



India's First Creative–Brand Confluence.



16th October 2025 | 9 AM – 2 PM



Mumbai

Presented by



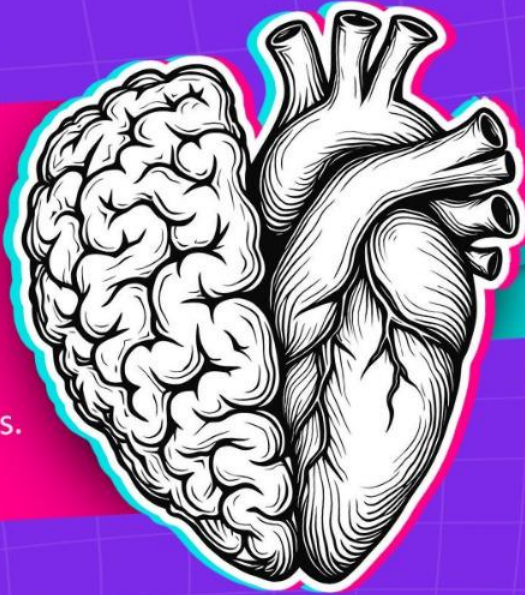
A Curated Creative Collective



Not a Conference. Not a Seminar. A Cultural Confluence.

**BETWEEN THE LINES is Where
the Real Conversations Happen:**

- The Invisible Tensions.
- The Unspoken Expectations.
- The Unexplored Opportunities.



It's Not About Conflict, it's About Clarity.

Not About Contracts, But About Collaboration.

**Here, DIL VS DIMAG is
Not a Fight, But a Dialogue.**

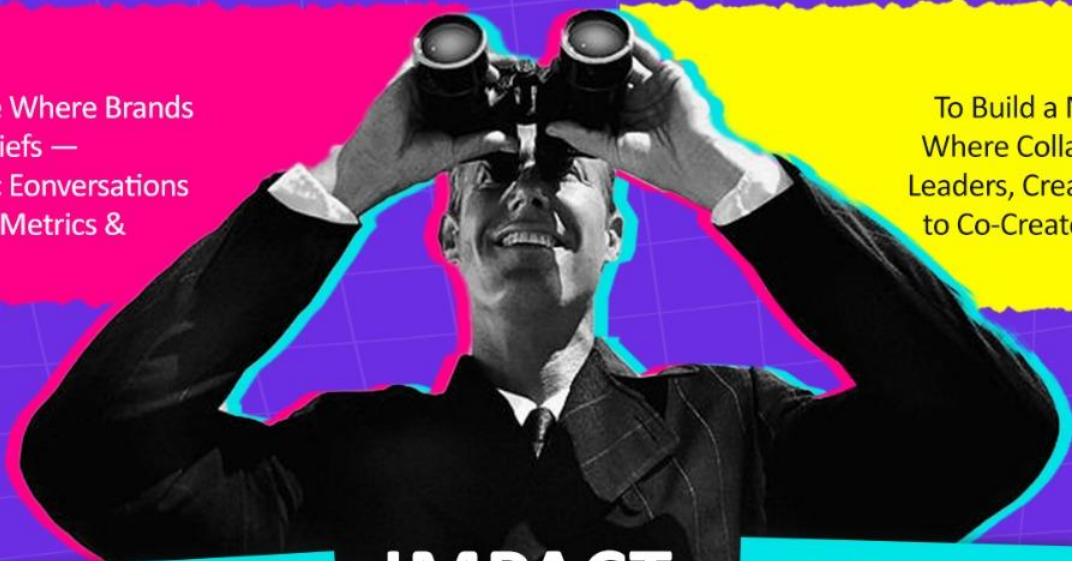


MISSION:

To Create a Safe, Equal Space Where Brands & Creatives Move Beyond Briefs —
Sparking Honest, Empathetic Conversations
That Shape a Culture Where Metrics & Imagination Co-Exist.

VISION:

To Build a Movement, Not a Meet-Up —
Where Collaboration Replaces Conflict, &
Leaders, Creators, & Students Sit as equals
to Co-Create The Future of Storytelling & Creativity.



IMPACT:

Honest dialogue > glossy presentations

Collaboration > competition

Emotional intelligence > ego

THE VISUAL BOARD

Visual Identity:

Punchy, vibrant, unapologetic. Think pop-art meets festival energy.



Design Mood:

Street poster x digital culture x theatre stage.



STRASUA

Heading
 A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O P P Q Q R R S S T T U U
 V V W W X X Y Y Z Z | 1234567890

OUTFIT

Subheading
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CALIBRI

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ALINE. RAW. UNFILTERED.

Purple
 7C2AE8

Yellow
 FFFC00

Pink
 FF0088

Blue
 00FFFF

Black
 1E1E1E

THEMATIC LENS: TENSIONS WE EXPLORE



Vision ↔ Delivery



Values ↔ Deadlines



Energy ↔ Exhaustion

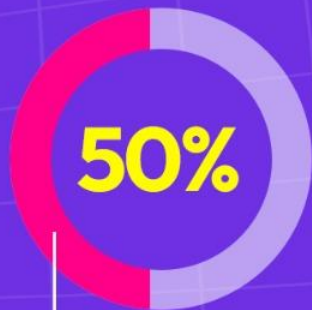


Commerce ↔ Creativity



Dil ↔ Dimag

WHO'S IN THE ROOM?



BRAND LEADERS

(CMOs, Strategy Heads, Founders)



CREATORS & VENDORS

(Directors, Editors, VFX, Crew)



STUDENTS

(Top Creative Schools)



TWITCHY TRIBE

(Collaborators, Community)

PLUS: INFLUENCERS, ENTREPRENEURS, CRITICS, AND CULTURAL VOICES

GUEST MIX



Film Fraternity &
Industry Celebrities



Fortune 500
Brand Heads



Creative Leaders
(Ogilvy, D2C Pioneers, Design Thinkers)



Vendors, Crew,
Technicians — The
Voices We Usually Forget



Influencers &
Independent Artists



AI Innovators &
Digital Disruptors

THE DAY IN A SNAPSHOT



PROGRAM EXPERIENCE

THEATRICAL PERFORMANCE: WAKING UP THE ARTIST WITHIN

**Every Creative Choice Is A Tug-Of-War
Between Dil & Dimaag.**

Why: Because We All Carry An Inner Artist —
Sometimes Buried Under Strategy & Deadlines.
This Act Jolts It Awake.

CREATIVE TELEPATHY: CAN BRANDS & ARTISTS EVER BE ON THE SAME PAGE?

**70% Of Creatives Say Briefs Are Unclear.
80% Of Marketers Say Creatives Don't
Get It. Both Can't Be Wrong.**

Why: Because Miscommunication Is The Most
Expensive Mistake In Our Industry. It's Time To
Decode It Together.

PERSONAL ENERGY: THE KEY TO UNLOCKING CREATIVITY

**Burnout Is The No. 1 Killer Of Ideas —
& It's Hitting Us Younger Than Ever.**

Why: Because The Industry Can't Demand
Extraordinary Work From Exhausted Minds.
This Session Is A Reset Button.

CAN VALUES COEXIST?

**Gen Z Is 3x More Likely To Boycott A
Brand That Doesn't Stand For
Something Real.**

Why: Because Commerce Without Integrity Is
Noise. Integrity Without Commerce Is Silence.
The Balance Is The Only Way Forward.

THE FILM FRATERNITY ROUNDTABLE

**Behind-The-Scenes Voices Build The
Industry, Yet Rarely Get A Seat At The
Table.**

Why: Because Storytelling Isn't Just Directors
And Actors — It's An Ecosystem. This Dialogue
Puts Everyone In The Frame.

SHORT FILM SCREENINGS

**Stories Shift Culture Faster Than
Strategy Decks Ever Could.**

Why: Because A 10-Minute Film Can Leave
You With Questions That Last Years.

"NOT SPONSORS. CULTURE PARTNERS."

Because No One Remembers a Logo Dump. But Everyone Remembers Who Stood With Culture When It Mattered.

- ▶ **BETWEEN THE LINES** Isn't A Logo Wall. It's A Living Conversation.
- ▶ We Don't Ask For Money To Paste Your Name. We Invite You To Stand With Culture When It Matters.
- ▶ Your Brand Doesn't Just Appear — It Participates, Speaks, Listens, & Builds.
- ▶ We Call It Partnership Because You're Not Outside The Story, You're Inside It.

Why Partner?

- Thought-Leadership On Stage.
- Spotlight On The Next Generation Of Creatives.
- Long-Tail Impact Through Films, Reels, & Cultural Content.

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Want In?

Seats are Limited.
Voices are Not.

- This isn't Mass Entry. It's a Curated Table Where Brands, Artists, & Students Sit As Equals.
- If You're Here, It's Because You Care About More Than "Business As Usual."
- We Keep It Small On Purpose: Fewer People, Bigger Conversations.



HOW TO JOIN:

- Register To Be Part of The Gathering.
- If You Resonate, Show Up Not s a Title, But as a Person Ready to Listen, Share, & Shape.



**Come, sit
Between the Lines.
It's where the
next chapter begins.**

SEE YOU BETWEEN THE LINES

Not Goodbye. Just the Start of a Different Conversation.



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Mumbai

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A Curated Creative Collective

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**COME, WE'LL SEE YOU THERE.
NOT IN THE CROWD. AT THE TABLE.**



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