



# Company Profile

Prasarnet.com

Experience the Future of Business Branding



# Company Overview

As a digital marketing agency, we empower businesses like no one else does. We are problem solvers, and through our data-driven creative marketing strategies, planning and implementation, video creation, website design and development, and paid campaign management, we help businesses evolve.

## Our Mission

Our aim is to combine insight and data with expertise and find new ways for businesses to gain ground in the industry and beat their competition.

## Our Vision

Our vision is to earn credibility through our clients for churning out lasting, distinctive, and high-impact digital solutions. We wish to move with the times and establish ourselves as professionals you can count on.

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## Director's Note

The digital era has made significant changes in the business field. Our competitive advantages are our knowledge. Our products, services, and all our marketing strategies revolve around the knowledge that we gather from working with clients from different parts of the world. Each region of each country has different goals and different metrics to measure success. We garner the knowledge and data accumulated from different projects to make sure we give only the best to generate business for the people

“

**PRASARNET has had a huge impact on the effectiveness & ROI of our client's digital spending. A professional team who are a pleasure to work with....Thanks**

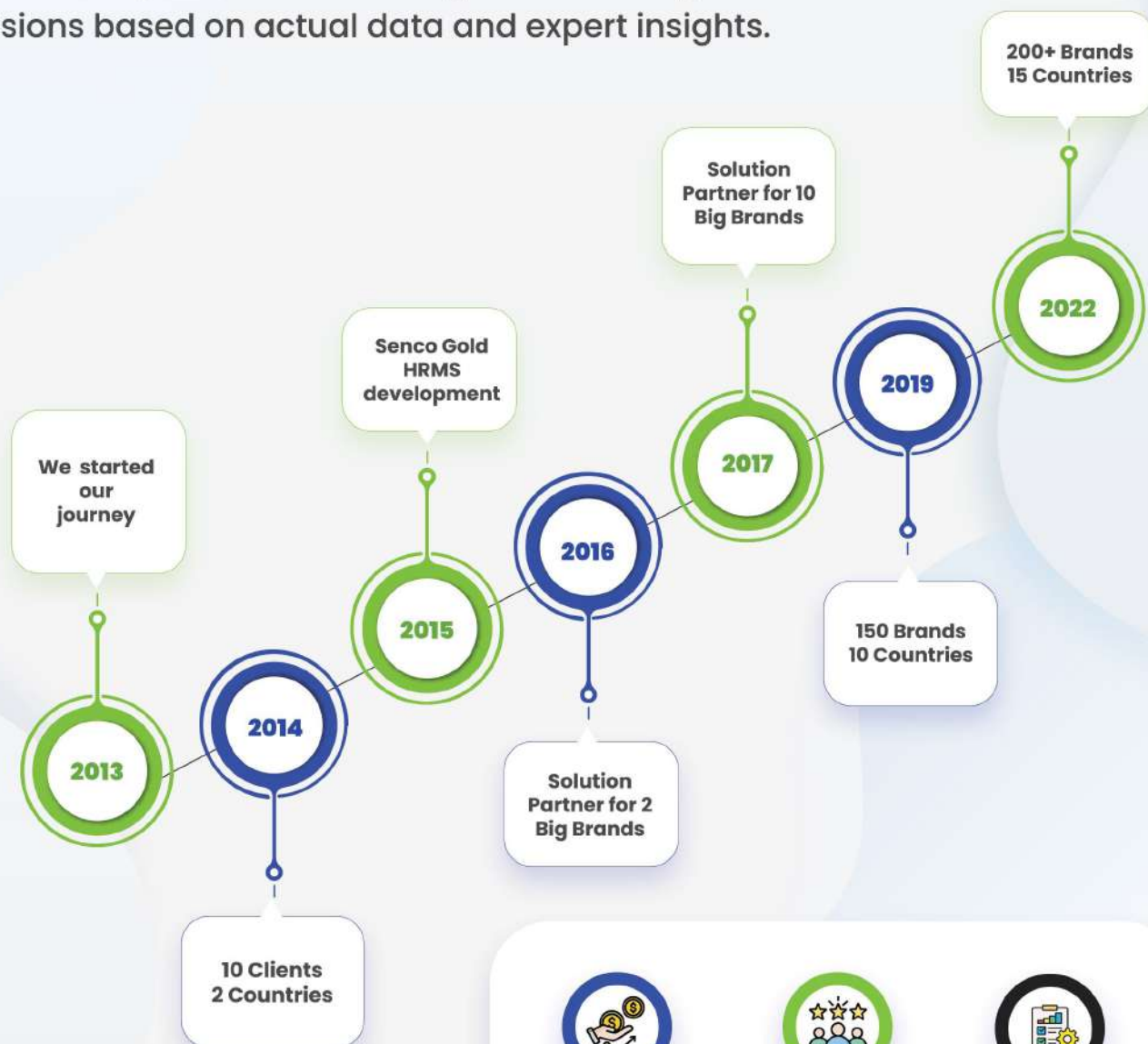
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# Our Journey

We started our journey with a team of 5 individuals, and the company is now home to **50+ creative and dedicated professionals**.

Our mission is to support you all through.

We take the guesswork out of digital marketing and make smart decisions based on actual data and expert insights.



Revenue  
**200%**  
Increasing yearly



Clientele  
**200+**



Projects  
**500+**

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# Our USP

1

## Digital Doctor

We function as doctors, trying to understand the difficulties and obstacles that brands encounter, and subsequently create strategies to tackle them.

2

## Data Driven

We are a proactive team of individuals and we use data-driven strategies to get you consistent communication and guaranteed results.

3

## Delivery Deadlines

We bring clients on board only when we are certain that we can fulfill deadlines and give your company the spotlight it deserves.

4

## KRA Driven

Every business is unique, and therefore we create purposeful and customized KRA-driven action plans for genuine results.

5

## Customised Strategy

Our tailor-made custom strategies and ROI-driven ideas have helped us beat our completion. Allow us to do the same for you.

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5



# Our Services



## Digital Assets

- ✓ Website Development
- ✓ Web Content
- ✓ Landing Page
- ✓ Digital Profile Creation
- ✓ App Development
- ✓ FAQs
- ✓ Video Creation
- ✓ Creative Design



## Organic Stuff

- ✓ SEO
- ✓ YouTube
- ✓ Quora
- ✓ GMB
- ✓ ORM
- ✓ Content marketing



## Paid Campaign

- ✓ Google Ads
- ✓ FB Ads
- ✓ YouTube Ads
- ✓ LinkedIn Ads



## Digital Branding

- ✓ Facebook,
- ✓ Instagram
- ✓ LinkedIn
- ✓ Twitter
- ✓ Influencer Marketing
- ✓ Affiliate Marketing

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# The Industry We Are Focusing On

## Health & Beauty Product



### Market Size

Total Addressable Market  
**874.3M**

Serviceable Available Market  
**594.9M**

Market Traffic India (Top 10)  
**3.8M**



### Industry Leaders

L'ORÉAL  
INDIA



LOTUS  
HERBALS



### Digital Road Map



Product  
Knowledge  
**Prelaunch**



Influencer &  
Branding  
**Product  
Launch**



Shopping Ads  
E-commerce  
**Post  
Launch**



Re-Targeting  
Video/Email  
**Mature  
Market**



### Our Strategy



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to reach our site

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# The Industry We Are Focusing On

## Fashion & Accessories



### Market Size

Total Addressable Market  
**959.2M**

Serviceable Available Market  
**308.3M**

Market Traffic India (Top 10)  
**7.1M**



### Industry Leaders

**raymond**

MONTE CARLO 

**TITAN**

**BIBA**

**MUFTI**

**fabindia**  
CELEBRATE INDIA



### Digital Road Map



Influencer &  
Awareness  
**Prelaunch**



Product  
Experience  
**Product  
Launch**



Shopping Ads  
E-commerce  
**Post  
Launch**



Re-Targeting  
Seasonal/Email  
**Mature  
Market**



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# The Industry We Are Focusing On

## Retail Chain



### Market Size

Total Addressable Market  
**5.1B**

Serviceable Available Market  
**4.4B**

Market Traffic India (Top 10)  
**679.8M**



### Industry Leaders



### Digital Road Map



Influencer &  
Awareness  
**Prelaunch**



USP  
Branding  
**Product  
Launch**



Customer  
Experience  
**Post  
Launch**



Re-targeting  
Seasonal/Email  
**Mature  
Market**



### Our Strategy



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# The Industry We Are Focusing On

## Logistics & Infrastructure



### Market Size

Total Addressable Market  
**1.5B**

Serviceable Available Market  
**172.8M**

Market Traffic India (Top 10)  
**39.5M**



### Industry Leaders



RELIANCE



**DELHIVERY**  
Delhivery Limited

**GATI**



### Digital Road Map



Service  
Awareness  
**Prelaunch**



Educate  
Clients/ Brand  
Experience  
**Product  
Launch**



Paid Campaign  
Google/LinkedIn  
**Post  
Launch**



Re-Targeting  
Email marketing  
**Mature  
Market**



### Our Strategy



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# The Industry We Are Focusing On

## Education Technology



### Market Size

Total Addressable Market  
**7B**

Serviceable Available Market  
**6.8B**

Market Traffic India (Top 10)  
**692.7M**



### Industry Leaders



### Digital Road Map



Brand Awareness  
**Prelaunch**



Brand Enhancement  
**Product Launch**



Influencer Marketing  
**Post Launch**



Re-Targeting  
Email Marketing  
**Mature Market**



### Our Strategy



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# The Industry We Are Focusing On Engineering & Manufacturing



## Market Size

Total Addressable Market

**2.5B**

Serviceable Available Market

**1.3B**

Market Traffic in India

**4.9M**



## Industry Leaders

Honeywell



SIEMENS



EVEREST

Kirloskar



## Digital Road Map



Product  
Awareness  
**Prelaunch**



Educate  
Clients  
Influencer  
**Product  
Launch**



Outrank  
Competitor  
**Post  
Launch**



Events and  
Email Marketing  
**Mature  
Market**



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# Our Clients



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# Client Testimonials

“



We like to work with people who talk in detail and answer all our questions! We are very happy to say that PRASARNET understood our requirements and suggested the right solutions

**Subhomoy Bhattacharjee**  
Senco Gold

”

“



PRASARNET has so far proved to be a good Branding Company within this industry. Hope our professional relationship stays the same in the future too..

**Saibal Mitra**  
Active Networks

”



# We Are All In This Together Team

Ours is a tight-knit team of digital experts, providing high-impact digital solutions that actually work, get you results, and help you stand apart from the competition.



**Mr. Sanyal**  
Director

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20+ Years Exp.



**Mr. Roy**  
AVP, Sales

---

15+ Years Exp.



**Ms. Roy**  
Project Manager

---

9+ Years Exp.



**Mr. Vaidya**  
Sr. BA

---

8+ Years Exp.



**Ms. Majumdar**  
Design Manager

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8+ Years Exp.



**Mr. Mondal**  
PPC Manager

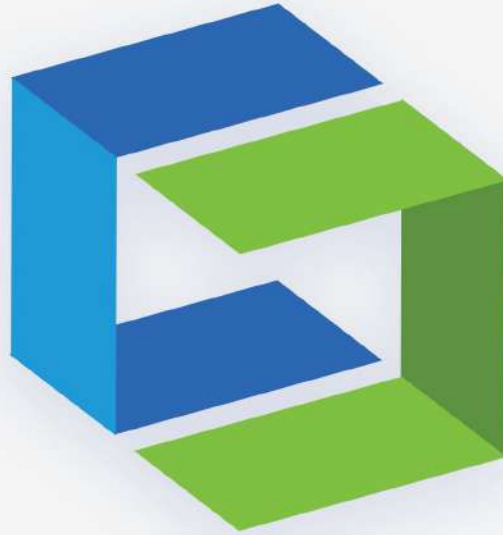
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15+ Years Exp.

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**KOLKATA | JALANDHAR | HOUSTON**



**nasscom**



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