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goosebumps<sup>TM</sup>  
NETWORK



HAPPIEST PLACES TO WORK  
CERTIFIED 2025-26



RURAL AT HEART,  
**GLOBAL IN CRAFT**

## WE TURN RURAL STORIES INTO **SPINE-TINGLING EXPERIENCES**

At Goosebumps Network, we are rural communication specialists with a team that has decades of experience in crafting compelling campaigns for agri-input brands.

We see every project as an opportunity to create a **'goosebump'-inducing experience.** We draw upon our extensive experience and expertise in rural marketing to create memorable communications and creatives.

For us, Goosebumps isn't just a name - it's a commitment.

## OUR **RURAL STRENGTH**

We're not just about advertising; we're built for rural advertising. We've rolled up our sleeves, hit the fields, and connected with rural communities in ways that create real, lasting impact.

Experience of working on over 2000+ Indian and international rural advertising and marketing campaigns.

In-depth understanding of the rural ecosystem. Communications partner to more than 25 leading rural-focused companies.



# CASE STUDIES



## Patanjali

### *Capturing Sustainability in Motion*

#### Brief

Create an impactful audio-visual film, capturing Patanjali's windmill plant that powers not only the company but also supplies clean energy to the surrounding community.

#### Challenges

Despite this powerful initiative, few knew about it.

While most brands were talking about being green, Patanjali was already doing it, with turbines spinning day and night.

The challenge was simple yet significant - to convey a powerful story about Patanjali's sustainability in action.

#### Our approach

We crafted a purposeful story around Patanjali's wind energy project.

No jargon. No greenwashing.

Just clean energy, clearly working.

The film transformed a quiet windmill site into a symbol of national purpose, proving that Patanjali doesn't just make clean products; they create clean power too.

# DeHaat Honest Farms

## Brief

DeHaat Honest Farms wanted consumers to truly believe in what they stood for - genuinely clean, pesticide-free food. In a market flooded with “natural” and “organic” claims, the goal was to create real, verifiable trust, not just another marketing slogan.

## Challenges

Many agri-brands claim their produce is pesticide-free but rarely offer proof. Consumers had grown skeptical, unsure which brands to trust. DeHaat Honest Farms needed a way to bridge this trust gap by showing not just what they promise, but what they practice.

## Our approach

We introduced QR codes on every DeHaat Honest Farms pack - turning each product into a window of transparency:

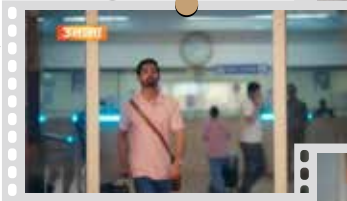
**Instant Transparency:** Scan to see exactly where in India the food was grown.

**Proof Over Promises:** Each pack shares its origin story, eliminating blind trust.

**Authentic Storytelling:** Buyers see the regions, farming practices, and standards behind every ingredient.

To bring this to life, short, engaging videos showcased real farmers and real fields - making the journey from seed to plate both visible and relatable. Every package became an open invitation to verify the “pesticide-free” claim instantly - proving that with DeHaat Honest Farms, trust isn’t told, it’s shown.





# ULALA

## Garv Ka Taaj

### Brief

ULALA, a well-entrenched brand in crop protection, was looking to revive its brand image in an increasingly crowded market.

### Challenges

The brand had to reconnect with farmers in a way that reignited pride and nostalgia while differentiating itself in a cluttered market. The advent of newer technologies meant that farmers were open to changing loyalties. The question was how to revive an existing brand with newer communication.

### Our approach

We identified the crown-shaped cap of the ULALA bottle as one of the most recognizable brand elements. Sensing an opportunity to convert this insight into something meaningful for the brand, we launched the campaign "Garv Ka Taaj", transforming ULALA's crown-shaped cap into a proud symbol of farmer identity. We crafted a national-level television commercial around Garv Ka Taaj, extending this sentiment to activations and print campaigns as well. We transformed what was once just packaging into an emblem of pride and confidence. The result - ULALA's legacy was revived, the bond with farmers deepened, and their hard work was celebrated like never before.

# Canora EZ

## *Vigyaan Ka Vishwas*

### Brief

Launch Canora EZ as a new-age weedicide for soybean farmers. Soybean farmers were losing their battle to weeds that drained their fields of sunlight, water, and nutrients. Canora EZ was formulated as a dual-powered, science-backed herbicide targeting both broadleaf and grassy weeds with precision.

### Challenges

The challenge was to communicate technical superiority in a way that was visually engaging and emotionally inspiring while establishing trust among farmers.

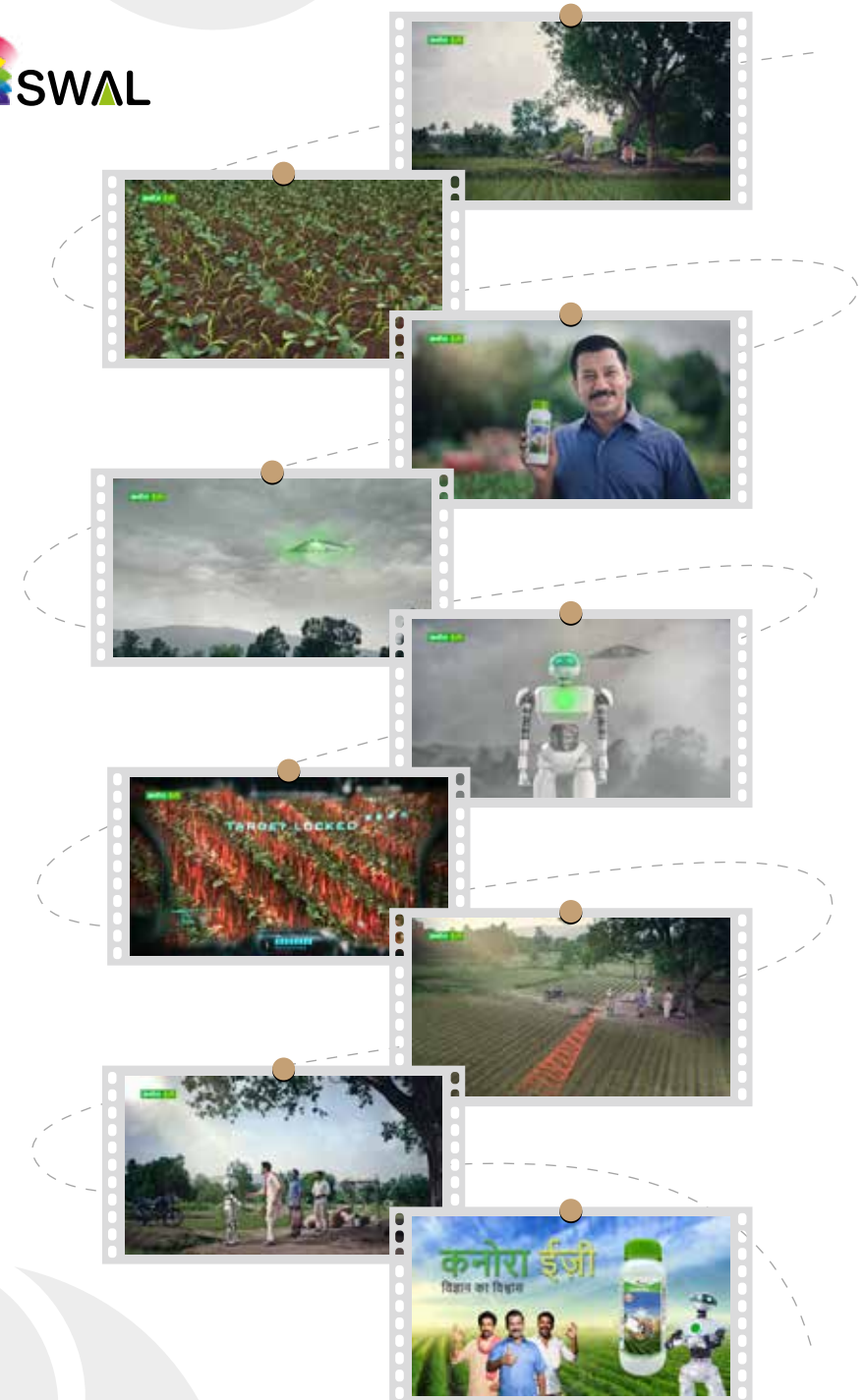
### Our approach

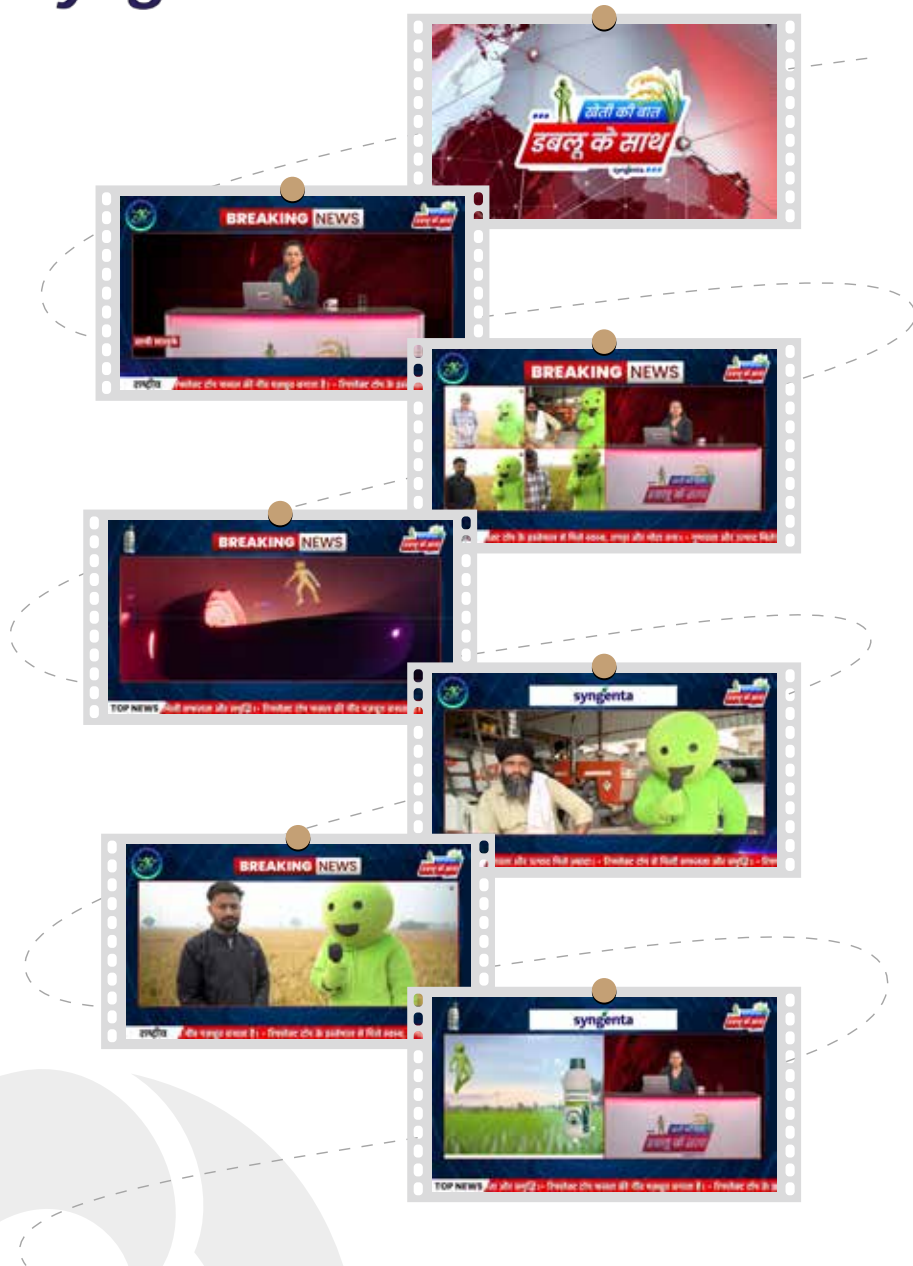
We gave Canora EZ a futuristic new identity, symbolized through a robot that represented precision science and relentless protection.

We positioned the brand as 'Vigyaan ka vishwas' - the trust of science. The robot became the face of the campaign, symbolizing smart and powerful weed control.

Dynamic visuals depicted early-stage weed elimination, supported by proof of performance, dual action, long-lasting protection, and consistent efficiency.

Canora EZ evolved beyond a herbicide, becoming a symbol of modern, science-led farming where innovation ensures farmers' success.





## Reflect Top

### *Kheti Ki Baat Dabloo Ke Sath*

#### Brief

Curate a series of farmer and retailer testimonials for Syngenta's fungicide brand - Reflect Top.

#### Challenges

To break the clutter of cookie-cutter testimonials that every brand in this industry does. With testimonials shot across India, suggest an innovative hook that compels the viewers to watch the videos. Integrate the brand mascot into the theme.

#### Our approach

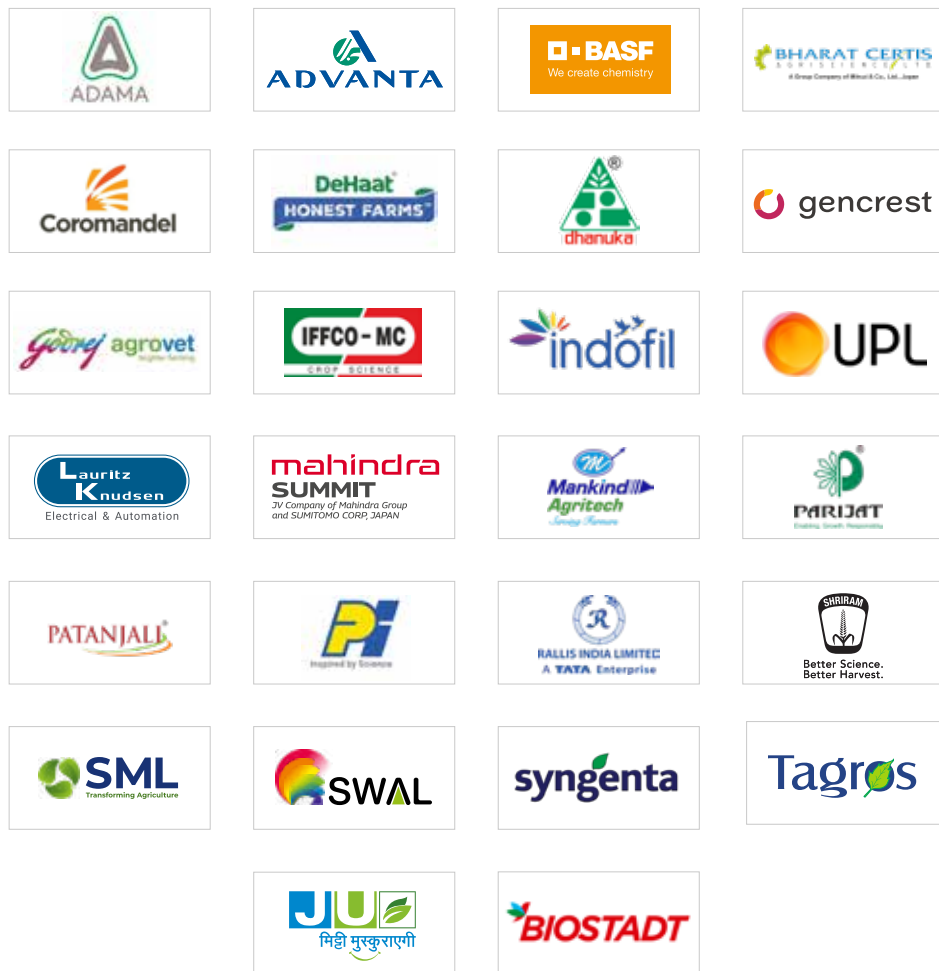
Created a 'breaking news' theme, with a hypothetical news show. Packaged testimonials as 'breaking news' that has created ripples in the farming community of India. To lend it more credibility, we onboarded a real news anchor as opposed to an actor - the anchor was the host of a popular agriculture show on a prominent news channel. Additionally, we recreated a newsroom setup for the anchor shoot, with a signature tune that resonates as the brand reminder.

# goosebumps™ Wall Of Fame

NETWORK



# OUR CLIENTS



# OUR TESTIMONIALS

“

I have worked with Ashish on various branding projects. His agency Goosebumps is highly creative and always tries to do differentiated work. I really like his "never say no" approach. Always ready to take feedback and work on the designs. Great going!

**Mr. Nishin Saxena**

Vice President - Sales, Bharat Certis AgriScience Ltd.

“

Goosebumps has been a strategic partner in growth, aligning our marketing & advertising objectives through powerful communication. Their strong production capabilities are a proven asset.

**Mr. Akash Malhotra**

Marketing Head, DeHaat

“

The team at Goosebumps turned our vision into a powerful story that resonates with our audience. Their expertise in agri-input branding is unmatched.

**Mr. Shanni Srivastava**

Portfolio Lead - India Region, UPL