Case Study: FinArth

Cloud accounting platform • Full-stack brand build • B2B

THE PRODUCT

FinArth is an expert-driven cloud accounting platform that gives growing businesses 24/7 access to a CA-grade workflow connected to GST portals, powered by AI that catches errors before filing, delivering real-time financials on demand.

THE CLIENT

Aseem Abhyankar, second-generation CA and a respected name in Chhatrapati Sambhajinagar came to Sukrut in 2023 with a working software, a placeholder name (FASSET), and a clear ask: build the entire brand under one creative philosophy, with one team.

THE CHALLENGE

- A technical domain, fintech, accounting, compliance, AI to learn before we could brand.
- A sceptical audience that decides on trust before features.
- A market crowded with giants,Tally, Vyapar, Zoho with decades of brand equity to defend against.

THE WORK FULL-STACK, UNDER ONE ROOF

Over a multi-phase engagement spanning 2023–2026, Sukrut delivered the complete brand:

1. Brand naming - landed on FinArth, a blend of Fin (finance) and the Sanskrit Arth (wealth) bridging Lakshmi and Saraswati, modernity and heritage.
2. Tagline - "In your good book" a quiet, trust-led promise.
3. Logo & visual identity - a mark built around a book and an upward digital arrow, with a confident green-and-blue palette.
4. Sales presentation - a storytelling-led pitch deck, built so the sales team could walk into any boardroom and hold the room.
5. Website - a premium, SEO-led site covering home, features, services, vision/mission, team, blogs, contact.
6. Brand strategy & positioning - voice, USP, target audience, pricing model framing, sales and content guidelines delivered as a complete brand operating system.
7. Market research - deep-dive analysis of 6–7 competitors to identify FinArth's white space before launch.
8. Marketing campaigns & collaterals - yearly plans with quarterly action items. Brochures, flyers, demo videos, and the full creative ecosystem for trade exhibitions including stall design, presentations, and on-ground sales material.

FinArth®
In your good books

FinArth is what full-stack creative under one roof actually looks like. It is also proof that when an agency takes the time to learn a client's domain, it earns the right to shape the brand around it.