50X Growth Case Study

The Massive Scale - Kisaasay

Client Overview

Kisaasay is an innovative agricultural platform connecting farmers directly with consumers and businesses. As a growing agri-tech company, they needed to scale rapidly while maintaining profitability and sustainable customer acquisition costs.

The Challenge

When Kisaasay partnered with Growth Pandit, they were facing critical scaling challenges:

• Revenue stuck at ₹4 lakhs per month with limited growth trajectory

• Rising customer acquisition costs threatening profitability

• Inefficient marketing funnel with poor conversion rates

• Limited brand awareness in target agricultural markets

• Need to scale rapidly without compromising ROAS

Our Performance Marketing Strategy

1. High-Frequency Scaling Engine

We built a sophisticated scaling system that could handle rapid growth:

• Multi-channel acquisition strategy across Facebook, Google, and regional platforms

• Dynamic budget allocation based on real-time performance data

• Automated bidding strategies optimized for scale and profitability

• Rapid creative testing framework with 100+ ad variations monthly

• Advanced audience segmentation targeting farmers, retailers, and B2B buyers

2. ROAS Stabilization System

Maintaining 3.0+ ROAS while scaling 50X required precision:

• Real-time performance monitoring and optimization

• Conversion funnel optimization reducing friction points

• Retargeting campaigns nurturing high-intent prospects

• Customer lifetime value optimization through email and retention campaigns

• Strategic pricing and promotional calendar to maximize margins

3. Creative Excellence

Developed compelling creative assets that resonated with diverse audiences:

• Farmer success stories showcasing real impact
• Product quality demonstrations and freshness guarantees
• Regional language campaigns for better market penetration
• UGC and testimonial-based social proof content

Results

Metric	Achievement
Revenue Growth	50X (₹4L to ₹2Cr/month)
ROAS Maintained	Consistent 3.0+
Customer Acquisition	15,000+ new customers
Ad Spend Efficiency	CAC reduced by 35%
Timeline	8 months

Key Takeaways

• Massive scaling is possible while maintaining profitability with the right systems
• High-frequency testing and optimization enables rapid growth
• Multi-channel strategies reduce dependency and increase stability
• Real-time data monitoring is essential for maintaining ROAS at scale
• Creative excellence and audience understanding drive sustainable growth

Client Testimonial

"Growth Pandit didn't just scale our business—they transformed it. Going from ₹4 lakhs to ₹2 crores monthly while maintaining profitability seemed impossible. Their high-frequency scaling engine and data-driven approach made it a reality. They're true performance marketing experts!"

— Founder, Kisaasay

Ready to scale your business profitably?

Contact Growth Pandit today to discuss your growth strategy.

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