



Company Deck

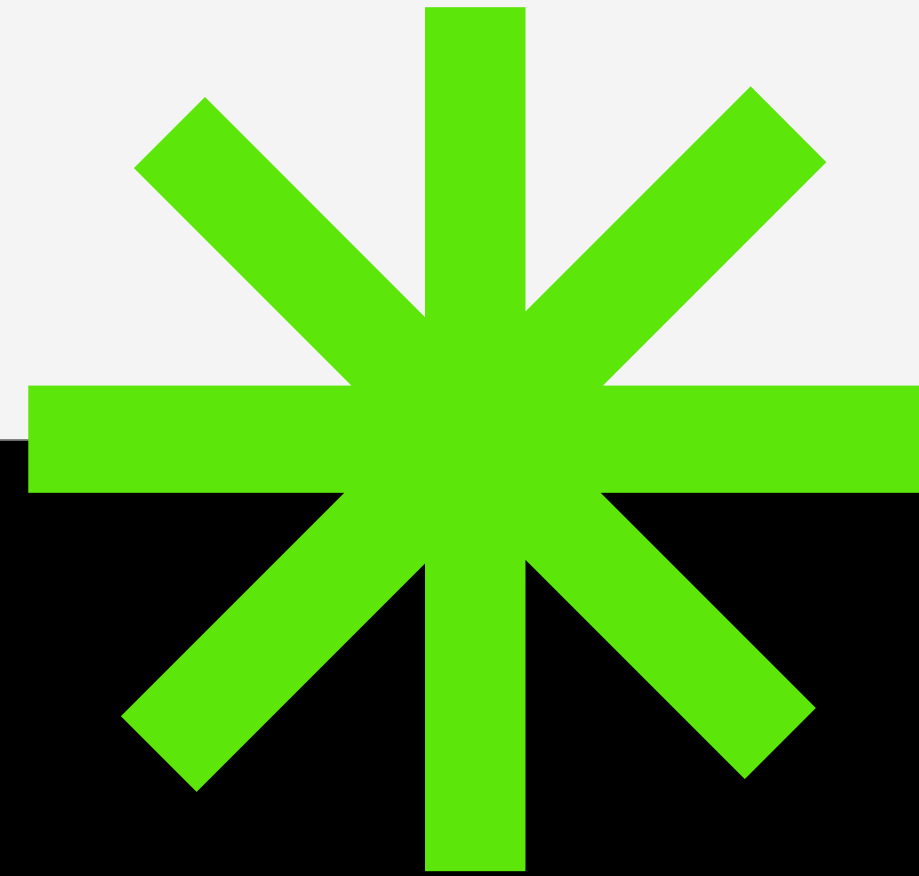
We are an

AWARD WINNING

Premium Performance-Driven Digital Marketing Agency

Mad Result, headquartered in Mumbai, India, is the unrivaled leader in digital marketing. Our track record is a testament to excellence, featuring 200 million+ Ad Impressions and 3000+ meticulously crafted ad campaigns. We've seamlessly generated 20 million+ leads, purchases, and app installations, propelling 200+ clients to exceed 150 crore+ in collective revenue for them since our 2019 inception.

Innovation fuels our core, and strategy is our compass. Our campaigns redefine the norms, captivating audiences, and shaping new brand narratives. At Mad Result, we're not just setting standards; we're defining the future of digital marketing.





Over 200+ clients





Brands we have worked with







Awards & Recognitions



FORBES INDIA & YOUR STORY
TOP DIGITAL MARKETING AGENCY



INDIAN ACHIEVER'S AWARD
FOR MOST PROMISING START UP



MEDIUM.COM
TOP MARKETING AGENCIES



SOCIAL SAMOSA
TOP FEATURED DIGITAL MARKETING AGENCY



SILICON INDIA
TOP MARKETING AGENCIES



CLUTCH AWARDS 2026
FOR THE TOP ADVERTISING AGENCY

We are partnered with





Know the founder

Abhishek Karnik



Founder of Mad Result, I am an alumnus of MICA and the Indian School of Business, bringing over 14 years of extensive marketing experience to the table. My mission is to elevate your brand to new heights, whether you're starting with a revenue of 1 crore or aiming for 10 or 100 crores.

I have collaborated with more than 300+ brands, including Coca-Cola, Intel, Reddington, the National Stock Exchange of India, Berger Paints, and over six+ brands featured on Shark Tank India.

As a resident of Mumbai who has travelled to numerous cities and countries, I am committed to a journey of excellence and am passionate about assisting those in need along with an awesome team at Mad Result.

Connect with him on Linked in [HERE](#)



Our MAD Capabilities

M

Marketing

Client Leadership & Consultancy

- Brand growth & development
- Insights & communication strategy
- Competitor and Market Analysis
- E-commerce - Optimisation and Amplification

Activation

- Social Media Marketing
- Search Engine Optimisation
- Influencer Marketing
- Meme Marketing
- Public Relations
- BTL Marketing
- Content Marketing
- Digital Strategy
- Marketing Consultation



Our MAD Capabilities

A Advertising

Client Leadership & Consultancy

Media Planning & Buying
Effectiveness & ROI
Measurement, Attribution
and Optimisation

Activation

SEARCH

Paid Google, Bing & more

SOCIAL

Paid META, Linked in, Twitter & more

PROGRAMMATIC

Programmatic DV360 & native

B2B, B2C & D2C

National & Global brand reach solutions

ATL - Radio, Print, OOH & DOOH, OTT & TV Ads



Our MAD Capabilities

D

Design & Development

Client Leadership & Consultancy

Brand Strategy
Communication Strategy
and Messaging
Product Visualization

Production

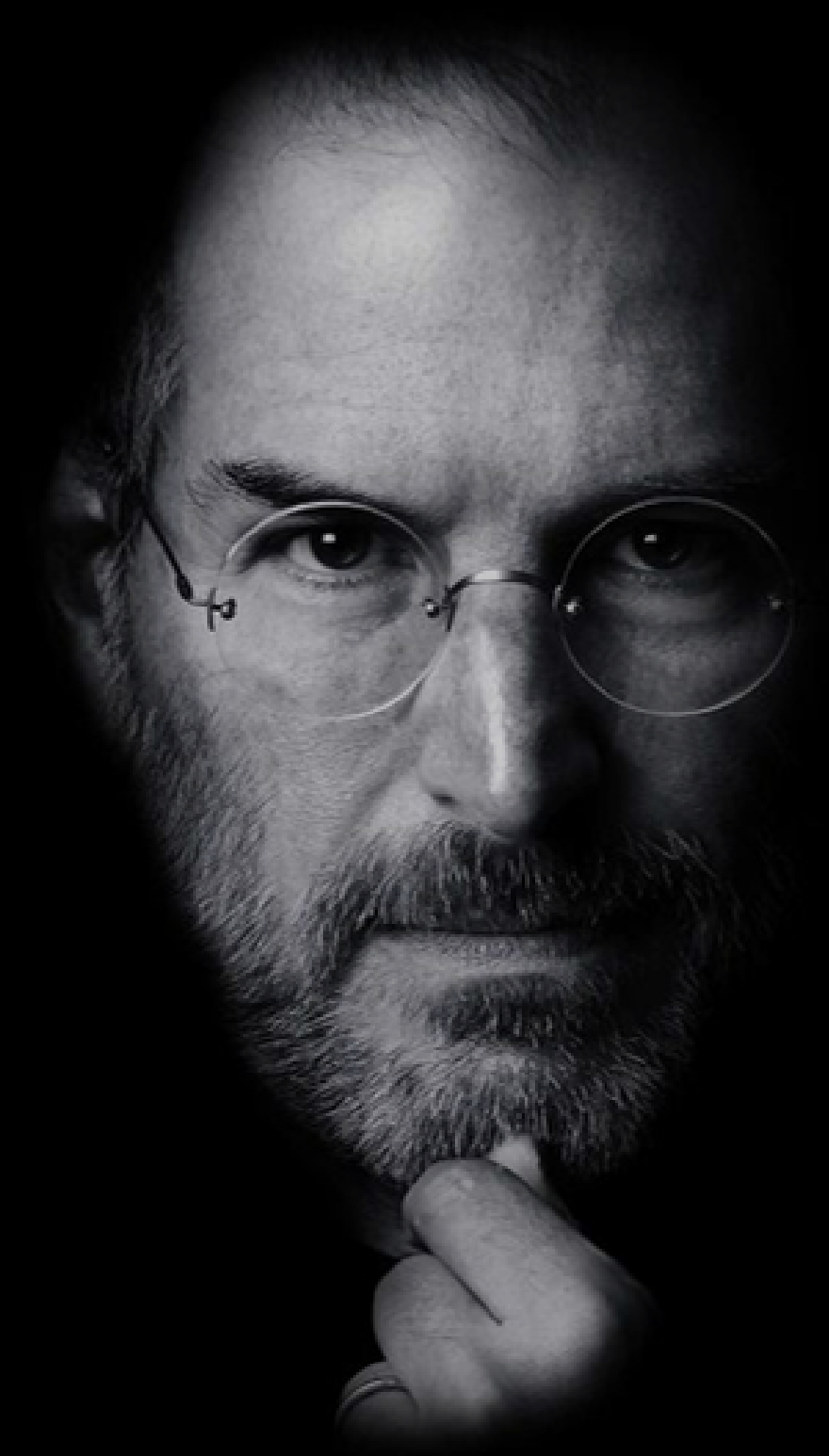
Logo & Branding
Packaging & Label
Website Development
UI/UX Development
App Development
Video Production & Photography
Campaign Conceptualising & Design



Our Process



“We’re here to put a dent in the universe. Otherwise why else even be here?” – Steve Jobs





Our Process

Analyse

As your partner in growth, we take an analytical approach to understand your brand and build campaigns that resonate with your customers, driving your success to new heights.

React

Harnessing the invaluable insights gleaned from our brand analysis, our agency will forge dynamic revenue-centric strategies that seamlessly fuse creativity and precision.

Accelerate

Our mission is to achieve a remarkable 10x growth for your brand in just three months. With strategic prowess and a relentless pursuit of excellence, we pave the path to your brand's meteoric rise in the market.



The results
we deliver



6x

Consistent ROI for 12 months with our Digital Marketing Campaigns for our clients

100%

User satisfaction with our services that we render for our clients

34 Cr.

Over 34 Crores of ad spends handled across accounts

59%

Additional increase in conversion rates after 6 months for our B2B and B2C clients

47%

Month on month increase in AOV of our E-commerce clients

100%

Audience match for our clients's brand with the audience with 30 days of campaign



How do we deliver results?

Global perspective

We have members and collaborators working together from India, USA, United Kingdom, Brazil, Canada & more.

Research-based

Our research methods involve both quantitative and qualitative analyses to reveal valuable insights, define sales flow, enhance customer acquisition, data and analytics.

Collaborative effort

Collaboration is key, and it's a two-way street. To guarantee optimal outcomes, we ask you to assign a point of contact to take an active role in the project. This ensures that both parties remain focused on the task at hand.

We're niche

Our main clients are small to medium-sized enterprises, corporations, and funded startups that specialize in developing products and services across industries.

Holistic approach

Our research and discovery process provides valuable insights into how we define brand strategies, shape customer experiences, and drive sales & revenue.

Challenge everything

At times, our research-based approach leads us to question the fundamental assumptions underpinning a product, website, or brand.

Dedicated teams

Dedicated Teams for every project, with a Personal Point of Contact (POC) throughout your project cycle.

Weekly Sessions

Our commitment to you includes open communication with your dedicated team and weekly check-ins to discuss progress and deliver updates.

Well defined client fit

Our specialized services allow us to have a comprehensive grasp of the ideal location, method, and audience to achieve optimal outcomes.



The industries we serve



Industries

E-commerce: Online retail stores, from small boutique shops to large marketplaces like Amazon and eBay.

Health and Wellness: Hospitals, Doctors, Sexual and reproductive wellness, mental health, nutraceutical supplement stores.

Real Estate: Real estate agencies, Real estate developers

Food and Beverage: Restaurants, cafes, food delivery services, and breweries.

Fashion and Apparel: Clothing stores, fashion brands, bridal clothing, and accessory shops.

Entertainment and Events: Movie theaters, event venues, concert promoters, and event planning companies.

Automotive: Autonomous vehicles, Electric vehicles, car and bike manufacturers, Car dealerships.

BFSI: Banks, credit unions, insurance companies, and financial advisors.

Education and E-Learning: Schools, online course providers, and language learning platforms.

Home Improvement and Maintenance: Home renovation, Interiors, paints.

Beauty and Personal Care: Salons, spas, cosmetics, and skincare & haircare brands.

Jewellery: Fast fashion, bridal, authentic diamonds, gemstones, gold and silver.



Industries

Tech and Electronics: Consumer electronics, software companies, and tech startups.

Childcare: Online baby care products

Travel and Transportation: Airlines and car rental services.

Pets and Animals: Pet stores, veterinary services, and pet grooming businesses.

Sports and Recreation: Sports clubs, sports equipment stores, and recreational facilities.

Art and Culture: Museums, art galleries, and cultural events.

Nonprofits and Charities: Charitable organizations and foundations looking to raise awareness and donations.

Home Decor and Furnishings: Furniture stores, interior designers, and home decor brands.

Legal Services: Law firms and legal consultants.

Gaming and Hobbies: Video game companies, hobby stores, and collectibles stores.

Environmental and Sustainability: Eco-friendly and sustainable product brands.

Senior Care: Senior living facilities and home care services for the elderly.

Food Trucks and Mobile Services: Mobile food vendors and services.



Industries

Social Media Influencers: Collaborating with individuals with large followings in various niches.

Local Businesses: Small local businesses, such as coffee shops, boutiques, and service providers.

Subscription Boxes: Companies offering subscription box services in various niches.

Gaming and Esports: Esports teams and gaming events

Drones: Drone manufacturer and reseller

FMCG: Consumer good brands

Logistics: Packers and movers



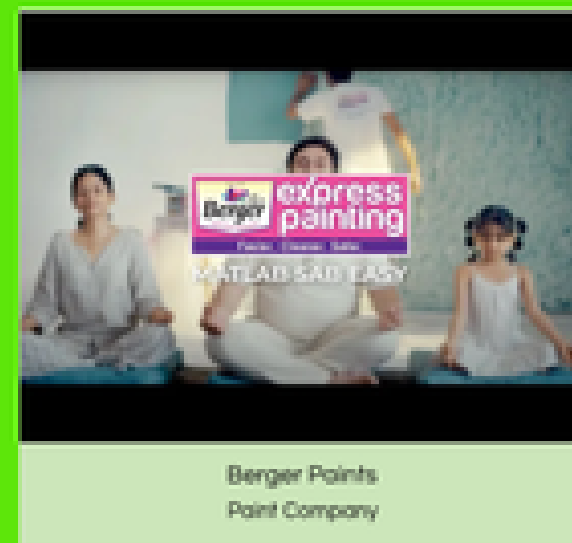
Quick Case Studies



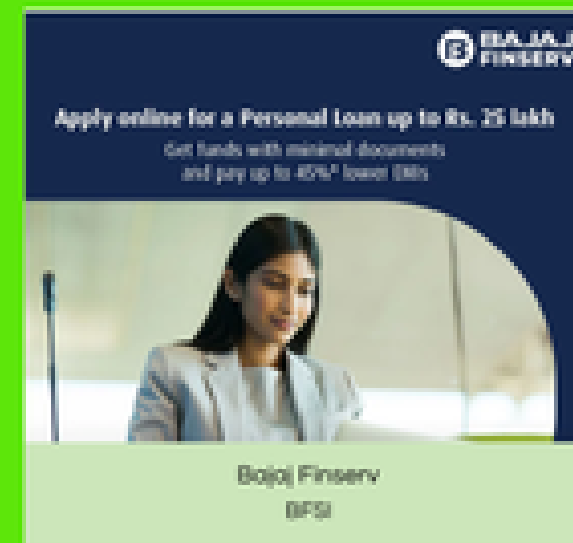
Performance Marketing Case Studies

[CLICK HERE](#)

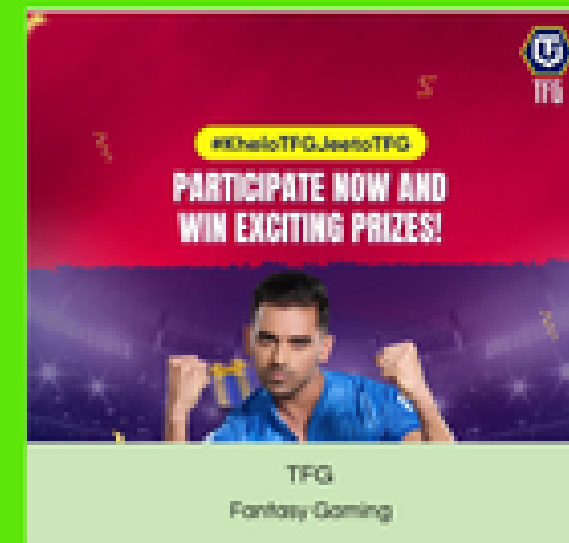
Case Studies



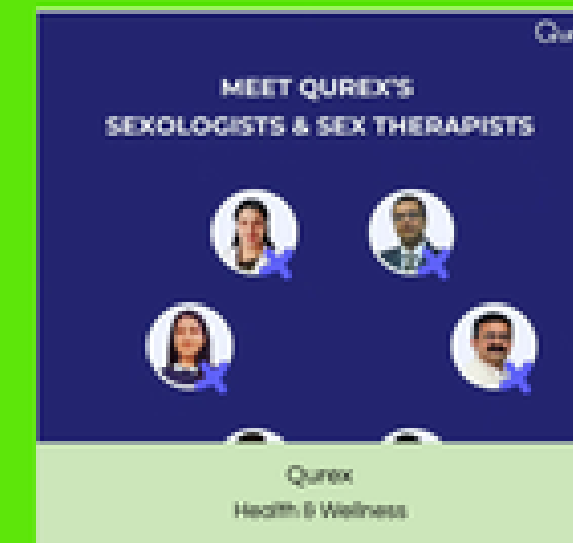
Berger Paints
Paint Company



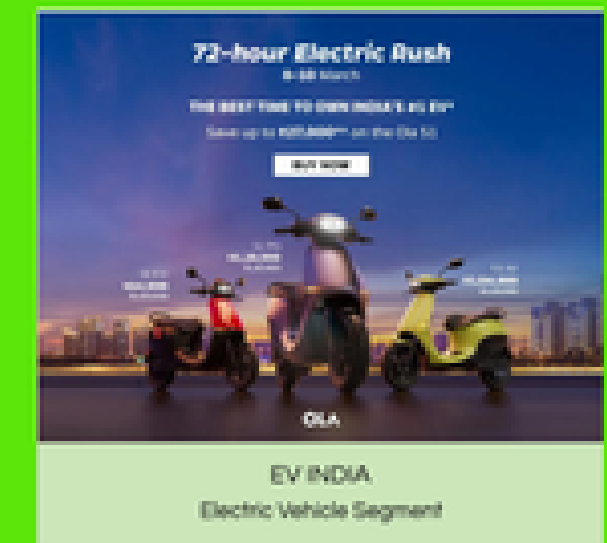
Bojo Finserv
BFSI



TFG
Fantasy Gaming



Qurex
Health & Wellness



EV INDIA
Electric Vehicle Segment



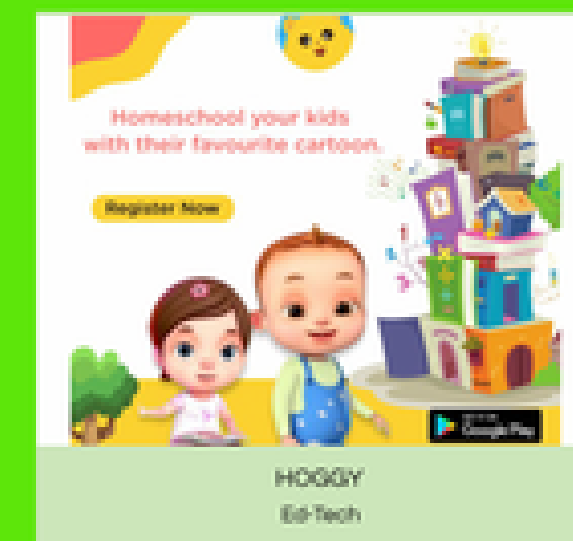
Boxigo
Movers & Packers Company



National Stock Exchange Of India
Email Marketing



ECONOMIC TIMES
PRINT



HOGGY
Ed-Tech



Oye Rickshaw
Electric Vehicle - Last Mile

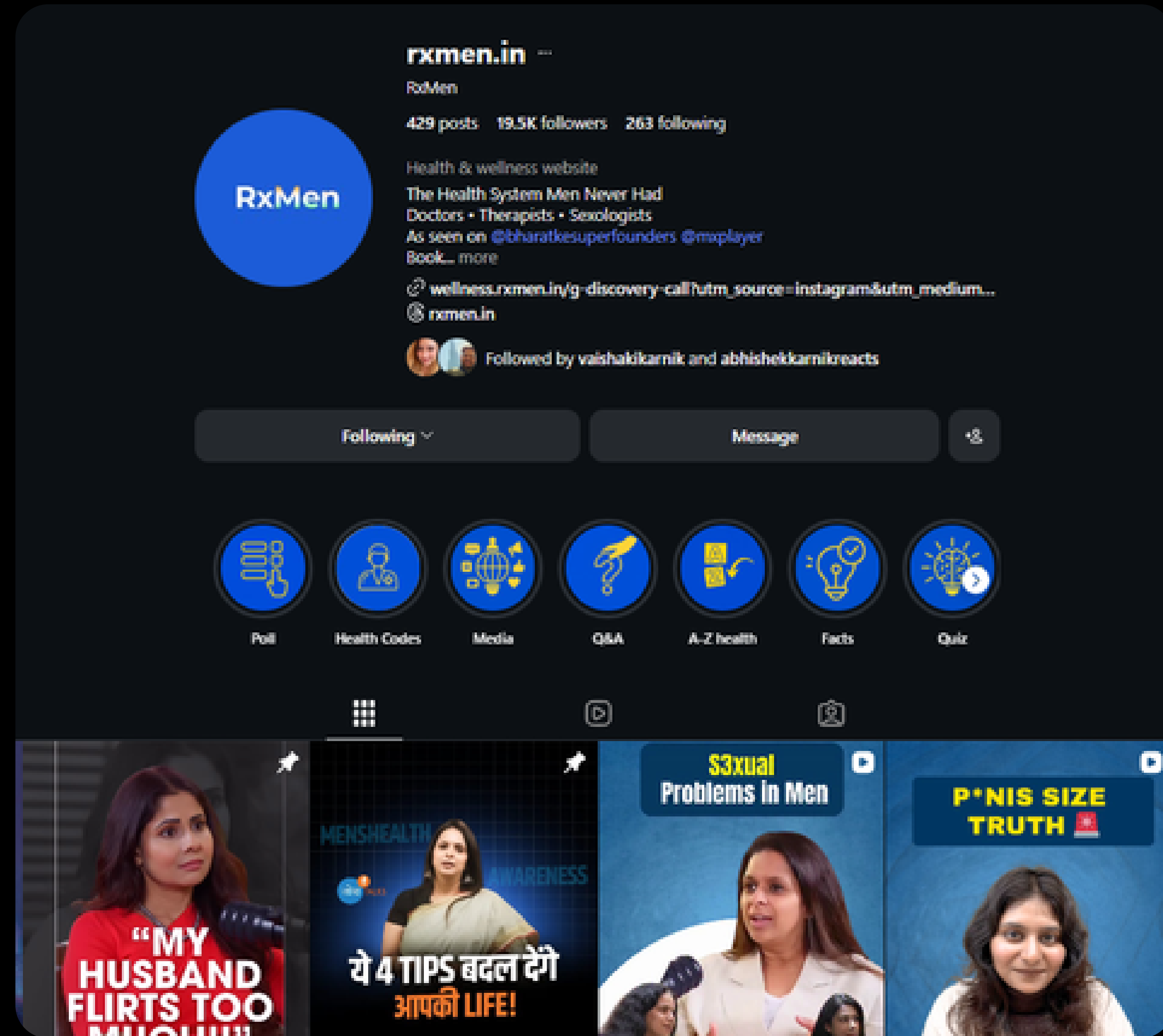
Our most recent Social Media Marketing Case Study

Client: **RxMen**
FORMERLY QUREX

RxMen, a digital platform specializing in sexual health education and information.

Solutions provided:

1. Social Media Marketing
2. Performance Marketing
3. Influencer Marketing
4. Brand growth strategy





The Problem

RxMen, a digital platform offering extensive knowledge about sexual health, faced limited visibility, stigma surrounding the topic, and complexity in presenting medically sophisticated educational content.

The Solution

Our digital marketing agency developed a strategy to help RxMen establish itself as a reliable source of sexual health information. This included content marketing, social media engagement, influencer collaborations, targeted paid advertising, and a user-friendly website redesign. The approach aimed to destigmatize the topic and create a safe and engaging online community.

The Results:

The digital marketing strategies implemented by our agency yielded significant results for RxMen:

Increased Website Traffic: Organic traffic to RxMen's website increased by **120%** within the first six months of our partnership.

Growing Online Community: RxMen's social media engagement and community grew by **150%**, fostering a safe space for open discussions about sexual health.

Improved Search Visibility: RxMen's content ranked higher in search engine results, leading to a **40%** increase in click-through rates.

Brand Recognition: Collaborations with influencers and healthcare experts elevated the brand's recognition, establishing RxMen as a credible source of information in the field.

User Satisfaction: Feedback and testimonials from users indicated improved satisfaction and understanding of sexual health concerns, validating the success of the content strategy.

RxMen's commitment to providing accurate, accessible sexual health information combined with our digital marketing expertise led to a transformative impact, breaking down barriers and encouraging individuals to take charge of their sexual well-being.



Since we can't fit all here

Social Media Marketing Brand links below,

TRADE FANTASY GAMING - An app by Indian Cricketer (Deepak Chahar CSK)

INSTAGRAM [LINK HERE](#)

TOP DOG - A Petcare brand

INSTAGRAM [LINK HERE](#)

DJOKR - A Luxury fragrance brand

INSTAGRAM [LINK HERE](#)

SKYA - A Skin and Health care brand

INSTAGRAM [LINK HERE](#)

WILD FERNS - A Clean skin-care brand

INSTAGRAM [LINK HERE](#)

MISHRAMBU BEVERAGES - A Classic thandai brand

INSTAGRAM [LINK HERE](#)

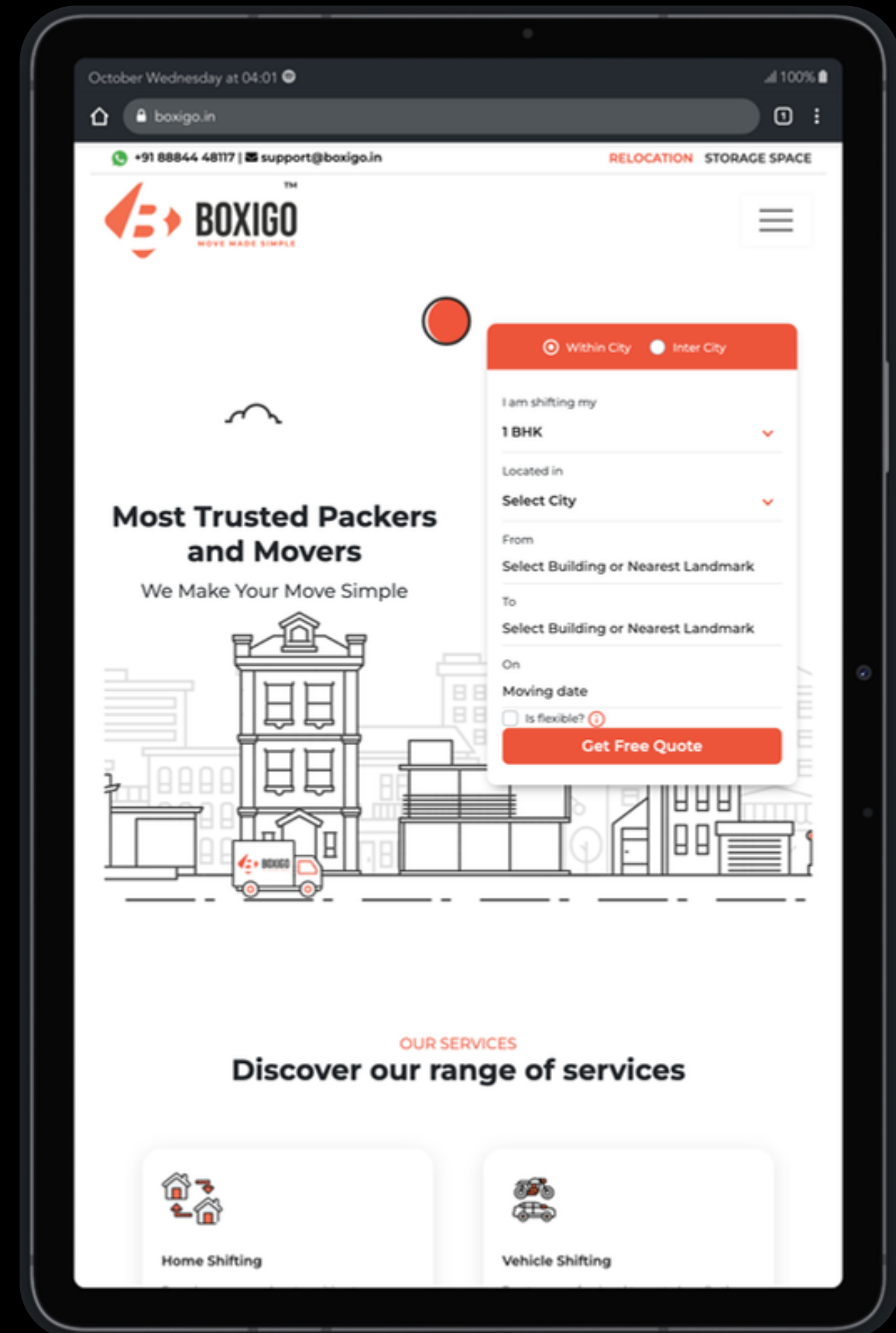
Our most recent Search Engine Optimisation Case Study



Boxigo, An ultra-modern startup seamlessly blending technology and traditional expertise to provide stress-free, safe, and affordable home shifting experiences.

Solutions provided:

1. Search Engine Optimisation
2. Performance Marketing
3. Brand growth strategy





The Problem

Boxigo, an ambitious startup in the home shifting industry, initially faced fierce competition in their crowded market. To maintain their competitive edge, they required enhanced online visibility, increased customer acquisition, and brand recognition.

The Results:

The implementation of these solutions yielded outstanding results:

- **Increased Online Visibility:** Boxigo's search engine rankings significantly improved, resulting in higher organic traffic of 516 monthly visitors, and a noteworthy 840 organic keywords that are now ranking highly.
- **Boosted Conversions:** Performance marketing campaigns led to a surge in website visits and conversions, with a marked increase in inquiries and bookings.
- **Enhanced Brand Recognition:** Boxigo's brand grew significantly with improved social media engagement and content marketing, building trust and loyalty among their customer base. Additionally, their extensive backlink profile solidified their online authority.

The Solution

Boxigo joined forces with our digital marketing agency to address their challenges. Our customized solutions included:

- **Search Engine Optimization (SEO):** We initiated a comprehensive SEO strategy that included optimizing their on-page content, meta tags, and technical aspects. This resulted in a significant increase in their SEO performance score, now standing at an impressive 46, highlighting Boxigo's strong online presence and performance.
- **Performance Marketing:** To drive targeted traffic and conversions, we launched performance marketing campaigns across platforms such as Google Ads and social media. These campaigns were designed to reach potential customers actively seeking moving solutions, ultimately leading to a boost in their organic monthly traffic, which now stands at 516, and an impressive 840 organic keywords ranking highly.
- **Brand Growth Solutions:** In parallel, we devised a brand growth strategy to enhance Boxigo's brand image. This included content marketing, social media engagement, and email marketing to establish stronger relationships with customers and foster loyalty. Furthermore, our efforts led to a substantial increase in backlinks, totaling 2000, which significantly strengthened Boxigo's online authority and credibility.



The best in class

Website Management Projects links below,

SEPAL - A Bike Shield company

WEBSITE [LINK HERE](#)

RACE ENERGY - A EV Battery brand

WEBSITE [LINK HERE](#)

FAIRBE - A Womens Wear D2C Brand

WEBSITE [LINK HERE](#)

SILKORA - A Beautiful saree brand

WEBSITE [LINK HERE](#)

HARRISSONS BAGS - An Indian Bag Brand

WEBSITE [LINK HERE](#)



Our Branding Portfolio



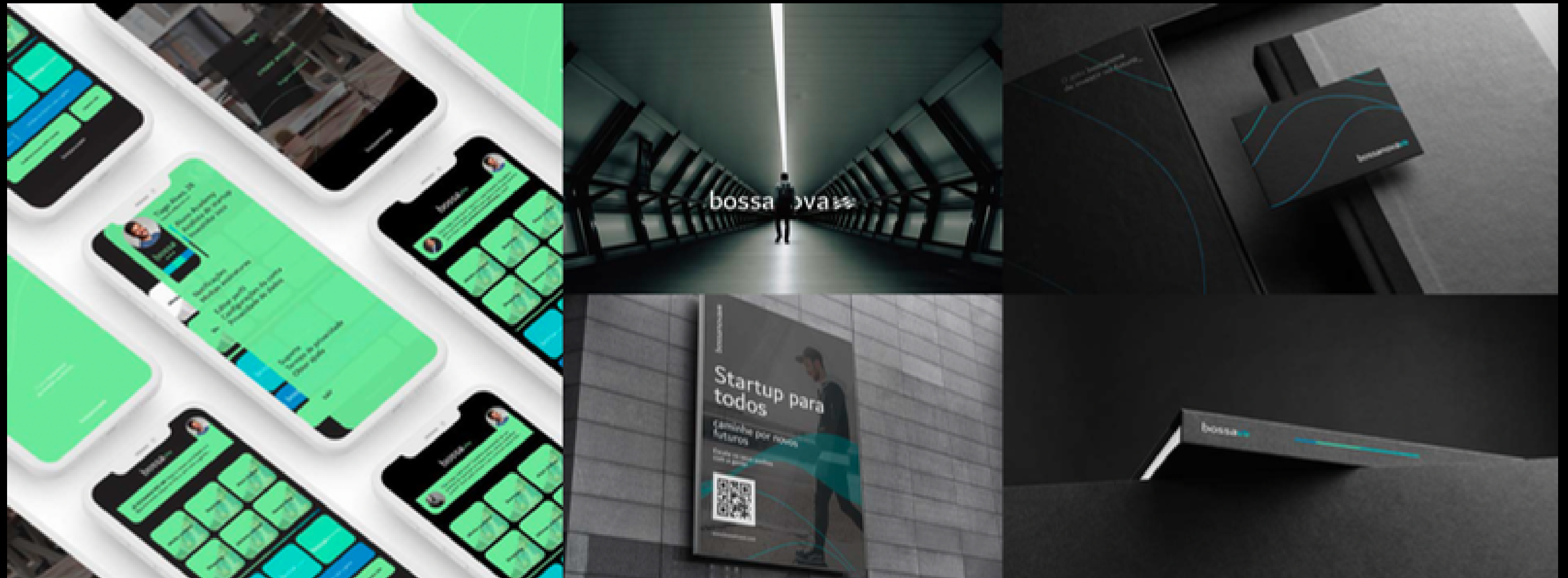
Nexxar



Industrial Company



Bossanova



Venture Capital Company



UPS



Delivery Company



WEZO





More unbeatable designs right here

Logo, Branding & Identity Projects links below,

BARE LABS - A health supplement brand

PROJECT [LINK HERE](#)

CORAL SEA CRUISE - A cruise company

PROJECT [LINK HERE](#)

SAIYAN SUPPLEMENTS - Another health supplements brand

PROJECT [LINK HERE](#)

TRADE SCHOOL - An ed-tech brand

PROJECT [LINK HERE](#)

PRIMEX - A global mobile accessory brand

PROJECT [LINK HERE](#)

SANGHVI REALTY - A Real Estate Developer brand

PROJECT [LINK HERE](#)



Services & Rates



Services & Rates

At Mad Result, we understand that transparency is key when it comes to pricing. That's why we've made it easy for you to find our average rates for each type of service.

Our average engagement usually ranges from INR 45,000 to INR 250,000 or \$2,000 to \$10,000 per month. Our services include Strategy & Execution/Activation of services such as performance marketing, social media marketing & more.

We offer our clients flexible billing structures, including fixed project fees, hourly rates, monthly and yearly retainers for research, design, and development services.

Service	Average Rate
Performance Marketing	INR 38,000-100,000
Social Media Marketing	INR 65,000-350,000
Search Engine Optimisation	INR 38,000-150,000
Logo, Branding & Identity	INR 65,000-300,000
Website Development	INR 100,000-500,000
Packaging & Label Design	INR 45,000-300,000
Marketing Consultation	INR 25,000-100,000

All costs are 18% Additional GST



For additional inquiries,
please contact us at
connect@madresult.com

Or just visit
www.madresult.com

Through our relentless pursuit of innovation, we create transformative products and services that make a real difference in the lives of thousands every day.



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Thank You

A Presentation by Team

