CREATIVE RAYS
Entertainment Solutions

COMPANY PROFILE 2026

Since 2014



TURNING YOUR IDEAS INTO EXPERIENCES

Crafting Unforgettable Brand Moments that Spark Emotions.

EVENTS · EXHIBITIONS · M.I.C.E. · AD FILMS · CELEBRITY MANAGEMENT

"We operate as a seamless extension of your Marketing & HR departments"

Company Profile

WHO WE ARE

CREATIVE RAYS

We transform brand objectives into ***IMMERSIVE MOMENTS*** that connect people, ***SPARK EMOTIONS***, and deliver ***MEASURABLE IMPACT***.

WE ARE FULL- FLEDGED EVENT MANAGEMENT COMPANY

12+

Years Expertise

Deep industry knowledge since 2014 in creating memorable events.

Global

Pan India Presence

Strong network of trusted vendors and partners across the globe.

360°

One-Stop Solutions

Comprehensive services from concept to execution for all formats.

Team

Full Service

Tailor-made solutions delivered by a dedicated expert team.

We create brand experiences across different event formats with a strong network of vendors and partners.

About Us

OUR STORY & LEADERSHIP

CREATIVE RAYS

Our Journey

Established 2014

Founded in January 2014 by Mr. Kunal V Gorhe, Creative Rays Entertainment Solutions began as a vision to redefine event experiences & engage professionals .

Expert Leadership

With 23+ years of deep industry expertise, our leadership ensures every project is built on established systems and processes for seamless execution.

"We act as a full-fledged event management partner, breaking barriers and going the extra mile to create unparalleled experiences."

Founder's Philosophy

Our Vision

To be recognized globally as the best event management company & innovative marketing solution provider by creating unforgettable & fulfilling client expectations.

Core Values

- Integrity
- Commitment
- Teamwork
- Excellence

Our Objective

To deliver excellent and satisfactory services for the growth of our clients in an innovative way, ensuring every interaction adds value.

Why Choose Us

WHY PARTNER WITH CRES?

CREATIVE RAYS

23+ Years Expertise

Led by industry veterans with deep domain knowledge and 11+ years as a full-service agency delivering excellence.

End-to-End Ownership

Complete accountability from strategy to execution, ensuring a seamless flow of work from beginning to end.

Measurable Impact

We focus on delivering ROI-driven experiences that meet tangible business objectives and client growth goals.

Pan-India Network

Extensive vendor network across India allowing for rapid mobilization and consistent quality execution nationwide.

Creative WOW Factor

We break barriers to add that "extra something" which transforms ordinary events into unforgettable memories.

Seamless Integration

Functioning as an extended arm of your Marketing & HR teams, understanding your quirks and unique requirements.

On-time, on-budget delivery with safety-first compliance

Services Overview

WHAT WE DO

CREATIVE RAYS

Events

Comprehensive event management from conceptualization to execution.

- Corporate events & conferences
- Annual Days & Entertainment
- Product launches
- Fashion shows
- Dealer meets & R&R
- PR Events & Spots Days

Exhibitions

End-to-end exhibition services creating impactful brand presence.

- Individual Stall design & fabrication
- Superstructures & hangars
- Full production execution
- On-ground management

Ad Films

Compelling visual storytelling for brands across multiple platforms.

- TVCs & Commercials
- Social media films
- Campaign content
- Script to screen production

Celebrity Mgt

Connecting brands with the right talent for maximum impact.

- Celebrities & Influencers
- Models & Artists
- Brand endorsements
- Appearances & Performances

M.I.C.E

Meetings, Incentives, Conferences & Exhibitions travel services.

- Meetings & Incentive travel
- Offsite planning & Logistics
- Hotel contracting
- Registration services
- Event gifting & Souvenir

We provide 360-degree services creating brand experiences across all formats

Services

CORPORATE EVENTS

Experience

Creating Immersive Brand Environments

Comprehensive Event Solutions

End-to-end management for all corporate formats

Conferences & Townhalls
Seamless execution for large-scale corporate gatherings.

Annual Days & Sports
Celebratory events and team sports activities.

R&R Programs
Rewards and recognition ceremonies that inspire.

PR Events & Press Meets
Media coordination and press conference setup.

Product Launches
Impactful unveiling events that generate buzz.

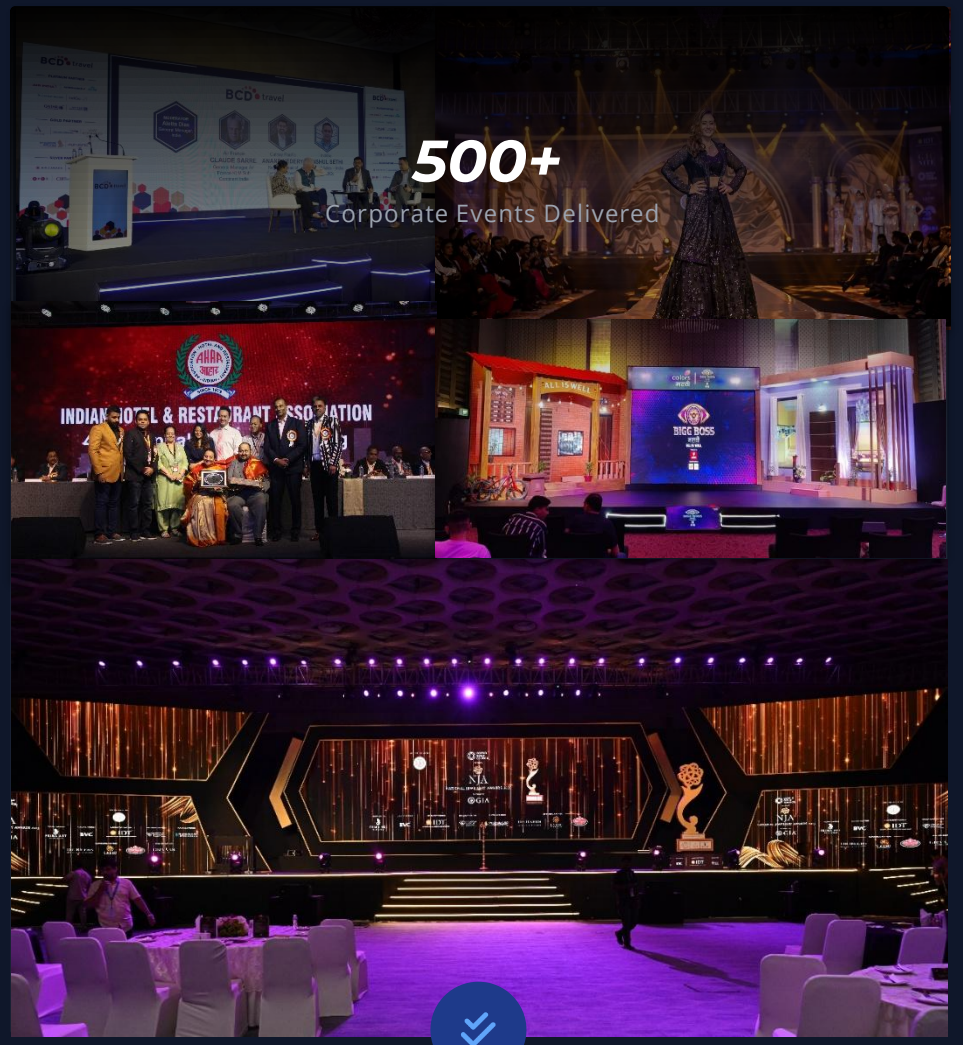
Stage Design & AV
Creative set design, fabrication, and technical production.

Dealer Meets
Engagement events for channel partners and distributors.

Show Flow Management
Backstage coordination and cue management.

Fashion Shows
Runway production, choreography, and management.

Hospitality & Logistics
Guest management, travel, and accommodation.



From intimate gatherings to large-scale productions

Services

M.I.C.E EVENTS

Destination

Executing Seamless Global Experiences

Meetings, Incentives, Conferences & Exhibitions

Comprehensive travel and event solutions for corporate groups

Meetings & Conferences
Strategic planning for professional gatherings.

Logistics & Transfers
Seamless ground transportation and travel management.

Incentive Travel
Memorable group tours and travel experiences.

Registration & RSVP
Efficient attendee management and check-in systems.

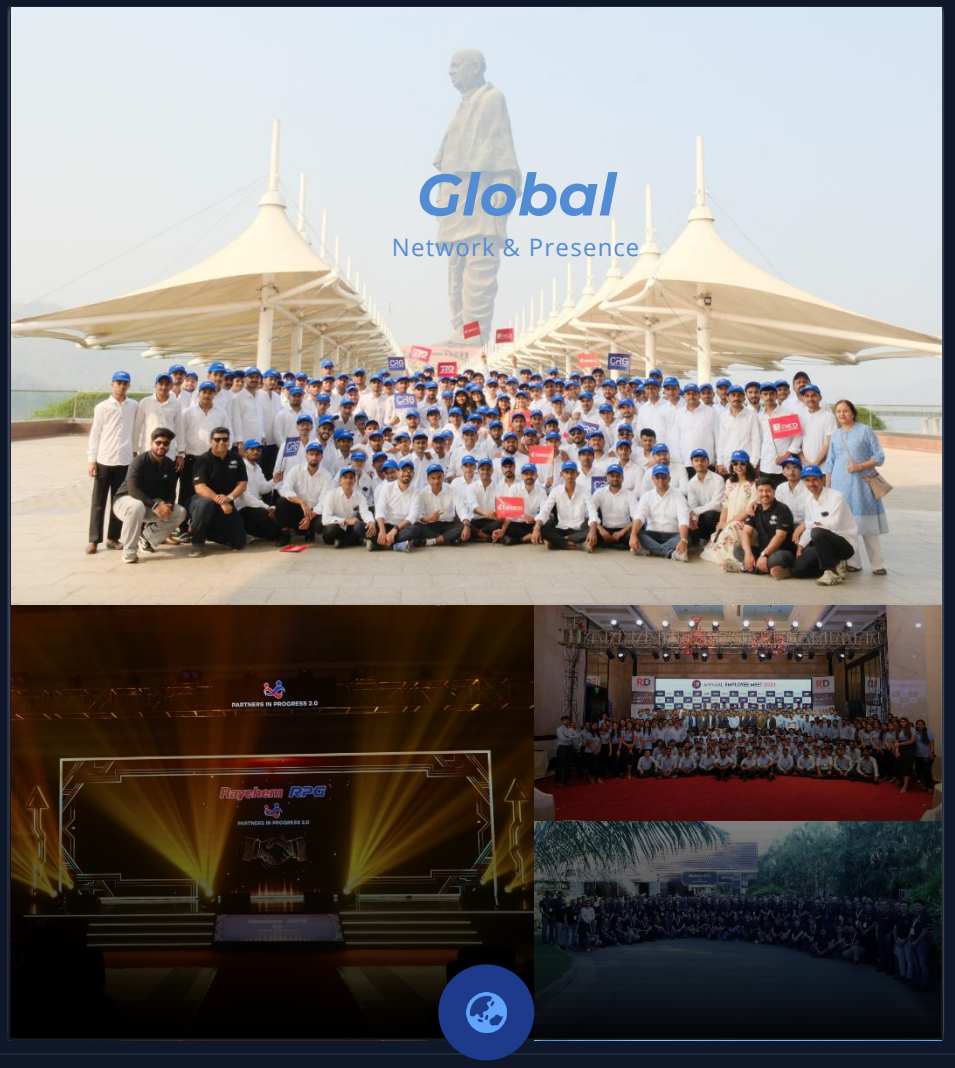
Dealer & Partner Meets
Engaging events to strengthen business relationships.

Entertainment Curation
Customized performances and cultural experiences.

Offsite Planning
Team building retreats and corporate getaways.

R&R Ceremonies
Awards nights to celebrate achievements.

Hotel Contracting
Best rate negotiation and venue selection.



Creating memorable journeys and impactful meetings worldwide

Services

PROMOTIONS & ACTIVATIONS

Impact

Driving Measurable Results

Strategic Brand Engagement

Connecting brands with audiences through immersive experiences

BTL Activations
Targeted below-the-line marketing campaigns.

Digital Marketing
Online campaigns and social media integration.

Mall Promotions
High-visibility retail engagement activities.

In-Film Branding
Strategic product placement in media content.

Outdoor Media
Billboards, hoardings, and transit advertising.

Emcee & Promoters
Professional talent to represent your brand.

Employee Engagement
Internal activities to boost team morale.

Data Capture
Lead generation and post-activity reporting.



Creating buzz and driving consumer action

Services

EXHIBITIONS END-TO-END

Infrastructure

World-Class Expo Infrastructure

Full-Service Exhibition Management

From initial concept and design to final on-ground execution

Concept & 3D Design
Innovative stall layouts and immersive 3D walkthroughs.

Electricals & Safety
Full compliance with electrical and safety standards.

Octanorm & Custom Stalls
Modular solutions and bespoke stall fabrication.

Production & Execution
Seamless on-ground management and supervision.

Fabrication & Branding
High-quality construction and visual branding elements.

Registration Counters
Efficient visitor management and badging systems.

AC Hangars & Superstructures
Large-scale temporary structures for major expos.

RSVP & Calling Services
Attendee confirmation and communication support.

Art Installations
Creative installations to enhance visitor engagement.

Logistics & Materials
Transport, handling, and material management.



Delivering excellence in stall design and large-scale structures

Services

AD FILMS & PRODUCTION

Production

Visual Storytelling That Connects

Comprehensive Video Production

End-to-end filming solutions from concept to screen

TV Commercials (TVC)
High-quality broadcast commercials for television.

Direction & Filming
Professional direction and cinematography on set.

Social Media Films
Engaging short-form content for digital platforms.

Editing & VFX
Post-production, visual effects, and color grading.

Campaign Content
Integrated video series for marketing campaigns.

Location & Set
Location scouting and custom set design.

Script & Storyboard
Creative conceptualization and visual planning.

Platform Deliverables
Format optimization for TV, web, and mobile.

Casting & Talent
Actor selection and celebrity integration.

Brand Integration
Seamless product placement and branding.



Trusted By Leading Brands

Whill | EbikeGo | Daewoo | Viacom18

Full Production House

Creating compelling visual narratives for brands

Services

CELEBRITY MANAGEMENT

Talent

Star Power that Elevates Brands

Connecting Brands with Stars

End-to-end talent management for impactful engagements

Film & TV Celebrities
Access to top-tier talent for events and campaigns.

Brand Endorsements
Strategic partnerships between brands and icons.

Singers & Live Bands
Musical acts for concerts, weddings, and galas.

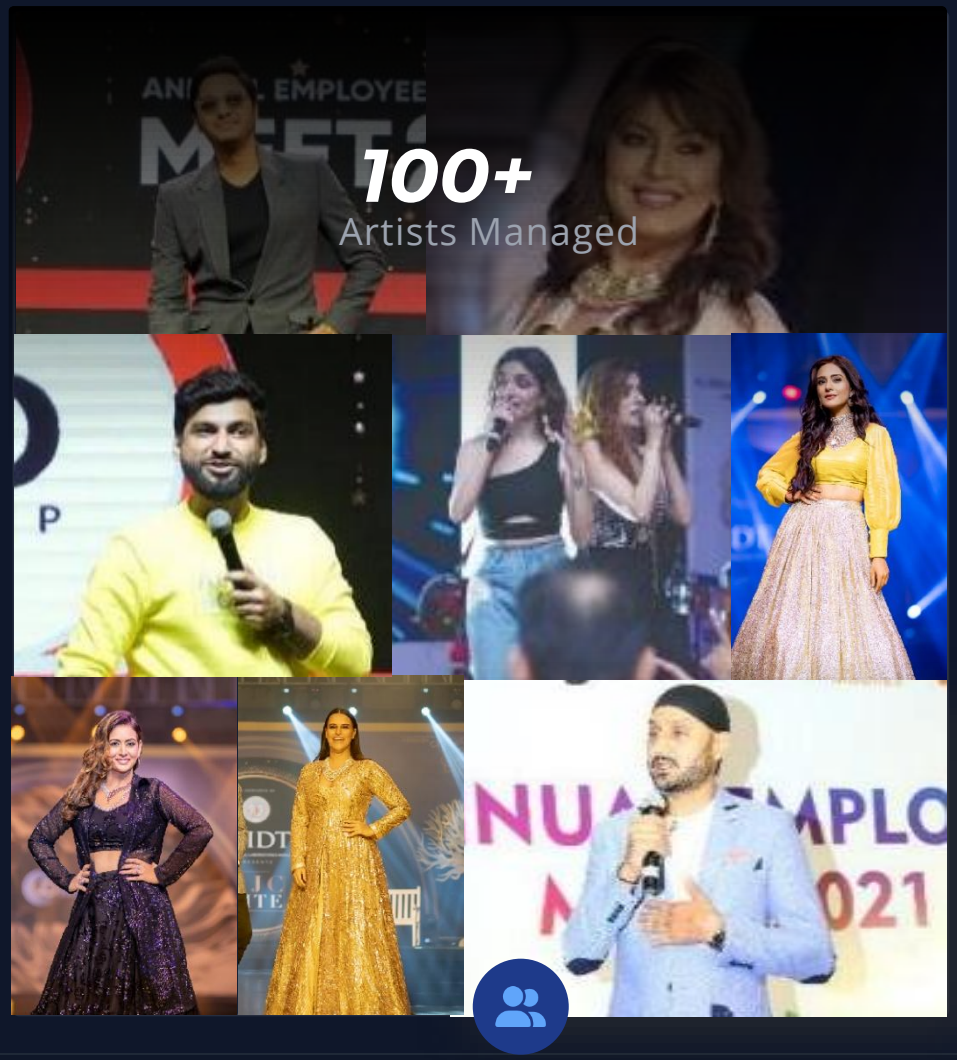
Performances & Appearances
Live performances and guest appearances.

Stand-up Comedians
Engaging humor for corporate shows and events.

Store Openings
Celebrity ribbon-cutting for retail launches.

Influencers & Models
Social media stars and fashion models for promotions.

Contract & Logistics
Full legal, travel, and security management.



Creating compelling visual narratives for brands

Recognition

ACHIEVEMENTS & AWARDS

CREATIVE RAYS



Winner 2021

Event Excellence Awards

Outstanding Performance in

Celebrity Events in Maharashtra

Presented By **Lokmat.com**

Setting Industry Benchmarks

Our commitment to excellence has been recognized by Maharashtra's leading media houses. We strive to create unparalleled experiences that not only meet client objectives but also set new standards in the event management industry.

Creative Excellence
Recognized for innovative concepts and unique execution styles.

Flawless Execution
Awarded for precision planning and seamless on-ground management.

Impact at Scale
Delivering consistent quality across large-scale celebrity events.

Recognized for excellence in the event industry

Testimonials

WHAT OUR CLIENTS SAY

CREATIVE RAYS

★★★★★

"Exceptionally well executed Supplier Meet at Mahabalipuram—impeccable setup, on-time delivery, value-added hotel negotiation and culturally resonant props. Your team's dedication and efficiency were clearly visible. A very special thanks to the heroes behind the scenes."

AS — ***Akshay Singh*** — Raychem – RPG

★★★★★

"Creative Rays are indeed creative and extremely efficient. They delivered a sales lounge of approx. 5000 sq. ft. in literally 3 days without compromising on cost, quality, and aesthetics. Outstanding time management by a great team led by efficient professionals."

NM — ***Nitin Mahatre*** — West Pioneer Properties

★★★★★

"Appreciate the efforts for 'The Big Switch' celebrating the Jio Cinema acquisition. Your team showed commendable effort in arranging deliverables despite last-minute changes. Thanks to your relentless effort the event was smooth. Big ups for the future!"

RC — ***Reuben Canday*** — Viacom 18

★★★★★

We Chose Creative Rays Entertainment Solutions to execute our first Annual Employee Meet show for 2019. Their creative flair and professional attitude made them and absolute pleasure to work with . I would have no hesitation in recommending creative rays entertainment solutions to Plan you next event

CR — ***Chetan Rathod*** — RD. Telinet Pvt.Ltd

★★★★★

My experience has been nothing but outstanding. Creative Rays Entertainment is always eager to help me with whatever request I need. Creative Rays Entertainment offers solutions to help me make better decisions as I manage Reliance Retail Mall Division.

NM — ***Mahesh Khiraiva*** — Reliance Retail

★★★★★

We are newly associated with Creative Rays Entertainment Solutions" is the young, very enthusiastic & wonderful kind of people.. The team coordination is fantastic and hence the events conducted by them are flawless..

RC — ***Beena Nayaken*** — Orchid The International School

Building long-term partnerships through trust and delivery

Portfolio

OUR ESTEEMED CLIENTS

CREATIVE RAYS

Trusted by industry leaders across sectors to deliver exceptional event experiences and brand activations.



100+ Active Clients

1000+ Events Delivered

Pan India Network Reach

Case Studies

CORPORATE EVENTS

CREATIVE RAYS



Click for Video

IPO Celebration

Shringar Mangalsutra IPO

Sahara Star, Mumbai

A grand celebration marking the IPO launch and legacy book release. The event featured end-to-end production management and entertainment by a celebrity singer.

350+ Guests | Live Celebrity Act | Book Launch



Click for Video

Gala Awards

National Jewellery Awards

Jio Convention Center, Mumbai

A prestigious industry night celebrating 50+ jewellers. Managed complete stage design, production, show flow, backstage operations, and nomination AVs.

700+ Attendees | Hosted by Mrunal Thakur | 50+ Awards

Delivering seamless execution for high-stakes corporate milestones

Event Spotlight

Taj Santacruz & Aurika (Mumbai)

BCD TRAVELS

> A seamless blend of business conference, reward recognition, and gala celebration for key stakeholders , Clients & Employees.

We managed the end-to-end execution of BCD travels 25th celebrations event and they even had 10 + Sponsors stalls and gala night all the concept and execution of event was done by creative rays .

150 / 130 / 400
Partners / clients / Employees

25+
Awards Distributed

Stall
Sponsor Booth & Partners stalls

100%
Logistics Managed

- ✓ Event Concept
- ✓ Event Production
- ✓ Entertainment & employee engagement







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Delivering excellence in destination management and corporate offsites

Case Studies

GAIL FOUNDATION



Family Day

41’st Foundation Day Celebration

Vijaypur, Bhopal

A grand celebration marking the 41st foundation day of Gail India . The event featured end-to-end production management and entertainment by a celebrity singer.

750+ Guests Live Celebrity Act

SCGT UDYOGBODH



Conference

Udoygbhodh 2026

The Lalit , Mumbai

This is a Saturday club global trust event organized by western region . It is conference for all msme entrepreneurs, 4 + panel discussions , 5 key note speakers + 2 rounds of mixer networking etc. show flow and all production was done by us

650+ Attendees Saturday club global trust is organizer 4 panel discussion

Delivering seamless execution for high-stakes corporate milestones

M.I.C.E Spotlight

Radisson Blu Temple Bay, Mahabalipuram (Chennai)

M.I.C.E.

RAYCHEM RPG

> A seamless blend of business conference, reward recognition, and gala celebration for key stakeholders.

We managed the end-to-end execution of Raychem RPG's Dealer Meet and 2nd Edition Gala Dinner. From complex logistics and hotel management to curating high-energy entertainment, our team ensured a flawless experience that reinforced brand loyalty and celebrated success.

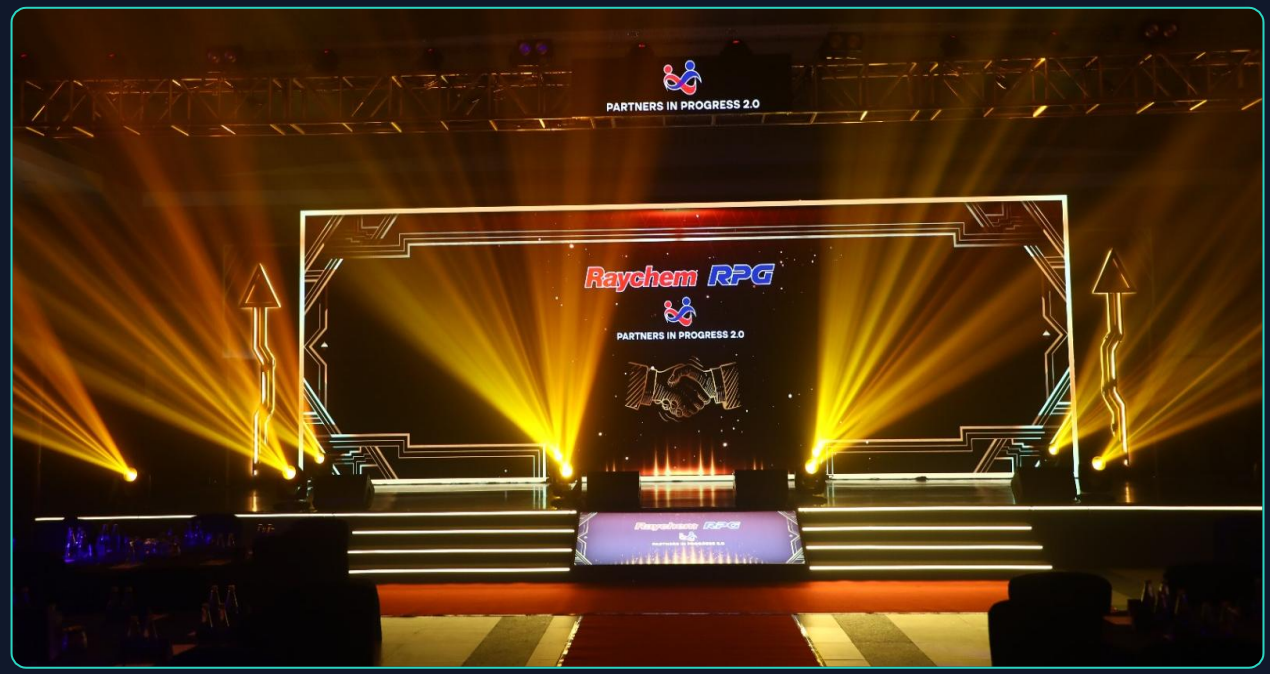
130
Attendees

30+
Awards Distributed

Live
Band & Dance Acts

100%
Logistics Managed

- ✓ Hotel Management
- ✓ Event Production
- ✓ Artist Management
- ✓ R&R Program





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Delivering excellence in destination management and corporate offsites

Case Studies

FESTIVALS & LARGE EVENTS

CREATIVE RAYS









Festoberry 2024

Seawoods, Navi Mumbai

A vibrant 2-day strawberry-themed festival executed for Things2Do & JP Infra. Managed end-to-end design, permissions, stall fabrication, and production over a month-long planning phase.

4,000+ Attendees | 2 Days Duration | Themed Décor



Road Block Event | JP Infra Promotion



Mira Bhayander Food Fest

JP Infra Back Road, Mumbai

A massive paid-entry food festival requiring a complete road block. Executed complex permissions, high-priority security, traffic management, and production for 14,000+ guests.

14,000+ Attendees | Paid Entry | Traffic & Security

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Creating immersive public experiences with flawless logistical execution

Fashion Show Spotlight

Jio World Convention Centre, Mumbai

CREATIVE RAYS

FASHION SHOW
GJC NIGHT

> A glamorous networking night & runway extravaganza featuring industry icons.

We executed a high-voltage fashion night attended by over 800 guests. From designing a bespoke stage to managing the entire show flow under Shakir Shaikh's direction, we created an unforgettable experience graced by celebrities Mugdha Godse and Ameesha Patel.



800+
Attendees

2
Top Celeb Guests

360°
Stage & Production

100%
Show Execution

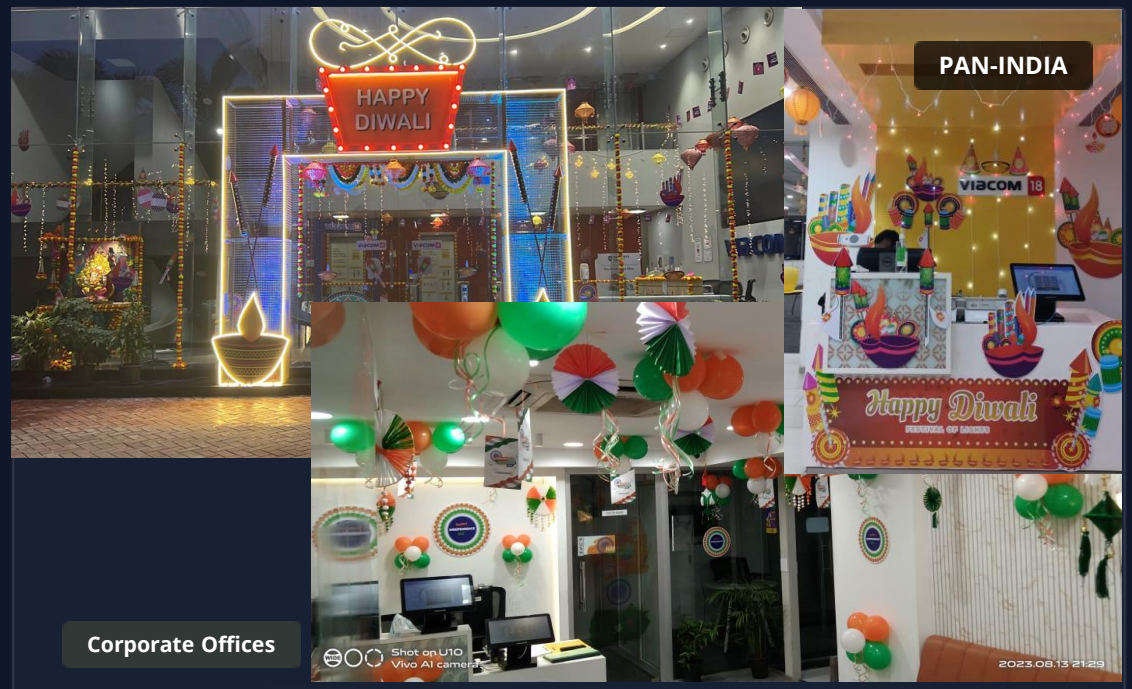
- ✓ Stage Design
- ✓ Show Direction
- ✓ Celebrity Mgt
- ✓ Networking

Defining style through immersive fashion experiences

Décor & Activations

SEASONAL DÉCOR

CREATIVE RAYS



Viacom18 Seasonal Décor

10+ Locations (Mumbai, Delhi, etc.)

Executed seamless seasonal décor for Diwali and Christmas across 10+ offices nationwide. The brief focused on creating warm, Instagram-friendly designs that boost employee engagement and maintain visual symmetry across all locations.

10+ Cities | Insta-Friendly | Employee Engagement



Raheja District & Metro Junction Malls

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Navi Mumbai & Kalyan

Designed and fabricated a spectacular 50ft Christmas tree for Raheja Christmas Carnival, driving high visitor engagement. Also managed full concept-to-execution for Diwali 2025 celebrations at Kalyan Metro Junction Mall.

50ft Tree | High Engagement | End-to-End

Transforming commercial spaces into immersive festive experiences

Case Studies

EXHIBITIONS & EXPOS

CREATIVE RAYS



Click for Video

BTRA Textile Expo

@ BTRA Campus, Ghatkopar

Annual technology research conference. Executed full production including 2 conference stages, AC hangars, and gala night F&B for 400+ guests.





1,000+ Pax

AC Hangar



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IDCS Design Expo

@ Highland Grounds, Thane

IIID Interior Design Expo featuring VIPs like Hafeez Contractor. Delivered superstructure, ground levelling, and layout in a record 5-day setup time.





5,000+ Visitors

5 Day Setup



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Bharat Diamond Week

@ BDB, BKC Mumbai

Premier B2B Diamond Expo. Managed 70+ octa norm stalls, AC hangars, and over 7,000 sq.ft. of branding across the vicinity.





70+ Stalls

7k+ Sq.ft Branding

Delivering large-scale infrastructure and seamless expo management

Case Studies

SALES LOUNGES

CREATIVE RAYS



Sales Lounge

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Metro Grande Sales Lounge

Kalyan, Mumbai

A massive 6,000 sq ft sales lounge designed and fully operational in record time. We delivered complete furniture setup and creative execution without compromising aesthetics.

6,000 Sq Ft | 4 Days Setup | Furniture & Creatives



Concept to Execution

Aadya Corp Sales Lounge

Taloja, Navi Mumbai

Comprehensive project management from initial concept to final execution. Featured strategic sales journey mapping and implementation of a complete branding system.

Full Concept | Journey Mapping | Branding System

Creating immersive spaces that convert visitors into customers

Talent Management

CELEBRITY PORTFOLIO

CREATIVE RAYS

We manage **100+ artists** across various genres for brand endorsements, live performances, and exclusive appearances. Connecting brands with the right stars to create impactful narratives.



John Abraham

Brand Endorsements & Appearances



Harbhajan Singh

Events & Inaugurations



Shreyas Talpade

Hosting & Performances



Sukirti & Prakriti Kakar

Singer & performer

Our Expertise: Brand Endorsements | Live Performances | Store Openings | Special Appearances | Influencer Marketing

100+

Artists Managed

From Musicians to Motivators

Adding star power to your brand narrative

Production Showcase

AD FILMS & CAMPAIGNS – Few for reference

CREATIVE RAYS



EbikeGo

Click for Video

Tilak Varma Campaign

Produced a series of high-energy films featuring cricketer Tilak Varma. Showcased the complete range of 2-wheelers with dynamic shots and fast-paced editing.

TVC | Celebrity



WHILL Electric Wheelchair

Click for Video

Freedom to Move

A touching narrative film starring veteran actor Ashish Vidyarthi. Focused on emotional storytelling to highlight the independence provided by smart mobility solutions.

Brand Film | Storytelling



Daewoo Home Appliances

Click for Video

Smart Living Series

Engaging social media films featuring Ashish Vidyarthi. Designed for high retention on digital platforms, demonstrating product utility with humor and relatability.

Social Media | Digital

Production Scope:

Scripting Creative Concept › **Casting** Talent & Celebs › **Production** Direction & Shoot › **Post-Prod** Edit & VFX › **Delivery** Multi-Platform

CREATIVE RAYS
Entertainment Solutions

Start Your Journey

Let's craft your next unforgettable brand experience.

From concept to execution, we are ready to bring your vision to life. Reach out to us today for a consultation.

Get in Touch

Visit Us
A 505, Key Tech Park, S. V .Road,
Mahatma Jyotiba Mahatma Phule Nagar ,
Sadhana compound , Oshiwara,
Jogeshwari west ,Mumbai – 400102.

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