iOTA GCC

An established global agency, now in the UAE

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About iOTA

iOTA has been building brands for over 10 years. What started in India now runs as one team across the USA, Canada, India and the UAE, with more than 170 people across strategy, creative, production, media and technology.

iOTA GCC is our Emirati-owned company in Dubai. It gives our clients in the region a partner who is accountable here, backed by the depth of a global team.

Over the years we have delivered more than 1,800 campaigns for brands including YouTube, Pepsi, Reckitt, McDonald's and Wendy's.

10+
Years of experience

4
Countries: the USA, Canada, UAE and India

170+
Professionals

1,800+
Campaigns delivered

Selected clients

From the House of iOTA

THE ORIGIN

iOTA
A CREATIVE AGENCY

WHERE IT ALL STARTED · INDIA

iOTA GCC.

MIDDLE EAST / GCC ARM

iOTA FILMS

FILM & VIDEO PRODUCTION

iOTA EVENTS

EVENTS & EXPERIENCES

iOTA DESIGNING STUDIO

BRANDING & GRAPHIC DESIGN

iOTA 3D STUDIO

3D, CGI & MOTION

iDENTIFY AGENCY

DENTAL MARKETING · USA

HUNAR

SKILLING & TRAINING PROJECT

Services

What we can do for you

Our services, grouped by where your business is today, from a first launch to an established brand.

Services · by stage

To be honest, we don't like leading with a list of services. Most of them read the same and say very little about whether an agency fits your situation. But you will want to know what we do, so here it is, grouped by where a business usually is when it comes to us. Find your stage, and that is roughly where we would start.

✦ AI AI-powered services

01

Starting something new

A new brand, a new product, or entering the UAE market for the first time.

- ✦ AI market research
- Brand strategy and positioning
- Brand identity
- Website
- Launch campaign

02

Looking for more customers

The brand exists. Now it needs to be seen more, and to sell more.

- Content production
- Rapid Content Creation
- ✦ AI Studio
- Social media
- Influencer marketing
- Performance marketing
- ✦ SEO and AI search

03

Ready to step up with technology

Getting more out of the customers and the data you already have.

- ✦ AI applications and automation
- ✦ AI agents
- CRM setup
- WhatsApp automation
- Websites and apps
- Reporting dashboards

04

An established brand or corporate

Well known already, with agencies in place, and in need of more capacity or a fresh perspective.

- Brand consistency across markets
- Corporate films and campaigns
- ✦ AI Studio for Arabic and English content
- Events and activations
- Support alongside your current agencies

Whichever stage you are in, you work with one team and one account lead in Dubai, who answers for the work, the timelines and the results.

Leadership

The people behind the work

An Emirati-owned company in Dubai, led by a team that has built iOTA across four countries, and advised by people who have run some of the region's largest brands.

Leadership team



Saeed Al Naqbi
Owner and CEO, iOTA GCC



Rahul Layal
Founder and Managing Director, iOTA Global



Esmaeil Al Bastaki
Chief Operating Officer, iOTA GCC



Subham Naithani
Chief Marketing Officer and Head of Partnerships



Enayat Arora
Chief Revenue Officer



Nikhil Chugh
Client Solutions Specialist



Aryan Kapoor
Head of Go-to-Market and Growth



Manvi Aggarwal
Head of Global Business



Ubaid Khan
Head of Client Success

170+

people across the USA, Canada, UAE and India, behind this team

Advisors



Diana Ali
20 years with Unilever



Agam Aggarwal
CEO, Ofrol. Previously with Talabat and Zoomcar

Industries

Industries we work in

Six sectors where we have built brands and run campaigns, from real estate and healthcare to AI and public services.

Industries we work in

Six sectors we know well

01

Property and infrastructure

Real estate | Construction | Energy | Manufacturing

What we do

Project launches, lead generation, 3D and CGI walkthroughs and B2B content.

02

Health and wellness

Hospitals | Clinics | Dental | Pharma | Supplements | Fitness

What we do

Patient campaigns, clinic websites, booking funnels and compliant content.

03

Consumer brands and retail

FMCG | Food and beverage | Beauty | Fashion | Luxury | E-commerce

What we do

Product shoots, packaging, social content and performance marketing.

04

Technology and finance

SaaS | AI | Fintech | Banking | Investment

What we do

Product launches, explainer films, lead generation and SEO and AI search.

05

Public sector and education

Government entities | Public health | Schools | Ed-tech

What we do

Awareness campaigns, Arabic and English content, and events.

06

Travel, media and lifestyle

Hospitality | Travel | Gaming | Media | Automotive

What we do

Brand films, influencer campaigns, social media and websites.

01

CGI and 3D design

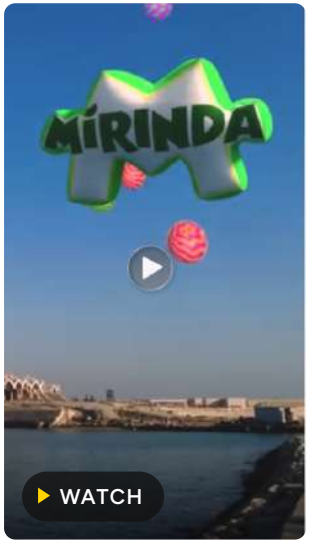
Products placed into real cities and scenes, 3D product renders and characters built from scratch. No physical shoot needed.

01 · CGI and 3D design

Tap any film to watch it



Pepsi · CGI out-of-home film
View on Instagram



Mirinda · CGI out-of-home film
View on Instagram



Gold investment · CGI film in Arabic
View on Instagram



Gold investment · CGI desert film
View on Instagram



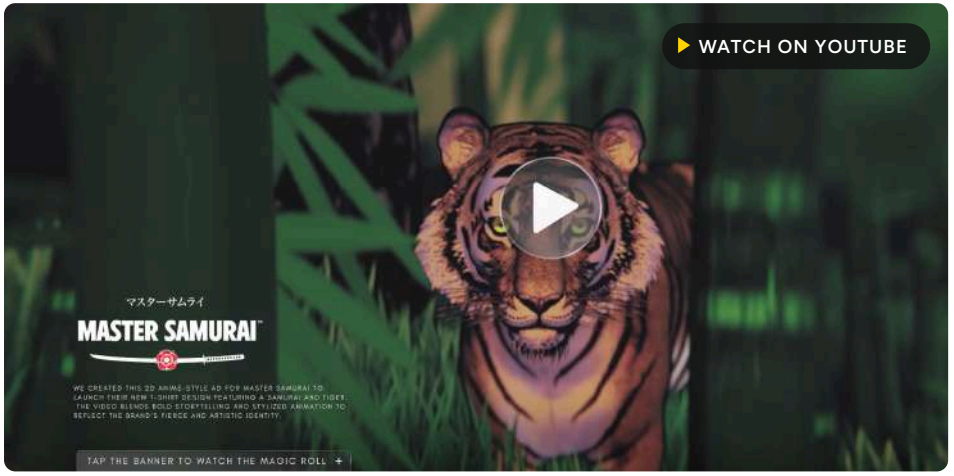
GURU Energy · CGI city film
View on Instagram



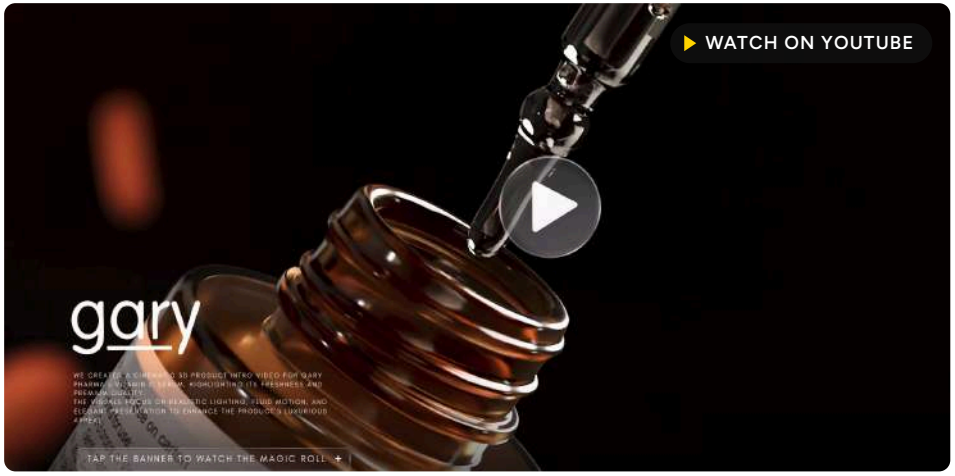
GURU Energy · 3D product render
View on Instagram

01 · CGI and 3D design, continued

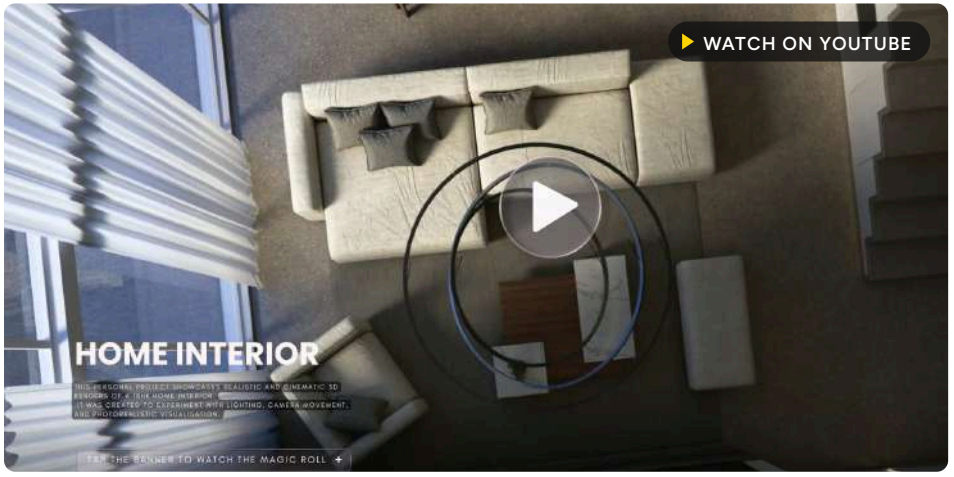
Tap any film to watch it



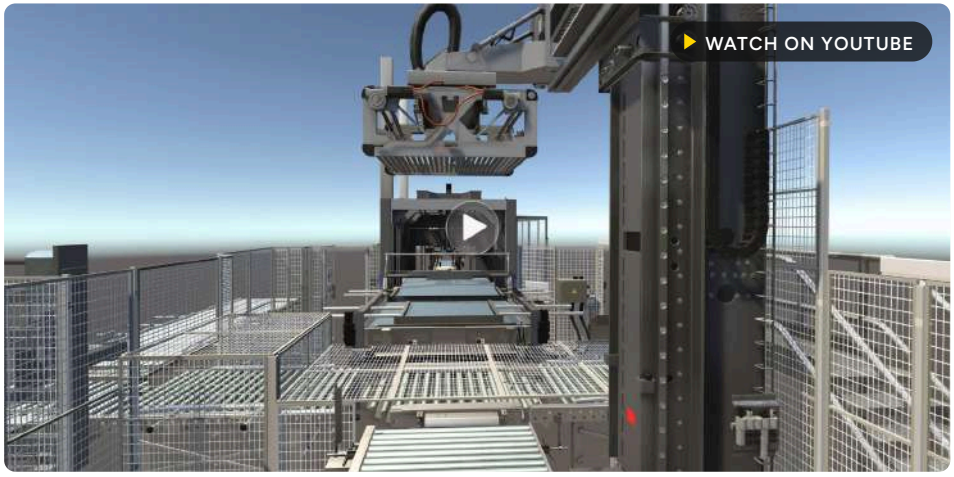
Master Samurai · Anime-style launch film for a new T-shirt design
View on YouTube



Gary Pharmaceutical · Cinematic 3D product film for a Vitamin C serum
View on YouTube



Home interior · Photoreal 3D walkthrough of an apartment interior
View on YouTube



3D virtual tour · Interactive walkthrough of an automated production line
View on YouTube

01 · CGI and 3D design, continued



Federico Mahora Perfume

3D product renders for a fragrance range



Gold jewellery Jewellery

3D renders of necklaces, bangles and earrings

01 · CGI and 3D design, continued



Apparel range Clothing

3D garment renders, no photo shoot needed



Bad Ducky Characters

3D characters designed and modelled from scratch

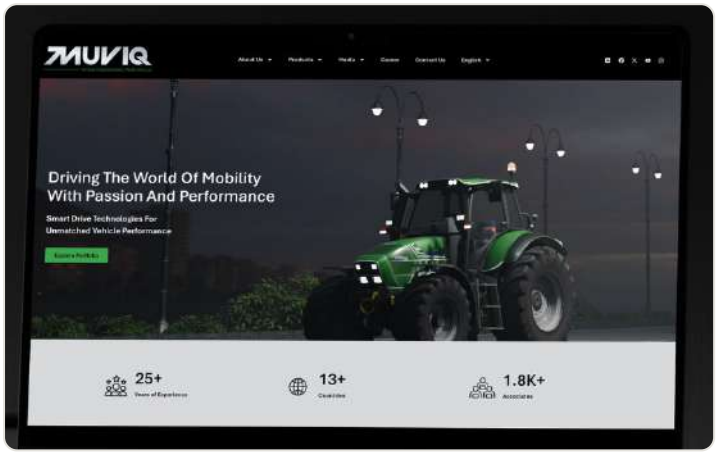
02

Branding and packaging

Identity, packaging and brand material for businesses from skincare and coffee to industrial manufacturing.

02 · Branding and packaging

Identities, packaging and brand material







MUVIQ Automotive drive systems

Brand identity, merchandise, stationery and website







Molékulaire Skincare

Packaging, product visuals and social media design

02 · Branding and packaging, continued







SIPL (Sakshi Innovations) Industrial manufacturing

Brand identity, corporate stationery, brochure and fleet branding







Lux & Co. Australia Luxury home fragrance

Packaging, gift kit design and product photography

02 · Branding and packaging, continued







Ife's Coffee House Café and F&B

360 branding, menus, merchandise and launch campaign



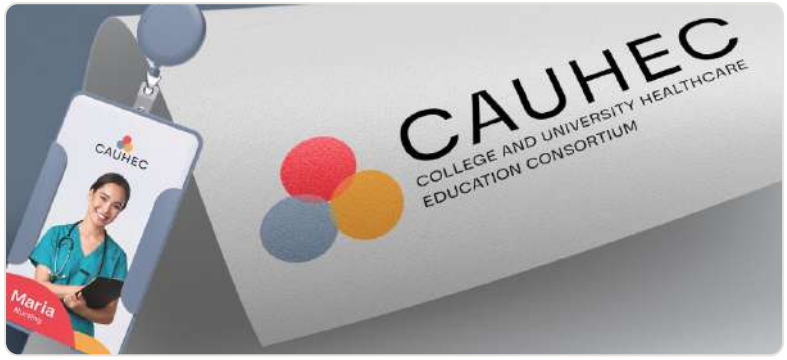


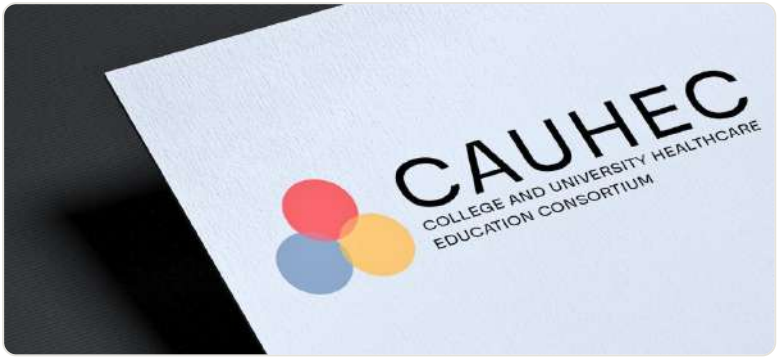


Golden Era Homes Real estate

Brand identity, stationery, outdoor and social media

02 · Branding and packaging, continued











CAUHEC **Healthcare education**

Brand identity, print collateral, merchandise and social media

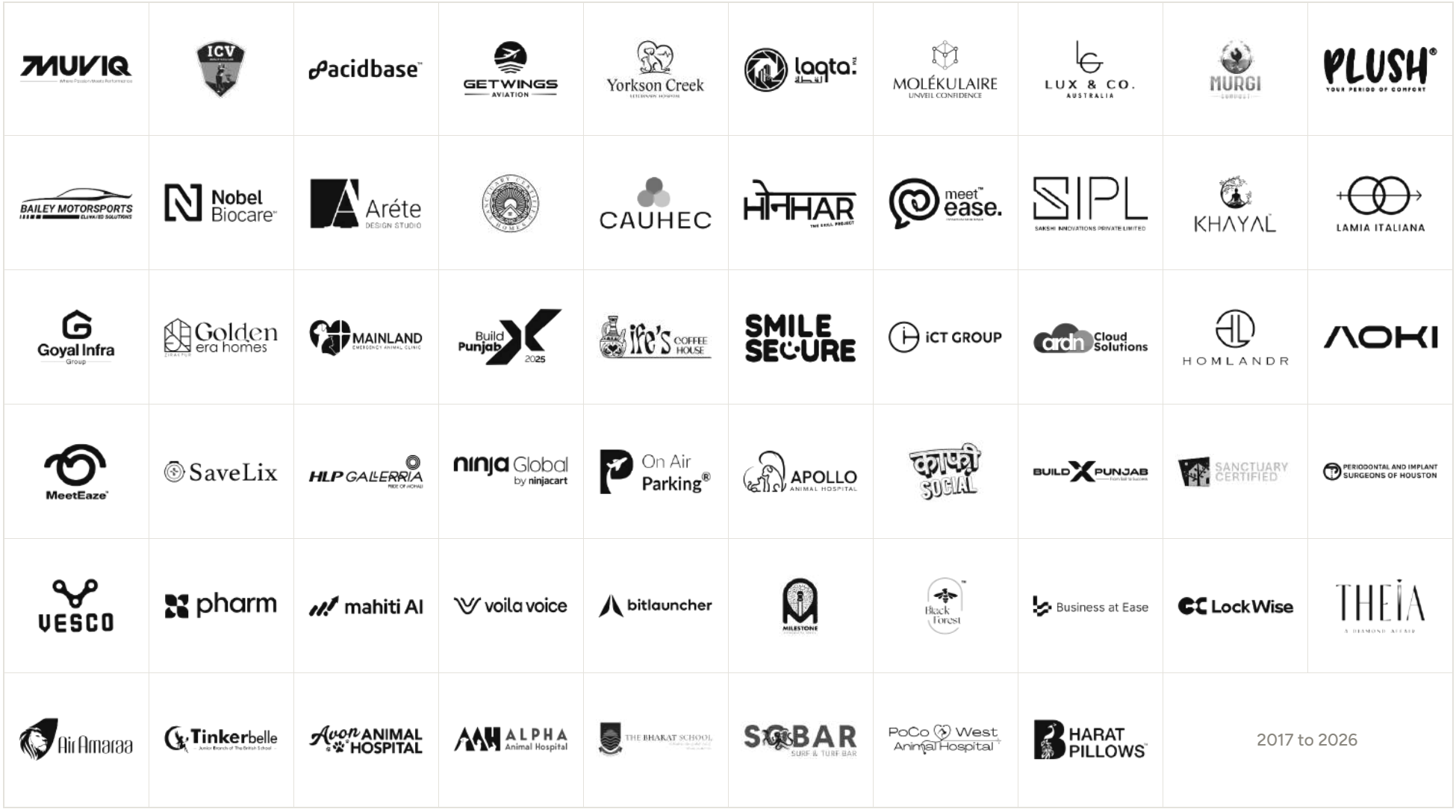
03

Logo design

Logos and identities we have designed since 2017, for new ventures and established companies alike.

03 · Logo design

A selection of identities we have designed, 2017 to 2026



2017 to 2026

04

Social media design

Monthly content that looks like your brand in every post, and gives people a reason to stop scrolling.

04 · Social media design

Monthly content that stays on brand



Monthly social content for brands in every kind of industry, planned, designed and kept on brand month after month.

Healthcare

- Next Care Dental
- Periodontal and Implant Surgeons of Houston

Food and retail

- Captain Sam's

Skin and wellness

- Gary Pharmaceutical

Education and tech

- Honhar
- Finovia

04 · Social media design, continued





Next Care Dental

Dental care, USA

Social media design for a US dental practice, built around patient benefits, deadlines and seasonal moments.





Captain Sam's

Pizza chain

Social media for a pizza chain, covering new outlet launches across cities, offers and festive content.





Honhar

Skills education

Social media for Honhar, iOTA's own skills education initiative, from course launches to everyday content.

04 · Social media design, continued





Gary Pharmaceutical

Skin and hair care

Social media for a pharmaceutical skincare brand, from product launches to educational skin and hair care content.





Finovia

AI financial software

Social media for an AI forecasting platform, turning product features into clear, scroll-stopping posts.





Periodontal and Implant Surgeons of Houston

Dental surgery, USA

Social media for a specialist dental practice, covering patient education, treatments and professional courses.

05

Media and production

Product, lifestyle and food photography, planned, shot and styled to sell.

05 · Media and production

Product, lifestyle and food photography









Synco Sports equipment

Product and lifestyle shoots









Molékulaire Skincare

Product and model shoots

05 · Media and production, continued









Tata 1mg Vitonnix Health supplements

Product and lifestyle shoots









KLR Fit Sports nutrition

Product and lifestyle shoots

05 · Media and production, continued



Rasayanam Ayurvedic wellness

Product photography



Carepure Baby care

Product photography

05 · Media and production, continued









Milton Kitchen appliances

Product and lifestyle shoots









AOKI Electric bikes

Product and lifestyle shoots

05 · Media and production, continued









Lux & Co. Australia — Luxury home fragrance

Product photography









Lamia Italiana — Leather accessories

Product and model shoots

05 · Media and production, continued






Ife's Coffee House Café and F&B

Food and beverage photography






DRD Electronics Gaming audio

Product and lifestyle shoots

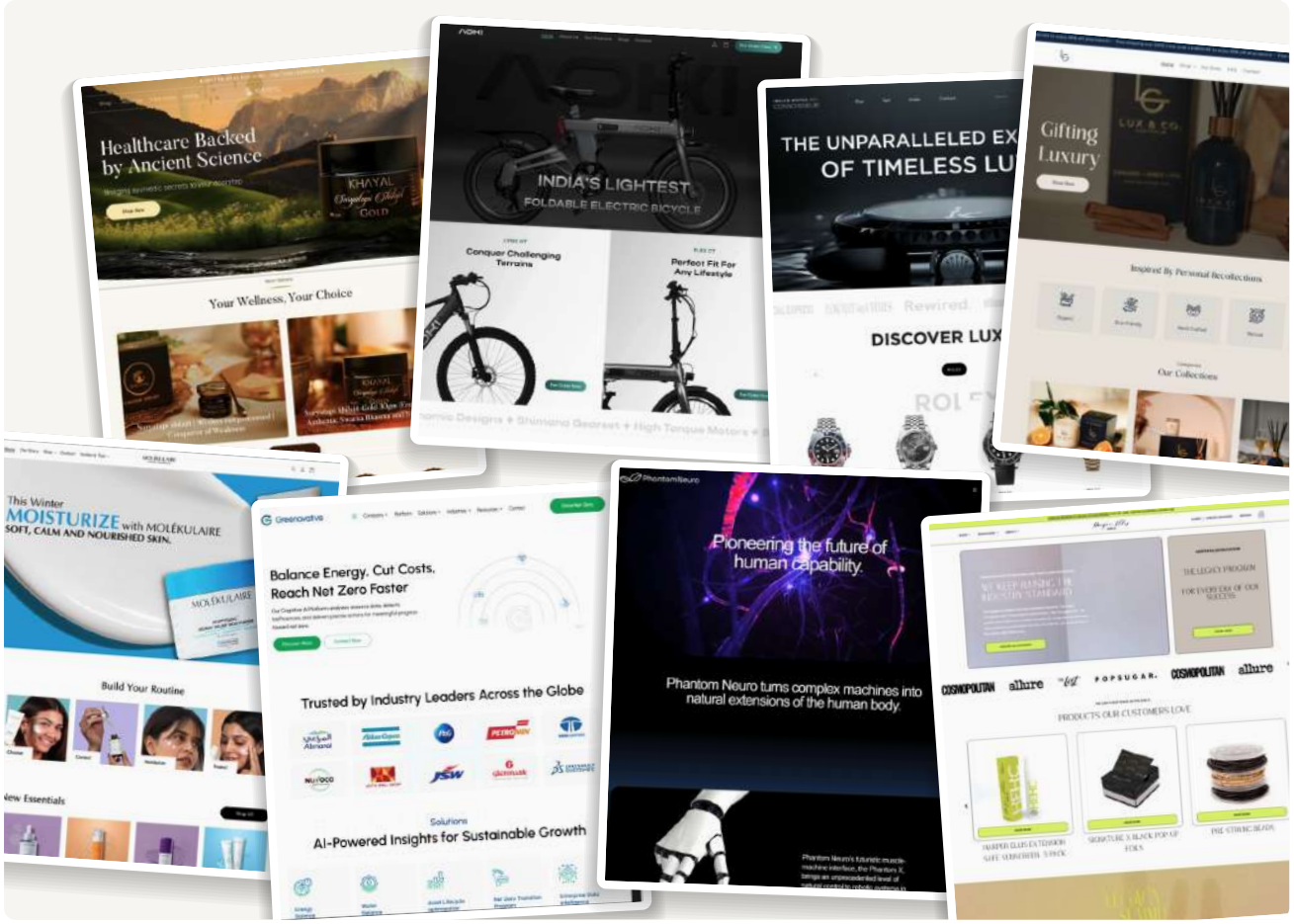
06

Websites and UI/UX

More than 500 websites and online stores delivered, designed and built to look right, load fast and turn visitors into customers.

06 · Websites and UI/UX

Tap any site to visit it



500+ websites delivered. A few of them are below, across healthcare, retail, technology and industry, for clients in the UAE, India, USA, Canada and Australia.

Healthcare and clinics

- Alpha Animal Hospital ↗
- Apollo Animal Hospital ↗
- Bowness Animal Hospital ↗
- Richmond Dental Care ↗
- My Surrogate Mom ↗

Wellness and beauty

- Khayal Health ↗
- Molékulaire ↗
- Harper Ellis Hair ↗
- Firm Fitness ↗
- Lux & Co. Australia ↗

Lifestyle, travel and media

- Indian Watch Connoisseur ↗
- Touro Studio ↗
- Vesco Cycles ↗
- GeTS ↗
- Dronewrx ↗

Technology and industry

- AOKI ↗
- MUVIQ ↗
- Sakshi Innovations ↗
- Greenovative ↗
- Phantom Neuro ↗

07

Performance marketing

Google and Meta ads run for growth, and measured in bookings and return on ad spend.

07 · Performance marketing

On Air Parking

Airport and city parking · USA

Client since
February 2022

448K

parking bookings from Google Ads

5–6x growth in bookings, across 78 US markets, on $4.78M of ad spend we manage.



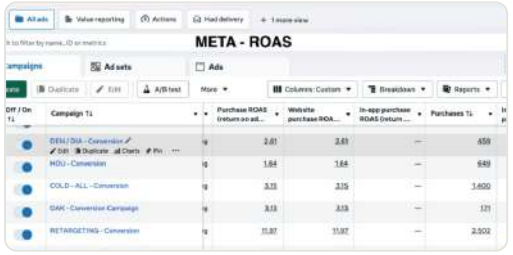
From the live Google Ads account

8 → 78
Markets under active management

$100K+
Monthly ad budget, up from $20–25K

$7–8 → $4–5
Cost per booking on social ads, in 2 months

11.97x
Return on ad spend, Meta retargeting



From the live Meta Ads account

Ruggable

Washable rugs · Europe and UK

Meta Ads

3–4x

return on ad spend, up from break-even

We rebuilt their Meta ads into a full funnel, then grew monthly spend 6x while the return kept going up.

Monthly ad spend	€30–50K → €200–300K
Return on ad spend	1–1.5x → 3–4x
Total ad spend managed	€7.2M+

Reviews

In our clients' words

Our clients have left more than 1,000 five-star reviews across the platforms we work on. The following is a selection from founders and marketing heads, independently verified on Clutch.

Client reviews

1,000+

★★★★★

Five-star reviews from our clients.
A selection is shown below.

★★★★★ Verified on Clutch

"iOTA really outperformed our hopes and was essential to the success of our branding initiative."

Dominic Chan
Manager, Vancouver Coastal Health

★★★★★ Verified on Clutch

"Working with iOTA has been an absolute power move for Khayal Health."

Rohan Seth
Founder, Khayal Health

★★★★★ Verified on Clutch

"They have exceptional communication."

Tripat Girdhar
Founder and Principal Architect, Arete Design Studio

★★★★★ Verified on Clutch

"You give them the time and resources they need for the project, and the rest will be handled by them."

William Monroe
Head of Sales and Marketing, SillyGeorge

★★★★★ Verified on Clutch

"They are quite good at what they do."

Faith Wong
Head of Marketing, Test Champs

★★★★★ Verified on Clutch

"They are so responsive."

Edwin Djampa
CEO and Founder, Omega 3 Nutrition

Next steps

Working with us

How we start, what you can expect from us, and who to speak to.

Working with us

We usually start with a 20-minute call to understand where the business is and what matters most right now. Within a week, we come back with three clear recommendations for your brand, at no cost.

If there is a fit, we agree on one first project. Most clients see their first work live within 30 days, followed by a short review every week.

What you can expect from us

Dedicated team

A fixed team assigned to your brand, led by one account lead in Dubai. Not a rotating pool of freelancers.

Trained specialists

Strategists, designers, editors and media buyers who work on large brands every day.

Budget discipline

Media spend goes where it performs. We report on leads and sales, and pause what is not working.

Structured project management

Every task, deadline and approval is tracked in a shared project management system you can see.

Agreed SLAs

Response and delivery times are agreed upfront and written into the contract.

Clear escalation

A named escalation path up to senior leadership, so issues are resolved quickly.

Arabic, English and compliance

Content produced in both languages and checked against UAE media regulations.

Flexible commitment

No long lock-in. You can start with a single project and decide from there.

Thank you

iOTA GCC

We would welcome the opportunity to meet.

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