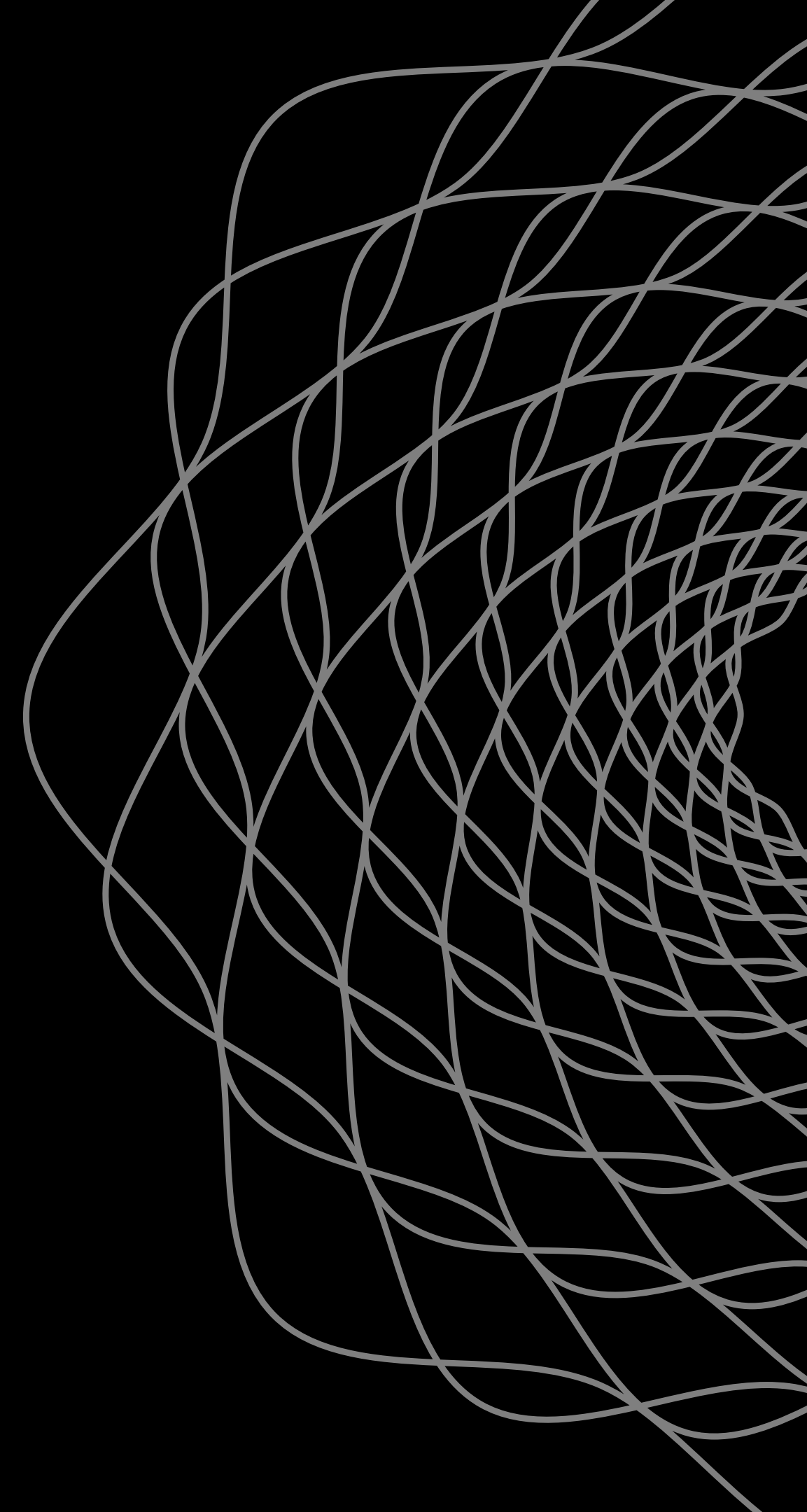




PROJECT CASE STUDIES

ASTERIA ENTERTAINMENT



BRANDS

UNIBIC

WILD
STONE



Fresh Bus

neude.
The science of _ milk.

Ozonetel

Protium



BASF
We create chemistry

nunhems

ozone
FOR A SAFER WORLD

स्वास्थ्य विभाग
बिहार सरकार

BudLeaf
tea

ANTI
NORM

Mehfil
MUMBAI

max

Roastēa
Beverages and Beyond

OUR SERVICES

1 Event Management

Immersive events that leave lasting impact.

2 BTL Activation

BTL activations that drive real engagement.

3 Influencer Marketing

Influencer campaigns that spark real influence.

4 Video Production

High impact video production that tells stories.

5 Social Media Management

Social media that builds brand presence.



Event Management

We conceptualize and execute immersive events that blend creativity, culture, and flawless production. Delivering experiences that leave a lasting impact on audiences and brands alike.

Launch Event



CLIENT: Mehfil Mumbai

OBJECTIVE: TO LAUNCH THE IP, BUILD A CULTURAL COMMUNITY, AND ESTABLISH MEHFIL MUMBAI AS A PREMIUM MUSICAL EXPERIENCE

LOCATION: FAIRFIELD BY MARRIOTT INTERNATIONAL AIRPORT, MUMBAI

PROJECT DETAILS: Asteria Entertainment conceptualized and executed the grand launch of Mehfil Mumbai, an immersive cultural and musical IP designed to bring together lovers of live music, art, and meaningful experiences. Hosted at Fairfield by Marriott, Mumbai, the evening welcomed over 250 distinguished guests, including acclaimed director duo Abbas–Mustan and several notable personalities from the entertainment industry. The event featured a soulful live performance by Snehdeep Singh Kalsi and Band, complemented by specially curated Mehfil-inspired décor, premium hospitality, and an elevated dining experience with lavish dinner and drinks. From creative direction and production to guest experience and end-to-end execution, Asteria successfully delivered a memorable launch that positioned Mehfil Mumbai as a sophisticated and culturally rich entertainment property.



Launch Event Mehfil Mumbai

SPANDAN '25



X



CLIENT: HEALTH DEPARTMENT, GOVT OF BIHAR

OBJECTIVE: TO ORGANISE THE ANNUAL EVENT OF HEALTH DEPARTMENT, GOVT OF BIHAR

LOCATION: BAPU SABHAGAR, PATNA, BIHAR

PROJECT DETAILS: Asteria Entertainment successfully planned and executed a large-scale event for over 4,000 state health workers in association with the Health Department. The event was graced by the state's Health Minister and senior officials, including the Development Commissioner, making it a prestigious occasion. The highlight of the evening was a mesmerizing cultural performance by renowned Bollywood singer Javed Ali. Despite a challenging timeline of less than a month, Asteria managed the end-to-end curation and execution, delivering a seamless and memorable experience that left a lasting impression on all attendees.

EVENT BUDGET: RS, 1,15,00,000



Spandan Health Department, Bihar Govt

APPLAUSE



CLIENT: CARE INDIA & HEALTH DEPARTMENT, GOVT OF BIHAR

OBJECTIVE: TO ORGANISE AN EVENT FOR THE CORONA WARRIORS OF THE STATE.

LOCATION: BAPU SABHAGAR, PATNA, BIHAR

PROJECT DETAILS: We organized a prestigious award ceremony to honor selected health workers from the State and Care India for their exceptional contribution during the initial wave of the COVID-19 pandemic. To celebrate the efforts of the entire department, the event featured stellar performances, including a live act by popular local band YS Live, led by Yashasvi Singh, followed by a comedy performance by renowned entertainer Sunil Grover and his team. The evening witnessed the presence of key dignitaries such as the Principal Secretary and Secretary of the State Health Department and the State Head of Care India, and was attended by an audience of over 2,500 government health workers, making it a memorable and impactful celebration.

EVENT BUDGET: RS, 91,00,000



Applause Health Department, Bihar Govt

SAMMAN SAMAROH



X



CLIENT: CARE INDIA & HEALTH DEPARTMENT, GOVT OF BIHAR

OBJECTIVE: TO ORGANISE AN AWARD EVENT FOR HEALTH WORKERS OF THE STATE

LOCATION: SK MEMORIAL HALL, PATNA, BIHAR

PROJECT DETAILS: The Asteria team ideated and executed the event end-to-end, structuring it into three engaging segments. The evening began with an address by the Deputy Chief Minister of Bihar, highlighting the State Health Department's exemplary work during the pandemic. This was followed by an award ceremony honoring dedicated workers and volunteers who played a vital role in the vaccination campaign. The event concluded on a high note with stellar musical performances by Yashasvi Singh and his band, YS Live, and the renowned Bollywood singer Tushar Joshi with his band, leaving the audience with an unforgettable experience.

EVENT BUDGET: RS, 37,00,000



Samman Samaroh Health Department, Bihar Govt

CORPORATE EVENT

SEED LAUNCH - CHAMP 33



X



CLIENT: BASF Nunhems

OBJECTIVE: TO LAUNCH A NEW PRODUCT (TOMATO SEED) AMONGST LOCAL FARMERS

LOCATION: GK HILL VIEW RESORT, KOLAR, KARNATAKA.

PROJECT DETAILS: Our brief was to do a grand product launch at the view selected by the client. Asteria's team curated a detailed event flow which included fun activities for the invitees. These activities were exclusively designed around the theme of the product. The collaterals and the decor of the event was on the theme of Champions, which resonated well with the product and the users.

The event went through successfully with the gimmicky launch of the product being the highlight of the night.

EVENT BUDGET: RS, 15,00,000



Seed Launch BASF Nunhems

CORPORATE EVENT

SANGAM APP LAUNCH



X

BASF
We create chemistry

nunhems

CLIENT: BASF Nunhems

OBJECTIVE: TO LAUNCH A NEW APP

LOCATION: BASF MAIN R&D FARM, JUNASANDRA, KARNATAKA

PROJECT DETAILS: Our team did a hydraulic launch of a new app. This launch was an internal event organized at the main R&D farm of BASF Nunhems near Bangalore in Karnataka. The upper management from Netherlands were also in attendance at the launch. The hard work of months by the team of BASF over their new app culminated into a successful launch.

EVENT BUDGET: RS, 1,00,000



App Launch BASF Nunhems

TWELTH NIGHT

THEATRE PLAY MANAGEMENT



X



CLIENT: PAYAS EVENTS PVT LTD

OBJECTIVE: TO OVERSEE THE LOGISTICS AND MANAGEMENT OF THE PLAY "TWELTH NIGHT"

LOCATION: NCPA EXPERIMENTAL THEATER, MUMBAI, MAHARASHTRA

PROJECT DETAILS: Our scope of work was to take care of the entire event management, including the venue, guests, and play logistics. The play had an esteemed guest list comprising the Cabinet Minister of Tourism and Environment, Mr. Aaditya Thackeray, along with several state bureaucrats. Team Asteria coordinated and managed the guests' itineraries, ensuring a smooth performance at the venue.



Theatre Play Management Payas Events Pvt Ltd

MEHFIL-E-BAHAAR

CULTURAL SHOW MANAGEMENT



X

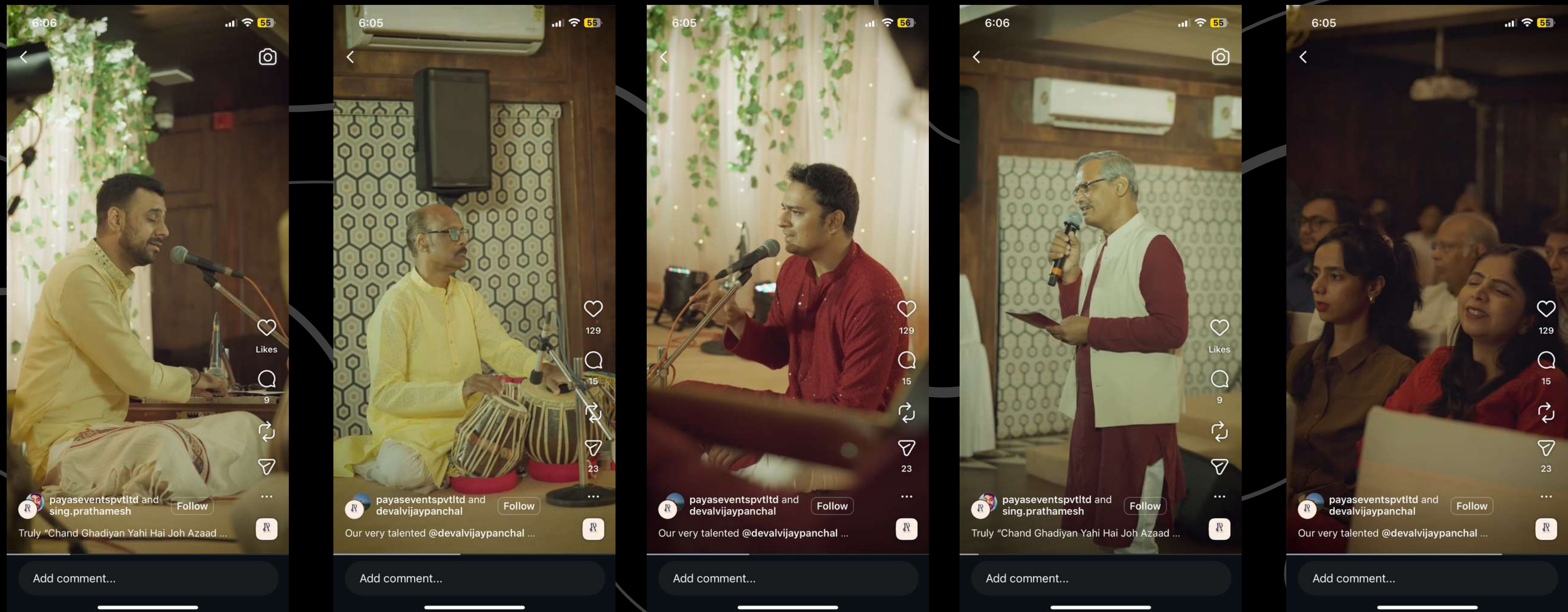


CLIENT: PAYAS EVENTS PVT LTD

OBJECTIVE: TO OVERSEE THE LOGISTICS AND MANAGEMENT OF THE CULTURAL NIGHT, MEHFIL-E-BAHAAR

LOCATION: PRINCE HALL, NSCI, WORLI, MUMBAI

PROJECT DETAILS: Our scope of work was to take care of the entire event management, including the venue, guests, decor and logistics. The night had an esteemed guest list comprising the top state bureaucrats. Team Asteria coordinated and managed the guests' itineraries, ensuring a smooth performance at the venue.



Mehfil Night Management Payas Events Pvt Ltd

CORPORATE SHOW

STAND UP COMEDY



CLIENT: PROTIUM FINANCE

OBJECTIVE: TO CONDUCT A STAND UP SHOW FOR THE EMPLOYEES OF PROTIUM FINANCE

LOCATION: PROTIUM FINANCE, NIRLON KNOWLEDGE PARK, MUMBAI

PROJECT DETAILS: Up and coming stand up comedian Siddhartha Shetty was brought on for the show, as per the choice of the client. A hour long show exclusively for the employees went about successfully with everyone in attendance having a great laugh.



Corporate Show Protium Finance Limited



BTL Activation

We create high impact BTL activations that enable brands to engage directly with consumers through immersive experiences, on ground interactions, and memorable brand moments.

NUKKAD NATAK

MASS COVID VACCINATION



X



CLIENT: CARE INDIA & HEALTH DEPARTMENT, GOVT OF BIHAR

OBJECTIVE: TO RAISE AWARENESS AND BUST MYTHS REGARDING THE COVID VACCINE. AND TO INCREASE VACCINATION

LOCATION: VILLAGES IN PATNA DISTRICT, BIHAR

PROJECT DETAILS: To raise awareness about COVID-19 vaccination among rural communities, we executed a two-month campaign using Nukkad Natak as an engaging and relatable medium. Four street plays were curated to address myths and educate villagers in a simple, impactful manner. The troupe was divided into four mobile teams that traveled across 214 villages along with health workers, performing multiple shows daily at central locations such as schools and health centers where vaccination camps were set up. The campaign successfully facilitated the administration of over 2,75,000 vaccine doses, creating widespread awareness and driving action at the grassroots level.



Nukkad Natak Care India & Health Dept, Bihar Govt



Influencer Marketing

From creator discovery to campaign execution, we help brands amplify their presence through authentic, trend driven, and result oriented influencer collaborations.

INFLUENCER CAMPAIGN



X



CLIENT: ANTINORM

OBJECTIVE: TO CREATE PRE-LAUNCH BUZZ

LOCATION: PAN INDIA

PROJECT DETAILS: For Antinorm's pre-launch influencer marketing campaign, Asteria Entertainment executed a creator-led digital strategy to build curiosity around the brand's sunscreen mist. Selected influencers received early samples and created engaging content showcasing the product's texture, ease of use, and key benefits through authentic first impressions and everyday skincare routines.

Through coordinated creator collaborations and campaign execution, Asteria successfully generated strong pre-launch visibility and hype for Antinorm.

INFLUENCER CAMPAIGN

NOTE: CLICK ON IMAGE TO WATCH VIDEO



INFLUENCER CAMPAIGN



X

WILD
STONE

CLIENT: WILDSTONE PERFUME

OBJECTIVE: TO PROMOTE VARIOUS FRAGRANCES OF WILD STONE

LOCATION: PAN INDIA

PROJECT DETAILS: The brief was to plug in fragrance colours to the colours of the IPL teams and market the product through regional influencers. Influencers from the 10 IPL city/states were shortlisted to promote the product through their original content. A total of 13 influencers were selected for the final campaign.

CAMPAIGN REPORT: The Campaign garnered a total cumulative of 1,247,104 views.

INFLUENCER CAMPAIGN

NOTE: CLICK ON THE PICTURES TO WATCH VIDEO



INFLUENCER CAMPAIGN



X



CLIENT: Neude Skin

OBJECTIVE: Year round campaign to promote the entire product line.

LOCATION: PAN INDIA

PROJECT DETAILS: To create UGC-style content from influencers that feels organic and authentic, reflecting genuine user experience. Since Neude Skin prioritizes premium aesthetics, we carefully curated creators known for producing high-quality, visually appealing content that aligns with the brand's ethos.

INFLUENCER CAMPAIGN

NOTE: CLICK ON IMAGE TO WATCH VIDEO



Goat Milk nourishes & tightens

anushka_bapna
1k They Call This Love (Cover)

It's giving happy, healthy and hydrated 🥰 ...

Add comment...



Here is one bottle with 13 high functioning multi-actives

khushboo2211
Paid partnership

@neude_skin 's Legend 13 serum is truly a legend and you ...

Add comment...



Number 2:
This one's a Barrier B.O.S.S.

_suhani_singh_
_suhani_singh_ • Original a

13 actives, boosted barrier, 360° skincare—Legend 13 doe ...

Add comment...



Meet Legend 13 by @neude_skin ✨ ...

deesha_gandhi
La Naughty Boy, Sam Smitt

Add comment...

INFLUENCER CAMPAIGN



CLIENT: UNIBIC BISCUITS

OBJECTIVE: TO PROMOTE UNIBIC BISCUITS AS MORE THAN JUST BISCUITS

LOCATION: PAN INDIA

PROJECT DETAILS: The goal was to position Unibic Biscuits as more than just a snack by showcasing their versatility in creative recipes. To achieve this, we collaborated with nano cooking creators who developed multiple innovative dishes using Unibic Biscuits as the hero ingredient and produced engaging recipe videos to inspire audiences.

INFLUENCER CAMPAIGN

NOTE: CLICK ON THE PICTURES TO WATCH VIDEO



Add comment...

Add comment...

Add comment...

Add comment...

INFLUENCER CAMPAIGN

AUG 2021



CLIENT: ROASTEA

OBJECTIVE: TO PROMOTE THE NEWLY OPENED ROATEA STORE IN PHEONIX MALL OF ASIA, BENGALURU

LOCATION: PHEONIX MALL OF ASIA, BENGALURU

PROJECT DETAILS: Our team shortlisted a number of influencer profiles best suited for the campaign. These creators visited the Roastea outlet and shot exciting content around the cafe and its products. This was then edited into a crisp and engaging reel which was later posted on the creator's page in collaboration with the brand.

INFLUENCER CAMPAIGN

NOTE: CLICK ON ICON TO WATCH VIDEO



INFLUENCER CAMPAIGN



X



CLIENT: OZONE HARDWARE

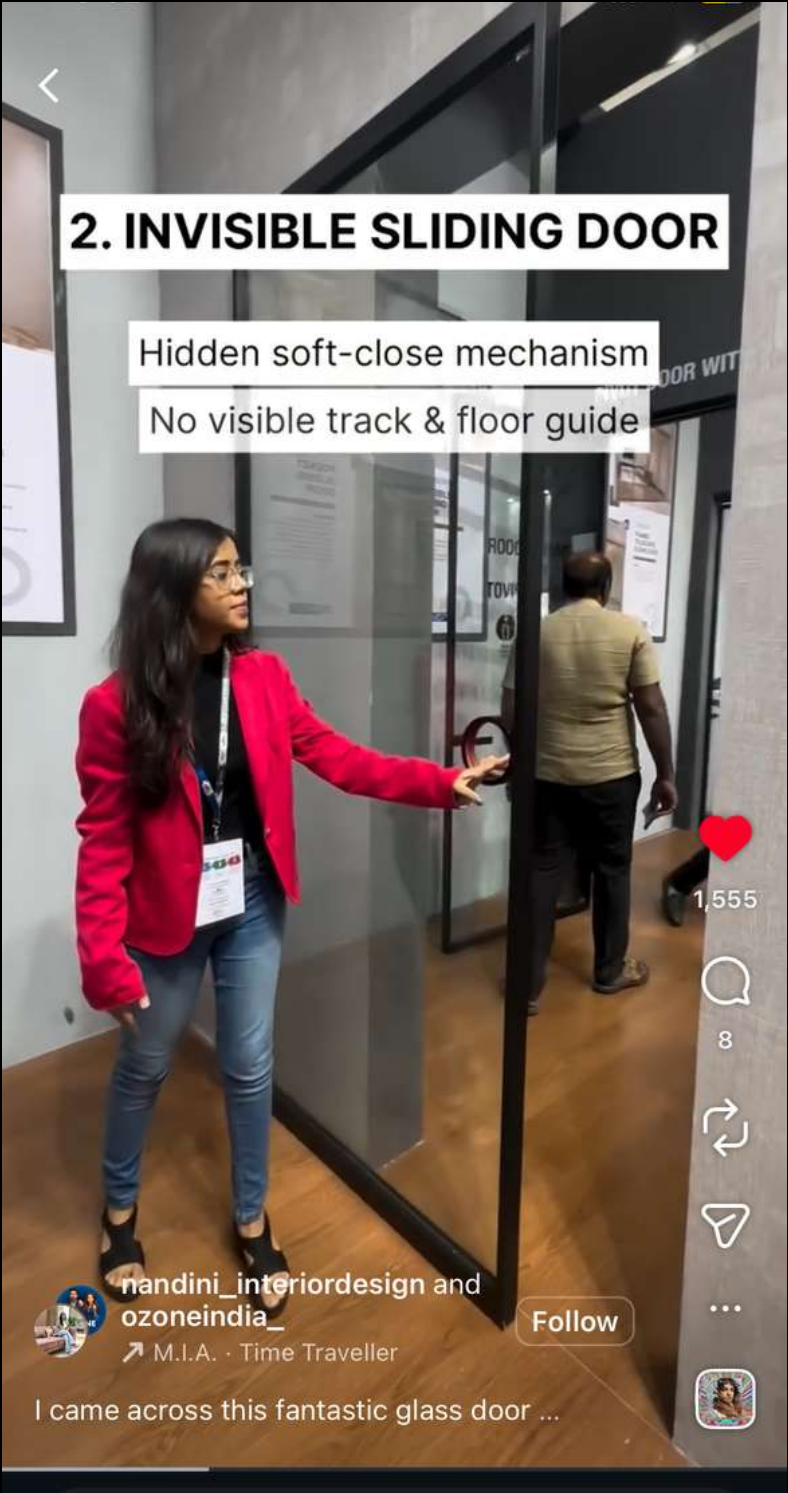
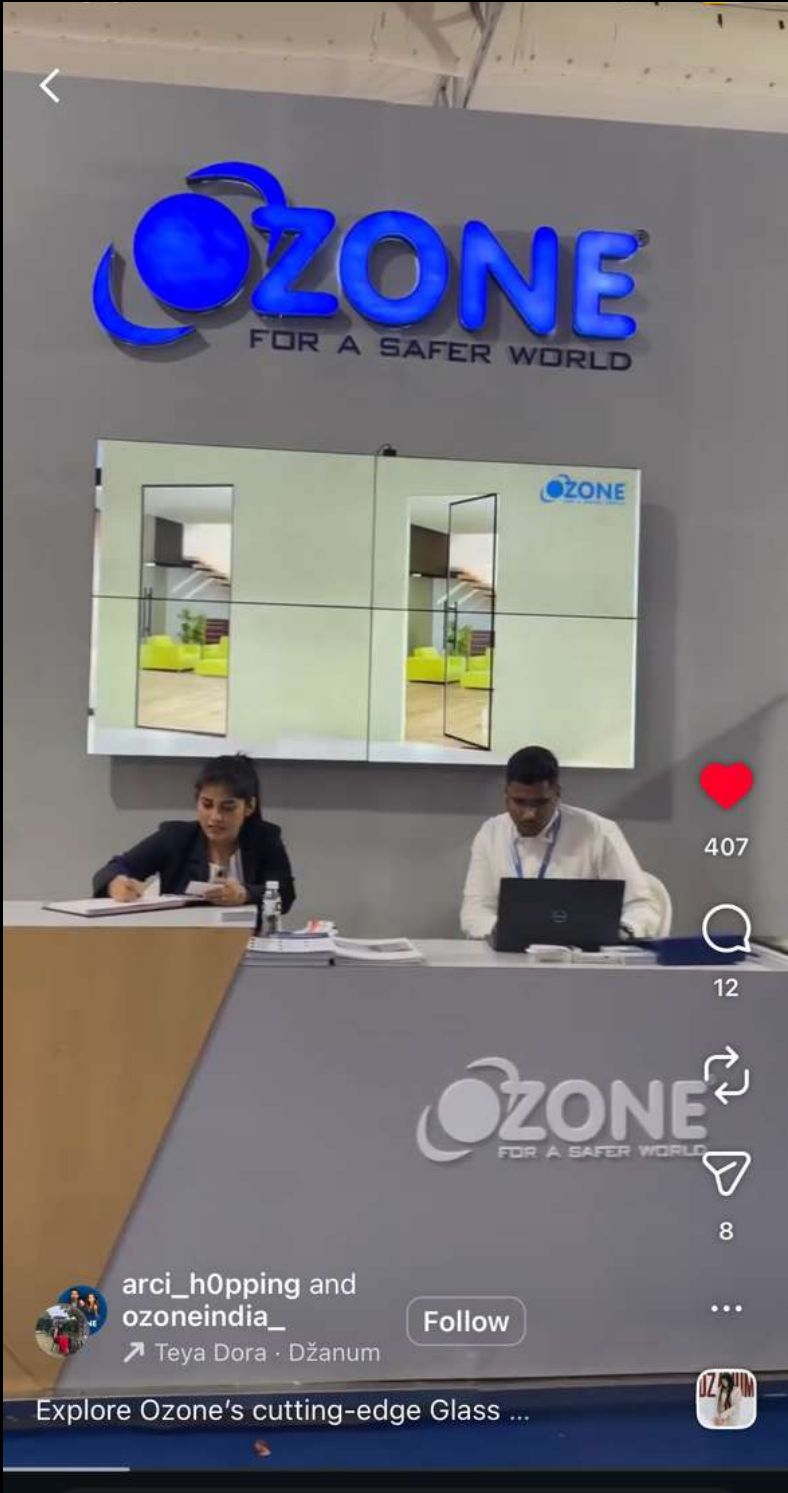
OBJECTIVE: TO PROMOTE OZONE HARDWARE PRODUCTS AT GLASS TECH EXHIBITION IN MUMBAI

LOCATION: NESCO EXHIBITION CENTER, MUMBAI

PROJECT DETAILS: A list of interior designer and architect influencers were shortlisted for the campaign. The selected few influencers were invited to the exhibition to visit the Ozone Hardware stall and create content around the products at display.

INFLUENCER CAMPAIGN

NOTE: CLICK ON THE PICTURES TO WATCH THE VIDEO



INFLUENCER CAMPAIGN



X



CLIENT: BUDLEAF TEA

OBJECTIVE: TO PROMOTE BUDLEAF TEA DURING VALENTINE'S DAY

LOCATION: WEST BENGAL & BIHAR

PROJECT DETAILS: The brief was to integrate Budleaf Tea with the celebration of love. According to the client's target audience, influencers from West Bengal and Bihar were shortlisted for this campaign. The influencers created content with their siblings, friends, and parents using the hashtag #LoveInEveryMoment.

INFLUENCER CAMPAIGN

NOTE: CLICK ON ICON TO WATCH VIDEO



INFLUENCER CAMPAIGN



X



CLIENT: BUDLEAF TEA

OBJECTIVE: AMPLIFICATION OF AR FILTER VIA STORIES

LOCATION: WEST BENGAL & BIHAR

PROJECT DETAILS: The client created an AR filter to celebrate Friendship Day. This filter was a yes/no questionnaire with questions on the user's friend. Our brief was to amplify this filter using regional influencers of West Bengal and Bihar. The influencers put up stories using the filter tagging 3 of their friends.

INFLUENCER CAMPAIGN

NOTE: CLICK ON ICON TO WATCH VIDEO





Video Production

Our video production and AI studio services help brands tell powerful stories through high-quality visuals, strategic content, and technology driven creative execution.

YOUTUBE VIDEO SHOOT



CLIENT: LENSART

OBJECTIVE: TO MAKE INFORMATIONAL VIDEOS REGARDING LENSART'S NEW LINE OF SPORTS EYEWEAR - "LENSART BOOST"

LOCATION: LENSART ACADEMY, GURUGRAM, HARYANA

PROJECT DETAILS: The client wanted informative videos to educate their customers about their new product line. we shot 4 videos to fulfill their requirements. The first one was a long-format video of the category head talking in depth about the product. The second and third ones were short-format videos on how to maintain the product and an unboxing video. The last one was once again a long-format video busting myths regarding eye tests. There was a time constraint, so as per the client's request, our team was able to shoot all the videos on the same day.

YOUTUBE VIDEO SHOOT

NOTE: CLICK ON THUMBNAILS TO WATCH VIDEO



Easy Tips To Clean Your Sports Eyewear | Lenskart Boost |...



Unboxing The New Lenskart Boost | Sports Eyewear | #Lenskart



The Making Of Lenskart Boost | Shubham Bala | #Lenskart



Eye Test Myths Busted | #Lenskart

VIDEO EDIT



CLIENT: OZONETEL

OBJECTIVE: TO CREATE A VIDEO RECAPPING SEASON 1 OF THE HUMANS OF CX PODCAST.

LOCATION: REMOTE

PROJECT DETAILS: Humans of CX is a podcast of Ozonetel which happens online on Zoom calls. This is a 2 person podcast with one interviewer from Ozonetel and a new guest in every episode. Our team of editors went through the clips of Season 1 and stitched together a video with a storyline recapping the previous season and giving a sneak peak into the next season. This was later posted by the brand on their LinkedIn page.



Click on icon to watch video

MUSIC VIDEO PRODUCTION



CLIENT: IN HOUSE PRODUCTION IN COLLABORATION WITH INDEPENDENT ARTIST

OBJECTIVE: TO CREATE A MUSIC VIDEO ON A COVER SONG

LOCATION: MUMBAI

PROJECT DETAILS: Asteria Entertainment pulled off the entire video inhouse. Technicians, director, locations and actors were all handled internally and executed smoothly. The song and the video did well on YouTube and on other social media channels.

MUSIC VIDEO PRODUCTION

Click on icon to watch video



VIDEO EDIT



CLIENT: OZONETEL

OBJECTIVE: TO CREATE A VIDEO SHOWCASING THE MULTIPLE G2 WINTER AWARDS OZONETEL WON.

LOCATION: REMOTE

PROJECT DETAILS: Our team created a storyline which not only just showcased the awards but was also successful in depicting how well and truly Ozonetel has been ahead of its competitors. It was all done in a short and crisp video.



Click on icon to watch video

AI VIDEO GENERATION



CLIENT: DRIVER PARIVAR

OBJECTIVE: TO DRIVE AWARENESS AND MAXIMIZE ATTENDANCE FOR THE DRIVER EVENT

LOCATION: REMOTE

PROJECT DETAILS: For the Driver Event, Asteria Entertainment created two high-impact AI-driven videos to build emotional connection and event recall among the target audience. The first video highlighted the daily struggles of drivers, positioning the event as a platform offering real solutions and support. The second took an aspirational angle, showcasing an improved life journey to inspire attendance and awareness of growth opportunities. Both videos used AI-generated visuals and narrative-led storytelling to maximize engagement, clarity, and shareability, effectively driving awareness and participation for the event.

AI VIDEO GENERATION

Click on the picture to watch video





Social Media Management

Asteria Entertainment provides end-to-end social media management solutions including strategy, content creation, campaign execution, and audience engagement, tailored to build strong and distinctive digital brand identities.

SOCIAL MEDIA MANAGEMENT



X



CLIENT: Mehfil Mumbai

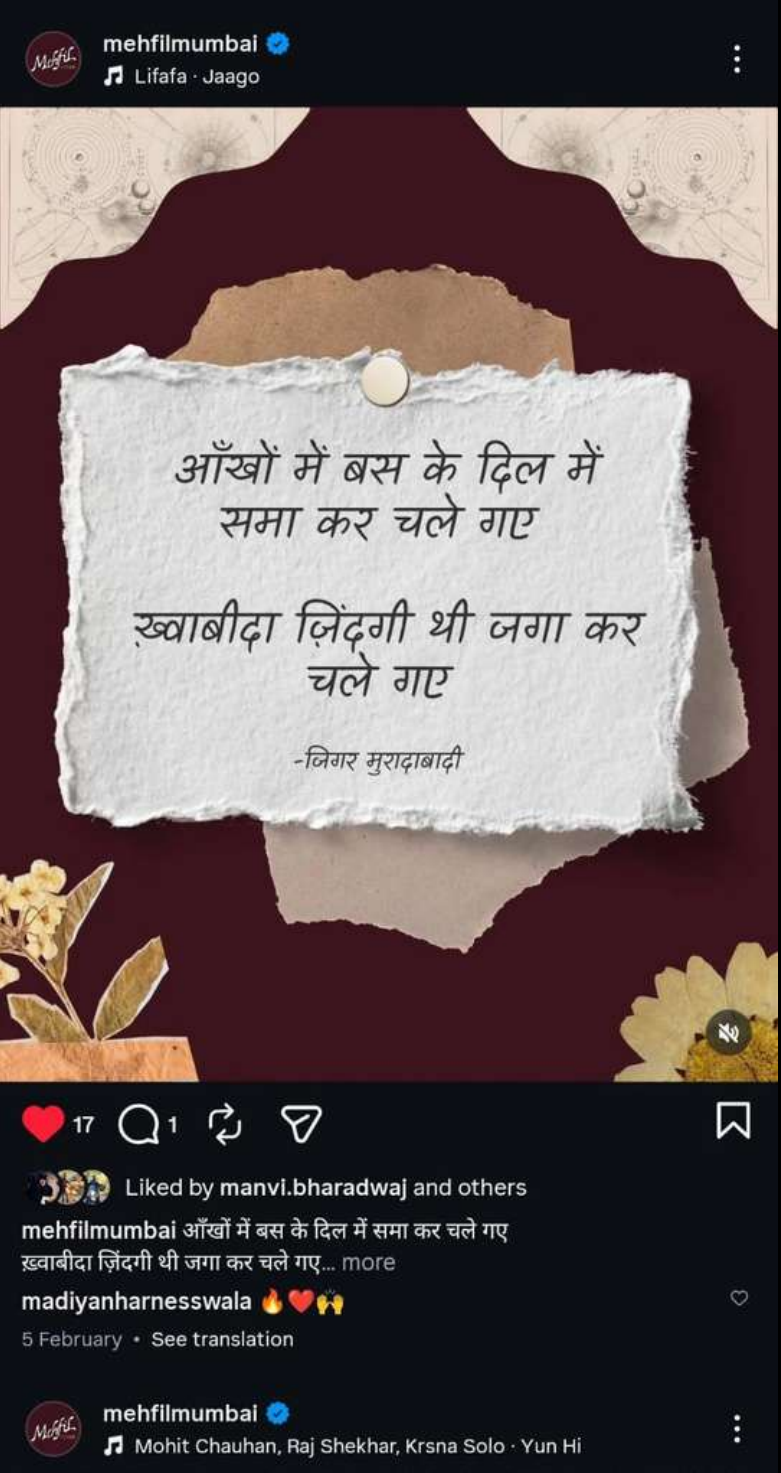
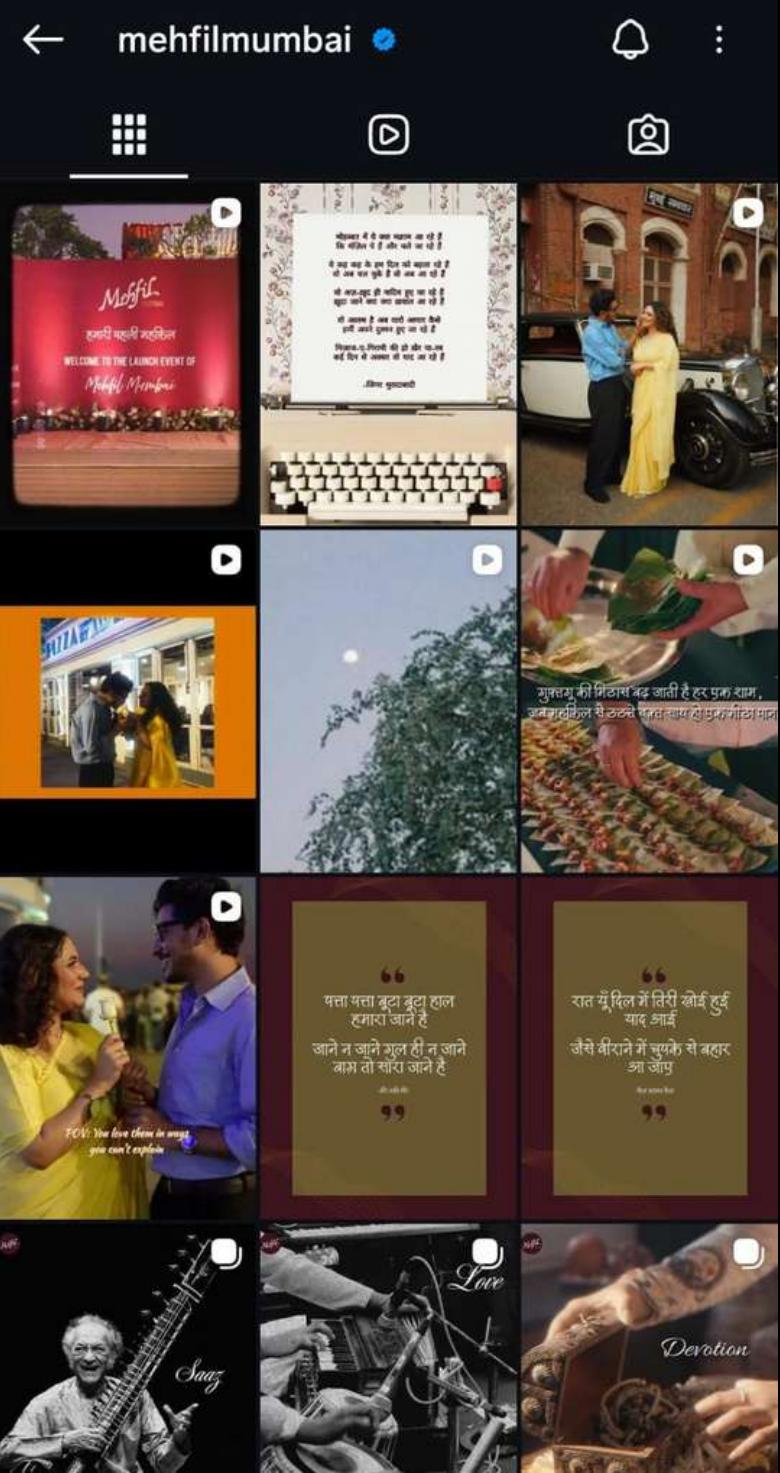
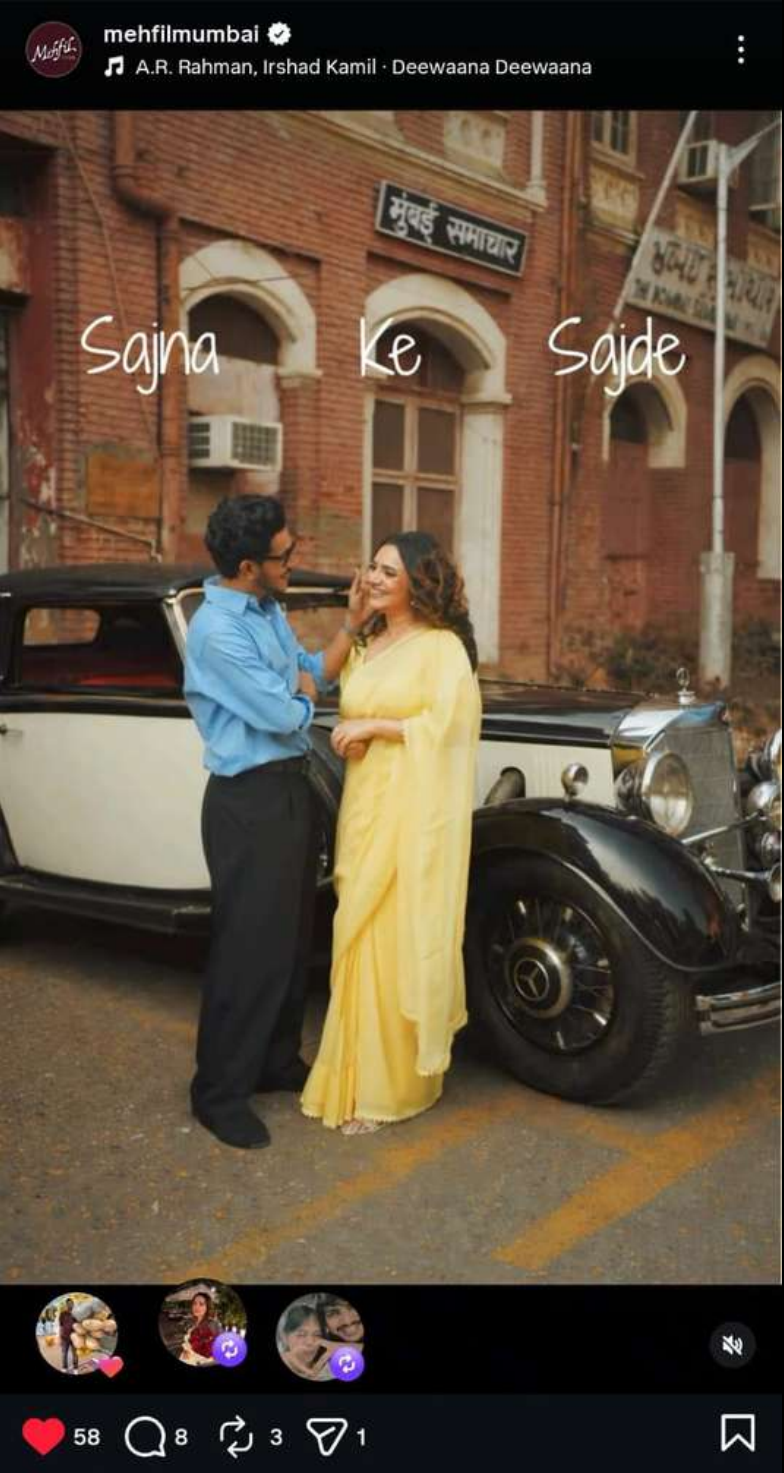
OBJECTIVE: TO BUILD AND MANAGE MEHFIL MUMBAI'S DIGITAL PRESENCE, GROW AN ENGAGED CULTURAL COMMUNITY.

LOCATION: REMOTE

PROJECT DETAILS: For Mehfil Mumbai, a premium cultural and live music IP, we developed and managed a comprehensive social media strategy focused on building a strong digital identity and cultivating an engaged community of music and culture enthusiasts. Our content approach blended aesthetics, storytelling, and audience engagement to position Mehfil Mumbai as a sophisticated and immersive entertainment experience. We curated visually rich creatives, event highlights, artist-led content, audience experience reels, and promotional campaigns that captured the essence of the Mehfil culture. From designing launch communication and teaser campaigns to managing event coverage and post-event storytelling, Asteria Entertainment handled the brand's digital presence end-to-end, successfully establishing Mehfil Mumbai as a distinctive and aspirational cultural property in the live entertainment space.

Mehfil Mumbai

NOTE: CLICK ON IMAGE TO OPEN PROFILE



SOCIAL MEDIA MANAGEMENT



X



CLIENT: THE TERRA CLUB

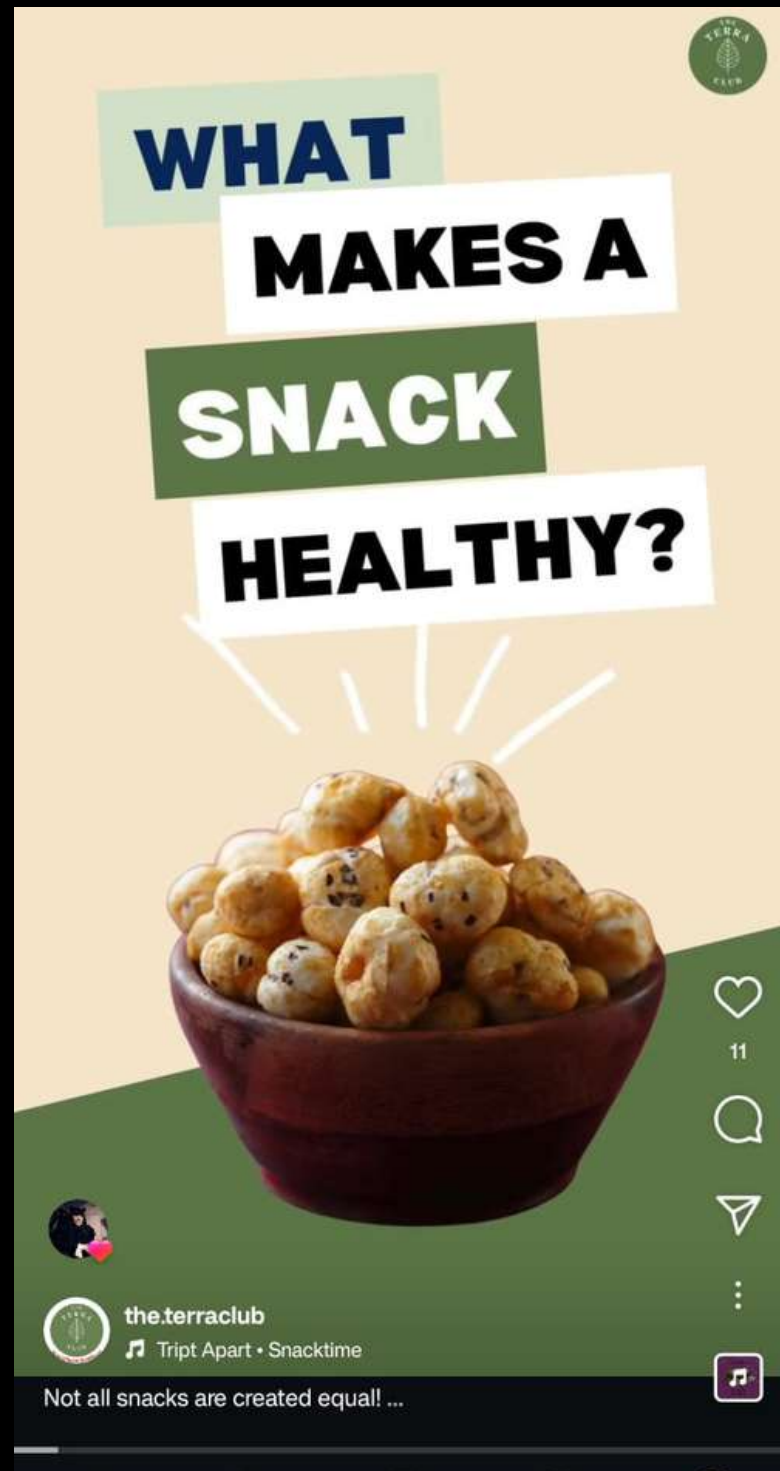
OBJECTIVE: TO MANAGE AND CREATE CONTENT FOR SOCIAL MEDIA HANDLES

LOCATION: REMOTE

PROJECT DETAILS: For The Terra Club, a healthy eating brand, we developed a comprehensive social media strategy to build awareness and engagement ahead of its product launch. Our content plan focused on promoting healthy lifestyles, the benefits of superfoods like fox nuts and millets, and showcasing the brand's commitment to supporting farmers in Bihar. We curated visually appealing graphics for brand introduction, health tips, and myth-busting posts, while producing reels that highlighted themes such as “healthy eating in a busy life” using stock footage, text overlays, and voiceovers. A teaser video was also created to introduce the brand and generate curiosity, successfully establishing The Terra Club as a premium, health-first brand before launch.

THE TERRA CLUB

NOTE: CLICK ON IMAGE TO WATCH VIDEO



SOCIAL MEDIA MANAGEMENT



X



CLIENT: DEUCOMO SERVICES PVT LTD | BRAND NAME: GROWGLOBAL

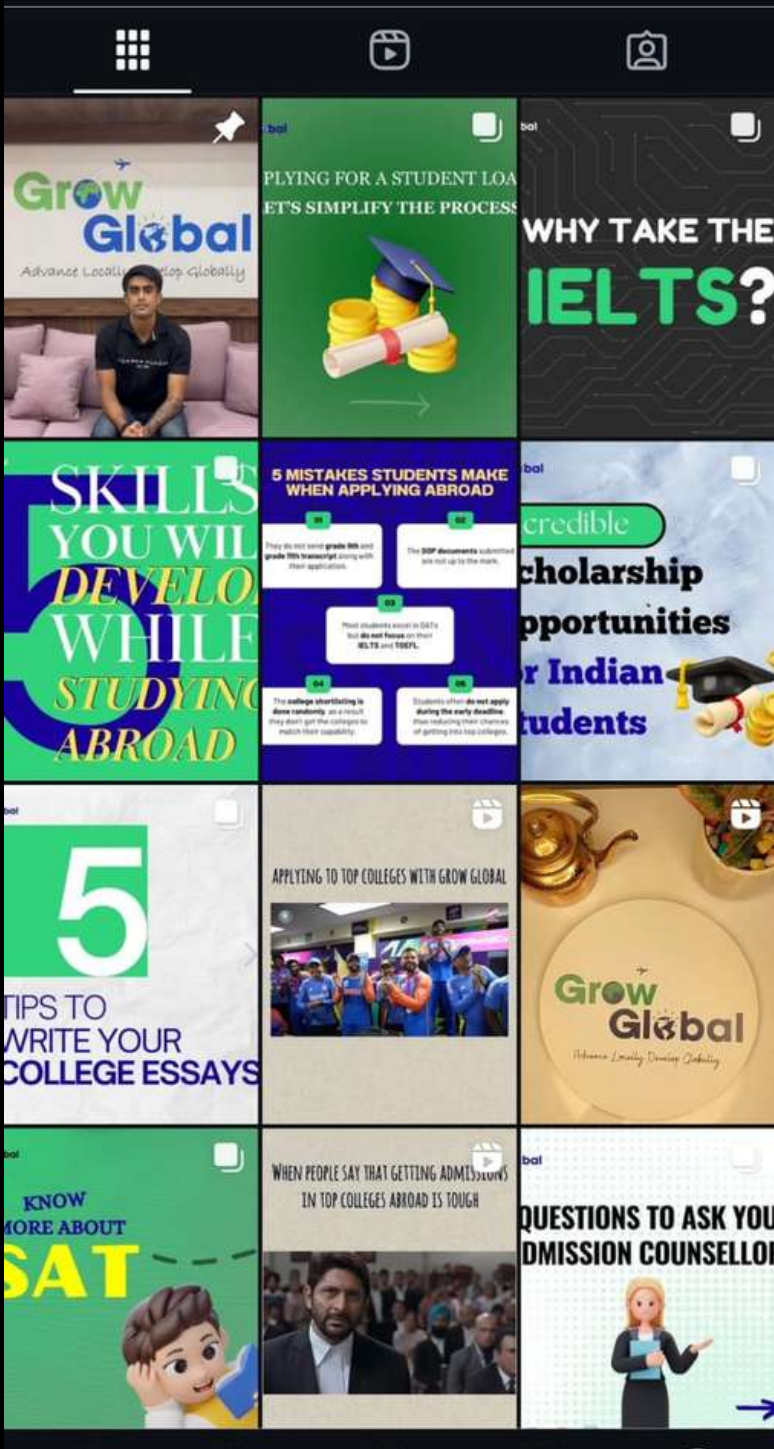
OBJECTIVE: TO MANAGE AND CREATE CONTENT FOR SOCIAL MEDIA HANDLES

LOCATION: REMOTE

PROJECT DETAILS: For GrowGlobal, a study abroad consultancy brand, we managed their social media strategy with the goal of building trust and driving inquiries. Our content approach focused on informative and engaging posts about application processes, visa guidance, university highlights, and tips for students aspiring to study overseas. We designed visually appealing graphics and created reels featuring relatable scenarios and useful insights to simplify the complex journey of studying abroad. This strategy helped position GrowGlobal as a reliable and approachable partner for students planning international education.

GROW GLOBAL

NOTE: CLICK ON IMAGE TO OPEN LINK



Contact Us



Asteria Entertainment, 1108, Techno IT Park, Link Road, Borivali West,
Mumbai - 400091



+91 9137349965



aditya@asteriaentertainment.in
manvi@asteriaentertainment.in



www.asteriaentertainment.in