

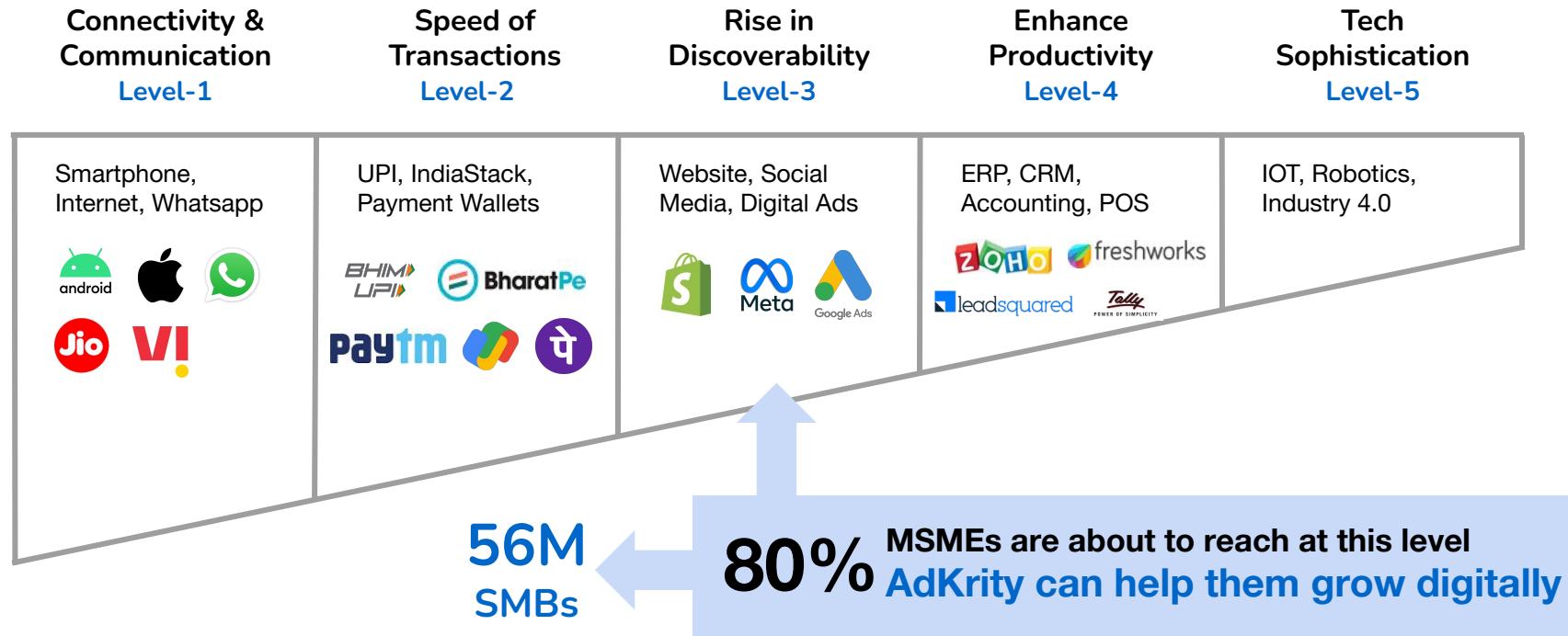


AI powered digital advertising
platform for businesses

AdKrity: Ad + कृति (Creation)

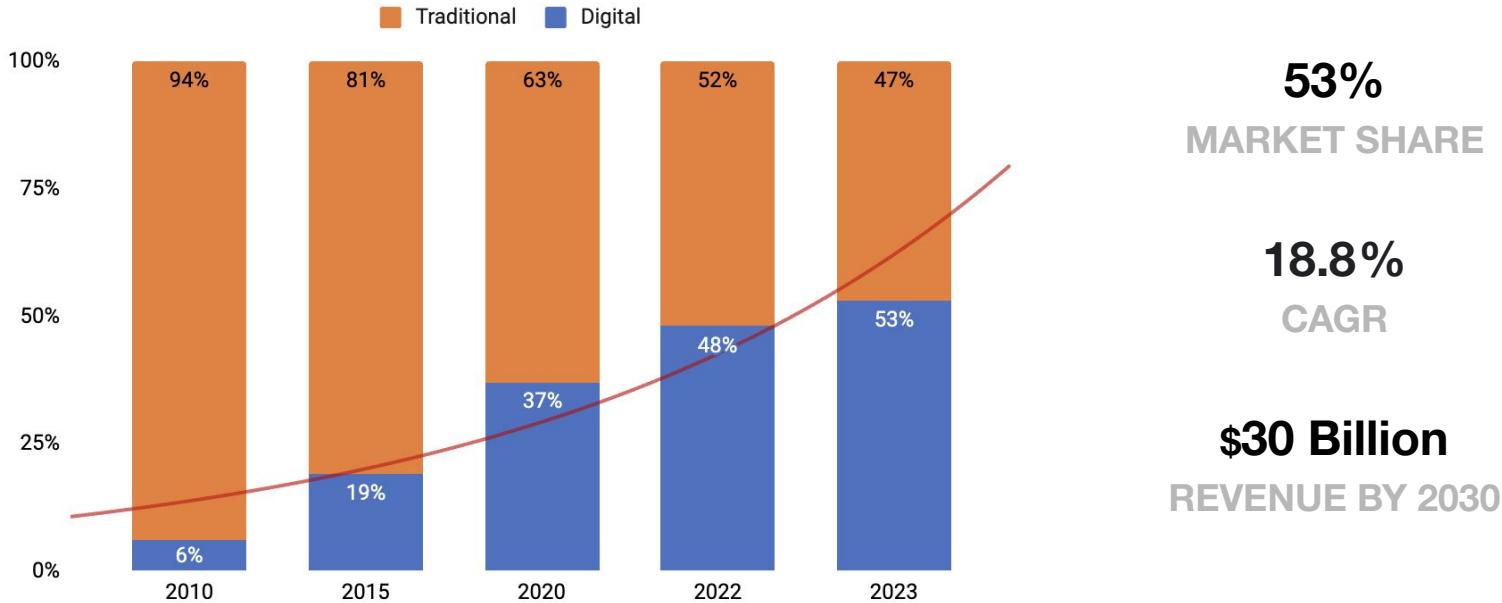
INDIAN BUSINESSES HAVE GONE DIGITAL

70 million Indian MSMEs have already started their digitalization journey



DIGITAL ADVERTISING IS FUTURE

Indian businesses are moving away from traditional advertising and
rapidly adapting to digital advertising



CHALLENGES FOR MSMEs

Most of the Indian MSMEs are not able to get benefit of digital advertising



WRONG TARGETING

Targeting the right customer is the biggest challenge



LIMITED BUDGET

Can't afford in-house team,
Outsourcing to agencies cost much



NO APP

Apps for designing posters and posts but not for digital advertising

Existing Option Experimental Targeting

Lack of technical knowledge hinders MSMEs from effectively targeting and managing ads.

Existing Option Marketing Agencies

Agencies don't entertain small budgets, don't offer the option to exclusively run digital ads.

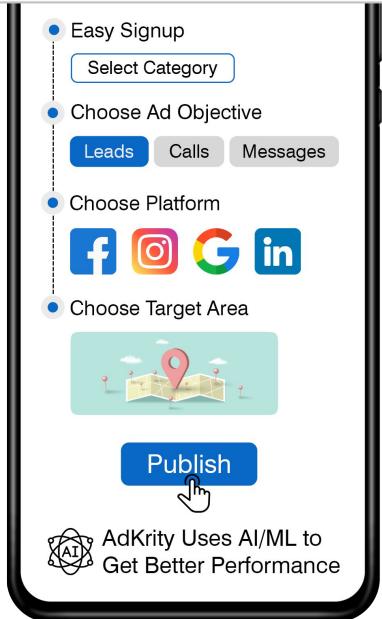
Existing Option Web based products

Current solutions are designed for enterprises and web based, but many MSMEs lack desktop access.

SOLUTION: ADKRITY

A mobile app for MSMEs to make digital advertising easy, accessible and profitable with the power of AI

[Product Demo Video](#)

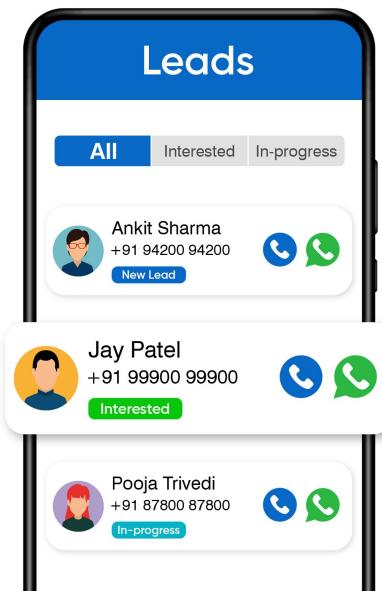


Digital Ads in 30 seconds

- ✓ AI generated personalized designs
- ✓ Multiple ad network support
- ✓ AI based ad targeting & optimization

- Instant lead notifications ✓
- Lead management ✓
- Real-time ads reports ✓

Reports & CRM



HOW ADKRITY WORKS!

Digital advertising and GenAI are an **Ideal Fit**



Indian Businesses

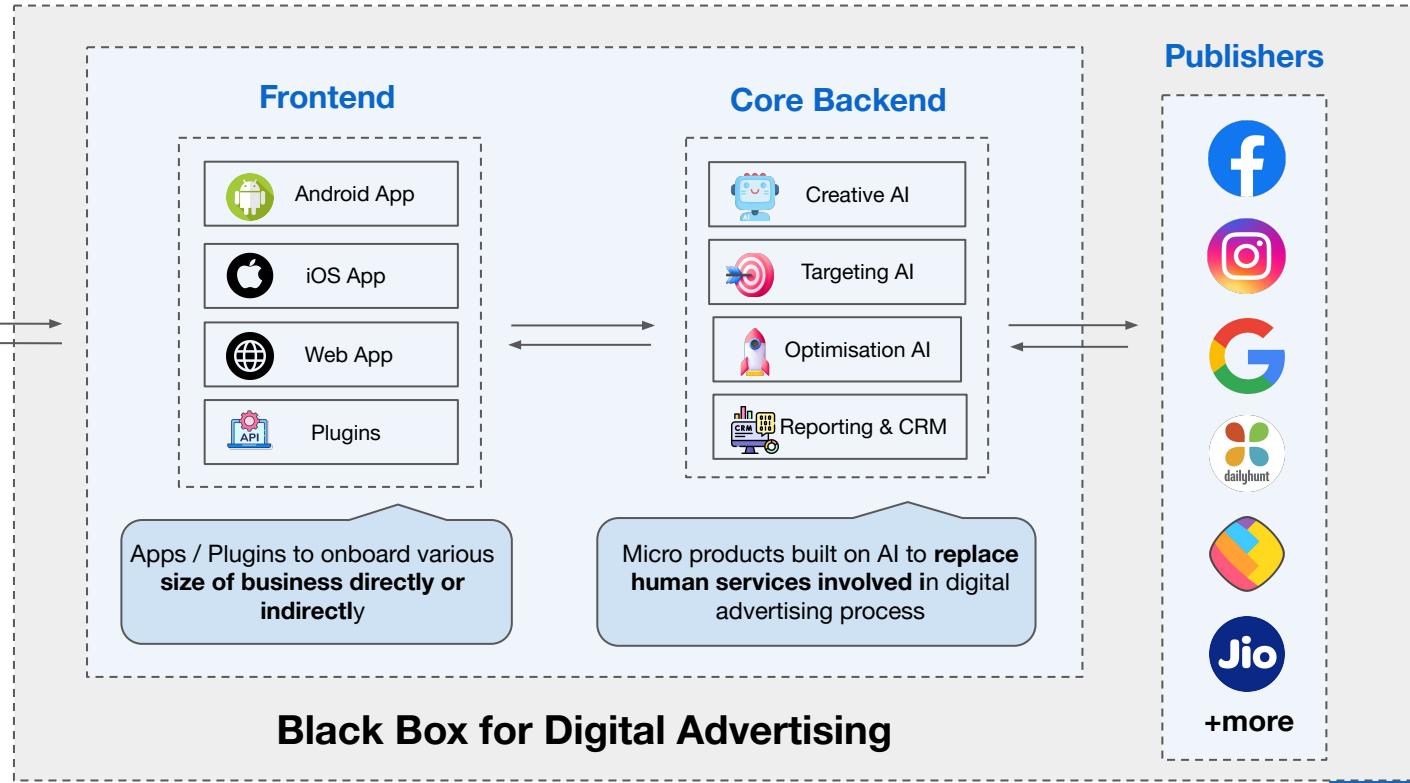
Choose Objective
Lead, Calls, Whatsapp, Website Ads etc

Choose Budget
Starts from ₹2000

Choose Target Area
Local area to Country & Multiple locations

AdKriy's AI publishes ads on behalf of businesses and give them **daily customers**

[Product Demo Video](#)

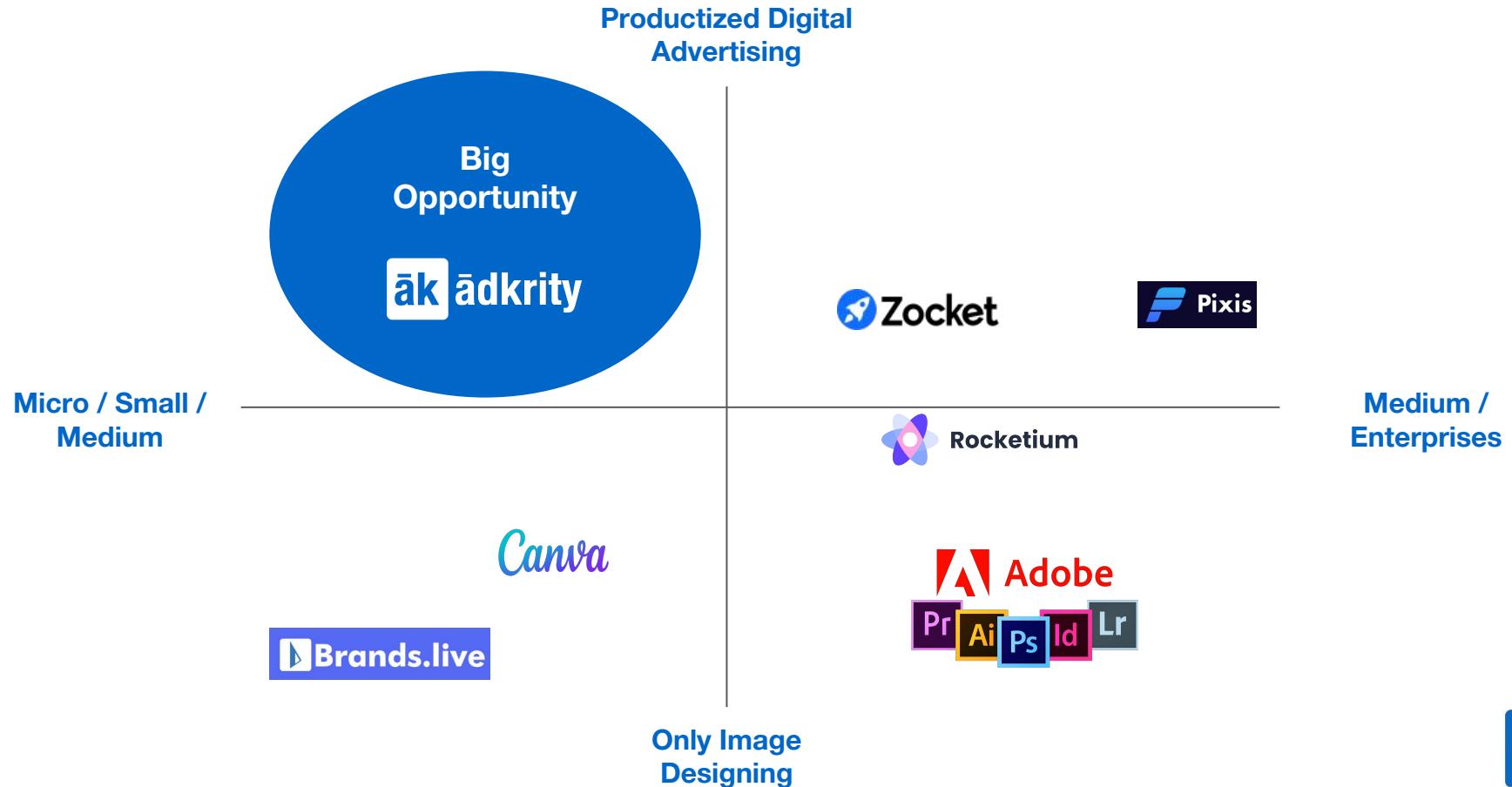


Publishers



+more

COMPETITION



WHY CUSTOMER LOVES US?



Easy To Use

Easy to understand UI based on business category with FAQ on every page



Pay Per Use

Indian businesses prefer to run ads as and when the need arises or on festivals



Productized Virtual Agency

AdKrity is like their virtual digital advertising agency which offer more features and budget flexibility.



4.6 ★★★★★

(3097 reviews)



4.8 ★★★★★

(156 reviews)

7500+ Paid Customers

REVENUE MODEL

Take Rate

20% - 45%

Service Fees
From Customers

+

Commission
From Publishers

+

IP Licensing
From Enterprises

Beginner Pack

15%-25% margin

Advanced User Add-On Pack

10%-15% service fees on digital ads

Meta / Google (From Q2' 24)

5% commission

Indian Publishers (From Q3' 25)

(Sharechat, JioAds, DailyHunt etc)

15%-25% commission

AdKrity Publishers (From Q4' 26)

25%-40% commission

Custom Pricing

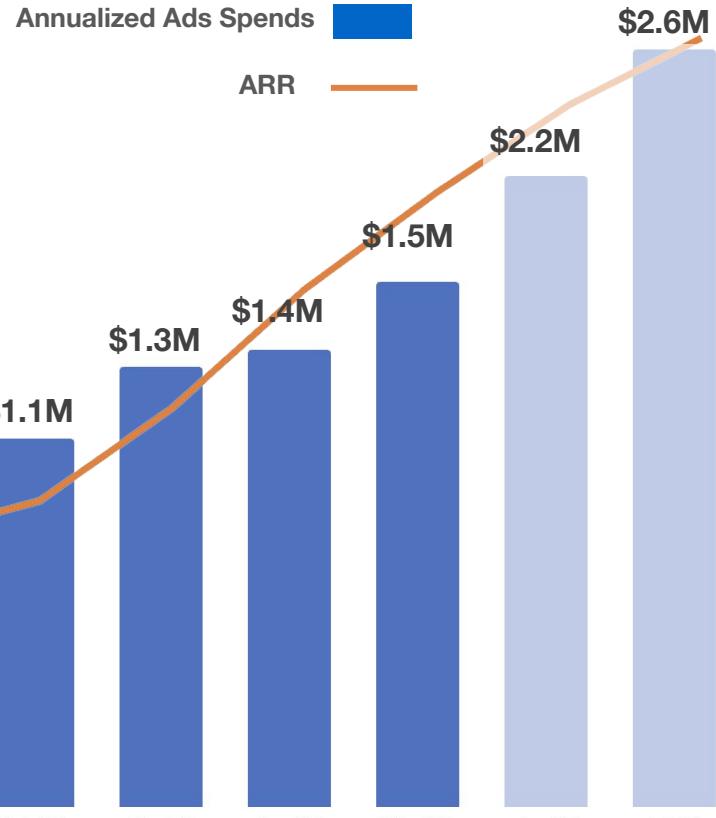
One Time Setup Cost

Service Fee

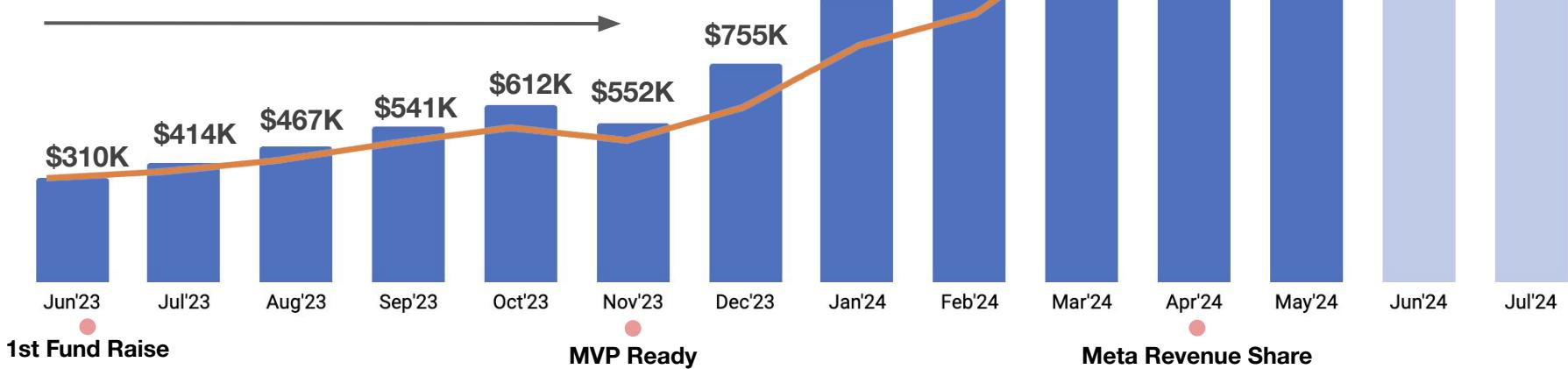
X% margin on each transaction

SALES GROWTH

Current - May'24		
\$1.5M Annualized Ad Spends	\$384K Annual Revenue Run Rate	26% Current Take Rate



Product Building



POWERFUL INTERNAL SALES APP

We allocate **filtered installed users** to the telesales team based on **business category** and **in-app activity**

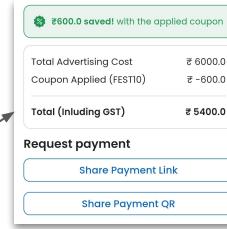
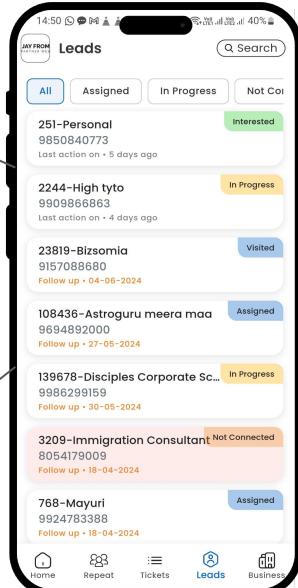
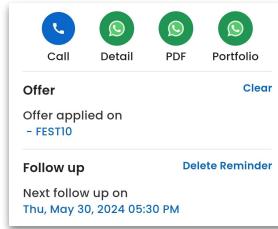
In-depth Customer Details

Business category, User's last activity, last active time



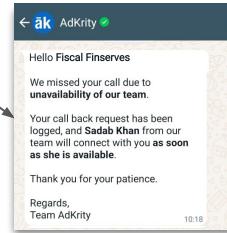
In-App Quick Action Buttons

Offer apply, Portfolio & Brochure sharing, Follow up setting



Payment Link / UPI QR

Directly sharing of payment link or UPI QR with user requirements



Call Recording & Auto Away Message

Auto sending of WhatsApp message on missed call while on leave or non working hours

Telesales executive with avg salary of ₹15,000 is doing monthly new sales of ₹2L-₹2.5L

PROMPT CUSTOMER SUPPORT APP

Faster & Better Customer Support
With Ticket Management

The screenshot shows a ticket management interface. At the top, there's a header with a user profile picture and the word "Tickets". Below it, a search bar with the placeholder "Search". A ticket card is displayed with the following details:

- Ticket ID:** 8450 - App
- BUSINESS NAME:** 114943 - wetland Holidays
- CREATE DATE:** 10 Feb 2024 01:51 PM
- SUPPORT TYPE:** New/Extend Ac
- CREATED BY:** Customer
- SUPPORT SUBTYPE:** Not selected

Buttons for "Call Customer" and "Resolve" are present. A modal window is open, showing:

- SUPPORT PERSON:** Neha
- CUSTOMER QUERY:** I want to some changes in this poster

A "Business Details" section shows:

- wetland Holidays (PaidUser)
- 9906894975
- Open Ticket: 0
- Running Ads: 0
- Finished Ads: 1

An "Ad Details" section shows:

- ad104527 - Leads Plan (Finished)
- 13 Feb to 20 Feb, 2024

A "Status Description" section contains the text: "App ki ad hamare side se publish ho gai hai, Facebook/Instagram/Google ki side se review me hai. woh generally 3-4 hour me live ho jati hai."

On the left sidebar, there are buttons for "Create Support Ticket", "Review/Edit Ad Settings", "Share Imp Links", and "Share Preview Link".

Dedicated CRM for Repeat Sales
With Feedback Mechanism

The screenshot shows a CRM interface with several cards:

- Customer View:** A comparison of Facebook and Instagram metrics.

	facebook	Instagram
Preview	16058	10014
Clicks	338	88
Whatsapp	74	25
Budget Used	54%	53%
- WhatsApp Plan:** Plan details for a campaign.

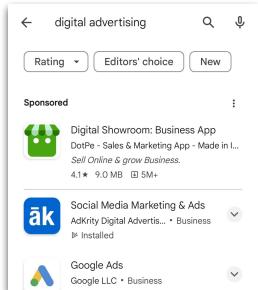
	Total Amount	Refund Amount
5000 Plan	0.0	0.0
Status	Finished	Duration 15.0
End Date	20-02-2024	Remaining Days 0.0
Conversions	99.0	Cost per Conversion 42.82
- Customer Issues:** A list of issue types.
 - Design Issues, Support issues
 - Ad performance issues, App issues
 - CRM issues, Need more leads
 - Bad quality leads
- Status:** Status indicators for a lead.
 - Not Connected, Dead
 - Ready to Pay (highlighted in yellow)

25% increase in customer repeat and 40% reduction in level 2 support using support app

ACQUISITION

Organic

- SEO / ASO
- Content Marketing



We are on **top** position for keywords related to digital advertising

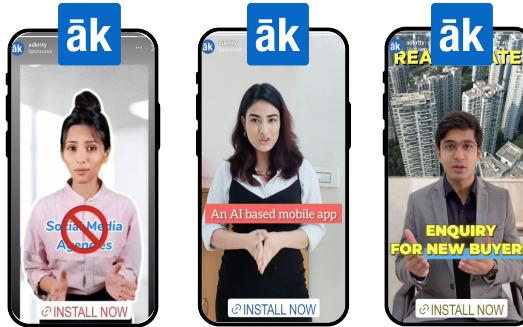


80% of the organic traffic is from keyword
"AdKrity"

Current Sales Contribution: **37%**
Projected Sales Contribution: **44%**

Paid Marketing

- Performance Marketing
- Events / Expos

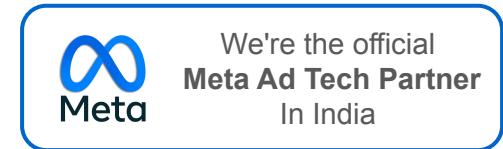


CAC payback period is within **50 days** of app install campaign done **by UGC**

Current Sales Contribution: **58%**
Projected Sales Contribution: **37%**

Channel Partnerships

- B2B Partnerships
- Referrals & Affiliates



5% revenue share partnership with META and some **exclusive API access**

Current Sales Contribution: **5%**
Projected Sales Contribution: **19%**

VISION

Building An AI Powered Digital Advertising Platform

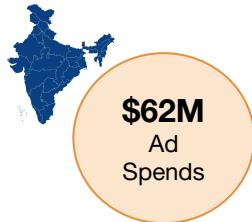
Ad Publishers
Meta, Google
Take Rate: **26%**, ARR: **\$384K**

Today



Ad Publishers
ShareChat, JioAds
Take Rate: **31%**, ARR: **\$19M**

2024-26



Ad Publishers
AdKrity's Own Publishers

Take Rate: **40%-45%**, ARR: **\$630M**

2028-30



\$1.5B
Ad Spends

Annualized ad spend via AdKrity

FOUNDERS



Denish Patel

Co-Founder & CEO

15+ years experience in
Product and Advertising. Previously developed
multiple products at Media.net,
Directi and JustDial



Jay Patel

Co-Founder & CTO

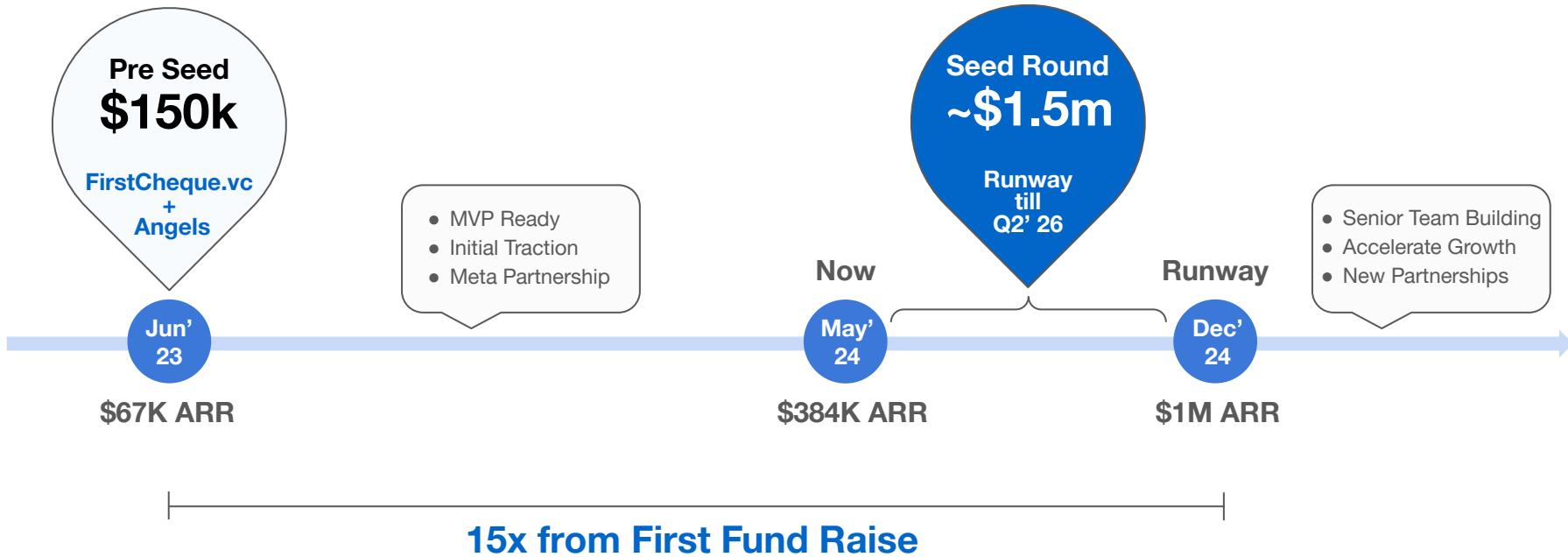
11+ years experience in
Cloud and Machine Learning. NIT Alumni.
Previously **CTO at Wishbook**
(Backed by Infoedge)

Directi media.net **Justdial**



ASK & USE OF FUNDS

We are raising **\$1-\$1.5M** to reach **\$15M ARR**



THANK YOU

Customers' Testimonials

 Twisha Khamaru 

★★★★★ 16/02/24

"Randomly found this application. took risk of 3000 for my ad and got excellent result. Very satisfied with Adkryti. I have received 55 leads, 4-5 were irrelevant but most of them were useful. recommended to my many friends also. Good Customer support also."

 Ravi Barber 

★★★★★ 21/03/24

Its like virtual advertising agency for me. Initial I have tried with very budget to test, now I am their regular advertiser. - Best Design - Best Targeting - Good customer support.

 Desai Tithi 

★★★★★ 16/02/24

This application was referred by one of my business friend. I have ran 2 campaign for business and have few observation. 1) 10% leads are junk but remaining are useful 2) Customer support is good. 3) initial process is little slow but final results are good 4) First timer should do lead ad 5) CRM is good it should have more status to mark overall 8/10.

Easy to use app

★★★★★

vikas_restaurant

Simplified interface to do sponsored ad on Facebook and Instagram



Nikunj Agarwal

★★★★★

nik_agarwal

Adkryti has helped gaining a new perspective of our business, creating ads and generating leads is one of my favourite areas , designing new posters, grids and managing , basically all in all a very satisfying way of digital marketing agency and team .



 Saneev Kumar Shaw 

★★★★★ 24/09/23

Awesome performance.....if you have any potential business opportunity....you can get floods of leads.....I am so happy to work with Adkryti. I am associated with Adkryti from last 3-5 months....Excellent Performance and support system

 REENA D. GAJJAR 

★★★★★ 26/01/24

Worked best for me. I have run lead and whataspp ad with Adkryti. Happy with both the ads. I think this is the best solution for the businesses who does not have advertising team or want to outsource ads. Good customer support also. highly recommended.



4.6 ★★★★★
(3097 reviews)



4.8 ★★★★★
(156 reviews)

 Lovelit Jain 

★★★★★ 13/08/22

Adkryti is one stop solution for Buisness growth .for the first time I have recieved such great response. In past I have tried lot of marketing agency. But adkryti is outstanding