

MEDIA RELEASE

ODigma Consultancy Solutions Ltd Reports Strong PAT Growth in Q2FY26

Revenue Up by 49% Y-o-Y and PAT Surges 66% Y-o-Y, Driven by Surge in Bottom-line/Retainer Business

Gandhinagar, November 11, 2025 – ODigma Consultancy Solutions Limited (NSE: ODIGMA | BSE: 544301 | ISIN: INE054301028) (“ODigma” or the “Company”), a leading digital marketing company, today announced its financial results for the quarter and half year ended September 30, 2025 (Q2FY26), reporting a strong 66% year-on-year (Y-o-Y) increase in Profit After Tax (PAT). The growth reflects the company’s continued focus on building a sustainable and profitable digital marketing business model anchored on long-term client relationships and bottom-line/retainer business.

Key Financial Highlights – Q2FY26

- Revenue from Operations stood at INR 1257 lakh in Q2FY26, compared to INR 841 lakh in Q2FY25. Revenue growth grew better compared to the corresponding quarter of the same period, as the company focused on bottom-line businesses that provided enough support for sustainable growth.
- Profit After Tax (PAT) increased to INR 12 lakh in Q2FY26, compared to INR 7 lakh in Q2FY25.

ODigma’s Q2FY26 revenue maintained its upward trajectory, largely due to the company’s strategic decision to prioritize bottom-line businesses over top-line businesses. The Revenue jumped by 49% Y-o-Y basis, while PAT was 66% up Y-o-Y basis.

In digital marketing terminology, bottom-line or retainer businesses refer to ongoing service engagements such as social media management, SEO, online reputation management (ORM), and creative design work. These services generate consistent cash flow. In contrast, top-line businesses typically involve large-scale digital marketing campaigns that offer substantial revenue potential but are more sporadic in nature.

Following its demerger from Infibeam Avenues Ltd and simultaneously getting listed last December, ODigma’s leadership made a deliberate choice to focus initially on bottom-line segments to build a sustainable business foundation. The plan is to pursue top-line growth more aggressively once this stability is achieved.

Despite the strategic shift, the company's Profit After Tax (PAT) continued to rise this quarter, registering INR 12 Lakhs, an impressive growth of 66% year-on-year. This performance underscores the management's foresight in emphasizing cash-generating operations and ensuring financial continuity through a strong focus on retainer-based business models.

As digital marketing spending continues to rise, ODigma intends to pursue higher revenue growth by targeting select top-line opportunities in large-scale campaigns, while sustaining the cash-generating strength of its retainer-based business model. The company remains focused on delivering long-term, sustainable value to its stakeholders.

In new developments, the company is launching RealElse (pronounced Realise), an agentic lead engagement platform designed to harness the power of AI to help brands nurture leads.

When brands have great products, especially in industries like real estate, automobiles & E-commerce they require large share-of-voice on digital platforms, but what stands in the way of their success is the lack of a strategic customer conversation nurturing programs that thinks, talks and engages people from the minute they share their interest in the product.

Mathew Jose, Managing Director, Odigma Consultancy Ltd, said

"AI is set to change the digital landscape forever, and brands that embrace it will see a positive impact almost immediately. RealElse is a powerful tool in a brand's arsenal that harnesses AI to not only engage customers but also deliver vital insights on conversation metrics, key gaps, and potential queries, helping brands build better products and train their teams more meaningfully."

About ODigma Consultancy Solutions Ltd.

ODigma offers comprehensive digital marketing solutions, including content creation, web development, social media management, email marketing, search engine optimization, search engine marketing, online reputation management and other e-commerce related services including domain registry. With offices in Bengaluru and Gandhinagar, ODigma serves a diverse portfolio of esteemed clients, including JBL, Puravankara, Blaupunkt, Shriram Properties, Aster Hospitals and Pepperfry.

For media and investor inquiries, contact pr@odigma.ooo