



PROFILE & WORKS

2021

To view in Fullscreen



ABOUT

avrinder s.m.

avrinder moved over to the digital medium in its nascent stage itself and has thereafter been a passionate evangelist of this medium for 25+ years.

blessed with a rare and winning combination of creativity, communication and great understanding of branding + technology, he is also skilled in business analysis, crafting ui / ux experiences, creative problem solving and managing + nurturing brands.

specialties:

- > digital marketing and management.
- > information architecture & ux
- > business analysis & documentation.
- > natural aptitude for: people & asset management, problem solving & crisis/risk management.



<https://www.linkedin.com/in/avrinder>

current



Catseye

director / partner



Socialcat

digital head / mentor

past



JWT

avp and director of digital projects



TribalDDB / Mudra

national project manager



ANMsoft

creative head

FEW BRANDS / CLIENTS WORKED UPON



... and many more!

QUICK NAVIGATION

Click on any section to jump straight into it ...

*Digital /
SMM / SEM*

Identity

Web / UI /
Interactive

... or ignore this and simply continue in the linear flow.



DIGITAL / SOCIAL MARKETING, MANAGEMENT, ETC.

brand



activity

- Managing the social media presence on Facebook & Instagram.
- Planning and managing campaigns on Google & Facebook.

objective

- 3,00,000 impressions
- Increase in website visits by at least 30%
- 4000 Likes on Facebook

result

- 3,00,000 impressions
- Increase in website visits by at least 30%
- 4000 Likes on Facebook
- 200+ leads (as paid campaigns) generated per activity



- Managing the social media presence on Facebook.
- Planning and managing campaigns on Google & Facebook.

- Improve organic engagement
- Disseminate offerings through engaging visual content
- Generate Sales

<currently under optimization stage>



- Managing the social media presence on Facebook & Instagram.
- Planning and managing campaigns on Google & Facebook.

- To generate awareness of the PGDM course
- Generate likes on FB page
- Generate leads / signups

- 750+ likes within month (promoted effort), from less than 40 likes
- *<Lead gen activity has just been started>*



- Managing the social media presence on Facebook & Instagram.
- Planning and managing campaigns on Google & Facebook.

- Project them as the most apt destination for all travel needs on digital Medium maximizing the brand reach with a core focus on revenues

- From 2774 fans in Mar 2013, to 1.5 lakh+ fans

CURRENT



brand



about / activity

- Managing the social media presence on Facebook & Instagram.
- Planning and managing campaigns on Google & Facebook
- Emailer campaigns

objective

- To create awareness about the product keeping the limitations of a startup in mind.
- Generate enquiries from architects, interior decorators; guide end-customers to the website for purchases

result

- Today, after 4 years Deewarist stands at 30000+ fans with a targeted audience that contributes to the business.
- Facebook contributes 80% of the revenue to the business with 8x ROI



- Planning and managing their marketing requirements on LinkedIn.
- We used LinkedIn tools such as InMails to reach out to specific decision makers for our client.
- Building profitable business associations

CURRENT



- A global company, they provides airport assistance services across the world such as lounge access, meet&greet, limousine pick-ups.
- Facebook updates, SEO, Blogs, Re-targeting (on Fb).
- To bring their website on top of google for people looking for services like such as lounge access, Meet & Greet, Limousine pick-ups.

- Within 3 months, the website traffic increased from 55 user p/month to 2000+ p/month.
- Leads & business from online has increased 15x
- They are currently handling travel needs of bollywood stars & VIPs, wherein these Leads came in through Google Search



- Zivanza is an online consultation platform for oncology, psychology, cardiology & IVF treatment.
- We conducted Zoom webinars related to latest development in medical field & invited doctors to join it. These were promoted on Facebook, Youtube & Google Display network.
- Their main business occurs through referrals from doctors and the initial challenge was to reach out to these doctors & invite them to join the Zivanza platform
- Post 3 events, we were able to increase the Doctor database by 1200 members & 35 Doctors have joined the Zivanza network (consultation) while 115 have agreed to act as a partner for referrals



- Closely coordinated & managed their launch in India in close partnership with the mainline team.
- Successfully managed and enhanced their social & digital presence for 2 years, in strict adherence to global brand guidelines as mandated by their central authority on social media, Seattle.
- Along with regular posts / tweets / etc, innovative engagement programs were conceived & executed as well.



- Established LIC's presence in the social sphere.
- Managed for 5 years; helped create a sustained connect & engagement with youth.
- From 0 to nearly 6 lakh organic followers within 18 months.
- Online reputation management



- Helped the company form their social media presence.
- Took the fan page to 1,00,000 users
- Online reputation management
- Online engagement for end users
- Generating corporate leads on LinkedIn

...and
many
more!



CASE STUDIES

DIGITAL / SOCIAL MARKETING, MANAGEMENT



CASESTUDY 01

- 2 RELATED 'SOCIAL' ACTIVITIES FOR THE 1ST & 2ND STORE LAUNCH IN INDIA'S CAPITAL – DELHI.
- ACTIVITIES REVOLVE AROUND THE TOPIC: **PASSION FOR COFFEE**
- FIRST ACTIVITY LEVERAGED FACEBOOK WHILE THE SECOND UTILIZED TWITTER.





CASESTUDY 01



ACTIVITY 01

- A FB APP THAT ENABLED USERS TO TALK ABOUT AND SHARE THEIR PASSION FOR COFFEE.
- EACH MESSAGE SUBMITTED 'REVEALS' A PART OF THE STARBUCKS LOGO.
- 24x7 REAL-TIME MODERATION ENSURES NO ABUSIVE/UNWANTED MESSAGE SLIPS THROUGH.
- BEST MESSAGES SHORTLISTED; RANDOMLY SELECTED 5 FINAL WINNERS GOT INVITED TO THE STORE LAUNCH.



CASESTUDY 01



ACTIVITY 01

FEW POSTS



I've measured out my life in Starbucks Coffee Mugs and believe me, a little coffee bean told me that I am immortal:)



Deja Brew: It's not just a Coffee, it's a feeling <3



Coffee is my best friend. It helps me to give my best from morning till evening. Its taste and aroma refreshes me.



CASE STUDY 01



ACTIVITY 01

CREATIVES

Find friends by name

Share Your coffee passion

Invite Coffee-loving friends

Your Messages >

Show your Passion for Coffee

People love coffee, coffee breaks and coffee moments. See their passion and share yours.

Add your message

Find A Store | Terms of Use

© 2013 Starbucks Corporation. All rights reserved.

Share Your coffee passion

Invite Coffee-loving friends

Show your Passion for Coffee

People love coffee, coffee breaks and coffee moments. See their passion and share yours.

Add your message

Choose from album

Upload photo

Use profile photo

Chai Latte at Starbucks is a real stress buster...]

maximum 140 characters

Submit

* Disclaimer : All posts will be moderated to exclude any offensive text and images.

Shanu S John

Your Messages

Life is too short. I...

Nothing cheers me up...

Cold coffee to beat ...





CASE STUDY 01



ACTIVITY 01

RESULTS



The activity ran
for a period of
10 days



Nearly **600**
posts &
photo
uploads

Generated a
base of
5000+ fans
through the
activity





CASESTUDY 01



ACTIVITY 02

- A DIGITAL HOARDING PLACED IN HIGH TRAFFIC MALL
- DISPLAYS TWEETS MADE BY USERS USING THE HASHTAG **#PASSIONFORCOFFEE**
- EACH TWEET SUBMITTED 'REVEALS' A PART OF THE STARBUCKS LOGO
- REAL-TIME MODERATION ENSURES NO ABUSIVE/UNWANTED MESSAGE SLIPS THROUGH.
- BEST MESSAGES SHORTLISTED; RANDOMLY SELECTED 5 FINAL WINNERS GOT INVITED TO THE STORE LAUNCH.





CASE STUDY 01

ACTIVITY 02

VISUALS





CASESTUDY 01



ACTIVITY 02

RESULTS

The activity ran
for a period of
3 days

Nearly **716**
tweets were
submitted

Delhi was
abuzz and
super excited
for the
opening





CASESTUDY 02



KEY OBJECTIVES

- ESTABLISH PRESENCE IN SOCIAL MEDIA
- CONNECT WITH YOUTH
- CREATE A POSITIVE IMAGE FOR LIC
- ENGAGE AUDIENCE WITH INTERACTIVE ACTIVITIES
- ESTABLISH LIC AS A COMMITTED, FRONT LEADER





CASESTUDY 02



THE KEY CHALLENGES WE ADDRESSED

- EVEN THOUGH LIC WAS THE 'BIGGEST AND THE OLDEST INSURANCE COMPANY OF INDIA', YET FOR THE YOUTH THERE WAS A:
 - PERCEPTION DISCONNECT
 - PHILOSOPHICAL DISCONNECT

WHY THE YOUTH?

- THEY ARE 'THE YOUNG INDIA AND THE BUYERS OF TOMORROW'

WHY SOCIAL MEDIA?

- 'THE FUTURE OF MASS COMMUNICATION'



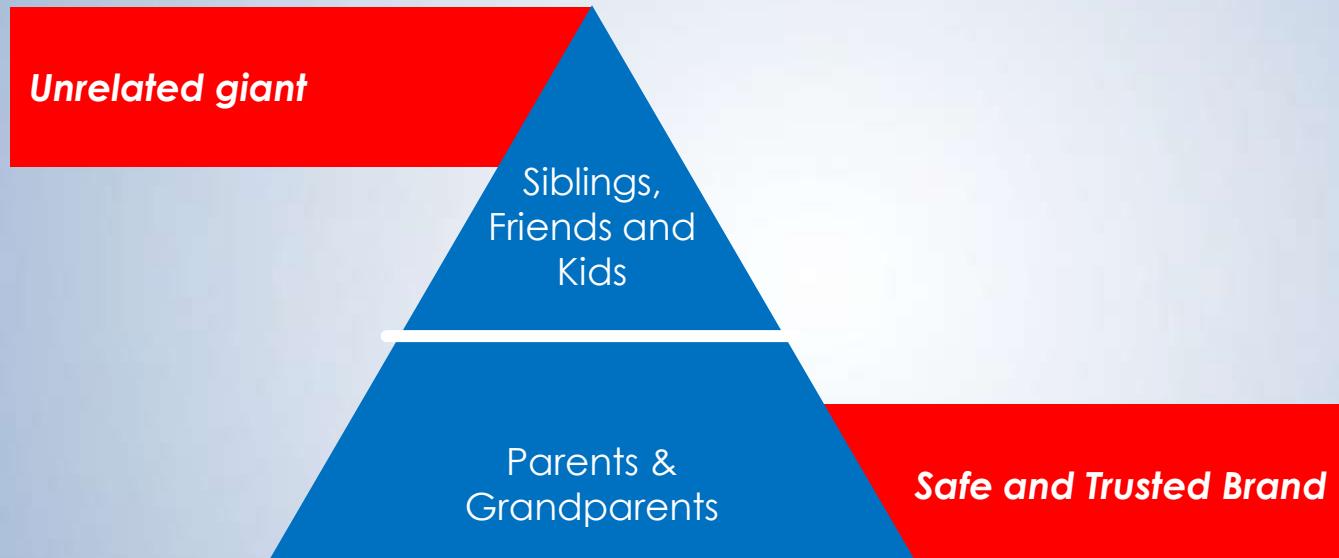


CASESTUDY 02



PERCEPTION DISCONNECT

HOW TO INTRODUCE LIC AS A FRIEND TO THE YOUNG GENERATION





CASESTUDY 02



PHILOSOPHICAL DISCONNECT

HOW TO MAKE INSURANCE APPEALING TO THE YOUNG INDIAN WHO DOESN'T UNDERSTAND LIFE INSURANCE

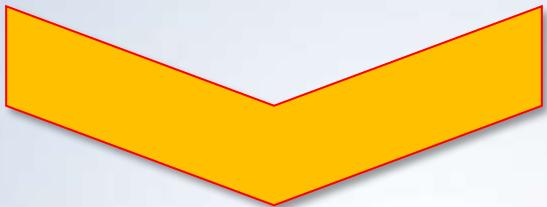
Reluctance to address the issue of Insurance

Weighty matters left to parents



CASESTUDY 02

HENCE THE TASK



Reduce the

**Perception
disconnect**

Reduce the

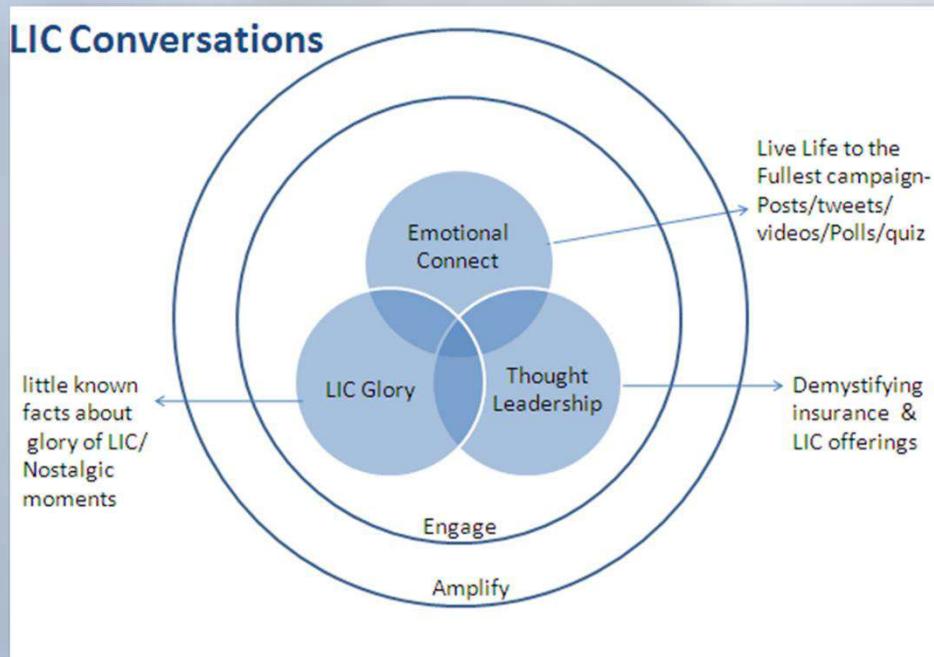
**Philosophical
disconnect**



CASESTUDY 02

APPROACH / STRATEGY ADOPTED

LIVE LIFE TO THE FULLEST



CASESTUDY 02



APPROACH / STRATEGY ADOPTED

SO HOW DOES AN OLD INSURANCE BRAND 'LIC' TALK TO THIS YOUNG INDIAN WHO HAS LITTLE INTEREST IN INSURANCE AS A CATEGORY OR THEIR BRAND?

**Infuse a
'younger
connect' into the
brand LIC**



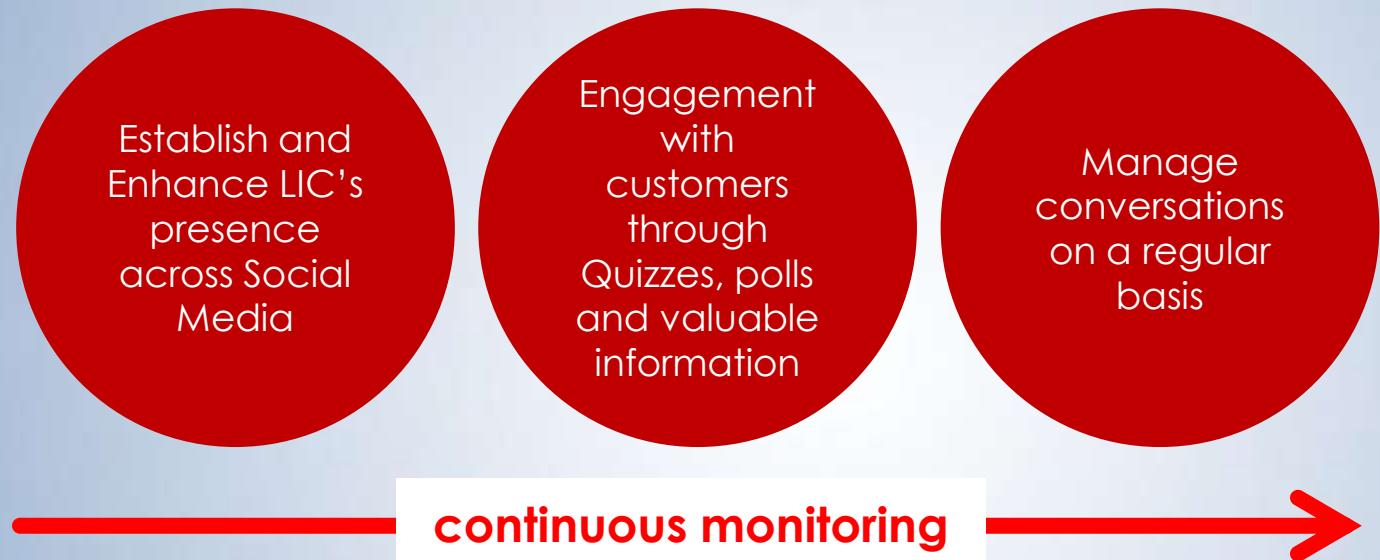
**Get the youth to
talk about a
topic 'irrelevant'
for them**

**Build a long lasting LIC ecosystem
that's youth-centric**



CASESTUDY 02

STEPS AND PHASES



CASESTUDY 02

SOCIAL MEDIA PILLARS

**Social
Engagement**

**Online
Reputation
Management**

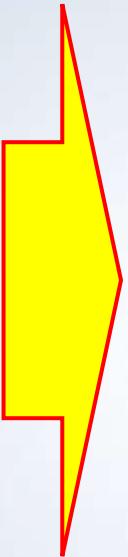


CASESTUDY 02

WORK

1

Infuse a 'young life' into an old brand



1

Continuous and sustained communication with the TG

2

Category Affinity: LIC as the young approachable brand

3

Appeal to the young India and their sensibilities

a_hirlekar Aarti Hirlekar
#independent at 60. Even at this age i dont have to look at my son for any of my requirements. This is possible because of LIC
3 seconds ago

a_hirlekar Aarti Hirlekar
#independent at 16! LIC and my parents made me independent at this age. now i can take my own decisions. Thanks Guys
46 seconds ago

a_hirlekar Aarti Hirlekar
#independent at 40. with LIC am now finally independent and living my dreams happily
1 minute ago



CASESTUDY 02

WORK



Happy Family Contest

The Facebook page for LIC India Forever features a prominent blue banner at the top with the text "The Happy Family Contest!" in yellow. Below the banner, there are several Polaroid-style photos showing happy families. To the left of the main content area, there's a sidebar with links to various sections like "Well", "Info", "YouTube", "BIMA Account", "Twitter", "FMLI", "Cricket Contest Terms & Conditions", "Photos", "Video", "Discussions", "Events", "Polls", and "Golden Heroes". On the right side, there are sections for "People like this", "Deals", "About", and "Jeans". At the bottom of the page, there's a call-to-action box with instructions on how to submit a vote and a note that the winner will be announced on November 1st, 2010.

1

Infuse a
'young life'
into an old
brand

6692 Fans in 60 days



CASESTUDY 02

WORK



Revisiting childhood

LIC India Forever Insurance Company

Revisiting Childhood

OPEN THE BOX OF CHILDHOOD MEMORIES
RE-LIVE THOSE BEAUTIFUL MOMENTS AGAIN,
SHARE AND TRULY EXPERIENCE JOY.

TODAY, CELEBRATE YOUR UNFORGETTABLE CHILDHOOD MEMORIES WITH LIC.

Upload your childhood photos or of your children and **WIN AN IPOD**. Just follow the simple steps given below:

1. 'Like' the page.
2. Click the 'Attach photo' icon on the wall.
3. Upload and enter a description.
4. Click on 'Share' to complete your entry.

3 winners will be selected on the basis of maximum 'likes' and relevance of the submitted picture.
Contest ends 11th Dec 2010.

ENTER NOW!

17,202 people like this

About Official YouTube Channel- <http://www.youtube.com/licindiaforever Official...>
More

17,202 people like this

Subscribe via SMS
Subscribe via RSS

About Official YouTube Channel- <http://www.youtube.com/licindiaforever Official...>
More

Subscribe via SMS
Subscribe via RSS

1

Infuse a 'young life' into an old brand

10,100 Fans in 45 days

More than 1000 entries



CASESTUDY 02



WORK

hashtag campaign

LIC India Forever
@LICIndiaForever
Welcome to the official twitter profile of LIC India.
<http://www.licindia.in/>

[Edit your profile →](#)

a_11_karan **Karan Hitalkar** **@In_pendent** at 20 LIC made me independent to make my financial decisions. Thanks guys
1 min ago

[REDACTED] **Karan Hitalkar** **@In_pendent** at 60 Even at this age I don't have to look at my son for anything. I am independent. This is possible because of LIC
3 months ago

[REDACTED] **Karan Hitalkar** **@In_pendent** at 16 LIC and my parents made me independent at this age, now I can take my own decisions. Thanks Guys
40 min ago

[REDACTED] **Karan Hitalkar** **@In_pendent** at 40, with LIC am now finally independent and living my dreams happily
1 min ago

New Year Resolution

LIC India Forever - My LIC Story

2011
The Most Unique New Year resolution

2011 brings new challenges, new opportunities, new goals and new resolutions. What's your New Year resolution? Share it with us and stand a chance to win exciting prizes worth Rs. 20,000/-

[Get Details](#)

Casting Call

LIC India Forever - My LIC Story

casting call
Be our next FACE

YES, WE ARE LOOKING. Upload a video clip of yourself along with 5 lines about your personal experience with LIC.

[Get Started](#)

YES, WE ARE LOOKING. Upload a video clip of yourself along with 5 lines about your personal experience with LIC.

YES, WE ARE LOOKING. Upload a video clip of yourself along with 5 lines about your personal experience with LIC.

YES, WE ARE LOOKING. Upload a video clip of yourself along with 5 lines about your personal experience with LIC.

1

Infuse a 'young life' into an old brand

Share your smiley

LIC & U
SHARE YOUR SMILEY!
LIC COMPLETES 55 YEARS.

We present you an opportunity to express yourself in the most unique way. You can now create a smiley because it speaks much more than words. And the best part is it is a special message too. So what emotion would you like to illustrate?

CREATE NOW!

Send a message

LIC India Forever - Send A Message

Send a Message

Share your love and happiness based on a message on the tree, message and comment area.

Golden Heroes

GOLDEN HEROES

Meet heroes & heroes on the field heroes who have dedicated their lives to the welfare of the nation and the world.

SCIENCE IS A PERCEPTION OF THE WORLD AROUND US. SCIENCE IS A PLACE WHERE WHAT YOU LEARN IS USEFUL FOR YOUR FUTURE. — SIR SUBRAHMANYAM CHANDRASEKHAR

SHARE YOUR VIEWS

CASESTUDY 02

WORK

2

Getting youth to talk about a topic that is 'irrelevant' to them



1

Sustained commitment to enrich and empower

2

Build long term association by introducing benefits of products

- a_hirlekar Aarti Hirlekar #independent at 60. Even at this age i dont have to look at my son for any of my requirements. This is possible because of LIC 3 seconds ago
- a_hirlekar Aarti Hirlekar #independent at 16! LIC and my parents made me independent at this age. now i can take my own decisions. Thanks Guys 46 seconds ago
- a_hirlekar Aarti Hirlekar #independent at 40. with LIC am now finally independent and living my dreams happily 1 minute ago



CASESTUDY 02

WORK

Insurance made easy



The screenshot shows a Facebook post from the 'LIC India Forever' page. The post features a man looking confused with the text 'Do you get baffled by the most basic terms of insurance?'. It includes a call-to-action: 'Read the question and answer it.', 'Talk your answer with the one provided by LIC India', and 'If this raises a new query, put it down and we'll help you out.' Below the post, there's a section titled 'The big question today?' with a question about what riders are. A comment from 'Vicky Goyal' is visible at the bottom.

25,000 tab views in 2 weeks

A yellow arrow points from the text to the right side of the slide.

Ashok Bhownick Aug 12
rider is a additional benefit in insurance policy for which u have to pay additional premium : secure you & family through life insurance call 9830170644
Message

Laxmi Narayan Dubey Aug 10
Rider is getting additional benefit of your policy.Feel Free to secured life & active dream. Call: 0909572372
Message

Mahendra Sharma Aug 10
Riders are insurance policies what toppings are to pizzas. They let you further customize your insurance cover to suit your changing needs.
Using riders, you can get benefits over and above those offered by your basic plan. The amount you pay for these is small when you consider that you would otherwise have had to buy a completely new cover and pay a lot more.
Message

Manish Chamarla Aug 10
Riders are basically the added advantage of insurance policy. Some Riders are in built in some policy and other rider's can be taken by policy holder with small amount of contribution with the regular premium.
Message

Sunil Kumar Aug 10
rider different type pwb,dab,term rider, it is for clients for fulfill their need
Message

Rejesh Paul Aug 10
Rider can be said as prompt cashflow when required.....may be in case of an emergency.....
Message

2

Getting youth to talk about a topic that is 'irrelevant' to them



CASESTUDY 02



WORK

My fitness pal

facebook

LIC India Forever • Jeevan Arogya Health Tips

Community Page about LIC India Forever • Edit info

Wall

Info

Friend activity (1+)

Insights

Diwali Ki Rangoli

Photos

Videos

Polls

LIC Customer Zone Office ..

Insurance Made Easy

Jeevan Arogya Health ...

258 · 104

About

Official YouTube Channel: <http://www.youtube.com/licindiaforever>

258,069

Like this

24,638

Comments about this

Add to my page's favourites

Get updates via SMS

Get updates via RSS

Unlike

Share

Watch this space for simple but effective health tips

36,768 tabviews in 4 weeks

LIC India Forever

Health Tip No. 45: Take a 30 minute brisk walk thrice a week to lower your blood pressure significantly.

LIC India Forever | Jeevan Arogya Health Tips

On 1st of September 1956, The Life Insurance Corporation of India (LIC) embarked upon its momentous journey in the true spirit of serving the people and the nation as a whole. Since then it has spearheaded the financial and infrastructural development of the nation. The performance of LIC has been exemplary and it has ...

See more

Page: 258,069 like this.

20,888 People Reached • 281 People Talking About This

Like · Comment · Share • 6 December 2011 at 17:10 • 258 people like this.

View all 11 comments

23 shares

Write a comment...

LIC India Forever

Health Tip No.44: Ensure that you go to sleep at the same time every day. Also get up at the same time. This will help your body and mind to regularize your sleep. Share your health tips with us!

http://www.lcindia.in/jeevan-arogya_features.html

www.lcindia.in

21,109 People Reached • 245 People Talking About This

Like · Comment · Share • 2 December 2011 at 17:34 • 223 people like this.

View all 6 comments

27 shares

Write a comment...

2

Getting youth to talk about a topic that is 'irrelevant' to them



CASE STUDY 02

WORK

Women Insurance

LIC India Forever > My LIC Story

Insurance Company

**We are responsible.
We are insured.**

-Radhika Chauhan, 23
IRFO Executive, Jaipur

-Swati Dixit, 20
Choreographer, Pune

-Mrs. Kristen Dias, 42
Senior VP, Mumbai

- Mrs. Divya Khanna, 28
Bank Manager/Customer

- Dr. Avantika Iyer, 31
Dentist, Chennai

- Mrs. Priya Khanna, 35
Homemaker, New Delhi

Facebook  Search  Home Profile Find Friends Account

Recommended Pages See All

YouTube Somer Shah and 4 other friends like this. 

Oreo Sony Verghese and 2 other friends like this. 

Sponsored Create an Ad

Airtel Soccer Watch Man Utd play VS Barcelona on 28th May at Man Utd cafe bar.  Click here!

Like 274,907 people like this.

Mynta Footwear Deals mynta.com Buy cool Puma shoes at Rs. 1500 on Mynta.com and get a funky foot track watch absolutely free! Hurry, limited offer. 

Shutterstock Images shutterstock.com Access Over 14 Million Royalty Free Stock Images, Photos, Vectors and More. What Will You Create? 

Responsible, aware and financially independent, this is how you see yourself. And that's why we believe you deserve strong, personal and social coverage. Education, Home, Health, lifestyle, our financial decisions, you are an active spectator, but as active and equal contributor. And when you are taking the lead in everything why stay behind in insuring yourself. Insurance becomes your responsibility too.

SMS 'CITY' to 566773, e.g.: "Mumbai"

LIC  LIC LIFE INSURANCE CORPORATION OF INDIA 

www.licindia.in

2

Getting youth to talk about a topic that is 'irrelevant' to them

21,826 tab views in 4 weeks



CASESTUDY 02

WORK

3

Building long- term association



1

Rounds of user-centric celebrations

2

Trust, commitment and providing smiles in lives of people

3

Positive energy and positive goodwill

a_hirlekar Aarti Hirlekar
#independent at 60. Even at this age i dont have to look at my son for any of my requirements. This is possible because of LIC
3 seconds ago

a_hirlekar Aarti Hirlekar
#independent at 16! LIC and my parents made me independent at this age. now i can take my own decisions. Thanks Guys
46 seconds ago

a_hirlekar Aarti Hirlekar
#independent at 40. with LIC am now finally independent and living my dreams happily
1 minute ago



CASESTUDY 02

WORK



**Join the First
ONLINE SOCIAL PARADE**

Love the state you belong to?
Ensure it features on the First Online Social Parade. Just send us an image or video that depicts a very special aspect of your State. And we will ensure that you are tagged in this first-of-its-kind video.

Be part of this Online Social Parade.

1. Upload your photo/video on our wall.
2. Write a caption describing the photo and the State you belong to.

Check this space on the 26th January!

**DO YOU KNOW A
SUPER HERO?**

Someone, someday does something extremely exceptional and selfless... and leaves a mark on your mind. If you personally know somebody who has done something truly heroic, tell us.

**WE ARE LOOKING FOR
THE SUPERHEROES OF TODAY**

Step 1 - Upload a photo on the wall
Step 2 - Add a title and narration of the heroic deeds

And, who knows, your hero might be featured on our Wall of Fame along with your name.

Check this space on the 26th January!

3

Building long-term association



CASESTUDY 02

WORK



Your prosperity Our guarantee

Highest NAV of 100 months guaranteed*

*Highest NAV over the first 100 months or NAV at maturity, whichever is higher
 • Premium Paying Term: Single or 5 years • Policy Term: 10 years
 • Age at entry: 8 yrs to 65 yrs • Partial withdrawal facility available
 ✧ Available for maximum 3 months only from the date of launch ✧

LIC's Samridhi PLUS
 ULIN: 512L26SV01 | Table No.804
 UNIT LINKED INSURANCE PLAN
 Contact your nearest Branch or LIC agent for more information.

The premiums paid in Unit Linked Insurance Policies are subject to investment risks associated with capital markets and the NAV of the units may go up or down based on the performance of the fund and factors influencing the capital market and the insured is responsible for his/her decisions. The Life Insurance Corporation of India is only the name of the insurance company and Samridhi Plus is only the name of the unit linked insurance contract and does not in any way indicate the quality of the contract, its future prospects or returns. Past performance may not be an indicator of future performance. In this policy the investment risk in investment portfolio is borne by the policyholder. For more details on risk factors, terms and conditions, read sales brochure carefully before concluding a sale. A charge of 0.46% p.a. of the fund value shall be levied for the cost of investment guarantee. Insurance is the subject matter of solicitation.

LIC's Customer Awareness Campaign

PAYMENTS UNDER INDIVIDUAL PENSION/ ANNUITY POLICY MADE EASY

Please ensure that your current address is registered with the servicing LIC office along with phone number and e-mail id.

For regular payment directly through your bank account, fill up NEFT (National Electronic Fund Transfer) mandate form and submit to LIC office servicing your policy.

IF YOUR ANNUITY IS GOING TO START

Is your annuity option and payment mode properly registered with LIC? (check at least 6 months before due date)

FOR EXISTING ANNUITANTS

Are you getting your annuity regularly?
 Is your existence certificate valid?

In case your answer to any of the above questions is "NO", please contact LIC office servicing your policy/LIC customer zone.

Ensure valid nomination under your annuity policy.

For forms/details visit our website www.licindia.in and register on our customer portal for online information/services

PLEASE WATCH THIS SPACE AGAIN NEXT TUESDAY.

Insurance is the subject matter of solicitation.

3

Building long-term association



CASESTUDY 02

WORK



LIC India Forever > #iChange
Community Page about LIC India Forever

iChange
Be the change you want to see!

From education system to roads or a healthier lifestyle, there will always be something about your life or our country that you would want to change. This Republic Day, you can start the movement of change, and set your wheel in motion. Tell us about that one thing that you would want to change.

Simply tweet!

Log in to LICIndiaForever channel on Twitter. And send your message with **#iChange** amidst your tweet. And soon enough we will know what changes the youth of India really wants.

The tweet which gets maximum retweets will be featured in LIC's hall of fame.

[Visit twitter page](#)

LIC
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

273,119
like this
10,282
talking about this

[Create a Page](#)
[Add to My Page's Favorites](#)
[Get Updates via SMS](#)
[Get Updates via RSS](#)
[Unlike](#)
[Report Page](#)
[Share](#)

You and LIC India Forever
14 friends like this. See All

People You May Know
Jaidev Rupani (21 mutual friends)
Anahita Havewala (41 mutual friends)
Jasmine Lord (25 mutual friends)

Sponsored Story
Unnati J. Shah, Nilesh Gohil and Ashwini Ramkrishnan like Digital Buzz.
Digital Buzz

Sponsored
Free Career Path Webinar
asq.org
Download Our Career Development Webcast
Designed Specifically for Quality Professionals. From ASQ, Society for Quality.

Wear your opinion
Wyo.in
Kolaveri test! You all have watched it. You all have heard it. You all have downloaded it. Well, now you can wear it too.

3

Building long-term association





CASESTUDY 02



RESULTS

HIGHLIGHTS

Shift in perception, reputation

Impact on sales, Drive to Main site

Earned Friends and Followers

Products and Offerings

Consumer Engagement



CASESTUDY 02

RESULTS

2,00,775 people actively engaged with LIC page at least once a month. Of these 40,000 actively interact with it through likes, comments and uploads.

12,000 people actively participated in a Q&A session on insurance jargons.

70,000 people voluntarily watched an LIC communication (TVC, customer testimonial or corporate communication).

400% increase in 4 months of new active visitors to Facebook. LIC's most successful competitor in this time period saw a 116% increase.





CASESTUDY 02



RESULTS

Nearly 90,000 engaged with the Smileys (the App that we created) and 70,000 with the Rangolis app!

On an average every month 45,000 of our fans and followers recommend LIC to their friends.

LEADS: Over 200 opportunities for new business have been addressed with 39,000 people expressing interest in locating an LIC office nearest to them.

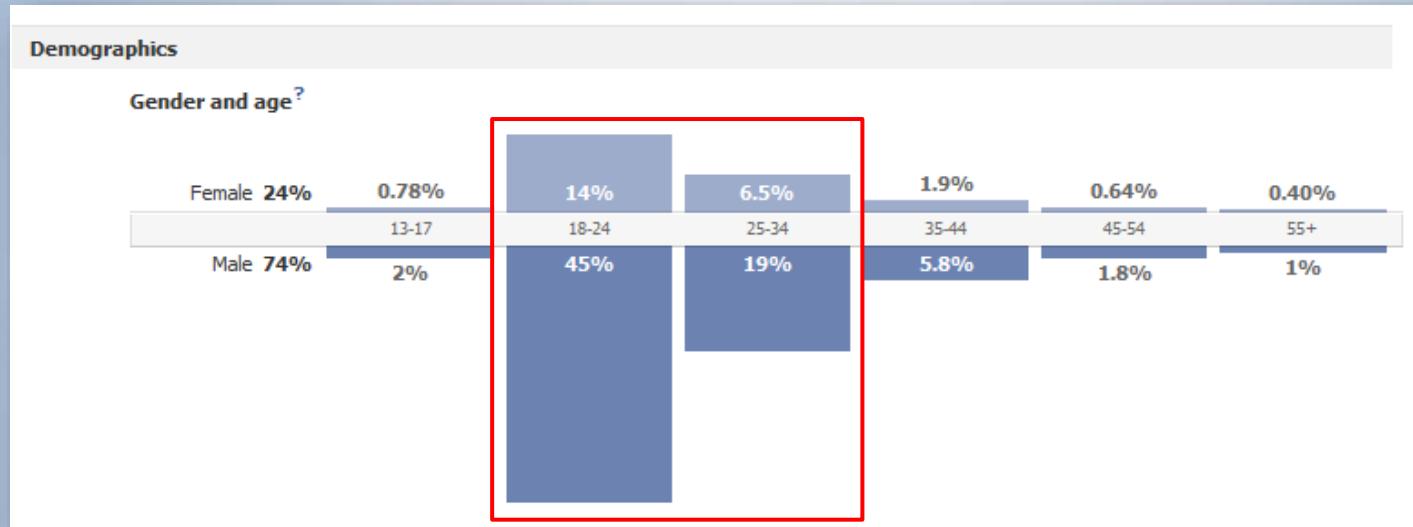
4% traffic to LIC website was from Social Media



CASESTUDY 02

RESULTS

YOUTH CONNECT



80% of audience engaging with LIC falls in the category of youth





CASESTUDY 03

Murgency

THE BRIEF

- A GLOBAL COMPANY, THE CLIENT PROVIDES AIRPORT ASSISTANCE SERVICES ACROSS THE WORLD SUCH AS LOUNGE ACCESS, MEET & GREET, LIMOUSINE PICK-UPS. OUR BRIEF WAS TO BRING THE WEBSITE ON TOP OF GOOGLE FOR PEOPLE LOOKING FOR SUCH SERVICES.





CASESTUDY 03

Murgency

WHAT WE DID?

- LOCAL WEBSITES WERE CREATED, SUCH AS [CHENNAIAIRPORTASSISTANCE](#), [JFKAIRPORTASSISTANCE](#) & SIMILARLY FOR 140 OTHER CITIES.
- THE IDEA WAS TO RANK LOCALLY FOR SEARCHES PERTAINING TO CITIES, AND ALL THESE WEBSITES LINKED BACK TO THE MAIN WEBSITE WWW.MURGENCYAIRPORTASSISTANCE.COM GIVING BETTER RANKING.





CASE STUDY 03

Murgency

WHAT WE DID?

- WE DIRECTED TRAFFIC TO THE WEBSITE LEVERAGING THE FOLLOWING:
 - FACEBOOK UPDATES
 - SEO – SOCIAL BOOKMARKING, ARTICLE SUBMISSIONS, PR DIRECTORY SUBMISSIONS
 - BLOGS
 - FACEBOOK RE-TARGETING



CASE STUDY 03

Murgency

WHAT WE DID?

■ REGIONAL KEYWORD RANKING – THE PAGE RANKS TOP FOR SEARCHES

Google search results for "Jfk airport assistance". The results page shows about 8,56,000 results. A red box highlights the top result: "JFK Airport Assistance| Special Assistance at New York Airport" from [www.jfkairportassistance.com/](http://jfkairportassistance.com/). This result is positioned above other official sources like the Port Authority's website.

Google search results for "beirut airport assistance". The results page shows about 3,94,000 results. A red box highlights the top result: "Beirut Airport Assistance" from [www.beirutairportassistance.com/](http://beirutairportassistance.com/). This result is positioned above other services like "Marhaba" and "Meet Assist".

Google search results for "goa airport assistance". The results page shows about 3,79,000 results. A red box highlights the top result: "Goa Airport - Airports Authority of India" from www.sai.aero/allAirports/goa_passengerinfo.jsp. This result is positioned above other services like "Goa Dabolim" and "India Fast Track".



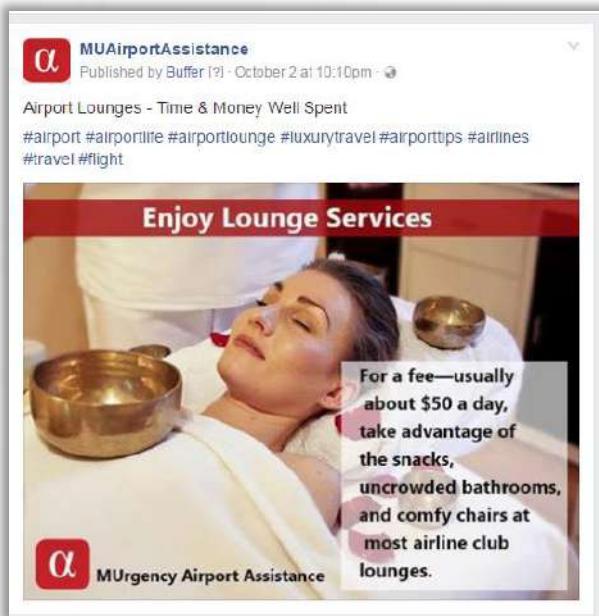
CASESTUDY 03

MUrgency

WHAT WE DID?

■ FACEBOOK ADS

- AN ESSENTIAL PART OF OUR MARKETING ACTIVITY, WE USE FACEBOOK FOR RETARGETING
- VISITORS TO FILL UP ENQUIRY FORM & GENERATE LEADS FOR THE CLIENT



CASESTUDY 03

MUrgency

WHAT WE DID?

■ BLOGS

- THE BLOGS ARE UPDATED REGULARLY FOR IMPROVING GOOGLE SEARCH RESULTS. ALSO, THE CONTENT IS SHARED ON SOCIAL MEDIA SUCH AS FACEBOOK, TWITTER, ETC.

The screenshot shows the MUrgency website's blog section. At the top, there is a navigation bar with links for Home, Our Services, Request Service, Airports Served, FAQs, and a Blog tab. Below the navigation, there are three blog posts:

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Published on: 06-Oct-2016
When you fly non-commercial, MUrgency Aircraft Ground Handling services will assist you with all-round ground operations. We provide comprehensive ground handling services to meet your requests...
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- Make Your Guests Feel Special With MUrgency Dubai Airport Assistance**
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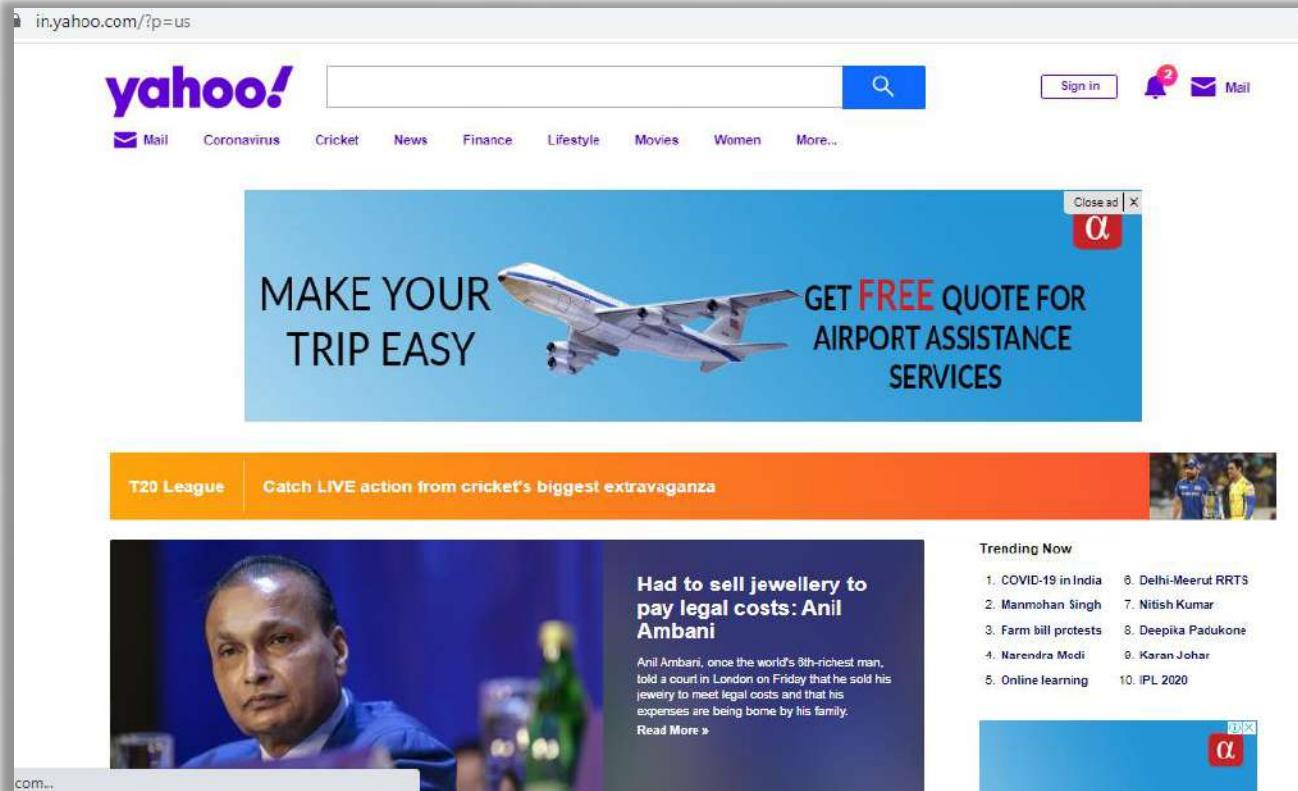


CASESTUDY 03

Murgency

WHAT WE DID?

- WE ALSO RUN A DISPLAY CAMPAIGN ON GOOGLE DISPLAY NETWORK





CASESTUDY 03

Murgency

RESULTS

Within
3 months
the website traffic
went from
55 users per month
to *more than*
2000 users
per month

The leads resultant
business from online
channels has
increased 15x

The company is
currently handling
travel needs of
bollywood stars
& *VIPs*; these
leads came in
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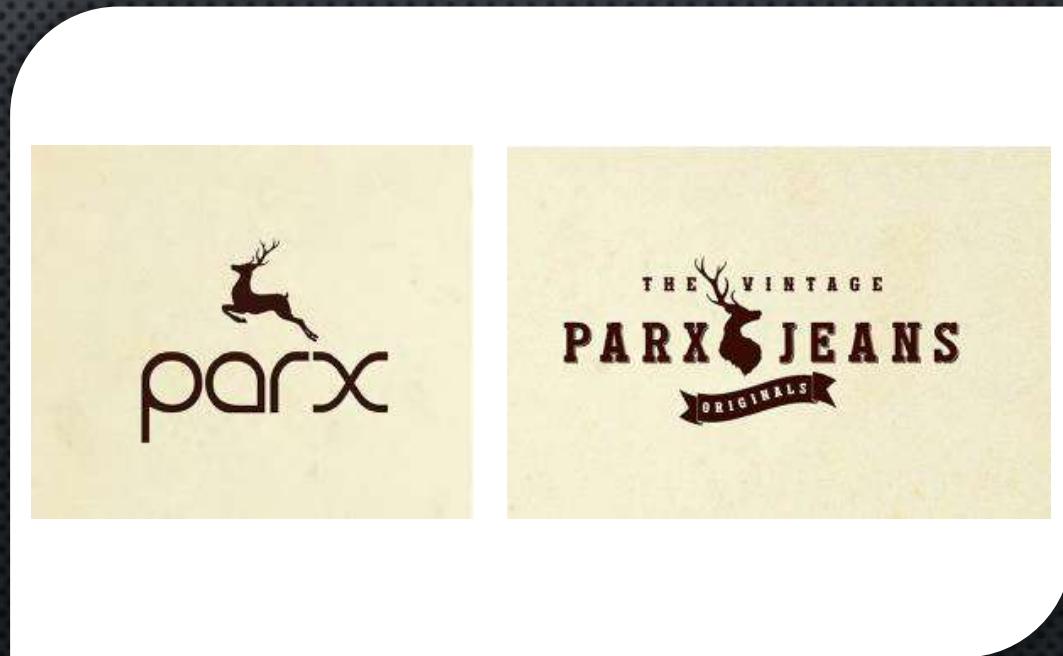








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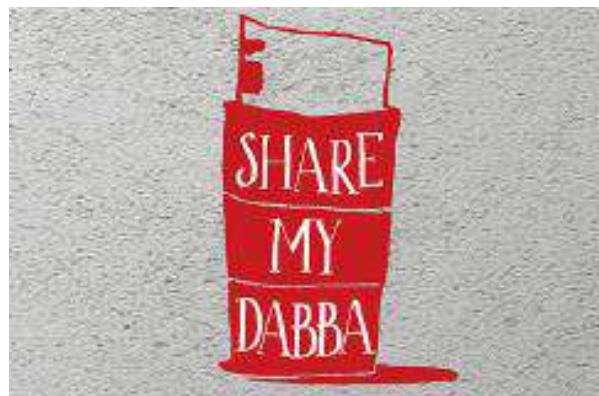


















Note: The Mahindra name (in red) is a pre-existing logo design







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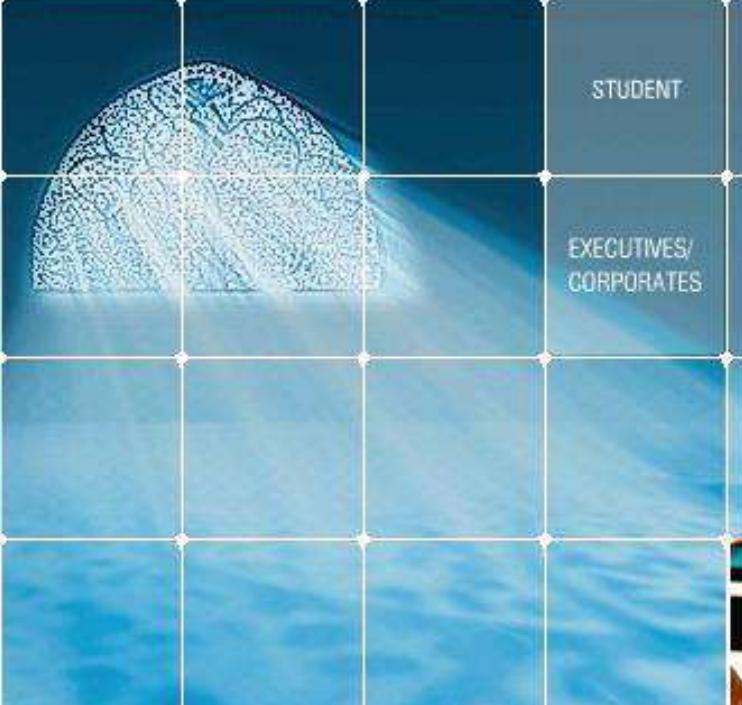
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- Sudha V Singh

» Toons



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Bangalore: One car, one person. One car, four persons. In a strapped-for-space metropolis, the second equation becomes a default option. But things don't move in the right lane in Bangalore. Precisely why alternatives like carpooling have taken time to find mass endorsement. With more awareness among the public and encouragement from the government, car pooling can prove effective in easing Bangalore's bottlenecks, feel traffic experts. In July 2000, software engineer Navratan Kataria put...

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As an IT consultant, Sanjana has always been a trailblazer. She has always believed in doing things her own way. She believes in being unique, in being different, in being bold. She wants to prove that she can do things her own way, and that she can succeed.

Sanjana Rathnam
Designer and founder of My Ordinary Style

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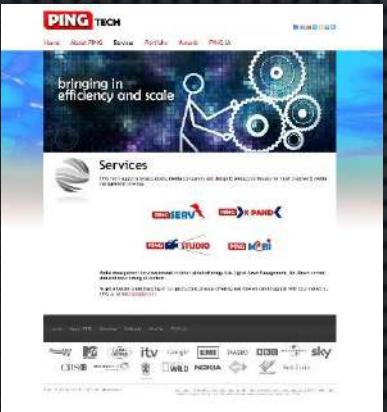
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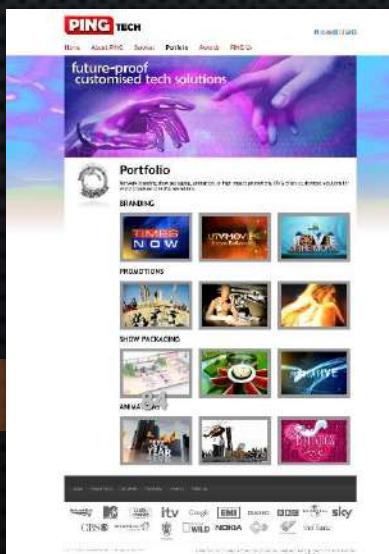
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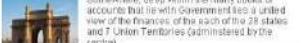
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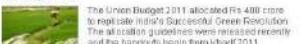
Special Reports

The State of State Finances

 The Government, being within the many books of accounts that lie with Government lies a unified view of the finances of the each of the 28 states and 7 Union Territories (administered by the centre).

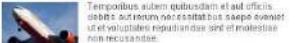
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Greening the east

 The Union Budget 2011 allocated Rs 400 crore to implement India's Successful Green Revolution. The allocation guidelines were released recently and the handouts begin from March 2011.

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Sep 3, 2011 | [More >](#)

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Five events that will make real headlines in the year 2011

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The image is a promotional advertisement for the Tata Indigo. It features a silver Tata Indigo sedan shown from a three-quarter front perspective, angled towards the viewer. The background is a dark blue gradient. A large, faint watermark of the word "Indigo" is repeated across the center. In the top right corner, there is a red armchair icon above the text "TATA Indigo" and the slogan "Spoil yourself". The bottom left contains several menu options: "Indigo Saga", "Experience the Indigo", "Indigo Accessories", "Indigo Care & You", "Media Speak", and "Desktop Delights". On the far right, there is a vertical column of five small icons: a right-pointing arrow, a left-pointing arrow, a circular arrow, a house, and a close/X button.





<Interactive>



our
World...
our
People...

...and some of **our colours...**

The world map features four paint cans with paint splatters on it, positioned over the continents of North America, South America, Europe, and Africa. Below each can is a label:

- Giant (over North America)
- Maverick (over South America)
- Futurist (over Europe)
- Globe Trotter (over Africa)

atianpaints

Giant **Maverick** **Futurist** **Globe Trotter**

Interactive

f < > w X

Maverick

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tRADE

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PRODUCER VISHAL NIHALANI WRITER/DIRECTOR APOORVA LAKHIA

RUBBERBAND Films PRESS

TRACK: O RE - sonu nigam, alka yagnik

VOLUME: 100%

SITE DESIGN URBANEYE MEDIA EXIT SITE

JOURNEY **cARAVAN** **aDVENTURE** **sNEAK pREVIEWS** **dOWNLOADS** **tRADE**

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games

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Constantly surpassing our Clients' expectations as also ours, has left us with more than a lion's share of delighted Clients who seek our services again & again.

our Clients

Ford CITIBANK Cather

A woman in a pink outfit sitting in a meditative pose.

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We have been fulfilling the integrated communication needs of national and international Clients. Our Clients list is a virtual "Who's who" of the MNC & Corporate world. Finance, Automobile, Pharmaceutical, Education and Entertainment are just a few segments we have handled.

Some of our truly outstanding Clients are:

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GAMES

Though Games are pure fun, they are also probably one of the best ways to learn.

That is why we are in the process of developing web-enabled games for your gaming pleasure.

Keep watching this space!

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Each and every project is unique, with its own particular requirements. Executing them has not only enhanced our capabilities but has also increased our capabilities.

Certain projects required a very high level of research and developmental-processes and hence utilized our potential as a team.

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Nurturing Infrastructure

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Satyam Heritage

Category:
Residential / Commercial

Location:
Plot No. 197a/198/199, Sector 10, Kharghar, Navi Mumbai.

Structure:
14 Floors

Type:
Residential - 2BHK

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Capitalize on IT



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We are a technology driven solutions provider with expertise in areas like software development, applications management, technology integration, supply chain management solutions, RFID solutions.

We are uniquely positioned to help our clients excel by leveraging our core strengths:

Deep understanding of the client context

Long term, maintenance free solutions

We do not believe that 'one size fits all' and hence go the extra mile to understand the exact problem that our clients face and work like an extended arm of the client's organization.

Up-to-the-minute technology

Strong project management capabilities

We are an agile organization and constantly leverage the latest technologies available to arrive at the best solutions for our clients. We spend time upfront to chart out exact timelines / deliverables. Additionally, we proactively communicate project progress and ensure tight adherence to plans.

“We have had a lot of experience working with various offshore companies in India in past and what distinguishes Sodel is their ability to swiftly address key technical issues and often go beyond, giving us a tremendous value-addition.

~ Hammond, CEO, Critical, UK

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Return (mm/dd/yyyy) Any Time

Travelers

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Optional

Airline Cabin

Find the Best air-fares !

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From **To**

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Return (mm/dd/yyyy) Any Time

Travelers

Adult(12+) Child(2-11) Infant in lap(0-2)

Optional

Airline Cabin

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|-----------------------------------|-------|-------------------------------|-------|
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| → Bangkok RT | \$608 | → Paris RT | \$353 |
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| → Buenos Aires RT | \$631 | → Rome RT | \$401 |
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ITINERARY SUMMARY

Departure: Thursday, May 10, 2007 John F Kennedy International, New York(JFK) - Heathrow, London (LHR)

Return: Friday, May 24, 2007 Heathrow, London(LHR) - John F Kennedy International, New York (JFK)

TOP 5 Fares

| Airline | Fees | Total |
|-------------------|-------|-------|
| KLM | \$581 | \$581 |
| American Airlines | \$555 | \$555 |
| Northwest | \$556 | \$556 |
| United Airlines | \$614 | \$614 |

NOTE: All fares are in U.S. dollars. The following prices are in Euro. Tickets & round-trips require paper tickets. There will be an additional charge. All fares are local to each ticket.

BARGAIN FARE Total Basic Fare: \$397.27 + Taxes

(Total Price: \$397.27 including taxes. View Details)

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Leading: FTNo: 8842 Depart: JFK 6:10 PM Fri, May 11 2007 Economy Arrive: AMS 7:45 AM Sat, May 12 2007

Returning: FTNo: 1008 Depart: LHR 10:05 AM Thu, May 24 2007 Economy Arrive: AMS 12:25 PM Thu, May 24 2007

DO Fare Display Option We will display the first 10 options. Clicking the "View More" link will display all the options. This will be an additional charge. All fares are local to each ticket.

SPECIAL FARE Total Basic Fare: \$208.00 + Total Taxes

(Total Price: \$208.00 including taxes. View Details)

Leading: FTNo: 0102 Depart: JFK 10:00 PM Thu, May 10 2007 Economy Arrive: LHR 10:00 AM Fri, May 11 2007

Returning: FTNo: 0101 Depart: LHR 2:30 PM Thu, May 24 2007 Economy Arrive: JFK 6:00 PM Thu, May 24 2007

BARGAIN FARE Total Basic Fare: \$261.03 + Total Taxes

(Total Price: \$261.03 including taxes. View Details)

Leading: FTNo: 0142 Depart: JFK 8:30 AM Thu, May 10 2007 Economy Arrive: LHR 8:35 PM Thu, May 10 2007

Returning: FTNo: 0115 Depart: LHR 8:30 AM Thu, May 24 2007 Economy Arrive: JFK 11:00 AM Thu, May 24 2007

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| KLM | \$581 | \$581 |
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| Northwest | \$556 | \$556 |
| United Airlines | \$614 | \$614 |

NOTE: All fares are in U.S. dollars. The following prices are in Euro. Tickets & round-trips require paper tickets. There will be an additional charge. All fares are local to each ticket.

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Welcome to Viral Technologies!
Viral Technologies is a startup operating in mobile games and application development. We are currently in stealth mode and would come out of

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A highly experienced team, consisting of our core team of a project manager, web developer, our own in-house Design & Developers, our own in-house Analytics, Quality management, Solution IT Engineers, and more.

We focus on a client centric, unique and reliable service using high profile projects, utilizing cutting technology and high-end designs.

Our Major Customer Technologies include:

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- Java Mail API
- Java Mail Session
- Java Mail Transport

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- WebSphere
- WebLogic

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- Macromedia Dreamweaver MX
- Macromedia Cold Fusion MX
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Our core businesses create valuable synergies for BlueCode and the companies we serve. Many of our clients engage us in one arena, then request our services in another. From mobile development, to software testing, to building the telecommunications infrastructure - customers leverage BlueCode quality, performance and responsive customer service into their own success. Whether BlueCode provides highly qualified technical services or the latest technological innovations, our commitment to excellence is based wholly on our commitment to you.

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Small Ad (100px w)

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Amrapurada (2009)
Cast: James Franco, Eli Roth, Jennifer Lopez
Language: English

Amrapurada (2009)
Cast: James Franco, Eli Roth, Jennifer Lopez
Language: English

Amrapurada (2009)
Cast: James Franco, Eli Roth, Jennifer Lopez
Language: English

Amrapurada (2009)
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Patient Encounters

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John Walker(#17)

Patients

H:5463677876

| Information for DODO | |
|------------------------------------|--|
| Weight & Vital History | |
| Print a Boarding Certificate | |
| View Appointments | |
| Send Email to Clinic | |
| Print, Fax or Email Medical Record | |

John Walker - Patient Encounters

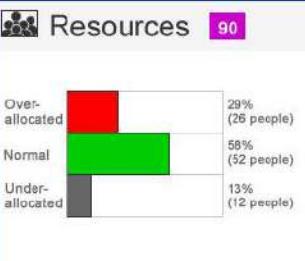
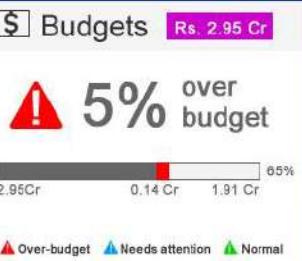
| Name | Family | Weight | Color | Gender | Breed | Status |
|----------------|-------------------------|------------------------|---------------------|--------|-------------|--------|
| DODO | Canine | 12,000 lbs (5,443 kgs) | White & Liver Brown | Female | Dalmatian | Active |
| Dental Disease | 02, Feb 15 - 26, Nov 14 | | | | | |
| Hit by Car | 23, Dec 14 - 21, Nov 14 | | | | | |
| Wellness Care | 18, Dec 14 - 21, Nov 14 | | | | | |
| Lucy | Canine | 10,000 lbs (4,536 kgs) | Black & Brown | Male | Labradoodle | Active |
| Vomiting | 02, Feb 15 - 15, Jan 15 | | | | | |
| Wellness Care | 02, Feb 15 - 19, Nov 14 | | | | | |


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Dashboard (Superadmin)

Overview

Displaying for all your projects from the beginning of time



Projects

Show All

Sort Original order

Search

LEGEND: Done Tasks Waiting Status: Risk On track Complete

Displaying 10 of 192 projects

1 2 3 4 5

Android App Development

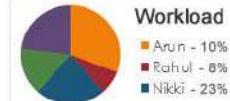
Status



16% completed

Rs. 160k

6.5 months
5 milestones
26 tasks



Tasks

26 Total
16 Completed
3 In progress
7 Not started

Projected Release Date

MONDAY, MARCH 09

68 Days

Bespoke Data Migration

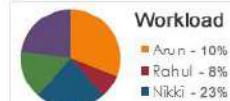
Status



84% completed

Rs. 125k

4.0 months
7 milestones
21 tasks



Tasks

21 Total
16 Completed
2 In progress
3 Not started

Projected Release Date

MONDAY, JANUARY 13

10 Days

*Thank
you*

Questions?