

1. Miya Kebabs – Store Visits & Repeat Revenue Growth

Industry: Food & Beverage (QSR)

Objective: Increase store visits & build a strong repeat-customer pipeline

Platforms Used: Google Ads (Store Visit Campaigns), Meta Ads, Reelo CRM

Daily Budget: ₹5,000 per outlet (4 outlets in Mumbai & Pune)

Key Actions Taken

- **Launched high-intent Store Visit campaigns** across Google & Meta, with precise geo-targeting around all four outlets, helping drive consistent walk-in traffic every day.
- **Implemented competitor keyword targeting** to capture demand from customers searching for nearby kebab/QSR competitors, improving visibility and increasing footfall from high-intent audiences.
- **Set up Reelo CRM & loyalty automation**, allowing customers to register, receive offers, and get notified about promotions — resulting in higher repeat visits and improved customer retention.
- **Optimized audiences & ad structure** to reduce wasted spend, ensuring each campaign reached high-propensity customers actively looking for dining options within the immediate locality.

Results

- **Achieved ₹50–₹100 per store visit**, significantly below industry benchmarks for QSR walk-in campaigns.
- **Generated consistent monthly store revenues of ₹1 crore+ per outlet**, supported by steady and predictable inbound footfall.
- **Increased repeat customer rate** through CRM-led loyalty flows & targeted remarketing.

2. The Saatvik Box – Meal Subscription Startup

Performance Marketing & Branding Case Study

Overview

A newly launched meal-provider startup offering weekly and monthly subscription plans. They had zero online presence, no branding, and no structured digital system for orders or payments.

My Contribution

- **Full-scale brand setup:** Created the entire brand identity - logo, color palette, messaging and established their online presence, including **Google My Business**, website development, and social media setup.
- **Performance marketing:** Ran Meta Ads focused on subscription acquisition using high-intent creatives and emotional messaging. Targeted individuals living away from home, working professionals, and hostel-goers.
- **High-impact results:** Acquired **~300 meal subscriptions at just ₹10 per subscription**, significantly reducing the customer acquisition cost and helping the brand scale rapidly.
- **System automation:** Built an **automated WhatsApp ordering system** using WABB, integrated with **Razorpay & PhonePe** for seamless payments, and connected everything to **Petpooja** for centralized restaurant management.
- **Growth impact:** The automated system simplified operations, reduced manual errors, and improved customer retention - positioning Saatvik Box as a reliable and convenient meal-service provider for the local market.