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From Cap Table to Conversation- The Raanro Story

INR 4.12 Crore Pre-Seed Fund Announcement

Funding PR & Communications Campaign | March 2026



The Brand Doc was engaged to lead the communications around Raanro's ₹4.12 crore pre-seed funding announcement. Beyond securing visibility for the fundraiser, the objective was to position Raanro's larger vision of transforming interior design workflows through AI.

THE BRIEF

Putting a Pre-Seed Round on India's Startup Map

Raanro Interior Technology Designs Pvt. Ltd. is a Bengaluru-based startup and the parent company of Magical Nest, India's first brand dedicated exclusively to designing functional, safe, and curated interior spaces for children. Founded in 2025 by Rahul Bhatt, Ankush Dixit, and Rohit Rai, Magical Nest operates in Bengaluru, Mumbai, Hyderabad, and Delhi NCR, with projects typically ranging between Rs 6 lakh and Rs 9 lakh.

On 23 March 2026, Raanro closed a pre-seed funding round of INR 4.12 crore at a pre-money valuation of Rs 60 crore. The round was led by Anshuman Singh of Think41 and saw participation from Stargazer Fund

alongside a constellation of marquee angel investors like Kunal Shah (CRED), Ankit Nagori (EatFit), Gaurav Singh Kushwaha (BlueStone), and Prashant Tandon and Gaurav Agarwal (Tata IMG).

The communications task was to turn this funding moment into a credibility milestone: one that would place Raanro and Magical Nest firmly within India's startup funding narrative, attract investor attention for future rounds, and position the brand as the category-defining name in children's interior design.

THE OBJECTIVE

Three Outcomes, One Announcement

- Secure coverage across India's leading startup, tech, and business media verticals, signalling legitimate market entry to founders, investors, and the broader startup ecosystem.
- Highlighting the marquee investors, added credibility to the brand and the funding story.
- Establish Magical Nest as a household name within the children's interiors category, leveraging the funding moment to generate brand awareness beyond the startup press.

THE STRATEGY

Lead with the Cap Table, Not the Cheque

Along with the pre-seed round announcement for an AI based brand building Kid's interior platform Magical Nest, the announcement led with the investor roster, founders of category-defining Indian consumer brands across fintech, health tech, e-commerce, and retail, was the strongest signal of market conviction available.

1. Vertical targeting across three press types

The press strategy targeted startup and funding verticals (YourStory, Entrackr, VCCircle, CIOL, Indian Startup Times) for credibility; consumer and retail verticals (Indian Retailer, Venture Intelligence) for category leadership; and AI/tech verticals (AI Market Watch) to seed the platform narrative ahead of the full product launch.

2. Social amplification as earned media

Social strategy was designed to function as a secondary earned-media layer. Media brands amplified coverage natively across platforms, extending reach, creating a multi-platform signal that the story had genuine traction.

THE EXECUTION

Strategic Public Relations for Maximum Visibility

The announcement was concentrated on 23 March 2026, gaining an industry-wide recognition rather than a staggered drip. YourStory, Entrackr, VCCircle, CIOL, and Indian Startup Times all published carried the story, establishing an immediate pile-on of credibility.

Follow-on coverage extended through 25-26 March, with Indian Retailer, Incubees, Viestories, CEO Vine, IPO Platform, and Venture Intelligence picking up the story, broadening reach from the core startup press into retail, investment, and consumer business audiences.

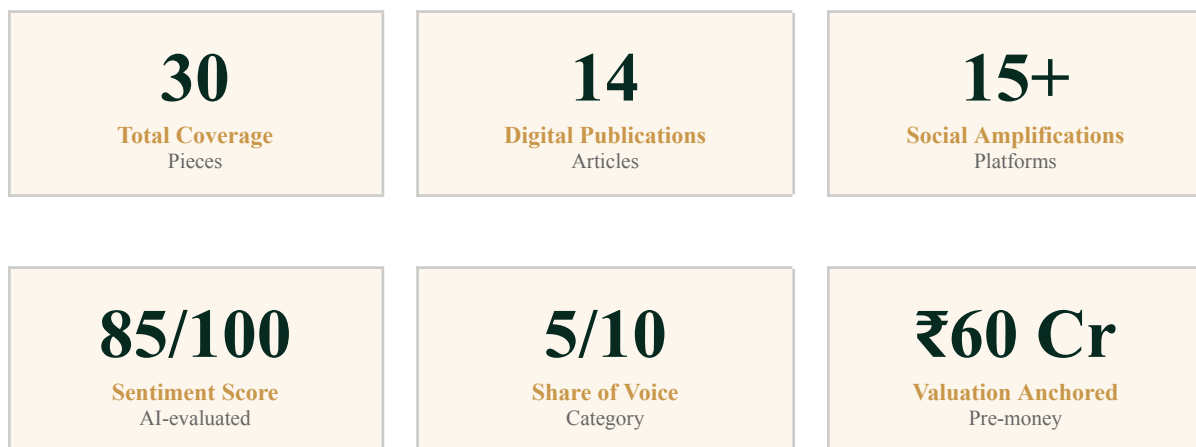
The AI Market Watch feature, published on 25 March, explicitly contextualised Raanro within the emerging AI-in-interior-design space, citing category peers Roomstory.ai and Nirwana.AI and framing the investment as a signal of growing investor conviction in applying AI to traditionally unstructured verticals. This positioned Raanro not just as a children's interiors startup but as a legitimate AI PropTech compant.

"India's home interiors market is still largely manual, with fragmented vendor networks, disconnected workflows, and limited visibility for customers. It is this operational gap that Raanro Interior Technology is attempting to address." — CIOL, 23 March 2026

On social media, the story ran across LinkedIn (YourStory, Viestories, VentureDesk, Indian Startup Times, The Rupee Story), Instagram (The CEO Magazine, Indian Retailer, CiOL, The Startup Trends), Facebook (YourStory, Indian Retailer), and X (Indian Startup Times, CiOL, CEO Vine, draavi_official), generating organic amplification from accounts with combined follower bases in the hundreds of thousands.

THE RESULTS

Industry Positioning. Category Ownership.



WHAT WORKED

The Craft Behind the Coverage

- Investor names as the headline: By leading with Kunal Shah, Ankit Nagori, and the Tata 1MG founders rather than the round size, the story had built-in search interest and editorial appeal across multiple beats like fintech, health, e-commerce, and children's design.
- Concentration over spread: Fourteen publications on one day created a perception of market-wide recognition that a staggered release would not have achieved.
- Dual-brand clarity: Separate but complementary narratives for Raanro (AI platform) and Magical Nest (children's interiors brand) made the story relevant to tech journalists and consumer/lifestyle journalists simultaneously.
- Social as earned, not paid: Media brands amplifying their own coverage across LinkedIn, Instagram, and X generated hundreds of thousands of additional impressions at zero incremental cost, a compounding effect on the original press moment.
- AI framing for future positioning: Seeding the AI/PropTech narrative through AI Market Watch laid early groundwork for Raanro's platform story, ahead of the full product launch.

"The right investors make the story. The right communications make it last"- The Brand DOC

The Brand Doc handled PR and communications for the Raanro / Magical Nest pre-seed announcement, March 2026.