









#### 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.



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







## **OUR CLIENT**















































विज्ञान एवं प्रौद्योगिकी मंत्रालय Ministry of Science & Technology Government of Bihar

















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## **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

- Campaign video went viral, crossing 1 million likes within just 4 days
- O2 Widespread participation from teenage audiences across platforms
- Massive uplift in brand interaction and positive youth sentiment
- O4
  Successfully positioned
  Britannia Treat as a fun,
  engaging brand with high
  recall among Gen Z





## **CASE STUDY**



#### **OBJECTIVE**

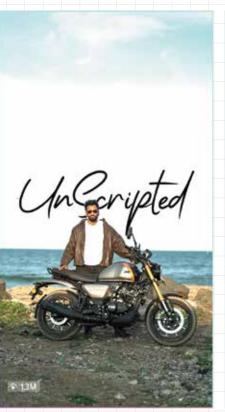
Achieve dominant visibility for TVS Ronin 2025 with a minimum 60% Share of Voice (SOV) among the target audience, while building curiosity and driving strong product consideration along the purchase funnel.

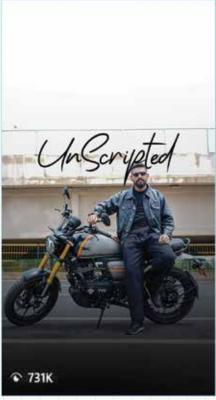
#### **STRATEGY**

- 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.

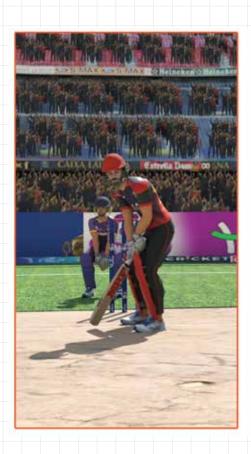


## **EXECUTION HIGHLIGHTS**

- 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.

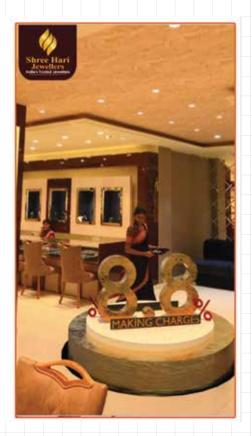


## CGIAD









#### **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

#### Bihar Police advising people to avoid cyber fraud through short film and video

Pates : Ofter fraud cases have started increasing rapidly across the country. In-Biliar too, many such cases have been reported in recent times, in which cylor frauds are making people victims of fraud by making phone calls. Although these who are aware of such source are mit falling into this trup, penpie are often getting trapped in trap of other thors due to lack of information. Soving this problem of the people, fitter Prince is constands engaged in making them aware. A viden has been shared on the social media

pixtform of Bihar Police on Munday. Anawareness vides has been released on the theme of a Bhogouri song 'thelio Knoo' which west viral a few days ago, through which it has been add to ignore the calls coming from unknown numbers and do not fall imo their trap. It has been shown through the song that even after asking 'Hella Kana'', if no one gives a proper answer and only we are speak-ing, then crops to his words thoughtfully



A message four leen given by Billian Police plaint on NORP portal. Apart Brost this, one that yes, if you do not know then beware can also connect his neurest other police stafiller. It made people not talk to inknown don. callers, this can be a trick of cyber criterionis. It may be mentioned here that this way Through this, people have been appealed that referent in 2019 has set a record among the ar not fall into the charles of such criminals. if they become a victim of cyber crime, then people Rhojquet artist Block Plantey has an that no one becomes its driftin unnecessar-

they immediately dial 1930 or register a com- made a new record in his name with this

song He has become the first Shojjuri singer whose song 'Helle Kaun' has been stewed by more than I billion people. The bricks and composer of this way viral on social media is Adach Verma, while the directors are Some Versus and Assist: Yadas:

Under Santhan Mosien', Bittar Police is constudy making people aware so that no one becomes victim of cyber fraud. Two days ago, a short film has been shared on the social nedla platform of the police, through which an appeal has been made to avoid cyber from The video made for digital arrest pramove show how other frauditors scarn people by posing as palice officers and then trup them in their sec. Cyber fraudsters soc suly chest people by posting as policy officers, bet also GM, Casterns officers, judges, est. Due to lock of information, people also get tripped in their set. Bitar Pelice is constantly making people aware these days, appenling

#### देख रहा है बिनोद... पिज्जा डिलीवरी से पहले पहुंच रही पुलिस

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बितार प्रतिक्ष अपन चेहर बाहर सहै है। इंटरनेट मॉडिय पर जनत भी कार, जनता की धाक में कर रहे है। क्षाओं तक अपने बात पर्टकों के fier family far you after respire से पूरे पांच और फेरर का थे बाहर तिथा जा शहरी, जी शोकदिय भी सी मान इसामा जनस् भी दिखा रता है। यसन का बाह में बिकर चीता के पेराकुर, दिवटर, पुटपुत और इंस्टायम जैसे इंटरन्ट महिन्द फोटपार्थ से पांच लक्ष्य से आधिक पाली असे जुड़ चुके हैं। ट्रिक्टर पर सिटरे जुन में पाली असी की सीखा में 44 जीवात को ज़र्द्ध हुई है।

partiel the fe first need wit applies sarrain which he first world it, the neek the week of feet often it house afte feater कर की है। इसी तरह बन में जाता. एटके जब बच्चेका, जीतीयी सीमी, जिस संगक्षर ने बातक कि जुर मज़ में, जीता को अवना कटक है।

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Herrythe & general deer streke an it. New plans

हामान-१९३ का दिस्तरेस राहम ५१ फेरट किया- विकासीती इतने अन में 46 ताल सीमी **का बर्डार्ड कर** के तो 46 ताल सीमी का विराद की प्रदेशक 34 किया तक राष्ट्र प्राप्त भीत पाने विशेषक पह : किया प्रतिक ने इसे बात नेस्त्रकर, वर्तपाने हैं। विश्वाने बात की विश्वान आप तो बिगर प्रतिस ने पेरासुक प नाइट।" नई विजय जिस तटके जन दिवटर, बुटबुक पर सक्रियत केंद्री पर एक तत्व से अधिक पार्तिअर्थ ईस्टाप्रम फेट किया- 'देख का है। बाउने हेंद्र की बुजाने के लिए बिशान है। अपने तक पांच लखा से अर्थक बाहे हैं। जुन में 24 साला से अर्थक बिन्देर, केरो रायग-112 को सर्थिय। पुलिस ने पेस्टर दाल- 'कसर करलेशमां इन फोरफार्य से जुद पुके जोती ने बिहार पुलिस को मैंगन करते पिया दिलीको से पो पासर काम (आपास) फैलाने वालों से., जरा ही पुलिस मुख्याल के दल्ली दिलीड हुए अपने रूप के शिकार से मिन्न

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 तमात्र में शंदाद बद्धाने के तिथा
 सिक्त पुलिस केसब्द, दिवटन, इस्ट्राध्यम् तीवी एरेट्याम् या वेदास प्रमाणिक पर भूति है। इसका उद्देश्य त्रभाग तथा साथे समय पर साथे तरीते सं सही जनकारी प्रत्यन है। इस केंद्रपा अक्षात भी और से भी समान और firement wit writt & financial enshald को अपने है। - विकेट बिंह गंगकर, other wide states





### **DOODLING TO MILLION-IZING**



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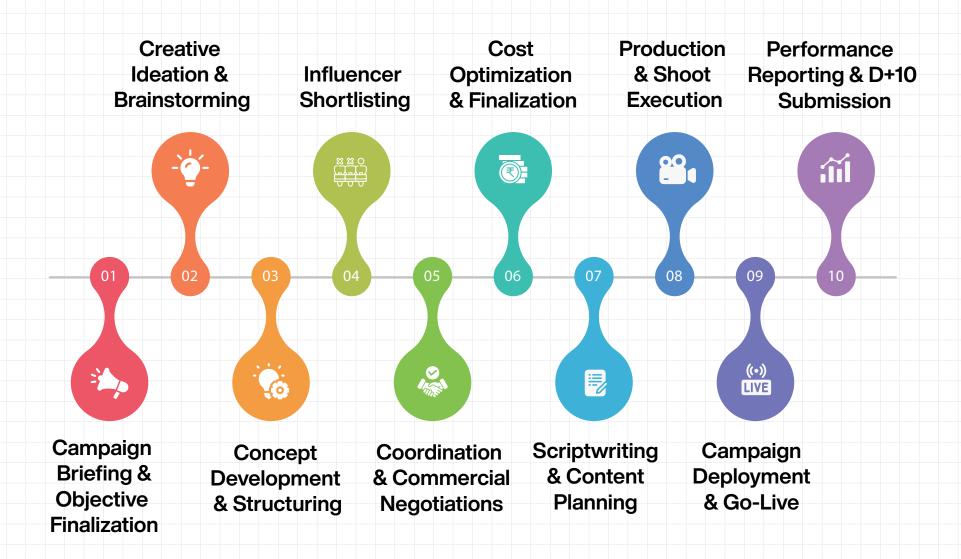


Instagram Story





## INFULENCER MARKETING FLOWCHART









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