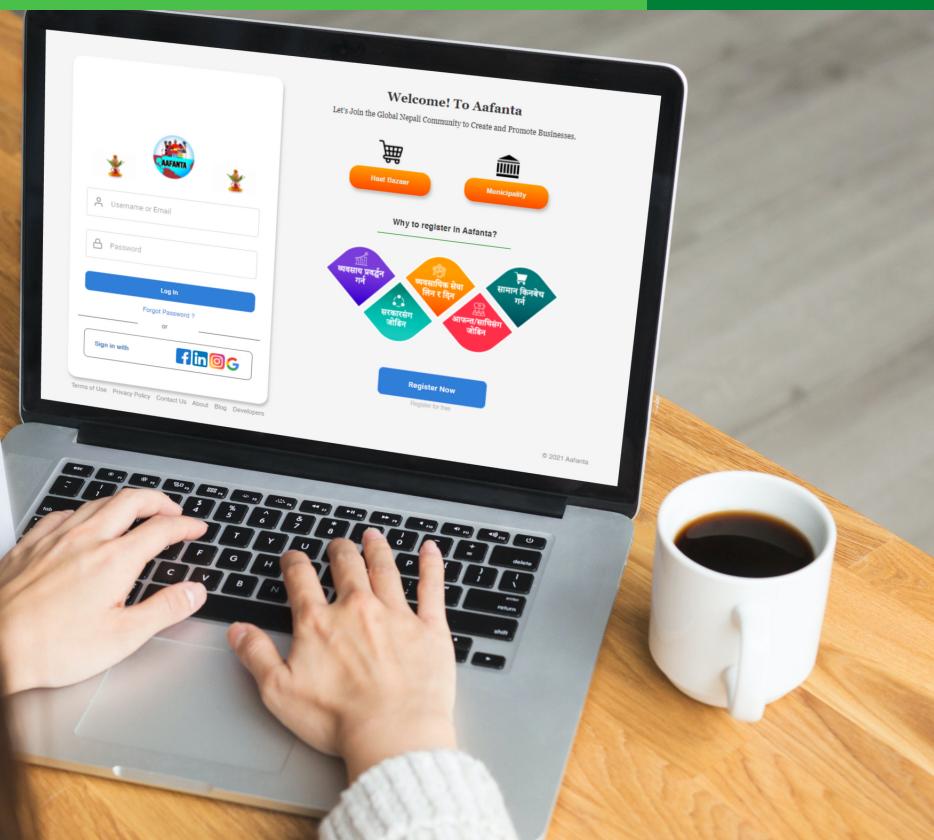




AAFANTA NEPAL

# Collaboration Proposal for Online Media

JUNE 20, 2030



Aafanta Nepal Pvt. Ltd  
New Baneshwor, Kathmandu  
Phone: 01-5909084

# "AAFANTA"

We are the next step in digitalizing Nepalese SMEs-cum-social networking site different from any others in market today.

Aafanta is centered on "Let's fight to uplift Nepal."

**Thematic Background** - "Engage people to create and promote businesses among Nepali community around the globe"

Thus, Aafanta is a data-driven, customer-centric Business Social Media.





# AAFANTA NEPAL !

For over 3 years, we've been researching to develop new technology for digitalizing the MSMEs of Nepal.

Our mission is to create a business social networking website for Nepalese, home and abroad that gives its users the platform to network, connect, share ideas, advertise and their local products around the world.

We believe that when technology is data-driven and people-centric, it maximizes the impact of media on industry - and businesses as a whole.

## AAFANTA TEAM

### Founders/Co-Founders



**Shyam Giri**  
President-FNCSI  
Nepal



**Tej Prasad Dhakal**  
Businessman  
Colorado, USA



**Binod Dahal**  
Businessman  
Texas, USA



**Prushottam KC**  
Businessman  
California, USA



**Umesh Prasad Singh**  
Senior VP-FNCSI  
Nepal



**Shiva Kattel**  
President-FNIC  
Nepal



**Jaya Ram Lamichhane**  
IT Professional  
Colorado, USA



**Narendra Shrestha**  
Businessman  
Hamburg, Germany

**Physical presence:**  
with Office  
As of Today (20th July, '21)



Nepal

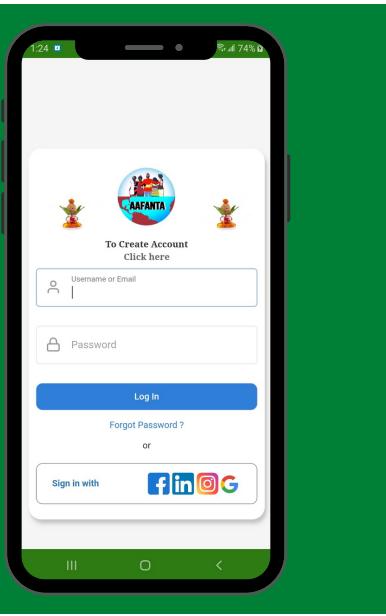


USA



Germany

# WHAT DOES AAFANTA DO



- Promotes businesses of Nepali people around the globe
- Provides platform to buy and sell Nepali Products
- Provides forum for exchange of professional services
- Provides efficient network to connect to local government
- Provides opportunity to connect with friends and family around the globe

# AAFANTA

As of Today

(20th June, '21)

## Page summary Last 28 days

Results from 22 May 2021-18 Jun 2021

Note: Does not include today's data. Insights time zone of your ad account.

### Actions on Page

22 May - 18 June

12

Total actions on Page ▼45%



### Post reach

22 May - 18 June

106,069

People reached ▲166%

## Statistics

5181



TOTAL USERS

Total number of users who have signed up in aafanta.com since we launched it on February 26, 2021

815 + 2347



**FACEBOOK PAGE LIKE**

We have gained this total numbers of likes in our Facebook page till date.

181+550



**FOLLOWERS**

We have gained this total numbers of 181 followers in our Instagram till date.

84+3609



**FOLLOWERS**

We have gained this total numbers of 84 followers in our LinkedIn till date.

177,081+506,094



**PEOPLE REACHED (FACEBOOK)**

We have been doing various marketing activities to reach out to targeted audiences since we started developing Aafanta.

# FUTURE PLAN



## Users

### Individual Users

- As of now: 4,261
- 3 months: 15,000+
- 6 months: 40,000+
- 1 year: 75,000+

### Government Users (Municipalities)

- As of now: 5
- 3 months: 30+
- 6 months: 150+
- 1 year: 250+

### Business Users

- As of now: 915
- 3 months: 3,000+
- 6 months: 8,000+
- 1 year: 12,000+

## Physical presence (with agent office)

### 1 year plan

#### National: Total Expansions = 17

- Provincial Capitals
- 10 Major Crossroads

#### International:

- England
- Portugal
- Denmark
- Australia
- Canada
- Middle East (Dubai)
- Japan
- South Korea

## Software Features Addition

- Municipality Dashboard - 1 month
- In-built Ecommerce and Virtual Exhibition - 1 months
- Customized Dashboards for Co-operatives - 2 months
- Customized Organization Dashboard - 3 month
- MSMEs Digitalization - Continue



# PROPOSAL TO MEDIA

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We are aggressively expanding to bring more users within a stipulated time-frame.

Our users will extend from remote villages to sub-metropolitan and metropolitan cities of Nepal; and will spread across Nepalese diaspora around the globe.

Through our in-built ecommerce and virtual exhibition platform, we will reach to Nepal Lovers and customers of Nepalese people around the globe.

We want to push them content to engage them more with news content from your news portal.

We will provide opportunities to our online news partners to extend their reach Nepali people around the globe from remote villages of Nepal to megacities of the world.

Since we are bringing people from around the globe in our platform and media are working to reach them too, we can work together for a win win situations to both parties.

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## OUR PROPOSAL - AAFANTA SOCIAL SHARE BUTTON INTEGRATION

Since Aafanta is a business social media platform, our site needs news and views on market, finance, economic issues, et. al. to engage our users. Thus, our proposal is to incorporate our **social share button** into your online portal for the purpose which will bring win-win situation to both of us.

## MILEAGE TO MEDIA

Sharing your news and views content to our users will provide your portal more readers from every corners of Nepal and around the globe.

- **Readers Mileage**

Now = 5000+

After 3 months= 25000+

After 1 year = 1 Lakh +

- **Organic reach in 753 Municipalities, MSMEs of remote and urban areas.**

- **Reach with Nepali diaspora in US, Europe, Japan, Australia , middle East et al .**



# CONTACT

**Thank you for taking your time to go through this proposal.  
We hope to hear from you soon.**

## THANK YOU

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