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Optimism by SIDBI, Midday, Hindu Metro Plus, XG Mag, Eternal Solutions, Sopan Step, TOI Food Guides

CAMPAIGN IDEAS & COMMUNICATION MOBILE VAS

one97



Mobile
marketing
campaigns for
the new digital
audience

Case: Dulux colour your world offer

- 1.2 Million hits
- Over .55 Million drums/cans of paints sold
- 15 % spike in sale from last year

Voice + CRM + SMS



Necessary Automation.
Seamless Experience.

B2B campaigns, Custom CRM Solutions,
VAS/Mobile App/Voice based marketing programs
for Dulux, HP, Goodyear, Ariel