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**Offer Document with 10X ROI**

*“We have developed a best-in-class Digital Marketing, Online Promotion, SEO and Online Lead generation Services Company with some of the most unique in-house developed software & services in the Digital Market arena in short span of time. With global presence, an experienced team of experts, highly sophisticated affordable software and the ability to reach users at the deepest level is our USP. Advante360 is committed to become global leader in DIGITAL MARKETING by tapping maximum level of hugely untapped market. Today, we are uniquely positioned to keep pace with a remarkable growth trajectory and we have proved our capabilities in last two months with over 600% growth rate in terms of World Wide Website Ranking by Alexa\* and this is the highest growth rate in the world by any Digital Marketing Company”*

*- Prashant Kumar  
 Founder – Advante360*

Advante360 (the “Company”) is actively engaged in the field of Digital Marketing, Online Promotion, Search Engine Optimization, Website Analytics, Website Traffic Generation and online Lead Generation along with developing in-house exclusive software for enhancing the productivity of Digital Marketing and Lead Generation services & its capabilities. Advante360 intends to become Top 5 Digital Marketing companies in the next 2 years. **The investment offerings is expected to be 10x of return in next 2-5 Year’s & this is among the highest Return on Investment (ROI) at this point of time.**

- **Looking for strategic partner for long term high growth**
- **Strategic partnership for digital marketing services with companies**
- **Merger with companies, which are looking for developing strong digital marketing arm for their products and services for online promotion**

Sector	Digital Marketing
Vertical Focus	<b>Digital Marketing, Online Promotion, SEO, Lead generation, Website Traffic &amp; Analytics</b>
Company Target	1. Looking for Potential Partner 2. Strategic Investor 3. Ability to work independently for companies as a Digital Marketing arm
Timeline	2 years
Key Partners	ARCSAM

**Market Opportunity**

The Digital Marketing in India is projected to grow at 30% on y-o-y for next 5 years and Government of India recently announced to work and develop with an Investment of USD 100bn in Digital marketing industry which will certainly spur this industry in next few years on digitization of all services. Internet Marketing warms up to the more measurable nature of the digital medium that help brands to understand their data. The total value of the Online Digital Market

in India is expected to be at USD 500 million in year 2015, according to Internet and Mobile Association of India (IAMAI) and IMRB International.

Currently, Google/Facebook search (30%) and display (23%) in digital advertising contributes a lion’s share to the total digital marketing in India. Spending on both search and display advertising is expected to go down as newer forms of digital ads emerge. Digital Marketing usage on mobile devices are growing at an annual rate of 46%

**USP**



## Key Advantages

- < Ability to promote Digital Marketing techniques & tools effectively to reach up to 300 million viewers with 15 dedicated resources & this is among the highest per employee productivity across any sectors
- < Developed all in-house digital marketing software and is in process of going online in next few months.
- < Among the 3.5% Digital Marketing Company globally, which is using the advanced GTM tools worldwide
- < Ability to generate traffic and page views even for start-ups' website and generate the user and ranking within 3 months' time.

## TEAM

Prashant Kumar	12 yrs in IT and Investment Management; the Founder of the Company and has been an instrument in starting this Company and he is an expert in Digital Marketing, SEO and Lead Generation Services; he also know the in and out of the Services and the final product of Digital Marketing and Advante360
Ankita Masurkar	Expert of Website Traffic Generation and SEO Advanced Tools
Sonali Kadam	Specializes in Social Media Traffic generation and works on Image Traffic Generation Tools
Ashwini Kajare	Specialises in Google Analytics Tools and Trends and knows what works to generate Traffic
Harshal Kerkar	2 yrs in technical and site analysis, market viability and research in Digital Marketing
Mahesh Bansode	2 yrs in technical and site analysis, market viability and research in Digital Marketing
Narayani Chavan	Specialises in Google Analytics Tools and Trends and knows what works to generate Traffic
Kaustubh Agrahari	Specializes in Software Development and works on Digital Marketing Software along with Lead Generation Techniques and tools
Sandhya Rani	Specialised in SEO and Digital Marketing Website development in any web language
Cheryl D'Sa	Specialist in SEO Based software Development and Lead Generation Software Development
Urvashi Mehta	Specialized in Digital Marketing off page optimization and website Traffic Generator
Hari Dhable	Specialist in Accounting and Off Page Optimization Services

While that on social media are growing at an annual rate of 41% and at USD 100 million and USD 200 million market, respectively. Spending on video digital marketing has reached to USD 150 million and is expected to grow at an annual growth rate of 56%."Digital marketing is the most effective way of promoting products and services for reasons. Most important being that it is measurable and you can granularly measure every penny that has been invested. This ensures the efficiency to go up dramatically. It also gives flexibility to scale up and down according to the campaign performance and helps to mitigate risk on unaccounted marketing cost. Fashion and lifestyle works well through social media advertising while the electronics category does well through search related advertising". It has become imperative to use digital media for any business as it can result in immediate online sales by directly clicking on the website links on the search of Google. Since the fast adoption of Digital marketing, companies have been lavishly investing in Organic and Paid Digital Marketing activities and this trend will continue to grow for long term. However, Digital Marketing with organic means will grow and sustain the Online Leads, Traffic and Visibility of website forever as this is a journey as compared to a time bound paid online process, and this is likely to be the largest vertical in the Digital Market industry. This is the most effective way to reach potential clients which will not only help sectors to get the right kind of feedback but also the ability to connect with direct users and create followers; not to leave out the most efficient way of marketing through word of mouth.

*Advante360 has realized the potential* of the market opportunity in Digital Marketing and this is going to be the next fastest moving industry globally and this is a right time to invest to get maximum returns in the next 5 years. Advante360 is thus building its strength by:

1. Focusing on the current website and generate maximum user traffic on the website to generate advertisement revenue
2. Becoming part of a bigger setup and promote their product online either by partnership or long term assignment

## Current Status of Advante360's - Portfolios



## Rollout Plan

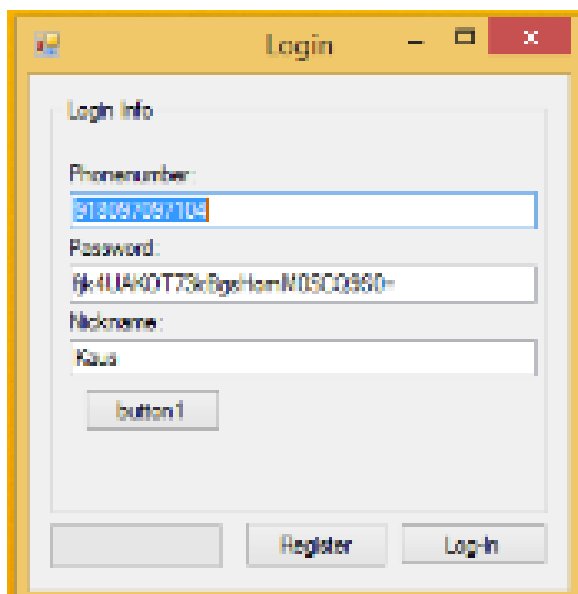
“Advante360” will focus on Digital Market vertical, online promotion and generating organic user traffic on the website for its core business and also for clients business for long term sustainability. Currently, Advante360 focuses on online promotion of products and services at deepest level to create buzz and this will enhance higher visibility and online advertisement revenue and this will also spur qualified leads for clients business & revenue. The Company has already started to roll out some of the high growth verticals & has created a substantial amount of excitement in the market with Advante360’s website and subsidiaries along with client’s products. This has already shown good results by getting higher user traffic into the website and this has greatly improved the ranking of Advante360’s website portfolio.

## Digital Marketing – In-house Developed Facebook Software



Segment	Sector	Investment Status	Development	Current Status	Alexa Ranking (Date 9th July 2015)	Growth Opportunity
Advante360.com	Digital Marketing Services	Seed Funding	Fully Developed Website	Already Serving clients on Digital Marketing Services for last 2 years	Global Rank - 317,463, India Rank - 17043	Very High as this sector will grow immensely
A360news.com	News Website	Seed Funding	Operational – Funding required for additional resources	Already Launched with 100k Reach Per Day with over 50K Page views	Global Rank - 6,161,984	Very High
A360blog.com	Digital Marketing Blog News	Seed Funding	Operational – Funding required for additional resources	Already Launched with 20K reach per day with over 25K page views	Global Rank - 8,622,557	Very High
A360braingames.com	Mind Games With Puzzles	Seed Funding	Operational – Funding required for additional resources	Already Launched with 15K reach per day with over 25K page views	Global Rank - 5,294,411	Very High
Ejobsam.com	Job Portal	In Process	Operational – Funding required for additional resources	Already Launched with 50K reach per day with 10K page views	Global Rank - 2,039,512, India Rank - 108,307	Very High
E-Commerce Portal	Yet to be Launched	Pre-Feasibility Analysis Done	Feasibility and Website Architecture is in process	Analyzing and Research work in process with Competitor Analysis	Yet to be Launched	Very High

## Digital Marketing – In-house Developed WhatsApp Software



## Strategy

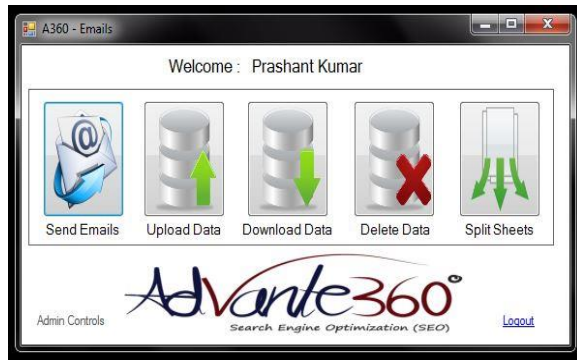
The Company will primarily focus on Digital market products and enable it to allocate resources so as to mitigate risk, drive down promotional costs and establish higher operating margins.

This diversified website asset approach facilitates it to manage shifts in market cycles and secure a range of critical partnerships. Its current asset base, existing partnerships, experienced team, and access to connect with internet users enables the company to serve as a Digital Marketing leader in the long run while addressing the current Digital Marketing situation with limited market penetration; and to reach direct users.

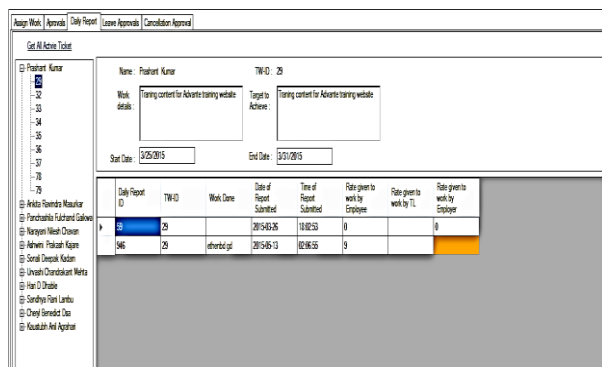
Advante360 expects to leverage its market by its leading and execution capabilities alongside other global market leaders to establish a Digital Marketing framework qualified to support and grow a large and diverse collection of online Marketing assets.

## Digital Marketing – In-house Developed outlook & Database

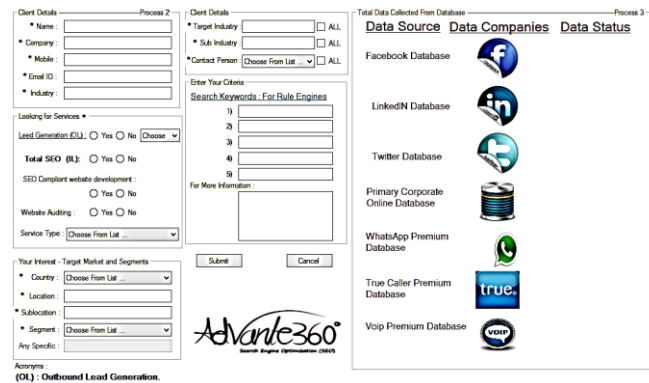
### Software



## Employee Management Software – In-house Developed Daily Reporting 360 Feedback Software along with all Employee Details Online Software



## Online Lead Generation Software – In-house Developed software for the B2B software for generating leads and enquires



## ACHIEVEMENT

- ✓ **Fastest Growing Digital Marketing Company** (rated by Alexa. Inc. for the month of June, 2015)
- ✓ **One of the few Digital Marketing Companies**, which is equipped with handling advanced SEO tools and among the 3.5% world wide websites which uses GTM and Snippets technology on the website
- ✓ **Developed in-house, Facebook Traffic Generation Software – Auto posting, Groups, Fan Page and user Search for lead generation and website traffic management services.**
- ✓ **Developed in-house Outlook based email software for confirmed notification on read and delivery of emails; also developed predictability analysis software's on Lead generation**
- ✓ **Over 100 million worldwide databases. Advante360 also does not have any sales and marketing team on board as Online sales leads are generated by all employees with pools of in-house developed digital marketing software**
- ✓ **Among the few Companies which have developed an Employee Management Software, that records all the information from attendance, leave, daily reporting and salary calculation with real time 360 balance score card feedback and this software is a real time application.**
- ✓ **Advante360's strength lies in generating website traffic and rank improvement tools and techniques; as a result of this Advante360 has already proved its skill by going ahead from competitors' website. Advante360 is now among the 1% globally organic traffic generation company (Digital Marketing Company) and intends to become the top 5 Digital marketing company in the next 2 years**

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