



SCAN TO LOCATE US



0324-2233396

/rworld.official

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info@rworld.com.pk

Capturing Life Exquisitely – Collaborate with us for the genuine experience and not the social numbers – You will always know the person behind our work and be happy about the service 😊

PHOTO  
VIDEO  
DESIGN  
STUDIO  
PRINT

## 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 name (R I 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! Our mission is to be dedicated to creativity, superior quality, exceptional service and honest value in our work & approach as a service provider.

## In Our Last 10 Years

- # of wedding projects: **3100+**
- # of clients served: **2300+**
- # of corporate projects: **550+**
- # of team members: **25+**
- # of national projects: **100+**
- # of international projects: **7+**
- # of followers on social media platforms: **130,000+**

## Our Services



Photography



Videography



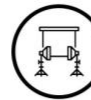
Design



Print



Photobook



Studio



Production



Documentary

## 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 Director)  
B.MS 2013, IU



Eema Alvi-EA  
(Brand Manager)  
B.FA 2012, IVS



Mariam Iqbal Desai - MID  
(Junior Female DOP)  
B.MS 2016, SZABIST



Bilal Imran-BI  
(Senior Film Maker)  
B.MS 2014, IU

## Clientage



www.rworld.com.pk

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T & C's are applicable



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## PACKAGES FOR WEDDING & GENERAL EVENTS COVERAGE – A QUICK SOLUTION

### OPTION-1 (HOURLY) SPECIAL FOR 1-2H

Applicable to small gatherings, GT sessions or birthday events

1 core photographer  
**Charges: PKR 12, 000 / hour**

1 asst photographer  
**Charges: PKR 7, 000 / hour**

1 asst videographer  
**Charges: PKR 8, 000 / hour (excl. edit charges)**

### OPTION-4 (FOR INTIMATE EVENTS - PHOTOS & VIDEO)

Portraits on-venue + Event  
1 core photographer  
1 asst photographer  
1 Small (6x16) Photobook  
1 asst videographer  
1 video edit (HL or HLX)

**Charges: PKR 99, 000/-**

### OPTION-2 (ASSOCIATE TEAM – PHOTOS & VIDEO)

Portraits on-venue + Event  
1 asst photographer  
1 asst videographer  
1 video edit (HL or HLX)  
No Photobook

**Charges: PKR 50, 000/-**

### OPTION-5 (PHOTOS & VIDEOS WITH DEDICATED PORTRAITS)

**Couple Portraits (Dedicated) Session** by 1 core photographer

2 photographers (core & asst)  
1 Medium-Sp (10x30) Photobook  
2 videographers (core)  
2 video edits (HL & EXP)

**Charges: PKR 180, 000/-**

### OPTION-3 (FOR EVENT PHOTOGRAPHY ONLY)

Portraits on-venue + Event  
2 photographers (core & asst)  
1 Medium-Sp (10x30) Photobook  
No Video

**Charges: PKR 75, 000/-**

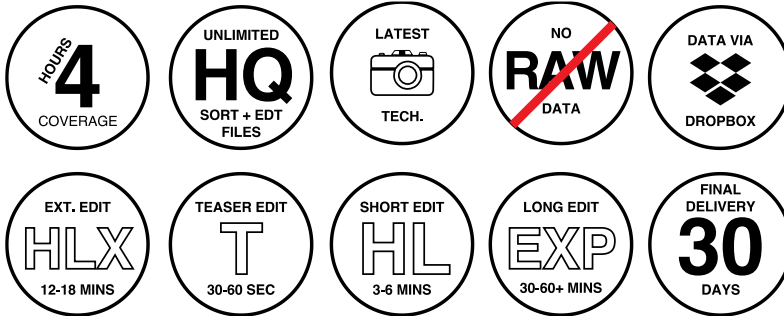
### OPTION-6 (FULL VERSION FOR BIG EVENTS)

**Couple Portraits Session** by 1 core photographer & videographer

1 Small-Size (6x16) Photobook for Portraits only + 1 video edit

3 photographers (core & 2 assts)  
1 Large-Size (12x36) Photobook  
3 videographers (core & asst & JIB or Drone) with testimonials  
3 video edits (T & HL & EXP)

**Charges: PKR 255, 000/-**



**8-18% DISCOUNT**

[Depends on advance & multiple events booking]

A FEW FAQs ALONG WITH OUR TERMS AND CONDITIONS ARE MENTIONED ON THE LAST TWO PAGES OF THIS DOCUMENT

\*For **Mehndi Event** Coverage, an additional stationed/steady videographer is advised to have at: PKR 25, 000/-

\*\*For **Testimonial / interview**-based videos, added videographer with mic is a must to have at: PKR 20, 000/-

A main / core graduate (male or female) photographer for a regular event coverage: PKR 40, 000/-

A junior / associate photographer for a regular event coverage: PKR 20, 000/-

An experienced / graduate videographer (male or female) for a regular event coverage: PKR 25,000/-

A junior / associate videographer for a regular event coverage: PKR 18, 000/-

A SteadyArm or Drone or JIB Cam (if required) for a regular event coverage: PKR 30, 000/-

A video edit (of wedding genre events) as short highlights or a long experience: PKR 15,000/-



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PHOTO VIDEO DESIGN STUDIO PRINT

ALBUMS / PHOTOBOOK PACKAGES

Premium Design & Layout by us, which will be shared with you for approval before printing. Based on 15 sheets including the cover with 2 sides per sheet. Printed by renowned printers of Pakistan. Packaged in a customized briefcase by R World)

- Small: Size 6by16 inches (6by8 when closed): 40 pictures: PKR 6, 000/-
Medium: Size 8by24 inches (8by12 when closed): 60 pictures: PKR 12, 000/-
Medium-Sp: Size 10by30 inches (10by15 when closed): 80 pictures: PKR 15, 000/-
Large: Size 12by36 inches (12by18 when closed): 100 pictures: PKR 18, 000/-
Large-Sp: Size 12by24 inches (12by18 when closed): 100 pictures: PKR 18, 000/-
With Special Covers: Any album size after layouts are finalized may have special covers (top page) like texture, gold foil, metallic-shine, acrylic glass, 3-step hardbound etc in additional price of: PKR 3, 000/-

WEDDING FILM (VIDEO)

We thrive on being different, continuously innovating our services; our wedding films venture was initiated by end of 2014 and after a thorough meeting with a client, we analyze what kind of a film suits that couple/family which takes a viewer from the preparations for the events to the actual ones (nikkah, mehndi, shaadi, valima) through a visual story which sometimes is supported by basic animation or verbal story by the couple, their friends or family. The use of personnel and cameras is at our assigned director's discreet after the client's brief, utilizing it for the best output and our results are a witness to that. This is for all the modern and unique taste-buds. The final product will range between 10-30mins. Total Charges: PKR 250, 000/- (approx.)

HD VIDEOS FOR EVENT COVERAGE

PACKAGE 1 (VERY BASIC):

1 core videographer
1 video edit (HL or HLX)
Charges: PKR 40, 000/-

We recommend you add 1 more videographer (asst) for best HL video in 20k only

PACKAGE 2 (HL & EXP):

2 videographers (core & asst)
2 video edits (HL & EXP)
No sound bites / testimonials
Charges: PKR 75, 000/-

PACKAGE 3 (CINEMATIC):

3 videographers (core & asst & JIB / Drone)
3 video edits (T & HL & EXP)
Includes testimonials if needed
Charges: PKR 120, 000/-

PRE-FAREWELL PHOTOGRAPHY (PIONEERING SINCE 2014)

PKR 1,500 per person (applied to small-medium-large group sizes)

Small Group (min of 15 persons) | Coverage by 1 core (male or female) photographer for 1h
Medium Group (min of 40 persons) | Coverage by 2 core (male or female) photographers for 2h
Large Group (min of 80 persons) | Coverage by 3 core (male or female) photographers for 2-3h

COUPLE PORTRAITS (DEDICATED) SESSION

OPTION A (PHOTO)

1 core photographer (male or female) for 1h or so
Charges: PKR 25, 000/-

\*Add 1 core videographer (no separate edit) here to add to your event highlights: PKR 10,000/-

OPTION B (PHOTO & VIDEO)

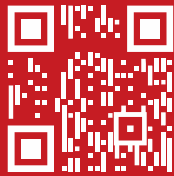
2 photographers (core & asst)
1 core videographer (male or female) for 1h or so
1 video edit (T)

Charges: PKR 60, 000/-

The session can be indoors / outdoors / your location / our studio or any other mutually agreed location and usually lasts 1-1.5h. It comprises of both posed & candid shots depending on the vibe of the moment



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PHOTO VIDEO DESIGN STUDIO PRINT

PHOTO-BOOTH PACKAGES

OPTION - 1 (SIMPLE)
1 asst photographer
1 printing setup with asst
100 live prints (4x6 inches)
Charges: PKR 40, 000/-

OP - 2 (BACRKDOP)
Backdrop + Structure
1 asst photographer
1 printing setup with asst
100 live prints (4x6 inches)
Charges: PKR 60, 000/-

OPTION - 3 (PROPS)
Backdrop + Structure
Props (theme-based)
1 asst photographer
1 printing setup with asst
100 live prints (4x6 inches)
Charges: PKR 75, 000/-

BIRTHDAY COVERAGE PACKAGES

OPTION A (PHOTO JR)
1 asst photographer for 2h
1 small (6x8) photobook
Charges: PKR 20, 000/-

OPTION B (PHOTO & VIDEO JR FULL)
1 asst photographer for 4h
1 asst videographer
1 video edit
1 small (6x8) photobook
Charges: PKR 56, 000/-

OPTION C (PHOTO SR)
1 core photographer for 2h
1 small (6x8) photobook
Charges: PKR 30, 000/-

OPTION D (PHOTO & VIDEO SR FULL)
1 core photographer for 4h
1 core videographer for 4h
1 video edit (HL or HLX)
1 med (8x12) photobook
Charges: PKR 90, 000/-

PRODUCT / FASHION / PORTFOLIO / MONTAGE AT OUR CONTENT STUDIO

Content Studio & Print Manager: 0321-7029959

Per Image Package: Charges by the image (for a min. of 5 images): PKR 1, 500 / image
Includes: 1 photographer | An email of all the images sorted (low res) after 2-3 days post your project for your selection | Final Edited Images (Hi-Res) within 7- 10 days post your selection or any other agreed timeline

Per Product Package: Charges by the product (for a min. of 5 products): PKR 5, 000 / product
Includes: 1 photographer | An email of all the images sorted (low res) after 2-3 days post your project for your selection | Final 2 Edited Images in hi-res per product within 7-10 days post your selection or any other agreed timeline

(E-Commerce Clients) Per Product Package: Charges for a min. of 50 products: PKR 1,000 / product
Includes: 1 studio assist photographer | An email of all the images sorted (low res) after 2-3 days post your project for your selection | Final 1 Edited Image in hi-res per product within 7-10 days post your selection or any other agreed timeline | Shot on plain white or any solid color only

Per Hour Package (Talent Portfolios, Family Session):
Charges by the hour: PKR 15, 000 / hour
Includes: 1 photographer | An email of all the images sorted (low res) after 2-3 days post your project for your selection | Final 7 Edited Images in hi-res per product within 7-10 days post your selection or any other agreed timeline

- Notes:
• For outdoor fashion shoots, our per product package is PKR 8,000 per product, and we definitely need an assistant for light & general support and that costs PKR 10,000 only
• Additional charges are applicable to hire a talent, wardrobe stylist, makeup artist, art director or a production manager through us for fashion shoots (if needed) and charges may vary as per their experience
• Additional charges are applicable for use of any outsourced studio, location & technical and physical assistance (if needed)
• Additional finished/edited images other than the number of images mentioned in any package can be purchased at an additional cost of PKR 1,500 per photograph

VIDEO MONTAGE
Coverage of an indoor (at our content space) photo-shoot for 4h by 1 videographer using a high-end mirrorless cam with multiple lenses and a gimbal to submit an HD quality video edit with its duration ranging from 1-4 mins based on the brief by the client. Basic title animation is part of the edit but any additional animation requests will be catered with additional cost.
Charges: PKR 30,000



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PRINT PACKAGES

Print Size starts from 4x6 inches priced at PKR 50 and is available till 30x40 inches priced at PKR 5,000 Print Surfaces & Finishes vary from photopaper, canvas, backlit, embossed paper, wood, tile & more. The possibilities are endless!

CORPORATE PACKAGES (EXCL OF TAX)

Table with 4 columns: OPTION-1: BRONZE, OPTION-2: SILVER, OPTION-3: GOLD, OPTION-4: PLATINUM. Each column lists services and charges.

A main / core graduate (male or female) photographer for a 4h (half-day) event or space coverage: PKR 45, 000/- A junior / associate videographer for a regular event coverage: PKR 20, 000/- A SteadyArm or Drone or JIB Cam (if required) for a regular event coverage: PKR 35, 000/- A video edit based on a basic brief with basic text animation and one-time changes after first cut is shared: PKR 20,000/-

TERMS AND CONDITIONS AND FAQs ANSWERS (IF APPLICABLE):

We are a diversified 18-member team, a mix of photographers and filmmakers, males and females, young, qualified and experienced too. Divided in senior/core and junior / asst categories as per the relevant experience / skill. You get to choose your photographer / videographer depending on his / her availability, you may request to meet with a specific photographer; otherwise, we'll make the decision based on personality, availability, communication abilities, and your referral (mostly the case). In case of an injury or sickness, your assigned person will be replaced with next best option.

EVENTS

Each project has its respective delivery timeline, for example for events our submission timeline is 30 days for photos and 60 days for videos. Kindly discuss it at the time of locking the project and follow it accordingly.

(Applied to Weddings/Events only) All images submitted are in hi-res and without any watermark. We don't have a limit to what we shoot; we will give it to you as long as it is good to share (we sort out the duplicate images, test shots, missed focused shots, shots with bad expressions and other images that may dilute the overall product delivery). Expected range from one photographer via a typical event is 200-600 varying on many conditions at an event

Our dedicated portraits sessions are 1-2h long in duration and we ensure to capture the couple/bride/groom in all its true essence. Do you instruct for posing? We look at the situation and demand and comfort at hand, then we see & apply the best solution possible. It varies from having storyboard on our phones, to your phones, to conversations and creating candid moments

We have shot at hundreds of venues, so there is a good chance that we have been to your venue too. However, if we have not, we will get to the venue early on the day and analyze the environment

Album selection from a package if received after 18 months post the project date will be charged separately. How long does it take to get my album? As with our other products, production times vary. First it depends on how quick you give us the selection of images after we submit you the final lot. Then it is dependent on how quickly you respond to the album design as well as the number of changes you request after



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the initial designs. Some couples complete this within a month or two; others take over a year. Can I add more images to my album? Extra images beyond what is included in your package can be added for an additional cost.

If an event (big or small) exceeds from its set time of 4h, 2h or so, every extra hour put in by the team will be charged at PKR 10,000/hour per member. Why do we need to charge for additional coverage? Well, we've dedicated the entire time to your wedding, so we won't be racing off to catch other plans that evening. There are costs of having the team stay for additional hours, they all require additional compensation. Furthermore, the additional photos taken will need to be post-produced which adds to our overall costs.

R World holds the right to use the client's images and videos (limited) for their promotions unless agreed otherwise

For weddings and general events of 100 people or less, we recommend you have one photographer (core or assist) and one videographer with one video edit (5mins short or 20min extended version). Usually at any given event, there are two photographers (core & assist to keep it economical and constructive) and two videographers (to give two videos as short & long edits if that's the desired outcome). Event coverages and its demands/styles continuously change with time so its good to know beforehand what is required as an end-product

In the case of dark venues, no need to worry! If the situation allows, we will set up additional lighting to ensure we get focused pictures. Some venue/clients do not favour flash photography; and for that reason, we shoot on camera's with superb low-light performance and lenses with low apertures

**POST PRODUCTION**

Extra charges for urgent delivery of photos/videos or home delivery services are applicable

Video Edit is part of a package (unless stated otherwise) and one-time change is complimentary while every next edit is charged

No raw data of photos or videos is to be submitted to the client, it's against our policy unless agreed otherwise through a signed MOU (memorandum of understanding).

What rights do I have to the digital prints? You have the right to reprint images whenever/wherever you want. However, you may not sell your images for profit or publish your images without the written consent of **R World**

Raw data of a project in terms of videos will be deleted at our end **six months** after the event date while the final video and photos product will be archived

**CORPORATE**

For corporate profiles & portraits or architecture/space work, a visit to your site is recommended by our member so an appropriate cost is provided from our end after an initial meeting.

**STUDIO**

Our studio team has a vast experience in photography & videography. They do headshots, individual portraits, family portraits, transition videos, promos, baby shoots, e-commerce photography, product montages & food photography

**DESTINATION PROJECTS**

We love travelling as much as we love photography & films so if you want us to be with you anywhere in the world or within Pakistan, just pay our travel & lodging costs, and our local fees for the required work and we will fly directly to you; we are also happy to work within practical budgets!

**PAYMENT**

50% advance payment (non-refundable) of the total charges is to be paid as IBFT or cash or a Cheque in favor of **R World** in order to confirm your project with us! Then 25% of the total payment is to be paid after the shoot when first cut/submission is shared. And last 25% of the total payment is to be cleared upon the final product delivery.

Our prices are without any tax applied, hence corporate clients need to please consult us before the final invoice or PO is generated

Please note that we will pay half of the penalty (if) charged by the respective club for using our team as an outsourced vendor (not on the specific club's panel) for their event or adjust it in the final bill

Advance payments are non-refundable but in regards to ever-changing rules by the government due to covid19; we want to share that in case of any cancellations in this (only) respect, we will return all the advance payments from clients while withholding only 10% of the bill as administration cost. Postponement of events will just carry forward the same package