



WWW.RWORLD.COM.PK





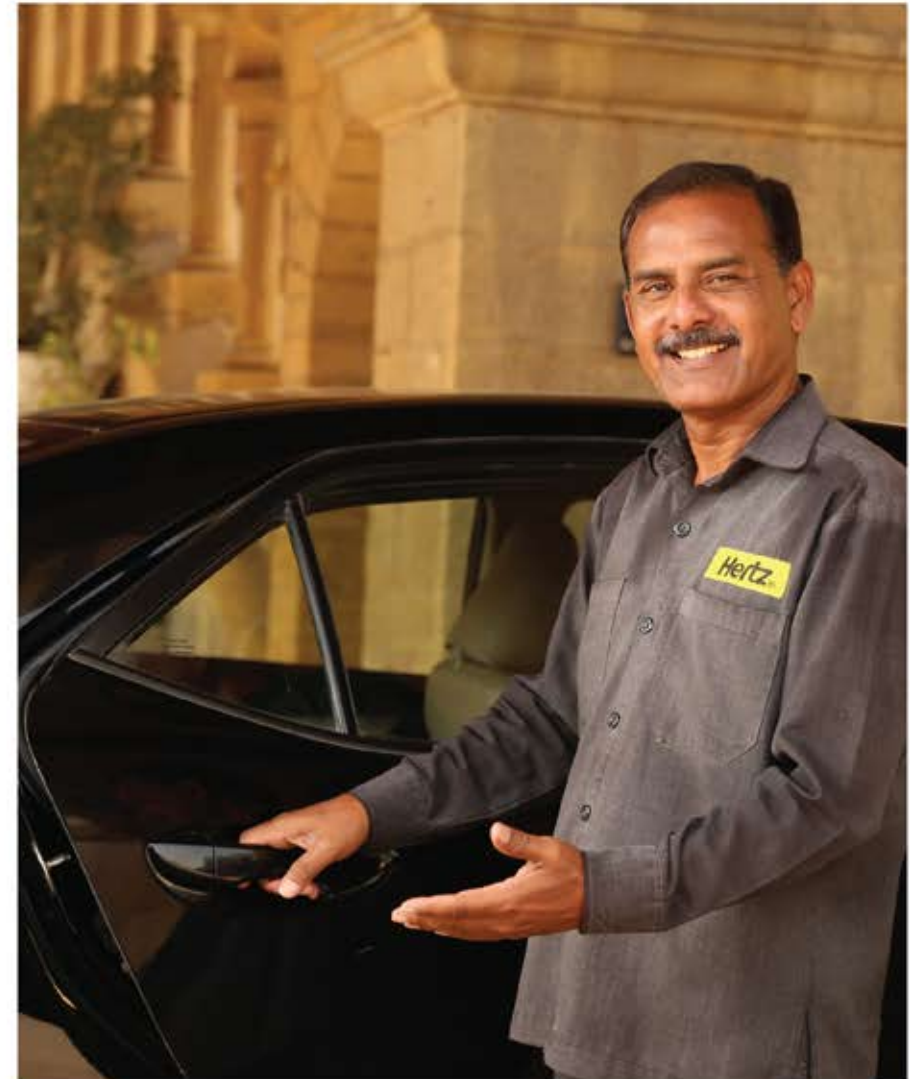
# OUR STORY

Originated from the corridors of Indus Valley School (IVS) under the shadows of masters in the field and enhanced by the love of its people, it is a tiny piece of the world where 'you' is what makes 'us' and that is what created "our" world – welcome to R World.

**R World** is a professional service that offers solutions in photography, videography, design & print for both the corporate and the private sector. It was founded in 2014, while its subsidiary company (R | Photography) is running since 2008. The venture is spearheaded by an alumni of IVS, Rahat Rafiq.

The team comprises of a diversified set of people from different prestigious institutions of Karachi along with some experienced professionals from the field. While some members have taken dual roles of management, some are actively involved in business development and public relations.

We believe we are its brand ambassadors including you!





WORLD  
**R**

72



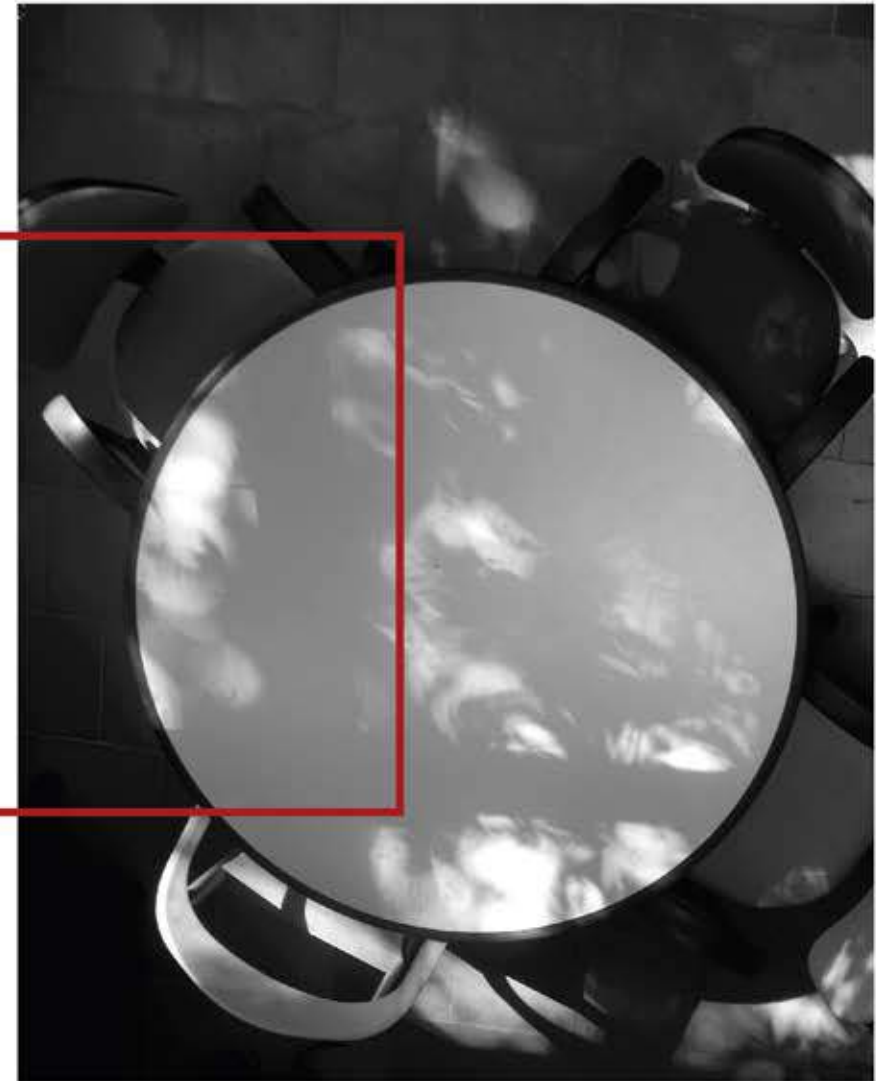


## IN OUR LAST 5 YEARS

- Number of wedding projects: **700+**
- Number of clients served: **1000+**
- Number of corporate projects: **100+**
- Number of team members: **25+**
- Number of national projects: **50+**
- Number of international projects: **5+**
- Number of followers on social media platforms: **45,000+**

## MISSION & VISION

- Our mission is to be dedicated to creativity, superior quality, exceptional service and honest value in our work & approach as a service provider.
- Our vision is to be the most trusted company and grow the well-being of everyone around us.



## THE CORE TEAM



Rahat Rafiq-RR  
(Founder & CEO)  
B.CD 2009, IVS



Adnan Adil-AAK  
(Managing Director)  
B.Arch 2012, IVS



Saad Islam Khan-SIK  
(Accounts Manager)  
B.MS 2013, IU



Eema Alvi-EA  
(Brand Manager)  
B.FA 2012, IVS



Quratulain Q Choudhry-QQC  
(Art Director)  
B.FA 2013, IVS



Bilaal Imran-BI  
(Senior Film Maker)  
B.MS 2014, IU



## OUR SERVICES



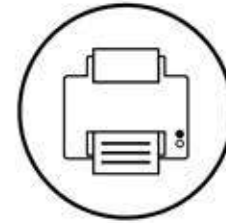
Photography



Videography



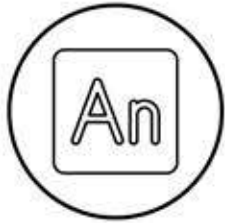
Design



Print



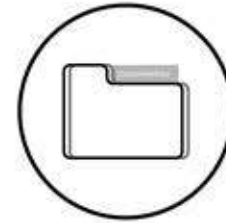
Album



Animation



Production



Documentary





# CLIENTAGE



alkaramstudio

Celeste

HOME FASHION

BONANZA SATRANGI



SAPPHIRE

RAJBY

ADM  
ARTISTIC DENIM MILLS



BYKEA



J W T



BAY VIEW  
ACADEMY



DP WORLD



HELIUM







## PROJECTS

- ▶ Bay View Academy's yearbook 2019
- ▶ Photographing the eco-system of the Kaghan forests for UNDP 2019
- ▶ Corporate HR Video for Friesland Campina (Engro Foods 2019)
- ▶ Promotional material for Zurich game show
- ▶ Sensodyne chill test activation 2019 across 5 major cities of Pakistan
- ▶ Corporate Profile 2019 for Denim International Pvt Ltd.
- ▶ Corporate Profile 2019 for Soorty Denim Pvt Ltd
- ▶ Shell Pakistan's training video 2019 for Select stores
- ▶ EBM's RIO brand activation campaign across Pakistan 2018 & 2019
- ▶ Pasbaan Campaign For Shell Pakistan 2018
- ▶ Hubco Company Profile 2018
- ▶ Chevron unveiling new Havoline packaging 2018
- ▶ The viral Best of Karachi Foods Campaign 2017 by Foodpanda
- ▶ Bonanza outlet profile 2017
- ▶ Corporate Profile for ICI Pakistan Limited 2016
- ▶ Celebrating Mothers Day 2016 with KFC via promo vide
- ▶ Coke Studio Gigs 2016 sessions across various colleges in Pakistan
- ▶ Corporate Profile for Mondelez Pakistan 2016
- ▶ Rani Pulpy promo activation campaign 2015
- ▶ Sunsilk PFDC 2015 in collaboration with JWT Pakistan
- ▶ The award-winning Olper's Lassi T20 Campaign 2014 across Pakistan
- ▶ Safeguard Handwashing Campaign 2014 across major malls in Karachi
- ▶ Launch of Khaadi Home, Karachi 2013





*“Opportunities don’t happen. You create them.”*

-Chris Grosser-

## CONTACT US



+92-324-2233396



info@rworld.com.pk



@rworldofficial



/r2008



www.rworld.com.pk



@rphotography2008

