FIRST ECONOMY

Your Growth Partner

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MUMBAI | UDAIPUR | BENGALURU | AURANGABAD



Proud to be part of a network of the largest, fastest growing and most celebrated independent agencies in the world







MEDIA AWARDS



EXTENSIVE GLOBAL PRESENCE

France | Italy | Austria | Albania | China Spain | Peru | Kosovo | US | Switzerland South Africa | New Zealand | Indonesia | Cuba Netherlands | Norway | Taiwan | Belgium Sweden | Denmark | S. Korea | Russia | India Canada | Finland | UK | Mexico & more...



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Jigar Zatakia Founder & Joint CEO



Jeffrey Crasto Partner & Joint CEO



Parth Gandhi CTO



Rushabh Ashar Head - Production



Charmy Shah Head - SEO



Pratik Panvalkar Head - Branding & Design





Kriti Bansal Head - PR



Vaibhav Jain Head - Media Planning



Chirag Kaku Head - Strategy



Jamshid Doctor Head - Social Media



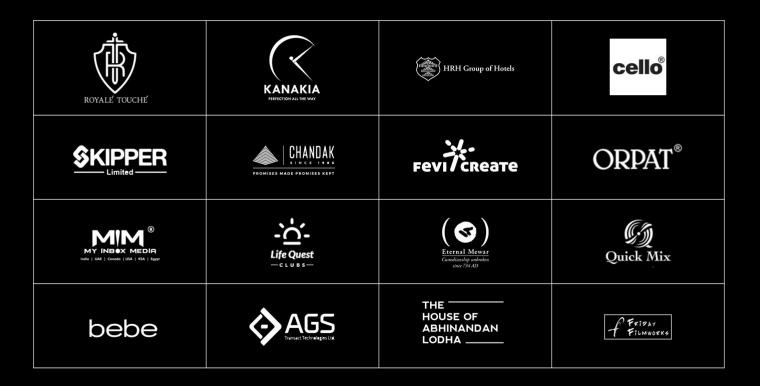
Bilal Shaikh Head - New Business

Team of 100+ members



Heeral Mehta Head - Influencer Marketing

OUR CURRENT CLIENTS



OUR CURRENT CLIENTS

FecEx	JOCKEY	akbartravels.com gwr nidde troch porter	Piramal Pharma Solutions
GOQii		➡ INDOSPACE	THE STORE
THE INVESTMENT TRUST OF INDIA	Ajanta [®]		SHOWFEST
	health & glow	Product Xperience Management	FRIPAY

First Economy's focus is on optimizing ROI so partners can

DEMAND MORE

from



Spends



Technology



Brands



Network



Business



Videos



Online Stores

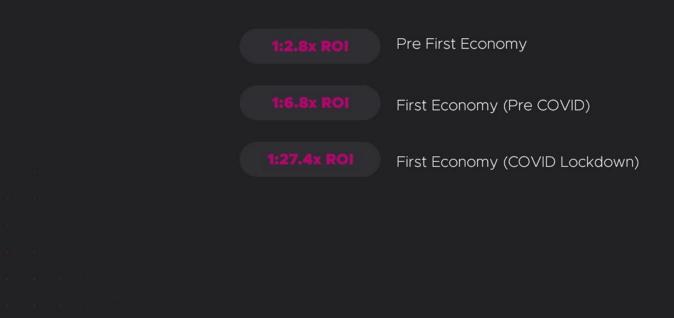


PR

Demand More From Your

Spenes

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AD INNOVATION - WINTERWEAR COLLECTION

Objective

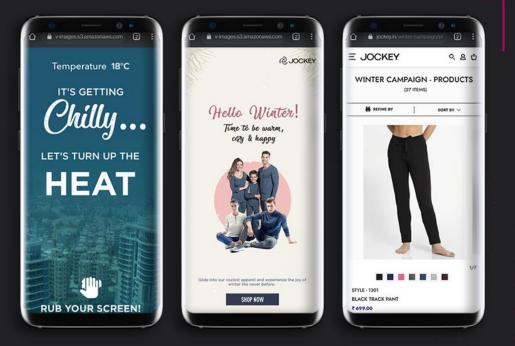
Create an interactive ad relevant to winters for their winter collection wearables

Solution

This ad appeared only to people living in locations below 20 degree Celsius.

Outcome

Resulted in a higher engagement rate of 17%.



PENETRATION IN TIER 2, TIER 3 MARKETS

2018-19 Penetration across 1,680 cities

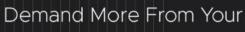
Penetration across 2,522 cities

Increased penetration by 50.12% using targeted vernacular ads



STRATEGIC ALLIANCES

paytm	CRED	mastercard
magicpın	Jio Digital	₽ SBI
¢	B	



Business



ORPAT AJANTA GROUP

50 years legacy

World's largest wall clock manufacturer

India's largest calculator manufacturer

Manufacturer of 800+ products in home and kitchen appliances



The digital journey for Orpat Ajanta Group began in 2019 with us

DISTRIBUTORS CAMPAIGN

Objective

Increase distributors in the most cost effective manner

Solution

Started multilingual and multichannel campaigns on digital platforms

Outcome

Adding 10+ distributors every month, with an average monthly billing of ₹ 35 Lakhs



ORPAT ERP SYSTEM

Problem

Absence of an organization-wide system to streamline myriad of processes that a large scale manufacturer like Orpat has. Implementation of existing technologies involved a steep learning curve which the concerned stakeholders were extremely wary of.

Solution

System was developed in a manner which did not necessitate any alteration of existing processes, resulting in near-perfect adoption.

Outcome

Used by 1000+ employees and 500+ distributors



ORPAT WEB STORE

Problem

Absence of an ecommerce store lead to a loss of revenue. Although presence had been established on third-party ecommerce stores, it was through distributors alone.

Difficulty of product discovery across various categories

Solution

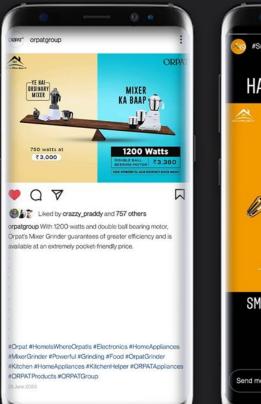
An ecommerce website was created to showcase and sell all of their products, servicing all major pincodes of the country. This E-commerce website was launched during the covid phase

Outcome

Direct consumer insights, Better brand understanding, increase in revenue, contributing to about 2% of their overall revenue.



ORPAT SOCIAL MEDIA



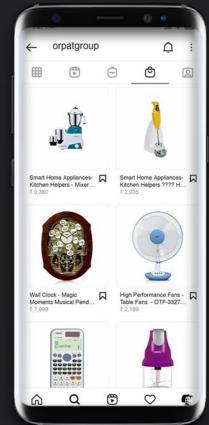
Engaging Campaigns



Immersive Stories



Innovative Timeline



Store Integration

BUILDING PR FOR ORPAT GROUP





News Based Announcements

Getting back to his daily routine has helped this top boss Nevil Patel, MD of Alanta Orpat, says that going

VIII PARCELEARYS

While it may be busines

as usual for them

Patel believes the

in extraordinar

circumstances like these

employers need to be mor

and support your team 1

humane. "Be empathet

back to work has been more relaxing for him than working from home maleeva.rebello

timesgroup.com For Nevil Patel, MD of Alanta Orpat, the first day back at work

at his office in Morbi, Gularat, was a mixture of excitement **Business as usual** and nervousness Patel says that getting bac "After three months, getting to his daily routine has bee back to the daily routine was more relaxing than the tim difficult on our first day in midhe had to work from home June," Patel tells F.T Panache. "Manufacturing is a secto "But it felt good to return to the dominated by physical labour hustle of day-to-day production and being in this business for a and operations management. many years, it becomes difficu The excitement was because we for anyone to work from home went back to the drawing board he says, adding that around 2 in the new normal to implement people come to work daily from

new strategies and changes. 7.30 am to 5.30 pm The nervousness was to see how people would accept those changes " Patel says that they are adhering to all

government-notified precautions at their WORK manufacturing facility. Every employee's temperature is checked at the entry gate, hand sanitisers are placed at short distances and social distancing is maintained through alternate

any manner possible. Instead profits, focus on building trus Each employee is my extende family. We have neither lai off anyone nor carried out pa work stations. The entire space cuts during the lockdown. is sanitised once a week. he concludes.

PROJECT BY FOR THE PROPERTIES. Instruct. Control 4.53 (34 by Spoth Value of Times House, 7, Selverd's) Safe Mary New Yorks (2003) House (31) 2332(200) Fax (33) 2333(34) and printed by time. There of the Instruct 13 (35) for the "Instrume", Selverd and Tanks

Soft Profiling



S f y in 🖂

19 May 200

4 Print this article

The Constaining sufferesk has fored the world to impose shineard locktions mores, as a result. It has halted holineness and all sectors. The lockdown imposed in India starting from March 23rd has brought a major blow to its economy. The dosing forof the manufacturing firms and limited inter-state movement during the period has extensively affected the suggle distribution as well. Countries have even hanned coors horder traits to prevent a further spike in Could 15 cause.

Countries like the USA, UK, France, Russia, and many others are experiencing sluggish demand and a rapid rise in inflation. International rating agency Fitch has plashed india's GDP growth rate projections to 0.8 percent for 2020-21.

Media Interviews







ROYALÉ TOUCHÉ

India's most premium laminates brand

140+ retail stores with > ₹ 500 cr. turnover

1 new laminate design every 4 days

The digital journey for Royalé Touché began in 2020 with us



Problem

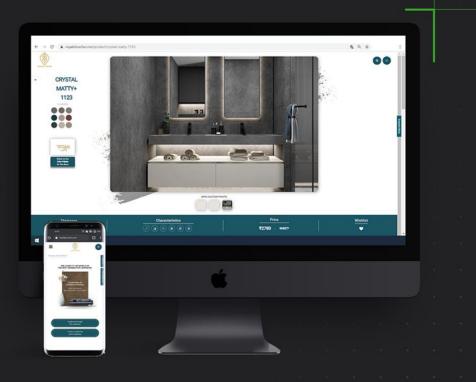
The website design was outdated with a glitchy UI, also the UX was difficult to navigate. Not having an ecommerce feature lead to loss of potential revenue.

Solution

The website was re-designed to cater to their requirements of reaching a wider audience, showcasing all of their product range, as well as keep a tab on the inventory and stocks.

Outcome

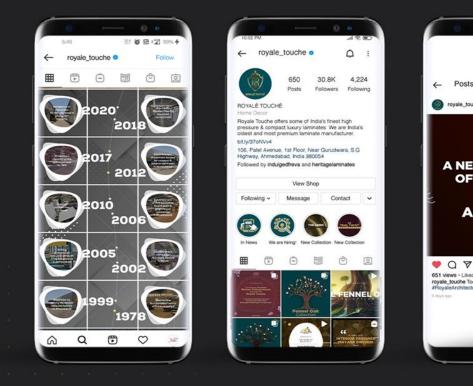
The website turned out to be a marvel in UI and the sales skyrocketed with an ease in access for the customers, as well as the employees to keep a tab on the inventory.

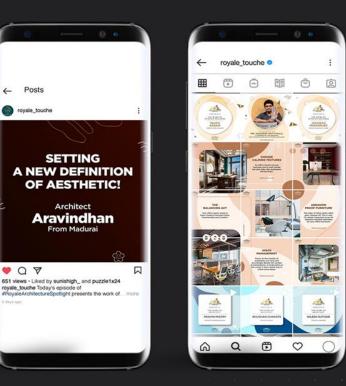


SOCIAL MEDIA

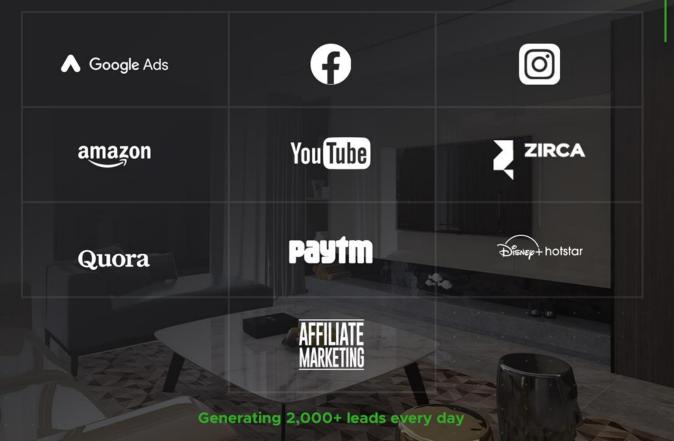
Content for Royalé Touché is designed around buckets of Information and Inspiration. Posts inspire creativity, ideas and involve the primary Target Group – Architects and Designers featuring them and collaborating with them regularly.

Posts

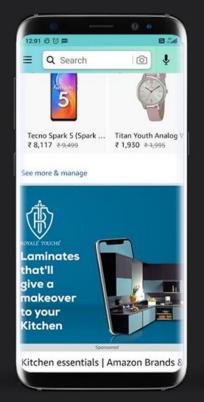




PAID MEDIA PLATFORMS



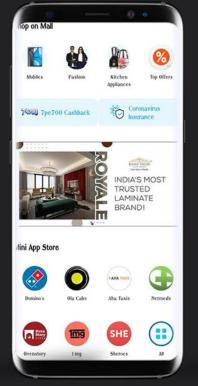
RICH MEDIA ADS



Amazon



Money Control





paytm

Hotstar

SOCIAL MEDIA ADS

Objective

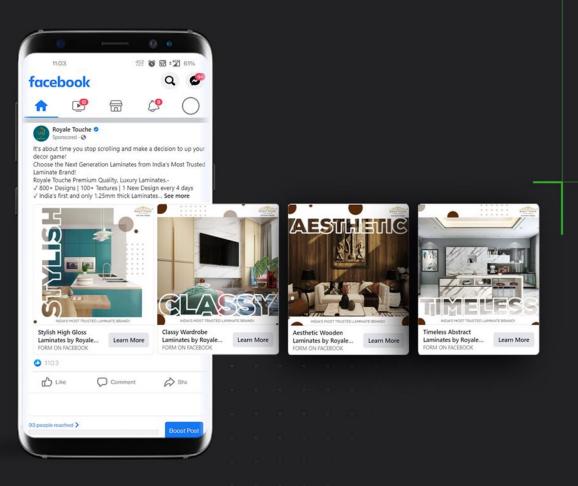
To generate leads in a cost-effective manner

Solution

Showcase Royalé Touché laminates as a lifestyle brand

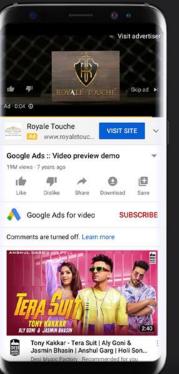
Outcome

Generated leads at 40% lesser cost because of better creativity and targeting

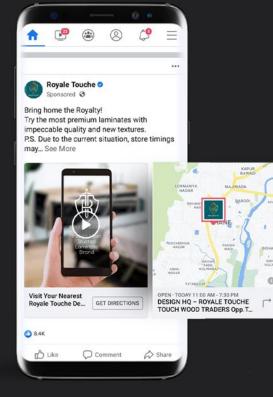


SOCIAL MEDIA ADS





YouTube



0

Facebook Store Visit

Instagram

Objective

Royalé Touché was new to SEO, they needed new site visits and wanted to see an increase in traffic

Idea

High competition on core Laminates keywords. Competitors like Greenlam and Merino Laminates.

New UX/UI that pushed back the site back to zero.

Challenges with technical implementation on the website

Strategy and Tactics

Aggressively targeted product & Category pages.

More call-to-actions were added on homepage considering the user intent and search intent.

We also created high quality content for their blog and obtained links and exposure from relevant websites and partners.

Resolved webmaster errors & redirection issues.

Results at a glance

37% Increase in Organic Traffic.

172% goal conversion as compared with initial phase.

Royalé Touché for keywords like laminates, color laminates etc. ranks on Google's 1st Page

DIGITAL PR

Telangana 🕮 Today

Royale Touche to expand operations in Hyderabad

The 40-year old company, which has 147 outlets in India plans to add 50 new outlets across the country by the end of this year

Hyderabad: Laminates and vitrified tile maker Royale Touche which has two design outlets in Hyderabad and one in Karimnagar, is looking to expand its presence in Telangana. There are plans to open more outlets in and around Hyderabad. The company will set up experience centres in the next phase of expansion.The 40-year old company, which has 147 outlets in India plans to add 50 new outlets across the country by the end of this year, including tier-2 and tier-3 cities of Telangana.

Raj Patel, director, Royale Touche told Telangana Today, "Telangana and Andhra Pradesh today contribute 12 per cent of the overall national

Outlook THE NEWS SCROLL ^{10 JANUARY 2021} Last Updated at 12:53 PM | SOURCE: PTT Royale Touche looking at

entering new product categories by next fiscal

New Delhi, Jan 10 (PTI) Royale Touche manufacturer of premium laminate and vitrified tiles, is looking at enterin new product categories includin plywood and medium-densit fibreboard (MDF) by next fiscal.

The company, which is aiming to clock sales of up to Rs 500 crore in the current fiscal, is open to both, acquiring a player or getting into new categories on its own.

"Business has recovered drastically and we have been seeing growth since September. Given that we lost 3-4 months of business (due to nationwide lockdown to stop spread of COVID-19), we are aiming at clocking Rs 500 crore This laminates

manufacturer clocks Rs 500 Cr turnover, exports to 65 countries, and feels India can take on China

By Bhavya Kaushal | Dec 28, 2020



Ahmedabad-based laminates manufacturer Royale Touche was started in 1978 by Jitendra Patel, Ashwin Patel, Dinesh Patel, Bharat Patel, and Arvind Patel. It now exports to over 65 countries, including Canada, Dubai, the US, Mexico, Thailand and others.



Outlook

Your Story

CUSTOM-BUILT CRM

Salient Features

- Call Recordings
- Follow Up Notifications
- Separation for B2B and B2C Leads
- Save Contact –
 Move to Opportunity/Rejected –
 Move to Converted
- Masked Contact Numbers for
 Pre-Sales Team
- Email, WhatsApp, SMS with Predefined Templates
- Reward Points for Sales Executives
- Document Upload for B2B Leads

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Demand More From Your Online Store

cella

CELLO A+ LISTINGS

Amazon A+ content proves to be of great significance when it comes to engaging the buyers with detailed product information. Cello store-front on Amazon, category pages and product pages were re-designed and content was developed to keep the user interested from start to finish.

- Product descriptions with comprehensive information
- High quality product images
- Product comparison with charts and tables etc.
- Simple layout and lucid content
- Salient features of the product with benefits
- Metadata and Keyword Selection









Brand Store on Amazon



Category Page on Amazon









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A+ Listing on Amazon

CELLO #YOURALLDAYDOST CAMPAIGN

For Cello Vaccu Steel Flasks that keeps liquids either hot or cold for 24 hours, we created a relatable character to position the flask as the perfect companion through all of the days activities, calling the character, "Your All Day Dost"







CELLO INFLUENCER ACTIVITY



Aakash Malhotra



Jake Sitlani



Sonal Devraj

Demand More From Your

Network

The launch of DreamSS by Shilpa Shetty was planned and executed by First Economy.

We leveraged the person we understand Shilpa Shetty to be. Her funny and bubbly character were used to give the brand its personality. It connected and resonated with people who have ever since been flooding the website and been recommending it to their connections.

SHILPA'S #UPSIDEDOWN WORLD

We turned the world upside down with this campaign that garnered immense engagement







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A theshipashetty







Launch Video

DREAMSS COLLECTION GRID

DreamSS wear collection grid was ideated to showcase recently launched collections while creating curiosity among followers.



#DreamcatcherCollection



dreamssbyss 0 Ô (7) Ħ Ô #BA HANI #8 #8/ FLAUN'T YOUR STYLE PRO-STYLE TIP: ENJOY THE DAY IN STYLE PRO-STYLE TIP:

#BandhaniCollection



#IkatCollection

The launch of the web series on Disney+ Hotstar was ideated, planned and executed by First Economy.

We strategized the launch alongside Disney+ Hotstar to promote Special Ops on a grand scale. We used all the artists and their social following to push the show out to the masses.

SPECIAL OPS

Special Ops, a web series directed by Neeraj Pandey,, produced by Friday Storytellers and Disney+ Hotstar was digitally promoted by us. Upon release, it became the biggest digital series in India.









Prepare yourself for The longest manhunt in Indian Intelligence. Streaming tomorrow on @hotstarvip

@karantacker @mehervij786 @kaykaymenon02 BofficiaMpulgupta @sajjad_delafrooz @muzamilibrahim7

Demand More From Your

Technology

<image>

FEVICREATE

First Economy was approached to redesign their simple static website to showcase products. We suggested features such as contests for students to participate and upload entries to make the website more engaging. This feature has become an Intellectual Property for the brand where contests on inter and intra-school levels are held regularly.

Keeping in mind that the Target Audience is not very tech savvy, the website was designed to be easy to navigate and aesthetically pleasing.



FEVICREATE APP

Problem

To reach out to crowds using mobile devices to engage in contests and other activities

Solution

A clean, simple UI and UX was implemented while creating the app

Outcome

Engagement grew by 3x. Signing in, Participation in Contest, Consuming DIY Videos, etc. became a cakewalk for the app users



KANAKIA CORPORATE WEBSITE

Problem

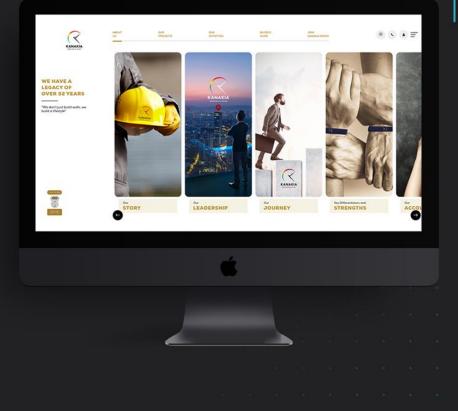
To make a website with beautiful aesthetics, and a simple UI. Generation of leads was an underlying motive

Solution

We created an aesthetically pleasing website that had no vertical scrolling. We ensured all that one is looking for is available in one location. We implemented a Day/Night mode that shifts according to the time of the day

Outcome

There was a decrease in bounce rate by 16%, and an increase in return users by 23%



SARVA

Problem

To increase engagement, and to entice customers with gifts, in the form of discount vouchers, free trials, free usage for a limited period, etc

Solution

We created a Spin-The-Wheel widget on the landing page of Sarva's website, every user that came by could play and engage

Outcome

Over 400K people tried out the service, with many of these customers being retained



SARVA

IN ACCESS TO FIREE CURATED VOCA WOOKOUT

LIFEQUEST APP AND WEBSITE

Problem

To create a platform to provide transformative content and courses that curated by experts

Solution

We created a platform accessed through their website and app (for iOS & Android) to help extend the vision of the founders to serve millions of people at their convenience

Outcome

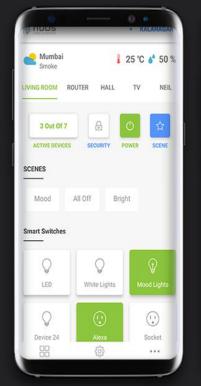
People are able to learn the life skills they seek to acquire from fine mentors through interactive masterclasses and personal counselling and guidance



NUOS HOME AUTOMATION

NUOS is a home automation brand. They needed to create an app with a simple UI, to ensure a seamless UX for the end user. Another big focus was to ensure that the software and hardware was aligned since connectivity to wireless devices was of utmost importance.

This complex project was successfully completed and is regularly updated so that users can continue to have a smooth and enjoyable experience.





Demand More From Your





HOP SOCIAL MEDIA BYTES

The video team at First Economy ideated, conceptualized and choreographed videos along with Saif Ali Khan and Soha Ali Khan to promote and launch new product launches and Spring Summer 21 collections.





Product Photography



DREAMSS VALENTINE'S DAY CAMPAIGN

To reach out to people and get them to participate in the contest, we shared our co-owners' (Raj and Shilpa) love story in the form of a video by interviewing them at their residence. #YourDreamSStory received more than 300+ participations. The campaign helped DreamSS to spread brand awareness and gain 2000+ followers organically.



Behind The Scenes



Behind The Scenes



IGTV



Teaser Stories

ORPAT TVC FOR STEAM IRON

#SabSeedhaHoJaega

The ad was simple and enjoyable with Sidhu, the protagonist in perspective. It showcases how easy it is for even a child to straighten anything with the help of the 1900 W Steam Iron. Conveyed through a entertaining script, Orpat's advertisement garnered immense appreciation and attention.





CELLO CORPORATE AV

"Cello Rishta Zindagi Bhar Ka"

Cello Corporate AV was ideated, filmed and produced by us. It was created to showcase the range of products offered by Cello to distributors, wholesalers, vendors, etc. at exhibitions and other events.



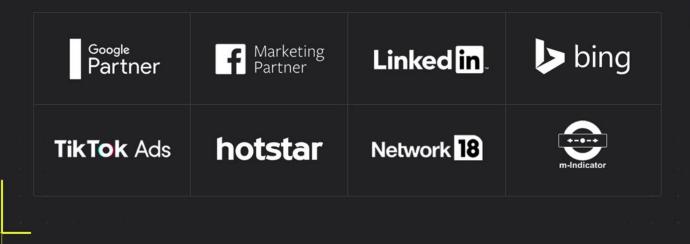




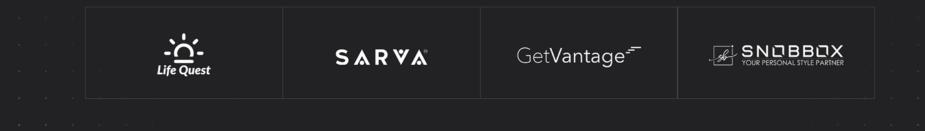


STANDARDS & ACCREDITATIONS

Dedicated Support and Preferred Partnerships with:



STARTUP INVESTMENTS





Demand More From Your... Coffee?

Let's meet and chat more about how you can transform your business

Bilal Shaikh

+91 96648 59850

bilal@firsteconomy.com

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