

CASE STUDY · THE BRAND DOC

Flying Wedge Defence & Aerospace (FWDA) × The Brand DOC
Defence Technology | Aerospace | Announcement | Press Conference

Unveiling India's First Indigenous Autonomous Combat Aircraft



The Brand DOC partnered with FWDA to introduce Nation's first AI powered combat aircraft, Kaal Bhairava E2A2 and announce its \$30M Export order from South Asian Country

Flying Wedge Defence and Aerospace: India's Leading AI Warfare Company

Flying Wedge Defence and Aerospace (FWDA) is a Bengaluru-based AI Warfare company building India's capabilities in autonomous combat systems. Founded in 2022 by Suhas Tejaskanda, FWDA operates at the frontier of indigenous defence manufacturing, developing platforms that are designed, built, and supported entirely within India.

FWDA became the first Indian company to secure DGCA type certification for an indigenous unmanned aerial vehicle (UAV). The company subsequently unveiled India's first unmanned bomber aircraft, the FWD-200B, which successfully completed its maiden flight on 3 September 2024.

The company's flagship development, the FWD Kaal Bhairav, is India's first fully indigenous Medium Altitude Long Endurance (MALE) Autonomous Combat Aircraft. Named after Kaala Bhairava, the eternal guardian of time, the platform has been developed and manufactured with an indigenisation rate of 80%, engineered for up to 30 hours of endurance and a 3,000 km range, delivering AI-driven autonomy for precision strikes, swarm operations, and real-time ISR missions. Built with zero foreign dependency, the system ensures complete data sovereignty and no external kill-switch risks, while being positioned at a fraction of the cost of Predator-class UAVs.

In a sector long dominated by imported platforms, FWDA represents a new chapter- building sovereign defence capability for India, and for export.

22nd August 2025: A National Security Moment

On 22nd August 2025, FWDA held a press conference at The Lalit Ashok, Bengaluru, to announce the readiness of the FWD Kaal Bhairav E2A2 (Economic & Efficient Autonomous Aircraft) for deployment, alongside the disclosure of a \$30 million strategic export order from a South Asian nation, \$25 million of which is specifically for the Kaal Bhairav platform.

This was not a routine product launch. It was a statement about where India's defence sector was heading: away from dependency on foreign platforms and toward sovereign, cost-effective, indigenously developed solutions.

“For decades, India has relied on foreign systems like the Predator and Israeli Searcher models, but at a high strategic cost. With shifting global policies and tightened US regulations, India cannot afford digital dependency during wartime.”

The Brand Doc was tasked with managing the media communications strategy for this announcement, ensuring this story reached every room it needed to reach: defence desks, national wire services, regional press, international trade publications, and social media simultaneously.

Strategic Communications for a Category-Defining Moment

Defence communications demands a different discipline from consumer PR. Every claim must be factually grounded. Every narrative must be strategically coherent. The story cannot outrun the substance. The Brand Doc approached the FWDA launch with three guiding principles:

Substance Before Narrative

The communications strategy was built on verified facts from FWDA’s technical announcements. The export order, the indigenisation rate, the MRO infrastructure, these were the foundation. The narrative elevated the facts; it never substituted for them.

Atmanirbhar Bharat as the Contextual Frame

The story was positioned within India’s national strategic context: the shift from defence importer to defence exporter, the imperative of sovereign control, and the growing demand for cost-effective indigenous solutions in a shifting global geopolitical landscape.

Tiered Media Placement for Maximum Credibility

Coverage was targeted across wire services for national reach, national print for gravitas, specialist defence publications for sector credibility, regional press for multi-language penetration, and international defence media for export-market visibility.

The Coverage That Made the Country Look Up

The press conference generated one of the most significant media support. The story was not contained to a news cycle, it became a conversation.

500+ Total Coverage	29 Print Placements	89 Digital Publications	12 Electronic/Broadcast
100+ Social Media Amplifications	350+ Open Community Dialogues (YouTube, X, Reddit)	7,250 Total Organic Media Mentions of FWDA & Kaal Bhairav	

362.5M

Estimated Audience Reach

725M

Estimated Total Impressions

Strategic Storytelling, Earns Its Own Momentum

The Kaal Bhairav campaign is a reminder of what [strategic PR](#) anchored in substance can do for a sector where credibility is everything. In defence communications, it is important to underline the facts before the story. When you build the narrative on what is real, and match it to the publications that the right rooms are reading, the coverage follows. And then, if the story is strong enough, it travels on its own.

“When the story is built on substance, the coverage takes care of itself.” - The Brand DOC

Do you have a story to tell?

Reach us at info@thebranddoc.com

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