 A special gift for everyone*

Looking back and looking forward

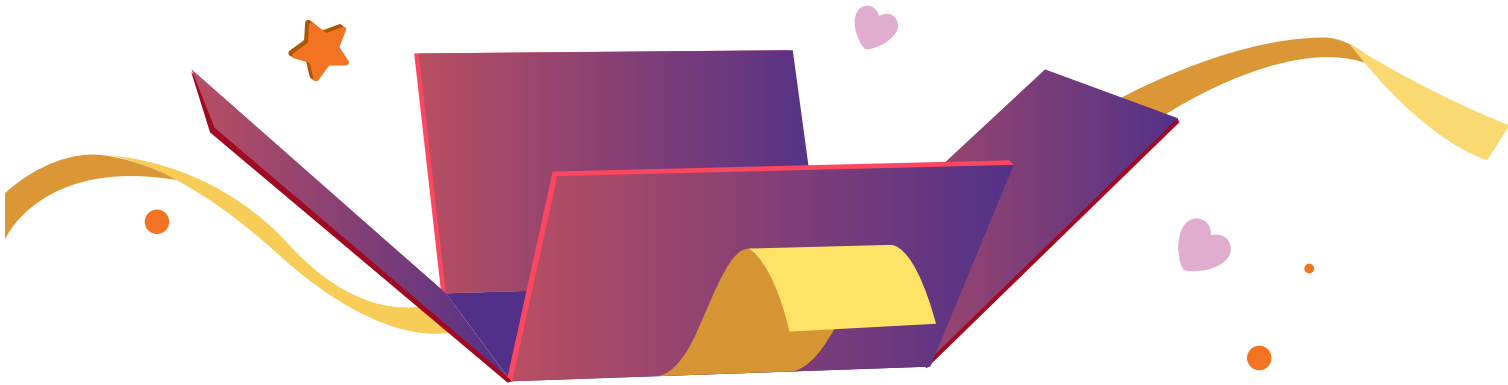
THANK YOU FY23-24 & HELLO FY24-25



Just like Janus, believed to be the god of beginnings, January is named after him, depicting two faces—one looking back and one looking forward



A special gift for everyone



 **CHECK OUT OUR
YEARBOOK VIDEO HERE**



 **SCAN HERE**

**In FY23-24
INT TechShu grew
its roots as well as
its fruits, equally
proud of both.**

**True, nothing
great is easy. Also
realized, that
with a committed
team, nothing is
impossible either.**

Thank you everyone for a great FY23-24

**Here are quick
10 highlights**

#1

Entering new Geography

In 2023, we extended our reach beyond the UK, US, and Australia, embracing new horizons in Kenya (by chance but we are loving it*)



*In 2023, we did a Stanford Seed program in Kenya through which a lot of people showed interest, and through that, we started our operations in Kenya.

#2

AI-First Mindset

Completed **numerous interesting AI projects**, such as call center voice call analysis to enhance conversion rates (including voice-to-text capabilities, multilingual support, and handling mixed languages).

Created stronger frameworks for **Google Performance Max** and **Facebook Power 5** for different scenarios including various interesting internal AI tools for improvement.

Gearing up for a shift to the next level in 2024.

Stay tuned for the upcoming **Launch of a dedicated AI marketing service inside our growing AI team.**

6

#3

Empowering SMEs

Launched a dedicated division for the specific needs of the SMEs, opening doors to countless new partnerships and exciting opportunities. Working for SMEs is a completely different scenario altogether.

Explore more at sme.techshu.com

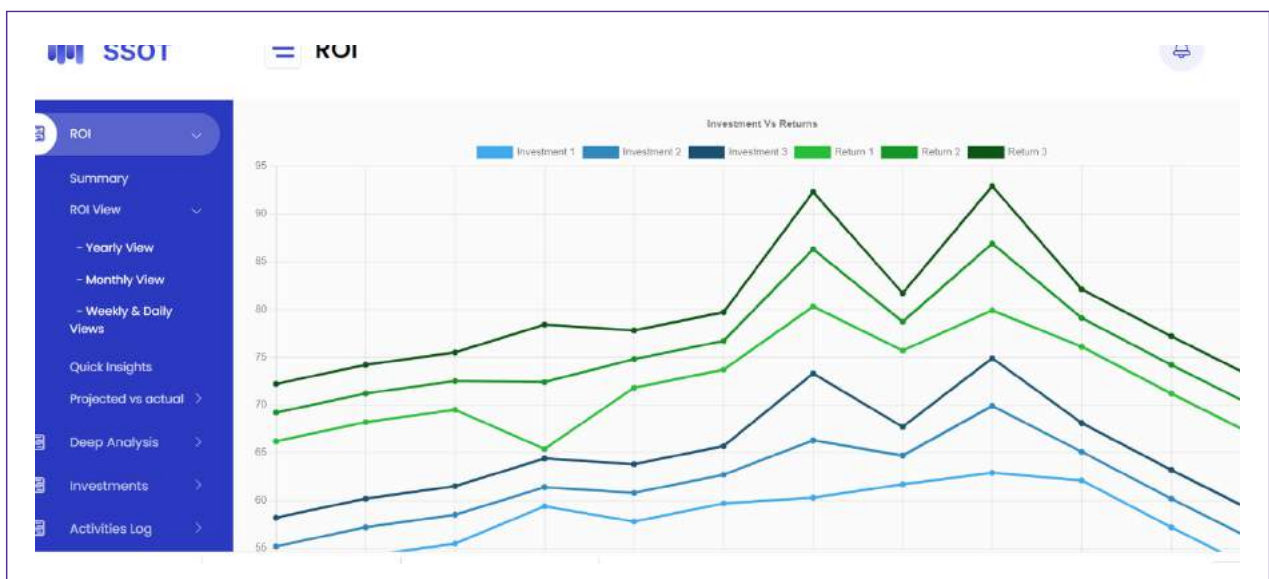
#4

SSOT: First-of-its-Kind ROI Dashboard

Introducing an all-in-one Digital Marketing ROI dashboard, a trailblazer in the industry powered by **Google BigQuery**, serving as the **Single Source of Truth** (SSOT).

Experience the goosebump-inducing correlation between all marketing investments and returns.

Explore more at ssot.techshu.com



#5

Created Unique Frameworks For Digital Communication

Created unique frameworks and teams for digital communication. In the age of AI-driven outreach, it is the only critical pillar for success.

#6

Annual Digital Marketing Audit

Our yearly deep, all-dimensional digital marketing audit has become a league of its own, saving millions with just one audit.

Explore more at audit.techshu.com

#7

Yearly Knowledge Sharing On Frameworks

As framework experts delivering consistent results, year after year, we continued our knowledge-sharing sessions.



Stanford | SEED
Stanford Institute for Innovation
in Developing Economies

Stanford Seed Transformation Program - East Africa

#8

Celebrating New Clients

We believe digital is industry-agnostic, with strong, mature fundamentals that deliver consistent results.


















#9

Celebrating Existing Clients' Anniversary

We also celebrate the anniversaries of all existing clients, with a belief that clients are for a lifetime, not just for a year.

Cheers to milestones with:

Dr. Reddy's API	: 	5 years
Aurigene	: 	4 years
Hindalco Eterna	: 	3 years
Disha Eye	: 	7 years
S&N By Shantnu Nikhil	: 	3 years
Tata Steel	: 	3 years
Mjunction	: 	6 years
Jayashree Textiles	: 	6 years
Cloud4C	: 	5 years
Ideal Group	: 	4 years
M Bazaar	: 	2 years
Utkarsh Bank	: 	6 years
Adtech	: 	12 years
Karnavati University	: 	5 years
Columbia Pacific Communities	: 	3 years

#10

Finally, A Culture That Can Tackle Challenges Head-On

Highlighting our culture that embraces challenges, we prioritize OKRs, variable pay, continuous learning, and NPS internally and externally. Our commitment to distributed learning, process ownership, and a fearless approach to challenging norms define us. We're knowledge enthusiasts, actively engaging in events across India and numerous online sessions.

Join us every Thursday for TechShu's AI Day - an open house where AI experiments and learnings are shared.



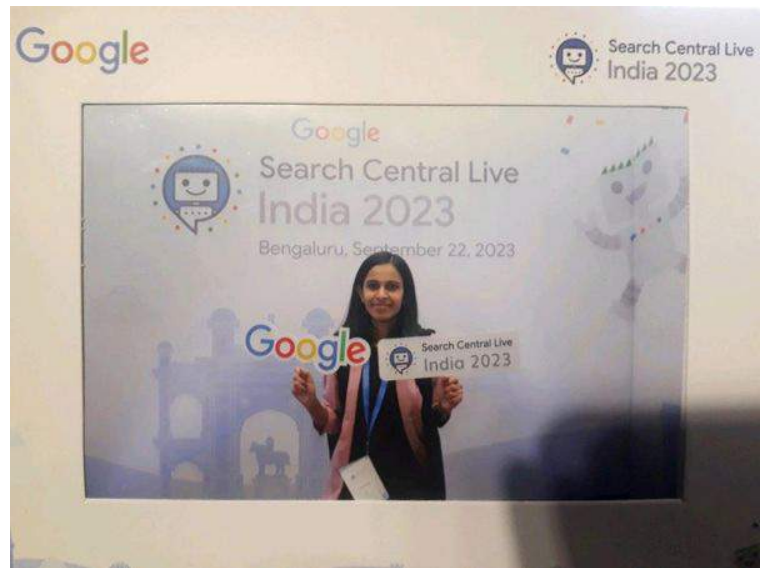
We participated as one of the top digital partners in the Innovate, Incubate, Invest Summit, hosted by one of India's premier financial conglomerate



We join hands with the nation to celebrate ISRO's remarkable achievement in space exploration as Chandrayaan-3



Our insurance team at Asia's Largest Insurance Conference, Insuretech Insights, Hong Kong



Our team at the Search Central Live India 2023 - an event by Google

Wow, That Was A Year! 2024 Is Going To Be Even More Interesting!

#1: AI-first thinking in everything we do.

#2: Communication optimization—lean reach strategies.

#3: The SMEs division will operate as a completely different unit.

#4: The SSOT dashboard will get its AI brain. (Super excited phase!).

#5: Shifting completely to yearly planning from monthly (Digital is now mature and stable enough).

#6: Expect more videos on our YouTube channels (22k subscribers & growing).

#7: More international expansion.

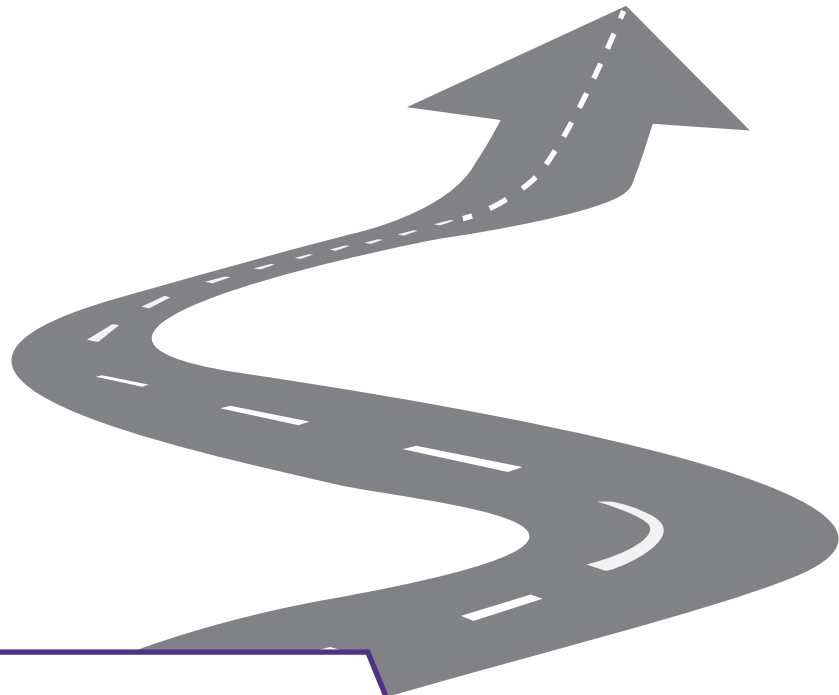
More **Maturity,**
More **Clarity,**
More **High-performance, and**
More **Honesty.**

We're not perfect yet, but with every passing year, we reach new levels of perfection.

We Have Only One North Star.

Be the #1 choice of agency for our existing customers; everything else will take care of itself.

Maturity, clarity, honesty & high performance...



For any assistance

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2023

2024