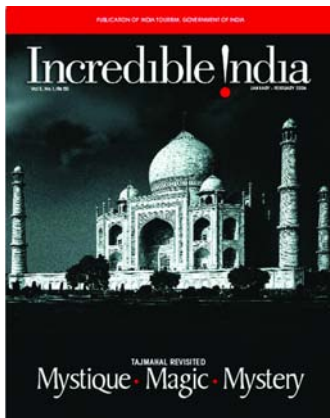


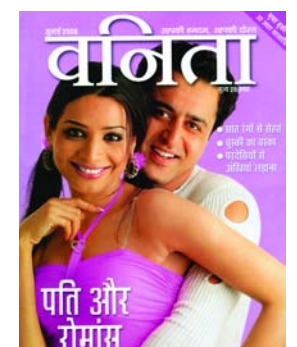
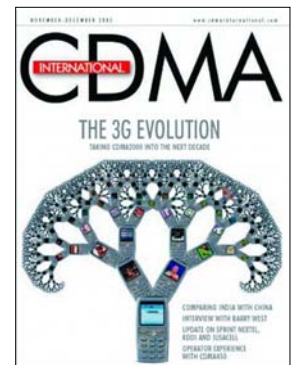
PEALI DUTTA GUPTA: Is the director of *PealiDezine* which is a creative solutions firm, for online and offline media. It provides design, editorial and production solutions for magazines, newspapers, catalogues, book design, advertising, branding, corporate identity and new media.

Peali has worked as a Creative Director with *Cosmopolitan*, *India*, *India Today* and has been the design spearhead for several design and redesign projects with publishers like *India Today Group*, *Hindustan Times*, *The Tribune*, *The Indian Express*, *The Oberoi Group of Hotels*, *Media Transasia*, *Ministry of Tourism & Culture*, *Ministry of External Affairs*, *SriLanka Tourism*, *The Malyalam Manorama Group*, *Rupa&Co*, *HarperCollins*, *Nikko Hotels*, *IndianTourism Development Corporation*, *RCSHA* etc. She has over 23 years of experience in the industry. She also provides design consultancy to national dailies, magazines, publishing houses and corporates. She worked with the India Today Group of Publications for 17 years. She branched out on her own to set up *The Studio* in 1996. *The Studio* has been renamed as *PealiDezine*.



MAGAZINE DESIGN

- ◆ OBEROI GROUP MAGAZINE :Leisure and lifestyle magazine for the *Oberoi Group of Hotels*
- ◆ INCREDIBLE INDIA: Design and launch, travel and lifestyle magazine for the *Ministry of Tourism, India*
- ◆ VANITA: Redesign, launch and creative consultancy of woman's magazine for the *Malyalam Manorama Group*
- ◆ VANITA VEEDU: Redesign of this magazine in Malyalam on Home Interiors and Decor for the *Malyalam Manorama Group* in October 07
- ◆ SHANTI: Design and production of newage lifestyle magazine in hindi for the *Raj Vidya Kendra Group*
- ◆ OUTLOOK BUSINESS : Redesign and launch of Business magazine for the *Outlook Group*
- ◆ BRAND REPORTER: Redesigned and creative consultancy of fortnightly on advertising and marketing for *AgencyFaqs*.
- ◆ CDMA: Technology magazine.
- ◆ AIDSBUZZ: Tabloid for the *Sexual Health Research Centre*.
- ◆ DISCOVER SRILANKA: Design and launch of this travel and lifestyle magazine for the *Ministry of Tourism, Sri Lanka*
- ◆ SUN /NORTH EAST SUN: Redesign and creative consultancy for this magazine for the *Youth of India*
- ◆ INTERFACE: Newsletter for *Maruti Udyog*
- ◆ COUTURE: Magazine on high fashion
- ◆ TASHI DELEK: Inflight magazine for *Druk Airlines*
- ◆ BRIDE & HOME: Magazine for Indian brides
- ◆ SWAGAT: Redesigned the Indian Airlines inflight magazine for *Media Transasia*
- ◆ MANTRAM: General interest magazine aimed at the Indian Diaspora in US, for *CNBC*
- ◆ COSMOPOLITAN : Art Editor with *Cosmopolitan* magazine since its inception in 1996. Designed and launched its Indian edition. (May 1996-June 2000).
- ◆ INDIA TODAY: Art Director with *India Today* news magazine. In 1994 was given charge of developing and conceiving a complete redesign of the magazine. Interacted closely with Walter Bernard of WBMG Inc Editorial Design & Development (1983-1995).
- ◆ INDIA TODAY PLUS: As consulting Creative Director designed and launched this leisure & lifestyle magazine for the *India Today Group* (1995-1997).



QUARK MEDIA HOUSE

Headquarters in Denver Colorado, USA, this is an IT MNC which produces software for the Publishing Industry. As Creative Consultant, set up a creative unit in India, which services all brand and product issues worldwide.

NEWSPAPER DESIGN

HINDUSTAN TIMES

- ◆ HT CITY: Redesigned the fun and entertainment daily supplement for the *Hindustan Times* (June 2000).





- ◆ HT PERSONA: Designed and launched this woman's weekly tabloid for the *Hindustan Times* (Nov 2000)

THE INDIAN EXPRESS

- ◆ INDIA EMPOWERED :A Collector's Special Edition (Oct 2005)

THE TRIBUNE

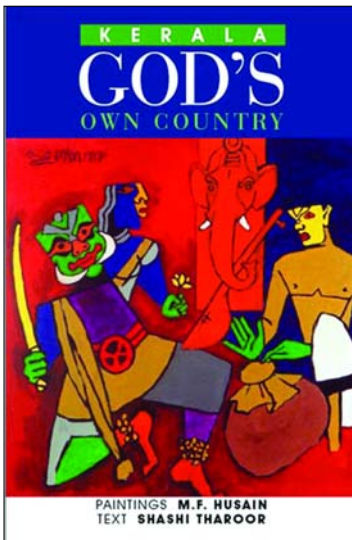
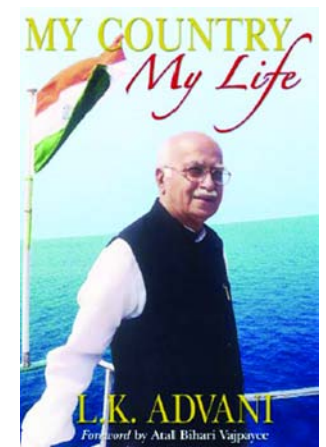
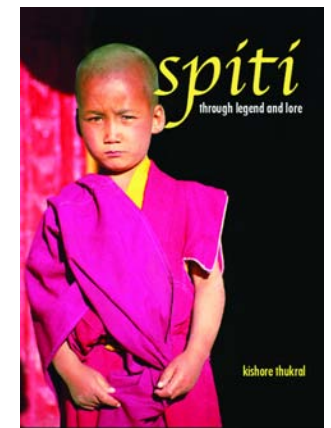
- ◆ Redesigned *The Tribune* and its supplements and city editions, a leading regional newspaper in north India (June 2000 - Feb 2001)

THE BRAND REPORTER

- ◆ A fortnightly from *Agency Fags*, Redesigned in May 2007 and provide design consultancy

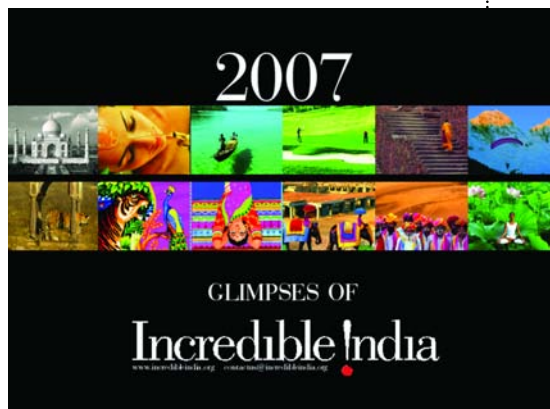
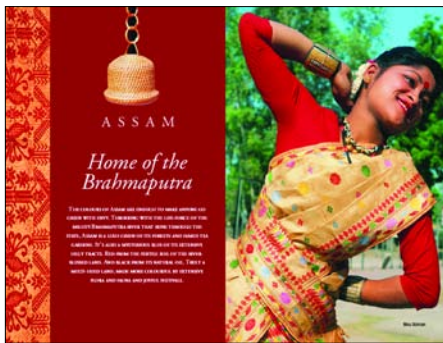
BOOKS

- ◆ ECHOES & ELOQUENCES: *The Life and Cinema of Gulzar* By Saibal Chatterjee
- ◆ KERALA, GOD'S OWN COUNTRY: Coffee table book comprising of paintings by M.F. Husain and text by Shashi Tharoor
- ◆ MY COUNTRY MY LIFE : Book by L K Advani
- ◆ TRANSFORMING CAPITALISM : Book by Arun Maira
- ◆ JOURNEY THROUGH INDIA: Book with illustrations by Sudhir Dar for *Ministry of Tourism*
- ◆ AGELESS MIND & SPIRIT': Black & white coffee table picture book by Samar Jodha
- ◆ BOMBAY: Coffee table book on the city of Mumbai, *HarperCollins*
- ◆ SAKURA'S JAPANESE CUISINE: Book for *Nikko Hotels* on Japanese Cuisine
- ◆ SPITI THROUGH LEGEND & LORE: Coffee-table book
- ◆ ROYAL INDIAN RECEIPES: Coffee table book for *The Ashok Group of Hotels*
- ◆ YEAR BOOK : Design and production of year book with illustrations by **Sudhir Dar** for *The Ministry of External Affairs*.



REPORTS

- ◆ PURSUIT & PROMOTION OF SCIENCE: For *The Indian National Science Academy*.
- ◆ THE INDIA INFRASTRUCTURE REPORT: Design, editorial and production of a set of three books for the *Ministry of Finance*, Government of India.
- ◆ REPORT OF THE EXPERT COMMITTEE ON SMALL ENTERPRISES: Design, editorial and production for the *Ministry of Industry*, Government of India.
- ◆ FERTILIZER PRICING POLICY: *Ministry of Chemicals and Fertilisers*, Government of India.
- ◆ INDIA MARKET DEMOGRAPHIC REPORT: Report for *National Council of Applied Economic Research*.
- ◆ REPORTS FOR NATIONAL FOUNDATION FOR INDIA
- ◆ REPORTS AND BRANDING FOR RCSHA
- ◆ REPORTS FOR NACO
- ◆ REPORTS FOR MINISTRY OF YOUTH AFFAIRS



CATALOGUES, PROMOTIONAL MATERIAL

- ◆ Calender for *Incredible India*, *Ministry of Tourism*
- ◆ Series of brochures and posters on the North East for *Incredible India*, *Ministry of Tourism*
- ◆ Promotional material for the *National Foundation For India*
- ◆ Brochure for *Craft House*, *Hotel Nikko*
- ◆ Brochure for *Rajasthan Tourism*
- ◆ Brochure for *Rupa&Co*