CONFIDENTIAL CREDENTIALS DOSSIER

Master 360° Growth & Business Transformation.

Engineering Growth, EBITDA Maximisation, and Operations Through Intelligence.

THE AGENCY ILLUSION

Fragmented Vendors & Vanity Metrics

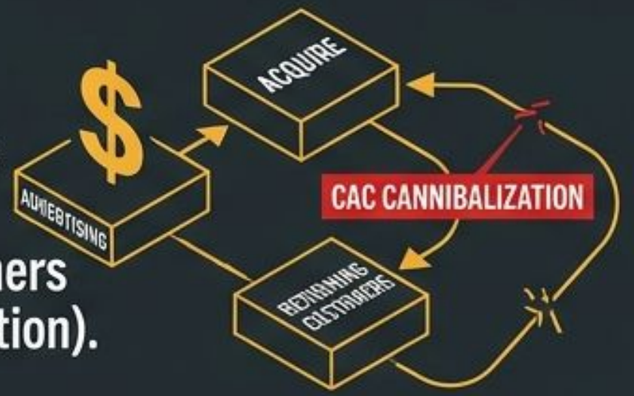
Multiple isolated agencies (Web, Social, SEO) working in silos without revenue accountability.

Budgets drained on ‘clicks’ and ‘impressions’ while baseline operational infra-structure remains broken.

THE BUSINESS REALITY

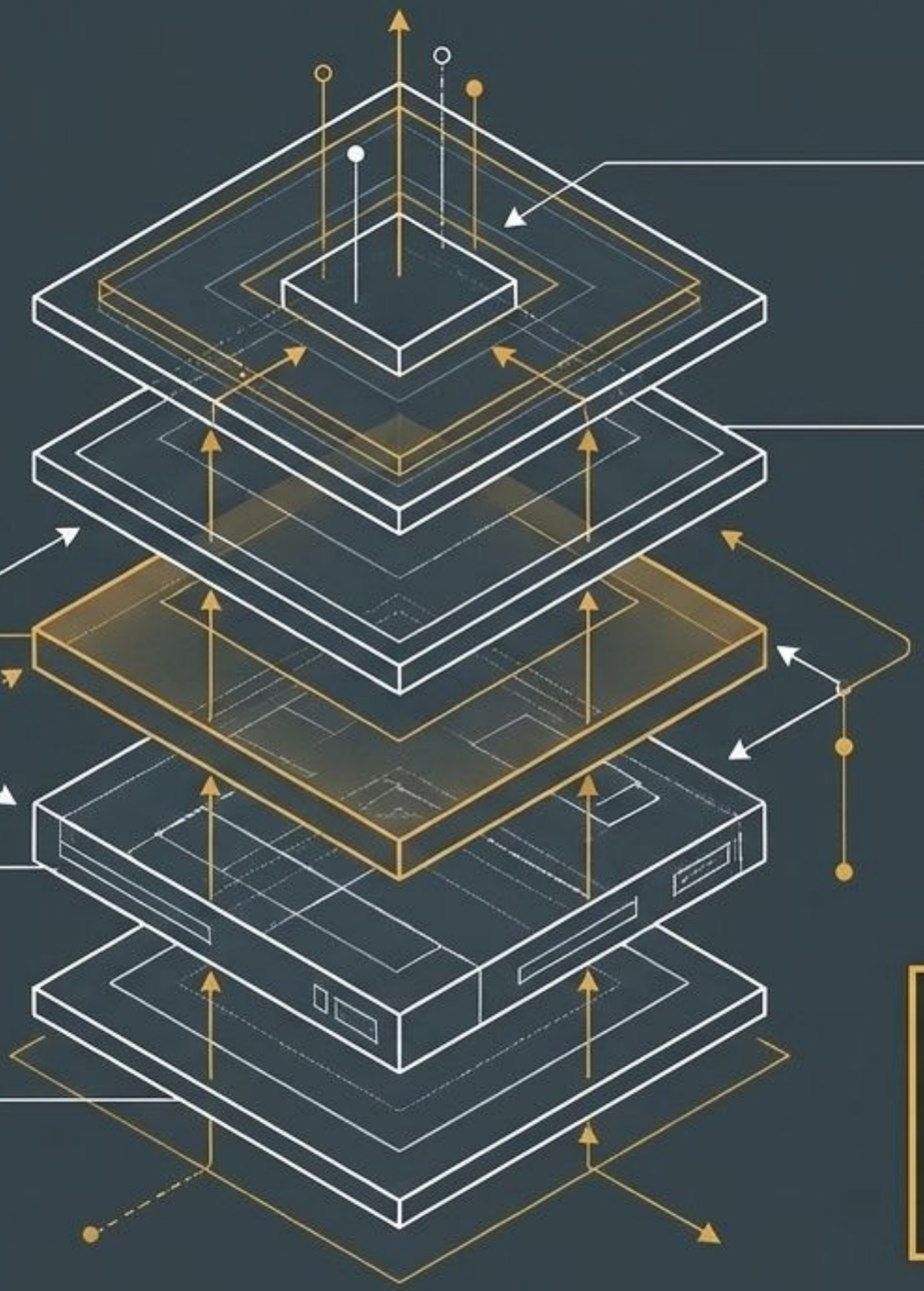
Cash Leakage & Blind Acquisition

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



AI-POWERED AUTOMATION
aslma™ autonomous intelligence layer

DIGITAL PERFORMANCE MEDIA
Omni-channel programmatic, Meta, Google

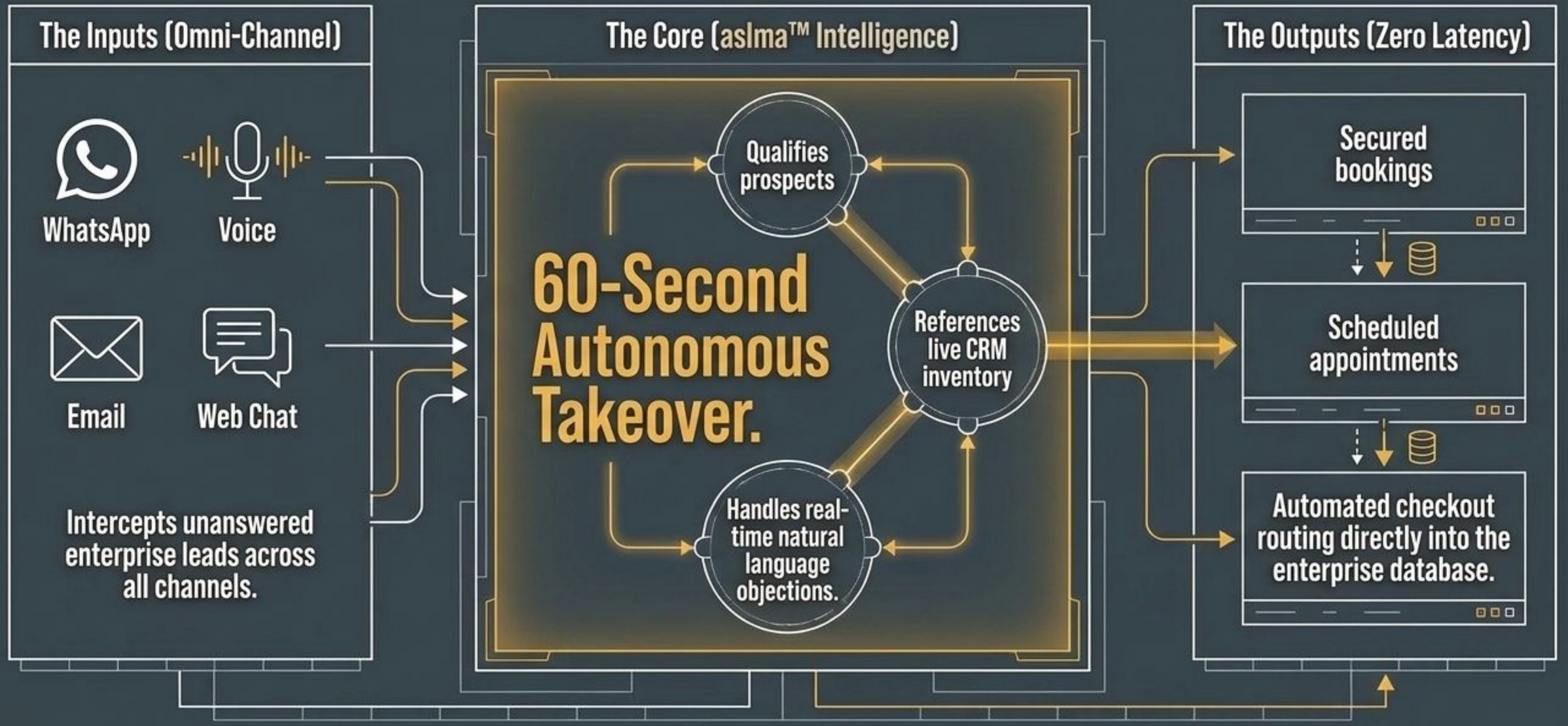
EXPERIENTIAL BTL
AdNexus™ RWA Canopies
bridging the physical gap

TECHNOLOGY INFRASTRUCTURE
Next.js/Wagtail platforms,
bespoke enterprise architecture

CORE STRATEGY
EBITDA engineering, positioning, LTV mapping

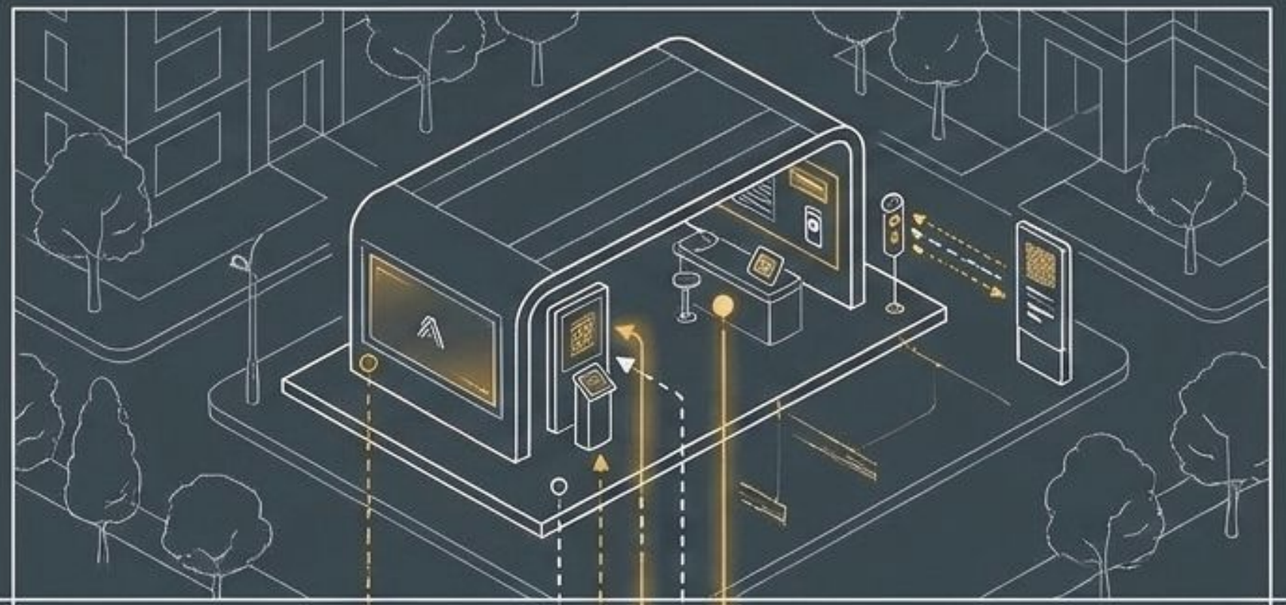
THE IMA DIFFERENCE:
We replace 5 isolated vendors with one synchronised ecosystem, eliminating data friction and operational latency.

Anatomy of an AI Engine: aslma™



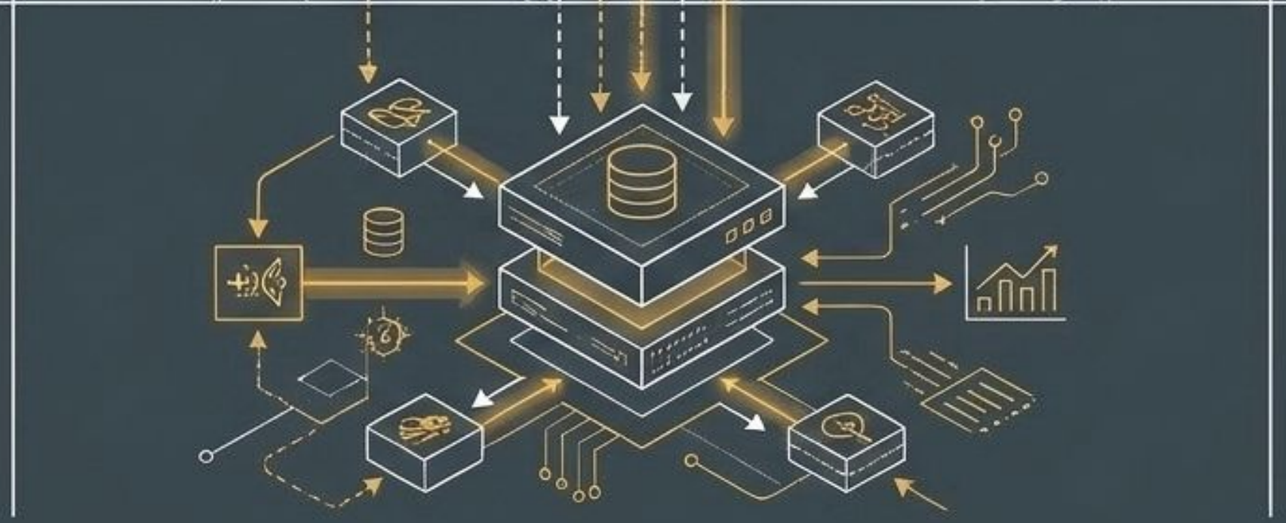
AdNexus™ Local Society O2O Network

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 asIma™.

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.

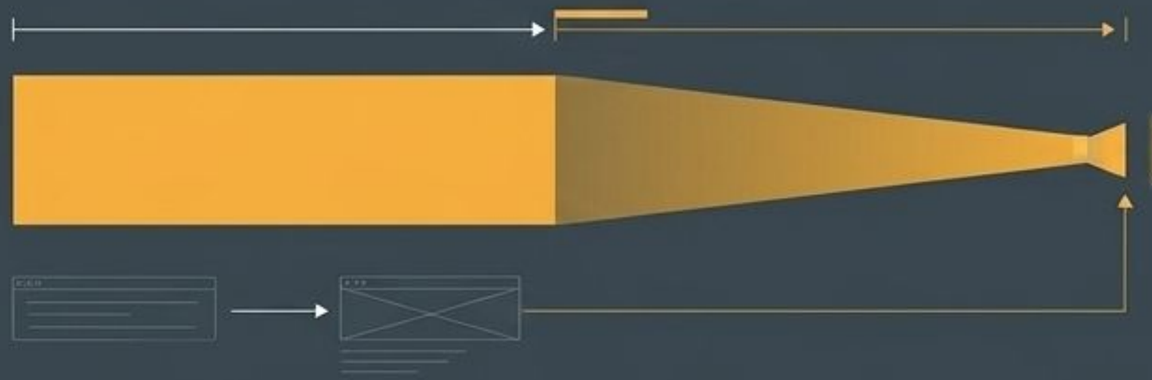
3x Winner — World Sleep Day India Clinical Campaign

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.

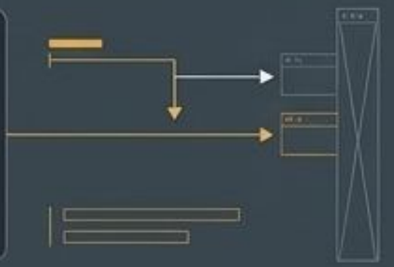


95%

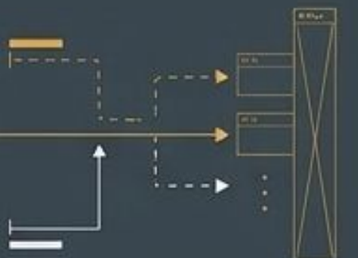
reduction in document processing latency.

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
Price on Request / month	Price on Request / month	Price on Request / month
Focus: Foundational SEO, content strategy, and base digital presence.	**Focus:** Integrated media buying, basic AI lead qualification, and CRM synchronisation.	**Focus:** Full deployment of asIma™, 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.

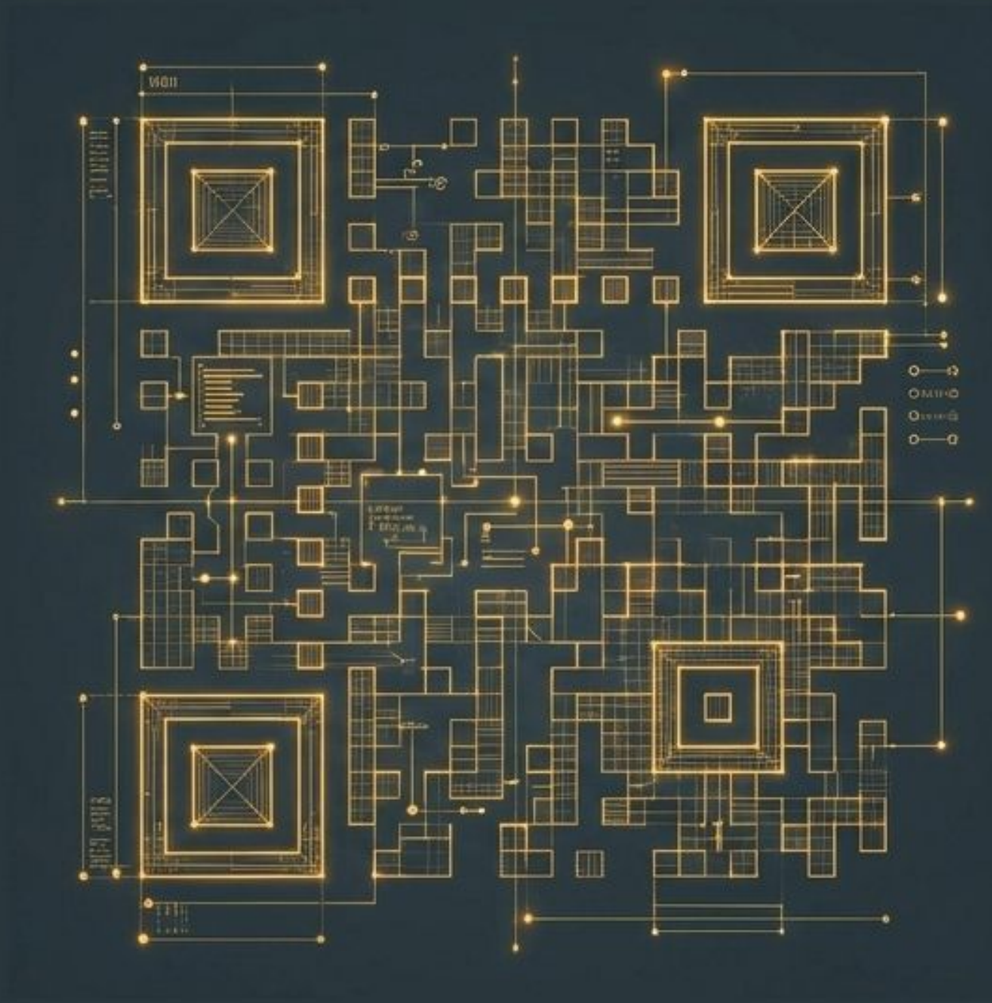
ima
appweb

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.



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