

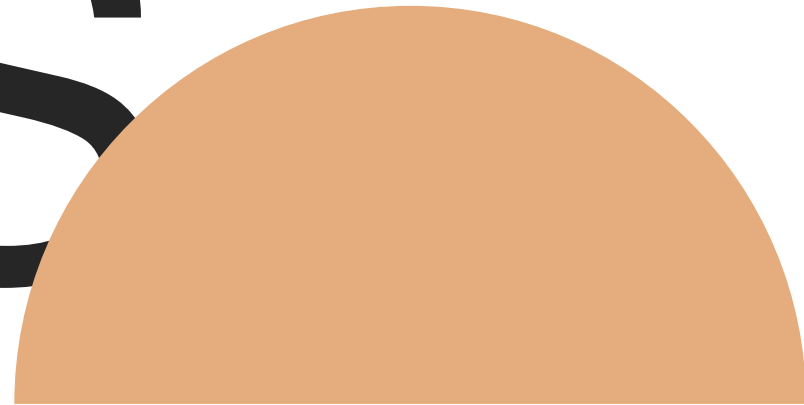
# START. WRITER | EDITOR RESEARCHER



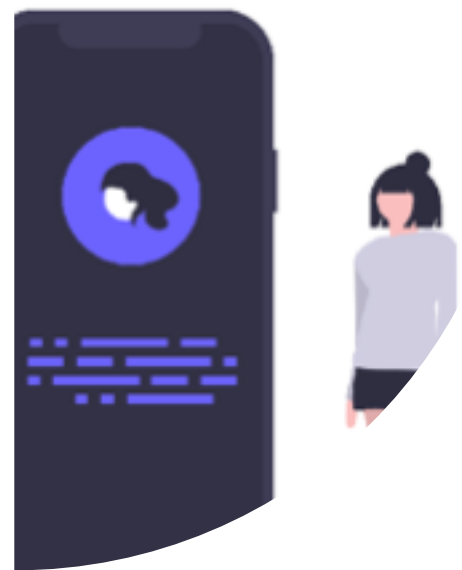
Optimism by SIDBI, Middyay, Hindu Metro Plus, XG Mag, Eternal Solutions, Sopan Step, TOI Food Guides



# 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