

2024-2025

ANNUAL REPORT

MYRIAD

THE FUTURE OF DIGITAL BRANDING

FEATURED HIGHLIGHTS STORY

The Architects of Nagaland's Digital future

5

Marketing
ideas for
startups

“
Redefining
Digital Success
in the State
”



MODERN MYRIAD BRANDING
A PRIVATE LIMITED COMPANY






KOHIMA | NAGALAND

Editorial Note

While this Annual Report features a diverse range of articles and insights, some contributions have been provided by individuals or teams external to Modern Myriad Branding Pvt. Ltd. The views and opinions expressed in such pieces are those of the respective authors and do not necessarily reflect the official stance of the organization. Efforts have been made to maintain editorial integrity and consistency throughout.

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“*Empowering You*”

WHETHER YOU'RE READY OR NOT

~ NOLAZONU KIRHA

A woman with dark hair pulled back, wearing a green and black patterned sari with a gold border. She is adorned with a gold necklace, a gold watch, and large gold earrings. She is standing in front of a deep red, vertically pleated curtain. The text "My Digital Thread" is overlaid in a large, white, serif font, with "My" on the first line, "Digital" on the second, and "Thread" on the third.

My Digital Thread

WEAVING INDIGENOUS
NARRATIVES ONLINE
~ *Dr.Theyiesinuo Keditu*

My journey on Instagram began in earnest in 2017. Of course I had signed up onto Instagram much earlier in 2011 or so but I used it more for its filters and only occasionally. To tell this story, I must go back and share a little bit of my mother's story and her influence in making me the person I am today.

My love for textiles and fashion is passed on to me by my mother. She was an accomplished weaver who had to set this talent aside to pursue her studies. She was talented seamstress (and designer), who sewed herself exquisite dresses as a student and young woman. Gifted with the remarkable ability to keep her possessions well and in mint conditions, many of her designs are still around, some in her trunks, some with my sisters. Because of our difference in size, her dresses stopped fitting me once I entered my late teens. I always think, in another life, she may have become a fashion designer but that was not a career option available in her time and even in mine, for I certainly inherited this passion from her. Nevertheless, in between juggling her career, raising us, supporting her husband and fulfilling her social responsibilities, somehow, she managed to teach me to weave, cut, sew; to cross stitch, embroider, crochet and knit. The last two have gone on to become my lifelong passions. From her beloved collection of fashion magazines and books, we learnt fashion history and from forays into cloth, wool and textile stores in town and in our travels, the magic of fabric and the ways cloth behaves and speaks in myriad languages and tells stories.

So, I turned to my collection of mekhalas, most of them passed on to me by my mother after she retired a few years earlier. I had already made it a habit of wearing mekhalas to church from the age of 18 onwards. With few of my own clothes that fit me, and little to spend on new ones, my collection of handed down mekhalas became a creative, original and cost-effective way to express my personal style at work. I began wearing mekhalas to work on a daily basis in 2015, when classes resumed after winter break. I realised very soon that what seemed like a personal style choice was much more conspicuous than I imagined. From being asked if I had a function to attend later, what the occasion was, to having friends and colleagues giggle, tease and joke about why I was wearing mekhalas, to having older women chide me for ‘wasting’ my youth wearing mekhalas when I should be wearing skirts, dresses pants, everyone seemed to have an opinion about my choice to wear mekhalas daily.

My engagement with fashion took a more political turn after I got married and became a mother. Moving into our own apartment, with a baby, having my own household to manage while also pursuing a career and at that time a PhD, made financial management a tight rope walk. Having neither the time nor the entrepreneurial acumen to enhance my income, I was compelled to keep a strict watch over my spending. Most of it directed towards children, kitchen and household, my husband and I lived frugally. And yet, my love for fashion endured, or more truthfully, getting dressed to step out for work became one of the few selfish pleasures in which I could indulge. My body had undergone significant change in size and proportion after my first child – most of my clothes no longer fit me, or even if they did, were no longer comfortable.

During a habitual visit to a local mekhala store I had frequented since my childhood, the shopkeeper commented that very few young women visit her store much less buy. She wondered out loud if women would continue weaving if there was no one to buy their work. Her words left a deep impact on me and changed the way I thought about my novel fashion choice. Already, wearing mekhalas – mostly old ones of my mothers, with clothes passed on from my mom, represented a way to practice frugality and sustainability in my fashion practice. After this conversation with the shopkeeper, I began to see wearing mekhalas as also a way to conserve our culture by ensuring that this wonderful art of weaving continues to thrive as well as helping women who weave and sell our textiles to be justly compensated for their work and thereby galvanize them to continue weaving. Because weaving would not survive without weavers and weavers would not weave without the affirmation that their skills were culturally and economically significant. These became the core propositions of my advocacy for indigenous textiles. I took to having conversations with curious friends and women about my choice to wear mekhalas daily. It was already two years later and I was a mom of three under three. I had worn mekhalas to work for two years, and through two pregnancies, my body had changed shape again and again, and the writer in me was looking to document this entire journey in a more structured way.

It was at this time that my sister suggested trying Instagram, which by then had morphed from a simple photo editing app to one that seemed to be a fuss free version of the one that we were all becoming jaded by – Facebook. It was just image and caption, was how she described it to me and that seemed like a much more doable for this frazzled working mom who still wanted to write and engage in ideas. And so I sent up mekhalamama late September 2017 and posted my first outfit photo on the 5th of October 2017.

The format I followed was simple and the only one my packed schedule could accommodate. A quick shot of my OOTD (lingo I learnt along the way, for Outfit Of The Day) either before or after I went to work or church. The caption provided a description of the textile as well as the other aspects of my outfit. Being a writer, I tried to tell stories through my outfits and that involved bring together pieces that fit the narrative I wanted to create. Through my outfits I wanted to challenge notions of what constitutes fashionable style to try and frame traditional and contemporary attire not as irreconcilable opposites but as complementary. I propose that wearing old things – whether second hand or handed down from parents, friends offer an alternative to enjoying variety without excessive spending and procurement while participating in the meaning of items worn and cherished by others.

Two months later, one December evening, at a bon fire event, a younger friend walked up to me and addressed me as ‘mekhalamama’. It was an odd feeling, almost like being outed for something secret I had been doing. He informed me, I was ‘trending’, the first time I heard this word. And thus went my initiation into the world of social media. My first interview by Roots and Leisure followed with other media outlets soon after and that is how this little rather nerdy account entered public conversation and with it the ‘Mekhala’ became the centre of interest.



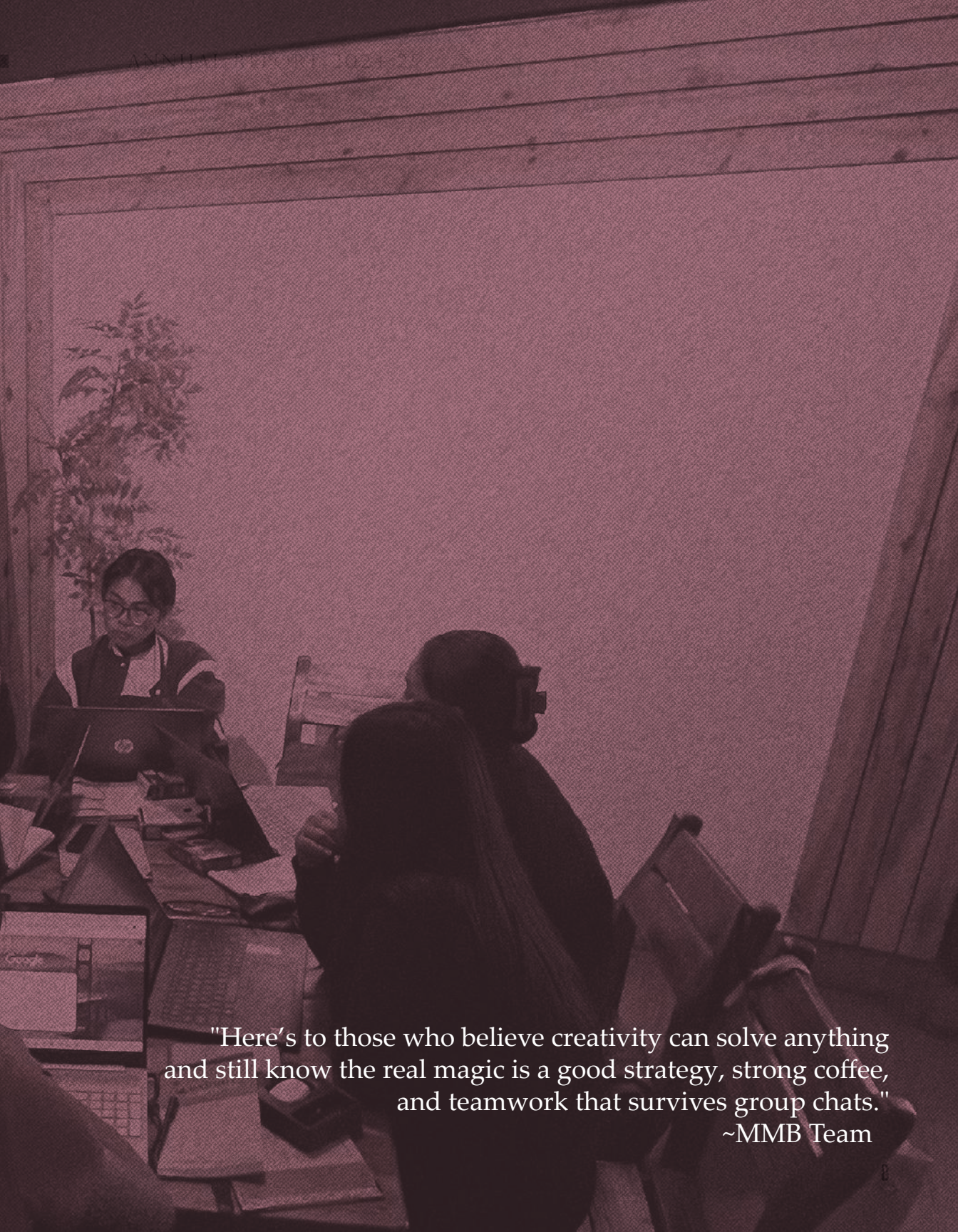
So many women have told me that they follow my account not only because I explore the garment itself but also its background and significance. Their growing interest also extended to wanting to wear mekhalas themselves. Recognizing that I had neither the interest nor capability to produce or sell these garments, I sought to guide interested women to the already established traditional networks of weavers and sellers. However, as interest grew, it became clear that we also needed a way for people to easily buy these garments online.

I reached out to Temsusenla, an entrepreneur whose store was becoming known for promoting locally made products while also exploring online shopping opportunities. I proposed the idea of adding textiles, to her offerings. Although it seemed like a challenging task, Temsu's eagerness to take on this project was truly commendable. As a result, her Fusion Store Dimapur became one of the early stores to sell mekhalas online, paving the way for others to follow. Temsu's success and the continued increase in demand for mekhalas, inspired many other shops to emerge, creating a broader market for our textiles. This expansion not only made traditional textiles more available but also encouraged a new wave of designers such as Moala of Kin-Tem, ID-Mekhala etc to create their own lines, blending traditional techniques with modern styles.

Today, I can safely say that the mekhala – as a term and garment have become part of our cultural practice and imagination. That so many women, young and old, studying, working and at occasions have taken to wearing mekhalas, is a reward in itself. Others have also taken to promoting our textiles, some specifically the mekhala with great gusto. In the process, this handle has connected me to more people than I could have possibly imagined. It has allowed me space to broaden the scope of my advocacy beyond textiles and fashion as I continue to pursue a wider interest in indigenous knowledge. That the simple documenting of one person wearing a garment daily and using the mekhala to tell stories about herself, the people in her life, weavers and her culture can go viral, is a testament to the power of social media and what can be achieved through this medium.

*Be part of Dr. Theyiesinuo's inspiring journey—celebrating textiles, culture, and stories.
Follow her on Instagram: @mekhalamama*





"Here's to those who believe creativity can solve anything
and still know the real magic is a good strategy, strong coffee,
and teamwork that survives group chats."

~MMB Team

From Grit to Glory

A Message of Momentum



Dear Team Modern Myriad,

On behalf of Startup Nagaland, I extend my warmest congratulations to the entire team at Modern Myriad Branding Pvt. Ltd. on the release of your Second Edition Annual Report for FY 2024–2025. It is truly remarkable to see a young startup, with a compact yet committed team of just 16–20 individuals, generating a commendable amount in revenue over the last financial year - contributing to the economy & job market in our State. This achievement speaks volumes about your strategic planning, innovation, and dedication. In addition to your other role, the recent launch of Skills&Co, the first private 3D Animation Studio in Nagaland not only adds to the creative economy of the state but also sets a new benchmark for the other startups in the state, paving the way for future digital creators in the state.

The commitment your company has towards youth empowerment is deeply commendable. Offering internships to over 90 students from prestigious institutions such as Nagaland University, Delhi University, and Amity University, as well as conducting free workshops for over 5,500+ students and youths, demonstrates your contribution towards inclusive growth. Furthermore, your initiative to run a licensed and integrated Digital Marketing Certification Course in collaboration with SCTE, along with a Fast Track Course for unemployed youth, reflects the very essence of what we at Startup Nagaland strive to encourage — innovation with impact.

Modern Myriad is not just building a business; you're building a movement — one that empowers, educates, and inspires. We are proud to have you as a shining example of what startups in Nagaland can achieve, and we look forward to witnessing your continued growth and contributions in the years ahead.



Smti. Keneirienuo T Zatsu
Deputy Director,
Team Leader, Startup Nagaland
Department of Industries & Commerce
Government of Nagaland

FORWARD

Pratiti S.



It is a true honour for me to write the foreword for the annual report of Modern Myriad Branding, a Government of India-recognised startup that has emerged from the heart of Kohima, Nagaland. As someone who also hails from the Northeast of India, this story resonates deeply with me - it's not just a narrative of innovation, but one of identity, creativity, and bold ambition.

Founded by a remarkably young and driven team, Modern Myriad Branding has swiftly made a mark through its fresh approach to branding, storytelling, graphics and design. What sets them apart is not just their creative capability, but their dedication to excellence - a quality that has enabled them to work on several impactful projects not only within the private sector but also with the Government of India, including with Startup India under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry.

Their journey is a shining example of how talent from the Northeast is rising to national prominence - breaking barriers, building ecosystems, and contributing meaningfully to India's growth story. The team at Modern Myriad Branding brings with them a unique lens, rooted in culture yet forward-looking in execution.

I deeply admire their spirit and look forward to seeing them scale new heights. Their success is not just their own - it is an inspiration for countless young minds across the region who dare to dream big.

Wishing the team continued momentum, meaningful partnerships, and milestones that keep rewriting what's possible!

Smti. Pratiti S.

Manager,
Startup India, DPIIT
Ministry of Commerce & Industry
Government of India

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technology, creativity, and authenticity to build lasting connections with their audience.



COMPANY OVERVIEW & MISSION

Who We Are

We are a team of young, passionate tech enthusiasts on a mission to ignite a digital revolution in Nagaland. Our work is not just about branding—it's about creating compelling narratives while empowering businesses and individuals to learn and grow. Every project we take on is a step towards reshaping how brands interact with their audiences, ensuring that tradition meets innovation in meaningful ways. From startups to established enterprises, we help businesses navigate the evolving digital landscape with strategies that leave a lasting impact.

Our Vision

Our vision is to revolutionize branding and digitization across all sectors, ensuring that businesses, entrepreneurs, and individuals gain the digital literacy they need to stay ahead. We see a future where digital identity is as vital as physical presence, where every brand has the tools to not just exist but thrive in a world driven by technology. The integration of digital solutions in branding, education, marketing, and business growth isn't just an advantage—it's a necessity, and we are here to lead the way.

Core Values

Our core values are the driving force behind everything we do, shaping our approach to branding, marketing, and digital transformation. Creativity fuels our passion for original ideas, ensuring that every project is not just visually appealing but also impactful. Strategy gives structure to our creativity, grounding our innovations in data, research, and a results-driven mindset. Integrity is the foundation of our work, building trust through transparency, ethical practices, and long-term commitment to our clients and partners. Innovation pushes us forward, challenging us to constantly evolve, embrace new technologies, and redefine digital excellence. These values don't stand alone—they work together to create a dynamic, future-ready approach to storytelling and digital empowerment.

Collaboration & Growth

Collaboration and growth are the foundations of our success. We believe in the power of partnerships, working with Government bodies, Private Enterprises, and Educational Institutions to amplify digital literacy and branding excellence. Through initiatives like MMB Cyber School, we bridge the gap between knowledge and execution, ensuring that people are equipped with the right skills to navigate the online world safely and effectively. Our journey is one of continuous learning and adaptation, embracing new trends and technologies to provide the best solutions for our clients. Growth, for us, is not just about expansion but about impact—ensuring that every brand, business, and individual we work with reaches its full potential in the digital world.

Guiding Principles

1

Creative Brilliance

We believe in the power of creativity to transform the ordinary into the extraordinary. Every project is an opportunity to push boundaries, think outside the box, and innovate in ways that captivate and inspire.

Strategic innovation

Creativity is our compass, but strategy is our map. We blend artistic flair with strategic insight to ensure that every design, campaign, and initiative aligns seamlessly with your brand's goals and objectives.

2

3

Client-Centric Approach

Your success is our success. We prioritize understanding your unique needs, challenges, and aspirations to deliver tailor-made solutions that exceed expectations and drive tangible results.

Collaborative Spirit

We believe in the power of collaboration. By fostering open communication, mutual respect, and a spirit of partnership, we work hand in hand with our clients to co-create solutions that elevate their brand and fuel their growth.

4

5

Excellence in Execution

From concept to completion, we strive for excellence in every aspect of our work. Attention to detail, meticulous planning, and unwavering dedication ensure that we deliver projects of the highest quality, on time and within budget.

6

Continuous Innovation

In the ever-evolving world of branding and digital marketing, stagnation is not an option. We embrace change, stay ahead of trends, and continuously innovate to deliver fresh ideas and cutting-edge solutions that keep our clients ahead of the curve.

7

Ethical Integrity

Integrity is non-negotiable. We conduct ourselves with honesty, transparency, and integrity in all our interactions, both internally and externally. Trust is the cornerstone of our relationships, and we uphold it with unwavering commitment.

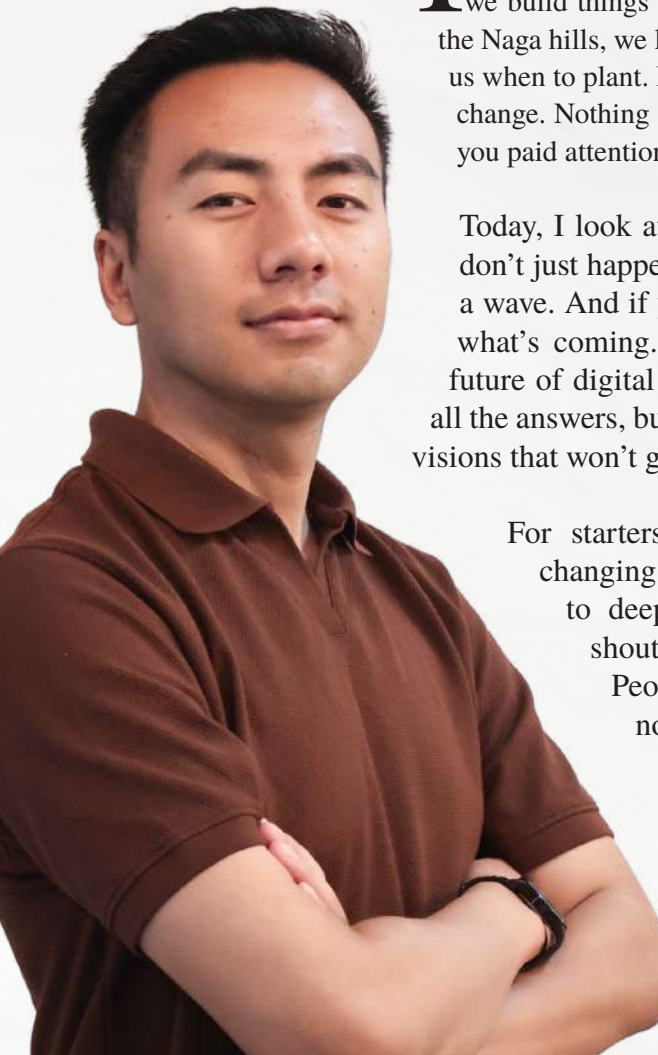
8

Passion for Impact

Beyond the bottom line, we are driven by a passion for impact. We strive to make a positive difference in the lives of our clients, their audiences, and the communities we serve, leaving a lasting legacy of meaningful change.

DIGITAL FORTUNE TELLER

Rukuwe Kenye
Co-Founder
Modern Myriad Branding



I've always believed that the future leaves behind signs—not just in stars or cards, but in our behavior, our choices, the way we build things and the way we break them. Growing up in the Naga hills, we learned to listen before we acted. Clouds told us when to plant. Birds told us when the seasons were about to change. Nothing was random. There was always a pattern—if you paid attention.

Today, I look at the digital world the same way. Trends don't just happen. They form quietly, like a ripple before a wave. And if you're still enough. You just might sense what's coming. People often ask me what I think the future of digital marketing would look like. I don't have all the answers, but I do have a hunch—and some recurring visions that won't go away.

For starters, the way we speak to audiences is changing. We're moving beyond broad messages to deep, personal interactions. It's not about shouting louder. It's about understanding better. People will expect things to feel personal, not one-size-fits-all. Tools powered by AI will shape content based on time, feeling, and even the smallest signals we give off. In short: marketing will feel more like daily conversations rather than campaigns.

For starters, the way we speak to audiences is changing. We're moving beyond broad messages to deep, personal interactions. It's not about shouting louder. It's about understanding better. People will expect things to feel personal, not one-size-fits-all. Tools powered by AI will shape content based on time, feeling, and even the smallest signals we give off. In short: marketing will feel more like daily conversations rather than campaigns.

Search, too, will evolve. People won't just type anymore—they'll talk, they'll show. Voice and visual search will take over, and marketers will need to learn a new kind of language—one that speaks in images, gestures, and tones, not just text.

One thing I keep coming back to is trust. In the future, data won't just be taken, stolen, or bought—it will be given, but only when there's a real reason. Remember the Ghibli trend? We handed over our data without a second thought, just to feel part of something fun and familiar. That's the power of emotional connection. But moving forward, people will be more cautious. With third-party cookies going away, brands won't be able to rely on shortcuts. They'll have to earn attention by offering real value—whether that's through shared stories, useful tools, or honest, human connection. First-party data will be the new gold, but you'll only get it if people truly trust you.

In the future, big numbers won't matter as much. What will truly count are micro-communities—small, close-knit groups brought together by shared values, not passing trends. These are the spaces where real loyalty will grow. People aren't just looking to follow anymore—they want to belong, to be part of something they can participate in and shape.

We might also see the rise of immersive experiences, but not just for the sake of being flashy. Augmented Reality, spatial audio, responsive content—it will all serve a purpose: to bring people into a story, not just make them watch it. And above all, conscious marketing will lead. People are paying attention to more than just what a brand sells. They're watching how it acts, what it stands for, who it includes. The future audience will be thoughtful, and if a brand isn't, it won't survive.

All of this—the predictions, the patterns—they're not set in stone. I don't have a crystal ball, and I don't claim to be a seer. But I've learned to listen. And from where I stand, with one ear to the ground and one eye on the horizon, this is what the future is quietly saying.

Digital fortune is not about magic. It's about momentum. It's about understanding the direction we're moving in, and choosing to walk there with intention. The machines will get smarter, yes. But more importantly, our relationship with them will get deeper, more human, more intuitive.

That's the future I see. Not loud. Not shiny. Just real.

“From a quiet corner, with one foot in Tradition and the other in Tomorrow.....”



INDUSTRY INSIGHTS & TRENDS

Let's
rewind
for a
second

AI: The Engine of Modern Marketing

Marketing used to be a guessing game billboards, TV ads, and hoping for the best. Now, AI tracks every click, pause, and scroll, predicting what you'll buy before you even know it.

Take Netflix, for example. Ever wondered how it always knows what show to recommend? It studies your watch history, pauses, and even when you're most likely to binge. AI-powered marketing works the same way except instead of movies, it's predicting your next purchase.

The Shift to AI-Powered Marketing Are We Ready?

Remember that time you almost bought something online maybe a sleek new phone or a pair of sneakers but left it in your cart? The next day, an ad for that exact product pops up on your feed, now with a 10% discount. Coincidence? Not even close—That's AI-powered marketing in action.

Imagine two shoppers visiting the same clothing website:

- Person A loves activewear.
- Person B prefers tailored suits.

Instead of a generic homepage, AI instantly curates their experience. Person A sees new sportswear and a 15% discount on running shoes. Person B? A carousel of luxury business attire. No searching, no guesswork AI already knows what they want.

Chatbots, Ads, and 24/7 Engagement

When you message a business or a company on WhatsApp and get an instant reply- that's AI, not human. Businesses like Sephora use AI chatbots to recommend makeup, saving time for both customers and teams.

And those ads that follow you around once you browse a particular item or product? That's AI retargeting. When you browse flights to Goa then leave the page without booking- Ads with "Exclusive Goa Flight Deals" start appearing everywhere on your devices.

The Big Question Are we ready?

AI is transforming the way we shop, interact, and make decisions. From personalized recommendations to predictive ads, it's reshaping consumer experiences. But with these advancements come important ethical considerations. Are brands using AI responsibly, and are they being transparent about how they collect and use consumer data?

One of the biggest concerns is the fine line between personalization and manipulation. AI can tailor content to individual preferences, making shopping and browsing more convenient. However, if used unethically, it can also influence decisions in ways consumers may not fully understand. Striking the right balance is key AI should enhance user experiences, not exploit them.

To build trust, businesses must adopt ethical AI practices. This includes clear data policies, ensuring consumers have control over their preferences, and being transparent about how AI-driven marketing works. Companies that prioritize trust and fairness will create stronger customer relationships and long-term success.

AI isn't just a tool for marketing it's shaping the relationship between businesses and consumers. The question is not just whether AI is ready for the future, but whether we are ready to use it responsibly. Are we adapting to AI with awareness, or allowing AI to shape our choices without question?

THE FUTURE OF WORK IN DIGITAL BRANDING

AI, AUTOMATION & HUMAN CREATIVITY

If you're running a business or managing a marketing company. Every day, you're juggling multiple tasks—writing social media posts, analyzing customer data, optimizing ads, responding to messages, and keeping up with the latest trends. It's exhausting. But now, with the advancement of AI and automation half of those tasks are handled automatically, giving you more time to focus on creativity and strategy.

AI is great at crunching numbers and spotting trends, but it cannot replace human creativity. While it can suggest content ideas, design visuals, and even write text, it lacks the emotions and storytelling that can make marketing connect with people.

*Does this mean humans are
no longer needed?
Not at all!*

That's where humans come in - bringing fresh ideas, humor, and personal touches that AI simply can't replicate. Think about your favorite advertisements the ones that made you laugh, feel inspired, or even cry. Those weren't created by an algorithm; they were crafted by human minds who understand emotions, culture, and storytelling.

The key to the future of digital marketing isn't AI replacing humans—it's AI working alongside us. When used correctly, AI helps marketers make better decisions, personalize content more effectively, and save time on tedious tasks. But human creativity will always be needed to bring authenticity and meaning to brand messages.

History shows that technological advancements create more jobs than they eliminate. The Industrial Revolution automated many manual jobs, but it also created new industries and employment opportunities, the same is expected with AI. According to a World Economic Forum (WEF) report, AI will displace around 85 million jobs globally by the end of this year ie., 2025 but will create 97 million new jobs in fields like AI development, cybersecurity, and digital marketing.

The rise of AI has sparked a debate across industries: Will AI replace human jobs, or will it create new opportunities? While automation is undeniably changing the workforce, leaders like Nandan Nilekani, co-founder of Infosys, argue that AI will not eliminate jobs but rather reshape them.

His statement, "AI will not take jobs; it will take away tasks. The future workforce must be trained to work alongside AI," highlights a critical shift in thinking—from job displacement to job transformation.

Recognizing the impact of AI on employment, India is taking steps to balance automation with workforce development:

1. The Skill India Mission is introducing AI and data science courses for youth.
2. The IT Ministry's Responsible AI Strategy focuses on AI innovation while ensuring ethical deployment.
3. Tech giants like Reliance, Infosys, and TCS are investing in AI upskilling programs to help employees adapt.

"AI will not take jobs; it will take away tasks. The future workforce must be trained to work alongside AI,"

~Nandan Nilekani
Co-founder of Infosys

Rather than fearing job losses, it's time we focus on adapting, learning, and collaborating with AI. Companies that invest in upskilling their workforce will stay competitive, and individuals who embrace AI-driven skills will thrive in the evolving job market.

DIGITAL BRANDING TRENDS SHAPING 2025





Shifts in **2025**

As we approach 2025, Digital Branding is undergoing transformative shifts, moving away from traditional methods to embrace innovative strategies that resonate with the evolving consumer landscape. Here's a deep dive into the emerging trends and their origins:

1 From One-Time Purchases to Subscription Everything

Traditionally, businesses aimed to sell products once and move on to the next customer.

Today, Everything is becoming a subscription—not just software but also clothing, groceries, cars, and even furniture. Brands like Apple (hardware subscriptions), Tesla (self-driving subscriptions), and Amazon (auto-replenishing essentials) are leading this shift.

Reflection: Consumers are shifting towards “access over ownership.” Brands must design identities that adapt to recurring experiences rather than one-time impressions.

2 From Text-Based Search to Voice and Visual Discovery

The early focus was on keyword-based visibility. Now, the rise of voice assistants and visual search tools demands content and platform designs optimized for voice and visual queries. their strategies accordingly.

Reflection: Future-ready branding must be multisensory and accessible — shaping brand identities that are discoverable across different mediums and interfaces.

3 From Data Collection to Data Trust

There’s a global shift from invasive tracking to transparent, consent-based data use. Brand trust is becoming the cornerstone of long-term engagement.

Reflection: Digital branding strategies must now emphasize ethical data practices, reinforcing trust through clarity in communication and value exchange.

4 From Influencer Marketing to Authentic Micro-Influencer Partnerships

The spotlight is now on authentic voices. Micro-influencers, though smaller in reach, often build stronger trust within niche communities.

Reflection: Strategic branding now means identifying voices that align with a brand's ethos and nurturing partnerships that amplify credibility, not just visibility.

5 From Environmental Neglect to Sustainable & Ethical Branding

Today's consumers value brands that care. Sustainability is becoming integral to identity.

Reflection: Ethical and environmental responsibility must be woven into brand narratives, visuals, and actions — not as a marketing pitch but as a core belief system.

6 From Passive Consumption to Interactive, Gamified Experiences

Gone are the days of static posts and passive feeds. Brands are creating immersive experiences — from gamified storytelling to AI-driven interactivity.

Reflection: Digital branding must now inspire participation. The future brand is dynamic, responsive, and immersive — more like a lived experience than a passive message.



It all started in a small school in West Bengal. The world was in lockdown, people were stuck inside, and I—Chumchano Ngullie, with my online name as Naga Nuna—was trying to figure out how to make online teaching engaging. Teaching through a screen felt disconnected, and I knew I had to do something different. While life outside slowed down, something fascinating happened online. People got creative. Instagram, YouTube, and Facebook became windows to the world, and ordinary folks turned into influencers overnight.

~ *Chumchano Ngullie*

SOCIAL MEDIA'S IMPACT ON CONSUMER BEHAVIOR

One evening, after scrolling through endless food vlogs and dance reels, I thought, Why not me? I had always been a storyteller—whether in the classroom or with friends around a bonfire. But this time, storytelling took a new form. To make learning fun for my students, I started creating videos—playful, creative, and engaging. To my surprise, people beyond my students loved them too. That encouragement pushed me to experiment with more content, and soon, documenting my life and sharing stories became something bigger than I ever expected. I realized brands were taking notice of influencers, and influencer-driven marketing was booming. No longer were big companies just hiring celebrities—now, they wanted real people, relatable voices, and authentic content creators to showcase their products. The digital age had shifted power from corporations to individuals with a camera and an audience.

Fast forward to today, and influencer-brand collaborations are the new norm. From fashion to food, gaming to education, brands now rely on digital personalities to engage with their audiences. The best part? It's not just about selling a product; it's about telling a story. And as a Naga, storytelling is in our blood.

In Nagaland, the influencer wave is rising. Young creators are tapping into their unique talents—be it fashion, music, food, or comedy—and turning them into career opportunities. Brands are looking for niche content creators who connect with specific communities, and that's where we shine. Our cultural richness, humor, and authenticity make Naga influencers stand out in the digital space.

So, what's the takeaway? The world is changing, and the internet has leveled the playing field. You don't need a huge production house or expensive equipment—just a phone, a good story, and the courage to put yourself out there. If there's one thing I've learned from this journey, it's this: In the digital age, influence is the new currency, and the storytellers are leading the way.

Who would have thought a pandemic would unlock a whole new world of opportunities? Not me, but here we are.

*Journey through culture, education, and creativity with Chumchano Ngullie.
Connect with her on Instagram : @naganunavlogs*

BEYOND ADS.

How Top
Entrepreneurs
Build Brands That
Sell Themselves.



1 Jeff Bezos (Amazon) – *“If we can keep our competitors focused on us while we stay focused on the customer, ultimately we’ll turn out all right.”*

Bezos built Amazon by relentlessly prioritizing customer experience, knowing that a satisfied customer is the most powerful marketing tool. Amazon’s customer obsession led to innovations like Prime’s fast delivery, personalized recommendations, and seamless ecommerce experiences.

2 Elon Musk (Tesla, SpaceX) – *“Great companies are built on great products.”*

Musk believes that the best marketing is an outstanding product that naturally generates buzz and word-of-mouth publicity. Tesla’s success largely stems from its revolutionary electric cars, which generated viral attention with minimal traditional advertising.

3 Gary Vaynerchuk (VaynerMedia) – *“The best marketing strategy ever: Care.”*

Gary Vee emphasizes that modern marketing should be about providing value before asking for a sale. Gary Vee built his brand by giving free business advice through social media, which led to massive audience growth and business opportunities.

4 Neil Patel (SEO & Digital Marketing Expert) – *“SEO is not about gaming the system; it’s about learning how to play by the rules.”*

Neil Patel emphasizes the power of organic digital marketing for sustainable business growth. His success is largely due to his consistent content creation and SEO expertise, which drive millions of visitors to his website.

5 Mark Zuckerberg (Meta/Facebook) – *“Move fast and break things.”*

Zuckerberg built Facebook into a global platform by constantly testing new features, analyzing user behavior, and iterating quickly. Facebook’s early growth was fueled by rapid experimentation, from ad targeting to news feed changes, leading to unmatched social media dominance.

6 Warren Buffett (Berkshire Hathaway) – *“It takes 20 years to build a reputation and five minutes to ruin it.”*

Buffett stresses that trust, ethics, and brand reputation are crucial for long-term business success. Berkshire Hathaway’s conservative, ethical approach has made it one of the world’s most respected investment firms.

FROM MEMES TO MARKETING

How Humor Shapes
Digital Branding





*Discover how humor
builds brands with Rovi Metha.
Follow him on Instagram:
@rovi._metha*

Remember when memes were just inside jokes shared among internet nerds? Well, jokes on us, now they're a billion-dollar marketing strategy. Brands have realized that nothing grabs attention (or engagement) quite like a well-timed meme and suddenly, even your favourite brand is cracking dad jokes on Twitter.

Why? Because humor is the cheat code to making brands feel human. Nobody wants to engage with a company that sounds like a robot reading legal disclaimers. But throw in a "When your paycheck hits but rent is due" meme and suddenly, you've got a relatable brand with thousands of retweets.

Consider Wendy's, for instance. What began life as a quick-service chain became Twitter's licensed roast master. Or Duolingo, transforming from a language app to an unhinged, wild TikTok & Instagram fame. The principle is understanding who your audience are, staying trend-aware and ensuring your jokes come across (as nothing is sadder than an embarrassing brand meme).

Ultimately, memes are not merely web amusement, they're marketing gold. For if your consumers are laughing, they're engaging. And if they're engaging, they're recalling your brand. And if they're recalling your brand?

Well, Well, Well! Congratulations! You just employed memes to convert giggles into sales.

OUR BRAND PARTNERSHIPS & PROJECTS

At Modern Myriad Branding, partnerships are more than just projects—they are strategic alliances that drive innovation, expand digital landscapes, and build brand legacies. From digital transformation to large-scale event branding, our diverse client collaborations in 2024 have reinforced our position as a leader in branding, marketing, and creative solutions.

NAGALAND LEGISLATIVE ASSEMBLY (NLA)

Honoring Nagaland's 60th Statehood Anniversary, we played a pivotal role in documenting the state's political journey, curating a publication that encapsulates the contributions of each Chief Minister from 1963 to the present.

Research, Data Compilation,
Book Design, Editorial
Strategy

INDUSTRIES & COMMERCE

Through comprehensive social media management, creative design, and strategic content development, we have successfully shaped the digital identity of the Industries & Commerce department. Our collaboration also extended to the SRF project, where we handled end-to-end event management—including event creatives, promotions, logistics, and on-ground communication—ensuring smooth execution across all aspects.

Social Media Management,
Creative Design, Content
Strategy, End-to-End Event
Management

SYNERGY GROUPS

From managing the 11th Naga Chef Competition 2024 to providing event coordination and supervision at the Hornbill Festival, we ensured seamless execution for Synergy Groups projects. Our creative expertise and operational efficiency reinforced their position in the industry.

Event Coordination, Supervision,
Photography, Social Media
Content

BRILLANTE PIANO FESTIVAL

Brillante's 5th edition in Bengaluru marked a milestone in India's classical music scene. Modern Myriad Branding provided end-to-end branding support, from magazine production to social media marketing, ensuring extensive audience engagement and cultural impact.

Magazine Design, Branding,
Event Graphics, Digital
Promotion

MERRYLAND PARK

Our collaboration with Merryland focused on crafting a compelling brand presence, ensuring maximum engagement through high-quality visuals, interactive social media strategies, and digital marketing optimization.

Social Media Management,
Photography, Videography,
SEO, Online Reputation
Management

TOUDI

From branding and social media marketing to SEO and creative content, our long-term collaboration with Toudi has established them as a market leader in home appliances, electronics, and engineering solutions.

Branding, SEO, Video
Production, Digital Marketing
Strategy

STATE INSTITUTE OF HOTEL MANAGEMENT

Through branding consultation, social media management, and engaging content writing, we positioned SIHM as a premier institution in the hospitality industry. Our efforts in expanding their online presence and refining their brand narrative have yielded remarkable engagement growth.

Branding, Social Media
Management, Graphic Design,
Content Writing

NAGA LOINLOOM FESTIVAL

Modern Myriad Branding played a crucial role in amplifying the reach and engagement of the Naga Loinloom Festival in 2023 & 2024. Our branding and digital strategies ensured that this cultural celebration gained significant visibility, highlighting the rich textile heritage of Nagaland.

Content Strategy, Hashtag
Research, Video Editing, Graphic
Design

HIGHLAND DAWN MEDIA

Our collaboration with Highland Dawn Media strengthened their digital footprint through strategic branding, Artist connect, social media content, and marketing research. By integrating competitive branding strategies and digital positioning techniques, we helped redefine their brand identity in a saturated market.

Rebranding, Social Media
Strategy, Competitive Analysis,
Content Schedules

GREYMOON ENTERPRISE

Through Greymoon Enterprise, a rising green tea producer, we showcased our ability to diversify across industries and businesses through branding, digital marketing, and product designing promoting their market presence, leading to increased visibility and customer engagement.

Branding, Digital Marketing,
Product & Logo Design, SEO,
Business Development

TETSO COLLEGE & MODERN MYRIAD BRANDING FORGE STRATEGIC PARTNERSHIP

On October 18, 2024, Tetso College officially entered into a Memorandum of Understanding (MoU) with Modern Myriad Branding Pvt. Ltd., marking a significant step towards fostering industry-academic collaboration. This partnership is set to open new avenues for students by bridging the gap between classroom learning and real-world industry experience.



KEY OBJECTIVES OF THE MOU:

1

Skill Development & Training: The collaboration will provide specialized workshops, training sessions, and hands-on projects for students, equipping them with practical skills in branding, digital marketing, and content creation.

2

Internship & Employment Opportunities: Tetso students will have access to internship programs at Modern Myriad Branding, where they can work on live projects, gain industry exposure, and enhance their professional readiness.

3

Knowledge Exchange & Industry Exposure: Students will get to work on real-time industry challenges and case studies, enhancing their problem-solving and strategic thinking abilities.

4

Empowering Young Entrepreneurs: Through this partnership, aspiring entrepreneurs from Tetso College will receive guidance and mentorship on how to build and scale their startups, leveraging Modern Myriad Branding's expertise in marketing and business strategy.

The MoU reflects a shared commitment to innovation and education, ensuring that students are well-equipped to navigate the rapidly evolving digital economy. Tetso College's focus on academic excellence, combined with Modern Myriad Branding's expertise in branding and digital communication, makes this partnership a powerful initiative to shape the next generation of professionals.



Bringing STORIES TO LIFE SKILLS&CO.

Journey in 3D Animation

Some ideas start as a spark, and Skills&Co. was one of them. What began as conversations about humor, culture, and the little things in society that often go unnoticed has now grown into a full-fledged animation studio. In collaboration with Synergy Groups, we officially launched our teaser on February 10, 2025, marking the beginning of a journey we've been building since 2024.

Through animation and storytelling, we're diving into social issues with a mix of wit and relatability—bringing fresh narratives that make people think, laugh, and see things differently. Skills&Co. is more than just a studio; it's a creative movement, using digital art to challenge perspectives and spark change, one animated frame at a time.

THE ART OF MEANINGFUL STORYTELLING

At ***Skills&Co.*** - Storytelling is at the heart of everything we do. We believe animation is more than entertainment—it is a powerful tool for cultural preservation, social awareness, & brand engagement. Our work is built on three key pillars :

Culturally Rich Stories – Breathing life into traditions, folklore, & contemporary narratives.

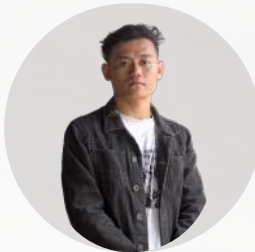
Humor & Social Awareness – Striking a balance between lighthearted storytelling & thought-provoking themes.

Brand Collaborations – Seamlessly integrating businesses & products into animated narratives that resonate with audiences.



Through these principles, we are not just animating stories—we are fostering cultural pride, sparking conversations, & redefining digital storytelling.

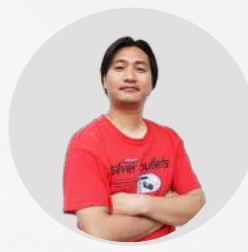
THE TEAM BEHIND THE VISION



SASHIKHABA



JENENLO KENT



ZIOPI JINGRU

MMB in partnership with *Synergy Group* started the foundation of ***Skills&Co. Studio*** - One of its first fully fledged 3D Animation Studio with Local Animators trained in Kohima. Today, these talented individuals are not just part of a studio but are actively contributing to a creative movement that is making waves in the animation industry.

Bringing stories to life through 3D Animation, Humor, and Culture—follow our creative movement!
Instagram: @skillsandco_nagaland | YouTube: @SkillsandCo_Nagaland

BRIDGING EDUCATION AND INDUSTRY: THE FAST-TRACK DIGITAL MARKETING CERTIFICATION COURSE

The digital landscape is evolving at an unprecedented pace, transforming the way businesses connect with their audiences. Recognizing the urgent need for industry-ready digital marketers, Modern Myriad Branding Pvt. Ltd , in collaboration with Sazolie College, launched a first-of-its-kind *Fast-Track Certification Course* in Digital Marketing & an *Intregrated One-Year Digital Marketing Certification Course* for College Students.

More than just a course, this initiative serves as a launchpad for young professionals in Nagaland, equipping them with in-demand digital skills and real-world experience. Designed for students, entrepreneurs, and working professionals, the program provides an immersive learning experience that blends strategy, creativity, and hands-on execution.



HANDS-ON INDUSTRY EXPOSURE

One of the most defining aspects of this program is the opportunity to apply newly acquired skills in real-time industry settings. Students gain firsthand experience through:

Internship with Modern Myriad Branding – Managing client projects, developing marketing strategies, and executing live campaigns.

Hornbill Festival 2024 Experience – Working on digital marketing campaigns for businesses at one of Nagaland's largest cultural and entrepreneurial events.

These experiences bridge the gap between theory and practice, allowing students to navigate real challenges, engage with industry professionals, and build a strong professional portfolio.

As part of our youth skill development initiative, the course also provides employment assistance, connecting graduates with job opportunities, internships, and freelance work in the digital marketing industry. Whether stepping into a marketing role, launching a startup, or freelancing as a digital strategist, students leave the program with the skills, confidence, and industry connections needed to thrive.



INFUSING SKILLS FOR STUDENTS

Dr.Gopal Chetri
Principal, Sazolie College



Education is more than just the pursuit of knowledge—it is the foundation for personal and professional growth. At Sazolie College, we are committed to fostering an environment where students can learn, innovate, and prepare for the future. Rooted in academic excellence and holistic development, our college strives to provide quality education while adapting to the evolving demands of the modern world.

In today's digital era, technology and communication are reshaping industries. To ensure that our students remain competitive and future-ready, Sazolie College has collaborated with Modern Myriad Branding Pvt. Ltd (MMB) to introduce a Fast-Track Certification Course in Digital Marketing—the first of its kind in Nagaland. This initiative was designed to bridge the gap between academic learning and industry expectations, equipping students with the skills required in today's job market.

Through this program, students have gained hands-on experience in branding, content creation, SEO, digital strategy, and more. Beyond classroom learning, they have worked on real-world projects, managed live campaigns, and interned with professionals, giving them a practical edge in their careers. Many of them are now actively engaged in the digital marketing and creative industry, applying their skills to shape businesses, brands, and communities.

This collaboration represents our commitment to dynamic and skill-based education. As we move forward, Sazolie College will continue to embrace innovative learning opportunities, ensuring that our students graduate not only with knowledge but also with the confidence and competence to thrive in the real world.

I extend my gratitude to Modern Myriad Branding for their expertise, our faculty and students for their dedication, and all those who have contributed to the success of this program. We look forward to nurturing more young talents, expanding career possibilities, and strengthening industry-academic partnerships in the years to come.

*Experience the spirit of learning, leadership, and legacy —
Follow Sazolie College at @sazoliecollege & @digitalmarketingsazoliecollege*

Success

Stories & Student's Experiences



NUNGSHITOBA AIER
(FTC 3rd Batch)

During my internship at the Hornbill Festival, I had the opportunity to step out of my comfort zone and gain valuable hands-on experience. I was involved in event management, where I learned about the organization and execution of large-scale events. This experience allowed me to develop a deeper understanding of the logistics and coordination required to ensure the success of such an event, enhancing both my professional skills and personal growth.

Joining this course and interning with MMB was a real eye-opener. I got to try my hand at so many things—helping manage social media accounts and events, creating content, and tackling new challenges, all while braving Kohima's freezing December weather for the first time. It was tough but exciting, and I learned more than I ever expected. Yesterday, I was a student; today, I'm working with MMB, still learning and growing with the team. Looking forward to what's next!



IMNATILA JAMIR
(FTC 3rd Batch)



KEVIZELIE CHAYA
(6th Semester)
Sazolie College

I spent nearly a year with Modern Myriad Branding (MMB)—not as an official member, but as a close part of the team. It all started with a summer internship in 2024, where I stepped into the fast-paced world of digital marketing. At first, it was overwhelming, but as time went on, I took on more responsibilities, from leading classmates to handling various tasks.

Winter at the Hornbill Festival was the toughest—sleepless nights, constant rejections, and braving Kohima’s cold while managing event logistics. It was exhausting but eye-opening, giving me a deep appreciation for the hard work behind large-scale events.

By spring 2025, I was in my fourth internship leading a team of interns for SRF 5.0, tackling new challenges in event management. Through it all, I learned graphic design, logistics, and leadership, but most importantly, the value of resilience.

My work experience during the Hornbill Festival 2024. I had the opportunity to work at the Hornbill Festival 2024, and it was a good experience. For the first two days, I helped out at Toyota’s 360° selfie booth, and on the third day, I was assigned to sell Coca-Cola products near the mall entrance. It was a valuable learning experience, especially in sales and communication, as I got to interact with many people, including foreign visitors. Handling everything on my own—from packaging and arranging products to managing sales and accounts—was challenging but also made me more confident and resilient.

All thanks to MMB for giving me this opportunity again!



MEGOZETO DOLIE
(FTC 3rd Batch)

THE FUTURE OF E-COMMERCE IN NAGALAND:

A need for small Businesses.

Early 2016 we have experienced the penetration of Jio in internet space, disrupting the whole telecom industry in India. What could be a nightmare to telecom company like Aircel were never realised that it will also effect the local retailer market. In 2017 we have been experiencing the growing of ecommerce in Nagaland as the consumption of internet became cheaper or free, faster with 4G. The e-commerce industry like fashion and electronics to name few has overpowered the local retailers within no time with 4G penetration.



Sheto Chiero
Co-founder
Online Express Nagaland

India digital presence is growing at the fastest pace and with the vision of Indian government to digitalize to grassroot level, the e-commerce consumption will keep on growing, no wonder we can order food and furnitures online today. As one of the first Logistics start-up in Nagaland, we have seen the slow raised of E-commerce in Nagaland. In 2017 we were the first company that introduces Cash On Delivery (COD) services for e-commerce business in Nagaland, when big company like Amazon and Flipkart were skeptic to introduce in our market. The response was so overwhelming, a store based out of Dimapur who shifted to Online to sale products and provide COD facility has generated more than 100k sales in a week that too at no extra cost for digital infrastructure. The pandemic has also given a big boost to e-commerce industry.



Now which sector is at the jaws of another disruption? Our local supermarket and small retailers (kirana) dealing mostly in FMCG 'Dark Store' or Quick-commerce is a new phenomena, 15 minutes grocery delivery. Will our traditional shop of walk-in customer still survive with the advent of Quick-commerce? It will disrupt small businesses sooner or later, if we don't start preparing now. Online shopping and delivery services consumption is increasing everyday. Do you realise that your digital transaction is higher than hard cash transactions today which was reverse 5 years back. If digital payments is a must for every shop today, then why not we digitalize to sales. As more consumer go online, businesses have to adapt to this ongoing disruption. The unspoken rule here is "either change or die."

Our traditional shop need to improvise and innovative with new ideas to meet the market demand. Replicating the market demand will be too late for us to compete with the big giant if we don't start building client base to offer online services now.

***Support local dreams and digital growth with Online Express Nagaland.
Follow them on Instagram: @onlineexpressnagaland***

DEFINING MOMENTS OF 2025

STATES' STARTUP RANKING 5.0 KNOWLEDGE EXCHANGE WORKSHOP

Nagaland Edition

The team, in collaboration with the Department of Industries & Commerce, Govt. of Nagaland, supported the successful execution of the “States’ Startup Ranking 5.0 Knowledge Exchange Workshop” held on 10th–11th March 2025 in Kohima. Organized in partnership with the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, the workshop aimed to strengthen the startup ecosystem through cross-state collaboration and policy discussions.

With participation from 17 states, startup enablers, policymakers, and industry experts, the workshop facilitated panel discussions, fireside chats, stakeholder engagements, and site visits to key incubation centers. It also provided a platform for discussing Nagaland’s Startup Policy, digital transformation strategies, and funding mechanisms to support emerging businesses. This initiative contributed to advancing Nagaland’s startup ecosystem by fostering dialogue, sharing best practices, and exploring strategies for sustainable growth in alignment with national objectives.



EXCLUSIVE SCREENING & PANEL DISCUSSION AT TETSO COLLEGE

On March 5, 2025, our co-founder, Mr. Namang T. Chang, participated as a panelist in an engaging discussion on “The Art of Storytelling Through Hybrid Forms of Narrative” at Tetso College.

The event featured the exclusive screening of “Ade (On a Sunday)” by Thejavito Rio, followed by a thought-provoking conversation on the evolution of storytelling across various mediums. The discussion explored how hybrid narratives blend traditional and modern storytelling techniques to create compelling cinematic experiences.

This event served as a tribute to storytelling, culture, and resilience in cinema, bringing together esteemed panelists to share insights on crafting impactful narratives. Mr. Chang’s participation underscored Modern Myriad Branding Pvt. Ltd.’s commitment to fostering creative discourse and supporting the evolving landscape of storytelling in Nagaland.



In Frame:

Panelists: Dr. Hewasa L. Khing, Dr. Theyiesinuo Keditsu, Mr. Namang Chang, and Dr. Alik Roy
Moderator: Dr. Asenla Yanger

STUDENTPRENEUR AWARENESS PROGRAM (SCIENCE COLLEGE JOTSOMA)



We had the opportunity to be part of the Studentpreneur Awareness Program on 17th March 2025 at Kohima Science College, Jotsoma, organized by Young Indians (Yi), CII, and implemented by Educentre Career Counselling. At Modern Myriad Branding, we are always excited to contribute to initiatives that nurture young entrepreneurs.

Our Co-Founder, Namang T Chang, moderated an engaging panel discussion featuring four inspiring entrepreneurs from diverse industries who shared their journeys, challenges, and insights into building successful businesses in Nagaland.

PARTICIPATION IN THE ROUNDTABLE ON OPEN NETWORK FOR DIGITAL COMMERCE (ONDC)

On March 20, 2025, our Co-Founder, Rukewe Kenye, attended the Roundtable on Open Network for Digital Commerce (ONDC) – “Transforming Digital Commerce for the Future” at the Conference Hall, Directorate of Industries & Commerce.

The primary agenda of the roundtable was to raise awareness about the ONDC framework, its potential for promoting open digital networks, and the opportunities available for businesses and stakeholders. The discussions focused on how ONDC can revolutionize digital commerce by fostering inclusivity, interoperability, and accessibility for businesses of all sizes.



In Frame:

Shri P. Tokugha Sema, Director, Industries and Commerce, alongside Er. Lipongse Thongtsar, Additional Director, Department of Industries and Commerce, Government of Nagaland, accompanied by other officials from the Department of Industries and Commerce and representatives from various Startups of Nagaland.

FREELANCER'S MINDSET: NAMANG T. CHANG ON THE SHORTCAST WITH MEENAKSHI GIRISH



In a recent episode of The Freelancer's Mindset shortcast, Namang T. Chang, co-founder of Modern Myriad Branding, joined host Meenakshi Girish for an insightful discussion on navigating the world of freelancing and entrepreneurship, an invaluable resource for individuals considering freelancing as a career path. Our Co-founder's insights offer a blend of practical advice and real-world experiences, inspiring freelancers and entrepreneurs to cultivate a mindset that embraces innovation, adaptability, and perseverance.



UNRAVEL THE ENTREPRENEUR INSIDE YOU WORKSHOP

(8th November 2024)

**Empowering Dreams:
Practical Insights at the Entrepreneurial**



On November 8, 2024, Our Co-Founder, Rukewe Kenye, attended the “Unravel the Entrepreneur Inside You” workshop organized by Ibis Solutions Kolkata in collaboration with the Directorate of Industries and Commerce, Government of Nagaland, Kohima. As part of the LN Experiential Learning Programme by OTM and Ibis Solutions, this workshop focused on empowering aspiring entrepreneurs through practical, hands-on learning. The sessions provided invaluable insights and guidance, significantly contributing to refining our vision and approach toward entrepreneurship.

NORTH-EAST TECH SUMMIT

On December 9, 2024, we had the privilege of attending the NE Tech Summit 2024 at the Regional Centre of Excellence for Music & Performing Arts (RCEMPA) in Jotsoma, Kohima, Nagaland. This landmark event, organized by the Nagaland Industrial Development Corporation (NIDC) in collaboration with Software Technology Parks of India (STPI), aimed to catalyze the startup ecosystem in Northeast India by fostering collaboration among entrepreneurs, investors, industry leaders, and government officials.

The summit underscored the immense potential of Northeast India as a burgeoning hub for technology and entrepreneurship, reinforcing our commitment to being an active part of this transformative journey.



INTER STATE YOUTH EXCHANGE PROGRAM – ENTREPRENEURSHIP SESSION

Modern Myriad Branding Pvt. Ltd. was honored to have our Co-Founder, Namang T. Chang, speak on Entrepreneurship at the Inter State Youth Exchange Program. Organized by the Nehru Yuva Kendra Sangathan (NYKS) under the Ministry of Youth Affairs & Sports, Government of India, this program aimed to foster learning, collaboration, and cultural exchange among young leaders.

During the session, Namang shared valuable insights on building resilient businesses, navigating entrepreneurial challenges, and fostering innovation. He addressed 25 youth delegates from Bihar, encouraging them to embrace entrepreneurship as a means of driving positive change in their communities.

The event also featured Mr. Ketan Parmar, a social entrepreneur from Gujarat and an alumnus of TISS. He spoke on risk mitigation strategies in entrepreneurship, his work in supporting farmers through dairy enterprises, and his contributions to the tech aggregation sector.



This initiative was a significant step in empowering young minds, strengthening inter-state collaboration, and shaping India's future entrepreneurs.

SCF CONCLAVE 2024

*“Navigating the Digital Era:
Youth, Technology, and Meaningful Impact”*



On 8th September 2024, our Co-Founder, Namang Chang, was invited to speak at the SCF Conclave 2024 organized by the NBCC Youth Ministry at RCEMPA, Jotsoma. Sharing the panel with Dr. Arenla Walling (State Nodal Officer, NTCP) and Mr. Kezhazolie C. Mere (Carl Rogers Institute), the discussion focused on the growing prevalence of the Internet, digital devices, and technology—especially among youth—and the need to examine both its positive and negative impacts. Key questions addressed included how to generate meaningful outcomes through digital platforms and how digital marketing can be harnessed as a sustainable tool for livelihood.



A DEFINING MILESTONE:

LAUNCH OF THE 1ST MODERN MYRIAD BRANDING ANNUAL REPORT

2022–24



The official release of our 1st Annual Report for the year 2022-2024 on 24th October 2024 marked a defining moment in our journey. This milestone reflects our unwavering commitment to transparency, strategic clarity, and innovation in the ever-evolving digital landscape. The report was formally inaugurated by Smti. Keneirienuo T Zatsu, Team Leader of Startup Nagaland, Deputy Director, Department of Industries and Commerce, Government of Nagaland, whose presence highlighted the importance of collaborative growth within the startup ecosystem.

NATIONAL STARTUP DAY & STARTUP MAHAKUMBH CURTAIN RAISER (16th January 2025)

Modern Myriad Branding at National Startup Day: Shaping India's Entrepreneurial Future



Our Co-founder, Namang T Chang, participated in the prestigious National Startup Day and Startup Mahakumbh Curtain Raiser event, held on 16th January 2025 at Bharat Mandapam, New Delhi. This event, which celebrated innovation and entrepreneurship, brought together key stakeholders to discuss strategies for fostering a thriving startup ecosystem in India. We extend our gratitude to Startup Nagaland for the opportunity to contribute meaningfully to the discussions.



The event was graced by distinguished dignitaries, including Shri Piyush Goyal, Union Minister for Commerce and Industry; Shri Jitin Prasada, Union Minister of State for Commerce & Industry and Ministry of Electronics & Information Technology; Shri Sumeet Jarangal IAS, Director, DPIIT; Shri Manoj Mittal, Chairman and Managing Director, SIDBI; Shri Sanjiv, Joint Secretary, DPIIT; Shri L. Satya Srinivas, CEO, GeM; and Shri Amardeep Bhatia, Secretary, DPIIT. As we continue to engage on national platforms, Modern Myriad Branding remains committed to empowering startups, fostering innovation, and contributing to the development of India's startup ecosystem.

RAMP

NAGALAND

MMB Team successfully managed the Dedicated Workshop on Packaging, Branding, and Marketing under the *Raising and Accelerating MSME Performance (RAMP)* scheme, held on 27th–28th March 2025 at Tetso College, Dimapur. Organized by the Department of Industries and Commerce in collaboration with the Nagaland Industrial Development Corporation Ltd. (NIDC), Government of Nagaland, the initiative aimed to strengthen the capabilities of Micro, Small, and Medium Enterprises (MSMEs) through expert-led sessions on brand development, packaging innovation, and marketing strategy.

With over 100 participants, including entrepreneurs and industry stakeholders, the workshop featured modules on personal branding, consumer engagement, sustainable packaging, digital marketing, and influencer outreach. Designed as a practical, knowledge-driven platform, the event provided actionable insights and tools to help MSMEs enhance their market readiness and competitiveness, contributing to the broader objectives of the RAMP scheme in advancing economic resilience and business growth in Nagaland.



MODERN MYRIAD BRANDING ANNUAL MEETING

Looking Back at 2024, it was a defining one for Modern Myriad Branding. We expanded our services, strengthened partnerships, and successfully delivered impactful projects. From branding to digital marketing and IT services, we made meaningful strides in establishing ourselves as a dynamic and evolving company.

On January 13, 2025, we gathered for our Annual Meeting, a moment to reflect on our journey, celebrate our achievements, and set ambitious goals for the year ahead.



As a team driven by innovation and collaboration, this meeting was an opportunity to align our vision, strengthen our strategies, and reinforce our commitment to growth.

As we continue to push the boundaries of branding and digital innovation, our collaborations remain a testament to our expertise and commitment. With an expanding client portfolio and a growing footprint across industries, Modern Myriad Branding is set to redefine creative excellence in 2025 and beyond.

INTERNSHIPS

At Modern Myriad Branding Pvt. Ltd., our internship program is designed not just as a learning opportunity, but as a platform for immersive, real-world engagement. We believe in nurturing emerging talent through meaningful contributions, practical exposure, and collaborative growth.

From June to August 2024, we hosted interns from prestigious institutions including Sazolie College (Jotsoma), Tetso College (Chümoukedima) St. Joseph's College (Jakhama), St. Joseph University (Dimapur), Shaheed Sukhdev College of Business Studies (University of Delhi), and Amity University Mohali (Punjab). Interns were engaged in core operational domains such as digital marketing, branding strategy, IT services, and content development. Beyond virtual and desk assignments, they were entrusted with real-time projects, gaining insights into campaign design, client coordination, market research, and more—ensuring a hands-on experience that mirrored real-world challenges and expectations.

SUMMER INTERNSHIP 2024



INTERNSHIP ENGAGEMENT – MARCH 2025

In March 2025, we welcomed another cohort of interns through a valuable collaboration facilitated by the Department of Industries and Commerce, Government of Nagaland. We sincerely thank the department for enabling students from St. Joseph University and Sazolie College to contribute to key initiatives under the Nagaland Startup Ranking Framework.



Our interns actively participated in the States' Startup Ranking 5.0 Knowledge Exchange Workshop, held from 10th–11th March 2025 in Kohima. Working alongside our team, they assisted with event management, stakeholder coordination, and communication logistics—gaining first hand exposure to policy dialogue, startup policy discussions, and inter-state collaboration.

In Frame:

Shri Ikheshe Kahoto, Assistant Director, Industries & Commerce, Government of Nagaland, with interns from St. Joseph University, Chümoukedima.



Further, during the Dedicated Workshop on Packaging, Branding, and Marketing under the RAMP Scheme, held on 27th–28th March 2025 at Tetso College, Dimapur, interns including Mughaholi Zhimomi and Imlitongzuk Kichus contributed to field coordination, on-site branding execution, participant engagement, and documentation. These immersive fieldwork experiences helped build their confidence and deepen their understanding of MSME development, market strategy, and grassroots entrepreneurship.





At Modern Myriad Branding, we view our internship program as a two-way channel of growth—where interns bring fresh ideas and in return, walk away with professional competence, industry insights, and confidence to thrive in any setting. Our commitment to practical learning remains central as we continue investing in the next generation of professionals.

A portrait of Pangerkumzuk Longkumer, CEO of Nexus Cipherguard, is the background for the top half of the page. He is a man with dark hair and a slight beard, looking directly at the camera with a neutral expression. He is wearing a dark, high-collared shirt.

DATA PRIVACY & PERSONALIZATION

STRIKING THE RIGHT BALANCE

PANGERKUMZUK LONGKUMER
CEO, NEXUS CIPHERGUARD

In the digital Era, personalization powers everything—from your Netflix queue to your shopping cart. Algorithms track habits, interests, even moods, to offer seamless experiences.

BUT CONVENIENCE COMES AT A COST : **YOUR DATA!**

Every tap, swipe, and voice command feeds a growing ecosystem of surveillance and profiling.

In a country like India experiencing rapid digital transformation this raises urgent questions about privacy, consent, and control.

Why Privacy Matters

Data privacy is the right to decide how your information is collected, used, and shared. Yet in India's thriving tech scene, this right is often overshadowed by profit-driven data mining.

Companies use data to enhance services and target ads—but without strong safeguards, this can lead to identity theft, manipulation, and mass surveillance.

Personalization: A Double-Edged Sword

Personalization improves engagement—but also enables:

- Behavioral targeting that shapes user decisions
- User profiling that restricts content and choices
- Data centralization vulnerable to misuse by state and private actors

With initiatives like Aadhaar, UPI, and India Stack, concerns around data centralization and misuse are more relevant than ever.

India's Legal Landscape

To tackle these challenges, India enacted the Digital Personal Data Protection Act (DPDP), 2023, mirroring global standards like the GDPR. The law emphasizes:

- Informed consent
- User rights over their data
- Penalties for breaches

Other notable laws include the IT Act (2000), Aadhaar Act (2016), and RBI's data localization mandates.

Staying Private in a Personalized World

Users can take steps to protect their privacy:

- Limit app permissions (camera, mic, location)
- Review privacy settings regularly
- Use privacy-focused tools like DuckDuckGo, Signal, and ProtonMail
- Avoid unnecessary Aadhaar linking—use Virtual IDs
- Opt-out of ad tracking on platforms like Google and Facebook

The Path Ahead: Privacy-First Innovation

Emerging technologies now offer a middle ground:

- Federated learning: AI learns locally, data stays with the user
- Differential privacy: Insights without identity exposure
- Privacy-by-design: Embedding safeguards into tech from the start

India stands at a crossroads. Personalization shouldn't mean giving up control. With the right laws, technologies, and awareness, we can create a digital ecosystem that respects privacy while delivering smart experiences.

The choice isn't privacy or personalization it's both. But only if we demand it.

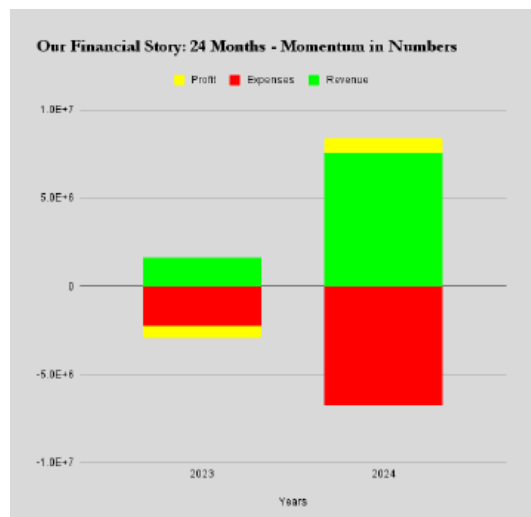
The Financial Narrative

“Numbers do Crunch, someday Crispy, other days Burnt -
Pick your Struggle Wisely”

At MMB, we know it's not always a bed of roses — especially when you're a niche startup trying to build a future in a place where the idea of that future is still taking shape. Sure, there have been days (and months!) where the numbers dipped into the red and the road looked rough. But guess what? Grit, consistency, talent, and a little bit of stubborn optimism have a funny way of pulling you through. That's how we got here, and this financial story reflects exactly that journey.

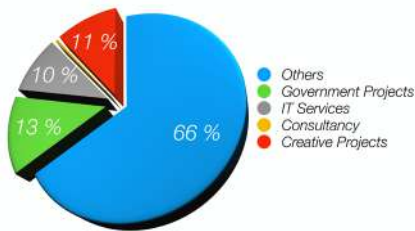
Total Financial Overview

We played our financial cards with lots of caution despite the challenges of dry months in between — strategically and steadily. We wrapped up the reporting period with a somehow positive margin, keeping revenues ahead of expenses even while riding out the unpredictable waves of a developing market. A conscious cash flow moves, strict expense control, and a pinch of strategic boldness — that's the MMB way. The result? Steady hands, sharp thinking, and numbers we can actually toast to.



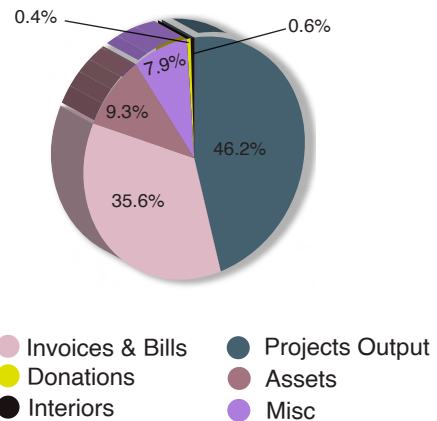
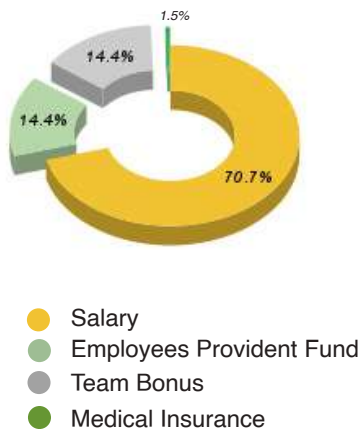
Revenue Sources

Our revenue streams this year were like a perfectly blended portfolio — diverse, resilient, and designed to weather surprises. Event branding and allied projects led the pack, bringing in the major share.



Government Projects added some shares to the mix, while brand, entities, creative gigs, consultancy services, and IT projects (hello, website development!) kept the financial wheels turning. MMB's ability to stay agile, pivot sectors, and stack wins across different domains shows the power of good diversification — and a nose for opportunity.

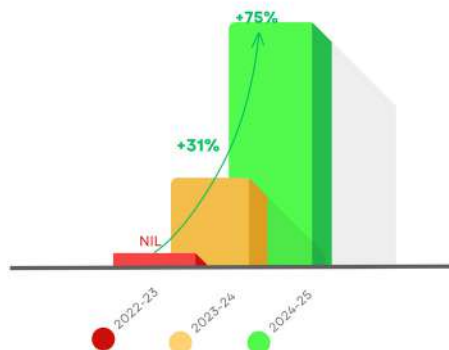
Expenses Breakdown



On the podium that seek balance and control - we made sure the bigger slice of our “Spend Pie” went into our people — because here, Human Capital isn’t just a line item; it’s our secret weapon. We invested cautiously in project execution, kept our opex (operational expenditure) tight, and threw in some timely tech upgrades without blowing the budget. Utilities, Admin, and other costs were managed with a CFO mindset — always watching the cost-to-income ratio, always playing the long game.

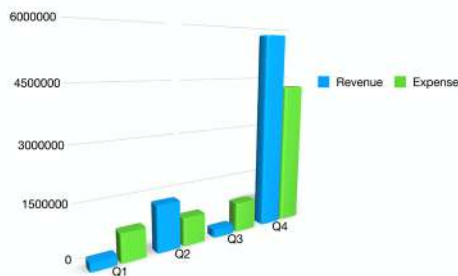
Revenue Growth Analysis

As for the growth — the honest way. Was it always a straight upward rocket? Not even close. Some months, we skidded into losses. Some quarters made us hold our breath. That's the real story of trying to do something new in an unpredictable market like Nagaland. But here's the thing — we didn't flinch. Every time we stumbled, we regrouped, worked harder, delivered better. And slowly, month after month, the numbers climbed.



Quarterly Financial Performance for FY 2024-2025

Looking at the quarters, you'll see a story of momentum. The early months were cautious, as we picked up smaller projects and kept our heads down. Mid-year, the gears started shifting — August and September saw revenues spike as bigger wins landed. Then came March, the grand slam month, where strategic project closures and fresh service expansions pushed us to one of our highest revenue points yet. In short: slow build, smart execution, and full-throttle finish.



Our journey isn't about luck or overnight wins — it was about resilience, proper cash flow management, diversified revenue bets, and betting on our people every single time. MMB today stands on a strong foundation, ready not just to sustain but to scale. The road ahead? Bigger dreams, sharper strategies, and an even hungrier team.

*The Silver Lining :**between* **GENIUS** & **GIBBERISH**

"I heard that being an Entrepreneur gives you flexible working hours but I would very much debate that at this point however, I would never trade this profession for anything else!!"

Namang T Chang (Co-Founder, MMB)



I don't always join the lunch table, but I will make sure the table exists, the food gets there, the deadlines are met, and the chaos stays (mostly) productive. Call it fatherly foresight—or just really strategic snacking.

Rukewe Kenye (Co-Founder, MMB)



"The Myriad Family is your classical Atypical Asian Family - Chaotic, Creative & somehow always sticking together. With a million solutions (Some Genius, Some Questionable) surviving here means you can survive anywhere. Modern Myriad Branding - Empowering You, whether you're ready or not!"

Nolazonu Kirha (Director, MMB)





At Myriad, every number tells a story—of dreams, late nights, and a team that refuses to give up. It's more than balance sheets; it's building something that matters.

Mongla Chang (Head of Finance, MMB)



I don't have a social life, but I've got a solid Instagram aesthetic. Priorities, am I right?

**Bendangyapang Jamir
(Social Media Manager, MMB)**



This report was brought to you by 37 rejected font choices, 112 color palette debates, and one designer whispering "just trust the process" into the void. At Modern Myriad Branding Pvt. Ltd., we believe great design is 10% inspiration, 90% staring at the screen wondering if that shade of blue feels trustworthy enough.

**Tsiazhisie Nyusou
(Graphic Designer, MMB)**

“Here to teach and learn. Every master was once a student, every tree was once a seed. Grow, trim, dream!”

Imtisenla Longkumer
(Digital Marketing Trainer, MMB)



“Being a part of Skills&Co. and the larger Team at MMB, I don’t just animate—I help shape narratives that move hearts, tickle funny bones, and shift perspectives.”

Sashikaba (3D Animator, MMB)



“Working at Skills&Co. has been an incredibly rewarding experience. Being part of a team that blends creativity with humour to bring ideas to life is awesome and inspiring.”

Jenenlo (3D Animator, MMB)



“Exploring new dimensions through 3D modeling and imagination. Turning visions into reality, one layer at a time.”

Ziopi (3D Animator, MMB)



“Fresh on board, fueled by chai and curiosity. Still learning the ropes, managing the madness, and an introvert occasionally moonlighting as an extrovert—surprisingly, it’s great!”

Imnatila Jamir
(Executive Assistant, MMB)



“Collecting EXP points one shift at a time, while pretending to be a functioning member of society. ”

Ketoukhrielie Mepfhü-o
(Marketing Assistant, MMB)



The Icon Issue

Featuring
RUOPFUZHANO WHISO

PRICE OF A CROWN

In a Beauty Pageant , after all the cheers , the shining stage , the gorgeous gowns and the perfect poses , have you ever wondered what happens after ?

Well , to answer that question, it's not nearly as glamorous . Sometimes, the crown comes at a cost.

First things first ,

Publicity : People will start knowing you and I mean know you , your history, your family history, your achievements and your failures. Prepare to be under a magnifying glass and have people discuss you as a topic. Fun right ?

So keep an open and strong mind .

Expectations: After you win a title , you will start carrying the expectations of people, whether in how they expect you to dress , speak or behave. So you always have to be attentive to your surroundings wherever you're in public .

Reach : With more eyes on you , you now have the chance to bring awareness to a lot of social issues and work with NGOs who could use your influence , that's what most beauty queens end up doing during their reign

Presentation : We all have that concept of a perfectly groomed beauty queen in our mind , with perfectly groomed hair , nails , clothes , accessories, well prepare to be that person 24/7 . It can get exhausting and expensive.

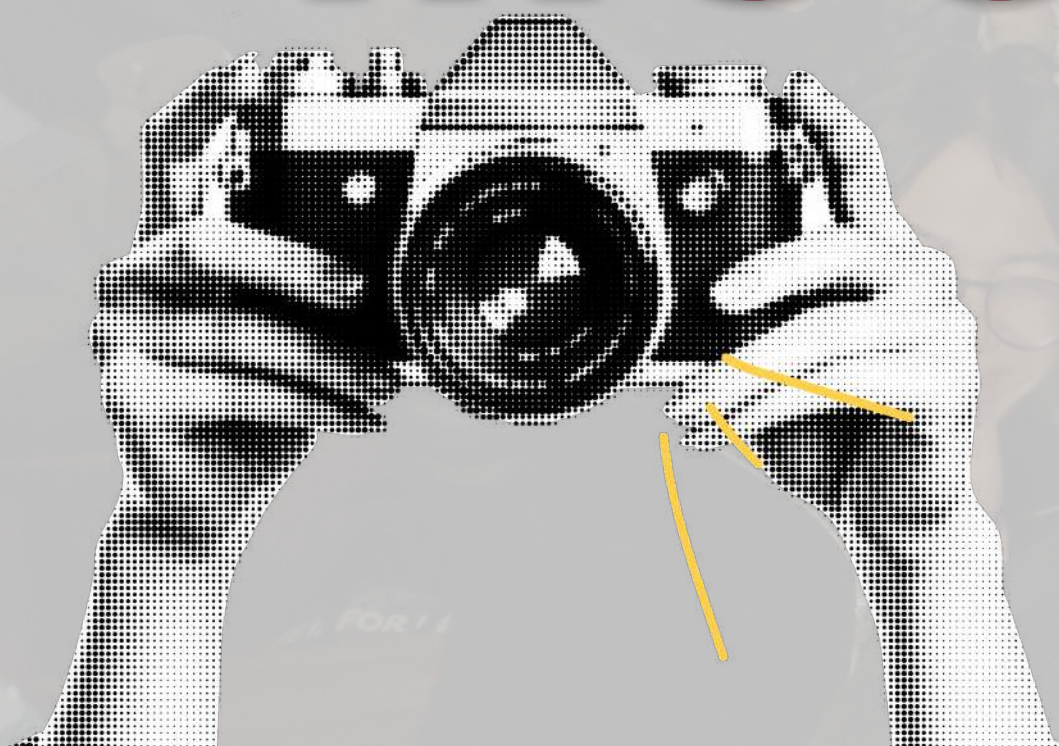


All in all , getting the experience of being a Beauty Queen pushes you to be your best . You have to perform and make it effortless. In all my years in the industry, I've seen it mould and change women to be their best versions but it does come at a cost . This change is not easy , it doesn't happen overnight , a lot of sacrifices are required. If you're willing to take the first step as a Beauty Queen, the rest will naturally fall into place .

The general public mostly see 10% of what a pageant actually is , the rest 90% are spent in preparation, grooming , working and practising, it's not glamorous but as I've learnt , it's the hard lessons in life that mould you most .

*More than a crown—discover the strength and story of Ruopfuzhano Whiso.
Follow her on Instagram: @ruopfu_whiso*

Memory MOS





IACS









OUR INITIATIVES



OUR PARTNERS



OUR CLIENTS - *of Past & Present*



In Gratitude

At Modern Myriad Branding, we've always believed that growth is never a solo endeavor — it's the collective force of many hands, minds, and hearts working in harmony towards a shared vision.

To our clients, who believed in our ideas and trusted us with your projects; to our partners, who stood by us with unwavering support; to our collaborators, who dreamed and built alongside us; to everyone who contributed to this Annual Report, to our mentors & advisors who shaped us along the way; and to all those who have supported us with their words, actions, prayers, and kindness — you are the foundation of our journey.

Every step forward is shaped by the trust you've placed in us. Your belief fueled our ideas, your collaboration sharpened our execution, and your encouragement gave us the courage to dream bigger, aim higher, and push further.

We are not merely grateful for the opportunities you've given us — we are deeply thankful for the faith you showed in us, especially when the road ahead wasn't always clear. Every milestone we celebrate, and every future we envision, is a testament to the collective spirit we share with you.

This is not just our journey — it is a shared one, and the best chapters are yet to come. Thank you for being an irreplaceable part of this small MMB family.

***With Sincere Appreciation,
The MMB Team***



“

The

plan was Simple.....

Dream Big,

*Work Smart,
Stay Human.*

The rest?

We're figuring it out as We go.

”

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