



## Media Release

# ODigMa Consultancy Reports Strong Q3 FY25 Financial Performance

*Company Achieves High Revenue Growth and Expands Client Portfolio Backed by Supportive Market Trends*

**Gandhinagar, 10 February 2025** – ODigMa Consultancy Solutions Limited (ODIGMA | 544301 | INE054301028) ("ODigMa" or the "Company"), a leading digital marketing company, today announced its financial results for the third quarter ended 31 December 2024.

### Financial Highlights for Q3 FY25:

- Revenue from operations increased by 20.9% Q-o-Q to Rs 1016.8 lakhs as against Rs.841.2 Lakhs, driven by rising demand for performance marketing solutions from micro to mid-sized enterprises.
- EBITDA reached to Rs 71.5 Lakhs increased by 14% Q-o-Q, as against Rs 62.5 Lakhs in Q2 FY 25.

### Management Commentary:

"The accelerated adoption of digital marketing over traditional channels has fuelled demand, and our expanding client portfolio continues to be a key growth driver. By delivering high-impact digital strategies, we remain well-positioned for long-term success," said **Mr Mathew Jose, Managing Director of ODigMa Consultancy**.

### Key Growth Sectors and Supportive Market Trends for ODigMa:

ODigMa remains sector-agnostic, serving a diverse range of industries. In Q3 FY25, the real estate and healthcare sectors emerged as key growth drivers for company's revenue, as businesses in these sectors increasingly turned to digital marketing for customer acquisition and brand positioning. The company successfully delivered impactful campaigns that contributed to revenue growth as well as increase in profitability.

Businesses are shifting more of their marketing budgets to digital advertising due to its higher ROI, real-time analytics, and targeted engagement. Notably, AI-driven personalized marketing is becoming a game-changer, enabling brands to deliver tailored content and advertisements based on consumer behaviour. Additionally, video marketing continues to gain traction, with businesses leveraging it to enhance customer engagement and boost conversions.

Overall, the sectors contributing to ODigMa's overall growth include retail, education, healthcare, travel and hospitality, and real estate, each leveraging digital strategies to strengthen market presence and drive business outcomes.

**Positive Market Outlook for ODigMa:**

India's digital advertising market is projected to grow 20.2% in 2025, reaching Rs 59,200 crore by year-end, according to the latest Dentsu Digital Advertising Report. The sector is expected to expand at a CAGR of 19.09%, hitting Rs 69,856 crore by 2026, surpassing TV and print to command 61% of total ad spend.

Meanwhile, India's overall advertising industry grew 6.3% in 2024, reaching Rs 101,084 crore, and is forecasted to hit Rs 107,664 crore in 2025, crossing Rs 115,000 crore by 2026 with a 6.87% CAGR.

**About ODigMa Consultancy:**

ODigMa offers comprehensive digital marketing solutions, including content creation, web development, social media management, email marketing, search engine optimization, search engine marketing, and online reputation management. With offices in Bengaluru and Ahmedabad, ODigMa serves a diverse portfolio of esteemed clients, including JBL, Puravankara, Blaupunkt, Shriram Properties, Kurlon, and Interglobe Aviation.

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