indian Institute of Technology (IIT-G) have provided a synergy of multi-discipline work and culture to Cosire.

Being Ahmedabad an Art and Culture intensive city, it has always motivated and inspired Cosire to look deeper into the world of design.

India being an unorganised and scattered market place has a huge problem of synchronization between various services. This makes the product development and Branding activities slow and inefficient. At the same time increasing competition by international players becomes a threat to the organizations. In this scenario, strategic product design and development is a serious need. To address such complexities, Cosire Design Innovation was started. Our market exposure, sense of good aesthetics, creativity in concepts and out of the box thinking process has helped organizations to come up with competitive products with world-class styling, user-friendly design, cost effectiveness, suitable materials and manufacturing processes with a story to communicate their products.

We help clients succeed in new categories by infusing a rich design language and product embodiments. The company was founded with the vision of accelerating businesses with design interventions and helping clients compete with established national and international players. We believe in making design viable for every business by providing one-stop design solution. We enthusiastically explore different design opportunities keeping in mind our clients' business requirements.

As a cross-disciplinary design hub, Cosire's approach enables them to engage with a diverse set of customers on a wide-spectrum of platforms. These design services include Product Design, Strategic Product Development, Packaging Design, Branding Strategy and Communication Design, Furniture & Space Design and User-Interface & User-experience Design. Our multidisciplinary creative design team provides holistic design solution for our clients' needs. We help our clients build their products and brand right from the conception of an idea to its execution. The company practice no-bar-design and provides almost every type of design solution.

The clients get to enjoy the full service bouquet. Usually, once they start to work with us and our understanding of each other's needs deepen; we become their preferred design partners for all their subsequent service needs. Eventually, this turns out to be a win-win scenario for both parties – it keeps us on the same page with a tried and trusted partner; we begin to synchronize on everything and talk in similar (if not same) visual language.

Over a period of time, Cosire is getting most traction in the area of Product Design, New Product Development, Branding and UI/UX Design from the companies across India as well as abroad. The company has started COSIRE INC. in New York. In the area of Product / Industrial Design, the company is developing in terms of Medical/Laboratory Products, Industrial Products, Consumer Electronics and Home Appliances. We aim to diversify into different domains of design and practice design in a holistic way. This is how; we are committed to make design viable for every business by providing one-stop design solution.

Company Profile 2014 © Cosire Design Innovation Pvt. Ltd., India
Cosire = Co + Sire (creation)

Cosire means Co - Creation. It shows with the help of origami folds. The colors used are hues of blue which shows; technology, innovation, professionalism & industrial side of the company. Tones of green show; fun, young, exploring & creative side. The rest of the type is written in grey which gives an industrial look to the identity & also makes the origami element stand out.

Cosire is a multi-disciplinary design studio providing services like Product Design, Design Strategy, Branding, Packaging Design, Space Design and Digital Design (UI/UX). Cosire helps you find the best solution for you and your product. We help you build your brand right from the conception of an idea to its execution.

We interpret your customer’s dream and make it possible. We turn your products into iconic brands.

At Cosire, we partner with you throughout this exciting brand transformational process. We embark on this journey hand-in-hand. We understand your requirements. We study your market, target customers, strengths, constraints and then come out with unique IDEAS for your brand strategy.

Our dedicated team, professional approach and 24X7 efforts assure you the maximum return on the investment called design. We have even coined a new currency for it – Return on Design (RoD).
**Vision**
We want to accelerate businesses with our design intervention and help our clients compete with established national and international players. We strive to be an important part of creative economy.

**Mission**
Making design viable for every business by providing one-stop design solution.

**Core Values**
We enthusiastically explore different design opportunities keeping in mind our clients' business requirements. We come up with original, novel, genuine concepts and never rely on design ripped off from others in the name of inspiration.

**Philosophy**
We believe “growth” is a natural extension of our work. Our services transfer real value to clients and help them grow. It’s a win-win strategy – when our clients grow, we grow with them. Hands-on, we learn by co-working; by trying out exciting new things and learning by doing.
**MEET**

This is an, us-meet-you session, where we sit with you and break some ice! Gradually, the aim is to get to understand your DNA, your business strategy, your X-Y-Z plans, so that going forward, we can be on the same page with you!

**IDENTIFY**

This takes the relationship a bit deeper, where we identify your needs, spell out your project plans, create milestones, set deadlines, agree on deliverables, and so on. It’s the ‘dream stage.’

**IDEATE**

Things begin to move very fast at this stage. There is an adrenaline rush and ideas begin to fly thick and fast from all quarters. We identify it as the ‘Conception’ stage.

**STRATEGIZE**

This is the most crucial stage, where we put in place the rudiments of a plan that can transform your star product into an unforgettable brand. We call it the ‘Mission Possible’ stage.

**DETAIL**

This is the cherry-picking stage, where the best ideas are selected and fine-tuned to match your precise requirements. We call it the ‘Gestation’ Stage.

**EXECUTE**

After all the sweat and toil, this is the ‘Birth’ stage, that comes with all the delivery pangs, after which we finally hand you your dream – fresh from the stock, and just as you had thought of! Congratulations!
We are privileged to work with established blue-chip, big global corporations on one end of the spectrum and dynamic start-ups at the other. When you choose Cosire Innovations, we become your partners throughout your brand cycle. We offer guidance, support and direction at every inch and mile of our journey.

We are available for consultation on PHONE, EMAIL, SKYPE, INSTANT MESSENGER, and IN PERSON. We understand that with marketing becoming increasingly customer-centric, designing personalized brand stories for customers has become vitally important for product differentiation. Our ability to imagine, create and deliver meaningful customer experiences is the skill that we bring to the table on every product that we undertake!

In the past, we have had rewarding associations with well-known brands like Symphony, Sintex, Navneet Group, Spectra Vision, Godrej, to cite just a few.

We get associated with our clients on project based association as well as relationship model, as associate design agency.
At Cosire, we create memorable experiences of products that are intensely personal to your customers. Great product springs from intensive research to gain complete understanding of the need that product will fulfil, as well as the demographics of the end user.

*Good design is at the heart of every product we work on*

Because Cosire works in an integrated fashion, we ensure that we engineer design that performs and is eventually profitable for our customer. As such, every Cosire design comes with its own personality that supports, communicates, and reinforces your brand identity. Our design intervention will help you maximize your product’s potential by differentiating it creatively from other brands in today’s crowded marketplace.
Hand-held attendance device for Spectra

Air Cooler Design for SYMPHONY LTD.

Fiber Optic Based Milk Analyzer for Everest Instruments

Overhead blow-molded water tank design for Sintex Industries

Urban Floor-mill design for LEVIGATOR
At Cosire, we excel at building stirring brand experiences through a creative approach. We can creatively tell your brand story while maintaining the functional edge of your brand. If our design intervention helps, it’s because we will invest your brand with creative, functional and technical features in equal measure.

Design is an opportunity to continue telling the story; not just sum it up

At Cosire, we are able to see the ‘big picture’, and also keep our eyes peeled on the smallest detail. Branding is far more than an impressive business card or slapping your logo on an eight-fold brochure and calling your product a brand. It must form the basis of everything you do.
Branding and Product shoot for Lamex Watches
UX is much more than what meets the eye. Thorough understanding of the application is important before consulting on the UX. At Cosire, we work with a specially devised UX strategy. We work on various engagement models in close tandem with the end users, production and development teams.

*We don’t just design UI/UX, we humanize it.*

The secret to our success lies in listening closely to our clients, the quality of our research and we ask a lot of questions. We seek user-groups feedback on prototypes before coming out with a win-win UX strategy. Our UX consulting revolves around two things – aesthetics and simplicity.
Often packaging conveys more than what is inside the package. Armed with a clear understanding of your brand, your business objectives and your consumer demographic, we give a lot of thought to the structure, materials, textures, and colors of a packaging material, creating designs that extend the brand’s impact beyond the point of sale.

A breakthrough creative packaging can bring about a significant reduction in transportation cost, transform a retail display method, enhance a product’s appeal, brand recall, perceived value to a customer etc.
Cosire can take any space and make it memorable experience for you and your people. Not only do we provide the design, we provide everything it takes to bring the event to life. We offer a bespoke, end-to-end service, where we partner our clients. We take the strain from the design and production process. Space designing with aesthetics is nicely balanced with strong business acumen.

Our thrust is on people and their relationships with their surrounding ethos. Our mission is to help business transform space into productive, engaging and rewarding work environments through the application of ergonomic features and innovative design elements.
Cosire can take any space and make it memorable experience for you and your people. Not only do we provide the design, we provide everything it takes to bring the event to life. We offer a bespoke, end-to-end service, where we partner our clients. We take the strain from the design and production process. Space designing with aesthetics is nicely balanced with strong business acumen.

Our thrust is on people and their relationships with their surrounding ethos. Our mission is to help business transform space into productive, engaging and rewarding work environments through the application of ergonomic features and innovative design elements.