SOC

Hi! We Are



HERS

an independent creative agency that believes in catching the case of potential - in every interaction, every idea and every challenge.

MAKING MORE HAPPEN

SOCHEERS

Built by two people

who believed digital deserved more than being an afterthought.



Siddharth Devnani

Co-Founder

Mehul Gupta

Co-Founder

IF YOU ASK OUR PEOPLE, WHO WE ARE?

An agency that leads, for those who lead.



We believe growth comes from staying curious, embracing discomfort, and surrounding ourselves with people who push us to think bigger — including the brands we partner with.

WHY WE EXIST?

SoCheers exists to shape the future of brands by creating work that delivers long-term value, where creativity and strategy come together to solve real business problems.

what gets us out of bed?

MAKING CONTENT PEOPLE SEND TO EACH OTHER 

meet us in the SoCheers

230+ creative minds

330+ brands

450+ brand campaigns

1050 influencer & brand partnerships

155+ films

what we do

the part after we need an "idea"

I.

strategy

— brand positioning
— digital strategy
— content planning
— insights & journey mapping
— communications planning
— media planning

II.

creativity

— integrated campaigns
— creative & content development
— copywriting
— branding & merchandising
— tactical execution

III.

production

— TVC & DVC
— digital production
— social content
— photography
— audio & mixing
— motion + 3D
— AI creative

Brands that've trusted the work.



WHAT DRIVES US?

01. Curiosity

We ask questions. We explore possibilities. We never stop learning.

02. Transparency

No sugarcoating, no corporate jargon. No hidden agendas,Just straight-up, clear conversations.

03. Collaboration

Ideas are meant to be shared. The best work happens when people come together, challenge each other, and build on what's possible.



03.

You've probably heard of us.

CLIO ENTERTAINMENT

Only Indian Agency winner — 2024

THE DRUM GLOBAL

Only Indian Agency winner — 2024, 2025

THE DRUM APAC

Winner — 2024, 2025

CAMPAIGN SOUTH ASIA

Agency of the Year 2025 (Shortlists across 4)

WEBBY AWARDS

3-time Honoree — 2021, 2022, 2024

MMA SMARTIES / SPIKES ASIA

Wins on other international platforms

and definitely must've seen our work.

If you've scrolled, streamed, shopped, or binge-watched lately..
we've probably interrupted you. Nicely.









2026 snapshots

what's been keeping us busy lately.

tap on us to see better



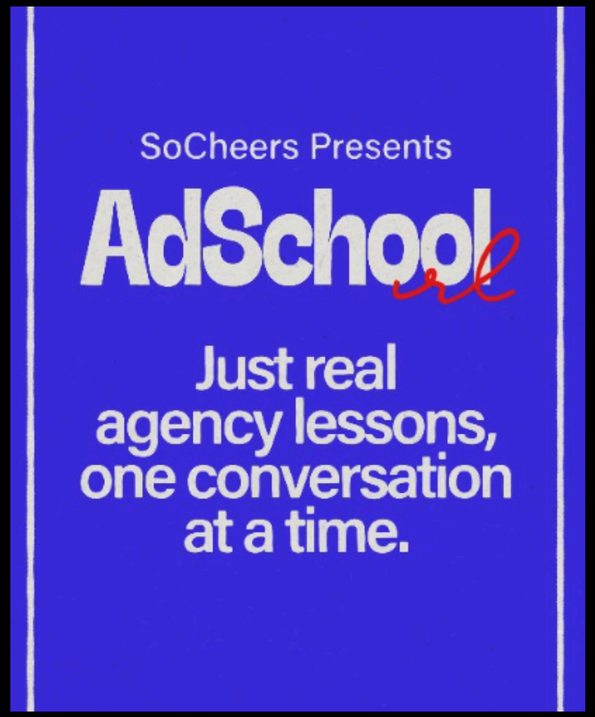
Netflix x MI



Netlix - Glory



Broadway Launch



SoCheers IP

FROM PACKS TO PIXELS









AI TO IDEAS


Creative Visualisation
Havmor
ICE CREAM
A SOULFUL INDULGENCE


Creative Visualisation
Havmor
ICE CREAM
THAT TAKES YOU


Havmor
ICE CREAM
TO A BLISSFUL WORLD


BINGO!
Taste aisa
JO KISI KO
BHI JAGADE
#HappyHalloween
Creative Visualization I Serving Suggestion


Sunfeast
YiPPee!
noodles
Creative Visualisation | Serving Suggestion


ON MY WAY TO
A CHOC LICIOUS JOURNEY!


The Belgian Waffle Co.


BINGO!
NACHOS
WINNER WINNER
NACHOS DINNER
Creative Visualization I Serving Suggestion

WE'VE PLAYED ACROSS EVERY SPACE
A BRAND CAN LIVE IN.

FMCG



OTT



B2B



GAMING



SCALED CAMPAIGNS WITH CREATORS

SCALED WITH QUANTUM



50+ influencers pan-India to drive awareness and sales for Gala's latest product launch or 25+ creators for Croma's Festive Fiesta, there's scale that matches the brand ask.

SCALED WITH NICHE QUALITY



From identifying popular truck drivers for ITC Sunrise Masalas, to a sand artist, a voice artist, a caricature artist for The Belgian Waffle Co or Netflix, there's a creator for every niche.

SCALED IN REGIONS



Region-specific creators for brands that want to build brand resonance in the region like Gujarat for Havmor, Chennai for ITC Store, AP & Telangana for Mansion House Brandy.

SCALED WITH THE BIGGEST NAMES





For campaigns that need massive talkability, celebs take centre stage like Shikhar Dhawan, ORRY and Yuzvendra Chahal for Amazon MXPlayer.

All of it while keeping the brand centre stage, driving engagement, reach & brand goals

SOME OF IT'S PLANNED

JIO HOTSTAR





POKEMON GO

SOME OF IT'S
PLANNED

SOME OF IT'S
INSTINCT.

SOME OF IT'S
PLANNED

SOME OF IT'S
INSTINCT.

ALL OF IT'S
SoCheers.



IF IT LOOKS GOOD, TITO films SHOT IT.

Everything you've seen; from brand films to quick social drops, comes to life with **Tito Films**, our in-house production arm. The lens, the lighting, the madness - all ours.



LET'S MAKE MORE HAPPEN.

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