



WWW.RWORLD.COM.PK



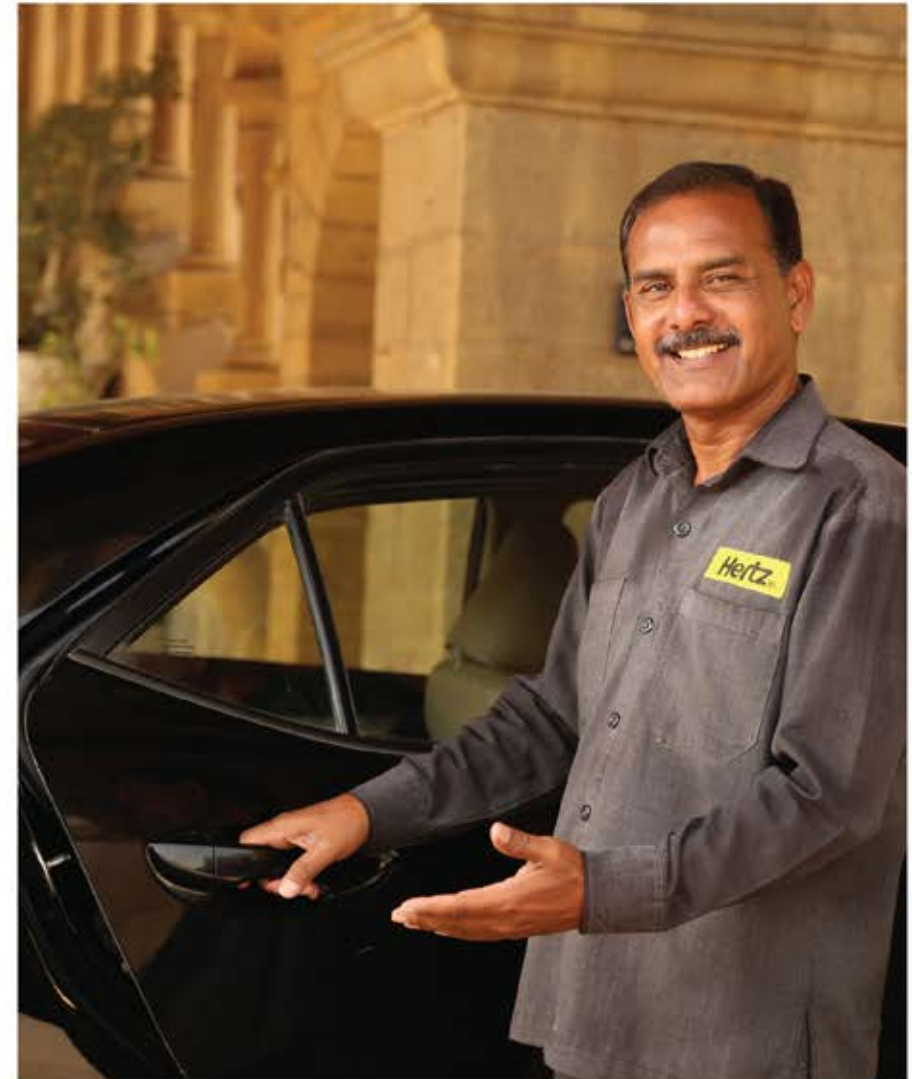
OUR STORY

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.

We are a professional service that offers solutions in photography, videography, design, Studio & print for both the corporate and the private sector. It was founded in 2014, while its former company (R | Photography) was established in 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.

Our forte is creating good visual content in terms of photography and videography, from corporate profiles to fashion and from weddings to products !





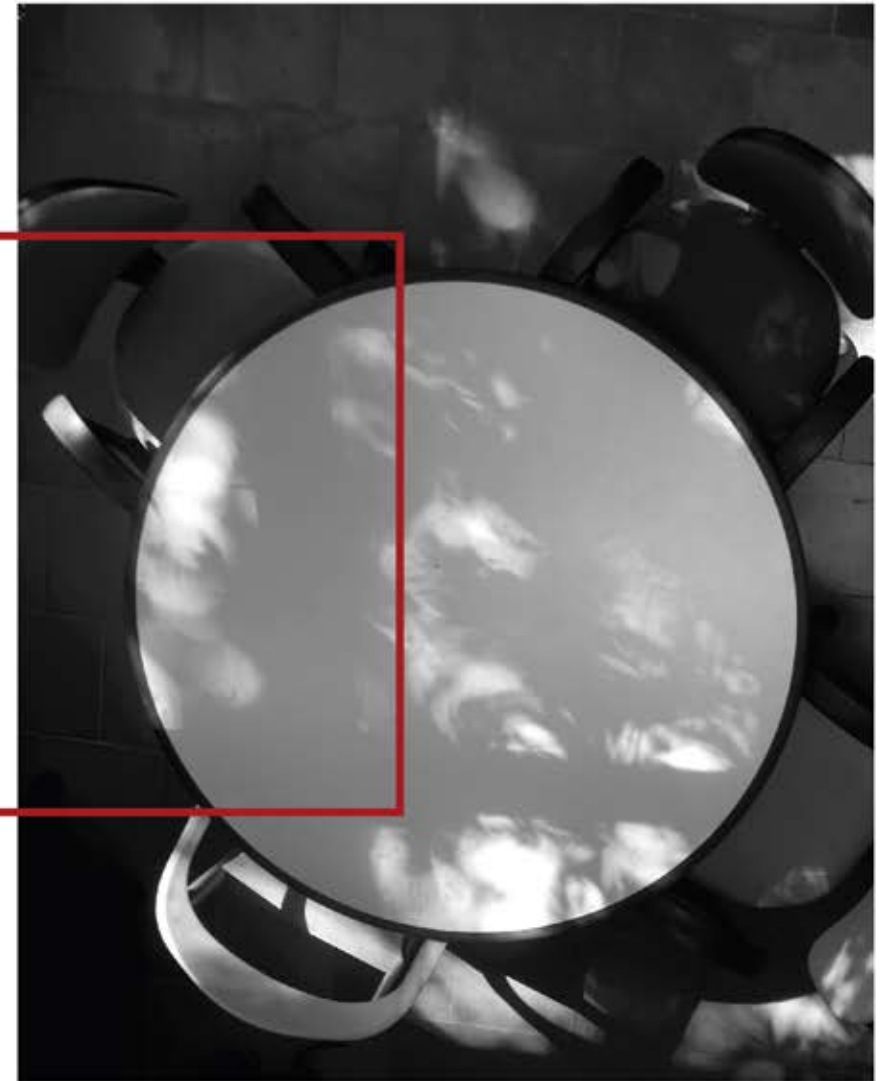


IN OUR LAST 10 YEARS

- Number of wedding projects: **2700+**
- Number of clients served: **2100+**
- Number of corporate projects: **500+**
- Number of team members: **25+**
- Number of national projects: **100+**
- Number of international projects: **6+**
- Number of followers on social media platforms: **76,000+**

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



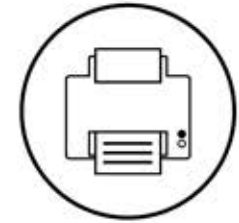
Photography



Videography



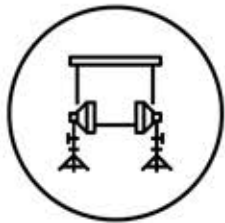
Design



Print



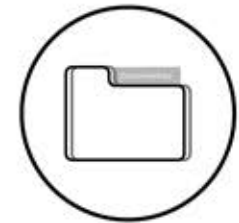
Photobook



Studio



Production



Documentary



Nada & Mo's Wedding in Mykonos, Greece



CLIENTAGE



alkaramstudio

Celeste

HOME FASHION



SAPPHIRE

BONANZA SATRANGI



RAJBY



ADM
ARTISTIC DENIM MILLS



folktale

Canon

JS BANK
BARHNA HAI AGEEY



BYKEA



SENSODYNE



J W T



CEDAR COLLEGE



Cadbury



HELIUM



Talking Point



Prestige kitchens

WORLD
R

PROJECTS

- Karachi Eat Festival 2020 & 2022
- Year book for Bayview Academy for all branches 2022
- International Projects (Dubai '22, Thailand '19, Khatmandu '19, Mykonos '19, Kuala Lumpur '18, Melbourne '17)
- Sprite woosahhh Activation across Pakistan 2021
- Coke Karachi is Love campaign across Pakistan 2020
- Promotional content for Canon EOS R6 & M50 Mark II 2021
- GSK trade landscape activation 2021
- Launch of premium Trout by AVL 2021
- Bio Tech construction documentary 2021
- Muzmatch UK digital content collaboration 2021
- Folktale Australia digital content collaboration 2021
- Corporate Company profiles for ICI, HUBCO, Shell, Selimpex, Ihsaan, Artistic Denim, Mustang, AJCL 2016-21
- Bay View Academy's yearbook 2019-20-21
- Engro Pakistan's Board of Directors photography 2020-21
- EBM's RIO brand activation campaign across Pakistan 2018 & 2019
- Pasbaan Campaign For Shell Pakistan 2018 & 2019
- Visual Profile of the eco-system of the Kaghan forests for UNDP 2019
- Promotional material for Zurich game show 2019
- Sensodyne chill test activation 2019 across 5 major cities of Pakistan
- Corporate Profile 2019 for Soorty Denim Pvt Ltd
- The viral Campaign by Foodpanda "Best of Karachi Foods 2017"
- DVC for Mothers Day 2016 with KFC
- Coke Studio Gigs 2016 sessions across various colleges in Pakistan
- 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



“Spread love everywhere you go”

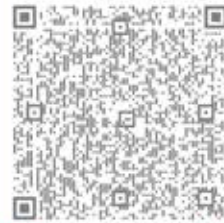
-Mother Teresa



CONTACT US



SCAN TO FIND US



FOLLOW US



@RWORLD.OFFICIAL

WORLD
R