



Beyond The Fire

Brand Building & Digital Content Strategy

Brand Strategy | Content Creation | Social Media

BRIEF ABOUT THE PAGE

Beyond The Fire



Dr. Joydeep Roy, a financial specialist with 35 years of experience, wanted to transform his passion for cooking into a digital content platform. We helped build Beyond The Fire from the ground up—starting with name ideation, brand identity, and positioning within the food content space. The execution included shooting 15 recipes in just 2 days, capturing the complete cooking journey with a focus on authenticity and storytelling. This was followed by a consistent social media strategy, publishing structured content bundles of reels, episode videos, and creatives to drive engagement. Within one month, the channel began gaining traction across platforms, establishing the foundation for a strong and scalable digital presence.



_beyond_the_fire_ ...

Beyond The Fire

67 posts 159 followers 14 following

Digital creator

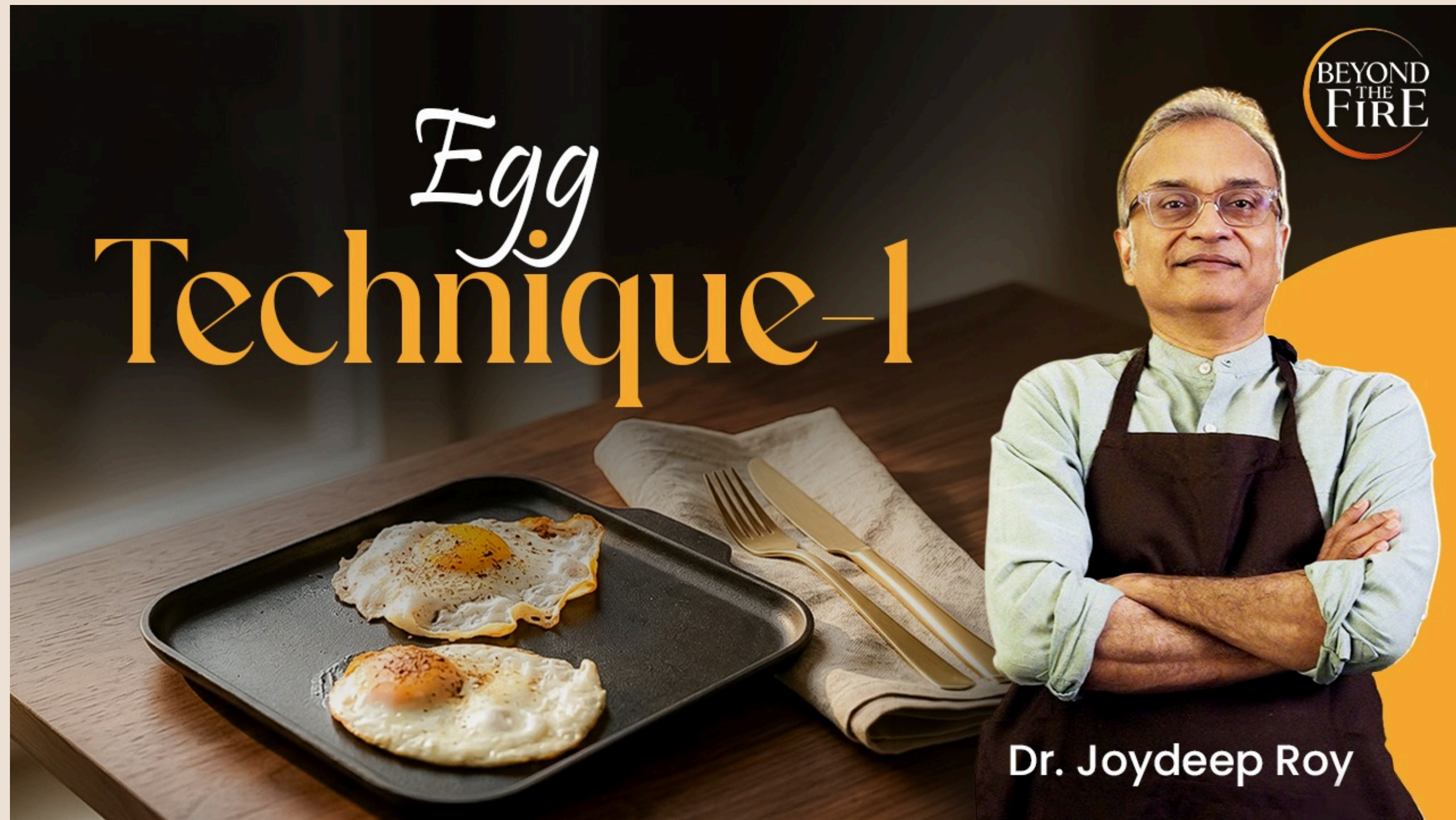
Simplifying Indian & International cuisine for Culinary creators, seasoned by

Sports, Cinema, Music.

Join the... more

www.facebook.com/share/1AhQBmQQeZ/?mibextid=wwXlfr and 3 ...

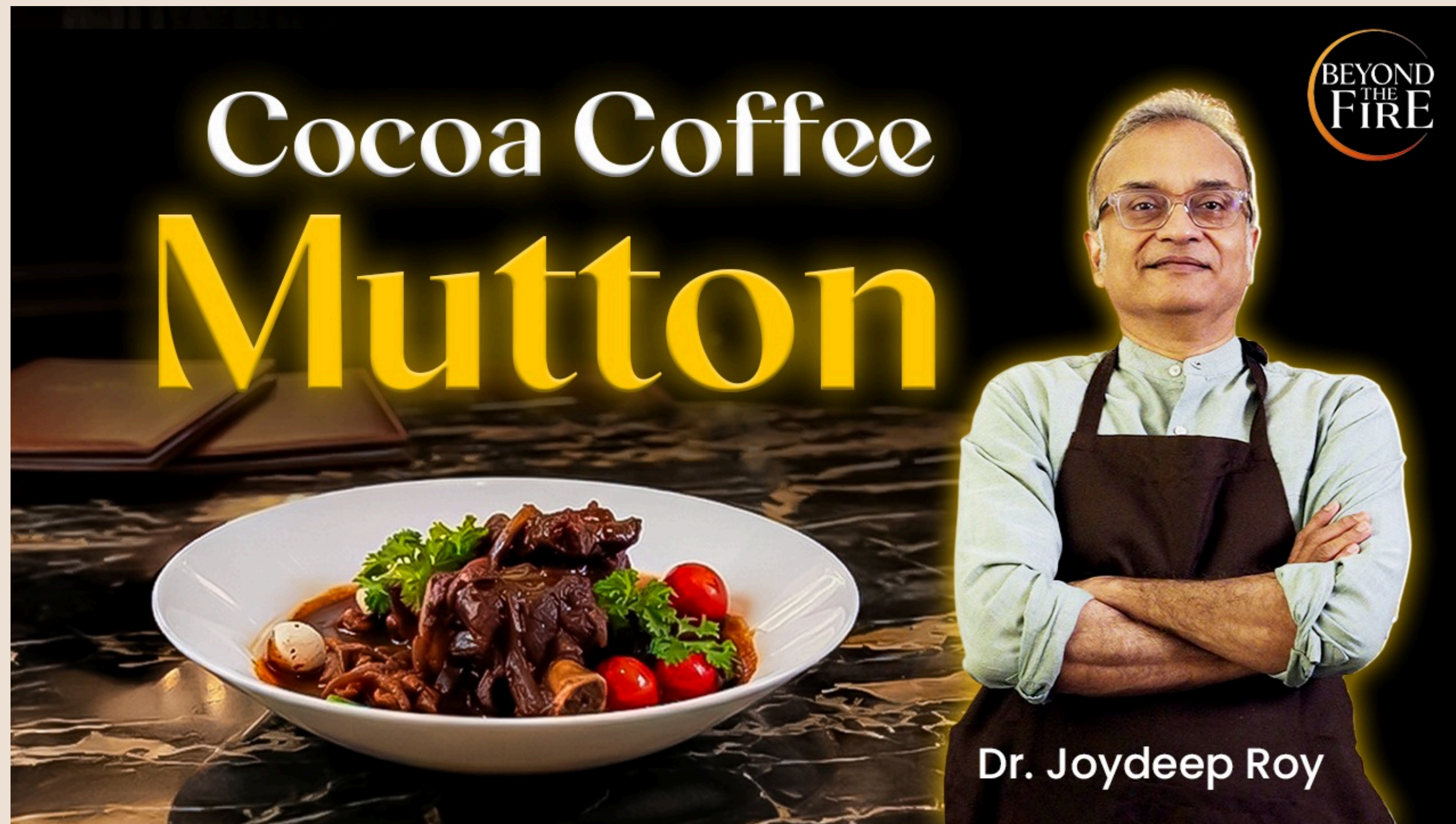
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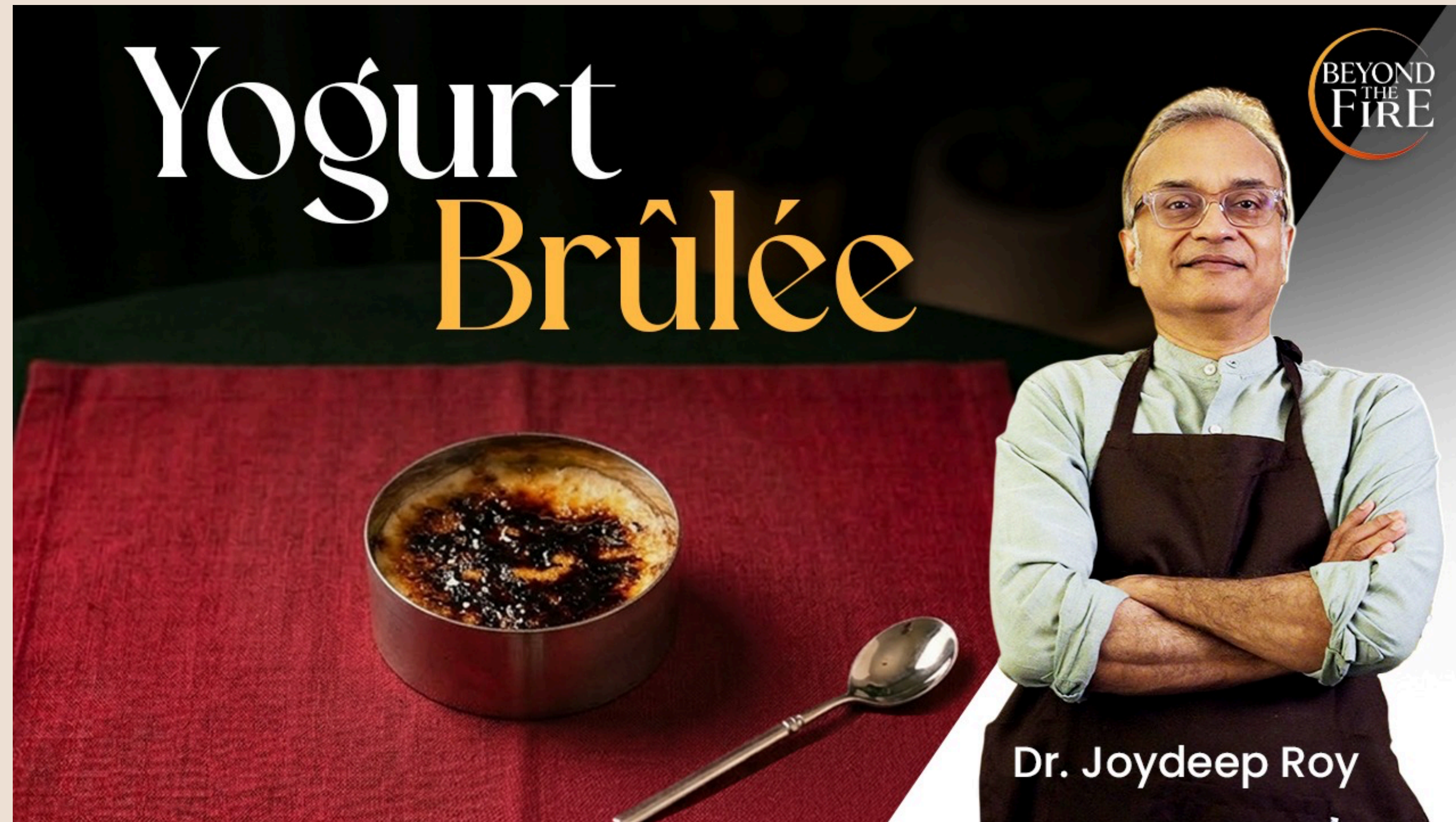
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Something
EXCITING
is Cooking...



ASHISH
Vidyarthi

Dr. JOYDEEP
Roy



*A special culinary collaboration filled with stories,
flavours, experiments, and
conversations.*

Coming Soon on Beyond The Fire

THUMBNAILS



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THUMBNAILS



FOOD IMAGES



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PRAWN THECHA



It hits hard and lingers

 Beyond The Fire

FOOD IMAGES

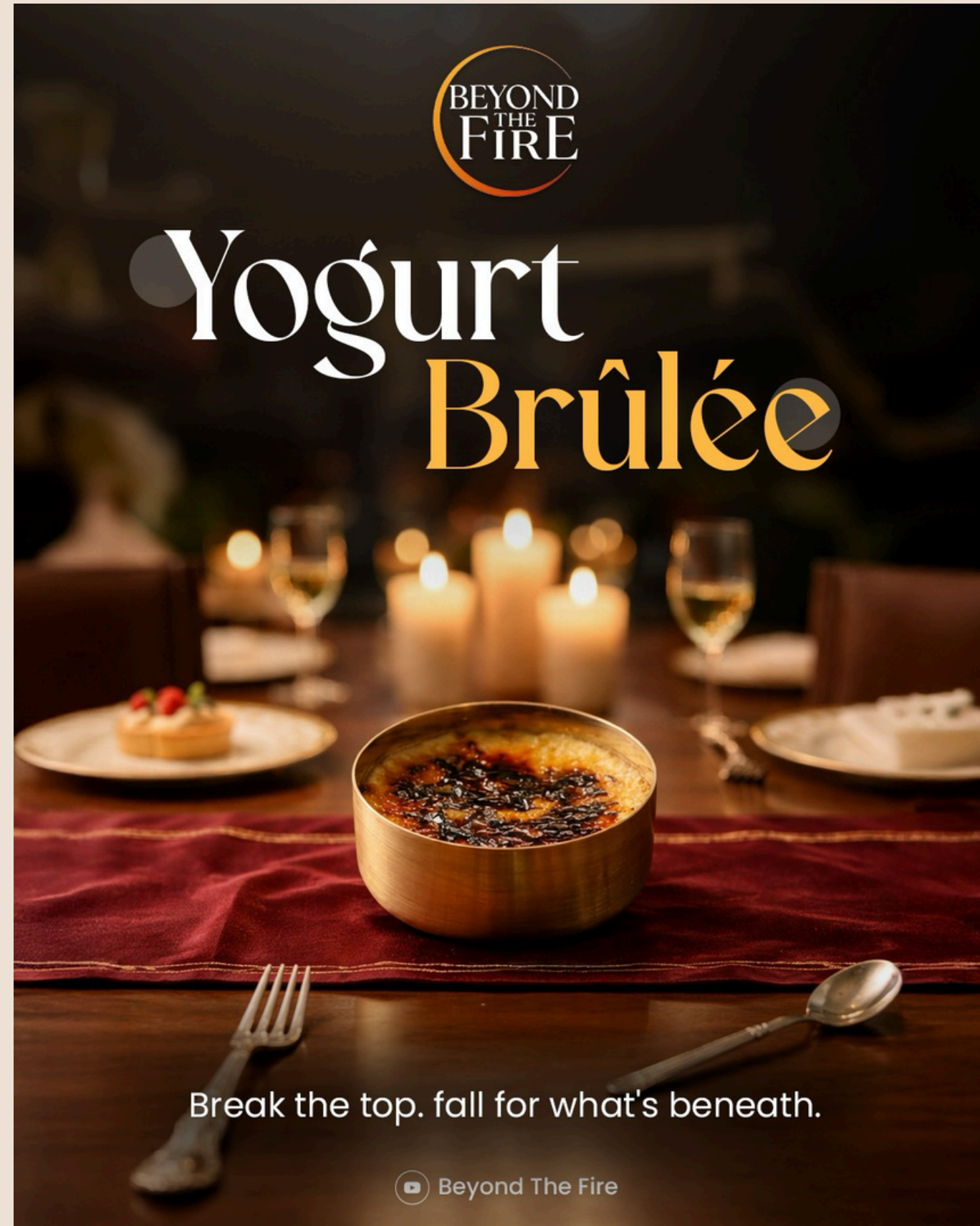


Stuffed Capsicum with **ONION JAM**



Smokey bites, bold vibes

FOOD IMAGES



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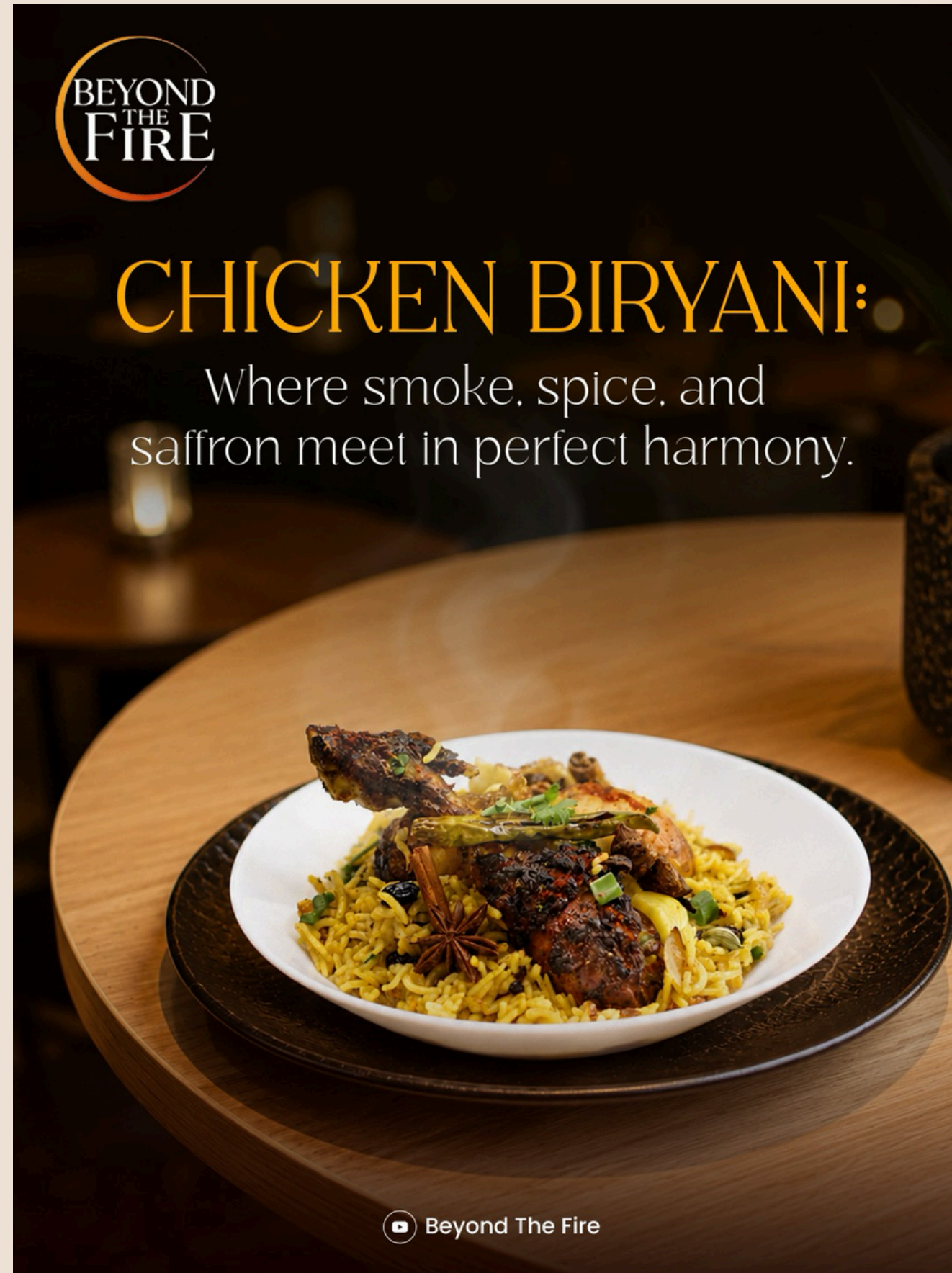
BEYOND
THE
FIRE

Yakhni
Pulao
Delight

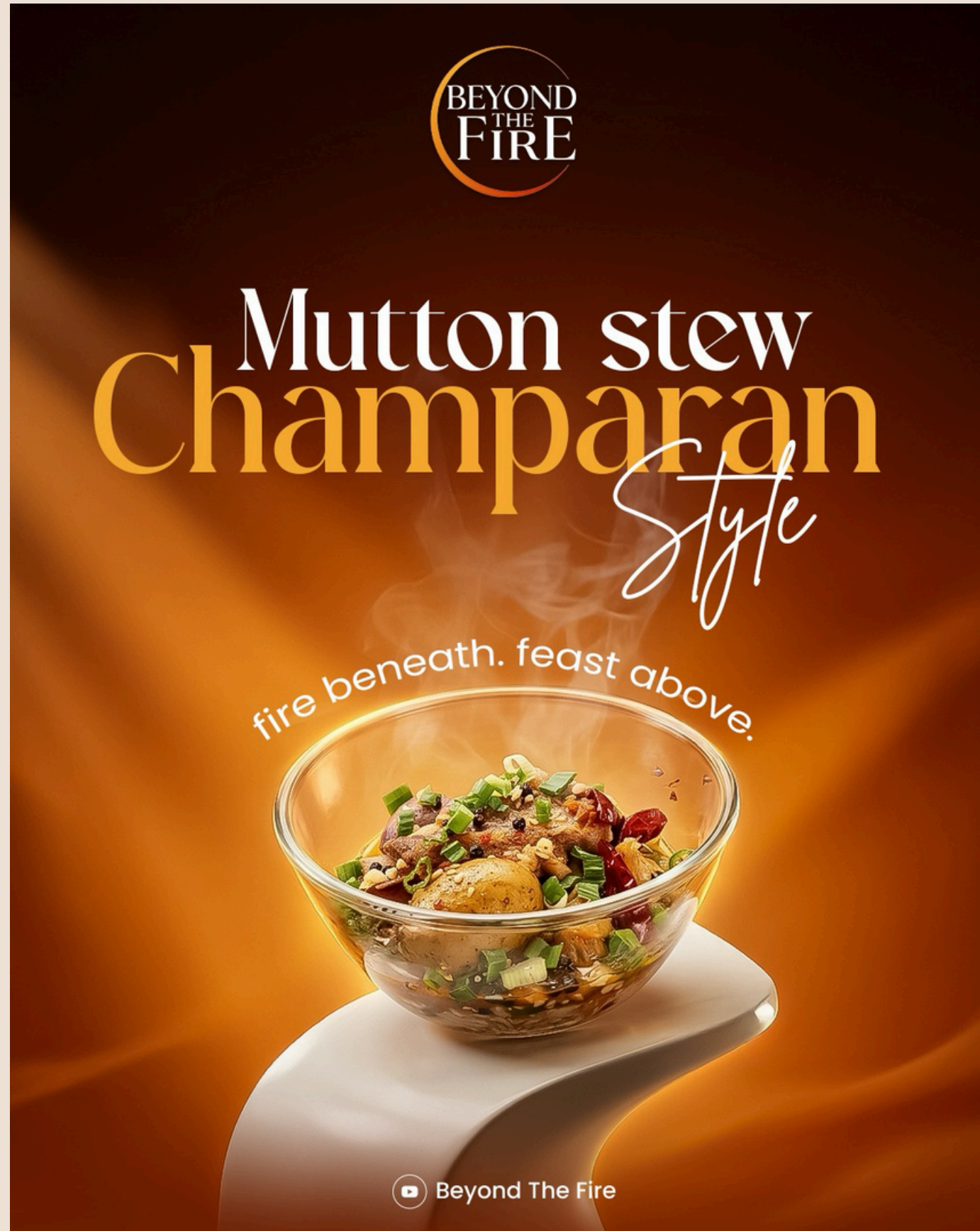
festive feasting starts with Yakhani Pulao

 Beyond The Fire

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Thank you!