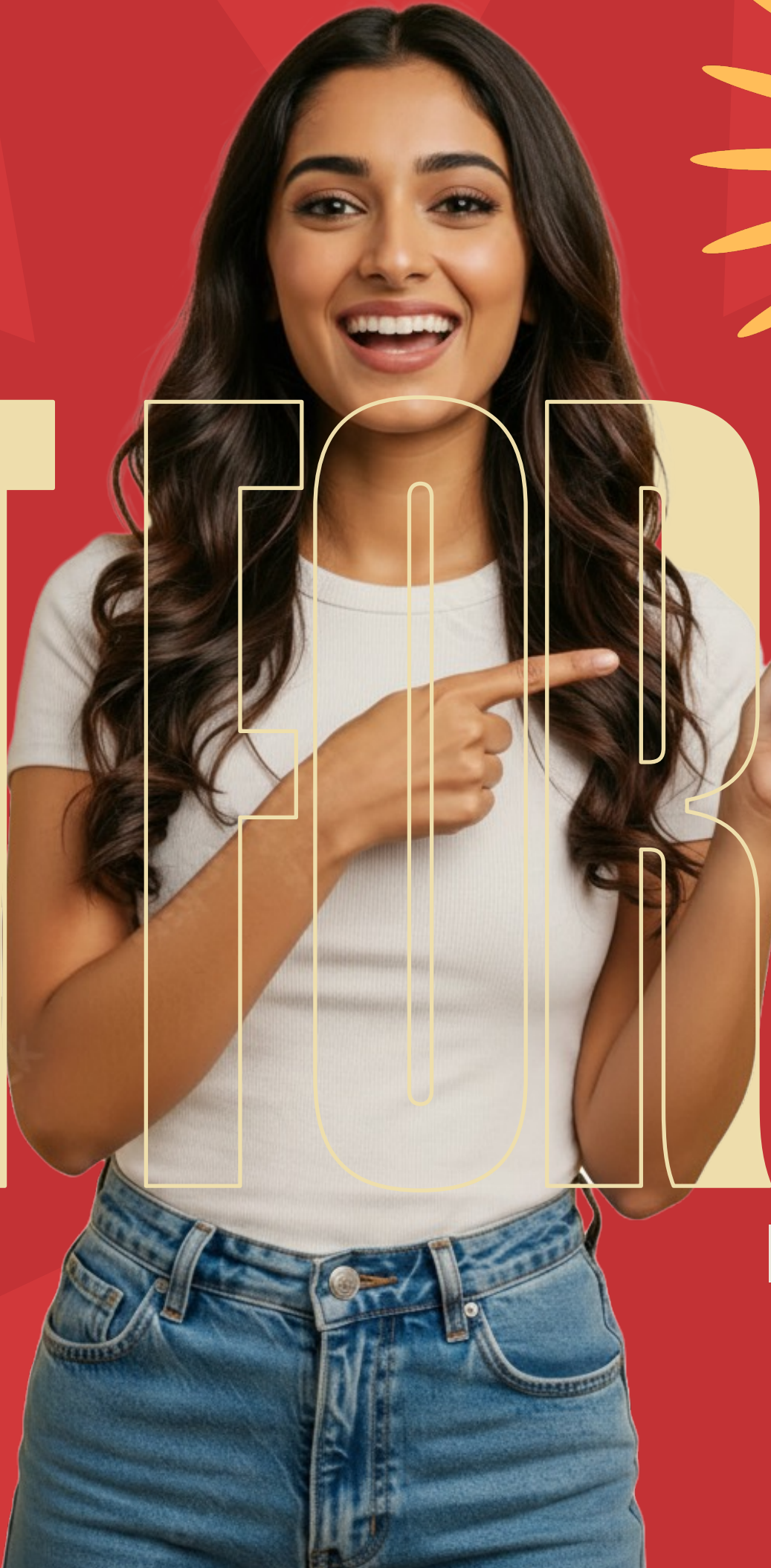




# BUILT FOR NOW



India's Fastest Growing  
Publicly Listed Digital  
Marketing Company



# A MESSAGE FROM OUR FOUNDER

From day one, our North Star has been clear: to build India's first truly homegrown, independent agency network. Today, following a stellar year of strong financial performance and the successful integration of Gozooop into our ecosystem, that commitment is stronger than ever. These milestones are not just a validation of our business model; they serve as the definitive launchpad for our next phase of aggressive growth. Guided by our 3D philosophy of Design, Discovery, and Distribution, we continue to bridge the gap between data, content, and AI-powered technology to create unparalleled value for both brands and creators.

As we look ahead, we are hyper-focused on engineering the agency of the future—one that is scaled by technology, powered by creativity, and structured for sustainable, long-term growth. To achieve this, we are executing a multi-pronged expansion strategy. We are planning aggressive growth through upcoming acquisitions specifically in the creator tech space, while simultaneously building our own proprietary technology tailored for media and content creators. Alongside this technological leap, we are actively expanding our geographical footprint to bring our unique capabilities to a much larger global market.

Central to this future outlook is our commitment to doubling down on maximizing AI within our everyday workflows across media, content, influencer marketing, and creative production. This is not just about efficiency; it is about rewriting the rules of engagement. We have already proven that an Indian independent network can compete and win at the highest level. By relentlessly investing in tech, talent, and geographic reach, we are not just navigating the changing landscape of marketing and media—we are actively defining it.

**Dr Atul Hegde**  
Chairman & MD

# ABOUT YAAP





# BUILT FOR NOW

YAAP is a new-age digital marketing, content and technology services company, operating in the fastest-growing segment of the marketing and creator economy market – and the fastest-growing publicly listed digital marketing company globally.

A unified, purely digital business, YAAP disrupts the traditional model by bringing together data, AI-powered technology and content to deliver new-age marketing solutions. With 400+ people across 8 offices in 3 countries, we work with global multinationals, regional and local clients, and youth-driven influencer brands – in a 24/7 environment where culture moves faster than calendars.

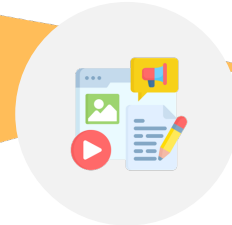
# OUR CORE PILLARS



## Data

### The Engine of Strategic Decision Making

The company uses first and third-party data with AI analytics for media targeting and retargeting, influencer selection, performance evaluation, creative optimization and customer journey mapping, bringing accuracy and accountability to transform assumptions to actionable intelligence.



## Content

### The Foundation for an Impact

The company views content as a strategic asset, tailored by platform, region, and audience to inspire action. Through AI-driven personalization and influencer collaborations, it creates engaging, performance-focused content that delivers measurable results for the clients.



## Technology

### Where Ideas Meet Execution

The company's technology stack covers AI-based content tools, AdTech platforms, retargeting engines, real-time bidding systems, MarTech, E-mail automation and performance dashboards —enables fast campaign scaling, consistent quality, and optimized spending, ensuring maximum client ROI.

# YAAP'S 3D PHILOSOPHY



## DESIGN



UI/UX Design



Brand-owned IPs



Brand Strategy & Identity



Packaging Design



## DISCOVERY



Influencer Marketing



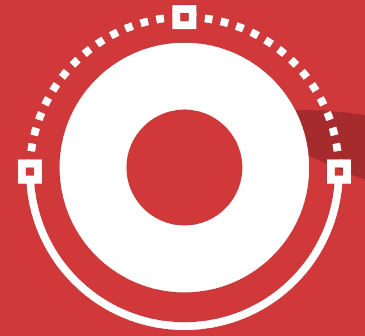
Content Creation



Integrated Social



Brand Collaborations



## DISTRIBUTION



Programmatic Media



Paid Social



Performance Marketing



AdTech & Analytics



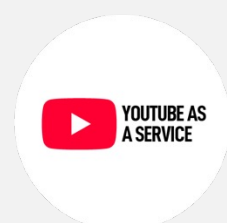
## Design + Tech



End-to-end Creative



Creative services



Content, Optimisation & Media



AI-powered content studio

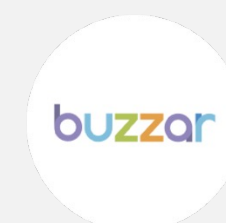
## Discovery



ORM



Building & Scaling IPs



Creator Tech



Culture Marketing

## Distribution



End-to-end Media Operations



Video Ads Intelligence



Online distribution network

## IP Partnerships



Indian Sneaker Convention



GCC Creator Spotlight Awards



Ideabaaz



South Indian International Movie Awards



Celebrity Cricket League



India National Cinema Awards

### Tech Plays



**buzzar**

The most disruptive influencer marketing and content intelligence platform in the world.



**AI Studio**

The most sophisticated & first of its kind creative studio powered completely by artificial intelligence



**tags**

AI-powered video advertising intelligence platform to deliver disruptive ad performance & optimisation.



**HAWK**

A hyper-speciality online reputation management & digital transformation platform.



# A SNAPSHOT OF THE YEAR





# BUILT FOR NOW. READY FOR TOMORROW.



Powered by Data, Content & AI-Powered Tech



### TOTAL INCOME



# 188.73

## Cr



↑ 22.23%  
Growth in Total Income

### EBITDA



# 31.74

## Cr



↑ 89.11%  
Growth in EBITDA

### PAT



# 22.20

## Cr



↑ 97.95%  
Growth in PAT



# 200+

## Brands



# 400+

## People



# 8+

## Locations



# 100+

## New Clients



### STRATEGIC ACQUISITION

# of GOZOOP



## Great Place To Work.



Certified  
2024 - 2025  
INDIA

# 5



## YEARS IN A ROW

## Happiest Place To Work.



# 2



## YEARS IN A ROW



### DESIGN:

Using data & AI-powered workflows to deliver compelling stories and creative that captures & converts



### DISCOVERY:

Driven by creator intelligence & ORM to maximise impact & connection



### DISTRIBUTION:

New-age media, martech & ad intelligence that drives real results

FY26



# THE SECTORS WHERE WE'VE MADE OUR MARK



**BFSI**  
22%



**Media & Agencies**  
18%



**Technology**  
9%



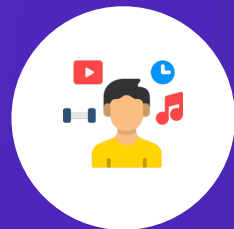
**Healthcare**  
7%



**FMCG**  
4%



**Travel & Tourism**  
5%



**Lifestyle**  
4%



**Others**  
27%

**Design**  
Using data & AI-powered workflows to deliver compelling stories and creative that captures & converts

**Discovery**  
Driven by creator intelligence & ORM to maximise impact & connection

**Distribution**  
New-age media, martech & ad intelligence that drives real results

▲ 22.23% YoY Growth

**188.73**

Total Income  
(In INR Crores)

**100+**

New Client  
Relationships

▲ 89.11% YoY Growth

**31.74**

EBITDA (INR Cr)

**16.82%**

EBITDA Margin

▲ 97.95% YoY Growth

**22.20**

PAT (INR Cr)

**11.76%**

PAT Margin

# WHERE IN THE WORLD WE WIN

**8**  
Offices

**3**  
Countries

**400+**  
People

**1**  
Unified Structure

Region	% of Total Income
India	76.42%
United Arab Emirates	19.24%
Singapore	4.12%
Rest of the World	0.22%





# MARQUEE CLIENTS

adani

acko

Bharat Connect

amazon

ATHER

croma  
A TATA Enterprise

DAMAC

Del Monte  
Quality

DELL

DUBAI

IDEABAAZ  
IDEA AAPKA, PAISA HUMARA

JCB

JSL  
JINDAL STAINLESS

navbharat  
Mega Developers

nixi

NPCI  
भारतीय राष्ट्रीय भुगतान निगम  
NATIONAL PAYMENTS CORPORATION OF INDIA

oppo

SBI card

SBI general  
INSURANCE  
SURAKSHA AUR BHAROSA DONO

TATA  
NEU

TVS

# 100+ NEW RELATIONSHIPS

 Akasa Air

 cleartrip  
A Flipkart Company

 Continental

 FRANKLIN  
TEMPLETON

 DANUBE  
PROPERTIES

 DeHaat®  
Seeds to Market

 उद्योग संवर्धन और आंतरिक व्यापार विभाग  
Department for Promotion of Industry and  
Internal Trade

 glenmark  
A new way for a new world

 Haldiram's

 Hero

 HINDALCO++  
ENGINEERING BETTER FUTURES

 ITC  
ITC Limited

 भारतीय डाक  
डाक सेवा-सबसे तेज  
India Post  
Bark Service-Jain News

 MCX  
METAL & ENERGY  
Trade with Trust

 myTRIDENT  
my ♥ for home

 Narayana  
Health

 NSE

 ownly

 Paytm

 tinder

 wipro



## GOZOOP ACQUISITION

# UNITED BY A SHARED VISION

## ABOUT

# GOZOOP

GoZoop is an independent integrated marketing and digital agency founded in 2008, offering end-to-end brand strategy, creative, and digital solutions.

Known for its "build brand + build business" philosophy, GoZoop works across industries to deliver measurable, insight-driven marketing that blends creativity, technology, and customer experience.



# 01

## HAWK

### ONBOARDING HAWK

One of the country's most sophisticated ORM platforms

GoZoop's HAWK platform adds a clear tech advantage with advanced monitoring and reputation intelligence, enhancing our digital credibility and unlocking new productised revenue opportunities.



# 02



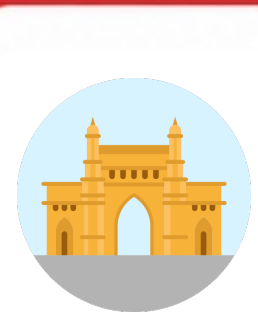
### EXPANDED SERVICE POTENTIAL

More value through collaboration & upselling

YAAP's influencer marketing and media capabilities expanded through collaboration & upselling on GoZoop's existing portfolio.



# 03



### CONSOLIDATION OF MUMBAI OPERATIONS

The acquisition strengthens our Mumbai presence by integrating GoZoop's established team, client base and operational infrastructure, enabling faster scale, reduced overlap and improved delivery depth in a key market.



# 04



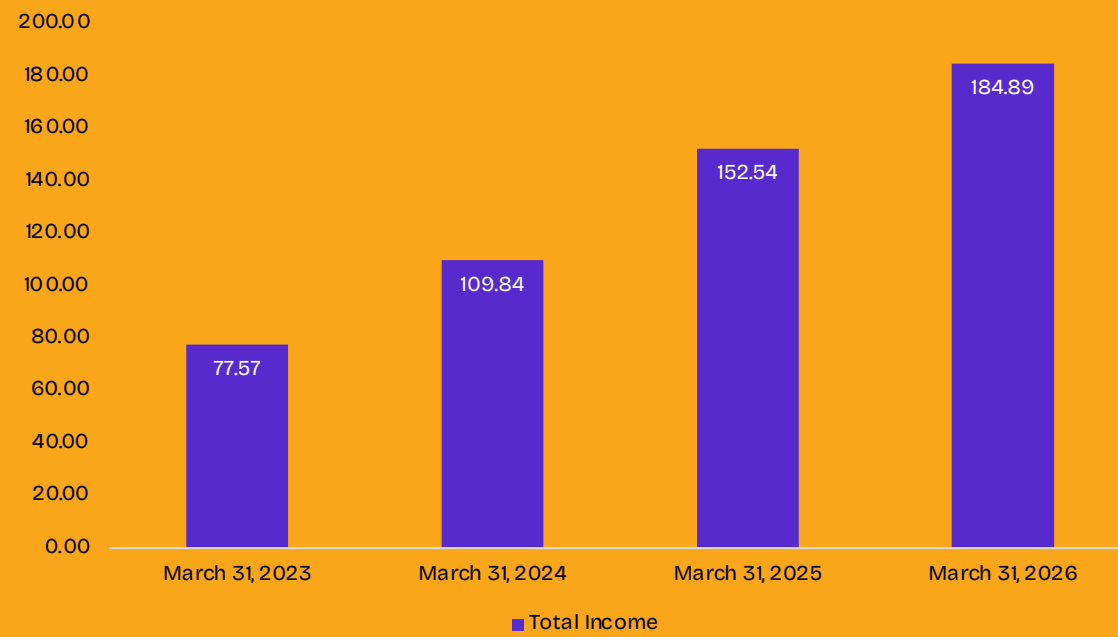
### STRENGTHENING CREATIVE & TECH SERVICE LINES

GoZoop's creative, digital and strategic expertise directly amplifies our core offerings, allowing us to deliver more integrated solutions and improve competitiveness across major client engagements.

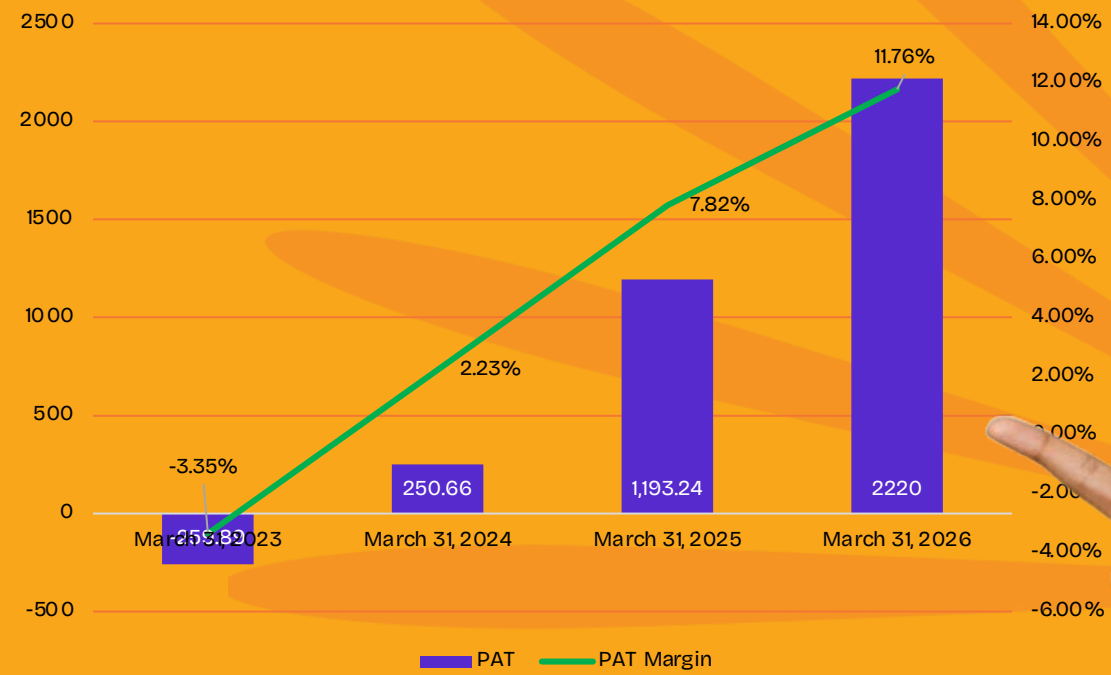


# FINANCIAL SNAPSHOT

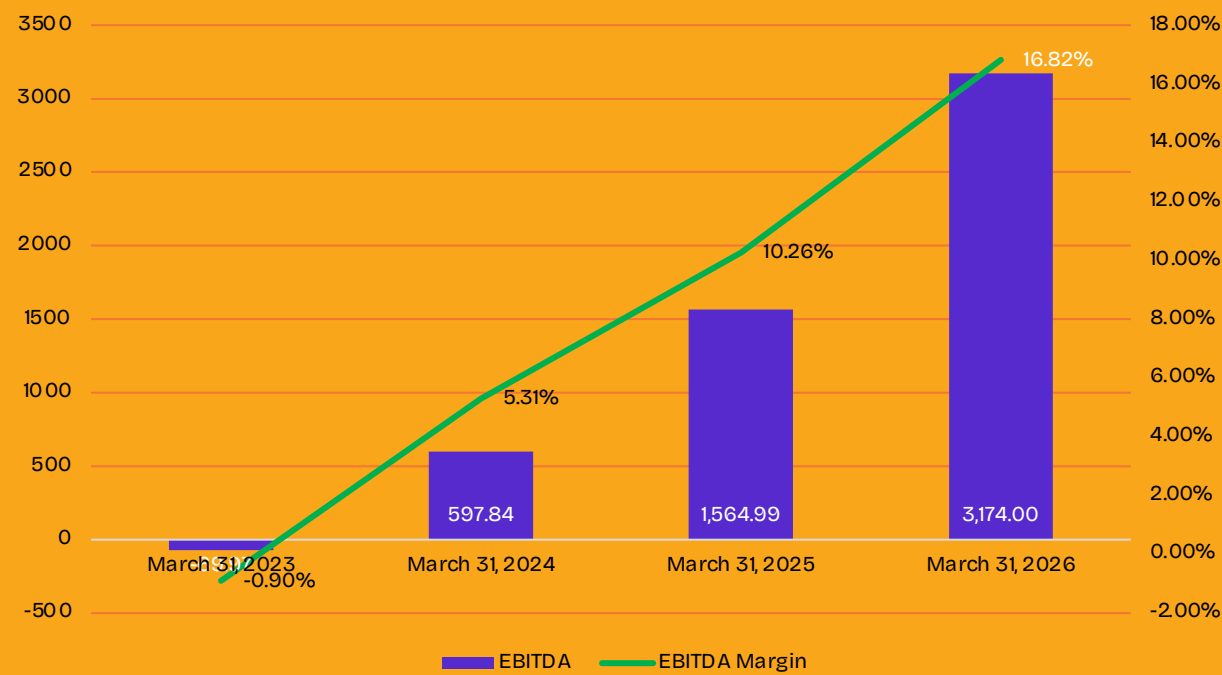
Total Income from Operations (₹ in Lakhs)



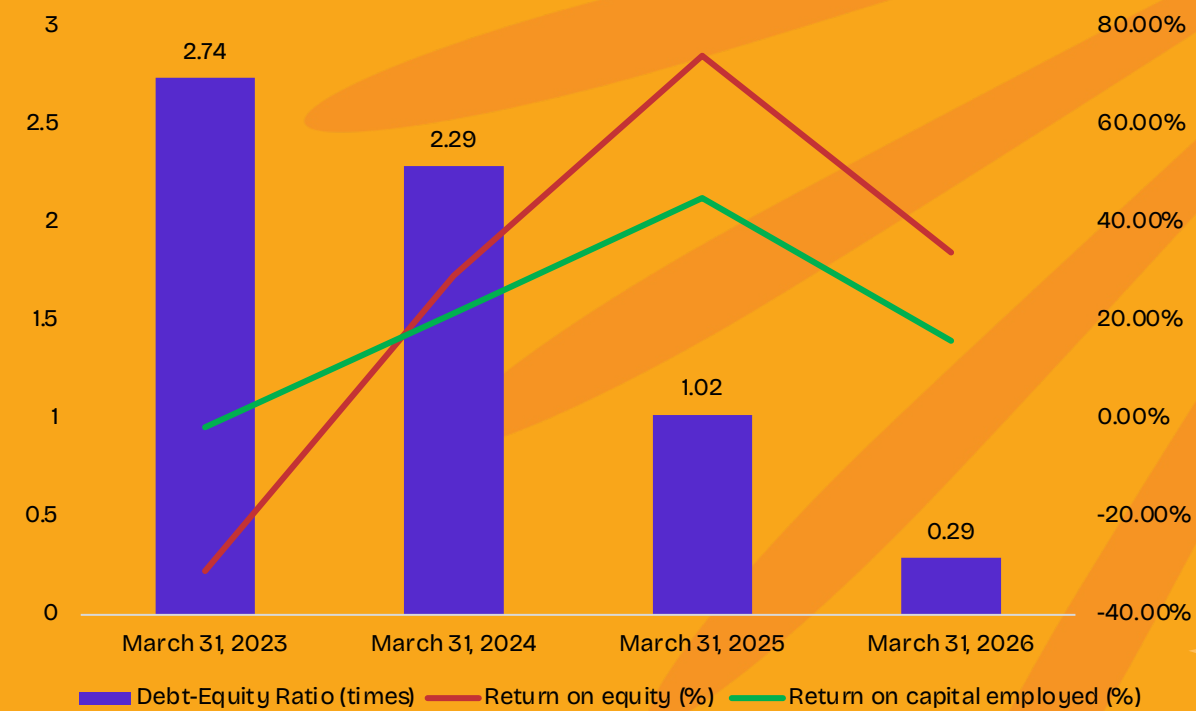
PAT (₹ in Lakhs) and PAT Margin (%)



EBITDA (₹ in Lakhs) and EBITDA Margin (%)



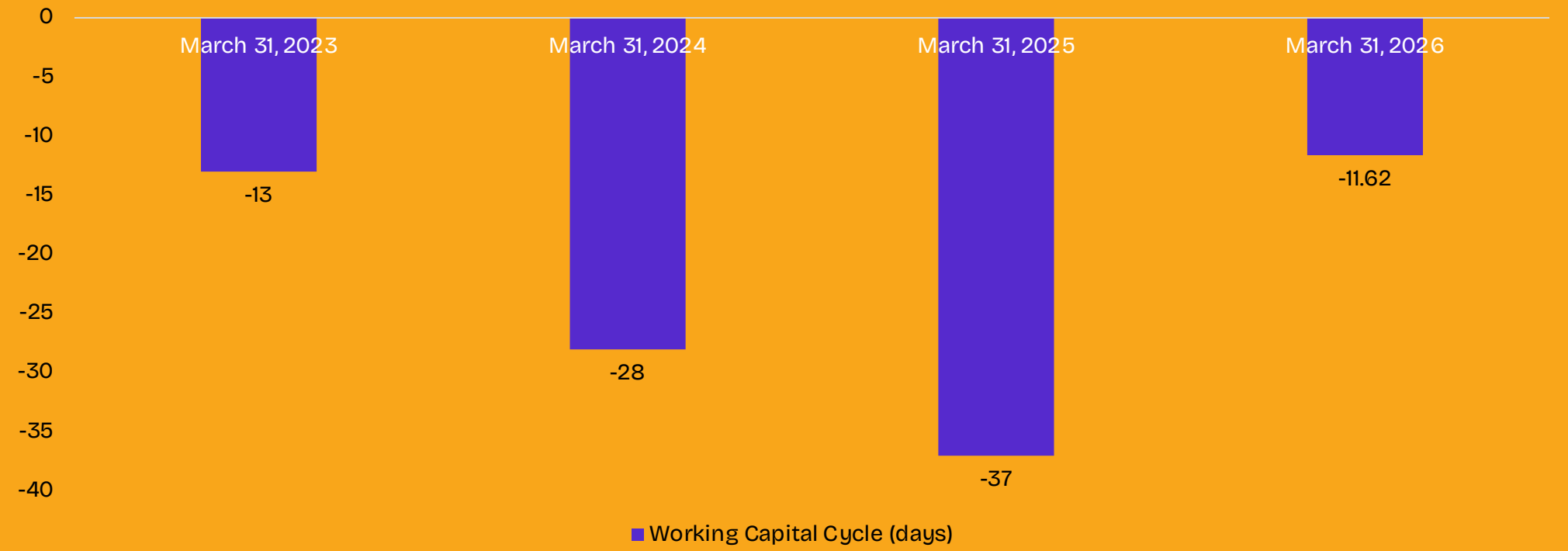
Debt-Equity Ratio (times) and Return Ratios (%)



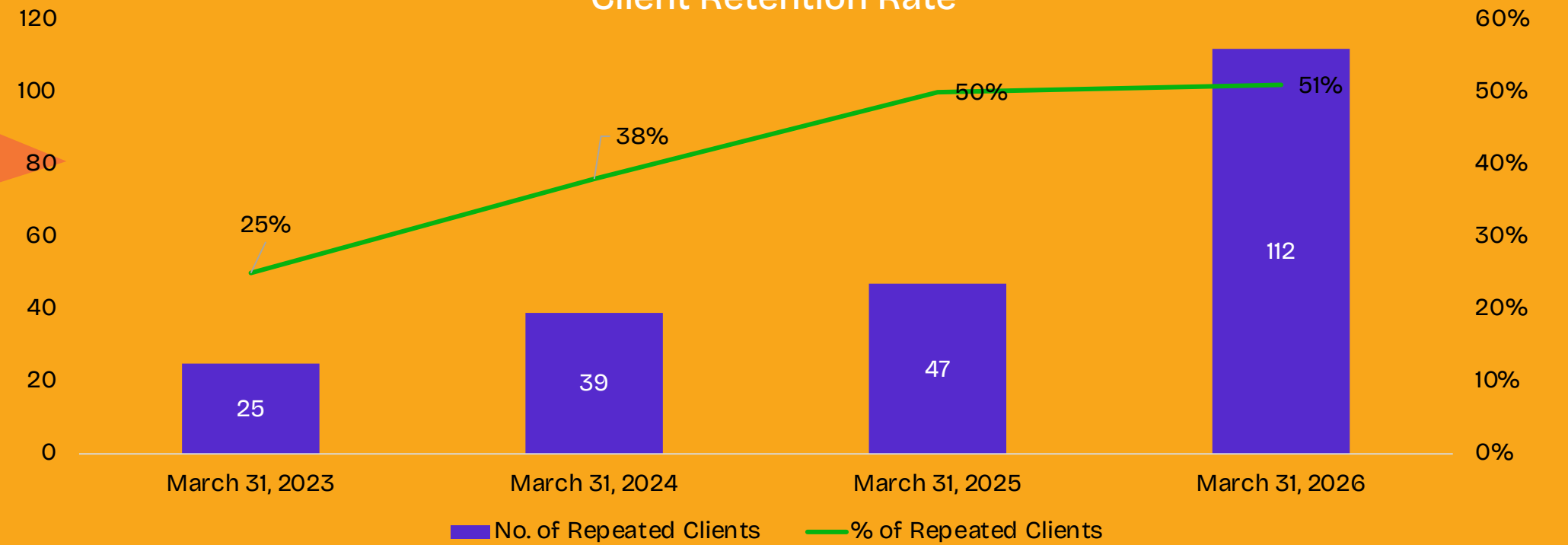
# OPERATIONAL SNAPSHOT



### Working Capital Cycle



### Client Retention Rate



FY26

# THE CATEGORY IS BOOMING



# CATEGORY GROWTH

71,621

Digital Advertising Industry Size (INR Cr)

84,997

Digital Advertising Industry Size (INR Cr)

▲ 17% CAGR  
98,034

Digital Advertising Industry Size (INR Cr)

1,21,339

Advertising Industry Size (INR Cr)

1,30,416

Advertising Industry Size (INR Cr)

▲ 7.41% CAGR  
1,40,001

Advertising Industry Size (INR Cr)

2025

2026F

2027F



Built For Now

# THE DIGITAL BOOM IN INDIA

India's digital landscape is driven by rising smartphone usage, affordable data, and the dominance of video platforms with billions of monthly viewing hours. Consumers increasingly seek personalized, tech-enabled experiences, while interactive formats like live streaming, virtual reality and augmented reality are shaping more engaging campaigns

**₹1,020** Billion    **₹466.4** Billion    **59%**    **1.4+** Billion

INDIA

**\$945** Billion    **\$629** Billion    **66.5%**    **8.2** Billion

GLOBAL

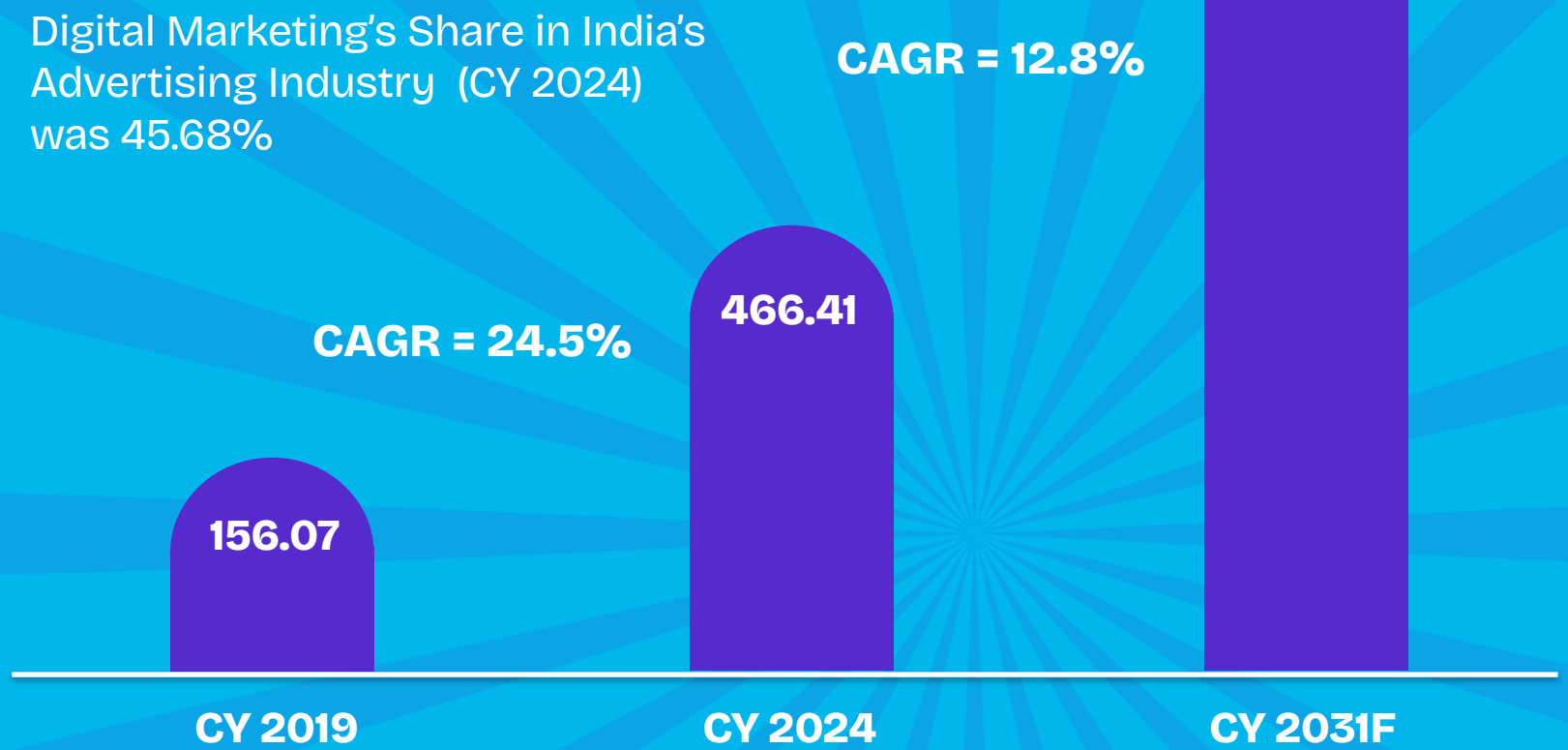
Advertising Market Size (CY 2024)

Digital marketing market size (CY 2024)

Digital marketing's share in advertising (CY 2024)

Population

India's Digital Marketing Industry to reach ₹1,082.48 Billion by CY 2031F (in ₹ Billion)



Digital Marketing's Share in India's Advertising Industry (CY 2024) was 45.68%

Indian Influencer Market Size (in ₹ Billion)

## Influencer Marketing is On the Rise!



# EMERGING TRENDS

## DRIVING INDIA'S DIGITAL INDUSTRY

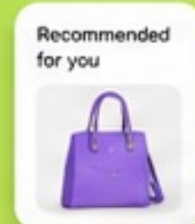
01

Artificial Intelligence (AI) & Machine Learning Integration



02

Hyper personalisation in marketing campaigns



Hey Priya! Special offer just for you



03

Video-based marketing is rapidly growing globally



04

Programmatic Advertising & smart bidding



05

Peer to Peer & Long-tail creator marketing



06

Short-format, vertical videos and content are on the rise



07

Voice Search Optimisation and conversational AI



How can I help you?

08

Building scalable brand-owned IPs



FY27

# HOW YAAP IS SCALING FOR THE FUTURE



# INDIA'S FIRST BRANDED AI CONTENT STUDIO



## THE AI CONTENT STUDIO

The AI Content Studio is a specialized creative unit in YAAP that fuses generative AI with brand strategy to deliver high-velocity, data-driven content production at scale.



## WHAT IT DOES

Produces high-volume, hyper-personalized marketing assets—ranging from dynamic ad variations and rapid pitch prototypes to multi-language localizations—across all digital platforms.



## HOW IT WORKS

Creative teams act as strategic curators. Private, brand-governed AI models generate vast asset options based on brief parameters, which are then refined through a strict human-in-the-loop QA process before deployment.



## THE IMPACT

Reduces production timelines from weeks to hours, slashes asset versioning costs, and lifts performance (ROAS) through continuous, real-time creative optimization.



# THE FIRST INFLUENCER BARTER PLATFORM

## Introducing Buzzar

Say hello to Buzzar, the most disruptive influencer marketing and content intelligence platform in the world. Buzzar reimagines influencer marketing by putting barterers at the center of brand discovery. It's the first end-to-end platform that turns everyday people into powerful brand advocates, alongside creators and influencers.



## ONE PLATFORM. THAT DOES IT ALL.

- CREATOR DISCOVERY**  
Influencer & User Discovery
- CAMPAIGN MANAGEMENT**  
End-to-End Campaign Management
- CONTENT RECOMMENDATION**  
Recommendation Engine & Planner
- AI ANALYTICS**  
Performance Optimisation
- PEER-TO-PEER ACTIVATION**  
Creator Activation
- GAMIFIED REWARDS**  
Barter, Cash, Product Trials & More

- 15M+** Content Creators
- 25+** Creator Categories
- 5+** Social Platforms
- 6+** Platform Modules
- 1.3B+** Content Pieces Analysed
- 10K+** Brands Audited

## THE SCIENCE OF GAMIFYING INFLUENCE

Buzzar makes influencer activation effortless, scalable — and fun. Create, launch and reward participation in minutes:



## DESIGNED & OPTIMISED FOR BARTERS

Buzzar transforms your trusted circles into a high-velocity influencer barter network. On Buzzar, influence is the currency—allowing everyone from everyday users to seasoned creators to trade their content and reach directly for brand experiences and products. By streamlining the barter process at scale, brands can bypass heavy cash outlays while securing authentic social proof, high-volume engagement, and organic content from a diverse network of creators ready to collaborate.



Download the App on the Play Store & App Store



# NEW-AGE VIDEO AD INTELLIGENCE

Relevance. Intent. Action.



**60%**

Digital Video Ad Spends Happen On YouTube



**#1**

YouTube Time Spent & Reach



**1.2Bn+**

YouTube Videos



**8.5Mn+**

YouTube Channels



**50Mn+**

Audiences Analysed



## THE CHALLENGES



### LIMITED

YouTube offers basic, audience-focused targeting



### BROAD

Media buying is still broad, reactive & unpredictable



### WASTEFUL

Ad optimisation happens after the money is spent

## WHAT WE DO



### CONTEXTUAL TARGETING

At a channel, playlist and video level



### PREDICTIVE PLACEMENT ENGINE

Billions of data points for precise placements



### AI CONTEXTUAL UNDERSTANDING

To analyse metadata, audio transcripts & regional languages



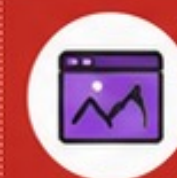
### IMAGE & VIDEO RECOGNITION

To track logos, text, celebrities & brands & objects



### SENTIMENT ANALYSIS

Tracking positive & negative sentiment



### COMPREHENSIVE REPORTING

Dedicated dashboard with every key metric

## THAT'S WHERE TAGS COMES IN

The future of digital video advertising is not interruption but intention. TAGS is designed to help brands win by predicting where attention will occur and placing ads where they perform best – moment by moment, **in real time**.

# HELPING BRANDS WIN ON THE WORLD'S LARGEST VIDEO PLATFORM



## SAY HELLO TO VIDPRO+

YAAP's proprietary YouTube optimisation platform that is designed to help brands scale their presence on YouTube organically and capture a chunk of the billions of hours of daily content consumed.



## WHAT WE DO:



### METADATA & DISCOVERABILITY

Keyword-rich titles, descriptions, and tags calibrated to high search-volume queries relevant to beauty, skincare, and personal care — aligned to both the video and the channel.



### THUMBNAIL & TITLE OPTIMISATION

CTR-focused thumbnails with clear visual hierarchy and matching title text. Designed for legibility at the smallest screen size — which for this audience, is almost always a phone.



### CHANNEL ARCHITECTURE

Playlist structuring, channel trailer, section organisation, and community posts — building a channel that converts first-time visitors into subscribers.



### PUBLISHING CADENCE & END SCREENS

Consistent upload scheduling to build algorithmic trust, paired with end screen and card strategy that extends watch time and reduces audience drop-off between videos.



### OPTIMISED TITLE

Crafted for high intent keywords and maximum search visibility.



### TAGS UPDATE

Strategic tag optimisation for improved ranking and discoverability.



### KEYWORD-RICH DESCRIPTION

Compelling descriptions packed with relevant keywords that drive traffic and improve SEO.



### END SCREEN SETUP

Custom end screens that increase watch time and drive more clicks.



### PLAYLIST PLACEMENT

Smart playlist integration to boost reach and viewer retention.



### CTA LINKS

Strategic links that drive traffic, sign-ups and conversions.



### SUBTITLE / CLOSED CAPTIONS

Improved accessibility, SEO and global watch-time lift.

# ONE OF THE MOST AWARDED AGENCIES IN THE COUNTRY



**100+ AWARDS**

Across Content, Campaigns, Creators, Culture & More

**2 YEARS IN A ROW**

Independent Agency of the Year

Exchange4Media Maverick Awards

**MEDIA AGE**

Independent Agency of the Year

**5 YEARS**

Great Place to Work

**2 YEARS**

Happiest Place to Work

# 3-YEAR GOALS



**2%**

Market Share



**75%**

Revenue to come from AI-powered tech



**#1**

Digital Marketing Company



**TOP 5**

Marketing Tech Companies in India



**1000+**

People



**12+**

Locations



**500+**

Brands



# BUILT FOR NOW



Dubai | Gurugram | Hyderabad | Mumbai | Shillong | Singapore

# DISCLAIMER

Certain statements in this document that are not historical facts are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

No part of this document may be reproduced, distributed, recreated, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the owner, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.