

ADVISORY FOR INDIA'S PUBLIC SYSTEMS

Every problem arrives as a knot. *We find the thread.*

हर मसला एक गाँठ बनकर आता है। सिरा हम ढूँढते हैं।

India already owns what it needs: its data, its places, its faith, its elders, its truth. Chai Kreative finds what is really wrong, recommends the right hands to fix it, and stays beside the work. Because we are paid to advise, not to sell execution, it costs substantially less.

27+ specialists across eight disciplines	24 × 7 × 365 an office that never closes	Minutes to an acknowledgement, any hour	Less cost: we advise, and recommend the right executor
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SEVEN FIELDS · सात मैदान

Public systems सरकारी तंत्र Research, survey, ground reporting and IEC for schemes and services. CORE PRACTICE	Health सेहत Intelligence for primary eye care in government facilities. PILOT UNDERWAY	Cities शहर What a city puts on its walls, governed and counted. PILOT UNDERWAY	Energy & coal ऊर्जा और कोयला Energy portfolios on evidence; coal traced from the washery. FINAL STAGE · IN PROGRESS
Education तालीम Intelligence for schools; guidance for students. IN PROGRESS	Truth सच की हिफाज़त Fakes that hurt ordinary people, spotted early and answered fast. Not politics. CONCEPT READY	Faith, culture & age आस्था, संस्कृति, उम्र The Granth, Tulsidas Ji Ki Katha, and ageing as a second life. ONGOING	How we help Research · survey and assessment · ground reporting · IEC · creative and content planning · AI-led intelligence layers · recommending the right executor

HOW WE WORK · तरीका

Listen The first conversation, at any hour. The problem in your words. You get · an honest yes or no	Walk the ground Research, survey and field reporting where the problem lives. You get · a ground report	Find the thread The one move that loosens the rest, written for your team. You get · a written assessment	Choose the hands We recommend the best executor, or brief your own team, and write the scope. You get · the right executor	Stay beside Your people do the work; we review, correct and hold the line. You get · a partner in the room
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WHERE TO START · शुरुआत

बात	A first conversation. In person in New Delhi or on a call. FREE
नज़र	A written assessment. Scope agreed in writing first. CHARGED
साथ	A continuing engagement. Scoped and priced together. SCOPED TOGETHER

OUR RESPONSE STANDARD · जवाब का वादा

Minutes	Every letter and message acknowledged, at any hour, restated so you know it was understood.
A person	A named person from the office takes it forward and signs every reply.
Same day	A specialist from the bench, if the problem needs one.

Fees taken as permitted, invoiced and on record. Any procurement route your rules require.

SINCE 2024 · २०२४ से

श्री राम लला — मन से मंदिर तक Branding, design and final version of the Granth. © Ramayan Research Council.	FINAL VERSION
Eyes Intelligence layer for primary eye care in government facilities.	PILOT UNDERWAY
City walls Intelligence layer for outdoor media, governed and counted.	PILOT UNDERWAY
Energy Intelligence layer for public energy portfolios.	FINAL STAGE
Coal Traceability for coal and washery by-products.	IN PROGRESS
Education Intelligence for schools; guidance for students.	IN PROGRESS

Programmes are described by field only. Names, clients and figures are shared with the parties concerned, in writing.

PEOPLE · लोग

Kewal Kapoor, Founder, Creator & Partner. Three decades across stories, culture, public systems and AI. Former Executive Producer, UTV; Former Member, FWA Mumbai; Former IEC and Media Director, The Poddar Foundation.

Swati, Senior Strategist. Formerly a partner at Lintas: executed the Ministry of Tourism's Incredible India account for two years and the awarded 150 years of freedom struggle campaign.

Khushi Kumari, Senior Coordinator. The office, open 24 x 7 x 365.

The bench: 27+ specialists, for projects not jobs, in research, field and survey, IEC, creative and content, design, film and audio, data and technology, policy. Named roster on request.

THE RECORD BEHIND THE FIRM · THE FOUNDER'S

5.5 lakh	Tulsidas Ji Ki Katha, India's first transmedia katha: viewers in seven days, 69% aged 18-34. Dainik Bhaskar, 2022
13	कर से शिखर: researched episodes of tax law on Doordarshan. kewalkapoor.com
CSR	Return of a Million Smiles: award-winning ageing campaign; partners included GAIL. kewalkapoor.com; Deccan Herald
MoLE	Second Life: exclusive implementation partner, Ministry of Labour and Employment. kewalkapoor.com
Every	Searching for Gandhi: school in Delhi reached by the campaign. kewalkapoor.com

Made in a personal capacity or inside other organisations; institutional credit remains with the rights holders.

FACTS · तथ्यसूची

NAME	Chai Kreative
FORM	Partnership firm, constituted 2024
RECOGNITION	DPIIT-recognised startup, AdTech
DIVISION	Chai AI: applied intelligence for public systems
PEOPLE IN	Delhi · Mumbai · Indore · Lucknow · Patna · Jaipur · London; Toronto and California next
OFFICE	55, 2nd Floor, Lane-2, Westend Marg, Saidullajab, Near Saket Metro Station, New Delhi 110030

Start with a free conversation.

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Acknowledged within minutes, at any hour. If we are not the right people, we will say so.

1 · Not an offer. This statement is information, not an offer, proposal or representation. It is shared non-exclusively.

3 · Figures. All figures are indicative, carry named sources, and should be verified independently.

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