

OUR PROFILE

A comprehensive partnership blueprint from **OOPSroops LLP** - your strategic brand management and communications consultancy for integrated storytelling, digital engagement, and measurable growth.



LLP

Our Background

OOPSroops LLP is a cutting-edge Strategic Brand Management & Communications Consultancy founded by **Roopsha Dasgupta**, a seasoned communication strategist, creative planner, and brand storyteller with over **25 years of versatile cross-industry experience**.

We are creative growth catalysts - partnering with brands, businesses, corporates, and entrepreneurs to shape powerful narratives that elevate engagement, boost visibility, and accelerate growth across every platform.

"If it needs a story, we're already plotting the sequel."

<https://oopsroops.com/#Who-we-are>

What We Deliver

At OOPSroops, we don't just tell stories we ideate, curate, and craft unforgettable brand journeys that leave a lasting impact.

Our 360° solutions span:

- Digital strategy & social media
- Audio & video production
- Brand activation platforms
- Content management & PR

MEDIA COVERAGES

<https://oopsroops.com/media/>

<https://www.telegraphindia.com/culture/lessons-about-remembrance-and-healing/cid/1816096>

<https://www.millenniumpost.in/entertainment/rj-roopshas-podcast-series-439937>

<https://retailjewellerindia.com/senco-gold-and-diamonds-engages-with-couples-and-brides-to-be-with-dulhan-diaries/>

<https://www.mid-day.com/brand-media/article/grand-launch-of-dulhan-diaries-by-oopsroops-23278600>

<https://t2online.in/goodlife/fitness-health/woodlands-hospital-organised-a-panel-discussion-on-women-and-wellness-in-the-run-up-to-international-women-s-day/1365723>

<https://www.jiosaavn.com/artist/roopsha-dasgupta-songs/26lxIEFi,IA>

<https://www.millenniumpost.in/roopsha.dasgupta>

<https://www.etplay.com/opinion-the-daily-edit/better-insolvency-and-bankruptcy-code-grooming-to-fix-bad-haircuts/1661499877693>

https://www.thewall.in/offbeat/radio-returns-live-show-kolkata/tid/187094?fbclid=IwdGRjcAQC4r1jbGNrBALiu2V4dG4DYWVtAjExAHNydgMGYXBwX2IkDDM1MDY4NTUzMTcyOAABHo4qGRfSP01wjhaS-8LIAX2vGcOfM8mCJMYpJds2iCYoYvBOwLSHDPp0NCO6_aem_ghosh-1b5aOhXIOZt8qNxQ





Our Purpose & Philosophy

When life is full of 'OOPS!', there had to be something beyond the ordinary, the usual, to make it beautiful and experiential

Positivity

Every campaign we create promotes optimism and forward-thinking narratives

Mental Health

We champion improved well-being through mindful, empathetic storytelling

Family Values

Upholding the family value system at the heart of every brand journey

Individual Upliftment

Focused on empowering individuals through meaningful engagement



Our Client*

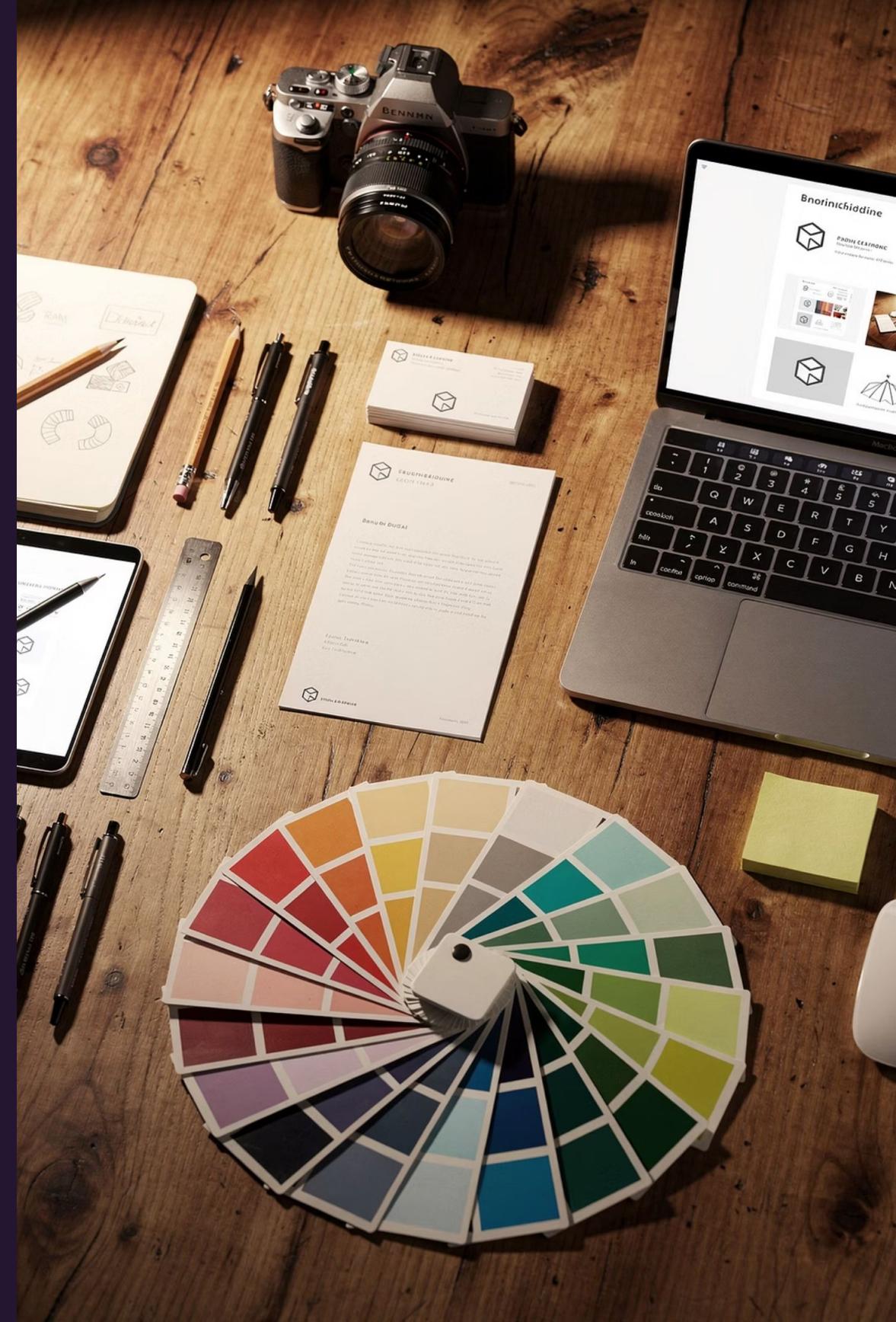
relationships are built on trust, creative excellence, and measurable results.



*Former and Present

Our Work

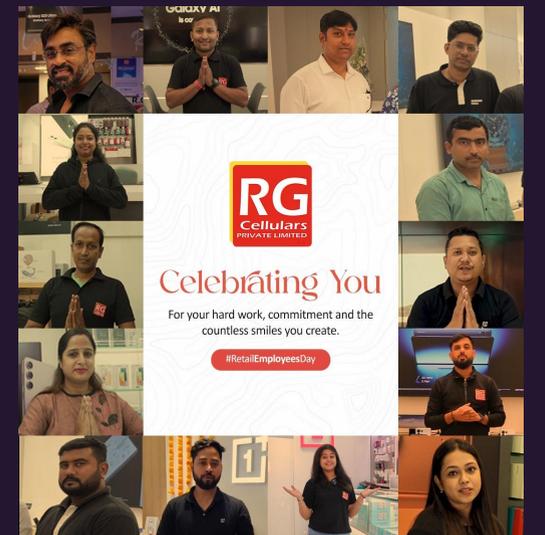
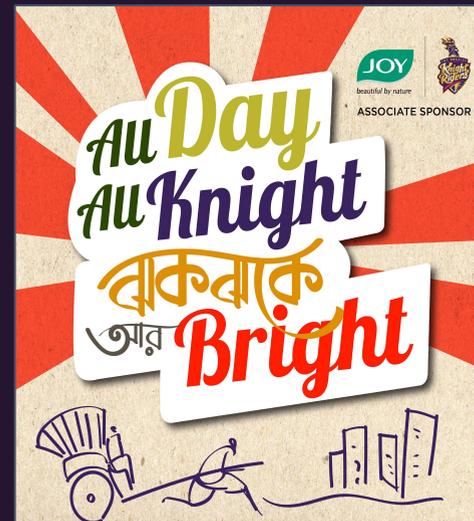
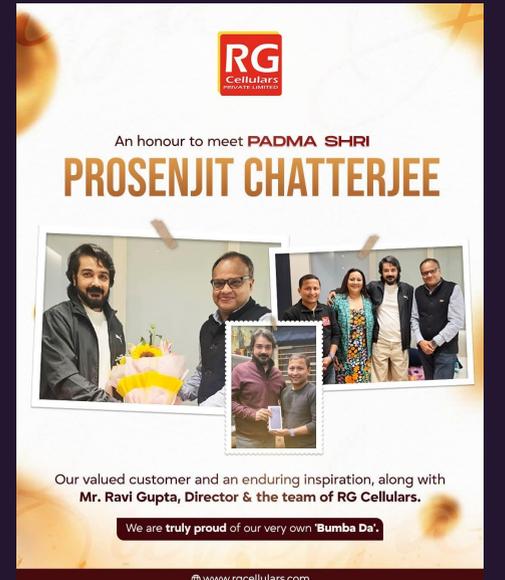
From static social media assets and motion graphics to print advertising and outdoor campaigns, we drive engagement, reinforce brand identity, and deliver measurable results for our clients.



Static Creative Design



Our static creatives are designed to capture attention in the scroll. Each asset is purpose-built for social media platforms, combining bold visual storytelling with brand-consistent messaging that drives engagement and conversions. From product launches to awareness campaigns, our design team delivers assets that stand out in crowded feeds.



CONTINUED

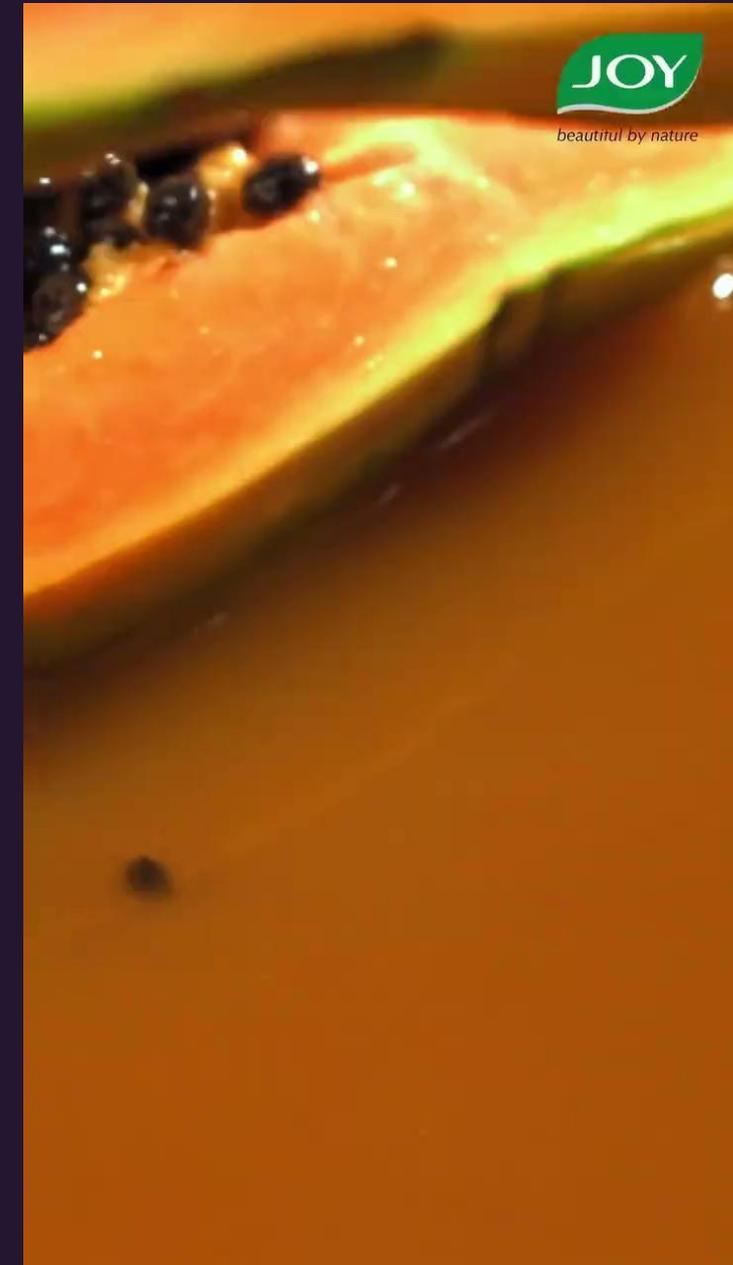
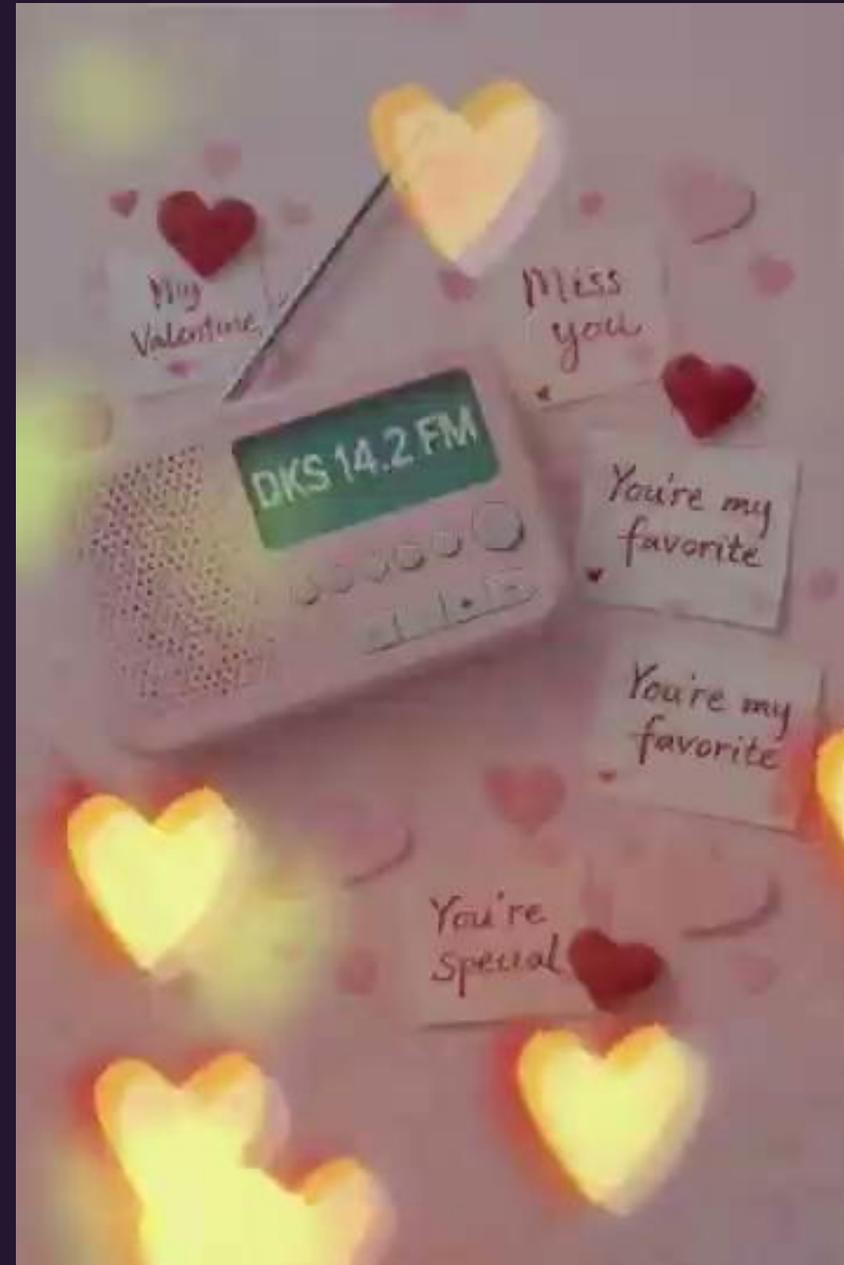
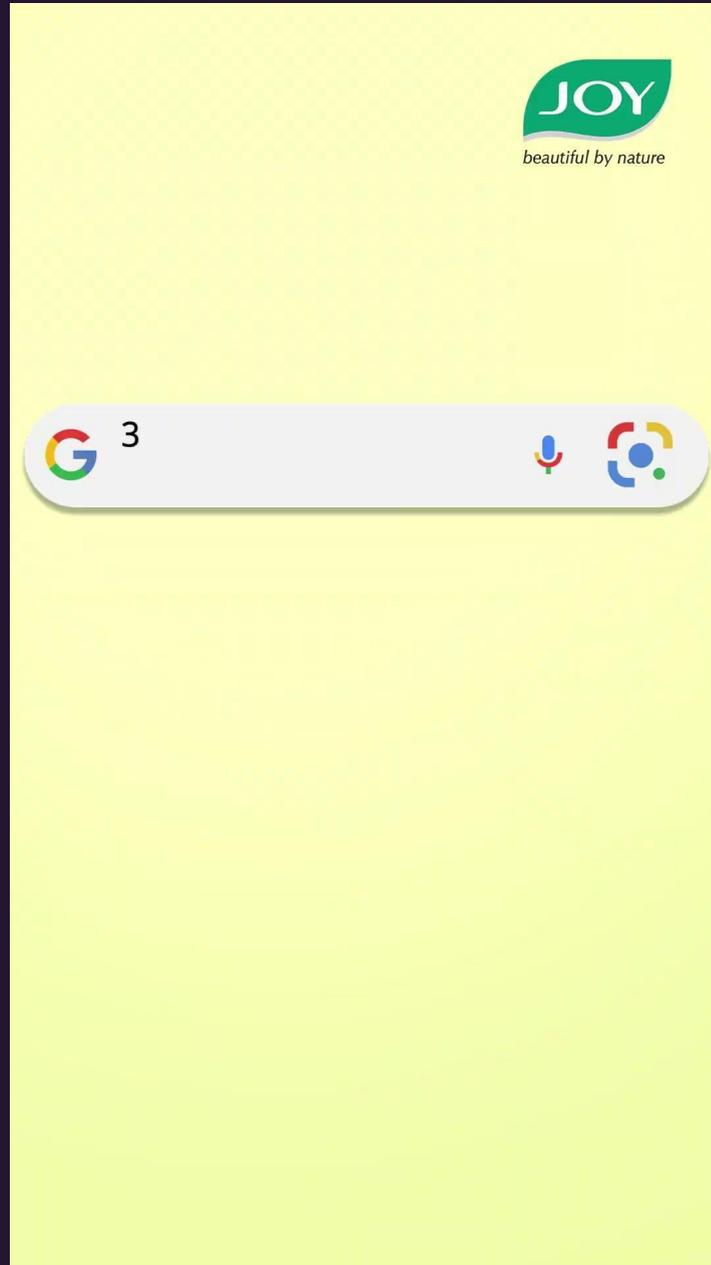
Brand Visual Campaigns



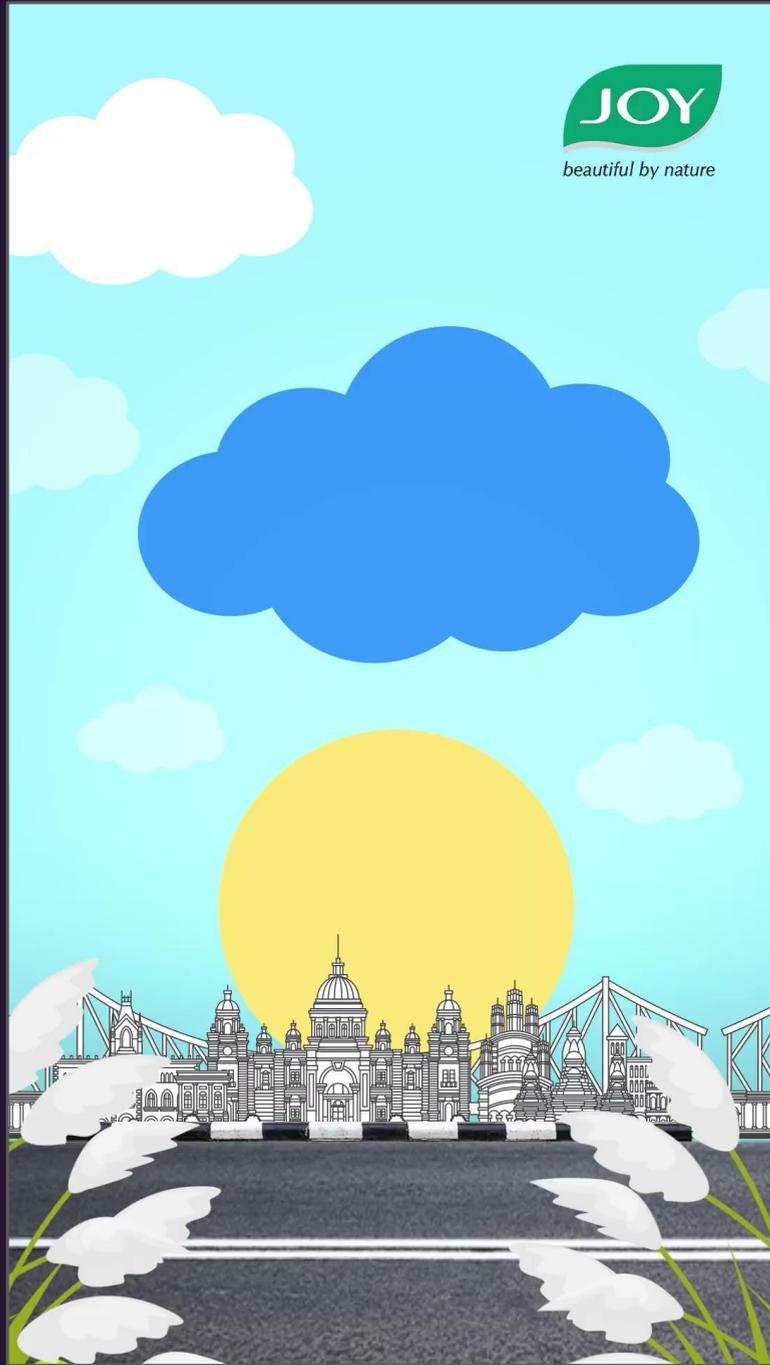
Our visual campaigns go beyond simple graphics - they tell complete stories. Each creative is informed by audience insights, brand guidelines, and platform-specific best practices to maximize reach and resonance. Whether it's a product spotlight, seasonal promotion, or brand awareness initiative, we craft visuals that convert viewers into advocates.



Motion Creative



REEL & STORY FORMATS



RG Cellulars PRIVATE LIMITED

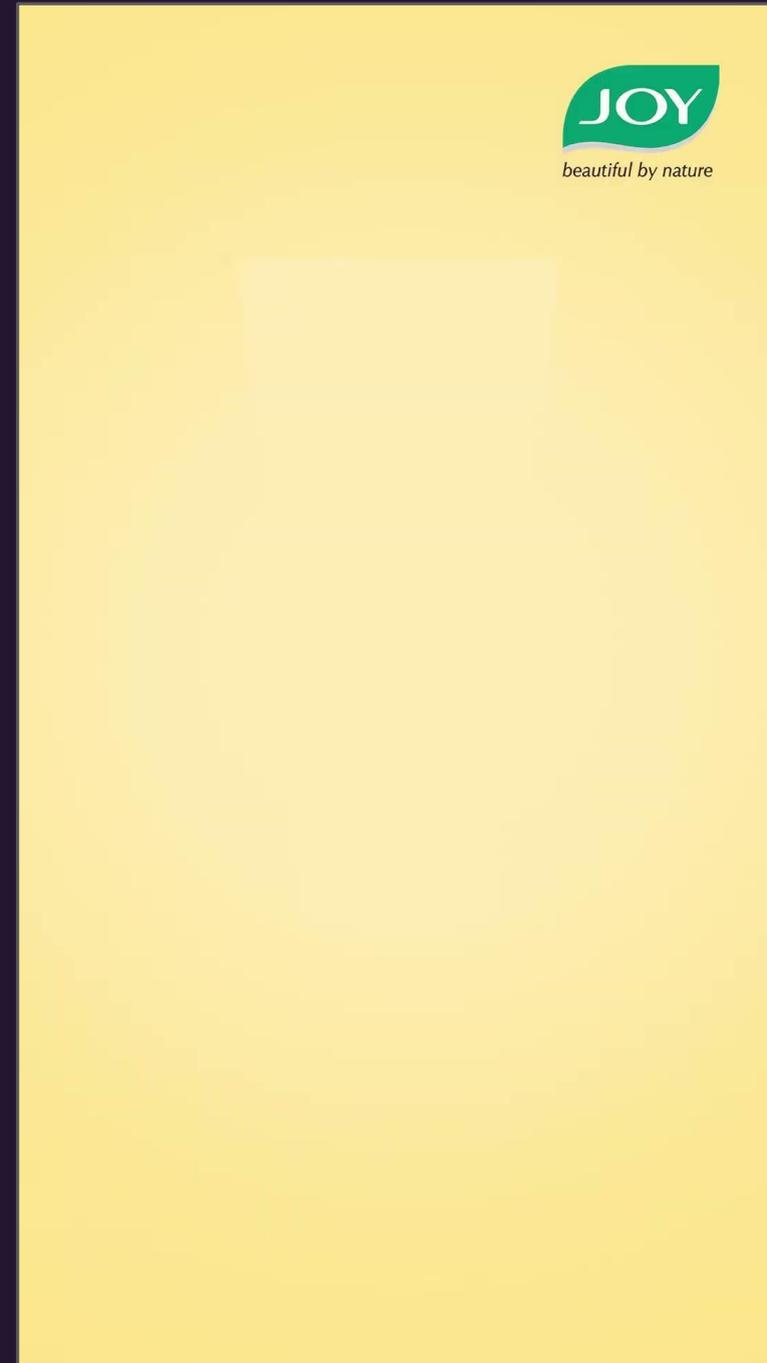
SCAN FOR STORES LIST



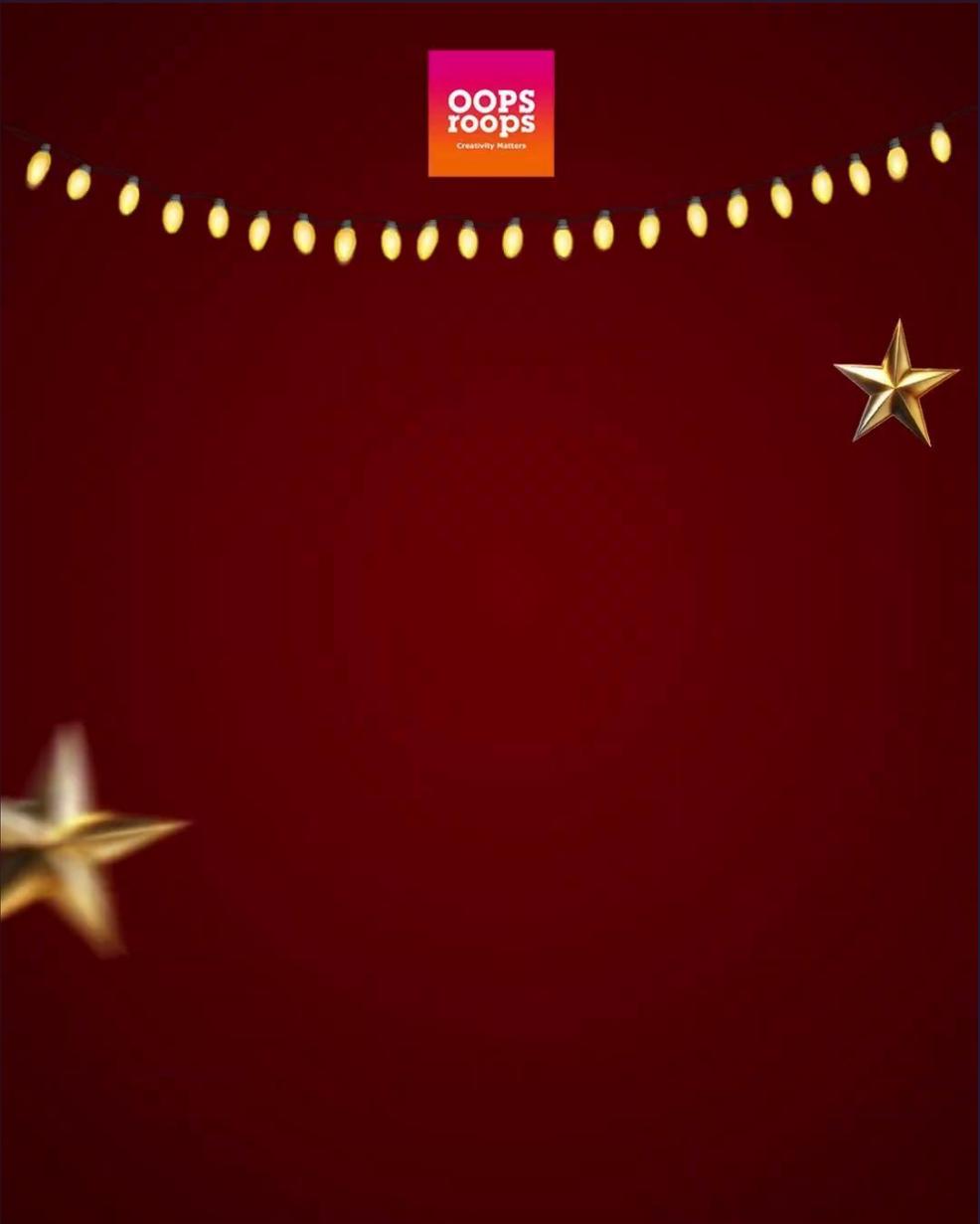
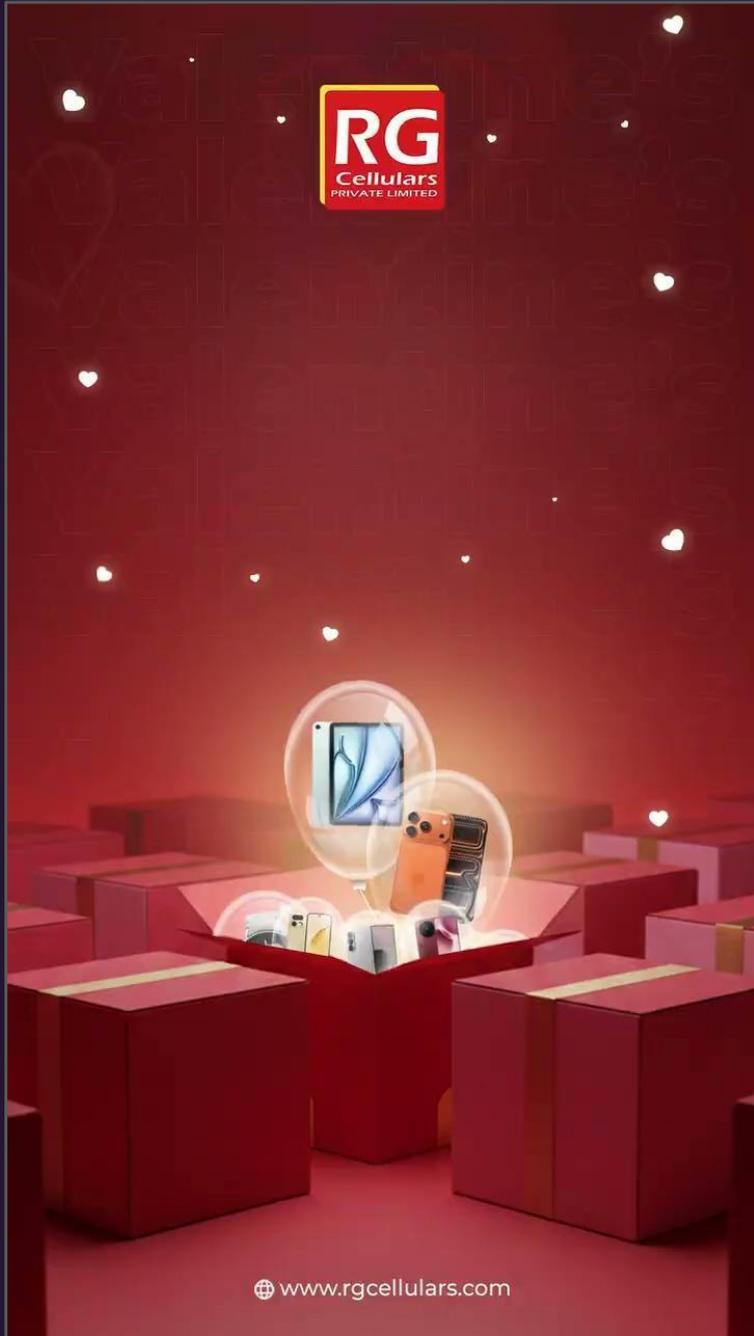
DIL



9831544559 | www.rgcellulars.com

A red-themed advertisement for RG Cellulars. It features the company logo, a QR code for a stores list, the word "DIL" in large letters, and an inset image of a person playing a game on a smartphone. The contact number and website are at the bottom.

REEL & STORY FORMATS



CINEMATIC

DIGITAL MINI SERIES

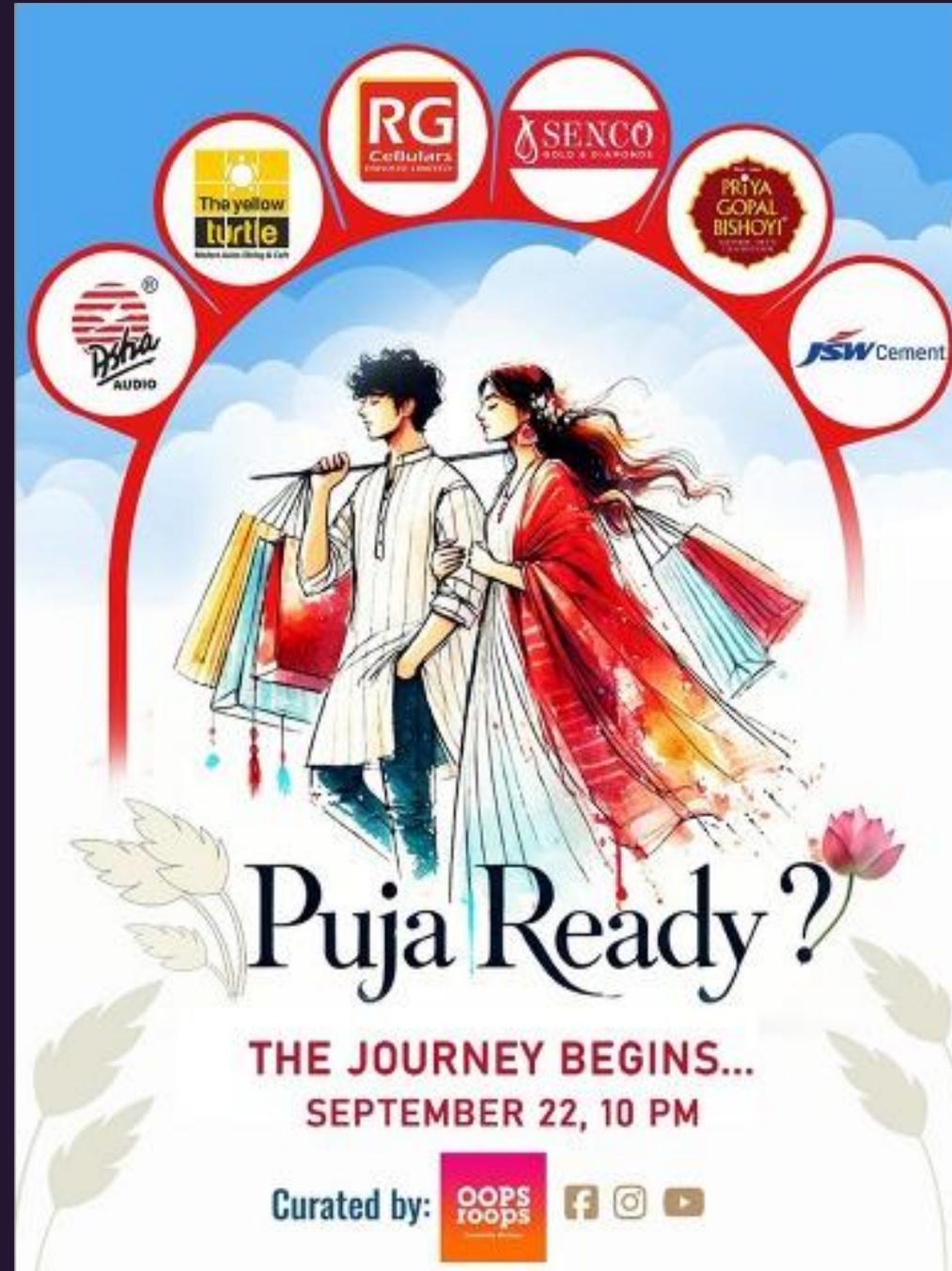
PUJA READY

Durga Puja is our most significant festival, and in 2024, OOPSroops curated a unique brand-integrated digital series titled Puja Ready.

Told across six tightly woven cinematic episodes, the series seamlessly integrates our Series and Supporting Partners into the lives of a central couple and their families, culminating in a warm, engaging finale.

Blending romance, nostalgia, and the vibrant chaos of Puja, Puja Ready captures the spirit of the season through a fresh, millennial lens while remaining deeply rooted in tradition beautifully reflecting the legacy and values of our partners and the joy of falling in love during Bengal's most festive time.

**OOPS
roops**
Creativity Matters





1.2M+
Views 

Thank You  for all your 

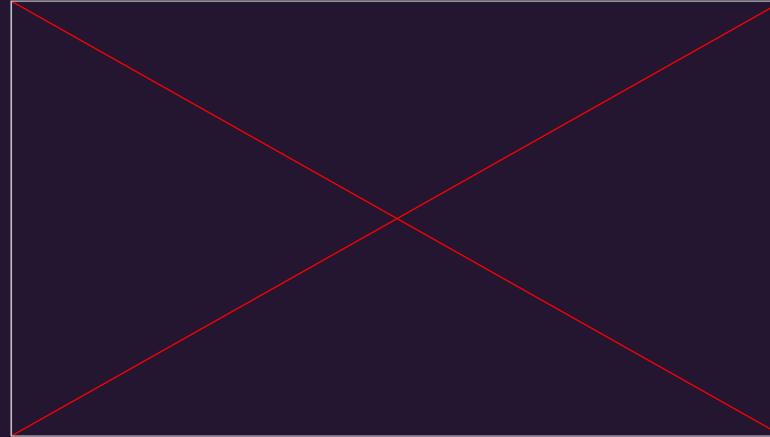
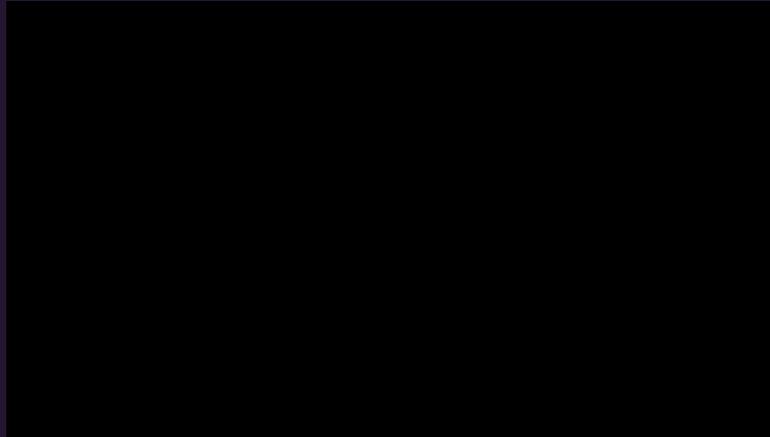
Puja Ready 

CINEMATIC

DIGITAL MINI SERIES

PUJA READY

**OOPS
roops**
Creativity Matters

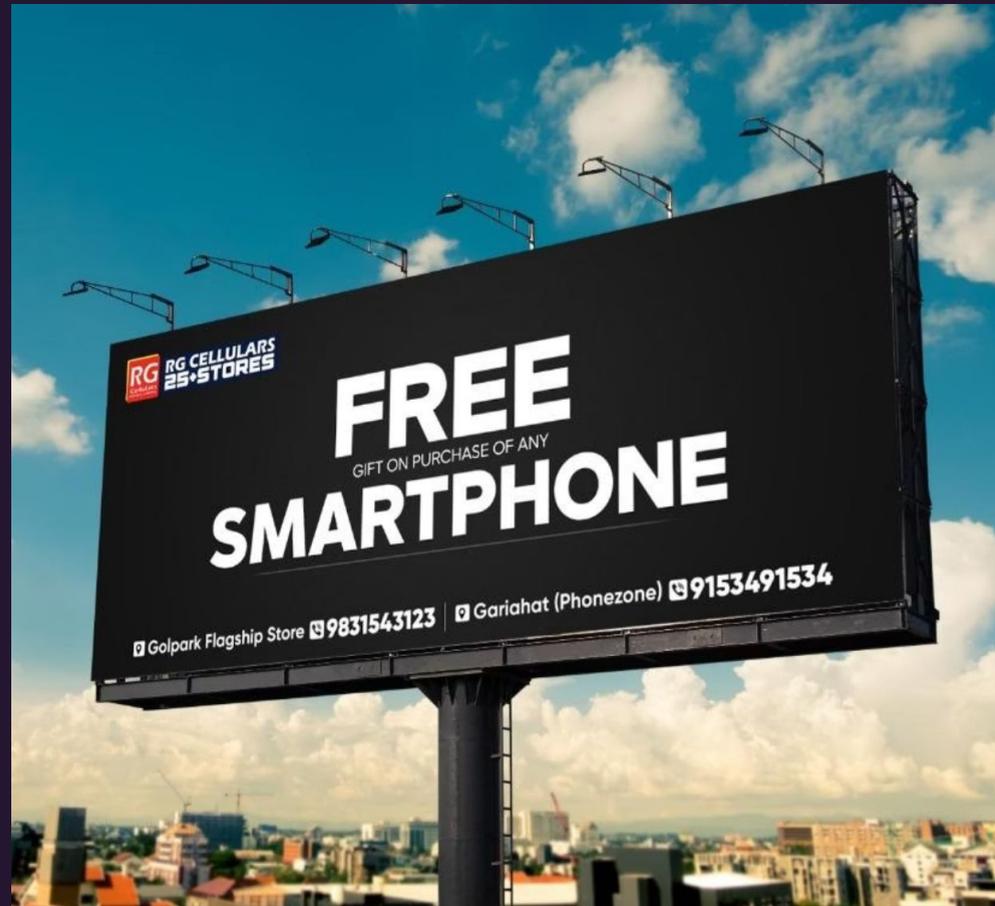


Print and Outdoor Advertising

Our expertise extends beyond the digital realm into high-impact **print and outdoor advertising**. From billboard campaigns to magazine spreads, we craft visuals that command attention in physical spaces. Each design is engineered for maximum readability, brand recall, and emotional resonance



Outdoor Advertising



Print Advertising



Turning Brands into Conversations

Through interactive contests and strategically crafted content, we transform passive audiences into active brand advocates. Our engagement-first approach sparks dialogue, builds community, and creates organic momentum that amplifies your message far beyond paid reach.



Interactive Contests

We design and execute social media contests that drive participation, grow follower bases, and generate user-created content at scale.



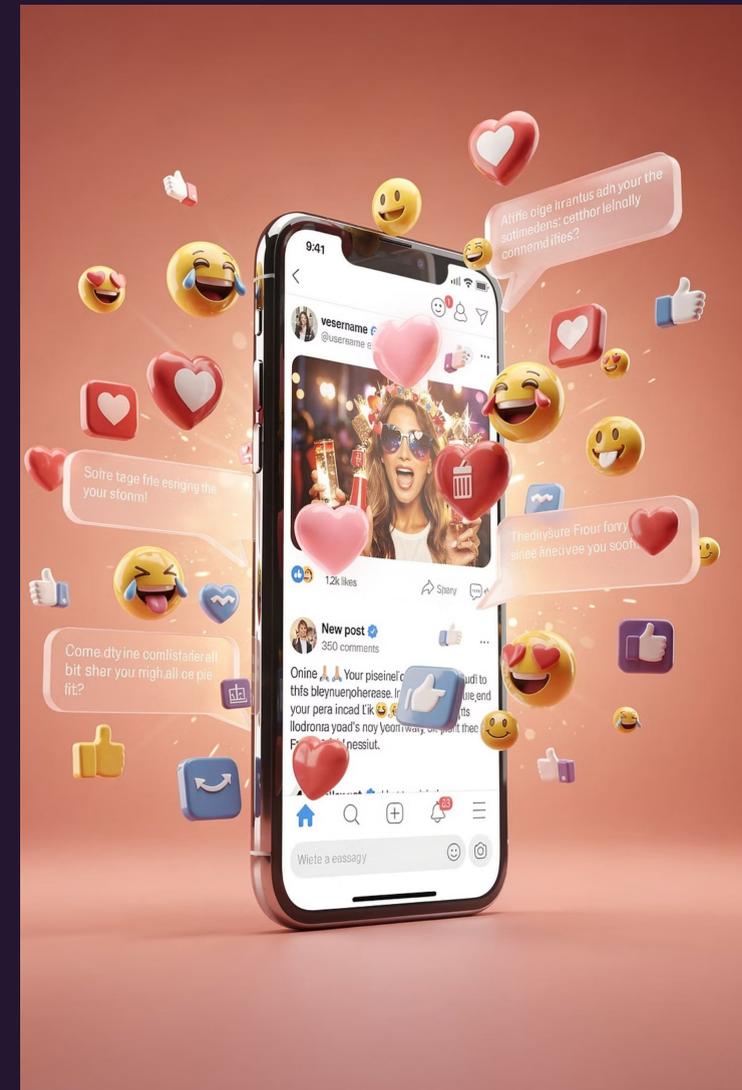
Engaging Content

Our content strategies are built around shareability leveraging trends, cultural moments, and creative hooks to maximize organic reach.



Community Building

We cultivate engaged brand communities through consistent interaction, responsive messaging, and authentic brand personality.



Brand integrated UGC Content



Interactive Contest Campaigns



JOY beautiful by nature

দীপাবলি Night হবে আরও Bright!

GIVEAWAY

বিশদ জানতে read the caption.

JOY beautiful by nature

স্বজীব
Selfie contest

JOY beautiful by nature

কে আমি ?

JOY beautiful by nature

ASSOCIATE SPONSOR

কী প্রসন্ন করবে
Favourite KKR Player-কে?

নিজের প্রিয় Knight Rider-কে উদ্দেশ্য করে তোমাদের প্রসন্ন comment করো।
Lucky participant-দের উত্তর দেবেন KKR player-রা।
এছাড়াও তোমরা জিততে পারবে আকর্ষণীয় পুরস্কার।

JOY beautiful by nature

ছবি দেখে ছায়া খোঁজো

Comment করে জানাও তোমার উত্তর

JOY beautiful by nature

কোন পথে যে চলি?

rgcellularskolkata/ RC Cellulars Pvt Ltd

RG Cellulares PRIVATE LIMITED

SUNDAY CONTEST

SPOT ANY 5 SMARTPHONE BRANDS

S	A	L	E	D	A	R	T
O	L	R	R	S	M	L	Y
N	I	E	A	V	I	V	O
E	M	A	P	S	C	L	E
P	I	L	P	H	D	V	O
L	T	M	L	R	A	L	P
U	E	E	E	S	T	L	P
S	A	M	S	U	N	G	O

Put your smartphone knowledge to the test and win exciting rewards at RG Cellulars.

Read caption for the rules

OUR ON-GROUND EVENTS
&
COLLABORATIVE ACTIVATIONS

Conceptualisation & Curation

Crafting unforgettable brand experiences through creativity, insight, and flawless execution -

Immersive, on-ground experiences that captivate audiences and create lasting impressions. From intimate gatherings to large-scale productions, our team handles every detail - concept development, talent curation, production design, and flawless day-of execution. Whether it's a sporting event, live music showcase, branded activations, or cultural celebrations, **we bring strategy, soul, and spectacle to every event** we curate.

Celebrating Women - A Special Initiative



Women's Day initiative 2024 that brought together an inspiring lineup of women from diverse fields to share their journeys, walk the ramp and celebrate each other. The event was featured by **t2 Online**, and reinforced our commitment to creating events with cultural resonance and social impact. [Read the full coverage on t2 Online](#)



Let's MARCH

Womenopedia

9TH MARCH 2024
Pride Plaza, Newtown

PARTNERS

JEWELLERY Senco Gold & Diamonds

BANKING SBI

STRENGTH JSW Cement, World's 1st eco-friendly cement company

HOSPITALITY PRIDE

GIFT PARTNERS RG, Vastra Kuttim

Speakers:

- Joita Sen** (Director & Head of Marketing - Design, Senco Gold and Diamonds)
- Malavika Banerjee** (Director Kolkata Literary Meet, Partner at Byloom)
- Bonnea Bose** (Cultural Entrepreneur, Director, Tabla, Inc)
- Lopamudra Mitra** (Singer)
- Arpita Majumder** (CEO, Arpita Agro Products Pvt. Ltd.)
- Sanghasri Sinha Mitra** (Actor)
- Parama Ghosh** (Owner and Director, Parama - Stories on Fabric)
- Dr. Ananya Bhowmik** (Clinical Nutritionist, Code Wellness)
- Roopsha Dasgupta** (Creative Strategist, Founder - Partner, OOPSroops LLP)



Radio Returns Feb 2026 - A Live Show Revival in Kolkata

With RJ Roopsha, Humtoo and friends brought the magic of live radio back to Kolkata's cultural stage. This **multi-format event** combined nostalgia with modern production values, creating an immersive experience that resonated with audiences across generations. The show established a new benchmark for **branded live entertainment in India**.



Press Coverage: [Read the full feature on The Wall](#)

Live Event Productions (On-ground and Digital)

Grand Launch of Dulhan Diaries Partnered by Senco Gold And Diamonds

<https://www.facebook.com/share/p/16xKXptfz8/>

Partnered by **SENCO GOLD & DIAMONDS** Hospitality **PRIDE HOTELS & RESORTS**

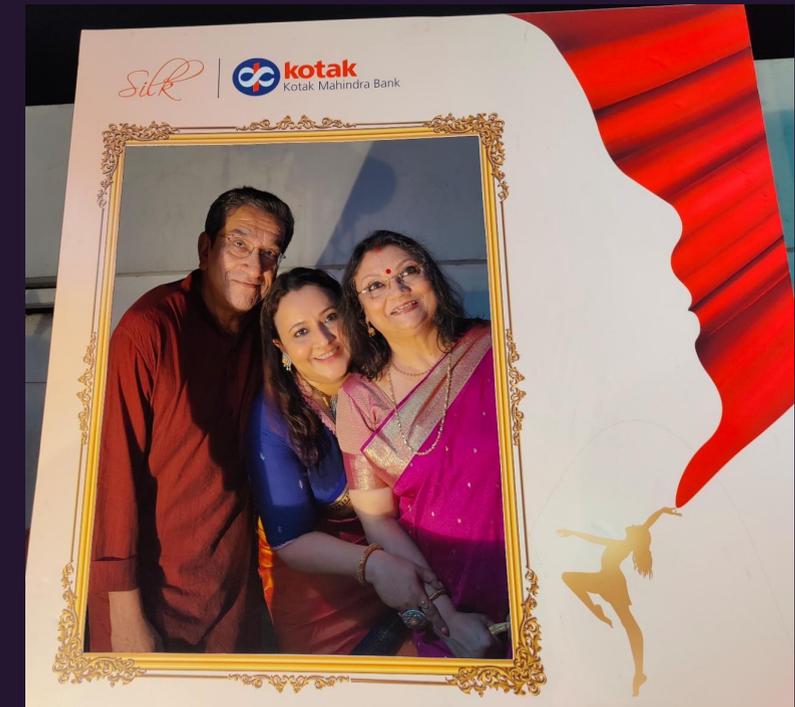
কনের মন *Dulhan Diaries*
মনের কোণে

Grand Launch of Dulhan Diaries
in an interactive High Tea session.

 MS. JOITA SEN DIRECTOR & HEAD OF MARKETING - DESIGN, SENCO GOLD AND DIAMONDS	 DR. JAI R RAM PSYCHIATRIST & MENTAL HEALTH EXPERT	 ANIRUDDHA CHAKLADAR LOOK DESIGNER	 SUDIP SARKAR GM SALES & MARKETING, PRIDE HOTELS GROUP
 JUGNU RAY FASHION DESIGNER	 MITHU & SABYASACHI CHAKRABARTY	 DR. DIPANJANA DUTTA GENETIC COUNSELLOR	
 DR. SIBABRATA BANERJEE GENERAL PHYSICIAN	 DR. RUPASHREE DASGUPTA SENIOR GYNAECOLOGIST	 DR. SANJAY CHATTERJEE REHAB & PHYSICAL MEDICINE SPECIALIST	 ADV. ARINDAM CHATTERJEE LEGAL EXPERT

*ENTRY BY INVITATION ONLY #THIS CARD IS NON TRANSFERABLE

Venue: Pride Plaza Hotel, Newtown Kolkata
Date & Time: March 17 2023, 5 PM onwards



Digital Productions for On-ground & Live Events

Malhar and the Sea



Conceptualised and Curated the iPhone 17 launch (Durga Puja 2025)...



...for the distributor, **RG Cellulares**, across several retail stores in West Bengal



Branded Event Experiences

That go far beyond standard activations to amplify your brand's unique story - through carefully selected talent, bespoke stage design, audience engagement mechanics, and seamless production execution. Our events don't just entertain; they build emotional equity between brands and their communities, turning audiences into advocates.



Upcoming Event...

Food partner



Gift partner



at
TCA Academy
31/2A, Sadananda
Road, Anami Sangha,
Kalighat,
Kol- 26

present

CURATORS' CORNER (GIVE TO GAIN)

on
25-Feb-26

at
06:00 pm IST

Behind the Scenes: The Art and Alchemy of Curation
on the occasion of the forthcoming Women's Day, 2026



Smita Roy Chowdhury
(Moderator)



Sonali Basu



Bonnya Bose



Lopamudra Mitra



Nandita Palchoudhuri



Malabika Banerjee



Roopsha Dasgupta



Ramanjit Kaur



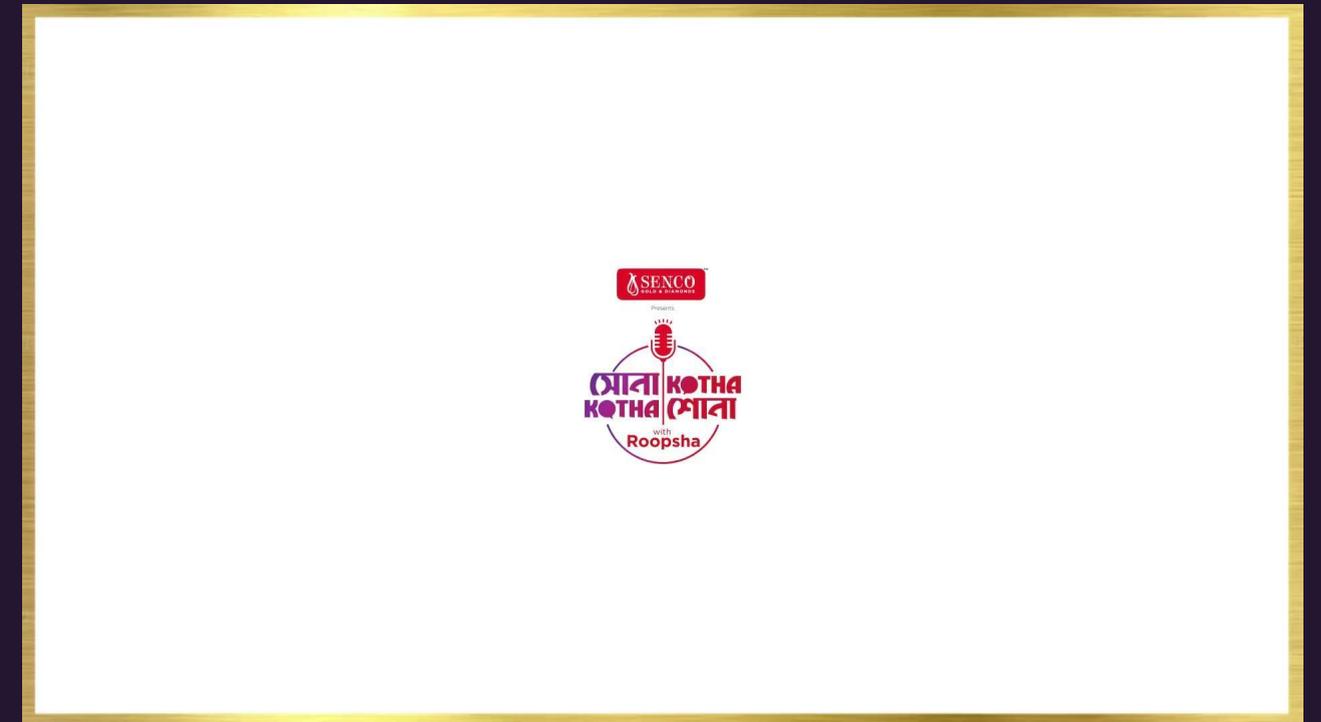
Srabanee Chakraborty

Shows Curated for Senco Gold & Diamonds

Our partnership with **Senco Gold & Diamonds** has produced some of our most celebrated events. Each show is crafted to align with Senco's brand ethos of tradition, elegance, and celebration - blending cultural storytelling with premium entertainment to create unforgettable brand moments for their discerning audience.



Shona Kotha Kotha Sona ft.
Anupam Roy



Shona Kotha Kotha Sona ft. Ayaan
Ali Bangash

Shows Curated for Senco - Family No. 1

The **Family No. 1** is a signature property we created for Senco that celebrates family bonds through interactive entertainment which drives deep emotional engagement, turning Senco's brand promise into a lived experience. The concept has been extended across live and digital formats.



Family No. 1 — 2025 Special



Family No. 1 — Family Special (Digital)



Social Media Pages We Are Entrusted With

Senco Gold & Diamonds

[Facebook Page](#)

Woodlands Hospital

[Facebook Page](#)

RG Cellulars

[Facebook Page](#)

Vastra Kuttimm

[Facebook Page](#)

The logo for 'Oops Roops' is centered on a square background with a vertical gradient from pink at the top to orange at the bottom. The text 'OOPS' is in a large, white, bold, sans-serif font, and 'roops' is in a smaller, white, lowercase, bold, sans-serif font directly below it.

OOPS
roops

Creativity Matters

TEAM STRUCTURE

Meet the creative professionals, strategists, and production experts who bring OOPSROOPS visions to life - a tight-knit group united by passion, precision, and a relentless drive for excellence.

Roopsha Dasgupta - Founder & Partner

With **over two decades of experience** in media, branding, and communications, Roopsha is the creative force behind OOPSROOPS LLP. An entrepreneur, trainer, writer, anchor, voice artist, and actor, she has been an integral part **in India's media landscape** for years.

She has held leadership and on-air roles with India's leading FM stations and is the Founder of OOPSROOPS LLP, offering **360-degree brand and communication solutions**. Her work seamlessly blends creativity with insight and empathy - a rare combination that defines every event and project she leads.

Roopsha actively engages in **corporate trainings, university workshops, and mentoring the next generation of communicators**, ensuring the industry continues to evolve with fresh talent and bold ideas.



Creative & Production

Leadership



Indranil Bhattacharjee

Creative Producer & Sound Engineer

15 years of experience in media production. Specializes in audio design, storytelling, and high-quality production execution that elevates every event.



Adira Das

Production Lead

Digital Content Co-Creator. From ideation to final execution, she drives creative strategy, content development, and seamless production workflows across platforms.



Sayanjit Ghosh

Key Account Manager & Producer

Expertise in copywriting, content strategy, and digital content creation - the connective tissue between client vision and creative output.

Design, Social & Communications



Parthajit Saha

Graphic Designer

An art college graduate who designs eye-catching visuals that bring brand stories to life across social media platforms and event collateral.



Subhajit Ghosh

Social Media Manager

Plans content, manages communities, and drives meaningful audience engagement - blending strategy with creativity to build lasting connections online.



Ayandita Bhattacharjee

Communication Coordinator

Manages regular communication with social media followers across activities and shows. Maintains accurate, confidential databases ensuring smooth coordination across events and content operations.

Digital, Analytics & Production Support



Subimal

Perfomance Marketing Lead

Google Ads certified with 12+ years of experience, he orchestrates high-impact Google and Meta Ads campaigns that drive sustainable growth for clients.



Abhijeet Dutta

Web Development & Analytics Lead

Designs data-driven web experiences connecting user behavior with business outcomes. Expertise in web development, market research, UI/UX engineering, and analytics reporting - turning insights into impactful digital solutions.



Amit Patra

Production Support

Supports the team during shoots by efficiently handling production logistics and real-time coordination, ensuring every on-ground activation runs without a hitch.

Crafting Meaningful Digital Experiences through produced brand integrated shows for Over 6+ Years

We have developed signature initiatives that touch the lives of millions - from wellness-focused digital programming to relationship enrichment content. Our mission is rooted in the belief that **meaningful content** creates **meaningful impact**.

Signature Initiatives

Digital Interactive Shows

Weekly live programming that blends entertainment with education, reaching audiences consistently for over 235+ weeks.

Wellness Campaigns

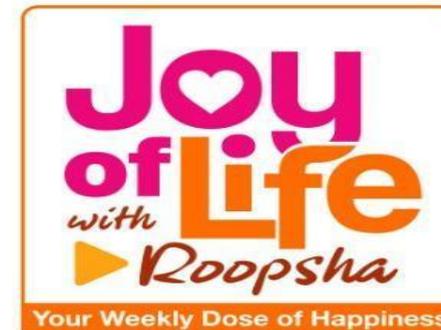
Dedicated initiatives promoting physical and mental health as the cornerstone of a fulfilling life.

Relationship Content

Thoughtful programming designed to strengthen bonds and celebrate the sanctity of meaningful partnerships.



मोटी VITE
—with Roopsha—



6+
Years

Of creative storytelling
and community building

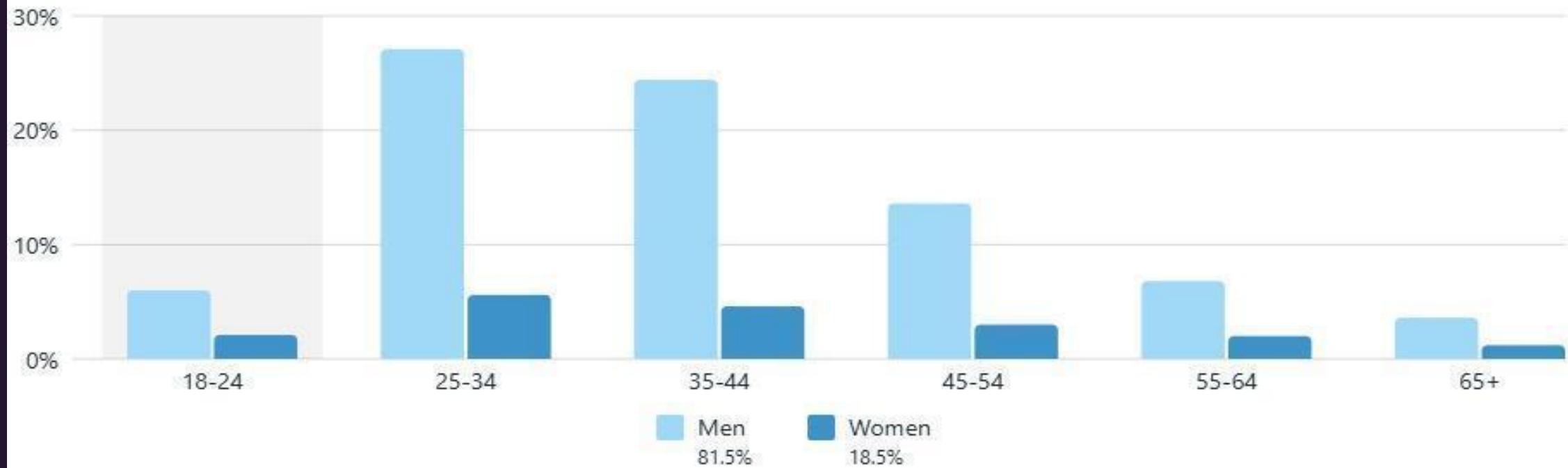
235+
Weeks

Of consistent weekly
digital shows and
engagement

135+
Weeks

Of dedicated relationship
and wellness
programming

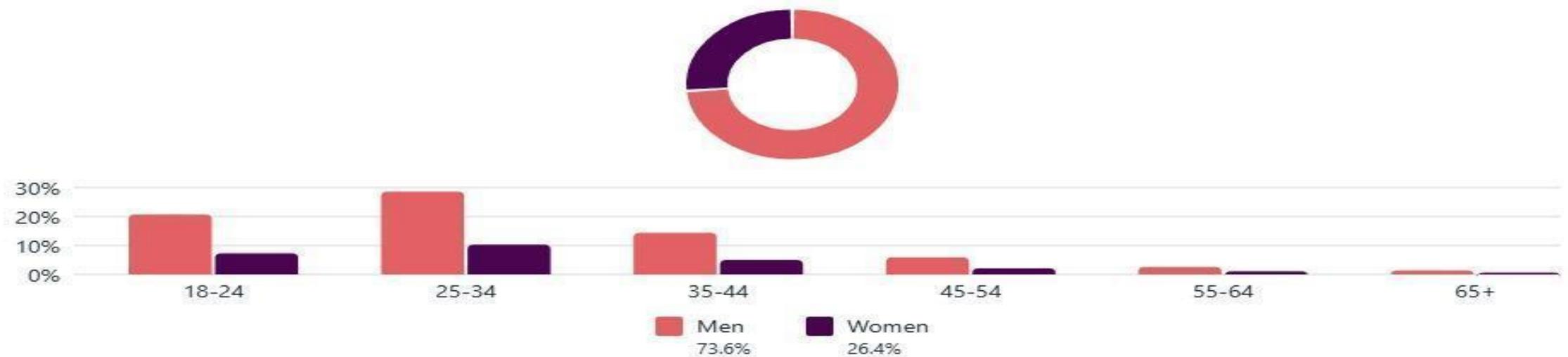
Age & gender



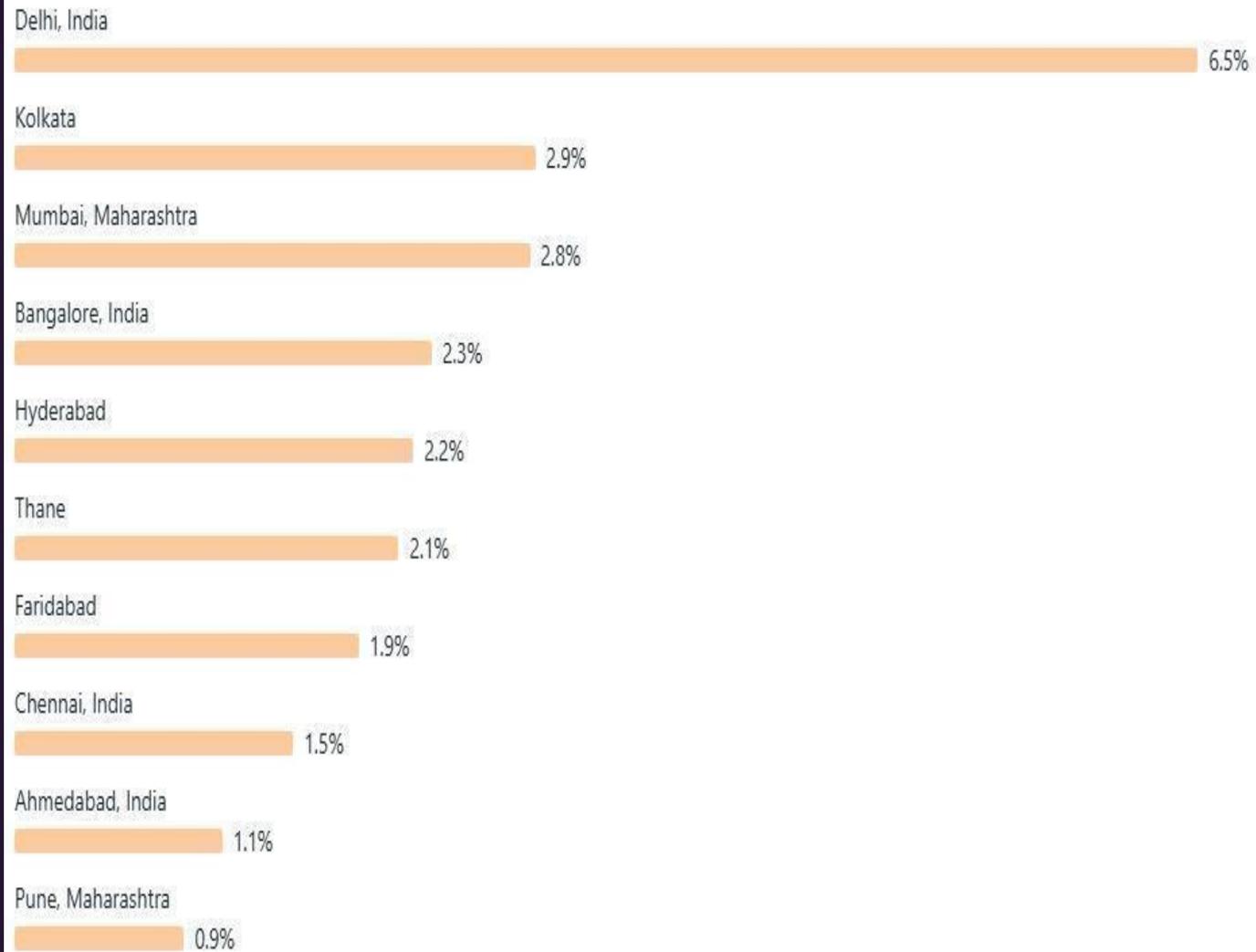
Estimated audience size

484,600,000-570,100,000

Age & gender



Top towns/cities



Reach

Export

1.8M ↑ 6.9%



Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 2.2M **Reach** 1.8M ↑ 6.9% **3-second views** 1M ↑ 18.2% **1-minute views** 39.5K ↑ 14.6% **Content interactions** 23.2K ↑ 10% **Watch time** 317d 4h



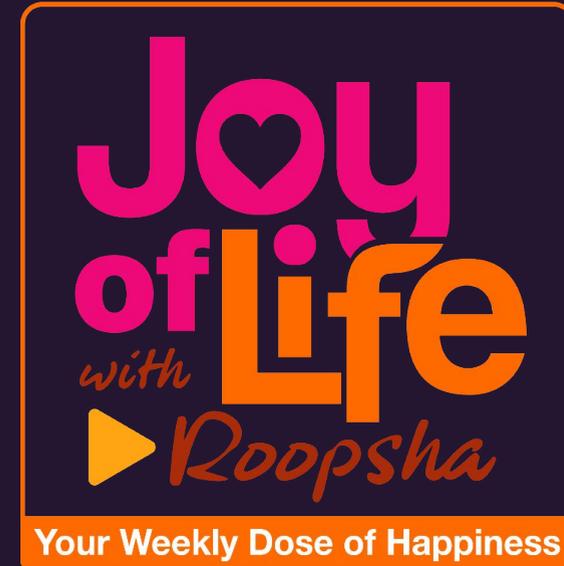
Views breakdown
2 Aug - 2 Nov
Total
2,196,507



मोटी VITE

—with Roopsha—

An initiative to promote and create awareness on the importance of overall well being – physical and mental health being the foundation of life



A digital interactive show delivering joy through curated topics, special segments, contests, great prizes, music, and more

#TOPIC

Spot Quiz

**Joy
of Life**
with
▶ Roopsha
Your Weekly Dose of Happiness

Video Contest

Maximum

Maa Babar Shathe!

Smile
Pzzz!

Weekly Prizes are given to Winners



Dulhan Dairies is an initiative to spread correct knowledge and share meaningful information across all adult age groups - single, to-be-married, and happily married couples to reiterate the sanctity of a wedlock



Education

Evidence-based relationship
knowledge for every stage of life

Inclusivity

Content tailored for singles, engaged
couples, and married partners alike

Celebration

Honoring the beauty and commitment of meaningful partnerships



**GOLDEN
WORDS**
...are repeated

 **CHECKLIST**
...Wedding Countdown

**Dulhan
Diaries**
...Let's RIGHT 
FRIDAY, 8PM

Happily Ever After... 

**Get. Set.
READY** 



Weekly Prizes are given to Winners

Partnered by


JANUARY 2025 - 2026

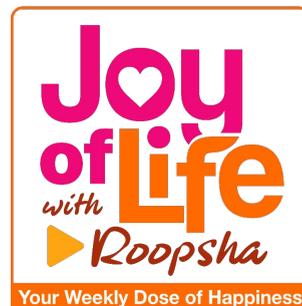


मोटी VITE
—with Roopsha—

EVERY SUNDAY

SUNDAY NOON

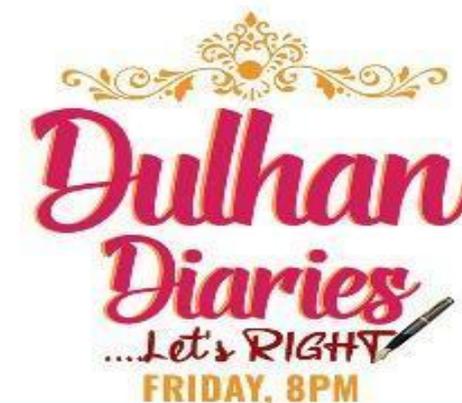
**Total Views - 1.9M
Total Reach - 3.01M**



EVERY THURSDAY

THURSDAY, 7 PM

**Total Views - 3.1M
Total Reach - 4.2M**



FRIDAY, 8 PM

**Total Views - 3.2M
Total Reach - 4.1M**

IEWS 8.2M+ | REACH 11.3M+

Building Community at Scale

Engagement

Thousands of active participants across weekly shows and events

Consistency

Over 4 years of uninterrupted weekly programming

Reach

Diverse audiences spanning all age groups and demographics

Our track record of consistent, high-quality content delivery demonstrates our commitment to the communities we serve. We don't just create content we cultivate lasting relationships with our audience.

Operational Readiness & Contact Details

Our team is **fully equipped and operationally ready** from initial concept development through flawless on-ground execution. Whether you need social media to large-scale branded production, an intimate curated experience, or comprehensive digital content support, we're here to make everything happen.

Roopsha Dasgupta

Founder & Partner



9830204567 / 9082146706



solutions@oopsroops.com

Social Media

<https://www.facebook.com/share/18JRqfokKn/>

<https://www.instagram.com/roopshadasgupta?igsh=amJ4dnJhYXRvemo5>

Let's collaborate. Let's co-create.

THANK YOU 😊