

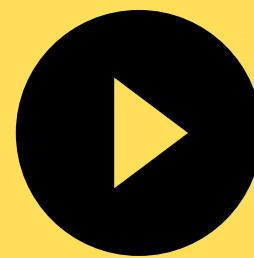
COMPANY PROFILE

GLAD U CAME

AN AWARD WINNING PR AND INFLUENCER MARKETING BOUTIQUE AGENCY

GLAD U CAME

SHOWREEL



WHAT DO WE DO?



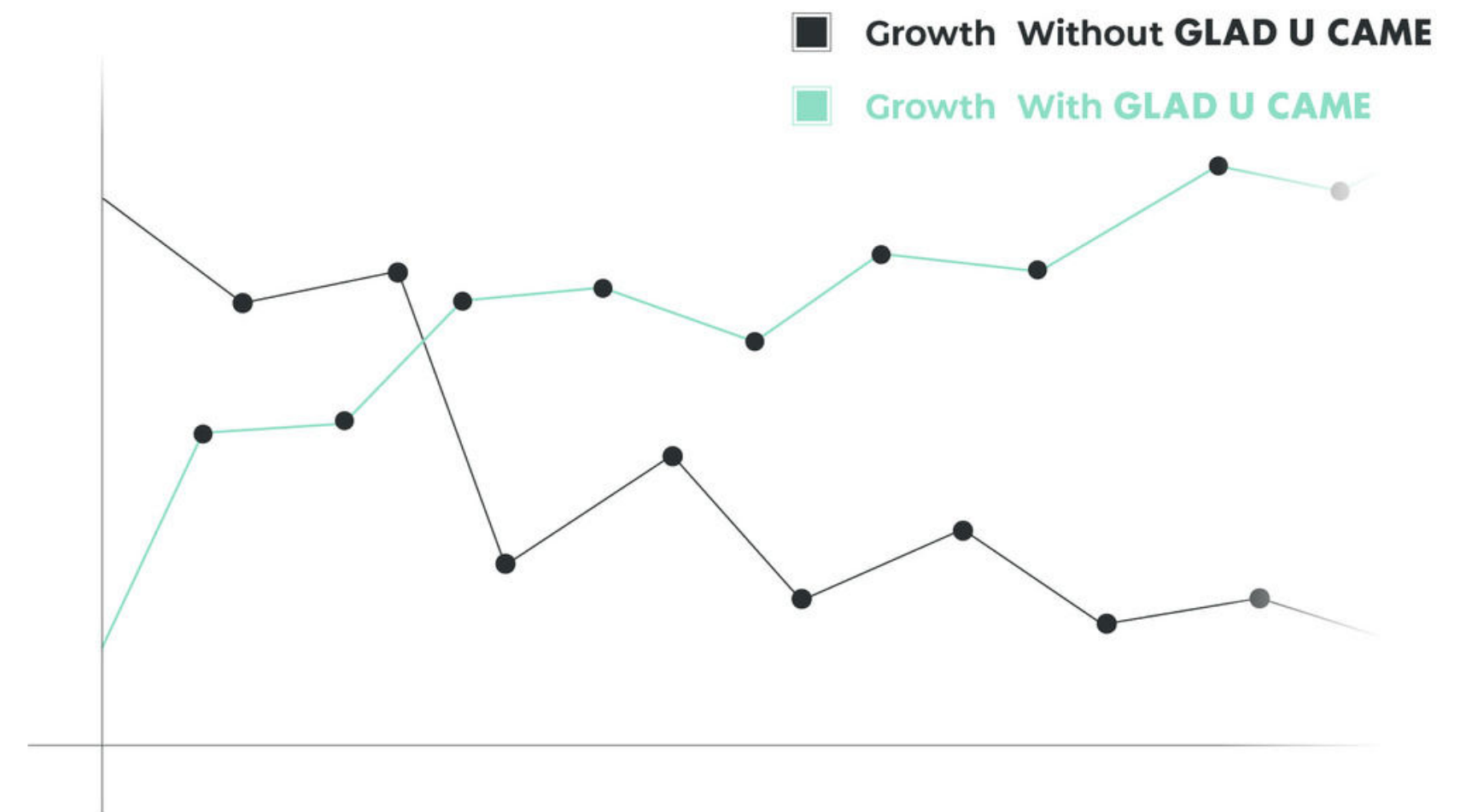
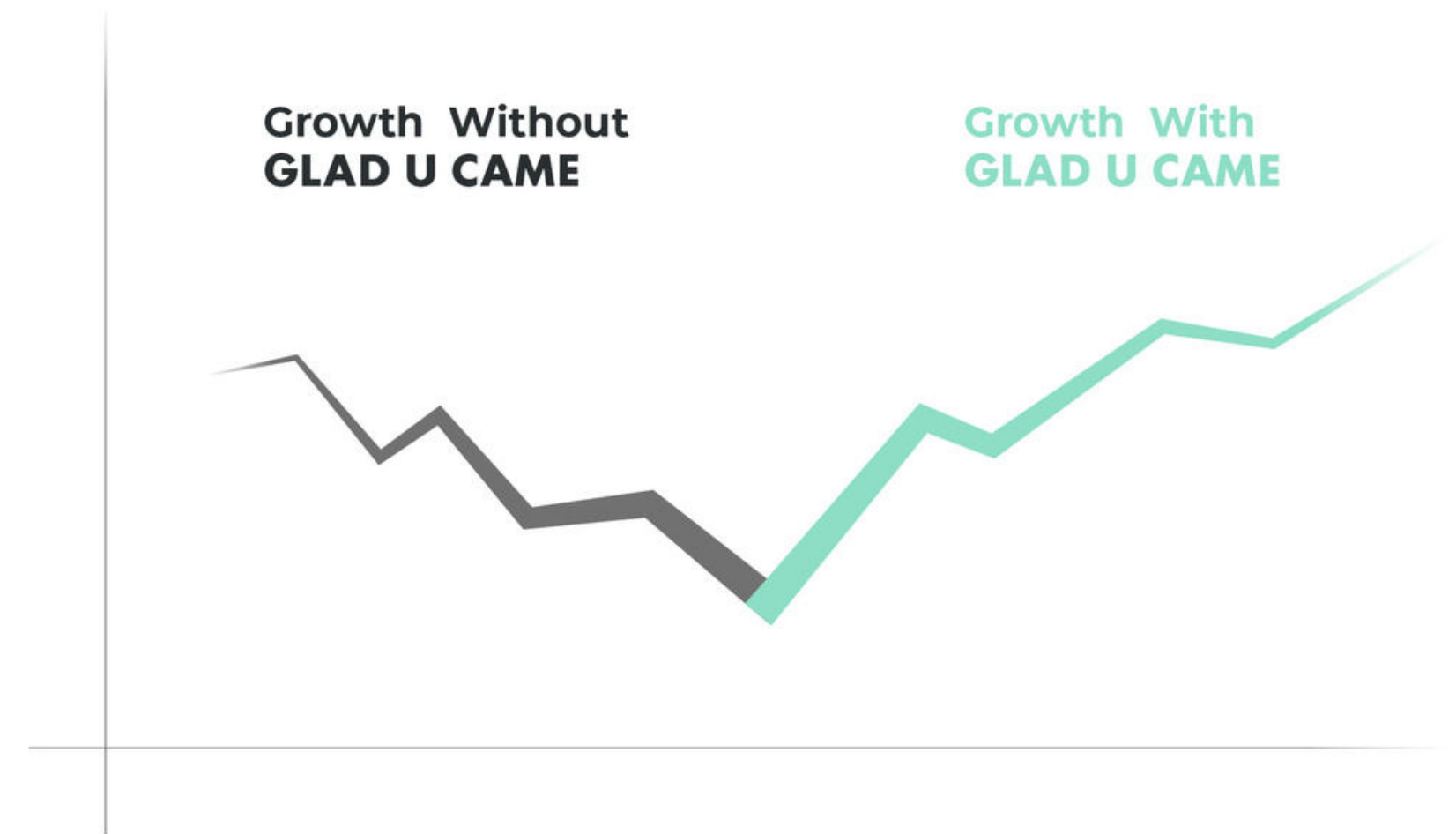
"We create Award-winning digital campaigns that get people clicking, sharing and engaging the right audience at the right time.

From innovative start-ups to global giants, we're the go-to agency for contenders with a disruptor mindset. We understand that when you're investing in something, you expect ROI.

We are a creative, focused, and trusted PR and influencer marketing agency that develops ROI-driven campaigns to help your business reach its full potential.."

GROWTH POTENTIAL WITH GUC

We at GUC provide a wide range of premium services across public relations, influencer marketing, celebrity engagement and social media marketing. Our services not only focuses on getting brand reach but also at the same time targets mass audience to increase brand's credibility and earn trust. We develop **ROI-driven** campaigns to help your business reach its full potential.



OUR SERVICES

DIGITAL PR

**CELEBRITY
GIFTING**

**INFLUENCER
MARKETING**

**BRAND
LAUNCH**

**SOCIAL MEDIA
MARKETING**

PUBLIC RELATIONS

Being a PR Agency in Mumbai, we design effective communication strategies to ensure your brand maintains a positive public perception. We provide the brand with regular coverage across various forms of media by working closely on content, campaigns, and shoots. Our fashion and lifestyle PR services include:

- Strategic planning for campaigns
- Media Releases
- Print, Broadcast and Digital PR
- Collaborations
- Product placement
- Celebrity Seeding
- Media monitoring



INFLUENCER MARKETING

Influencer marketing is a type of marketing that uses key leaders to drive your brand message to a larger audience. It involves brands collaborating with online influencers to market their products and services. At Glad U Came, we maintain excellent relationships with influencers in all businesses. We make it a point to provide you with personalized solutions and match the right influencer to your brand or product.

CELEBRITY ENGAGEMENT

Our celebrity engagement services include:

- Celebrity Dressing
- Strategic Celebrity Partnerships
- Celebrity Brand Loyalty initiative
- Editor meet-ups
- Stylist collaborations
- Short Term Digital Brand Endorsements
- Long Term Digital Brand Endorsements



CELEBRITY GIFTING

As pioneers in Celebrity Gifting Services, we help you enhance your brand visibility by gifting products to celebrities. In return, celebrities provide us with digital mentions and social media shouts, generating a great response at little expense.



DIGITAL MARKETING

Digital marketing is a valuable asset to your business growth and to establish an authoritative online presence. Whether you want to increase conversions, traffic to your website, or both, we can help you design digital campaigns that will help you reach your goals.



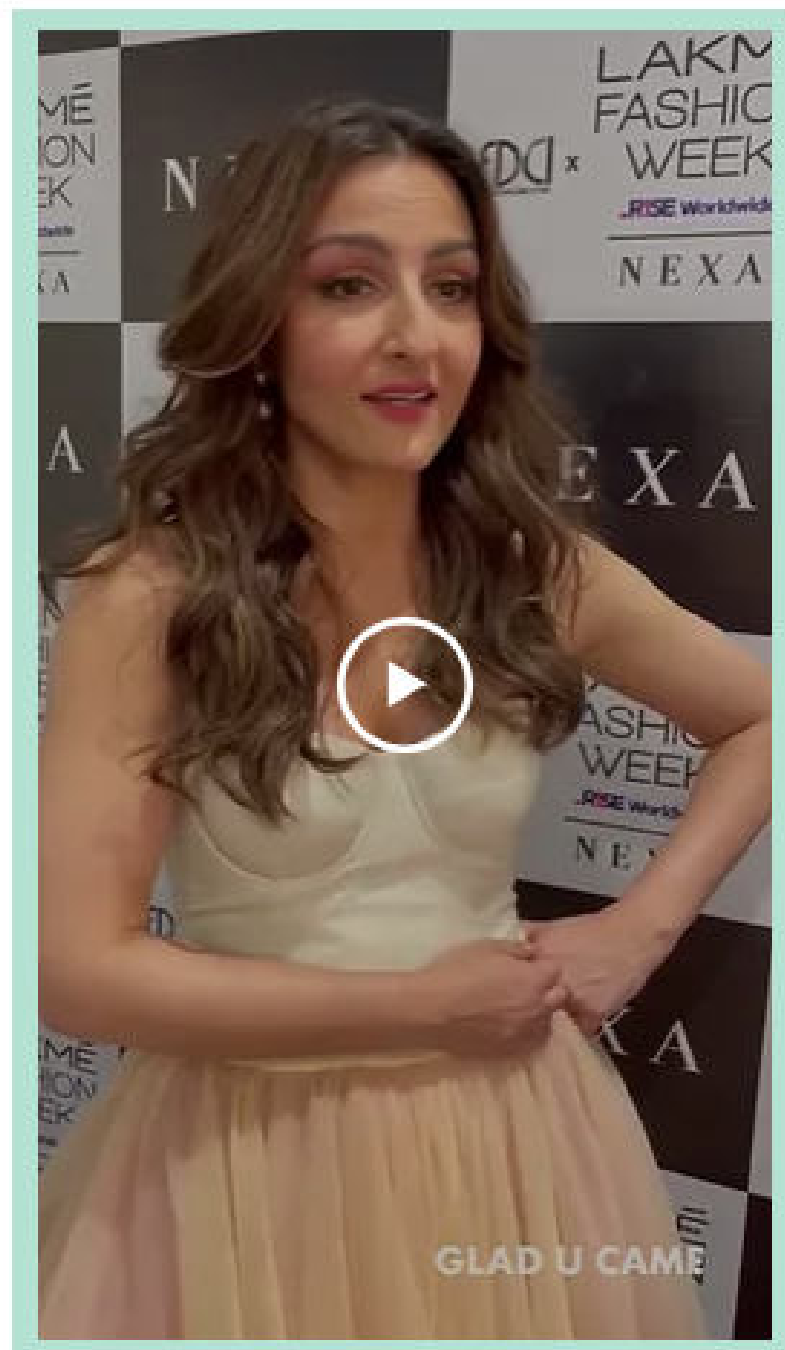
ONE TIME EVENT

Our expertise ensures a memorable event for your brand, that gets everyone talking. We manage:

- Press Conferences
- Brand presentations
- Store Openings
- Product Launches
- Red Carpet Events
- Guest List Management



TESTIMONIALS



**Soha Ali Khan &
Mrunal Thakur**



Gauahar Khan



Aahana Kumra

TESTIMONIALS



Shalvi Mangaokar

Editor - LBB

Maddie and his team are a bunch of hardworking folks. Glad U Came handle some amazing brands in the space of fashion and food and are always brimming with ideas.

They're quick to reach out for new promotions and are always first to follow up. Super persistent and easy-to-work-with team. It has been a pleasure.



Rajesh Kadam

COO - Inc. 5

It's more than just a professional engagement with Maddie & Glad U Came. Glad U Came actively goes beyond the traditional PR mandate to ensure that their work reflects their passion for the industry.

This is what makes their approach so different from the other agencies in the market.



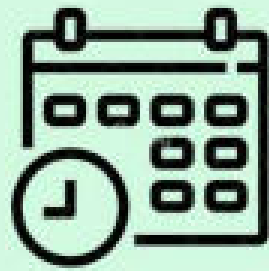
Nishit Gupta

Director - KALKI Fashion

We have been working with GUC for over 5 years now and it's been an amazing association. It's like a family since the beginning. Along with being professionals, they go the extra mile to make sure that the objectives are met as per our expectation.

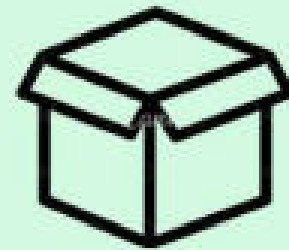
They are always happy to jump onto the ideas we suggest and try to do with the best alternatives possible. I love the passion that Maddie and his team bring to work and that's what we love most.

AGENCY PRICING MODEL



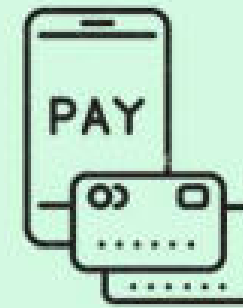
Retainers

Ideal for brands that need a pro-active campaign to be implemented over a period of time. When on a retainer arrangement, we are an extension of your in-house team.



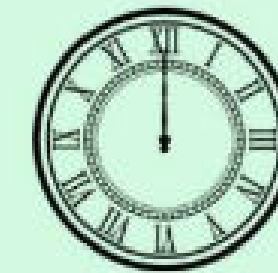
Project- based

Ideal when you have a brand launch/ campaign launch or your product is particularly relevant to specific times of the year.



Pay-by-Results

With pay-by-result, brands have the option of paying only when there is an effective outcome and tangible results.



Power session

With 'power work' we help brands build foundation and help them be PR-ready. It is a mentoring service for brand to reach it's potential in the market.

SECTORS WE SERVE IN



FASHION & LIFESTYLE



FOOD & BEVERAGES



BEAUTY & WELLNESS



SPORTS & NUTRITION



FURNISHING & DECOR



**TECHNOLOGY &
AUTOMOBILE**

PRESS COVERAGE

mid·day

VOGUE

PINKVILLA

FEMINA

G R A Z I A



BombayTimes

ELLE



**YOUR
STORY**

Inc42



CASE STUDIES

F E W O F T H E C A M P A I G N S L E D B Y G U C

BIRYANI BY KILO

Brand awareness | Celebrity driven strategy

The Result

Biryani By Kilo – we created loyalty among celebrities and influencers. The exposure also helped the brand to capture a new and larger audience. During the times of COVID-19, we planned a different concept of doing Instagram lives with celebrities and talking about food, which was a big hit for the brand.



Media Coverage

50+

Stories & Post

100+

Views

15M+

Reach

80M+



COVER STORY

Brand growth | Long-term press love

The Result

With Cover Story's core customer in mind, we generated high-quality press pieces, celebrity dressing and Influencer engagement boosting the brand's credibility, trust and loyalty. The exposure also enabled the brand to capture a new and wider audience.



Media Coverage

50+

Stories & Post

200+

Views

20M+

Reach

70M+



BOULT AUDIO

Product Awareness | Influencer Driven Strategy

The Result

#GetSetBoult campaign created the right amount of buzz by boosting brand credibility, awareness and loyalty. The exposure also enabled them to capture a wide range of new audiences.



Stories & Post

200+

Views

30M+

Reach

60M+



DIGITAL CAMPAIGNS

mamaearth™



MAMAEARTH

20+
INFLUENCERS

30+
REACH

900K+
ENGAGEMENT

COVERSTORY



COVERSTORY

25+
INFLUENCERS

50+
REACH

950K+
ENGAGEMENT



BOULT AUDIO

120+
INFLUENCERS

120+
REACH

600K+
ENGAGEMENT



JUICY CHEMISTRY

50+
INFLUENCERS

100+
REACH

800K+
ENGAGEMENT

OUR CLIENTELE

Gillette



BR baskin
robbins™



OYO



mamaearth™



BEWAKOOF



fbb
INDIA'S FASHION HUB

Inc.5
SHOES • BAGS • ACCESSORIES • ATTITUDE

spykar
YOUNG & RESTLESS

VERO MODA



COVERSTORY

Cloris

ONLY

celio*

bare body
essentials

REVLON



AWARDS



India's Fastest Growing Digital Agencies
Outstanding work in | Glad U Came



Indian Achievers' Awards
Emerging Company 2020-2021 Glad U Came



Mark Asia 2021 Digi Awards & Summit
PR Agency of the year | Glad U Came



e4m PR & Corporate Communication Awards
40 Under 40 | CEO & Founder - Glad U Came



Indian Television PR Communication Aces Awards
PR Communication Aces | Glad U Came



PR & Coomunications Excellence Awards
PR Professional of the Year (Under 40) | maddie Amrutkar



DIGIX x 2021 Awards
Digital PR agency of the Year- Gold | Glad U Came



MSME India Business Awards
Start up Enterprise of the Year (Micro)- Glad U Came



Agency Reporter's 40 Under 40 India's Most Disruptive Minds |
Maddie Amrutkar



Reputation Today 40 Young Turks Class Of 2020 Awards
40 Under 40 | CEO & Founder - Glad U Came



Mark Asia 2021 Digi Awards & Summit
Young Achiever of the year | Maddie Amrutkar



The Great Indian PR Agency Of The Year 2021
Glad U Came



The Great Indian Young Marketer Award 2021
Maddie Amrutkar



Small Business Awards 2021 Digital
Micro Business of the Year Glad U Came



Leader 2.0
Excellence in Public Relations | Maddie Amrutkar



Ruth
Team Manager



Vipul
Business
Development Head

MEET THE **TEAM**



Nidhi



Zareen

Content & Social Team

Media Team



Niyati Haru



Shrilata

Brand Strategist



Simran

Influencer and Celebrity Team



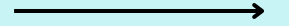
Jyoti



Sayali



OUR FOUNDER



Maddie is a passionate entrepreneur, communications expert and PR Strategist. After holding a master's degree in Mass media, he began his career in the media with a reputed news channel and later worked with various PR companies and handled top fashion & luxury brands. After a five-year stint in PR, Maddie founded Glad U Came in 2015.

His potential clients and his close circle refer to him as 'magic man' as they feel he makes impossible things possible. Maddie is known for driving the company's growth, maximizing operational excellence and delivering financial excellence.

He has been able to quickly uncover a client's pain point and identity as a strategic solution. He also helps clients create and amplify their brand stories, set up and conduct goal-oriented digital PR.

His intellectual curiosity also drives him to be a lifelong learner. He enjoys travelling and eating his way around the world.

OUR STATEMENT

MISSION

We're on a Mission to help 5 million start-ups to grow their business!

VISION

"Our vision is to be the No. 1 choice for brands & celebrities and serve them a memorable experience."

VALUES

- Passionate
- Innovative
- Ownership
- Result Oriented
- Continuous Learning

GUC IN THE NEWS

QUARTZ

BUSINESS
INSIDER

campaign

medianews4u.com

ar Agency
Reporter

BW BUSINESSWORLD

PR
WEEK

ADGULLY

exchange4media.com

INDIANtelevision

THE NEWS STRIKE

sugermint

TheIndiaBizz
Discover the world

PR
WEEK

Grace Entertainment

GOT AN IDEA, PROJECT OR GOAL?

If you're looking to move forward faster
digitally, we'd love to hear from you.

[GET IN TOUCH](#)



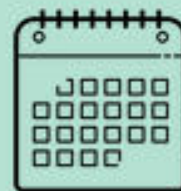
200+

Brands



500+

Campaigns



5+

Years



10000+

Influencers

