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## Executive Summary – Kyyba Varanasi Satellite Office

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## Executive Summary – Kyyba Varanasi Satellite Office

Kyyba will establish a **Varanasi-based digital unit** as a **direct Kyyba India satellite office**.

Phase 1 will focus on **SEO and website development** (Shanu Singh & Imtiyaz Ahmad), scaling gradually to **telemarketing, support desk, and video production** in Phase 2.

This model leverages **low-cost, high-talent resources** in Varanasi to directly support **SAORI, Kyyba Films, and Kyyba Music** while maintaining global quality standards.

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## Low-Hanging Fruits (Quick Wins in First 3 Months)

- **SEO Audits & Fixes**  
Run audits on SAORI, Kyyba Films, Kyyba Music websites; fix broken links, metadata, and page speed issues.
- **Keyword Strategy + Content Calendar**  
Build 3–6 month keyword map and launch regular blog posts aligned with product launches and film/music campaigns.
- **Website Optimization**  
Improve mobile responsiveness, site load speed, and basic UI/UX for immediate performance gains.
- **Process Setup**  
Set up Trello/Asana for tasks, Slack/Teams channels with US units, and weekly KPI dashboard reporting.

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## Prioritized & Sequenced Action Items

### Phase 1 (0–6 Months)

#### 1. Month 0–1:

- Finalize setup (infrastructure, tools, workflows).
- Onboard Shanu & Imtiyaz under Ankit's supervision.

#### 2. Month 2–3:

- SEO audits + quick fixes on all Kyyba sites.
- Launch initial keyword-driven content.
- Improve Core Web Vitals for priority sites.

#### 3. Month 4–5:

- Expand content/blog cadence.
- Start backlink outreach for domain authority.
- Begin recruitment pipeline for 2–3 additional hires.

#### 4. Month 6:

- Onboard new hires (SEO junior, web dev, content/graphic).
- Present Phase 1 report with KPI improvements.

### Phase 2 (6–12 Months)

#### 1. Month 7–9:

- Pilot telemarketing (SAORI lead generation, outreach to US colleges).
- Pilot support desk (SAORI e-commerce queries).
- Produce first video editing project for Kyyba Music/Films.

#### 2. Month 10–12:

- Launch official support/telemarketing functions.
- Scale content & video output.
- Conduct 12-month review + roadmap for Year 2.

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## Recommended KPIs

- **SEO:** Organic traffic growth, keyword ranking improvements, backlink acquisition, conversion from organic visitors.
  - **Web Dev:** % of projects delivered on time, site load speed, bug resolution rate, uptime.
  - **Phase 2:**
    - Telemarketing → calls made, leads generated, conversion ratio.
    - Support desk → first response time, resolution time, CSAT.
    - Video → number of videos produced, turnaround time, engagement.
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## Key Recommendations

- Start **lean with 2 hires (Shanu + Imtiyaz)** → expand after 6 months.
- Build **monthly KPI dashboard** for transparency and accountability.
- Keep US-India coordination tight: **weekly calls + daily async updates**.
- Leverage cost advantage to **deliver quick results and reinvest savings** into training and scaling.
- Treat Varanasi office as a **true Kyyba extension** (not outsourced), embedding culture and standards.