



Why another Digital Agency?

Almost two thrilling years at the helm of entrepreneurship have brought me face-to-face with countless intriguing conversations. Amidst these, one question consistently emerged like a well-worn refrain: “Why yet another Digital Agency? Or What sets apart yet another digital agency in this vibrant landscape?”

The answer to both of these questions aligns harmoniously. Join me as I explore some facts and theories, to show the rationale that fuels my conviction in the necessity of a partner like us. As we dissect the dynamic landscape of digital marketing in India, and as we witness the transformative shifts in the Indian ecosystem, the essence of TPC’s existence will become strikingly clear.



Okay, folks, first, let’s dive into the wild world of digital marketing in India, and trust me, it’s like a Bollywood blockbuster on steroids.

Mobile Madness:

India isn’t just a land of spices and vibrant culture; it’s also home to a staggering 1.2 billion mobile users and more than 600 million smartphone wielders. That’s right, more people have smartphones than some countries have citizens! These trusty devices are the true VIPs, the gatekeepers to the internet for most Indians.

The Digital Ad Boom:

Hold steady as I drop some numbers that will make your head spin! The digital advertising market in India is like a skyrocket, set to hit a whopping ₹82,542 crore in 2023. And guess

what? It's stealing the show, accounting for a whopping 56% of the overall AdEx (Advertising Expenditure), leaving traditional TV advertising in the digital dust.

In addition to the explosive growth of digital marketing, India is also undergoing significant transformations in its economic landscape. With a burgeoning startup culture, innovative ventures are sprouting like wildflowers, transforming India into a fertile ground for entrepreneurial endeavors. With more dreamers and doers than ever before, India is poised to become the startup hub of the world.

With the startup scene in India set to explode like Diwali fireworks, digital marketing isn't just a tool—it's the secret sauce for startups looking to rock the business world. Think of it this way: in this startup frenzy, digital marketing is your trusty magic carpet, whisking you from obscurity to stardom in the blink of an eye. It's like the superhero cape every startup needs to soar high above the competition. Whether you're serving chai-flavored ice cream or building the next big tech innovation, digital marketing is your megaphone to shout, "Hey world, we're here, and we're awesome!"

Now let us get back to the question that I wanted to answer. I was a part of **Group M** for long enough years and being part of a dynamic ecosystem like GroupM offers a unique opportunity to engage in multiple high-stakes pitches. Amid the challenging backdrop of the pandemic, we made a significant observation. As we pitched to numerous startups, it became evident that the level of meticulous planning and strategic insight we brought to the table was unparalleled in their experience. The boutique or the digital agencies that many startups were typically associated with lacked the comprehensive approach and digital strategies that we could offer. Considering that the coming decade is poised to be driven by India's burgeoning startup ecosystem, we recognized a glaring disparity in the quality of services provided by large agencies versus smaller ones. Understandably, not every startup can afford the premium services offered by industry giants. This realization was a pivotal moment, inspiring us to establish [Three Percent Collective](#) (TPC).

TPC is the embodiment of our eureka moment, designed to bridge the gap by providing big agency solutions at a pragmatic cost. We are committed to partnering with brands in their journey, guiding them from one milestone to the next. Our mission is to empower startups with the strategic prowess they need in digital marketing to thrive in this exciting era of entrepreneurship.