

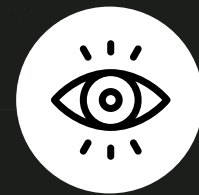


**CUPSHUP**  
LET'S BREW INNOVATION

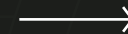
**blingg**

## OUR MISSION

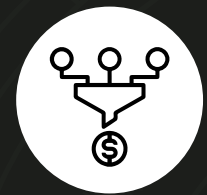
Building the single largest network of working professionals for



**Brand Exposure**



**Brand Experience**



**Conversions**

# WHY ? WHAT ? HOW ?

## Who we are?

**We are CupShup** - A five and half-year-old advertising startup that has been disrupting the ad space with our media and innovations.

## What we do?

We brew **Exposure, Experiences and Conversions for brands.**

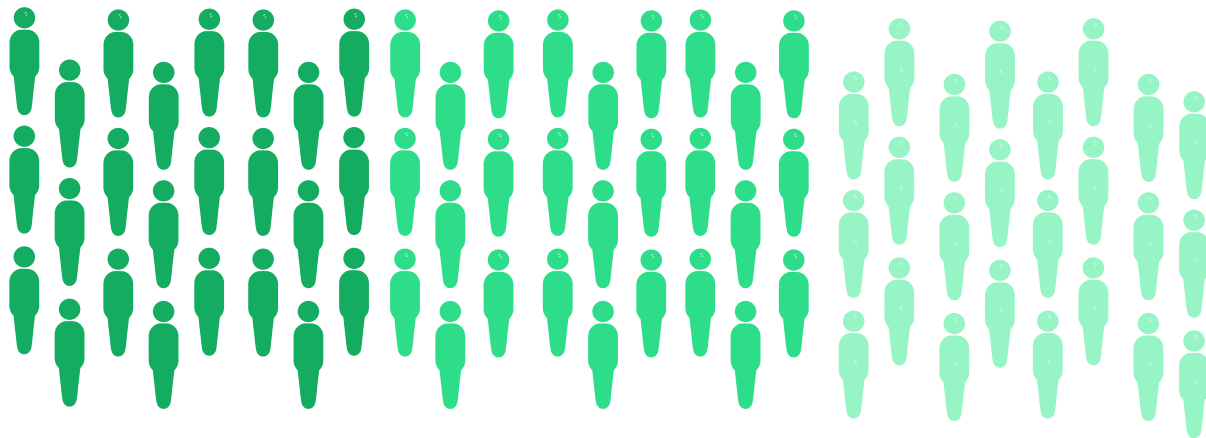
## How we do it?

- We leverage paper cups to provide **uninterrupted exposure.**
- We drive brand experiences through **corporate activations.**
- We drive conversions with our **disruptive digital platform.**



# TAP INTO THE WORLD OF WORKING PROFESSIONALS

A reach of  
**2.5 Million**  
spread across



We have built the Largest Network of Working Professionals (2 Million+) - and own the media that drive the traction, ROI and impact

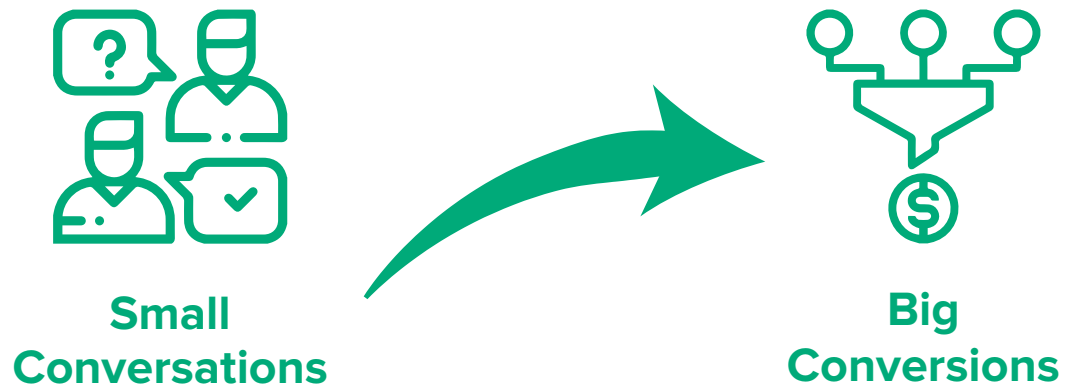
**SEC A/B/C/D/E**  
**Gen Z**  
**Mid sized Corporates**  
**Millennials**  
**MNC's**  
**Startups**  
**Coworks**

Across the country

Our network reach goes beyond 5 Million, From Corporate to Colleges, We got them all covered!

# ATTENTION ! ATTENTION ! ATTENTION !

In the era of 8-Second-Attention-Span. Advertising is not just about turning heads, but sprouting conversations!



In today's world -- small talk is Tea Talk or as we all call it "CHAI TIME." The essential break that we take with a dash of Parle-G/-Sutta/Samosa or just a few people. That's exactly where we slip your brand in.

# Cue, CUP BRANDING !

- 5-7 mins of uninterrupted branding that gives your brand the edge with reach, awareness and drives impact on RO
- **Why the CUP should get 90\* of your 360\* strategy?**



**1/10th the cost** of a 30 Sec TVC/ Print AD



**Reach** more at the **right time**, everytime (Word of Mouth)



This is not YouTube ( **No one skips chai time** )

# CORPORATE BRANDING



- Don't just jump into their Chai time, give them the whole show.
- Leverage every media along the way from home to work.
- Our Branding Division handles all your needs, be it reaching them at home or out-of-home.

# BRAND EXPERIENCES

## Exposure, Experience & Conversions

- The key to building your brand is reaching the ideal audience at the right time, at the right place to give them the best experience.
- That's the CupShup Advantage.

**WE** CREATE  
CURATE  
INTEGRATE  
AMPLIFY

- Every brand experience campaign  
With the right media, medium and communication.

# BRAND ACTIVATION

**We don't just brand you, we activate you!**

## ○ What Do we have in store for you ?

We make every experience as unique as your Brand and we make it fun too.

Give your audience a taste of your products and services so they come back asking for more. Wondering how? That's where we come in. We take you to where they are the most of the day (and the week), and we handle all the hassle dassles along the way.



**Brand  
Activation**



**Experiential  
Marketing**



**Performance  
Marketing**



**Brand  
Awareness**

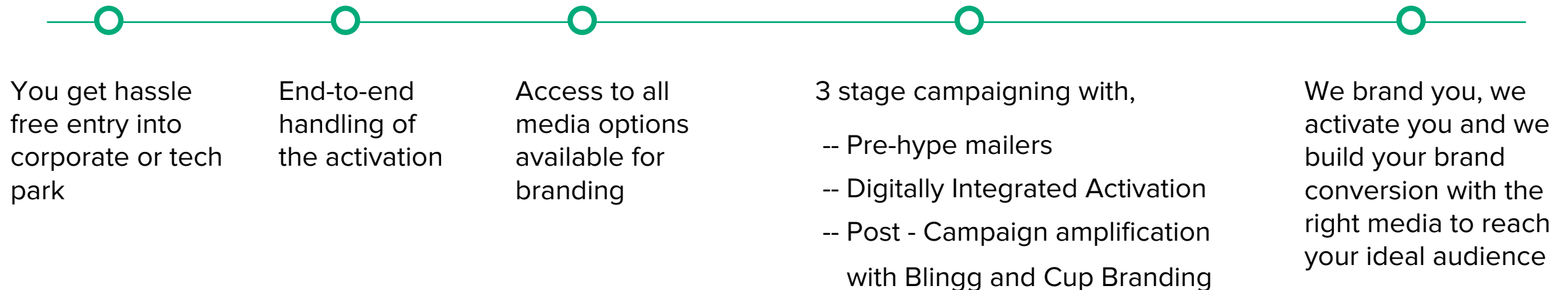


# BRAND ACTIVATION

Our Brand Experience Division AKA Corporate Activation, takes all the heat so you can chill while we create the buzz, interact with prospects and generate leads (and more)

## Method behind madness!

### What we do for you?



# DIGITAL ACTIVATION

## Marketing

In the era of digital transformations if you aren't online you are off-the-line.

**Give your brand the digital leverage with**



**Social Media  
Marketing**



**Email Marketing**



**Web Development**



**Content Marketing**



**Search Engine  
Optimization**



**Digital Marketing  
Automation**

## DIGITAL ACTIVATION

### Platform

# Meet Blingg!



Our very own digital marketing platform that is exclusive to the world of working professionals.

### A platform that

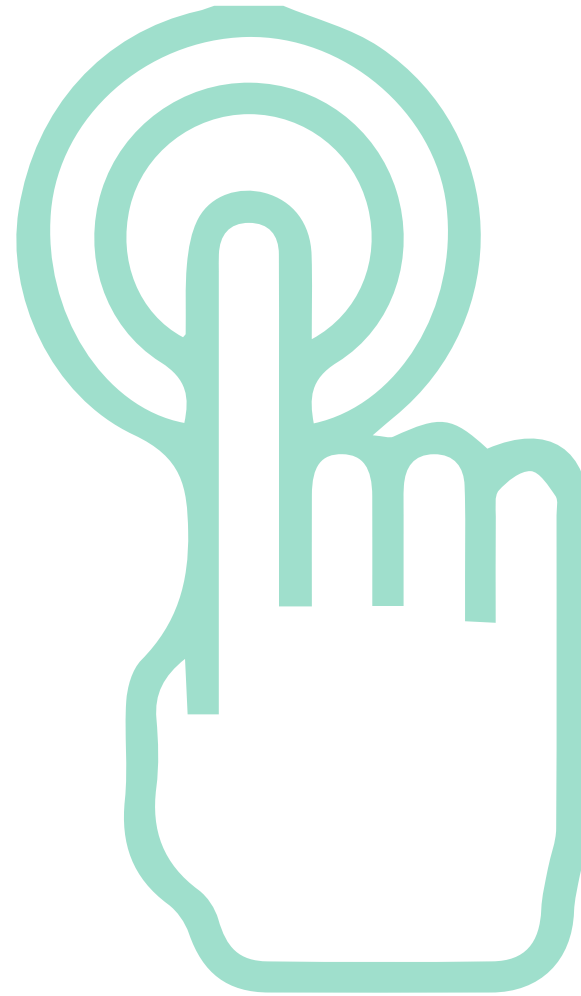
- Lets you **ADVERTISE**,
- Lets you **SAMPLE YOUR PRODUCT/SERVICE**
- Lets you **GIVE PRIVILEGES TO YOUR CUSTOMERS.**

It is the new-age customer network that gives you access to 2.5 million working professionals and more.

# DIGITAL ACTIVATION

## Integration

Push this button to Integrate all our divisions  
to give your brand a 360\* campaign right from  
**Exposure → Experiences → Conversions.**



# NETWORK SUMMARY

Our network reach goes beyond 5 Million+



1,000+ Colleges



10,000+ Touchpoints



2000+ Corporates



8000+ Tea stalls



30 Cities



170+ Happy Clients



3 Airlines



5000+ Activations (till date)



7 Crore Cups (till date)



# MARKETING PIE

- When we say we want a piece of your **MARKETING PIE**, we don't just want your pie.
- We also want you to get a taste of our pie, the one that tastes like **ROI & BRANDING!**



# SUCCESS STORIES

upGrad



# SUCCESS STORIES

## Wrogn

### Wrogn statistics



 <b>4 Cities</b> (Mumbai, Gurgaon Pune, Bengaluru)	 <b>100+</b> Corporates	 <b>5 Lac</b> Cup branding	 <b>100+</b> Digital Screens	 <b>1 Mn+</b> Working Professionals
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# SUCCESS STORIES

## Dunzo

### Dunzo Statistics



#### 5 Cities

(Delhi - NCR, Hyderabad,  
Pune, Bangalore, Mumbai)



#### Marketing & Hotspot Activation

(500+ hotspot activated)



#### Target Audience

(Age Group - 21 to 35)



#### 2 Lakh+ App Downloads



#### Cup Branding

(5+ lakh cups, 100+ corporates)



#### 1 Lakh+ New User Acquired



#### Corporate Activation

(500+ corporates activation)



#### 1 Lakh+ Tasks Generated

# SUCCESS STORIES

Kotak

## Kotak Securities Statistics



**12 Cities**



**5Mn**  
Cup Branding



**500+**  
Corporates

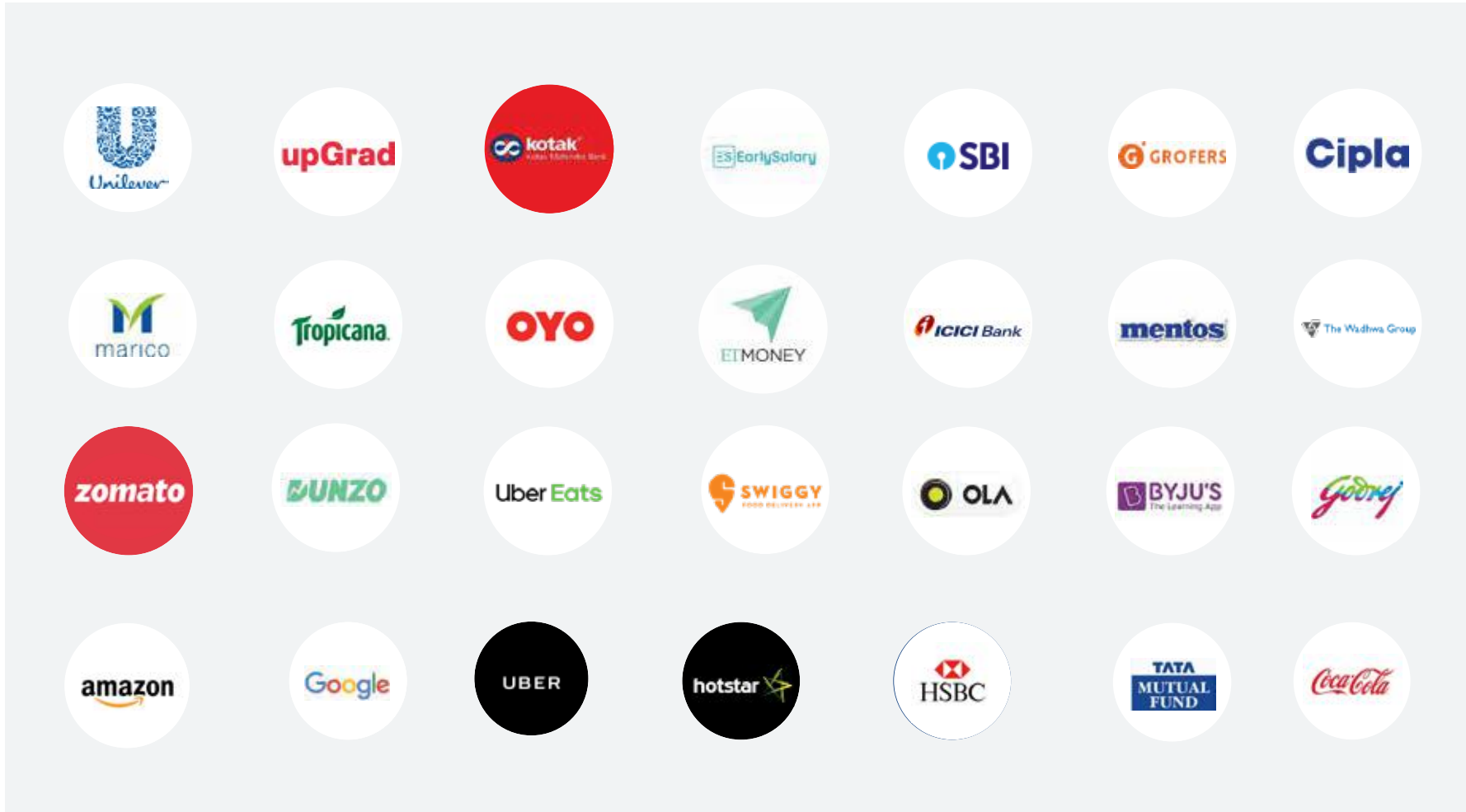


**1500+**  
Tea Stalls



**100+**  
Activation

# OUR CLIENTS



## CONTACT US

# Convincing enough?

Let's get some business done over a cup of chai.  
Small conversations, big conversions.

### Mumbai

301 - 305, Reena Complex, Opposite  
Neelkanth Corporate Park,  
Vidyavihar West, Mumbai - 400086

### Pune

P.S.Angan, 2nd Floor,  
Office no.13, Tilekar Vasti,  
North Hadapsar, Hadapsar,  
Pune, Maharashtra 411028

### Hyderabad

Sri Ramnagar - Block B,  
Kondapur, Hyderabad,  
Telangana 500084

### Delhi

C-29 Nirmal villa,  
Sushant Lok -1  
Near Shushant Arcade  
Gurgaon

### Bangalore

2787, 5th Cross Rd,  
Agara Village, 1st Sector,  
HSR Layout, Bengaluru,  
Karnataka 560102  
091483 24888

Bangalore MUMBAI HYDERABAD PUNE delhi

