



ODN DIGITAL SERVICES

ELEVATING BRAND PRESENCE GLOBALLY WITH A FOCUS ON CREATIVITY, STRATEGY, AND TECHNOLOGICAL EXCELLENCE

Anjali Sharma | The CEO Magazine

The past decade witnessed the evolution of the digital marketplace at an unprecedented rate. With technological advancements and the rise of social media platforms, the online market has become more dynamic, competitive and crowded than ever before. Brands are now challenged not only to establish a presence but also to create a distinct identity that helps them connect with their target audience. This is where ODN Digital Services steps in, a company dedicated to helping businesses navigate the complexities of the e-commerce landscape. ODN specialises in crafting innovative, high-quality digital content that elevates brands and amplifies their voice in the crowded marketplace. By focusing on creativity and data-powered strategy, ODN empowers brands to build a powerful online presence and drive measurable growth.

THE GENESIS OF ODN

ODN's journey began in 2015, co-founded by Mr Narinder Mahajan, a seasoned expert with over 20 years in consumer retail and e-commerce. Mr Mahajan's extensive experience includes leadership roles at major e-commerce platforms like Snapdeal, where he served as the Head of Fashion Brands and significant contributions at Shopnineteen and the Ibibo Group during their growth phases. Reflecting on his career, Mr Mahajan shares, "Witnessing the rapid evolution of e-commerce and the rising demand for high-quality digital content inspired me to start ODN. I saw a gap for agile, creative solutions that brands needed



NARINDER MAHAJAN
CEO AND CO-FOUNDER - ODN

to thrive online." With a vision to transform how brands engage in the digital space, Mr Mahajan and his team launched ODN to deliver innovative content solutions.

Under his leadership, ODN has expanded from a modest startup to a prominent player in the industry, reaching markets in the US, Europe, and the Middle East. Mr Mahajan's educational background in Garment Manufacturing Technology from the National Institute of Fashion Technology (NIFT) and his passion for creativity have been crucial in shaping ODN into a trusted partner for brands worldwide. Today, ODN continues to thrive, having served over 500 clients, including Fossil, UCB, M&S, H&M, Guess, Flipkart, Orient, WPP, Fackelmann, Panasonic, TH & CK, TTK Prestige, Ferragamo, Armani, and Iconic to name a few.

OFFERING TAILORED DIGITAL SOLUTIONS FOR BRANDS

One of the major challenges brands face is producing scalable, high-quality content that aligns with their identity while catering to various platforms and channels. The sheer volume of content required for diverse e-commerce platforms, direct-to-consumer (D2C) interactions, and social media can make it daunting for brands to maintain consistency and drive engagement. ODN's agile and bespoke approach helps them address these challenges with ease. The company excels in delivering a comprehensive suite of solutions designed to elevate a brand's digital presence:

CONTENT STRATEGY

ODN uses advanced research and category-specific data to gain deep insights into audience needs and the key drivers of e-commerce conversions. Their strategies are

tailored to optimise content for both marketplaces and direct-to-consumer brands. From A+ content and catalogue videos to landing pages and marketing campaigns, ODN ensures that every piece is tailored for maximum impact and brand alignment across all platforms.

PRODUCTION AND DESIGN

ODN's production capabilities are geared toward efficiency, precision, and scalability. With state-of-the-art studios and a multidisciplinary team of creative professionals, they manage all aspects of production, from high-quality product photography and cataloguing to dynamic video production and innovative marketing visuals. Their end-to-end production processes guarantee seamless execution and visually striking content for both e-commerce and digital marketing channels.

THE ODN ADVANTAGE: STRATEGIC AND CREATIVE EXCELLENCE

What truly sets ODN apart is its blend of strategic and creative prowess. The company's large-scale teams, each specialising in various domains such as content creation, creative direction, e-commerce strategy, and digital marketing, allow it to manage complex, multi-channel requirements with agility and precision.

Mr Mahajan explains, "Collaboration, creativity, and a commitment to excellence define the company culture. We encourage diverse ideas and empower every team member to contribute their unique perspectives. We seek talent that is enthusiastic, adaptable, and driven by excellence." Their deep understanding of the digital marketplace ecosystem and commitment to delivering high-quality results and customer satisfaction have established ODN as a trusted partner for leading brands across different sectors. Each project is approached with a meticulous strategy, beginning with a thorough understanding of the client's needs and followed by tailored strategies and rigorous quality checks. ODN's commitment to collaboration ensures that client feedback is seamlessly integrated into the final deliverables, exceeding expectations and driving both brand growth and customer satisfaction. Continuous adaptation and tech-powered solutions further refine and optimise their strategies, keeping ODN at the forefront of a competitive market.

NOTABLE MILESTONES

ODN's journey is a reflection of creativity and resilience. As a bootstrapped company with year-on-year profitability, ODN recognised early on the demand for specialised e-commerce content and solutions that empower brands to succeed online. "We've supported over 500 clients across India and the APAC region, processing millions of images to boost sales and enhance online presence," says Mr Mahajan. With services expanding to the US and Europe, ODN continues to grow globally. Delivering 10,000 videos in a single month for one of the biggest marketplaces in India was one noteworthy accomplishment. "Our streamlined process allowed us to achieve a 100% accuracy rate and 98% approval rate," adds Mr Mahajan.

The launch of ODN Connect has been another major milestone. This central platform enhances content management, streamlining asset storage, delivery, and collaboration while ensuring brand consistency. "ODN Connect has transformed how we manage and deliver digital assets, making them more secure and accessible for our clients," Mr Mahajan highlights.

WHAT LIES AHEAD FOR ODN

Within the continuously changing digital industry, ODN stays ahead by investing in research, market insights, and team development. "We actively monitor shifts in e-commerce, AI, and consumer behaviour," says Mr Mahajan. This proactive approach,

combined with data analytics, allows ODN to anticipate changes and adapt its offerings. Regular knowledge-sharing sessions, such as quarterly Townhalls, keep the all verticals across the team aligned with industry trends, while partnerships with industry experts and participation in key events help ODN remain agile and innovative. Currently, ODN is working on several high-impact projects, including a project to publish 1 lakh videos for one of India's largest marketplaces. "Consumer behaviour has shifted toward video content, and we're scaling production to meet that demand with tech-driven solutions," explains Mr Mahajan. ODN is also optimising content for millions of products across 100+ categories for another major marketplace, using technology to ensure 100% consistency and scalability.

Looking ahead, ODN plans to expand its global presence and continue refining its tech-powered solutions. "Our vision is to become the go-to partner for innovative, high-impact content," says Mr Mahajan. With a focus on scaling operations while maintaining creativity and quality, ODN aims to empower brands to grow globally and achieve tangible results in the ever-changing e-commerce ecosystem.

LEADERSHIP MANTRA

Advising aspiring entrepreneurs, Mr Mahajan shares, "You have to believe deeply in what you're building. Your passion and purpose will be what keeps you going when things get tough." He encourages seeking feedback but trusting your instincts when making decisions. "You have to live with your choices, so trust your gut. Also, the industry evolves quickly, so stay open to learning new things," execution, he stresses, is critical—strong processes and consistent effort make all the difference. Mr Mahajan adds, "A strong team that shares your values allows you to delegate with confidence and scale efficiently."

"Enjoy the journey, celebrate the small wins, and stay curious," he concludes. ■