

Reach  
your customers  
locally across  
55 cities

High quality  
customer  
enquiries  
for you

Technology team  
innovates at  
every step,  
for you

Dedicated  
Customer Support  
team works  
for you

Our teams  
work for the  
growth of  
your business

Sulekha.com  
**FOR YOU**  
FOR YOUR BUSINESS. AT ALL TIMES.

## **BUSINESS PROPOSAL**

**Date: 01/03/2023**

**Dear Concern**

**Mr. Debashis**

Greetings from Sulekha.com!

I take this opportunity to thank you for your valuable time and patience during our call.

I would like to give you a brief description about Sulekha.com and the key benefits of using the Internet for growing your business.

The Internet is a highly influential medium that helps consumers make purchase decisions because of its ability to search, review, compare and buy products/services. As an advertising platform, the Internet serves as both a creative and directional medium. More than 13Crore people are using the Internet in India.

### **Why Sulekha.com?**

#### **➤ About Sulekha.com**

- Sulekha.com is India's leading Online Yellow Pages service. It was identified as the "Best Multi-Utility Website by IAMAI in 2011"
- Sulekha.com gets over 3,400Lakh visits on the site every month
- More than 82,000 advertisers have bestowed their trust in us and 93% of our business comes from repeat customers
- Sulekha's audience come to the site with a serious intent to transact and belong to the 25-45 age group

#### **➤ How do we generate prospective customers?**

- Sulekha.com Yellow Pages is among the top listed on Google for most business categories, due to its relevant content and focussed approach
- Apart from the millions of customers who come directly to Sulekha.com, we also generate traffic to our site through marketing and advertising
- All customer details goes through a lead verification process

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## ➤ Extensive Customer Support

Our customer support team will attend to any of your queries/problems and are available 6 days a week from 8 am to 8 pm.

## ➤ How do you benefit from Sulekha.com?

Apart from the leads distributed, you also get the additional benefits mentioned below:

- **Listings Page:** When a customer searches for your category, he will land on the category page where he will either fill in the LCF or will select a business from the listings page. If you are among the top listed businesses, the chances of obtaining direct responses are high. Eg: Orthopaedic Hospitals
- **Customer Profile Page:** As a premium advertiser, you get an exclusive web page where you can showcase your products, services, offers and contact details.
  - **Added Features:** If a customer searches for your business online, he will land on your profile page where he can contact you directly in the below mentioned ways
    - ✓ **Exclusive Response Form** - The customer can fill his need in the exclusive response form provided on your page
    - ✓ **Mail/Call:** The customer can directly call or e-mail you the contact details provided
    - ✓ **User Reviews:** You can respond to both positive and negative reviews given by a customer
    - ✓ **Free Click to Call:** We will connect a call between the customer and you for 3minutes

**Branding & Promotions of your project in Sulekha.com New Media Pvt. Ltd. at Top Listing.**  
**(Sulekha.com originated in USA and operating in 8 Countries with a client base of 240 Million**  
**users across 60 cities)**

## PACKAGE FOR PRIME PACKAGE:

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Category	City	Package	Features	Total Lead	Package Cost	Offer Rate Including 18% GST
<b>School Tuitions,</b>  <b>Entrance Exam Coaching</b>  <b>Data Science &amp; Business Analytics Training</b>	<b>Kolkata,</b>	<b>Prime</b>	100% Good Lead Flow,  <b>Lead Scrap Facility,</b>  Platform Fee Rs.200 & Great ROI	<b>325</b>	<b>25000/-</b>	<b>29500/- Ind Gst</b>

- 1) Don't have any requirement .with an interval of 15 minutes will get scrapped.
  - 3) Out of mapped category lead.
  - 4) Out of mapped location lead.
  - 5) Switched off from long.
  - 6) Not reachable for long.
  - 7) Feedback should provide within 24 hours otherwise not possible.
- On the basis of above mentioned points we are ready to replace your leads with a fresh lead.

**Mode of payment:** Cheque / Cash/ Credit card/ NEFT

Cheque would be in favour of “ Sulekha.Com New Media Pvt. Ltd”

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As discuss please find the bank details for online payment.

payee name. sulekha.com new media pvt ltd

Account no.000905009647

Bank name ICICI bank

Branch Nugambakkam

IFSC code. ICIC0000009.

Regards,

Regards,

Indrani Saha

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