

Digital Marketing Portfolio



Our Advantage - Indus Net & Indus Net TechShu

**WE ARE AN INTEGRATED PERFORMANCE DIGITAL
SUCCESS AGENCY THAT IS BOLD & CARING!**

TechShu Advantage

- Integrated (most core services under one roof)
- We thus can own the success KPI (no excuse policy for KPI)
- Thought leader – Knowledge and process advantage, we solve the most complex solutions, best practices and 3 layers backup for most team members.
- Faster ROI creation than many
- Google premier company advantage

“

“Shu” means reciprocity “Do to others as you would do for yourself”. An Honest, Bold and Caring movement for good businesses.

“Let no good business or entrepreneur ever struggle for digital marketing”

”

Our Pack Model for Digital Success

A full service digital success company. Focus: Performance Digital Marketing.



TECHSHU
DIGITAL MARKETING • MATURITY • CLARITY



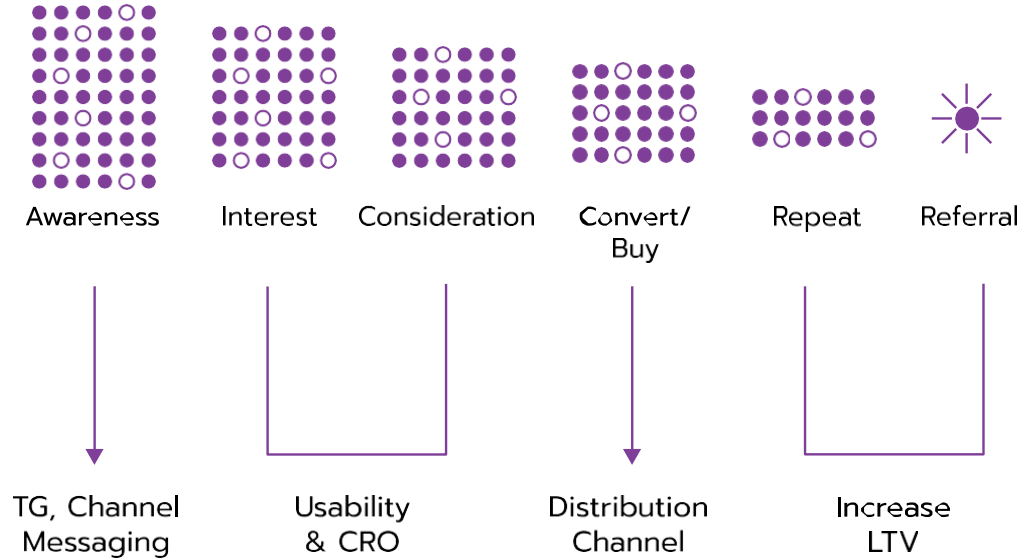
We Deliver
#DigitalSuccess



DIGITAL
MARKETING
UNIVERSITY.COM

What Do We Do?

- Customer Journey Optimization
- Different TG & Segmentation
- Messaging Framework
- Channel Mix
- Ads, Campaigns, Execution
- LTV, CAC based work



Global Presence



In India, we have 4 offices. We have recently completed a purchase of data analysis company in Hyderabad, 80 people team.



About Us



Since 1997



Team 750+ Passionate Professionals



Offices 40,000 square feet



Presence in

India (Kolkata, Delhi, Mumbai, Chennai), UK, USA, Canada, South Africa, Mexico, Middle East, Singapore



Globally distributed revenue

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



Core Services

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



Business distribution

Tech 75% Marketing 25%



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



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

Local subsidiaries in US, UK, Singapore

Onsite project management through local offices

Extensive partner network

Full IP Protection

Google, Amazon & Samsung Partner to name a few

Quality

- Independent QA team
- Fully equipped mobility QA lab
- Independent audit team to ensure process and quality adherence
- Independent security audit with an option of third party certification

Financially Robust

- One of the fastest growing IT companies in APAC
- Rated SME2 i.e. "High Financial Strength" by CRISIL
- Debt free and profitable since inception
- Top line – ARR of US \$10m

Risk Management

- Distributed workforce
- Distributed client base
- Distributed industry exposure and revenue channels
- Disaster Recovery Center in Chennai
- Professional indemnity Insurance



We Deliver
#DigitalSuccess

Awards

- 2021** | Realty+ Award for “Top 50 Marketing Minds”, 2021
- 2020** ● ET Bengal Corporate Award for “Best Business Performance”, 2020
- 2019** ● ET Bengal Corporate Award for “Best Financial Performance”, 2019
CII Star Icon SMP Performance Excellence Recognition 2019
- 2018** ● ITPV Partner Leadership Award for Mobile Application Development in Enterprise Mobility
CRISIL Top Rated SME
Genius Excellence Awards – ‘CEO with HR Orientation’
- 2017** ● Deloitte Technology Fast 500 Asia Pacific in 2017
Deloitte Technology Fast 50 India, in 2017
PRSI Engage Award for Best Enterprise Mobility Solutions in, 2017
CIO Choice Award – Mobile Application Development in Enterprise Mobility in 2017
National MSME Excellence Awards by Federation of Indian Industry Trade and Services (FITS), 2017
ITPV Partner Leadership Award for Mobile Application Development in Enterprise Mobility, 2017,
Most Promising Digital Services Company in India by Worldwide Achievers in 2017
PRSI Engage Award for Integrated Digital Marketing Campaign in 2017

Global Presence

We also own www.digitalmarketinguniversity.com. our R&D, training & consulting division. Also visiting faculty at IIFT, XLRI, MDI, UPH (Jakarta), Southampton University (UK) etc.



Things May Change, Fundamentals Will Not

**We believe in strong marketing and
accounting fundamentals.**

“ I always smile when agencies claim they are doing digital. Honestly, maybe that was good in 2010, but in 2017 they should claim they just do marketing. We need to stop talking about digital – it’s all part of marketing.

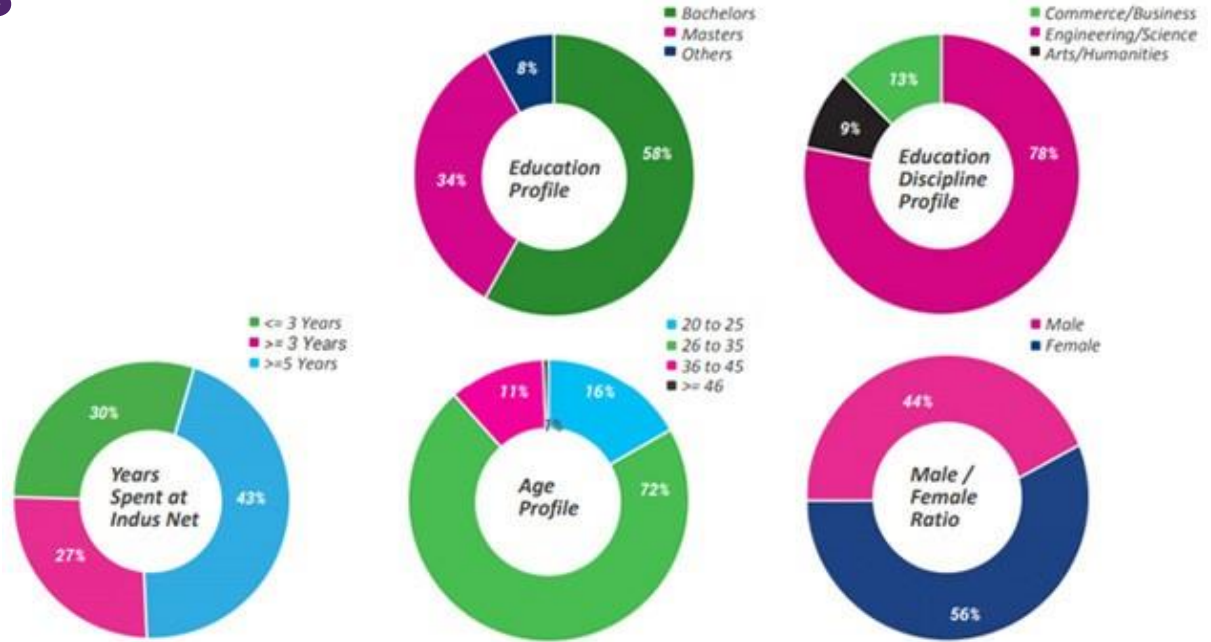
Stéphane Bérubé
L’oreal CMO for Western Europe

Problem solvers | **Marketers** | **Digital Marketers**
First Second Third



Team Statistics

People from
24 different states across
India, Speaking almost
21 different languages.



Highest Level Of Partnership With Google



A GOOGLE PREMIER PARTNER Top 2% of all agencies

Google has listed 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.

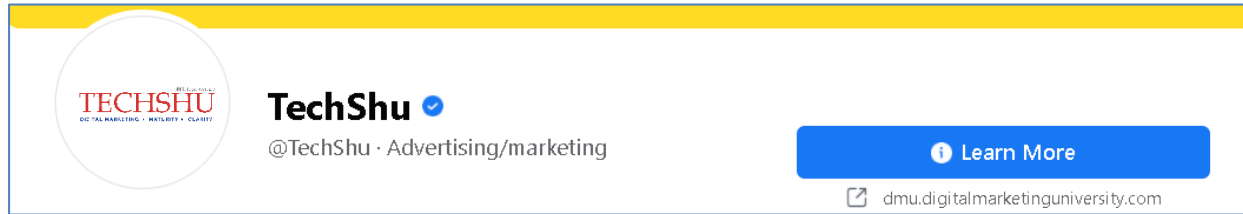


Highest Level Of Partnership With Facebook



ALSO A FACEBOOK PARTNER

Very few agencies get verified profiles by Facebook.



Only agencies that meet their standards can earn the Facebook Marketing Partner badge..



Our Services

- ✓ Digital Marketing Strategy Consulting
- ✓ Integrated Digital Marketing
- ✓ Search Engine Optimisation
- ✓ PPC Management
- ✓ App Store optimization
- ✓ Social Media Marketing
- ✓ Conversion Rate Optimization

- ✓ Online Reputation Management
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ CRM & Marketing Automation
- ✓ Web Analytics
- ✓ Website Development



Real Estate



Banking &
Finance



Education



Healthcare



Media &
Entertainment



Apparel &
Fashion



Enterprise



Government

Our Happy Clients



Digital Marketing is industry agnostic and in the last 15 years we have worked with various industries and have gathered understanding for many of them as every industry has its own learning curve.

We also run digitalmarketinguniversity.com (a training institute dedicated to skilling the global work force in Digital); Over the past years, we have trained across various universities (including XLRI), international universities, corporates, even attended as a keynote speaker in House of Lords.

Financially Stable Company

We won the best financial performance in the under 100 crores category (2020). This is one of the most difficult awards to be won and awarded by India's most trusted group, The Economic Times.

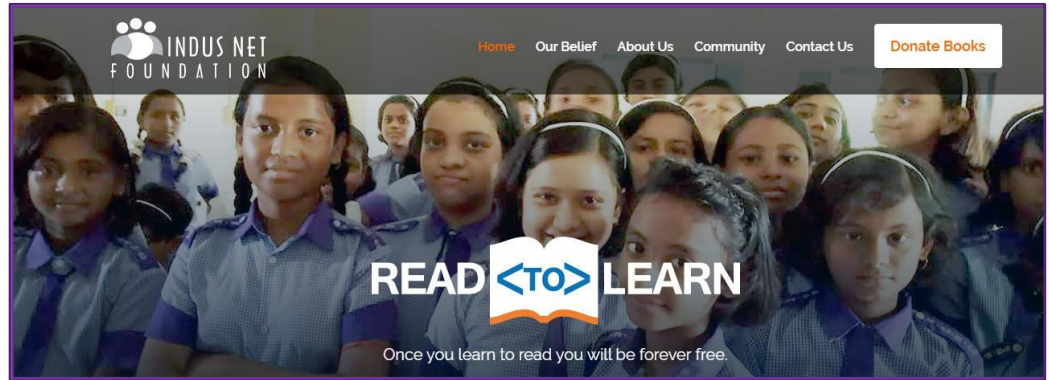


Recognition from Realty+

Our CEO Mr. Aji Issac Mathew was crowned as one of The Top 50 Marketing Minds by Realty+



Socially Responsible Company



Indus Net Technologies has also done a small contribution towards **West Bengal State Emergency Relief Fund & PM Care Fund** to battle against these difficult times and help others. Also we help less privileged children with **Indus Net Foundation**.

Thank You

