

DIGITAL BERRIES

Investment Opportunity

Scaling a profitable, celebrity-backed digital agency into a globally recognized brand.

- Founder-led • 38% revenue growth • Raising ₹40L – ₹60L

Hussain Murtuza Raniwala, Founder & CEO

Prepared for Prospective Investors | Confidential

THE OPPORTUNITY

India's digital ad economy is entering its steepest growth curve yet

\$14.6B

India's digital ad market size in 2026,
growing 10.1% YoY

41%

Share of total Indian ad spend now
digital — has overtaken television

12% CAGR

Projected market growth 2026–2029,
reaching \$20.5B by 2029

Brands are shifting budgets faster than most agencies can adapt — toward creator-led campaigns, regional content, retail media, and AI-driven performance marketing. Digital Berries is built for exactly this shift.

A full-service agency, built for the AI era

What We Do

- Incorporated February 2024 — Mumbai HQ, operating across India, UAE & UK
- Founder-led by Hussain Murtuza Raniwala (CEO) & Kasim Patanwala (Co-founder)
- Full-stack offering: Meta/Google/LinkedIn/YouTube Ads, SEO, SMM, Branding, Influencer Marketing, Website Dev, AI Automation

Proprietary Tech: Berry OS

- In-house agency management platform — Client CRM, Finance & Invoicing, Ad Campaign Tracker, Social Planner, Influencer Tracker
- Automates operations that most agencies still run on spreadsheets — a real efficiency and margin moat
- Live Meta Ads dashboard integration in progress — direct API-level campaign visibility for clients

TRACTION

Real clients, real spend, real results

50+

Brands served

300+

Campaigns executed

₹5Cr+

Ad spend managed

4.9★

Client rating

NOTABLE BRAND CLIENTS

Revlon India • L'Oréal • Zepto
Tata • Zee Entertainment
Fevi Kwik • Bharat • Naseem

CELEBRITY & TALENT MANAGEMENT

Arjun Bijlani • Shraddha Arya
Sumbul Touqeer • Rakhi Sawant

Near-breakeven Year 1, strong top-line growth Year 2



+38%	Revenue growth, YoY (₹29.04L → ₹40L)
₹(0.4L)	FY24-25 audited net result — effectively breakeven on ₹29L revenue
Pending	FY25-26 profit — balance sheet finalization in progress

FY25-26 figures are provisional (revenue booked to date). Audited financials to be shared with investors upon finalization of the FY25-26 balance sheet.

Three moats most agencies don't have

01

Proprietary Operating System

Berry OS runs CRM, finance, campaigns & content in one system — lower overhead, higher margins, and a sellable tech asset most agencies never build.

02

Celebrity & Talent Vertical

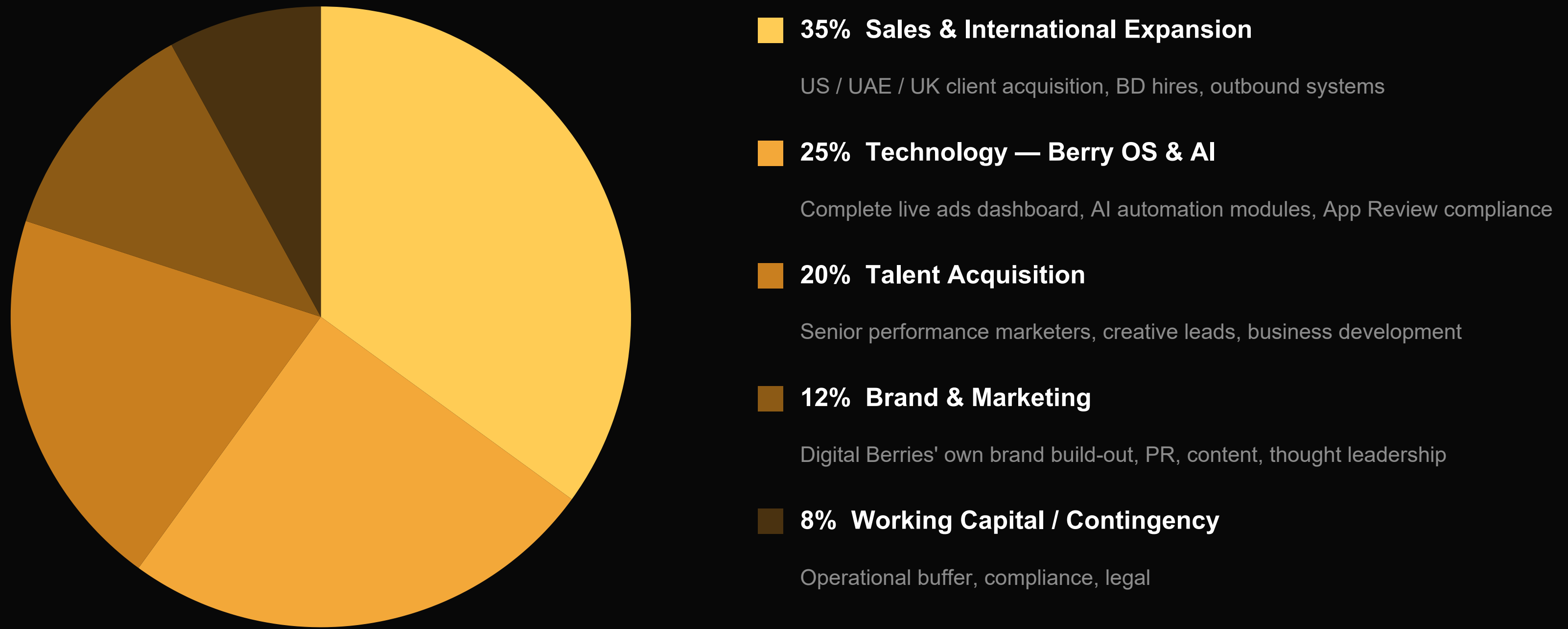
Active management relationships with names like Arjun Bijlani and Shraddha Arya — a high-margin, defensible line most performance-only agencies can't access.

03

Global-Ready From Day One

Already operating across India, UAE and UK — positioned to court international clients at premium price points, not just the domestic SME market.

Where every rupee raised will work



A fair number, benchmarked — not invented

How We Got Here

FY25-26 Revenue (to date)	₹40L
FY24-25 Audited Result	₹(0.4L) — breakeven
YoY Revenue Growth	+38%
Valuation basis	Revenue multiple only*
Multiple applied	3.0x – 3.5x

**Profit multiple not used — FY25-26 accounts are still being finalized. This sits at the top of a defensible agency revenue multiple, justified by Berry OS proprietary tech + celebrity vertical + multi-geo presence + sustained growth.*

The Ask

₹1,35,00,000
Anchor Pre-Money Valuation

₹40L — ₹60L

Total raise target — kept deliberately lean to protect founder equity

~23% — 31%

Indicative equity range for the full raise, at anchor valuation — final terms negotiated per investor

INVESTMENT TIERS

Entry from ₹10 lakhs — equity kept lean, top of defensible range

Tier	Investment	Indicative Equity*	Perks
Growth Partner	₹10L – ₹19L	~7% – 12%	Equity + quarterly investor updates
Strategic Partner	₹20L – ₹29L	~13% – 18%	+ Quarterly advisory call + early access to new service lines
Accelerator Partner	₹30L – ₹44L	~18% – 25%	+ Profit-share kicker (2% of net profit, 3 yrs) + advisory seat
Lead / Board Partner	₹45L+	~25%+	+ Board seat + strategic input + priority in future raises

**Equity shown per standalone tier investment at ₹1.35Cr anchor pre-money valuation. Illustrative only — final equity, vesting, and legal terms to be confirmed via share purchase agreement with CA/legal counsel.*

Next 24 months

0–6 Months

Foundation

- Complete Berry OS live ads dashboard
- Finish Meta App Review compliance
- Domain consolidation + site QA

6–12 Months

Scale

- Senior BD hires for US/UAE/UK
- Launch AI automation service line
- Scale SMM & influencer verticals

12–24 Months

Expand

- International client roster at premium pricing
- Berry OS as a licensable SaaS product
- Position as India's top premium agency

LET'S BUILD THIS TOGETHER

A profitable agency.

A proven team.

A global vision.

FOUNDER

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