Don’t Just Exist.

Be Seen.

Be Known.

With Bazaar Digital

“At Bazaar Digital, we believe in building brands, not just campaigns. Our goal is to understand your vision and turn it into meaningful digital results. With a passionate team and result-driven strategies, **we’re here to grow with you.**”



Gagan Kumar

Founder & CEO, Bazaar Digital
MCA(Software Developer)



FROM

DARBHANGA



FROM

DARBHANGA

TO

DOMINANCE

IN BIHAR

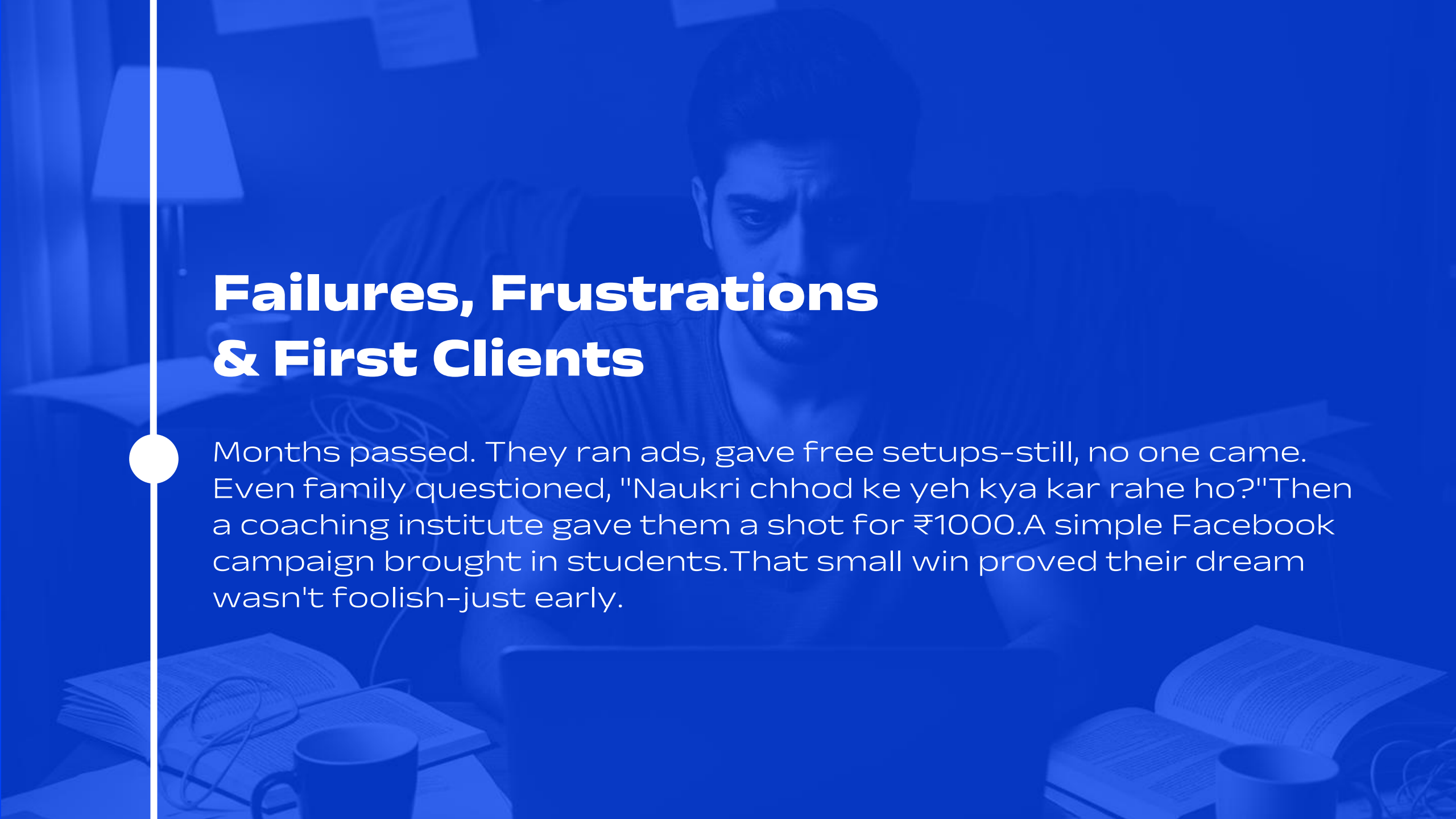
Our Journey

From One Laptop to
Bihar’s Leading Creative Agency



The Idea That No One Believed In

In 2023, when digital marketing was still a distant idea for small towns, Bazaar Digital began in a tiny rented room in Darbhanga – just a laptop, internet, and big dreams. People laughed, saying, "Yeh sab metro cities keliye hai, Darbhanga mein kaun digital marketing karega?" They heard countless NOs. Some mocked, some driven by belief, not approval.



Failures, Frustrations & First Clients

Months passed. They ran ads, gave free setups-still, no one came. Even family questioned, "Naukri chhod ke yeh kya kar rahe ho?"Then a coaching institute gave them a shot for ₹1000.A simple Facebook campaign brought in students.That small win proved their dream wasn't foolish-just early.



Rising from Rejection

With real results, Bazaar Digital changed its pitch–no jargon, just simple words: "Shop ka Facebook page banega.", "Local log dekhenge ad.", "Sales badhenge." We shot photos, made reels, explained everything. Word spread. One client became many. Soon, we were handling brands across Mithilanchal saree shops, clinics, coaching centres, and cafes.



The Digital Gamechanger

Today, Bazaar Digital is no longer a struggling startup - it’s Darbhanga's most trusted digital agency. With a passionate team, they’ve helped **100+ local brands** go online, generate leads, and reach thousands through smart, data-driven campaigns.

From Darbhanga to the Capital.

A journey that began in the heart of Bihar, grew to its capital and now reaches Delhi.

01

DARBHANGA

Where it all began

Our roots in Mithilanchal.

02

PATNA

Bihar’s capital

Taking our vision across Bihar.

03

DELHI

The next chapter

Expanding our presence nationally.

FROM OUR HOMETOWN TO A WIDER HORIZON.

One Partner. Complete Digital Growth.

Integrated creative, technology and marketing services built around your business goals.

SOCIAL MEDIA MARKETING

Content planning, platform management, community building and brand consistency.

PERFORMANCE MARKETING

Meta Ads, Google Ads, campaign optimisation and lead-generation strategy.

WEBSITE & APP DEVELOPMENT

Business websites, landing pages and digital experiences that support conversion.

BRANDING & DESIGN

Brand identity, graphic design, campaign creatives and visual communication.

VIDEO & CONTENT PRODUCTION

Reels, product shoots, brand films, editing and content creation.

SEO & LOCAL VISIBILITY

Search optimisation, Google Business Profile and local discovery.

INFLUENCER MARKETING

Creator collaborations and campaign coordination for relevant audiences.

DIGITAL STRATEGY

Brand audits, audience research, competitor review and growth planning.

Ideas That Move People. Work That Moves Brands.

A look at the creative formats and digital assets we can plan, produce and manage.

SHORT-FORM VIDEO

Reels, product videos, founder stories and trend-led content.

BRAND VISUALS

Campaign creatives, social media designs, posters and brand identity.

PHOTO & VIDEO

On-location shoots, product photography and promotional films.

DIGITAL EXPERIENCES

Websites, landing pages and conversion-focused campaign assets.

Different Industries. Different Audiences.

We adapt the communication, creative direction and campaign approach to the needs of each business.

- **Retail & Jewellery**
- **Fashion & Lifestyle**
- **Food, Cafés & Hospitality**
- **Healthcare & Clinics**
- **Education & Coaching**
- **Automotive & Dealerships**
- **Real Estate & Local Services**
- **Consumer Brands**

Built on Partnerships. Focused on Outcomes.

Bazaar Digital has helped 100+ local brands strengthen their digital presence, reach audiences and generate enquiries.

100+ BRANDS

A growing portfolio of local businesses and brands served.

STRATEGIC EXECUTION

Creative, content and campaigns planned around each brand’s goals.

MEASURABLE WORK

Performance reviewed through agreed metrics such as reach, engagement, leads and conversions.

Specific campaign metrics and case-study results are shared only where verified and approved.

From Business Challenge to Digital Action.

Every brand needs a different solution. Our project reviews focus on the problem, the strategy and the outcome.

01 THE CHALLENGE

Understand the business, audience, market and current digital gaps.

02 THE STRATEGY

Define the positioning, content direction, platforms and campaign plan.

03 THE OUTCOME

Review the actual results against agreed KPIs and business objectives.

Relevant project examples can be presented based on your industry.

A Clear Process. From Day One.

A structured workflow keeps the brand, the team and the campaign aligned.

01 DISCOVER

Business goals, audience, challenges and expectations.

02 AUDIT

Existing digital presence, competitors and opportunities.

03 STRATEGISE

A practical roadmap, content pillars and campaign plan.

04 CREATE

Content, designs, shoots and digital assets.

05 LAUNCH

Publishing, advertising and platform execution.

06 OPTIMISE

Reporting, learning and continuous improvement.

Your Goals. Our Next Brief.

We begin by understanding what success looks like for your business, then shape the right digital plan.

A BRAND-FIRST APPROACH

We take time to understand your business before recommending platforms, content or campaigns.

CLEAR COMMUNICATION

Defined deliverables, approval points and reporting help keep every project transparent.

LET’S START WITH A CONVERSATION

Ask us for a brand audit, a relevant portfolio sample or a customised strategy discussion.

Ready to Grow Your Brand?

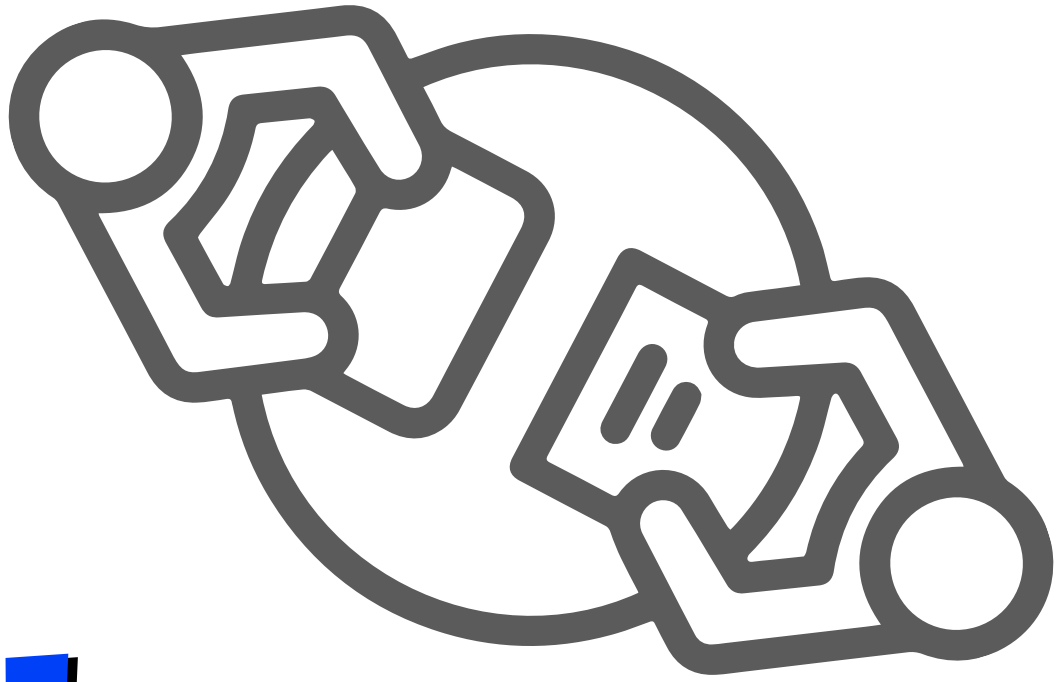
Let's build a digital presence that earns attention, trust and action.

LET'S BUILD SOMETHING MEANINGFUL.

Book a discovery meeting with Bazaar Digital.

DARBHANGA • PATNA • DELHI

Our Clients



7th Heaven
a slice of happiness

Balodia

MITHARA
SWEETNESS OF MITHILA

makhayo™

Hotel Evara

New Cafeteria
A Taste You'll Always Crave


दगरू सेठ
ज्वेलर्स


TANISHQ


KALYAN
JEWELLERS


MAJ


HP


AAJ
अशोक अलंकार ज्वेलर्स


aryaGO


G. GARAGE
ESTD 2024


SUZUKI


MASSEY FERGUSON


TVS


firstcry
intellitots

More Brands. More Local Stories.

Selected businesses from our growing local portfolio.

- STUDIO 11 SALON
- MAHADEO SAH JEWELLERS
- RAJ RAJESHWARI COLLECTION
- GOLDEN BANQUET
- RAJ LAXMI TRADERS
- SRIJAN MITHILA
- TEJASWI SUZUKI
- V-MART
- MAA BHAWANI TRADING CO.
- THAKUR JI JEWELLERS

Rooted in Local Business.

A few more brands and partners we have worked with.

- 7TH HEAVEN CAKE
- HOTEL EVARA
- MITHARA
- MAKHAYO
- THE CAFETERIA
- GALODIA
- DUGAR SETH JEWELLERS
- ASHOK ALANKAR

Selected local brands and business partners.

THANK YOU

Thank you for your time and attention.