

NLB Services expands business portfolio with the launch of BrandPipal; Targets 20X growth with revenue target of USD 25 Million in the next five years

- *Plans to tap into 1800+ existing, and 400 upcoming Global Capability Centers (GCCs) opportunity, B2B Enterprises, MSMEs in North America and LATAM region, and other key markets*
- *Team to be scaled from current 75+ to 500+ across Strategic Marketing, Brand Experience, Employer Branding, Online Reputation Management and Content Marketing in next 5 years*

New Delhi, May 05, 2025: In a significant move towards business diversification and value-added service expansion, NLB Services, a global technology and digital talent solutions provider, today launched BrandPipal - a full-service marketing and employer branding firm designed to bridge the gap by delivering purposeful storytelling, data-fueled marketing and campaigns driven by strategy. This marks NLB Services' foray beyond its talent and workforce solutions into the high-growth Martech and branding ecosystem, driven by the evolving needs of its global clientele.

With an ambitious growth target of 20x in the next 5 years, BrandPipal is positioned as a next-gen marketing partner that seamlessly integrates creativity, technology, and data to deliver results-driven high-impact campaigns. BrandPipal will operate as a standalone business unit offering integrated marketing services across Global Capability Centers (GCC), B2B enterprises, D2C brands and Technology Start-Ups amongst others. The business will cater to sector-specific needs, including Go-to-Marketing strategy, employer branding, performance marketing, online reputation management, influencer marketing, and creative and visual design solutions. BrandPipal has already secured a diverse portfolio of clients spanning AI startups, global system integrators, publishing and travel - signaling strong market reception and future-ready momentum.

Led by Co-founder Ashima Kakar, who also serves as Head of Marketing at NLB Services, BrandPipal is backed by a core team of over 75 seasoned marketing professionals - with plans to significantly scale its capabilities over the coming years. The team brings deep



expertise across Martech platforms, AI maturity, data and analytics, creative storytelling and strategic design.

The launch of BrandPipal comes at a pivotal moment when the branding landscape is undergoing a major shift, driven by digital disruption and changing audience expectations. With over 1,800 Global Capability Centers (GCCs) currently operational in India and an estimated 400 more expected over the next five years, the need for differentiated employer branding and digital-first marketing has intensified. As an organization deeply rooted in talent solutions, NLB Services has been supporting clients in crafting employer branding, especially during market entry or expansion phases. BrandPipal builds on this legacy by offering data-driven, technology-enabled branding solutions leveraging AI, tailored for both local and global organizations. The firm is focused on onboarding high-impact clients within its first year, reinforcing its vision of driving business transformation through the intersection of brand, technology, and data.

Speaking on the occasion, Sachin Alug, Chief Executive Officer, NLB Services, said, *"The launch of BrandPipal is a reflection of our long-term vision to evolve as a full-spectrum business solutions partner. As GenAI and automation reshape the business landscape, there's a growing need to combine data-backed decision-making with creative storytelling. BrandPipal will enable our clients to lead with purpose, differentiate meaningfully, and build scalable, authentic brands."*

"This is truly a big moment for us. We're focused on working with companies with purpose, to deliver strategic campaigns and data-driven solutions with real impact. Today, marketing is one of the critical domains with the onus of blending the right amount of technology and human prowess. At BrandPipal, our mission is to leverage this blend from our years of industry experience and help companies tell their true story, gain new markets, attract the right talent, build profitably and help create engaged workplaces where people want to stay and grow," says Ashima Kakar, Co-founder, BrandPipal.

About NLB Services:

NLB Services is a global technology and digital talent solutions provider headquartered in Alpharetta, Georgia (USA). With unparalleled domain depth and digital expertise, we help the world's leading businesses optimize their operational excellence and equip them to navigate the evolving digital landscape. Equipped with top-tier professionals and technology capabilities across multiple countries, we bring industry-spanning solutions



for hiring, skilling, business excellence, operations, and more. Our global presence and unyielding customer centricity have enabled us to forge strategic partnerships with leading Fortune 500 companies worldwide. To know more, please visit <https://www.nlbservices.com/>

About BrandPipal:

BrandPipal, an NLB Services company, is a full-service marketing and employer branding agency specializing in comprehensive, data-driven, and purpose-led strategies to help organizations build strong, impactful brands. We are committed to delivering innovative, impactful, and future-ready marketing solutions tailored to evolving business needs. With a strong foundation in innovation and insight, we deliver tech-enabled solutions across employer branding, GCC strategy, consulting, analytics, digital marketing, reputation management, PR, and experience design & technology. To know more, please visit www.brandpipal.com

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