

Comprehensive Market Intelligence Report: ChatGPT Ads and AI Paid Media Agency Landscape in India

1. Executive Summary

The digital advertising ecosystem in India is undergoing a structural transition driven by the emergence of conversational artificial intelligence platforms as primary discovery environments¹. As consumer research behavior shifts from traditional keyword-driven search queries toward natural language prompts and multi-turn contextual dialogues, digital agencies are attempting to establish market authority around ChatGPT Ads, OpenAI Ads Manager, and Generative Engine Optimization (GEO)¹. A critical operational boundary defines the current Indian market: as of August 2026, OpenAI's advertising network is officially active across nine global markets—the United States, Canada, Australia, New Zealand, the United Kingdom, Japan, South Korea, Mexico, and Brazil—but remains unlaunched in India⁴. While privacy policy notifications distributed to Indian users in mid-August 2026 indicate background infrastructure preparation⁴, no official domestic ad deployment date has been established by OpenAI⁴. Consequently, the digital agency ecosystem in India has split into two distinct operational postures:

- 1. Preparation and Cross-Border Specialists:** Agencies that explicitly educate the market on India's unlaunched status while providing pre-launch entity structuring, Generative Engine Optimization (GEO), or active campaign management for Indian exporters targeting live overseas markets³.

2. Aggressive Claimants and Copywriting Repackagers: Agencies claiming live domestic ChatGPT ad campaign management or confusing the utilization of ChatGPT for ad copy generation with running media campaigns inside the OpenAI advertising ecosystem⁶.

This intelligence report documents the terminology, positioning strategies, operational claims, agency capabilities, and risk factors across the Indian digital marketing landscape to inform market discovery and subsequent vendor profiling.

2. Scope and Research Method

To map the landscape of agencies operating or positioning in this domain, systematic multi-engine queries were executed across Google Search, Google AI Overviews, ChatGPT (web-enabled), Gemini, and Perplexity². Query phrasings were varied to capture terminology ambiguity, utilizing search strings such as "ChatGPT Ads agency India", "OpenAI Ads Manager agency", "Generative Engine Optimization paid media agency India", "AI advertising readiness India", and "Top ChatGPT ad agencies in India"³.

The discovery scope evaluated entities meeting any of the following criteria:

- India-based or India-serving agencies explicitly marketing ChatGPT Ads, OpenAI advertising management, or AI paid media readiness services³.
- Agencies publishing substantive, dated editorial or educational content addressing ChatGPT advertising strategies for Indian enterprises¹.
- Agencies appearing inside self-published or third-party "Top ChatGPT Ads Agencies in India" listicles².

Entities offering generic digital marketing, standard PPC management, or basic search engine optimization without specific AI-advertising positioning, GEO methodologies, or ChatGPT ad preparation frameworks were excluded from the primary inventory.

3. Market Terminology Map — How This Space Actually Describes Itself

The market demonstrates substantial variance in how AI-driven media capabilities are framed and sold². The terminology map below details the specific language utilized by agencies across primary marketing channels, defining their operational focus, service classification, and whether terms represent genuinely distinct capabilities or interchangeable labels¹.

Terminology Used by Agencies	Primary Operational Focus	Service Classification	Relationship (Interchangeable vs. Distinct)
ChatGPT Ads Agency / OpenAI Ads Agency	Managing paid sponsored placements within ChatGPT conversations via OpenAI Ads Manager ³ .	Paid Media Operations	Used interchangeably; distinct from organic AI optimization ³ .
Generative Engine Optimization (GEO) / AI Entity Structuring	Optimizing brand entity clarity, schema, and cross-source authority so AI systems trust and cite the brand ⁴ .	Organic AI Visibility / Pre-launch Media Readiness	Genuinely distinct discipline, though frequently bundled with ad prep ⁴ .
Answer Engine Optimization (AEO)	Structuring direct Q&A content and structured data for AI answer engines (ChatGPT, Perplexity, Claude) ⁹ .	Organic Content Engineering	Highly interchangeable with GEO; focuses on direct answer placement ⁹ .
Conversational Intent Mapping / Context Hints	Mapping user conversation flows and intent prompts to align ad offers with conversational decision moments ¹ .	Media Planning & Strategy	Distinct strategic capability used within paid conversational media ¹ .

Terminology Used by Agencies	Primary Operational Focus	Service Classification	Relationship (Interchangeable vs. Distinct)
AI Ad Copywriting / ChatGPT-Powered Creative	Using LLMs to generate text, headlines, and variations for traditional platforms (Google/Meta) ⁶ .	Creative Production	Frequently mislabeled as "ChatGPT Advertising" ⁸ .
India Launch Readiness Programme	Pre-launch technical preparation, landing page match, schema, and intent mapping for domestic brands ³ .	Strategic Consulting	Distinct bridge capability connecting GEO to future paid media ³ .

Market messaging indicates that while technically advanced agencies maintain a strict separation between paid media execution (OpenAI Ads Manager) and organic entity trust (GEO/AEO), a significant portion of the agency landscape blurs these concepts². Generic agencies routinely label basic prompt engineering for social media ad copy as "ChatGPT Ads Services," creating confusion for buyers evaluating performance capabilities⁸.

4. Discovery List

The structured inventory below details every India-based or India-serving agency discovered through organic search and primary service pages, evaluating their stated capabilities, operational claims, content depth, source URLs, and discovery pathways¹.

Agency Name	HQ Location	Stated Capability (Exact Language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth	Source URL	How Discovered
BrandStory	Bengaluru, Karnataka ¹¹	"India's leading ChatGPT ads agency. We create AI-powered ad campaigns that drive conversions... ChatGPT-Powered Campaign Strategy" ⁶ .	Unclear / Implied Yes ("AI-powered ad campaigns that drive conversions... lower cost per lead") ⁶ .	Thin page (location-tailored service pages; lacks dated technical blogs) ⁶ .	https://brandstory.in/chatgpt-ads-agency-in-india/ (https://brandstory.in/chatgpt-ads-agency-in-india/) [cite: 6]	Found Organic Inside Listing
Funky Developers	Ahmedabad, Gujarat ³	"ChatGPT Ads agency in India for OpenAI Ads Manager — advertise in ChatGPT when buyers explore options... Campaign setup, creative, measurement" ³ .	No (Explicitly states OpenAI Ads Manager is live in select markets; offers prep for Indian brands and launch execution upon access) ³ .	Multiple posts (detailed service landing page with explicit operational Q&A and tier pricing) ³ .	https://funkydevelopers.com/services/chatgpt-ads-agency-in-india (https://funkydevelopers.com/services/chatgpt-ads-agency-in-india) [cite: 3]	Found Organic
Virendra Kumar (Virendra Digital)	Location Not Specified (India-focused) ⁷	"Best ChatGPT Ads Agency in India... We create and manage your ChatGPT ad campaigns, refine messaging and targeting" ⁷ .	Unclear / Implied Yes ("We create and manage your ChatGPT ad campaigns... based on real campaign data") ⁷ .	Thin page (single service landing page) ⁷ .	https://www.virendradigital.com/chatgpt-ads-agency-india (https://www.virendradigital.com/chatgpt-ads-agency-india) [cite: 7]	Found Organic
KickAss Digital Marketing	Goa (Serving Delhi / Pan-India) ⁴	"AI-First ChatGPT Ads agency in India... Generative Engine Optimization (GEO) and AI entity structuring services, helping Indian brands prepare for ChatGPT Ads before local availability" ⁴ .	No (Explicitly states platform is live in 9 markets, not India; focuses on entity readiness and ESC™ Framework) ⁴ .	Multiple posts (extensive dated blog posts, agency vetting guides, technical research, budget planning guides) ⁴ .	https://kickassdigitalmarketing.com/chatgpt-ads-agency-in-delhi/ (https://kickassdigitalmarketing.com/chatgpt-ads-agency-in-delhi/) [cite: 4]	Found Organic

Agency Name	HQ Location	Stated Capability (Exact Language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth	Source URL	How Disc
Aureate Labs	India (eCommerce Focus) ¹²	"ChatGPT Ads Agency... Conversational Intent Mapping, Sponsored Ads Strategy, ChatGPT Ad Copywriting, ChatGPT Search Optimization" ¹² .	Unclear / Implied Global ("full hands-on management of your ChatGPT ad campaigns... launch and scale ChatGPT ads") ¹² .	Multiple posts (detailed eCommerce service landing page with attribution framework) ¹² .	https://aureatelabs.com/services/chatgpt-ads-agency/ (https://aureatelabs.com/services/chatgpt-ads-agency/) [cite: 12]	Foundational Organizational
SEO Circular	Sahibzada Ajit Singh Nagar (Mohali), Punjab ¹⁶	"SEO Circular delivers smart AI ad strategies to help brands boost reach, sales, and ROI... ChatGPT Ads Agency" ¹⁶ .	Unclear (generic service claims) ¹⁶ .	Thin page (single service page) ¹⁶ .	https://seocircular.com/ai-seo/chatgpt-ads-agency/ (https://seocircular.com/ai-seo/chatgpt-ads-agency/) [cite: 16]	Foundational Organizational
Appac Media	Coimbatore, Tamil Nadu ¹⁰	"Generative Engine Optimization (GEO). GEO Agency in Coimbatore: Get Your Brand Inside the AI Answer" ¹⁰ .	No (focuses exclusively on organic GEO placement) ¹⁰ .	Thin page (single service page) ¹⁰ .	https://www.appacmedia.com/generative-engine-optimization (https://www.appacmedia.com/generative-engine-optimization) [cite: 10]	Foundational Organizational
Icecube Digital	Ahmedabad, Gujarat ⁵	"ChatGPT Advertising Services... OpenAI launched advertising inside ChatGPT... India is not on that list... What is real: if you sell into markets where platform is live... you can run ChatGPT ads today" ⁵ .	No for Domestic India / Yes for Cross-Border Exporters (explicitly details 9 live markets and cross-border campaign execution) ⁵ .	Multiple posts (comprehensive service page with pricing, auction analysis, readiness timelines, and live market disclaimers) ⁵ .	https://www.icecubedigital.in/chatgpt-advertising-services/ (https://www.icecubedigital.in/chatgpt-advertising-services/) [cite: 5]	Foundational Organizational
Brand Visage Communications	New Delhi ¹	"Performance Marketing Strategies... Context Hints... optimizing for conversational intent... ChatGPT advertising in India" ¹ .	Unclear / Thought Leadership focus ¹ .	Multiple posts (strategic blog posts analyzing contextual targeting shifts) ¹ .	https://brandvisage.com/chatgpt-ads-in-india-2026-performance-marketing-strategies/ (https://brandvisage.com/chatgpt-ads-in-india-2026-performance-marketing-strategies/) [cite: 1]	Foundational Organizational
Deftsoft	Mohali, Punjab ¹⁷	"ChatGPT Advertising Services... Deftsoft helps your brand plan and launch ChatGPT Ads with campaign setup, intent-based messaging" ¹⁷ .	Unclear (generic launch claims) ¹⁷ .	Thin page (comparing traditional PPC to ChatGPT Ads) ¹⁷ .	https://deftsoft.com/chatgpt-advertising-services/ (https://deftsoft.com/chatgpt-advertising-services/) [cite: 17]	Foundational Organizational
UpGrowth	Mumbai, Maharashtra ¹³	"ChatGPT Ads Guide India... GEO is your only path to appearing in ChatGPT responses [for restricted categories]" ¹³ .	No (educational advisory focus) ¹³ .	Multiple posts (detailed long-form educational guide on compliance and GEO alternatives) ¹³ .	https://upgrowth.in/chatgpt-ads-guide-india/ (https://upgrowth.in/chatgpt-ads-guide-india/) [cite: 13]	Foundational Organizational

Agency Name	HQ Location	Stated Capability (Exact Language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth	Source URL	How Disc
Opal Infotech	Ahmedabad, Gujarat18	"Advanced ChatGPT paid advertisement services by Opal Infotech... high-yield paid search ads alternative"18.	Unclear / Implied Yes18.	Thin page (blog-based landing page)18.	https://www.opalinfotech.com/blog/dominate-ai-search-advanced-chatgpt-paid-advertisement-services-by-opal-infotech (https://www.opalinfotech.com/blog/dominate-ai-search-advanced-chatgpt-paid-advertisement-services-by-opal-infotech) [cite: 18]	Found Orgai
Brandlogg	India14	"ChatGPT Ads India Guide... OpenAI's self-serve Ads Manager allows businesses... prepare digital presence"14.	Unclear / Market Guide Focus14.	Multiple posts (educational guide on self-serve ad manager mechanics)14.	https://brandlogg.com/blog/chatgpt-ads-india-guide/ (https://brandlogg.com/blog/chatgpt-ads-india-guide/) [cite: 14]	Found Orgai
InstaServ	New Delhi19	"ChatGPT Ads: Avoid These Types of Agencies in the New Era of Advertising... Google Premier Partner"19.	No (Advisory & Vetting Focus)19.	Multiple posts (editorial advisory posts on agency selection and AI PPC)19.	https://theinstaserv.com/blog/ (https://theinstaserv.com/blog/) [cite: 19]	Found Orgai

5. Agencies Found Only Inside Other Agencies' Self-Published "Top 10" Lists

A distinct category of market entities consists of agencies appearing within self-published or third-party "Top ChatGPT Ad Agencies in India" listicles, but whose primary web presence does not feature dedicated, standalone ChatGPT Ads service landing pages2.

A primary example is a self-published compilation hosted on Framr (vnaifotech.framr.ai/blog/top-chatgpt-ad-agencies-india), published in July 2026 under the title "Top 10 ChatGPT Ad Agencies in India: 2027 Expert Guide"2. Analysis of this listicle reveals that the host entity and several included agencies maintain general IT, web development, or traditional digital marketing profiles, folding AI terminology into existing service lines2.

Agency Name	HQ Location	Stated Capabilities & Positioning in Listicle	Stated AI / GEO Angle	Primary Source / Context
VNA Infotech	Mohali, Punjab2	Digital technology and marketing solutions; website development and SEO2.	Generative Engine Optimization (GEO), AI search visibility across ChatGPT Search and Google AI Overviews2.	Publisher and #1 ranked entity on self-published Framr listicle2.
FreeCodesLab	India2	Web design and development company2.	Integrates AI-assisted development processes and conversion-focused design optimized for modern search behavior2.	Listed as #2 in VNA Infotech listicle2.
AIDrivenLabs	India2	Digital product agency and web development firm2.	Focuses on AI digital transformation, content workflows, and intelligent automation2.	Featured in VNA Infotech listicle2.
Digidarts	Gurugram, Haryana2	Performance marketing agency serving D2C brands (Meesho, Birkenstock)2.	Explicitly offers service for optimizing brand visibility on AI platforms (ChatGPT, Google AI Overviews)2.	Featured as #4 in VNA Infotech listicle2.
WATConsult	Mumbai, Maharashtra2	Enterprise social media and digital agency (Dentsu / Isobar network)2.	Utilizes Dentsu enterprise network AI and martech stack2.	Featured as #5 in VNA Infotech listicle2.
Saffron Edge	New Delhi / New Jersey, USA2	B2B and SaaS growth marketing agency2.	Positions LLM and AI search visibility strategies alongside account-based marketing2.	Featured as #6 in VNA Infotech listicle2.
e intelligence	Vadodara, Gujarat2	Digital marketing and SEO agency2.	Markets direct "ChatGPT marketing" package for earning brand mentions and implementing AI conversational bots2.	Featured as #7 in VNA Infotech listicle2.
Ranks Digital Media	India2	Standard digital media agency2.	Generic digital media and SEO optimization2.	Featured as #8 in VNA Infotech listicle2.
WebGuruz Technologies	Mohali, Punjab2	Inbound marketing and CMS migration agency2.	Folds AI tools into traditional SEO and paid media execution rather than selling a distinct AI product2.	Featured as #10 in VNA Infotech listicle2.

These self-published listicles function primarily as search engine capture vehicles designed to rank for high-intent discovery terms2. Inclusion within these lists often reflects keyword optimization strategies by the publishing agency rather than verified technical capabilities or active ad account management in live markets2.

6. Red Flags Observed

The rapid emergence of market interest surrounding ChatGPT Ads has led to several questionable positioning practices across agency sales channels⁴. Four primary operational red flags were identified during analysis:

Live Domestic Campaign Management Claims

The most significant operational red flag involves agencies claiming to actively run, manage, or optimize live ChatGPT ad campaigns for domestic Indian businesses targeting local audiences⁶. Because OpenAI Ads Manager is unlaunched in India as of August 2026, agencies asserting live domestic campaign management are misrepresenting their operational status, running ads in foreign jurisdictions without clear disclosures, or mislabeling standard search/social campaigns⁴. Agencies such as BrandStory and Virendra Digital display language implying active campaign optimization, which requires rigorous scrutiny during procurement vetting⁶.

Repackaging AI Creative Copywriting as Platform Media Management

A prevalent pattern involves agencies marketing "ChatGPT Ads Services" that consist entirely of using LLM prompts to generate ad headlines, body text, or landing page copy for traditional ad networks like Google Ads or Meta Ads Manager⁶. Generating creative variations using AI tools is standard copy production and bears no relationship to native ad buying inside OpenAI Ads Manager⁴. BrandStory explicitly lists landing page copy generation and A/B ad variation drafting under its ChatGPT ads service deliverables, exemplifying this creative repackaging trend⁶.

Rebranding Local Geographic SEO as Generative Engine Optimization

Several service pages use the acronym "GEO" to describe traditional geographic search engine optimization—such as optimizing Google Business Profiles or creating localized landing pages—rather than Generative Engine Optimization²². Genuine GEO involves structuring entity schema, establishing cross-source trust signals, and managing llms.txt files so Large Language Models cite a brand within generated conversational answers⁴. Rebranding local geographic SEO as GEO misleads buyers seeking AI visibility readiness²².

Asserting Unverified Platform Partner Certifications

Certain agency leadership and marketing materials claim statuses such as "Official OpenAI Partner" or "Certified ChatGPT Ads Agency"²⁴. OpenAI has not established a public agency partner certification, accreditation badging program, or official agency reseller network for OpenAI Ads Manager. Statements asserting official platform badging represent unverified promotional framing²⁴.

7. Terminology Inconsistencies Observed

The analysis reveals substantial friction and conceptual overlap in how digital marketing capabilities are named and structured across agency service catalogs².

Organic AI Search Visibility vs. Paid Conversational Media

Agencies routinely conflate organic AI answer placement with paid conversational advertising⁴. In traditional digital marketing, paid advertising operates independently from search engine optimization¹. However, in conversational AI, evidence indicates that underlying platform auction mechanics heavily evaluate whether an LLM already recognizes and trusts a brand entity before granting sponsored placements⁴.

While traditional paid search relies on exact keyword bidding and direct link placement, ChatGPT paid ads rely on context hints and conversational decision moments, which remain unlaunched in India¹. Meanwhile, Generative Engine Optimization focuses on building entity clarity, schema, and cross-source trust signals, which is actively available globally⁴. Advanced agencies explicitly treat organic entity trust as a mandatory prerequisite for paid campaign performance⁴. In contrast, less specialized agencies blur the two concepts entirely, presenting paid ad management and organic AI citations as a single, undefined package⁷.

Native Sponsored Placements vs. Organic Answer Text

Market analysis demonstrates confusion regarding where advertising appears within conversational user interfaces⁵. Official platform documentation confirms that ChatGPT Ads appear as clearly labeled, sponsored callout boxes located beneath the main AI response, explicitly separated from generated text³. However, several agency service landing pages erroneously claim that paid advertising enables a brand to be inserted *inside* the main AI text recommendation¹⁸. Earning direct inclusion inside the generated answer text is governed by organic GEO, whereas paid placements are restricted to designated ad blocks⁴.

Performance Marketing Metrics vs. Conversational Tracking

Traditional PPC agencies evaluate performance through exact keyword Cost-Per-Click (CPC), Click-Through-Rate (CTR), and direct pixel attribution¹⁷. In contrast, conversational media introduces new tracking concepts, including context hint alignment, prompt-level CTR, citation frequency, and conversation depth¹. Agencies attempting to manage conversational campaigns using legacy search frameworks display a lack of specialized operational tooling⁸.

8. Gaps and Unknowns

Several critical operational questions remain unresolved across the Indian digital advertising landscape, pending official platform rollout by OpenAI:

- **Auction Ranking Drivers:** The exact mathematical weighting between advertiser bid price, semantic conversation relevance, and underlying entity authority in determining ad selection remains undisclosed by OpenAI⁵. It is currently unknown whether high bid amounts can compensate for weak brand entity clarity⁵.
- **Data Transparency Limits:** Current platform specifications indicate that advertisers receive aggregated campaign metrics rather than granular, prompt-level user conversation logs, creating attribution challenges for performance marketers accustomed to explicit search query reports⁵.
- **Vertical Exclusion Constraints:** OpenAI enforces strict category exclusions, barring healthcare, mental health, financial services, dating, and political campaigns from paid advertising¹³. For Indian fintech and healthtech firms, organic GEO represents the only operational path to AI visibility¹³.

- **Cross-Border Billing Structures:** For Indian agencies currently running ChatGPT ads for export clients in live overseas markets, media spend is billed directly by OpenAI in foreign currencies (e.g., USD), while agency retainers are managed in INR, introducing currency exchange and GST taxation considerations3.

9. Stage 2 Handoff — Candidates for Deeper Profiling

To prepare for subsequent vendor evaluation stages, candidate agencies should be categorized by operational posture and market transparency rather than basic search visibility3.

Profile Group 1: Transparent Preparation and Cross-Border Specialists

This group consists of agencies that accurately disclose India's unlaunched market status, maintain technical methodologies for pre-launch entity structuring, or possess verified experience running cross-border campaigns in live overseas markets:

- **Icecube Digital:** Recommended for detailed technical auditing due to explicit disclosure of platform launch realities, defined pricing structures (₹75k–₹3L setup; readiness programmes), and dual GEO/cross-border paid media execution5.
- **Funky Developers:** Recommended for profiling based on transparent fee structures (media spend paid directly to OpenAI without markup), prompt intent research deliverables, and integrated WhatsApp lead handoff workflows tailored for Indian market dynamics3.
- **KickAss Digital Marketing:** Recommended for evaluation regarding pre-launch entity readiness frameworks, published technical research on AI entity clarity, schema structuring, llms.txt governance, and structured agency vetting methodologies4.
- **Aureate Labs:** Recommended for specialized profiling in the eCommerce and DTC verticals due to structured service frameworks addressing citation frequency, prompt-level CTR, and conversational intent mapping12.

Profile Group 2: Entities Requiring Operational Verification

This group comprises agencies that market ChatGPT Ads services using ambiguous language or claims of active campaign management, requiring rigorous verification during Stage 2 inquiries:

- **BrandStory:** Requires operational auditing to determine whether performance claims derive from live international campaign management, domestic creative testing, or traditional PPC execution6.
- **Virendra Digital (Virendra Kumar):** Requires technical vetting regarding campaign management workflows and account management infrastructure7.
- **Opal Infotech & Deftsoft:** Require audit clarification to verify whether stated capabilities represent true conversational ad account management or standard search marketing packages17.

Core Terminology to Retain in Stage 2

Stage 2 evaluations should consistently utilize the following technical terminology to assess agency capability depth:

- *OpenAI Ads Manager:* The specific self-serve ad platform utilized for buying sponsored placements inside ChatGPT3.
- *Generative Engine Optimization (GEO) & Entity Clarity:* Technical structuring (schema, cross-source trust signals, llms.txt) that establishes brand authority across LLMs4.
- *Context Hints & Conversational Intent:* Semantic context matching that replaces traditional keyword bidding inside conversational interfaces1.

Mandatory Verification Questions for Stage 2 Profiling

Evaluators conducting Stage 2 vendor assessments should enforce the following technical questions:

1. "How does your agency manage ChatGPT campaign execution today given that OpenAI Ads Manager is not natively live for domestic Indian targeting?"
[cite: 3, 4, 5]
2. "What specific technical deliverables (e.g., schema syntax, entity disambiguation, llms.txt governance) are included in your pre-launch AI readiness programmes?"
[cite: 4, 8]
3. "How do you operationally separate paid media management inside OpenAI Ads Manager from organic Generative Engine Optimization (GEO) deliverables?"
[cite: 3, 4, 5, 8]
4. "What attribution frameworks and performance metrics do you deploy to evaluate conversational ad engagement given platform reporting constraints?"
[cite: 5, 12]

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Executive Summary

We found a small but growing set of Indian agencies explicitly positioning around **ChatGPT Ads** and AI-driven advertising. Many use “ChatGPT” or “AI Ads” terminology on their sites, but actual ChatGPT Ads aren’t live in India yet. Notably, agencies often conflate ChatGPT Ads readiness with broader AI-search or “generative SEO” services. For example, **BrandStory** and **Funky Developers** openly call themselves “ChatGPT Ads agencies in India,” promising AI-powered campaigns and readiness. **KickAss Digital Marketing** bills itself as an “AI-first ChatGPT Ads agency” focused on preparing clients for ChatGPT Ads. **Icecube Digital** likewise markets “ChatGPT Ads” and “AI advertising specialists.” Others like **SEO Circular** (India/US) and **MarTech Union** (Mumbai) promote “GPT Marketing” or “AI-powered marketing” with ChatGPT/AI keywords, blending ChatGPT Ads with AI SEO/GEO services.

We flagged as red-flags any agency that *claims* live ChatGPT Ads performance for Indian clients. For instance, BrandStory boasts “500+ clients with proven ChatGPT campaign success” – impossible given ChatGPT Ads aren’t live in India. Such claims suggest exaggeration. Agencies generally emphasize content readiness (blogs, service pages, GEO/AEO optimization) rather than real campaign results. In terminology, we observed a mix: “**ChatGPT Ads agency**”, “**AI advertising specialists**”, “**Generative Engine Optimization (GEO)**”, “**AI-powered marketing**”, “**AI-first agency**”, “**AI search visibility**”, and “**conversational advertising**.” Some use “GEO” (generative search optimization) interchangeably with ChatGPT Ads readiness; others blur them. For example, KickAss and BrandStory use “GEO” or “AI Search Visibility” to mean being found in ChatGPT/Alexa answers as well as preparing for ads. No single consensus term dominates.

In summary, very few agencies explicitly focus on ChatGPT Ads for India (since the product isn't live here). The ones we found are mostly marketing preparedness (SEO/GEO/AEO) as a proxy. The following table lists every relevant agency we identified, their self-description of ChatGPT/AI ad capability, and our assessment of their claims and content depth.

Scope and Research Method

We searched Google, Google AI (Gemini), and chat models (ChatGPT web, Perplexity) using varied queries: “*ChatGPT Ads agency India*”, “*AI advertising agency India*”, “*Generative Engine Optimization India*”, “*AI search optimization ChatGPT*”, etc. We focused on India-based or India-focused agencies. For each candidate, we visited their site(s), pulled exact language about ChatGPT or AI Ads, checked HQ location, and noted if they claim actual campaign management. We also tracked if the content was a standalone service page (often “thin” marketing copy) or a substantive blog/article. We scanned for listicles or blogs that might mention additional agencies (for example, SEO Circular and MarTech Union surfaced via broader AI marketing searches). All source references are cited in the table below (the *How Discovered* column notes whether the agency was found via search or via another source list). We explicitly looked for agencies that *mention ChatGPT Ads or similar AI ads services*, and did **not** include agencies with only generic digital marketing or generic “AI tool” hype.

Market Terminology Map

- **ChatGPT Ads:** Used by BrandStory, Funky Developers, Icecube Digital, SEO Circular, etc. They explicitly call their service “ChatGPT Ads agency” or “ChatGPT advertising services”.
- **AI Advertising/AI Ads Agency:** Many use “AI advertising” or “AI Ads” (e.g. Icecube: “AI advertising specialists”; MarTech Union: “AI-powered digital marketing agency”).
- **Generative Engine Optimization (GEO):** Coined by KickAss and BrandStory as analogous to SEO but for AI platforms. E.g. BrandStory calls itself a “Generative Engine Optimization (GEO) Agency” focusing on ChatGPT, Gemini, etc. KickAss similarly uses GEO for AI visibility.
- **Conversational Ads/Commerce:** Implicit in “conversational AI ads.” Some mention targeting “AI conversations” or “conversational advertising” (e.g. Funky: “advertise in ChatGPT when buyers explore options”).
- **AI-First:** KickAss prominently calls itself “India’s AI-First Digital Marketing Agency”.
- **AI Search Visibility/Answer Engine Optimization (AEO):** Agencies like KickAss and MarTech Union talk about appearing in ChatGPT answers or Google AI Overviews. MarTech Union specifically mentions “AI search platforms like ChatGPT” and “Appear in AI-generated answers”.
- **AI-Powered Paid Media:** Some (GoDigitalPro, etc.) use the phrase “AI-driven paid media,” though not specific to ChatGPT.

Interchangeability vs. Distinctions: Most agencies blur paid ChatGPT Ads with general AI search optimization. For example, SEO Circular’s “ChatGPT Ads” page also links to their LLM SEO and GEO services. KickAss lumps ChatGPT Ads readiness with “AI Search Visibility (GEO)” on the same site. Few distinguish “organic AI visibility” from “paid ChatGPT Ads.” Generally, “ChatGPT Ads agency” tends to imply readiness and campaign setup (even if not live), while “GEO/AEO/AI Search Optimization” covers appearing in AI answers (organic).

Discovery List

Agency (Name, country HQ)	Stated Capability (exact wording)	Live Campaigns Claimed? (Y/N/Unclear)	Content Depth	Source URL(s)	How Discovered
BrandStory (Melbourne, Australia ¹) (also India presence)	“Leading ChatGPT ads agency in India... data- backed AI advertising strategies... [delivering] ChatGPT technology to generate real results, qualified leads, and growth.” (calls itself “Generative Engine Optimization (GEO) Agency in India” elsewhere).	Yes – “500+ clients with proven ChatGPT campaign success” (despite Indian non- availability). Flagged as red.	Service page with detailed marketing copy (long sections, FAQs).	brandstory.in/chatgpt-ads-agency-in- india (also generative optimization page)	Google search (“ChatGPT ads agency India”), agency site.

Agency (Name, country HQ)	Stated Capability (exact wording)	Live Campaigns Claimed? (Y/N/Unclear)	Content Depth	Source URL(s)	How Discovered
KickAss Digital Marketing (Goa, India)	"India's AI- First ChatGPT Ads agency... prepare Indian brands for ChatGPT Ads". (Also highlights "AI Search Visibility (GEO)" and "entity signals for AI- mediated world.")	Unclear – Focuses on readiness and education. Does not claim actual in-market campaigns (ChatGPT not live).	Multiple blog posts and service pages (long strategic articles and FAQs).	kickassdigitalmarketing.com/chatgpt- ads-agency-in-india (also blog posts)	Found via Google ("AI advertising readiness KickAss"), KickAss blogs.
IceCube Digital (Delhi NCR, India)	"ChatGPT Ads Agency · AI advertising specialists · Advanced advertising tools · Custom campaign strategies · Omnichannel marketing expertise · Transparent performance reporting." (Page title: "ChatGPT Advertising Agency")	AI Advertising Services")	Unclear – Presents ChatGPT Ads as emerging channel; implies readiness. No Indian case studies cited. (They advise pairing ChatGPT Ads with other channels.)	Service page (comprehensive details, benefits, FAQ).	Found via Google search for "ChatGPT Advertising services India".
Funky Developers (Ahmedabad, India)	"Funky Developers is a ChatGPT Ads agency in India that helps brands advertise in ChatGPT through OpenAI Ads Manager— campaign setup, ad creatives, budgets, measurement, optimization for conversational decision moments." (Note: "Advertise in ChatGPT when buyers explore options...")	No – Admits ChatGPT Ads not live in India; says they prepare clients now and launch once access is available. (This is a position statement, not a false claim.)	Service page with sections (overview, FAQs, packaging).	funkydevelopers.com/services/chatgpt- ads-agency-in-india	Google search ("ChatGPT Ads agency India").

Agency (Name, country HQ)	Stated Capability (exact wording)	Live Campaigns Claimed? (Y/N/Unclear)	Content Depth	Source URL(s)	How Discovered
SEO Circular (Mohali, India)	"ChatGPT Ads Agency: Your GPT Marketing Partner. We help you launch and scale high-performing ChatGPT ad campaigns with early-mover advantage — AI-powered, intent-driven strategies." (Also "advertising agency for ChatGPT") "AI-powered digital marketing agency in India... uses AI to run your ads, create personalized content, automate follow-up, and make sure your business appears in Google and ChatGPT when people search." (Their blog uses terms "ChatGPT" and "AI Overviews".)	Unclear — Describes ads shown to free-tier users globally (no India-specific claim, since OpenAI Ads exist in other markets). They imply readiness, not Indian results.	Service page (detailed marketing copy, similar to IceCube in depth).	seocircular.com/ai-seo/chatgpt-ads-agency	Found via Google ("ChatGPT Ads Agency" search).
MarTech Union (Mumbai, India)	"AI-powered digital marketing agency in India... uses AI to run your ads, create personalized content, automate follow-up, and make sure your business appears in Google and ChatGPT when people search." (Their blog uses terms "ChatGPT" and "AI Overviews".)	No — Discussion is conceptual (ensuring visibility); no claim of running ChatGPT Ads (focuses on appearing in AI search).	Blog post and presumably site content (guide-style, multiple posts).	martechunion.com/best-ai-powered-digital-marketing-agency-india-2026	Found via Google ("AI-powered DM agency India").

Source: All above are agency websites, cited in table with exact language. "How Discovered" indicates search or referral. (* *HQ locations* derived from site/contact info where available; some brands have multiple offices.)

Agencies on Peer 'Top-10' Lists

We did **not** find any additional India-based ChatGPT Ads agencies hidden only in third-party "top agencies" lists. Most global lists (Focus Digital, Directive, Linkedist, etc.) are US/UK-focused and do not add new Indian names. (We did see a Facebook/Instagram mention of Hyderabad's "The Pix Shot" as an AI agency, but no accessible site content.) Thus, no separate table of "list-only" agencies was needed.

Red Flags Observed

- **Unrealistic experience claims:** BrandStory proclaims "Over 12 years of AI-powered advertising expertise" and "500+ clients with proven ChatGPT campaign success", implying long ChatGPT Ads history in India. This is false — ChatGPT Ads just launched globally. Any agency claiming long-term ChatGPT ad experience is suspect.
- **Claiming inappropriate verticals:** From a LinkedIn note [81], some agencies allegedly listed industries (healthcare, legal, BFSI) that OpenAI's ChatGPT Ads explicitly excludes. If any agency site (BrandStory or others) claims compliance in these sectors, that would be misleading (we did not explicitly see that text on their pages, but it's a noted pattern).
- **"First in India" bragging:** Marketing lines like "India's leading ChatGPT Ads agency" or "AI-first agency" (seen at BrandStory and KickAss) are marketing puffery without evidence. They do not by themselves make campaigns valid.
- **Mixing organic and paid incorrectly:** Some services blur SEO ("GEO") with ads. While not exactly a "red flag," it can mislead clients into thinking they're getting paid media in ChatGPT when they're really getting content SEO.
- **Overhyped guarantees:** ChatGPT Ads is an unknown channel; any promise of "scale ROI" or "dominate channels intelligently and ethically" (BrandStory's wording) is speculative hype.

Terminology Inconsistencies

- **ChatGPT Ads vs. GEO/AEO:** Several agencies use “GEO” (**Generative Engine Optimization**) interchangeably with ChatGPT Ads readiness. For example, BrandStory and KickAss use GEO to mean optimizing for ChatGPT answers, as if it were a distinct service. Other agencies (like SEO Circular) focus purely on ChatGPT Ads with little mention of GEO.
- **Paid vs. organic context:** Some firms (MarTech, KickAss) focus on “AI search visibility” (organic answers) under the same umbrella as “ads.” Others (IceCube, Funky, SEO Circular) emphasize paid ChatGPT ad campaigns. This causes confusion – e.g. Funky briefly mentions also improving “organic mentions in AI answers,” mixing GEO with ads.
- **Generative SEO terms:** We saw “*Generative Engine Optimization (GEO)*” and “*Answer Engine Optimization (AEO)*” emerging. Not all agencies use these; BrandStory and KickAss do, but others stick to simpler terms. The market isn’t settled on terms – some say “AI visibility,” others “AI search optimization,” but all hint at the same idea (be found by AI).
- **Conversational context:** Funky and others stress “conversational context” for ChatGPT Ads (ads that match a ChatGPT conversation) which is new terminology compared to “keyword targeting.” This is consistent across ChatGPT Ads specialists.

Gaps and Unknowns

- **Unidentified players:** It’s possible small niche agencies or consultants (e.g. freelance AI specialists) offer “ChatGPT Ads consulting” that didn’t appear via web search. We may have missed agencies with no web presence or those relying solely on referrals.
- **Listicles lack India focus:** No Indian-focused “top ChatGPT Ads agency” lists were found, making discovery harder. We relied on direct searches and related content (KickAss blogs, Indian AI marketing guides).
- **Platform changes:** ChatGPT Ads is evolving. By the time of India launch, new players may emerge. We only capture the situation as of Aug 2026.
- **Terminology fluidity:** We noted inconsistent use of terms. In some cases, agencies seem to have retrofitted “ChatGPT Ads” onto existing AI marketing services (e.g. calling AI-generated ad copy “ChatGPT Ads”). It’s unclear which terms correspond to genuine capabilities and which are buzzwords. This suggests Stage 2 should clarify exactly what services these terms denote in practice.

Stage 2 Handoff

Candidates for deeper profiling: We identify *Funky Developers*, *BrandStory*, *IceCube Digital*, and *KickAss Digital Marketing* as the strongest leads. Each claims specific ChatGPT Ads/AI ad services and has substantial content to review. (SEO Circular and MarTech Union are candidates, but SEO Circular’s focus is global/AI-SEO and MarTech’s content is more educational.) We will need to verify their claims and operations. For example, in Stage 2 we should confirm whether BrandStory actually has any live campaigns (unlikely), and how Funky Developers positions its ChatGPT Ads offerings. We should carry forward terms like “**ChatGPT Ads agency**,” “**AI advertising specialists**,” “**Generative Engine Optimization (GEO)**,” “**AI-powered digital marketing**,” etc., to see how Stage 2 sources use them. Key questions: Are they really preparing Indian businesses for ChatGPT Ads rollout, or simply rebranding Google/Meta skills? Do they clearly separate organic AI SEO from paid ChatGPT Ads in their offerings? Answers will help clarify the space.

Terminology to verify: We should note how prevalent terms like “GEO,” “AI Search Visibility,” or “AI-powered advertising” are in additional sources, to see if new phrasings emerge. Also verify if “conversational advertising” or “decision funnel ads” are used by others.

Red flags to probe: In stage 2, we should specifically inquire (e.g., via primary research or client examples) about any claimed ChatGPT Ads performance, or claimed years of experience. For example, asking BrandStory for evidence of ChatGPT campaigns, or comparing Funky’s statements to the actual launch timeline.

Sources: All agency sites and content cited above, including BrandStory, KickAss, IceCube, Funky Developers, SEO Circular, and MarTech Union.



1. Executive Summary

This discovery scan identified **18 India-based or India-serving agencies** that explicitly position around ChatGPT Ads, AI advertising, or AI-driven paid media readiness as of August 2026. The market is early-stage, terminology is fragmented, and **no agency is running live ChatGPT Ads campaigns for Indian clients** (the channel is not yet officially live in India). Several agencies publish substantive, dated content on the topic; others have thin service pages or appear only inside self-published “Top 10” listicles. A distinct red-flag pattern emerged: agencies that imply or claim live campaign management in India despite the channel’s absence.¹²³

2. Scope and Research Method

- **Sources searched:** Google Search results, web articles, agency service pages, and listicles published between January 2025 and August 19, 2026.⁴³⁵⁶⁷⁸⁹¹⁰¹¹¹²
- **Query variations used:** “ChatGPT Ads agency India,” “AI advertising agency India,” “AI ads readiness,” “Generative Engine Optimization paid media,” “ChatGPT Ads readiness checklist India,” and listicle-style queries (“Top ChatGPT Ads Agency India”),²¹³¹⁴¹⁵¹⁶¹⁷¹⁸¹⁹²⁰¹
- **Inclusion criteria:** Agencies that (a) explicitly market ChatGPT Ads/AI advertising/AI ads readiness, (b) publish substantive content on ChatGPT Ads for Indian businesses, or (c) appear in existing “Top ChatGPT Ads Agency India” listicles. Generic digital marketing agencies with no AI-ads-specific positioning were excluded.³⁵⁶⁷⁸⁹¹⁰¹¹¹²⁴
- **Verification note:** ChatGPT Ads are confirmed live in 9 markets (US, Canada, Australia, New Zealand, UK, Japan, South Korea, Mexico, Brazil) but **not India** as of August 2026. Any agency claiming live India campaign results should be flagged for scrutiny.²¹²²¹²

3. Market Terminology Map — how this space actually describes itself

The market uses multiple overlapping labels. Below is what the sources actually use (not a judgment on correctness):

- **ChatGPT Ads agency / ChatGPT advertising agency** — Used by Aureate Labs, One Day Agency, Zero Company, Upvoer, Strategy Kiln, OneMetrik, and listicles. Often describes a mix of GEO (Generative Engine Optimization) plus AI-assisted ad production for Google/Meta, plus "readiness" for when ChatGPT Ads open in India.⁶¹¹¹²⁴
- **AI advertising agency / AI-first marketing agency** — Used by AdsVerse, D'Genius Solutions, upGrowth, and others. Emphasizes AI-native workflows (automation, AI content, AI-driven optimization) and often bundles GEO/AEO.⁵²³
- **AI ads readiness / ChatGPT Ads readiness** — Used by upGrowth, Strategy Kiln, OneMetrik, KickAss Digital Marketing. Focuses on preparation (entity presence, structured data, content quality, tracking) rather than live campaign management in India.²⁰¹²
- **Generative Engine Optimization (GEO) / Answer Engine Optimization (AEO) / LLM Services** — Used by upGrowth, D'Genius Solutions, Aureate Labs, VNA Infotech list. Describes organic AI visibility work (getting cited by ChatGPT, Gemini, Perplexity, Claude). Sometimes blurred with paid "ChatGPT Ads" positioning.²³⁴¹³
- **Conversational commerce agency / conversational AI campaigns** — Used sparingly (Aureate Labs, Anirup Technologies blog). Frames ChatGPT Ads as part of conversational decision journeys.⁴
- **AI-powered digital marketing agency** — Broad label used by Ranks Digital Media, WebGuruz, and others. Often indicates AI-assisted SEO/PPC rather than a dedicated ChatGPT Ads service line.¹²

Interchangeability vs. distinctness observed:

- **Interchangeable in practice:** "ChatGPT Ads agency," "AI advertising agency," and "AI ads readiness" are often used interchangeably on service pages, even when the actual service is GEO + AI content + Google/Meta ads optimization.¹²¹³¹
- **Distinct in some content:** A subset (upGrowth, Strategy Kiln, OneMetrik, D'Genius) explicitly distinguishes **GEO/AEO (organic AI visibility)** from **ChatGPT Ads (paid placements)** and treats them as separate workstreams.²⁰²¹¹
- **Blurred together:** Many listicles and agency pages conflate GEO and ChatGPT Ads under one banner ("ChatGPT advertising agency"), defining it as "AI-assisted ad production + GEO" rather than a distinct paid channel.⁴¹

4. Discovery List — structured table

Agency	HQ	Stated Capability (exact language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth (thin page / multiple posts / none found)	Source URL	How Discovered
VNA Infotech	India (unspecified city)	"AI-powered digital strategies... Generative Engine Optimization (GEO), AI Search visibility... ChatGPT Search, Google AI Overviews, Gemini"	N (explicitly states ChatGPT Ads not live in India)	Multiple posts (long listicle/guide)	12	Organic search; listicle author
FreeCodesLab	India (unspecified)	"AI-assisted development processes, intelligent website solutions, SEO-friendly architecture... optimized for modern search behavior, including AI-driven discovery platforms"	N	Thin page (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
AIDrivenLabs	India (unspecified)	"AI-focused... AI-driven approaches... Generative AI, AI search optimization, and intelligent automation"	N	Thin page (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
Digidarts	Gurugram	"Optimizing brand visibility on AI-driven platforms like ChatGPT and Google's AI-generated search results"	N	Thin page (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
WATConsult (Dentsu/Isobar)	Mumbai	Network-level AI/data/marketing-tech stack via Dentsu/Isobar (not a bespoke ChatGPT Ads product)	N	Thin mention (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
Saffron Edge	New Delhi / New Jersey	"Visibility strategies aimed at LLMs and AI search platforms alongside traditional SEO"	N	Thin mention (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list

Agency	HQ	Stated Capability (exact language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth (thin page / multiple posts / none found)	Source URL	How Discovered
e intelligence	Vadodara	Dedicated "ChatGPT marketing" service line for brand mentions/traffic from AI-powered search and conversational AI engagement	N	Thin mention (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
Ranks Digital Media	Noida / Delhi NCR	"AI-powered digital marketing agency... predictive analytics and AI-assisted content and ad optimization"	N	Thin mention (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
BrandStory	Bengaluru	Dedicated "ChatGPT ads agency" service line focused on conversational, intent-driven ad experiences and AI-personalized creative	Unclear (no explicit live-India claim found)	Thin mention (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
WebGuruz Technologies	Mohali	"Data-driven digital marketing... AI increasingly folded into SEO and paid-media optimization"	N	Thin mention (listed in VNA listicle)	12	Inside another agency's self-published "Top 10" list
Aureate Labs	India (HQ not specified in page)	"ChatGPT Ads Agency... AI visibility assessment, conversational intent mapping, sponsored ads strategy, ad copywriting, campaign management, performance reporting"	Unclear (states "OpenAI is actively rolling out ChatGPT's advertising capability... availability is expanding"; does not explicitly claim live India campaigns)	Multiple sections (detailed service page + FAQs)	4	Organic search
upGrowth Digital	Pune	"AI marketing agency... Generative Engine Optimization (GEO)... proprietary tools to track and optimize for the citability of ChatGPT, Claude, Gemini, and Perplexity"	N (publishes "ChatGPT Ads readiness checklist"; does not claim live India campaigns)	Multiple posts (GEO framework, readiness checklist)	2	Organic search
D'Genius Solutions	Mumbai	"AI-Powered Digital Marketing Agency... LLM Services: LLM Visibility Strategy, ChatGPT & Gemini Indexing... GEO, AEO"	N	Thin-to-moderate service page (no dated blog series found)	13	Organic search
AdsVerse	Indore	"AI-first digital marketing agency... n8n, Gemini API & WhatsApp automation... GEO content pipeline"	N	Multiple posts (AI-first explainer, automation content)	5	Organic search
Anirup Technologies	India (HQ not specified)	Publishes "ChatGPT Ads in India" guidance (educational blog); does not explicitly market a ChatGPT Ads management service	N	Single substantive blog post	1	Organic search
Strategy Kiln	US-based (Adam Fischer team) but India-serving content	"ChatGPT Ads Agency... prepare, test, and scale ChatGPT paid ads... readiness review, campaign planning, measurement"	N (global pilot focus; no India live-claim)	Multiple sections (service page + FAQs)	11	Organic search
OneMetrik	India (HQ not specified; B2B SaaS focus)	"ChatGPT Ads Agency for B2B SaaS... eligibility, context-hint targeting, conversion tracking, CRM-connected reporting"	N (explicitly notes US/self-serve access; no India live-claim)	Multiple sections (service page + FAQs + results)	20	Organic search
KickAss Digital Marketing	Goa	"India's AI-First Digital Marketing Agency... AI Readiness Audits, AI Search Visibility (GEO)... #AIAdvertising #ChatGPTAds"	N (explicitly states ChatGPT Ads not live in India; focuses on readiness)	Multiple posts/LinkedIn content	24	Organic search; LinkedIn

Notes:

- Several global agencies (Single Grain, Directive Consulting, WebFX, etc.) appear in global "Top ChatGPT Ads Agencies" lists but are not India-based; they were excluded from this India-focused discovery list.⁸¹⁰

- "Claims Live Campaigns?" is marked **Unclear** where language implies active management but does not explicitly claim live India campaigns. Given the market context, these should be treated as red flags until verified.⁴¹²

5. Agencies Found Only Inside Other Agencies' Self-Published "Top 10" Lists

The following were discovered **only** inside VNA Infotech's self-published "Top 10 ChatGPT Ad Agencies in India: 2027 Expert Guide" (July 17, 2026) and did not surface via independent organic searches for ChatGPT Ads/AI advertising services in this scan:¹²

- FreeCodesLab
- AIDrivenLabs
- Digidarts
- WATConsult (Dentsu/Isobar)
- Saffron Edge
- e intelligence
- Ranks Digital Media
- BrandStory
- WebGuruz Technologies

Why this matters: This category is worth flagging because inclusion in a self-published list does not independently verify depth of ChatGPT Ads capability. Some of these agencies have broader AI/SEO/PPC practices but may not have dedicated ChatGPT Ads service lines.¹²

6. Red Flags Observed

- **Implied live campaign management in India:** Aureate Labs' page states "OpenAI is actively rolling out ChatGPT's advertising capability... availability is expanding" and offers "Ads Campaign Management" for ChatGPT without explicitly clarifying India's non-availability. This should be scrutinized.⁴
- **Terminology conflation:** Multiple agencies conflate GEO/AEO (organic AI visibility) with ChatGPT Ads (paid placements), which can mislead clients about what is actually deliverable in India today.⁴¹²
- **Listicle inflation:** The VNA Infotech "Top 10" list includes agencies with thin or generic AI positioning, risking overstatement of market maturity.¹²

7. Terminology Inconsistencies Observed

- **"ChatGPT Ads agency" vs. "AI advertising agency":** Used interchangeably on many pages, even when services are GEO + AI content + Google/Meta ads.⁵¹¹²
- **"GEO/AEO" vs. "ChatGPT Ads":** Some agencies (upGrowth, Strategy Kiln, OneMetrik, D'Genius) explicitly distinguish these; others blur them.²¹¹¹³
- **"AI ads readiness" vs. "AI advertising":** "Readiness" framing (upGrowth, KickAss, Strategy Kiln, OneMetrik) emphasizes preparation; "AI advertising" framing (AdsVerse, D'Genius) emphasizes active AI-native campaign management.²¹¹²³¹

8. Gaps and Unknowns

- **Live campaign verification:** No agency in this scan provided verifiable case studies of live ChatGPT Ads campaigns for Indian clients (consistent with market status). This remains an unknown for Stage 2 verification.²²²⁴¹²
- **Pricing transparency:** Only a few sources provide indicative pricing (VNA listicle: ₹15,000–₹50,000/month for SME packages; upGrowth: ₹4L strategy sprint, ₹2L+/month retainers; Strategy Kiln: \$1,500/month pilot; OneMetrik: flat monthly fee). Most do not disclose.¹¹²³¹²
- **Measurement frameworks:** Few agencies detail how they measure AI referral traffic, citation frequency, or pipeline attribution beyond standard GA4/CRM. upGrowth and OneMetrik are exceptions.²³²
- **Geographic coverage:** Some agencies' HQ locations are unspecified on their ChatGPT Ads pages; Stage 2 should verify physical presence and team location.⁴²⁰

9. STAGE 2 HANDOFF — strongest candidates for deeper profiling, terminology to carry forward, questions Stage 2 should verify

Strongest candidates for deeper profiling (based on content depth, clarity on India status, and distinct positioning):

- **upGrowth Digital (Pune)** — Clear GEO framework, "ChatGPT Ads readiness checklist," explicit distinction between organic AI citations and paid ads.²
- **OneMetrik (India, B2B SaaS focus)** — Detailed ChatGPT Ads service page, CRM-connected reporting emphasis, honest about channel maturity.²⁰
- **Strategy Kiln (US-based, India-serving)** — Strategy-first framing, readiness audits, clear separation of GEO vs. paid.¹¹
- **Aureate Labs (India, eCommerce focus)** — Deep service page, but requires scrutiny on live-campaign implications.⁴
- **D'Genius Solutions (Mumbai)** — Explicit LLM/GEO/AEO service lines; Stage 2 should verify depth beyond service-page bullets.¹³
- **AdsVerse (Indore)** — AI-first workflow transparency (n8n, Gemini API, WhatsApp bots); Stage 2 should verify ChatGPT Ads-specific deliverables.⁵

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