

PAAWAK BOX DESIGN CONCEPTS

DESIGN 1

AUTUMN HARVEST INDULGENCE



This concept uses warm browns, oranges and golden tones to echo the natural colour of jaggery and freshly made pedhas. The soft, textured illustrations of leaves, ingredients and sweets create a cozy “harvest” feel, making the product look homely and handcrafted rather than factory-made.

The tall centre band keeps the logo and “Premium Jaggery Pedha” clear and readable, while the repeated pedha and ingredient elements around it add a sense of richness and abundance. The different colour versions work as palette options within the same style, so the brand can choose between a more festive pink look or a more earthy brown look without changing the overall concept.



DESIGN 2

FESTIVE FLORAL CLASSIC



This concept gives Paawak Jaggery Pedha a clean, traditional sweet-box look with bold floral patterns on the sides and a calm cream panel in the centre. The florals add a festive, gift-worthy feel that suits occasions and celebrations, while the central area keeps the logo, product name and Devanagari text clear and easy to read.

The bowl of pedhas at the bottom immediately shows the product and adds appetite appeal without cluttering the layout. The brown version feels more classic and earthy, while the pink version feels more vibrant and celebratory, letting the brand choose how loud or subtle they want the shelf presence to be within the same overall concept.



DESIGN 3

RETRO SWEET MOSAIC



This concept uses a grid of geometric, sweet-inspired motifs around the centre panel to give a retro, Indian-sweet-shop vibe. The warm beige and jaggery browns keep everything feeling natural and consistent with the product, while small icons like slices, nuts and cubes hint at ingredients and texture without needing a realistic photo.

The clean cream box in the centre keeps the Paawak logo and “Jaggery Pedha / गुळ पेढा” clear and premium, so the pattern never competes with the main information. Overall, it feels like a classic mithai box updated with a modern, illustration-driven style, suitable for both everyday purchase and gifting.

