



India's execution-first BTL & experiential partner

On the ground where your consumer lives — 50+ cities, 4 regions, one team.



Est · 2015 · Delhi

Retail · Activations · Events · Transit · Experiential

Corporate Profile Deck

01 / WHO WE ARE

A full-service BTL and experiential agency built for scale.

Delhi HQ. Pan-India reach. We turn brand strategy into consumer action — one street, one shelf, one shopper at a time.

10+
Years

50+
Cities

100+
Brands

1000+
Field Force

VISION

India's most trusted on-ground partner — one campaign at a time.

MISSION

Data-driven experiences that connect brands with consumers where it counts.

Bridging the last mile of marketing.

Four verticals. One operating system. Built for brands that need action, not slides.

01 / Activations

Mall, society & guerrilla campaigns that convert footfall into first-hand brand love.

Mall & Society · Sampling Drives · Guerrilla Ops

02 / Retail Branding

Turning shelves, storefronts and shop-in-shops into brand statements that sell.

POSM Deployment · Visual Merchandising · Custom Fabrication · Shop-in-Shop Builds

03 / Transit & OOH

High-frequency visibility across autos, cabs, buses, metros and premium OOH corridors.

Mobile Van Campaigns · Full-Wrap Transit · Strategic OOH

04 / Events & Exhibitions

End-to-end product launches, dealer meets and exhibitions — in-house, seamless, scalable.

03 / METHOD

Execution. Scale. Impact.

Our operational backbone — built for speed, scalability, and reliability. Deploy fast. Deliver flawless. Report live.

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- | | | |
|----|----------------------------|---------------------------------|
| 01 | In-House Production | Owned units. Faster turnaround. |
| 02 | Dedicated PM Teams | One owner. Zero drops. |
| 03 | Rapid Deployment | 50+ cities. Days, not weeks. |
| 04 | Cost Transparency | Every rupee, accounted for. |
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04 / TECH

Monitor. Live.

Field Force App — Live check-ins. Geo-tagged.

Real-Time Dashboards — Coverage & engagement, live.

GPS Tracking — Route compliance, guaranteed.

Post-Campaign Analytics — Deep ROI, daily reporting.

A decade of relentless execution.

North · East · West · Central

10K+
Campaigns

100+
Brands

50+
Cities

1000+
Promoters

Proof, not promises.

A snapshot of campaigns where strategy met street — and the numbers moved.

**01 / Pharma
Retail**

Tata 1mg Pharmacy

Pan-India retail launch & neighbourhood domination.

Store launches, RWA camps, no-parking boards & BTL — hyper-local at scale.

250+ Retail Launches · 5,000+ RWA Camps · 50,000+ NPI Boards · 10,000+ BTL Activities

02 / Food-Tech

Zomato

500-city launch machine (2015 - 2019).

NPI, restaurant co-branding & OOH across South India — India's largest food-tech rollout.

500+ Cities Launched · 2Cr+ NPI Deployed · 1,00,000+ Manpower · 10,000+ Co-branded Boards

03 / Q-Commerce

Zepto

Ten-minute delivery, city-by-city launch.

BTL, auto branding, NPI & no-parking boards fuelling category creation.

20,000+ BTL Activities · 10,000+ Auto Branding · NPI Deployed · No-Parking Boards

04 / Ed-Tech

Classplus / Edupreneur Summit

Coaching-center network + Edupreneur Summit.

Pan-India co-branded board install across 20,000+ coaching centers, plus the marquee Edupreneur Summit with Saurav Ganguly.

20,000+ Coaching Centers · PAN India Co-branding · 5,000+ Teachers @ Summit · Saurav Ganguly

05 /
Food-Tech

Swiggy

Restaurant trade marketing across NCR & Lucknow.

Merchandising, BTL & co-branded board installation across 5,000+ restaurants.

5,000+ Restaurants · 5,000+ BTL Activities · 5,000+ Co-branded Boards

06 / Mass
BTL

Tata 1mg — Pharma

Mass BTL saturation across 7 metros.

Auto branding, no-parking boards, RWA gate branding & BTL activities at massive scale.

50,000+ Auto Branding · 2,00,000+ NPI Boards · 1,000+ RWA Gates · 2,000+ BTL Activities

07 /
Diagnostics

Tata 1mg | Lab

Diagnostics activation across 10 cities.

Auto branding, RWA gate branding & health camps at RWAs and joggers' parks.

1,000+ Auto Branding · 20,000+ NPI Boards · 800+ RWA Gates · 2,000+ RWA Camps · 1,000+ Park Camps

08 / Delhi

Tata 1mg — Lab & Scan, Dwarka

21 camps, 466 tests — one sub-city, six weeks.

Society-level RWA health camps across Dwarka with live tracking.

21 Camps · 466 Tests · 37.3% Paid Conv.

09 /
Pan-India

Tata 1mg — Multi-City Lab Camp

102 camp sessions across 20 cities in 7 weekends.

Nationwide preventive-diagnostics rollout in community parks.

102 Camp Sessions · 1,700 Tests · 20 Cities · 46.9% Paid Conv.

Trusted by India's leading brands.

FMCG · Pharma · Auto · Retail · Finance · EdTech

Apollo Pharmacy

Tata 1mg

Ayu Health

Swiggy

Milkbasket

Dabur

Pronto

Kellogg's

Havells

Orient Electric

Meritto

LG

Zepto

Zomato

Car24

TATA Realty

Rapido

HP

Stanza Living

Patanjali

Sasata Sundar

QuickRide

Operators. Not observers.

Anamika Tiwari

Founder

Strategic vision. A decade of brand-building. Shaped ARS from ground up.

Raj Singh

Business Head

Execution excellence across every vertical. Quality is non-negotiable.

Anubhav Banga

Growth Manager

Data-driven expansion and client acquisition across regions.

Your next campaign starts here.

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Visit	www.ars.marketing	Delhi, India



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