

NIVITA HUF Acquires OMWEB to Accelerate Digital Innovation and Expand Global Footprint



New Delhi, Delhi Jul 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a strategic move to strengthen its presence in the digital services sector, **NIVITA HUF** has officially acquired **OMWEB**, a fast-growing digital agency known for its expertise in web development, digital marketing, and IT solutions. The acquisition, completed on **July 15, 2025**, marks a significant milestone in NIVITA HUF's ongoing expansion into the technology and digital transformation space.

Founded in **2022 by Nikhil Gupta**, OMWEB has quickly established itself as a trusted partner for businesses across India, the US, UK, UAE, and Canada—delivering high-impact websites, branding, and performance-driven marketing services. The agency will continue operating under the **OMWEB** brand as a fully owned division of NIVITA HUF, maintaining its current team and client relationships.

“This acquisition allows us to merge OMWEB’s creative and technical excellence with NIVITA HUF’s long-term vision of digital empowerment,” said a spokesperson from NIVITA HUF. *“Together, we will drive smarter solutions, innovation, and unmatched client value in the evolving digital era.”*

As part of this transition, OMWEB has also acquired the premium domain www.omweb.com to bolster its international branding and digital accessibility.

Founder **Nikhil Gupta**, who led OMWEB’s rapid growth from a bootstrapped venture to a leading digital player, will continue to support the company during its integration phase to ensure a seamless transition and continued service excellence.

About NIVITA HUF

NIVITA HUF is a forward-thinking business group committed to empowering businesses through technology, innovation, and strategic investments. With interests spanning digital infrastructure, tech-enabled services, and IP assets, NIVITA HUF aims to be a catalyst for next-generation growth in the Indian and global markets.

About OMWEB

OMWEB is a New Delhi-based digital agency specializing in website development, branding, digital marketing, and IT consulting. Founded in 2022, it has served clients across diverse sectors, delivering tailor-made digital solutions that drive visibility, conversion, and growth.

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