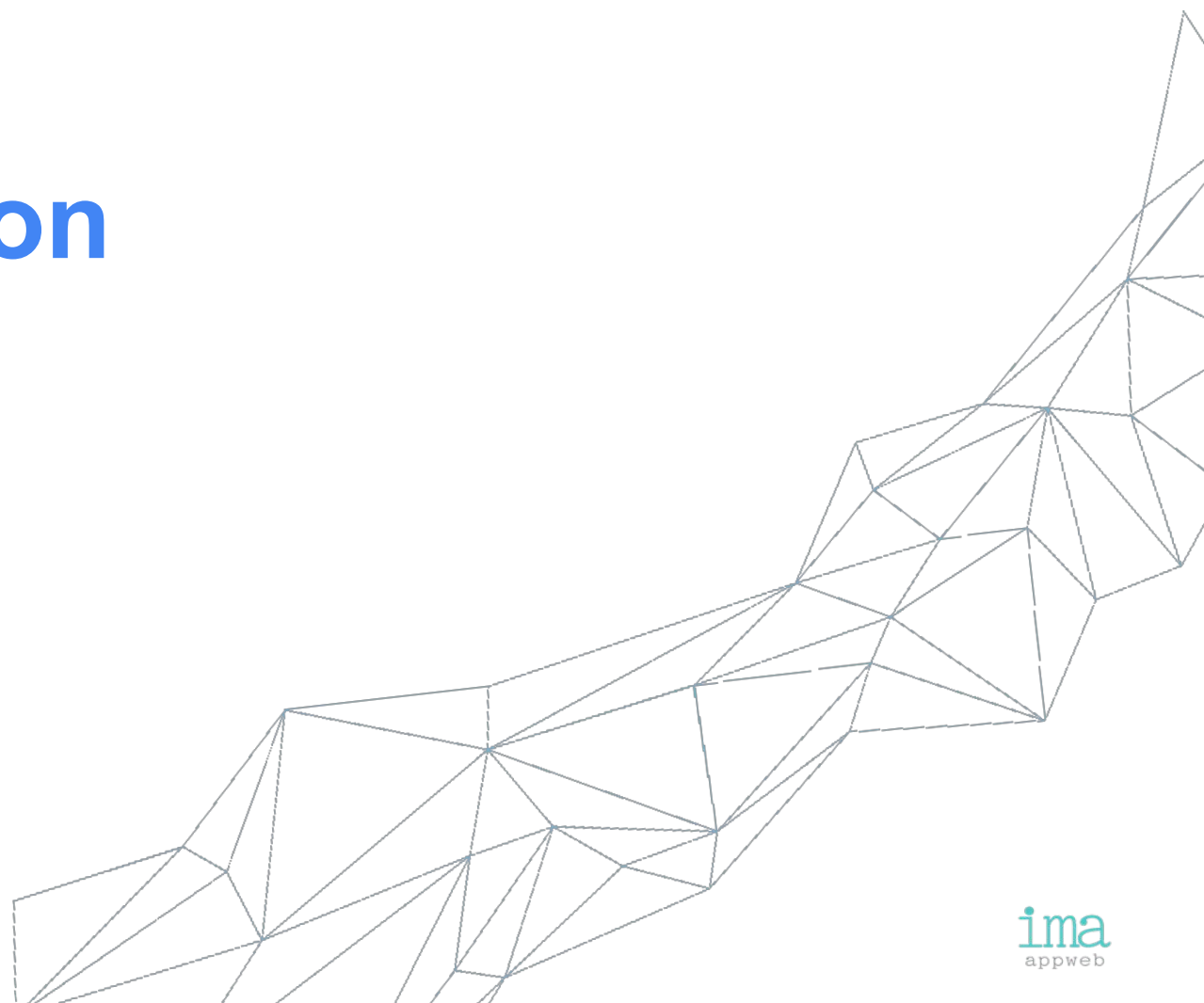


# IT Services, in Action

[ima-appweb.com](http://ima-appweb.com)



# Contents

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1. Executive Summary
2. SMB's Pain
3. Offering
4. Services
5. Result that speaks
6. Our Impact
7. Clients
8. Accelerators
9. Differentiators
10. Industries
11. Core Team
12. Team Structure
13. Company Vertical

# Executive Summary

---

Thank you for including **IMAAPPWEB PVT. LTD.** in your search for a digital agency partner for your Multiple Digital Work. We look forward to partnering with you to support the vision, design, and potentially the development of **[ The Client ]** future digital experience. The following are reasons why we are the right choice as your partner to support this initiative.

**We execute frictionless experiences for your customers.** We think of every customer touchpoint as a new opportunity to having more intimate, relevant and valuable conversations with the customers, and we think of every client milestone as an opportunity to show our ability to drive consistent value in the partnership. One of our big differentiators from large consultancies as well as production shops is our ability to plan, concept and implement the entire experience, which results in a higher quality product, as well as a more connected experience to the customer needs. We celebrate driving strategy with the client stakeholders as much as we do in finessing and pushing the build to perform at its 100%.

**We are focused on results.** We believe in quality, we believe in results, and we are passionately committed at doing things better. We measure and optimize our experiences and marketing programs with an operational accountability, procedural rigor, and executional sophistication that leads the industry. Our dedicated data science group has worked with virtually every site-side tool, ad platform, and social platform on the market, and we're committed to helping our clients aggregate disparate data to assess overall marketing effectiveness and develop insights into cross-channel behavior.

**We are collaborative by nature.** Perhaps the most important factor in our success over the past 12 years has been our ability to work collaboratively, as one team, with complex client organizations, including primary business owners, marketing groups, IT organizations, and legal compliance. We expect to work in close partnership with you and your internal constituents to draw upon their deep knowledge of **[ The Client ]** customers, brand positioning, and products. Our process ensures that our team works hand-in-hand with yours, and that our solutions meet not only your requirements, but also fit the dynamics of the **[ The Client ]** culture.

The following proposal illustrates our approach and investment for this initiative, and we are committed to providing quality service to meet your expectations. We also want you to know that we are fully flexible when it comes to the solution, timeline and pricing, and hope this is the beginning of future conversations with **[ The Client ]** to get to a mutually agreed upon plan and estimate.

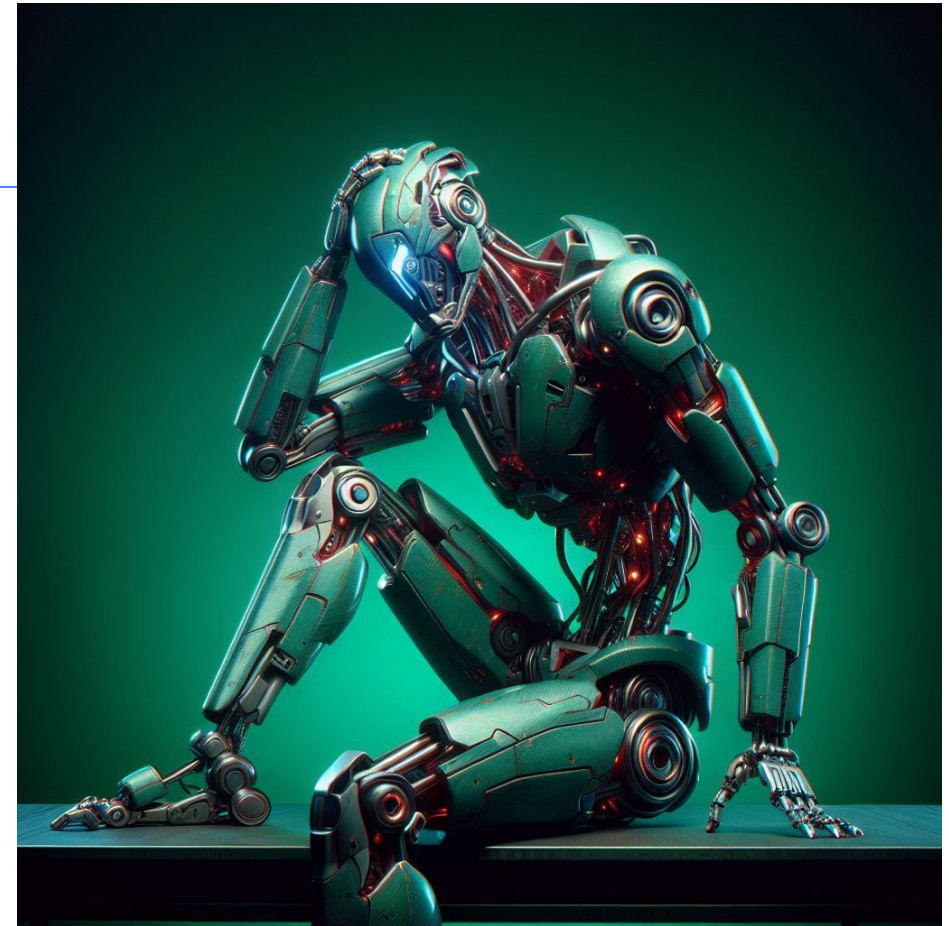
Thank you,

Saurabh Shanker Singh  
Head Strategist

# Businesses Pain

---

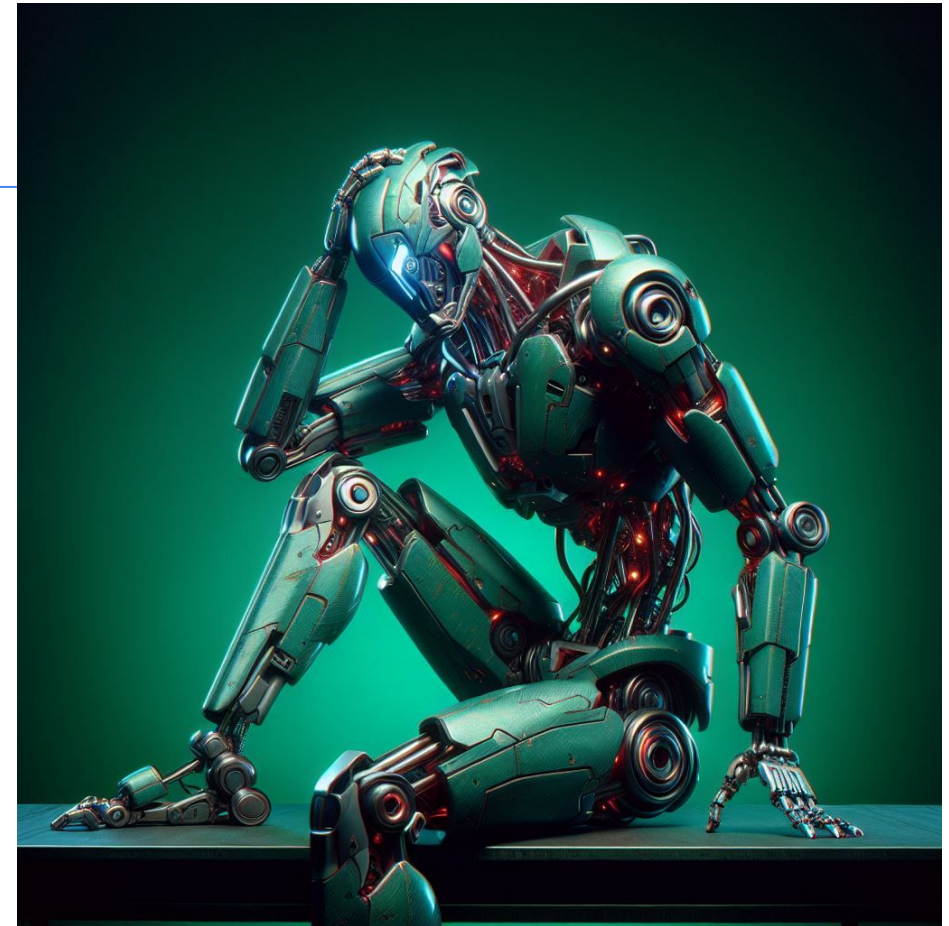
- Do not have resourceful resources or an adequate funds to scale up their business.
- Too many vendors associated, one for website, another for social media, another for SEO etc.
- Not able to get new customers.
- Not able to retain old customers.



# Businesses Pain

---

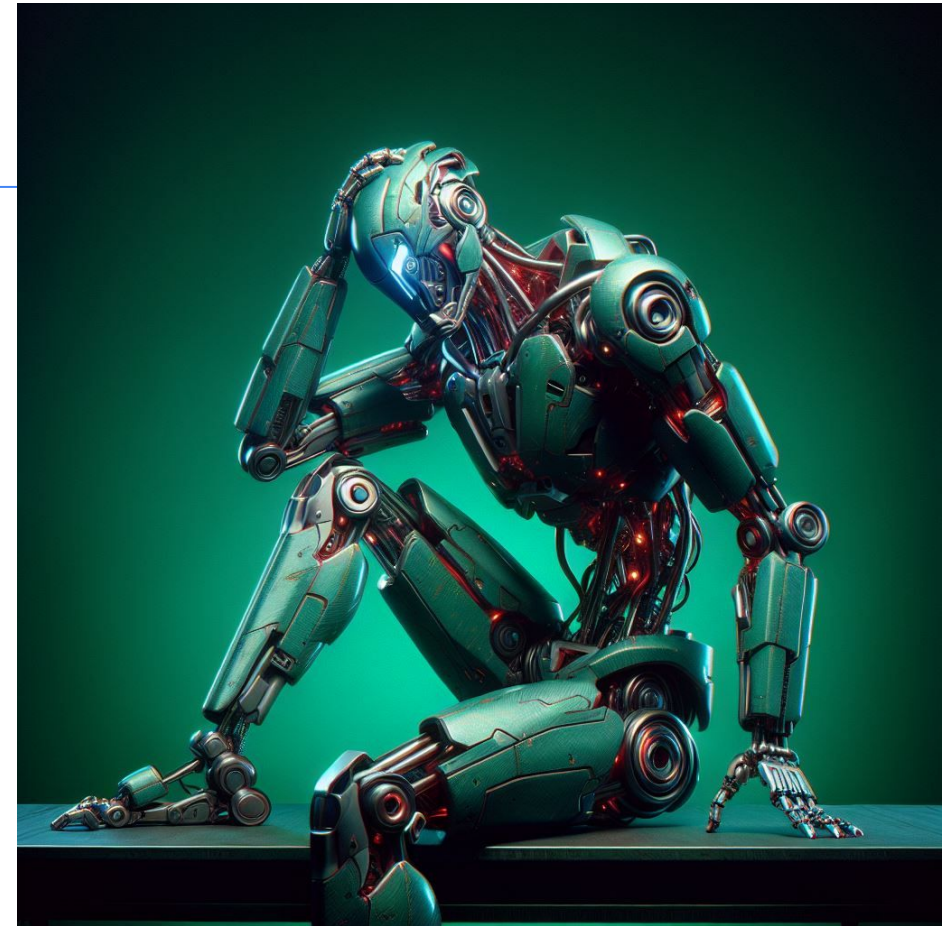
- Outsourced some thing to another company and it is not working out.
- Unable to build a brand name for themselves.
- Unable to find lead source.
- Unable to find stage of the lead and sales.



# Businesses Pain

---

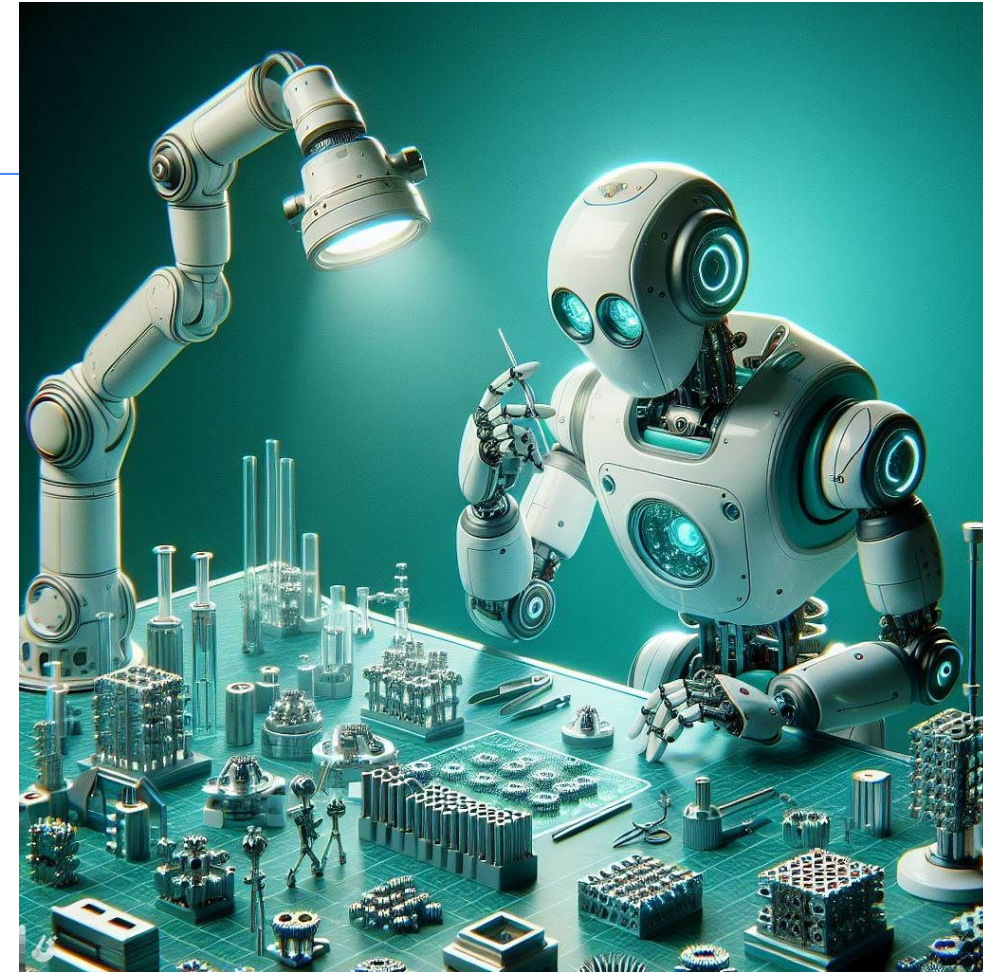
- Unable to determine returning customer.
- Paying same amount in ads to get the returning customer, which should have been 0 or less than CPL
- Unable to find LTV of a customer ( lifetime value of a customer )



# Offering

---

1. Cost effective.
2. 360 Degree Support for Advertising, Technology and Marketing.
3. Project management made easy: One point contact instead of multiple vendors for dev, seo, sem, smo etc.
4. Ready made Processes of Solving 1st Step which is channelizing all leads into one application i.e Ima CRM
5. Ready made solution of connecting Different lead funnels in Ima CRM such as website, social media, IVR etc.
6. Readymade solution to push campaigns from one of the most used platform in the world i.e Whatsapp using BSP API



# About

---

Digital Transformation Agency, With 13 years and more than 50 people working in house and few 100 people spread across 40+ locations globally, we are armed with the right capabilities

## Core Area

1. Digital Business Strategy & Innovation
2. Customer Experience
3. Marketing Modernization
4. It Modernization
5. Commerce
6. Data & Artificial Intelligence



# Services

---



## Artificial Intelligence

Artificial intelligence, Machine learning, Deep Learning

---



## Digital experience platform

Identify Opportunities, Develop the Vision, Prioritize & Roadmap, Design & Develop

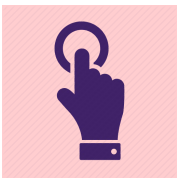
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## Digital Engineering

Application & Infrastructure Management Services, Cloud & Infrastructure, Tech and Engineering Strategy

---

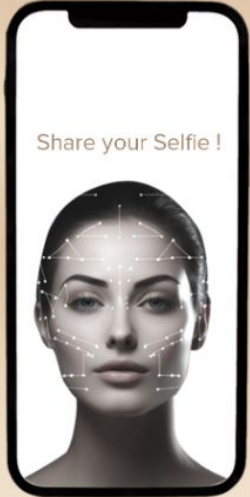


## Geo Fencing & Digital Advertising

Advance geofencing technologies, digital marketing, omni channel, web, mobile, ott, tv etc

---

# Products

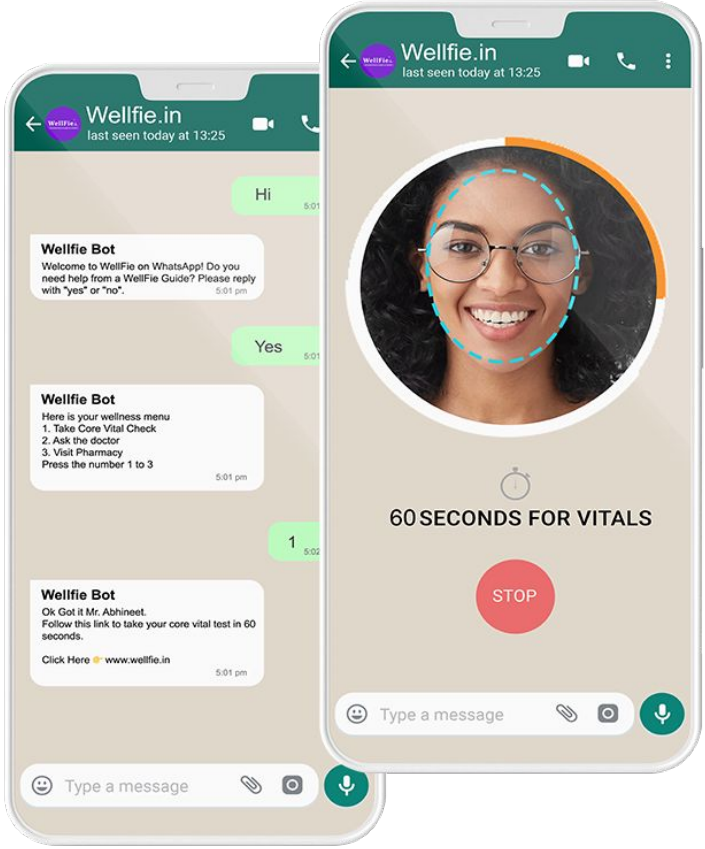


Share your Selfie !

Just upload your image and let Iksana Wellnes Artificial Intelligence powered Technology take care of the rest to generate your personalized Skin Health Analysis on 7 Skin Health Parameters and overall Skin Health Score

Get Ready with AI Powered, Personalized Skin Health Analysis.

CHECK SOLUTION



Wellfie Bot

Welcome to WellFie on WhatsApp! Do you need help from a WellFie Guide? Please reply with "yes" or "no".

Hi

Yes

Wellfie Bot

Here is your wellness menu

1. Take Core Vital Check
2. Ask the doctor
3. Visit Pharmacy

Press the number 1 to 3

60 SECONDS FOR VITALS

STOP

Wellfie Bot

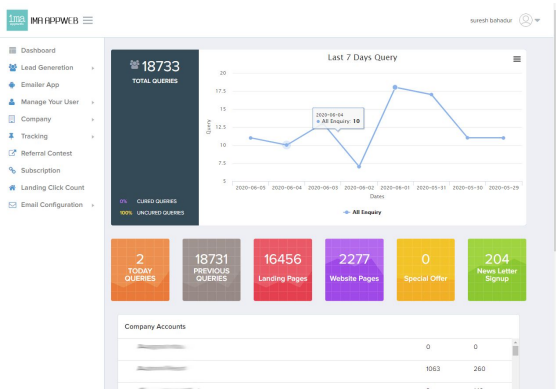
Ok Got it Mr. Abhineet. Follow this link to take your core vital test in 60 seconds.

Click Here [www.wellfie.in](http://www.wellfie.in)

Real Time Health Vitals Monitor chronic illness with real-time data. Contactless efficient and highly accurate Vital Checks. Such as Heart Rate, Breathing, Stress, Oxygen Saturation, Blood Pressure.

Clinical-grade accuracy

# Products



## Customer Relationship Management

Strengthen relationships, save time, and watch your business grow with our powerful CRM system!

The screenshot shows the 'IMA APPWEB' Project Management System dashboard. It includes a 'Welcome to Ima Appweb Dashboard' message and a 'Your Work List' section. The main feature is a 'Pending Works' table with columns for S.NO, Work, Company Name, Department, Assigned To, Date, and Status.

S.NO	Work	Company Name	Department	Assigned To	Date	Status
1	Portfolio	Ima Appweb	Development	Parthiv Kumar	21-May-2020	Work in Progress
2	ecommerce website update from supplier		Other	Deepesh Singh	21-May-2020	Work in Progress
3	Ima website launch	Ima Appweb	Management & Training	Deepesh Singh	21-May-2020	Work in Progress
4	regular work		SEO	Deepesh Singh	21-May-2020	Work in Progress
5	regular work		SEO	Deepesh Singh	21-May-2020	Work in Progress
6	Billing creation	Ima Appweb	Account	Deepesh Singh	21-May-2020	Work in Progress
7	payment followup against bills	Ima Appweb	Account	Deepesh Singh	21-May-2020	Work in Progress
8	facebook ad campaign		Facebook Marketing	Rohit Kumar	21-May-2020	Work in Progress
9	fb ads start		Facebook Marketing	Rohit Kumar	21-May-2020	Work in Progress
10	ima appweb fb marketing post create	Ima Appweb	Advertising & Designing	Rohit Kumar	21-May-2020	Pending
11	report daily		Facebook Marketing	Rohit Kumar	21-May-2020	Work in Progress
12	Country Specific itineraries		Development	Deepesh Singh	28-May-2020	Pending
13	Website design and Development		Development	Parthiv Kumar	28-May-2020	Pending
14	WLSB Update Page	Ima Appweb	Development	Parthiv Kumar	28-May-2020	Pending

## Project Management System

Simplify project management, save time, and drive success—empower your team with the ultimate tool!

The screenshot shows the 'cashdash' website with the headline 'FASTEST FINANCING for your SMALL BUSINESS'. It includes a navigation bar with links for Blog, Products, Become a Partner, Mobile App, Referral, Check Eligibility, and My Account. A 'START HERE' button is prominently displayed.

## Fintech

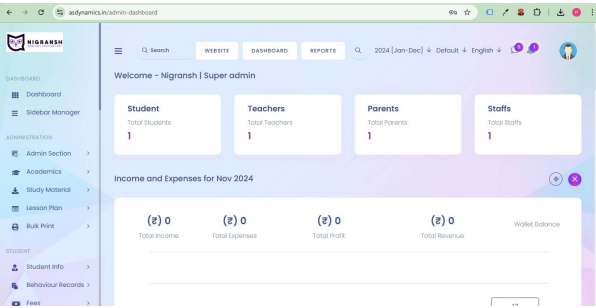
Stay ahead in the fast-paced financial world—embrace FinTech AI to grow faster, smarter, and stronger!

The screenshot shows the 'IMA HOTEL' website with the headline 'Bringing a Hospitality Approach to Software'. It features a navigation bar, a 'Get Started' button, and a section titled 'Elevate Every Aspect of Your Property' with icons for 'Your Business', 'Your Staff', and 'Your Revenue'.

## Hotel Management System

Upgrade to smarter hotel management—save time, delight guests, and grow your business effortlessly!

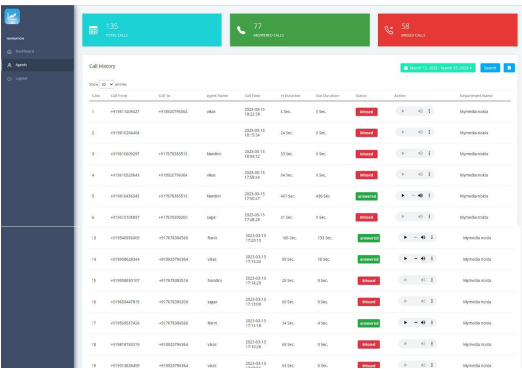
# Products



**EASY TO USE**  
With every feature making it easier to

**AWESOME DESIGN**  
Designed in such a way that every step

**EASY TO CUSTOMIZE**  
You can customize your account



## IVR & Call Management System

Streamline your communication, save time, and deliver exceptional service with our Call Management System!

## School Management System

Empower your school with smart solutions—save time, focus on education, and achieve excellence!

## IMAIL

Boost your email strategy with IMAIL—save time, engage smarter, and grow faster!

# Tech Alliance



Sitecore



Adobe



Amazon Web Services



Watson Customer Engagement



Oracle



EpiServer

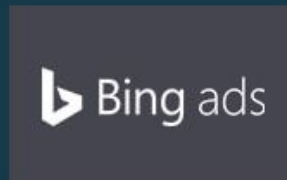
## Programmatic Advertising & Analytics Partners



Google Advertising



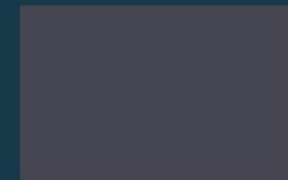
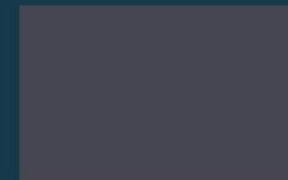
Facebook Marketing




Bing Ads Partner



Google Analytics



# AI Alliances

 **Google**  
CEO: Sundar Pichai (2 Oct ...)

 **Nvidia**  
CEO: Jensen Huang (5 Apr ...)

 **Adobe**  
CEO: Shantanu Narayen (1...)

 **Dynatrace**  
CEO: Rick M. McConnell (1...)

 **Artisse AI**

 **Tesla**  
CEO: Elon Musk (Oct 2008–)

 **C3.ai**  
CEO: Thomas Siebel (Jul 2...)


 **DataRobot, Inc.**  
CEO: Debanjan Saha (20 S...)

 **IBM**  
CEO: Arvind Krishna (6 Apr ...)

 **Meta**  
CEO: Mark Zuckerberg (Jul...)

 **Amazon**  
CEO: Andy Jassy (5 Jul 20...)

 **Intel**  
CEO: David Zinsner (2 Dec ...)

 **OpenAI**  
CEO: Sam Altman (29 Nov ...)

 **UiPath**

 **Cohere**


 **Hugging Face**

 **Microsoft**  
CEO: Satya Nadella (4 Feb ...)

 **Mistral AI**


 **Apple**  
CEO: Tim Cook (24 Aug 20...)

 **Anthropic**

 **SentinelOne**  
CEO: Tomer Weingarten (J...)

 **Bosch**  
CEO: Stefan Hartung (1 Ja...)

 **Darktrace**  
CEO: Jill Popelka (6 Sept 2...)

 **Arthur AI**

# AI/ML Tools in action

---

## Machine Learning Frameworks Natural Language Processing (NLP) Tools

- TensorFlow
  - PyTorch
  - scikit-learn
  - XGBoost
  - LightGBM
  - Keras
  - H2O.ai
- spaCy
  - Hugging Face Transformers
  - NLTK
  - Gensim
  - OpenAI API

## LLM Large Language Models

- GPT-4 (OpenAI)
- LLaMA 2 (Meta)
- ChatGPT (OpenAI)
- Claude (Anthropic)

## Computer Vision Tools rPPG

- OpenCV
- YOLO (You Only Look Once)
- Dlib
- DeepFaceLab

# Natural Language Processing Tools - NLP

---

## Libraries and Frameworks

1. spaCy
2. NLTK (Natural Language Toolkit)
3. OpenNLP
4. TextBlob
5. AllenNLP
6. FastText
7. Transformers (Hugging Face)

## Sentiment Analysis and Text Analytics Tools

1. VADER (Sentiment Analysis)
2. SentiStrength
3. Lexalytics
4. Aylien

## Other Specialized NLP Tools

1. Polyglot (Multilingual NLP)
2. Stanza (Stanford NLP)
3. Seq2Seq
4. Linguakit
5. Word2Vec
6. Sentence Transformers

## Pre-Trained NLP Models and APIs

1. OpenAI GPT (ChatGPT, GPT-3, GPT-4)
2. BERT (Google)
3. T5 (Google)
4. GPT-Neo
5. BLOOM
6. Claude (Anthropic)

## Chatbot Development Tools

1. Dialogflow (Google)
2. IBM Watson Assistant
3. Rasa

# Result, that speaks

---

1. A Luxury Resort in, Top 3 Hottest Property in World  
- Advertising, Technology & Marketing
1. Won Global Digital Health Award for a Healthtech Client, for creating Computer Vision, RPPG Solution  
- Technology
1. Winner - World Sleep Day in India, in a row 3 times for a doctor client  
- Advertising, Technology & Marketing
4. Helped scale up a business, which got acquired by NASDAQ listed company for more than 5 billion USD - Advertising, Technology & Marketing
4. A Luxury Resort that is in Top 10 Luxury Resorts in India, Tripadvisor  
- Advertising, Technology & Marketing
4. And Many more..

# Our Impact - Hospitality

---

**A Luxury Resort in, Top 3 Hottest Property in World**

Advertising, Technology & Marketing

**A Luxury Resort that is in Top 10 Luxury Resorts in India, Tripadvisor**

Advertising, Technology & Marketing

**80% Share of FIT  
10% Share of OTA  
10% Share of TA**

Revenue from Stay, F&B, Weddings and Private Events

**10.5**

ROI on average after 6 months

**90%**

Increase in digital revenue

**2K**

Employees supported with a new digital workplace

**55%**

Savings in app-development costs

**30%**

Increase in conversion rates for new customers

# Clients - Hospitality

---

## Luxury Resorts, Hotels and Villas



# Accelerators

---

Leads integration from website and social media.

For the hospitality and travel industry ( Expensive Products ),

## **Solving the First step of Revenue Generation:**

Not Selling Rooms but selling experiences.

## **Solving the 2nd Step of Revenue Generation:**

Lead contact and follow up is one of the premium factor involved in sales conversion.

Leads source Identified, Collected in a platform where, stakeholders would see the ROI and analyst are able to do the data analysis and corrective measures are taken accordingly

In 48 hours, Our CRM are connected to the website, facebook form ads, google form ads, IVR etc.

As the lead poured into the funnel, we provisioned sales team with lead alerts via sms as well as whatsapp msg.

Which decreased the time span of first interaction with the customer, in turn which **increased the sales conversion.**

# Accelerators

---

Getting quality leads which gets high conversion from website, google as well as social media.

- ★ Decade old Experienced Team in Hospitality Domain
- ★ Hospitality Industry Consultants, with 20 - 30 years of experience in selling chain of hotels, luxury resorts
- ★ Hospitality Industry, Domain Knowledge
- ★ Speedy, Digital Presence and Online Marketing
- ★ Personalized Marketing
- ★ Customer Engagement through Social Media
- ★ Seasonal and Promotional Campaigns
- ★ Visual Content Marketing
- ★ Mobile Optimization
- ★ Local SEO Optimization
- ★ Email Marketing
- ★ Whatsapp Transactional + Promotional campaigns

# Differentiators

---

- ★ Proper Distribution of Ad Budget in the DSP's
- ★ Increased Conversion Rate converted into Rapid Growth
- ★ Customer Reviews and Testimonials
- ★ Personalized Marketing
- ★ User-Generated Content Increment
- ★ Customer Engagement through Social Media
- ★ Quality Customer Assistance and selling experience instead of rooms
- ★ Seasonal and Promotional Campaigns
- ★ Data Analytics and Guest Feedback Analysis

## CPL

Based on profile of business.  
Based on locality  
Based on Audience  
Based on Event

## CAC

Stay  
Wedding  
Private Function  
Corporate Events

# Our Impact - RealEstate

---

**A client's, 200 Units Sold,  
Residential property worth  
10 Cr and above**

Advertising, Technology &  
Marketing

**Dubai based Client,  
Business bay. Sold 100  
Units in India**

Advertising, Technology &  
Marketing

**File profit avg 10%  
Sales Conversion  
increased from 5% to 25%**

Revenue from flights, transfer,  
hotels & sightseeing

**7.2**

ROI on average after 6  
months

**88%**

Increase in digital  
revenue

**6K**

Employees supported  
with a new digital  
workplace

**50%**

Savings in app-  
development costs

**45%**

Increase in conversion  
rates for new customers

# Clients - RealEstate

Real Estate



# Accelerators

---

For the Real Estate industry ( High Ticket ), Commercial, Residential, Plots

**Products:**

Residential projects, Commercial projects, SCO plots etc.

**Solving the 1st Step of Revenue Generation in Realestate Industry.**

Lead contact and follow up is one of the premium factor involved in sales conversion.

But this is not an issue in real estate industry,

#1 issue is quality leads, that says:

- ★ Yes i saw your site.
- ★ Found it interesting
- ★ Want to learn more about it
- ★ Want to buy this

# Accelerators

---

Getting quality leads which gets high conversion from website, google as well as social media.

- ★ Decade old Experienced Team in Real Estate Domain working for the Builders as well as the Dealers.
- ★ Involvement of Industry Consultants. Residential as well as commercial with over 20 - 30 years of experience.
- ★ Speedy, Digital Presence and Online Marketing
- ★ Ability to set audience that are interested in this product.
- ★ Customer Engagement through Social Media
- ★ Visual Content Marketing
- ★ Mobile Optimization
- ★ Local SEO Optimization
- ★ Email Marketing
- ★ Whatsapp Transactional + Promotional campaigns

# Differentiators

---

- ★ Proper Distribution of Ad Budget in the DSP's
- ★ Increased Conversion Rate converted into Rapid Growth
- ★ Customer Reviews and Testimonials
- ★ Personalized Marketing
- ★ User-Generated Content Increment
- ★ Customer Engagement through Social Media
- ★ Quality Customer Assistance and selling experience instead of rooms
- ★ Data Analytics and Guest Feedback Analysis.

## CPL

Project based in Tier A cities in India

- ★ Commercial - 20 USD
- ★ Residential - 10 USD

## CAC

Project based in Tier A cities in India

- ★ Commercial and Residential over 2 Cr budget was - 3% to 5% of project cost

# Our Impact - Travel

---

**Profitable Switzerland  
DMC, Running Since last 8  
Yrs**

Advertising, Technology &  
Marketing

**70 Yrs Old Travel Agency  
Revived and made  
profitable**

Advertising, Technology &  
Marketing

**File profit avg 10%  
Sales Conversion  
increased from 5% to 25%**

Revenue from flights, transfer,  
hotels & sightseeing

**7.2**

ROI on average after 6  
months

**88%**

Increase in digital  
revenue

**6K**

Employees supported  
with a new digital  
workplace

**50%**

Savings in app-  
development costs

**45%**

Increase in conversion  
rates for new customers

# Clients - Travel, Luxury Cruises & Tourism Boards

## 4. Cruises



## 3. Travel And Leisure



## 2. Tourism Board



# Accelerators

---

Leads integration from website and social media.

For the travel industry ( Expensive Products ), Inbound, outbound and domestic

**Products:**

Luxury Holidays, Luxury Resorts, Luxury Cruise, Luxury Trains, Flights, Hotels

**Solving the 1st Step of Revenue Generation in Travel Industry.**

Lead contact and follow up is one of the premium factor involved in sales conversion.

Leads source Identified, Collected in a platform where, stakeholders would see the ROI and analyst are able to do the data analysis and corrective measures are taken accordingly

In 48 hours, Our CRM are connected to the website, facebook form ads, google form ads, IVR etc.

As the lead poured into the funnel, we provisioned sales team with lead alerts via sms as well as whatsapp msg.

Which decreased the time span of first interaction with the customer, in turn which **increased the sales conversion.**

# Accelerators

---

Getting quality leads which gets high conversion from website, google as well as social media.

- ★ Decade old Experienced Team in Travel Domain
- ★ Involvement of Travel Industry Consultants. Inbound, Outbound, Domestic with over 20 - 30 years of experience.
- ★ Travel Industry, Domain Knowledge
- ★ Speedy, Digital Presence and Online Marketing
- ★ Personalized Marketing
- ★ Customer Engagement through Social Media
- ★ Seasonal and Promotional Campaigns
- ★ Visual Content Marketing
- ★ Mobile Optimization
- ★ Local SEO Optimization
- ★ Email Marketing
- ★ Whatsapp Transactional + Promotional campaigns

# Differentiators

---

- ★ Proper Distribution of Ad Budget in the DSP's
- ★ Increased Conversion Rate converted into Rapid Growth
- ★ Customer Reviews and Testimonials
- ★ Personalized Marketing
- ★ User-Generated Content Increment
- ★ Customer Engagement through Social Media
- ★ Quality Customer Assistance and selling experience instead of rooms
- ★ Seasonal and Promotional Campaigns
- ★ Data Analytics and Guest Feedback Analysis.
- ★ Travel industry is known for flooding consumer with emails, The Strategic implementation of Email Marketing campaigns helped these clients getting more sales then aggressive spent on google or social media ads.

# Industries

---

## Actively working on these domains

- 👉 Advertising & Print Media
- 👉 HealthTech
- 👉 Hospitality - Luxury Resorts, Hotels and Villas
- 👉 Travel & Travel Tech
- 👉 Fintech
- 👉 Government
- 👉 Tourism Boards
- 👉 Luxury Cruises
- 👉 Clinics Doctors And Hospitals
- 👉 Realestate
- 👉 Ecommerce

# Clients

---

## Government



## Retail Commerce



## Fintech



# Clients - Clinic, Doctors & Hospitals

---

IKSANA  
wellness



DR. SANYOGITA SINGH  
Consultant Neurologist, Consultant in Sleep Medicine



# Clients

---

## Health Tech



---

## Education



---

## Speciality Travel



# Clients - Mixed

---



ADITTEE GARG



KAMAL KANSARA  
*photography*

KATARIA'S  
DEVELOPING LUXURY HOMES



PANEOPTIMUS



# Core Team

---

## Rajesh J

Head of Technology

EPAM, SapienRazorfish, Hexaware  
and 11 others

Worked as Solution Architect, Principal  
Architect and other positions



## Saurabh S

Head of Strategy

Bennett Technologies, Polaris  
Software Lab, Agni Instruments  
Engineers I pvt ltd.

Worked as Software Developer,  
Product Manager



# Core Team

---

## Pankaj Y

Head Operations IT & Client Servicing

Arena, ima appweb, Worked as Developer in Arena and Joined Ima Appweb in 2011



## Ritika S

Social Media Marketing

Khaadi india, solopreneur with own womens brand



## Sanjeev C

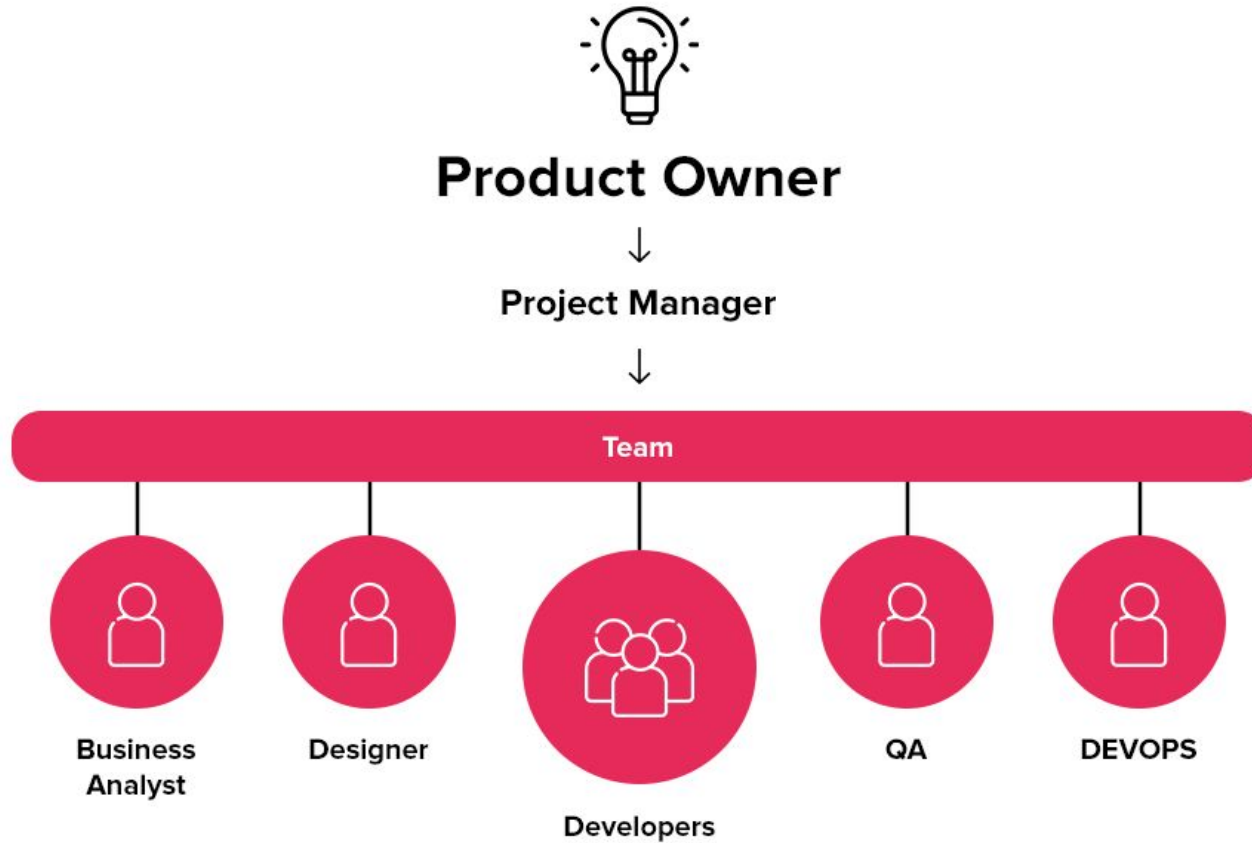
Head Digital Strategy Paid

NCERT, BRT, NEUPA, Worked as Digital Consultant in various government agencies and joined Ima Appweb 2018



# Team Structure - Technology

---



# Team Structure - Digital Marketing



# Thank you!

Please refer to the accompanying Response document if any for a comprehensive description.

*For more information, contact*

**Rajesh Jha**

Partner Business Manager

rajesh@ima-appweb.com

**Saurabh Singh**

Business Head,

[saurabh@ima-appweb.com](mailto:saurabh@ima-appweb.com) | +91-9871192979

<https://bit.ly/m/ima-appweb>

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011 4558 6499 | +91-9871-192-979

info@ima-appweb.com