Agency Credentials 2014

Managing Brand Equity 360
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<th>Who</th>
<th>Value 360 provides strategic communication consultancy with</th>
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<td>- Innovation in approach</td>
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<td>- Integrated Implementation- Media &amp; Beyond</td>
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<td>- Deliverables that reflect in your ROI</td>
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<table>
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<tr>
<th>How</th>
<th>Strong experience, innovation &amp; multi domain experience allow Value 360 to serve clients across industries and of all sizes</th>
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<td>Strong understanding of both traditional as well as digital media</td>
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- India’s fastest growing PR management consultancy
  - Managing branding equity since 2003
  - 11 years of excellence
  - 100 plus professionals with 3 principal offices and 40 service network offices
  - Strong presence across established and emerging business
  - More than 75 active clients
Journey of Value 360
Our Presence

PAN India Presence
Principal offices:
- Delhi
- Mumbai
- Bangalore
- 40 Network Offices

- Global Association with Huntsworth (World’s largest listed PR company)
## Founders

<table>
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<tr>
<th>Gaurav Patra</th>
<th>Manisha Chaudhary</th>
<th>Kunal Kishore</th>
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| - 22 years of Industry Experience  
- More than a decade spent in print journalism  
- Currently responsible for guiding and mentoring the operation team | - 12 years of Industry experience  
- Headed the PR mandate for global brands like Walt Disney, Fujitsu, Toshiba, Johnson & Johnson among others  
- Currently heading the media relations and client servicing team | - 12 years of PR Industry experience  
- Worked on international brands like L’Oreal, Maybelline, Cathay Pacific Airways among others  
- Currently managing the strategic growth of Value 360 |
Why Us.....

- Average retention period of a client is more than 4 years
- Worked on some of the biggest global brands
- Played a pivotal role in turning start up ventures into segment leaders
- Core team of the organization has an extensive knowledge of media and PR industry
- Realistic goal setting and committed targets
- Agency has multi-domain experience
- The team has a rich experience of handling the segment leaders in the past
- Successfully launched many international brands in the Indian market
An agency is known by the brands it services......
E-commerce
Technology Clients
Education Clients
Home and Furniture

- Kajaria
- Grohe
- Roca
- Zansaar
- Heaven & Home
- Elvy
- HomeDecor

Affordable Luxury
Travel
Hospitality
International Beverages launched

BECK'S
BUDWEISER
HOEGAARDEN
TEQUILA EL CHARRO
International Movies Launched
Consumer Durables

- Philips
- Toshiba
- Fujitsu
- Inalsa Home Appliances
- Usha
  - India's No.1 Sewing Machines
- Panasonic
- Westinghouse
- Asus
Jewellery
Retail

- Lee Cooper
- Provogue
- Cocoberry
- Bottega Veneta
- Grön Stockholm
- Alberto Torresi
Power and Real Estate
BFSI

beam
Simple Money Service

paytm

oxigen

payu
Value 360 has been a very valuable partner for us, in driving our PR effort. The team is very committed and agile.

“Never say die attitude”, is one big quality Value 360 brings to its clients. Trend Micro has built a valuable brand recall across an array of Industry Segment.

Value 360 has done a phenomenal job of highlighting the company’s profile and creating exposure for us in the relevant publication in the industry & regularly.

Value 360 & its team have been a great partner in our success. They are responsible and have the highest ethical standards.
Case study: Snapdeal.com
Snapdeal-The Situation

SITUATION
• When snap deal started in Feb 2010, the entire concept of group buying sites was new in the Indian market
• Their main challenge was to ignite the confidence of the people to try a new concept like theirs & at the same time build up their brand
• Marketing budget of the brand was very limited
• Being a new concept the risk factor in the business model was high due to which they were unable to attract investors to invest in their venture.

STRATEGY
• Since budget was a major constraint, cost effective tools were used to promote the brand like social media
• Positioned the brand as one of the fastest growing companies in the ecommerce sector offering a wide range of cost effective products
• Positioned the founder of the company as a thought leader in the space
• Positioned Snapdeal as a fast growing company in order to attract the investors for further expansion of the company
EXECUTION & RESULTS

• Snapdeal within a span of 1 year was rated as the No. 1 E-Commerce site in India by a leading IT publication
• Today their Facebook traffic stands at 2 MN
• PR campaign to initiate CSR activity, Snapdeal was suggested as part of the PR campaign to adopt a village in UP. Strong networking from our end convinced the Pachayatis to file a petition to the state government and the villagers honored and thanked Snapdeal by renaming the village Snapdeal Nagar.
• Snapdeal was able to generate 5 million in their first round and 12 million in the second round of funding.
• PR and Social Media were the only 2 marketing tools used by Snapdeal till they received the funding. Post the funding they ventured into TVC and mass advertising.
• Created special PR campaign to highlight the founder of the brand as a successful entrepreneur with all the leading publications/channels like The Economic Times, BS, Mint, Fortune, NDTV, News X, ET Now to name a few.
TACTICAL PR

Shiv Nagar had no source of potable water, until an online retail trading firm donated 15 water hand pumps to the village.
The special "Date with Me" - Gul Panag campaign, was available for a day on Feb 14. The lucky buyer got a chance to go on an enchanting sailing experience with Gul followed by a cup of coffee date together. The proceeds of this campaign were donated to a charity called The Col. Shamsher Singh Foundation, which was supported by Gul. We innovate and facilitate such innovative initiatives coupled with noble cause.
The campaign revolved around celebrating the Valentine’s Day not only with surprise gifts, beautiful dinner, red roses but also about “Playing it safe!”

WE CREATE BUZZ FOR OUR CLIENTS WITH INNOVATIVE AND RELEVANT CAMPAIGNS!
Coverage Snapshots

VISIONARY OF THE YEAR: THE E-COMMERCE ENTREPRENEUR

FORTUNE
INDIA

SNAPDEAL VS FLIPKART
AND HOW IT WILL DEFINE THE FUTURE OF E-COMMERCE IN INDIA
BY NIRMAL JHAN

THE QBERO! WITHOUT QBERO!
FORTUNE'S GUIDE TO THE FUTURE

FEBRUARY 2013
Coverage Snapshots

**Commerce in the Internet age**

Kunal Bahl, CEO and founder of Snapdeal.com, in a conversation with Payal Shah, sheds light on emerging prospects and how students should look to reaping dividends.

As a matter of fact, internet usage in India grew 9% per cent between April 2006 and April 2007. It grew to 50.52 million in volume and e-marketers predicted that there would be about 71 million total Internet users in India by the end of this year. India has a tremendous growth rate in e-commerce. Undoubtedly, with a middle-class population of 280 million, online shopping has unlimited potential. Real estate owners are saying -- the contribution of travel portal in online business was 50 per cent of the total Rs. 6,800 crore market in 2007-08. Moreover, an annual growth of 65 per cent is anticipated annually in the travel portal alone. E-commerce is booming, thanks to the low cost of PCs and the growing popularity of the Internet.

According to a McKinsey & Company report, e-commerce transactions in India reached $100 billion by 2008. Although, as compared to countries in the West, India is still in the initial stages of development, if the growth rate continues, a sign of things to come are bright prospects ahead.

Kunal Bahl, CEO and founder of Snapdeal.com, in an exclusive conversation with The Statesman, sheds light on future prospects and how students can reap dividends. Excerpts from an interview:

How can students kickstart a career in e-commerce?

The e-commerce space is experiencing exponential growth. To meet this growing demand, all e-commerce companies are looking to expand their teams globally. A career in an industry witnessing such high demand is always rewarding, since individual growth is bound to follow the same trajectory.

What are the prospects students can look forward to?

E-commerce staff not only include IT professionals and web publication specialists, but also hybrids professionals with a skill profile combining various domains of the business. At the end of the day, it's important for companies to have flexible manpower in different functions like sales and marketing, product sourcing, merchandising, and more importantly, customer relationship management.

Does one need to specialise in certain skills to stay afloat in e-commerce?

Specialisation is required for roles that demand specific skill sets, like the technology function. But for other business roles, specialisation is not mandatory.

What are the challenges associated with e-commerce and how can they be dealt with?

The terms of hiring the challenges associated have to do with finding the right set of people for the right kind of roles. It does not benefit either the individual or the companies to hire resources that are not fit for the job. It is in the interest of both the parties to do the job.

In the context of the information system?

Given the growth of Internet penetration and the increasing number of mobile users, the e-commerce industry will definitely continue to see exponential growth in future. Information technology and innovative systems will determine the new trends in the industry, among others, given the kind of platforms and the dependencies of e-commerce on these platforms.

How does e-commerce benefit businesses?

E-commerce platforms are an online channel through which retailers acquire customers and reach out to target audiences within a short time span. Rapidly adapting this trend has the opportunity to capture consumers with a skill profile combining various domains of the business. At the end of the day, it's also important for companies to have flexible manpower in different functions like sales and marketing, product sourcing, merchandising, and more importantly, customer relationship management.

What are the methods of handling and tracking e-commerce transactions?

There are multiple new age tools that are deployed these days to handle and track e-commerce transactions. Also, there are various enterprise applications that help to track the customer order right from the initial stage, delivery over and above feedback.

**Engineering Success**

It's a known fact that Indian engineering students today enjoy a reputed position in the corporate world — some as working professionals while the rest choose entrepreneurship.

A recent survey also emphasizes this trend, discovers Sheetal Srivastava.

Entrepreneurship and Agribusiness: India was more than several years in making decisions to a high degree of environmental and social entrepreneurs, a business which is about finding a right balance between environmental stewardship and profitability. India was USD 2 billion in our programs and making hard decisions to make your business reality. However, being an entrepreneur, one has to have reasonable policies and a global mindset to set up their dream organisation. They have to learn to take risk and make decisions to make your business a reality. Sheetal Srivastava said. India was USD 2 billion in our programs and making hard decisions to make your business reality. However, being an entrepreneur, one has to have reasonable policies and a global mindset to set up their dream organisation. They have to learn to take risk and make decisions to make your business a reality. Sheetal Srivastava said.
At the snap of your fingers

Jasper & Snapdeal.com present new opportunities in direct marketing

ECONOMISTS have identified several benefits of e-commerce, notably in terms of cost, time, and convenience. The availability of a wider range of products and services has also become a reality. The adoption of direct marketing has become more widespread and efficient. In the past few years, direct marketing has shifted from traditional methods to digital channels. Digital marketing services have become more accessible and affordable. Jasper & Snapdeal.com, along with other e-commerce platforms, have significantly impacted the direct marketing space. They offer a wide range of products and services at competitive prices. The platform provides a convenient and efficient way for customers to shop for their needs. Jasper & Snapdeal.com has successfully leveraged the power of direct marketing to reach a larger audience and expand its market share.
Driven by discount coupons

Within a year, Snapdeal has grown to a formidable e-commerce player with presence in five countries.

The Economic Times

Rise of the Serial Entrepreneur

A vibrant venture capital ecosystem is contributing to the spirit of innovative business models.

Business Standard
AST year, Anisha Singh gave birth to a baby girl. Though the baby is the centre of her world, Singh will not part with her first love, Mydala — a group-buying website she started with her husband Ajeet Ruia in August 2008. Her dedication and love for Mydala can be well imagined by the fact that she took a sales call within four hours of delivering her baby girl and started attending office within 10 days. “I can’t ignore Mydala. This is also my baby,” says the 33-year-old.

New-age Internet is changing fast, and many startups are growing rapidly, clocking revenues in crores. The space is bustling with high energy. Group buying, local search engines and education are the new mantras of success on the Web. What’s more, there is huge interest from investors. “Group and private buying clubs are seeing new investments,” says Pradeep Tagare, director at Intel’s VC arm Intel Capital.

Group buying sites offer deals at heavy discounts, getting mass volume for them. Though it is new to India, group buying has been growing in the US for some time. For instance, US website GroupOn started by offering 50-90 per cent discount. Some of the prominent group-buying websites in India are Mydala, Kooves, Snapdeal and Dealdeal.com. For Mydala, discounts go up to 70 per cent. For instance, one merchant gave a 90 per cent discount for a tattoo. Undoubtedly, a great deal for the customers, but what does the merchant gain? Simple. He gets hundreds of customers in a matter of days.

Vendors that have picked up a lot of traction are highly popular among the younger generation. Think restaurants, salons and recreation such as weekend getaways. “One weekend, we had a cruise package as a deal and it sold so much that we had to do multiple cruise bookings,” says Kunal Bahl, founder and CEO of Snapdeal. The portal has about 30,000 retail tie-ups and has a traffic of 250,000 visitors a day. Operating at a profit margin of 30 per cent, Bahl says the revenues are in double digits.

Similarly, Kooves, which started in late 2008, has overcome its initial hiccups. It had issues in selling even 33 coupons per deal, but now deals sell over 100 coupons and discounts go up to 75 per cent. Kooves focuses on merchants who can’t afford expensive marketing. “This is about finding and experimenting that have not been marketed,” says Rajesh Kamra, founder and managing director of Kooves.

While primarily Mydala, Snapdeal and Kooves offer the same kind of services, there are a few differences in the way they operate. Mydala takes the whole amount (price of the deal) in one go. After keeping a certain amount (30-35) as fees, it passes the rest to the merchant. Snapdeal, on the other hand, collects a marketing fee or a token amount. While the customer pays the rest on visiting the shop, Bahl says the Indian e-commerce market isn’t fully developed for high transaction deals. Kooves covers half way through

DARE

The man who popularized couponing business in India

of independence and fulfillment is completely unmatched.

After working for sometime, I joined the University of Pennsylvania, from where I completed engineering. Next, I enrolled myself in The Wharton School for a business degree. I also took up an executive marketing program at Kellogg School of Management. Post completion of which, I bagged a job, much to the delight of my mother, who had always been wary of the security provided by a steady job.

Many years back when my father decided to quit his job with some large family owned enterprise and take the risk of becoming an entrepreneur, he fell prey to the misconceptions of uncertainty and instability that come with entrepreneurship. He struggled for years before he could stabilize his business on his income. As a partner who had shared the afflictions imposed by the circumstances, my mother naturally grew biased towards good jobs for the security and the social standing that they offered.

I guess she always wanted to tell her friends and relatives that her son worked at McKinsey. However, my father was approving of both career options — job and business.

Incidentally, both my brother and I chose to use the enterprises and business. My brother, after collecting his degrees from the best institutes in India, IIT Delhi and IIM Kolkata, joined the family business. And I, on the other hand, started an enterprise of my own.

Founded the internet marketing company that uses multichannel direct marketing solutions with my friend Rohit Raval in June of 2006. Our first angel investment was of Rs. 40 lakh, and Rohit and
Let's talk PR......