
Established 2009 | INS-Accredited Full-Service Advertising & Media Agency

Overview

Founded by Mr. S in 2009, ABC is an INS-accredited, full-spectrum advertising and media agency with a strong reputation in India's marketing and communications industry. The agency is known for delivering **end-to-end marketing communication strategies** that blend **creative innovation, strategic media planning**, and **measurable ROI** across diverse platforms.

Key Business Highlights

- **Established Market Presence** Over a decade of trusted industry experience
- **Strong Financials** A financially sound and operationally efficient enterprise
- **INS Accreditation** Certified to execute national-level media planning and buying
- **DIPR Empanelment:** Authorized (A Category) agency for Government of Karnataka
- **Reputed Client Bases** Long-standing relationships across public and private sectors.
- **Sectoral Diversity:** Healthcare, retail, education, jewelry, tourism, and Govt Projects

Core Services

- **Media Planning & Buying – Multi-channel expertise (Print, Digital, TV, Radio, Outdoor)**
- **Strategic Brand Development:** Positioning, identity creation, and brand architecture.
- **Creative Campaigns & Visual Communication**
- **Digital Media Marketing :Google, Facebook, Instagram, YouTube, LinkedIn & Pinterest**
- **Event Management :**Corporate Events, Product Launches, AV Production, and Logistics

Leadership

The agency is led by Mr. S, the Founder is a seasoned media professional with an in-depth understanding of the advertising landscape. Renowned for his **client-first approach** and **strategic media relationships**, He continues to be the driving force behind ABC's sustained growth and innovation.

Mr. S is **highly optimistic about the company's growth trajectory**. His visionary leadership, combined with strategic investment in media buying, presents a compelling opportunity for new investors. He is committed to supporting future growth on a commercial basis with **continued operational involvement and mentorship**

Sales Information and MIS

					In Crs
	Fy 19-20	Fy 20-21	Fy 21-22	Fy 22-23	Fy 23-24
	Audited	Audited	Audited	Audited	Audited
Revenue	8.7	4.66	4.39	12.45	44.52
Direct Expenses	7.61	4.04	3.93	11.55	38.33
Employee Benefits	0.5	0.32	0.18	0.31	0.41
Other Expenses	0.24	0.04	0.03	0.36	4.82
EBIDTA	0.35	0.26	0.25	0.23	0.96
Depreciation	0.01	0.01	0.01	0.01	0.01
Finance Cost	0.17	0.11	0.11	0.07	0.09
PBT	0.17	0.14	0.13	0.15	0.86

Requirement

ABC invites visionary investors to be a part of its next growth phase and transform potential into performance to achieve 150 Cr to 200 Crs turnover.