

Peplio Launches India's First Digital Marketing Comic Universe to Gamify Professional Education

Simplifying digital marketing through creative storytelling



Durgapur, West bengal Jan 13, 2026 ([Issuewire.com](https://www.issuewire.com)) - Peplio, an innovative educational media platform, has officially announced the launch of India's first "Digital Marketing Comic Universe." This unique platform aims to bridge the gap between complex technical marketing strategies and accessible, engaging storytelling for small business owners and aspiring digital creators.

Traditional digital marketing education often relies on dense technical guides that can be overwhelming for beginners. Peplio disrupts this model by introducing a narrative-driven approach. The platform features "Sougan," a digital marketing superhero who guides characters through real-world business challenges involving SEO, social media algorithms, and data analytics.

"Digital marketing is the backbone of modern business, yet many entrepreneurs in India find the learning curve too steep," said Sougan Kumar Mandi, Founder of Peplio. "By transforming SEO and growth strategies into a comic book format, we make the technical concepts memorable and fun. We aren't just teaching marketing; we are building a universe where learning is an adventure."

The Peplio platform offers a comprehensive suite of resources, including:

- **Peplio Originals:** Weekly comic episodes that break down case studies and marketing trends.
- **Integrated SEO Tools:** A collection of free tools designed to help small businesses analyse

their online presence.

- **Case Study Deep-Dives:** Analysis of industry giants like Zomato, reimagined through visual storytelling.
- **The Secret Link Club:** A community-focused initiative providing members with exclusive templates and growth hacks.

As digital adoption continues to accelerate across India, Peplio's mission is to democratize marketing knowledge. By combining visual storytelling with actionable data, the platform offers a low-barrier entry point for individuals seeking to scale their online presence without the monotony of traditional textbooks.

About Peplio: Peplio is a [digital marketing education](#) platform based in Durgapur, India. It is the first of its kind to use a comic-book-inspired "Universe" to teach SEO, Content Marketing, and Digital Strategy. Through its unique blend of entertainment and education (Edutainment), Peplio helps entrepreneurs and students master the digital landscape.

Media Contact

Sougan Mandi

*****@gmail.com

Arrah, Durgapur, Bidhan Nagar

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