urban space

Everyone Deserves a Beautiful Home

Meet The Team!

Richa Shrestha

Oshin Saxena

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Tanya Badhan



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Introduction







Brand Overview

***Urban Space** is an Indian home décor and home-furnishing brand focused on premium yet affordable products that help people style and personalise their homes. It was founded with the vision that **"Everyone deserves a beautiful home"**.*

Founded

2018

Headquarters

Ahmedabad, India

Brand Philosophy

High quality, Great design & Accessible pricing

The Founders

The Visionary Maker



Rohit Agarwal



The Creative Heart

Radhika Koolwal

Why are they here?

The Big Idea.

In a market full of "disposable" home decor, how does a brand scale to ₹45 Cr by selling 100% cotton and honest designs?

The Brand.

Urban Space is not just a shop, but a vertically integrated manufacturer from India's textile hub, Ahmedabad.

The Analyst's View.

They are a "Full-Stack" brand. They don't just sell; they create. This is the difference between a trader and a brand.

The "Why"

"Everyone deserves a beautiful home."

The Mission

To bridge the gap between expensive luxury brands and cheap, low-quality mass market products.

The Values

The "Non-Negotiables"

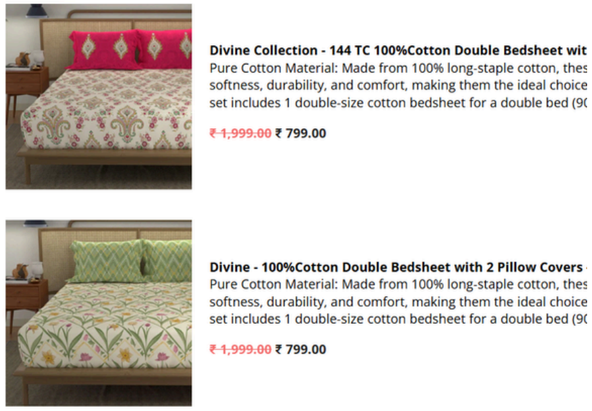
Honesty: *No fake thread counts. No polyester disguised as cotton.*

Culture: *Taking traditional Indian prints (Jaipuri/Sanganeri) and making them "Urban" (Modern).*

Efficiency: *Keeping marketing costs low (6-7%) while keeping customer trust high.*

The Secret Sauce

The "Cotton-First" Promise



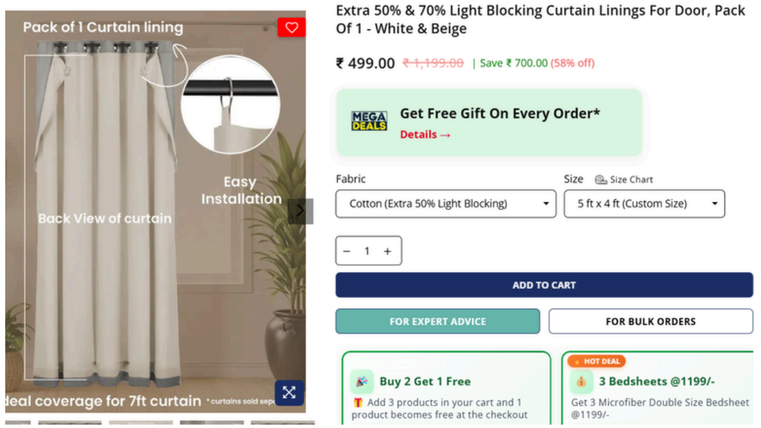
*In a world of synthetic fabrics, they've stayed loyal to **100% breathable cotton**, which resonates with the Indian climate.*

Vertical Integration



They own the factory.
***Result:** They can pivot designs in 7 days, while competitors take 3 months.*

Problem Solvers



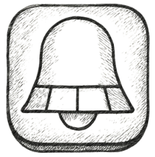
*Most people have "odd-sized" windows. They offer online **curtain customization** - a tiny detail that creates huge customer loyalty.*

Company Journey



1980s – 2017

Legacy period.
Operating as a B2B manufacturer in Ahmedabad, supplying to major retail giants (White-labeling).



2018

The Pivot.
Urban Space was launched as a standalone D2C brand on Amazon and its own website.



2021 – 2023

Hyper-growth.
Scaled to a ₹45 Cr revenue run-rate by optimizing the Shopify ecosystem and expanding to Myntra/Ajio.



2024

Shark Tank India Season 3.
Though they didn't secure a deal ($1.8 Cr for 1% ask), the "Shark Tank Effect" massively boosted brand recall and web traffic.

Target Audience

The Persona

The "Aesthetic Aspirer".

Who

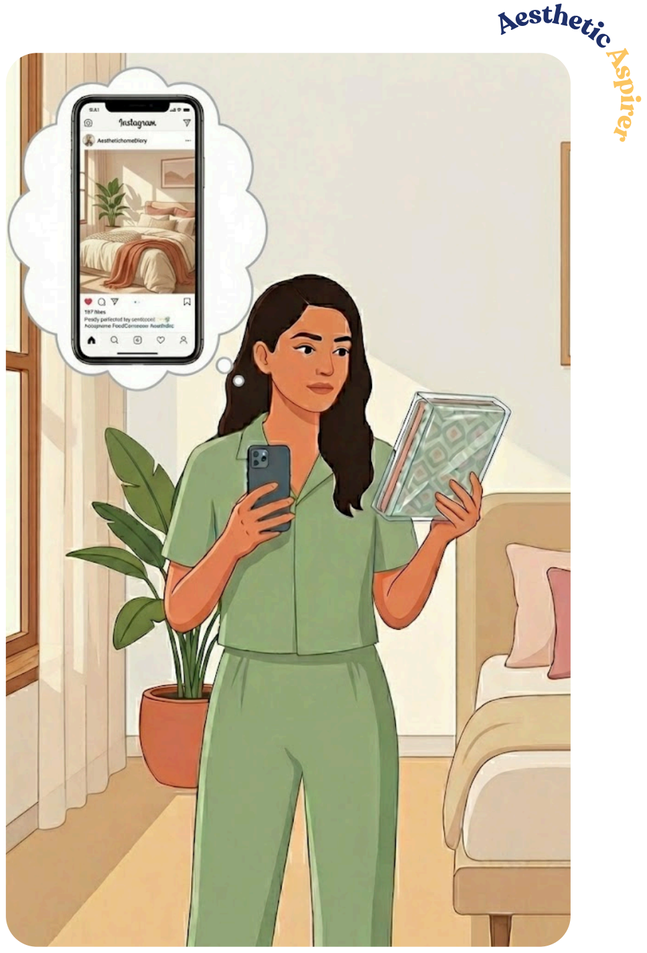
25-45 year old women in Tier 1 & 2 cities.

Psychographic

They want their home to look **"Instagrammable"** but are smart about their budget.

The Need

They are moving away from local unorganized markets but aren't ready to spend 10k on a single bedsheet at a luxury mall.



SWOT Analysis



Strengths

Direct Manufacturing: *High margins & quality control.*

Design Agility: *Faster than any legacy brand.*



Weaknesses

High Marketplace Dependency: *Most sales happen on Amazon/Myntra.*

Brand Awareness: *Still a "hidden gem" outside the D2C bubble.*



Opportunities

Quick Commerce: *Getting cushions/sheets delivered in 10 mins via Blinkit.*

Offline Stores: *"Touch & Feel" experience centres.*



Threats

The "Copycat" Factor: *Larger retailers can mass-produce their prints.*

Cotton Price Volatility: *Raw material costs are rising.*

The Shark Tank Anatomy

The Pitch:
Asked for ₹1.8 Cr for 1% equity (₹180 Cr Valuation).

The "Wow" Factor:
*The Sharks were stunned by their **ROAS** (Return on Ad Spend). While most startups bleed money to get customers, Urban Space grew profitably while bootstrapped.*



Shark Tank India Feature (Feb 2024):
Increased visibility and credibility online.

The Lesson:
You don't need a massive VC check to build a massive brand; you need a solid supply chain.





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Marketing & Sales Overview







Overall Marketing Approach

Digital-First, Data-Led Growth
Urban Space runs performance marketing across Meta and marketplace platforms, optimizing campaigns based on key metrics like ROAS and CAC.

Marketplace + D2C Strategy
The brand balances marketplace presence (Amazon, Myntra) for scale and discovery with its own website for brand control and higher margins.

Visual, Lifestyle-Led Branding
Instagram-first visual strategy focuses on styled home visuals and aspirational decor messaging that aligns with consumer inspiration behavior.

Influencer Integration
Collaborations with home decor creators and micro-influencers are used to build trust and authenticity through real-home content.

Seasonal Growth Engine
Urban Space pushes campaigns during festive and sale periods that match home refresh cycles and high-intent buying moments.

Current Sales Strategy

Multi-Channel Revenue Model

Sales come from marketplaces (Amazon, Myntra) for volume and the D2C site for repeat loyalty and brand experience.

Performance-Led Acquisition

Paid ads on Meta, Google, and marketplaces drive acquisition with an emphasis on measurable ROI metrics.

Seasonal & Event-Led Spikes

Festive sales and e-commerce events are key revenue drivers with discount-led promotions at peak buying times.

Category-Led Growth

Core categories like curtains act as primary revenue generators, with cross-selling into bedsheets and other home décor lines.

Influencer Marketing Overview

Micro-Creator Focus

Collaborates mainly with micro and mid-tier home decor influencers.

Targets niche, engaged audiences for better relatability.

Real-Home Content

Products showcased in real homes rather than studio setups.

Builds authenticity and purchase confidence.

Performance + Branding

Influencer content builds awareness and trust.

High-performing posts are repurposed for paid promotions.

Platform Focus

Instagram is the primary platform.

Focus on creator-led reels for reach and storytelling.





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Social Media Metrics







Instagram

Followers
101k

Average Likes
63 (approx.)

Engagement Rate
0.07%

Average Shares
20-25 (approx.)

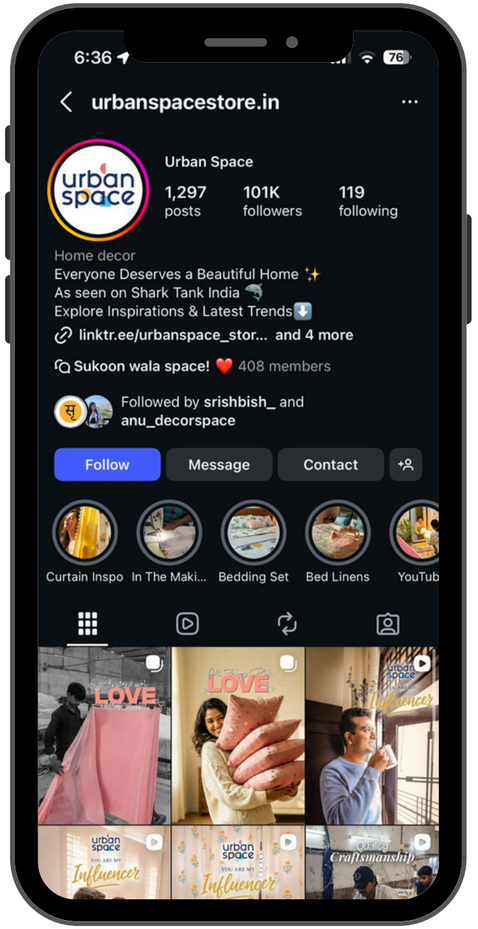
Posting Frequency
High - (multiple posts/reels per week)

Average Comments
7

Content Bucket
Promotional, Inspirational, Educational

Response to Comments
Moderate - Replies are visible on selective posts

Recommendation -
Implement structured highlight covers and improve content organization to enhance brand credibility and discoverability.



Source - Not Just Analytics

YouTube

Followers
1.28k

Engagement Rate
0.48%

Posting Frequency
Low to Moderate - Monthly/Fortnight uploads

Content Bucket
Educational, Inspirational

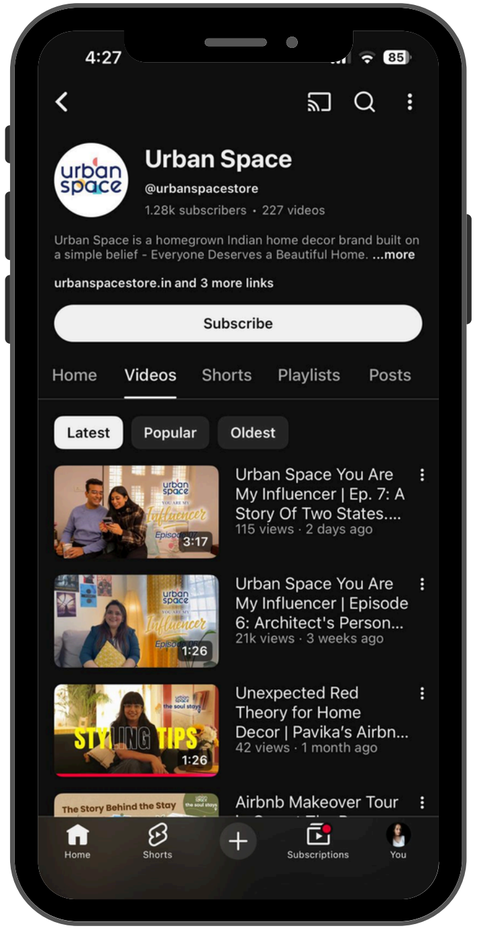
Average Likes
3-5 (approx.)

Average Shares
-

Average Comments
-

Response to Comments
Low - limited visible replies to comments

Recommendation -
Add stronger CTAs and Shorts-focused transformation content to increase viewer engagement.



Source - Social Insider

Facebook

Followers
11K

Engagement Rate
0.02%

Posting Frequency
Moderate - (not daily, but regular uploads)

Content Bucket
Inspirational, Promotional

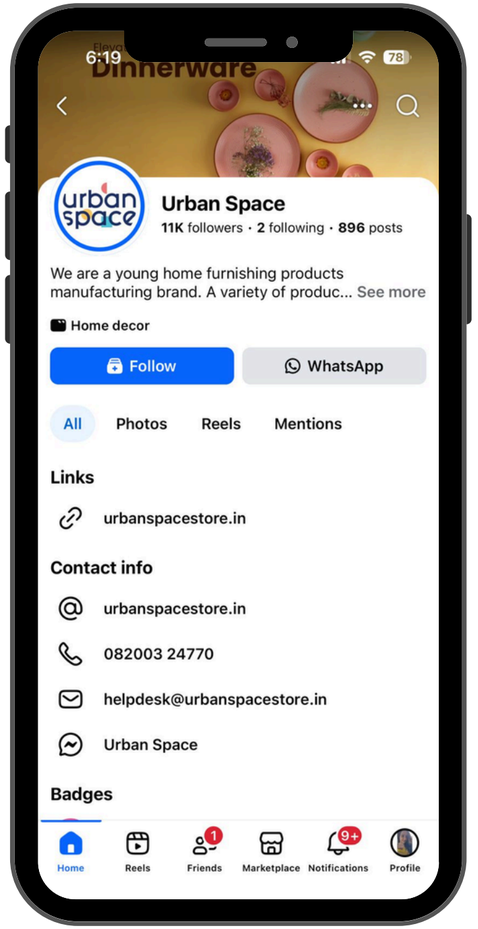
Average Likes
2-5 (approx.)

Average Shares
-

Average Comments
1-2 (approx.)

Response to Comments
Low - minimal brand replies visible

Recommendation -
Position Facebook as a credibility and offer-driven channel with improved response management.



Source - Social Insider

LinkedIn

Followers
9K

Engagement Rate
0.07%

Posting Frequency
Moderate - (Weekly posts)

Content Bucket
Educational, Conversational, Inspirational

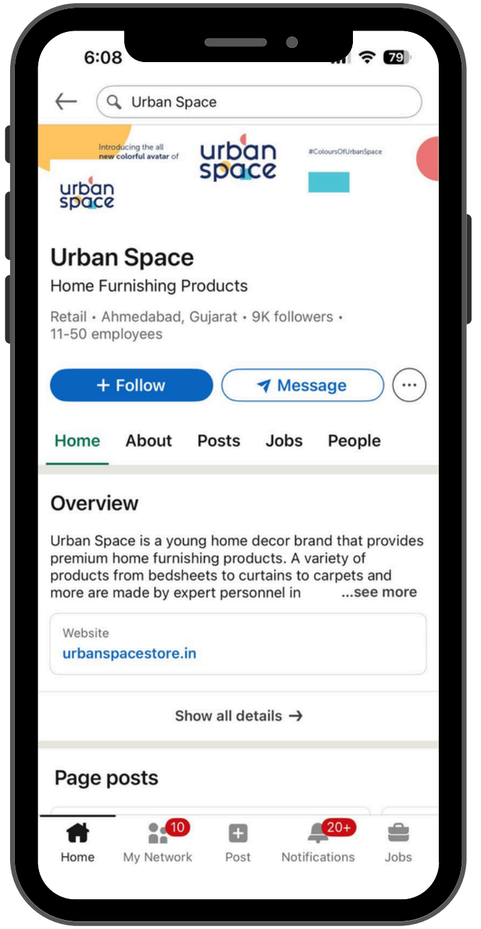
Average Likes
10 - 15 (approx.)

Average Shares
-

Average Comments
1-2 (approx.)

Response to Comments
Very Low

Recommendation -
Share founder-led and behind-the-scenes content to build brand authority and human connection.



Source - Social Insider

Platform Comparison

***Instagram** is Urban Space's strongest platform, driven by a large follower base and consistent reels content. Its highly visual format perfectly suits home decor, helping the brand maximize reach, engagement, and product discovery.*

YouTube strengthens the brand through storytelling and campaign-based videos. It builds deeper engagement and long-term brand recall beyond short-form content.

Facebook acts as a supporting platform, helping extend reach to a slightly older audience and reinforcing promotional content shared on Instagram.

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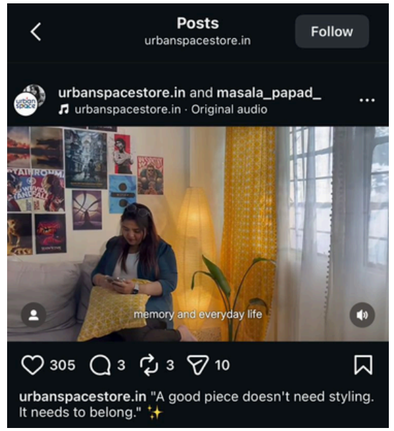
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Top Performing Content





Why they performed well:

Both videos were personality-led and storytelling-driven, featuring real people in relatable home settings. The human presence and creator collaboration made the content feel authentic rather than purely promotional, which increased engagement and interaction.



Why it performs well:

- *Sensorial, lifestyle feel creates emotional connection.*
- *Shows product in a real home context rather than just a catalog image.*

Lower Performing Content



Format: *Static festive post*

Why it underperformed:

- *Static image without movement*
- *No transformation or strong hook*
- *Generic festive messaging, not highly product-focused*
- *Less interactive compared to creator-based Reels*

Key Takeaways -

Reels with storytelling and human presence clearly outperform static festive or promotional posts.

The brand should reduce generic greeting-based content and instead focus on short-form, transformation-driven, or creator-led videos that feel authentic and interactive to improve reach, saves, and overall engagement.

Instagram Content Performance (Last 3 Months)

Over the past three months, the brand has focused mainly on creator collaborations, lifestyle-driven decor reels, and occasional static festive or promotional posts. The strategy is largely reel-heavy, aligning with Instagram's video-first approach.

Strong Performance Trend

Creator-led, personality-driven reels have shown stronger engagement, especially when content feels relatable and story-based.

Lower Performance Trend

Static or generic festive/product posts tend to receive comparatively lower interaction and visibility.

Engagement Pattern Observed

Engagement increases when content includes human presence, storytelling, or emotional context.

Overall Evaluation

The brand is moving in the right direction with reel-focused content, but there is scope to strengthen engagement.

Current Content Strategy Effectiveness

What they are doing -

- *Strong visual presence with aesthetic product-focused content, especially on Instagram.*
- *Reels and styled home setups align well with decor consumption trends.*
- *Branding is cohesive and aspirational, maintaining a consistent visual identity.*
- *YouTube supports storytelling and builds brand credibility beyond product posts.*

Identified Gaps -

- *Limited transformational content, which is highly engaging in the decor category.*
- *Instagram Stories are not leveraged consistently for daily engagement, polls, behind-the-scenes, or product education.*
- *Content is more product-display focused rather than problem-solving or lifestyle-driven.*

Are They Reaching the Right Target Audience?

Yes, the visual tone and platform choice align with urban, decor-conscious consumers.

However, engagement could improve with more interactive and transformation-based content that resonates strongly with this audience segment.

Summary

Urban Space is reaching the right audience, but its Instagram strategy is underutilized. By incorporating more transformational content and daily story engagement, they can significantly increase interaction, relatability, and conversion potential.

Bombay Dyeing

	Instagram @bombaydyeing_in	Facebook Bombay Dyeing	LinkedIn Bombay Dyeing
Followers	9.5K	213K	22K
Avg Likes	614	50–100	10–20
Avg Comments	65	2–5	0–2
Engagement Rate	7.18%	0.4%	-
Posting Frequency	Medium	High	Low
Response to Comments	Low	Low	Low
Content Buckets	Promotional, Inspirational	Promotional, Inspirational	Educational

Source - Not Just Analytics & Social Insider

	Instagram @ddecordiaries	Facebook D’Decor	LinkedIn D’Decor Home Fabrics
Followers	106K	143K	39K
Avg Likes	43	80–100	30–170
Avg Comments	-	5–15	1–8
Engagement Rate	0.04%	0.02%	-
Posting Frequency	High	Moderate	Moderate
Response to Comments	Low	Low	Low
Content Buckets	Promotional, Inspirational	Promotional, Inspirational	Educational, Inspirational

Source - Not Just Analytics & Social Insider





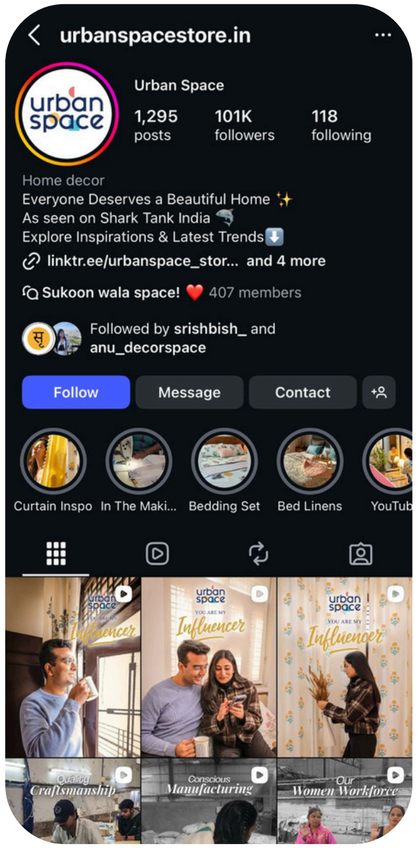
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Competitive Analysis

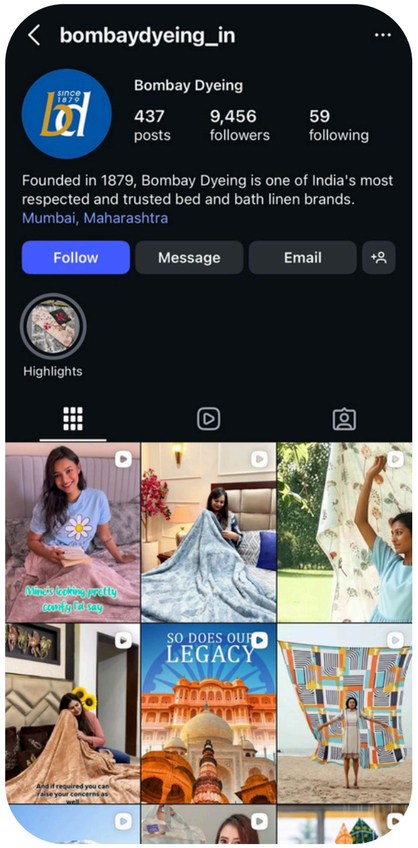




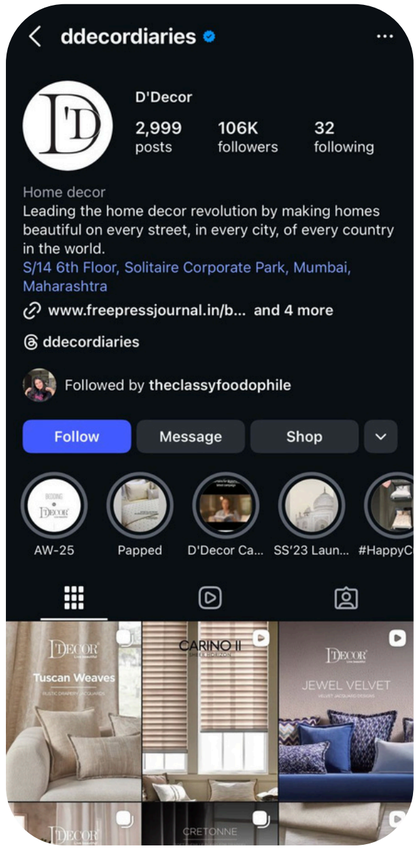




@urbanspacestore.in



@bombaydyeing_in

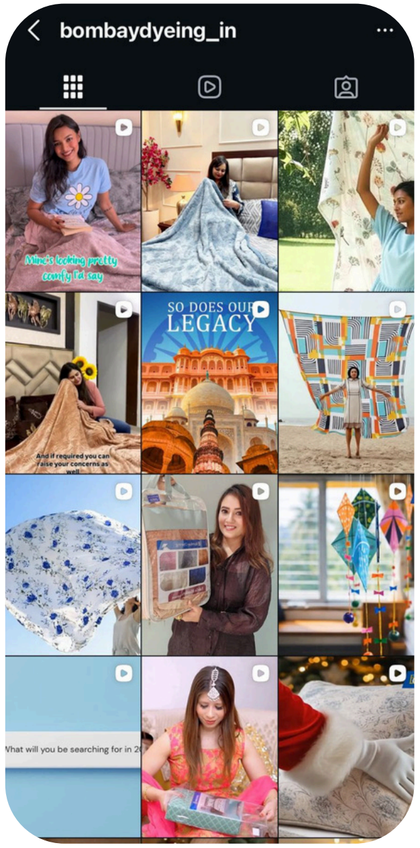


@ddecordiaries

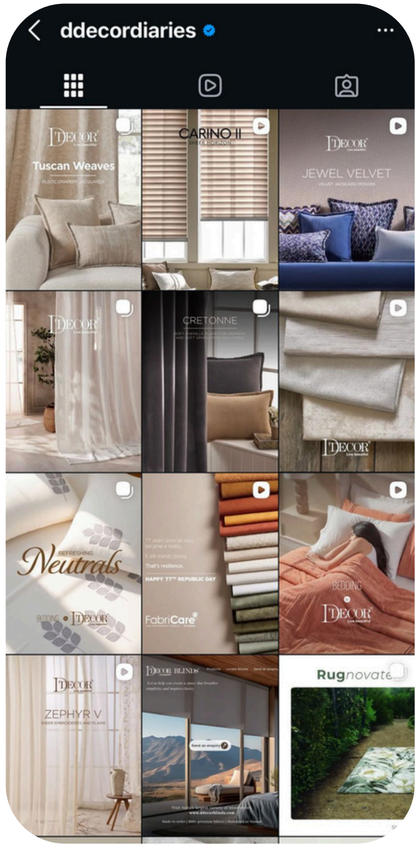
Instagram Homepage Comparison



@urbanspacestore.in



@bombaydyeing_in



@ddecordiaries

Instagram Feed Comparison

Aspect	*Urban Space*	*Bombay Dyeing*	*D'Decor*	*Gap / Opportunity*
Instagram Followers	101k	9.5k	106k	Opportunity to scale through stronger influencer collaborations.
Engagement Rate	0.07%	7.18%	0.04%	Opportunity to improve UGC & comments strategy.
Platform Optimization	Good use of reels, aesthetic feed	Basic usage	Strong storytelling, structured highlights	Improve structured highlights (Room Types, Makeovers, Reviews).
Posting Consistency	Medium to High	Medium	High	Increase predictable posting (e.g., 4 reels/week + daily stories).
Content Style	Lifestyle-led, aesthetic, practical	Product-heavy, catalogue style	Premium, curated, design-led visuals	Add more premium curated shoots + stronger transformation content.
Audience Behaviour	Engages with reels & aesthetic setups	Follows for offers & product info	Follows for inspiration & premium décor	Create more "save & share" content (rental hacks, styling tips).
Brand Personality	Relatable, urban, aspirational	Classic, heritage	Premium, design-forward	Opportunity to position as "Affordable Premium Urban Living".

Source - Not Just Analytics & Social Insider





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Buyer Personas







Riya Sharma





Riya Sharma
IT HR Manager

Age	: 34
Location	: Pune
Education	: Bachelor's Degree in HR
Income	: 15 LPA
Status	: Married

Goals

- Create a cozy, modern, Instagram-worthy space.
- Add personality to her home without overspending.
- Achieve a clean, minimal aesthetic effortlessly.

Pain Points

- Limited decor budget.
- Generic interiors feel boring.
- Low-quality products wear out quickly.
- Difficulty finding stylish yet practical options.

Interests & Hobbies

Home Styling **Aesthetic Living** **Décor Enthusiast**

Digital Behavior

- Active on Instagram (9–11 PM peak time).
- Saves décor reels & transformation videos.
- Reads reviews before purchasing.

Buying Motivation

- Improve everyday comfort (especially WFH setup).
- Hosting friends or special occasions.
- Desire for a space that reflects her personality.

Purchase Triggers

- Pay-day sales & combo offers.
- Influencer room tours.
- Reviews highlighting durability & value.

Brand Values

- Affordable luxury
- Trust & durability

Ananya Singh

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Ananya Singh
Software Engineer

Age	: 27
Location	: Mumbai
Education	: BTech in Computer Science
Income	: 7 LPA
Status	: Single

Goals

- Make her rental look premium yet practical.
- Create a cozy, organized personal space.
- Express her personality through home décor.

Pain Points

- Limited budget.
- Confusion about sizing for rental homes.
- Doesn't trust unknown brands.
- Avoids permanent fixtures due to relocation.

Interests & Hobbies

Urban Living **Budget Finds** **Space Organizing**

Digital Behavior

- Active on Instagram & YouTube (room tours, makeovers).
- Saves décor ideas for inspiration.
- Influenced by small-space lifestyle creators.

Buying Motivation

- Moving into a new rented home.
- Room refresh for comfort & vibe.
- Work-from-home comfort upgrade.

Purchase Triggers

- Pay-day & festive offers.
- Strong value-for-money reviews.
- Before/after transformation content.

Brand Values

- Affordable quality
- Modern, minimal design





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Content Strategy Plan







Marketing Goal

*Establish **Urban Space** as the most relatable and aspirational affordable home-styling brand on social media by combining transformational content and real customer stories.*

Opportunity Statement

Urban Space currently has strong visuals but under-leverages community engagement, influencer scaling, and share-worthy content.

There is a clear opportunity to position Urban Space as:

India's most relatable affordable-premium decor brand, powered by real homes and real creators.

By strengthening UGC, influencer collaborations, and structured content formats, the brand can significantly improve visibility and engagement.

Urban Space should now focus on high-engagement, save-worthy, and community-driven formats.

A. Transformation Content (High Save & Share Potential)

Format:

- Reels (primary format)
- Before/After carousel posts
- Story polls during transformation

What to Include:

- Rental bedroom makeovers
- “Under ₹5,000 Room Upgrade”
- Quick aesthetic transitions (10–15 sec reels)
- Product styling comparisons

B. UGC & Community-Led Content

Format:

- Collab reels with customers & creators
- Reposted customer content
- “Customer of the Week” feature
- Story reposts with tags

What to Include:

- Real homes using Urban Space products
- Honest reviews & reactions
- Styling ideas from customers

Urban Space should now focus on high-engagement, save-worthy, and community-driven formats.

C. Save-Worthy Educational Content (Increase Saves & Authority)

Format:

- Carousel posts (tips format)
- Text-overlay reels
- Infographic-style posts

What to Include:

- Rental-friendly décor hacks
- Curtain & bedsheet size guides
- Small bedroom styling tips
- Layering & colour coordination guides

D. Influencer Collaboration Content (Scale & Reach)

Format:

- Paid collaboration reels
- Room tours
- Micro-influencer partnerships (10K–100K followers)
- Giveaway collaborations

Focus on lifestyle creators, newly married couples, and home décor influencers.

Instagram

Instagram should be positioned as the core brand-building and engagement platform.

Strategy Focus:

- 3–4 reels per week (transformation + UGC mix)
- 2 carousel posts per week (educational/save-worthy)
- Daily interactive stories (polls, Q&A, reposts, reviews)

Strong comment strategy:

- Question-based captions
- “Comment HOME for link” CTA

Structured highlights with branded covers:

- Makeovers
- Reviews
- Rental Hacks
- Shop
- Offers
- New Launch

Stronger Instagram Shop integration & product tagging.

Social Media Goals

- *Improve overall engagement on Instagram.*
- *Increase saves and meaningful interactions on content.*
- *Grow the Instagram community steadily.*
- *Drive more traffic to the website through social media.*
- *Encourage higher user-generated content and brand mentions.*







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Organic Media Campaign







Campaign Name -

“Dil se Designed.”

Tagline -

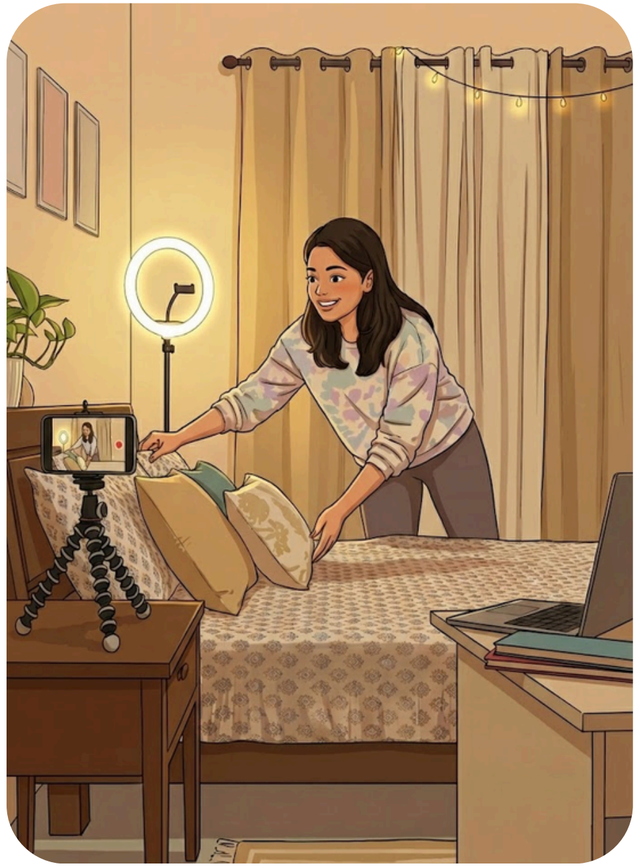
Because some spaces mean more than walls.

The Logo



Primary Objectives

- *Build an emotional connection between Urban Space and its audience.*
- *Generate high-quality UGC through authentic customer stories.*
- *Increase brand awareness across Indian urban households.*
- *Position Urban Space as an empathetic, story-driven interior brand.*



Show us what you got!

Secondary Objectives

Boost Instagram reach & engagement.

Collect potential renovation leads.

Associate the brand with celebrity interior expertise.



Who is the Celebrity Designer?

Campaign Mechanics

Duration of the Campaign - 1 week

1. *Participants upload a **reel/video**.*
2. *They talk about:*
   - *Why is their room/space special?*
   - *Emotional memories attached.*
   - *How do they dream of renovating it?*
3. *Tag **@urbanspacestore.in***
4. *Use campaign hashtag **#DilSeDesigned***
5. *Best story wins:*
   *Complete makeover by a **celebrity interior designer**...*



Design your space with me!

Conceptual academic project.
No official affiliation or collaboration with the featured designer.

CTA

“

‘Share your story. Let us design your dream.’ Show us the space that means the most to you.

#Hashtags

Primary Hashtags

#DilSeDesigned
#UrbanspaceIndia
#IndianHomes
#HomeWithHeart

Secondary Hashtags

#DreamSpace
#RoomStories
#InteriorDesignIndia
#HomeMakeover
#SpacesThatMatter

Key Performance Indicators

Awareness KPIs

- *Reach*
- *Impressions*
- *Video views*
- *Hashtag usage*

Engagement KPIs

- *Likes, comments, shares*
- *Saves*
- *Story replies*
- *Average watch time*

UGC KPIs

- *Number of participant videos*
- *Quality of storytelling content*
- *Influencer/creator participation*

Conversion/ Brand KPIs

- *Profile visits*
- *DMs & inquiry forms*
- *Website clicks (if applicable)*
- *Leads generated post-campaign*

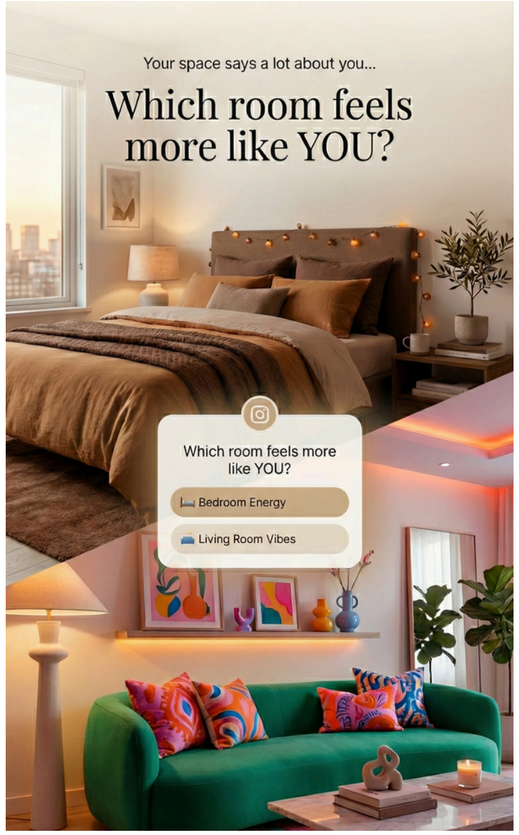
Campaign Creatives Plan

Phase	Duration	Objective	Key Creatives	Primary KPI
Pre-Campaign	1-2 Days	Build curiosity & emotional anticipation.	Teaser reels, cropped room visuals, polls, celebrity hint stories.	Reach, Impressions, Story interactions.
During Campaign	1 Week	Drive UGC & emotional storytelling.	Hero launch reel, participant reel templates, reposted entries, how-to carousel, IG Live.	UGC entries, Engagement rate, Hashtag usage.
Post-Campaign	7 Days	Maximize impact & brand trust.	Winner announcement reel, makeover journey reels, before–and–after posts, thank-you post.	Video views, Saves, Profile visits.

Instagram Story

*To follow up on the curiosity through the **polls**.*

Image Copy -
Which room feels more like YOU? Bedroom vs Living Room



Instagram Static Post



Idea -
Create curiosity among the audience with some fun and witty sayings.

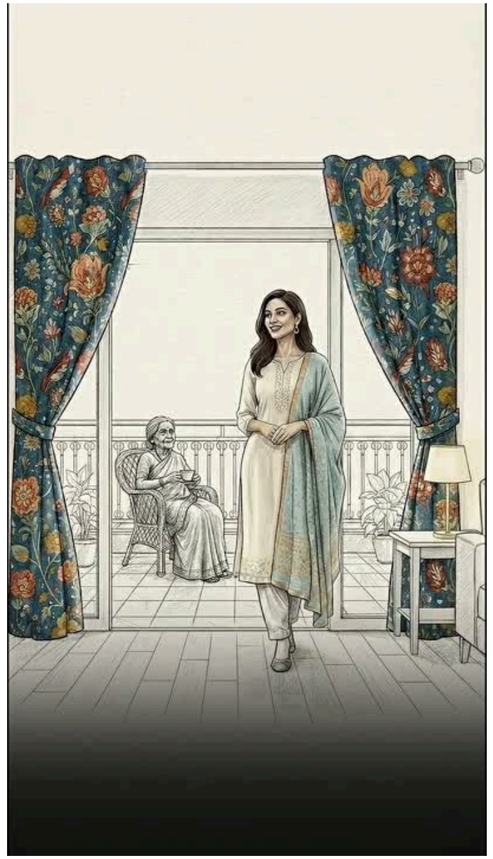
Caption -
Diwaro ke kaan toh hote hain...
Par diwaro ka dil bhi hota hain.
Aur har dil ek kahaani sambhaal ke rakhta hai. 🏠

Campaign Launch Reel

Caption -

Every room has a story.
Now it's time to tell yours.
🏠✨

Participate in My Space, My Story and stand a chance to win a complete makeover by a celebrity interior designer.





Celebrity Integration

Collaboration with a ***Celebrity Interior Designer*** *(30 secs reel)*

CTA - *Show us the space that means the most to you.*

Conceptual academic project.
No official affiliation or collaboration with the featured designer.





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Content Calendar







17th Feb to 8th Mar 2026

Date	Day	Time	Paltform	Content Type	Idea	Image Copy (Text inside the Creative)	Wall Copy (Caption)
17th Feb 2026	Tuesday	2:00 pm	Facebook , Instagram, Linkeldn	Teaser static Post	Create a curiosity among the audience with some fun and witty sayings.	Diwaro ke bhi kaan hote hain Par diwaro ka bhi dil hota hain.	Diwaro ke bhi kaan hote hain… Par diwaro ka bhi dil hota hain. Aur har dil ek kahaani sambhaal ke rakhta hai.
18th Feb 2026	Wednesday	6:00 pm	Facebook , Instagram, Linkeldn	Carousel Teaser	Continue the curiosity through a series of posts showing the pictures of bedroom, ballcony, kitchen.	-Slide 1: What is your fav place? Slide 2: Bedroom image Slide 3: Balcony Slide 4: Living room Side 5: Or is iit ....? Comment down	Har ghar mein ek jagah hoti hai… Jo sabse zyada "aap" hoti hai. Bedroom? Balcony? Living room?
19th Feb 2026	Thursday	8:00 am	Facebook , Instagram, Linkeldn	Teaser Stories	Follow up the curiosity through the carousel posts.	Which room Feels more like you?(Poll) Bedroom, Living room, Balcony, Kitchen	
20th Feb 2026	Friday	1:00 am	Facebook , Instagram, Linkeldn	Teaser Stories	Warm up engagement before campaign launch.	How would you like to redesign your fav space? (Question Sticker)	
21st Feb 2026	Saturday	4:00 pm	Facebook , Instagram, Linkeldn	Reveal Reel	Showing the whole idea of the reel by showing the family and spaces.		Every room has a story. Now it's time to tell yours. Participate in My Space, My Story and stand a chance to win a complete makeover by a celebrity interior designer. Here's how to enter: • Upload a reel/video of your space • Tell us why it's special to you • Share the memories attached to it • Tell us how you dream of renovating it • Tag @urbanspacestore.in • Use the campaign hashtags below The most heartfelt story wins a full transformation. Your space. Your emotions. Our design. #MySpaceMyStory #DilSeDesigned #UrbanspaceIndia #HomeWithHeart #IndianHomes #DreamSpace #InteriorDesignIndia
22nd-28th Feb	Sunday-Saturday		Facebook , Instagram, Linkeldn	Campaign	Post a reel by the Celebrity Designer herself and collab urging to participate.		The most meaningful spaces aren't perfect they're personal. Show me yours. Tell me your story. And I might just redesign it for you. Tag @urbanspacestore.in and use #DilseDesigned Let's create something beautiful together.

Content Calendar Link

17th Feb to 8th Mar 2026

Date	Day	Time	Paltform	Content Type	Idea	Image Copy (Text inside the Creative)	Wall Copy (Caption)
2nd March	Monday	7:00 am	Facebook , Instagram, Linkeldn	Static Post	Festive post, with Urbanspace twist	Warning Your white bedsheets are not safe this Holi. But don't worry… We've got décor that celebrates colour. Play bold. Live bright. Happy Holi from Urbanspace	Warning issued. Your white bedsheets, cushions and throws might not survive Holi in their original shade. But that's okay because the most beautiful homes aren't just styled, they're celebrated in. From vibrant cushions to statement décor, Urbanspace is always ready for a little colour and a lot of joy. Play bold. Live bright. Happy Holi! #HappyHoli #HoliHai #UrbanspaceIndia #ColourYourHome #LiveBeautifully #InteriorDesignIndia #HomeDecorIndia #CelebrateInColour #DesignWithJoy #IndianHomes
3-7 March	Tuesday- Saturday		Facebook , Instagram, Linkeldn	Post Campaign	Post the winner and makeover before and aft		Winner Announcement – Emotional & Heartfelt Every story deserves a space that reflects it. Congratulations to [Winner Name]! Your room will be com Thank you to everyone who shared their beautiful spaces. #MySpaceMyStory #UrbanspaceIndia #DilSeDesigned #H 2 Makeover Reveal – Before & After From story to space. Witness the transformation of [Winner Name]'s room – w Thank you for trusting us with your story. #MySpaceMyStory #UrbanspaceIndia #DreamSpace #Int
8th March	Sunday	07:00	Facebook , Instagram, Linkeldn	Reel wishing Intl Womens Day	A wish post that appreciates the women behi love and space.		She doesn't just decorate a space… She fills it with love, warmth, and memories. This Women's Day, we celebrate the hearts behind the ho Here's to the women who design not just spaces, but exp Happy Women's Day! #WomensDay #UrbanspaceIndia #DesignWithLove #Hon

Content Calendar

Content Calendar Link





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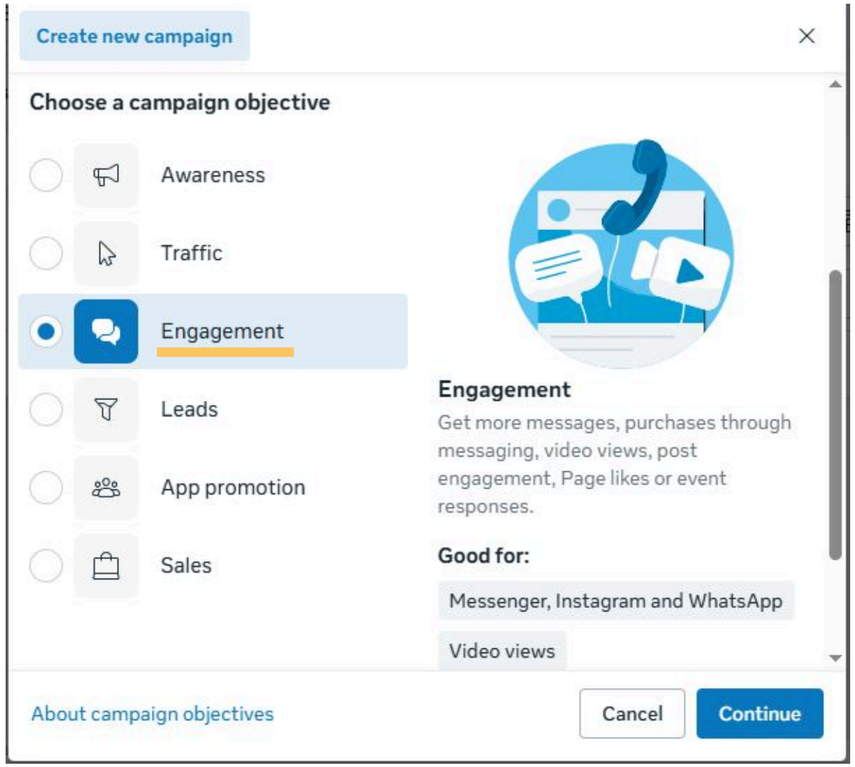
Paid Media Campaign



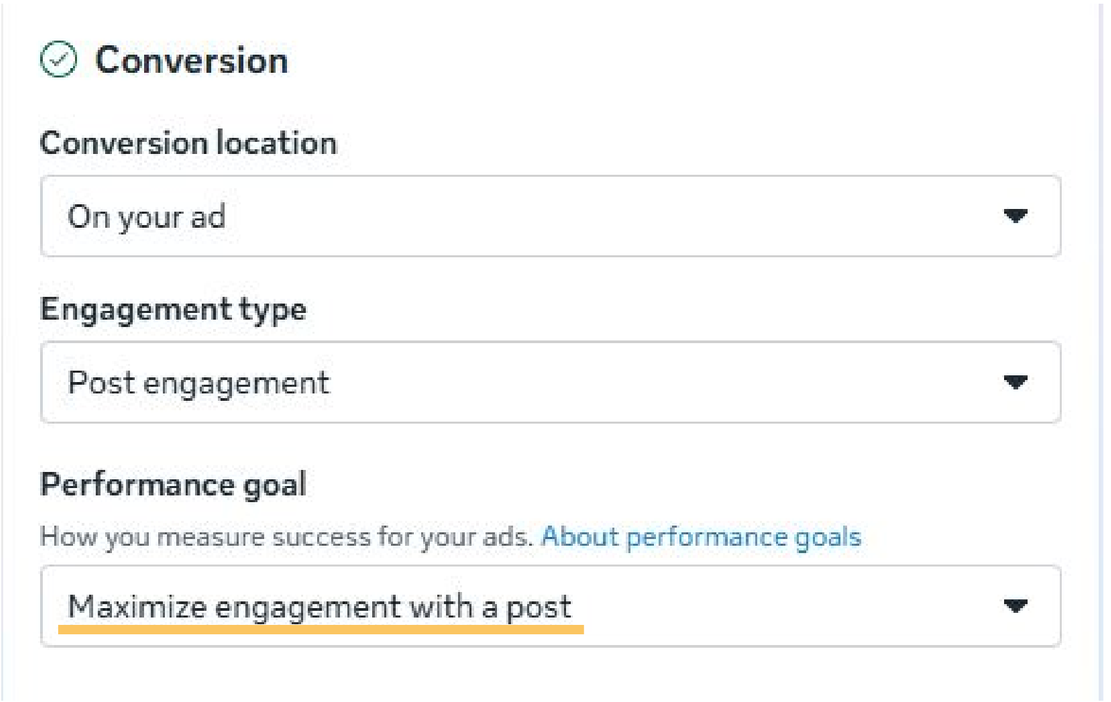




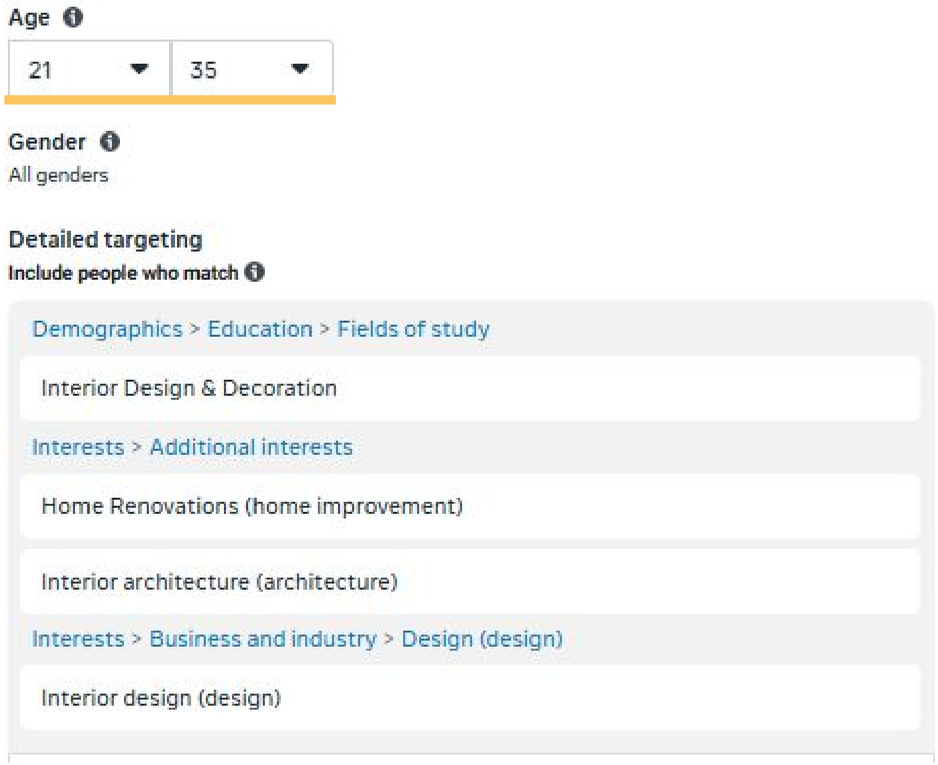
Campaign Objective



Performance Goal



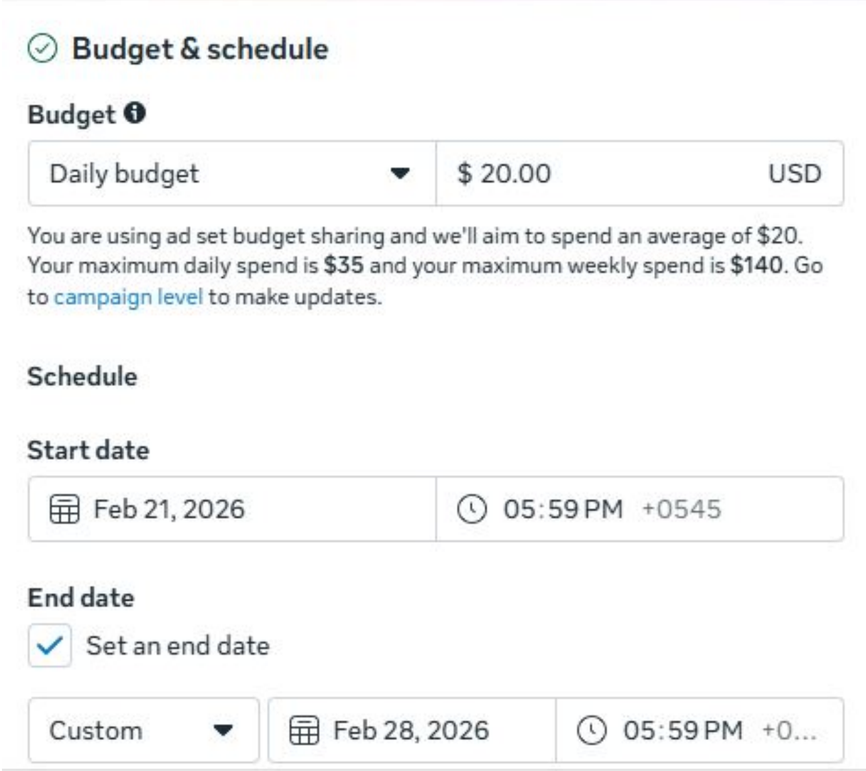
Target Audience



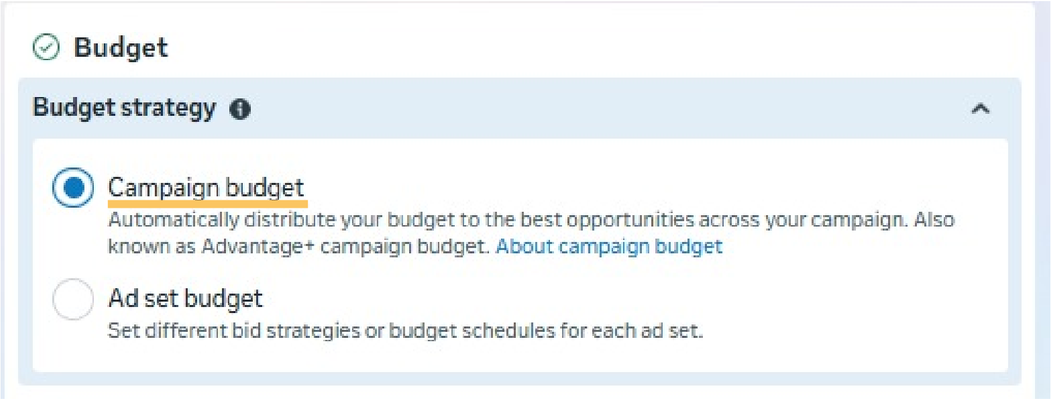
Locations -

Chennai, Tamil Nadu, IN
Mumbai, Maharashtra, IN
Pune, Maharashtra, IN
Kolkata, West Bengal, IN
Bengaluru, Karnataka, IN
Delhi, IN

Budget & Schedule



Bid Strategy



Placements

Instagram - *Feed, Reels Section & Stories*

Facebook - *Feed*





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Conclusion







The brand is aiming to be positioned well in the affordable premium decor segment and has room to strengthen engagement and differentiation against its competitors.

Key steps include -

- *More transformation-driven and problem-solving content.*
- *Consistent, interactive Instagram Stories.*
- *Strategic influencer and interior designer collaborations.*

With clearer targeting and stronger storytelling, Urban Space can improve engagement, brand recall, and competitive positioning in the market.





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Thank You!





