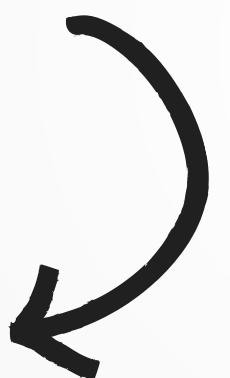




# "WELCOME TO UPGROW BHARAT"

"YOUR PARTNER IN DIGITAL  
TRANSFORMATION"

[WWW.UPGROWBHARAT.COM](http://WWW.UPGROWBHARAT.COM)





# COMPANY OVERVIEW

**UpGrow Bharat** is a dynamic **digital marketing agency founded in 2019** that aims to empower businesses across India with innovative digital strategies. We specialize in providing customized ideas that increase brand visibility, successfully engage audiences, and generate established outcomes.



# OUR VISION & MISSION

## Our Vision

“At UpGrow Bharat, our vision is to become the leading digital marketing agency, known for our creativity, excellence, and endless dedication to client success.”

## Our Mission

“Our mission is to help organizations of all sizes transform their digital presence by leveraging new methodologies and strategic insights. We want to be the drivers for our client's success in an increasingly competitive digital landscape.”



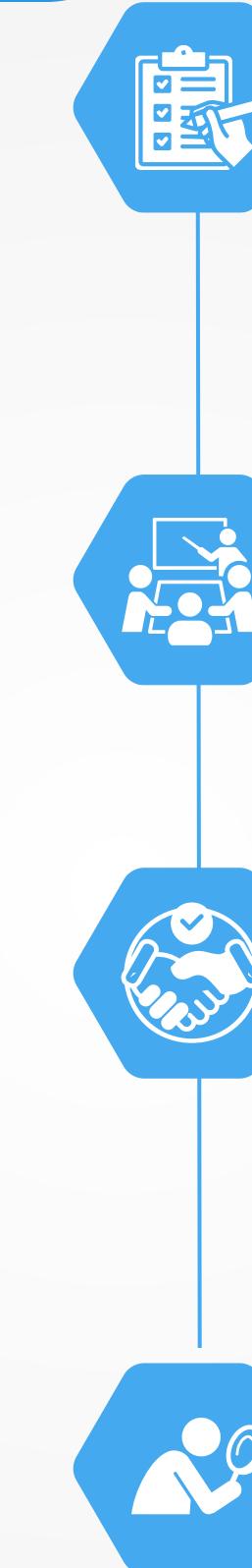
## LET GO OF OLD WAYS OF IT AND ADVERTISING

In the rapidly changing digital age, traditional IT and advertising methods are no longer sufficient. At UpGrow Bharat, we believe in embracing the future with innovative, data-driven approaches. It's time to let go of outdated practices and:

1.	Adopt Agile Marketing Strategies: Stay ahead of trends with flexible and responsive marketing plans that adapt to market changes in real time.
2.	Leverage Advanced Technologies: Utilize cutting-edge tools and platforms to optimize campaigns, analyze performance, and achieve better results.
3.	Engage Through Digital Channels: Reach your audience where they are most active —online. From social media to search engines, digital channels offer unparalleled engagement opportunities.
4.	Focus on Data-Driven Decisions: Make informed decisions based on comprehensive data analysis and insights, ensuring every marketing effort is strategically aligned with your business goals.



# OUR SERVICES & EXPERTISE



**ERP on Cloud –SAP ERP, Microsoft Dynamic 365, TallyERP, Busy ERP, MARG ERP, Custom CRM, Sale Force, Zoho & Data Analytics**

**Custom, Web, & Mobile Apps**

**Digital Marketing Branding, Content, Video and Infographics, SEO, Social Media Marketing, Google AdWords, YouTube Marketing**

**Cloud Infrastructure, Data Management, Google Cloud Platform (GCP), Amazon AWS, Microsoft Azure, VPS Server, Dedicated / Shared Server**

# OUR SERVICES & EXPERTISE



**BI /Data Analytics solution on Microsoft BI & QLIK View**

**Branding Services  
Logo, Brochure, Poster, Flyer design**

**Marketing Automation Solution**

**Strategic IT outsourcing (Temporary Staffing, Contract to Hire, Direct Placement, Project Based Staffing**

**Email Solutions: Business Email, Hybrid Mail, Zimbra Mail Solution, Google Workspace, Microsoft 365 Solution**



## 200+ CLIENTS

We aim to expand globally and welcome the chance to collaborate with ambitious clients, emerging markets, and aspiring technology aficionados.



### Technology Land Scape



Google Cloud





# Key Projects

WE DELIVER WHAT WE Promise.





# CASE STUDY-DATA INTEGRATION AND DATA ANALYTICS





## Club Mahindra Challenge

- Challenge: to increase the occupancy level of Club Mahindra hotels, motels, resorts, and holiday membership packages by over 10% in a span of 3 months.
- Huge data (in terabytes) from 3 sources (clear trip, trip advisor, hotelbooking.com) with information pertaining to properties, locations, current prices, and ratings were consumed, compared, processed and displayed to the customers who were on look for cheap and best hotel services and holiday membership packages online. This way customers could find the best resorts and memberships which could fit in their budgets, hence making them convinced to make the bookings.
- Technology used: Business Analytics and Data Integration Tool Stambia



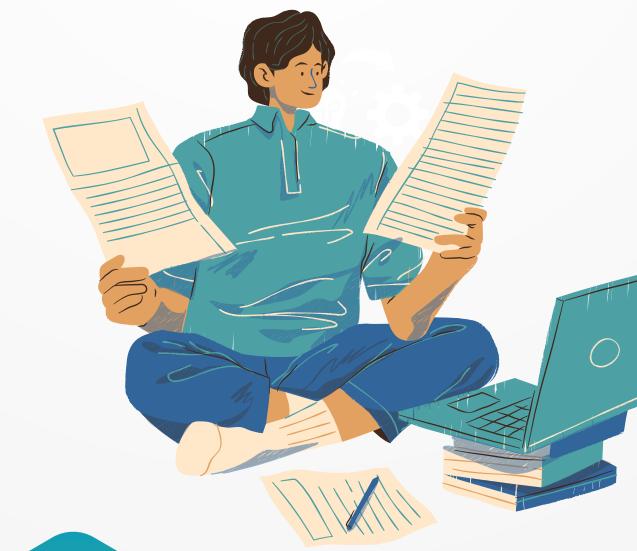


### EXIM Bank Thailand: A project of Artificial Intelligence and Data Analytics.

Real-time currency variation (Thai baht to Dollars) calculator created by consuming data from multiple input sources. This application was a government project that mainly intended to measure, monitor, and manage the currency value of Thai Baht against other international currencies like dollars on a real-time basis.



# CASE STUDY-WEB PORTAL AND MOBILE APPLICATION

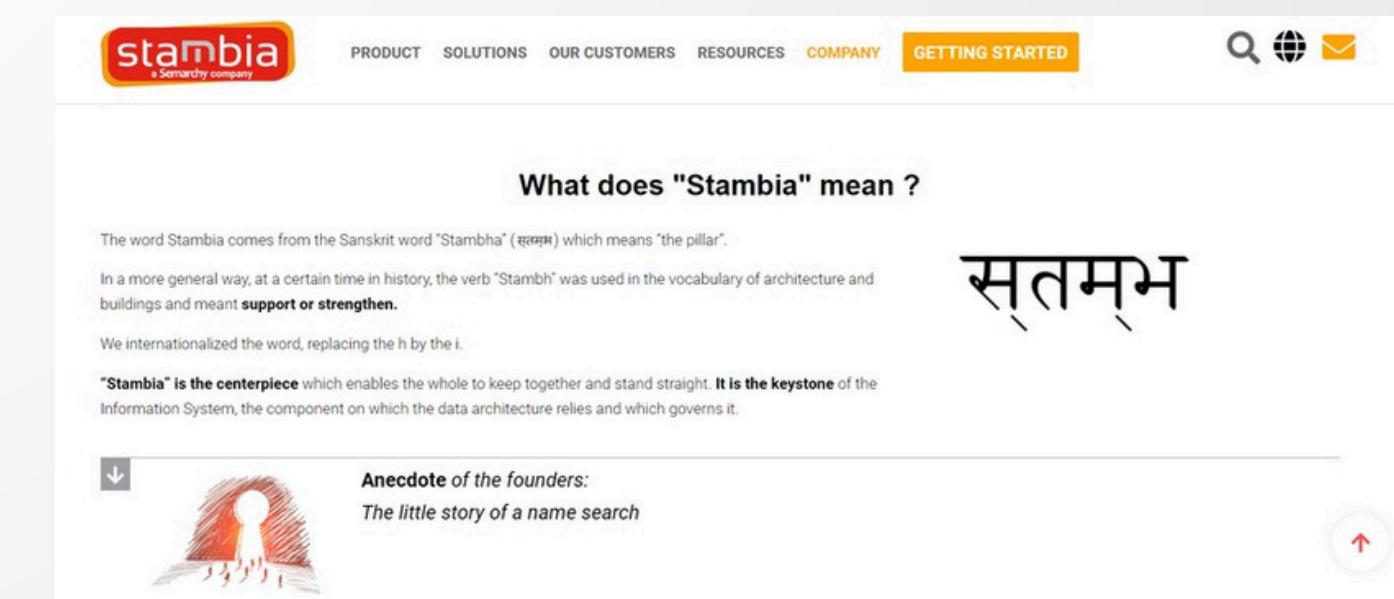




## Stambia -A data integration company

- Relationship: Stambia Promoter Mr. Febian Bruder has Known our CEO Mr. Ankur Chadha way back since 2008 From their association from Oracle days. Mr. Fabian and Mr. Ankur Chadha work closely on Large deals for Data Integration on Oracle data integrator (Synopsis ) a product acquired by Oracle from Mr. Febian Bruder. They work closely till 2010. In 2012 Mr.Febian launched a new product with close association with Mr. Ankur Chadha and even Mr. Chadha was instrumental in suggesting the name Stambia, Which is highlighted below and can be seen on the website. Since its inception Utkarshini Software is handling Web Portal and email Marketing
- Campaign for them. In 2012 till 2017 thecompany website was having section for products,technology,services,case studies and contact.
- Since business and information volume grown the web portal was upgraded to its current form in 2017 where Resources, News letter
- sections & Stambia Community section added . Since business and technology changes so fast the need felt to change. Utkarshini Software provided all the business ,technical and marketing support to them to grow .

Services Offered: Web Portal Development  
Email Marketing  
URL: [www.stambia.com](http://www.stambia.com)



The word Stambia comes from the Sanskrit word "Stambha" (स्तम्भ) which means "the pillar".  
In a more general way, at a certain time in history, the verb "Stambh" was used in the vocabulary of architecture and buildings and meant **support or strengthen**.  
We internationalized the word, replacing the h by the i.  
**"Stambia"** is the centerpiece which enables the whole to keep together and stand straight. It is the keystone of the Information System, the component on which the data architecture relies and which governs it.

**Anecdote of the founders:**  
The little story of a name search



# Global Brand

- P&G has Brand Pampers for baby usage. They maintain stocks of these pampers across 400 Districts in India. They have an area Manager to Manage distribution, a Stockman agent, and respond with various team members. These Team Members in turn distribute the same to hospitals and end users.
- P& G had challenges in managing these field staff in terms of pampers distribution, stock management, and timely distribution.

### Utkarshini Services :

**Android Application with Central Management panel  
GPS tracking integrated with location in real-time  
Image upload along with stock Upload  
Functional Phase One Last 3 months  
8 district Center**



## An education Portal

TCY stepped into the world of online education in the year 2008 with a dream to help every learner become what they were born to be. From day one, TCYians have been restless. To this day, each one of us continues to be restless, aspiring to help students in every possible way to achieve their innate potential. We believe there should be no such thing as a "square peg in a round hole". Over the years, TCY developed a unique combination of expertise in Data Science, Academic Research and Technology to help deliver personalised learning experiences for every learner.

### Utkarshini Services Offered :

**Web Portal,ERP & CRM**

**Mobile Application (Android & IOS)**

**Digital Media Marketing**

**URL: <https://www.tcyonline.com/>**



# A Woman Driven Car Services

Koala Kabs App is the safest and most reliable way to book cabs for women, children and the elderly in Delhi NCR. With the Koala Kab App, safe rides with our women drivers are just a few taps away and paying for them is as easy and flexible as is booking your ride.

Koala Kabs is the first premium technology-enabled women-driven cab service. It even allows you to book daily pick-and-drops for kids or yourselves, on fixed routes, on monthly basis. While you can pay for one-off rides using credit/debit cards or cash, for the monthly rides, you can use the option of paying for an entire month using bank cheques as well - download the app today to experience your Koala Ride!

For now, Koala Kabs is only available in Delhi NCR with plans of expansion to other cities soon.

## Utkarshini Services Offered :

**Web Portal**

**Mobile Application (Android & IOS)**

**Digital Media Marketing**

**URL: <https://www.tcyonline.com/>**



# A laundry Services Application

Suit and Boot Services is an On-Demand Ironing & Office Shoes Cleaning service company, presently operating in Suncity-Gurugram. We provide an affordable and convenient way of getting your Ironing done right at your finger-tips. We offer the best online service and help you get rid of those extra pile of Ironing and deliver you fresh Packed clothes. Our Aim is to convert todays Un-organised Ironing setup in to well structured & Organised Industry.

## Utkarshini Services Offered :

**Web Portal**

**Mobile Application (Android & IOS)**

## Serv Search

Serv Search is an aggregator Platform for Utility and home Services.The platform is launched in 2016 on Pan Pan-India basis

### Utkarshini Services Offered :

**Web Portal**

**EMAIL MARKETING**

**Mobile Application (Android & IOS)**

**URL : <https://www.servsearch.com>**



# CASE STUDY- DIGITAL MEDIA MARKETING





SANKALP AAPKA, SAATH HUMARA

- Infinity Fincorp is an NBFC which came up with a challenge to promote Loan against Properties in 10 pilot cities of India.
- Utkarshini Software team helped by increasing awareness around the new financial product and generating leads through the most cost-effective ways



## Product Awareness & Building Distributors Network

- Hicks India is a well-known supplier and manufacturer of medical products. But their reach, market share and product reach was still very low against the hefty investments they were making through conventional newspaper ads
- Team Utkarshini Software took up the challenge and enrolled interests of 50 new Distributors and Super Stockist in a span of only 2 months from beginning the Digital Marketing project. And these results were achieved through purely organic efforts (no paid activities).



**VJM INDUSTRIES**

Corporate Gifts /  
Promotional Merchandise

## Linkedin B2B Networking & Lead Generation

- VJM Industries is an 18 years old and well-known brand of high-quality Sports outfit manufacturers; also an authorized manufacturer of Adidas.
- But with the fast-moving digital ways of business networking, they were losing their market shares while other new players were taking over the businesses.
- This is where we sought the support of Digital expertise of team Utkarshini Software . We helped them with building their social media presence and generated good satisfactory leads for them through Organic LinkedIn Marketing. Business recovered in a span of 2 months with our efforts.



## An Education Aggregator Platform

**Meri Padhai**  
**Know us before you trust us!**

MeriPadhai.com was established in the year 2017 with the intention to reduce the gap between a student and an educationist. After long and extensive research our team realized that the main concern for every student or parent is to get the right training and education for a better future and then another distress is to choose the right career options. Out of thousands of students yearning to make perfect careers only a handful of them are lucky enough to achieve the desired dreams. Both, the student and parents find it extremely difficult and challenging to get an ideal tutor/coaching, sometimes the fee is too high or the faculties/teachers are not what the student had expected and in worse cases the student finds herself stuck in a trap of money and dishonesty. Services Offer:

Web Portal /ERP & CRM  
Digital Media Marketing  
URL. <https://www.meripadhai.com/>

## The Plurals – Political Party Campaign-Bihar 2020

Bihar Elections are due in November 2020. A New Political Party the Plurals is launched in February 2020. The main focus of this political Party is to change Bihar Social Economical condition. A state rich in resources and manpower should grow fast and people should live a good life.

Services offered :

- 360 Degree Digital Media Marketing
- Handle all Social Media Platform which includes Twitter,Facebook,Instagram and Youtube .
- Created good social interaction through Paid Non Paid activity.
- Influential Media Support.
- Email campaign launched focus Bihar as state.
- Design,PR and Content Marketing Support given to them



# THANK YOU! FOR YOUR ATTENTION

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-  [contact@upgrowbharat.com](mailto:contact@upgrowbharat.com)

