

MCA WORLDWIDE PR & MARKETING

MCA Worldwide PR company in India, with a focused approach towards enabling early stage businesses to gain traction and visibility in both, traditional and digital media. Having served leading brands from varied verticals including market leaders we have been instrumental in delivering the desired Brand value and recall to the corporations.



Being one of the most preferred agency for Public Relations services, we help enterprises in creating a well-defined niche for themselves, with our practical and measurable integrated communications programs.

Our extensive network and capable team of PR experts has added to the market strength our clients.
Delivered a wide gamut of branding Ideas with strategies alongside PR campaigns.



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We make sure we never miss the target media, the messaging is crisp and clear, and offer full support to make the event a success.



What follows is post event evaluations and great coverage.



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COMMUNICATION OBJECTIVES

- Establish awareness, recall, salience and favourable disposition especially on the brand promise of transparency and honesty.
- Establish a thought and brand leader in India's industry service provider category.
- Identify and pitch the story in relevant and prominent awards / recognition platforms.
- Profile CEO as thought leader/ leaders in the industry segment

SCOPE OF WORK:

Music Culture and Art (MCA) is an Activation agency that Organizes Brand Tie-ups, events & activation.

We are known in the market as concert specialists and are also an in-house Agency for Lalbagh Raja Ganesh Festival. We been in this industry for over 9 years and our clients include HUL, Eveready, Nestle, LG and many more.

We, as a company are into all kinds of ATL & BTL, Conferences, Product Launches and roadshows - right from Concept Designing, setup to execution, you name it and we can do it all.

We design & execute Events & promotions for various segments of the market.

Our head office is in Mumbai and we work Pan India



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How MCA Worldwide Adds Value as a

Trusted
Advisor

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- Understand the business landscape to ideate and define a clear plan of action, with measurable objectives derived from the scope of work. Profiling / Communication documentation - Develop necessary documents like profiles, backgrounders, concept notes, pitch notes, media briefing book etc.
- Media Relations and Press Office support – Develop a media universe complement with appropriate planning and execution support for media-related activities like press conferences, press releases, media interactions, media roundtables/ events, profiling / interviews and guided participation in industry features, feature-tracking and proactive sourcing of byline opportunities

- Editorial and Content support – for Byline Opportunities as well as opinion articles on key topics pertaining to the industry/ segment. Identify potential speaking platforms and award opportunities
- Co-branding opportunities - Identify opportunities to collaborate with other brands,



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PR SERVICES



ONLINE MEDIA COVERAGES

YOURSTORY

Zvesta, a Gurugram-based proptech startup, has raised funding of \$5.5 million in Series A round from Hindustan Media Ventures Limited.

The startup said it will utilise the capital to build its brand and collaborative marketing for real estate aggregation across the country. Its primary focus is on building alliances and partnership across India, strengthening through its technology product.

Piyush Gupta, Group CFO, HT Media Limited, said,

"Zvesta's real estate search engine and the database on which they are working is laying a foundation for homeowners, buyers, sellers, renters, real estate agents, landlords, and property managers to discover and maintain vital information about homes, real estate, transactions, and home improvement."

FUNDING

[Funding alert] Proptech startup Zvesta raises \$5.5M from Hindustan Media Ventures

By [Sujata Sangwan](#)

February 19, 2020, Updated on: May 18, 2021, 2:14 PM GMT+5:30



Gurugram-based proptech startup Zvesta will utilise the funding to build its brand and collaborative marketing for real estate aggregation across India.

<https://yourstory.com/2020/02/funding-proptech-startup-zvesta-hindustan-media-ventures/amp>

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ONLINE MEDIA COVERAGES

Inc42

Gurugram-based proptech startup Zvesta, on Wednesday (February 19), announced that it has raised \$5.5 Mn from media company Hindustan Media Ventures.

With the recently raised funding, the company is planning to invest in brand building and collaborative marketing of real estate properties across the country. Zvesta also wants to focus on building pan-India partnerships with real estate builders and brokers.

<https://inc42.com/buzz/zvesta-bags-5-5-mn-from-hindustan-media-to-build-pan-india-presence/>

Zvesta Bags \$5.5 Mn From Hindustan Media To Build Pan-India Presence

19 Feb'20 | By Aman Rawat



- Zvesta is also planning to invest in brand building
- Zvesta was founded by Rajan Dang and Anushree Srivastava in 2015
- India's real estate sector is expected to reach \$1 Tn by 2030

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ONLINE MEDIA COVERAGES

ENTRACKR

Below is the summary of deals closed this week
BharatPe: Private equity firm Coattue has led \$75 million (Rs 535 crore) Series C round along with existing investor Ribbit Capital in BharatPe. The round could be an ongoing one and more capital may flow to the company's coffers.

Swiggy: Food delivery major Swiggy has raised Rs 805 crore (\$113.3 million) in Series I round led by South African multinational Internet Group Naspers, which alone has invested Rs 712 crore (\$100 million). Existing investors Hadley Harbour Master Investments and Meituan have also participated in the round.

Whatfix: Digital guidance and engagement platform Whatfix has secured \$32 million in a Series C round led by Sequoia Capital India. Existing investors: Eight Roads Ventures, US-based sister fund F-Prime Capital, and Cisco Investments also participated.

<https://entrackr.com/2020/02/funding-in-indian-startups-this-week-17-feb-22-feb/>

Funding in Indian startups this week (17 Feb-22 Feb)

Team Entrackr February 22, 2020 Weekly Funding Report



This week 20 Indian startups raised funding, of which 18 received a total sum of about \$394 million. Among them, Swiggy raised the highest funding of about \$113 million followed by Unacademy, which raised \$110 million.

Meanwhile, funding for 2 of the total funded startups remained undisclosed.

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Business Standard

Fintso, the B2B2C wealthtech platform, has acquired WealthMagic – a SaaS provider in the wealth management space.

The specific financials of the deal remain undisclosed. Fintso said that it is a part-equity and part-cash deal.

The acquisition by Fintso is aimed at extending its platform to reach the next billion investors in India by equipping and providing multi-product solutions to the distributors who are key to this wave of financial inclusion.

https://www.business-standard.com/article/economy-policy/wealthtech-platform-fintso-buys-wealthmagic-in-part-equity-part-cash-deal-121110100519_1.html

Wealthtech platform Fintso buys WealthMagic in part-equity, part-cash deal

The combined entity will now cater to over 1.5 million retail investors with investments to the tune of Rs 1.4 trillion (\$20 billion) of assets



COVERAGE



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VCCiRCLE

Fintso, a B2BC wealth-tech platform, has announced the acquisition of WealthMagic -- a SaaS provider in the wealth management space.

Fintso stated that it is a part-equity and part-cash deal. However, the specific details of the deal remain undisclosed.

The acquisition by Fintso is aimed towards extending its platform to reach the next billion investors in India.

The combined entity will now cater to over 15 lakh retail investors.

<https://www.vccircle.com/wealth-tech-platform-fintso-acquires-saas-firm-wealthmagic-from-datacomp>

TMT

Wealth-tech platform Fintso acquires SaaS firm WealthMagic from Datacomp

By Kaushiki Chatterjee | 01 November, 2021



Photo Credit: Thinkstock

Fintso, a B2BC wealth-tech platform, has announced the acquisition of WealthMagic -- a SaaS provider in the wealth management space.

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THANK YOU