



Startup: C Com Digital



Domain: Digital Marketing



Founder: Chandan Bagwe



URL: <https://ccomsys.net/>

- **Opening introduction on C COM.**

C Com Digital (Creative Communications), is a full-service Techno Digital Marketing Agency in Mumbai and was founded in 1998. The company caters to the entire spectrum of digital marketing services for B2B and B2C customers. It essentially focuses on the digital publicity of brands by tightly integrating brand communication strategy, Influential video content creation and curation, digitally connected events promotion, digital public relations, AI enabled online ads and distribution of the content via online channels including social, search and OTT.

Our clients primarily include the higher-rung companies belonging to various industries. Some of them are Times Now, Edelweiss, Tata Interactive Systems, Tata ClassEdge, Asian Heart Institute, Anunta Technology Management Services Pvt. Ltd, Blue Cross Laboratories Pvt. Ltd, We School, Outlook Publishing, Southern Health Foods Pvt. Ltd (Manna), Ram Ratna Group, and Globus to name a few.

- **How did the idea of C COM strike you?**

I always had a desire to start and grow a business of my own, which came naturally to me as I hail from a business family. My desire steadily ascended while I was studying in the United States in 1995. It was a period when the Indian IT industry began booming as many startups began operations. At the time, Amazon.com started growing in US, while TCS, Infosys, and Wipro grew many folds in India prior to the turn of the millennium. It was then that I decided to start an IT company and outsource work from US to India.

Having said that, there was one particular incident which struck a chord with me. There was a large office group level meeting where they showed the organogram – the company organization chart. Our name as engineers was at the bottom of the page. This was hurtful to me. I had already decided that I'll return to India, but this particular incident led me to decide on a fixed date – 31st December 2000. It wasn't an easy decision because I had settled well in the States; I was at the peak of my game, with a high salary and all facilities. However, my mind was set on returning to India and that moment was instrumental when I look back upon my journey.



**Chandan Bagwe,
Founder**

- **Tell us about your journey so far.**

The journey over the last two decades has been fruitful to say the least. We have accurately positioned ourselves to achieve more than 100% year-on-year business growth since 2014, which is a credit to C Com Digital's talented group of professionals. We have partnered with more than 500 leading YouTube channels and YouTubers offering services to various industries. C Com Digital also has partnerships with Google, Facebook, Amazon, Flipkart, and Paytm for online marketing and ecommerce businesses. We have grown our business in the metropolitan cities of Chennai and Bengaluru, as well as Hyderabad while servicing overseas clients in Dubai and Singapore.

C Com Digital became a full-fledged 360-degree Techno Digital Marketing Agency in 2014. We thus began providing brands end-to-end solutions by acquiring top notch skills in Branding, Marketing Communication Architecture, and Brand Positioning along with its Website and E-Commerce Solutions, Mobile Apps Development, Social media Management, Online advertising and marketing on various online channels. This was the point which significantly tipped the scales in our favour over other digital agencies.

We have been in the business of extreme competition all these years; the dot com burst in 2003 and financial meltdown of 2007 just being two of the many storms we have faced in our time. However, we have continued growing despite these problems, and the perseverance of our talented team is the reason behind the winds in our sails. We're all thankful for the opportunities we have not only received but also grasped with both hands.

It's true that there have been some failures and setbacks, but that's a part of both life and business. It then becomes essential to learn from these experiences to constantly adapt, improve, and meet our aim of becoming the Number 1 Digital Publicist in India.

- **What are the challenges you face regularly and how do you overcome it?**

As digital publishers, we cater to a plethora of clients belonging from various industries. It hence becomes challenging to derive relevant scripts to cater to both broad as well as niche target audiences of our clients. This calls for immense versatility in thought and execution on the part of our talented team. The work that goes into constantly brainstorming and adequately distributing is immensely underappreciated considering they keep finding new ways to meet altering interests keeping in mind trends and fads as well. Thus, the challenge of adaptability is always constant as well.

C Com Digital has become habitual in overcoming these regular challenges, and thereby gained confidence in the quality of our work. It is safe to say that our professionals thrive under such circumstances as we embrace the difficulties that come before us.

- **What are your plans of growth?**

Our growth plans include venturing into what is called 'Video First with AI technological enablement' – a collaboration with consumers, where they not only want to watch a video, but also become a part of it.

Our preferences in receiving and processing information and expressing ourselves is in transit; from text to video. Social networks and other media have therefore made it easier for us to consume and broadcast video.

Hence, C Com Digital is focusing on the digital publicity of brands by tightly integrating brand communication strategy, Influential video content creation and curation, digitally connected events promotion, digital public relations, AI enabled online ads and distribution of the content via online channels including social, search and OTT. Even though we have partnered with 500 leading YouTube channels and YouTubers, our plans are to consistently increase this number.

Our other expansion plans in expansion include strengthening our base on both domestic as well as international fronts in order to become the Number 1 Digital Media works Agency in India.

- **Give us a brief about your market or domain?**

There is an abundance of digital agencies in India, which started mushrooming in 2007. However, advertising and marketing companies were primarily classified into two types before this: mainline agencies (creative and media buying) and technological-digital marketing companies (SEO, SMO, and online media).

The former refers to the companies that develop websites and e-commerce portals. Google thus introduced Search Engine Optimization (SEO), a tool that was then used to market websites in search engines. This paved the way for SEO agencies. Social media simultaneously started ascending as well with the growing popularity of Facebook, which went on to become the frontrunner in brand marketing and engaging target audiences. This led to entry of the second type of agencies called Social Media Optimization (SMO) agencies in the digital marketing realm. Google and Facebook both started popularising advertising on their platforms popularly known as SEM and SMM which resulted in a third type of agencies called online media agencies.

The demand for digital content began increasing and the visionaries of mainline media also began understanding the importance of the digital agencies. This resulted in several mergers and acquisitions between digital marketing companies and mainline agencies to form new digital agencies.

- **Who are your competitors and how do you plan to outpace them?**

Considering all the shifts and transitions that have occurred in the marketing realm in the past decade, C Com Digital has outpaced all competitors. We embraced the changes which was attributed to our background in core-technology. We thus began offering a plethora of services under one roof. C Com Digital's DNA is embedded in Marketing Communication through Technology. We work on simple marketing fundamentals, create impeccable communication, and give a technological edge.

A notable difference between C Com Digital and its competitors lies in true AI involvement. Several companies want to jump on to the AI bandwagon, but not many can be referred to as utilizing this technology to the optimum. C Com Digital, on the other hand, has immense experience, knowledge, and capacity because of the technical nature of the work undertaken and longevity in the industry. For instance, I finished a specialization course in AI from California State University, USA in 1997; we hold relevant background knowledge and expertise.

- **What is your advice to upcoming entrepreneurs?**

At the outset, have your fundamentals firmly in place: this is with reference to both thought and action. This is crucial as a strong base will help in sustenance. Constantly aiming for growth is positive and highly recommended, but not at the cost of sustainability. Only when the pillars of a fort are firmly in place can the architect look upon expanding further. There are four essential qualities that any entrepreneur must have: belief, focus, planning, and action. All four are equally important and require maximum sincerity. A high regard for these ideals will inevitably create an unstoppable force.

- **What is the biggest learning so far?**

The biggest learning has been that failures and setbacks are natural occurrences which ought to be taken in a positive light. It is acceptable to mull over our mistakes for some time to inspire growth; however, the energy must be used in a positive way to strengthen our approaches. On the flip side, we must not fall into a pit of remorse when something doesn't go our way, as a lot of valuable time is lost in the process. Another big learning has been in appreciating details, whether in business plans and action, or working with colleagues and employees. It is the tiniest details in the form of strategies, mergers, communication, work ethic, cooperation, gestures etc. that cumulatively make a massive difference.

- **What is your revenue model?**

We offer Digital Marketing services on retainership or turnkey project bases.

- **How did you raise funding?**

We have never raised external funding and are a bootstrapped entity. All the monetary aspect has been met through our own capital and resources.

- **Are you planning to look for investors?**

We are currently looking for investors, preferably from the same industry, who understand our business model. This is because we want to become a part of the larger international agency network. In addition, we are also looking for strategic alliance with creative and media buying agencies, offline event companies and multi-channel networks agencies.

