

18 years
EXPERIENCE
in marketing, since 2008.

WHO I AM

Business consultant and marketing strategist. I help Indian businesses grow and get found in AI search, and I train the next generation of marketers.

AT A GLANCE

14 years as MD	750+ clients	54 team
3 offices	200+ AI audits	6 awards

EDUCATION

MBA Marketing, 94%. Research: AI and SME growth
M.Com Banking, First Class
B.Com Computers, First Class
AAASP Arena · **NIIT**
PhD Management, pursuing

EXPERTISE

Business and growth consulting
Marketing strategy and branding
Digital and performance marketing
AI search visibility (AEO, GEO)
Websites and UI direction
Training and mentoring

RECOGNITION

IBA 2023, New Delhi
DesignRush USA 2024
Google Authorized Partner
IPL 2026 ad and media partner

LANGUAGES

Telugu · English · Tamil · Hindi

GET IN TOUCH

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Founder page

Academic records: Appanna Bandaru

Kalyan Raj Bandaru

Founder and Managing Director

Glint Creatives Pvt Ltd, since 2012
Digital marketing and AI web agency
Glint Digital Academy

BUSINESS CONSULTANT · MARKETING STRATEGIST

I build businesses and the people who run them. For 18 years I have worked in marketing, 14 of them leading Glint Creatives, the agency I started alone in 2012. Through Glint Digital Academy I teach young people the street-smart side of marketing that degrees leave out.

MY 2030 VISION Help Indian businesses get found in AI search, take Glint to international clients, and make GDA the bridge between a degree and a real job.

> MY PROMISE
>
> *Bring me your goal: more customers, a stronger brand, better sales or a website that works. My team and I will work out how to reach it. Tools and trends keep changing. What has stayed constant since 2008 is how we understand a business before we touch its marketing.*
>
> **We help with** Branding · Marketing · Sales · Websites · Digital and AI search · Business growth

Let's work together

FOR COLLEGES, UNIVERSITIES AND FORUMS

Guest lectures	Chief guest, investiture and convocation addresses
Panels and keynotes	AI in marketing, digital careers, entrepreneurship
Policy and boards	AI adoption by Indian SMEs, curriculum and skills
Juries and mentoring	Marketing, startup and student events

FOR BUSINESSES AND LEADERSHIP TEAMS

Consulting	Business growth and marketing strategy
Evaluation	Marketing and AI visibility audit of your business
Execution	Branding, digital, websites and AI search via Glint
Team training	In-house programmes through GDA

Inside this profile

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For colleges, events and policy forums

Talks · Stages · Research

Signature talks

AI made your marketing faster. Did it grow your business?

CXOs, industry, policy

What 56 Indian SMEs reveal about AI activity versus real growth.

Is your brand invisible to ChatGPT?

Business and marketing events

Getting named inside AI answers, with a live Mirror Test.

The 70% Rule

Colleges and students

Building a marketing career that compounds.

Show the value first

Startups, E-cells, podcasts

From one room and a bike to three cities, without outside funding.

WHERE I HAVE SPOKEN

Chief Guest	DG Vaishnav College, Chennai. BBA Investiture, 3 Aug 2023, 500+ students. Recorded in the college's NAAC AQAR.	NAAC record ›
Chief Guest	Good Hope New Gen Hr. Sec. School, Arumbakkam. 80th Independence Day, 15 Aug 2026.	Watch ›
Panel speaker	Jio Institute. Guest talks at Triveni Degree College, SBMHSS and Sri Viswasanthi School.	
Media	Prime9 News, Suman TV, Sakshi and Vaartha (2026). Business interview, Satheesh Balaji Edutainment.	Watch ›
Writing	40+ articles on marketing, AI search and leadership.	Read ›

Research and original ideas

Impact of AI-Driven Digital Marketing on SME Growth in India. MBA research, Andhra University. My team and I surveyed and interviewed owners and managers of 56 Indian SMEs across real estate, healthcare, education, hospitality and startups. **Method:** structured questionnaire and interviews, with reliability, correlation and regression analysis across four outcomes (marketing performance, business growth, customer engagement, lead generation).

Content, not insight	**94.6%** use AI to create content. Only **23.2%** use it for analytics.
Faster, not bigger	AI use explains **43.1%** of the change in marketing performance, but only **7.5%** of business growth.
Skills over cost	Skills and trust (**42.9%** each) hold SMEs back more than cost (**32.1%**).
More leads, same cost	Enquiries rise faster than cost per lead improves.

What I have learned. Most Indian SMEs now use AI to work faster. Very few use it to grow. The gap is measurement, skills and trust, which points to capability-building over subsidy.

FRAMEWORKS I CREATED

The 70% Rule	Master 70 percent of the fundamentals before chasing the 30 percent specialisation.
3-Layer Search Stack	SEO ranks you on Google. AEO gets you cited by AI. GEO gets you named inside AI answers.
The Mirror Test	Ask ChatGPT, Perplexity and Gemini three customer questions. Is your brand named? Born from a real estate client with strong rankings and falling enquiries.

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For businesses

How I help · Results · Experience

How I help a business grow

35,000	15,000	6,000	750+
education leads in 10 years	admissions for one group	acres sold for 15 developers	clients since 2012

Whatever the goal, I start the same way: understand the business before touching its marketing.

1. Understand
Study the business, its customers and competitors before giving any advice.

2. Diagnose
Audit Google, AI search, social and the sales funnel to find where growth is lost.

3. Plan and build
Strategy, brand, creative, website and campaigns, executed by the Glint team.

4. Measure
Track enquiries, cost per lead and sales, then improve every month.

RESULTS

Education	Sri Viswasanthi educational institutions, 10 years: about 3,500 leads a year, 35,000 in total, and 15,000 admissions.
Real estate	15 developers across Chennai, Hyderabad and Vijayawada, 12 years: about 500 acres a year, around 6,000 acres in total, sold with our marketing support.
Multi-channel	One client reported about Rs 2.57 crore worth of potential business from our Facebook, Instagram and Google campaigns.

SEE OUR WORK

Web and digital portfolio › | Company profile (PDF) › | Real estate portfolio (PDF) › | Real estate work (Drive) ›

Experience

18 years of experience — February 2008 to present

Founder and Managing Director, Glint Creatives Pvt Ltd
Aug 2012 to Present
Chennai (HQ), Hyderabad, Vijayawada

- Grew a one-person studio into a 54-member agency with three offices and 750+ clients, with no outside funding.
- Run 40 digital marketing retainers today, 10 with SEO. Several clients have stayed past 10 years.
- Took the agency into AI search in 2025: 200+ AI visibility audits across real estate, healthcare, education, FMCG and manufacturing.

Founder, Glint Digital Academy (GDA)
Present
Mogappair East, Chennai

- Practitioner-led training in digital marketing, design, SEO and AI workflows, on live client work from week one.
- I personally counsel every student who walks in. Next: a 3 to 4 month programme, 2027, that makes a degree job-ready.

Web Designer to Head of Marketing Communications, Pixel Studios
Feb 2008 to Aug 2012
Chennai

- Four and a half years: started in web design and grew to lead the studio's digital marketing communications. The base for everything Glint does today.

Before 2006: Teacher at a high school in Chataparru, near Eluru, placed through my NIIT certificate.

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Who trusts us

Clients · Awards · Partners

Clients

A selection from 750+ businesses served since 2012, across India, many for more than a decade.

CORPORATE, BRANDS AND TECHNOLOGY

PHILIPS · Mahindra World City · Honda · Jaguar · KOHLER · RAK Ceramics · VLCC · Bathcaff · Twills · Popular Shoe Mart · Cheap&Best · Tradewinds Group · Benzz Technologies · i5 Designs · SLAM · Aristo Tamilnadu · Pride Credit Co-operative Society Ltd

EDUCATION

Dr. M.G.R. Educational and Research Institute University · Vel Tech · Sri Chaitanya Techno School · TVIS Velammal Vidyalaya · Sri Viswasanthi Educational Institutions · Viswabharati · Lakmé Academy · Little Millennium · Indian Institute of Materials Management

REAL ESTATE

Premier Housing & Properties · i5 Housing & Properties · Pragathi Real Estates · Radiance Realty · Asset Tree Homes · BH Budget Housing · Value Realty · Ark Builders · The Royal Lands and West Co-operative Housing Society Ltd · Sameera · Perspective

HEALTHCARE AND WELLNESS

Apollo Dental · Blue Dental · Srinidhi · Santosham Chest Hospital · Dr. Sridhar International Dental Hospitals · Shine Hospitals · alovia · Kottakkal Ayurveda · The Jawed Habib Salon · Dr Archana Rao Clinic

Recognition



IBA 2023, New Delhi



DesignRush USA 2024



i5 Housing 2026



Premier Housing 2025



Pride Credit, Kerala 2025

2024 **DesignRush, USA**	Featured in Best Colourful Web Designs.	Verify ›
2023 **International Business Awards, New Delhi**	Best Web Development and Digital Marketing Agency, Chennai.	Verify ›
2018 **SM Awards, AP Government**	Best Digital Marketing Agency.	On file

Recognised by clients including i5 Housing (2026), Premier Housing (2025) and Pride Credit Co-Operative Society, Kerala (2025). See one

Partners and institutions: Google and PhonePe Authorized Partner, IPL 2026 Advertising and Media Agency Partner, IIT Mandi and IIIT Sri City campus partner, T-Hub Hyderabad Innovation Summit 2025.

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Where I come from

Foundation · Education · Journey

The foundation: 6.5 years of roots before Glint

"Show the value before you ask for the money."

2 years
STUDY · 2006 to 2008
Complete graphic design and web design training. AAASP at Arena Multimedia, Chennai: 18 months plus a 6-month project.

4.5 years
WORK · Feb 2008 to Aug 2012
Pixel Studios, Chennai. Started as a web designer and grew to Head of Marketing Communications (digital).

Aug 2012
GLINT CREATIVES
Founded on 6.5 years of study and work. 45 to 50 businesses studied, each shown a sample homepage before any fee. 7 to 8 became clients.

Not overnight. Two years of learning, four and a half years of working, then Glint.

Education

PhD, Management	Pursuing. AI-driven marketing systems for business growth in emerging markets.	Pursuing
MBA, Marketing	Andhra University, Visakhapatnam. Research on AI and SME growth across 56 SMEs.	94%, Outstanding
M.Com, Banking	C.R. Reddy College, Eluru	First Class
B.Com, Computers	Triveni Degree College, Jangareddy Gudem	First Class
AAASP	Arena Animation Academy Specialist Program, Arena Multimedia, Chennai. Graphic design and web design, 18 months plus project.	2006 to 2008
Computer course	NIIT, Eluru	Certificate

Name in academic records: Appanna Bandaru. Known professionally as Kalyan Raj Bandaru.

My journey

A Telugu-medium student from Dwaraka Tirumala who reached Chennai in 2006 with limited Tamil and English, faced many interview rejections in Arumbakkam, and returned there in 2023 as Chief Guest at DG Vaishnav College.

2004 Tsunami relief Rs 15,000 raised
2005 Taught at my school SVDO, Independence Day
2006 Moves to Chennai Graphic and web design
2008 Pixel Studios Web designer
2012 Founds Glint Mogappair East
2015 Chennai floods Leads relief drive
2018 First award AP Government
2023 IBA, New Delhi DG Vaishnav guest
2024 DesignRush USA Colourful Web Designs
2025 AEO and GEO Research begins
2026 IPL partner Media features



Chief Guest, DG Vaishnav College, 2023


Guest lecture, Jio Institute


Glint for Good, Christmas 2025

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What I believe

Four pillars · Bio · Contact

From my heart to yours

1 Use your smartness well

Talent is a gift. What you do with it is your choice.

Smart work done responsibly earns trust, and trust is what grows a career or a business. The smarter you are, the more careful you must be with it.

2 No shortcuts, no comparisons

Run your own race. Every step since 2006 took time, and every one was worth it.

Shortcuts give quick results that do not last. Comparing yourself with people who took the wrong road only measures you by their yardstick. Choose who you want to be, and own it.

3 Learn beyond the classroom

Your degree opens the door. What you learn alongside it decides how far you walk.

From Class 10 onwards, keep up with society, technology and people while you study. Whatever your profession, learn to use AI.

4 People first, then technology

Every milestone at Glint belongs to my team.

Tools and trends change every year. People stay. Understand them, connect the right technology, and use it to build a better society.

Credit to my team. Every milestone in this profile belongs to the Glintians, past and present, who give their best every day. Spotting talent early and giving it room is how Glint grew.

Ready-to-use bios (for posters and introductions)

About 50 words

Kalyan Raj Bandaru has 18 years of experience in marketing. He founded Glint Creatives in 2012 and built it into a 54-member agency across Chennai, Hyderabad and Vijayawada, serving 750+ clients. A business consultant and marketing strategist, he works on AI search visibility for Indian brands, researches AI adoption among SMEs, and trains young marketers through Glint Digital Academy.



Thank you

In 2006 I came to Chennai with a folder of certificates and very little Tamil or English. The people who gave me a chance are the reason I say yes when a company, a college, an event or a podcast asks for time. If you see a fit, write to me. I read every message myself.

Kalyan Raj Bandaru Chennai, 14 November 2026

Call › | WhatsApp › | Email › | LinkedIn › | Founder page ›

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