

Case Study

Surta Saree





Case Objective

1

Creating Digital
PR for the brand
and its founders

2

Ranking the
artilces released on
Google SERP for
establishing a
brand assets

3

Building brand
authorites and
connection by
sharing brand story
with its users

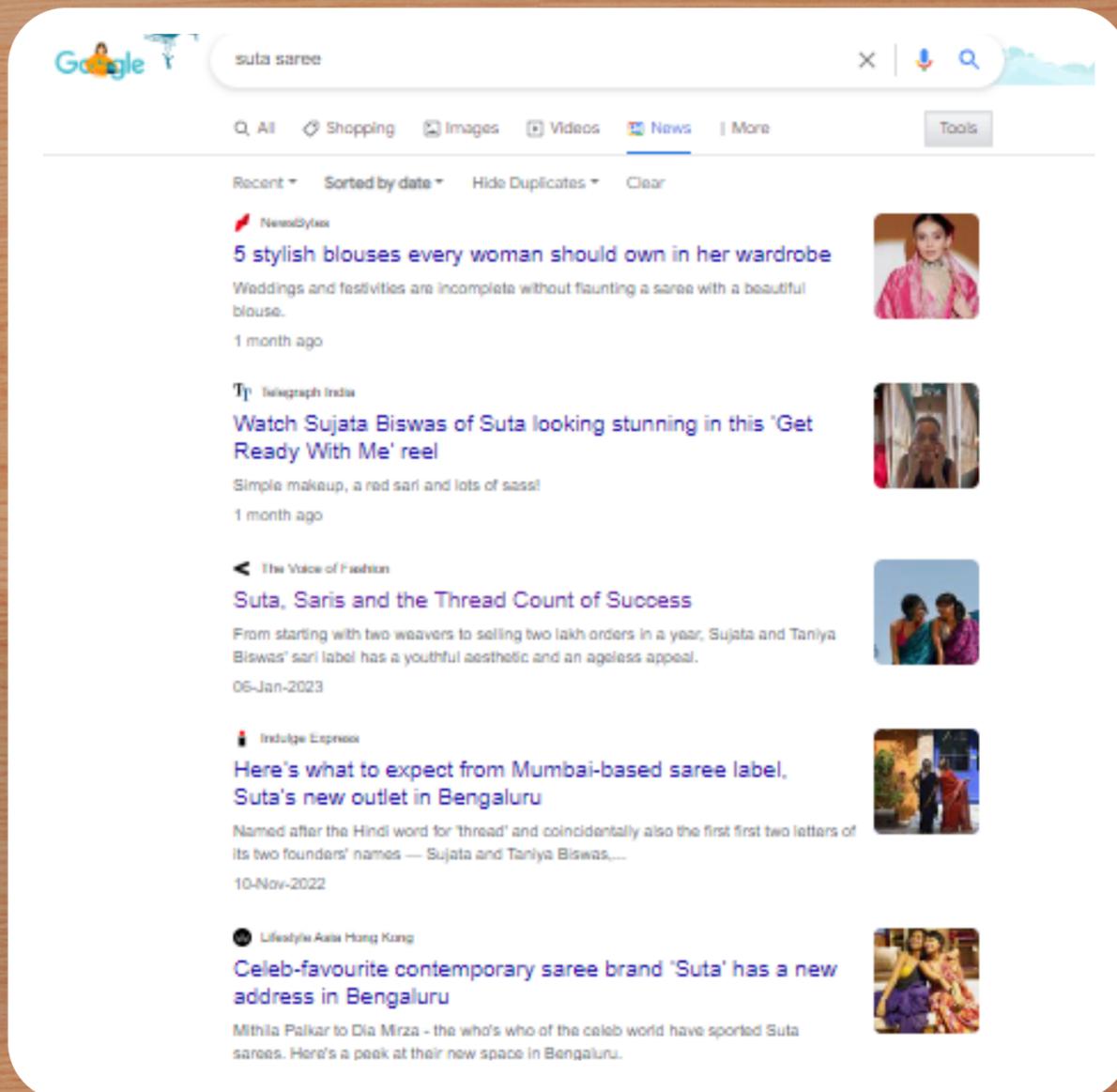
Work Duration

The brand came on board for a duration of 12 months to strengthen the Brand's reputation amongst its customer. The scope of work defined is to publish articles of various portals creating stories regarding the brand and its founders.

Our team was able to publish articles on various platforms and were able to rank those articles on Keywords such as Suta Saree, Sujata Biswas, and Taniya Biswas

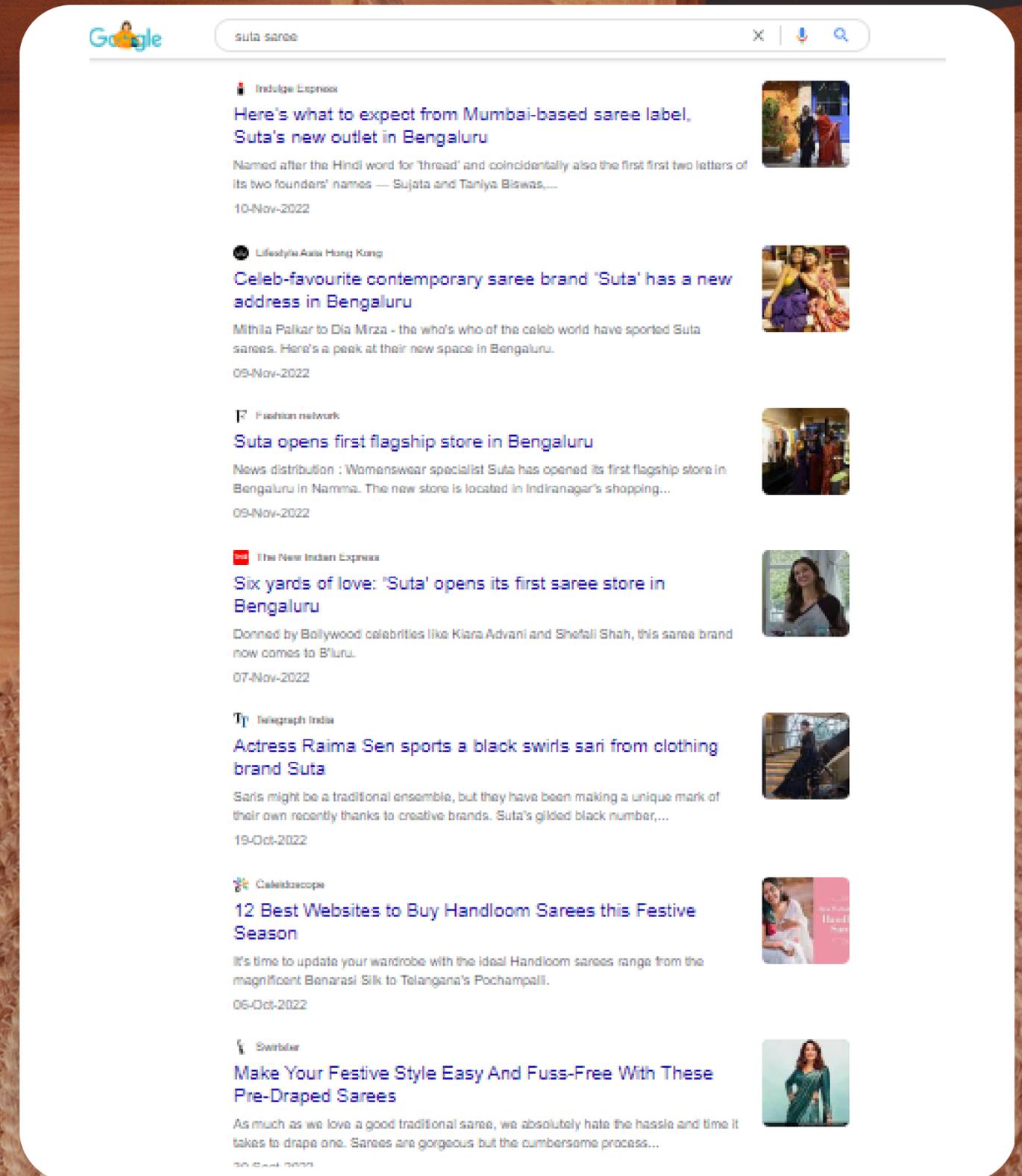


Ranking article on Google SERP



Google search results for "suta saree". The search bar shows "suta saree" and navigation options: All, Shopping, Images, Videos, News, More, and Tools. The results are sorted by date and include several news articles:

- NewsBytes**: 5 stylish blouses every woman should own in her wardrobe. Weddings and festivities are incomplete without flaunting a saree with a beautiful blouse. 1 month ago.
- Telegraph India**: Watch Sujata Biswas of Suta looking stunning in this 'Get Ready With Me' reel. Simple makeup, a red sari and lots of sass! 1 month ago.
- The Voice of Fashion**: Suta, Saris and the Thread Count of Success. From starting with two weavers to selling two lakh orders in a year, Sujata and Taniya Biswas' sari label has a youthful aesthetic and an ageless appeal. 06-Jan-2023.
- Indulge Express**: Here's what to expect from Mumbai-based saree label, Suta's new outlet in Bengaluru. Named after the Hindi word for 'thread' and coincidentally also the first first two letters of its two founders' names — Sujata and Taniya Biswas,... 10-Nov-2022.
- Lifestyle Asia Hong Kong**: Celeb-favourite contemporary saree brand 'Suta' has a new address in Bengaluru. Mithila Palkar to Dia Mirza - the who's who of the celeb world have sported Suta sarees. Here's a peek at their new space in Bengaluru.



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- Fashion network**: Suta opens first flagship store in Bengaluru. News distribution : Womenswear specialist Suta has opened its first flagship store in Bengaluru in Namma. The new store is located in Indiranagar's shopping... 09-Nov-2022.
- The New Indian Express**: Six yards of love: 'Suta' opens its first saree store in Bengaluru. Donned by Bollywood celebrities like Kiara Advani and Shefali Shah, this saree brand now comes to B'loru. 07-Nov-2022.
- Telegraph India**: Actress Raima Sen sports a black swirls sari from clothing brand Suta. Saris might be a traditional ensemble, but they have been making a unique mark of their own recently thanks to creative brands. Suta's gilded black number,... 19-Oct-2022.
- CelebScope**: 12 Best Websites to Buy Handloom Sarees this Festive Season. It's time to update your wardrobe with the ideal Handloom sarees range from the magnificent Benarasi Silk to Telangana's Pochampalli. 06-Oct-2022.
- Sarestar**: Make Your Festive Style Easy And Fuss-Free With These Pre-Draped Sarees. As much as we love a good traditional saree, we absolutely hate the hassle and time it takes to drape one. Sarees are gorgeous but the cumbersome process...

Articles

Click on Link



[Suta, Saris and the Thread Count of Success](#)

[Here's what to expect from Mumbai-based saree label, Suta's new outlet in Bengaluru](#)

[Celeb-favourite contemporary saree brand 'Suta' has a new address in Bengaluru](#)

[Six yards of love: 'Suta' opens its first saree store in Bengaluru](#)

[Dazzle in black like Raima with this Suta sari](#)

[Suta saree collection slammed for expropriating Savitribai Phule's name](#)

[Make Your Festive Style Easy And Fuss-Free With These Pre-Draped Sarees](#)

[Fashion brand Suta launches sarees paying tribute to woman freedom fighters; here's why internet is upset](#)

[In Conversation With Sujata And Taniya Biswas, Founders Of 'Suta](#)

[These engineer sisters turned Rs 6 lakh investment into Rs 50 crore biz!](#)

[Worst dressed celebs of the week: Tara Sutaria's red saree, Rakul Preet's hot pink bodysuit and more](#)

[Take a sneak peek into Mithila Palkar's sari collection](#)

[When founders become content creators](#)

[Golgappa, Panipuri Ya Phuchka Saree from Suta](#)

Conclusion

- Our approach for the project was to create a digital identity for the brand and we were constantly able to achieve the same for the Suta Saree. Our approach to bringing out the story of Taniya Biswas and Sujata Biswas in terms of creating Suta was mostly achieved. Suta has more brand awareness now, its customer understands the brand emotion more preciously due to these stories





*Thank
You*

