EKOVITS

Your tech partner for a smarter future!

Company Portfolio

www.ekovits.com

About Us

EKOVITS is a dynamic IT solutions company born from the merger of two industry leaders: **Balkrishna Holidays India** and **Avanya IT Solutions**. Leveraging the combined expertise and experience of these founding companies, **EKOVITS** has emerged as a trusted partner for start-up's seeking innovative and comprehensive IT support.

Founded in 2016, **Balkrishna Holidays India** brought a strong foundation in the travel and hospitality industry. This expertise has been invaluable in understanding the unique IT needs of businesses operating in diverse sectors.

Avanya IT Solutions, established in 2019 with a US-centric focus, contributed a deep understanding of global IT trends and best practices. Their experience in delivering cutting-edge solutions has positioned **EKOVITS** as a forward-thinking technology provider.

We at **EKOVITS** offers a comprehensive suite of IT services tailored to the specific requirements of start-up's. Our offerings range from robust IT infrastructure support to advanced digital marketing solutions, including SEO, SEM, and Business Process Services (BPS).

By combining our deep industry knowledge with a commitment to technological excellence, **EKOVITS** is dedicated to empowering start-up's to achieve their full potential in today's competitive landscape.

Mission

EKOVITS is committed to empowering businesses of all sizes to achieve their full potential through innovative and reliable IT solutions. We strive to be the go-to partner for start-up's and established enterprises seeking exceptional Web Development, Business Process Services (BPS), Business Outsourcing, and Sales Development Support. Our mission is to deliver cutting-edge technology, personalized service, and measurable results that drive growth and success.

Vision

EKOVITS envisions a world where businesses can thrive in the digital age without the complexities of IT management. We aim to be the industry leader in providing comprehensive and scalable IT solutions that enable our clients to focus on their core competencies. By fostering long-term partnerships and delivering exceptional value, we aspire to become the trusted technology advisor for businesses worldwide.

IT Consulting & Services

Web Development Services & Support

Web Development and CMS:

•**Custom Website Development:** We specialize in crafting unique, responsive websites tailored to your specific needs and goals.
•**E-commerce Solutions:** Build robust online stores with seamless checkout processes, secure payment gateways, and inventory management.
•**Web Application Development:** Develop custom web applications to streamline business processes, automate tasks, and enhance efficiency.
•**WordPress Development:** Leverage the power of WordPress to create dynamic and user-friendly websites.
•**Mobile-First Design:** Ensure your website looks great and functions flawlessly on all devices, from smartphones to tablets.

Key Features:

Industry specific Customizations (e.g. E-Commerce, Online Booking System etc.) , Responsive Design, User-friendly Interfaces, SEO Optimized, Content Management (CMS) And Integrated SSL Certificates and Security compliant.

Digital Marketing Services

Search Engine Optimization (SEO):

- **Keyword Research:** Identifying relevant keywords and phrases that align with your target audience's search intent.
- **On-Page Optimization:** Optimizing website content, structure, and metadata to improve search engine rankings.
- **Technical SEO:** Ensuring your website is technically sound and accessible to search engines.
- **Local SEO:** Optimizing your online presence for local search results.

Search Engine Marketing (SEM):

- **Pay-Per-Click (PPC) Advertising:** Creating and managing targeted PPC campaigns on platforms like Google Ads and Bing Ads.
- **Ad Copy Development:** Writing compelling ad copy that attracts clicks and converts visitors into customers.
- **Landing Page Optimization:** Designing and optimizing landing pages to capture leads and drive conversions.

Email Solutions & Support

Email System Selection and Implementation:

Needs Assessment: Evaluating business specific email requirements, including user count, storage needs, and desired features.
Solution Recommendation: Selecting the most suitable email solution (Google Workspace or Microsoft 365) based on your needs and budget.
Implementation: Providing a seamless implementation process, including user training and data migration.

Email Management and Support:

Email Administration: Managing email accounts, distribution lists, and permissions.
Technical Support: Providing prompt and efficient technical support for email-related issues.
Email Security & Compliance: Ensuring the confidentiality of sensitive data through encryption and support for Threat Protection and helping to comply data regulations (e.g. GDPR, CCPA)
User Training: Offering training sessions to help your employees maximize the benefits of their chosen email solution.

Managed Hosting & Cloud Services

Cloud Services:

Flexible and Scalable: Leverage the power of Amazon Web Services (AWS) , GCP Or Azure to build and deploy applications in the cloud.

Wide Range of Services: Access a vast array of cloud-based services, including compute, storage, networking, databases, and more.

Pay-as-You-Go Pricing: Only pay for the resources you use, making a cost-effective solution.

Global Infrastructure: Benefit from AWS, Azure and GCP extensive global network of data centres for low latency and high availability.

Innovation: Stay ahead of the curve with Clouds and continuous innovation and new service offerings.

Benefits of Our Managed Hosting and Cloud Services:

Improved Performance: Experience faster load times and reduced downtime.
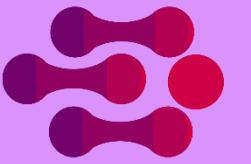
Enhanced Security: Protect your data and applications from threats with our robust security measures.

Increased Scalability: Easily scale your infrastructure to meet changing demands.

Cost-Effectiveness: Optimize your IT spending with flexible pricing models and efficient resource utilization.

Focus on Core Business: Let us handle the complexities of hosting and cloud infrastructure, allowing you to focus on your core business.

Our Approach For Start Up's

At **KOVITS**, we understand the unique challenges and opportunities faced by start-ups.

Our approach is tailored to help you achieve rapid growth and establish a strong online presence.

1. **Strategic Planning**

Goal Setting: We work closely with you to define clear objectives and measureable KPIs.
Target Audience Analysis: We identify your ideal customers and their online behaviour.
Competitive Analysis: We assess your competitors' strengths and weaknesses to identify opportunities.

2. **Start-up-Specific Focus:**

Rapid Growth: We prioritize strategies that drive rapid growth and scale.
Limited Resources: We optimize our approach to work within your budget and resource constraints.
Adaptability: We are flexible and adaptable to changing market conditions.
Innovation: We encourage innovation and experimentation to find what works best for your start-up.

3. **Ongoing Support and Optimization**

Regular Reporting: We provide detailed reports on your campaign performance.
Continuous Optimization: We continually refine your strategy based on data and insights.
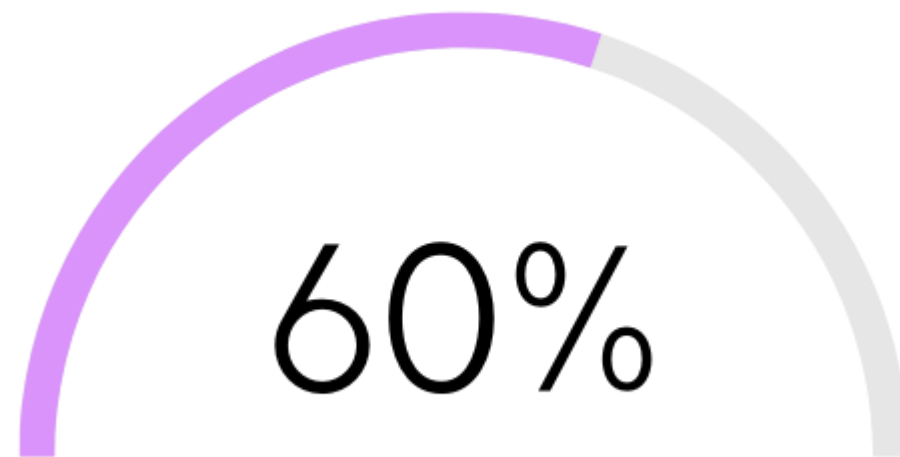**Customer Support:** Our dedicated support team is always available to assist you.

By partnering with KOVITS, you can benefit from our expertise, resources, and commitment to helping start-up's succeed.
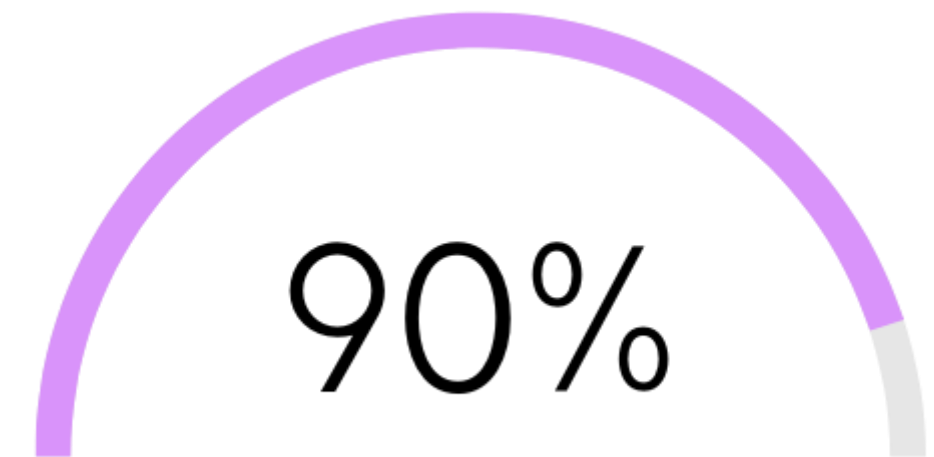
Why You Should Choose Us?

Our business offers reliable support. That's why we offer 24/7 technical assistance from our skilled engineers.

60%

Focus on Infrastructure for Start Us to help them grow

Ratings 4.5 out of 5

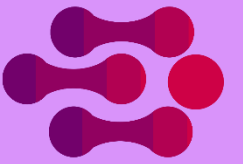99.5% Server Up time

90%

Cost Optimization for Start Up's & Large Enterprises

The future belongs to those who believe in the beauty of their dreams.

ELEANOR ROOSEVELT

Our Team
& Verticals

Pushkar Dharma

Technical Head
Managed Services

Sumit Joshi

Business Analyst
Client Servicing

Swapnil Hiwale

Vice President
Client Servicing

Rasika Deshpande

Senior Marketing Analyst
Managed Services

EKOVITS

Now Part of - Balkrishna Holidays India OPC Pvt Ltd

Contact Us

📞 +917588800770 | 9604429272

🌐 www.ekovits.com | www.ekovits.in

✉️ hello@ekovits.com | ekovitech@gmail.com

📍 Pune, Maharashtra, India, 411052.

THANK YOU