

UrsDigitally

Strategy Driven, ROI Oriented

**Your Digital Transformation
and Growth Partner**



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ABOUT US

As the Name Itself Says, UrsDigitally.
We Do Not Offer, We Co-Create

We are not the kids of Nepotism, We Just Fell for Marketing Badly. Digital is a Passion Fruit that made it beautiful.

100+ People
500+ Clients across Globe & Counting
10+ Years
Head Office in Kolkata

We aim to empower businesses with 360 Degree Digital Solutions to make them Future Ready.

Our Team is led by a highly motivated management with a combined industry experience of *75+ years*, from top institutions & firms like IIM, JU, PwC, Wipro & Infosys to name a few.

Creativity and Innovation are two sides of the same coin for our team and we believe in Predictable & Measurable Business Growth

We won the Prestigious ASSOCHAM Excellence Award & became The Most Promising Digital Agency

We are one amongst the handful of agencies in Eastern India that got featured on Social Samosa

9830897683

www.ursdigitally.com

mitul@ursdigitally.com

MEET THE LEADERSHIP TEAM



Mr. Mitul Das
CEO, Co-Founder

A Techno Marketer with 20+ years of experience, Mitul Das is an ex-PwC, specializing in Business Strategy, Marketing and Technology (Service Oriented Architecture & Enterprise Architecture).

 www.linkedin.com/in/mituld/

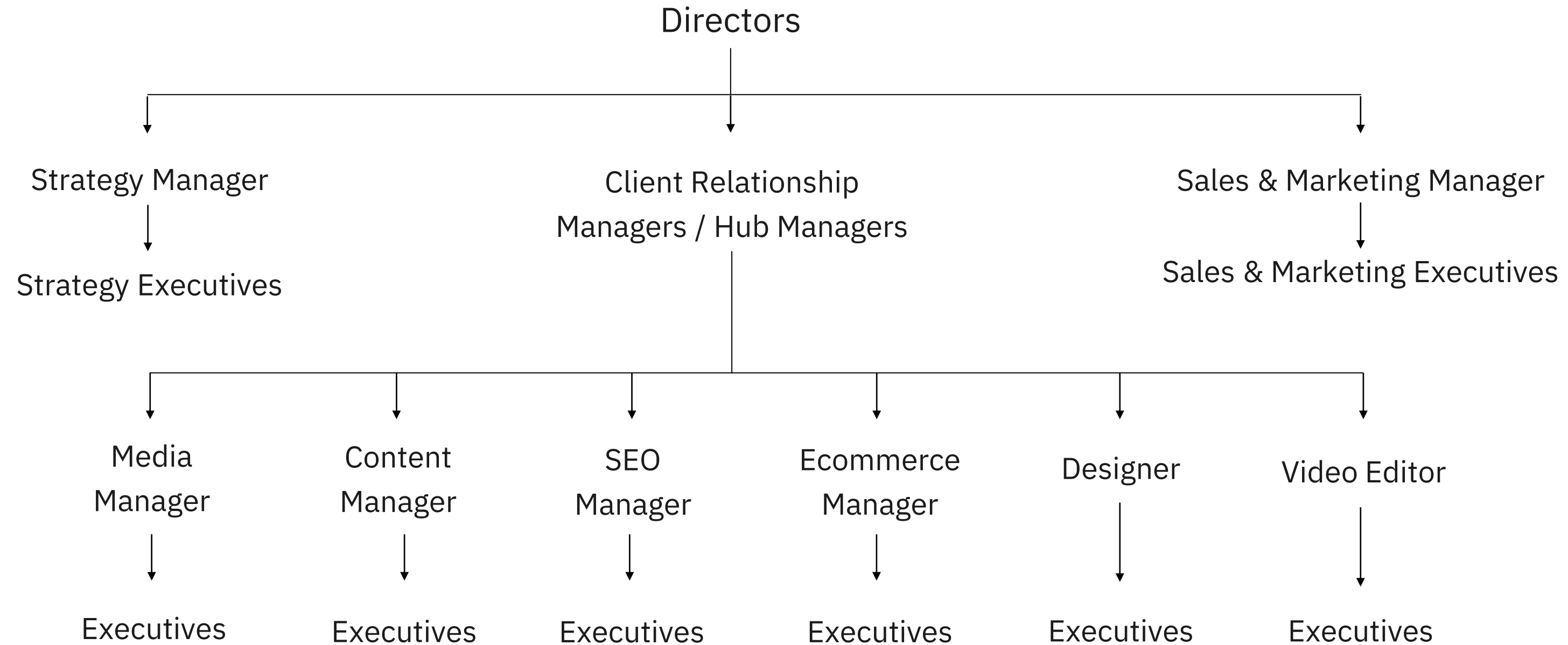


Mr. Amit Lakhmani
Director, Co-Founder

A first-generation entrepreneur, who set up his first Internet Technology Outsourcing Company in 2001, Amit Lakhmani founded Max Mobility in 2005, which won several awards for technology innovations.

 www.linkedin.com/in/amit-lakhmani-bb05302/

Organization Structure



What We Offer ?

Our Core Services

01 Strategy & Research

02 Digital Branding

03 Digital Lead Generation

04 Digital Commerce

05 Search Engine Optimization
(SEO)

We Specialize In

Digital Transformation Blueprinting



Brand Positioning through Integrated
Omni-channel Brand Campaigns



Quality Lead Generation & Conversion



Online Revenue Generation



Performance Marketing through Organic
Means



Why Us ?

We know, finding the right Digital Marketing Agency who understands your business, vision & goal and speak the same language is a daunting task. Hence, we have tried pointing a few things that will help you understand us while making the choice -



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1. We have the ability to execute **large scale Transformation Projects**. Full stack digital capabilities from **concept creation & implementation to managing online reputation**.

Our Clientele includes -

**TATA
AGRICO**



**TATA
Wiron**
baandhe rishton ke taar



Godrej interio

spencer's
Makes fine living affordable

TATA STEEL MINING
#MiningForABetterTomorrow

www.ursdigitally.com

mitul@ursdigitally.com

2. Our clients consider us as their **Growth Partners**, and we are ever grateful for the mutual respect.

We always endeavor to establish a “one team” mentality with our clients and work towards a common goal.

Brand Owners and SPOCs who Trusted us -

Kritee Jhawar

Director, Mohantarp

<https://www.linkedin.com/in/kriteejhawar/>

Wasim Raja

Senior Sales Manager, Godrej Interio

<https://www.linkedin.com/in/connect2wasim/>

Goutam Banerjee

Director, Data Science Foundation International

<https://www.linkedin.com/in/gautambanerjee/>

Here's what our clients say about us –



Tamim Mandsaurwala

Managing Director, Excel Wallpapers

https://www.youtube.com/watch?v=X_F8CMW6gUk



Pratik Agarwal

Director, Moustache

It feels really great to partner with UrsDigitally. They have been a very big influence in our marketing strategies especially social media. We have achieved some milestones very fast as compared to the industry norms. The best thing about UrsDigitally is that they are very efficient and try to understand the business model completely before rolling out the marketing strategy. Wish them all the best to achieve greater heights day by day.



Devesh Verma

Business Head, HCL Tech

We have travelled some great distance in this journey. I must say, it is not always possible to find 3 things in the same team – maturity in the management team, quality literary skills in writing content and incredible visual illustration ability.

3. 100+ Innovative minds backed up by state-of-the-art infrastructure generating innovative ideas for Brands across different industries.

Let's have a look at some of the recent campaigns done by our team –

I. Kisan Diwas Campaign for Tata Agrico

- <https://www.youtube.com/watch?v=uS3ECutUQVI>
- <http://www.tataagrico.com/blog-post/tata-agrico-celebrated-deshkakisaan-on-kisaan-day-23rd-december-2020/>
- <https://www.facebook.com/officialtataagrico/videos/428344892342492>
- http://businessnewsthisweek.com/business/tata-agrico-celebrates-kisan-diwas-with-the-farmers-of-bengal/?fbclid=IwAR0hZ8cOiCy7j488Bpy1TJ-1Q_0I4QpIvoCZ2J7kKcriSIL5feDdUz4AwE4
- <https://www.linkedin.com/pulse/tata-agrico-celebrated-kisan-diwas-tataagrico/?trackingId=jF570KJrR6uPloFPfvsOMA%3D%3D&fbclid=IwAR2jlAuS-g1nLXeMNFpPvwBQZDlsc7qp17947aIb0GVevvuDDiUBT6rr2Cs>



3. 100+ Innovative minds backed up by state-of-the-art infrastructure generating innovative ideas for Brands across different industries.

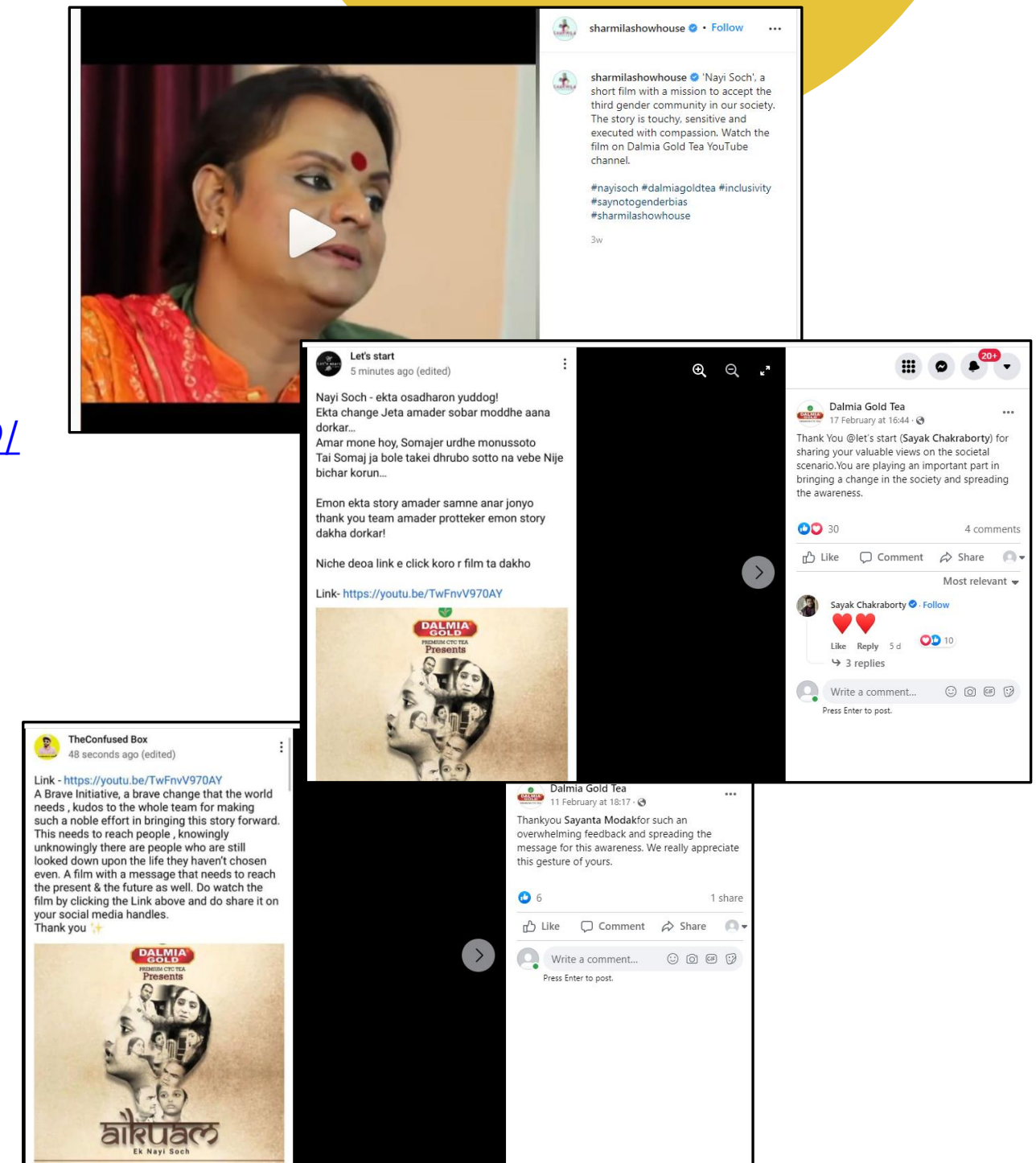
Let's have a look at some of the recent campaigns done by our team –

II. Nayi Soch Campaign for Dalmia Gold Tea

- <https://www.youtube.com/watch?v=WJqekDXGpew>
- <https://www.youtube.com/watch?v=TwFnvV970AY>
- <https://www.facebook.com/DalmiaGoldTea/photos/a.117272616810522/441016147769499/>

III. Other Memorable Campaigns

- <https://www.youtube.com/watch?v=7pvl-0rYXfk>
- <https://www.youtube.com/watch?v=2Ve4Ba7Ckqk>
- <https://www.youtube.com/watch?v=VCduv4bH9g0>
- <https://www.youtube.com/watch?v=1jcd-9UjSXg>



4. We provide the entire gamut of 360 degree digital transformation.

From creating tailor made marketing strategy to implement that strategy for maximizing ROI, we have different teams for everything who hold in-depth expertise in their respective fields.

You don't need to believe our words. Believe the work that we do.

Check out the case studies to know more about our work -

A. How We Did 'Commerce Strategy' To Create An ROI Driven Ecommerce Blueprint for Tata Wiron

<https://www.ursdigitally.com/how-we-did-commerce-strategy-to-create-an-roi-driven-ecommerce-blueprintfor-tata-wiron.php>

B. How We Helped Our Clients Reach Their Business Goal

<https://www.youtube.com/watch?v=reE6kyjjo-M>

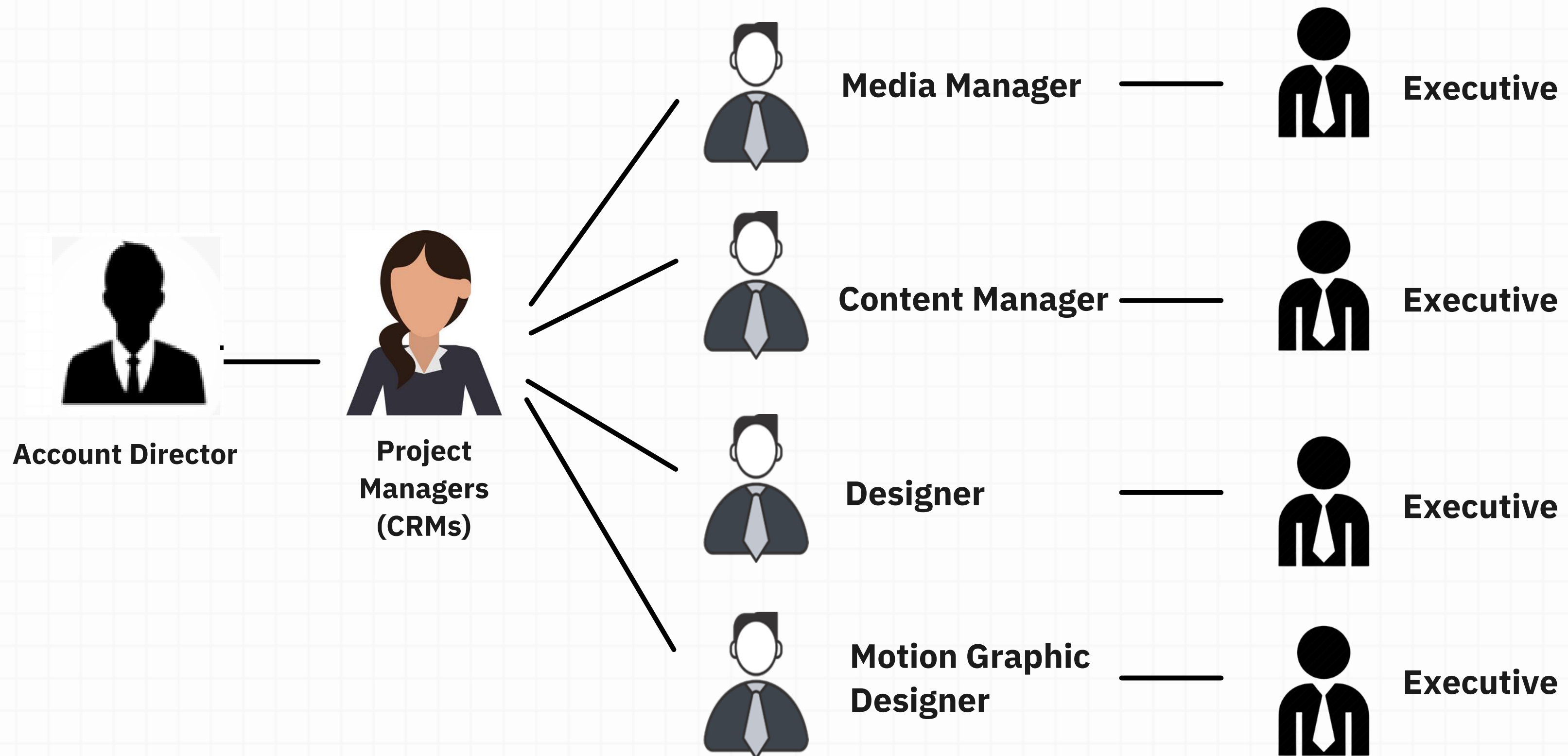
C. Excel Wall Interiors Case Study

<https://www.youtube.com/watch?v=fo41C7hAfHQ>

D. Tata Agrico Case Study

https://www.youtube.com/watch?v=p_c3p5SK7ik

5. A well balanced Organization Structure consisting of the right blend of Experience and Youth.



6. *Wide spread partner network*



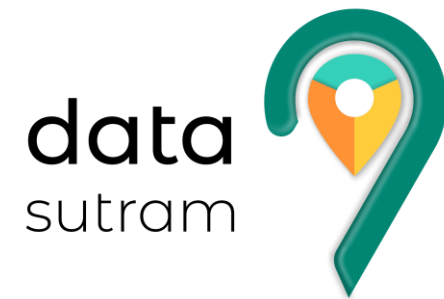
Specialized in Cloud-Based solutions,
Mobile Apps and Business Process
Management Tools



Specialized in Loyalty Solution and
Hospitality Vertical Products on
Contactless Delivery and Digital Menu Card



Specialized in Conversational AI and
WhatsApp Commerce



Specialized in Locational
Intelligence

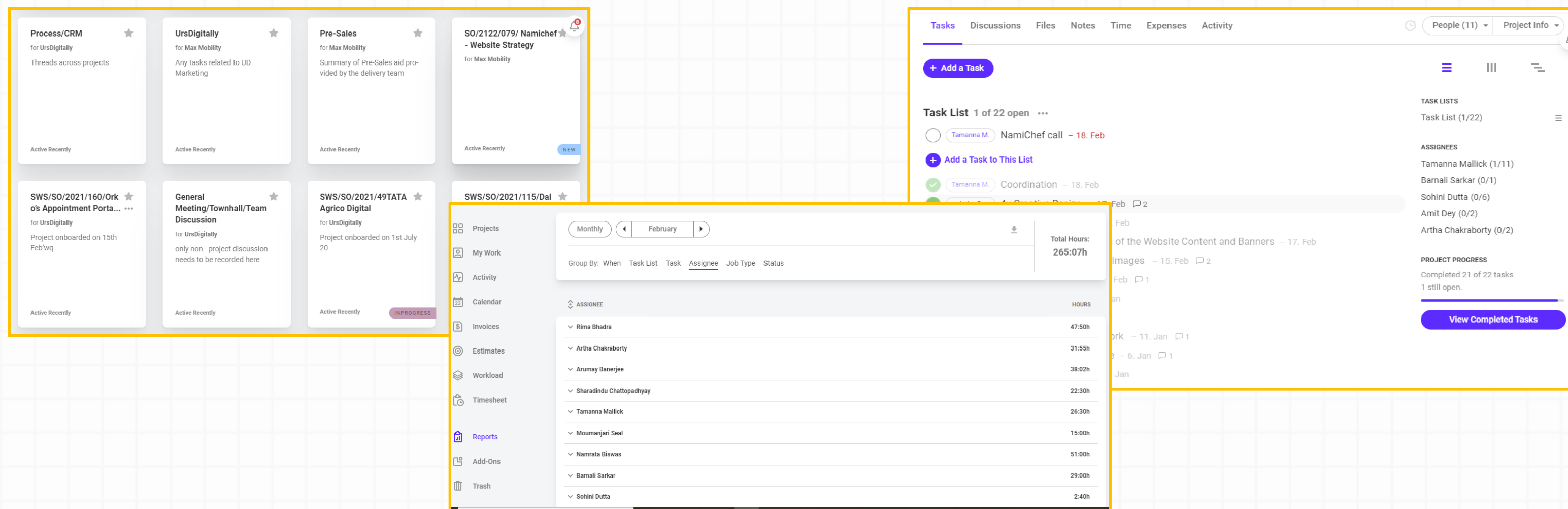


Specialized in Broadcasting
Solutions

Our Process

As they say, Good Processes bring Good Results. We at UrsDigitally have set processes that are **Simple**, **Transparent** and **Proactive**.

A. Single window project management system that enables proper monitoring of the entire workflow for the Brands



B. Dedicated Client Relationship Manager, WhatsApp Group and other Tools for Real Time Project Tracking and Update as we believe in Proactive Communication.



Master Plan						
Feb-22						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
	Domain Blog Submission - 1 and SBM	Article Submission - 1 and SBM	Web blog submission - 1 and SBM	Quora Answer Submission - 1	Guest Blog Submission - 1 and SBM	NA
	Business Listing - 1	Classified - 1	Image Submission - 1	Domain Blog Submission - 1 and SBM	Article Submission - 1 and SBM	NA
		Quora Answer Submission - 1	PPT Submission - 1 and SBM	Press Release - 1 and SBM	Classified - 1	NA
					NA	NA
7	8	9	10	11	12	13
Article Submission - 1 and SBM	Quora Answer Submission - 1	Press Release - 1 and SBM	Web blog submission - 1 and SBM	Quora Answer		
Business Listing - 1	Domain Blog Submission - 1 and SBM	Classified - 1	Image Submission - 1	PPT Submission		
Guest Blog Submission - 1 and SBM	Video Submission -1	Website Directory Submission - 1	Video Submission -1	Classif		
14	15	16	17	18	19	20
Article Submission - 1 and SBM	Web blog submission - 1 and SBM	Press Release - 1 and SBM	Guest Blog Submission - 1 and SBM	Quora Answer		

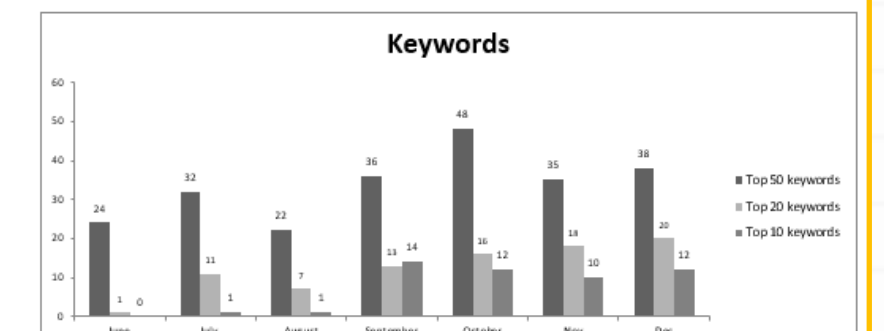
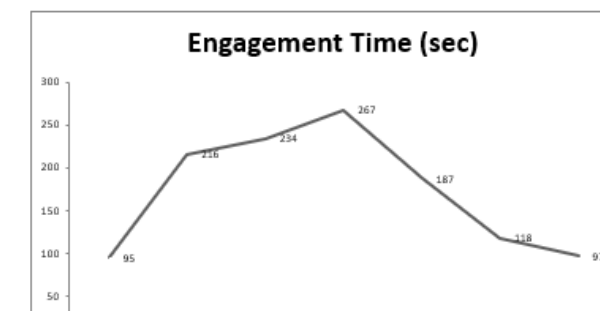
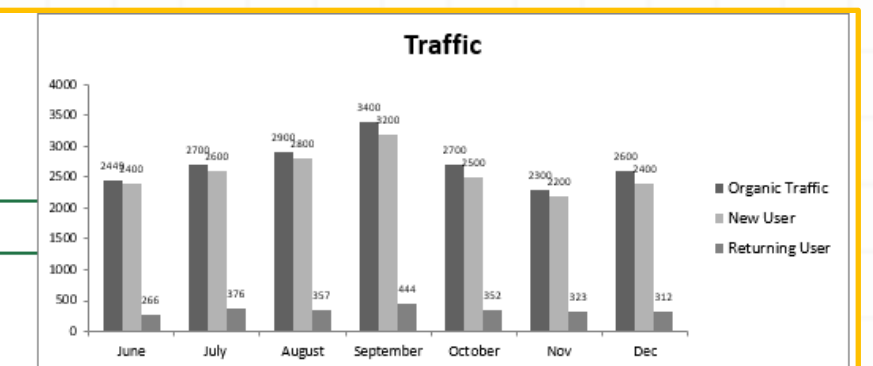
Feb,22 - Content Plan			
web blog	Press Release	Classified	Quora
video shop	shopping videos	live video shopping	live shopping
Title 22 : Editing a Live Action Video-Tips & Techniques	Title 27 : Use OA built-in e-commerce store or connect your own	Title 28 : Experience the best live shopping experience on Orko's Appointment today!	Title 29 : How does Facebook Live-t...
shopping videos	live shopping app		live shopping app
Title 23 : 5 Reasons why shopping videos are needed	Title 28 : Live Shopping: How to Launch a Live Event That Drives Engagement and Conversions		Title 29 : What would be the best live-stream-sh...
			shopping videos
			live streaming software
			live streaming platform
			free live streaming platform
			broadcasting software
streaming software	best streaming software	live streaming platform	free live streaming platform
Title 24 : How streaming softwares can	Title 29 : Real Time Updates on best		live streaming platform that and...

Category	Type	Title given by UD	Title given by Orko's Team	Content sent by Orko's Team on	Reviewed and sent by UD Team on
Main Service Page Keywords	Article	How to double your money in forex trading?	The Greatest Myth - Double Your Money Through Forex Trading	22 Jan 22	Jan 27, 2021
	Web blog	5 Critical Things to know while you convert currency online	5 Critical Things To Know While You Convert Currency Online	24 Dec 21	Jan 03, 2022
		Foreign Currency Exchange Rates - Mistakes to avoid while choosing an agency	Foreign Currency Exchange Rates - Mistakes to avoid while choosing an agency	29 Dec21	Jan 04, 2022
	PR	Money points to remember before you fly to study abroad	Money Points To Remember Before You Fly To Study Abroad	31 Jan 22	Feb 01, 2022
	Quora	https://www.quora.com/What-economic-factors-affect-foreign-currency-exchange-rates	https://www.quora.com/What-economic-factors-affect-foreign-currency-exchange-rates	22 Dec 21	Jan 03, 2022
		https://www.quora.com/What-is-the-best-way-to-proceed-beyond-beginner-level-in-trading-stocks-or-Forex-Any-online-course-worth-buying-lve-gone-through-most-of-the-free-material-there-is-online-but-l-still-feel-theres-so-much-much-more?q=buy%20forex%20online	https://www.quora.com/What-is-the-best-way-to-proceed-beyond-beginner-level-in-trading-stocks-or-Forex-Any-online-course-worth-buying-lve-gone-through-most-of-the-free-material-there-is-online-but-l-still-feel-theres-so-much-much-more?q=buy%20forex%20online	30 Dec 21	Jan 04, 2022
		https://www.quora.com/Which-typically-offers-a-better-currency-exchange-rate-a-currency-exchange-or-a-bank?q=currency%20exchange%20near%20me	https://www.quora.com/Which-typically-offers-a-better-currency-exchange-rate-a-currency-exchange-or-a-bank?q=currency%20exchange%20near%20me	22 Dec 21	Jan 03, 2022
	PPT	How And What of Foreian Currency Exchange	Factors that affect the Currenvc Exchange Market	02 Feb 22	Feb 15, 2022

C. Detailed Reporting on Project Work

[illegible]

	June	July	August	September	October	Nov	Dec
Organic Traffic	2449	2700	2900	3400	2700	2300	2600
New User	2400	2600	2800	3200	2500	2200	2400
Returning User	266	376	357	444	352	323	312
Engagement Time (sec)	95	216	234	267	187	118	97
Total Click	2112	2190	2150	2730	2100	1980	2280
Total	231000	175000	151000	200000	211000	202000	201000
Top 50	24	32	22	36	48	35	38
Top 20	1	11	7	13	16	18	20
Top 10	0	1	1	14	12	10	12

[illegible][illegible]

D. Technology Backed Automated Delivery System



Our Clientele

TATA STEEL MINING
#MiningForABetterTomorrow

**TATA
BEARINGS**

TATA
Wiron
baandhe rishton ke taar

**TATA
AGRICO**

nest-in
A Tata Steel
Construction Solution

Godrej

Star କିରଣ

**DALMIA
GOLD**
PREMIUM CTC TEA

nouriture
EK NAVI SOCH

**MS
LIFE**

HCL

spencer's

SENCO
GOLD & DIAMONDS

AmbujaNeotia

dsf.
DATA SCIENCE FOUNDATION

airtel



MOHANTARP

Coca-Cola

ALLIANCE
BROADBAND connecting possibilities

Orion Edutech
ISO 9001:2015 CERTIFIED
Funded Partner of NSDC

Orko's
appointment.com

**RRSB
FOREX**
TRUSTED OVER A CENTURY
R R SEN & BROS (P) LTD
Authorised Dealers In Foreign Exchange

Solifege
laziness guaranteed

COUNTRY ROADS

AKVO
Water. Success. Forever.

JAIN GROUP
Your Dream. Our Commitment.

VICTORIA VISTAS

JSB
INFRASTRUCTURES

VICOM

shrachi
Dreamer. Doer.

N F N A
NATIONAL FITNESS AND NUTRITION ACADEMY

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Our Infrastructure

Location : Ecospace Business Park, Rajarhat

Seating Capacity – 100

4 Directors Chambers

1 Interview Room

1 Ideation Room

1 Conference Room

1 Pantry

Separate seating arrangements for HR and Accounts Team

Reception & Lobby

Multiple provider internet connection, lease line plus backup connection for internet facility

Conference Room and Ideation Room can also double up as a Studio Set-up for small videos





Office Entrance



Office Cubicle



Office Cubicle



Pantry



Directors Chamber 1



Directors Chamber 2



Ideation Room



Conference Room



Accounts Room

Note from Our CEO



Mr. Mitul Das
CEO, Co-Founder

Working as a professional digital marketer, I have had first-hand experience and exposure to the digital ecosystem and I have come across various ways the digital ecosystem is defined. While some say it's a “parallel universe” that was created, others say it's one of the most seamless ways of living life in today's time. But according to me the ideal way of describing this digital transformation that is happening all over the world is that it is a “way of life,” whether it's upgrading to a smart home, sharing your life updates on social media, or shopping online. Consumers and users have been getting habituated with the digital way of working and living.

There are a lot of important yet mundane things to consider when running a business or a venture in terms of your topline, bottom line, profitability, work culture, and other things. However, when you look at the overall opportunity curve, you are left feeling thrilled and ecstatic. And running an organization like UrsDigitally, which is collaborating with brands across India and globally to prepare them for this digital reimagining, I believe it is a job worth doing. We have our dreams like any other organization and aspire to become the most innovative and loved agency in the days ahead. The path ahead is complicated, agile, and full of challenges and would take consistent dedication, energy, and a clear mindset, but when the realization dawns that you are making a difference in people's lives, all the struggles become worthwhile.

I would like to sign off here, hoping that UrsDigitally will be able to acquire the necessary repertoire, energy, and skillsets to assist brands in surviving and growing in the digital world.

And the madness
continues amidst the
chaos...



Block 2B, Room Number: 202B,
Eco Space Business Park,
Action Area - II, New Town
Kolkata - 700156



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mitul@ursdigitally.com

