

Sporteology Global Private Limited

Brand management. Digital marketing. Content production. AI automation.



One Team. Connected Capabilities.

We build brands, produce content and connect marketing with technology. Our experience combines client delivery, an owned publishing portfolio and affiliate commerce, supported by in-house teams and founder-led direction.

Startup India Registered Company
ISO 27001:2022 Certified Company
MSME Registered Company

30+
Employees

2016
Business Established

\$1M+
Revenue Generated In
FY 2025-26

Connect With Us

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- WhatsApp: +91-8013136258
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- Website: sporteologyglobal.com

Follow Us



Revenue: management supplied, FY 2025-26. Company and certification details: management records. Measurement and source notes: page 31.

A Journey Built Through Doing

From two founders to an integrated team serving brands, businesses and consumers.

Sporteology began with the complementary skills of Sourav Das and Oendril De: technology and search alongside content, people and operations. The business started in August 2016 as a two-person sole proprietorship, building on freelance experience that began in 2012. As responsibilities grew, the founders expanded into client services, owned brands and affiliate commerce.

Incorporated on 10 May 2025, Sporteology Global Private Limited now brings together 30+ employees across brand management, production, marketing, technology and administration. A dedicated brand manager coordinates client delivery. Documented quality checks, publishing approvals and regular strategy reviews support consistent work. Owned publishing adds practical operating experience, while founder-led technology development supports internal research, content and production workflows.



Connected Client Services

Branding, digital marketing, content creation and technology are planned together. Clear deliverables, timelines and responsibilities help clients understand what is being produced, who owns each step and how progress will be reviewed.

Owned Brands & Affiliate Commerce

We operate brands and communities across shopping, fashion, home, wellness, finance and technology. This publishing experience informs content planning, audience relevance and our approach to affiliate promotions.

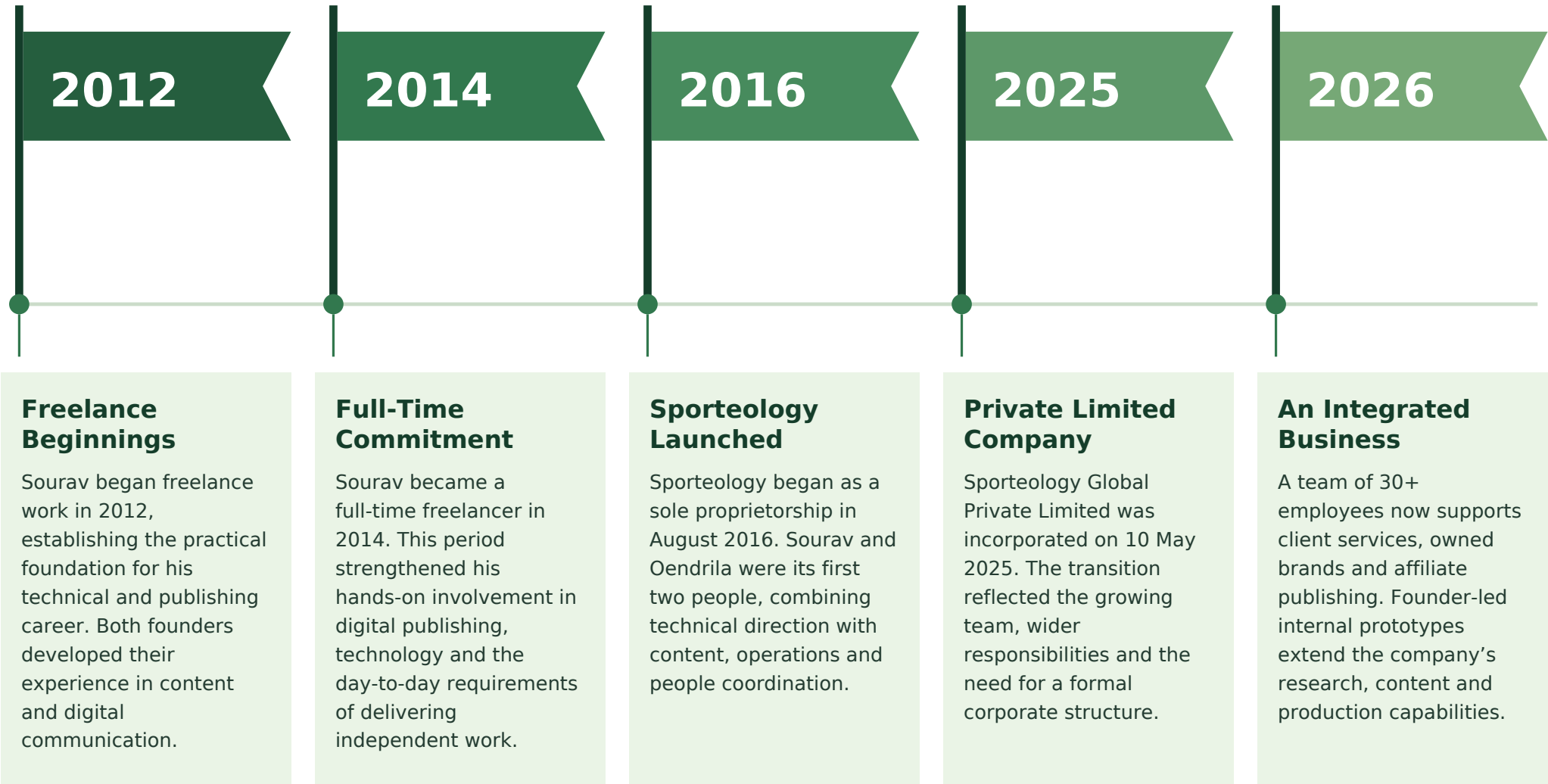
Founder-Led Direction

Sourav leads technology and SEO; Oendril leads operations and HR. Together they connect technical direction, production coordination and people management across client services and internal tools.

Company history and employee count supplied by management. Incorporation and the start of the predecessor business are distinct milestones.

Company Milestones

A business journey shaped by experience, complementary founders and an expanding team.



Timeline and employee count supplied by company management. Company incorporation and predecessor business start are distinct milestones.

Corporate Identity & Accountability

A Startup India-registered company with an accountable delivery structure and dedicated management.

Registration	Company-Provided Detail
Legal Entity	Sporteology Global Private Limited
Incorporated	10 May 2025
CIN	U62012WB2025PTC279345
Startup India	DIPP204768
GSTIN	19ABQCS2060N1ZO
MSME / Udyam	UDYAM-WB-08-0099895
Trade Licence	HMC/W33/326166/25
TAN	CALS70083G
ISO 27001:2022	305025070158IS



Based In Howrah. Built To Collaborate.

Our operating model brings brand management, creative production, marketing and technology into a coordinated team. Clients receive a named point of contact, agreed deliverables and reporting suited to their engagement.

 Our Corporate Office

Registration and certification details reproduced from management records; issuer documents are available from the company on request.

Brand Management With Clear Direction

A consistent identity, a practical plan and one team responsible for keeping them connected.

Positioning & Identity

We translate a business offering into a coherent brand story that its audience can recognise and understand.

A Usable Brand System

Brand guidelines become a working reference for content, campaigns and production rather than a file that sits unused.

Dedicated Ownership

A dedicated brand manager connects the client with the specialists involved in day-to-day delivery.

Brand And Account Audit

Review existing identity, messaging, audience fit, digital assets and gaps in presentation.

Documented Guidelines

Record approved logos, colours, typography, audience definitions and publishing standards.

Clear Coordination

Align branding, content, marketing and technology around deliverables, timelines and owners.

Brand Foundations

Define positioning, value proposition, tone of voice and priorities for the customer journey.

Creative Consistency

Coordinate campaign visuals, copy, website content and social assets around the same direction.

Regular Reviews

Revisit the plan as audience behaviour, business priorities and campaign evidence develop.

What Clients Receive

A documented direction, a coordinated production plan and a named owner who keeps decisions, approvals and next actions visible.

Digital Marketing Across The Customer Journey

Discovery, engagement, conversion and retention are considered together in the strategy.

Search & Discovery We help audiences find relevant information through technical SEO, content planning and search-led website improvements.	Social & Campaigns Content calendars and campaign assets are tailored to the platform, audience and business objective.	Conversion & Retention The work continues beyond visibility, with attention to the steps that turn interest into an action or repeat relationship.
SEO And Analytics Technical audits, keyword and intent research, on-page optimisation and measurement reviews.	Social Media Management Platform-specific publishing, creative planning, community coordination and performance review.	Journey Improvements Landing pages, clearer calls to action and content that addresses purchase or enquiry questions.
Content Discoverability Structured, useful content informed by search intent and the needs of the reader.	Advertising Services Campaign planning, ad creative, launch coordination and optimisation within the agreed client scope.	Evidence-Led Decisions Review CTR, relevant conversions and audience response using clearly defined measurement periods.
Reporting That Supports Decisions	Weekly, monthly and yearly reporting can combine results, findings, recommendations, priorities and accountable next actions.	

Content Made For Its Destination

In-house planning, writing, design and video production keep the brand story connected.

Websites & Apps

We produce articles with their supporting body images and feature images, planned for the reader and publishing context.

Social & Video

Each platform receives content suited to how its audience reads, watches, saves and shares.

Quality & Approval

Documented checks and client approval help maintain consistency before anything is delivered or published.

Editorial Production

Research, outlines, writing, editing and formatting tailored to the site, app and audience.

Platform-Specific Formats

Images, videos, reels, short-form edits, carousels, pins and campaign creatives.

Review Before Delivery

Check clarity, brand alignment, format requirements, links and the completeness of agreed assets.

Visual Support

Relevant body images, feature graphics and coordinated design treatments for the content.

Production Coordination

Briefs, copy, graphics, video editing and approvals are managed within an agreed workflow.

Approval Before Publishing

Record revisions and sign-off so the approved version is the version scheduled for launch.

A Practical Production Advantage

Clients work with one coordinated team across copy, design, video, marketing and technology, supported by a dedicated brand manager.

Technology That Supports The Work

Web development and AI automation are connected to real research, production and service workflows.

Websites & Mobile Web

We build and improve responsive websites, publishing experiences and landing pages around the needs of the business and its audience. Technical SEO, navigation, content presentation and maintainability are considered alongside the design, with deliverables and checks agreed before launch.

Content Workflows

We design workflows that connect research, briefs, drafting, quality checks and publishing handoffs. Repeatable steps can be coordinated through AI-assisted tools, while editorial judgement and approval remain with the responsible team, helping production stay organised and consistent.

Research Assistants

We design assistants that help gather, organise and inspect information within a defined subject area. Source handling, structured outputs and human review are considered during scoping, so the assistant supports an established research process and gives the team useful material to evaluate.

Reporting Automation

We connect reporting inputs and repeatable preparation steps to support regular performance reviews. A scoped workflow can organise agreed metrics, prepare consistent summaries and highlight items for human interpretation, making it easier to turn reporting into priorities and next actions.

Support & Integrations

We develop customer-support assistants and workflow integrations around agreed use cases, access permissions and escalation routes. The aim is to coordinate routine information requests and handoffs, with people retaining responsibility for sensitive questions, exceptions and decisions requiring judgement.

Local AI Deployment

We explore local inference, model integration and hardware-aware configurations for research and production requirements. Work can include selecting suitable models, designing prompts and structured outputs, connecting tools and testing the resulting workflow against the agreed use case and available hardware.

AI engagements are scoped to the use case. Internal tools shown later are prototypes; they are not public software products.

A Clear Process From Discovery To Review

Six delivery stages, with documented approvals and ownership throughout.

01 Discovery

Understand the business, audience, goals, constraints and the next decision the work needs to support.

02 Brand / Account Audit

Review brand assets, channels, content, technology and measurement to establish an informed starting point.

03 Strategy & Deliverables

Agree priorities, outputs, responsibilities, timelines, budget boundaries and reporting requirements.

04 Production & Approval

Create and quality-check the assets, capture feedback and obtain client approval before publishing.

05 Launch

Coordinate approved publishing or campaign activation, with account access and responsibilities clearly assigned.

06 Reporting & Optimisation

Review evidence, identify improvements and agree the owners and priorities for the next cycle.

Governance That Makes Collaboration Easier

Client-owned domains, hosting, social, analytics and ad accounts use agreed role-based agency access. Contracts clarify commissioned assets and source-file ownership. Content, budget and publishing approvals are recorded. Urgent issues follow the brand manager, named backup and department head or founder, with support hours and response targets agreed for the engagement.

Sourav Das

Co-Founder, CEO & CTO



Technical Range

Python • TypeScript / JavaScript
SQL • PHP • HTML / CSS
PowerShell • Local AI Integration
Deep Tech • AI Tool Design



Sources: LinkedIn, Company Profile, Founder statements, and GitHub repository. Tools and benchmarks are described on page 26.

Technology, Search & Product Direction

Sourav leads the company’s technology and SEO direction, combining a freelance career that began in 2012 with hands-on experience in publishing, digital platforms and internal product development. He became a full-time freelancer in 2014 and co-founded Sporteology with Oendril in August 2016.

From Architecture To Working Prototypes

His contribution spans architecture, coding, AI integration, prompt design, hardware optimisation, testing and product direction. Current internal work connects semantic research, structured content workflows, local language models and video-production orchestration. The team uses his app and video tool internally; these remain prototypes.

Experience & Professional Development

Roles include Marketing Director at 1Health LLC and CTO at ToysForYou, alongside earlier writing, web content and social strategy work. Training covers SEO, digital marketing, Google search / ads and social media; renewals in October 2026 are management-confirmed.

Oendrila De

Co-Founder & Director - Operations And HR



Education & Creative Work

Master's, Mass Communication & Journalism,
University of Kalyani

B.Com (Honours), University of Calcutta



Sources: supplied LinkedIn screenshots and founder statements; professional interview published by Social Samosa, February 2020.

People, Operations & Creative Judgement

Oendrila leads operations and HR, coordinating people, delivery and the systems that keep a growing creative business organised. Her responsibilities include hiring, training, work allocation, client delivery, content operations and quality control, supported by experience in copywriting, social media and brand storytelling.

A Career Across Publishing & Entertainment

Her freelance writing experience began in 2012. Previous work includes social media management at Amara Muzik and copywriting / social marketing with Hoichoi and SVF Entertainment. She brings this editorial and entertainment perspective to content planning, production coordination and audience communication.

Storytelling Beyond The Brief

Director of the short film Like a Rolling Stone, selected for screening at the Kolkata International Film Festival in 2016. Her work also includes developing AI-assisted workflow SOPs and prompt systems for coordinated internal production.

The Core Team Behind The Delivery

Six functional leads connect planning, production, marketing, technology and financial administration.



Indranava De

8 Years Of Experience

Project Manager

Indranava has eight years of project management experience. He coordinates work allocation, milestones and delivery across project teams.



Subhra Koner

6 Years Of Experience

Head Social Media Manager

Subhra has six years of experience in social media and content creation. She coordinates platform planning and audience-specific social content.



Priti Kar

6 Years Of Experience

Head Brand Success Manager

Priti has six years of social media and content creation experience. She connects content planning with brand presentation and client delivery.



Avijit Maity

3 Years Of Experience

Head Of Web & App Development

Avijit has three years of website and responsive mobile-web development experience. He develops usable digital experiences from approved project plans.



Shanu Senapati

4 Years Of Experience

Head Of SEO

Shanu has four years of SEO and analytics experience. He supports search optimisation and performance reviews to identify priorities and next actions.



Debojit Dutta

6 Years Of Experience

Head Of Accounts

Debojit has six years of accounting experience. He maintains financial records and manages related accounting tasks.

Roles and experience supplied by company management. Experience figures reflect the October 2026 profile update.

An In-House Team, Working Together

Planning, research, design and day-to-day delivery are supported by a shared working environment.



One coordinated team across brand, content, marketing, technology and operations.

Company-supplied office and team photographs. The team outing appears on the company journey page.

An Owned Audience Across Brands & Communities

A publishing portfolio that gives us direct operating experience alongside client delivery.

213,631

Followers / Subscribers

13 owned brands connected to Metricool

90,900+

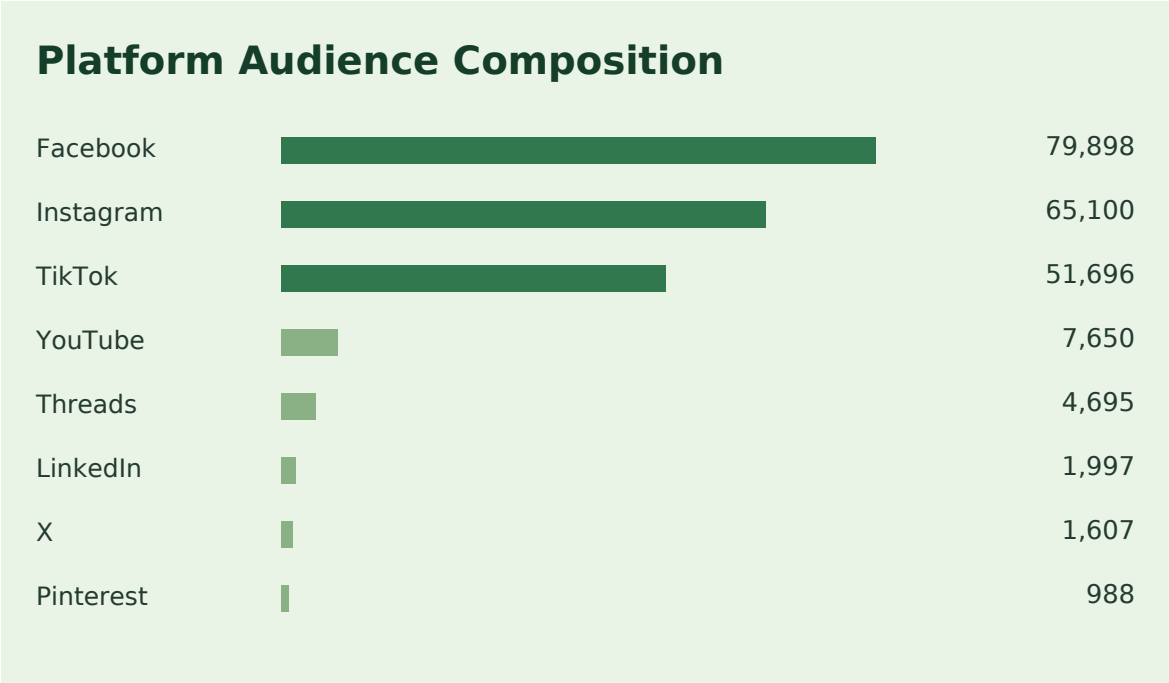
Facebook Group Members

Two owned communities; company reported

304,531+

Aggregate Audience

Followers, subscribers and group memberships



Why Owned Media Matters

We operate the publishing routines we recommend: defining niches, producing content, adapting formats, maintaining channels and learning from reporting. That experience informs client discussions and helps us build relevant contexts for affiliate promotions.

Audience totals are aggregate account counts. The same person may follow more than one brand or belong to a group, so this figure is not a count of unique people.

Metricool: Latest reported follower observations in the last 30 days. Group sizes are monitored every week; parent, ToysForYou, and OriginalCoupon followers excluded.

Platform Performance, With The Units Intact

Reported views and impressions show distribution activity across the 13 connected owned brands.

2,618,340

Reported Views + Impressions

15 September–14 October 2026; no extrapolation

2,444,549

Pinterest Monthly Impressions

93.4% of measured portfolio views + impressions

Platform	Reported Measure	Period Total
Facebook	Page content views	76,564
Instagram	Views	19,113
Threads	Post views	13,806
Linkedin	Post impressions	107
Pinterest	Monthly Impressions	2,444,549
Tiktok	Video views	24,565
X	Impressions	1,775
Youtube	Video views	37,861

Reading The Numbers

Pinterest accounts for most measured distribution in this window. Video views and feed impressions are different events and are shown with their original labels.

These are non-unique events. They do not represent unique reach, purchases or revenue.

Source: connected Metricool reports. Pinterest through 12 Oct; YouTube through 10/11 Oct; other availability varies. Full measurement notes: page 31.

Flagship Brands With Distinct Audiences

Owned publishing, shopping and product-led businesses give the portfolio a broad commercial base.



The Glam Look

Fashion, style and beauty publishing.

80,196 followers / subscribers

231,063 reported views + impressions

 theglamlook.com



VivaNest

Home, interiors and everyday living.

18,172 followers / subscribers

732,940 reported views + impressions

 vivanesthome.com



ToysForYou India

Collectibles and toys for Indian shoppers.

3,000+ monthly organic website views

11,000+ average monthly social impressions

 toysforyou.in



OriginalCoupon

Coupons, deals and shopping savings.

10,000+ monthly organic website views

8,000+ average monthly social impressions

 originalcoupon.com

Glam Look / VivaNest: Metricool, 15 Sep-14 Oct 2026. ToysForYou / OriginalCoupon: management-reported monthly averages; not the same measurement window.

Niche Brands. Relevant Contexts.

Each owned brand has its own topic, visual identity and audience focus.



TrendVault

Shopping trends and product discovery.

2,999 followers / subscribers
56,666 views + impressions

 [Explore The Brand](#)



SpaceMood

Home décor, furniture and garden inspiration.

5,372 followers / subscribers
307,703 views + impressions

 [Explore The Brand](#)



SleepOptimized

Sleep, wellness and biohacking content.

14,014 followers / subscribers
165,649 views + impressions

 [Explore The Brand](#)



Send It Home

Remittance and finance-focused publishing.

21,050 followers / subscribers
43,690 views + impressions

 [Explore The Brand](#)



SaveSmart Daily

Cashback, savings and shopping value.

3,276 followers / subscribers
75,985 views + impressions

 [Explore The Brand](#)



Put A Ring On Health

Smart rings, wearables and health technology.

15,139 followers / subscribers
97,610 views + impressions

 [Explore The Brand](#)

Metricool: 15 Sep-14 Oct 2026. Followers use latest available values; views + impressions are aggregate, non-unique platform events.

More Interests. More Ways To Connect.

Each owned brand has its own topic, visual identity and audience focus.



PanoramaPulse

360° cameras, visual technology and storytelling.

3,290 followers / subscribers

208,433 views + impressions

 [Explore The Brand](#)



GlowHaul

Fashion, beauty and product discovery.

6,008 followers / subscribers

124,826 views + impressions

 [Explore The Brand](#)



Captured As Seen

Photography, cameras and creative gear.

23,253 followers / subscribers

124,642 views + impressions

 [Explore The Brand](#)



Back To Wallet

Cashback, fintech and saving opportunities.

19,225 followers / subscribers

71,767 views + impressions

 [Explore The Brand](#)



Smart Cart Finds

Useful products and smart shopping finds.

1,637 followers / subscribers

377,366 views + impressions

 [Explore The Brand](#)

Metricool: 15 Sep-14 Oct 2026. Followers use latest available values; views + impressions are aggregate, non-unique platform events.

Communities Built Around Shared Interests

Owned Facebook groups complement our brand accounts with focused member communities.



OriginalCoupon

12,600+

Group Members

Deals, coupons and shopping savings for members looking for useful offers and product finds.

 [View Facebook Community](#)



Ronaldo CR7 Fans United

78,300+

Group Members

Football conversation and Cristiano Ronaldo fandom, with community content aligned to shared fan interests.

 [View Facebook Community](#)

90,900+ Total Memberships

Community distribution can be considered where the content is relevant to the group and consistent with its rules. Member totals are not guaranteed campaign reach and may overlap with followers of other company accounts.

The commercial opportunity is relevance: placing useful information in a context that matches the audience's interests, while maintaining community standards and the distinction between editorial content and promotions.

Membership figures supplied by company management for the October 2026 profile. Only these two groups are included in the presentation total.

Managed Corporate Accounts

Brand, content, marketing and technology support for client businesses.



1Health LLC

Healthcare And Technology Business

Branding and digital marketing; website / app articles with body and feature images; platform-specific social images and videos; conversion, retention and advertising campaign services.

 Visit Client Website



Design & Host

Design And Digital Services

Branding and digital marketing; website / app articles with body and feature images; platform-specific social images and videos; conversion, retention and advertising campaign services.

 Visit Client Website



FinancingFocus

Finance-Focused Brand

Branding and digital marketing; website / app articles with body and feature images; platform-specific social images and videos; conversion, retention and advertising campaign services.

 Visit Client Website

One Coordinated Service Scope

Client work connects branding, editorial production, social creative and campaigns through an agreed approval process, clear responsibilities and regular performance review.

Client relationships and service scope confirmed by management. Logos identify the accounts served; this page does not imply endorsement of every company offering.

Healthcare Brands, Thoughtfully Presented

Five medical professionals supported through coordinated branding, content and digital marketing.



Dr. Rajarshi Mitra

General & Laparoscopic Surgery

Abu Dhabi. Digital presentation and patient-facing information for a surgical practice.



Dr. Ritesh Kohli

Rheumatology

Marietta, Georgia. Brand and content support for a specialist rheumatology practice.



Dr. Siddharth Shankar Das

Laparoscopic & Bariatric Surgery

Dubai. Digital communication for minimally invasive and weight-management surgery.



Dr. Ravi Arora

Internal Medicine & Diabetes

Abu Dhabi. Specialist communication around internal medicine and diabetes care.



Dr. Mamta Arora

General & Laparoscopic Surgery

Abu Dhabi. Brand and content support for a general and laparoscopic surgical practice.

Scope includes branding, articles and supporting images, social content and video, conversion, retention and ad campaign services. Clinical content is subject to the client's professional review and publishing approval.

Names / service scope supplied by management; specialties checked against official practices and hospital profiles. Source links appear in the measurement and source notes.

Affiliate Marketing With Owned-Media Experience

A dedicated capability connecting relevant content, interested audiences and measurable purchase journeys.

11.9%

Average Click-To-Purchase Conversion

Affiliate promotions, FY 2025–26; management supplied

Built Around Relevance

We match offers to the topic of a brand and the interests of its audience. Our publishing experience spans shopping, fashion, home, wellness, finance and visual technology, supported by both direct programmes and affiliate hubs.

Content & Distribution

SEO articles, buying guides, coupons, custom codes, reels, short videos, carousels, pins and relevant community publishing.

Tracking & Conversion

Tracking links and programme codes connect content with attributable actions. Reviews should distinguish clicks, purchases, commission approvals and reversals.

Partner Alignment

Creative, offer terms, disclosures and distribution follow advertiser and programme requirements, with a clear scope for reporting and optimisation.

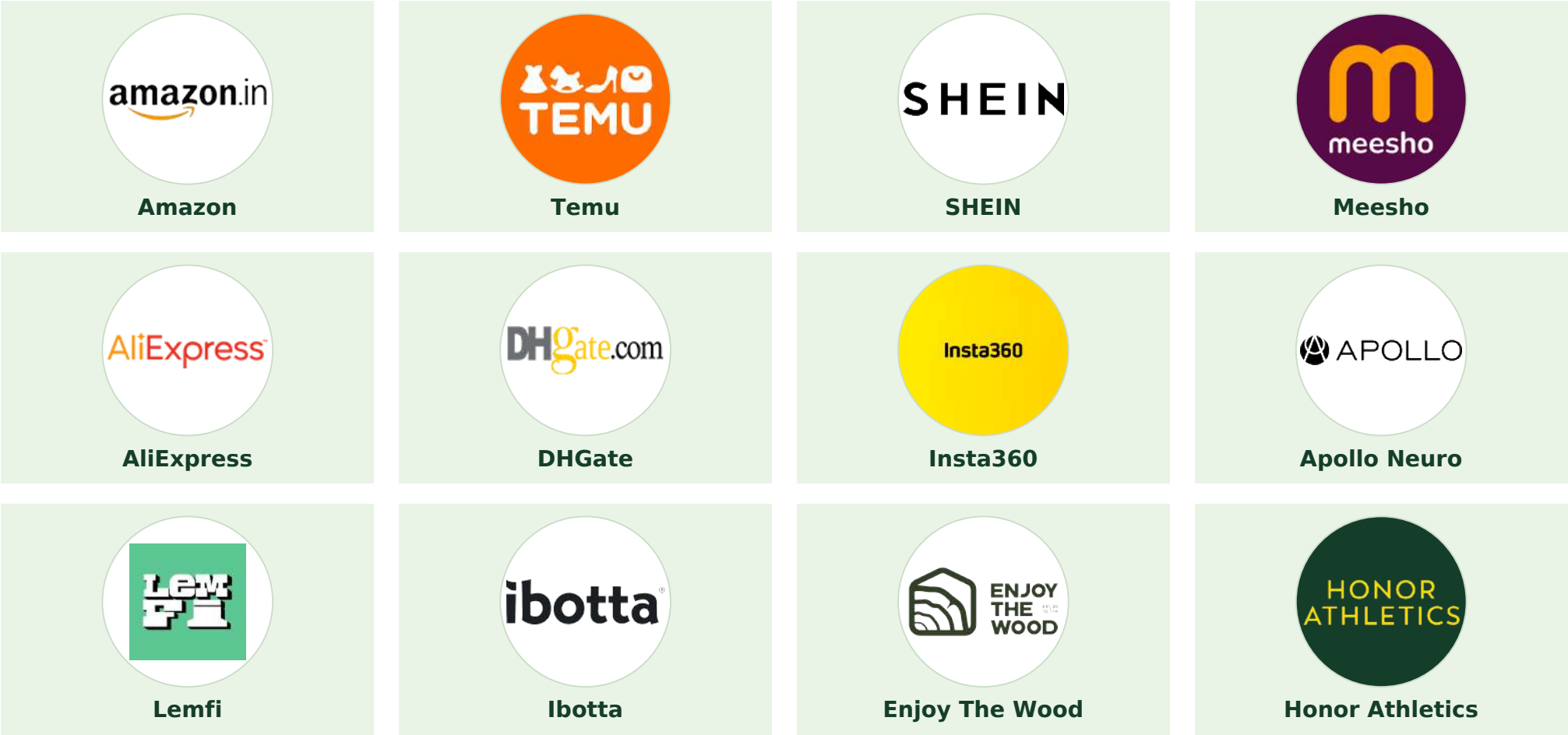
Our Affiliate Publishing Approach

Owned affiliate promotions use organic distribution, without PPC or brand bidding. Client advertising services are separately scoped. Conversion figures describe historical activity and do not guarantee future campaign results.

FY 2025–26 conversion is actual click-to-purchase conversion across affiliate promotions, as supplied by management. It is not CTR.

Direct Partners Across Everyday Commerce

Direct affiliate relationships across retail, technology, lifestyle and services.



Partner activation is tailored to programme terms, audience fit and the content format. Logos identify management-confirmed affiliate relationships; they do not imply exclusivity or a wider corporate endorsement.

Relationship list supplied by management. Original marks sourced from official merchant, app-publisher or affiliate-network assets.

Direct Partners Across Specialist Interests

Direct affiliate relationships across retail, technology, lifestyle and services.



One Red Hill



Sonet Mobile



Elevate Rope



3D Portrait Lab



FloxyLuxe



Splash Blanket



NovaVerto



Valiryo



aloSIM



Hostinger



Elevated Faith

Partner activation is tailored to programme terms, audience fit and the content format. Logos identify management-confirmed affiliate relationships; they do not imply exclusivity or a wider corporate endorsement.

Relationship list supplied by management. Original marks sourced from official merchant, app-publisher or affiliate-network assets.

Affiliate Hubs Expand The Opportunity

Network relationships support programme discovery, link management and commission reporting.



Impact

Publisher ID: 7871080

Programme access and publisher activity operate within the network's approval, tracking, validation and commission rules.

 [Visit Affiliate Network](#)



Awin

Publisher ID: 3115261

Programme access and publisher activity operate within the network's approval, tracking, validation and commission rules.

 [Visit Affiliate Network](#)



vCommission

Publisher ID: 132594

Programme access and publisher activity operate within the network's approval, tracking, validation and commission rules.

 [Visit Affiliate Network](#)

A Coordinated Partner Workflow

Programme fit and approval → offer and creative planning → tracked publication → performance review → validated commission reporting and optimisation.

Hub relationships and publisher IDs supplied by management. Merchant participation varies by programme approval and availability.

Proprietary Tools, Practical AI Research

Founder-led internal prototypes connect research, content and production with local AI systems.

Semantic Research

Python / FastAPI and local embeddings support intent analysis, keyword clustering and question-to-heading matching, with hardware-aware inference.

Structured Writing

TypeScript / React workflows combine local language models, structured outputs, audit / repair steps and document export for internal editorial work.

Video Orchestration

Python tooling integrates prompt planning and validated ComfyUI workflows with queues, progress tracking and reference planning for internal video work.

Recorded Internal Benchmarks

233

Keywords / Second

2,048-keyword embedding batch; Intel iGPU / NPU split.

2.0-2.2 s

Cached Model Load

Recorded cached-load timing; approximately 2.8 GB private memory.

0.80 / 0.94

Precision / Recall

Held-out question-to-heading matching; 597 pairs, 76 questions, 12 keywords.

Practical benefits are qualitative: less repetitive preparation, more consistent handoffs and faster access to useful research. These are internal prototypes rather than public products. Operational time savings and client ROI have not been quantified here.

Source: private repository documentation / code reviewed with permission, measurements dated 14 Oct 2026. Benchmarks were not independently reproduced and are not client results.

Three Snapshots From Owned Publishing

Case studies use observed Metricool distribution, without attributing unmeasured sales or growth.



VivaNest

732,940

Reported Views + Impressions

18,172 followers / subscribers

Home And Living

A home-focused brand demonstrates the value of a defined editorial context across connected social channels.

Pinterest		691,861
Facebook		5,608
Instagram		9,223



Smart Cart Finds

377,366

Reported Views + Impressions

1,637 followers / subscribers

Product Discovery

A product-discovery account shows that reported content distribution and follower count measure different parts of the publishing picture.

Pinterest		371,982
Facebook		2,997
Instagram		410



The Glam Look

231,063

Reported Views + Impressions

80,196 followers / subscribers

Fashion And Beauty

An established audience provides a base for testing relevant formats while reviewing the distribution delivered in each reporting period.

Pinterest		215,978
Facebook		4,558
Instagram		1,790

Metricool: 15 Sep-14 Oct 2026. Channel bars use each brand’s largest channel as their scale. Mixed events are non-unique; no causal lift or purchase ROI is inferred.

Commercial Performance, Clearly Defined

FY 2025–26: revenue generated, affiliate purchases, e-commerce purchases and client CTR retain separate meanings.

\$1M+

Revenue Generated In FY 2025-26

Company revenue generated across all business activities during the financial year.

11.9%

Affiliate Click-To-Purchase

Average actual purchase conversion across affiliate promotions in FY 2025–26.

8.1%

Own E-Commerce Conversion

Actual purchase conversion for the company's own e-commerce activity in FY 2025–26.

6.8%

B2C Client CTR

Combined-channel click-through rate for B2C clients. This is a click metric, not purchase conversion.

Reporting discipline: compare matched periods, define eligible clicks and validated purchases, and review campaign mix before interpreting changes. A numerical YoY movement is not presented because matched prior-year click and purchase totals were not supplied.

Management-supplied figures for FY 2025–26 (1 Apr 2025–31 Mar 2026). Revenue is not described as audited; conversion attribution and CTR remain separate measures.

Flexible Ways To Work Together

Choose an ongoing relationship, a defined project or an affiliate programme that fits the objective.

Monthly Retainers

For businesses or individual clients needing coordinated, ongoing brand and marketing support.

How It Is Scoped

Agree the service mix, production cadence, approval process, reporting and monthly priorities.

Individual Projects

For a defined website, campaign, brand assignment, content package or technology workflow.

How It Is Scoped

Confirm deliverables, milestones, dependencies, revision boundaries and ownership before production.

Affiliate Commissions

For direct partners and advertisers available through affiliate hubs.

How It Is Scoped

Align programme eligibility, audience fit, tracking, creative requirements and commission validation.

Book A Discovery Call • Request A Tailored Proposal • Start A WhatsApp Conversation • Discuss A Brand Or Affiliate Partnership

B2C includes individual buyers of digital services and consumers of owned brands. Final commercial scope, fees and deliverables are agreed in the proposal.

Portfolio Data At A Glance

The complete 13-brand Metricool roll-up behind the audience and distribution totals.

Owned Brand	Followers / Subscribers	Reported Views + Impressions
The Glam Look	80,196	231,063
Smart Cart Finds	1,637	377,366
VivaNest	18,172	732,940
PanoramaPulse	3,290	208,433
Back To Wallet	19,225	71,767
Send It Home	21,050	43,690
Put A Ring On Health	15,139	97,610
SleepOptimized	14,014	165,649
TrendVault	2,999	56,666
SpaceMood	5,372	307,703
Captured As Seen	23,253	124,642
SaveSmart Daily	3,276	75,985
GlowHaul	6,008	124,826
Total	213,631	2,618,340

Source: Metricool, 15 Sep-14 Oct 2026. Brand / platform counts may overlap. Last non-null follower values; sum of reported events. Client accounts excluded.

Source & Measurement Notes

Clear boundaries make the evidence more useful in a client or partner conversation.

Social Measurement

Metricool period: 15 September–14 October 2026 in each brand’s configured timezone. The 13 owned accounts are reported separately from the two connected doctor accounts. Followers are the latest non-null observation, not daily sums.

Coverage And Units

Pinterest impressions report through 12 October; YouTube views through 10/11 October. No missing days are estimated. Views and impressions are different non-unique events; totals are not unique reach. Missing platform connections are unavailable rather than zero.

Additional Company Averages

Parent brand: 5,000+ monthly organic website views and 18,000+ average monthly social impressions. ToysForYou: 3,000+ / 11,000+. OriginalCoupon: 10,000+ / 8,000+. These management averages are not added to the dated Metricool total.

Business And People

Financials, conversion rates, group memberships, employee count, client scope, affiliate relationships and registration details are management-supplied. Founder and team material uses supplied profiles, screenshots and statements. Sourav’s professional certification renewals were confirmed for October 2026.

Technical Evidence

Private repositories were reviewed with permission. Benchmarks are internal recorded measurements, not independently reproduced tests, product guarantees or quantified client productivity outcomes. Prototype status is retained throughout.

Medical Profile References

drarajshimitra.com; drriteshkohli.com; laparoscopysurgeondubai.com. Ravi and Mamta Arora specialties were checked against NMC hospital profiles. Medical names and photographs were supplied by management.

Selected Public References



Dr. Rajarshi Mitra
Dr. Siddharth Das
Dr. Mamta Arora / NMC



Dr. Ritesh Kohli
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Let's Build The Next Stage Together

A connected partner for your brand, your content, your technology and your commercial goals.

Start With The Business You Want To Build

Every engagement begins with understanding what your organisation needs next. You may be establishing a brand, improving its digital presence, producing content at a more consistent pace, supporting a campaign or exploring a practical automation opportunity. Sporteology Global brings those needs into one conversation. We connect the message, the creative work, the customer journey and the technology so that the resulting plan is understandable, actionable and grounded in your priorities. The aim is to give your team a clear direction and a reliable way to move the work forward.

Make Experience Useful To Your Audience

Alongside client services, we operate our own brands and communities across a range of interests. That experience gives us a practical view of editorial planning, platform formats, production routines and affiliate publishing. For brand and affiliate partners, the starting point is relevance: the right offer, a suitable content context and a clearly defined route from interest to action. For direct customers, it is a service relationship shaped around your goals and scope. Historical figures help describe our business, while each new assignment receives its own plan and measures of progress.

Bring The Right People Into The Same Plan

Our model combines a dedicated brand manager with in-house production and functional leadership across content, social media, SEO, development, operations and accounts. That coordination matters when a brief touches more than one discipline. A change in positioning may affect an article, a landing page, an advertisement and the reporting plan at the same time. With clear responsibilities and regular reviews, those decisions can be managed as connected work. You receive agreed deliverables, visible ownership and an approval process that keeps your organisation involved before material is published.

Create A Working Relationship With Clarity

We can begin with a discovery call and a focused audit, then develop a proposal that explains the strategy, outputs, responsibilities and next steps. Monthly retainers support ongoing coordination; individual projects create a defined delivery path; affiliate programmes connect approved promotions with attributable commercial activity. Across these models, we value documented quality checks, client approval, clear account ownership and useful reporting. Tell us what you are building, where the current friction lies and what a successful next stage would look like. We will work with you to turn that ambition into a clear brief, a coordinated production process and a set of practical actions your team can evaluate and improve over time.

Begin the conversation through the corporate, email or WhatsApp contacts on the opening page. We look forward to understanding your goals.