

INTEGRATED MARKETING & BRAND STRATEGY

Building Brands That Drive Real Growth.

Hyderabad's premier integrated agency where human creativity, brand architecture, and AI-powered performance intersect to create category leaders.

AGENCY CREDENTIALS · 2026

Brand Strategy

AI Digital Marketing

Integrated Campaigns

Creative Design

Web & Technology

The Agency Built for Ambitious Brands.

Strategic consulting, award-class creative design, and data-driven performance.

Our Core Purpose

Brandomania is Hyderabad's most comprehensive integrated marketing agency.

Founded with a vision to eliminate agency silos, we bring strategic consulting, award-class creative design, and high-velocity digital execution under one single roof.

By uniting AI-driven data intelligence with uncompromising creative craft, we help emerging disruptors and enterprise leaders build sustainable competitive moats.

"We don't just run campaigns. We engineer brand ecosystems that command industry leadership and deliver measurable commercial results."

200+

CAMPAIGNS DELIVERED

Across digital, print, TV, and experiential formats

50+

ACTIVE BRAND PARTNERS

From fast-growth startups to listed national enterprises

15+

INDUSTRY VERTICALS

Healthcare, retail, manufacturing, tech, real estate & more

98%

CLIENT RETENTION RATE

Multi-year strategic retainer engagements

Five Core Disciplines.

Seamlessly integrated to engineer end-to-end brand momentum.

01

AI-Powered Digital Marketing

Data-driven performance campaigns enhanced by machine learning algorithms for scalable ROI across channels.

SEO · Meta · Google Ads · Programmatic

02

Brand Strategy & Identity

Definitive market positioning, naming conventions, and architectural frameworks that establish lasting brand equity.

Positioning · Naming · Architecture

03

Integrated Marketing

Cohesive multi-channel campaigns amplifying brand presence from print & OOH to digital, PR, and influencers.

ATL · BTL · Influencers · PR

04

Creative Design

Category-defining visual assets — packaging, motion graphics, and editorial systems that command attention.

Visual Identity · Packaging · Motion

05

Web & Technology

High-performance digital products, web applications, and headless e-commerce engineered for conversion.

UI/UX · Web Apps · E-Commerce

From 2016 to Industry Leadership.

A decade of relentless focus on building brands that matter.

2016

Founded in Hyderabad by S. Ramesh Babu

Launched with a singular mission: to eliminate agency silos and offer clients a united engine of strategy, creative, and technology.

Agency
Inception

10 Yrs

PROVEN EXCELLENCE

2018

Retail & Brand Structuring Milestones

Led comprehensive brand hierarchy and retail positioning for regional retail icons including Ratnadeep, Maruti Ispat, and GP Agarwal Group.

Retail
Dominance

200+

SUCCESSFUL LAUNCHES

2020

Healthcare Retail & National Campaigns

Structured in-store visual merchandising and consumer engagement for MedPlus (India's leading listed pharmacy network) alongside national campaigns.

National
Footprint

15+

INDUSTRY VERTICALS

2023

Launch of AI-Driven Performance Division

Pioneered programmatic AI optimization, automated analytics, and high-conversion e-commerce funnels for 50+ enterprise brand partners.

AI
Transformation

98%

CLIENT RETENTION

2026

Hyderabad's Premier Integrated Agency

200+ campaigns executed across 15+ industries with 98% client retention rate. Trusted partner for startups to listed enterprises.

Present Day

WHY BRANDOMANIA

What Sets Us Apart.

Six reasons market leaders choose us as their long-term growth partner.



01

Unified Ecosystem

Strategy, creative design, digital performance, and tech completely integrated under one roof. No friction, no diluted briefs.



02

AI-Augmented Execution

We leverage predictive AI models to optimize media spends, target hyper-specific audiences, and lower customer acquisition costs.



03

Data-Grounded Strategy

Every creative concept and media plan is anchored in real customer behavioral research and verified market performance metrics.



04

Category-Grade Creative

Award-winning visual identities, editorial design, and packaging systems crafted to command authority in competitive markets.



05

Cross-Sector Mastery

Deep domain expertise across retail FMCG, healthcare, automotive, real estate, manufacturing, infrastructure, and technology.



06

True Growth Partnership

We act as your dedicated growth team with direct accountability to commercial revenue milestones, not just vanity impressions.

Brands We've Transformed.

Proven impact across major commercial enterprises.



Ratnadeep

Brand Hierarchy & Retail Experience



MedPlus

Visual Merchandising & City Launch



Maruti Ispat

Legacy Industrial Rebranding



BARSYL

Engineering Consultancy Identity

National Mart
India Ka Supermarket

National Mart

Zero-to-One Retail Brand Creation



The Botanika

Luxury Real Estate Campaign



Kynzo

FMCG Identity & Packaging Architecture



GP Agarwal Group

Corporate Brand Governance

Strategic Transformation in Action.

A closer look at how we solve complex commercial brand challenges.



RETAIL FMCG

Ratnadeep Supermarkets

Brand Structuring & Touchpoints

CHALLENGE: Rapid footprint expansion led to inconsistent brand hierarchy across stores, packaging, and digital communication.

SOLUTION: Engineered a unified visual design framework and communication hierarchy for omni-channel scale.

OUTCOME: Enhanced brand recall across 140+ locations and seamless new store format launches.



HEALTHCARE RETAIL

MedPlus Pharmacy

Visual Merchandising & Expansion

CHALLENGE: India's listed pharmacy chain required customer-centric store communication across dense metro markets.

SOLUTION: Audited consumer store path, redefined shelf communication hierarchy, and executed Bengaluru city launch.

OUTCOME: Significant uplift in consumer in-store retention and record launch store footfalls.



INFRASTRUCTURE ENGINEERING

BARSYL Rail Engineering

Corporate Rebrand & Stature

CHALLENGE: A four-decade rail consultancy required a modern corporate identity matching its world-class technical capabilities.

SOLUTION: Revamped complete corporate visual system, project showcases (Pamban Bridge), and global tender decks.

OUTCOME: Elevated perception in high-value international infrastructure bidding.



RETAIL SUPERMARKET

National Mart

Zero-to-One Brand Genesis & Launch

CHALLENGE: Build a brand from inception to compete with entrenched hypermarket chains from day one.

SOLUTION: Developed identity, store signage, promotional campaign collateral, and 360-degree local launch activation.

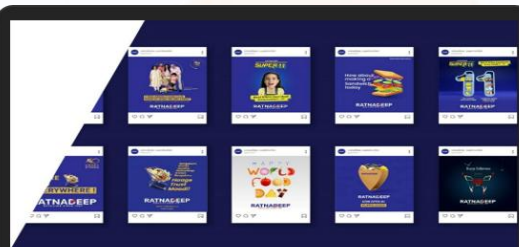
OUTCOME: High inaugural customer footfall and immediate retail brand recognition.

Craft in Every Pixel.



KIA INDIA

Seltos National Launch Ad



RATNADEEP

Omnichannel Brand Campaign



THE BOTANIKA

Luxury Real Estate Editorial



MEDPLUS

Metro Launch Communications



KYNZO BRAND

Product Lineup & Packaging



MARUTI ISPAT

Industrial Corporate Identity

Trusted Brands Across Sectors.

We partner with listed healthcare leaders, FMCG brands, infrastructure consultants, and luxury developers.



RATNADEEP
INFRASTRUCTURE DEVELOPMENT

MedPlusMart

National Mart
India ka Supermarket

 **KYNZO**



BARSYL
RAIL ENGINEERING

The Botanika
LUXURY REAL ESTATE

Maruti Ispat
STEEL & POWER

GP Agarwal Group
CONGLOMERATE

Lusso Italia
LUXURY FURNITURE

Sunshine Hospitals
HEALTHCARE NETWORK

EXPERTISE ACROSS:  FMCG & Retail •  Healthcare •  Real Estate •  Manufacturing •  Food & Beverage •  Rail Infrastructure •  Tech & SaaS

What Our Partners Say.

Long-term relationships built on measurable commercial performance.



"Brandomania reengineered how our brand thinks about itself. The new identity framework gave us clarity we didn't know we were missing.

Their process is rigorous, their creative is world-class, and the business impact across our retail network was immediate."

S. Reddy

Business Head · Retail Brand Partner



"Working with Brandomania is rare. They invest equal energy in understanding our core business economics as in making our communications look exceptional."

V. Nair

Managing Director · Healthcare Retail



"This team thinks beyond campaigns — they build long-term brand equity. A strategic mindset that is genuinely hard to find in modern agencies."

M. Shah

Chairman · Business Group



"Our multi-city market expansion had a completely consistent voice across print, digital, and on-ground activation. Results exceeded our aggressive targets."

P. Rao

CEO · Manufacturing Sector



"The influencer strategy they executed for our QSR launch was targeted and authentic. Real footfalls surged instead of just vanity metrics."

K. Patel

Founder · Hospitality Brand

The 10-Step Growth Engine.

A structured, data-tested roadmap from diagnostic audit to market scale.

01

Discovery Audit

In-depth brand, market, and consumer perception audit to identify real commercial growth vectors.

02

Market Research

Quantitative and qualitative competitive landscape mapping to isolate whitespace opportunities.

03

Brand Strategy

Positioning matrix, value propositions, and core messaging frameworks aligned to revenue goals.

04

Campaign Architecture

Omnichannel channel mix, funnel design, budget allocation, and attribution planning.

05

Creative Direction

High-impact visual ideation, copy crafting, and multi-format production of campaign assets.

06

Precision Execution

Simultaneous deployment across digital, OOH, print, PR, and programmatic channels.

07

AI Optimization

Daily machine-learning bid adjustments, creative variant testing, and audience refinement.

08

KPI Reporting

100% transparent dashboard reporting tracking ROAS, CAC, lead velocity, and brand lift.

09

Knowledge Loop

Systematic capture of campaign learning to continuously lower acquisition costs over time.

10

Scale & Expand

Doubling down on validated channels to aggressively scale market share and brand equity.

Let's Build Something Iconic.

Your brand deserves more than
an ad vendor.

It deserves an ambitious
growth partner committed to
making it the benchmark in its
category.

GET IN TOUCH

Ready to Accelerate Your Brand?



BRANDOMANIA
Where innovation meets strategy

Our senior strategists are available for a confidential discovery session to evaluate your market positioning and growth roadmap.



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