

**digiPanda**<sup>®</sup>  
Doing what matters

# Meet digiPanda



## Decade of Experience

We have been delivering results to various businesses for more than a decade.



## Top agency

The Hindu recognised us as the 6th best digital marketing agency in India. You can read all about it by clicking [here](#).





### **1200+ clients**

We have worked with more than 1,200 happy clients from various industries.



### **3000+ projects**

Our team has delivered 3000 projects related to complete digital marketing solutions.



### **Locations**

We work with clients all over the world and therefore have offices in **India, Australia, Netherlands and UAE.**



### **Team**

Here in India, we have a team of more than 45 marketing experts and strategists.



# **AGENCY PROFILE**

digiPanda Consulting is an AI-enabled digital-first creative agency that specialises in providing solutions that MATTER!

## OUR CLIENTS

EXTENSIVE EXPERIENCE ACROSS VARIOUS INDUSTRIES





Our result oriented approach has made us one of India's best agency in just under a decade!

We're the agency that made it to  
**THE TOP TEN**  
digital marketing agencies of India

[\[ARTICLE LINK\]](#)

THE HINDU

India World Opinion Sports e-Paper

## Top 10 Digital Marketing Companies in India [based on reviews, portfolio, case studies]

**digiPanda**

With over six years of experience, DigiPanda is a full-service digital marketing agency in India that celebrates the digital diligence of digital marketing. The agency's aim is for maximum growth with minimum investment and time. DigiPanda can execute various digital marketing strategies for businesses, as it is home to a team of seasoned digital strategists, designers, writers, etc.

- **URL** - digipanda.co.in
- **Company Location** - Digi Panda is a digital marketing agency based in Noida.
- **Portfolio** - Pan Vilas, Rekoop, Cuckoo India, Sailax DBC, etc.
- **Services Offered** - Website Design & Development, Search Engine Optimization, Social Media Marketing, Branding & Influencer Marketing, Pay Per Click, Video Production, Online Reputation Management, and Creative Content Creation.

## Pillars behind our success

# Meet OUR TEAM

**PULKIT TYAGI**  
*CEO, Co Founder*



**NARENDRA RANA**  
*Co Founder*





# Meet OUR TEAM

**CANDY SINGH**  
*Creative Director- Art*



**KENNETH AUGUSTINE**  
*Creative Director- Copy*



## Kenneth Augustine

- Nearly 3 decades of experience. Worked in Saatchi & Saatchi, Mudra, Rediffusion, Capital and Lintas. Both in Mumbai and Delhi.
- **Was ECD at Lintas looking after Maruti, Bajaj and parts of Unilever**
- **Other clients that have been a part of the journey include Yamaha, Honda, Adidas, Oberoi Hotels, Apollo Tyres, LG Electronics, Sony, Sony Ericsson, Usha and Coca Cola.**
- **Set up Iris Worldwide, a UK based agency that pioneered integrated communication in India with a focus on developing digital capabilities for the rest of the group.**
- **Won a few awards at the National and International levels.**



## Arvind Pal aka Candy Singh

- Two decades of experience; 18 years as Creative Director with leading ad agencies including Rediffusion, Lintas and Capital.
- **Worked as NCD at purple focus for 3 years added ten new clients to agency portfolio**
- **Won the Abby Award for Maruti TV commercial "Papa ki karan"**
- **Associated with leading brands like LG, Electrolux, Bharatbenz, DLF, Nokia, Nestle, Godfrey Phillips, Nestle, Maruti and suzuki motorcycles**
- **Provided solutions for new digital properties, including Astrotalk.in , wildworldindia.com, cricbola, innerchef.com.**
- **Launched own android app zappka that helped users discover apps.**





# BRAND EQUITY

## Behind The Wheels

Who really wrote 'Kitna deti hai' and 'Khatam he ni hunda', lines that powered Maruti Suzuki's best loved campaigns and what explains their lasting appeal? **By Shephali Bhatt**

"It is amazing what you can accomplish if you do not care who gets the credit," or so goes an old adage. The irony of there being squabbles all over the internet on who came up with this line is not lost on us.

Advertising is an industry where almost every achievement has to be attributed to team effort. Yet, often one or two people end up hogging the credit, net fame and a promotion; while others who were pivotal to the campaign make do with an appreciatory mail and a lifetime of invisibility.

The credit brawl is fiercer if it's for a successful campaign, for obvious reasons. Auto major Maruti Suzuki also had two such campaigns: 'Papa petrol khatam hi ni hunda' and 'Kitna deti hai', that came from Capital (now Publicis Capital) in 2003 and 2010 respectively.

### Whose Line Is It Anyway?

We'll start with the confusion around who wrote 'Kitna deti hai'. Brand Equity had done a story on the campaign in the past where Parshu Narayanan, founder of Left Hook, and the creative director on the campaign back in 2010, had confirmed he was behind it. Later, in an e-mail, Bobby Pawar, director and CCO,

Khali' campaign for Ambuja Cement even though Jigar Fernandes came up with the idea," he adds.

### Lost & Found in Translation

The trail on 'Petrol khatam hi ni hunda' was even more twisted. After speaking to seven ex-Capital-ites, including Sunil Sachdeva, the co-founder, we concluded there was consensus on one thing: It was Candy's idea. Candy aka Arvind Pal Singh, co-founder of magicmushroom, was the art director on the campaign. He came up with the idea of a kid chasing a toy car. Narayanan suggested they get a Sikh kid to feature in the ad. No clarity on who came up with the actual line (you know how it works in team brainstorming), but Candy came up with the Punjabi translation: *Papa ki karaan, petrol khatam hi ni hunda*.

"Capital was made by this ad," says



**Capital was made by this ad. We shifted into a bigger office. Sunil and Prasad Subramaniam (co-founders) started pitching to new clients. We got LG and Electrolux. Sunil gifted me ₹1 lakh for making this ad.**

**Candy aka Arvind Pal Singh**  
Co-founder, Magicmushroom

Candy. "We shifted into a bigger office. Sunil and Prasad Subramaniam (co-founders) started pitching to new clients. We got LG and Electrolux. Sunil gifted me ₹1 lakh for making this ad," he adds. Yet, there were instances when Candy asked industry veterans for feedback on the ad in casual con-



us it was in fact Joy Mohanty from the then team who wrote the line. Narayanan immediately clarified that Mohanty came up with the line and maybe there was some miscommunication earlier. We recently spoke about the incident again: "Joy gets all the stars for that campaign. But I fathered it through the system," says Narayanan. "I have a certain level of ownership on the campaign the same way Bobby has on 'The Great



### Mere Dad Ki Maruti

Maruti cast two Sikhs in its 2003 commercial at a time when religious minorities rarely found themselves depicted in ads. Parshu Narayanan recalls getting an angry mail from a fellow adman who suspected the ad made fun of Sikhs. It did anything but. "The same ad with a Kerala boy didn't work. It worked only with the attitude of a Sardar boy," he says.

That little boy is 19 now and studies Accounts and Finance at Jai Hind College, Mumbai. Manak Dhingra intends joining his father's business of tyres and alloy wheels or to start his own in the future. No modelling plans in sight.

Dhingra was five when he was cast in the ad, his first. "I was scared of dogs back then. The hand you see, lifting the dog's tail is not mine. Neither is the

one that goes inside the fish bowl," he tells us. Dhingra admits he threw a bit of a tantrum on the set. "I wasn't allowed to drink an orange cold drink because it would colour my tongue orange."

He did six ads after this and even appeared in a scene from Bollywood hit *Bunty aur Babli* which was left on the cutting floor. Ask him what he thinks about his first ad, and he says: "It was a great way to market fuel efficiency. Plus it had a catchy tagline. I'm not saying it was great just because I was in it."

In 2012, sections of social media posted he had committed suicide. It was actually a joke on the unprecedented hike in fuel prices. A friend told him about the tweet doing the rounds. He chuckles. "People still remember the ad. There ought to be good reason for that."



trying to be a part of a successful campaign. That hurt.

### The Legacy

After all these years, for better or worse, Maruti is still remembered for these ads. *Kitna deti hai* remains a question that finds its way into every car purchase discussion. And it's a position that the brand should not vacate even as it embarks on a journey to make itself more premium believes veteran marketer Shripad Nadkarni, director, Maverix Platforms. "Maruti

has for the longest time taken the platform of reliable value." This was built

on the planks of low cost of acquisition, an inexpensive and ubiquitous service network and good Japanese technology. With the launch of the Swift and the SX4, the carmaker

acquired a dimension of contemporary styling. Even as the auto-major moves further down this path, Nadkarni feels, "At regular intervals they need to reinforce reliable value which is their core. It's important in a country in the transition phase where I want value but am not satisfied with poor quality imagery and looks."

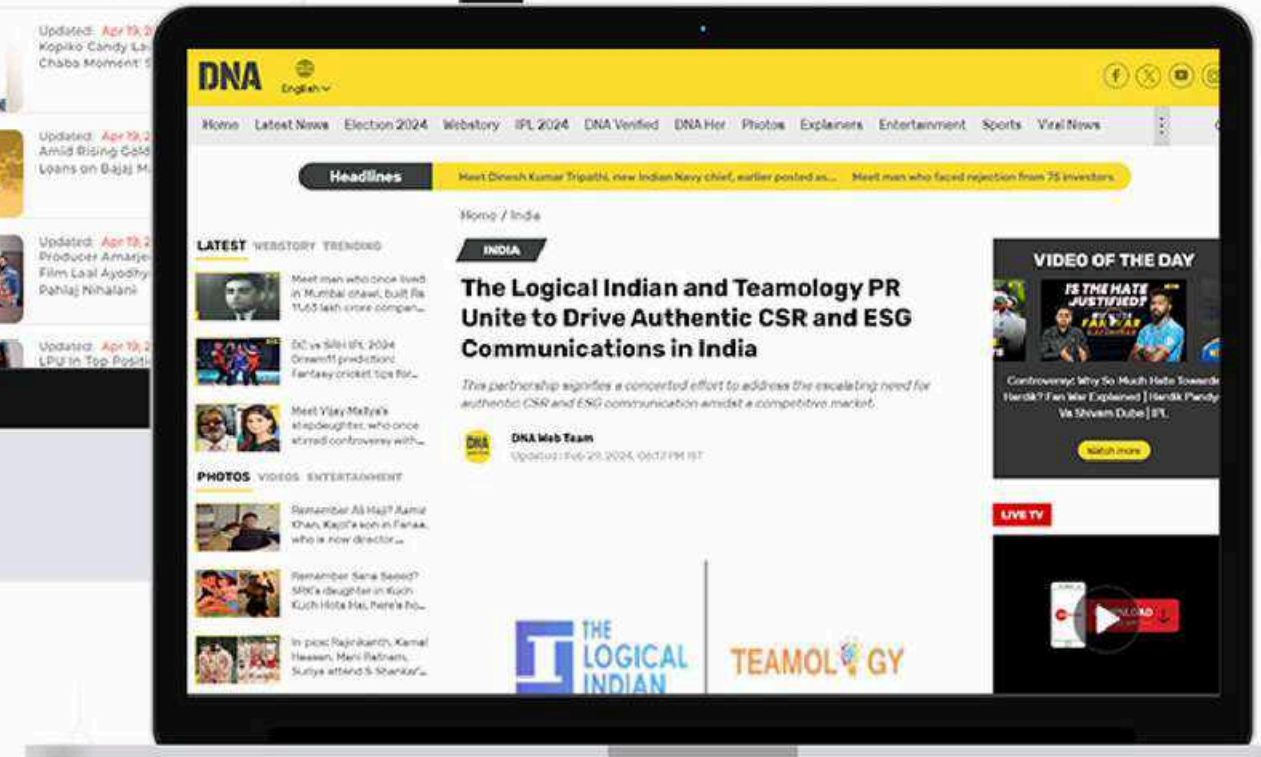
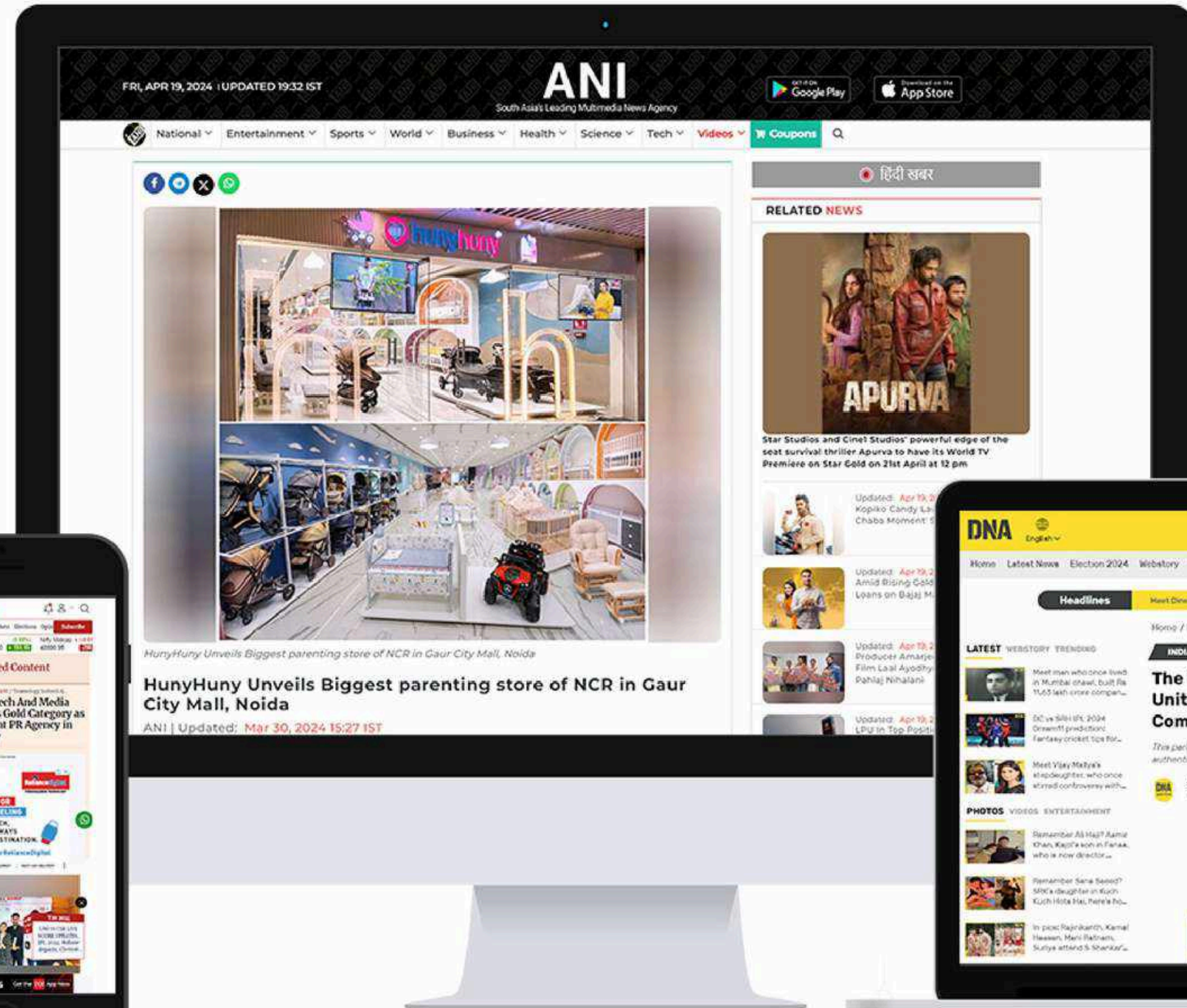
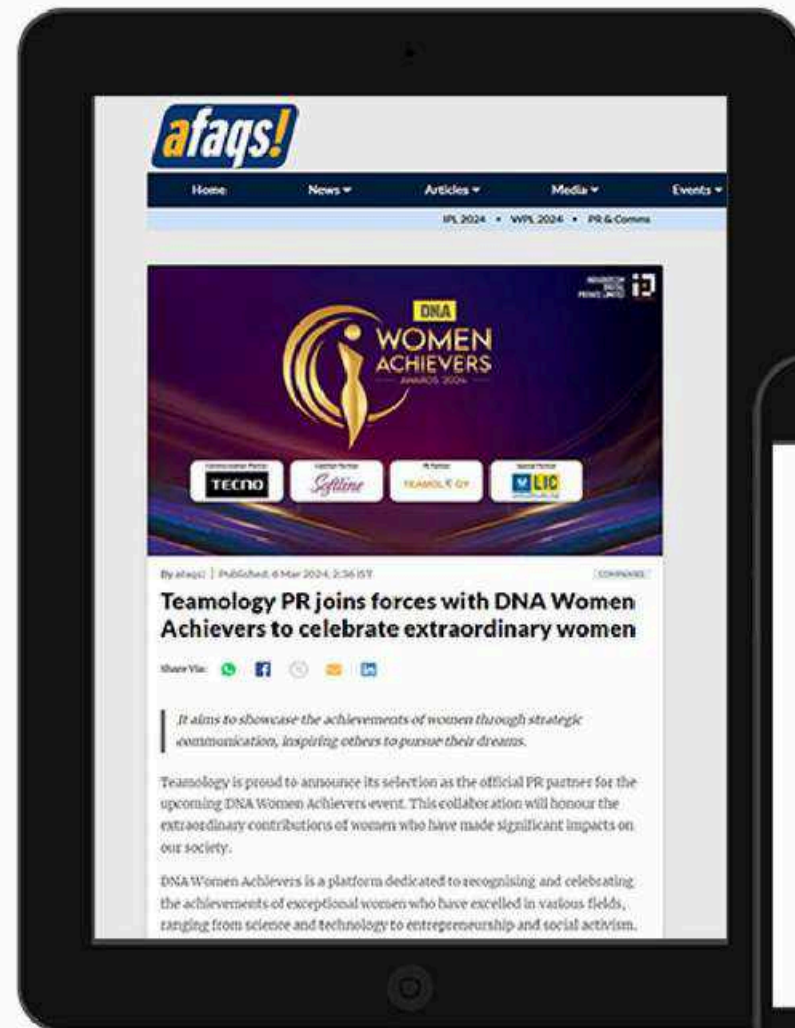
Time then, for another reboot and another round of squabbling over the credit list?

[shephali.bhatt@timesgroup.com](mailto:shephali.bhatt@timesgroup.com)



# PR PROMOTIONS

# Digital Stories Preview





# Print News Preview

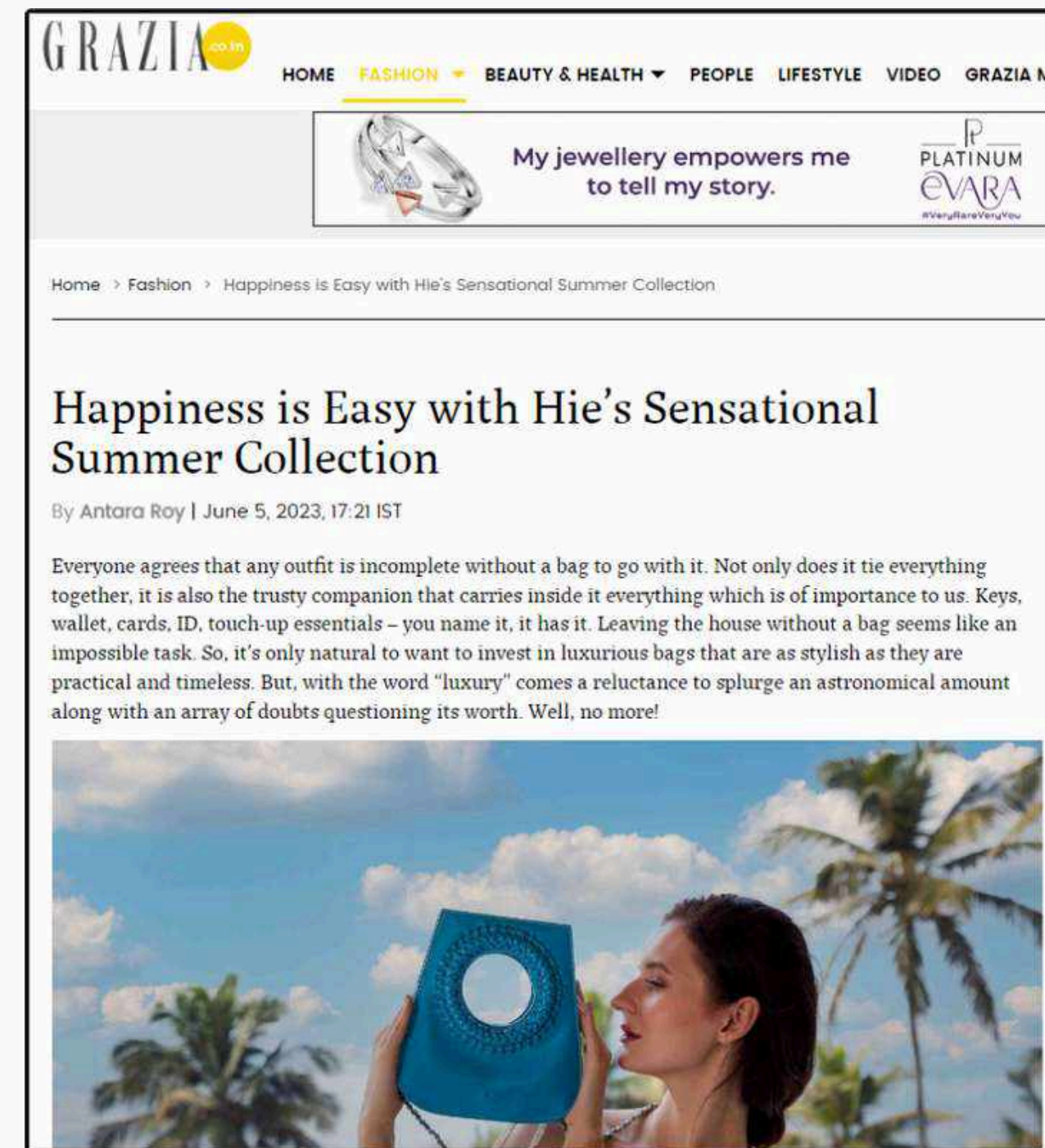




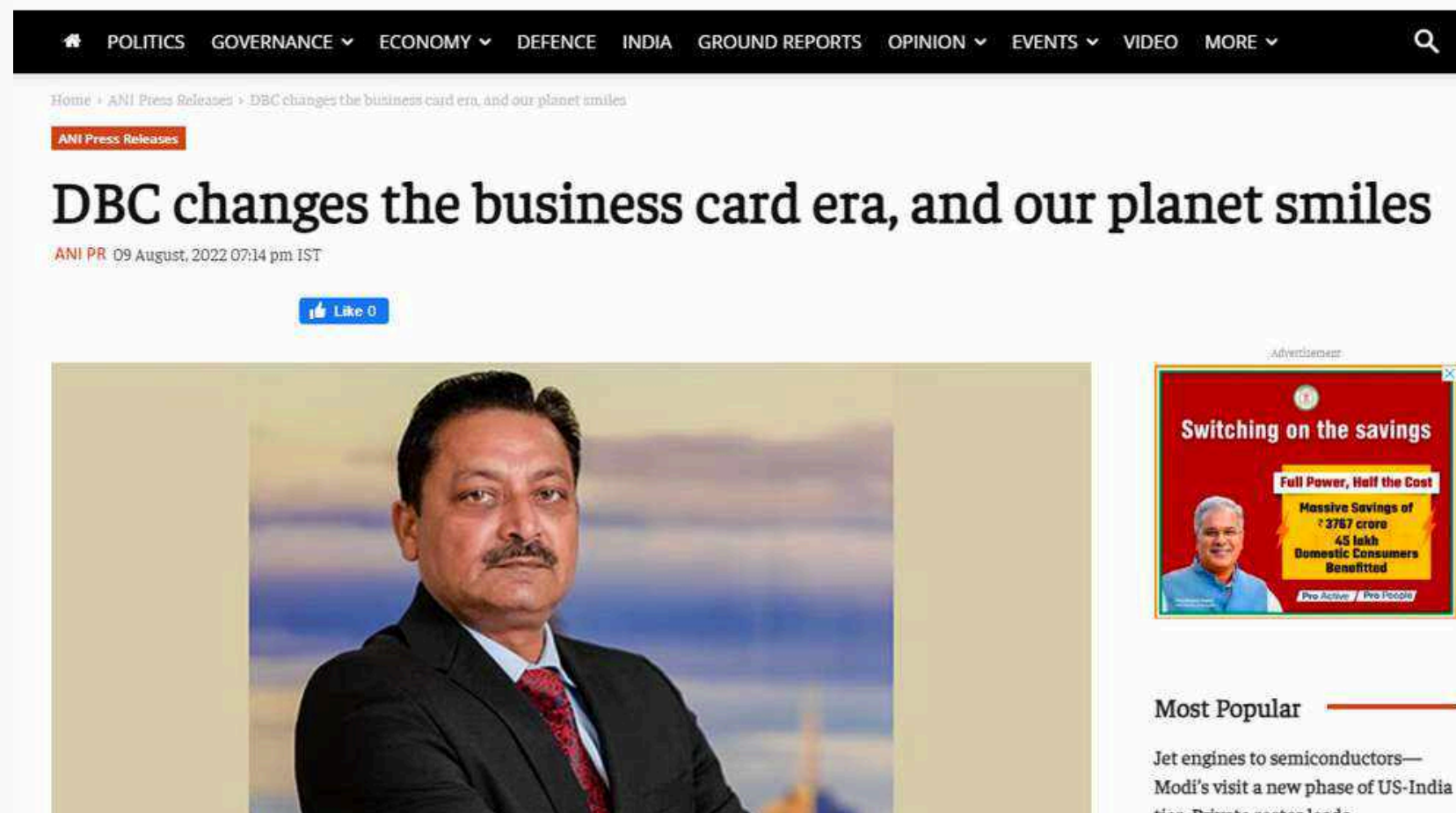
# Magazine Preview







our client 'HIE' featured in Grazia



our client 'DBC' featured in 'THE PRINT'.

# MEME AND INFLUENCER MARKETING



**OUR FAVOURITE WORK**

**Priya Prakash Varrier**

**Case Study**

[CLICK HERE](#)





OUR FAVOURITE WORK

Give India

Case Study

[CLICK HERE](#)



give



## OUR FAVOURITE WORK

# Poker Sports League Case Study

[CLICK HERE](#)



AN INFLUNCER CAMPAIGN THAT REACHED OVER **2 LAKH ACCOUNTS**

# **ADVERTISING CAMPAIGNS**



Mon  
Tue  
Wed  
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Mon  
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F

E

GO FURTHER.

There's engineering and then there's Suzuki engineering. Our philosophy is simple – extract more out of less. Not surprisingly, Suzuki engines are capable of squeezing more miles out of every little drop of petrol. Or churning out more power from every cc of engine capacity. Get behind any one of our top performers today and see what's extra.

# Baaki sab gaye tel lene.



Besides, being No. 1 in fuel economy,  
survey after survey has shown  
that a Maruti Suzuki costs the least to run  
and the least to maintain.

Product Quality	No.1
Sales	No.1
Customer Satisfaction	No.1
Service	No.1
Value	No.1
Spares	No.1





Way of Life!

What was Sir Issac Newton  
doing when the iconic apple fell?

**NOTHING!**

**digiPanda**  
Doing what matters







Way of Life!

digiPanda  
Doing what matters

LAUNCHING



What was Sir Issac Newton doing when the iconic apple fell? What was James Watt doing when the brewing kettle blew steam?

NOTHING.

So, cruise into life without purpose. Who knows you too might stumble upon miracles.

DARE TO DO NOTHING!



PLEASE SCAN  
this QR code  
to visit  
our website








DARE TO DO NOTHING

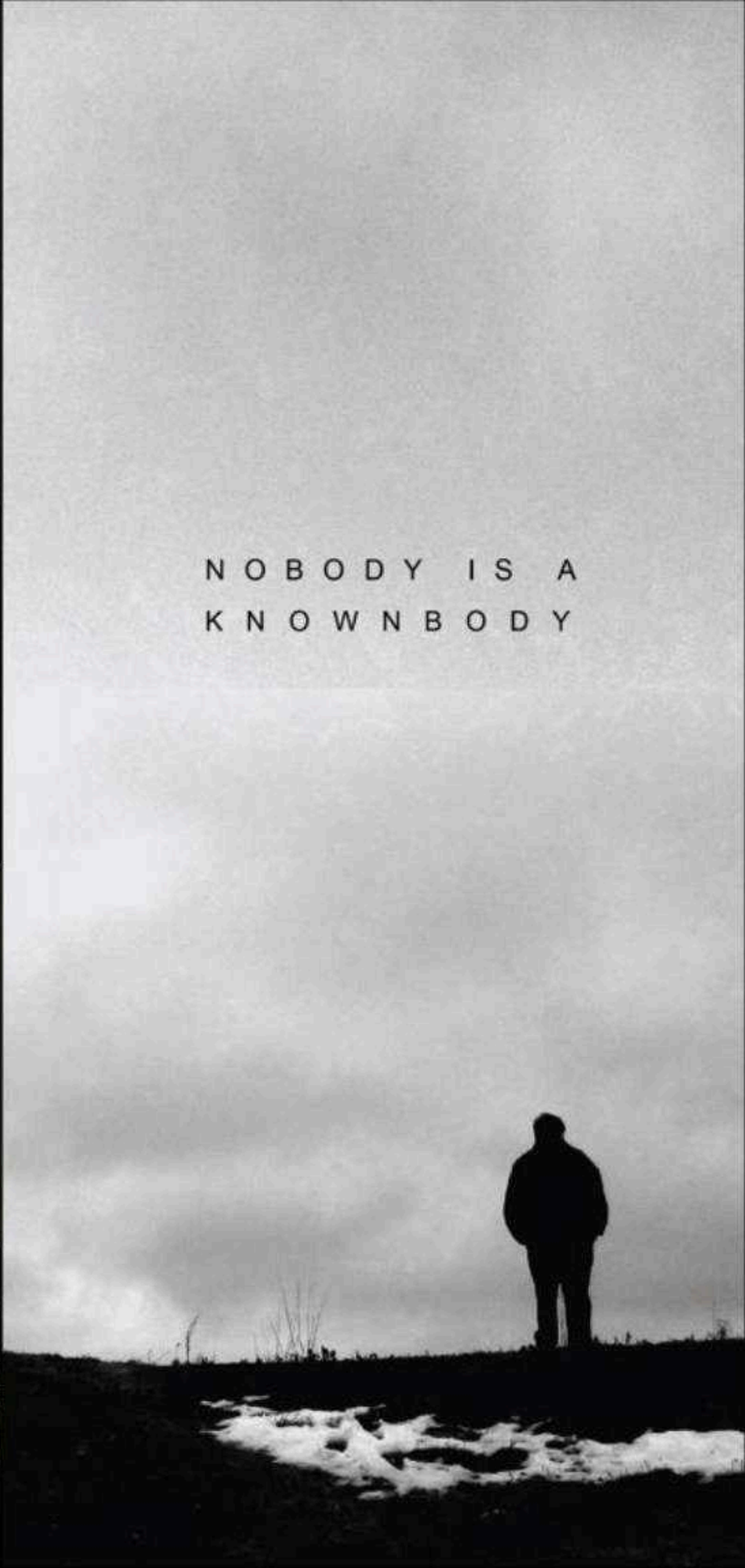


BUSY DOING NOTHING.





NONSENSE IS A  
KNOWNSENSE



NOBODY IS A  
KNOWNBODY



NOWHERE IS A  
KNOWNWHERE



K N O W M A D



K N O W S . Y O U R M A D N E S S







Way of Life!

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Doing what matters

FOR THE **K N O W M A D** IN YOU.

PRESENTING



KNOWS YOUR MADNESS



Please scan this QR code to visit our website

Prices of the vehicles are available on our website

Isko safe. Wear a helmet.

Visit us at: [www.suzukimotorcycle.co.in](http://www.suzukimotorcycle.co.in)

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Regd. Office, Sales & Marketing Office: 2nd Floor, Plot No. 1, Nelson Mandela Road, Vasant Kunj, New Delhi - 110 070. Fax: 011-4607 5418.

For more information, visit [suzuki.com](http://suzuki.com)















Can you uninvite the whistling wind?  
Can you uninvite the enchanting curves?  
Can you uninvite the melody of crashing rivers?  
Can you uninvite the company of lonely hills?  
Can you uninvite the charm of a stranger's smile?

welcome the  
**Uninvited**



SHE'S THE ONE MAMA WARNED YOU ABOUT





  
**EICHER**

**digiPanda**  
Doing what matters



**EVEN THE HEAVIEST WEIGHT  
FEELS LIKE NO WEIGHT.**



  
**EICHER**

**digiPanda**  
Doing what matters



**EVEN THE HEAVIEST WEIGHT  
FEELS LIKE NO WEIGHT.**



To change the way you look  
just change the way you cook



World's only **Healthwave** Cooking System™  
*Good nutrition never tasted so good*

Switch to the LG Healthwave, and the only thing you'll gain will be admiration. With its digital Multiwave technology you can cook anything from Chicken Changezi to Malai Kofta using the minimum possible fat. While preserving the maximum possible nutrition. After all, good health is no laughing matter.

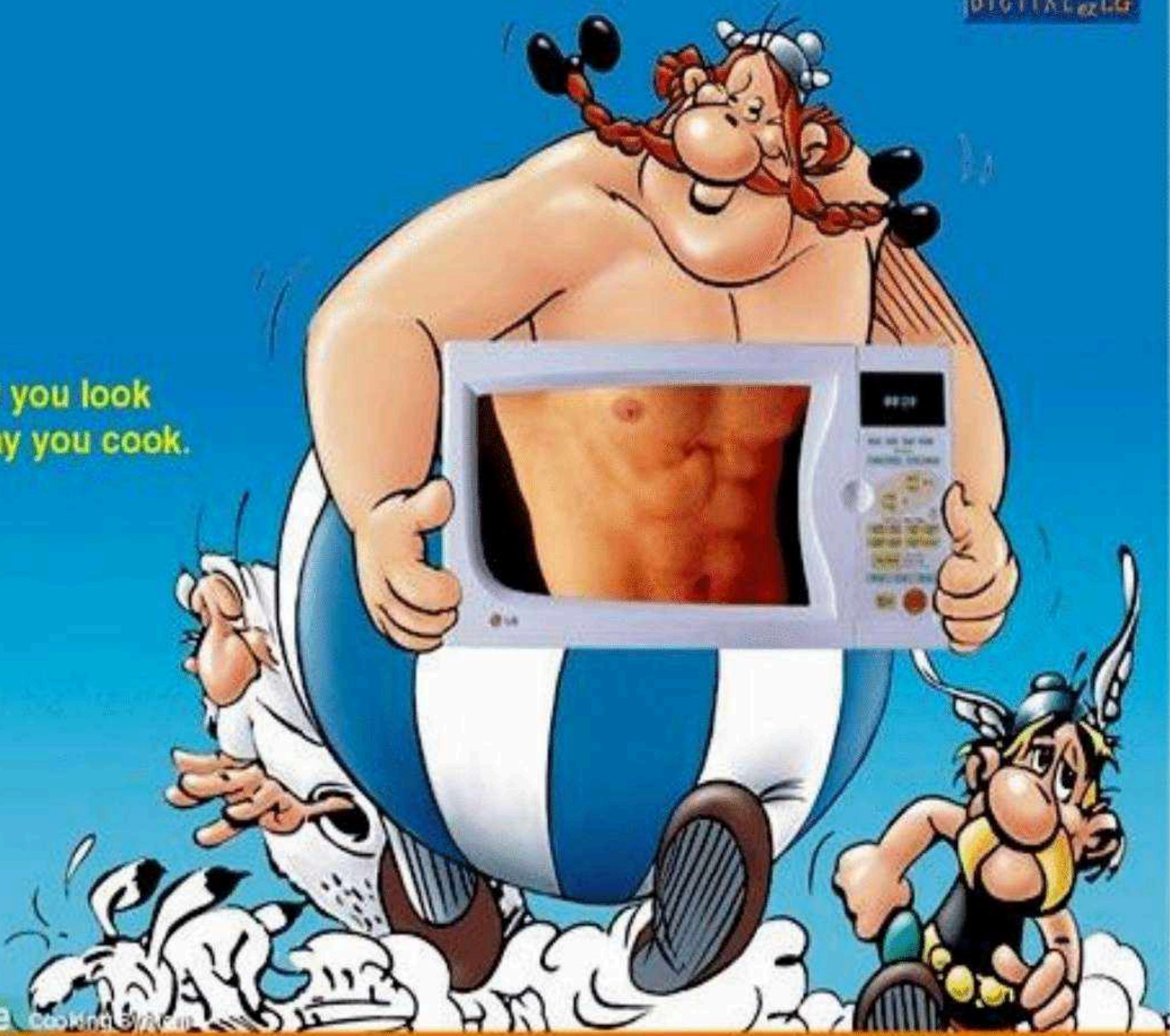
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To change the way you look  
just change the way you cook.



digiPanda  
Doing what matters



World's only **Healthwave** cooking system  
Good nutrition never tasted so good

Now getting into shape doesn't mean back-breaking workouts or baked, fried and fried salads. Just start cooking in the new LG Healthwave, with the world's only one-touch Indian cooking system. Cook protein, meat, chicken, fish, curries and vegetables, quickly and healthfully, with the minimum possible fat while preserving the maximum nutrition. With another feature, other big names can't have: Multi-wave technology, which creates multiple vibrations that help ensure



LG Electronics (India) Pvt. Ltd.  
A-12, Plot No. 10, Connaught Place, New Delhi 110028, India





**\*You see a bolt. Our students see a US \$6.7 billion strong Auto Component Enterprise.** The story of Bharat Forge makes for an interesting case study here. Having started off as a small ancillary unit, the company forged ahead to become a world-class auto component manufacturer. With a client base that includes names like BMW, Ford, Volvo, Honda, Audi and the likes, Bharat Forge is today one of India's leading exporter of auto components in the world. So, the message is, business is all about identifying opportunities. Looking beyond the obvious. At CHIMC, that is what we train you for. We train you to *think* business.





\*KFC

KFC or Kentucky Fried Chicken was founded by Col. Harland Sanders in 1952. Sanders actually served his first chicken in 1930 during the Great Depression at a gas station he owned in North Corbin, Kentucky. The dining area was named "Sanders Court & Café" and was so successful that in 1936, Kentucky Governor Ruby Laffoon granted Sanders the title of honorary Kentucky Colonel in recognition of his contribution to the state's cuisine. The Sanders Court & Café generally served travelers, often those headed to Florida, so when the route was planned in the 1950s for what would become Interstate 75 bypassing Corbin, he sold his properties and traveled the U.S. to sell his chicken to restaurant owners. The first to take him up on the offer was



Pete Harman in South Salt Lake, Utah; together, they opened the first "Kentucky Fried Chicken" outlet in 1952. By the early 1960s Kentucky

Fried Chicken was sold in over 600 franchised outlets in both the United States and Canada. Sanders sold the entire KFC franchising operation in 1984 for \$2 million USD (11). Since that time, the chain has been sold three more times: to Heublein in 1971, to R.J. Reynolds in 1982 and most recently to PepsiCo in 1986, which made it part of its Tricon Global Restaurants division, which in turn was spun off in 1997 and has now been renamed to Yum! Brands.

Lesson: Opportunities come to those who are willing to receive them. Open your eyes, there is a big business idea right under your nose.



**digiPanda**  
Doing what matters



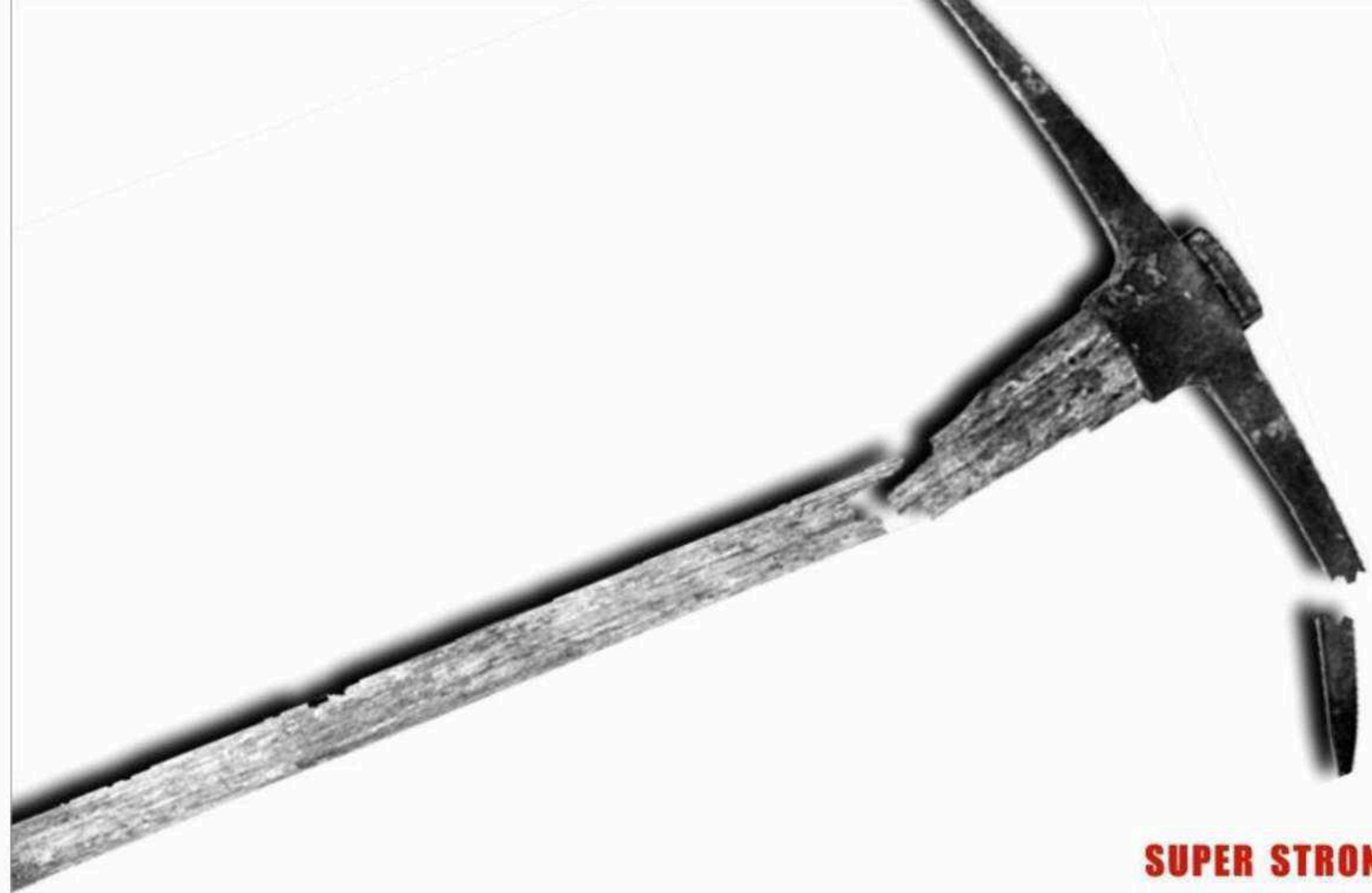
**SUPER STRONG CEMENT**



SHIVA INDUSTRIES 6-Industrial Extension Area, Kathua - 184102 (J&K), Ph. 01922- 234592, 234692, 234475, Fax 01922- 234582







**digiPanda**  
Doing what matters

**SUPER STRONG CEMENT**



SHIVA INDUSTRIES 6-Industrial Extension Area, Kathua - 184102 (J&K), Ph. 01922- 234592, 234692, 234475, Fax 01922- 234582



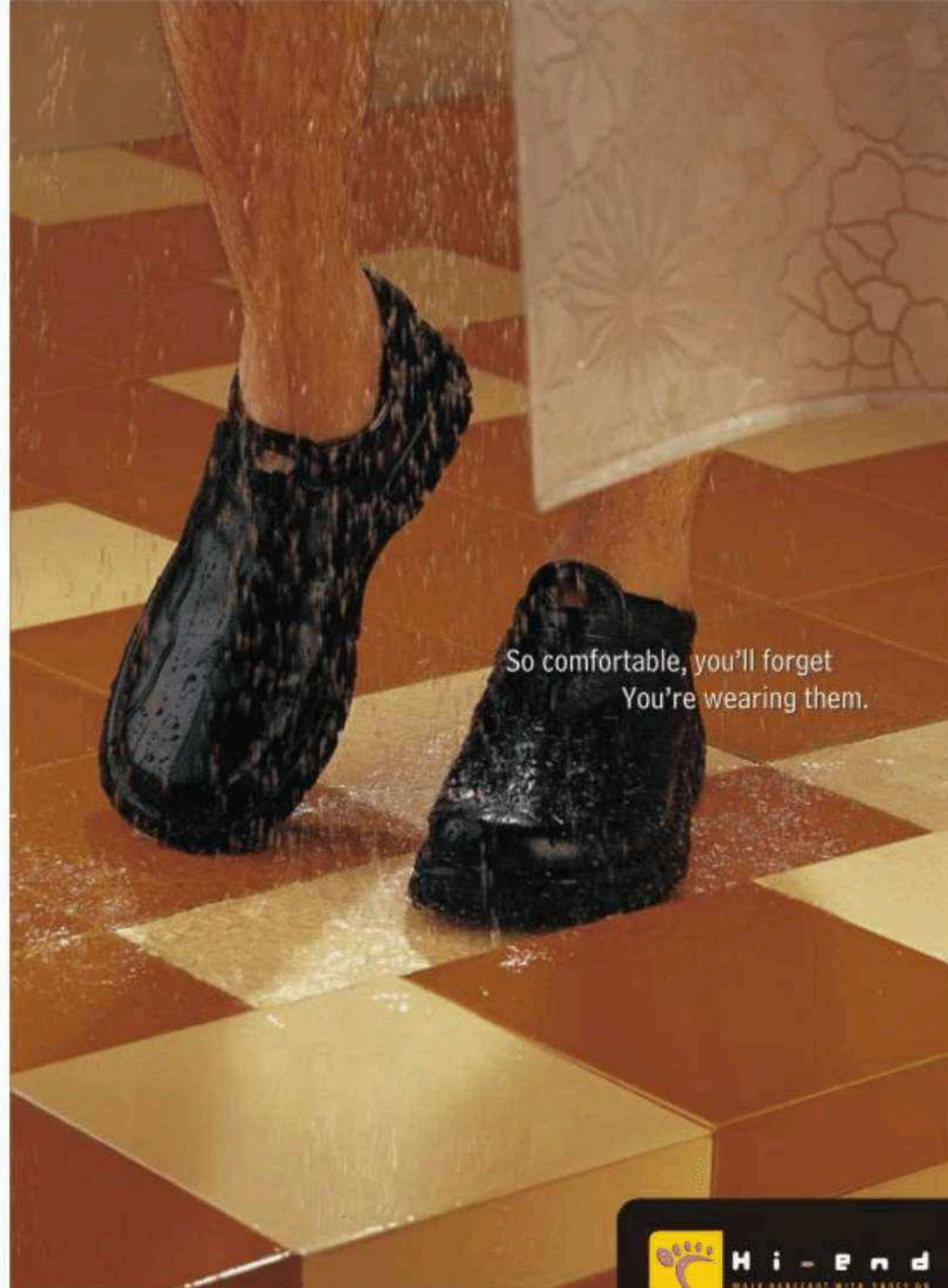




You can log on to [www.movies.indiatimes.com](http://www.movies.indiatimes.com) to check out the latest gossips. If there is anything exciting happening in Bollywood, then it is on Indiatimes Movies. And if its not there then it never was happening.



**digiPanda**  
Doing what matters



So comfortable, you'll forget  
You're wearing them.



Hi-end shoes are exclusively crafted from the genuine leather that's unique, soft and supple. Its choice of soles and insoles add to the extra flexibility and super light feel. Go ahead and feel the leathers below your feet.



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BAS EK HI KAAFI HAI.



650ml refreshingly strong apple juice. Available at select outlets.



digiPanda  
Doing what matters

BAS EK HI KAAFI HAI.



650ml refreshingly strong apple juice. Available at select outlets.



# दूसरी मत मांगना

बस, एक ही काफी है









digiPanda  
Doing what matters



## अपनेपन की मिठास है जिसमें...

पिछले 50 वर्षों से बजाज RE जुड़ा है भारत के हर बाशिंदे से. हर मोड़ पर, हर मौके पर, हर पहर, RE का साथ रहा है. यह जुड़ा है हमारी खुशियों से, हमारे अरमानों, हमारी उम्मीदों से. हमारे हर रंग में यह जुड़ा है हमसे... एक अपनेपन का रिश्ता बनकर... हर कदम पर साथ रहकर... एक सच्चे हमसफर की तरह...



— 50 वर्षों से —  
इंडिया का  
हमसफर





digiPanda  
Doing what matters

धुल सा गया है जो, हम सब की ज़िंदगियों में...



पिछले 50 वर्षों से बजाज RE जुड़ा है भारत के हर बाशिंदे से. हर मोड़ पर, हर मौके पर, हर पहर, RE का साथ रहा है.  
यह जुड़ा है हमारी खुशियों से, हमारे अरमानों, हमारी उम्मीदों से. हमारे हर रंग में यह जुड़ा है हमसे... एक अपनेपन का रिश्ता बनकर...  
हर कदम पर साथ रहकर... एक सच्चे हमसफर की तरह...

— 50 वर्षों से —  
इंडिया का  
हमसफर



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**SALMAN AUR  
SHAHRUKH NE KARI  
AANKHON-AANKHON  
MEIN  
BC  
BAAT-CHEET**



THE ULTIMATE COUNTDOWN @ 6-8 PM

*Bollywood*  
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100% FILMI BC

ONLY ON **92.7 BIG FM**  
SUNO SUNAO, LIFE BANAO!

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Brainstorming





A mating of the minds



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Served 1.5 million customers

across MEA in 27 countries



Today business can't take a break, that's why you need the right partner. One who will help your team focus on business without having to worry about IT keeping pace. Our team of experienced professionals and partnerships with industry leaders provide you the best-of-breed solutions and services to meet any challenge. That's how we ensure you can conduct non-stop business.

1.5 MILLION SATISFIED CUSTOMERS ACROSS MEA IN 27 COUNTRIES | OPERATING OVER 50 SUPPORT CENTERS | AUTHORISED BY 30 BRANDS | CERTIFIED ENGINEERS | ON-SITE SUPPORT | DATA RECOVERY





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Doing what matters

## How true, the best in the running are the slowest in the making.

6 years and Rs. 4400 crore investment later, our trucks will soon arrive to power your business.

The best machines in business take forever to finish. And, rightly so. It took us six long years to bring out our first trucks. Six years of extensive research and development. Six years of studying Indian roads, traffic patterns, varied terrains, market

requirements, climatic conditions and what not. And then carefully putting together piece by piece the trucks that'll empower you. So that, you can go ahead, take it on.  
[www.bharatbenz.com](http://www.bharatbenz.com)



**BHARATBENZ**  
Power Ahead





**digiPanda**  
Doing what matters

**99% of the time, our trucks won't break down.  
For the remaining 1%, we have full back up support.**

Well spread out service network, 24x7 road assistance, intelligent maintenance to keep your business moving.

At BharatBenz, we don't leave anything to chance. Not even one percent. Which is why, we have a 24x7 countrywide sales and service network that ensures your trucks are up and running on the roads, in less

than two hours, in case of a breakdown. Going a step further, our Mobile Container Workshops and 83 full-fledged service centres spread across strategic locations throughout India, just to make sure that

while you are moving towards the New Age India, nothing should stop you. So, go ahead, take it on. [www.bharatbenz.com](http://www.bharatbenz.com)



**BHARATBENZ**  
Power Ahead



# **DIGITAL FILMS**





[\[video link\]](#)





[\[video link\]](#)





[\[video link\]](#)





REKOOOP EARTH DAY FILM

Copy link

REKOOOP

Watch on  YouTube

The video player shows a large school of fish swimming in clear blue water. The title 'REKOOOP EARTH DAY FILM' is at the top left, and 'REKOOOP' is centered over the fish. A red play button is in the center. A 'Copy link' button is at the top right. A 'Watch on YouTube' button is at the bottom left.

[\[video link\]](#)





[\[video link\]](#)





Rekoop Traceability Film

Share

Watch on  YouTube

The video player interface features a central illustration of a stylized man in a black mask and suit leaning over a large white cylindrical object. The top surface of the cylinder is covered in a complex green maze. A red YouTube play button icon is positioned in the center of the maze. A green DNA double helix structure is placed on the left side of the maze. The background is a light gray gradient. In the top left corner, there is a circular icon with a pink and blue swirl. In the top right corner, there is a white share icon and the text 'Share:'. At the bottom left, there is a black bar with the text 'Watch on' followed by the YouTube logo and the word 'YouTube'.

[\[video link\]](#)





Rekoop Tiger Day film

Share



**WORLD  
LION DAY**  
10th AUGUST

Watch on  YouTube

[\[video link\]](#)





[\[video link\]](#)





[\[video link\]](#)





[\[video link\]](#)





[\[video link\]](#)




The image is a YouTube video player thumbnail. It features a dark background with two smartphones. The phone on the left displays a white line-art icon of a hand holding a network of nodes. The phone on the right displays a white line-art icon of a rocket. A large red play button is centered over the phones. In the top left corner, there is a circular logo with the text 'digiPanda' and the title 'DBC Feature Video'. In the top right corner, there is a 'Share' button with a white arrow icon. In the bottom left corner, there is the text 'Watch on' followed by the YouTube logo and the word 'YouTube'. The main text in the center reads 'Explore unlimited features to **expand your network**'.

digiPanda DBC Feature Video

Share

Explore unlimited features to **expand your network**

Watch on  YouTube

[\[video link\]](#)





[\[video link\]](#)



# **ADS FOR SOCIAL CAUSES**





According to ICMR figures, of the 100 teenagers smoking in India today, 50 will eventually die of tobacco-related disease. And according to WHO projections, India will have the highest rate of rise in tobacco-related deaths by the year 2020. This will make you think. But what will save your life, is if this gets you to act. Stop smoking. You can't let your life go up in smoke just like that.

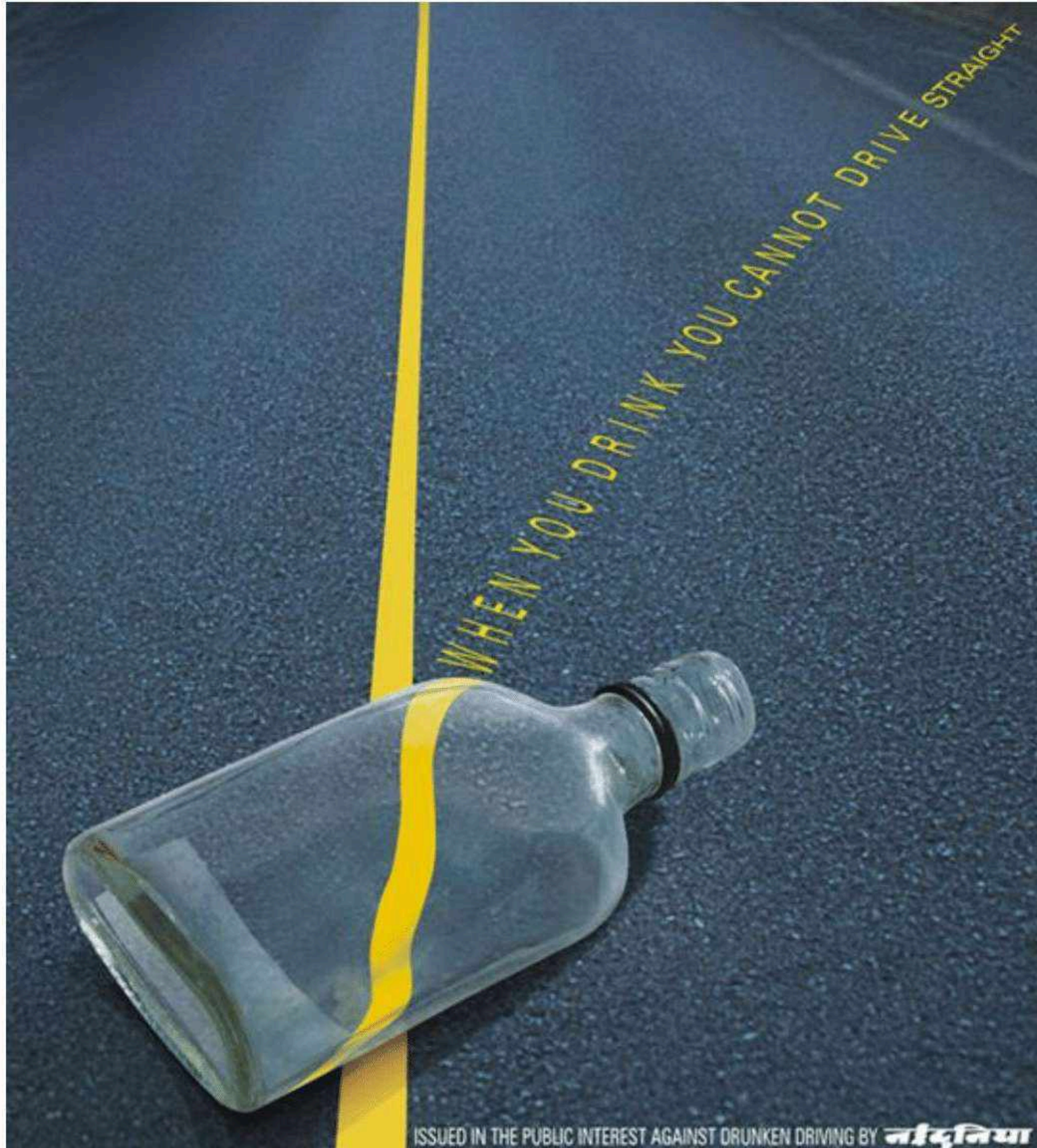






पेड़ बचाइए, पृथ्वी बचाइए.







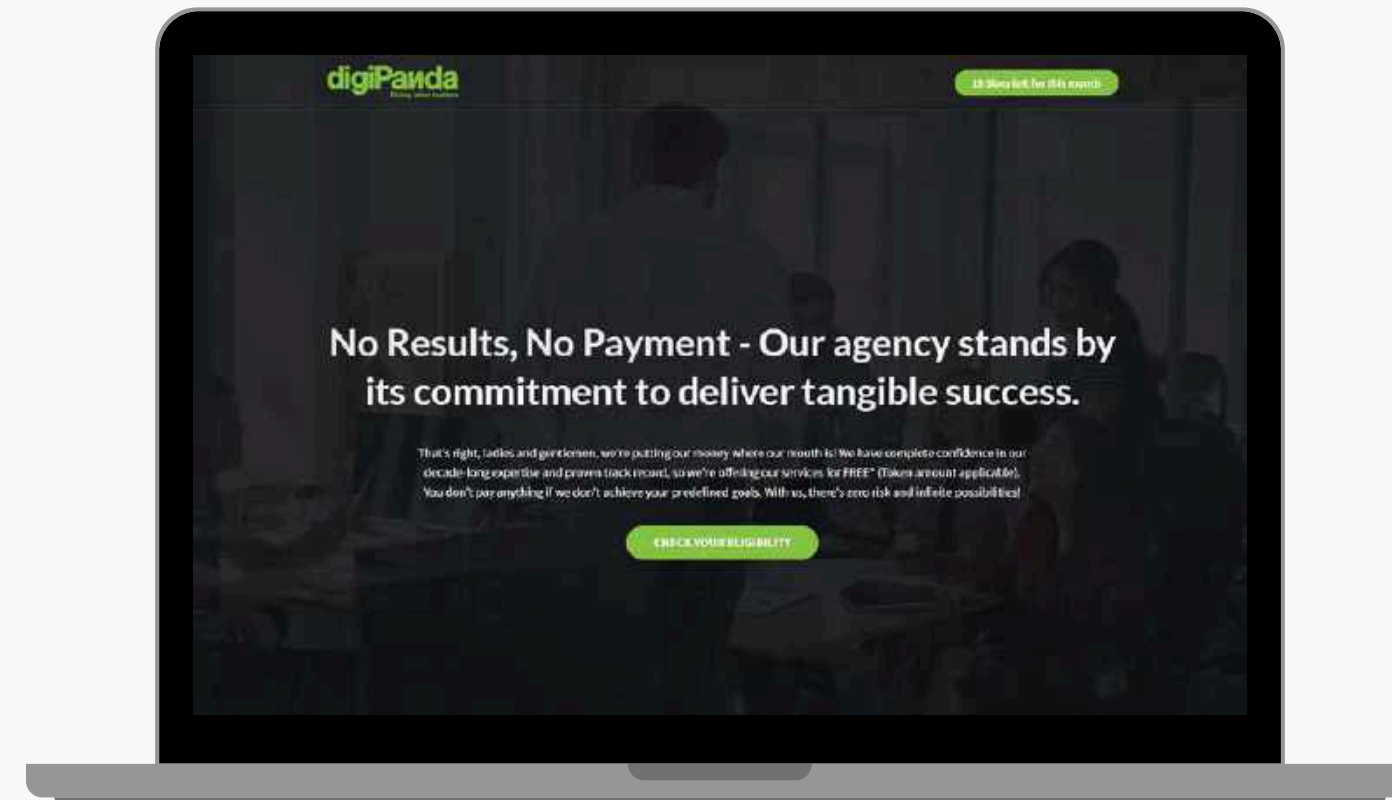
Some of our other solutions include –



# SEARCH ENGINE OPTIMIZATION



## SEO ELITE



[\[LANDING PAGE LINK\]](#)





ORGANIC TRAFFIC INCREASED BY  
**142%**  
IN 6 MONTHS



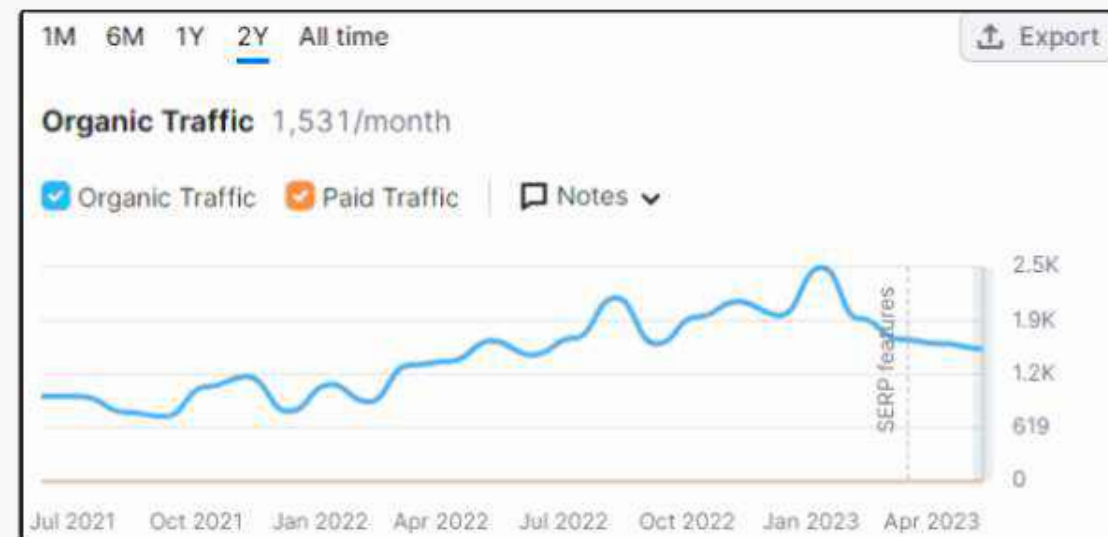
IndianRestaurantGandh...  
Site Data ▾

Try searching "Top countries by users"

Acquisition			
	Users	New Users	Sessions
	147.59% ↑	147.63% ↑	123.67% ↑
1 Organic Search	148.34% ↑		
2 Direct	145.32% ↑	All Users	148.34% ↑
3 Social	159.03% ↑		
4 Referral	207.69% ↑		
5 (Other)	1,500.00% ↑		
6 Paid Search	150.00% ↑		

● 6,519 vs. ● 2,625

# ORGANIC TRAFFIC INCREASED BY 147%





# ORGANIC TRAFFIC INCREASED BY 514.48%

Acquisition			
	Users ↓	New Users ↓	Sessions ↓
	283.93% ↑	248.29% ↑	191.04% ↑
1 Organic Search	514.48% ↑		
2 Direct	65.56% ↑	All Users	514.48% ↑
		8,320 vs. 1,354	
3 Referral	22.00% ↑		
4 Social	85.71% ↑		
5 (Other)	227.27% ↑		
6 Paid Search	100.00% ↑		







We have **increased organic traffic by 119%** in a calendar year.

**100+ keywords** on the first page of serp.





# PERFORMANCE MARKETING

## META BOOST X

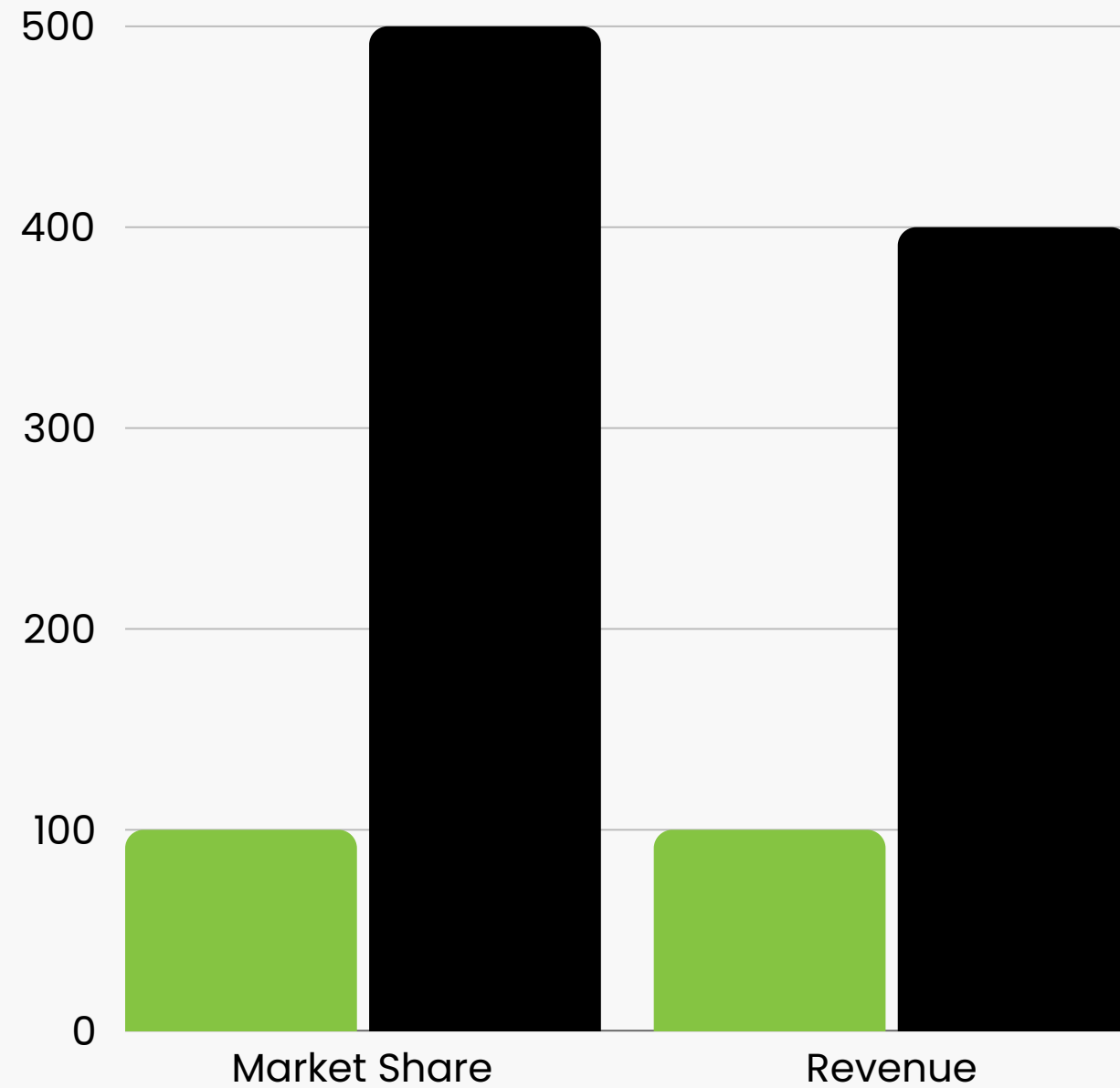


[\[LANDING PAGE LINK\]](#)



Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	Objective Reach (Facebook Post Promotion)	715,263 Reach	715,263	835,427	₹4.99 Per 1,000 people rea...	₹3,569.12
<input type="checkbox"/>	Facebook Store Traffic campaign (Festive Off...	11,730,579 Impressions	3,678,211	11,730,579	₹8.43 Per 1,000 impressions	₹98,889.36
<input type="checkbox"/>	Leads Generation campaign 31st Oct	1,454 On-Facebook leads	366,593	999,359	₹99.33 Per on-Facebook lea...	₹144,419.16
<input type="checkbox"/>	Facebook Post Video Views campaign (Festi...	404,180 ThruPlays	141,759	407,889	₹0.04 Cost per ThruPlay	₹15,490.25
<input type="checkbox"/>	Instagram Post Video Views campaign (Festi...	271,952 ThruPlays	595,453	893,915	₹0.07 Cost per ThruPlay	₹19,000.00
<input type="checkbox"/>	Facebook/ Instagram Remarketing ads (Caro...	60,393 Link Clicks	253,889	14,327,497	₹2.14 Per link click	₹129,183.91
<input type="checkbox"/>	Objective Traffic (Instagram Post Promotion) ...	70,181 Link Clicks	3,561,995	19,997,196	₹1.68 Per link click	₹117,992.74
<b>Results from 19 campaigns</b>		—	<b>20,483,338</b>	<b>175,769,435</b>	—	<b>₹2,026,293.91</b>
Excludes deleted items		Multiple conversions	Accounts Centre acco...	Total	Multiple conversions	Total Spent

# BRAND AWARENESS CAMPAIGN FOR TISVA



**400% INCREASE  
IN MARKET SHARE**

**300% INCREASE IN REVENUE**

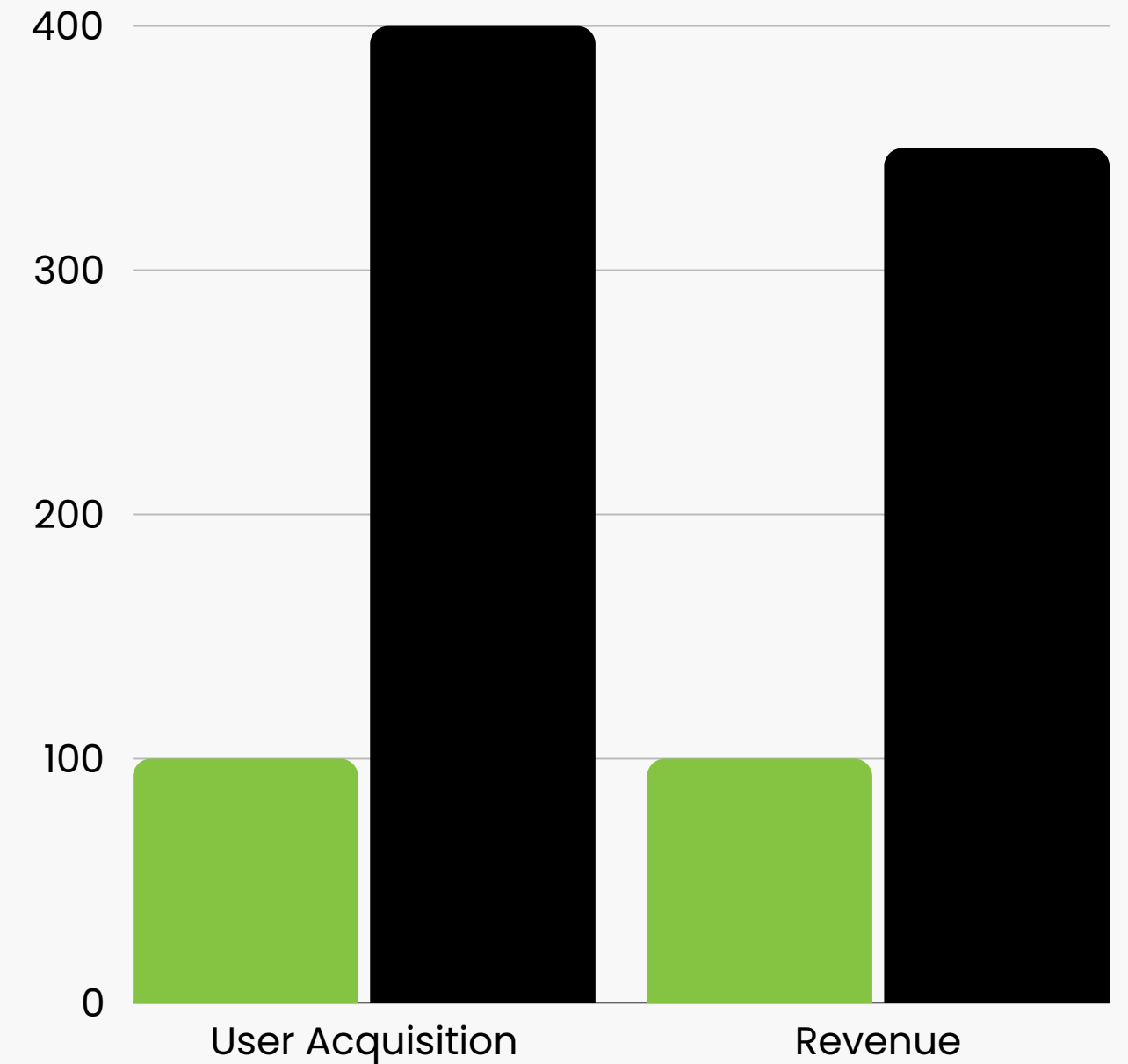
**FOR MPL**

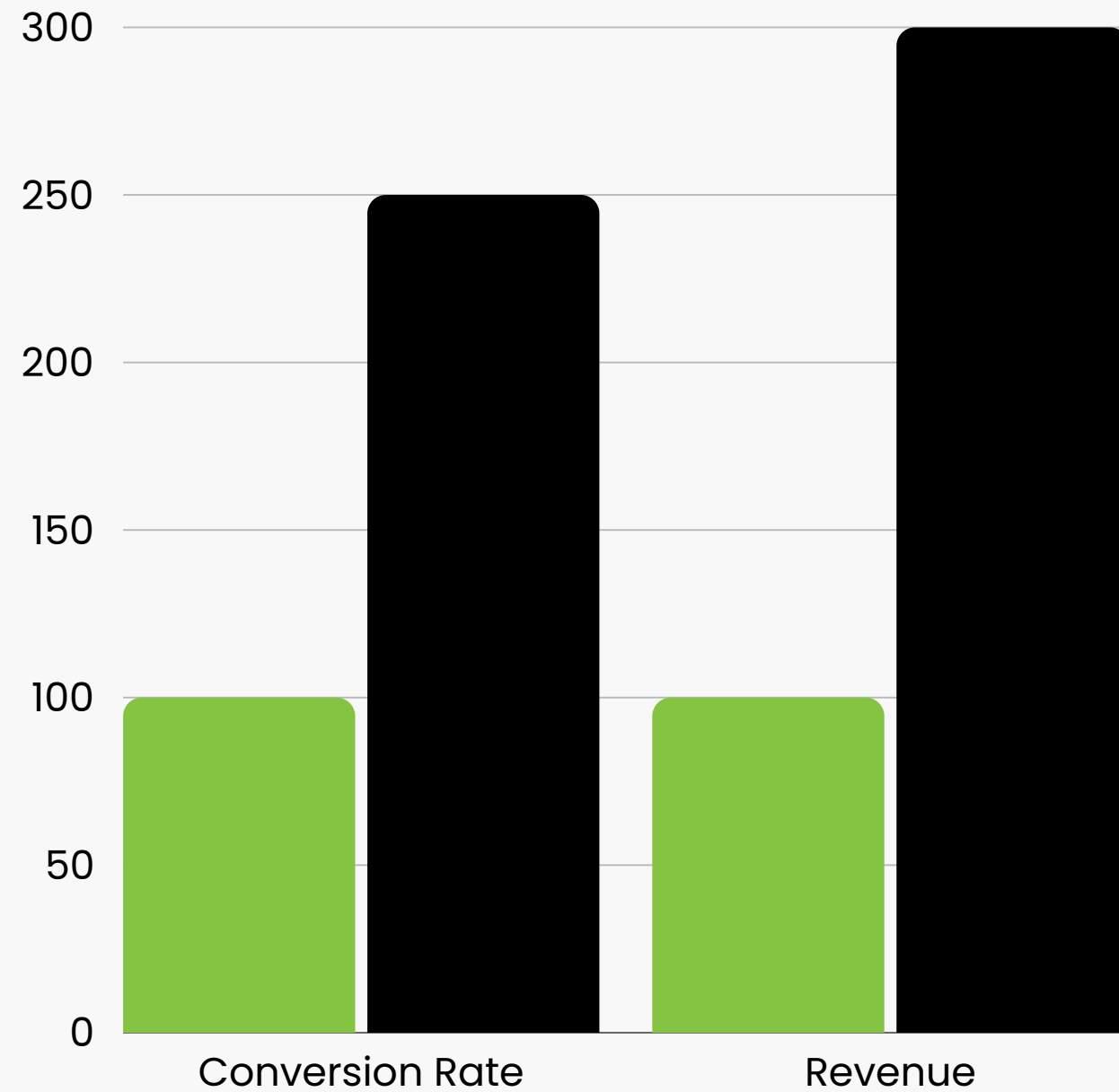


**300% INCREASE  
IN USER ACQUISITION**

**250% INCREASE IN REVENUE**

**FOR RAZORPAY**





**150% INCREASE  
IN CONVERSION RATE**

**200% INCREASE IN REVENUE**

**FOR WILDSTONE**



# CREATIVES

# CUCKOO

Tech Is The New Art





## Technology That Enhances Your Art



**Cuckoo's Rice Cooker**  
CRP-MHSR0309F

Experience the Art of Cooking with Cuckoo rice cookers and unleash the inner chef in you. Our advanced technology makes sure the rice never becomes cakey. The cooker also self-sterilises so that you can make as many dishes and elevate your cooking artistry.







# **SHIVALIK**

Shivalik Small Finance Bank



ENJOY A SAFE & LONG-TERM BENEFIT

**BOOK A TAX SAVER FIXED DEPOSIT**

Interest  
Rate Up to

**6.75%\***

**INVEST. EARN. SAVE TAX**

**Book Your FD Now**

\*T&C Apply



**FIXED DEPOSIT  
THAT COMES WITH TAX BENEFITS**

**BOOK A TAX SAVER FIXED DEPOSIT**

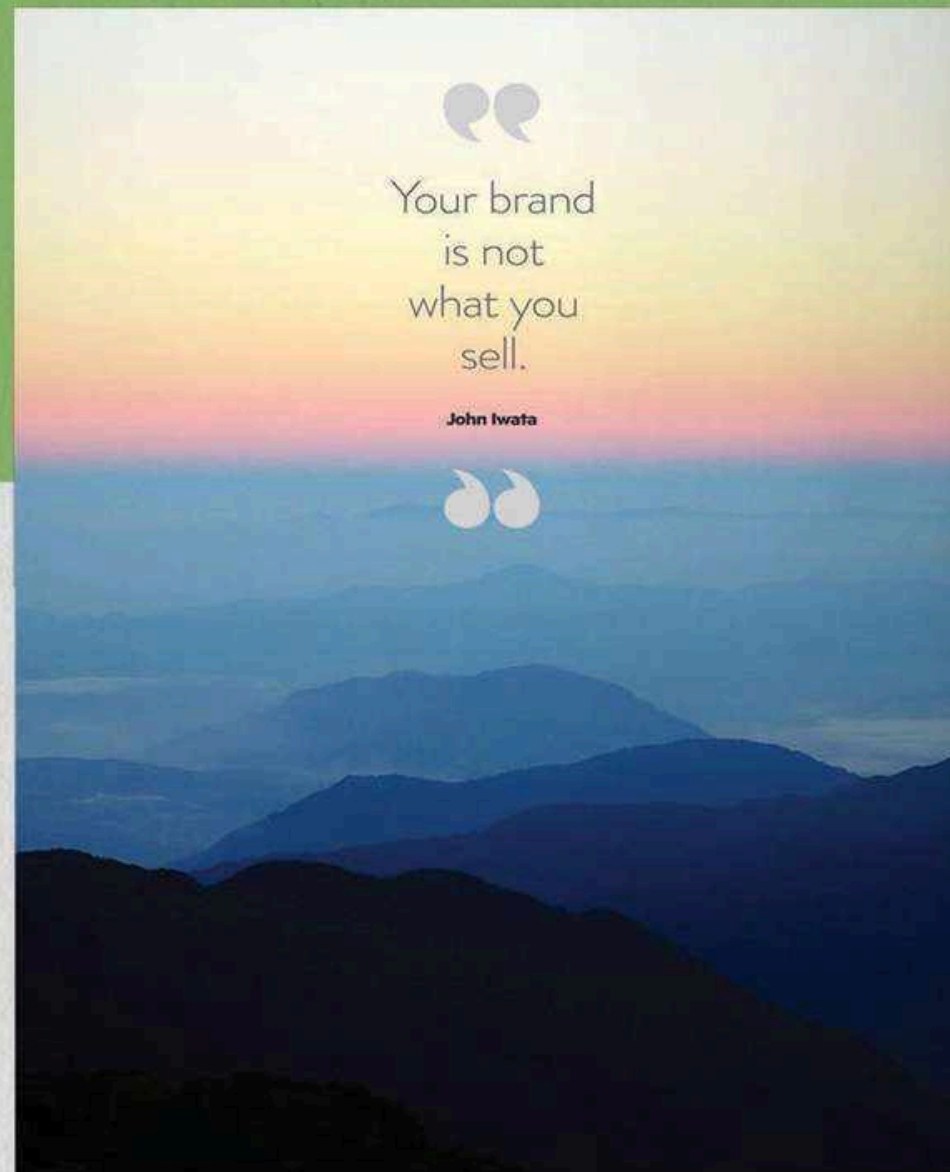
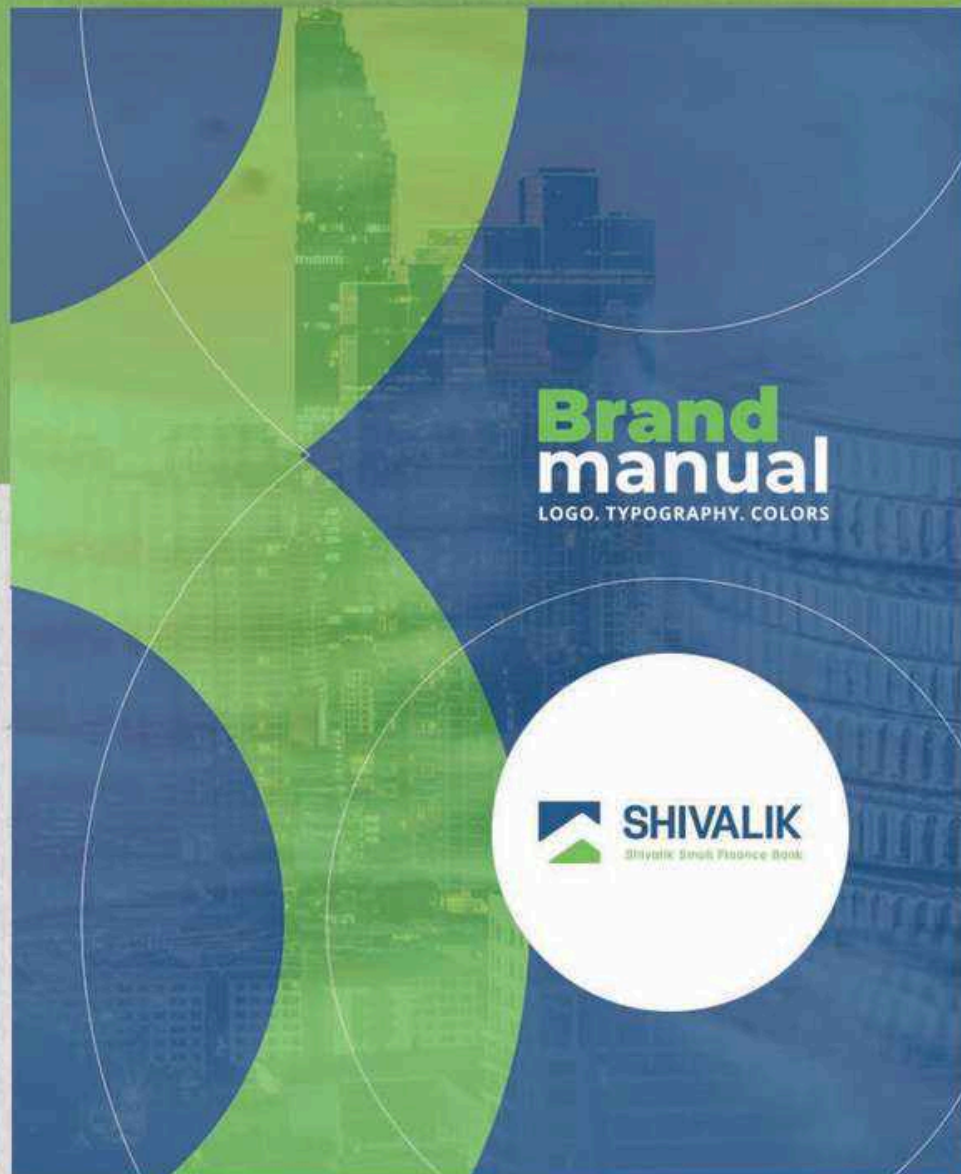
Get Guaranteed  
Returns Up to

**6.75%\***

**Book Your FD Now**

\*T&C Apply







# IMROZ



# Brand Manual

Logo • Typography • Colour

 Imroz

## About Imroz

Imroz is a body care focused line by Ananta Hemp Works. Our products use mostly natural ingredients and are cruelty-free. Imroz is a curated range of highly effective, affordable skincare essentials that are enriched with hemp's unparalleled goodness. Apart from hemp, our product range has a number of other natural ingredients like kumkumadi oil, bhringraj oil, papaya, kakadu plum, tea extracts, shikakai and many more. Our mission is to provide the best without compromising on quality.

“Your brand is not what you sell”

John Iwata



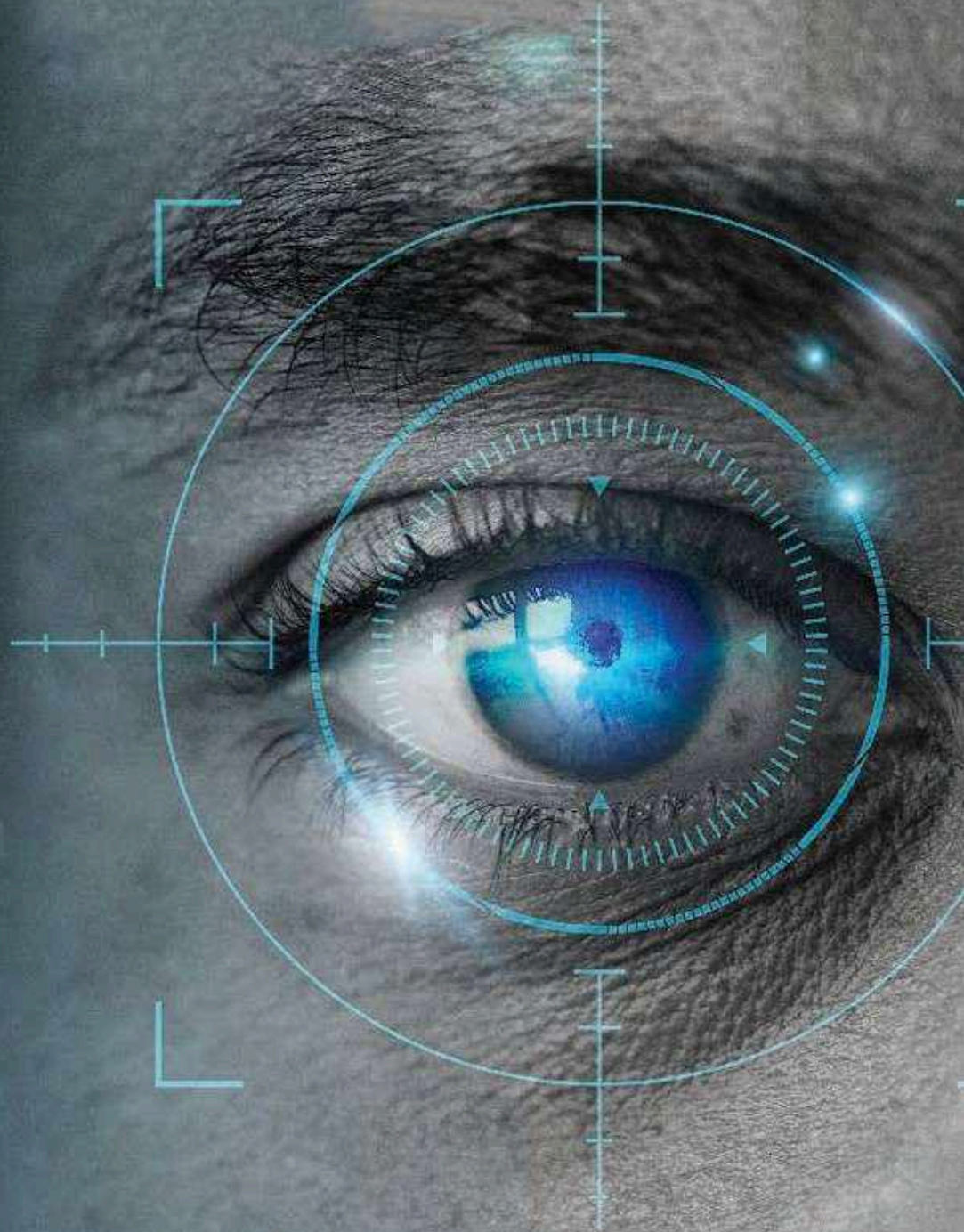
# VIDEONETICS

The Future Of Video Computing



**VIDEONETICS**  
the future of video computing

Meet the  
New-generation  
Sherlock Holmes



**VIDEONETICS**

We are sorry  
for your challans





# DBC





**D:C**  
A SAILAX PRODUCT

# Share Your Business Card From Anywhere

[www.digitalbusinesscards.com.au](http://www.digitalbusinesscards.com.au)

\*T&C apply



Create Free Digital Business Cards  
DOWNLOAD DBC APP NOW



**D:C**  
A SAILAX PRODUCT

# Make Way For DBC

[www.digitalbusinesscards.com.au](http://www.digitalbusinesscards.com.au)

\*T&C apply



Create Free Digital Business Cards  
DOWNLOAD DBC APP NOW





# **INDIAN OIL ADANI GAS Pvt.Ltd.**



ANNU RANI | Silver Medalist  
World Athletics Championships, Doha, 2019



## FUELLING INDIA TO SOAR HIGHER

As India takes flight toward a greener and cleaner future, IOAGPL provides the clean, efficient, and reliable fuel necessary to propel the nation's growth and development.



INFLAMMABILITY  
SAFE



ECO-FRIENDLY



UNINTERRUPTED  
SUPPLY



ECONOMICAL



IndianOil-Adani Gas Pvt. Ltd.

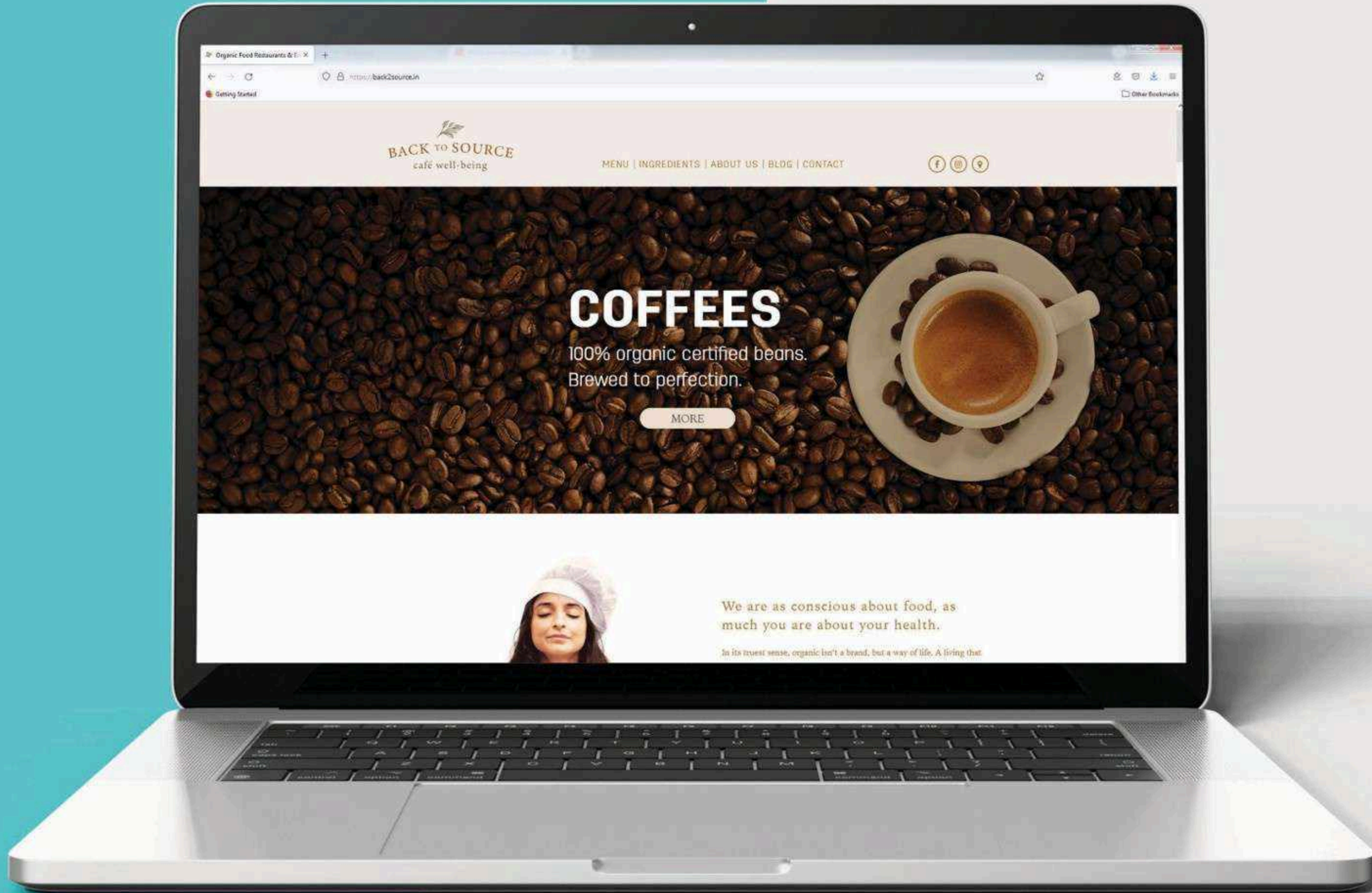


# WEBSITES



# **BACK TO SOURCE**

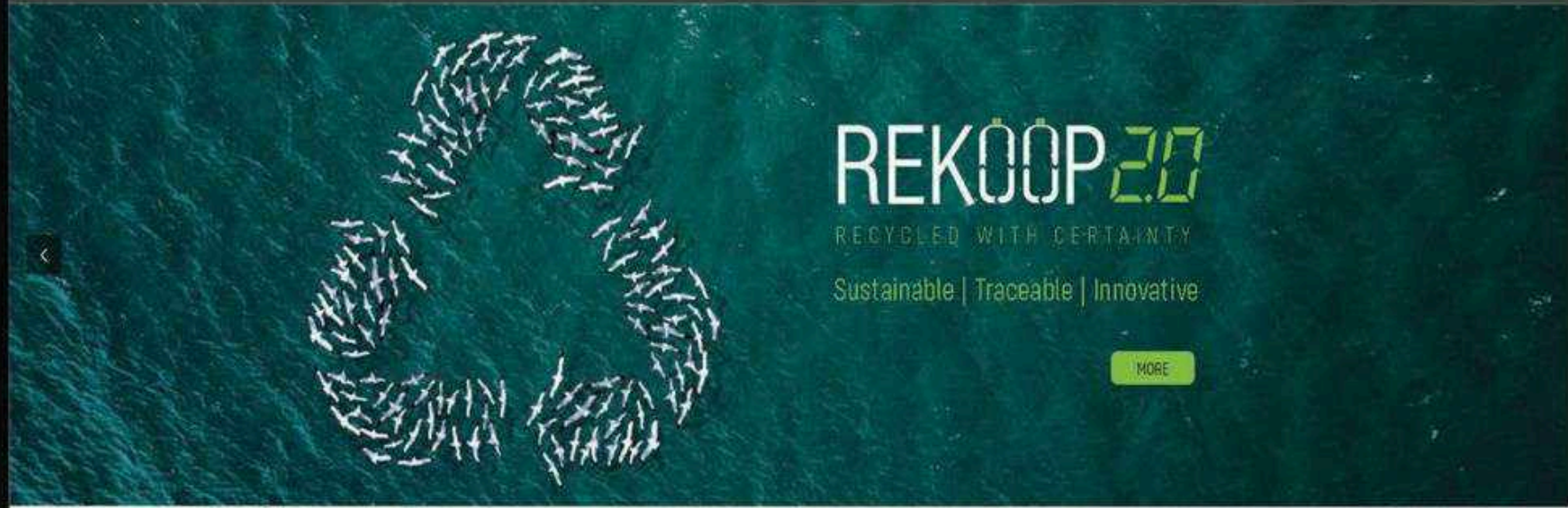
Cafe Well- Being





# REKOOOP

Recycled with certainty



Rekoop bedding is made by blending cotton with polyester fiber obtained from recycling PET bottles.  
It is sustainable, durable and free of any hazardous chemicals.  
What makes our bedding special? The fact that molecular tagging of the recycled fiber secures its complete authenticity and traceability.



# **BKS TEXTILES**

Responsibility First







# MELROSE

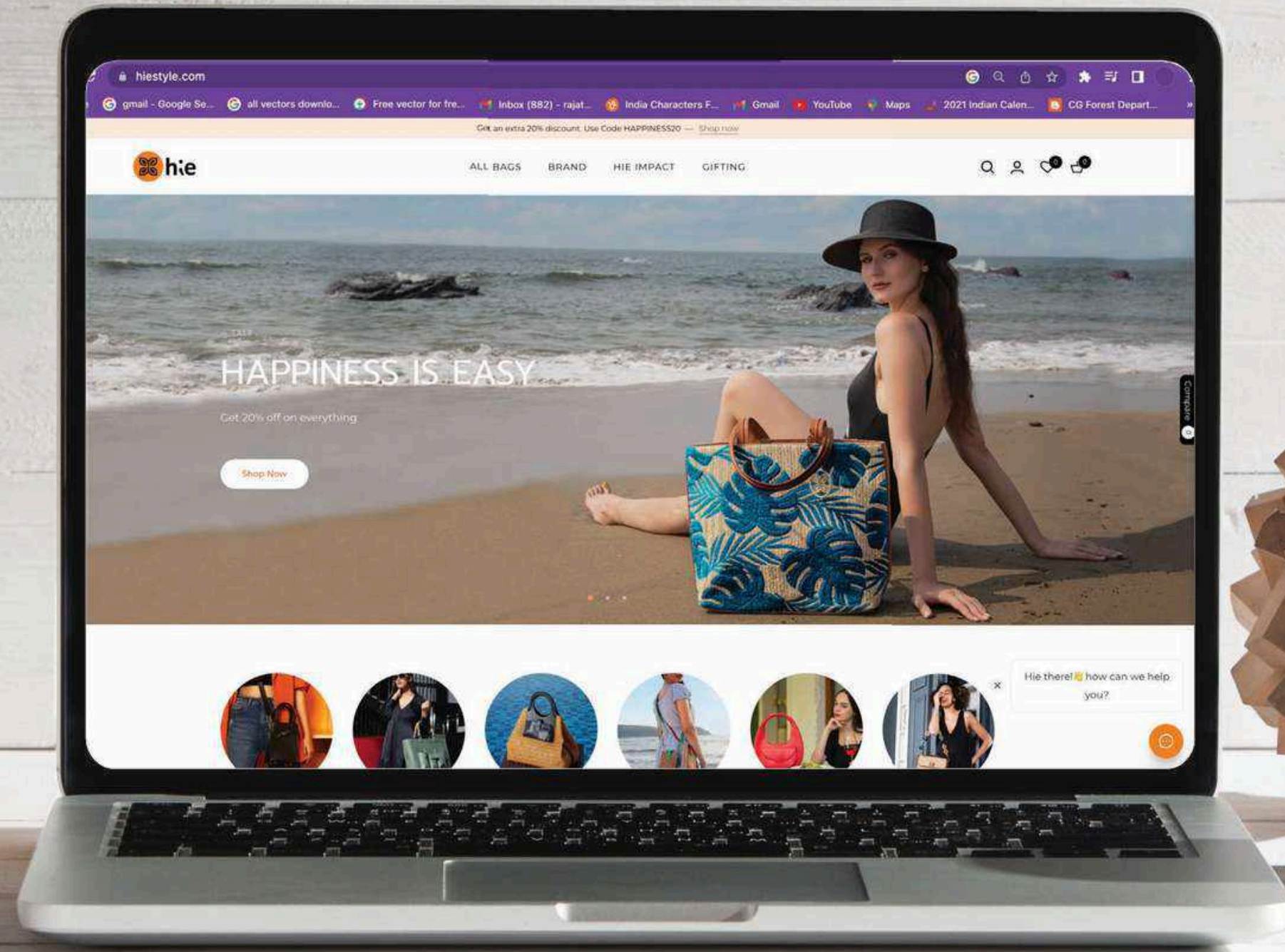
Capital





**HIE**

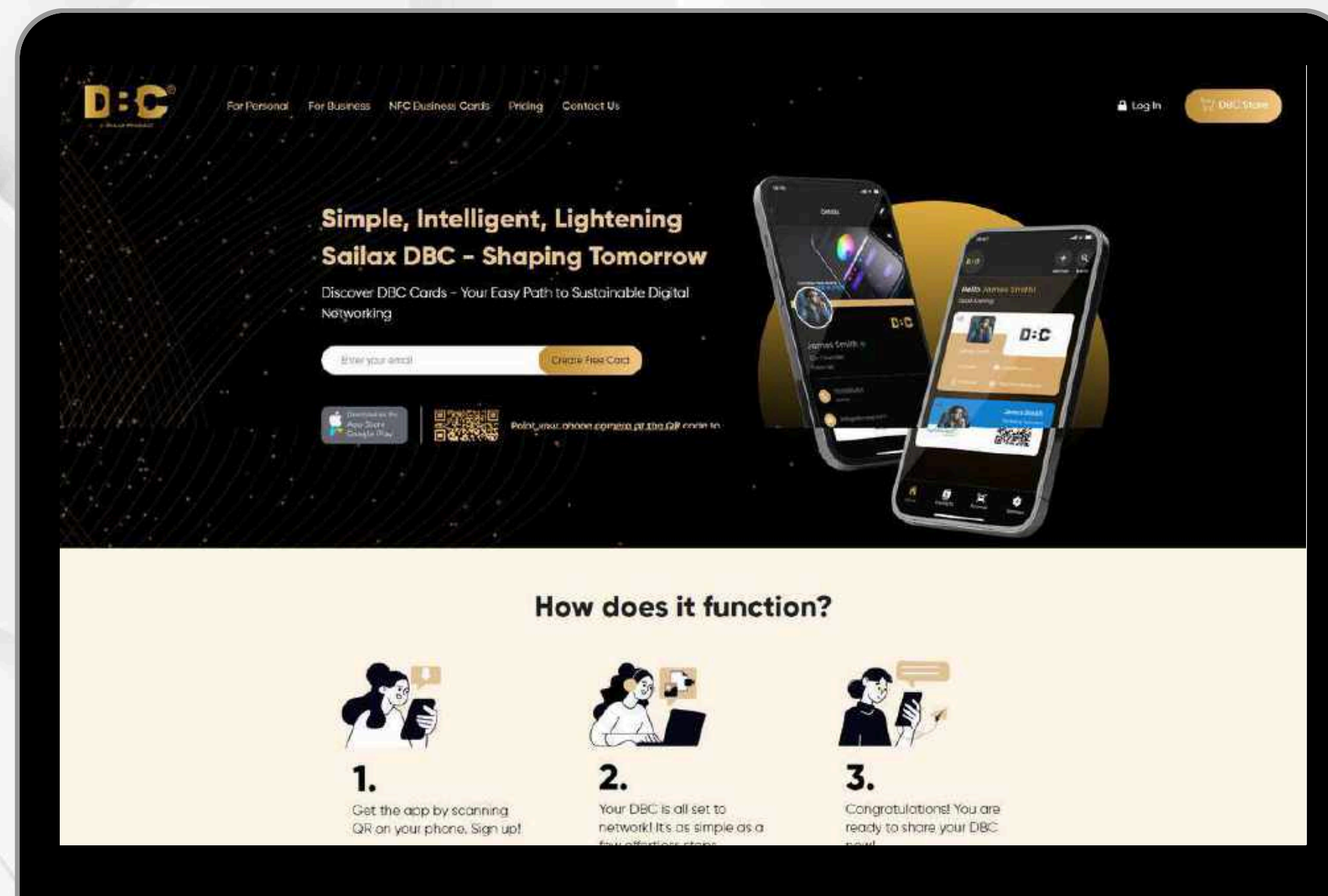






# **SAILAX DBC**

The Future of Networking



Download on the App Store  
Get it on Google Play

Point your phone camera at this QR code to

### How does it function?



**1.** Get the app by scanning QR on your phone. Sign up!



**2.** Your DBC is all set to network! It's as simple as a few effortless steps.



**3.** Congratulations! You are ready to share your DBC card.



# MOBILE APPS

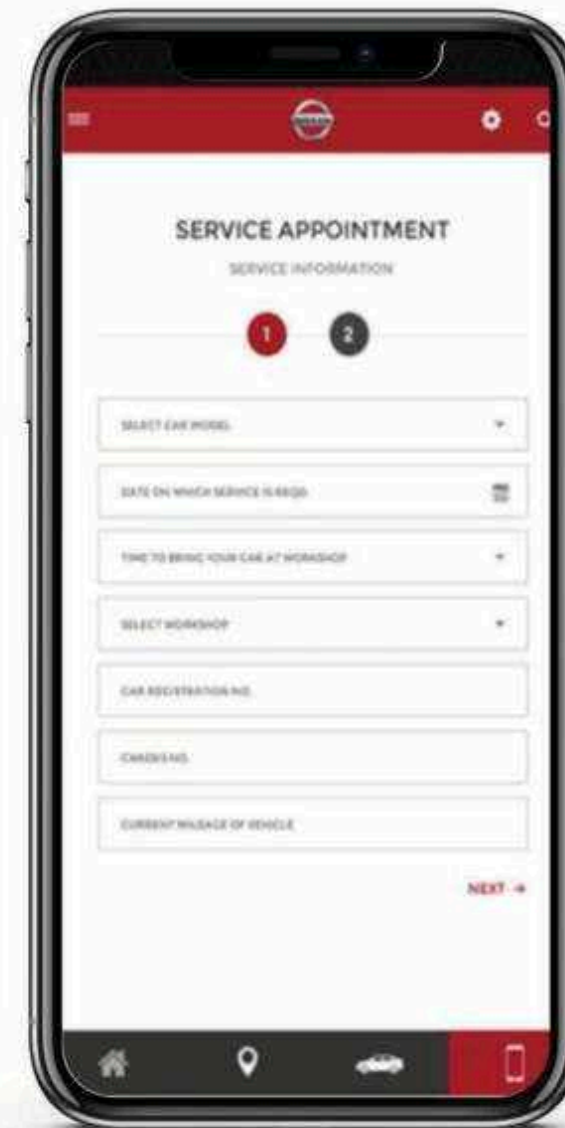
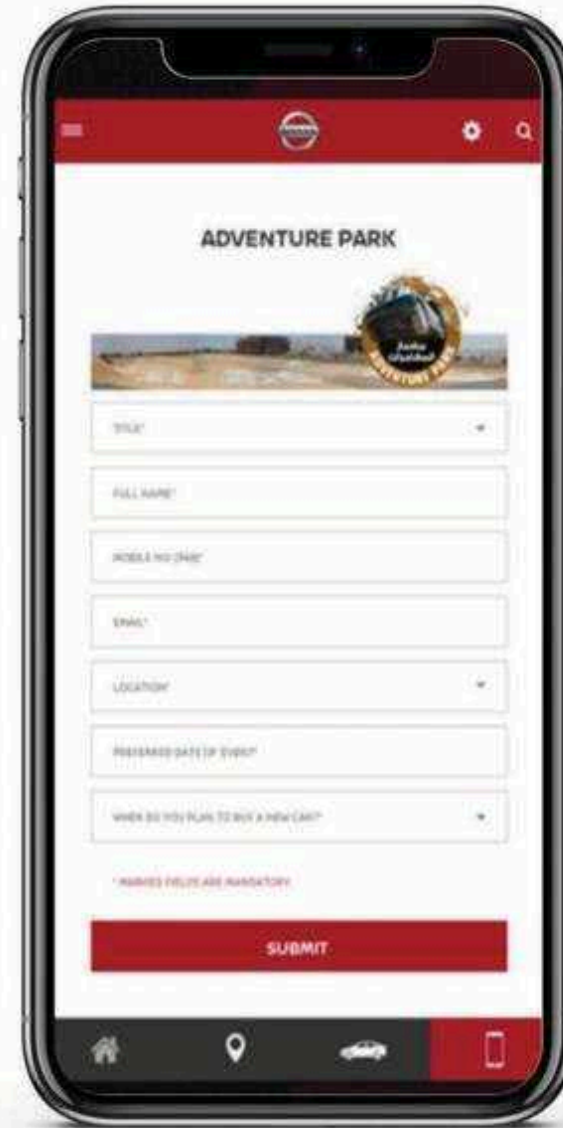
# **PATHFINDER GROUP**





# NISSAN

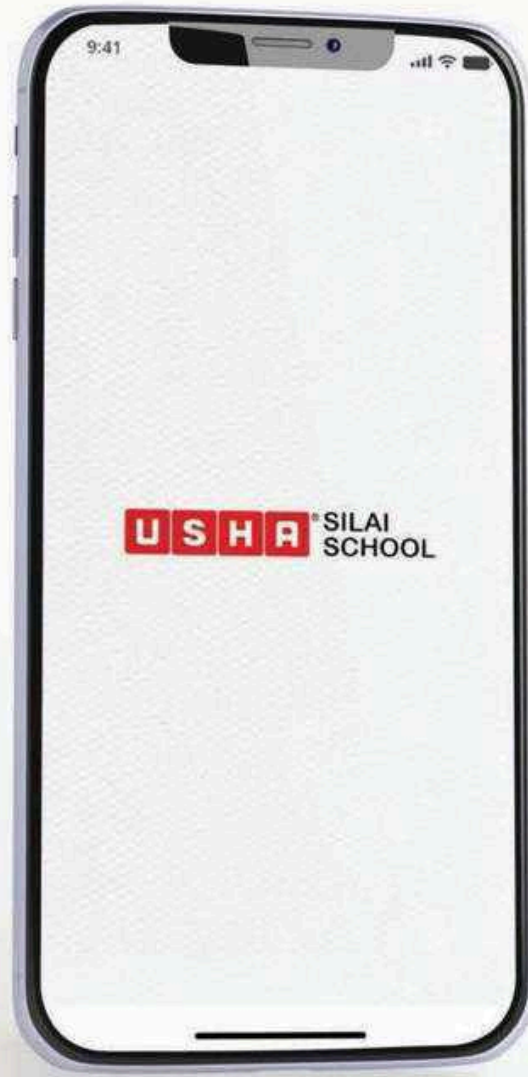




# USHA

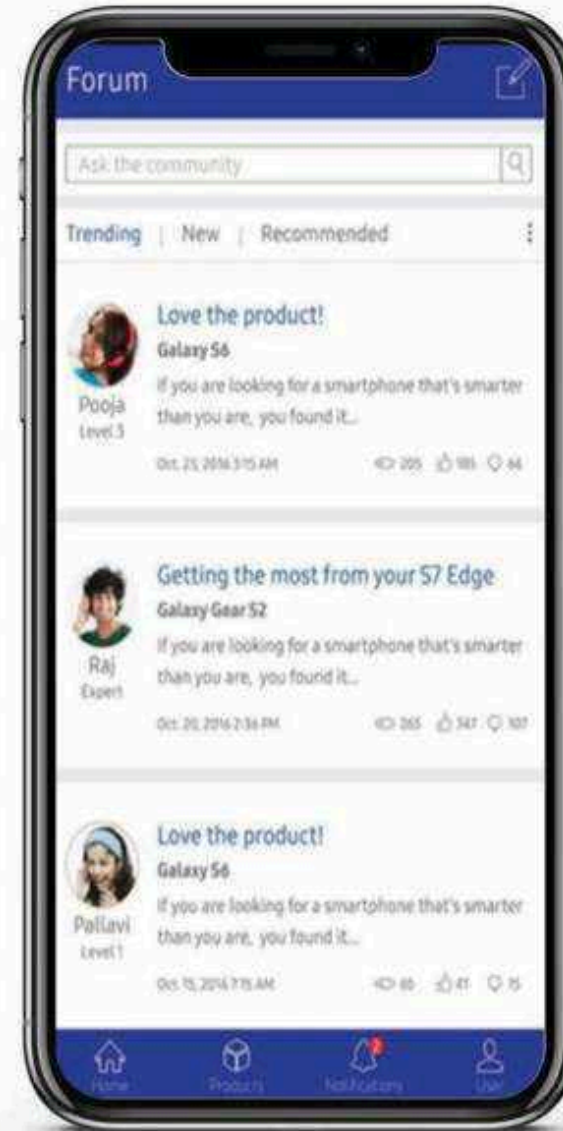
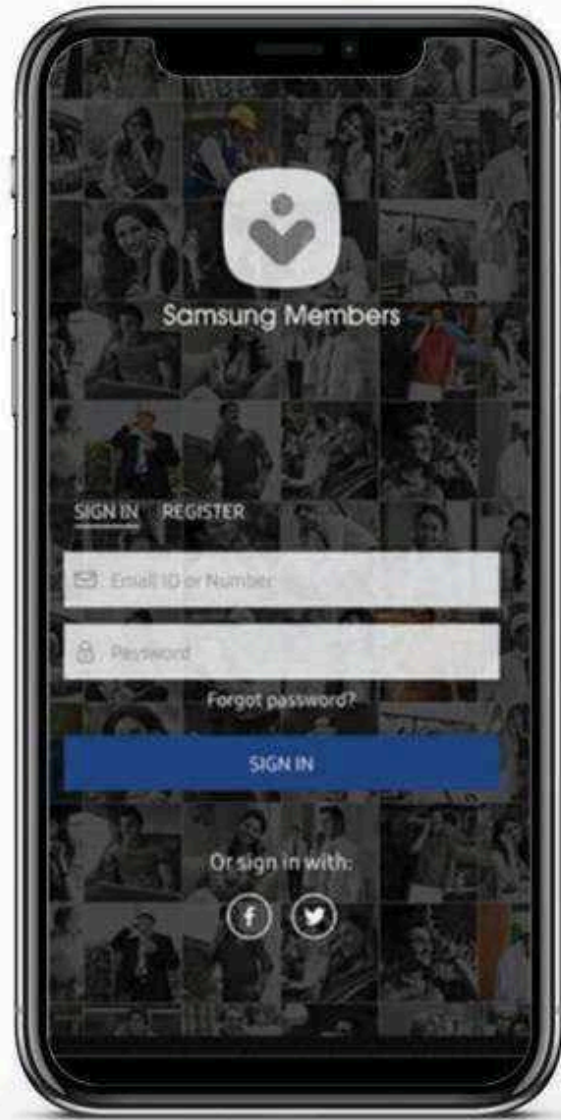
Silai School





# **SAMSUNG**

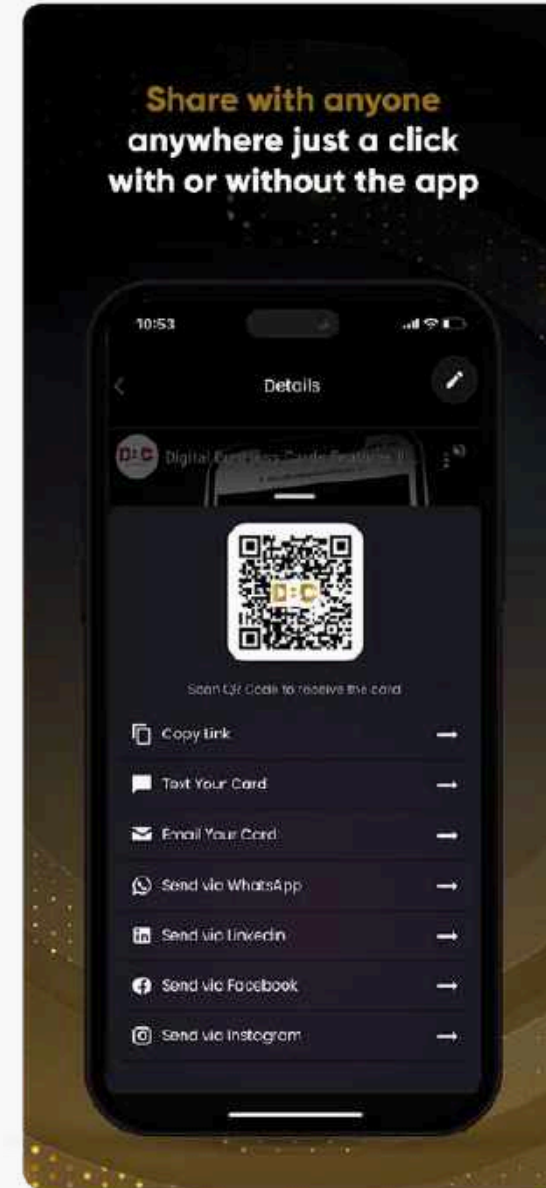
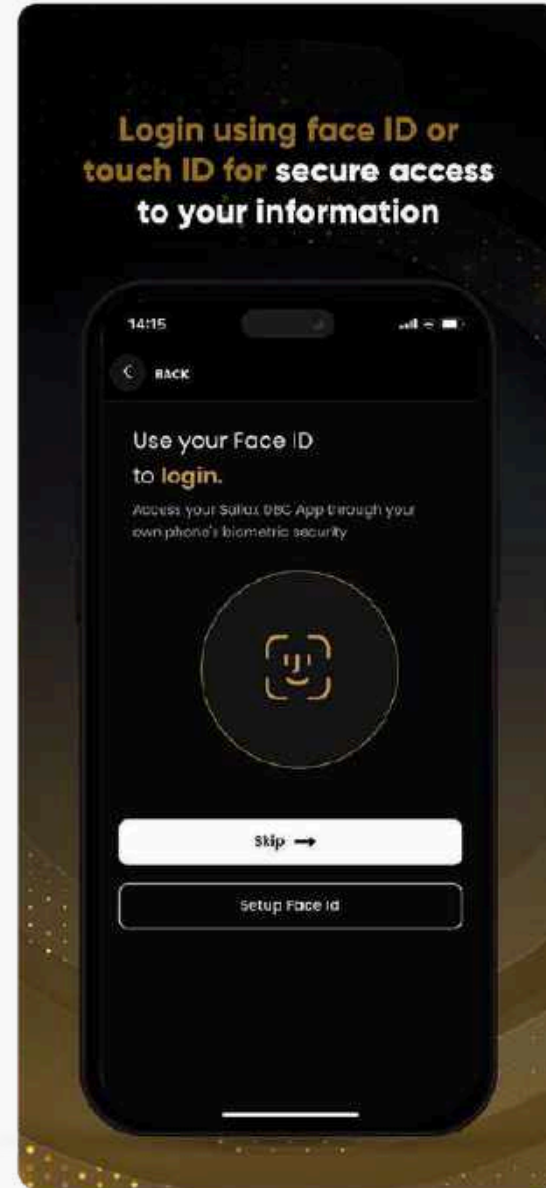




# **SAILAX DBC**

The Future of Networking





Ahhh a lot of slides right? Let's talk about how you can **grow your business** using one of our tailor-made programs.



# CONTACT US



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www.digipanda.co.in



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India

**Contact our team to schedule a consultation and discuss how we can benefit your business.**

