

WHAT TO READ NEXT

Religen Inc founder Bhushan Sawant added, "C Com Digital played a key role in crafting the campaign's messaging and outreach, and the results speak for themselves. Their understanding of healthcare communication helped us engage with families and professionals meaningfully."

The campaign also stepped beyond the screen—partnering with autism support groups, engaging in platforms like the National Taca Conference, and driving participation in the #BlueBucketPledge. From online virality to offline solidarity, the message was loud and clear: early diagnosis changes everything.

A masterclass in humanising health tech, this Frat campaign proves that when done right, digital storytelling doesn't just inform—it transforms.

Pictured above Chandan Bagwe (Left) and Bhushan Sawant (Right)

[CHANDAN BAGWE](#)[BHUSHAN SAWANT](#)[C COM DIGITAL](#)[RELIGEN INC](#)[US](#)[FOLATE RECEPTOR ANTIBODY TEST](#)[FRAT](#)[AUTISM DIAGNOSIS](#)[CEREBRAL FOLATE DEFICIENCY](#)[AUTISM SPECTRUM DISORDERS](#)[ANIMATED EXPLAINERS](#)[VIRAL SOCIAL CONTENT](#)[SHARP INFOGRAPHICS](#)[BLOGS](#)[NATIONAL TACA CONFERENCE](#)[BLUEBUCKETPLEDG](#)[01](#)

LS Digital reshuffles deck with three CXO elevations to power global growth and strategy

[02](#)

Hellaro finds its hindi voice and beats the drum for freedom

[02](#)

Hellaro finds its hindi voice and beats the drum for freedom

[03](#)

First cry no more as Pee Safe tackles first periods with zero fear

[04](#)

Newme launches Zip in Bengaluru with 60-minute delivery for hyper-speed fashion fix

[05](#)

Smile Group names Gagandeep Singh Bedi to lead Healthtech venture builder in Asia

[06](#)

Shashank Rathod joins Delhivery as media and communications lead after Amazon innings

Get The Best Blog Stories into Your inbox! Newsletter



Signup for news and special offers!

Subscribe



INDIANtelevision

For every Brand, Marketer, TV, OTT, Cable TV, DTH Professional



[Privacy Policy](#) | [Disclaimer](#) | [Careers](#) | [Subscribe](#) | [Contact Us](#)

2025 @ Copyright Indiantelevision Dot Com Pvt Ltd. All rights reserved.