

10 Best Digital Marketing Startups - Mumbai - 2020

Mumbai, The 'City of Dreams' is counted among the top buzzing startup ecosystem in the nation. Amidst this burgeoning startup space, it becomes essential for an entity to establish a brand identity of its own and promote their products and services in the market. This prevalence of brand-building has led to the institution of various marketing startups in the segment and many entrepreneurs are now coming forward and investing highly in the marketing domain. also with the rapid digitisation, digital marketing has become

the new tool that is being employed by the companies for creating a disruption in the market. The city, which is a hub for startups, has become a home to many new ventures that are investing in this particular avenue. The need to extend the reach and drive the business growth at present is making them adapt to suitable marketing and promotion techniques which helps them to devise an online identity. The marketing sector with this increasing demand is getting intrinsically stronger and futuristic. And, the companies are coming up with unconventional

ideas and innovative solutions to help entrepreneurs create an image for brands, add value to the brand and reach as many clients as possible. Considering the trends and the advancements in the field, siliconindia startupcity has come up with the list of "10 Best Digital Marketing Startups - Mumbai - 2020" who have shown exponential growth over time and a promising potential in their expertise. The following list has undergone strict scrutiny by a panel of judges that include digital marketing experts, CXOs, analysts, and the startupcity editorial team.

Rebecca Digital

recognized by **STARTUPCITY** Magazine as

STARTUPCITY 10 BEST DIGITAL MARKETING STARTUPS MUMBAI - 2020

The annual listing of 10 Best Digital Marketing Startups - Mumbai represents not only the commitment of the listed companies to offer result oriented and creative digital marketing solutions, but also recognizes their impact in the burgeoning marketplace.

Nandini Mukherjee
Managing Editor

Company:

Rebecca Digital

Key Persons:

Janmejaya Sahu,
Co-Founder
Rasmita Sahu,
Owner

Description:

Symbolises the power of women, her potential to grow in the current cut-throat competition and breaking the stereotypes

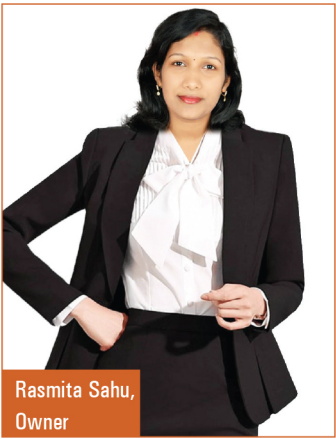
Website:

rebeccadigital.in



Rebecca Digital: Propelling Businesses Growth

The need for brand portrayal is pushing Digital Marketing to heights. With this, standardized digital solutions for branding, sales, and promotions are ironically growing too. However, when it comes to the understanding of digital mediums, most enterprises in India are lagging in terms of expertise. Most of them are led by young minds and are at experimental stages. Hence, there is a massive need to set up processes that lead to new offerings and perfecting the existing ones. This fine-tuning process of the industry could happen only with immense experience. Nothing other than huge industry knowledge can be a tool to improve the prevailing scenario. In this context, Rasmita Sahu and Janmejaya Sahu who comes with over 15 years of robust experience in the market took a step to offer the best marketing solutions to businesses and solve their digital needs even more exhaustively.



Rasmita Sahu, Owner

With the comprehensive knowledge they gained while working in top-notch brands in the domain, they sketched the idea of Rebecca Digital, a full-service marketing agency that has added SEO, Search Engine Marketing, Web Designing, Web Development, SMS Marketing, Email Marketing, Social Media Marketing. Mobile App Development, and others to its service portfolio. The company with its expert team of six is bringing transition in the way how services are offered to the clients. Rasmita, a virtuoso of the IT and development department and Janmejaya, an expert digital marketer together involve in every project they take up along with their strong workforce. Their complimentary ideas have always focused on customer's success. Their cumulative expertise serves what's best suited to the clients making them gain maximum benefit. "We are conscious about client retention! That is why we as executives of the company make certain that everything is alright at every stage. Rasmita has been taking care of every tech aspect of the operations single-handedly and I look after the business development of the clients. Our participation throughout

the projects is crucial and as final authorities, we take care of it," says Janmejaya Sahu, Co-Founder. The core team members include -Akshay Arjun Amate - Web Designer, Hamdan Adam Mistry - Social media marketer, Rajendra Ashok Kumar - SEO Specialist.

The Journey

Though Rebecca Digital was started with an idea of creating an identity by quitting their corporate jobs, it was after venturing as an agency they realized huge need gaps in the industry. "It's been a year since we began the operation; we have become an integral part of our client brands. It took days and nights of hard work, creative ideas, reliable client services to reach this level," exclaims Rasmita Sahu, Owner. Beginning the journey with just 2 was a tough job. Moreover, gaining the trust of the clients was much hard-

Rebecca Digital understands brands' need to make them seize audiences' attention and thus, provides them with best-fit solutions for lead generation

er. However, their tedious work and uncompromised quality in services resolved the glitch after 2 months of operation. Rebecca Digital understands brands' needs to make them seize the audience's attention and thus, provides them with best-fit solutions for lead generation. Based in Bhandup at Mumbai, the company has come a long way from where it all started by mitigating several menaces. It is now an ISO 9001:2015 certified brand. It has onboarded nearly 25 clients and established a subsidiary at Borivali as well. While working with brands in India, UAE, and Australia, it is expecting tremendous growth in this fiscal year. It also looks forward to marking footprints in Rajasthan, Goa, and other states.