

The Akaai Project: India's First Narrative Lab Redefines the Art of advertising for Brands

New Delhi, Delhi Nov 11, 2025 ([IssueWire.com](https://www.IssueWire.com)) - The Akaai Project: India's First Narrative Lab Redefines the Art of Advertising for Brands

In a world cluttered with marketing noise and short-lived campaigns, a new voice has emerged, one that doesn't just speak about brands but for them. **Welcome to The Akaai Project, India's first Narrative Lab**, a creative ecosystem designed to go beyond advertising and build the emotional, strategic, and cultural DNA of brands through the power of narration.

Founded by Akshita Kalra, The Akaai Project challenges the conventional definitions of what an agency should be.

"We are not an agency, we are a narrative lab," says **Akshita Kalra**, Founder of The Akaai Project. "Agencies navigate. We narrate. Because we believe every brand has a story, but not every brand knows how to tell it. Our goal is to transform marketing into meaning, to make creativity feel, not just function."

From Navigation to Narration

The Akaai Project positions itself as the new usual, a space where data meets emotion, design meets depth, and creativity is not confined to campaigns but expanded into experiences. It's like **where in today's time, brands rush with their focus on algorithms; beyond numbers, we focus on numerous emotions, perceptions, and expectations. With a cross-disciplinary team of storytellers, strategists, designers, and media specialists**, the lab has already touched over **127 brands** across sectors like hospitality, retail, lifestyle, FMCG, and wellness.

Their brand roster speaks for itself: **Philips, HP, Glenfiddich, McDonald's, Havas India, KFC, Nykaa, MakeMyTrip, VLCC**, and **over a 100 more**. But what truly sets The Akaai Project apart is not who they've worked with, but how they've worked.

The Science of Storytelling

At its core, The Akaai Project works on a proprietary methodology they call **the Narrative Framework**, a 5-step process that begins with listening, moves through imagination, flows into design, translates into narration, and evolves through reflection.

Each step is designed to uncover a brand's authentic voice and align it with the audience's emotional landscape. The result? Stories that don't sell, they stick.

From conceptualising a high-spending "**Love Chariot at Marriott**", a digital narrative around pre-wedding storytelling, to a distinct WhatsApp-first campaign that turned casual routine into a weekend ritual, the team's work has shown how narrative innovation can drive engagement and conversion in equal measure.

The New Age of Branding Begins Here

The Akaai Project is setting out to rewrite what creativity means in a digital-first world, shifting focus from impressions to impact, from content to connection, and from strategy decks to storytelling DNA.

“Every brand is born with an identity. We simply help it find its voice,” says Kalra. “The narrative lab exists for that moment , when a brand stops selling and starts speaking.”

As India’s creative landscape evolves, The Akaai Project stands as a reminder that great branding is not built on what you tell people, it’s built on what people tell each other.

About The Akaai Project

The Akaai Project is **India’s first Narrative Lab**, founded on the philosophy that stories shape brands more than just strategies do. Combining **brand consultation, creative media, and experiential design**, the lab helps brands craft narratives that resonate deeply and endure meaningfully.

Based in India collab@theakaaiproject.com

The Akaai Project: Narrate. Don’t just navigate.

The Akaai Project is India’s first Narrative Lab. The concept of a narrative lab stems from the fact that we are here to not just follow the lead, but also weave the path, narrate the journey, and stitch stories across various channels to ensure that brands are not just surviving in the marketing world but sailing through it eloquently. At the end of the day, if it is not felt personally, it cannot be created periodically.

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