



COMPANY PROFILE

Markle Tech & Media Pvt. Ltd.

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TABLE OF CONTENT

- About Markle Tech
- Vision
- Mission
- Stay inspired. Never stop creating.
- Our Services
- Industries we serve
- Our Services
- Case study 1: Meadbery
- Case Study 2: Ratri
- Case Study 3: Indian oil corp. ltd.
- Client Testimonials
- Our clients
- Contact



ABOUT MARKLE TECH

Markle Tech is an innovative IT consulting and website development company dedicated to helping businesses thrive in the digital age.

We offer tailored technology solutions, from custom websites to advanced IT consulting, ensuring seamless integration and growth for our clients.



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VISION

The vision of Markle Tech is to be a global leader in providing innovative and transformative IT consulting and Software development solutions.

“To empower 1,000 businesses in India and 10,000 globally by 2028, delivering cutting-edge digital solutions that transform their operations, enhance customer engagement, and accelerate growth.”



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MISSION



At Markle Tech, our mission is to make a meaningful difference in the lives of businesses and individuals by delivering technology solutions that inspire and empower. We are committed to understanding the unique needs of each client and transforming their vision into impactful digital experiences. With a focus on innovation, quality, and integrity, we strive to build lasting partnerships, helping our clients navigate the evolving digital landscape with confidence and success. Our mission is to not just provide services, but to create value, foster growth, and leave a positive, lasting impact on every project we touch.



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STAY INSPIRED. NEVER STOP CREATING.



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OUR SERVICES



WEB DEVELOPMENT

Business Website, e-Commerce Website, Hybride Websites, Custome Websites.



APP DEVELOPMENT

e-Commerce , Health & Fitness, OTT, Hybride , Native Apps, On Demand Apps



DIGITAL MARKETING

Performance Marketing, SEO, Social Media Profile Management, ORM



VIDEO PRODUCTION

Corporate , Commercials, Explainer, Testimonial, Promotional Videos etc....



GOOGLE ADS (PPC)

Search , Shopping, Display, Lead Ads through Google & Meta



IT CONSULTING

To optimize your technology strategy, improve efficiency, and drive growth.

INDUSTRIES WE SERVE

- 1 FMCG & Manufacturing
- 2 Real Estate
- 3 Hospitality
- 4 Education
- 5 Travel
- 6 Health Care
- 7 E-commerce

CASE STUDY 1: MEADBERRY

Industry: Trading

Challenge: Meadbery, a leading trader, needed to revamp its outdated website to enhance user experience and showcase its extensive product catalogue effectively. The existing website was difficult to navigate, lacked mobile responsiveness, and did not reflect the company's modern image.

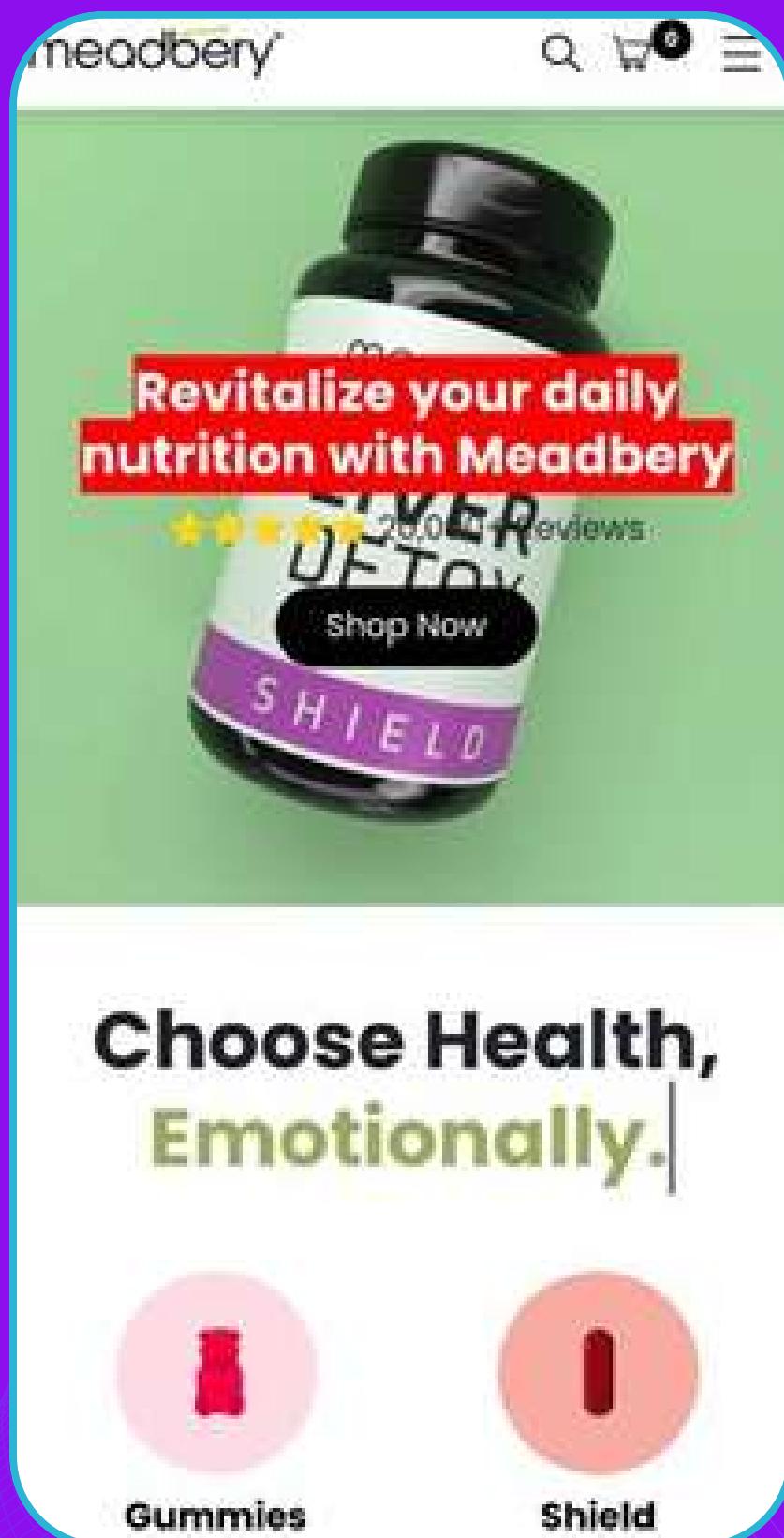
Solution: The website development agency conducted a thorough analysis of Meadbery's requirements and market positioning. They proposed a custom-designed website with a user-friendly interface, streamlined navigation, and integrated mobile-responsiveness. Key features included a product gallery with enhanced visuals, intuitive search functionality and secure e-commerce platform for online orders.

Outcome: After implementing the new website, Meadbery saw a significant improvement in user engagement and satisfaction. The updated design and functionality increased website traffic by 40% within the first three months. Customer feedback highlighted the ease of use and the intuitive layout, contributing to a 25% increase in their sales. The revamped website not only aligned with Meadbery's brand identity but also positioned them as a leader in their industry, driving growth and enhancing their digital presence.



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CASE STUDY 1 : WEBSITE LOOK



CASE STUDY 2 : RATRI

Industry: Media and Entertainment

Challenge: Ratri, a start-up video streaming platform, faced challenges in scaling their infrastructure to meet growing user demand while maintaining high-quality video streaming across various devices. They needed a robust solution to enhance video delivery speed, reliability and user experience.

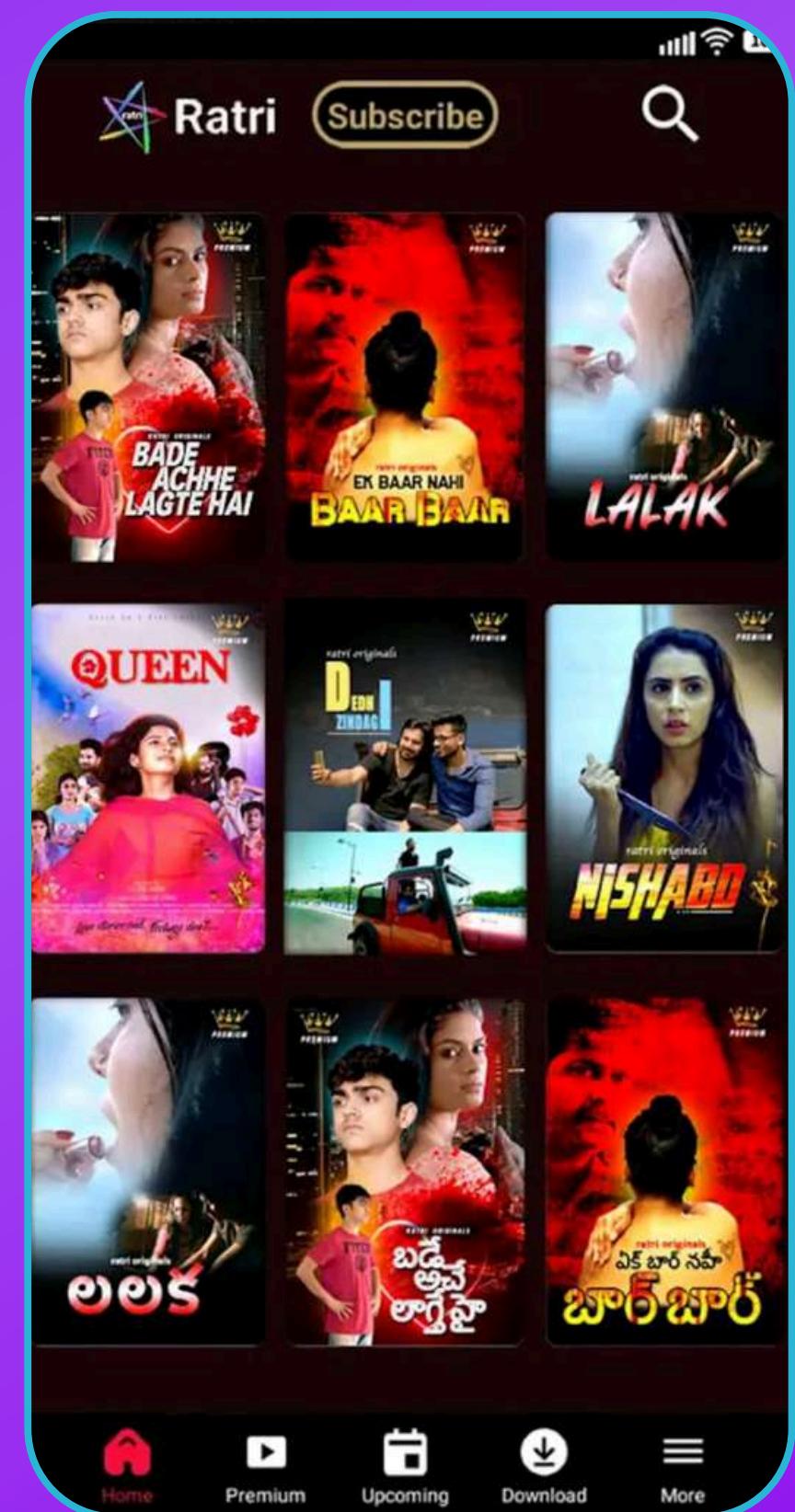
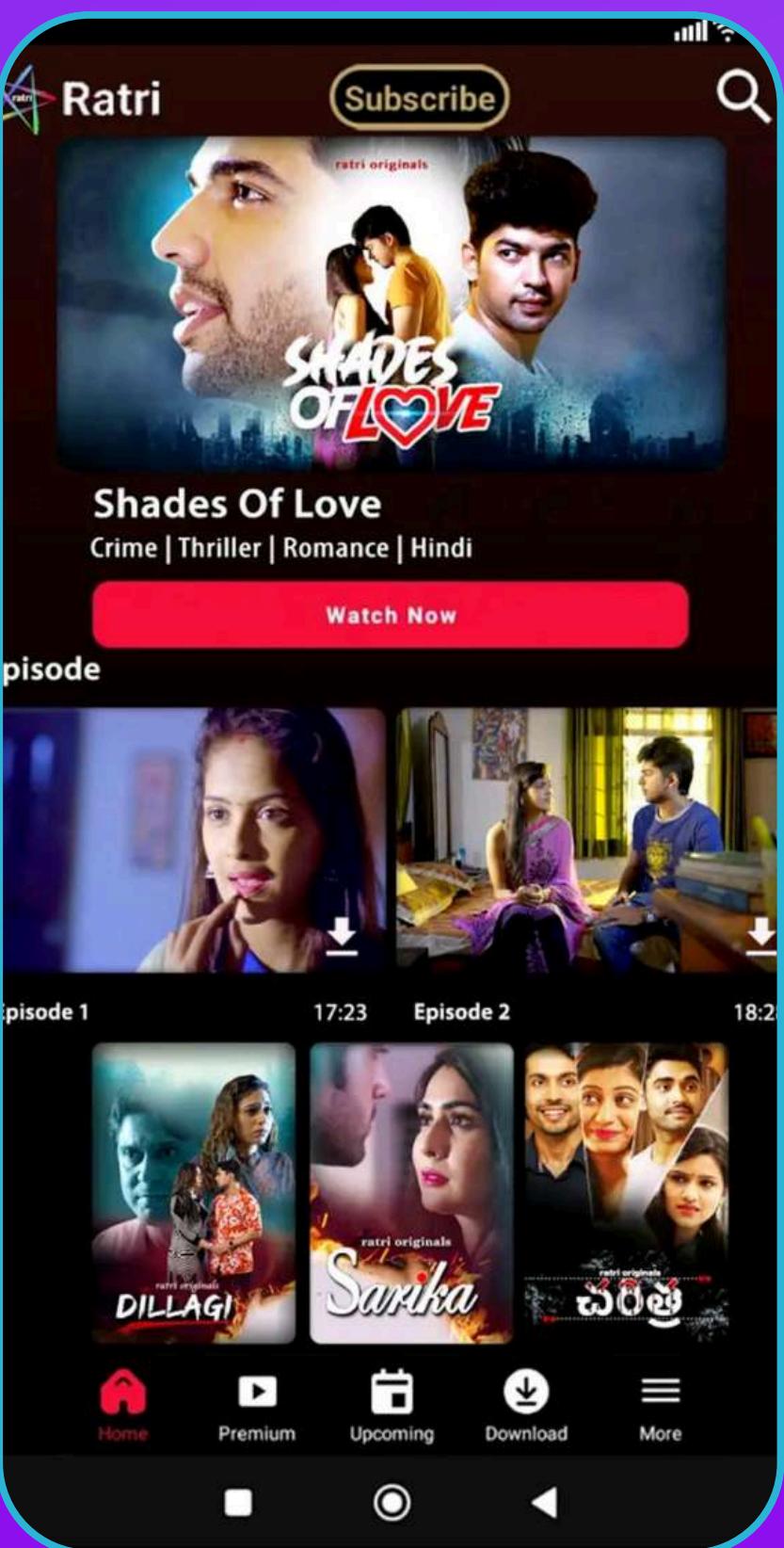
Solution: Our company partnered with Ratri to deploy a scalable cloud-based video streaming architecture. We optimized **content delivery networks (CDNs)** and implemented adaptive bitrate streaming technology to ensure seamless playback and minimal buffering. Additionally, we integrated analytics tools to monitor performance metrics and user engagement.

Outcome: With our solution in place, Ratri achieved a **50%** increase in concurrent viewership capacity and reduced buffering instances by **60%**. User retention rates improved significantly. The platform successfully attracted new subscribers and expanded its content library, establishing itself as a competitive player in the streaming industry.



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CASE STUDY 2 : WEBSITE LOOK



CASE STUDY 3 : INDIAN OIL CORPORATION LTD.

Industry: CRM Development

Client Overview: Indian Oil Corporation Limited (IOCL) is India's largest commercial enterprise, dominating the oil and gas sector with an extensive network of fuel stations, LPG distribution, and other services. IOCL sought to enhance its customer relationship management to better serve its diverse customer base and improve operational efficiency.

Objective: To develop a comprehensive CRM system tailored to Indian Oil's unique requirements, aimed at improving customer service, streamlining operations, and fostering loyalty among its vast customer base.

Challenges:

- **Diverse Customer Base:** Managing interactions with a wide range of customers, including retail fuel customers, industrial clients, and LPG consumers.
- **Data Silos:** Customer data was scattered across various departments and systems, leading to inefficiencies and a lack of unified customer profiles.
- **Manual Processes:** Many customer interactions and support processes were manually handled, causing delays and potential errors.
- **Integration Needs:** The new CRM needed to integrate seamlessly with existing ERP, supply chain, and other legacy systems.

CASE STUDY 3 : INDIAN OIL CORP. LTD.

Solution: Markle Tech and Media was engaged to design and implement a custom CRM solution for Indian Oil.

Conclusion: Markle's custom CRM solution successfully transformed Indian Oil's customer relationship management, enhancing service quality, operational efficiency, and customer loyalty. The project demonstrated the critical role of a tailored CRM in managing large-scale customer interactions and maintaining a competitive edge in the market.



CASE STUDY 3 : CRM LOOK



The screenshot shows the Indian Oil Corporation Ltd. CRM module. The left sidebar lists HRMS, CRM (highlighted with a red arrow), Configuration, Finance & Accounting, Account Receivable, Invoice Request (highlighted with a red arrow), E-Invoice, Shared Invoice, Account Payable, Budget Management, Expense Management, Purchase Management, Vendor Management, and Sales Management. The right panel displays a "Customer Details copy test" form with fields for Customer Type (New or Existing Client), Client Name, BR No., Child Name, Product, Description, Currency (INR), Total Amount, Export Charges (Yes or No), Expo Charges, GST, SAC Code, WO Verified On, WO Verify by, and WO Verification Status.

CLEINT TESTIMONIALS



Working with Markle Tech & Media was an exceptional experience. Their team understood our vision perfectly and delivered a stunning website that exceeded our expectations. Our user engagement has significantly thrived since the launch!

ABHISHEK GARG
CEO, LANATURE'S



Markle Tech transformed our business with a sleek, user-friendly website and expert IT consulting. Their team exceeded our expectations, and we highly recommend them!

KUSHAL RATHI
CEO, DREAMNEST LANDBASE



From Start to Finish, Markle's team was professional, creative and responsive. They took our ideas and brought them to life in a way that truly represents our brand. We couldn't be more happier with the outcome.

VARUN AGGARWAL
CEO, INDIANEATS (USA)



The team at Markle Tech & Media did an amazing job with our application development. They incorporated all our requirements and delivered an app that is not only visually appealing but also highly functional. Their expertise and dedication are evident in every aspect of the project.

HEMANG
DIRECTOR, VAISHNAV PUBLICATION



OUR CLIENTS



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OUR CLIENTS



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