

CASE STUDY

888VC × The Brand DOC
Fund Announcement

Building India's Next DeepTech Investment Ecosystem with 888VC



01 / ABOUT THE BRAND

Who is 888VC?

888VC is an early-stage venture capital firm with a singular conviction: the boldest, most enduring companies of the next generation will be built by founders who dare to operate at the edges of technology and possibility. Backing teams from Seed to Pre-Series A with first cheques of up to \$500K, 888VC positions itself not merely as a capital provider, but as a committed co-builder, doubling down on conviction-led winners with the patience and proximity that early-stage founders genuinely need.

Founded in 2023 by Rohit Bafna, the firm operates at the intersection of ambition and infrastructure. Its flagship offering, the GRO8 Platform, brings together growth advisory, strategic partnerships, and cross-border co-investment access under a single ecosystem roof. The GRO8 Club, an exclusive community of industry leaders and institutional investors, extends this infrastructure into the relational capital that many first-generation founders find hardest to access.

“At its core, 888VC is not just in the business of deploying capital, it is in the business of building futures. And on 22nd September 2025, it was ready to tell that story to the world.”

02 / THE CONTEXT

India’s Innovation Economy Is at an Inflection Point

When 888VC came to The Brand Doc, the timing was everything. India’s startup ecosystem was shifting beneath everyone’s feet, and the firms that would define the next decade of venture capital were precisely those willing to plant their flags in frontier territory before the rest of the market caught up.

Three seismic forces were reshaping where capital was flowing and why:

- Artificial Intelligence- Foundation models and applied AI were creating new industry verticals faster than most investors could evaluate them.
- Deep Technology- Long-horizon technical bets like robotics, biotech, climate hardware, semiconductor innovation, were emerging as the new alpha for patient, high-conviction capital.
- Sustainability- ESG-aligned investing was no longer a category preference; it was a global LP mandate, pulling capital toward impact-driven funds with measurable outcomes.

Simultaneously, the India-UAE-USA corridor was opening at an unprecedented pace, with regulatory tailwinds, bilateral investment frameworks, and a shared appetite for cross-border startup ecosystems creating a structural opportunity that few early-stage funds had yet moved to capture.

“888VC saw all of this clearly. The question was whether the world could see 888VC.”

03 / THE BRIEF

What 888VC Needed to Announce and Why It Mattered

Rohit Bafna had a clear mandate for his firm’s maiden fund: a ₹175 Crore corpus, purpose-built to fuel India’s next generation of AI, deeptech, and sustainability startups. The fund was designed for visionary founders, those building solutions to pressing local problems with the structural potential to scale into global markets.

Alongside the fund launch, 888VC was unveiling GRO8, conceived as the region’s largest cross-border investment and mentorship platform. GRO8 was built to address a critical gap in the early-stage ecosystem: the absence of integrated infrastructure connecting capital, mentorship, and market access into

a single entry point for ambitious founders. Fund technologies capable of scaling into high-growth ecosystems, ie, the UAE, the US, and beyond- were the fund’s primary targets.

But this was more than a fund announcement. It was a positioning statement. And for it to land with the right weight, it needed to reach the right rooms, with a narrative strong enough to make believers out of skeptics and advocates out of observers.

04 / THE CHALLENGE

From Emerging to Essential: The Perception Gap

The challenge was not one of substance- 888VC had a compelling thesis, a credible founder, and a well-structured fund. The challenge was one of perception. In a venture landscape crowded with new entrants and bold claims, breaking through required more than a press release. It required a narrative architecture that could travel.

BEFORE	OBJECTIVE
<ul style="list-style-type: none">— Emerging VC firm with limited ecosystem visibility— No established deeptech narrative or distinct brand voice— Low cross-border positioning and international credibility— Fund launch without a storytelling infrastructure in place— Competitive field of established domestic and global VC brands	<ul style="list-style-type: none">→ Position 888VC as future-facing and intellectually distinct→ Build a deeptech-aligned identity that founders trust→ Establish genuine cross-border relevance from day one→ Create an ecosystem narrative, not just a fund announcement→ Make 888VC the obvious choice for India’s most ambitious builders

05 / THE STRATEGY

Strategic PR as a Perception Architecture Tool

After a thorough analysis of 888VC’s ambitions, the competitive landscape, and the media environment, The Brand Doc recommended a focused, high-impact PR strategy built around a single governing idea: “Tap the startup ecosystem through leading publications, using strategic PR as the primary perception-shaping instrument.”

The strategy was built on three narrative pillars:

Pillar 1: The Fund Narrative

The ₹175 Cr fund was not positioned as a financial event, it was positioned as a national inflection point. The narrative framed 888VC's entry as the moment India's deep tech ecosystem gained a dedicated, conviction-led backer willing to write the first cheque for the companies that would define the next decade.

Pillar 2: The GRO8 Platform Story

GRO8 was positioned as infrastructure, not a service. Rather than describing what the platform offered, the communications strategy focused on the problem it solved: the absence of integrated, cross-border support for early-stage founders navigating capital, mentorship, and market access simultaneously. This framing elevated GRO8 from product to ecosystem.

Pillar 3: The Global Ambition Arc

The India-UAE-USA corridor was not incidental, it was architectural. Communications consistently reinforced that 888VC was built for founders whose local breakthroughs were designed to scale globally. This created a consistent perception of scale and ambition that separated 888VC from domestically-focused peers.

The Narrative Architecture

Every story needs a spine. The Brand Doc engineered a five-layer credibility stack that ensured every touchpoint, from earned media to social amplification, reinforced the same fundamental perception of 888VC:

1	MEDIA AUTHORITY Establishing credibility through placement in the publications that the VC and startup ecosystem trust most.
2	FOUNDER TRUST Ensuring the messaging resonated with the builders 888VC was built to serve: specific, honest, and vision-forward.
3	DEEPTECH POSITIONING Consistently anchoring the narrative in technical sophistication and long-horizon conviction.
4	GLOBAL RELEVANCE Reinforcing cross-border ambition through coverage that extended beyond domestic publications.
5	ECOSYSTEM CREDIBILITY Positioning 888VC not as a new entrant, but as a structural participant in building India's innovation infrastructure.

Media Intelligence: Coverage by Design, Not by Chance

The Brand Doc approached media placement as a tiered credibility exercise. Every publication was chosen not for its reach alone, but for its authority with the specific audience that 888VC needed to convert: founders seeking their first institutional backer, LPs evaluating the emerging VC landscape, and ecosystem players capable of amplifying the narrative further.

Authority Publications	Inc42 · YourStory · VCCircle · Entrackr - The publications that India’s startup ecosystem reads first, trusts most, and shares fastest. Placement here signaled institutional seriousness.
Ecosystem Amplification	StartupRise, Silicon India, Asia Business Outlook- Publications extending the 888VC narrative into Southeast Asia and business communities, reinforcing the cross-border thesis.
International Pickup	Leading International publications like Tech in Asia, Deal Street Asia, Marca Money were tapped along with extending 888VC amplification to Korea · China · Spain as organic international syndication demonstrating that the story had genuine global resonance, not just domestic PR traction.

Numbers That Moved the Needle

The Brand Doc’s campaign for 888VC’s maiden fund announcement delivered results that went significantly beyond traditional PR benchmarks, generating not just coverage, but category-defining credibility across India, Asia, and internationally.

60+ Total Media Features	22+ Digital Coverage India	8 Digital Coverage Asia	30+ Social Amplifications
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82/100 Sentiment Score	12.5% Share of Voice
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What These Numbers Mean

Sixty-plus media features for a brand-new fund launch is not a standard outcome, it's a signal of narrative quality. Coverage that generates genuine pickup across Korea, China, and Spain is not paid placement, it is earned credibility. A sentiment score of 82 out of 100 in a category as scrutinised as venture capital means the market received the story with trust, not skepticism. And a 12.5% share of voice in a field where 888VC had no prior presence is the first chapter of category leadership, not the last.

The campaign also performed strongly across social platforms, with over 30 amplifications across X, Instagram, Facebook, and LinkedIn, extending the earned media narrative into community channels and multiplying the overall reach organically.

08 / THE PERCEPTION SHIFT

What Changed Wasn't the Firm. It Was How the World Saw It.

The most meaningful outcomes of this campaign cannot be fully captured in a coverage count or a sentiment score. They live in the shift, the before-and-after of how 888VC was perceived by the founders it wanted to back, the LPs it sought to attract, and the ecosystem it intended to help build.

BEFORE	AFTER
Emerging VC firm	Future-focused ecosystem builder
Fund announcement	Innovation narrative and category moment
Local visibility	Cross-border relevance and international pickup
Investor	Ecosystem enabler and community architect

CLOSING

If Your Story Deserves to Be Heard, We Know How to Make the World Listen.

The 888VC campaign is one example of what becomes possible when communications strategy is treated with the same rigour as business strategy. When the narrative is built with intention, the coverage follows. When the coverage reaches the right rooms, the perception shifts. When the perception shifts, the business moves.

Every brand we work with brings a different story, a different market, and a different definition of success. What stays constant is our commitment to building communications that do more than inform, communications that create belief.

For further query, please reach out to us at info@thebranddoc.com

THE BRAND DOC

Strategic Communications · PR · Brand Narrative