

CONFIDENTIAL CREDENTIALS DOSSIER

# Master 360° Growth & Business Transformation.

Engineering Growth, EBITDA Maximisation,  
and Operations Through Intelligence.

IMA Appweb — G-36, Green Park, South Delhi

# THE AGENCY ILLUSION

## Fragmented Vendors & Vanity Metrics



Multiple isolated agencies (Web, Social, SEO) working in silos without revenue accountability.



Budgets drained on 'clicks' and 'impressions' while baseline operational infrastructure remains broken.

# THE BUSINESS REALITY

## Cash Leakage & Blind Acquisition

Paying premium advertising rates to re-acquire returning customers (CAC cannibalisation).



Total inability to track accurate Customer Lifetime Value (LTV) due to disconnected CRM and media funnels.



# THE CONNECTED GROWTH STACK

## EXPERIENTIAL BTL

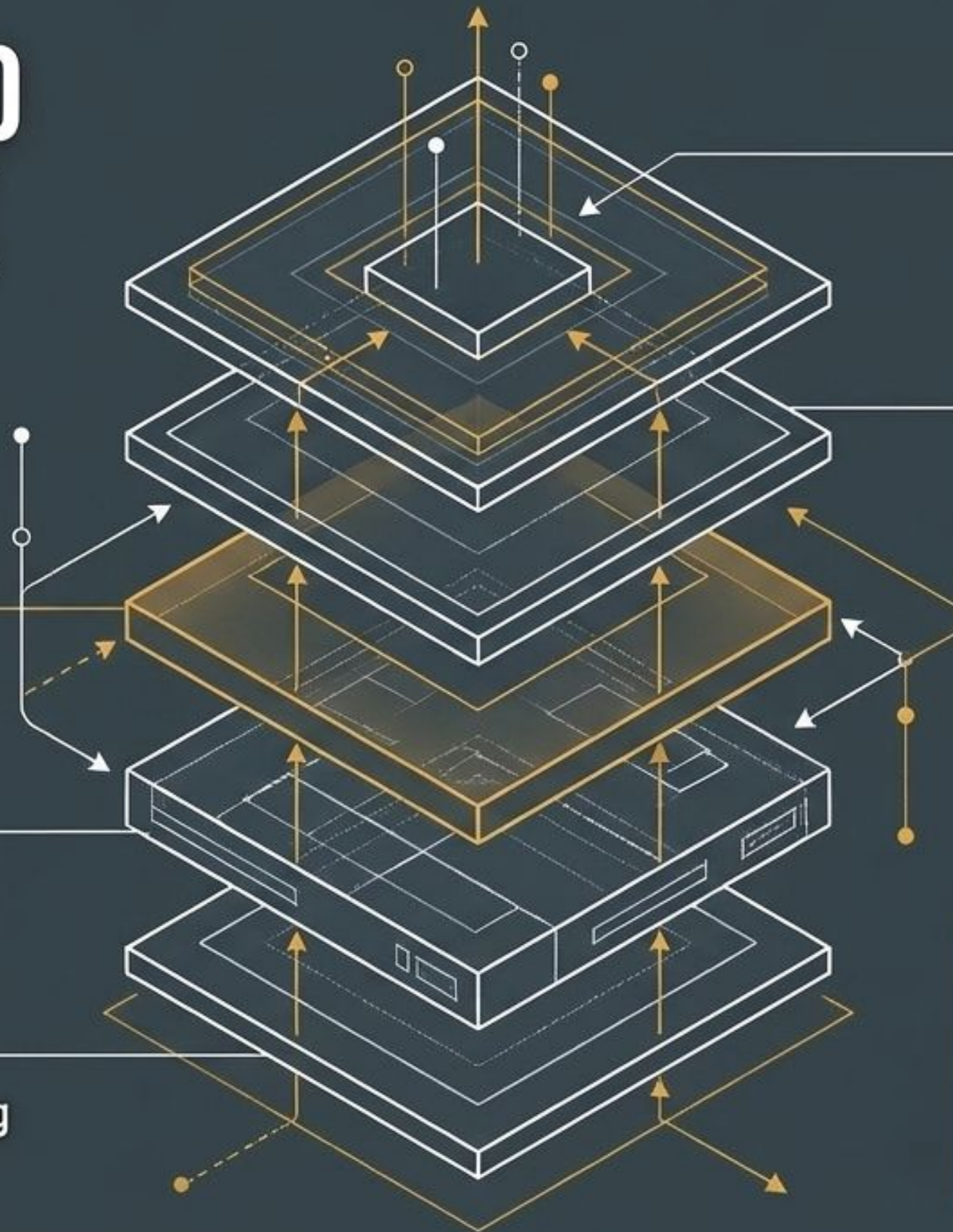
AdNexus™ RWA Canopies  
bridging the physical gap

## TECHNOLOGY INFRASTRUCTURE

Next.js/Wagtail platforms,  
bespoke enterprise architecture

## CORE STRATEGY

EBITDA engineering, positioning, LTV mapping



## AI-POWERED AUTOMATION

aslma™ autonomous intelligence layer

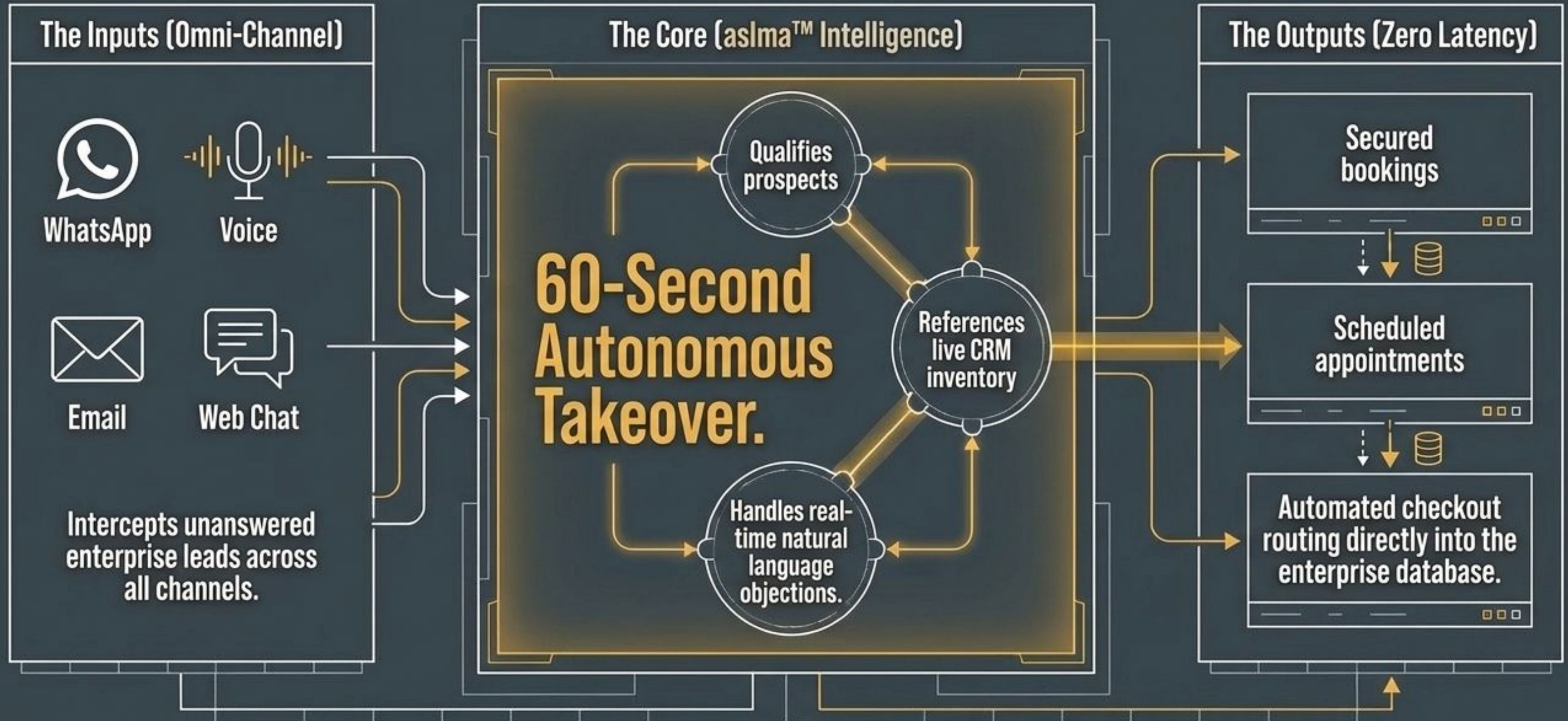
## DIGITAL PERFORMANCE MEDIA

Omni-channel programmatic, Meta, Google

## THE IMA DIFFERENCE:

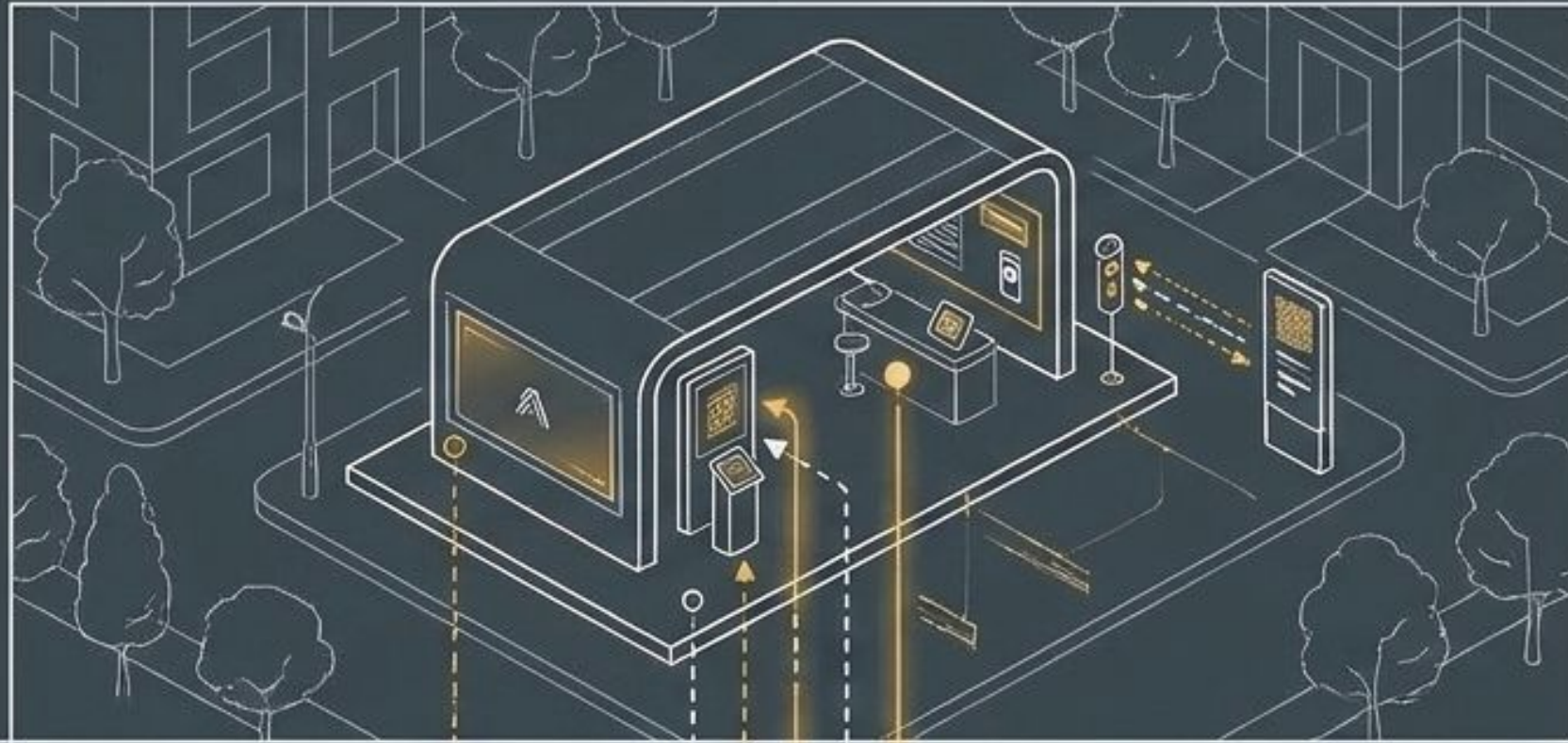
We replace 5 isolated vendors with one  
synchronised ecosystem, eliminating  
data friction and operational latency.

# Anatomy of an AI Engine: **aslma™**



# AdNexus™ Local Society O2O Network

Experiential BTL  
via AdNexus™



Deploying high-fidelity brand activations and physical canopies within premium Resident Welfare Associations (RWAs) and Local Society Networks.

Closed-Loop  
Attribution



Real-time geofencing and QR-to-CRM pipelines immediately convert physical footfall into tracked digital leads, calculating exact physical acquisition costs.

# Elite Project Validations: Healthcare

## Clinical PMS (Practice Management System)

**Challenge:**  
Overloaded front-desk staff and massive schedule bleed.

**Solution:**  
Deployed custom patient scheduling portal and WhatsApp confirmation workflows via aslma™.

**72%**  
reduction in booking no-shows.

## Medical Dermatology CRM

**Challenge:**  
Inability to capitalise on post-procedure retail opportunities.

**Solution:**  
AI-analysed patient treatments mapped directly to matched retail products.

**2.8x**  
sustained growth in product sales.



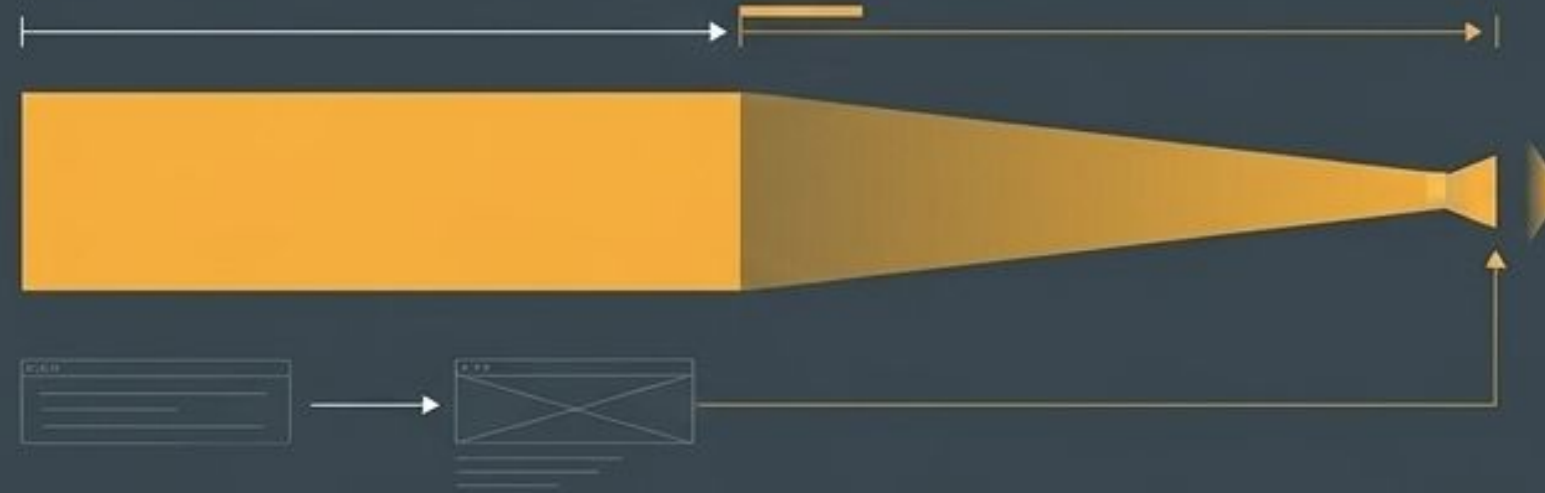
**3x Winner** — World Sleep Day India Clinical Campaign

# Enterprise Architectural Scalability

## FinTech Transaction Engine

**Context:** Legacy KYC and onboarding processes causing severe operational bottlenecks.

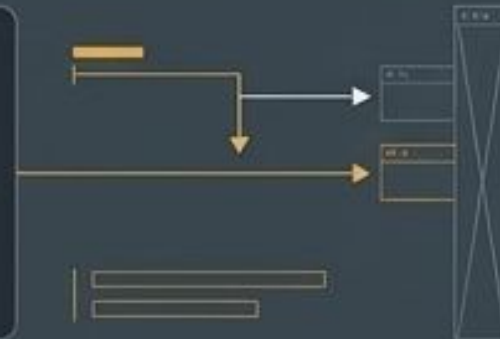
**Solution:** Deployment of an automated AI parsing and verification pipeline.



**95%**  
reduction in document  
processing latency.

## DTC Transport Logistics

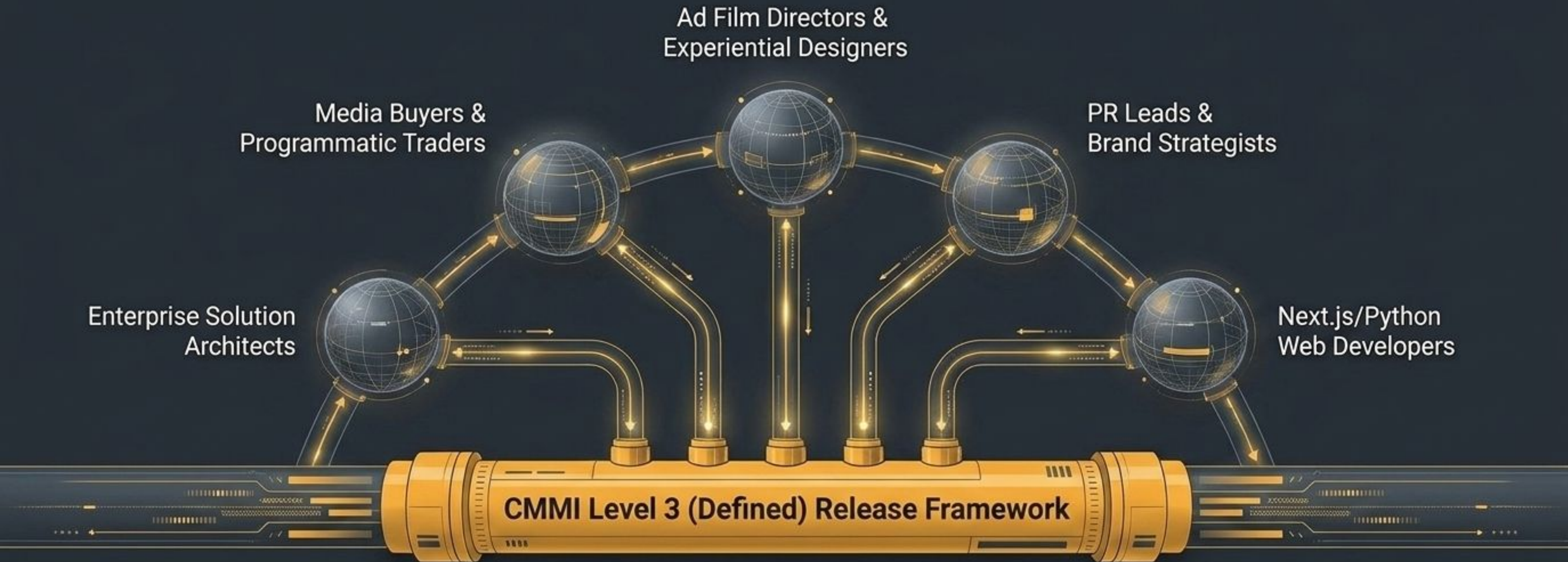
**Context:** Government-scale operations (Delhi Transport Corporation) requiring absolute technological stability.



**Solution:**  
Custom digital architecture engineered  
for massive concurrent user loads and  
real-time routing logic.



# The Unified Roster



Unlike traditional agencies that outsource capability, IMA houses absolute domain expertise under a single roof, managed by rigorous, standardised engineering pipelines resulting in zero-defect releases.

# Enterprise Governance & Compliance



# Transparent Investment Architecture

| Tier 1: Organic Growth                                                       | Tier 2: Active Performance CRM                                                               | Tier 3: Complete 360° Transformation Engine                                                                      |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>₹1.25L - ₹2.5L / month</b>                                                | <b>₹2.5L - ₹4.5L / month</b>                                                                 | <b>₹5L - ₹10L+ / month</b>                                                                                       |
| <b>Focus:</b> Foundational SEO, content strategy, and base digital presence. | <b>Focus:</b> Integrated media buying, basic AI lead qualification, and CRM synchronisation. | <b>Focus:</b> Full deployment of aslma™, AdNexus™ BTL, bespoke software engineering, and omni-channel dominance. |

**Enterprise Performance Model** — For qualified partners, zero monthly retainer options exist against a strict 15% revenue-share on net financial impact.

# Bypass the Agency Illusion. Let's Engineer Your Growth.

Request a confidential, 10-minute **Founder-to-Founder Diagnostic Session**.

No sales representatives. No vanity metrics.

A direct discussion on your current EBITDA leaks, CAC optimisation, and a high-level roadmap for your Connected Growth Stack.

