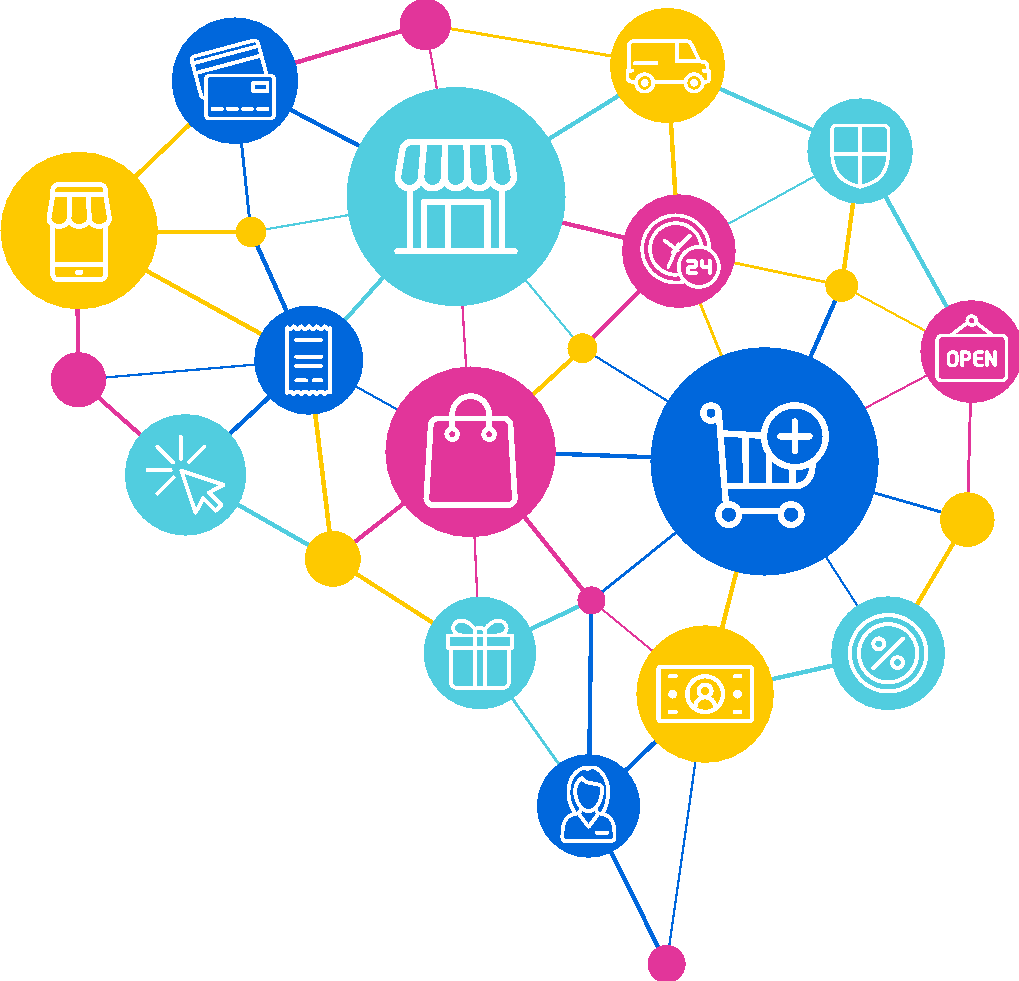
AppSynergies Pvt Ltd,

D-1602, Orchid Suburbia, Link Road,

Kandivali West Mumbai 400067

Marketing Proposal

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# Design, Build & Scale with AppSynergies Prepared by: AppSynergies

**<<Date>>**

AppSynergies is a fast-growing SaaS-based Start-Up with a very talented and rapidly expanding team. We develop cutting-edge AI-Driven Applications. We put the value at the heart of our process & focus on What’s important to our users. This way, we can prove the value of our App Idea before we begin development. We then build on this mobile through discovery, design, development & Optimization.

Our Vision is to be one of the leading tech companies in the world, admired for its innovative apps thereby contributing to a better & sustainable world.

Our Core Values: Innovation, Integrity, Quality, Trust, Focus on Consumers, Teamwork, Sustainable Growth, Diversity & Inclusion

+91-9967067419 [www.appsynergies.com](http://www.appsynergies.com/)

+44-7544802667 [info@appsynergies.com](mailto:info@appsynergies.com)

# Supporting SPOC Details:

AppSynergies Pvt Ltd,

D-1602, Orchid Suburbia, Link Road,

Kandivali West Mumbai 400067



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Details** | **Name** | **Designation** | **Contact No** | **Email id** |
| Project Sponsor/ Client’s Detail | <<Client Name>> | <<Designation>> | <<Client Number>> | <<Client Email>> |
| Appsynergies Founder | Ishan Soni | CEO & Founder |  | [ishan@appsynergies.com](mailto:ishan@appsynergies.com) |
| Appsynergies SPOC | Sneha Shukla | HR & Legal Head |  | [info@appsynergies.com](mailto:info@appsynergies.com) |
| Technical SPOC | Mounika D | Digital Marketing | +91-6304 668 422 | [mounika.devarapalem@appsynergies.com](mailto:mounika.devarapalem@appsynergies.com) |
| Technical SPOC | Hardik Vij | Development Manager | +91 8588099741 | [hardik.vij@appsynergies.com](mailto:hardik.vij@appsynergies.com) |

# Mutually Agreed Points by Both the Parties:

Please specify if any: N/A

# Why Choose Us?

Everyone wants to excel in every aspect of their business, which means they will need to take advantage of the best technological tools available too to gain an edge over their competitors. That’s why **AppSynergies Pvt Ltd** provides a customized solution to maximize efficiency and security, minimize cost, and achieve unique goals. Our expertise, resources, and attention to detail make us the ideal choice to meet client expectations. We’ll bring the following strengths to our work for all of our clients:

* **Best IT professionals Team** *–* Everyone we hire brings a wealth of IT experience to the table. This real-world knowledge gives us a unique perspective on the strategies that work to provide the best possible solutions for our clients.
* **Creates a 100% custom solution for any problem** – Our team provides a 100% unique solution to fit your specific IT needs. We won't design a new infrastructure from scratch; we'll take the system you have now and find cost- effective ways to make it more capable and secure.
* **We take a holistic approach to IT and security** *–* We embrace a collaborative approach to meet your IT needs. That means we’ll work with

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you to get your input about business goals, special concerns, and how you envision your business in the future. We’ll turn that input into a capable, cost- effective system that can grow with you.

# AppSynergies Consultancy Services:

* App development with Flutter
* Native Android app development
* Native iOS app development
* Website development Mac, Windows & Linux software development
* UI UX Designs for websites & apps
* AI ML-related software development
* Digital Marketing Services

# Pricing Details:

|  |  |  |
| --- | --- | --- |
| **Description** | **Amount (INR)** | **Expected Outcomes** |
|  |  | * Understanding the business |
| * **Strategy - Research & Plan Schedule for Meta & Google Ads** | Rs 15,000 /- | * Type of Content * Hashtags * Captions |
|  |  | * Target Audience |
|  |  | * Interest & Behavior |
| * **Social Media Channels (Meta & Google):** * Optimizations * Integrations with Heropost / Manual Timeline Posting on Story & Feed | Rs 4,000 /- |  |
| * **Creative Posts:** * Content Calendar * Content Research (hashtag, audience, captions) * Design Creatives (10 posts – All 5 Sizes) | Rs 5,000 /- |  |

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|  |  |  |
| --- | --- | --- |
|  |  |  |
| * **Paid Ads - Lead Generation on:** * Admin cost to run & manage ads | Rs 5,000/- | * Generate Quality App Installs / Leads based on the target audience & location. * No of Installs / Leads may Vary as per the industry & strategy |
| * **Monthly Maintenance & Reporting Fee for (Meta & Google):** * Social media channels * Marketing Ad Accounts | Rs 5,000/- Rs 5,000/- |  |

**Note\*\*:**

**For Paid Ads, amount will be owned by you and it has to be paid upfront by start of every month.**

**Payment Method:**

**AppSynergies Pvt Ltd accepts the following payment methods:**

* Bank transfer
* Credit card and debit cards
* Online Transfer (Gpay or Paytm)

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# Payment Schedule:

AppSynergies Pvt Ltd,

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|  |  |  |
| --- | --- | --- |
| **Sr No.** | **Schedule** | **Amount** |
| 1 | * **First installment**:   + Clients only need to pay for the prices:     - Marketing Strategy     - Social Media Channels Optimization & Timeline posting * **Total Amount: Total cost + GST (18%)** | Rs 15,000 /-  Rs 4,000 /-  Rs. 3,420 /- (18% GST)  **Rs 22,420 /-** |
| 2 | * **Second installment**: * Clients only need to pay for the prices:   + 10 Creative Posts in 5 Sizes   + Paid Ads Admin Costs   + Monthly Maintenance + Reporting   **Total Amount: Total cost + GST (18%)** | Rs 5,000 /-  Rs 5,000 /-  Rs 10,000 /-  Rs. 3,600 /- (18% GST)  **Rs 23,600 /-** |
| 3 | * **Recurring Cost (After 1st Month)**: * Clients only needs to pay for applicable recurring cost after 1st month if they want to continue:   + Creative Posts   + Paid Ads Admin Costs   + Monthly Maintenance + Reporting * **Total Amount: Total cost + GST (18%)** | Rs 5,000 /-  Rs 5,000 /-  Rs 10,000 /-  Rs. 3,600 /- (18% GST)  **Rs 23,600 /-** |

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# Next Steps:

AppSynergies Pvt Ltd,

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Our proposal is valid for 10 days. To take advantage of this proposal and proceed with the project as outlined, Next steps must be to:

* Accept the proposal as-is
* Discuss desired changes with AppSynergies Pvt Ltd
* Finalize and sign the contract
* Submit an initial payment as mentioned in the payment schedule section (Not Applicable for Trial)

Once completed, AppSynergies Pvt Ltd will contact you to schedule a project launch meeting to make introductions and gather information before beginning the work.

We’re happy to make changes to the project scope on your request at any time but this may be subject to additional billing.

Payment Schedule: the amount must be paid upfront at the start of every month which is on or before 3rd of every month.

**Client Responsibilities:** The client agrees to provide necessary information and cooperation essential for the service delivery.

# Termination

* 1. **Cancellation:** Either party may terminate the services with a 30-day written notice.
  2. **Outstanding Payments:** In case of termination, any outstanding payments for the ongoing month must be settled.

**Confidential Information:** Both parties agree to keep all confidential information received during the collaboration confidential.

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**Governing Law - Jurisdiction:** This agreement shall be governed by and construed in accordance with the laws of [Your Jurisdiction]. - Mention Mumbai, Maharashtra, India.

By availing our services, you agree to these terms and conditions. We look forward to working with you

# This proposal shall be valid until 20/03/2024.

**Feel free to reach out to us at** [**info@appsynergies.com**](mailto:info@appsynergies.com) **or +91- 9967067419 for any questions.**

**Signature Details:**

|  |
| --- |
| <<Signature>> |

Sneha Shukla

|  |  |
| --- | --- |
| <<Client Name>> | Sneha Shukla |
| <<Date>> | <<Date>> |

## We look forward to doing business with you.

**Thank You, Team AppSynergies**

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