



**MARCAMOR**  
IDEAS TO IMPACT

# Portfolio



# Agenda



About Marcamor



Our Team & Expertise



Our Services & Capabilities



Clients & Case Highlights

# About Marcamor



Marcamor Consulting is a **strategic consulting and digital growth firm** helping startups, SMEs, and growing brands scale through integrated solutions.

Our services combine **consulting, branding, marketing, technology, and PR**, enabling businesses to build strong brands and acquire customers.

C  
O  
R  
E  
  
T  
E  
A  
M



Sandeep Tekkali  
Founder & CEO

IIFT Delhi, NIT Warangal  
15+ years experience  
in Brand Strategy &  
Marketing



Kuldeep Singh  
Co-Founder

IIM Bangalore, IIT Dhanbad,  
10+ years Experience in  
Performance Marketing &  
Digital Strategy



Jyothsna Parne  
COO

CUNY New York, 16  
years of experience in  
IT industry



Kiran Maturi  
CTO

NIT Warangal,  
15+ years experience  
in Building tech products

Supported by a cross-functional team of strategists, designers, and marketing specialists.

# Our Services & Capabilities



Digital Marketing Solutions



Strategy & Execution



Design & Development



Branding & Identity

# Digital Marketing Solutions



Social Media Marketing



Performance Marketing



SEO



Strategy & Consulting



Email &  
CRM Marketing



Influencer &  
Creator Marketing



Online Reputation  
Management

# Social Media Marketing



# Social Media Marketing



- Grew Instagram from 5K to 155K+ followers
- Improved engagement through community driven campaigns

[Click Here](#)



- Scaled Instagram from 20K to 280K+ followers
- Increased website visits through targeted digital campaigns

[Click Here](#)



- Scaled traffic to 20K+ monthly visitors in one year
- Achieved ₹50 lakh funding and ₹1.25 crore turnover

[Click Here](#)

# Social Media Marketing



- Expanded community from 200K to 2M+ followers
- Increased engagement through strategic content campaigns

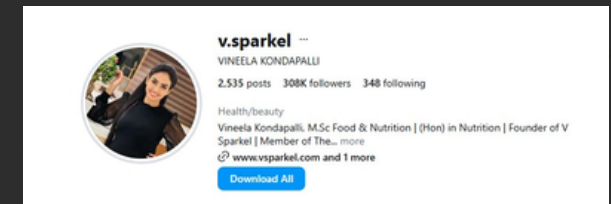
[Click Here](#)

## upGrad



- Grew Instagram from 30K to 240K+ followers
- Increased lead generation through performance campaigns

[Click Here](#)



- Scaled Instagram from 50K to 300K+ followers
- Built high engagement authority driven personal brand presence

[Click Here](#)

# Performance & Paid Media



# Performance & Paid Media



*We do Marketing so you don't have to!*

- **Monthly spend: Managed ₹9 Lakhs monthly ad spend**
- **RoAS: Consistent 5X–6X ROAS**



- **Leads:** Generated franchise leads via Meta & Google Ads
- **RoAS:** Achieved ₹1.5 Cr revenue with 17.5x ROAS



- **Monthly spend:** Managed ₹12 Lakhs monthly ad spend
- **RoAS:** Achieved consistent 9X ROAS

# Performance & Paid Media

## DAUGHTER EARTH

- **Monthly spend:** Managed ₹15L+ monthly ad spend across Meta & Google
- **RoAS:** Delivered consistent 4–5X ROAS



- **Monthly spend:** Managed ₹3L/month ad spend (Meta + Google)
- **RoAS:** Achieved 20X ROAS

## KANKATALA SINCE 1943

- **Monthly spend:** Managed ₹10 Lakhs monthly ad spend
- **RoAS:** Achieved consistent 15X ROAS

# SEO Projects

SEO



# SEO Projects



- Increased traffic from 50K to 250K per month
- Used strategic keywords and FAQ-based SEO



- Increased traffic from 3.5K to 280K visitors per month
- Targeted high-demand academic keywords and solution-focused search queries



- Increased from 0.8M to 1.2M monthly visitors
- Improved keywords from 90K to 158K & authority score from 30 to 41

# SEO Projects



*We do Marketing so you don't have to!*

- Improved email open & click-through rates by 125%
- Achieved 23% sales growth through SEO and funnel optimization



- Increased traffic from 35K to 75K visitors per month
- SEO strategy focused on high-intent matrimonial searches and GMB optimization



- Increased traffic from 5K to 45K per month
- Scaled downloads from 1.5 lakh to 10 lakh

Content  
Marketing

# Strategy & Consulting



# Strategy & Consulting



Market strategy



Business Plan & Pitch Deck



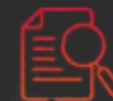
Go To Market Strategy



Business Model Transformation



Digital Strategy



Business Case Studies

# Strategy & Consulting

The logo for Vedantu, featuring the word "Vedantu" in a stylized, orange, cursive font.

- Established Vedantu's digital presence in Hyderabad
- Increased regional student acquisition through targeted campaigns

The logo for NAMHYA, featuring the word "NAMHYA" in a white, serif font, enclosed in a white rectangular border with a double-line effect.

- Developed website and drove 6X ROAS via PPC
- Enabled digital scale during Shark Tank funding by Naman Gupta

The logo for 411 WRITERS, featuring the numbers "4 1 1" in white on a green background, with the word "WRITERS" in a white, sans-serif font below it.

- Increased interested leads by 25% in 4 months
- Improved genuine leads by 120% in 3 months

# Strategy & Consulting



- Created investor pitch deck and ran PPC campaigns
- Drove digital growth during AHA Super Women funding milestone



- Built website and executed performance marketing
- Contributed to digital growth during \$6M investment phase



- Delivered website and end to end digital marketing
- Enabled growth during \$16.8M funding phase

# Design & Development



# Design & Development



E-commerce



Mobile App Development



Web Development



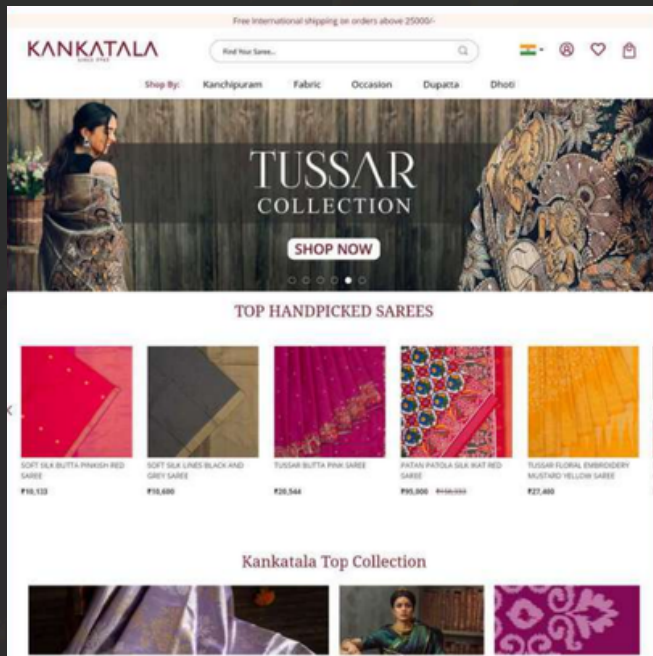
Responsive UI/UX



Product Design

# E-Commerce

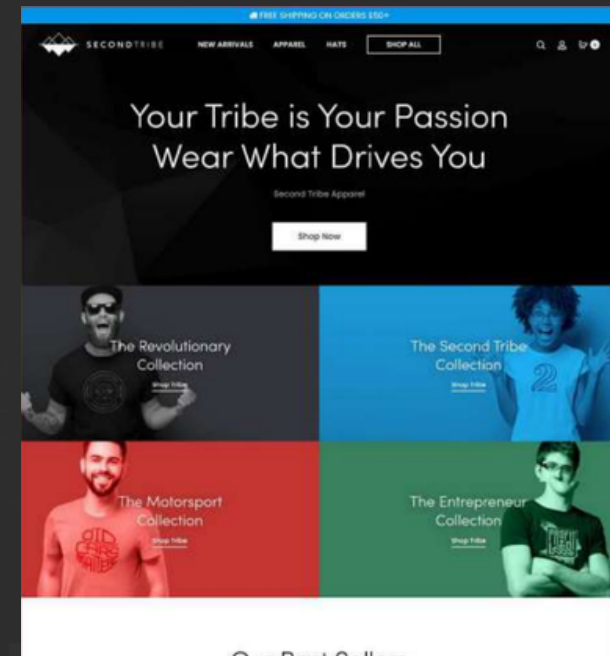
KANKATALA  
SINCE 1943



[kankatala.com](http://kankatala.com)



SECONDRIBE

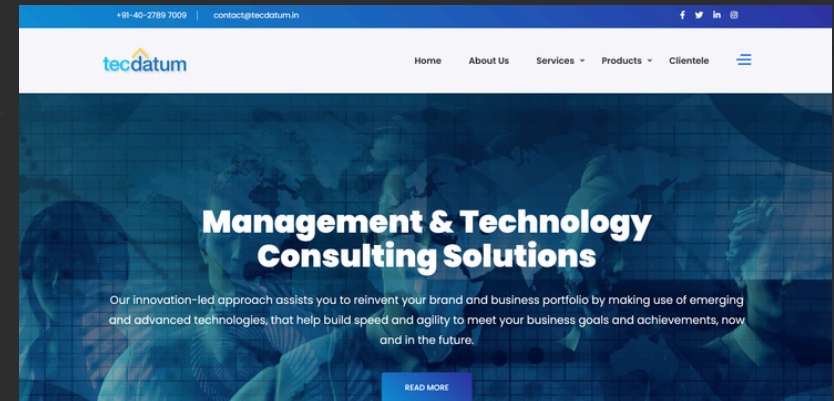


[www.secondtribe.com](http://www.secondtribe.com)

# Web Development



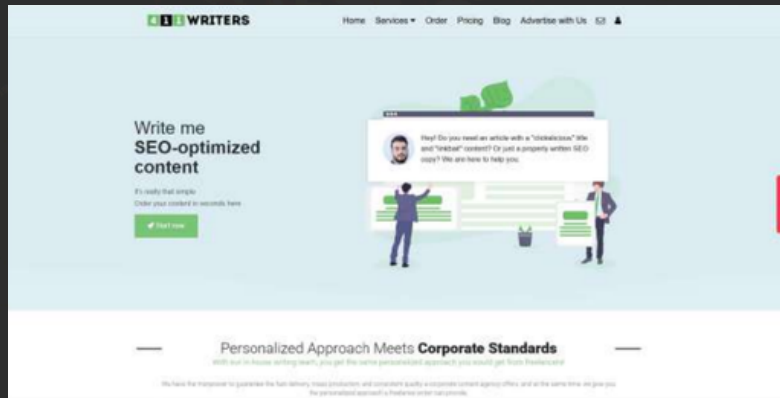
[namhyafoods.com](http://namhyafoods.com)



[tecdatum.in](http://tecdatum.in)

# Web Development

4 1 1 WRITERS



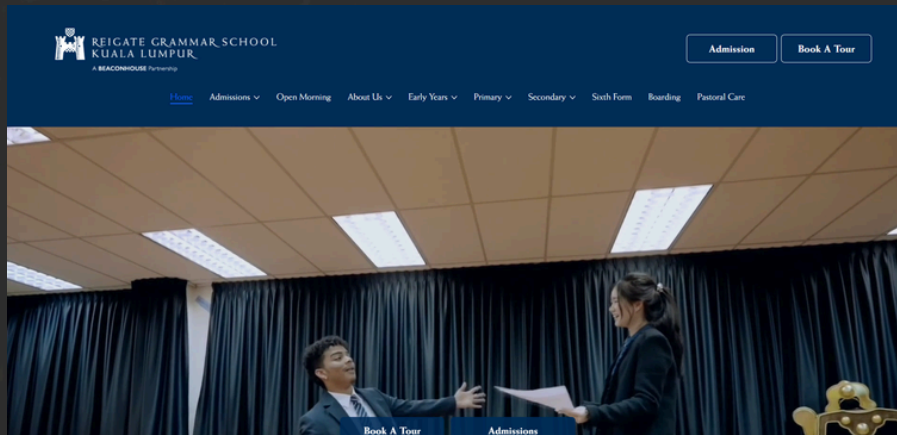
[content.411writers.com](http://content.411writers.com)

Vidyardi<sup>®</sup>  
Empowering Digital Education...!!

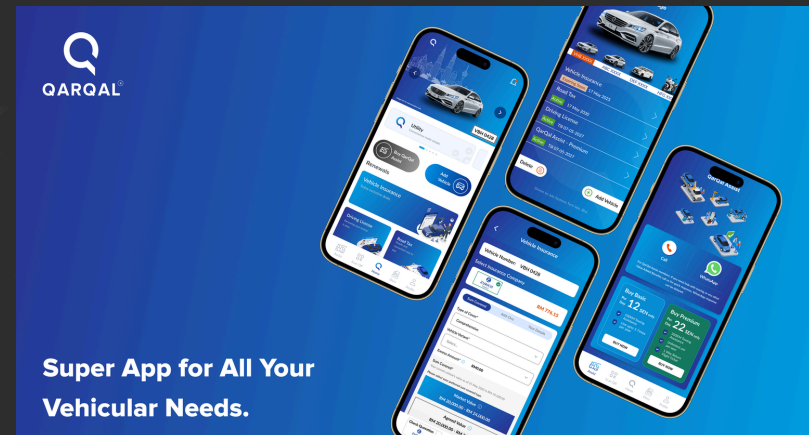


[www.vidyardi.com](http://www.vidyardi.com)

# UI/UX Projects



[www.reigategrammar.edu.my](http://www.reigategrammar.edu.my)



[www.qarqal.com](http://www.qarqal.com)

# Award & Recognition

- **Pride India presents India Icon Awards 2025**
- **Recognized as Best Digital Marketing Agency for Transforming Brands**



- **Google Rating – 4.8/5**



# Award & Recognition

Working with Marcamor Consulting has been a transformative experience for TGSRTC. Their SEO expertise significantly boosted our online visibility - our website traffic grew almost sixteenfold, from 17,000 to nearly 277,000 visitors per month. On social media, our Instagram presence also saw tremendous growth, increasing from 7,000 to over 30,000 followers, thanks to the well-prepared content calendars and strategic guidance provided by the team.

I would like to particularly appreciate Mr. Sandeep, the Founder of Marcamor, who personally took the time to meet with us regularly, understand our goals, and shape a winning digital strategy. He also went beyond execution by training our officers in social media marketing, enabling us to build in-house capability.

We are extremely glad to be associated with Marcamor Consulting and deeply value their contribution to our success. Looking at their performance, we are confident in entrusting them with additional mandates including marketing for TSRTC Logistics, Ganyam, and TSRTC Hospitals.

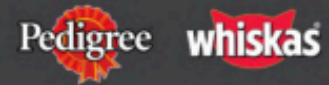
Marcamor Consulting has proven to be a reliable partner for us, and I wholeheartedly recommend them to any organization looking for impactful digital growth.

Sudha Parimala  
Chief of Marketing  
Telangana State Road Transport  
Corporation (TGSRTC)



Marcamor Consulting has been an excellent partner for our Pedigree and Whiskas brands. Their content calendars are creative, well-planned, and perfectly aligned with our brand goals. The team is highly professional and always ready to deliver even last-minute ad-hoc creatives for events, without compromising on quality. We are very pleased with their work and look forward to continuing this partnership.

Shreya Sharma  
Brand Manager - Pedigree & Whiskas  
Mars Pet Care



Working with Marcamor Consulting has been a truly commendable experience. Their SEO expertise helped us grow our website traffic from 0.8 million to 1.2 million visitors per month. The team is highly professional, efficient, and results-driven, and under the leadership of Sandeep Tekkall, they have consistently delivered outstanding outcomes. We are very pleased with their work and look forward to continuing this partnership.

Mallikarjun Gaddam  
Chief Business Officer  
Turito



Marcamor Consulting was an invaluable partner for SuperK in our early stages. When we only had a proof of concept, they helped shape our brand strategy and execute performance marketing with remarkable precision. Their efforts contributed directly to securing 30+ franchises in just six months, which played a key role in raising a \$6 million funding round.

The team at Marcamor is smart, highly professional, and results-driven. Thanks to their strategies, we achieved a Return on Ad Spend of nearly 20X. We are extremely pleased with their work and look forward to continuing our association with them.

Neeraj Menta  
Co-Founder  
SuperK



# Award & Recognition

Marcamor Consulting has been an exceptional partner for UPAR Hotels. From website development to performance marketing, SEO, and social media marketing, they delivered outstanding results. Their strategies played a crucial role in building our brand and driving revenue in the early days of our business.

Thanks to their expertise, we achieved a Return on Ad Spend of nearly 10X, and our brand presence grew significantly through effective SEO and social media strategies. The Marcamor team is professional, proactive, and truly results-driven. We are extremely pleased with their work and the impact it has had on our growth.

Rakesh Vikram Ramaswamy  
Co-Founder  
UPAR Hotels



Kankatala Silks, being a traditional family business, took the important step of going digital to transform into a global brand. Marcamor Consulting guided us through the entire journey, from website development and branding to marketing strategy and complete digital marketing execution.

Their expertise and strategies delivered over 15X returns month on month and helped position Kankatala Silks as a recognized global brand. The team at Marcamor is professional, strategic, and truly results-driven. We are extremely pleased with their work and the impact they've had on our growth.

Vishal Kankatala  
Kankatala Silks



Marcamor Consulting has been instrumental in Nahmya Foods' growth. They managed our website development, SEO, social media, and performance marketing while shaping a strong brand strategy that helped scale our business.

Thanks to their efforts, we achieved a 3X return in the first four months, which grew to 9X by the end of the year. Their support played a key role in taking our brand to Shark Tank and expanding our reach. We are extremely grateful to the Marcamor team for their professionalism, expertise, and dedication.

Ridhima Arora  
Founder  
Nahmya Foods



Right from the beginning, Marcamor Consulting has been a key partner in the growth of Daughter Earth. Sandeep Tekkali personally guided us on brand strategy and, along with his team, executed SEO, social media, and performance marketing with great expertise.

Thanks to their efforts, our SEO improved 3X in just six months, social media growth increased nearly 10X, and performance marketing delivered 4-5X returns. We are extremely glad to be associated with Marcamor and deeply appreciate the dedication and professionalism of Sandeep and his team.

Prasanthi Gurugubelli  
Founder  
Daughter Earth





# Branding & Identity

# Branding



Logo Designing



Market Positioning



Brand Survey & Research



Brand Engagement Analytics



Brand Portfolio & Launch Strategy

# Branding



- Created complete brand identity including logo, colors, and typography.
- Established a consistent visual and communication system for brand growth.



- Built elegant heritage-led brand identity
- Created cohesive visual and packaging system



- Built cohesive brand identity and visual system
- Ensured consistency across packaging and digital touchpoints



- Built elegant brand identity aligned with modern café positioning.
- Delivered logo, typography, and cohesive visual language.

# Branding

## • Amro Cafe

### Application

#### PACKAGING

Amro's packaging style is kept minimal focusing on premium and clean look in the category of take-away coffee, mostly reflecting logomarks, addresses with contact info and at most, taglines and brand phrases.

While designing festive or promotional packaging, inclusion of seasonal details with more illustrative surface designs is appreciated.

Amro Cafe BrandGuide

### LOGO

#### Submarks

In most instances, use the combination logo.

Wordmark is suitable for landscape orientation, while symbol is recommended for anywhere else where the wordmark or logomark will not fit.

Monogram is a suggestive mark, currently not in use.

#### WORDMARK

#### SYMBOL

#### MONOGRAM

Amro Cafe BrandGuide

### BRAND COLOURS

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors.

Lean heavily on the primary colours, but use supporting sets to build color schemes that are complementary and balanced. White and black are also allowed to be used in combination with these colors.

A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

Eggshell	Sunray	Dark Olive	
HEX #e6d77f R242 G237 B215 C4 M4 Y16 K0	HEX #a63554 R218 G179 B84 C16 M28 Y77 K0	HEX #585e38 R88 G76 B35 C50 M45 Y84 K33	60% Primary
HEX #9952 R123 G107 B64 C32 M40 Y78 K18	HEX #a67c2c R182 G135 B61 C22 M37 Y78 K0	HEX #000000 R0 G0 B0 C100 M100 Y100 K100	30% Secondary
HEX #a43a2a R166 G61 B26 C26 M61 Y70 K18	HEX #000000 R0 G0 B0 C100 M100 Y100 K100	HEX #c0c0c0 R192 G192 B192 C54 M45 Y45 K40	10% Tertiary

Amro Cafe BrandGuide

### Usage

#### SPACING

Minimum spacing around the Brandmark is to be maintained in order to avoid congestion and better legibility.

#### SIZING

For print: 0.75" minimum  
For web: 60 pixel minimum

For compact area:

For larger area:

Amro Cafe BrandGuide

### Know our STORY

#### BREAD

Each loaf baked at Amro, tells a story of the finest ingredients, sourced from local farmers and organic producers, the baking artisans who handcraft magic around the soft taste of flour, the rhythmic kneading of dough, and the gentle crackle of the oven.

With pure dedication to the craft, we aim to blend tradition with innovation & passion and produce each loaf as a testament to quality and sustainability, resulting in bread that is rich, fresh, and deeply comforting.

Our customers don't just buy bread; rather they become part of this narrative, a tradition that celebrates craftsmanship and community.

#### COFFEE

Sourced from the finest coffee plantations of Chikmagalur, India every bean is chosen for its unique flavor profile, roasted with precision to form the perfect base for the cafe's signature brews.

Our artful Baristas often experiment with a range of brewing methods, in a blend ratio of 80% Arabica to 40% Robusta or 100% Arabica. From a classic cappuccino to an experimental cold brew infused with seasonal flavors, each drink is crafted to delight the senses.

When offered to a coffee connoisseur or just someone looking for a moment of calm in a busy day, we offers more than just a beverage—an experience, a story in every cup.

Amro Cafe BrandGuide

### Application

#### DIGITAL MEDIA

Adhere to Brand's persona and messaging with focus on following Characteristics in direction:

- Feeling of Freshness
- Colorful tones in Balance
- Sense of Hygiene
- Usage of fonts following the character of healthy, traditional
- Adherence to Amro's Colour Palette
- Fusion of Food, Ambiance, People and Branding Colorways

Here is a mix of original Brand Colorways and similar style references.

Video References:

COFFEE SHOP COMMERCIAL - ZHILL PRODUCTIONS  
Every 15Mm has A Story

A Treat for Your Satevents | The Local Cafe  
So into the Paper!

Amro Cafe BrandGuide

# Branding

## • Chumbak



### 2.1 THE ORIGINAL LOGO

**USED ON**

- On all of our products wherever possible, **except for Fashion products.**
- All forms of Marketing Communication **save for the ones going up on our channels** (our major print publications or in-store communication).
- Packaging for all products **except for Fashion products.**
- As the representative of our brand (in storefronts, as a sponsor, etc).

This is the logotype with maximum recall value.

The Original Logo | 08

### 2.2 USAGE GUIDELINES

**ALIGNMENT**  
Center-aligned for a centre-aligned composition.  
Left/Right aligned for a left/right-aligned composition.  
Bottom-right corner for usage as a watermark (see colors).

**PADDING / MARGIN**  
There should always be sufficient space around the logo - considering it's itself an visually striking, you should give it a lot of breathing space for the composition to not look crowded, including when it's in the bottom right/left corner as a watermark.

**COLOURS**  
Product-illustration based collateral - accent colour in the illustration.  
On an image - should be Black or White (especially visible - preferably 100%).  
Standalone branding - Chumbak Mini (860C4B1, Pantone 652C)

**LOGO-LOCKUPS**  
Logotype - White  
Cut - Lightgrey  
Cut - White  
Store names  
The same rules apply to lockups as well.

Usage Guidelines | 09

### 2.4 REGIONAL LOGOS

**Custom-Designed**  
As and when possible, we should get a type-designer to design vernacular variations of our logotype - like how we did for our Devnagri logotype.

**Baloo-typeface family**  
For certain markets, where 'Chumbak' in its required script is in Baloo typeface. This is the only free typeface available today that's of high quality and is available in as many scripts. Baloo is a rounded, thick, friendly typeface family created by Ektype for Google Fonts and is available in 9 different scripts (apart from Devnagri, Oriya and Telugu) - Baloo Bhai for Gujarati, Baloo Chaman for Malayalam, Baloo Da for Bengali, Baloo Paap for Sinhalese, Baloo Saman for Kannada, Baloo Thambi for Tamil.

**You might have to tweak the form slightly in case of certain glyphs being unavailable.**

Regional Versions of the Logo | 11

### 2.9 PRIMARY COLOURS

Primary Colors | 16

### 4.5 BEAUTY PACKAGING

**SWEET SUSINGS** | Download File

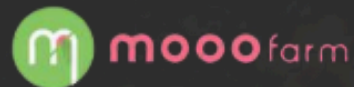
**SUMMER DREAMS** | Download File

**GOOD THINGS** | Download File

**NATIVE NOTES** | Download File

Beauty Packaging | 16

# Brands



*We do Marketing so you don't have to!*

# Brands



# Brands



# Brands



# Brands



# Brands

INFITS

UPAR  
HOTELS

RIGHTER

DesignBHK

Vidyardi  
Empowering Digital Education

TRAVEL  
WORLD

pom  
pah!

malpani  
RECREATING IDEAS

NEXTGEN  
School  
CAMBRIDGE KNOWLEDGE PARTNERS

ಕೆಎಂ ಎಲ್‌ಬಿಎಂ

ANEESH  
GROUP


JAIN'S  
COW URINE THERAPY


# Brands






**Let's build something impactful, together.**

 Hyderabad | Chennai | Bengaluru | Mumbai

 United States | United Kingdom

 Contact: +91 9985202223

 [www.marcamor.com](http://www.marcamor.com)

 [info@marcamor.com](mailto:info@marcamor.com)

