Branding a pocket hospital

The name aaroghya resonated health in all regional language across India.

But what if it is a question?
The most asked question to a human being, “how are you?”
“kya tum theek ho”

aarokya

Fusing a question with health

Making brand

arokya

arokya

आरोक्या

kya tum
theek ho
arō
kya

aarokya

kya tum
theek ho
aarokya

Some concept
explorations before the
close ones

aarokya

aarokya

aarokya

Aarokya

aarokya

aarokya

A Gentle Smile to Communicate Trust,
Reassurance & Action

aarokya

Focusing the smile on the question

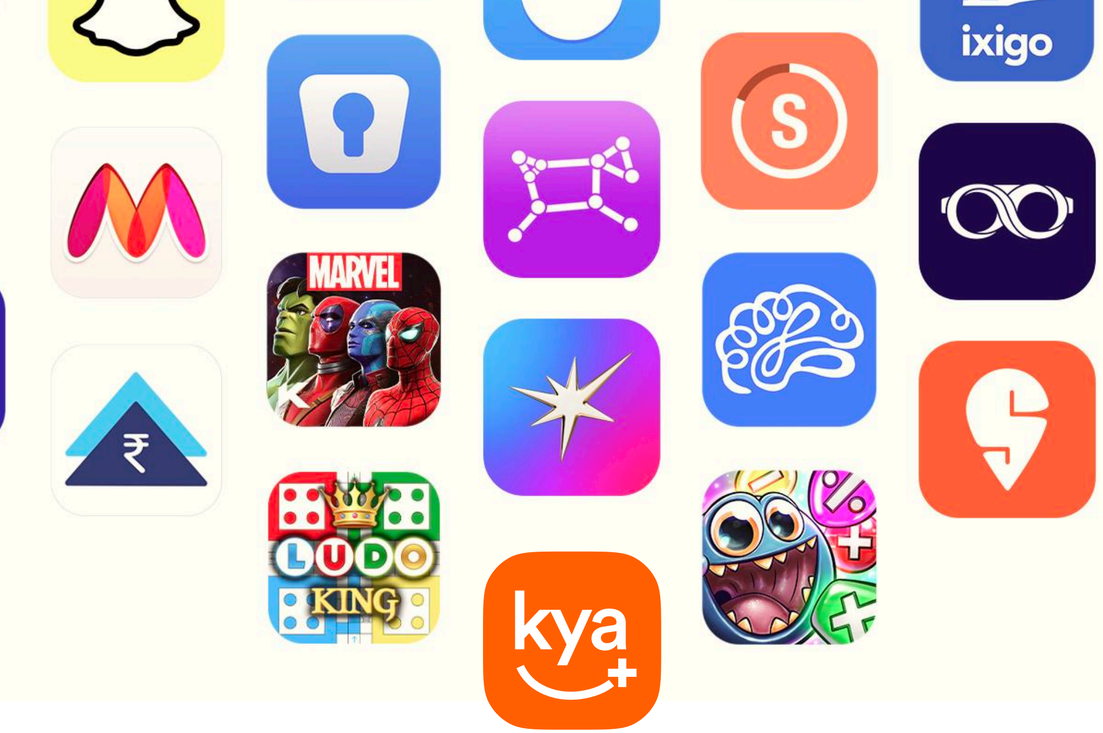
aarokya call

An extendable branding

aarokya card

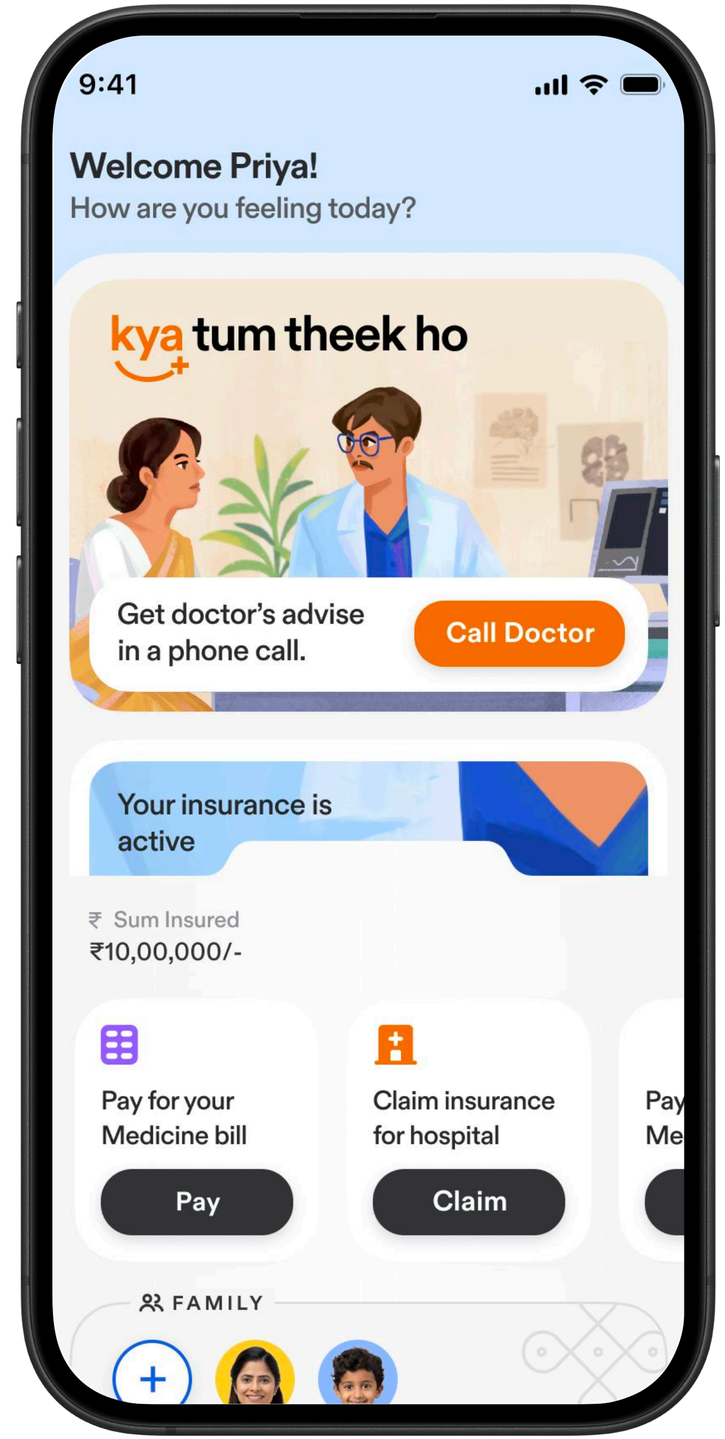
An extendable branding

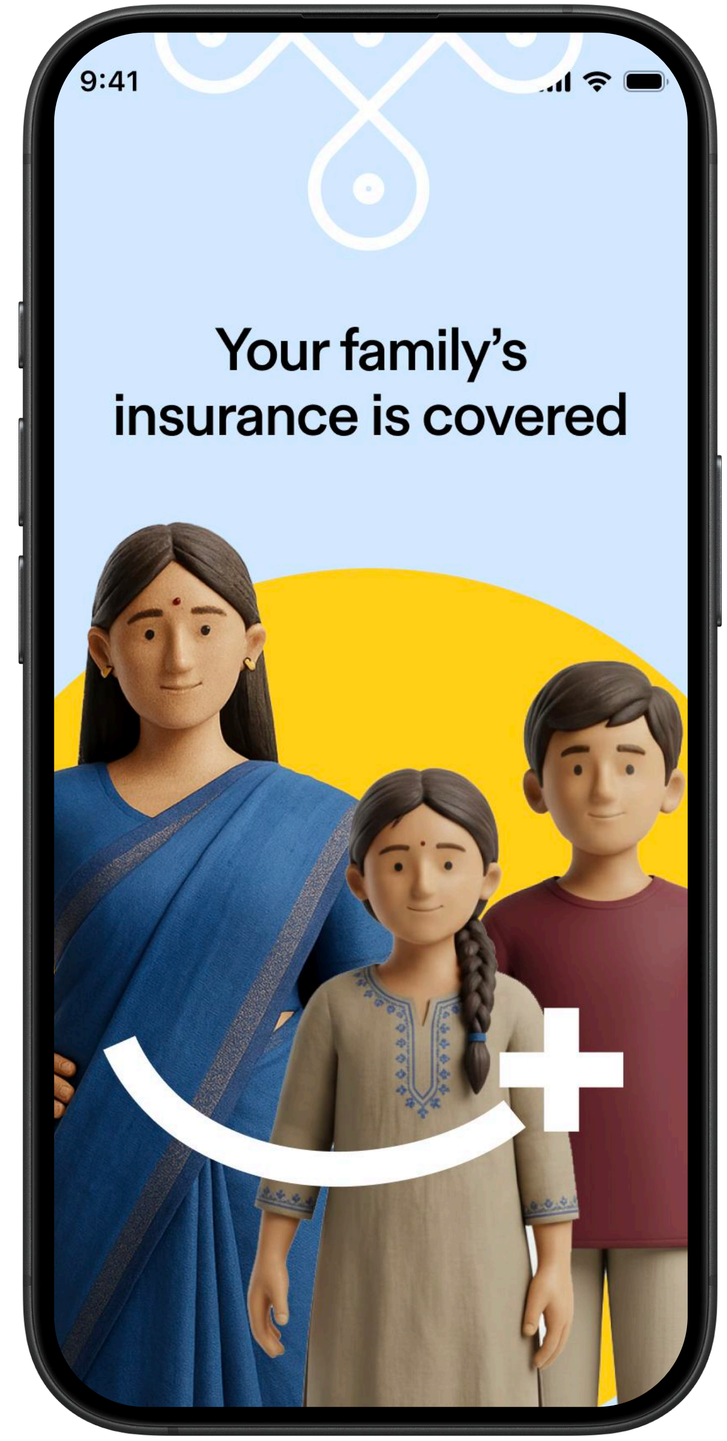
kya tum theek ho
aarokya+



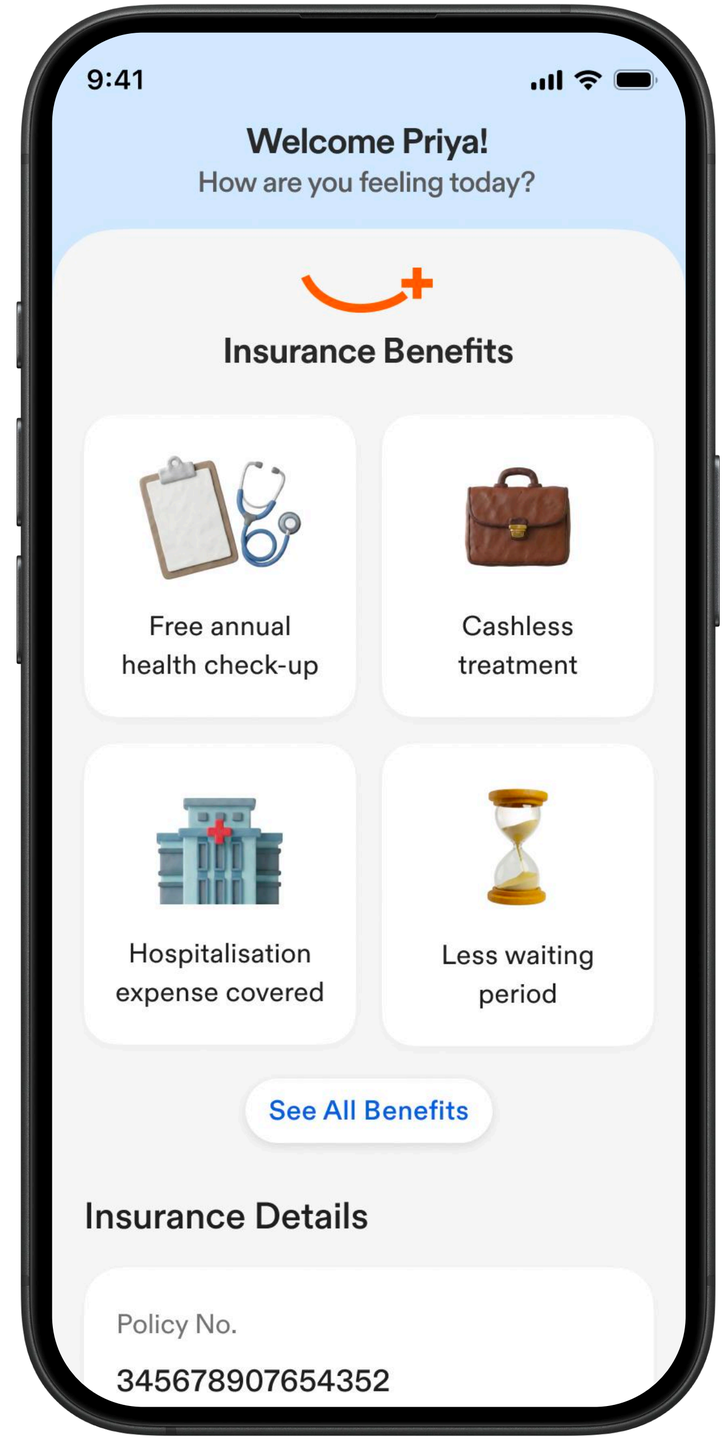
aarokya

Starting with kya tum theek ho extends the purpose of the brand



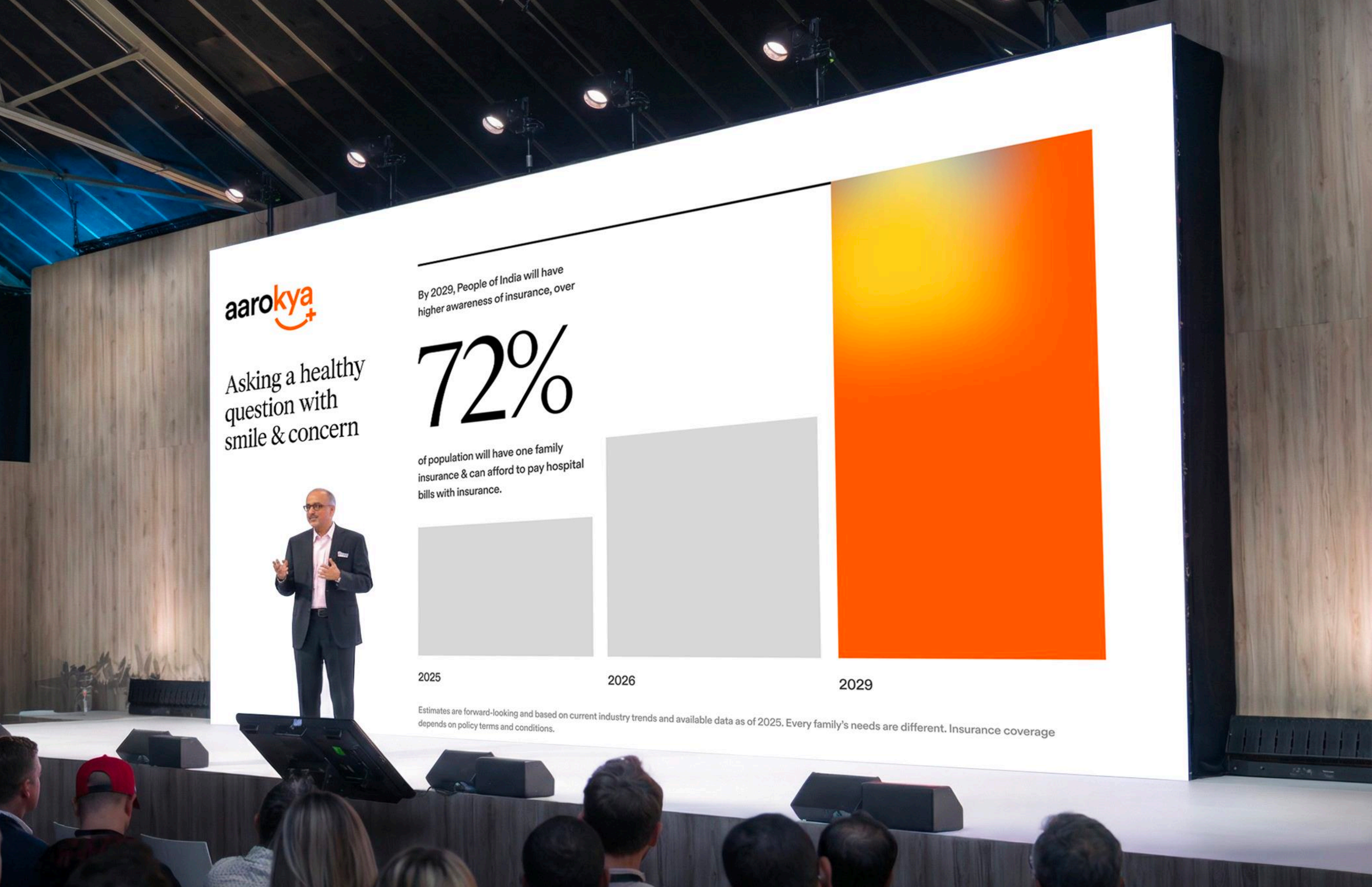


Using the smile+ on a situation produces positive reinforcement.



Application of the brand in app displaying reassurance

Dr. Devi Shetty


aarokya
Asking a healthy question with smile & concern
By 2029, People of India will have higher awareness of insurance, over
72%
of population will have one family insurance & can afford to pay hospital bills with insurance.
2025
2026
2029
Estimates are forward-looking and based on current industry trends and available data as of 2025. Every family's needs are different. Insurance coverage depends on policy terms and conditions.

Priya Mukundan
41771/NYH/38290316410/02/001
aarokya+

aarokya+
kya tum
theek ho

kya tum
theek ho
aarokya

Additional idea

Mascoting Dr. Devi Shetty into brand

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Your Pocket Hospital

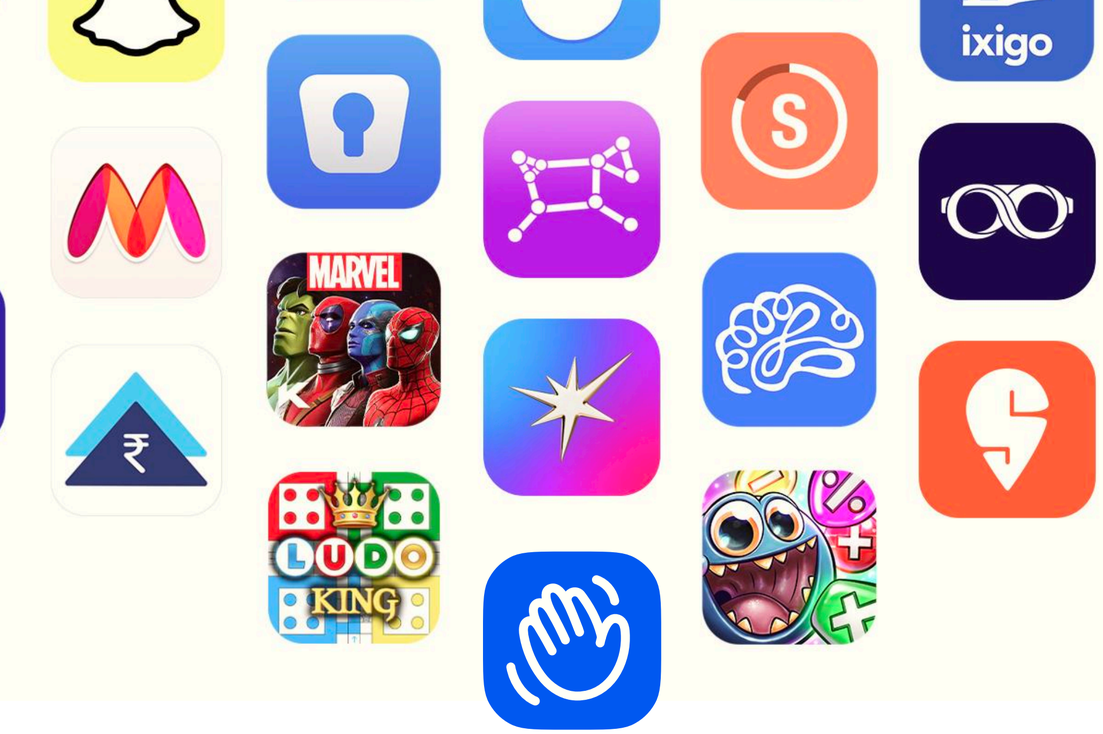
kya tum theek ho

aarokya

Your Pocket Hospital

aarokya

Your Pocket Hospital


ixigo
MARVEL
LUDO
KING

aarokya

Insurance
hain kya
aarokya
Your Pocket Hospital

The agency’s recommendation

Most brands say “We protect you.” Some say “We cover you.” Some say “We are trusted.” But no one asks the most human question of all:
“Kya tum theek ho?”

That question is not marketing. It’s what a mother asks.

The smile+ is the visual expression of that question.
The smile shows care. The plus shows action. Together, they communicate empathy and medical trust in one symbol.

Together, they do something no logo in healthcare does today: They combine empathy and action in a single mark.

This is why the smile+ matters:

- It works when there is no problem
- It works when there is a small problem
- It works when things go wrong

It reassures before care.
It comforts during care.
It reassures after care.

Logos usually explain what a company is.
This one explains how the company behaves.

And most importantly:
This idea does not lock you into insurance, hospitals, or apps.

It scales.
From kya tum theek ho
to insurance hain kya
to your family is covered
to you're safe now

The smile+ can live on a billboard, a doctor's coat, a phone screen, and a moment of fear, without changing its meaning.

If we want to sound like healthcare, we can choose any logo.
If we want to sound like care, we choose the smile+.

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