



Media Release

ODigMa Consultancy Solutions Limited Reports Strong Q4 and FY25 Results; Announces Strategic International Expansion Plans

Gandhinagar, May 29, 2025: ODigMa Consultancy Solutions Limited (ODIGMA | 544301 | INE054301028) ("ODigMa" or the "Company"), a leading digital marketing company, today announced its financial results for the fourth quarter and full fiscal year ended March 31, 2025.

Financial Highlights: Q4FY25 and FY25

- **FY25 Revenue from Operations:** Increased by 12% YoY to INR 4734 lakh, compared to INR 4234 lakh in FY24, driven by sustained demand for performance marketing, increased client base, and a strategic focus on retainer-led engagements.
- **FY25 EBITDA:** Grew by 22% YoY to INR 273 lakh from INR 224 lakh in FY24, reflecting operational efficiency and improved client mix.
- **FY25 PAT:** Grew to INR 39 lakhs, compared to INR 5 Lakh in FY24, driven by increase in profit margins as well as increase in revenue.
- **Q4FY25 Revenue from Operations:** Rose 49% QoQ to INR 1519 lakh, up from INR 1017 lakh in Q3FY25.
- **Q4FY25 EBITDA:** Increased 4% QoQ to INR 75 lakh from INR 72 lakh in Q3FY25.

"ODigMa delivered a robust performance in Q4 and across FY25, driven by deliberate strategic decisions and favourable digital market dynamics," said **Mr. Mathew Jose, Managing Director, ODigMa Consultancy Solutions**. "Our focus on high-margin, long-term clients and geographic expansion has started to pay dividends, both in terms of revenue and profitability."

He added, "As we look ahead, our next phase of growth will include international expansion—starting with our first overseas office in the Middle East. The region's rapidly evolving digital economy presents an exciting opportunity to scale our offerings, attract premium clients, and deepen our global footprint."

In line with its long-term vision, the Company plans to intensify its focus on video content-based digital marketing and explore deeper engagement within India's orange economy—the creative sector projected to drive the country's next economic boom.

Mr. Jose noted: "India is at the cusp of a creative renaissance. As our honourable Indian Prime Minister highlighted at the recent WAVES summit, the "orange economy" holds enormous potential in terms of GDP contribution, exports, and employment. ODigMa is strategically positioned to lead in this space."

The term "Orange Economy" was first introduced in 2013 in an Inter-American Development Bank (IADB) manual. The term is used to describe the creative economy, highlighting the economic potential of sectors rooted in culture, innovation, and talent.



As per some estimate, globally, the creative economy or orange economy is valued at \$985 billion, contributing 3.1% to global GDP and generating 6.2% of global employment. In India, the creative sector is valued at over \$30 billion, employing 8% of the workforce. Content creators are already influencing \$350–400 billion in consumer spending.

In FY25, ODigMa maintained a sector-agnostic client portfolio, while also making strategic moves to prioritize high-margin, retainer-based relationships. The company expanded its domestic footprint with the opening of a new office in Delhi, adding to its existing presence in Gandhinagar, Mumbai, and Bengaluru.

ODigMa onboarded new clients during the year responding to increasing market appetite for AI-driven digital marketing solutions that enable brands to target consumers with greater precision and ROI.

In FY25, the Company witnessed strong traction from existing clients across sectors including retail, education, healthcare, travel & hospitality, and real estate, each leveraging digital transformation to strengthen market presence and drive measurable business outcomes.

FY26 Outlook

Building on its domestic momentum, ODigMa will continue its geographic expansion into the Middle East in FY26. This region offers significant headroom for growth, high client retention potential, and strong digital adoption.

Across both domestic and international markets, the Company will continue prioritizing long-term, high-value client relationships and delivering impactful, performance-driven campaigns that contribute to sustained revenue growth and enhanced profitability.

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, online reputation management and other e-commerce related services including domain registry. 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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