

8 Celebrating  
*year's*  
of excellence



[www.devoutgrowth.com](http://www.devoutgrowth.com)





# ABOUT US

## At Devout Growth,

**We don't just market — we craft legacies.**

Founded on **31st July 2017** in Bihar, Devout Growth has evolved into one of India's leading 360° marketing and technology agencies, now firmly established in Bangalore with a powerhouse team of 100+ talented professionals.

We go beyond the conventional, blending creativity with technology to build iconic brands, disrupt industries, and deliver real, measurable impact. Whether it's bold branding, immersive storytelling, or cutting-edge web development — our goal is simple: make your brand unforgettable.

From CGI-driven narratives to influencer collaborations, celebrity campaigns, high-performance websites, and SEO-optimized content, we integrate next-gen digital strategies with emotional and cultural intelligence. We don't believe in shortcuts or bots — just real traction, real engagement, and lasting influence.

**But we're more than marketers. We're engineers of growth.**

From sleek landing pages to custom e-commerce ecosystems, we develop tech-forward solutions that don't just look great, they convert. Our in-house development and UI/UX teams ensure every brand we touch is future-ready - digitally and visually.

**If your brand is ready to become the next online cult trend, Devout Growth is ready to make it happen. Let's build something remarkable — from the heart of Bihar to the world.**



# OUR SERVICES

We combine our data-driven approach with knowledge gained from years in the Marketing industry to deliver outstanding results for our clients. We offer a full range of Branding Services including :



**TV & Advertising  
Content Solution**



**CGI Ads**



**Content  
Marketing**



**Website  
Development**



**Event Planning &  
Management**



**Influencer  
Marketing**



**Performance  
Marketing**



**Search Engine  
Optimization**



**PR Services**



**Social Media  
Optimization**



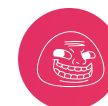
**Review &  
Reputation  
Management**



**Mobile App  
Development**



**Branding Services**



**Meme Based  
Marketing**



**Lead  
Generation**



**ERP/  
CRM/PRM  
Development**

## Our 4C's approach

**Foundation + Clarity + Spark + Trust = A Brand That Never Lasts**



**Critical  
Thinking**



**Creative  
Mining**



**Concept  
Building**



**Connection  
Crafting**



# WHY US ?





# OUR CLIENT



# CASE STUDY



## OBJECTIVE

Engage teenagers nationwide by launching a fun, curiosity-driven Rs 10 lakh treat circle challenge that boosts interaction and brand recall for Britannia Treat.

## STRATEGY

- Collaborated with Nitin Vijay (NV Sir), a highly trusted educator and youth icon, to kickstart the "Treat Circle Challenge."
- Participants were invited to measure the inner circumference of a Treat biscuit and share their entries for a chance to win Rs. 10 lakh — combining playfulness with a reward-driven hook.

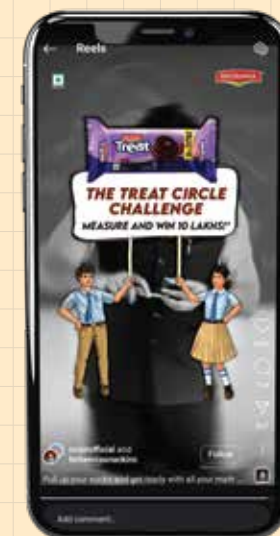






## EXECUTION HIGHLIGHTS

- 01** Campaign video went viral, crossing 1 million likes within just 4 days
- 02** Widespread participation from teenage audiences across platforms
- 03** Massive uplift in brand interaction and positive youth sentiment
- 04** Successfully positioned Britannia Treat as a fun, engaging brand with high recall among Gen Z



# CASE STUDY



## OBJECTIVE

Achieve dominant visibility for TVS Ronin 2025 with a minimum 60% Share of Voice (SOV) among the target audience, while building curiosity and driving strong product consideration along the purchase funnel.

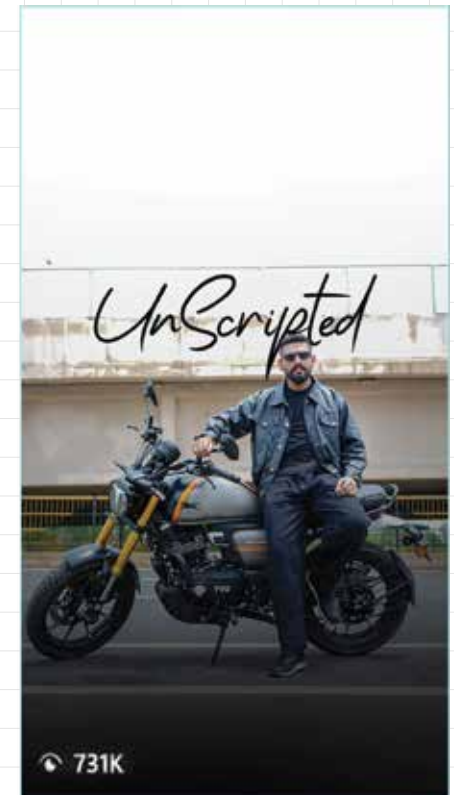
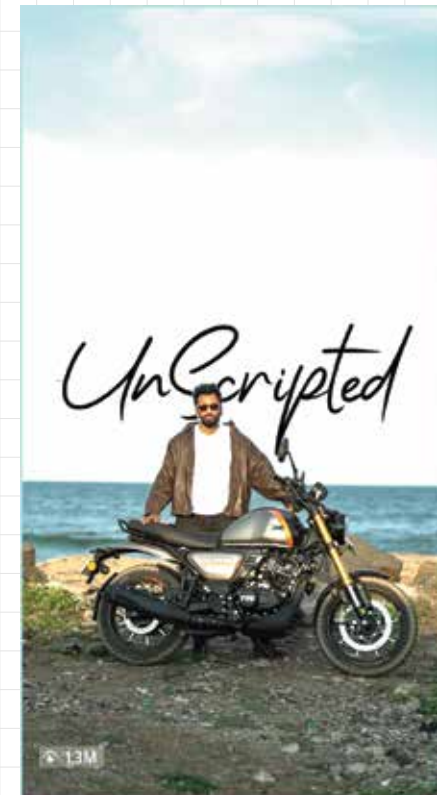
## STRATEGY

- Rolled out a tiered influencer approach using **Mega, Macro, Micro, and Nano creators** to target both national and hyperlocal audiences
- Communicated the **Rs. 1.35 Lakh price** point and refreshed styling through short-format, high-impact video content
- **Focused on 3 key product features:** refreshed look, urban-rugged appeal, and tech-forward details
- Allocated **20% of content to lifestyle themes**, using Micro & Nano influencers to tap aspirational sentiments and regional relatability



## EXECUTION HIGHLIGHTS

- ✓ Delivered 5.33M+ views in just 15 days with strong engagement across Instagram and YouTube Shorts.
- ✓ Phased rollout: Teaser > Reveal > Engagement Push
- ✓ Influencer activation across 20 states
- ✓ Pan-India mega creator led the reveal, followed by regional influencers for deeper audience penetration



# CASE STUDY

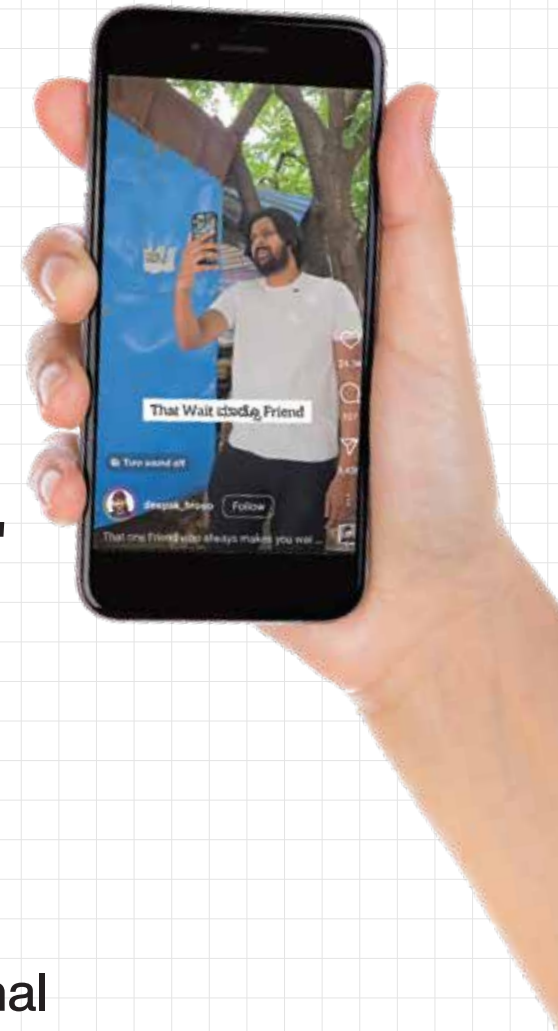


## OBJECTIVE

Promote Vi's network expansion - 1 lakh towers in 6 months - by showcasing stronger connectivity for streaming, gaming, and travel through relatable influencer stories.

## STRATEGY

- Rolled out the campaign under the unifying message "Vi for We" emphasizing collective connectivity
- Partnered with regional and national influencers including travel vloggers, gamers, and remote-working professionals.
- Crafted quirky, fun, and highly relatable video narratives.
- Initiated campaign from Karnataka, followed by a phased national expansion to ensure strong regional relevance.

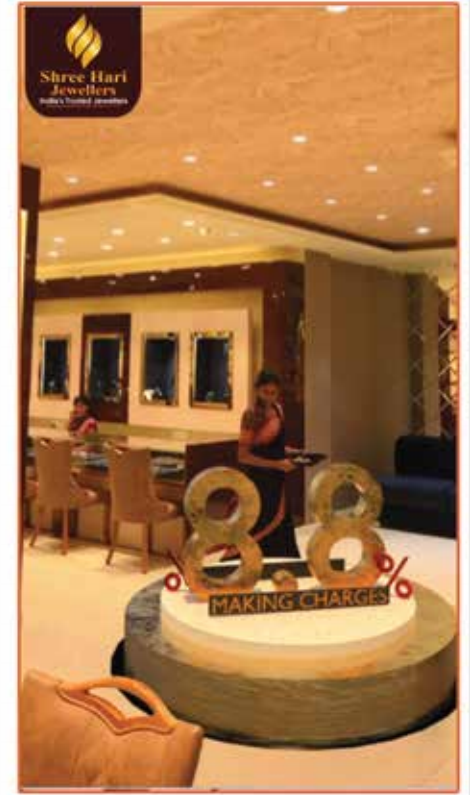


## EXECUTION HIGHLIGHTS

- The first video went live and gained over 1M views in just 48 Hours.
- Campaign kicked off from Karnataka and scaled across 10+ states.
- Engaged with - hyper local influencers to cut through entire region.



# CGI AD





# OUR MEME ARSENAL

## CRAFTING VIRALITY IN REAL TIME

This viral moment wasn't a fluke—it was precision execution. During the India vs Australia semi-final, our team spotted the perfect opportunity the moment Travis Head walked out to bat. Within just 10 minutes, we cracked the idea, designed the creative, and went live in the next 10. The post was timed exactly with the unfolding action, riding the wave of viewer emotions and online chatter. This wasn't our first time pulling off moment marketing magic—it's a skill we've honed through practice and instinct. The result? Massive engagement and nationwide media coverage, including features on Lallantop and ABP Live etc.



## OUR MEME ARSENAL



The featured creators loved the Theatre Day tribute—so much so, they **wanted to meet the team and thank us in person.**



Appreciated and shared  
by Faisal Malik.



Appreciated and shared  
by Anurag Kashyap







♥ 272K



**DOODLING TO MILLION-IZING**

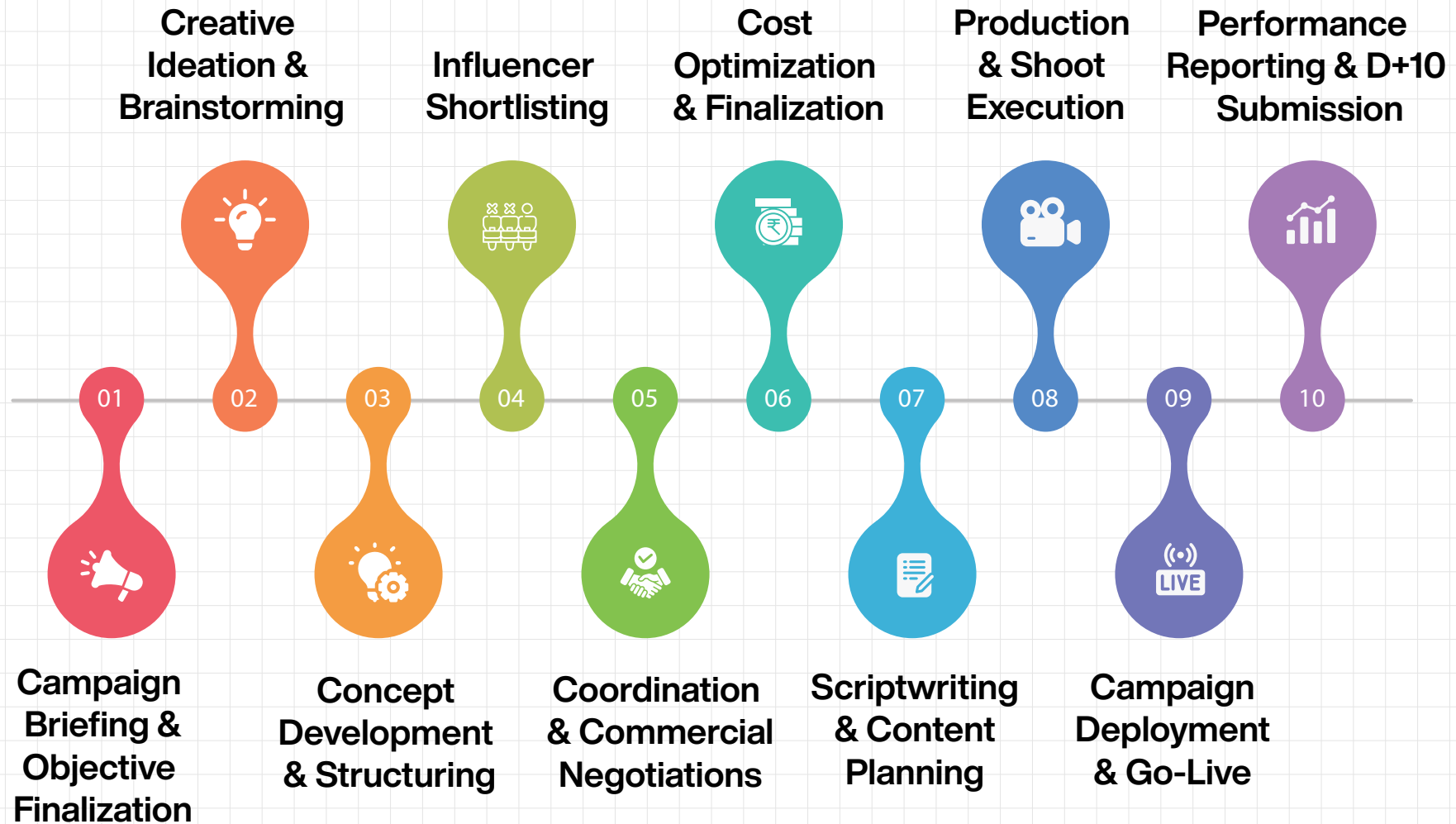


Instagram Story





# INFULENCER MARKETING FLOWCHART





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