

DODONG CONSULTANCY SERVICES





Registration No. : OSP/SP/00482



Micro, Small & Medium Enterprises Department
Government of Odisha

CERTIFICATE OF RECOGNITION

This is to certify that **DODONG PRIVATE LIMITED** incorporated as a **Private Limited** vide no. **U74999OR2019PTC031699** dated **18-09-2019**, as per MCA21 portal is recognised as a '**Startup**' under the Odisha Startup Policy - 2016.

Date of Issue: 22-10-2019

Place of Issue: Bhubaneswar, Odisha

The certificate shall only be valid for the entity:

- Up to 7 years and 10 years in case of biotechnology from the date of its incorporation; and
- If its turnover for any of these 7 financial years does not exceed Rupees 25 crores.

Note:

- Authorities accepting this Certificate may check its validity on the Startup Odisha portal (www.startupodisha.gov.in)
- This is a system generated certificate and hence does not require physical signature



Institute of Entrepreneurship Development
& Startup Secretariat, Odisha
Sector-A, Zone-A, Plot no-123,
Mancheswar Industrial Estate,
Bhubaneswar-751010.



Certificate No.: DIPP46568

Department for Promotion of Industry and Internal Trade
Ministry of Commerce & Industry
Government of India

CERTIFICATE OF RECOGNITION

Department for Promotion of Industry and Internal Trade

This is to certify that **DODONG PRIVATE LIMITED** incorporated/ registered as a **Private Limited Company** on **18-09-2019**, is recognized as a startup by the Department for Promotion of Industry and Internal Trade.

Date of Issue: 01-10-2019

Place of Issue: New Delhi

The certificate shall only be valid for the entity:

- Up to ten years from the date of its incorporation/ registration and
- If its turnover for any of the financial years since incorporation/ registration has not exceeded Rs. 100 crores.

Note:

- Authorities accepting this Certificate may check its validity on the Startup India portal (<https://www.startupindia.gov.in/>)
- This certificate is not the Certificate issued by the Inter Ministerial Board and is NOT VALID for availing Tax benefits
- This is a system generated certificate and hence does not require physical signature
- If such recognition is found to have been obtained without uploading the relevant documents or on the basis of false information, DPIIT reserves the right to revoke the recognition certificate immediately without any prior notice or reason.

ABOUT US

LEADING THE WAY IN DIGITAL TRANSFORMATION

DCS, an innovative and visionary Indian multinational corporation, is dedicated to setting new industry standards and becoming a global market leader in providing comprehensive information technology (IT) solutions, consulting services, digital marketing strategies, and business process outsourcing (BPO) solutions. With an unwavering commitment to excellence, DCS is focused on achieving world-class status and securing a position among the top five leading enterprises worldwide.

- DCS serves a diverse range of clients across the globe, from large enterprises to burgeoning small and medium-sized businesses. Leveraging our robust global delivery model and a strong presence in multiple countries, DCS stands fully equipped to deliver efficient and timely services to clients across diverse geographies and industries.
- Our commitment to achieve a top-five global leadership position in the industry is not just a business goal; it's a mission that drives every project, every partnership, and every initiative at DCS. Our relentless pursuit of innovation, coupled with a deep commitment to customer success, ensures that we not only meet but exceed our clients' expectations. The DCS team is united in our vision to elevate the world of IT services, consulting, digital marketing, and BPO services to unprecedented heights, providing unparalleled value to our esteemed clients and contributing to the broader global economy.
- As we continue to create and deploy state-of-the-art solutions, we remain dedicated to our mission of technological advancement, industry leadership, and exceptional service delivery. With every project and every client, we strive to reinforce our position as a pioneering and world-class service provider, setting new standards of excellence, driving innovation, and shaping the future of the digital world.
- At DCS, we believe in the power of technology to transform businesses, industries, and the world at large. We are excited about the future and the opportunity to continue to grow, innovate, and lead in the global market. We invite you to join us on this journey as we aim to become one of the world's top five IT services and consulting companies, setting new standards for service quality, innovation, and customer satisfaction.

Team Structure for DCS

An Innovative and Visionary Indian Multinational Corporation

Executive Leadership Team	Business Units	Support Functions
<ul style="list-style-type: none"> ▪ CEO ▪ CFO ▪ CTO ▪ CMO ▪ CHRO 	<ul style="list-style-type: none"> ▪ IT Solutions Division: VP of IT Solutions, Sales Team, Solution Architects, Project Managers, Software Development Team, Infrastructure Team ▪ Consulting Services Division <ul style="list-style-type: none"> - VP of Consulting Services, Business Consultants, SMEs, Project Consultants, Data Analysts ▪ Digital Marketing Division <ul style="list-style-type: none"> - VP of Digital Marketing, Digital Marketing Managers, Creative Team, Analytics Team, Social Media Team ▪ BPO Division <ul style="list-style-type: none"> - VP of BPO, Operations Managers, Customer Service Representatives, Data Entry Specialists, Quality Assurance Team 	<ul style="list-style-type: none"> ▪ Finance and Accounting, Human Resources, Legal and Compliance, IT Support, Administration

THIS CONCISE TEAM STRUCTURE ENABLES DCS TO EXCEL IN IT SOLUTIONS, CONSULTING SERVICES, DIGITAL MARKETING, AND BPO, WITH EFFECTIVE LEADERSHIP AND SUPPORT FUNCTIONS

What makes us different

DCS can set itself apart through several distinguishing factors

1

Specialized Services

DCS can differentiate itself by offering highly specialized services in specific areas of IT solutions, consulting, digital marketing, and BPO services. This specialization allows DCS to provide in-depth expertise and customized solutions tailored to meet the unique needs of its clients.

2

Industry Focus

DCS can target specific industries or market segments and position itself as an expert in catering to their specific requirements. By understanding the specific challenges and opportunities within these industries, DCS can offer tailored solutions that address their unique pain points.

3

Innovation and Vision

DCS can establish itself as an innovative and visionary company by leveraging cutting-edge technologies, adopting emerging trends, and staying ahead of the curve. By continuously pushing the boundaries of what is possible, DCS can offer groundbreaking solutions that give it a competitive edge.

4

Global Market Leadership

DCS can differentiate itself by focusing on becoming a global market leader. By setting ambitious goals and striving for excellence, DCS can position itself as a top-tier player in the industry, offering unparalleled services and solutions on a global scale.

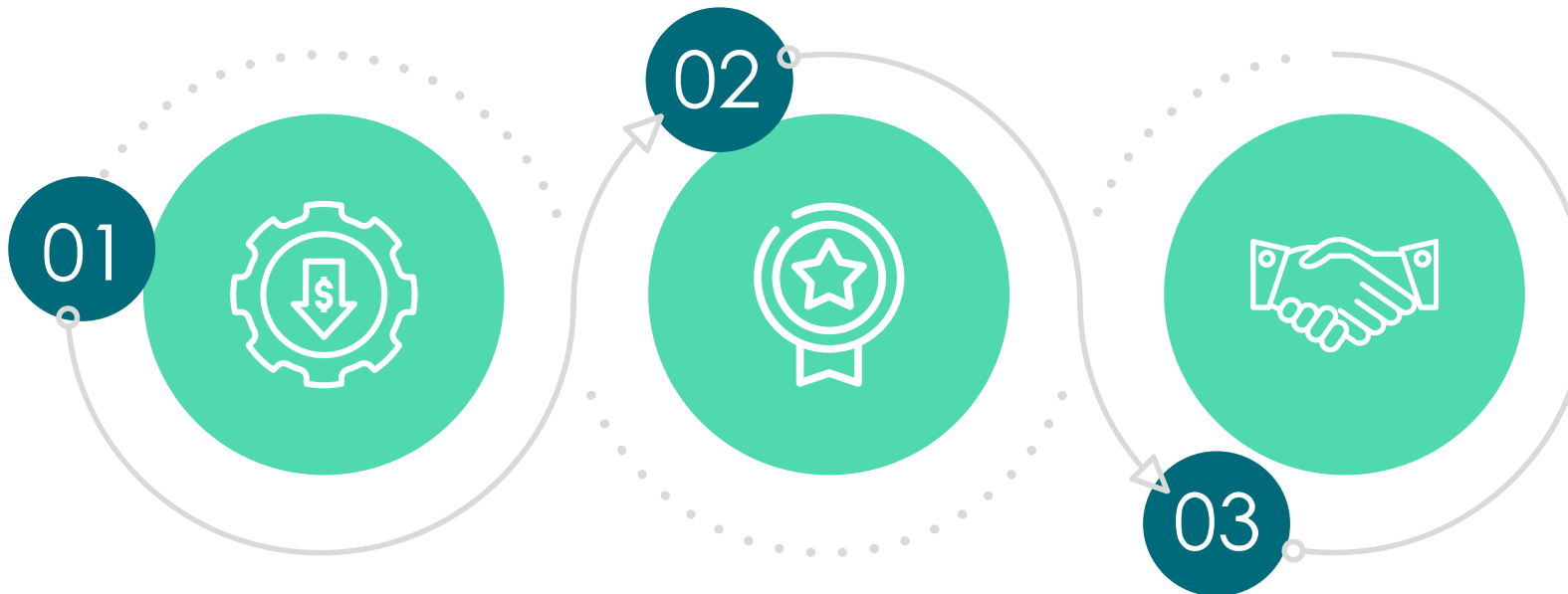
5

Holistic Approach

DCS can provide a holistic approach to its services, integrating IT solutions, consulting services, digital marketing strategies, and BPO solutions seamlessly. This integrated approach allows DCS to offer comprehensive end-to-end solutions, making it a one-stop destination for clients looking for a complete suite of services.

BY LEVERAGING THESE UNIQUE ASPECTS, DCS CAN DISTINGUISH ITSELF FROM COMPETITORS LIKE TCS AND ESTABLISH A STRONG PRESENCE IN THE MARKET

PRICE AND QUALITY EQUILIBRIUM



We offer high-quality and cost-effective software development services.

Delivering offshore software development services recognized by the best quality, timeliness and creativity at prices considerably lower than those onshore or nearshore

We help our clients to extremely reduce the costs of IT-development



EASY COMMUNICATION AND CONVENIENT TIME ZONE

We are easy to communicate with all our specialists have good command of written and spoken English.



Another benefit is our time zone which is very close to European time and is convenient to work

SERVICES & SOLUTIONS (1/2)

Unparalleled IT Services

DCS stands out for its exceptional IT services, covering a broad spectrum of offerings that encompass application development, maintenance, and support. Leveraging our diverse team of experts, we collaborate closely with clients to design, develop, and manage software applications that perfectly align with their unique business needs. Our comprehensive range of services includes custom application development, seamless system integration, rigorous testing and quality assurance, and efficient infrastructure management, all delivered with an unwavering focus on excellence.

Visionary Consulting Services

DCS's consulting services are designed to empower organizations to embark on transformative journeys, enhance operational efficiency, and achieve strategic objectives. Our team of highly skilled consultants possesses deep industry knowledge and expertise in areas such as digital transformation, business strategy, technology advisory, enterprise architecture, and process optimization. By partnering with DCS, clients gain access to cutting-edge insights and innovative solutions that position them at the forefront of their industries.

Integrated Digital Marketing

DCS takes digital marketing to new heights, offering fully integrated strategies that help clients connect with their target audiences, drive brand awareness, and achieve tangible business results. Our digital marketing services encompass a comprehensive suite of solutions, including search engine optimization (SEO), social media marketing, content marketing, email marketing, online advertising, and advanced analytics. With a data-driven approach and a deep understanding of evolving consumer trends, DCS crafts tailored strategies that maximize online presence and deliver exceptional returns on investment.

SERVICES & SOLUTIONS (2/2)

Streamlined Business Process Outsourcing

DCS's BPO services are designed to streamline and optimize clients' operational processes, enabling them to focus on core business activities while we handle critical support functions. Our BPO solutions cover a wide range of areas, including finance and accounting outsourcing, human resources outsourcing, procurement, supply chain management, and customer support. By partnering with DCS, clients benefit from our industry-leading expertise, streamlined workflows, and robust technology infrastructure, resulting in enhanced operational efficiency and cost savings.

Leaders in Digital Transformation

At DCS, we are at the forefront of digital transformation, leveraging cutting-edge technologies to help clients embrace the digital era and drive innovation. Our comprehensive suite of services includes cloud computing, artificial intelligence (AI), machine learning, Internet of Things (IoT), data analytics, blockchain, and cybersecurity. By harnessing the power of these emerging technologies, DCS empowers clients to reimagine their business models, optimize processes, and unlock new opportunities for growth and success.

Tailored Industry-Specific Solutions

DCS's commitment to excellence extends to developing tailored solutions for a wide range of industries, ensuring a competitive edge in sectors such as technology, e-commerce, transportation, entertainment, hospitality, education, banking and financial services, insurance, healthcare, retail, manufacturing, telecommunications, and energy. Through a deep understanding of industry-specific challenges and opportunities, we design and deploy solutions that address unique pain points, enhance operational efficiency, and foster sustainable growth. Our industry expertise, combined with our technical prowess, positions DCS as a trusted partner in driving industry-wide advancements and staying ahead in today's rapidly evolving market.

PROCESS & APPROACH



QUALITY MANAGEMENT



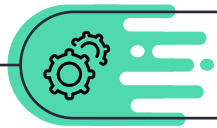
DCS' Quality Management System is a complex set of engineering and managerial activities that ensures the delivery of high quality software through the entire workflow



DCS has always taken an uncompromising position in respect to quality.



The experiences from the project are ploughed back to refine the process. Continuous improvements help us meet milestones with no compromise on quality.



ENGAGEMENT MODELS



FIXED PRICE MODEL



MAINTENANCE MODEL



DCS engages its clients in various flexible ways using our refined engagement models to manage client requirements that could be one time or ongoing multi-year projects.

DCS

SOCIAL MEDIA MANAGEMENT



WHY US?



Dodong Consultancy Services, A digital marketing company in India has a record of helping businesses across the globe. Our marketing services are recognized and recommended by many businesses in the industry. We follow tried and tested step by step digital marketing plan to provide our clients with top-notch services in

digital marketing. Check the below-mentioned points to know what you get when you hire us as your digital marketing agency.

1. MUCH NEEDED EXPERIENCE :

Our digital marketers at Dodong Consultancy Services have helped many businesses worldwide. By working for these businesses we as a team have grown exponentially and we had plenty of experience by working with these businesses.





2. ADVANCED INDUSTRY TOOLS :

We at Dodong Consultancy Services have access to many different tools for digital marketing, to provide top-quality service at very reasonable charges. We have access to SEO tools, Google Ads and Social Media Management tools to monitor, optimize and campaign reporting.

3. DEDICATED TEAM :

We have expert digital marketers from the industry with proven technical and management skills to help your business grow and touch the sky.



BENEFITS

1. INCREASED BRAND AWARENESS :

Social Media Management is one of the most cost-efficient digital marketing methods used to syndicate content and increases your business' visibility.



2. GENERATE A CONVERSATION AROUND YOUR BRAND :

A strong social media marketing strategy will generate conversation about your brand, products, and partners.



3. HIGHER CONVERSION RATES:

With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic.





4. IMPROVED BRAND LOYALTY:

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them.

5. TELL YOUR BRAND'S STORY:

Using social media is a great way to share your brand's mission and share stories. Effective stories can have a great impact on your brand's image.



FACEBOOK & INSTAGRAM MANAGEMENT

ACTIVITY	SILVER	GOLD	PLATINUM
Image Creation Unique Content Creation (Caption) Hashtag Creation	6	11	21
Video Creation (upto 30 sec)	1	2	4
Gif Creation	1	2	4
2D/Whiteboard/live action (upto 2 min) - Conceptulizing - Script Writing - Voice Over - Production - Royelty Free Backgroud Music	0	0	1
Page creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook cover and profile creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Profile/ Page optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bio writing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Engagement strategy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Stories creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post per week	4	7	7
Post sharing in groups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Review posting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video posting (provided by client)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Page monitoring	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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FACEBOOK & INSTAGRAM MANAGEMENT

ACTIVITY	SILVER	GOLD	PLATINUM
Tabs creation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Call to action button creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Influencer Research	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Creation Of FB Polls/Quiz	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IGTV/Reel Upload (Video provide by client)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Responding to comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outreach with influencers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Image tagging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Responding to comments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Insights monitoring	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Competitor Analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Facebook & Instagram are referred as single platform (In charges)

LINKEDIN MANAGEMENT

ACTIVITY	SILVER	GOLD	PLATINUM
Image Creation Unique Content Creation (Caption) Hashtag Creation	6	11	21
Video Creation (upto 30 sec)	1	2	4
Gif Creation	1	2	4
2D/Whiteboard/live action (upto 2 min) - Conceptulizing - Script Writing - Voice Over - Production - Royelty Free Backgroud Music	0	0	1
Profile & cover creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Profile optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company page creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Competitors analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video posting per month (Provided by client)	6	9	9
Creation of showcase page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invite connection to like your page	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Responding to comments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Relevant group joining	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sharing in groups	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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YOUTUBE MANAGEMENT

ACTIVITY	SILVER	GOLD	PLATINUM
Image Creation Unique Content Creation (Caption) Hashtag Creation	6	11	21
Video Creation (upto 30 sec)	1	2	4
Gif Creation	1	2	4
2D/Whiteboard/live action (upto 2 min) - Conceptulizing - Script Writing - Voice Over - Production - Royelty Free Backgroud Music	0	0	1
Channel & cover creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video optimization (Video provided by client)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Thumbnail creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keyword research	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Youtube status posting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
End screen cards creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information cards creation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video tags creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Playlist creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video creation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Youtube analytics monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Competitors analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video backlinks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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TWITTER MANAGEMENT

Activity	Silver	Gold	Platinum
Image Creation Unique Content Creation (Caption) Hashtag Creation	6	11	21
Video Creation (upto 30 sec)	1	2	4
Gif Creation	1	2	4
2D/Whiteboard/live action (upto 2 min) - Conceptulizing - Script Writing - Voice Over - Production - Royelty Free Backgroud Music	0	0	1
Profile creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Background picture creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tweets per week	6	9	9
Retweets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
List creation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Active in trending hashtag	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Creation of poll	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Following industry related people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Creation of moments	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Twitter analytics monitoring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

PINTEREST MANAGEMENT

ACTIVITY	SILVER	GOLD	PLATINUM
Image Creation Unique Content Creation (Caption) Hashtag Creation	6	11	21
Video Creation (upto 30 sec)	1	2	4
Gif Creation	1	2	4
2D/Whiteboard/live action (upto 2 min) - Conceptulizing - Script Writing - Voice Over - Production - Royelty Free Backgroud Music	0	0	1
Profile creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Board creation	4	6	6
Content creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Posting per week	5	7	7
Business account creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly visitors analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Follow relevant account and boards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inviting relevant pinners on board	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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GOOGLE MY BUSINESS

ACTIVITY	SILVER	GOLD	PLATINUM
Image Creation Unique Content Creation (Caption) Hashtag Creation	6	11	21
Video Creation (upto 30 sec)	1	2	4
Gif Creation	1	2	4
2D/Whiteboard/live action (upto 2 min) - Conceptulizing - Script Writing - Voice Over - Production - Royelty Free Backgroud Music	0	0	1
GMB Setup & Verification	✓	✓	✓
Google My Business Optimization	✓	✓	✓
Set up Q & A services	✓	✓	✓
Add Photos and Videos to Listing	✓	✓	✓
Add Product & Service	✓	✓	✓
Update for Holiday Hours	✓	✓	✓
Competition Category Research	✓	✓	✓
Insights Report	✓	✓	✓

Google My Business Management will be given beneficiary with the purchase of any platform

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PACKAGES

NO. OF PLATFORM	SILVER	GOLD	PLATINUM
1	14,999	18,999	27,999
2	20,999	24,999	33,999
3	24,999	28,999	37,999
4	26,999	31,999	39,999
5	34,999	38,999	47,999

The logo for DCS, featuring the letters 'DCS' in a bold, sans-serif font. The 'D' and 'S' are dark blue, and the 'C' is a light green color. The logo is set against a white rectangular background.

A/10, Ashok Nagar,
Bhubaneswar, Odisha, India



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