



MEDIADEKHO.COM

REDEFINING PR AS A GROWTH ENGINE FOR BRANDS & BUSINESSES IN THE VIKSHIT BHARAT ERA

Shweta Singh | The CEO Magazine

PR today is as much about building credibility as it is about keeping pace with fast-changing media formats. With over 17 years of experience across media and advertising, Mr. Atul Khampariya, Founder of the MediaDekho, identified a clear disconnect: startups and SMEs were priced out of mainstream media, while large corporations struggled with rapid digital shifts. MediaDekho.com was built to bridge this accessibility gap, enabling even bootstrapped entrepreneurs to access high-quality storytelling and media authority, backed by guaranteed delivery and transparent ROI.

MediaDekho.com, operating under Media Dekho Services Pvt. Ltd. An ISO 9001:2015 Certified Company began in late 2019 with a vision to democratise high-end media access. From a Noida-based startup, it has evolved into a premier single-window media solution provider, serving national and international brands.

In 2026, MediaDekho.com has positioned itself as a bridge between traditional credibility and digital agility. Recognised not just as a PR firm, it operates as a comprehensive growth partner – integrating digital PR, Print, TV, and Influencer engagement under one roof.

360° MEDIA SOLUTIONS

MediaDekho.com stands out for its omnichannel integration, bringing traditional and digital PR together under one roof. While many agencies specialise in either “digital” or “traditional”, MediaDekho.com delivers both.

Its 360-degree service suite includes Digital PR and press release distribution, print and magazine



ATUL KHAMPARIYA
Founder - MediaDekho

advertising (including placements in publications such as Forbes and Fortune Business Today), TV PR solutions (interviews on top business talk shows and news debates), influencer and celebrity engagement, and podcast and radio advertising for the growing audio-first audience. By aligning formats like business TV shows and podcasts with Digital PR blitzes and influencer campaigns, the agency creates impact that fragmented strategies cannot match.

REDEFINING SUCCESS

For MediaDekho.com, success is defined by long-term client relationships and industry recognition. Their key milestones include executing campaigns for international brands entering India and supporting Indian brands expanding globally, along with building an association with 900+ publication media networks worldwide.

The agency has been honoured with the Times Business Award by the Times of India Group for excellence in PR and advertising. Yet, the most meaningful accomplishment remains seeing startup clients grow into household names.

“PR IS NOT ABOUT THE SIZE OF THE BUDGET BUT THE STRENGTH OF THE NARRATIVE. IF YOU TELL A STORY THAT RESONATES, THE MEDIUM BECOMES A POWERFUL MULTIPLIER.” – MR. ATUL



THE ROAD AHEAD

At present, MediaDekho.com is focused on building “narrative authority” through deeper storytelling via business podcasts and exclusive TV features, supported by its digital sub-brands Talent Dekho, Startups Dekho, and Story Dekho. Looking ahead, the agency aims to evolve into a technology-led PR powerhouse, creating a trusted platform for PR, media, and advertising solutions & building India’s Next-Gen Brand Communication Ecosystem.

LEADERSHIP MANTRA

Advising aspiring PR professionals, Mr. Atul says, “Be a lifelong student of people. PR is less about press releases and more about human psychology. Understand what builds trust, stay curious about technology, and never underestimate the power of a well-told, honest story. Sustainability in this career comes from your integrity and your network.”