



KARAN SETIA

BUILDING AN EDUCATIONAL POWERHOUSE ON THE FOUNDATIONS OF REAL-WORLD DIGITAL EXECUTION

Anjali Sharma | The CEO Magazine

For Karan Setia, leadership has never been defined by designation alone but by consistent execution and measurable outcomes. As the CEO of Delhi School of Internet Marketing (DSIM), his journey reflects a progression built not on privilege or networks but on persistence, skill-building, and results-driven work. Today, he is recognised as one of India's respected voices in digital marketing.

With over a decade of hands-on experience, he has trained more than 95,000 students and professionals, conducted over 250 workshops across cities, and helped scale more than 500 brands globally. His mission remains exactly what it was when he started: to bridge the gap between traditional education and the real demands of the digital economy through training that is practical, current, and built for results.

THE SELF-MADE STRATEGIST

Karan Setia's journey into digital marketing began early. At the age of 17, he was already freelancing, not through formal study, but by actively working and learning in real-time. Born and raised in Karnal, he made a deliberate move to Delhi in pursuit of better opportunities.

Starting in a new city without an established network came with its share of uncertainty. Limited resources, lack of guidance, and inconsistent work marked the early phase of his career. However, rather than allowing circumstances to define his path, he kept learning, kept delivering, and let his results build the reputation that his background couldn't. Credibility took time. Trust took longer. But consistency made both inevitable.

Alongside building his practical experience, he pursued an Integrated MBA in Finance & Marketing from Kurukshetra University (2017-2022), with an MBA CGPA of 8.0 and BBA CGPA of 7.9. His association with DSIM began as a trainer. Over the years, he progressed steadily within the ecosystem, eventually



KARAN SETIA
CEO - Delhi School of Internet Marketing (DSIM)

acquiring the institution in early 2025 at the age of 26 and stepping into the role of CEO. The transition from trainer to owner reflects a journey defined by long-term commitment and performance.

DSIM 2.0: THE EVOLUTION OF A DIGITAL INSTITUTION

Delhi School of Internet Marketing is India's premier institute for AI-integrated digital marketing education, focused on producing career-ready and business-ready professionals. Originally established in 2011, DSIM entered a new phase under Karan Setia's leadership in 2025. The institute operates with a clear mission: to bridge the gap between traditional education and the evolving needs of the digital economy. Its vision is to position itself as India's most trusted launchpad for future-ready digital professionals.

DSIM caters to a diverse clientele, including students, working professionals, entrepreneurs, and corporate teams across India. The focus remains on enabling individuals not just to understand digital marketing but to execute it, take ownership of outcomes, and build sustainable careers and businesses.

Operating from its flagship office in Malviya Nagar, New Delhi, the institute has also established a growing digital presence that extends its reach nationwide. Its team structure is built on capability rather than scale, with an emphasis on individual accountability and impact.

A MULTI-DISCIPLINARY PORTFOLIO

Karan Setia doesn't just teach entrepreneurship; he lives it. Alongside leading Delhi School of Internet Marketing (DSIM), he has built and actively runs multiple ventures.

HARNIUM: A full-service digital marketing agency founded in 2019, when Karan Setia was just 20, marking his early entry into leadership as a CEO, Harnium was built from the ground up to do one thing well: deliver real, measurable growth for brands. From startups to Series-B funded companies, it has helped 500+ businesses scale digitally, with 70+ clients achieving up to 4x revenue growth. The agency has supported 60+ Series-B funded companies and helped 45+ businesses successfully establish themselves online. It continues to serve as the execution arm behind Karan Setia's philosophy: strategy only matters when it produces results.

BODY & BUTTER: Founded in 2022, Body & Butter is a handcrafted organic soap brand built around one simple belief: that skincare should be honest, natural, and accessible. The brand offers a thoughtfully curated range of handmade soaps, from Kesar and Ubtan to Charcoal and Rose Petals, each crafted for specific skin types and needs. It is where Karan Setia applies his own digital marketing expertise to a consumer product he genuinely believes in, proving that the strategies he teaches are the ones he actively uses.

NAYANTRA: A gold-plated designer jewellery brand inspired by Greek mythology, where every piece carries a name, a story, and a character. From the bold Aegis Ring to the delicate Eos earrings, each collection is designed for the modern woman who values both elegance and meaning. Founded in 2022, Nayantra blends timeless aesthetics with contemporary design, jewellery that doesn't just look beautiful but feels intentional.

A DECADE OF DIGITAL IMPACT

Karan Setia's professional journey is marked by milestones that reflect sustained effort and execution:

- Acquisition and leadership of DSIM in 2025, transforming it into an AI-integrated digital marketing education platform.
- Training over 95,000 learners across India through structured programs, workshops, and live sessions.
- Scaling more than 500 global brands, including enabling a European clothing line to cross \$1 million in revenue.
- Supporting over 70 companies in achieving up to 4X revenue growth.
- Recognition as a Top 5 digital marketing instructor on Udemy with over 3,500 professional enrollments in one day.
- Establishment as a Certified Wix Hosting Partner.

These achievements highlight a career built on consistency, delivery, and long-term value creation.

THE PRACTITIONER'S MINDSET

Karan Setia leads with what he defines as a "doer-first" philosophy. His leadership style is rooted in execution, where strategies are not theoretical constructs but tested frameworks applied in real-world scenarios. Every campaign he recommends is one he has executed. Every strategy he teaches is one he has implemented. This approach reinforces credibility and ensures alignment between education and practice.

"My focus is simple: build marketers who execute strategies, drive measurable growth, and lead confidently in the digital economy," says Karan Setia.

A LEGACY IN MAKING

From a 17-year-old freelancer in Karnal to the CEO of one of India's established digital marketing institutes, Karan Setia's journey is proof that consistency, when paired with relentless ambition, always finds its destination.

Starting with no network, no guidance, and no safety net, he chose relentless learning over retreat. Every challenge became a stepping stone; every delivery built credibility that no shortcut could buy. Over time, trust wasn't requested; it was earned. Today, his work is singular in focus: equipping individuals and businesses to dominate the digital economy. The principle remains unchanged: results build reputation, and execution sustains it.