



Corporate Profile

COMPETENCIES & CAPABILITIES





THE RATIONAL AND EMOTIONAL BRAND EXPERIENCE COMPANY

Because good
brand experience
is **great business.**





THE ART OF BRAND IN CONTEXT

Brands should be defined by their business ambition, purpose, values, audience, competition and persona - the brand experience. **We help create your brand.**





THE SCIENCE OF SALES

Do you measure your marketing outcomes?
Do you modify your strategy based on response?
This iterative cycle of plan, publish, measure and
plan again improves effectiveness. **We collaborate
to plan and execute this for your brand.**





THE MATH OF EFFECTIVE MARKETING

We have a robust solution for the toughest hurdle that hampers business growth - predictability. **We assist in building your sales pipeline and bring predictability to your funnel.**





SNEAK PEEK

350+

Businesses engaged for brand, marketing communication, content marketing and sales **over nine years.**

24%

Average conversion from market qualified leads to sales qualified leads for businesses from **over 150K+ MQLs** generated.

40+

New brands launched as strong businesses **with marketing and sales support.**

> \$40M

In revenue converted through sales solutions for businesses with **85% predictability.**

12+

years in Operations

35+

Associates

Zamstars brings in a rich blend of experience and expertise to bridge the gap between business and the brand.

Our approach to any project and process is governed by the following principles:

Strategic and creative

We use strategic and creative thinking to solve your business challenges.

Collaborative partnership

We work as part of your team, with shared goals and objectives. A strategic partner, not a vendor.

Ambitious yet pragmatic

A respectful appreciation of your business needs and timelines, coupled with pragmatic experience, ensure realistic commitments and on-time delivery.

High-touch, high energy

Dedicated project management, with weekly work-in-progress sessions.

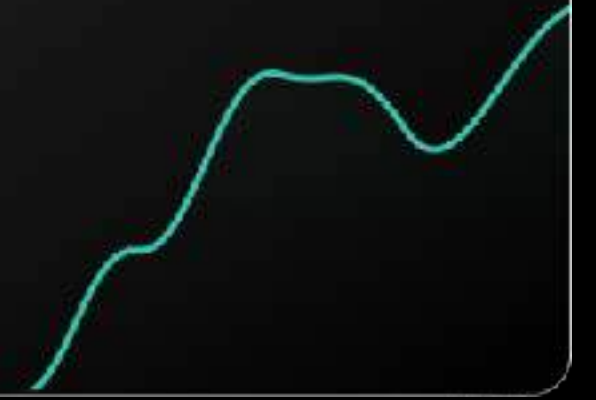


ANNUAL REVENUE

\$20 Million+



20% YOY GROWTH



PROFITABLE SINCE

Year 1

60+

EMPLOYEES



Zero Debt

HIGH OD FACILITY



WHAT WE DO

We make the key functions of the company work in cohesion to drive business growth. Leveraging technology and applying experience and expertise, Zamstars joins as your 'Partner' being a **'Business first, Creative enabled, Outcomes focused'** consulting firm.

Offering Spectrum

BRAND ENABLEMENT

Brand Strategy Design System
Communications Website
Print & Production Brand Assets

OUTREACH ENABLEMENT

Social Media Marketing Performance Marketing
SEO / Google Ads

SALES ENABLEMENT

Market Research
Sales Enablement

DIGITAL ENABLEMENT

Product Development Data analytics & Visualisation
Digital Strategy & Transformation Consulting



APPROACH



APPROACH

At Zamstars, we are dedicated to guiding our customers through the entire customer journey, ensuring they experience unparalleled growth and success. Our expertise spans across four key stages. Each stage is meticulously crafted to help your brand acquire, engage, retain, and advocate for your customers.

Customer Acquisition

AWARENESS

CONSIDERATION

BRAND & MARKETING

COMMUNICATION

SALES ENABLEMENT

Customer Experience

CONVERSION

EXPERIENCE

FULFILLMENT

PRODUCT/SERVICE DEFINITION

CUSTOMER EXPERIENCE

Customer Retention

RETENTION

CUSTOMER RELATIONSHIP

LOYALTY PROGRAM DESIGN

Customer Advocacy

COMMUNITY

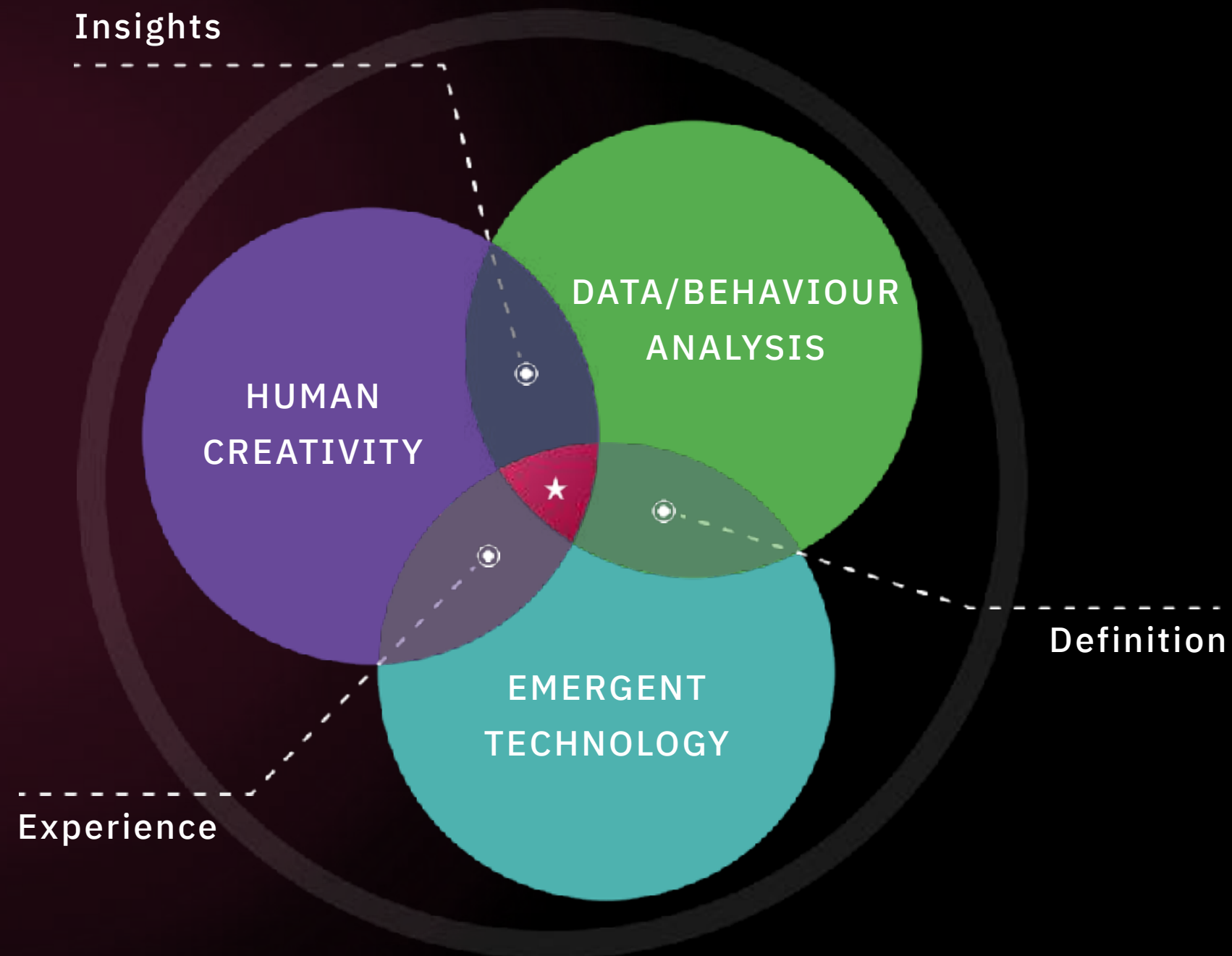
SOCIAL MEDIA MARKETING

CONTENT MARKETING

COMMUNITY BUILDING



HOW WE DO | METHODOLOGY



Zamstars, we employ a strategic approach that combines **Human Creativity**, **Emergent Technology**, and **Data-Driven Behavioural Insights** to deliver impactful solutions. By blending innovative thinking with cutting-edge technologies like AI, and leveraging real-time data analytics, we craft customised marketing, branding, and sales strategies that resonate with your target audience and drive measurable growth.

Our holistic methodology ensures every aspect of the customer journey is optimised for success—from acquisition to advocacy.

★ Predictable Accelerated Growth



HOW WE DO | VALUE GRID

Customer Acquisition

Applying
Human Creativity

Deploying
Emergent Technology

Leveraging
Data/Behaviour Insights



BRAND STRATEGY



GENERATIVE AI ++



CAMPAIGN PERFORMANCE

Customer Experience



DESIGN THINKING



AUGMENTED UX WITH AI



USER METRICS AND FIXES

Customer Retention



SMALL HABITS / NUDGES



GAMIFICATION + REWARDS



RETURNING USER DATA

Customer Advocacy



CONTENT ARCHITECTURE



COMMUNITY MODERATION



ENGAGEMENT METRICS



LEADERSHIP TEAM



LEADERSHIP TEAM



Sivaram Kuppachi
Founder, Chief Executive Officer

Responsible for **business growth** and **client relationships**.

“Effectiveness is not a metric anymore. It is converting leads to new business through a predictable model”



Shivakumar Viswanathan
Director, Chief Creative Advisor

Responsible for **creative definition and strategy** with **overall creative delivery**.

“Brands should focus on customer experience across acquisition, engagement and retention. That is a complete brand experience”



Abhijit Sengupta
Chief Operating Officer

Responsible for **strategy and expansion plans**.

“Creating a rational and emotional brand experience is a great business. Lay the foundation today for a greater tomorrow. It is the cornerstone for success”



Anand Karanth
Chief Production Officer

Responsible for driving **print excellence** and streamlined production processes

“In print production and signage, our focus goes beyond delivering quality; we craft impactful solutions that elevate brand visibility and drive lasting impressions”



LEADERSHIP TEAM



Vinodh Kumar T
CTO and Digital Head

At the forefront of **tech** and **digital strategy**, enhancing business performance and user experience.



Chethan Kumar P Y
Chief Financial Officer

A dedicated leader, aligning **financial strategy** with **operational** excellence to drive business success.



Nikhita Habib
Social Media Lead

Focused on trend-driven strategies, enhancing **brand visibility** and **engagement** across all social platforms.



Manthan Gohil
Design Lead

Driven by a **creative vision**, ensuring every **design element** aligns perfectly with the brand's story.



CLIENT LIST*

STARTUPS

InduzBuy	India
Quant LegalTech	India
Auntie Fung's	India
Aamrai	Dubai India
AceBot.ai	India, USA

MEDIUM ENTERPRISES

Crossover	USA
DocVu.AI	India
Tatva Global School	India
Pierian Services	India Singapore
Sattva Consulting	India
iBus Networks	India
eJan Networks	Japan India
Bangla Tigers	Bangladesh
Petron Corp	USA
The Pump House	India

LARGE ENTERPRISES

DevFactory / Trilogy	USA
Visionet	USA India
NASSCOM	India
Happiest Minds	India
Beyondsoft	USA
Hilton EGL Bengaluru	India
BOSCH India	India
Bahwan Motors	UAE
WNS Global	India
Four Seasons Bengaluru	India

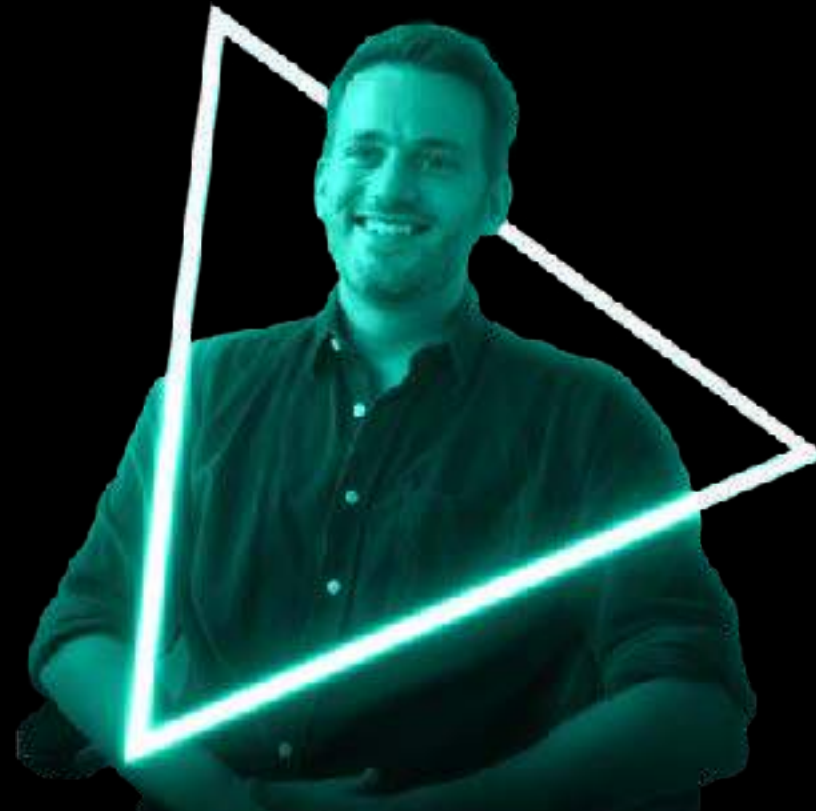


TESTIMONIALS

Zamstars helped us relaunch our website efficiently, guiding us from brand expression to deploying the final product. Their agility and expertise in cutting-edge technology were impressive, with quick iterations and seamless collaboration. The project was completed faster than expected, and we continue to work with them on other digital initiatives. Highly recommended.

Andrew Allen

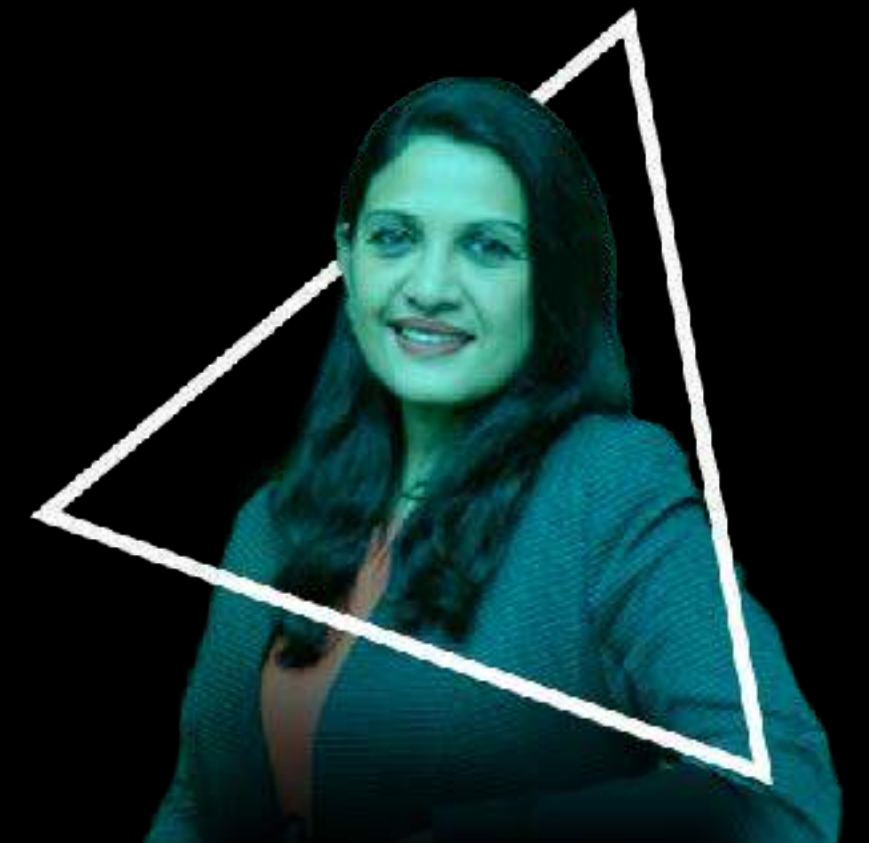
VP of Content Marketing,
Crossover



Zamstars perfectly captured the Four Seasons brand for our hotel launch in Bengaluru. Their attention to detail, quick turnaround times, and ability to create synergy, even under pressure, made them a fantastic partner. They exceeded our expectations, delivering with elegance and precision. A truly outstanding boutique creative agency.

Gargi Guha

Director of Public Relations,
Four Seasons Hotel, Bengaluru





CASE STUDIES

Transforming K12 Educational Institution Brand Presence Through Growth



Enhancing Brand Recall and Accelerating Admissions rate

Client: **Tatva Global School, Hyderabad**

Industry: **Education**

Client Since: **2014**



50%

increase in website visitors

200%

growth in social media followers

150%

increase in social media interactions

Business Context

More than an educational institution; a community for academic and personal growth.
Curriculum blends academic rigor with life skills.
Known for nurturing future-ready leaders.

Outcomes

Brand Reinforcement

Developed a modernised brand identity aligned with the school's vision.

Enhanced Digital Interaction

50% increase in website visitors.
30% reduction in homepage bounce rate.
40% increase in time spent on the website.

Summary

Zamstars' Value Grid significantly enhanced Tatva Global School's market position and community engagement, reaffirming its status as a leading educational institution.

Challenges

Inconsistent Digital Presence
Limited Brand Visibility
Low Engagement
Website Visual Underperformance
Uncoordinated Messaging

Elevated Online Presence

200% growth in social media followers.
60% increase in social media engagement rates.
150% increase in social media shares and comments.

Community Engagement

Special day posts on social media generated engagement.
Monthly newsletter achieved a 75% open rate.

Establishing a Luxury Hospitality Brand Presence in Bengaluru



Driving Awareness and Building Guest Loyalty Through Engagement

Client: **Four Seasons Hotel Bengaluru, India**

Industry: **Hospitality**

Client Since: **2018**



15Mn+

reach

1Mn+

engaged users

100K+

Followers achieved

Business Context

A luxury hotel offering premium accommodations and experiences sought to enhance its brand presence and engage with a cosmopolitan audience in the Bengaluru market.

Outcomes

Strengthened Market Presence

15 million users reached through targeted campaigns. 1 million engaged users through digital and offline channels.

Boosted Engagement Rates

150% increase in overall engagement rates. 75% boost in post shares, comments, and offline event participation.

Summary

Zamstars' strategic approach significantly increased the hotel's brand presence, guest engagement, and community loyalty, driving both digital and offline success.

Challenges

Limited Brand Awareness
Low Social Media Engagement
Weak Community Building
Low Conversion Rates
Inconsistent Messaging

Building a Loyal Community

Optimised online-to-offline conversion through interactive digital content. Personalised communication improved guest satisfaction and direct bookings.

Community Building Success

Exclusive offline events and user-generated content cultivated advocacy. A strong community formed with repeat guest engagement and loyalty.

Breaking Through in a Saturated Market with Data-Driven Marketing

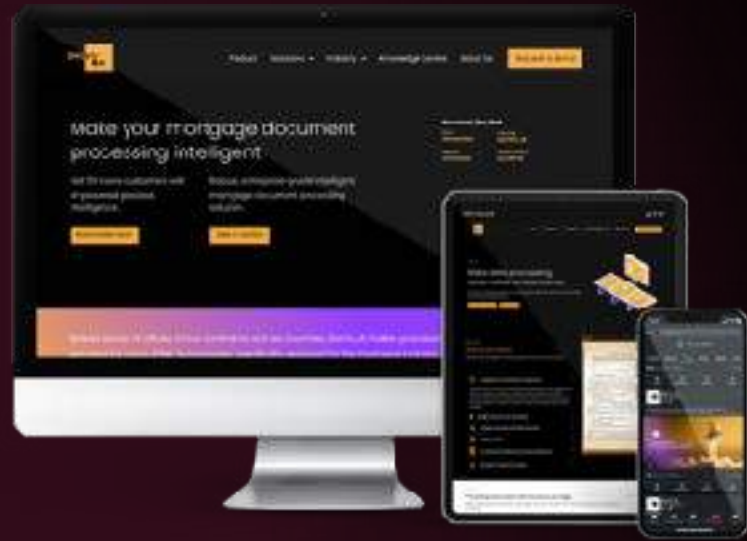


Driving Market Success with CRO, SEO, and Content to Grow Organic Leads and Engagement

Client: **DocVu, India**

Industry: **IT Services and IT Consulting**

Client Since: **2022**



30%

increase in organic traffic

2.1K

followers on LinkedIn and counting

Business Context

A versatile intelligent document processing solution from a large technology firm, aimed to penetrate the US market and establish a robust digital presence.

Outcomes

Enhanced Brand Positioning

Successfully positioned the product as a contender in intelligent document processing solutions, earning accolades in major industry reports.

Lead Generation Success

The brand continues to generate quality organic leads with zero spend on performance marketing, highlighting a sustainable growth model.

Summary

Zamstars helped DocVu enhance brand visibility and achieve significant accolades, including the HW 2024 Tech 100 Mortgage Award and recognition as a 'Product Challenger' in the ISG Provider Lens study.

Challenges

Newmarket, unknown entity: Minimal awareness of the product.

Lead Quality: Difficulty in acquiring high-quality leads.

SEO: Low rankings and organic traffic issues. Low visibility on Google SERP.

SEO Improvement

Over 50 keywords ranked on the first page of Google SERP, driving significant organic traffic growth exceeding 150%.

Social Media Growth

Achieved a 350% increase in LinkedIn followers, with engagement rates soaring from 3.5% to 14%, creating a vibrant community of advocates.

Enhancing Digital Presence for Social Impact Consultancy



Strengthening Engagement and Website User Experience

Client: **Sattva Consulting, Bengaluru**

Industry: **Business Consulting and Services**

Client Since: **2022**



50%

increase in website visitors

200%

growth in social media followers

150%

increase in social media interactions

Business Context

Focused on delivering scalable social impact solutions, aimed to enhance its digital presence and connect better with its audience and stakeholders.

Outcomes

Increased User Engagement

The redesigned website led to a 15% increase in the average time users spent online, enhancing overall engagement.

Strengthened Audience Connection

Significant improvements in user interaction facilitated better connections with both audiences and stakeholders.

Summary

We enhanced the brand's digital presence and user engagement through a website redesign, leading to improved connections with audiences and advancing its CSR initiatives.

Challenges

Website Engagement: Low user interaction.
User Experience: Unengaging design.
Digital Maintenance: Required continuous updates.
SEO Visibility: Poor search rankings.
Content Delivery: Outdated communication methods.

Enhanced Digital Presence

Sattva Consulting's bolstered digital presence has effectively advanced its social impact goals.

From Invisible to Invincible



Strengthening brand identity and user experience for lasting impact

Client: **Crossover, USA**

Industry: **IT Services and IT Consulting**

Client Since: **2020**



100%

increase in job applications

100%

increase in website traffic

Business Context

Crossover, a leading global remote careers platform, aimed to strengthen its brand presence and user experience through a user-friendly website that attracts top talent and enhances visibility for diverse users.

Outcomes

Surge in Brand Visibility

Crossover saw a significant increase in brand visibility, highlighted by a rise in social media engagement and website traffic.

Website Redesign Boosts Engagement

The website redesign resulted in lower bounce rates and higher conversions, enhancing user experience.

Summary

Crossover strengthened its brand identity and visibility by redesigning its website, resulting in increased social media engagement, reduced bounce rates, and improved conversions.

Challenges

Crossover faced challenges with its weak brand identity, suboptimal user engagement on its website, and the need for a scalable architecture to improve user experience.

Strengthened Brand Identity

Crossover's revitalized brand identity resonated better with its target audience, establishing a strong market presence.

Strategic Framework for Digital Leadership



All-Encompassing Digital Strategy for Success

Client: **Pierian Services, Global**

Industry: **IT Services and IT Consulting**

Client Since: **2022**



50%

increase in website visitors

200%

growth in social media followers

150%

increase in social media interactions

Business Context

Pierian is a knowledge-driven consulting partner that provides trusted managed services in Finance & Accounting, Business Process Management, People Practice, and Assurance.

Outcomes

Redefining User Experience

The revamped website significantly boosted traffic and enhanced visitor retention

Enhanced Visual Appeal Attracts Potential Leads

We integrated The DISTIL method which serves as a foundational approach, enabling transformative solutions and driving process efficiencies across various industries and geographies.

Summary

The comprehensive website revamp, guided by the DISTIL method, significantly boosted operational efficiency, enhanced user engagement, and increased lead generation for the brand.

Challenges

Pierian's website struggled with low traffic, poor visual appeal, and required a framework overhaul to improve overall functionality and user engagement.

Dominated Online Landscape

Improved UX/UI positioned Pierian ahead of competitors, fostering lasting visitor relationships.

Roaring Beyond the Boundaries



Reigniting the spirit of the Bangla Tigers through vibrant fan engagement and unwavering team morale

Client: **Bangla Tigers**

Industry: **Sports**



2.8Mn+

facebook reach

4K+

instagram followers

1.6Mn+

video views

Business Context

The Bangla Tigers, a T10 cricket league team in Abu Dhabi, aimed to maintain fan connection and team morale during the pandemic, despite the absence of stadium audiences.

Outcomes

Increased Fan Interaction on Social Media

Zamstars' social media strategies, using Facebook and Instagram, led to a 40% rise in fan interaction. Consistent updates, live coverage, and interactive content kept fans actively engaged.

Enhanced Team Spirit Through Digital Engagement

Zamstars organised virtual fan meet-ups, live Q&As, and regular video updates, keeping the players connected with supporters and fostering a positive environment in the bio-bubble.

Summary

Zamstars' digital strategies not only sustained fan engagement but also uplifted the Bangla Tigers' morale, creating a story of resilience and global connection during a challenging season.

Challenges

The pandemic-induced bio-bubble confined players and staff, causing mental fatigue and impacting morale. Without stadium fans, maintaining global fan engagement and uplifting the team's spirits became crucial.

Global Fan Support Sustained with Real-time Digital Coverage

Through live match updates, engaging social content, and behind-the-scenes videos, Zamstars maintained strong fan support, creating a sense of unity that kept the team motivated.

Shaping a New B2B Frontier



Achieving stronger brand identity, user engagement, and meaningful industry relationships

Client: **InduzBuy**

Industry: **Supply Chain**

Client Since: **2023**



55%

increase in brand visibility

40%

increase in website traffic

Business Context

InduzBuy is a B2B procurement platform offering over 2,500 products, including machinery, office supplies, and safety tools. The platform leverages AI and ML, with its Discovery Engine streamlining procurement through instant quotes, transparent pricing, and supplier comparisons.

Outcomes

Brand Recognition Achieved

Zamstars' efforts resulted in a 55% increase in brand visibility, significantly enhancing InduzBuy's recognition across the B2B market within six months.

Boosted Website Engagement

The website revamp led to a 40% increase in traffic and a 35% rise in user interaction, driving improved lead generation and engagement.

Summary

Zamstars' strategic approach revitalized InduzBuy's market presence, creating a stronger brand identity, deeper audience engagement, and meaningful partnerships that positioned it as a trusted player in the B2B procurement space.

Challenges

InduzBuy faced low brand recognition and engagement across social media, minimal website traffic, and weak connections with suppliers and OEM manufacturers. It was essential to boost digital visibility, improve user experience, and expand the industry network.

Partnered with 20+ OEM Suppliers

Through targeted outreach, Zamstars facilitated partnerships with over 20 + OEM suppliers, strengthening InduzBuy's industry network and credibility.



Let's connect.