

# Digital Marketing Portfolio



# FULL FUNNEL DIGITAL MARKETING

## Maturity, clarity, honesty & high performance

- ✓ A 360° performance digital marketing agency that prioritizes delivering outstanding & faster ROI for clients
- ✓ We are thought leaders in this industry who understand the unique challenges of businesses and provide customized solutions that perfectly align with their goals.
- ✓ 3-layer people backup – People leave, not knowledge!
- ✓ Expertise and exposure in more than 20 industries
- ✓ As a Google premier company, we have direct access to a dedicated team of Google experts who help us troubleshoot problems, optimize campaigns, resolve add account issues and get the most out of Google Ads
- ✓ Strategy frameworks and messaging , brand communication strategy , paid campaigns communication



“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”



# Proven Model for Digital Success

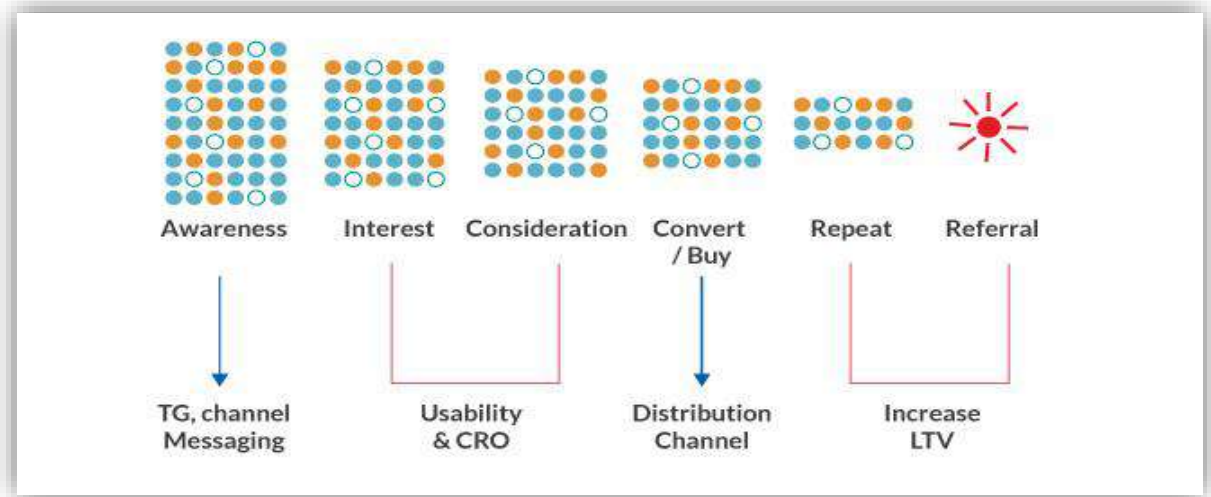
We are a 360° performance digital marketing agency



# The Digital Market Is Big, How To Use It Right?

## It is all about

1. Reaching right segments in the right frequency (Full Funnel Reach)
2. Saying the right things across the funnel (Full Funnel Communication)
3. Optimizing for CAC/ LTV, Full Funnel KPIs



# Global Presence



In India, we have 4 offices. We have completed a purchase of data analysis company in Hyderabad, 80 people team and recently **we have also entered East Africa ,Kenya**



# About Us



**Since 1997**



**Team 1000+** 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 Million plus 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

**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



# Thought leaders in Digital Marketing



**Stanford Seed**  
Stanford Institute for Innovation  
in Developing Economies



**SET squared**  
Universities of Bath, Bristol,  
Exeter, Southampton & Surrey



We are deep into research, creating frameworks for the industry, and bringing scale to the industry.

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



**At Stanford Seed Kenya**



University of Southampton,  
London



Xavier School of Management



Management Development  
Institute of Murshidabad



Indian Institute of Foreign Trade



House of Lords, London



Universitas Pelita Harapan,  
Jakarta



Hewlett Packard Enterprise,  
Bangalore

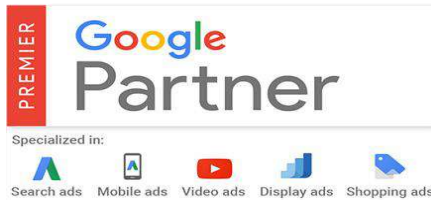


LikeMinds, Exeter, UK

# Highest Level Of Partnership With Google & Facebook

## Also an Amazon-certified professional, a Quora partner and a Times Internet Partner

**A GOOGLE PREMIER PARTNER**  
Top 2% of all agencies



TechShu is proud to be recognized as one of Google's Premier Partners in India, one of only 33 companies to achieve this status. As a Google Premier Partner, we have the expertise to help businesses succeed with Google Ads and enjoy the advantage of direct support from Google.

**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 OTHER PARTNERSHIPS**





# Our Services



# Our Clientele



Banking and Finance



Education



Automobile



THINK BIGGER



THINK BIGGER YACHT MOORING



# Our Clientele



Construction & Infra



Fashion and Retail



# Our Clientele



Healthcare



Pharma



Enterprise



AND MANY MORE...



We Deliver  
#DigitalSuccess

# Awards

- 2024** • Gold award for E-commerce Marketing Achievement at the CMO CHARCHA Kolkata Summit & Awards.
- 2023** • ESC National Export Excellence Award for IT Services
- 2021** • Realty+ Award for “Top 50 Marketing Minds”, 2021
- 2019** • ET Bengal Corporate Award for “Best Financial Performance”  
• CII Star Icon SMP Performance Excellence Recognition
- 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  
• PRSI Engage Award for Best Enterprise Mobility Solutions  
• CIO Choice Award – Mobile Application Development in Enterprise Mobility  
• National MSME Excellence Awards by the Federation of Indian Industry Trade and Services (FITS)  
• ITPV Partner Leadership Award for Mobile Application Development in Enterprise Mobility  
• Most Promising Digital Services Company in India by Worldwide Achievers  
• PRSI Engage Award for Integrated Digital Marketing Campaign



# E-commerce Marketing Achievement Award

We bagged a Gold award for E-commerce Marketing Achievement at the CMO CHARCHA Kolkata Summit & Awards, June 2024



# 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**.

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



**Thank You**