
One foundation. One story. All food.

WORDS THAT **TASTE** LIKE SOMETHING.

WRITTEN & LIVED BY

Sharvani Kundapur

Copywriter · Jack of all trades · Master of some · Food made me both

FOOD

Music

Fitness

Topper



HELLO, I'M SHARVANI KUNDAPUR.

A JACK OF ALL TRADES AND FOOD MADE ME EVERY SINGLE ONE OF THEM.

I LOVE FOOD. I LOVE EATING IT. AND I LOVE COOKING IT.

I GREW UP BETWEEN TWO VERY DIFFERENT KITCHENS. MY FATHER RAN A RESTAURANT.

MY MOTHER COOKED WHAT SHE CALLED “SURVIVAL FOOD.” SHE DIDN’T ENJOY COOKING, AND FOR HER, IT WAS JUST ABOUT GETTING BY.

SO I DID WHAT MOST PEOPLE DO. I STARTED EATING OUTSIDE.
BUT EVENTUALLY, TO SAVE MONEY, I HAD TO STEP INTO THE KITCHEN MYSELF.

AND SOMEWHERE IN THAT SHIFT, EVERYTHING CHANGED.

I LEARNED THE ONLY REAL REASON TO COOK. TO RESPECT YOUR TONGUE.

AND FOR ME, THAT MEANS ONE THING.
PERFECT TASTE AND PERFECT VISUAL.

THAT OBSESSION DIDN'T STAY IN THE KITCHEN. IT FOLLOWED ME EVERYWHERE AND BUILT ME INTO WHO I AM TODAY —

- ➔ **TOPPED MY CLASS** — BECAUSE A FULL STOMACH IS AN UNSTOPPABLE MIND
- ➔ **LEARNING ADVANCED MUSIC** — FOOD GAVE ME THE PATIENCE FOR IT
- ➔ **FITNESS ENTHUSIAST** — LOVING FOOD DEMANDED BALANCE
- ➔ AND MUCH MORE I DON'T HAVE THE SPACE TO MENTION

LOVING FOOD TAUGHT ME HOW TO DESCRIBE THINGS SO CLEARLY THAT PEOPLE CAN FEEL THEM.

HOW TO GET EVERY DETAIL JUST RIGHT.

HOW TO NEVER LEAVE ANYTHING HALF DONE.

TODAY, THAT SAME OBSESSION IS WHAT I BRING TO COPYWRITING.

I DON'T JUST WRITE WORDS.

I FIND THE FLAVOUR IN THEM.

I WRITE THE WAY I EAT — FULL ATTENTION, ZERO APOLOGY, NOTHING LEFT ON THE PLATE.

Food is not my favourite. Food is my everything.

People always ask me what my favourite food is. Honestly? I don't have one.

My cravings follow my mood. Gobi Manchurian one day, aloo paratha the next.

And sometimes, on the most honest days, just a dosa with pickle and coconut oil.

Simple. Perfect.

"Food is like god to me. When everyone left me lonely, food hugged me, fed me, and gave me back my respect. Every person on earth can make me lonely — but food never will."

I've made people hungry with just words. Here's proof.

P.S. I dare you not to crave any food between this presentation.

THE FOOD I CAN DESCRIBE WITH MY EYES CLOSED

ALOO PARATHA

HOT OFF THE TAWA, PUFFED AND GOLDEN, SLICKED WITH GHEE. BUTTER MELTING ON TOP BEFORE YOU'VE EVEN SAT DOWN. COLD CURD. PICKLE THAT CUTS THROUGH ALL THAT RICHNESS. THIS ISN'T BREAKFAST. THIS IS A FULL RESET.



MASALA DOSA

THIN, CRISP, SLIGHTLY SOUR AT THE EDGES.
GLASSY ON THE OUTSIDE, IMPOSSIBLY SOFT
WITHIN. POTATO FILLING TEMPERED JUST
RIGHT, WITH PEAS.

COCONUT CHUTNEY — NOT OPTIONAL.
SAMBAR ON THE SLIGHTLY SWEET SIDE, FOR
DUNKING AND DRINKING BOTH.
A DISH THAT REQUIRES NO OCCASION AND
NO PERMISSION.



Ask me to describe your product. I'll describe it the way I describe my food —so specifically, so honestly, that people can taste it before they buy it.

For example.....

"The best views aren't directly in front of you."

The
Economist

Brief — Studied The Economist's iconic writing style and cracked an original ad in their voice.

NAT GEO

Est. 1888 · Science You Can Trust

Florida Wildlife Advisory · Cold Stun Season

65 MILLION

Years of Evolution.

VS

30 SECONDS OF

~~YOUR TIKTOK.~~



Brief — NatGeo needed a hoarding placed across Florida warning people not to endanger themselves for social media likes.

Brief — Launch ad for the new POP Icon Combo targeted specifically at content creators.

● Logitech

BUILT DIFFERENT. FOR THE DIFFERENT.

Set up for what's *next.*

4 Action keys

- 36 months keyboard battery
- 4,000 DPI optical precision
- 3 device Easy Switch

Silent Clicks

COLORS

Always moving, always creating.

START WITH POP

logitech.com/pop

70% recycled plastic

HOT JALEBI

FRESHLY FRIED, DRIPPING WITH SYRUP. THE CRUNCH FIRST. THEN THE FLOOD OF SWEETNESS. THERE IS NO PATIENCE WHEN JALEBI IS INVOLVED.



THE POINT OF ALL OF THIS

The way I treat food
is the way I treat *your copy*.

don't describe aloo paratha as
~~"a flatbread with potato filling."~~

I describe it as
hot off the tawa, puffed and golden,
butter melting before you've even sat
down.

I don't describe masala dosa as
~~"a crispy crepe with filling."~~

I describe it as
glassy on the outside, impossibly soft
within — a dish that needs no occasion
and no permission.

That's not food writing. That's copywriting.

The same obsession I bring to a plate — the detail, the specificity, the refusal to leave anything vague — is exactly what I bring to every brief.

*I don't need to tell you everything.
I just need to make you
feel it.*

*If I can make you hungry with words — I can make you buy with them
too.*



SFX

Calculator button clicks

"Socho 100 rupaye kamate ho,
haath mein kitna aata hai?

70? 65?

Rapido pe 100 mein 100 tumhara.

Captain bano. Aaj hi."

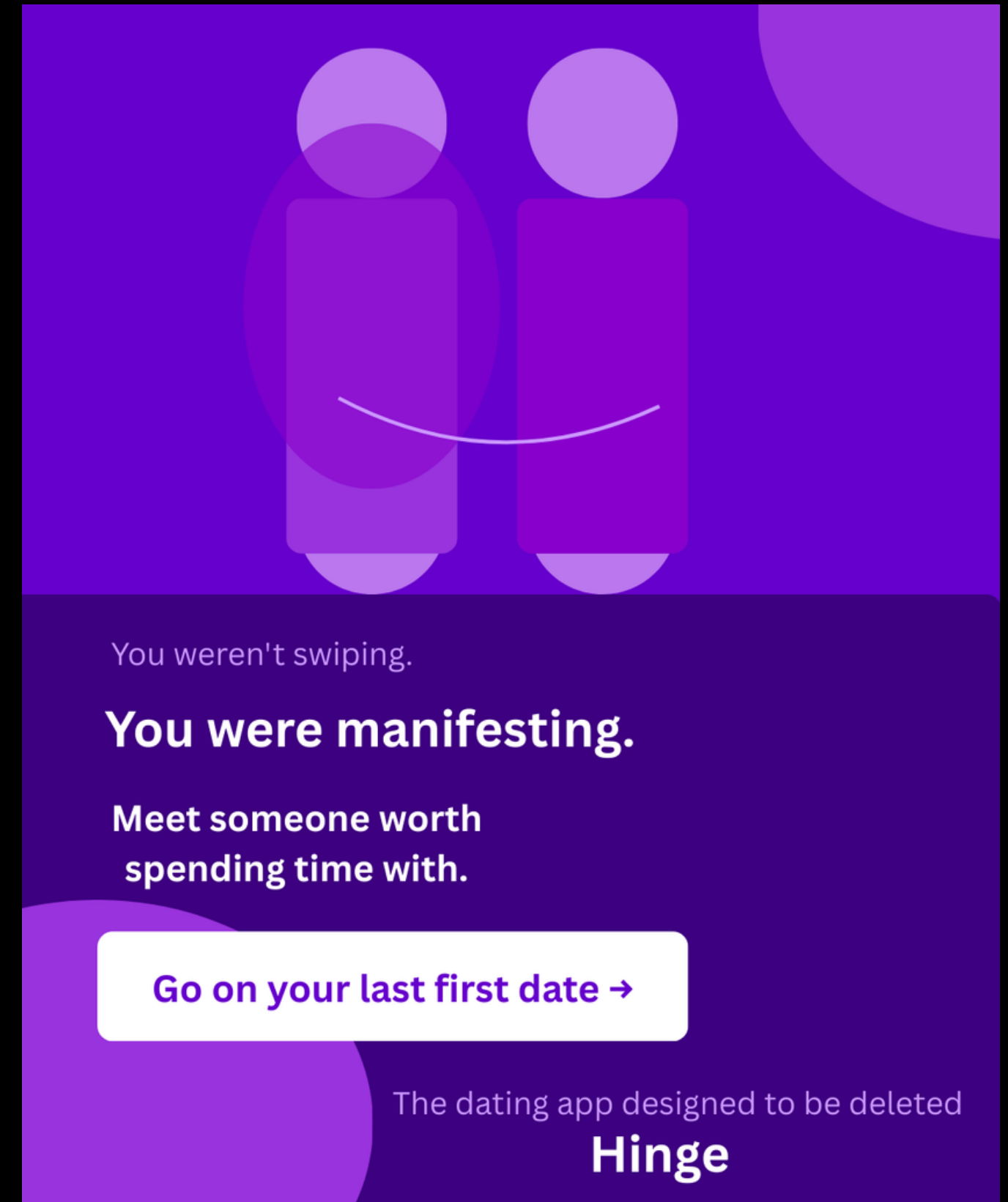
Jingle sting - 1 sec

TAGLINE

"Rapido. your terms , your earnings ."

Brief — Rapido wanted to pull Ola and Uber drivers onto their platform. Written and recorded as a 15-second radio script.

Brief — Hinge needed a static ad placed on the Inshorts news app asking people to make a profile.



What I bring to the table.

EMAIL COPYWRITING

SUBJECT LINES THAT GET OPENED.
BODY COPY THAT GETS CLICKED.
SEQUENCES THAT CONVERT.

SOCIAL MEDIA COPY

CAPTIONS, CAROUSELS, HOOKS —
COPY THAT STOPS THE SCROLL
AND EARNS THE SAVE.

BRAND COPYWRITING

TONE, VOICE, AND MESSAGING
THAT MAKES A BRAND FEEL LIKE A
PERSON.

STORYTELLING

LONG AND SHORT — EVERY STORY
HAS A FLAVOUR, AND I FIND IT.

HOOKS & HEADLINES

THE FIRST LINE IS EVERYTHING. I
WRITE ONES THAT MAKE PEOPLE
STOP, READ, AND WANT MORE.

RESEARCH & EMPATHY

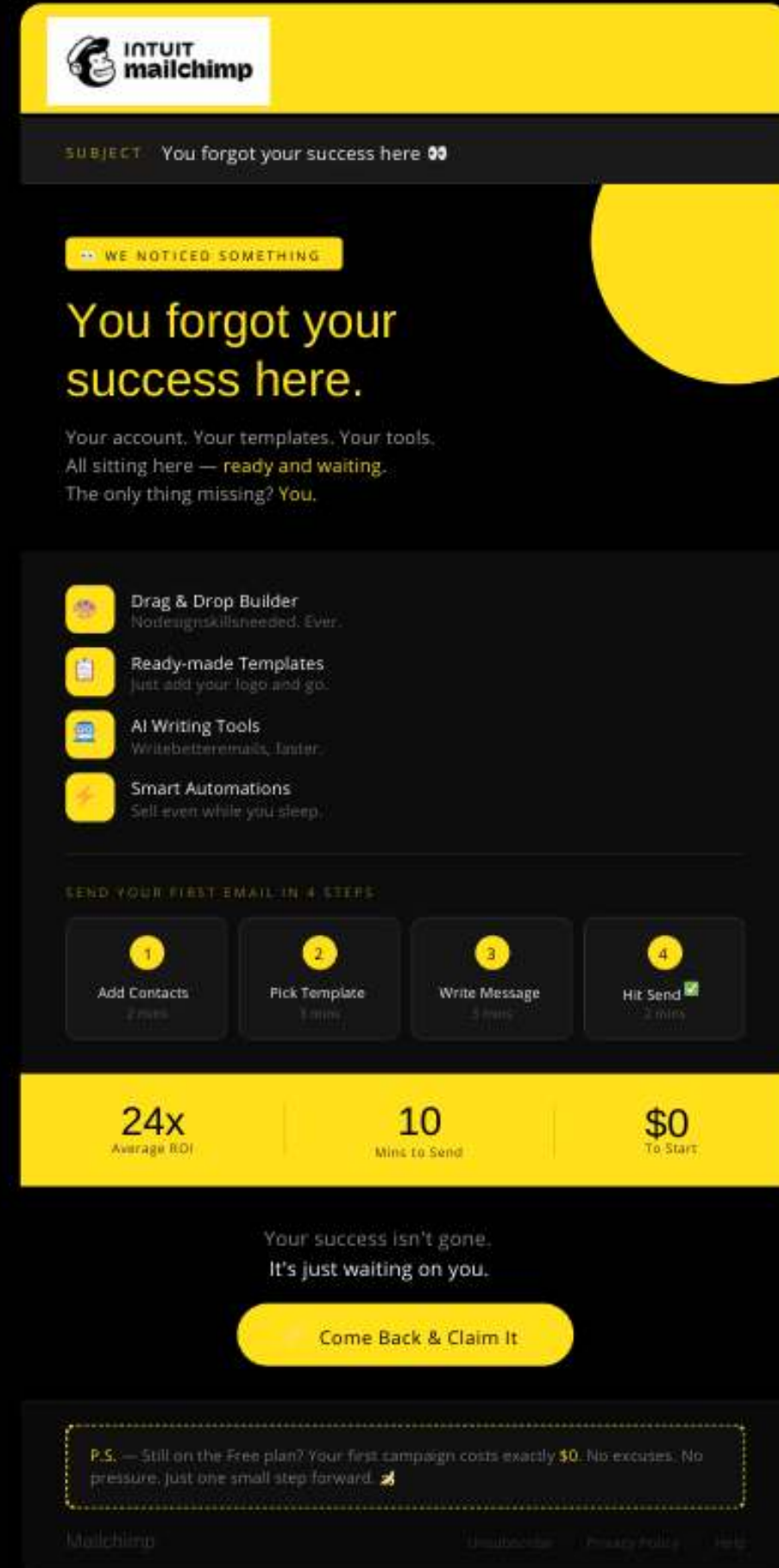
I READ THE ROOM BEFORE I WRITE
THE ROOM.

WORK 06

CATEGORY — EMAIL COPY

MAILCHIMP

Brief — Mailchimp wanted to re-engage users who created an account but never sent a single email to their customers..



Let's make something worth tasting.

"If you're done settling for copy that just fills a void, we should build something that actually leaves an aftertaste. I'd love to hear from you."

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