



M I T É R A

**CREATE.
IMAGINE.
CELEBRATE.**



Who We Are

MITÉRA was born from a simple belief — that meaningful experiences leave a lasting impact.

After over 16 years of leading projects across telecom, government and multinational sectors, we identified a creative gap in how brands connect with their audiences — especially through events and on-ground storytelling.

What began as a project-driven experiment evolved into a multidisciplinary experience agency built on one core value: **intentional execution.**

Whether it's a brand activation in a retail space, a large-scale public festival or a precision-led corporate engagement — our approach remains constant:

Strategy first. Detail second. Magic third.

We don't believe in creating noise. We believe in creating resonance — the kind that moves people, shapes perception and earns attention without asking for it.

We are MITÉRA.

And we're here to help you tell your story better.

What We Do



We are a multi-disciplinary experience agency with 360° capabilities across events, content, media, gifting and talent.

Our services are not isolated departments - they are interconnected pillars that enable cohesive, end-to-end brand solutions.

Whether you're launching a product, curating an awards night, building an exhibition presence or creating a viral moment with a celebrity - we align everything to your brand's larger story.

Experiential Marketing & Brand Activations

- Retail and mall activations for footfall and brand presence
- Pop-up brand experiences and themed installations
- Sampling, trial and live demo booths
- Gamified experiences using AR/VR/AI
- Product launches with influencer and celebrity amplification
- Interactive roadshows & mobile engagement units
- Immersive storytelling zones at events or expos



Exhibitions & Trade Shows

- Custom stall design and fabrication
- Bespoke modular booths for portability and reusability
- Double-decker pavilions and brand domes
- Live demo stations and VR walkthroughs
- Interactive kiosks, touchscreen panels & lead capture tech
- Print, digital and large format graphics
- Coordination with trade show organizers and logistics





Corporate & Public Events

- Annual General Meetings, Townhalls & Leadership Summits
- Multi-city launches & press briefings
- Cultural festivals, melas and brand-led public shows
- Influencer events and on-ground meetups
- Employee rewards, milestone celebrations & team offsites
- Gala evenings, award nights & fundraising events

Event Production & Tech

- Bespoke stage design, set fabrication & branding installations
- Lighting design, rigging & sound architecture
- Multi-camera production setups for live and recorded events
- Venue assessment, permissions & backstage coordination
- Projection mapping, LED video walls & immersive visual elements
- Safety protocols, crew management & real-time troubleshooting





AV Content & Media Buying

- Concept films, show openers & stage screen AVs
- Teasers, walkthroughs & animated explainers
- After-movies, reels & highlight packages
- Scriptwriting, voiceovers & multilingual edits
- Campaign rollout support across OOH, print & digital media
- Influencer amplification & content repurposing



Star Studded Experiences

- Celebrity sourcing and end-to-end talent management
- Live performances — music, dance, comedy & theatre
- Red carpet appearances, photo ops & brand shout-outs
- Celebrity hosting for galas, launches & award nights
- Influencer-led meetups, reels and audience engagements
- Coordination of travel, security, green rooms & riders
- Customized appearances — from ribbon-cutting to panel talks





Curated Gifts & Event Collaterals

- Branded welcome kits & new joiner packs
- Festive hampers for Diwali, Holi, Christmas, Eid & more
- Merchandise: mugs, stationery, tech & apparel
- Event day swag: giveaways, on-ground stores & tote bags
- Recognition boxes for speakers, employees & partners
- Eco-friendly gifting & sustainable product sourcing
- Localized gifts & cultural/destination-themed mementos

We don't just create
events or products.

We craft experiences
that represent your brand.

At MITÉRA, we specialize in delivering premium corporate events, branding activations and bespoke gifting solutions that elevate your brand and leave a lasting impression.





Fabrication Services



- Custom wooden fabrication for stalls, stages and branded environments
- Premium flex and print integration with seamless finishing
- Structure build with high-quality materials and detailing
- Integrated lighting, electricals and AV during execution
- On-site installation, alignment and real-time troubleshooting





EXECUTION STRENGTH

Powered In-House.
Delivered *On Ground*

At MITÉRA, execution is not outsourced - it is controlled.

Our backend capabilities ensure every project is delivered with consistency, speed and precision.

From pre-production to on-ground execution, every element is managed seamlessly .

AUDIO SOLUTIONS



CLEAR AND POWERFUL SOUND

Delivering professional-grade sound for conferences, seminars and corporate gatherings with top-tier speakers, microphones and mixers.

LIGHTING SOLUTIONS



SETTING THE RIGHT MOOD

Creating the perfect atmosphere with advanced stage lighting, moving heads and tailored lighting designs for corporate events.

VIDEO SOLUTIONS



HIGH-DEFINITION VISUALS

High-quality LED screens, projectors and media servers for seamless presentations, live streaming and stunning projection mapping.

RIGGING SOLUTIONS



STRONG RELIABLE STRUCTURES

Providing secure rigging setups for corporate events with high-quality trusses, motors and rigging equipment. Our solutions ensure stability and flexibility for lighting, audio and video installations, delivering seamless event execution.

Printed In-House. Delivered with Precision

EXECUTION
STRENGTH



Our execution capabilities are further strengthened by robust in-house print production support, ensuring complete control over quality, timelines and delivery.



From large-format branding to detailed collaterals and corporate merchandise, every element is produced with precision and consistency.

- Large-format printing for backdrops, stage branding and event environments
- High-quality production of collaterals, signage and display systems
- End-to-end fabrication support for booths, installations and structures
- Rapid turnaround capabilities for time-sensitive event requirements
- Consistent brand output across print, merchandise and on-ground assets

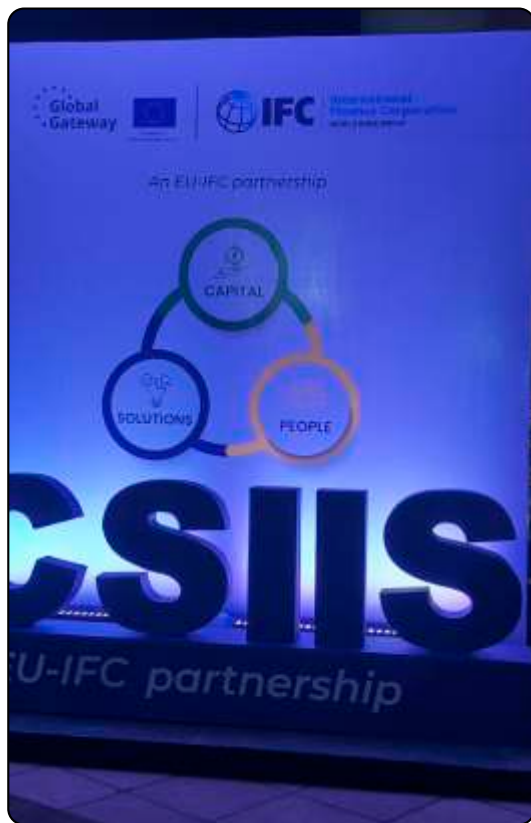




Our Recent Work













Founder-Led Excellence

Backed by 16+ years of experience across government, telecom and multinational ecosystems.

End-to-End Capabilities

From concept to clean-up - one team, complete ownership.

Creative Meets Compliance

Innovative, yet practical. Bold, yet executable.

Integrated Thinking

All verticals collaborate to deliver cohesive outcomes.

Detail-Obsessed Delivery

Clarity, responsiveness and precision at every stage.

The MITÉRA Edge

What sets us apart isn't just what we do-it's how we do it.

We operate at the intersection of creativity, precision and purpose. Every project reflects our commitment to excellence, ownership and craft.



We believe every touch point is an opportunity to tell a story - and every execution should reflect clarity, intent and emotional depth.

From intimate gatherings to large-scale productions, our goal is to help brands create not just moments, but lasting impressions.

**This is the MITÉRA way.
This is our edge.**



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