

Pukka Media Services Catalog

Prepared by:
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About Us



Our Journey: The Story of Pukka Media

In the heart of the digital revolution, a dream took shape. In 2019, a passionate visionary, Pavak Unadkat, observed a gap in the realm of social media - businesses struggled to voice their uniqueness. With a blend of creativity and entrepreneurial spirit, Pavak founded Pukka Media, not just as a media agency but as a beacon to guide brands through the dynamic world of social media.

Then, a partnership blossomed. Chandni Unadkat, not just Pavak's life partner but a powerhouse of marketing acumen, joined as the Chief Marketing Officer. Together, they became the pulse of Pukka Media. Their synergy was electric, their vision, unified. Chandni's flair for understanding market trends and Pavak's innovative strategies propelled Pukka Media into a league of its own.

More than a business, a family was born. At Pukka Media, we believe in the power of stories. We craft narratives that don't just sell but resonate with hearts and minds. Our philosophy is simple yet profound - every brand has a story, and it deserves to be told beautifully.

We grew, one success at a time. Our journey is adorned with milestones, from our first client to our 35th, each a testament to our commitment and passion. Brands like Caalfrio, Lords Restaurant, and The Waffling Station have not just been clients but partners in weaving success stories.

Our promise. As we continue to evolve, our promise remains unaltered - to create content that speaks, engages, and inspires. At Pukka Media, we don't just market brands; we breathe life into them. We are storytellers, dreamers, and creators. And this is just the beginning of our story.

Join us. Let's embark on a journey of creative exploration and build narratives that transcend the ordinary. With Pukka Media, your brand isn't just seen; it's remembered.

The Team



Pavak Unadkat

Founder and CEO



Chandni Unadkat

*Head of Social
Media*



The Team

*Social media
Content Creators ,
Designers*

Package 1

Pukka Basic 30 Posts

- 1) *Ideation*
- 2) *Planning*
- 3) *Strategies*
- 4) *Creation*
- 5) *Content*
- 6) *Posting*
- 7) *Distributing*
- 8) *Analysis*
- 9) *Report*

₹ 35,000

Advance
50%
Per month

50%
End of month

Pukka Basic

For the emerging brand ready to make its mark!

Our Pukka Basic plan is the stepping stone for brands eager to establish their presence in the digital world.

This plan includes:

- **30 Customized Social Media Posts:** Tailored content that resonates with your brand's voice and audience.
- **9-Step Content Creation Process:** From ideation to report, each step is meticulously crafted to ensure maximum engagement.
- **This includes:**
 - **Ideation:** Brainstorming creative concepts.
 - **Planning:** Structuring the content calendar.
 - **Strategies:** Formulating effective approaches.
 - **Creation:** Designing visually captivating posts.
 - **Content:** Crafting compelling narratives.
 - **Posting:** Timely and strategic uploads.
 - **Distributing:** Ensuring wide reach.
 - **Analysis:** Measuring impact and engagement.
 - **Report:** Detailed performance insights.

Package 2

Pukka Advance **45 Posts + 30 Stories**

- 1) *Ideation*
- 2) *Planning*
- 3) *Strategies*
- 4) *Creation*
- 5) *Content*
- 6) *Posting*
- 7) *Distributing*
- 8) *Analysis*
- 9) *Report*

₹ 50,000

Advance
50%
Per month

50%
End of month

Pukka Advance

**Designed for the growing brand aiming
for higher impact**

**Elevate your social media game with our
Pukka Advance plan.
It includes:**

- **45 Posts or a Mix of 30 Posts and 15 Stories:
More content, more engagement.**
- **All features of the 9-Step Content Creation
Process.**
- **Choose any 3 from Instagram, Facebook,
LinkedIn, and Google My Business.**
- **This plan is perfect for brands seeking to
intensify their social media presence with
diverse content formats.**

Package 3



Pukka Prime

Option 1 : 60 posts

Option 2 : 30 posts and 30 stories

Option 3 : 45 posts and 15 stories

Plan includes 9 steps mechanism to make your content go viral

- 1) Ideation
- 2) Planning
- 3) Strategies
- 4) Creation
- 5) Content
- 6) Posting
- 7) Distributing
- 8) Analysis
- 9) Repot

₹ 65,000

Advance
50%
Per month

50%
End of month



Pukka Prime

The ultimate package for the brand ready to dominate

Pukka Prime is our premium offering, designed for brands aiming for unparalleled digital dominance.

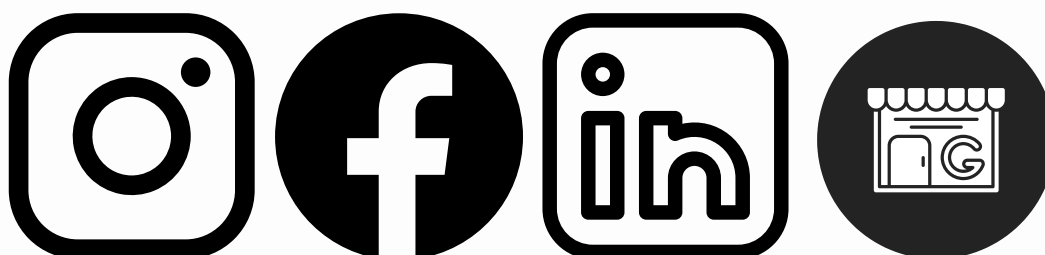
It includes:

- **Flexible Content Options: Choose between 60 posts, a mix of 30 posts and 30 stories, or 45 posts and 15 stories.**
- **All-Inclusive 9-Step Content Creation Process.**
- **Access to all 4 social media channels: Instagram, Facebook, LinkedIn, and Google My Business.**
- **With Pukka Prime, your brand isn't just participating in the digital space; it's leading the way.**

Content Pillars

Educational	Entertaining	Promotional	Engaging
Tips	Memes	Sales	Questions
How-tos	Pop Culture	Events	Polls
Informative	Funny comparison	Packages	Feedbacks

Media Types



Terms and Conditions of Service at Pukka Media

1. Service Agreement:

- Clients entering into a service agreement with Pukka Media are subject to these terms and conditions.
- The agreement outlines the specific services to be delivered, payment terms, and other obligations.

2. Payment Terms:

- **Advance Payment:** Clients are required to make an advance payment by the 5th of each month.
- **Payment Modes:** Acceptable payment methods include bank transfers, credit/debit cards, and digital wallets.
- **Late Payment Policy:** Late payments may result in a temporary pause of services until dues are cleared.

3. Minimum Contract Period:

- All service plans come with a minimum contract period of 6 months, ensuring consistent and impactful social media presence.

4. Content Approval and Revisions:

- Clients will have the opportunity to review and approve all content prior to posting.
- A limited number of revisions are included; additional changes may incur extra charges.

5. Cancellation Policy:

- Cancellation requests must be submitted in writing at least 30 days prior to the desired termination date.
- Early termination may involve cancellation fees as detailed in the service agreement.

6. Confidentiality:

- Client information and data are treated with the utmost confidentiality and will not be shared with third parties without explicit consent.

7. Liability and Indemnification:

- Pukka Media is not liable for any indirect, incidental, or consequential damages arising from the use of our services.
- Clients agree to indemnify and hold harmless Pukka Media from any claims resulting from their use of our services.

8. Service Modifications:

- Pukka Media reserves the right to modify or discontinue services, either temporarily or permanently, with notice to clients.

9. Governing Law:

- The terms and conditions are governed by and construed in accordance with the laws of the jurisdiction in which Pukka Media operates.

