2026

Our Impact Report for Q2, 2026

A concise review of the initiatives, outcomes, and impact delivered across Q2 of 2026.

Q2 · 2026

What's inside

01 Client Highlight & Impact

02 The Naaritive Podcast × Zoho One

03 IFA Berlin 2026

04 Industry Trends

05 What We Learned

Section 01

01

Client Highlight & Impact

A farmer-sourced dairy and café brand, built from zero in two Tier 2 cities in India.

01 · Client Highlight

Hyperlocal dairy & café · Two Tier 2 cities

A brand with real purpose, built from zero.

Farmer-sourced milk and a strong story, but no marketing engine, no awareness, and two cafés opening where nobody knew the name. Our rule: every rupee of attention has to end in a walk-in.

Brand	Logo revamp, one packaging system and a farmer-first story.
Digital	Instagram community, local search, WhatsApp automation, Meta ads, creators.
Offline	Two café launches, street and fridge branding, POS, kirana partnerships.

01 · Campaigns

One idea to bring people in, one to bring them back.

Say Hello

Scan a QR, say Hello on WhatsApp, get a free drink in store. Every lead becomes a contact the brand owns.

31%
of leads walked in and claimed

6
sources, each with its own QR

The Savings Card

Built for loyalty, not a one-time discount. Multiple vouchers per card meant every visit set up the next one.

88%
of card holders came back to redeem

2.3x
vouchers used per customer

01 · Results

Four months later

38x

growth in café revenue, launch month to month four

+171%

net sales

+166%

transactions

+31%

average bill value

Month 1

break-even, both cafés

5x

On-ground partners converted to walk-ins 5x better than digital ads.

POS outlet sales, June to September 2026.



Section 02

The Naaritive Podcast, powered by Zoho One

Month 1 impact · Aug 20 – Sep 21, 2026

02 · Month 1

103k+ views across two platforms

YouTube

4 episodes

16,995

views

419	2k+	7,165
watch hours	new subscribers	engaged views

Instagram

10 reels

86,097

views

65.4k	86%	817
accounts reached	non-follower views	shares

02 · Episodes



Akshay, Founder of Nootie

The 90-Day Quick Commerce Playbook 1,874 views

Shitiz Dogra

Marketing Myths Busted Top episode 12,300 views

Sid Gandhi, Blue Ocean Group

India vs USA: Building a Global Brand 2,300 views

Utsav Malhotra, COO of Noise

Why Virality Is Overrated 4.7% CTR

Section 03

03

IFA Berlin 2026

We went to IFA Berlin to explore global brands, and we came back more convinced than ever that India is on a lot more founders' radars than we expected.

03 · IFA Berlin



IFA, Berlin was full of new energy, insights, and feel good conversations.

But the spotlight for me was not the scale. It was the number of conversations we had with brands actively exploring India as their next market.

03 · IFA Berlin

For years, India was treated as a market to localize for.

Translate the pricing, tweak the packaging, call it done. What I heard today was different. Brands are starting to ask about category behavior, trust signals, and what earns attention in a market that does not respond to borrowed playbooks.



The real questions

"What does it take to enter India?"

"Who is the right consumer for us?"

"How should we price ourselves?"

03 · IFA Berlin

India is an incredibly attractive market. It is also incredibly easy to misunderstand.

The pull

The consumer is changing fast. The market is fragmented. Price sensitivity varies dramatically, and distribution can make or break a product.

The checkpoints

The recent changes to BIS rules have made certification stricter, and global brands are feeling it.



That is not a reason to stay away. It is exactly the kind of problem we help brands solve.

Our job is to help brands walk that path with clarity instead of guesswork.

Section 04

04

Industry Trends

Six shifts shaping how Indian brands grow in 2026.

Six shifts shaping Indian brands in 2026

01

Quick commerce becomes media

Blinkit, Zepto and Instamart ads close the loop to purchase.

02

Search moves to answers

Discovery shifts to AI-led answers over keywords.

03

Creators go hyperlocal

Budgets move to 5k–50k follower creators with community trust.

04

Human-led creativity wins

As AI content floods feeds, real voices stand out.

05

Social commerce is the norm

Buying inside Instagram and WhatsApp.

06

Privacy rewrites targeting

The DPDP Act makes owned audiences more valuable.

Sources: Social Beat, ClickUp, E-Digi Kendra (2026).

Section 05

05

What We Learned

Lessons from this quarter's work on the ground,
on screen and abroad.

05 · Lessons

Four lessons from this quarter

1

Design for the vouch, not the view.

Trust travels person to person.

2

Measure the walk-in, not the like.

Give every channel its own QR and track it to the counter.

3

Earned reach outperforms bought reach.

Partners converted 5x better than ads; 3 of 4 episodes grew organically.

4

Design the second visit, not just the first.

An audience you own beats followers you rent.



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Q2 · 2026

Thank you.

Building a brand for Bharat? Let's talk.