COMPANY CREDENTIAL DOCUMENT
Our Digital Marketing Philosophy

- Performance Based Marketing
- Real Business Metrics
- Fully Integrated Digital Services
Company Profile
Mr. Aji Issac Mathew (CEO - INT TechShu) and Mr. Santanu Mukherjee (ARM) collecting “Digital Agency of the Year 2016” Award.
Awards & Recognition

- Rated #1 IT SME by Dun & Bradstreet in India – 2008
- NASSCOM EMERGE 50 in 2010
- Deloitte Technology Fast 500 Asia Pacific in 2010, 2011
- Deloitte Technology Fast 50 India in 2011
- ET Bengal Corporate Award, 2013
- India SME 100 Awards, 2014
- Franchise India “Small Business of the year” Award, 2014
- PRSI Kolkata, National PR Day Award of Excellence, 2015
- Silicon Valley Business Application Award for NASSCOM Conclave Mobile App 2015
- BCC&I the Bengal Entrepreneurship Recognition 2015
- Top 100 SMEs of India by Dun & Bradstreet in 2015
Awards & Recognition

- CIO Choice Award - Mobile Application Development in Enterprise Mobility, 2017
- NATIONAL MSME EXCELLENCE AWARDS by Federation of Indian Industry Trade and Services (FITS) 2016, 17
- BCC&I MSME Excellence Award in the Service Category 2016
- PRSI Engage 2016 Award for Best Digital Agency of the Year
- PRSI Engage 2016 Award for Best Mobile Application Development & Use
- ITPV Partner Leadership Award 2016 for Best Enterprise Mobility Solutions
- National PRSI Award for "Best Online Campaign" and "Social Media Campaign" 2015
Recent Award

Receiving the **ET Bengal Corporate Awards 2018** for Best Financial Performance upto 100cr category
Google has listed Indus Net TechShu under its premium partners to deliver search, mobile and display advertising services to clients. In India only 33 companies are Google Premier Partner and we are one of them.

Also we enjoy direct relationship managers from all major advertising companies including Facebook India.
Why Us?

- Thought Leaders (Digital)
- Highly ROI focused (Marketing automation to convert to connects)
- Strong Development Team (Web/Mobile, Social) – Strong Utility Apps for Social
- Good Diverse Sector Portfolio & Industry Knowledge
- Strong Creative & Video Team
- Large Team 750+ (all Internal & integrated team)
Fact Sheet

Since
1997

Team
750+ Passionate Professionals

Offices
40,000 square feet

Presence in
India, UK, USA, Canada, South Africa, Mexico, Saudi Arabia, UAE, Kuwait, Singapore

Globally distributed revenue

Core Services
Digital Consulting, Web Apps, Mobile Apps, Analytics, Digital Marketing, Cloud Infra

Business distribution

UK
25%
EU
25%
USA
25%
India
15%
Oth
10%

Industries served
Financial Service, Media, Publishing, Entertainment, Retail, Health, IT Services, Professional Services, Education & Others

# of hours delivered
6,250,000 hours and counting

Projects delivered
11000+

Relationship Value
$50K - $2m per annum

Project Ticket Size
$15-$100K

Proud of
85% Business comes from existing clients

Perceived as
Innovation Outsourcing Partner, Strategic Digital Partner

Lean Organization
Only 3 levels of hierarchy including top management. Empowered team.

Super Team
At least 3x more productive
## Our Clientele

### REAL ESTATE
- Siddha
- Jain Group
- Bga
- Ruchi Realty
- Primarc
- Shrachi
- Shriram Properties
- PS Group
- Ambuja Realty
- One Rajarhat
- Unimark
- Envision Realty Management Pvt. Ltd.
- Hiland

### BFSI
- IndusInd Bank
- IDBI Federal
- Axis Bank
- BNP Paribas
- State Bank of India
- Ageas
- Tesco Bank
- Sharekhan
- Dynamic Levels

### GOVERNMENT
- Government of India
- MHRD
- NKDA
- New Town Kolkata Development Authority
- MyGov
- Incredible India
- BJP West Bengal
- Petroleum Conservation Research Association

### ENTERPRISE
- ABP
- Kutchina
- Skipper
- MP Birla Group
- SRMB
- Bridgestone
- Exide
- Greenply
<table>
<thead>
<tr>
<th>Category</th>
<th>Logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATION</td>
<td>IIHM, globsyn, GEMS AKADEMIA, SSEI, myedge</td>
</tr>
<tr>
<td>FASHION</td>
<td>Manyavar, LINENCLUB, TURTLE, Jaipur Kurti.com</td>
</tr>
<tr>
<td>HOSPITALITY</td>
<td>hoppidoLa, Holiday Inn, SPECIALITY, DAIWIK HOTELS</td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td>Cipla, Disha Eye Hospitals, DESUN HOSPITAL, Care IVF</td>
</tr>
<tr>
<td>OTHERS</td>
<td>Goodriche, Baidyanath, Pankajakshree, koimoi.com</td>
</tr>
</tbody>
</table>

Our Clientele
Our Services
Fully Integrated Digital Marketing

- Digital Marketing Consulting
- Integrated Digital Marketing
- Search Marketing
  - Search Engine Optimization
  - PPC Management
- App Store Optimization
- Social Media Marketing
- Facebook Apps
- Media Buying & Planning
- Marketplace
- Conversion Rate Optimization
- Mini-site/Landing Page
- Content Marketing
- Email Marketing
- Online Reputation Management
- Marketing Automation
  - Mautic
  - Marketo
  - Hubspot
- Website Maintenance

- Web & Application UI/UX Design
- Illustration, Graphic & Infographic Design
- Logo & Corporate Identity Design
- PowerPoint Design
- Marketing Animated Videos & Video Ads
- VR Content Creation

ISO 9001 Certified Quality Process Management System
ISO 27001 Certified Information Security Management System
NASSCOM
CMMI DEV/3 Appraised
How We Do It?

The growth engine innovative, full cycle campaign to driven ROI.

The catalyst multiplies the ROI by accelerating growth.

The must haves, you need a strong foundation to run your campaign.

KPI

Social Ads, Facebook Apps, Google Search Ads

CAMPAIGNS

CRM, ERP, Marketing Automation

ACCELERATOR

Website, Landing Pages, Mobile Compatibility, Site Optimisation, Social Media, Paid Ads – Branding, Emailers

PLATFORM

Metrics
Our Solution is

We connect to the audience who matters

We keep them engaged with your brand & nurture

The conversion happens

→ Connect

→ Engage

→ Convert

→ Advocacy

The Leads which does not convert remains in your funnel so that we can reconnect, remarket and push towards the sales funnel.
Digital Touch Points

 CONNECT  ENGAGE  CONVERT  ADVOCACY
Mini Case Studies
Mini case Studies

0 to 70000+
Facebook Fans in 2 months

15500+ leads
via Social Media
Mini Case Studies

21k followers

200+ quality leads in 1 and a half months
Mini case Studies

INR 60,00,000+
Consumer Billing

25000+
visits by spending 30000+
sessions in
greenplyplywood.com &
askgreenply.com
0 to 1,81,559+
Facebook Fans in 1 year

2378 +
leads in last 2 months via paid ads
Mini Case Studies

15000+ Leads in last 2 months

Best Hospitality Education Chain in India
Mini case Studies

0 to 500k Linen Club Fans within a year

75% of the Market Share for the Linen related keywords
Mini Case Studies

0.4 Million targeted audience reached

900% improvement in online sales through website and marketplaces
Mini case Studies

Increased online sales by 173%

Reached targeted 2M+ users
Mini case Studies

4.2m via Structural SEO

3x in 2 months via Universal Search Optimization
Monthly audience reach around 150K on Facebook. Average monthly FB page like went up by 78%.
List of Account Handled
List of Account Handled

https://www.facebook.com/AnandabazarSocial/
https://twitter.com/MyAnandaBazar

https://www.facebook.com/LinenClub/
https://twitter.com/LinenClub

(*Unit of Aditya Birla Group)

https://www.facebook.com/Ebelaonline/
List of Account Handled

https://www.facebook.com/UtalikaLuxury/
https://twitter.com/utalikaluxury

https://www.facebook.com/perniaspopupshop
https://twitter.com/PerniasPopUp

https://www.facebook.com/Cipla/
https://twitter.com/cipla_global
List of Account Handled

https://www.facebook.com/skipperpipes/
https://twitter.com/skipperpipes

https://www.facebook.com/GreenplyPlywood/
https://twitter.com/GreenplyPlywood

https://www.facebook.com/kutchinaconnect/
https://twitter.com/kutchinaconnect
List of Account Handled

SRMB®

https://www.facebook.com/SRMBofficial
https://twitter.com/SrmbSteel
https://www.linkedin.com/company/srmb-steel/

SF SONIC™

https://www.facebook.com/SFSonicBatteries/
https://plus.google.com/u/0/+SF SonicBatteries
https://twitter.com/SFSonicBattery

PANKAJAKASTHURI

https://www.facebook.com/Pankajakasthuri/
https://twitter.com/PANKAJAKASTHURI
https://www.instagram.com/pankajakasthuri/

(*A Unit of Exide Industries Ltd)
Paid Vs Organic Analysis
(3 months data study Jan 2018-March 2018)
Organic Counts for majority of the traffic while paid counts for 8% of the entire traffic.
Organic traffic is around 30K in the last 3 months and the bounce rate is around 38% which is low compared to industry standards.
The top channels for traffic is from organic and direct sources while paid traffic counts for 14.3% of the entire traffic.
Organic traffic counts to 41k and paid search counts to 9K and the avg session duration is also good at 00:02:40
Organic Search is the main source of traffic.
Here organic search is the key and paid search is not utilized and organic search is counting to 30K traffic.
Here in SRMB Steel paid search is the main source of traffic.
## Paid Vs Organic

<table>
<thead>
<tr>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>Bounce Rate</td>
<td>Pages / Session</td>
</tr>
<tr>
<td>Users</td>
<td>Sessions</td>
<td></td>
</tr>
<tr>
<td>85,656</td>
<td>129,467</td>
<td>76.93%</td>
</tr>
<tr>
<td>1 Paid Search</td>
<td>39,372</td>
<td>86.78%</td>
</tr>
<tr>
<td>2 Organic Search</td>
<td>33,633</td>
<td>65.31%</td>
</tr>
<tr>
<td>3 Direct</td>
<td>11,510</td>
<td>65.73%</td>
</tr>
<tr>
<td>4 Display</td>
<td>4,311</td>
<td>88.94%</td>
</tr>
<tr>
<td>5 Referral</td>
<td>1,368</td>
<td>60.75%</td>
</tr>
<tr>
<td>6 Social</td>
<td>618</td>
<td>68.34%</td>
</tr>
</tbody>
</table>

The paid search is contributing to a majority of the traffic while organic traffic comes just behind that.
Majority of the traffic is from direct traffic while organic traffic accounts to 42% of the traffic share.
Organic traffic accounts for 9.6k users in the website. Paid Search is not being leveraged.
We strongly believe that the future corporations will be built by a network of entrepreneurs, partnering with each other, leveraging each other’s strength, and in the process creating value for all stakeholders.