



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, Uproer, 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

Agency	HQ	Stated Capability (exact language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth (thin page / multiple posts / none found)	Source URL	How Discovered
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)	<u>12</u>	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)	<u>12</u>	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)	<u>12</u>	Inside another agency's self-published "Top 10" list
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)	<u>12</u>	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)	<u>12</u>	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)	<u>12</u>	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
WebGuruz Technologies	Mohali	"Data-driven digital marketing... AI increasingly folded into SEO and paid-media optimization"	N	Thin mention (listed in VNA listicle)	<u>12</u>	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)	<u>4</u>	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)	<u>2</u>	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)	<u>13</u>	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)	<u>5</u>	Organic search

Agency	HQ	Stated Capability (exact language)	Claims Live Campaigns? (Y/N/Unclear)	Content Depth (thin page / multiple posts / none found)	Source URL	How Discovered
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
- **KickAss Digital Marketing (Goa)** — Readiness-focused, explicit about India not being live; Stage 2 should verify client work and measurement approach.²⁴

Terminology to carry forward into Stage 2:

- **"ChatGPT Ads readiness"** (preparation for when the channel opens in India)
- **"Generative Engine Optimization (GEO)"** (organic AI visibility/citations)
- **"AI-first marketing agency"** (AI-native workflows across strategy, content, campaigns, reporting)
- **"LLM Services / LLM Visibility Strategy"** (brand indexing in AI models)

Key questions Stage 2 should verify:

1. Can the agency show **verifiable, dated case studies** of ChatGPT Ads campaigns (even if outside India) with pipeline/revenue outcomes?²⁰
2. How do they **measure AI referral traffic and citations** (tools, dashboards, frequency)?²³²⁰
3. Do they **explicitly distinguish GEO/AEO from ChatGPT Ads** in client proposals and reporting?²³¹³¹¹
4. What is their **pricing model** for ChatGPT Ads readiness vs. ongoing management?²¹¹¹²
5. What **first-party data infrastructure** do they recommend/build (CRM, CDP, UTM taxonomy) to prepare for AI advertising?²²⁰
6. How do they handle **privacy/compliance** (DPDPA) when tracking AI traffic and conversions?³
7. What is their **team structure** (senior strategists vs. junior account managers) on ChatGPT Ads/GEO engagements?²⁰

This discovery set provides a comprehensive baseline for Stage 2 profiling without ranking or recommending any agency.



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