



A presentation on **PROJECTS TODAY | DMS**

Information deluge

- ❑ The internet is full of content. Information is available in plenty and free of cost. However, to locate, collate and authenticate information of your business interest is time consuming, painful and costly. You need a business partner who will not only do the data mining (online and offline) in a most scientific way, but also present it in a user-friendly format. Survey Summary (by quarters)
- ❑ **PROJECTS TODAY** has over 17 Years of experience in data mining, data authentication, and data dissemination. Projects Today , over the years, has served thousands of clients, providing them business-ready information through its services such as **PROJECTS TODAY** website, **DMS Service**, **KPO service**, etc. In recent years, it has also expanded its footprints into Marketing Intelligence & B2B Digital Marketing services.

India, a fastest growing Economy

- ❑ India is expected to clock a GDP growth of 7.7 percent in FY19. Introduction of GST – One Nation, One Tax, is expected to push the GDP up by around 1.5 percent. As of March 2017, the GDP stood at USD 2.454 trillion.
- ❑ Under the NDA government, India's ease of doing business rank jumped from 137 in FY15 to 130 in FY16.
- ❑ India's Projex cycle, mostly peddled by the government agencies, is of late gaining momentum.
- ❑ The government is focusing on two things, reducing red-tapeism and putting in place the required infrastructure, because lack of adequate infrastructure is cited as one of the biggest hurdles project investors face in India.
- ❑ The government intends to spend a whopping Rs 3.96 trillion on Road and Rail infrastructure by 2022. Emphasis is also laid on building large size ports, airports and making the country less filthy. Rs 200 billion will be spent on cleaning the river Ganges.
- ❑ In short, this means emergence of huge business opportunities for companies who supply goods/services to new projects.

- ❑ You could reach the PACC-V {promoter, architect, consultant & contractor & vendor} community through custom made E-mailers.
- ❑ PT–Digital Mailing Service (DMS) offers you end-to-end solutions to reach out to the community of key decision makers in the Indian projects industry.

ADVANTAGES

- ❑ **Direct** ➔ Will be read by the identified person himself
- ❑ **Focused** ➔ No media wastage; ensures cost-effectiveness
- ❑ **Flexible** ➔ Mailers can be fine tuned without tangible cost
- ❑ **Spam proof** ➔ The mail will be sent from recognised “white listed” sources, minimizing the chance of being treated as SPAM by mail servers.

Target Audience

- ❑ 48,000 professionals who belong to project promoting companies (including top management, Project managers, purchase/ procurement managers etc.)
- ❑ 6,000+ belonging to the project contracting companies
- ❑ 5,000+ from project consulting companies, &
- ❑ 7,000+ professionals from the architectural firms
- ❑ 9,000+ project vendors/suppliers

Objectives

- Generate business opportunities to drive offline sales
- Inform the prospective customer about the services offered by a client.
- Corporate brand building among the vast project fraternity.

Specialized offerings



Data API



Market Intelligence



KPO



Digital Marketing



DMS



Corporate Training



PROJECTS TODAY

Foresight. With insight.

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THANKS!



The eagle eye has five times more receptor cells than a human's
and can spot prey two miles away.

At Projects Today, We too are sharp enough to spot opportunity from afar.

So you can be accurate in your inferences.
And have the insight to see what others cannot.