

## **Parul University Partners with LS Digital to Accelerate Admissions Growth through Digital Business Transformation**

**India, 07<sup>th</sup> October 2025:** Parul University, a leading private university in Vadodara, Gujarat, has appointed LS Digital as its 360° digital marketing partner to strengthen its admissions strategy across campus and online channels.

As part of the mandate, LS Digital, one of India's leading integrated digital business transformation company, will deliver end-to-end solutions across media, SEO, creative, social media, marketing automation and google analytics verticals via a comprehensive omnichannel approach. The partnership is designed to strengthen the **"Trinity of Trust" – Academic Excellence, Student Experience, and Placement Assurance**. This will be driven by amplifying the university's digital footprint, enhance lead generation quality, and deliver a seamless admission journey for potential students across India and international markets.

With a vibrant 150-acre campus, more than 200 programs, over 65,000 students from 75+ countries **Parul University** is renowned for its commitment to academic excellence, innovation, and holistic student development. This prowess creates a need to curate tailored messaging for different audience personas, programs across different geographies across the awareness, consideration and conversion stages.

LS Digital will be responsible for driving Parul University's full-funnel marketing that includes brand communication, digital media planning and buying, SEO, analytics, creative strategy, and performance measurement to ensure a seamless and impactful admissions journey.

Speaking on the occasion **Dhruvil Shah, CEO of Parul University** said, *"As education becomes increasingly digitized, creating a seamless and connected admission experience is crucial, especially with students coming from across the country and beyond. Partnering with LS Digital enables us to leverage data, technology, and creativity to make our online and campus admissions process more efficient, transparent, and impactful, while aligning with the evolving expectations of today's students and parents."*

LS Digital, with six core business units—Media, Creative, Data & Insights, UIUX, Technology & AI, and CX—delivers measurable outcomes by integrating creativity, data-driven insights, and advanced technology. With an industry-agnostic approach, the company has been driving transformation across multiple sectors, with education emerging as one of its fastest-growing focus areas.

Commenting on the new mandate, **Prasad Shejale, Founder & CEO, LS Digital**, said, *"Integrated digital solutions have become essential for brands today, enabling them to create cohesive, data-driven experiences across every touchpoint. We focus on building such connected ecosystems with our partners, with technology as a catalyst, to align creativity, media, analytics, and technology. Our collaboration with Parul University is aimed at enhancing domestic and online admissions through a holistic approach that not only attracts prospective students and delivers measurable impact."*

Sharing insights on the execution strategy, **Rupak Ved, Chief Business Officer, LS Digital**, said, *“We are excited to partner with Parul University in shaping a digitally advanced admissions ecosystem. Our media strategy is designed to go beyond conventional campaigns to map measurable KPIs. In today’s fragmented world, brands face challenges in creating an effective media driven marketing funnel that helps them across various functions such as branding, targeting, performance and continuous optimisation. This often leads to inefficiencies and missed opportunities. At LS Digital, we are bridging this gap, by uniting data-driven insights, advanced measurement cutting-edge technology and creative strategy under one roof. The approach is expected to create high-quality leads, bettering engagement at every stage, to make the admission process smoother.”*

This collaboration marks a significant step towards advancing **digitally-led growth in education marketing**, positioning Parul University as fast-evolving industry player, that connects with prospective students, parents, and key stakeholders through strategic and measurable digital initiatives.

**About Parul University:**

Parul University is a leading private university located in Vadodara, Gujarat, known for its commitment to academic excellence, innovation, and holistic student development. Accredited with **NAAC A++** and recognized as a **Centre of Excellence**, the university continues to set benchmarks in quality education and research. Established with a vision to provide learning across a wide range of disciplines, the university offers over 200 undergraduate, postgraduate, doctoral, online, open & distance learning, certificate, executive and diploma programs in fields such as engineering, management, health sciences, law, design, liberal arts, agriculture, and more. With campuses in **Vadodara, Ahmedabad, Rajkot, and Goa**, Parul University is home to over 65,000 students from across India and 75+ countries, creating a truly diverse and inclusive learning environment.

**About LS Digital:**

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of specialist, innovative entities: LS Digital, Langoor, f1studios, DataQuark and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solution framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, they enable brands to holistically develop businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.

**For any media related queries, feel free to reach to:**

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