



BUSINESS GROWTH EXPERTS • SINCE 2008

Let's grow *together.*

A growth and marketing agency with a proven track record of **18 years** — 850+ brands, 35 nations, and revenue as the only scoreboard.

MARKETING THAT DRIVES ROI®

A GROWTH & MARKETING AGENCY • GURUGRAM, SINCE 2008

GOOGLE PARTNER • META BUSINESS PARTNER

FABOPLEX • GURUGRAM • JAIPUR

FABOPLEX GURUGRAM · JAIPUR

Business growth *experts.*

Two studios in India run the work. Five markets take it to clients. Everything is delivered by our own people — nothing is passed to a junior and nothing is subcontracted.

850+

BRANDS SERVED

35

NATIONS

18 yrs

SINCE 2008

WHERE WE ARE

Gurugram **HQ** +91 76544 84444

Unit 1017, Spaze iTech Park, Sector 49

Jaipur +91 76544 94444

BI/21, Gandhi Path Rd, Vaishali Nagar

Delhi +91 90906 69022

Shahpur Jat

New York +1 650 850 5588

447 Broadway, 2nd Floor

London +44 748 053 3913

128 City Road, EC1V 2NX

Teams also in Mumbai, Pune, Bengaluru and Calgary.

The next twelve minutes.

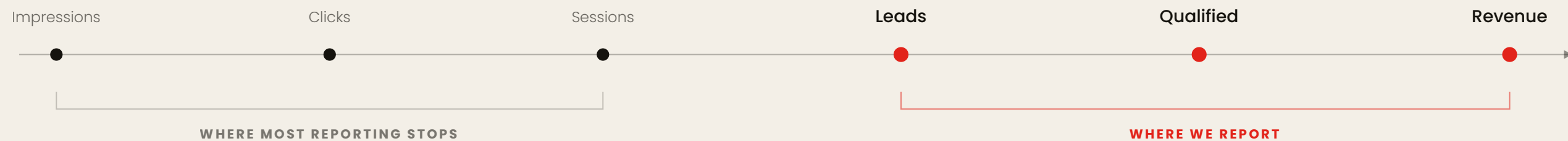
I	Who we are	90 sec
The agency, the founder, the verticals and the people who run the work		
II	What we have achieved	90 sec
The numbers, the recent past and the brands we have worked for		
III	What we will do together	270 sec
The engagement, channel by channel, and how each one is run		
IV	What we will achieve together	270 sec
Our assurance, and what happens after this meeting		

Timings are the discipline, not the limit. Interrupt wherever it is useful.

Your growth *agency.*

A digital agency with a proven track record of **18 years** in getting real results for the best organisations across the globe.

We started in Gurugram in 2008 doing the work ourselves, and we still do. What has changed is the scoreboard: we stopped reporting reach and started reporting revenue. Senior operators sit in every account, and we work invite-only with a limited number of clients at a time.



The left three are free to grow and cost nothing to lose. Only the right three appear on a P&L.

The same campaign produces every one of these numbers. Which three you are shown decides whether marketing is an expense or an investment.

INTRODUCING OUR FOUNDER NIKHIL SHARMA

We don't report likes and impressions. We report what your CFO cares about — pipeline and revenue.

NIKHIL SHARMA · FOUNDER & CEO

THE GROWTH MAESTRO · MOST INFLUENTIAL, 2019

25 yrs

IN DIGITAL AND GROWTH

500+

FOUNDERS AND BUSINESSES

Seasoned startup mentor and investor. Helping tech, e-commerce and internet ventures harness growth platforms for sustainable, rapid growth.

ALSO

- Founder, Fabulous Media Pvt. Ltd.
- Chief Happiness Officer, AnandBodh
- Former Brand Ambassador, Truecaller
- Advisory board, multiple institutions and start-ups

I

Five verticals. One accountable team.

i Digital marketing Search, AI search, paid media, social and content — perfected to business results.	ii Branding & design Identity, campaign and marketing material — perfected to the finest pixel.	iii Integrated web services Management, analytics and optimisation — perfected to online business needs.
iv Web design & application development Sites, portals and apps — perfected to speed and security.	v Photography, product shoot & animation Everything the campaign needs to look at — perfected to every visual.	+ AI search & GEO The newest vertical: being cited inside ChatGPT, Gemini and Perplexity.

Team Fabulous.

The core.

Spearheaded by our CEO Nikhil Sharma, on the advisory board of multiple organisations, institutions and start-ups.

Nikhil Sharma
CEO — digital & growth

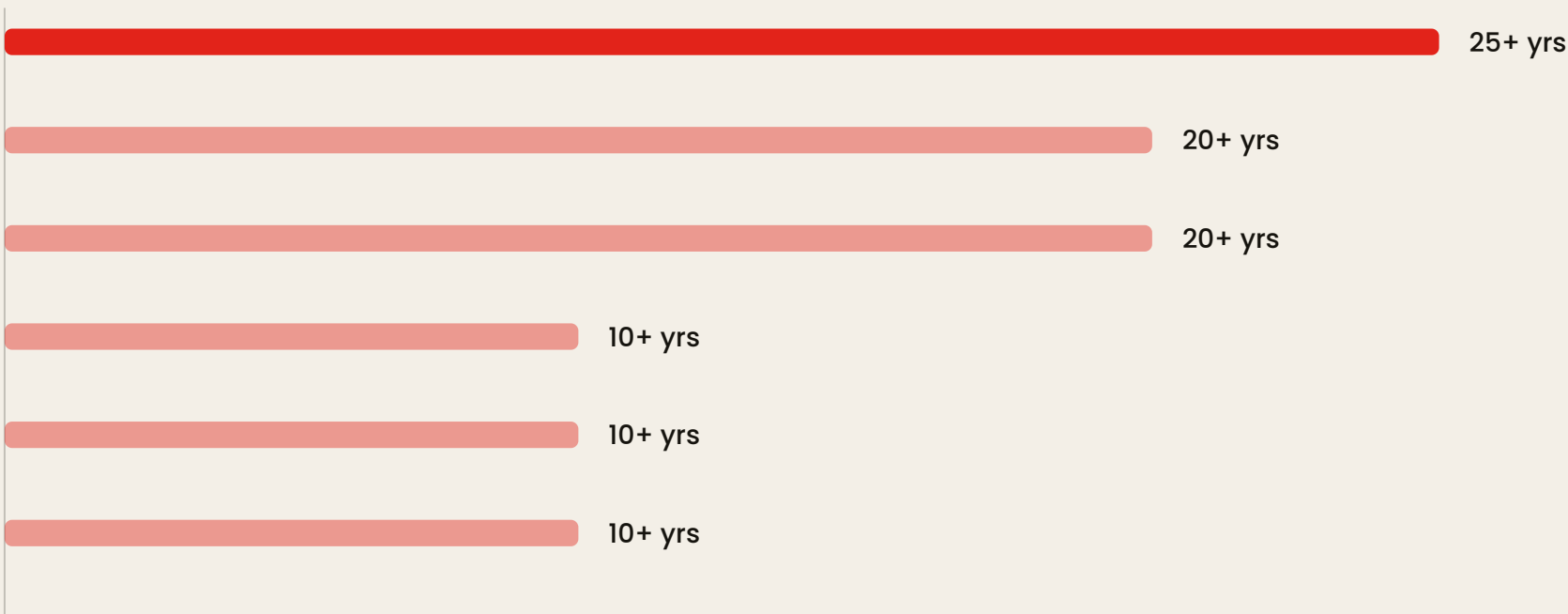
Code Chef
Technology

Digital Marketer
Digital marketing

Frontend Magician
UI / UX

Solutions Architect
Research

Visualiser
Creative



EACH DISCIPLINE IS LED BY THE PERSON WHO WILL ACTUALLY RUN YOUR ACCOUNT

Six leads, ninety-five years between them. Seniority is the product — it is what you are buying, and it is why we cap the number of accounts we take.

Senior operators sit in the accounts. There are no junior hand-offs.

II

Eighteen years *of turnovers,* not just followers.

Every figure below is money or pipeline that reached a client’s account. None of it is reach.

\$10 bn

IN CLIENT REVENUE

24 mn

LEADS FOR OUR CLIENTS

1,600

BUSINESS WEBSITES BUILT

850+

BRANDS ACROSS 35 NATIONS

II

What we have achieved, *in recent past.*

01 ₹15 Cr saved Through digital, for a pan-India institute — the same result at a fraction of the media cost.	02 +800% organic traffic Within a quarter for an institution, cutting paid dependency enough to save ₹75 lakh of ad spend the following season.	03 6× applications From 800 to 6,000 in a single financial year for a pan-India education portal.
04 Web, creative & marketing For a leading business school with top ratings and rankings.	05 +800% organic traffic To an e-commerce portal in a quarter — covered by Femina and Cosmopolitan.	06 90,000 employees Intranet portal developed for one of the largest corporate groups in Vietnam.

II

And well beyond this market.

07 An international artist Creative, web and online reputation management for an artist whose clients include Johnny Depp, Bill Gates and Prince Charles.	08 Iran’s third-largest newspaper A scalable platform devised for its news portal.	09 South East Asia Website management across the region for an MNC present in 100+ countries.
10 India’s largest paint company Android and iPhone prototypes developed end to end.	11 A UK intra-university network Web, iOS and Android application.	12 A global category leader Internet marketing, design and e-commerce management for the world’s biggest stockist of a women-centric product line.

CASE IN POINT CHANAKYA IAS ACADEMY

50,000 to 18 lakh
in four years.

Website, SEO and content rebuilt as one system rather than three line items. Organic traffic compounded every year of the engagement.

36×

ORGANIC TRAFFIC
OVER FOUR YEARS

18 lakh

MONTHLY SESSIONS, FROM 50K

01 / 06

CASE STUDY

How Chanakya IAS hit 36× organic traffic in 4 years.

Website, SEO and content, rebuilt as one system.

SWIPE →

FABULOUS MEDIA

CHANAKYA IAS • EDUCATION

CASE STUDY • EDUCATION

04 / 06

THE RESULT

36×

organic traffic, in four years.

BEFORE 50K → AFTER 18 Lakh

FABULOUS MEDIA

CHANAKYA IAS • EDUCATION

THE RESULT

II

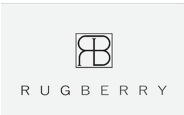
For whom we *have worked.*

Education, healthcare, industry, media, retail, property and hospitality.

II

And a good many more besides.

	DEEPAK BAJAJ				COUPONORG	
						
						
						

A selection. Full client list and named case studies available on request.

III

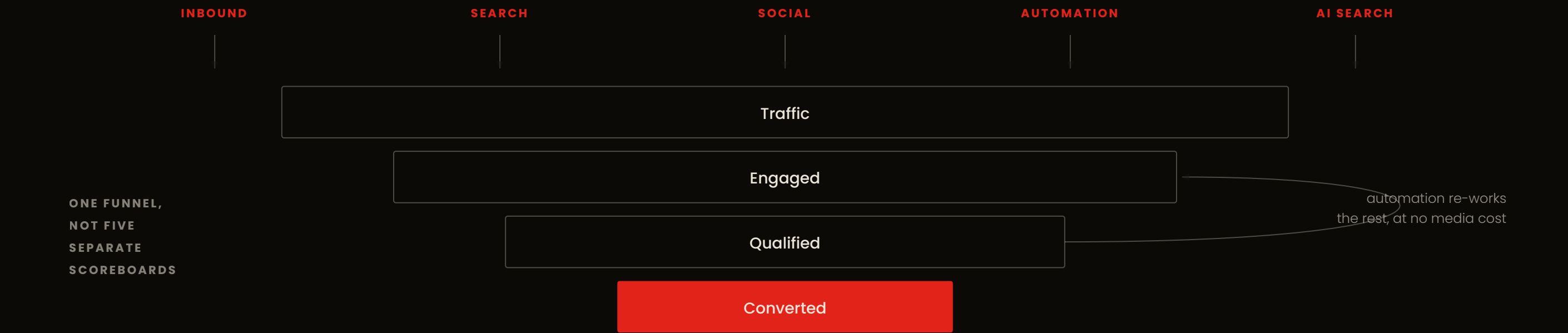
What we will do together, *to achieve the best in digital.*

i Website redesign For brand projection, marketing needs and the best user experience across devices — SEO-ready natively.	ii Creative & branding From crafting brand identity to conversion-oriented marketing material.	iii Search engine optimisation High traffic, high ranks, higher quality of leads, CRO and marketing automation.
iv Social media marketing From generating followers to building a community of your target audience who love the brand.	v Paid campaigns management Immediate results and highly engaged leads at optimum cost, with display for brand visibility.	vi Email marketing & automation Campaigns that nurture leads and lift conversion by targeting specific traffic.

III

Inbound & automation, *to convert targeted traffic into quality leads.*

Five disciplines that only work as one system. The fifth — AI search — is the 2026 addition, and the loop at the right is where most of the margin sits.



Run separately these five produce activity. Run as one funnel they produce pipeline — and the loop is where most of the margin is, because nurtured demand costs nothing to buy twice.

CHANNEL I SEARCH ENGINE OPTIMISATION

High ranks are *the by-product.*

The deliverable is qualified demand. Ranks, traffic and citations are how we get there, and how we show our working.

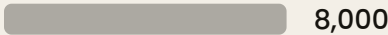
8K → 26K

SESSIONS IN 45 DAYS
BUSINESS SCHOOL, FROM 15 MAY 2017

36×

ORGANIC TRAFFIC IN FOUR YEARS
CHANAKYA IAS ACADEMY

BEFORE — 15 MAY 2017



AFTER — 45 DAYS



Monthly organic sessions. No change in ad spend.

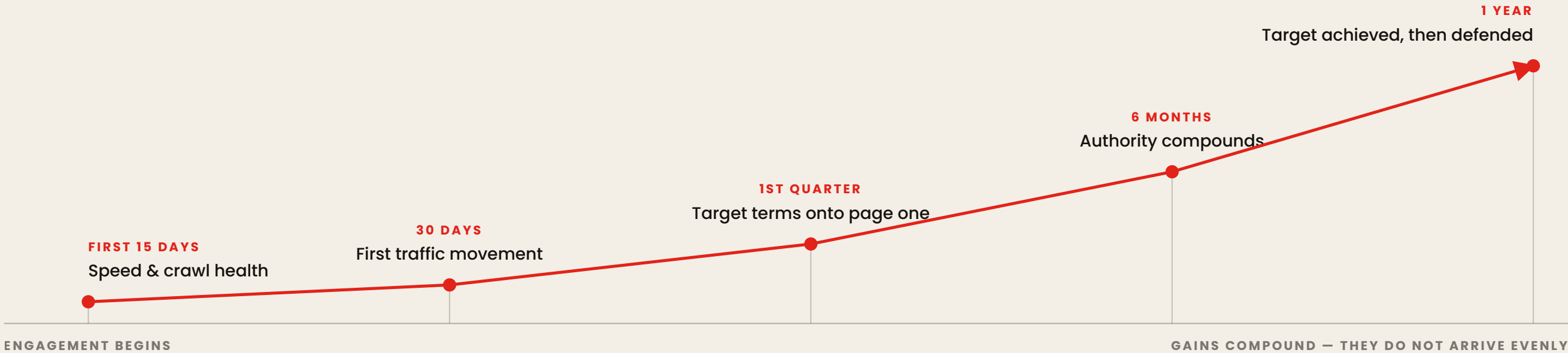
WHAT IT DELIVERS

- 01** High traffic
Compounding, and not switched off when the budget is.
- 02** High ranks
Earned through pages that deserve them, and digital PR that supports them.
- 03** High quality of leads
Intent-matched, so sales stops filtering noise.
- 04** Higher number of leads
Then CRO and automation compound what arrives.
- 05** Cited in AI answers
Share of answer tracked monthly, alongside share of search.

III

A sample visualisation of an SEO project.

What a well-run engagement looks like month by month. Indicative, and the shape we plan against – not a guarantee.



The shape of a well-run engagement, not a projection of your numbers. Technical work lands first because everything after it depends on it, and the curve steepens as authority accumulates.

CHANNEL II SOCIAL MEDIA MARKETING

An audience you own, *not one you rent.*

Likes and shares are the entry fee. The work is turning an audience into a community that buys, and then buys again.

- Generating likes & shares
- Increasing engagement
- Generating leads
- Higher number of leads



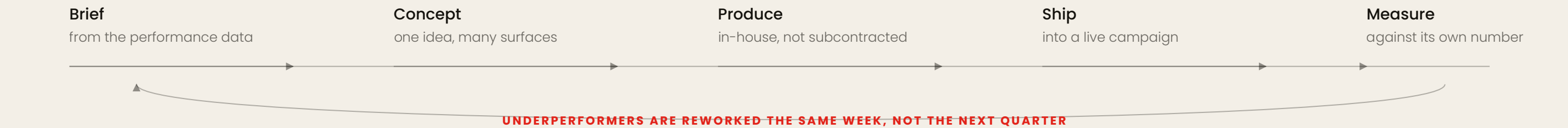
MEN'S FASHION • BUILT FROM SCRATCH

1 lakh Facebook community built from zero on a men's fashion brand, through engagement campaigns and organic social.

CHANNEL III CREATIVE & BRANDING

Briefed by the people *reading the performance data.*

Crafting a great brand identity An identity that survives contact with a marketing calendar.	Defining brand ethos and guidelines So the tenth execution looks like the first.	Marketing & promotional material Everything from a pitch deck to a product catalogue, on one system.
User interface design Pages designed by the team held to their conversion rate.	Creative ideation for campaigns One idea, executed across every surface it needs to appear on.	Research-based calls to action Tested, not argued about – optimised for results.



The brief comes from the numbers, which is only possible because the studio sits inside the agency rather than beside it.

CHANNEL IV PAID CAMPAIGNS MANAGEMENT

High conversions, *optimum cost.*

Media buying is the easy half. The hard half is the offer, the landing page and the tracking that proves which rupee produced which conversation.

₹15 Cr

SAVED VIA DIGITAL
PAN-INDIA INSTITUTE

2.4x

ROAS — AJA EVENTS

WHAT WE RUN

- 01

Google Ads management

Search, shopping and performance max, judged on cost per qualified lead.
- 02

Meta ads management

Creative built to be tested weekly, not admired quarterly.
- 03

LinkedIn & B2B / ABM

Named-account targeting where the deal size justifies it.
- 04

Display & outreach

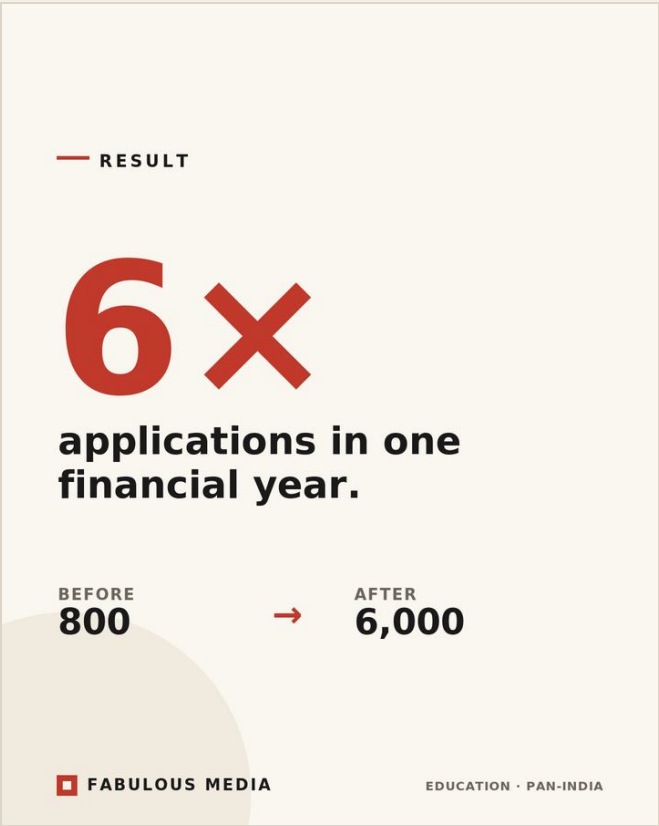
Brand visibility priced as brand visibility, and reported separately.

CHANNEL V EMAIL MARKETING & AUTOMATION

The cheapest channel *you already own.*

A list is only an asset if something is done with it.
Journeys, promotions and newsletters, sequenced
against behaviour rather than the calendar.

- Emailer journey
- Promotional campaigns
- Regular newsletters
- High open rates

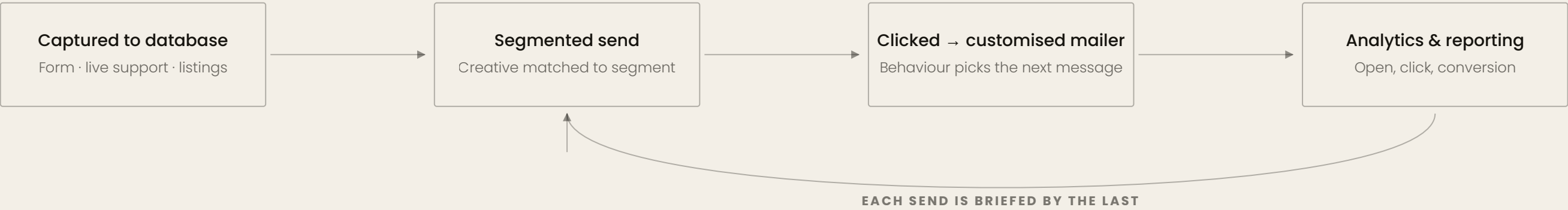


EDUCATION • PAN-INDIA

Overall business increased 6x — from 800 applications to 6,000 within a single financial year for a pan-India education portal.

III

How a campaign actually executes.



No open → re-approached on a different subject and hour, never simply re-sent

The loop is the product. A campaign that does not feed its own next send is a broadcast, and broadcasts decay.

Capture. Lead form, live support and listing surfaces, all wired to the same CRM before launch.

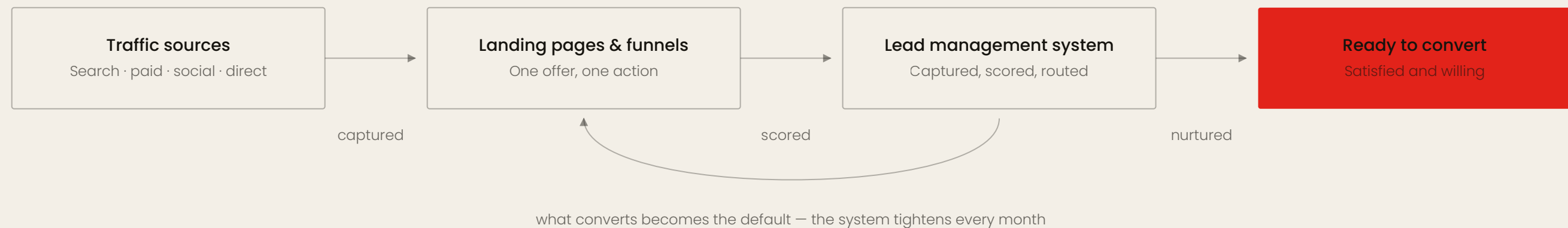
Segment. Creative is matched to a segment rather than blasted at a list.

Measure. Open, click and conversion decide the next send — not the calendar.

III

The conversion system.

Business capacity, matched to business results.



The target is business capacity matched to business results: enough demand to fill what you can actually deliver, and no more.

Landing pages & funnels. Built for one offer and one action, then tested until the arithmetic works. No shared template carrying four messages.

Lead management system. Every enquiry captured, scored, routed and chased. Nothing sits in an inbox until it goes cold.

Ready to convert. The only state that counts. Everything upstream is judged by how reliably it produces this one.

— CONVERSION LIVE SUPPORT

Answering the question *that loses the sale.*

Most abandoned journeys end on one unanswered doubt. Live support catches it on the page where it happens, in the moment it happens.

DEPLOYED ON

Landing pages · listing sites · social · search

HOW IT RUNS

- 01

Proactive chat triggers

Custom messages targeted by user source or search query.
- 02

Canned responses for swift replies

Speed is the conversion factor, so the first reply is instant.
- 03

Complete information & links

The answer, plus the page that proves it.
- 04

Doubts and queries resolved

Objections handled before they become silence.
- 05

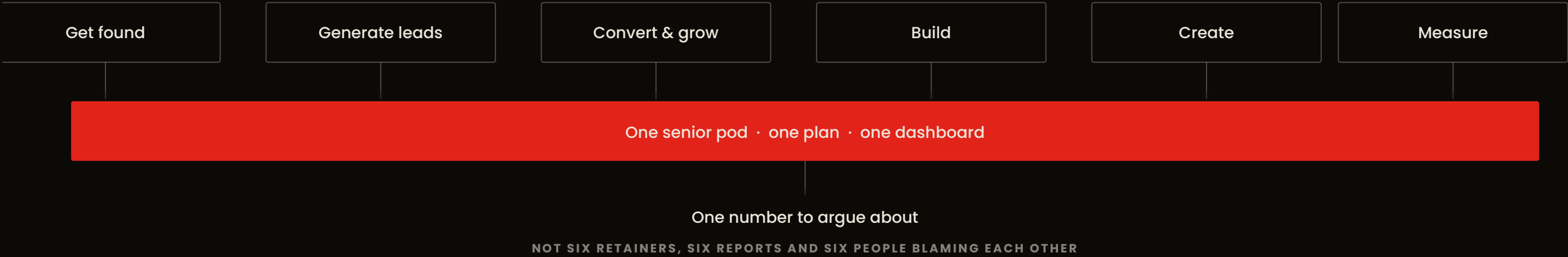
Salient features communicated

The user leaves satisfied, or leaves qualified out.

III

The Fabulous *Marketing Suite.*

Everything in this section, bought as one engagement rather than six. One plan, one senior pod, one dashboard, one number to argue about.



The suite is a commercial structure before it is a service list. Everything above the red bar is what you buy; the red bar is why it works.

— SOCIAL CAMPAIGN MUSEUM OF ILLUSIONS

A launch, run as *one campaign.*

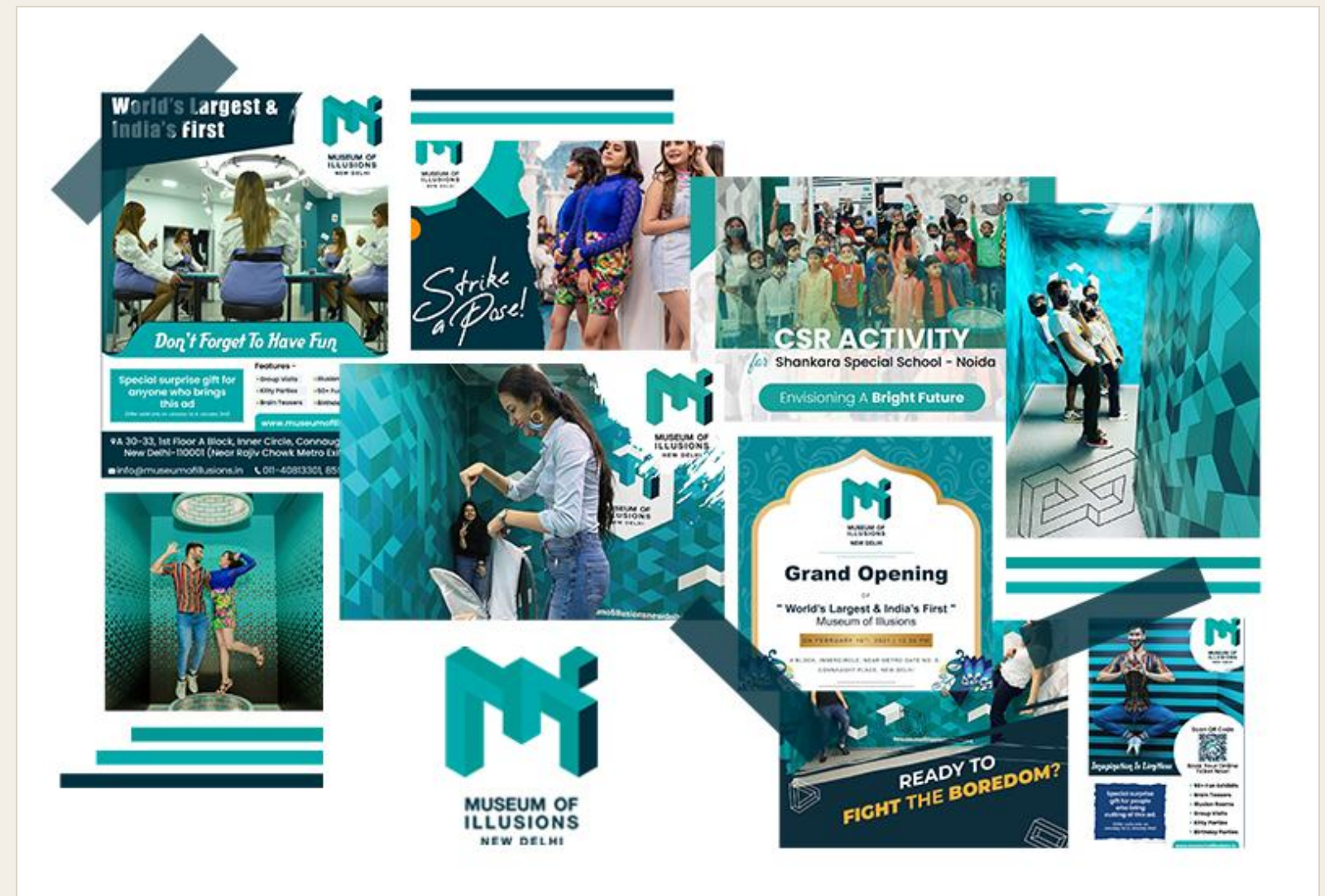
Grand opening, always-on social and search working from a single creative idea rather than three separate briefs.

+200%

ORGANIC TRAFFIC

3.2✗

LEADS FROM SEARCH



CAMPAIGN CREATIVE • MUSEUM OF ILLUSIONS, NEW DELHI

SOCIAL CAMPAIGN NEXTGEN INNOV8

An event brand, *built in public.*

Speaker announcements, record attempts, certificates and daily content — a full campaign calendar produced and run in-house.

WHAT WE RAN

Creative · social · paid amplification ·
landing pages · registrations



CAMPAIGN CREATIVE • NEXTGEN INNOV8

IV

What we will achieve

together. Our assurance.

- 01

Increase in organic traffic and ranks via SEO

Reported monthly against a baseline agreed before we start.
- 02

Top 10 ranks in the first quarter, ethically

On the terms agreed in the keyword map. No black-hat shortcuts, ever.
- 03

200% increase in leads in the first quarter

On websites, microsites or landing pages inside the engagement.
- 04

Conversion rate optimisation

Continuous experiments, prioritised by expected value.
- 05

A fabulous web presence

Fast, current and consistent everywhere a buyer meets the brand.
- 06

Marketing automation & AI integration

Including share of answer across ChatGPT, Gemini and Perplexity.

Written into the scope, reviewed quarterly, and the first thing we will hold ourselves to.



Let's grow *together.*

A senior strategist reviews your search, paid and site health, then sends a free, no-obligation growth plan within **24 hours**. If we are not the right agency, the plan still tells you what to do.

+91 76544 84444

fabulousmedia.in

THE NEXT FOUR STEPS

- 01** **Discovery call**
Thirty minutes. What you sell, who buys it, what the number needs to be.
- 02** **Audit & insights**
Free and fixed-scope. You keep the findings either way.
- 03** **Strategy level-set**
The plan, the sequence and the honest disagreements, before anything is spent.
- 04** **Build, optimise, review**
Weekly iteration, quarterly business reviews.

Faboplex, Gurugram · Jaipur · Delhi · Mumbai · Pune · Bengaluru · New York · London · Calgary