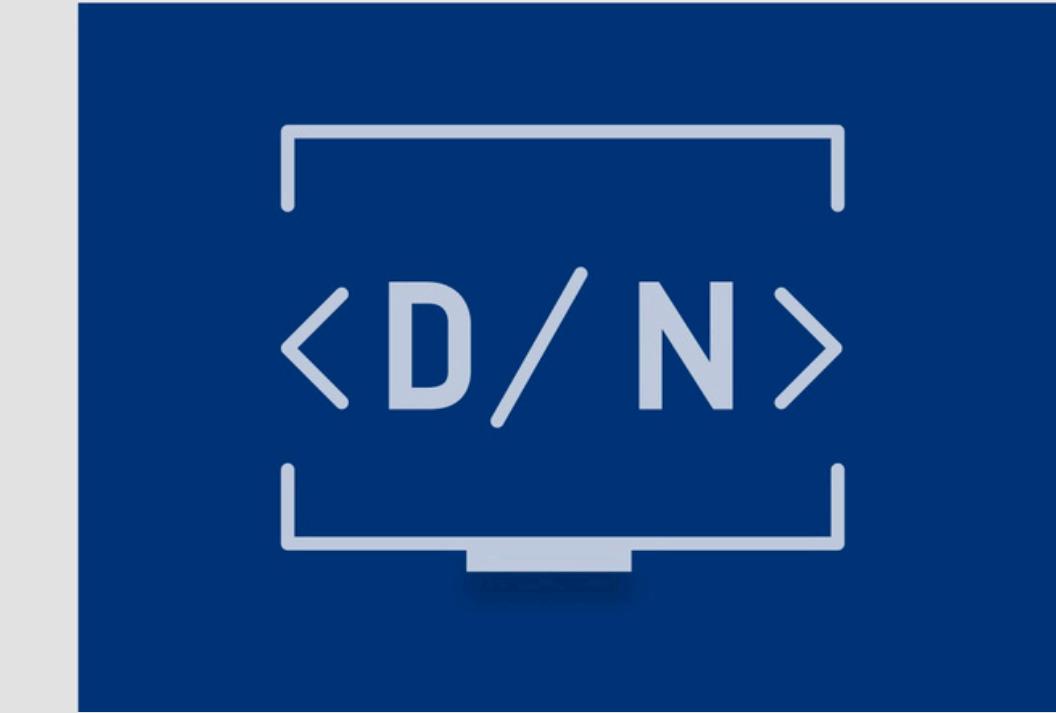
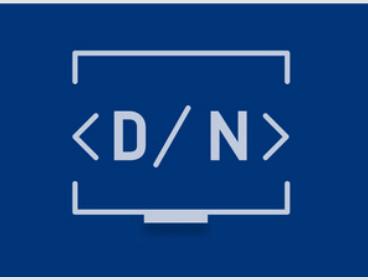




AGP



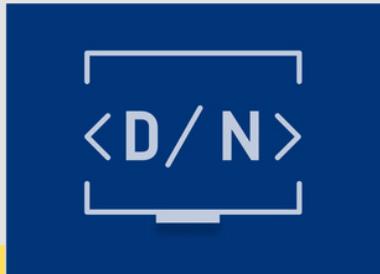
CASE STUDY: BRAND DEVELOPMENT & DIGITAL STRATEGY FOR AARYAVART GREEN PROJECTS PVT. LTD.



COMPANY OVERVIEW:

Aaryavart Green Projects Pvt. Ltd. (AGP) is a newly established construction firm in Uttar Pradesh and Delhi NCR, founded in 2023. Specializing in civil construction, road building, and MEP services, AGP emphasizes eco-friendly practices and quality assurance. It targets two main client segments: homebuyers seeking energy-efficient homes and developers/investors constructing commercial facilities. The company promotes power-efficient systems and offers a one-year warranty on its work.





PROBLEM STATEMENT

Aaryavart Green Projects faced significant challenges despite its strong technical skills and values-driven approach:

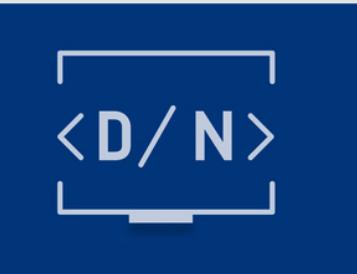
- Lacked a website or digital brand assets.
- No common platform to showcase past work, values, or services.
- Low market visibility, relying solely on word-of-mouth in a competitive industry.
- No digital lead capture system for prospective clients to contact or track services.

Absence of an official communication system, leading to manual follow-ups without CRM support.





Evaluation



Strengths

- Technically competent team with multi-sector civil and MEP expertise
- Energy-efficient solution focus
- One-year written construction work warranty

Weaknesses

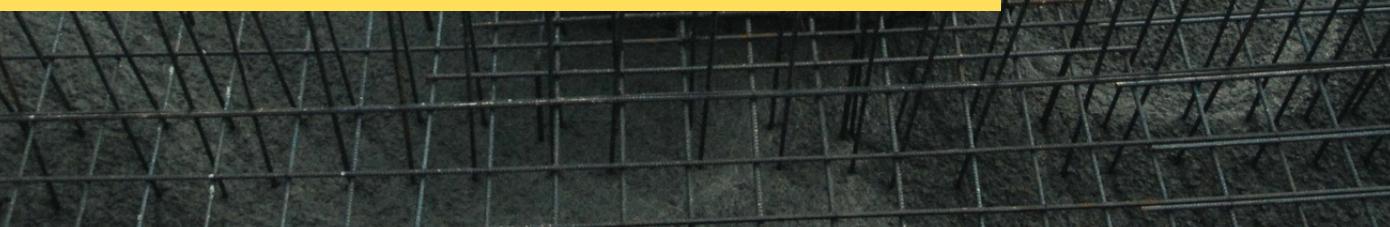
- No online portfolio or brand reputation
- No pipeline for online leads
- No digital marketing expertise

Opportunities

- Strong demand for energy-efficient office buildings
- Growing green construction awareness in NCR and Tier-2 cities
- Delhi NCR and Uttar Pradesh real estate growth

Threats

- Low-cost builders cannibalizing quality providers
- Skepticism among customers in the absence of a brand presence
- Big players taking away government deals





OUR APPROACH

We developed an SEO-optimized WordPress site with dedicated pages for project gallery, brochures, and inquiry forms. The brand voice was set as "Reliable Engineering. Sustainable Future." and targeted ads were run on Google, Facebook, Instagram, and LinkedIn. A Zoho CRM was implemented for lead management and client communication. SEO efforts included optimizing local search terms, adding schema, and creating blog content, while trust was built through a written warranty, green tech applications, and educational resources for homeowners and commercial investors.

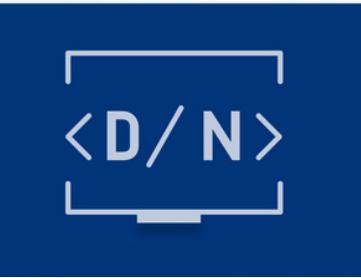




COMPETITIVE ANALYSIS

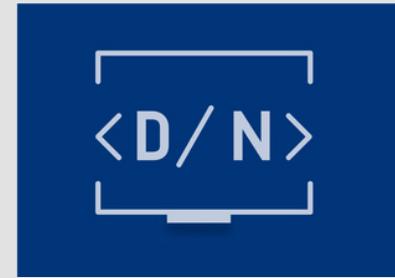
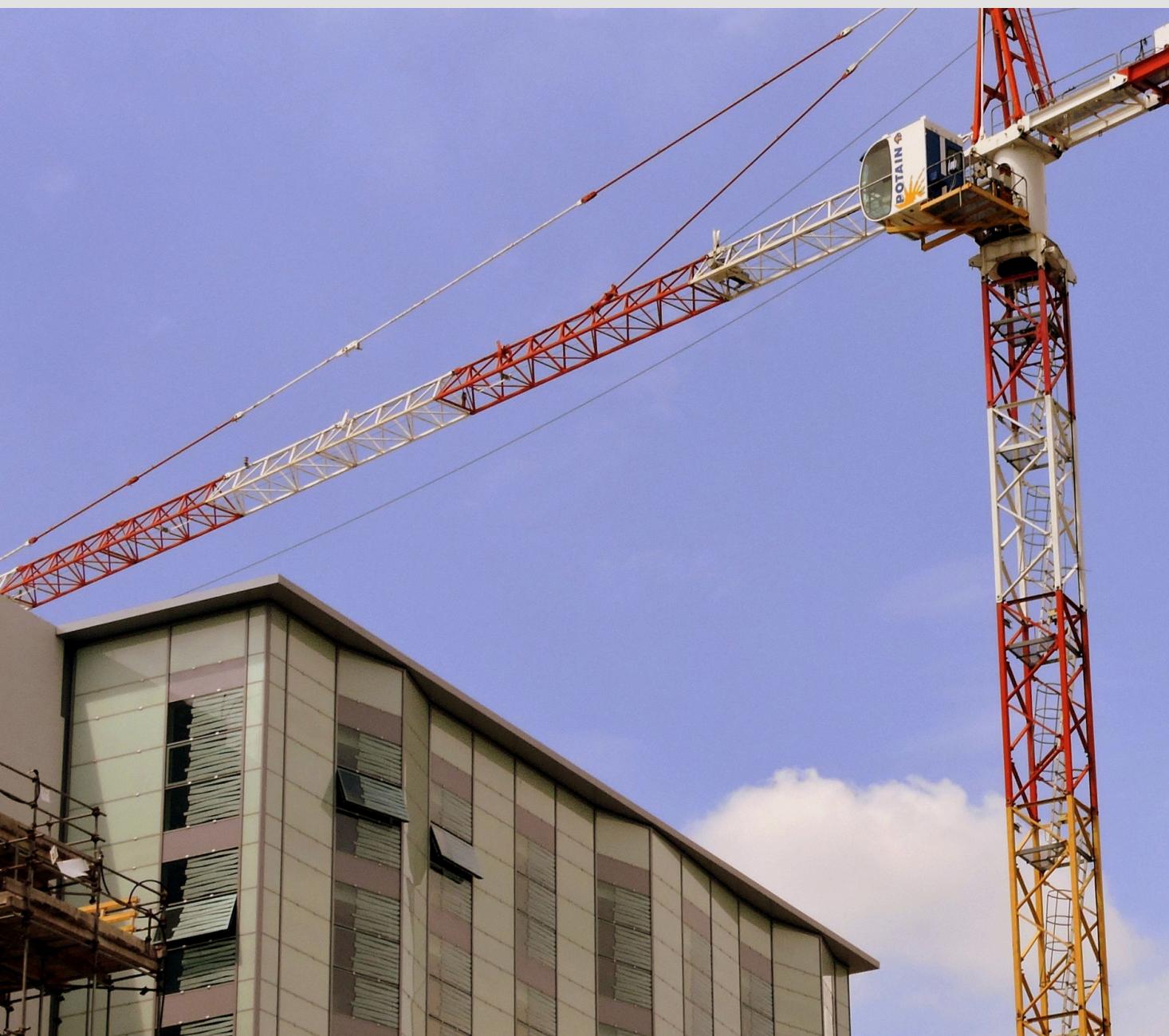
Aaryavart Green Projects stands out in the local construction industry by offering comprehensive services in residential, commercial, road, and MEP segments. Its key differentiation is a strong focus on energy-efficient solutions with a one-year written warranty, which is rare among local competitors. While other local players typically focus on cost-based strategies with limited digital presence and client relations, Aaryavart combines quality green construction with an expanding online presence and a commitment to client needs.





OUTCOMES AFTER 90 DAYS

In just 90 days, Aaryavart Green Projects experienced a significant digital transformation. Their new website attracted over 9,500 visits, generating 870+ quality leads via intelligent forms. A CRM system helped create a segmented database of over 1,000 leads for better communication and follow-ups. The conversion rate was 2.8%, leading to 5 residential and 2 commercial project bookings online. Additionally, Aaryavart ranked in the top 10 for over 15 SEO keywords, enhancing visibility among its target audience.



KEY RESULTS

- Professional Brand Control: AGP manages its digital narrative independently, rather than relying solely on third-party testimonials.
- Higher Inquiry Rates: Customers can review past work and understand AGPPL's energy-first focus, leading to qualified leads with clear project intent.
- Trust & Transparency: Inclusion of clear communication has increased buyer trust, especially among first-time homeowners.

CONCLUSION

Aaryavart Green Projects Pvt. Ltd. has made its initial major strides towards emerging as a digitally-visible and sustainability-driven building brand in India. By integrating the integrity of engineering with a robust online strategy, AGP is now set to:

- Spread services in Tier-1 and Tier-2 cities
- Secure green building certifications and government EPC projects
- Initiate educational campaigns and content to influence sustainable building

AGP is no longer simply a construction business—it's an ally in the creation of smarter, more sustainable infrastructure for tomorrow.

