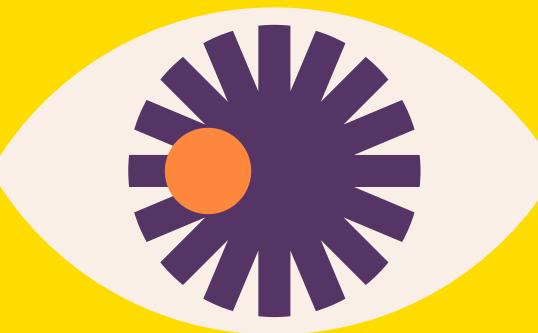


# SURGE MEDIA

Elevating brands one campaign at a time

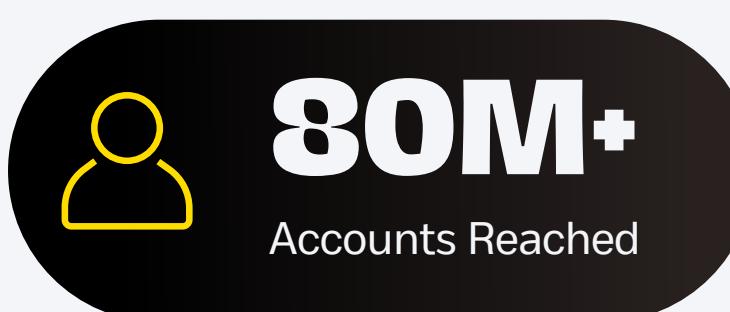


# Executive Summary

Founded by content creator turned entrepreneur Sajjad Khan, Surge Media delivers end to end creative and digital solutions from **TVC/DVC production** to **Social media management, influencer marketing, PR, and Brand strategy**. With **9+ years of experience**, we combine creative excellence with performance-driven execution.

**Worked with 1500+ top creators & celebrities from a pan-India network of 5000+ influencers.**

Featuring top creators and celebrities such as Vishal Pandey, Karron Dhingra, Ashi Khanna, Beyounick, Sanket Mehta, Tanzeel Khan, Juhi Bhatt, Jordindian and many more.



**Worked with 50+ Leading Brands**

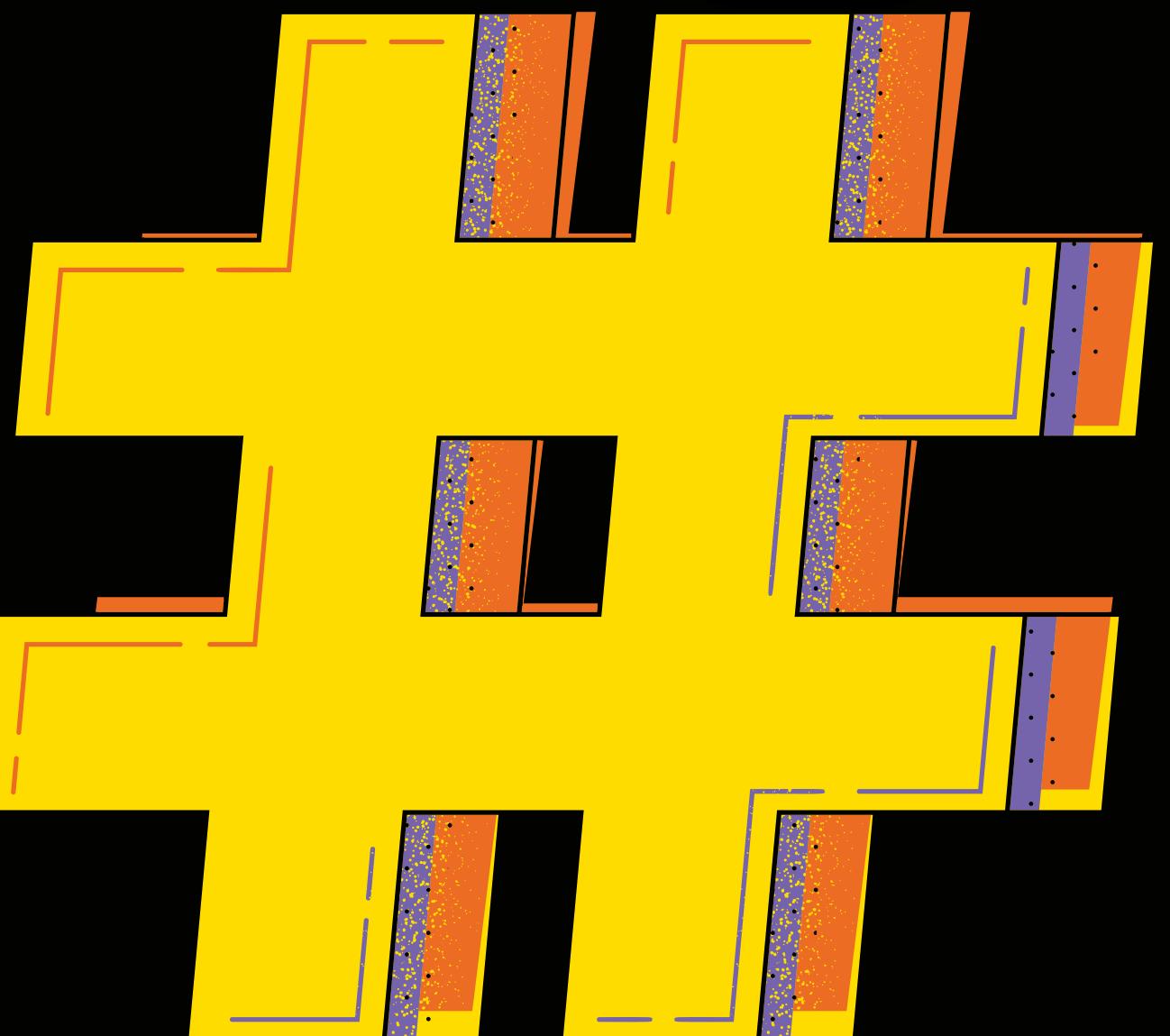
Trusted by brands like Skoda, Pepperfry, Comic Con India & Vélaire. Delivering 150M+ content views across industries.



# Who are we?

From content production and TVCs to Influencer Marketing, Social Media Management, PR, Performance Marketing, Website Development, Marketplace Setup, Event Curation and Guestlisting; **Surge Media delivers everything a brand needs to grow.**

We design **metrics oriented & results driven strategies** that turn ideas into impact and audiences into loyal customers.



# OUR SERVICES

## **CREATIVE & CONTENT PRODUCTION**

- TVC/DVC production
- Content Production
- AI and VFX content Pieces

## **INFLUENCER & COMMUNITY BUILDING**

- PR
- Event Curation
- Influencer Marketing

## **BRANDING**

- Brand Identity Development
- Rebranding
- Consultancy

## **DIGITAL & SOCIAL MEDIA**

- Social Media Management
- Digital Marketing
- ORM
- Performance Marketing

## **TECHNOLOGY & DEVELOPMENT**

- Website Development
- WhatsApp Integration
- Marketplace Setup & Optimisation

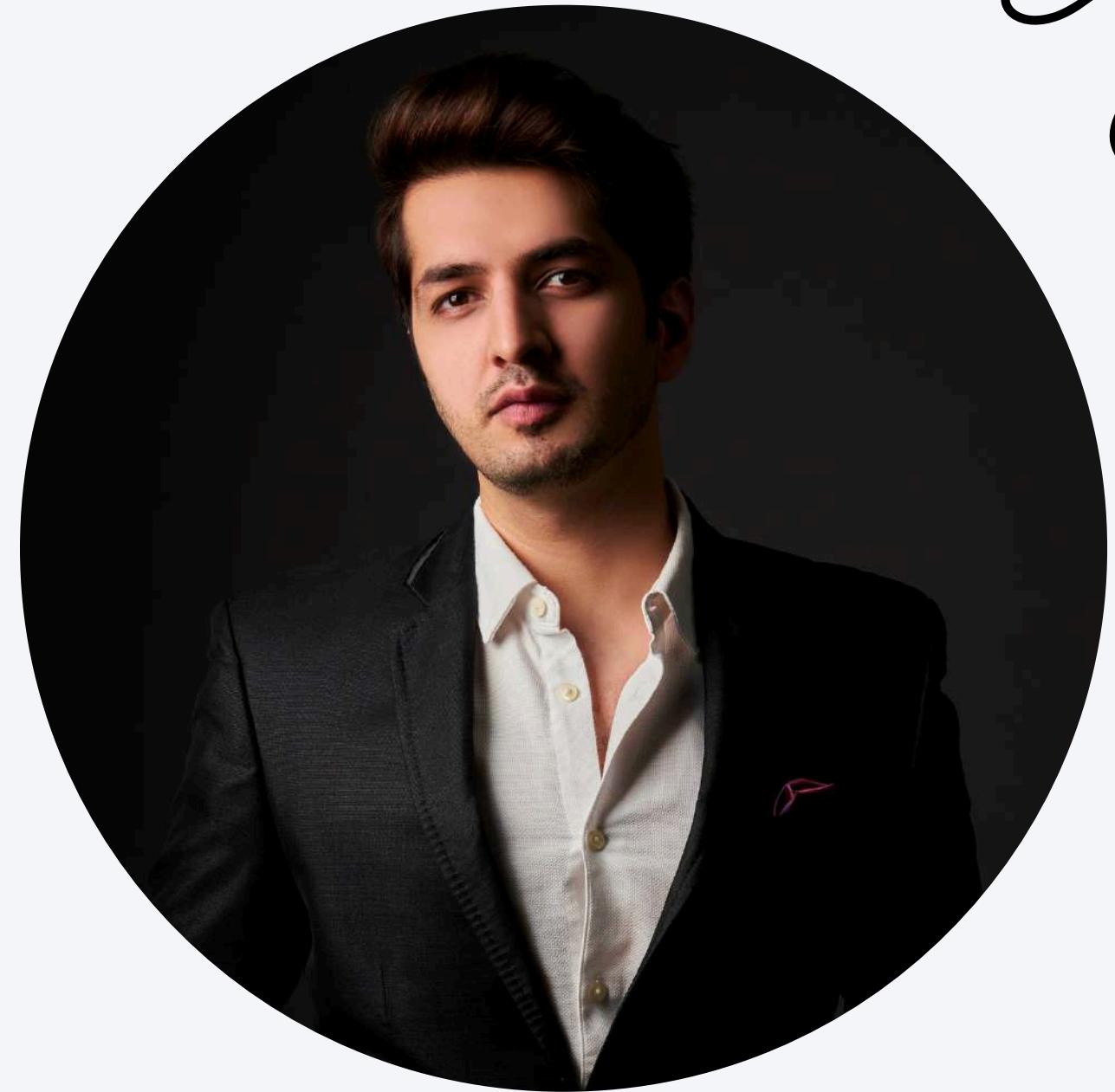
# Meet our Founder

Surge Media is founded by Sajjad Khan, a Creator turned Entrepreneur.

Sajjad brings **9+ years** of experience in content creation, brand collaborations, and digital strategy. He transformed his creator journey into an entrepreneurial venture, building Surge Media into a **360° media solutions** agency that blends **creativity, performance, and data-driven execution.**

As an Ex-MTV/Viacom professional, he has worked across youth-led content, branded entertainment, and digital campaigns adding strong industry insight to his leadership.

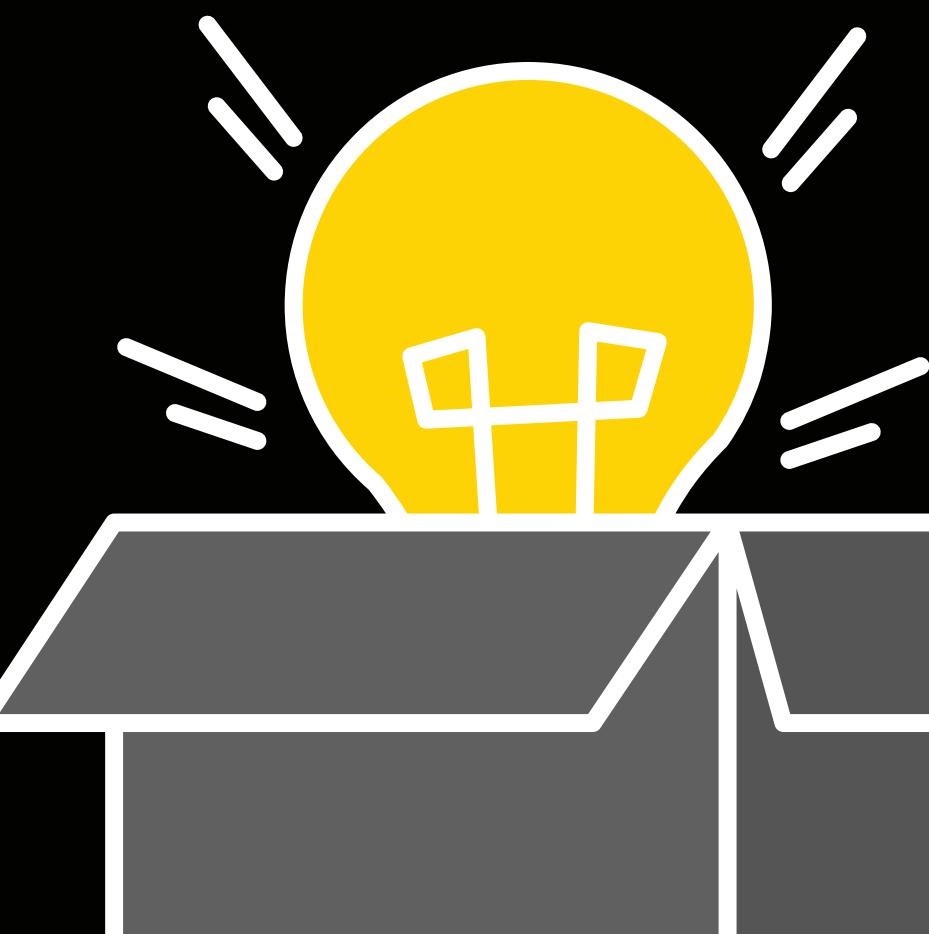
**Connect with Sajjad:** [Instagram](#), [YouTube](#), [LinkedIn](#)



# Why choose us?

Because we don't just think outside the box; we've redefined the box altogether.

We don't just craft campaigns, we engineer outcomes. Our **data-backed strategies** ensure precision targeting, measurable performance, and a **quantifiable ROI** that reflects true business impact.

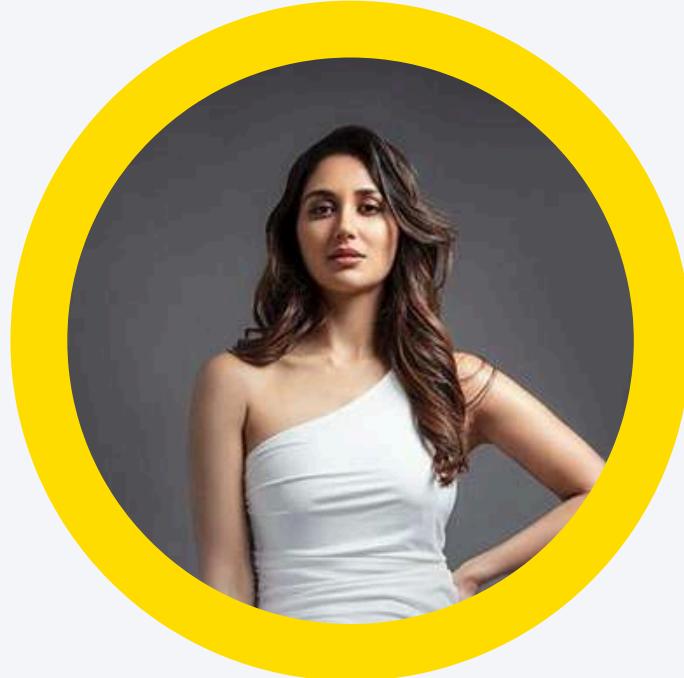
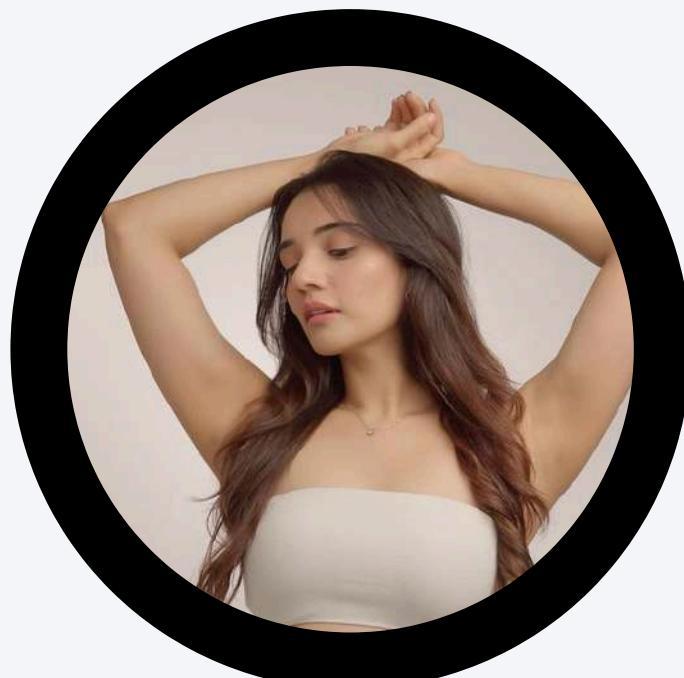
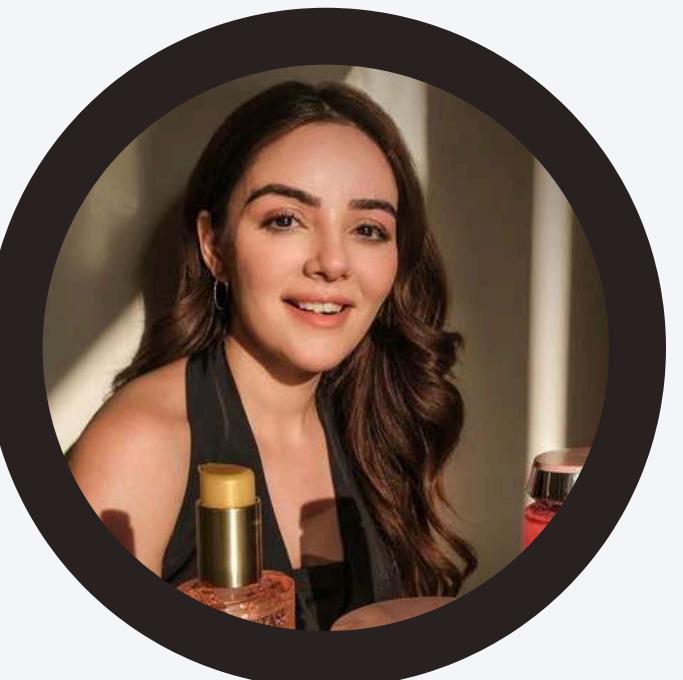


**A nationwide database of 5000+ creators,  
with 1500+ collaborations across  
campaigns.**



# We work with the best.

We forge genuine partnerships between brands and influencers, building a community of ambassadors who truly embody your values.



# Our clients

Our results speak for themselves. We've helped countless brands skyrocket their reach, engagement, and conversions through innovative influencer campaigns. From trendsetting startups to industry giants, our client roster boasts names that have left their digital footprints across the globe. And we're ready to add your brand to our hall of fame.

**JACK & JONES®**



**GARNIER**



**S(‡)CIAL**



**BAYROUTE**



**Vélaire**

**pepperfry**

**PERNIA'S POP-UP SHOP**



**DAAWAT**



**CENTRO**

**SMAOOR**  
TRUE COUVERTURE CHOCOLATES



**crunchyroll**

# Personal Branding- Amal Jain

## Objective

- Generate high-quality B2B leads.
- Establish Amal Jain as a niche private perfumer.

## Personal Branding Content

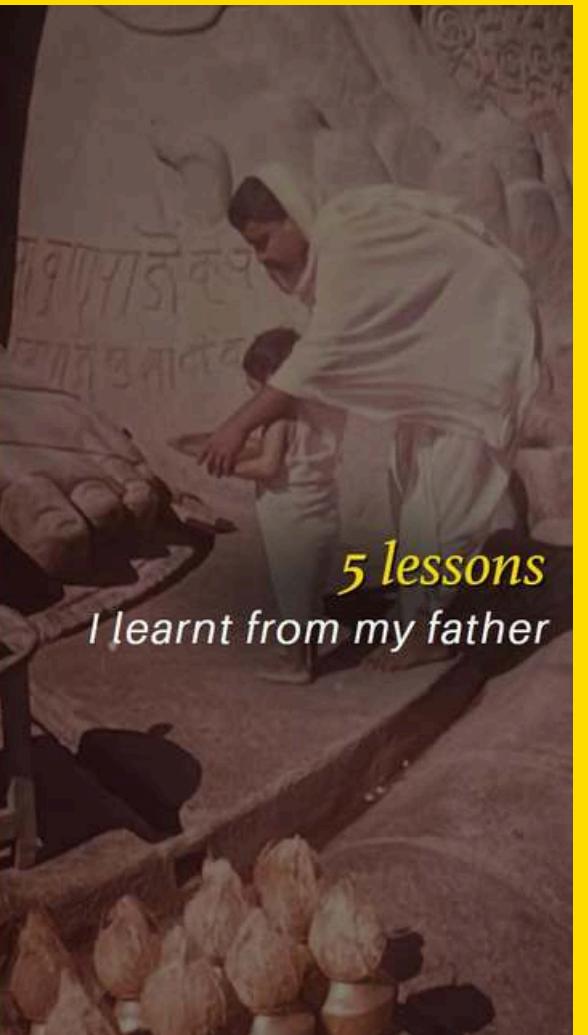
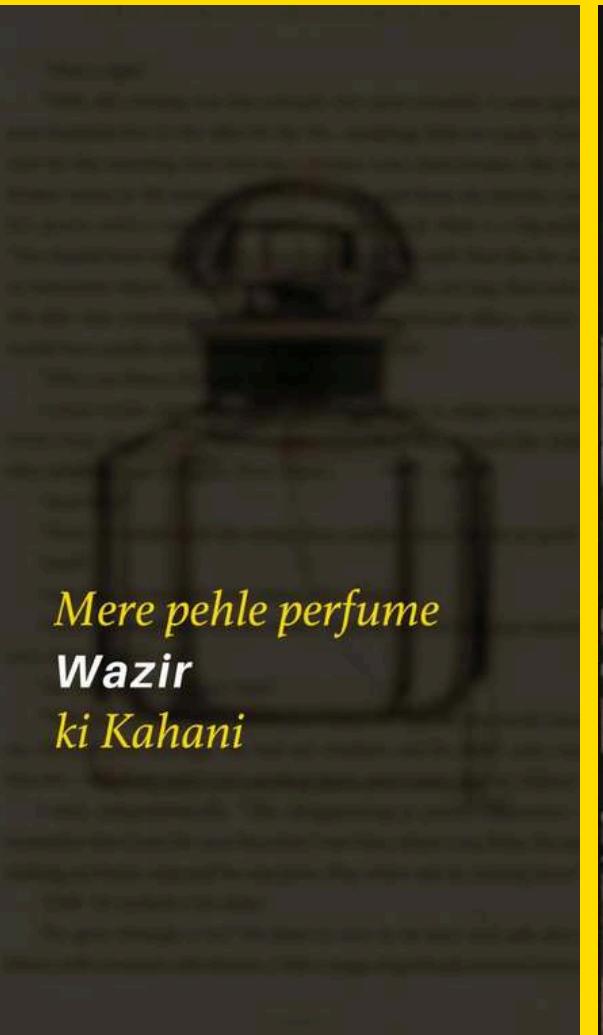
- Shot premium content for a polished, cinematic look.
- Captured iPhone content for authentic, relatable storytelling.
- Highlighted Amal Jain's expertise & 4th-gen perfumer legacy.

## Brand Narrative

- Crafted a clear identity blending heritage + modernity.
- Positioned Amal as the credible face of perfumery.

## Outcome

- **Strong, authentic** personal brand presence.
- Enhanced **audience trust** and storytelling depth.
- Elevated the perception of his private niche perfumery.
- Generated high-value private perfumery orders (AOV: ₹45,000).



# **Brand Case Studies**

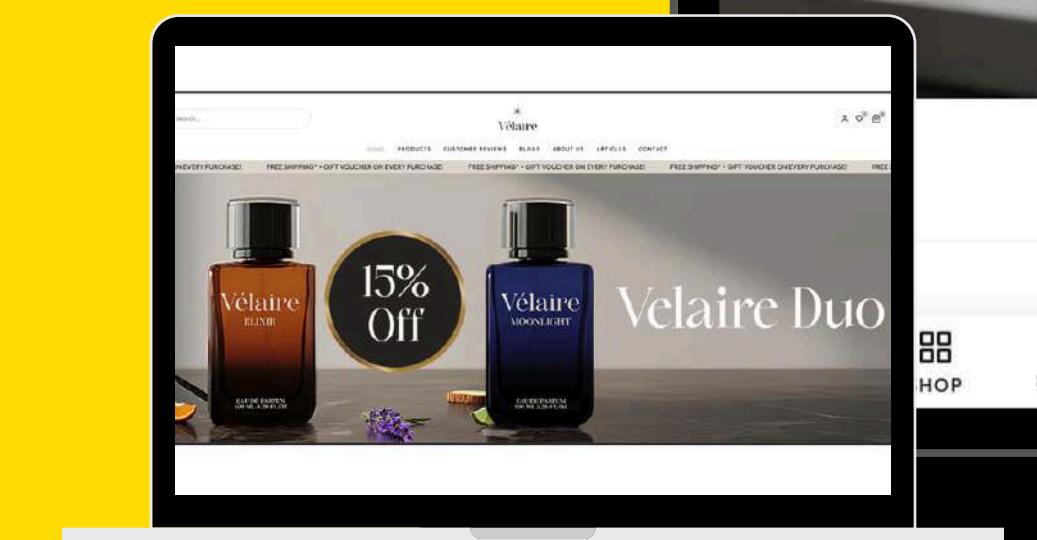
# Vélaire

## Overview

Surge Media executed a **360° brand launch** for Vélaire, led by a high impact **brand film** featuring Mohsin Khan, capturing elegance, and premium lifestyle through meticulous styling, lighting, direction, and cinematic execution.

## Outcome

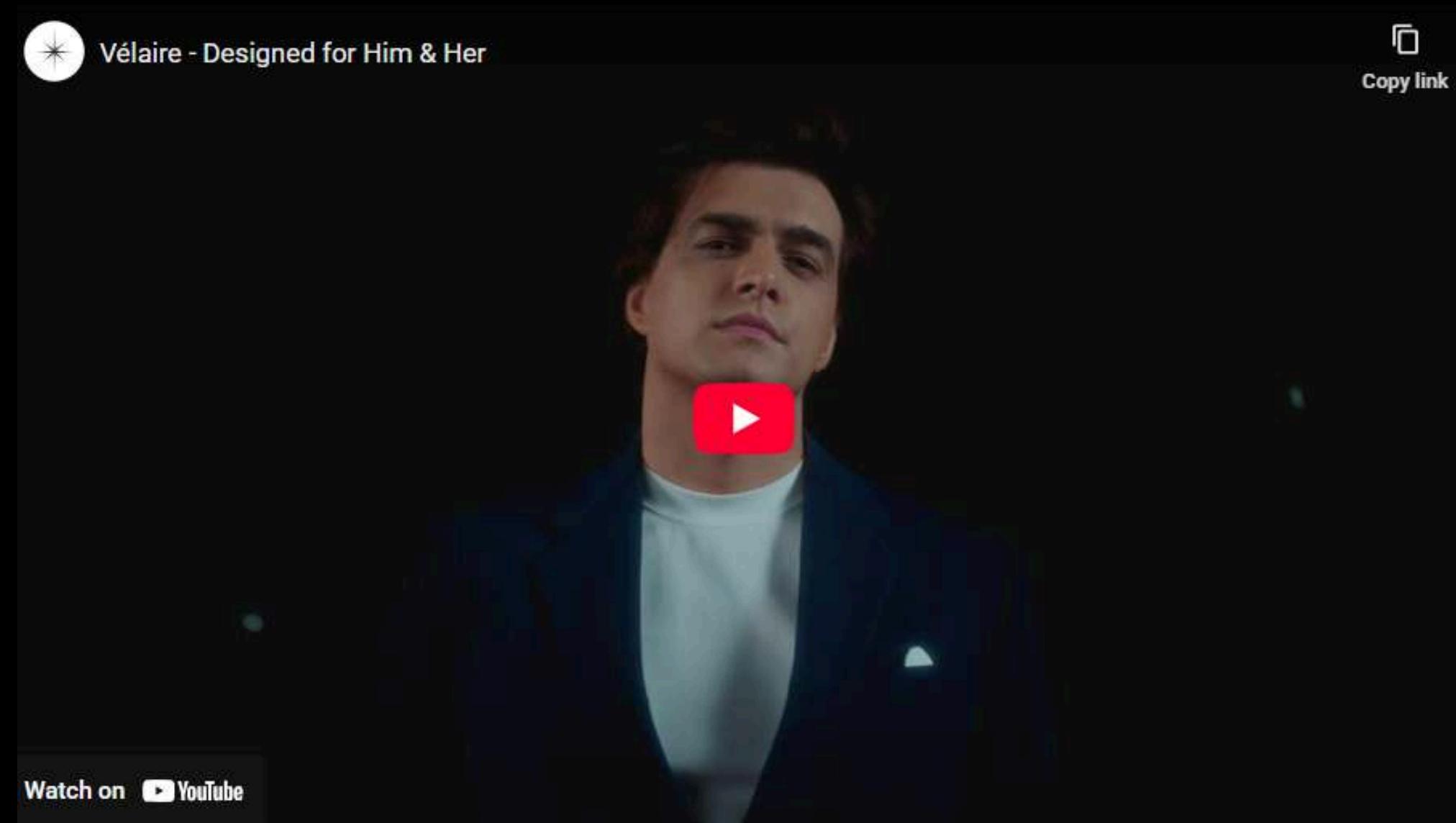
- The campaign delivered a **visually rich, buzzworthy digital launch** that cemented Vélaire's identity in the premium fragrance space.
- Our launch execution; from film, content, PR, and influencer marketing to UGC, marketplace setup, and performance campaigns built strong brand credibility and early sales momentum.



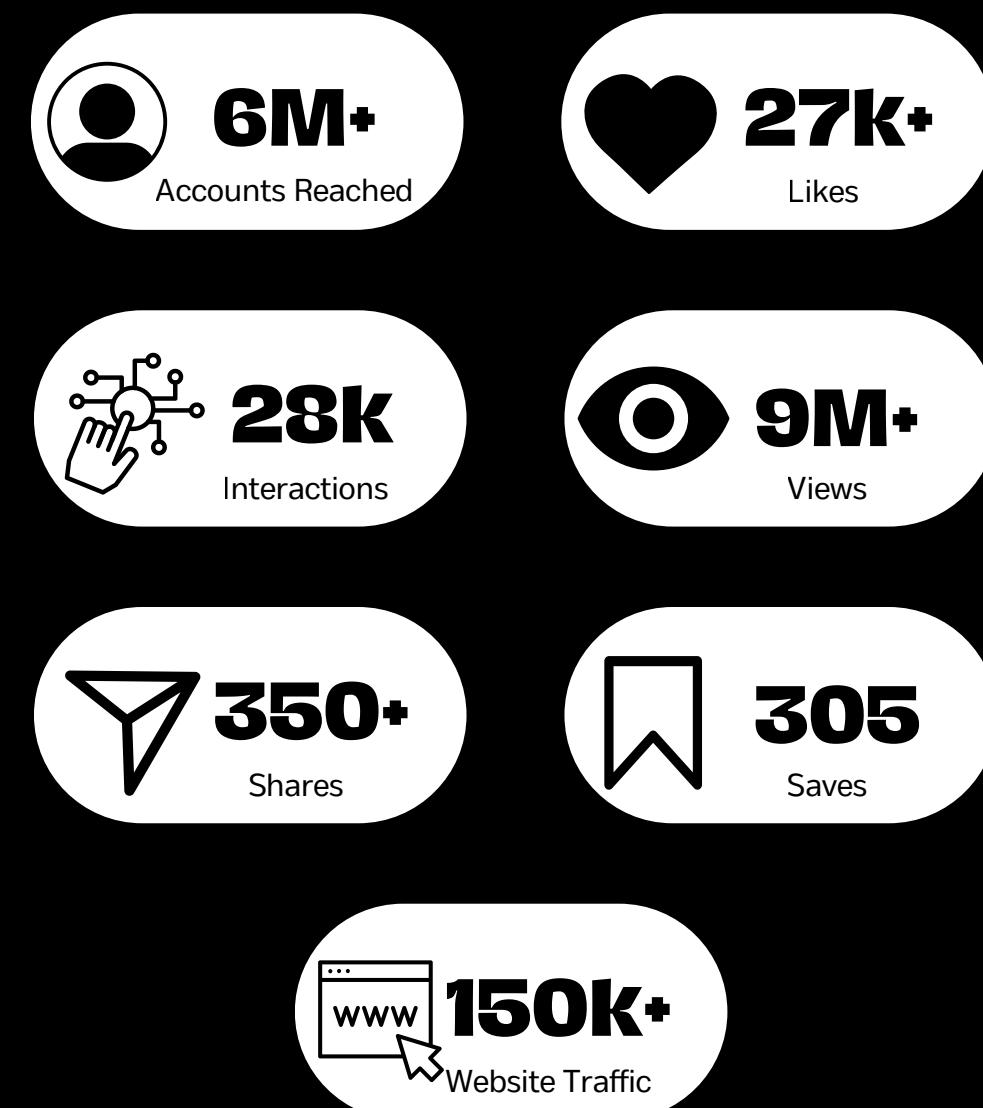
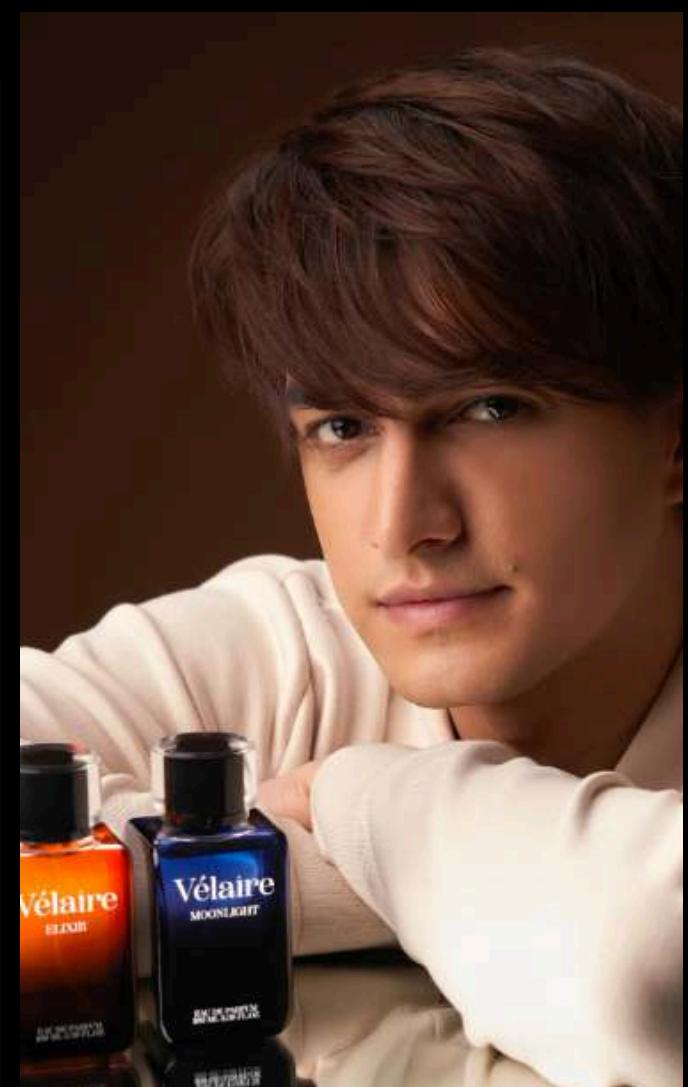
## 1. Vélaire Brand Film

- Produced a cinematic brand film featuring Mohsin Khan.
- Crafted the brand narrative around **luxury & elegance** and Created a **premium visual identity** aligning with Vélaire's brand positioning.
- Led **TVC/DVC production**, including **styling, lighting, sound & cinematic direction**.
- Ensured consistency across the brand's visual language.

### Watch on YouTube



### Watch on Instagram



## 2. Content Production & Marketplace Setup

- Created **VFX-enhanced** content pieces for high-impact digital rollouts.
- Executed the complete **E-commerce product shoot**; clean, premium visuals for website & marketplace listings.
- Set up and optimised Vélaire's **marketplace presence**; product listings, creatives, content descriptions, SEO-based titles, category placement & **conversion-driven A+ content**.

**VFX Content**



**E-Commerce Shoot**



### 3. Social Media Management & VFam UGC Community

- Managed Vélaire's full **social media strategy, content calendar & execution.**
- Built the VFam **creator community**, driving **organic UGC** through reels & reviews.
- Maintained a consistent luxury visual theme, **growing reach & recall** in the premium fragrance category.

Top UGC Reels



Social Media Creatives



Marketing Reels



5k+  
Accounts Engaged

500k+  
Accounts Reached

20+  
VFam Creators

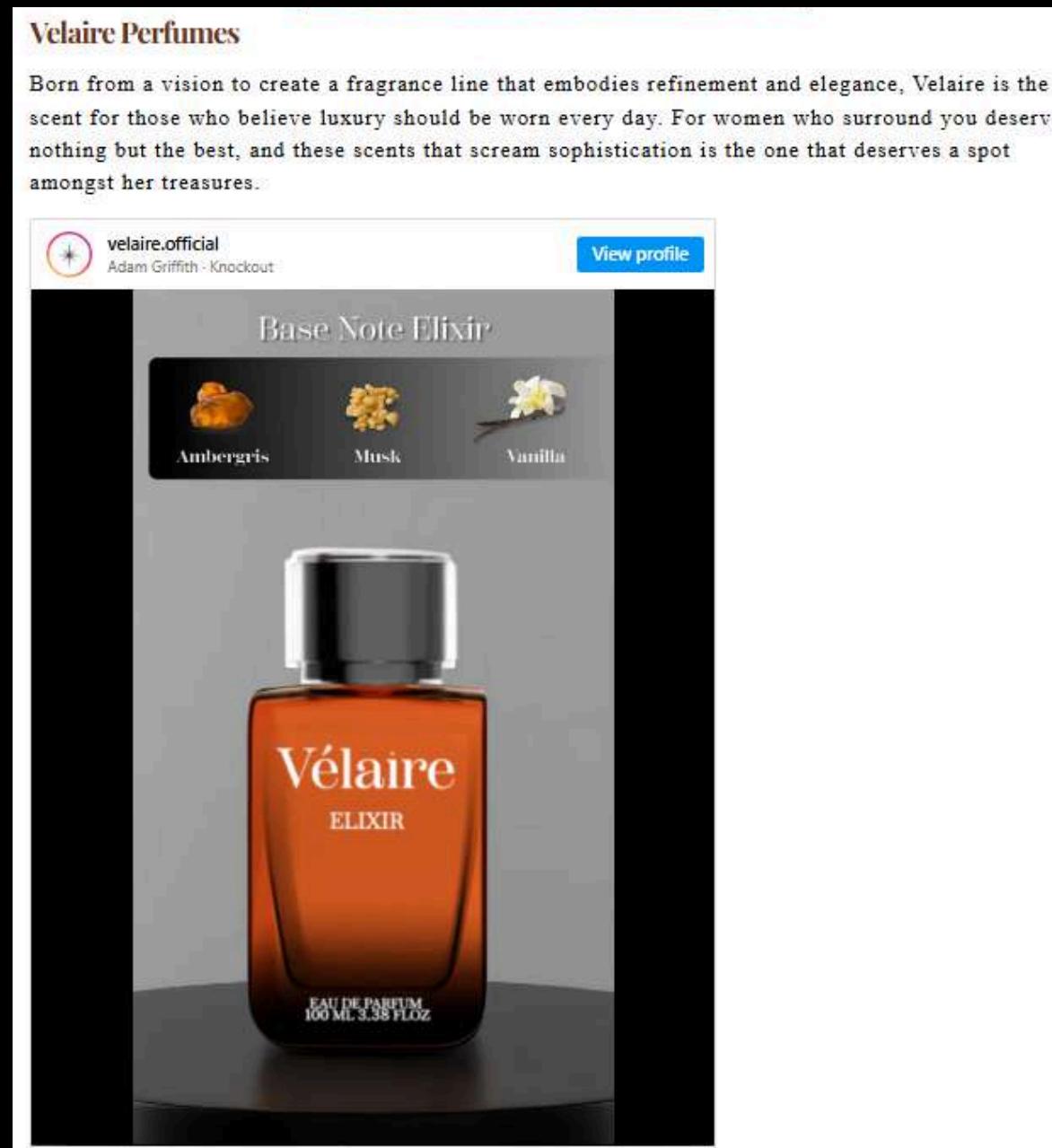
155k+  
Accounts Reached

180k+  
Content Views

## 4. Public Relations & Influencer/Celebrity Gifting

- Featured in **LUXEMAG**, highlighting Vélaire's luxury positioning.
- Coverage on **Radio 93.5 FM** + digital mentions for launch awareness.
- Executed premium **gift hamper PR activity** with curated packaging & personalised notes sent to notable personalities including: Karan Kundrra, Divyanka Tripathi, Nakuul Mehta, Nia Sharma and many more.

### LUXEMAG Article



**Vélaire Perfumes**

Born from a vision to create a fragrance line that embodies refinement and elegance, Vélaire is the scent for those who believe luxury should be worn every day. For women who surround you deserve nothing but the best, and these scents that scream sophistication is the one that deserves a spot amongst her treasures.

velaire.official Adam Griffith - Knockout [View profile](#)

Base Note Elixir

Ambergris Musk Vanilla

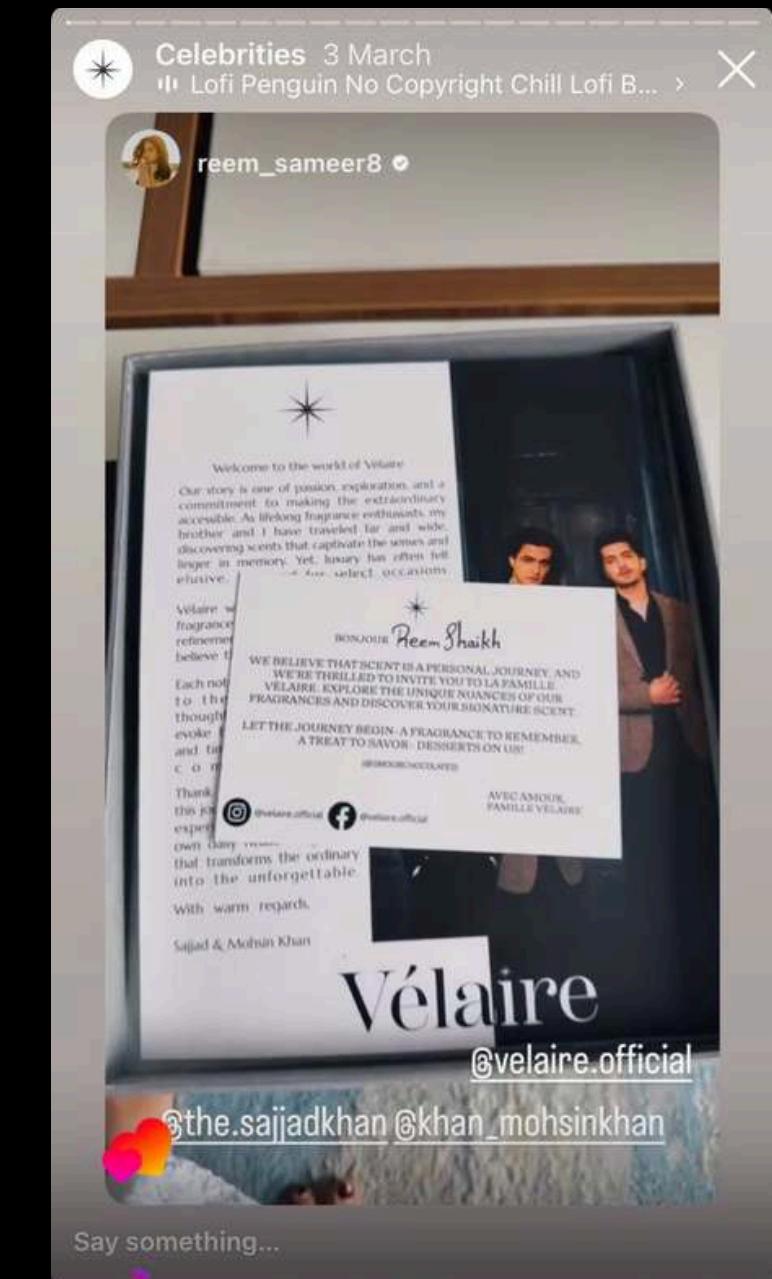
Vélaire ELIXIR

EAU DE PARFUM 100 ML 3.38 FL OZ

### Vélaire Gift Box



### PR Stories by Celebs



Celebrities 3 March

reem\_sameer8

Welcome to the world of Vélaire. Our story is one of passion, exploration, and a commitment to making the extraordinary accessible. As lifelong fragrance enthusiasts, my brother and I have traveled far and wide, discovering scents that captivate the senses and linger in memory. Yet, luxury has often felt elusive.

With warm regards,

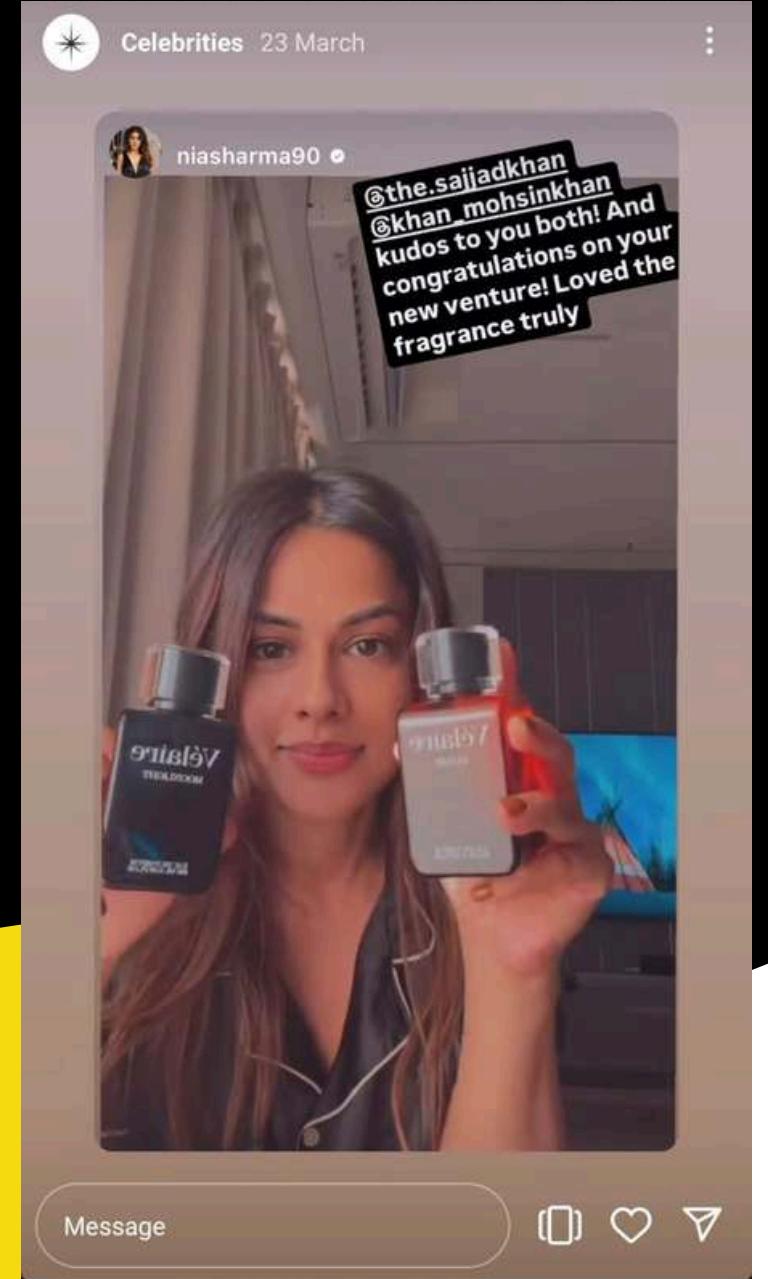
Sajid & Mohsin Khan

Vélaire

@velaire.official

@the.sajjadkhan @khan\_mohsinkhan

Say something...



Celebrities 23 March

niasharma90

@the.sajjadkhan @khan\_mohsinkhan

kudos to you both! And congratulations on your new venture! Loved the fragrance truly

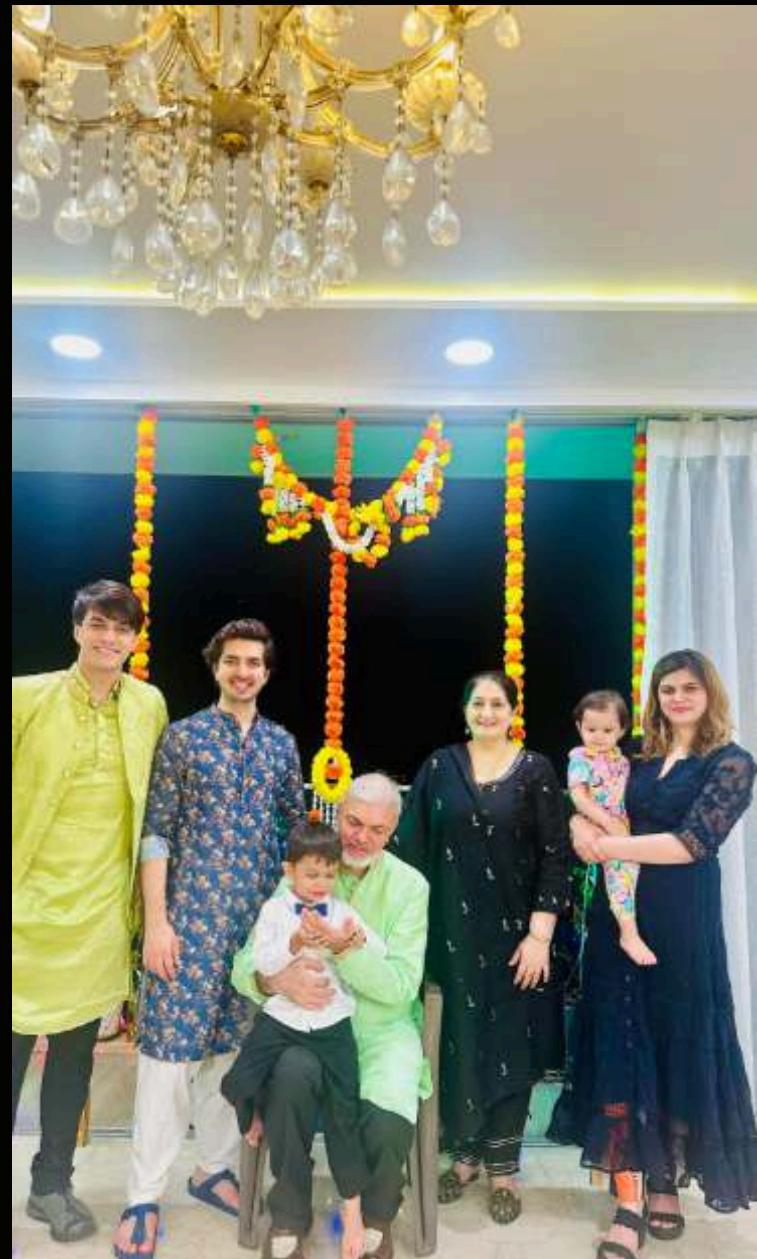
Nia Sharma

Message

## 5. Diwali Campaign for Vélaire

- Created **high impact** festive content including reels, stills & storytelling-led creative assets.
- Targeted performance campaigns optimised for sales, reach & add to carts.
- Achieved **6X ROAS** during the festive period, driving both **awareness & conversions**.

### Marketing Reels



### Website Banner



### Ad Creative



 **700K+**  
Campaign Reach

 **6X** ROAS

 **60K+**  
Engagement

 **1.5M+**  
Content Views

## 6. AI content and performance marketing posts

- Created premium **AI generated visuals** and fast turnaround storytelling assets to elevate Vélaire's luxury identity.
- Ran **optimised performance campaigns** focused on sales, reach, and add to cart actions, supported by high-impact creatives.
- Maintained a steady **ROAS of 4-4.5**, scaling revenue consistently over six weeks with strong CTR, reduced cost per result, lower abandoned carts, and higher returning traffic.

### Performance Marketing Creatives



4.5 ROAS

### AI generated visuals



# Ananta Villa-Lonavala

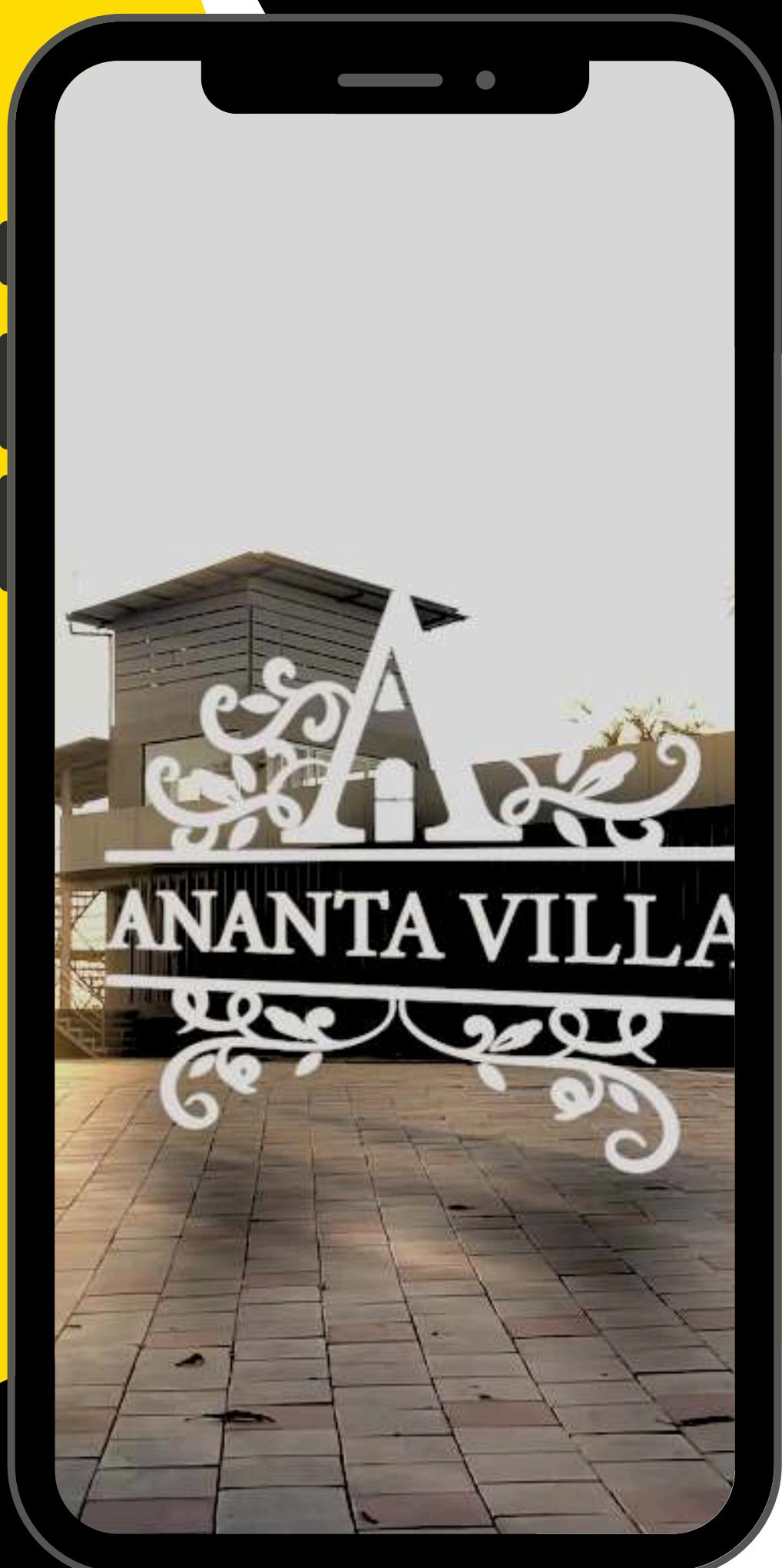
## Brief

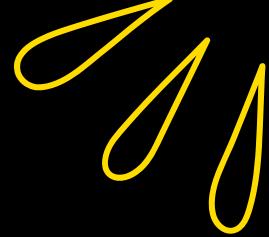
Ananta Villa partnered with us for comprehensive digital marketing services, including **social media management, performance marketing, and influencer marketing**.

## Outcome

Within **5** months, the brand's following grew from **50 to 1,600+**, with a significant rise in engagement, visibility, and conversions through targeted strategies and creative campaigns. We executed their budding launch, and since inception, the property has been booked for an average of **25–28 days**.

### Ananta Villa Profile Metrics





41K+  
Engagement

62K+  
Content Views

6M+  
Engagement

13M+  
Content Views

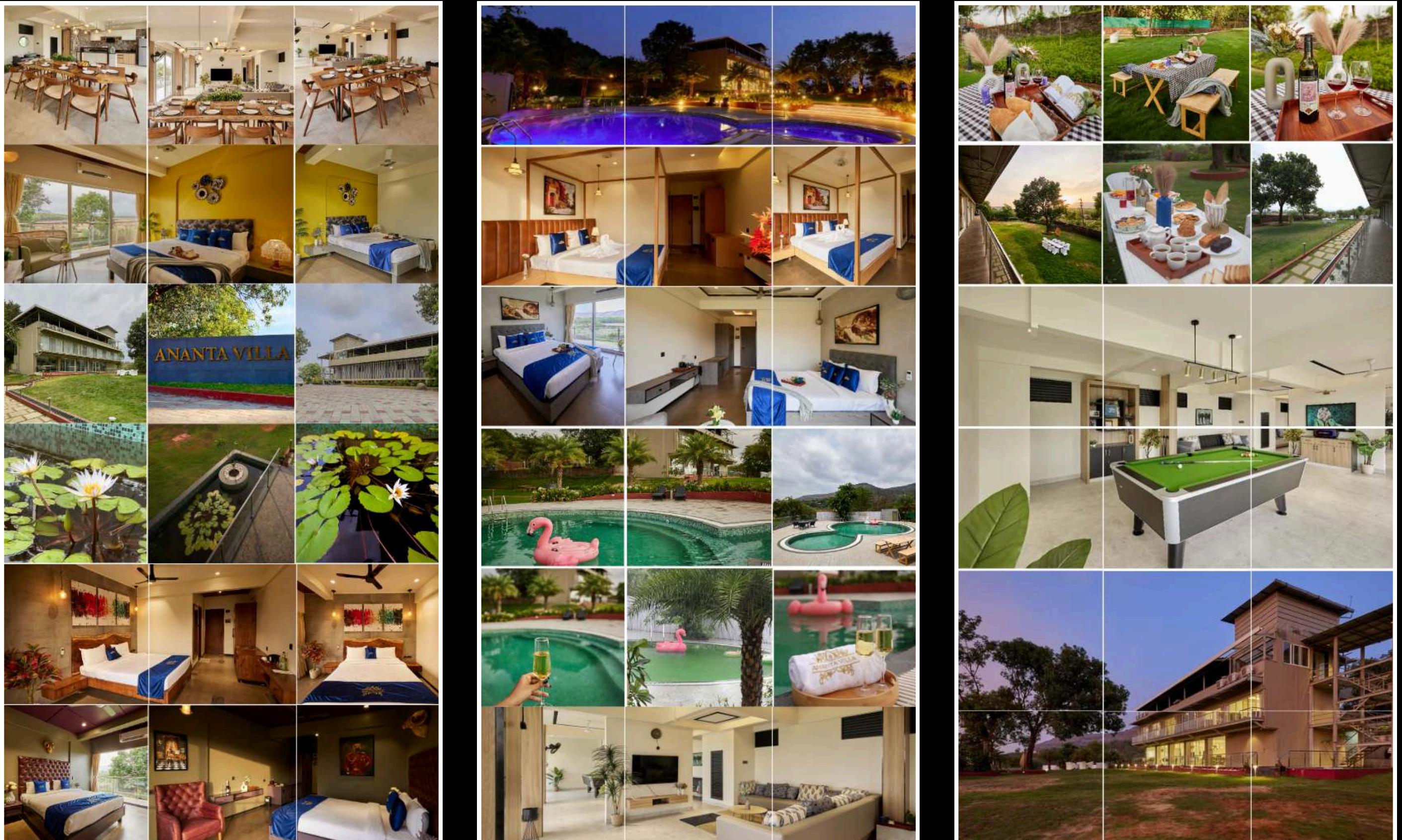
77K+  
Engagement

373K+  
Content Views

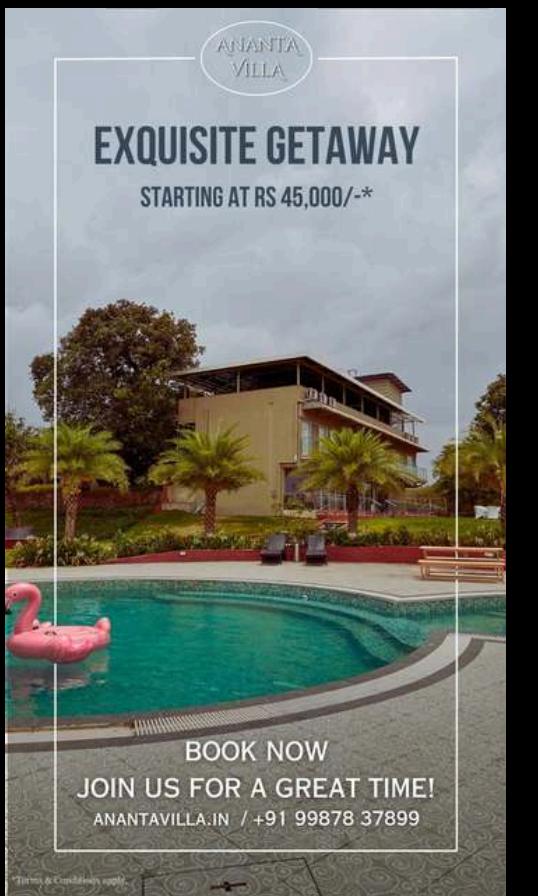
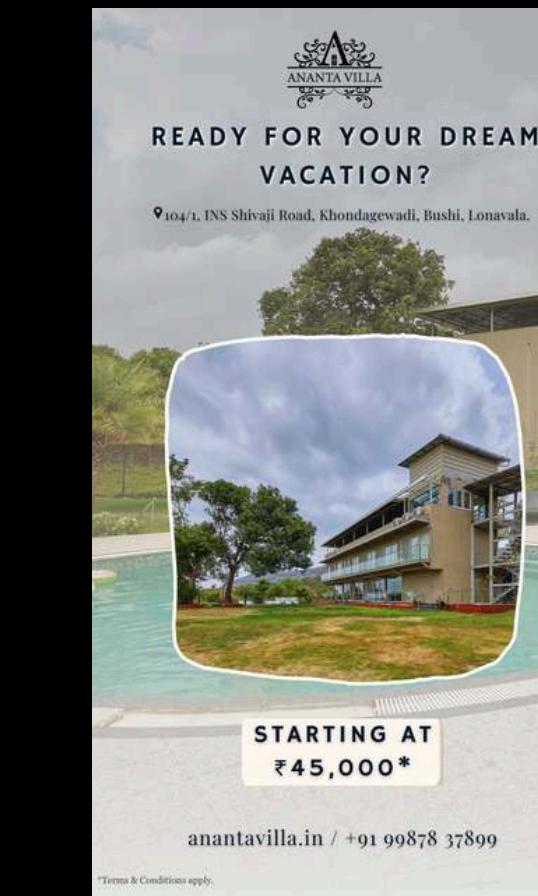
147K+  
Engagement

222K+  
Content Views

# Ananta villa-Instagram Feed



# Performance Marketing Posts



# Chili's Hyderabad

## Brief

Surge Media partnered with **Chili's Hyderabad** to spotlight its refreshed ambience and signature menu, positioning it as the go to neighborhood bar & grill. To boost weekday and weekend footfall, we activated **10+ top food and lifestyle creators** from Hyderabad to create engaging, high-impact content.

## Outcome

- Creators shared reels, posts, and stories showcasing Chili's refreshed ambience, signature margaritas, desserts, and popular menu items.
- The campaign **reached 738k+** accounts, **generated strong buzz**, and reinforced Chili's as a vibrant social hotspot while boosting on-ground footfall.





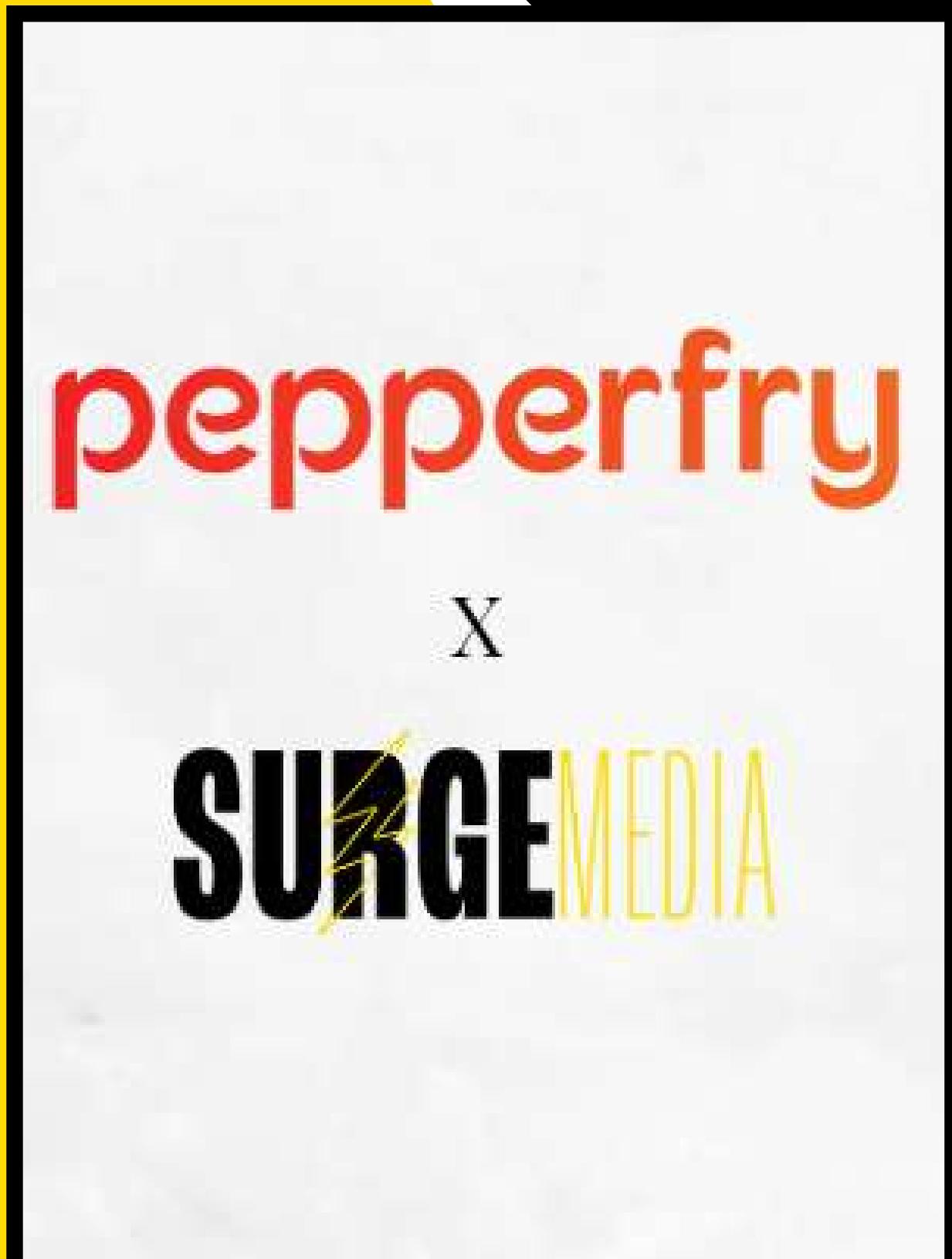
# Pepperfry

## Brief

Pepperfry celebrated its 13th birthday with a special **giveaway campaign**, leveraging **influencer collaborations** to amplify participation and drive sales.

## Outcome

Featuring lifestyle creators Kesar Sharma, Arshad Ahmed, Shivansh Kotia, Noorin Sha, and Tanisha Bansal, the campaign delivered **540k+ reach and 120k+ views**, driving strong engagement, higher giveaway participation, and enhanced brand visibility in the home décor segment.



JJ



# Bombay Times Fashion week- House of Deepthi

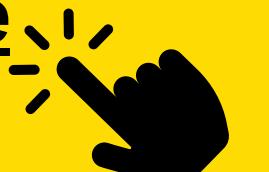
## Brief

House of Deepthi collaborated with Surge Media to present its Kilim Edit on the runway. Surge Media secured **Avneet Kaur** as the showstopper and facilitated a high-impact showcase designed to elevate the brand's industry presence.

## Outcome

The showcase significantly **boosted** the **brand's visibility** and credibility within the fashion space. Surge Media enabled meaningful connections with key influencers and actors including Mohsin Khan, Aneri Vajani, Jainam Vora, Harsh Gandhi, Priyal Gor, Niharika Kaur, Sajjad Khan, and Shubhna Agarwal solidifying House of Deepthi's position as a rising fashion label.

[Check out the Reel Here](#)



# Comic Con Delhi

## Brief

To drive **pre-event sales** and build excitement for Comic Con Delhi, Surge Media collaborated with key influencers to engage the fan community through authentic, buzzworthy content and exclusive goodie bag promotions.

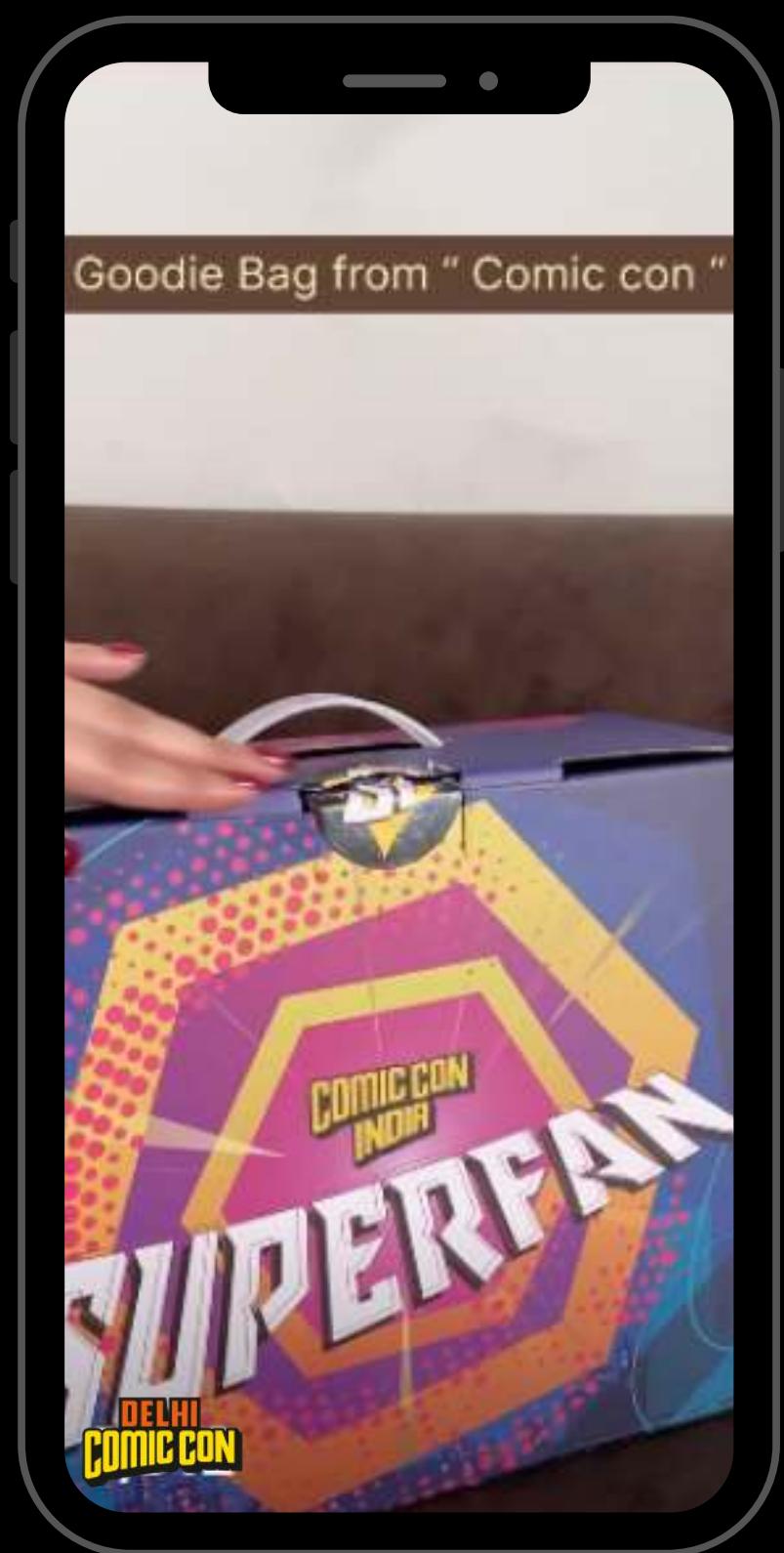
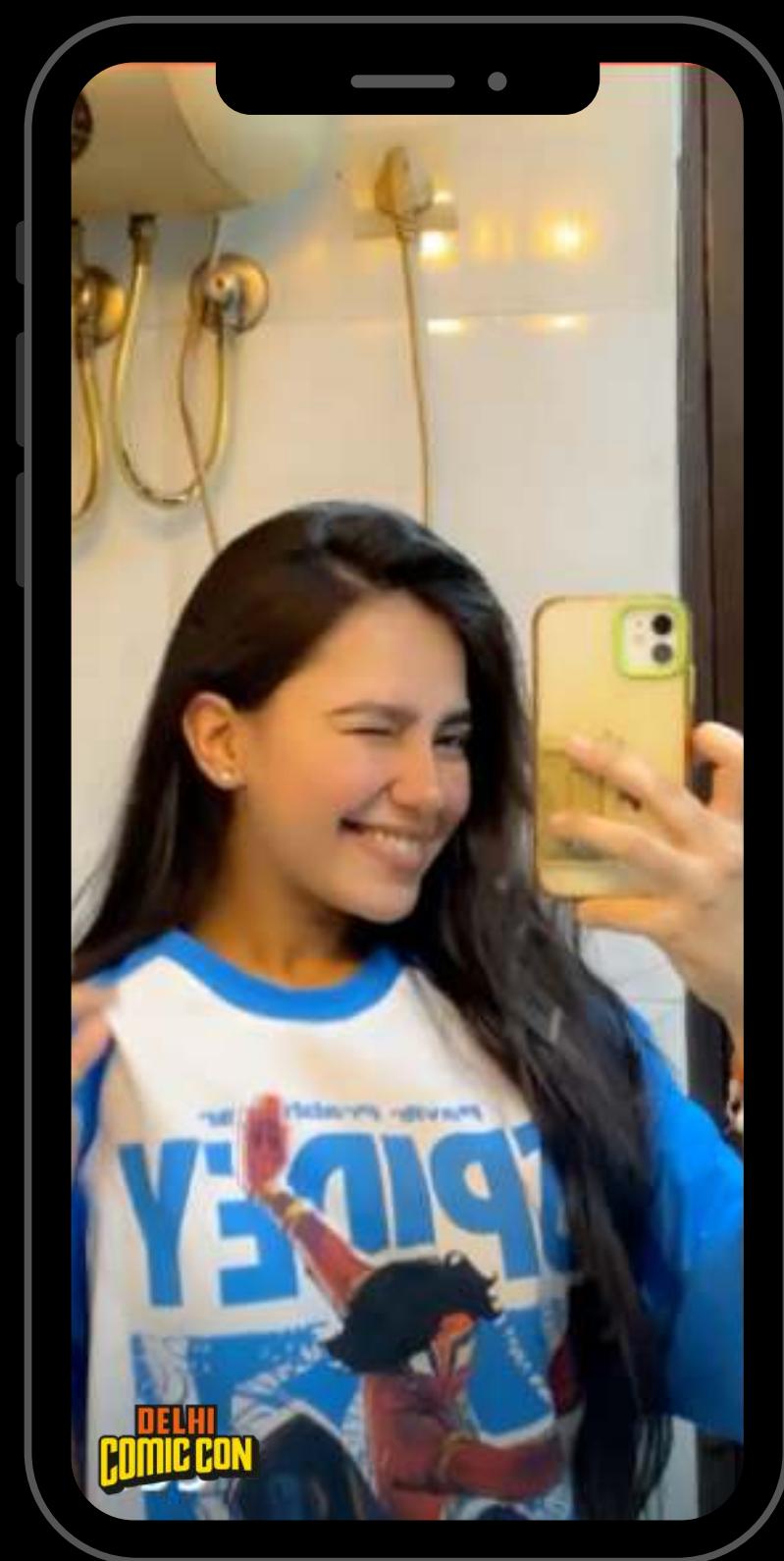
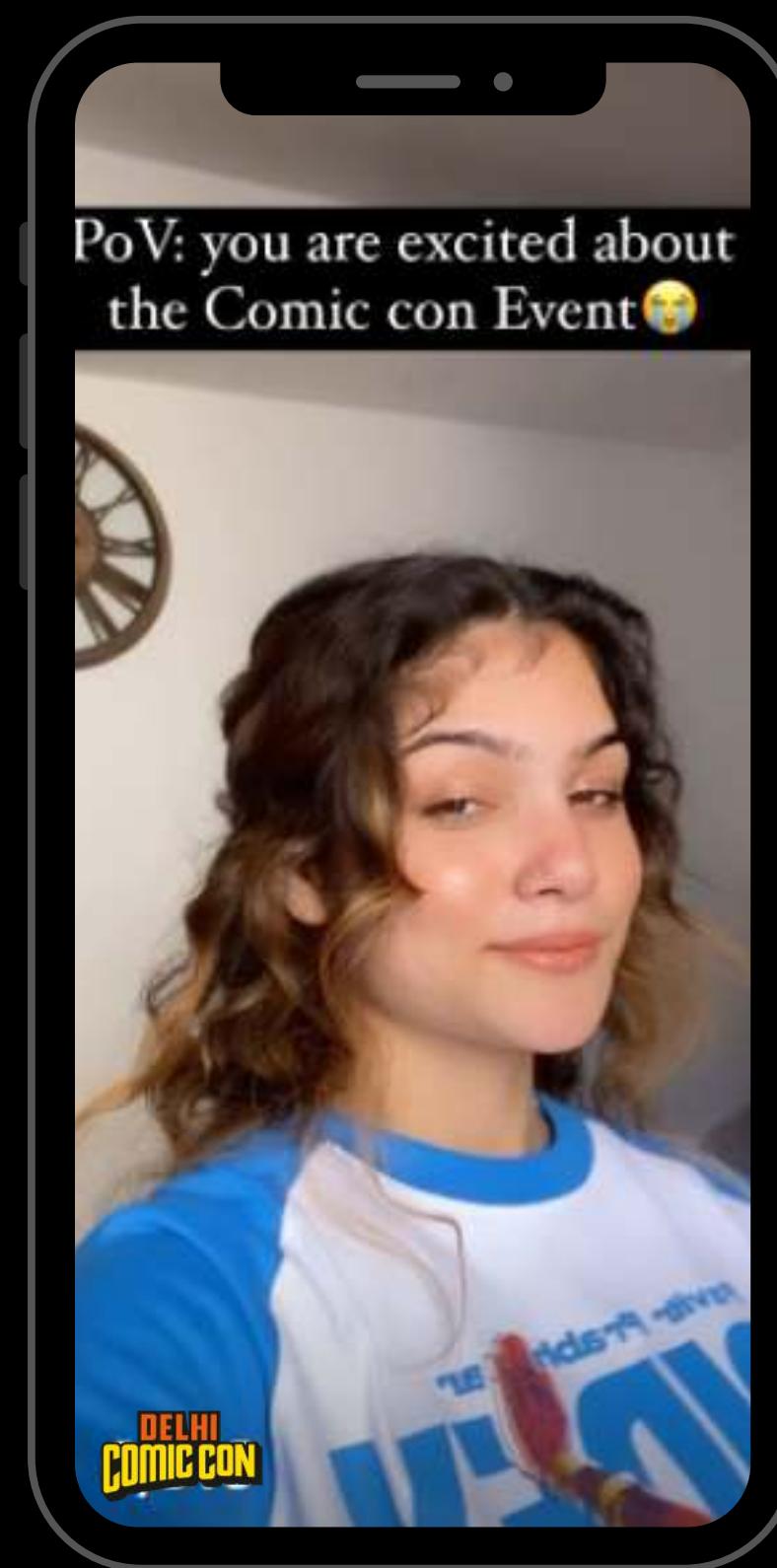
## Execution

Partnered with **80+ influencers** who created reels and multiple stories, managing contracts, content approvals, and seamless coordination to align with brand guidelines.

## Outcome

Comic Con India, tailored for Marvel and DC fans, Was a successful campaign. Despite initial challenges and lack of timeline, we were able to pull the campaign off with an unprecedented outcome.





# Bayroute

## Brief

Bayroute introduced its new menu and **launched its IP, “The Oud Soiree,”** designed to transform alternate weekends into vibrant bar nights celebrating Arabian cuisine, culture, and signature cocktails.

## Outcome

Hosted by Sajjad Khan, the event became a standout success, featuring **35+ creators** and **prominent personalities** like Ravi Dubey, Mohsin Khan, Reem Sameer, and Roshni Walia, solidifying Bayroute's reputation in Mumbai's nightlife scene.





# Smoke House Deli

## Brief

To **build buzz and drive footfall** for the launch of new restaurant branches in Mumbai and Delhi, targeting audiences aged 14–35 through engaging, lifestyle-driven content.

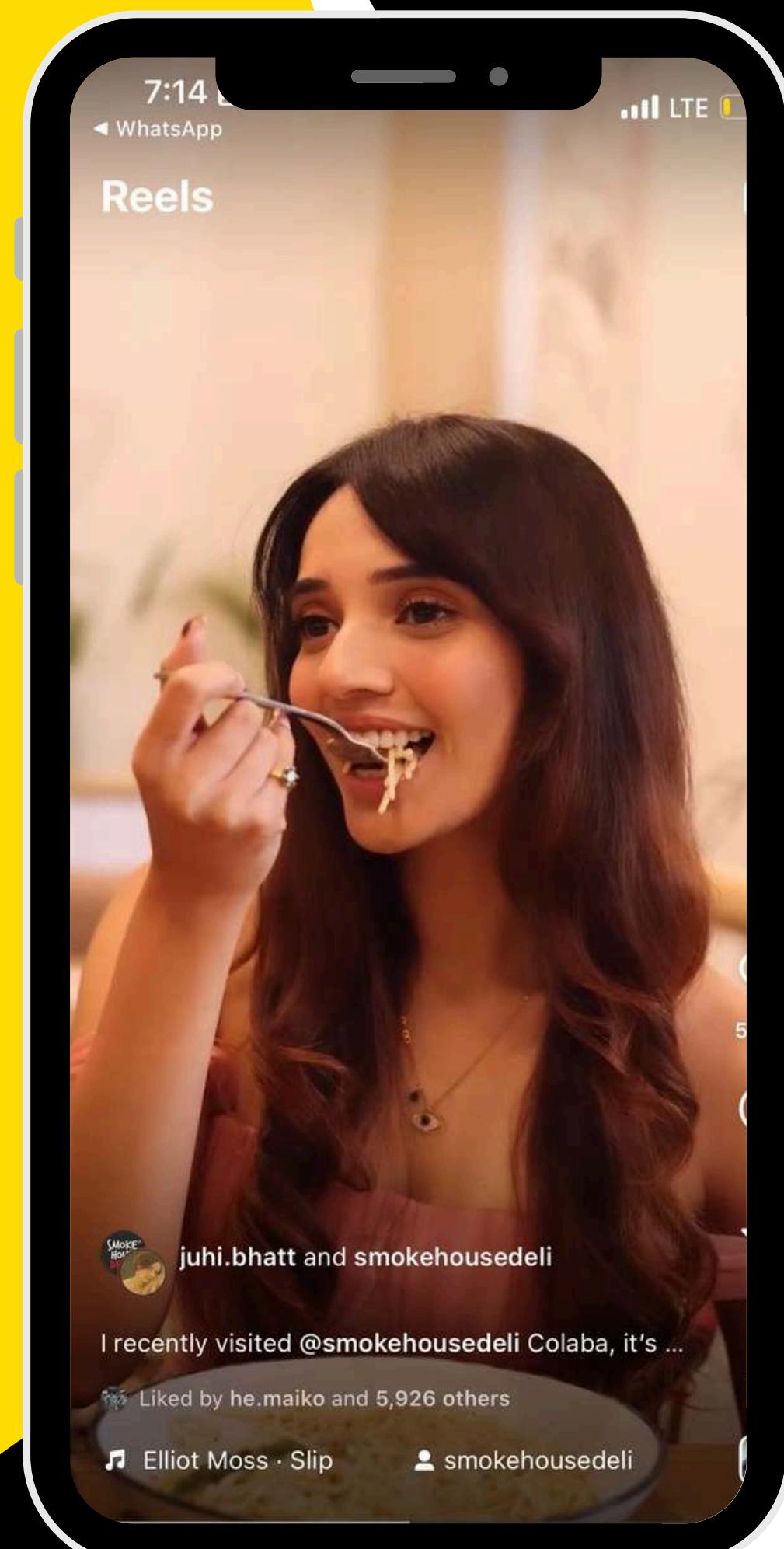
## Execution

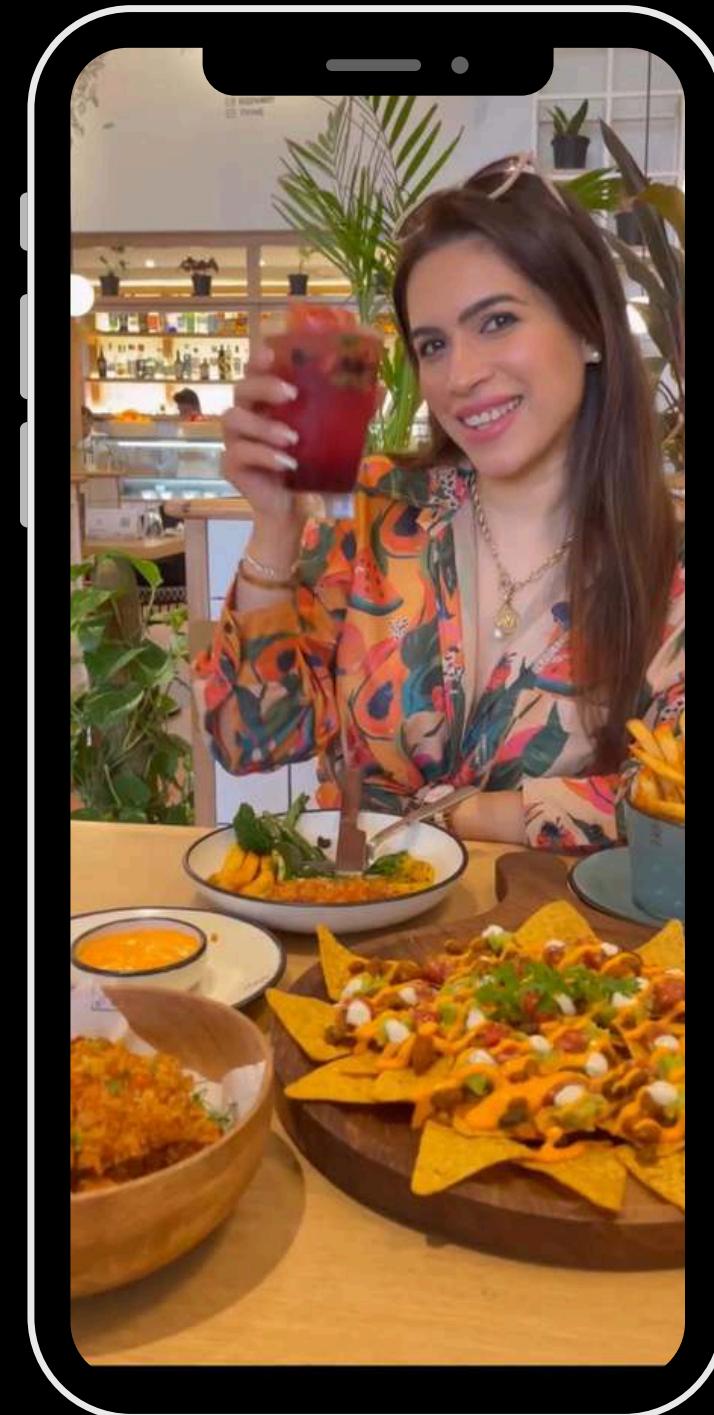
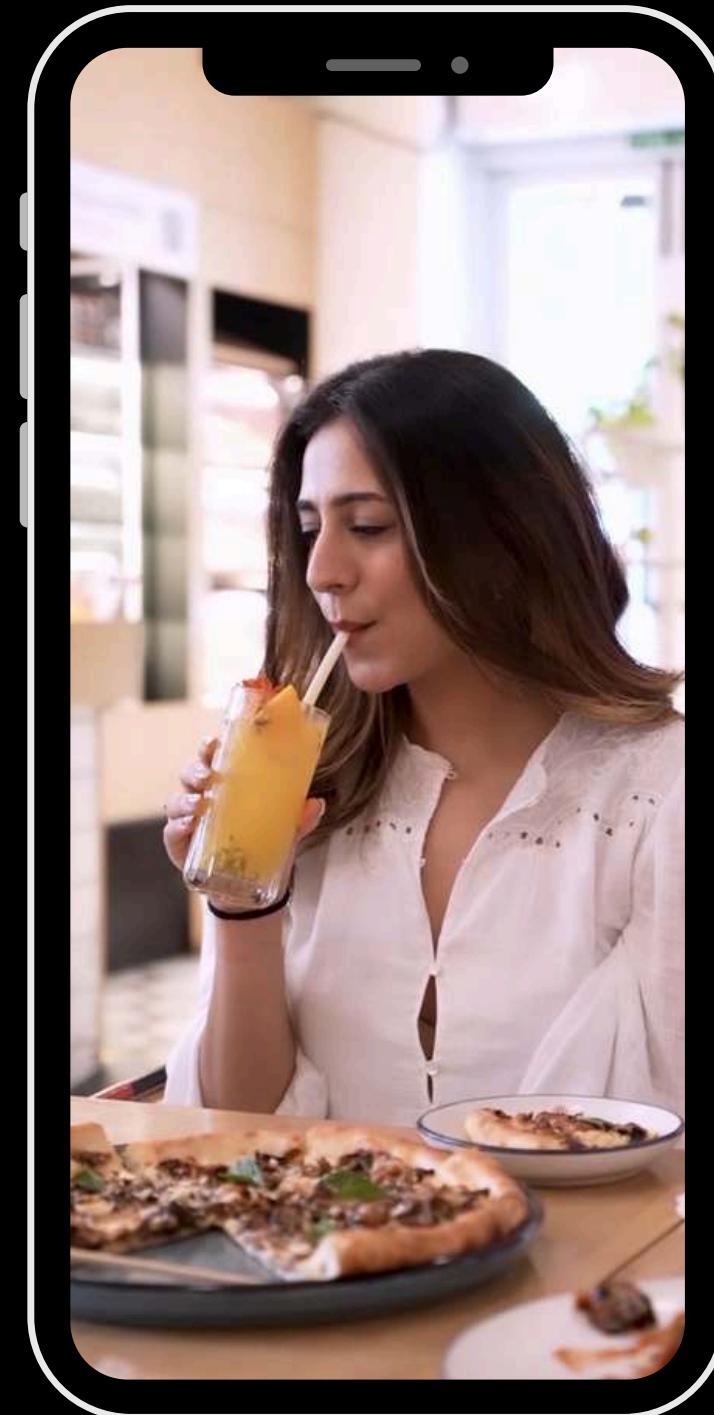
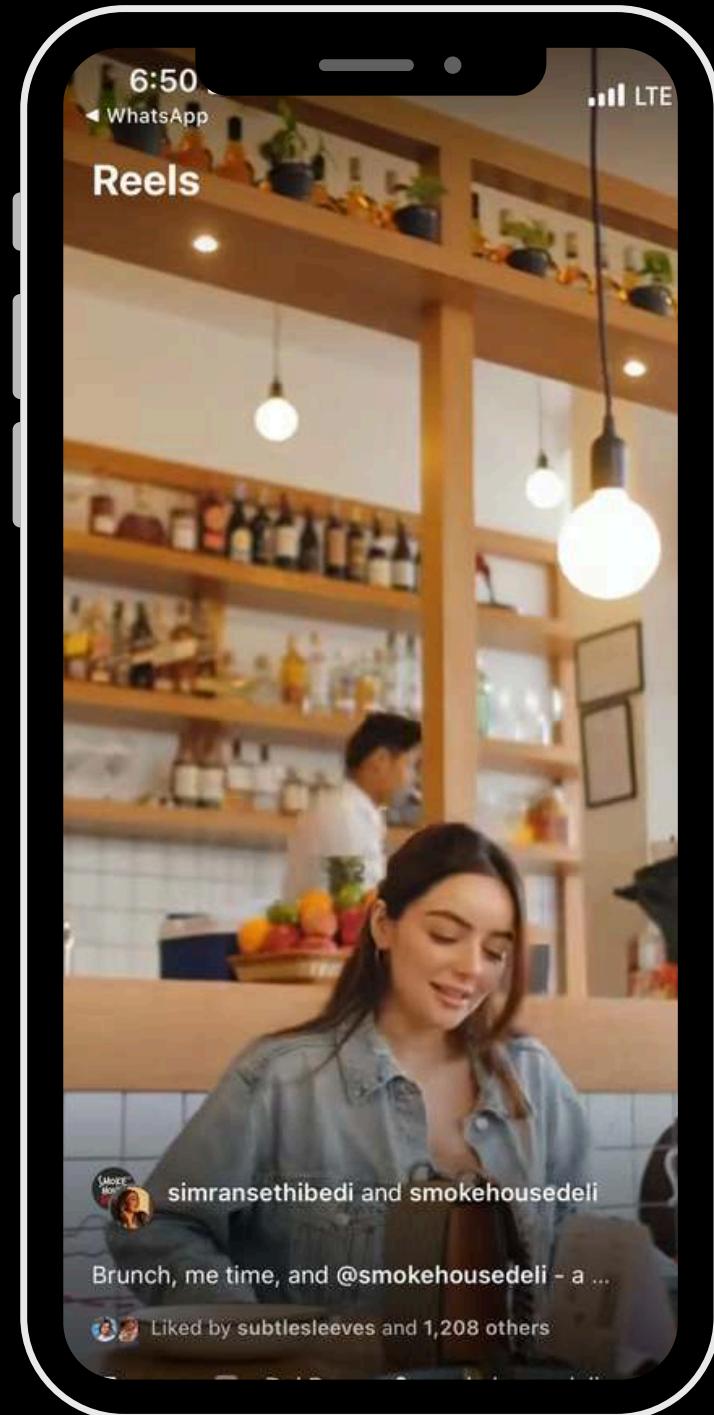
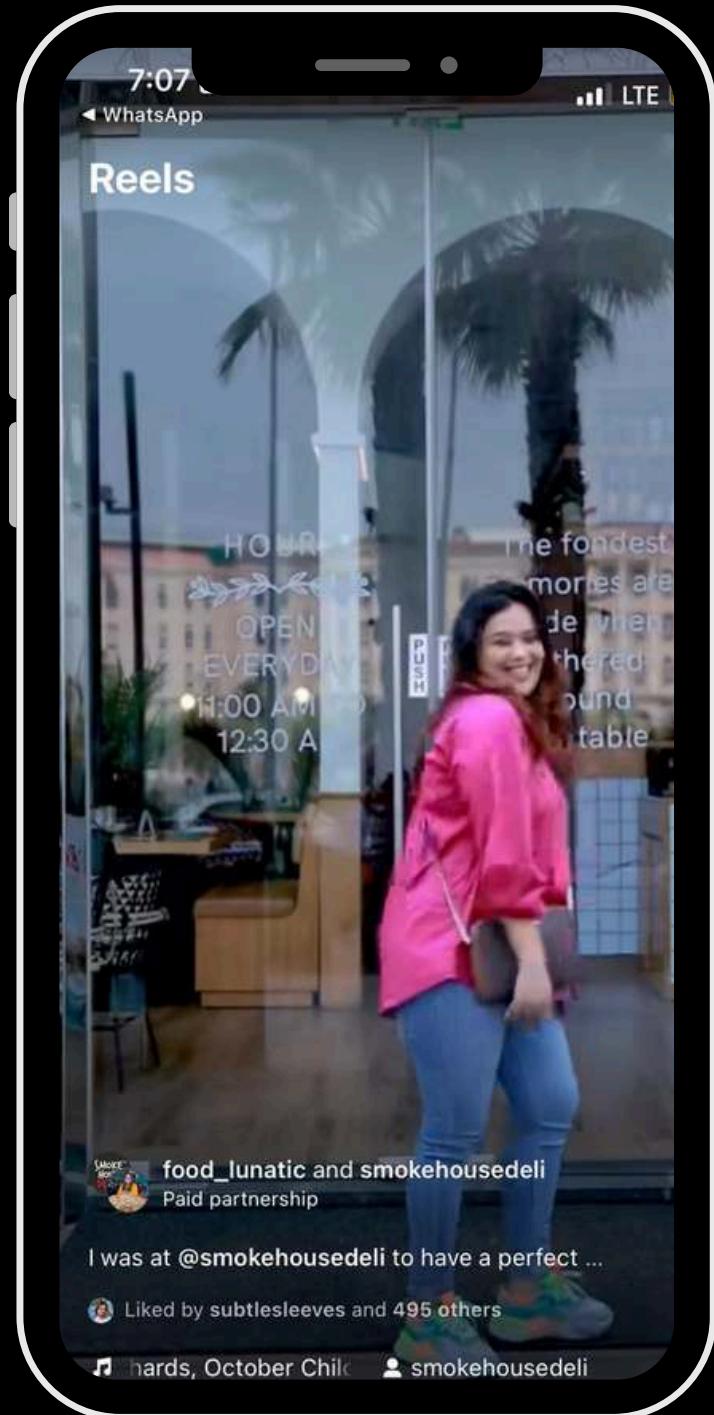
Surge Media collaborated with **lifestyle influencers and food bloggers**, curating content aligned with brand guidelines and each creator's niche. Our in-house production team ensured high-quality, visually engaging assets that amplified awareness and excitement.

 **1.8M+**  
Accounts Reached

 **50K+**  
Engagement

 **2M+**  
Content Views





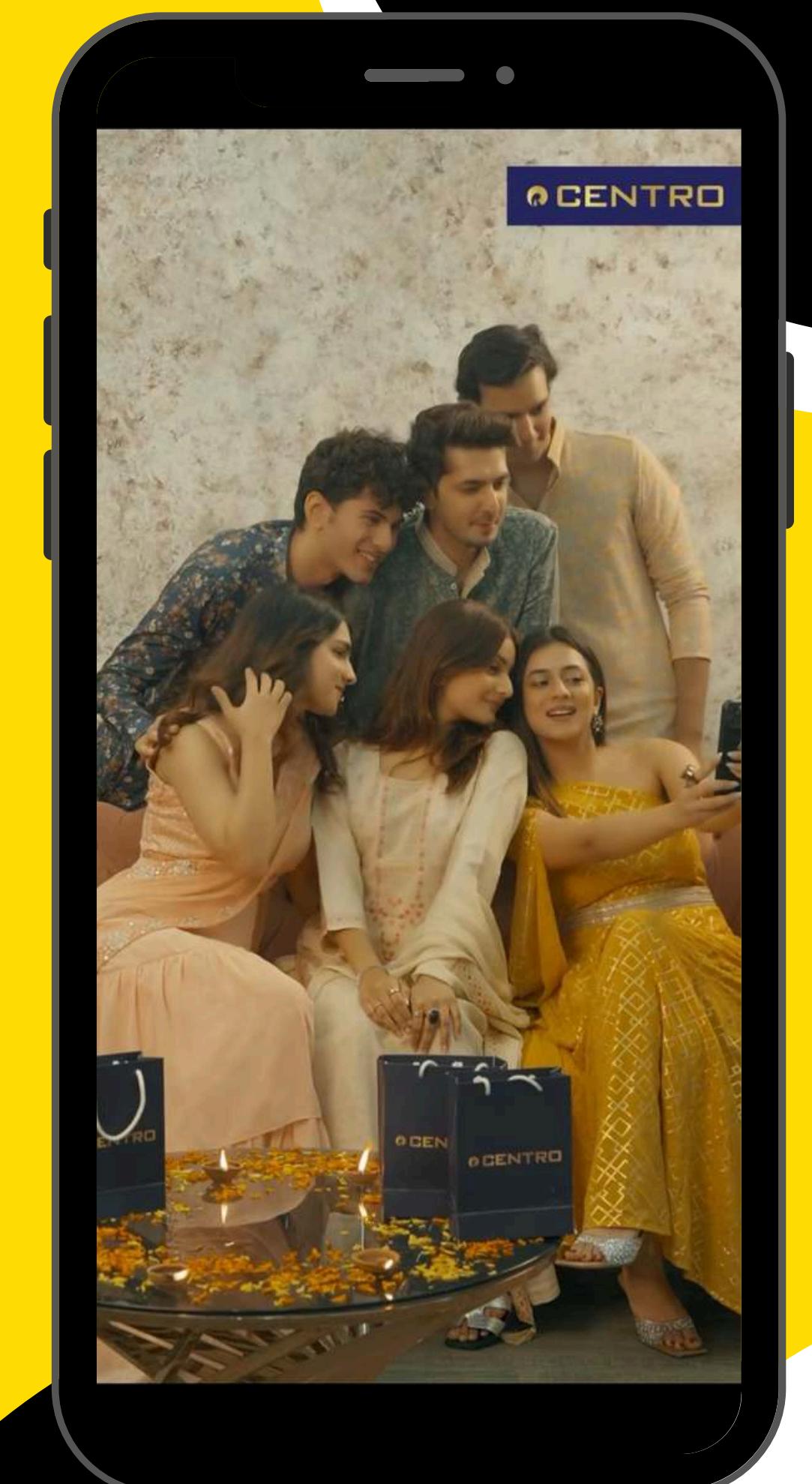
# Reliance Centro

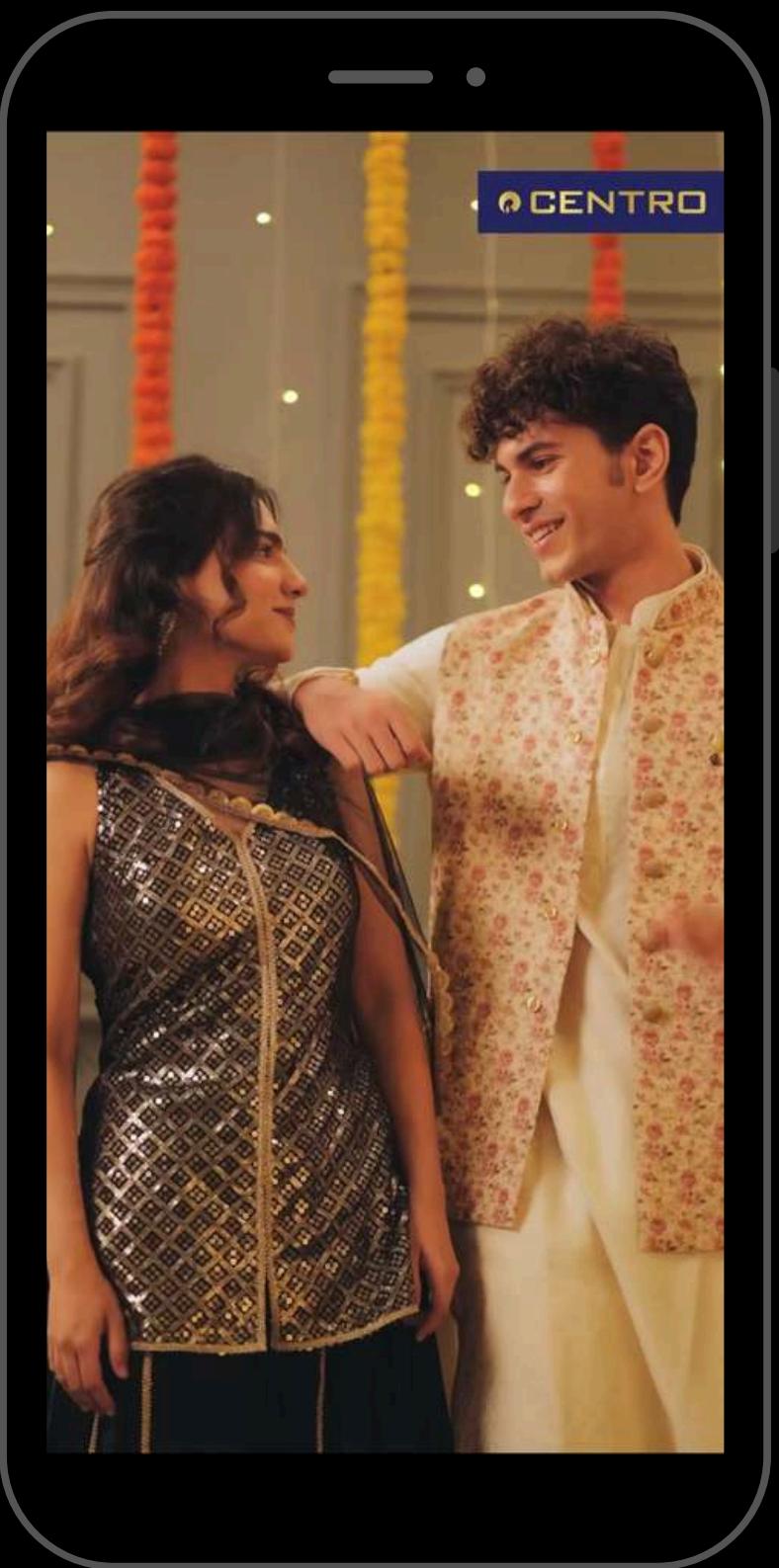
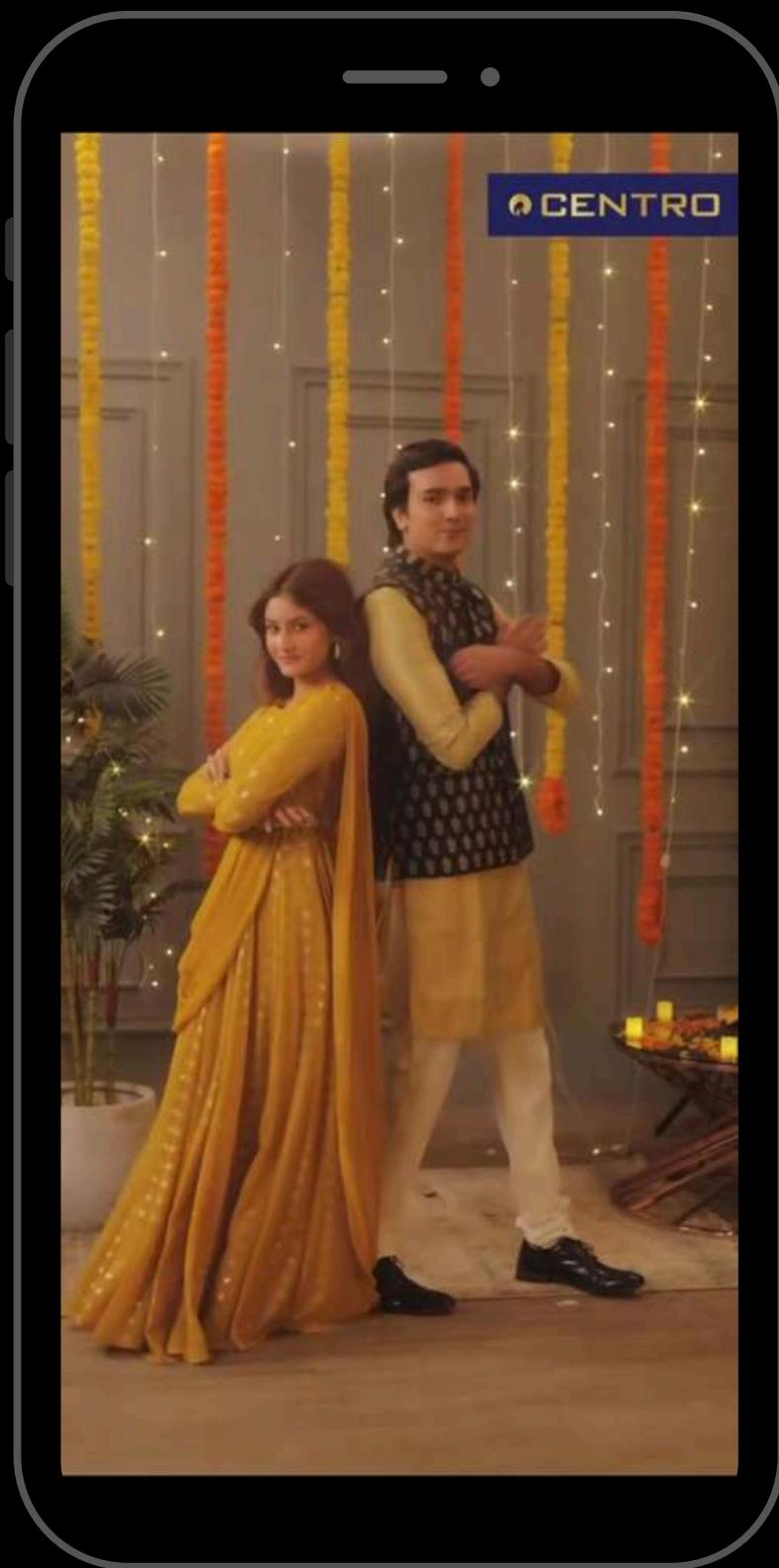
## Brief

To **capture audiences and drive festive season purchases** for Reliance Centro's latest apparel line using fashion creators' creativity and influence.

## Execution & Outcome

Surge Media produced vibrant, festive-themed reels featuring young influencers, blending style and celebration through group and couple concepts. The campaign delivered high visibility and engagement, perfectly embodying the festive spirit and elevating Reliance Centro's brand presence.





# Smoor

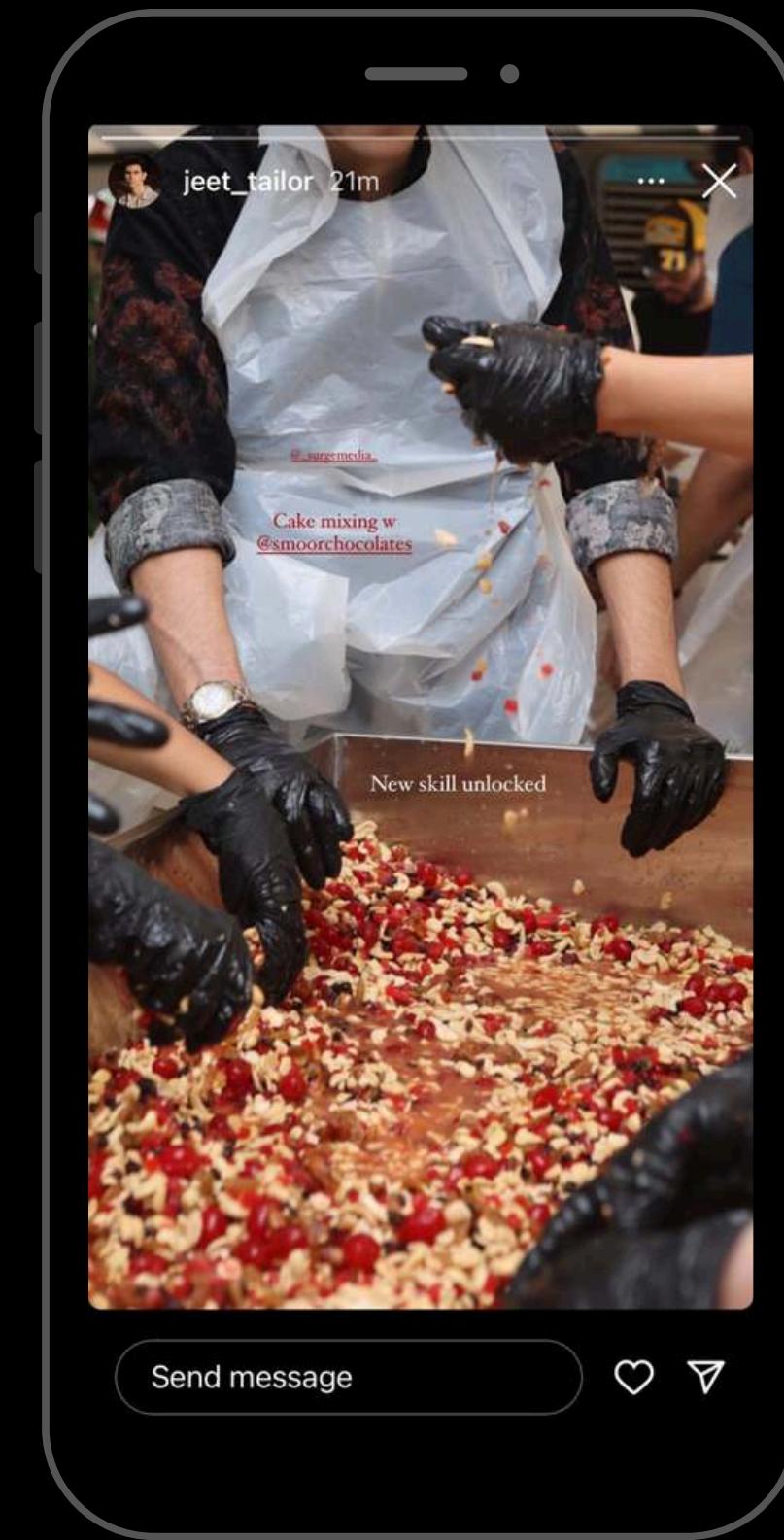
## Brief

To create a festive and interactive experience through an intimate cake-mixing event, building anticipation for the holiday season while highlighting Smoor's premium chocolate products.

## Execution & Outcome

Surge Media curated an **exclusive influencer gathering**, blending Smoor's chocolates into the celebration to enhance engagement and authenticity. Carefully selected creators aligned with the brand's ethos, resulting in a warm, festive campaign that strengthened Smoor's premium positioning and audience connection.





# Reliance Centro

## Brief

To leverage creators from Maharashtra to showcase the newly revamped Reliance Centro as the ultimate destination for all your fashion needs.

## What We Did

We chose a leading fashion and lifestyle influencer to showcase his style at the new store. We kept it engaging with trending audio and transitions catering to all kinds of style enthusiasts.

# Daawat Rice

## Brief

To establish Daawat Rice as the leading brand for biryani rice during the Eid season. Through influencer partnerships and engaging content, our goal is to increase brand awareness, build trust among our target audience, and drive purchase intent for Daawat Biryani Rice.

## What We Did

To embark the festival of Eid, we chose a Muslim creator with a large following and reach to connect to the right audience. We wanted to create an aspirational yet home-ly connection to the brand.

# ThumsUp

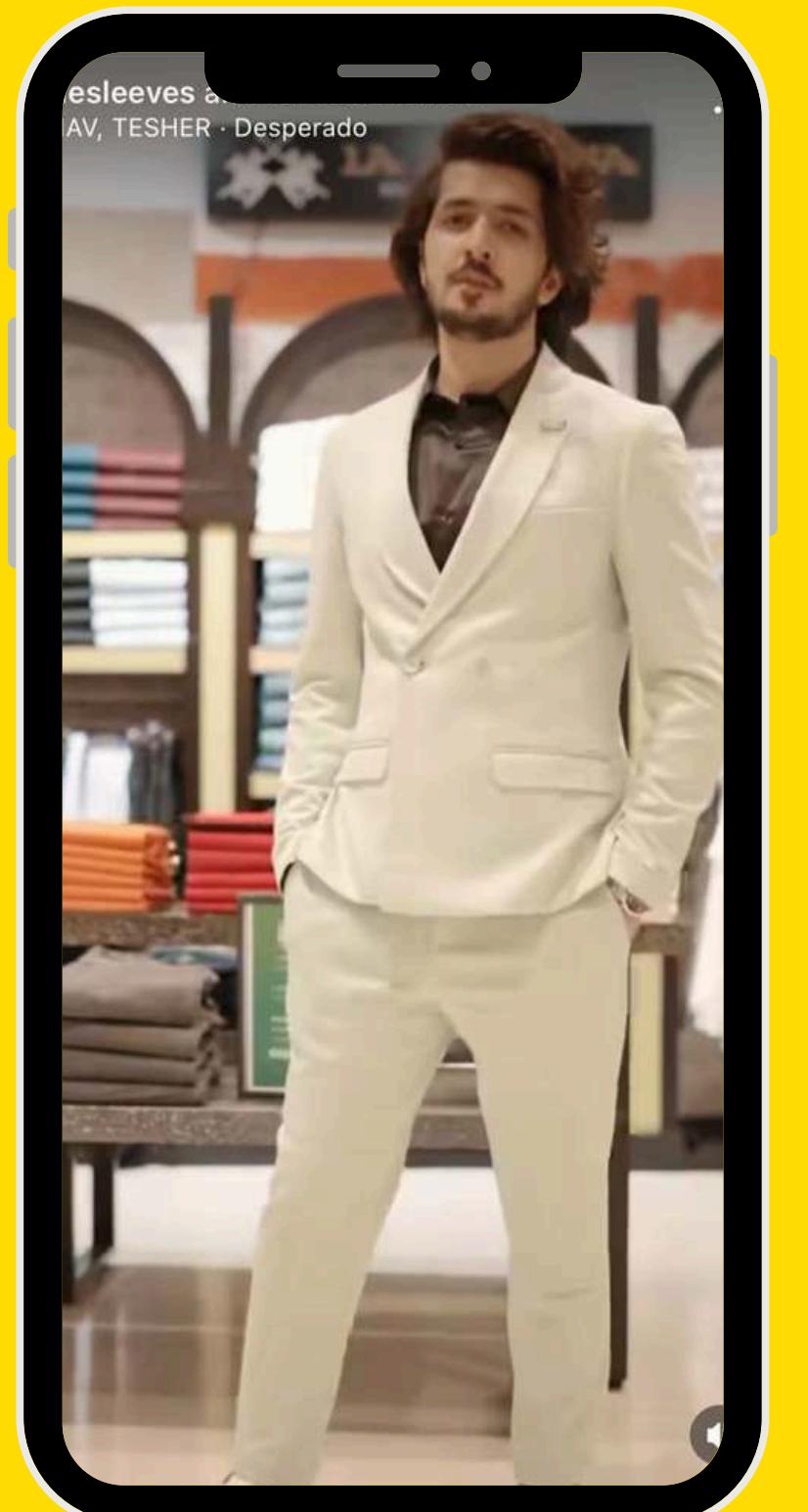
## Brief

To engage with the audience in a quirky way and encourage them to participate in their giveaway competition. It shouldn't look like an ad, instead should be an instant connect with the creator's audience.

## What We Did

We chose a leading lifestyle influencer and created visually compelling content for their niche by adding fun and humor along with an organic plugin of the brand to keep the audience engaged throughout.

## Reliance Centro

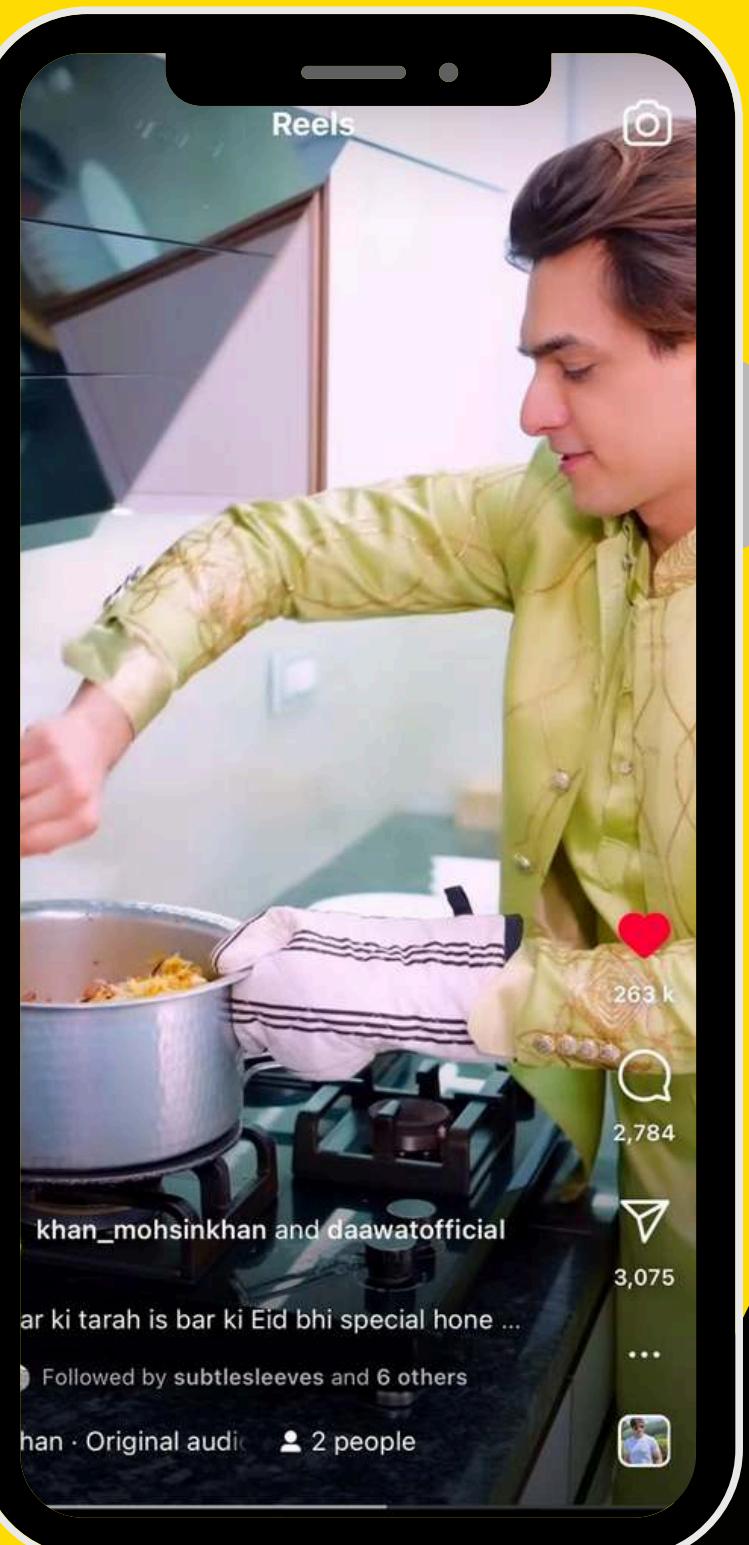


30k+

5k+

50k+

## Daawat Rice

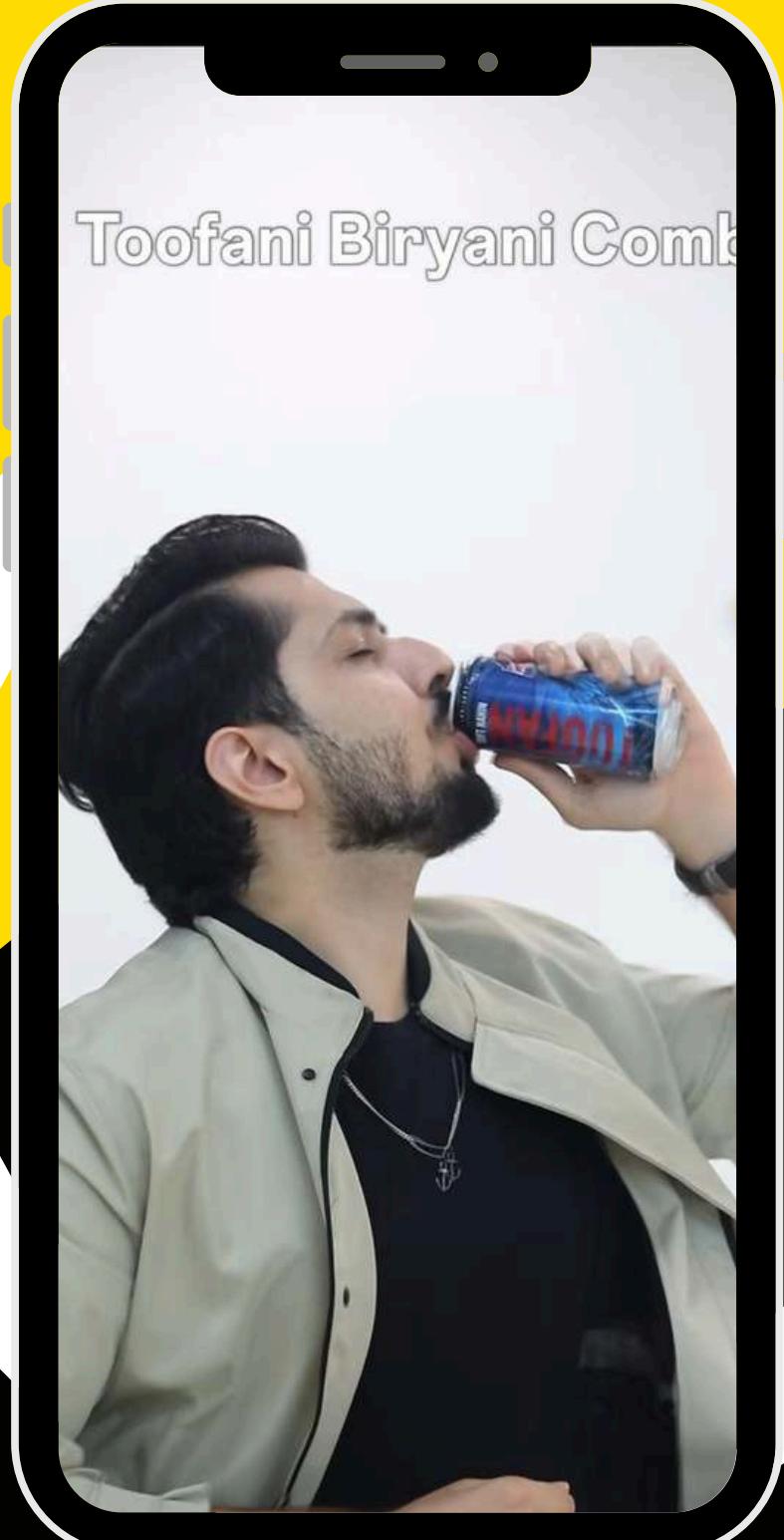


2M+

300K+

2.5M+

## ThumsUp



15k+

2.5K+

30k+

# Boss Burger

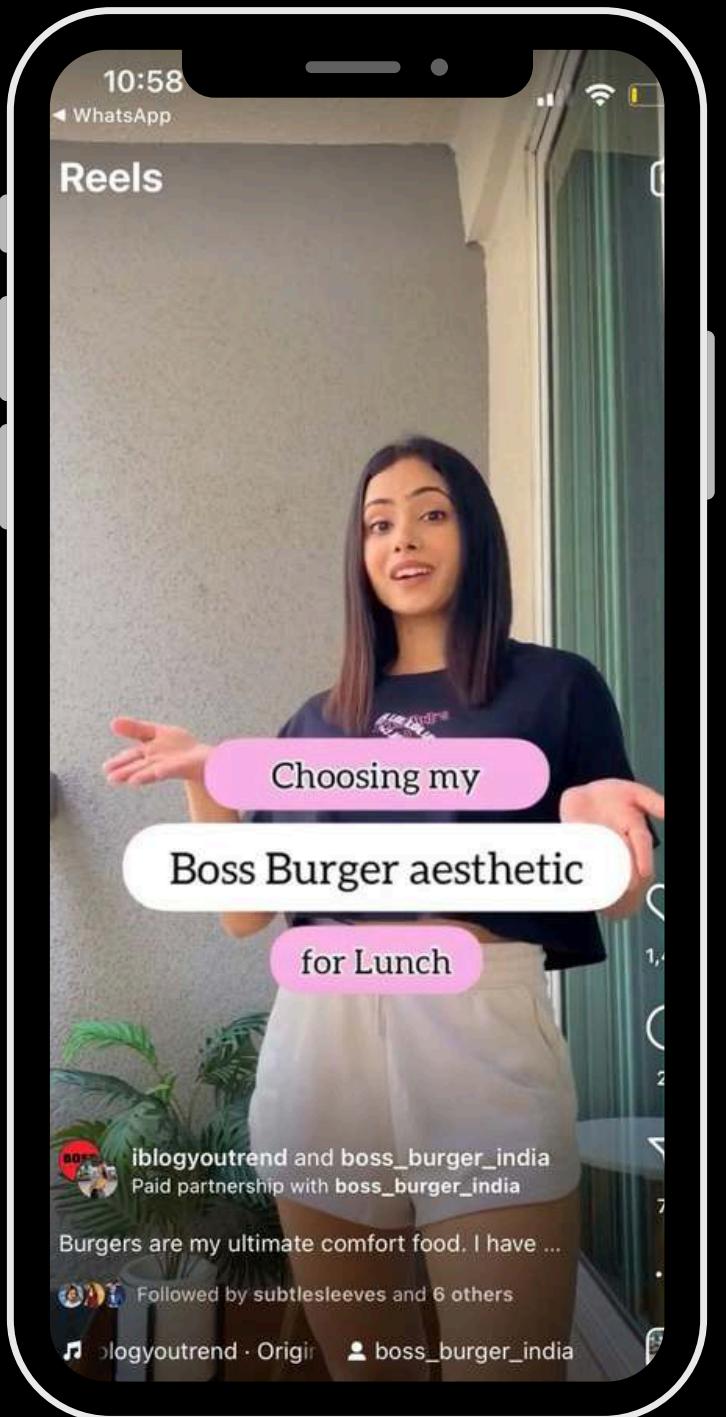
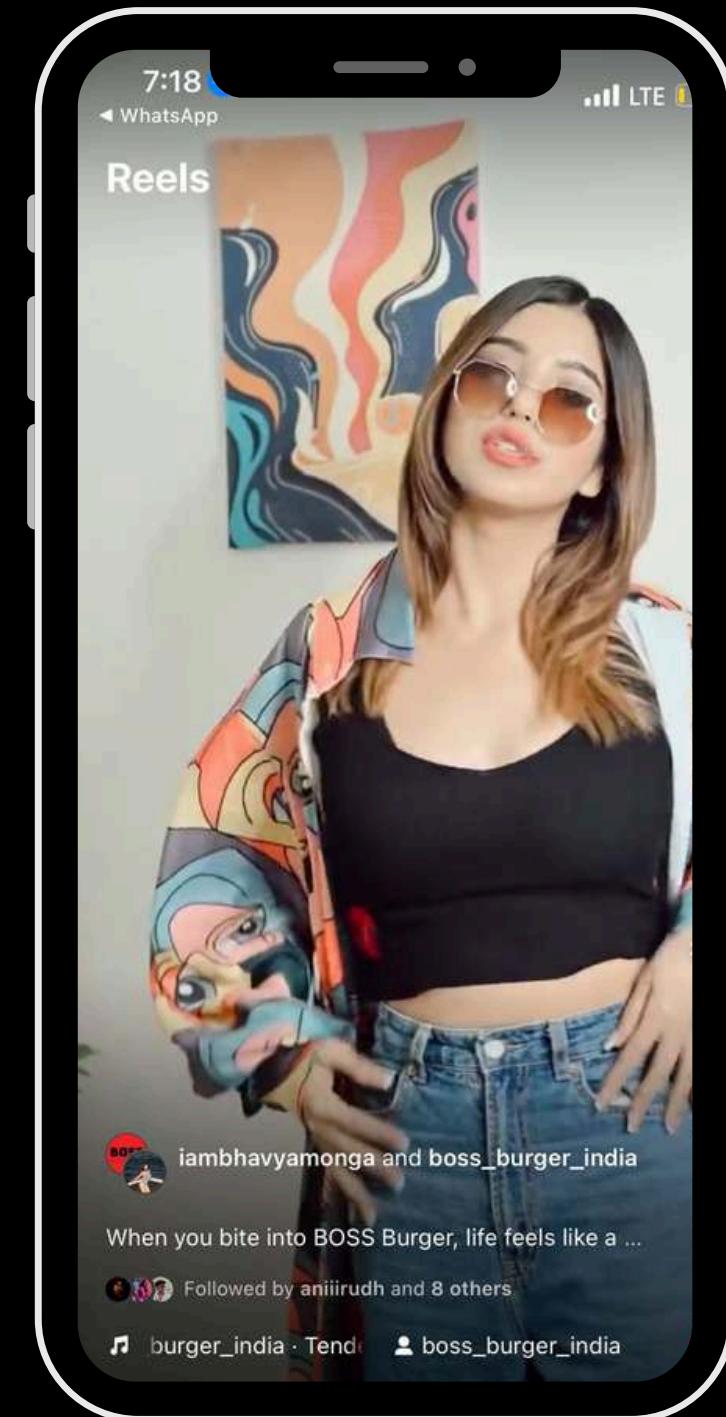
## Brief

To build awareness and excitement for Boss Burgers, conveying the idea that indulging in the brand allows individuals to unleash their inner boss and experience ultimate satisfaction.

## Execution & Outcome

Surge Media curated a filmy, fun campaign featuring actors and comedy creators with strong audience loyalty. By leveraging each creator's niche and viral audio trends, the content delivered high engagement and strong brand recall, effectively positioning Boss Burgers as a bold and relatable food brand.





# **Scope of Work - Atlas Skilltech University**

# MONTHLY SERVICES

## **Social Media Management & Strategy**

- Monthly content strategy & planning
- Content calendar creation
- Scheduling & publishing of posts
- Copywriting for captions & post text
- Online Reputation Monitoring (comments & DMs)
- Monthly performance review

## **Static & Carousel Content Production**

- 15 Static / Carousel posts per month
- Creative ideation & visual direction
- Graphic design (static & carousel formats)
- Copy adaptation for each post
- Platform optimized creatives
- 3 rounds of Revisions

## **Reels Production**

5 Reels per month

- Concept development
- Scripting & shot guidance
- Shooting (where applicable)
- Editing, transitions, music & formatting
- Optimization for engagement

## **Video Production**

2 Videos per month

- Concept & narrative development
- Shoot coordination & direction
- Professional editing & post production
- Delivery in social media ready formats

# QUOTATION

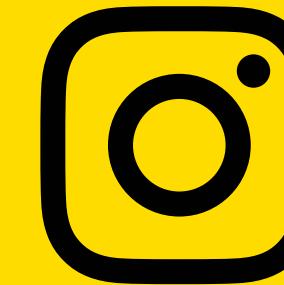
<b>Social Media Management &amp; Strategy</b>	<b>Static &amp; Carousel Content Production</b>	<b>Video Production</b>	<b>Reels Production</b>
	15 Static / Carousel posts per month	2 Videos per month	5 Reels per month
<b>30,000/- per month</b>	<b>45,000/- per month</b>	<b>30,000/- per month</b>	<b>25,000/- per month</b>

**GRAND TOTAL - ₹1,30,000 + GST**

- Video shoots will be planned based on mutually agreed schedules
- Any additional production requirements (talent, props, travel, locations, special equipment) are not included
- Additional production costs, if any, will be shared and approved separately prior to execution

## NOTES & TERMS

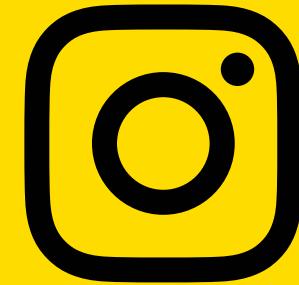
- Scope is valid for one month from the date of commencement
- Any additional deliverables beyond the defined scope will be charged separately
- Unused deliverables will not be carried forward
- A standard onboarding period may apply from the date of agreement



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