

INDEX-EESPL

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1. Company Profile

	DISCRIPTION
Name	E-Eye Solutions Private Limited
Registration No	U72300UP2011PTC047845
Registered Office	214, Ghuramau Bangla Sitapur (UP) – 261001
PAN	AADCE0266G
GST No	09AADCE0266G1ZT (For Uttar Pradesh) (Provisional)
TAN No	LKNE05674E
Board Line	7233030000 (Administration) 05862-248258 (Support)

1.1 Company Profile Introduction

E-Eye Solutions is Software, Services and Consulting Company incorporated under Indian Companies Act, 1956.

We are a Private Limited company in the field of Software and Services based on Internet and computer. Our customers include various organizations, service providers, NGOs, Industries, companies, PSUs, Individuals etc. Our mission is to provide our services all over India. We have been working in the field of Information Technology since last 12 years. We have 200+ satisfied clients in INDIA.

E Eye Solutions is a full-service marketing and advertising agency that specializes in event planning and execution. We have a team of experienced professionals who are dedicated to helping businesses promote their brands and products in the market through a variety of events and activities. Whether it's a product launch, trade show, or in-store promotion, we work closely with our clients to create customized strategies that effectively engage target audiences and drive sales.

Our services include event planning and execution, brand promotion, public relations, influencer marketing, and sponsorship activation. We understand that every business is unique, and we work closely with our clients to understand their goals and objectives in order to create a tailor-made solution that fits their needs.

We are committed to delivering results and exceeding expectations, and we believe that our ability to create and execute effective event marketing campaigns is what sets us apart from the competition. Contact us today to learn more about how we can help your business achieve its goals.

1.2 Company Profile Our History

E-Eye Solutions was started as a firm in April 2002 and subsequently converted into a Private Limited Company in the year 2011 under the Indian companies Act, 1956.

1.3 Company Profile Our Team

The Company has a staff of 250 people including well experienced back office staff and a versatile field force in Uttar Pradesh under the efficient leadership of Mr. Amitesh Shukla who has 20 years of experience in human resource, marketing, background check and advertisement Industry.

A team working in marketing and advertising is responsible for developing and implementing marketing and advertising campaigns for clients. The team will typically include professionals with a variety of skills and expertise, including:

- **Marketing strategists:** These individuals are responsible for developing and implementing overall marketing and advertising strategies for clients. They will typically have a deep understanding of consumer demographics, preferences, and behavior, and will use this knowledge to develop campaigns that effectively reach and engage target audiences.
 - **Creative:** This can include copywriters, designers, and art directors, who will work together to develop the visual and written content for campaigns. They are responsible for creating ads, brochures, social media content, etc
 - **Media planners:** These individuals are responsible for determining the best media channels to reach target audiences and for developing media plans that will effectively deliver campaigns to those audiences.
 - **Account managers:** These individuals act as the primary point of contact between the agency and the client. They are responsible for maintaining client relationships, managing client expectations, and ensuring that campaigns are delivered on time and on budget.
 - **Data analysts:** They are responsible for analysing data and providing insights on campaign performance. They will use this information to make data-driven decisions and optimize campaigns to improve results.
 - **Project managers:** They will ensure that projects run smoothly and efficiently, by maintaining timelines and budgets while coordinating the efforts of other team members.
 - The team will also have other supporting functions like HR, finance etc.
 - The team will also be working with external partners and vendors to provide services like printing, media buying, and other specialized areas.
 - To work effectively, the team will need to communicate and collaborate closely with each other, as well as with clients, vendors, and other stakeholders.
 - A good team culture and strong leadership is essential for a successful marketing and advertising team, as it will foster collaboration, creativity, and motivation.
- Capabilities and Equipment:** This section could include information about the company's facilities, equipment, and resources, and how they support the company's event planning and execution capabilities.

1.4 Company Profile Our Credentials

We and have been associated with many big names in the banking, NBFC and telecommunications businesses since beginning. At present we conduct over 20 websites and 4000 verifications and 500 activities in a month and workforce aspire to scaled up-to 50 websites and 10000 verifications and 2000 activities in a month.

1.5 Company Profile Area of Operations

We largely cover Northern India covering Uttar Pradesh, Uttarakhand, Madhya Pradesh, J&K, Haryana, Rajasthan, Himachal Pradesh and Delhi & NCR. We also do stray cases in rest of India on special requests.

Our online solutions are covering PAN India. We are also planning to expand our self in North East as well as rest of India.

2. Services

EESPL providing various services related to Information Technology, Background Verification & Audit. We are trying to provide various services through offline and online models.

- Event Planning and Execution
- Brand Promotion
- Product Launches
- Trade Shows
- Conferences
- In-store promotions
- Public Relations
- Influencer Marketing
- Sponsorship Activation
- Field Visit Services
- Man power supply

2.1 Services **Event Planning and Execution**

"Event planning and execution" refers to the process of organizing and coordinating various aspects of a specific event, such as a product launch, trade show, or corporate event. This includes tasks such as venue selection, arranging for speakers or performers, coordinating logistics, and handling on-site management.

Event Planning and Execution services can be used to promote a brand and its products by creating an experience that will leave a lasting impression on attendees, drawing attention to the product or service being promoted and differentiating them from competitors.

E Eye Solution is providing this service to help clients to plan and execute events that will effectively promote their brand and products to potential customers.

This service would cover all the aspects of event planning and execution and help client to have a successful event without worrying about the nitty-gritty details of planning and execution.

2.2 Services **Brand Promotion**

"Brand promotion" refers to the various activities and strategies that are used to increase awareness and favourably position a brand in the minds of consumers. This can include advertising, public relations, event marketing, sponsorships, and sales promotions.

Eye Solution is providing this service to help clients promote their brand and increase brand recognition, by using various methods to target different audience and reach out to them effectively. Brand promotion services can help businesses to boost sales, increase brand awareness and establish long term customer loyalty.

2.3 Services **Product Launches**

"Product launch support" refers to the various activities and services that are provided to a company or organization to assist with the successful launch of a new product. This can include market research, product

development, advertising and promotion, sales and distribution support, and customer service. Eye Solution is providing this service to help the clients to launch their product in the market and make it successful.

2.4 Services **Trade Show**

- A trade show is an event in which companies and organizations in a specific industry gather to showcase their products or services to potential buyers, customers, and other industry professionals. Trade shows can be an effective way for companies to promote their products and services, establish new business relationships, and gather market intelligence.
- Companies that specialize in organizing and managing trade shows can provide a variety of services to exhibitors and attendees, including:
- Venue selection: Helping to find the right venue for the trade show, taking into consideration factors such as location, capacity, and cost.
- Exhibitor services: Providing exhibitors with a variety of services such as booth design and construction, marketing and promotion, and on-site logistics.
- Attendee services: Coordinating registration, badge printing and tracking, and providing attendees with a directory of exhibitors and a schedule of events.
- Audio-visual services: Providing and coordinating the audio-visual equipment and services needed for the trade show, such as lighting, sound, and projection.
- Marketing and promotion: Developing and implementing a marketing and promotion strategy for the trade show, including social media campaigns, email marketing, and traditional media outreach.
- On-site management: Managing all aspects of the trade show while it's happening, including logistics, registration, and troubleshooting any issues that arise.
- Lead management: Capturing and tracking the leads generated during the trade show.

2.5 Services **Conferences**

Conference services can be an effective way to promote a company, organization, or product. These services typically involve organizing and hosting a conference or event that is focused on a specific topic or industry. Conference services can be provided by event management companies or specialized conference planning companies.

Some examples of conference services that these companies can provide include:

- Venue selection: Helping to find the right venue for the conference, taking into consideration factors such as location, capacity, and cost.
- Registration management: Handling the registration process for attendees, including managing online registration and ticket sales.
- Speaker and content coordination: Identifying and recruiting keynote speakers, panelists and other presenters for the conference and Coordinating the overall content of the conference.
- Audio-visual services: Providing and coordinating the audio-visual equipment and services needed for the conference, such as lighting, sound, and projection.
- Sponsorship and exhibition management: Identifying and recruiting sponsors for the conference and managing any exhibitions that are held as part of the conference.
- Marketing and promotion: Developing and implementing a marketing and promotion strategy for the conference, including social media campaigns, email marketing, and traditional media outreach.

- On-site management: Managing all aspects of the conference while it's happening, including logistics, registration, and troubleshooting any issues that arise.

2.6 Services **in Store Promotion**

- Point-of-sale (POS) displays: Creating visually appealing displays that highlight specific products or promotions at the point of purchase.
- In-store signage: Designing and installing signs and banners throughout the store to promote sales, new products, or special events.
- Product sampling: Providing customers with free samples of products in order to encourage them to purchase the product.
- Product demonstrations: Showing customers how to use a product or highlighting its features through in-store demonstrations.
- Promotional contests and giveaways: Running in-store promotions such as contests and giveaways to attract customers and increase sales.
- In-store events and experiences: Organizing in-store events or experiences such as product launch events, cooking demonstrations, and other similar activities to attract customers and generate buzz.
- Staff training: providing training to the store staffs on how to promote the product and close the sales, how to handle customers and so on.

2.7 Services **Public Relation**

- Media relations: Developing and maintaining relationships with journalists, editors, and other members of the media in order to secure coverage for the company or organization.
- Crisis management: Developing plans and strategies to respond to negative publicity or other crises that may occur.
- Event planning: Planning and organizing events such as press conferences, product launches, and other promotional activities.
- Content creation: Writing and producing press releases, speeches, articles, and other written materials that help to promote the company or organization.
- Social media management: Developing and managing the company or organization's presence on social media platforms.
- Research: Conducting research to understand public opinions and attitudes, and using that information to develop effective PR strategies.

2.8 Services **Influencer Marketing**

Influencer marketing is a type of social media marketing that involves partnering with individuals who have a strong online presence, known as "influencers," to promote a brand or product. In India, there are a number of companies and agencies that provide influencer marketing services. These companies typically work with a network of influencers across different platforms (such as Instagram, YouTube, and TikTok) and can help brands to identify the right influencers for their campaigns, create and manage the content for the campaigns, and track the performance of the campaigns. Some examples of Indian companies that provide influencer marketing services include Influencer.in, Buzzoka, and Influencer.co.

2.9 Services **Field Visit Services**

Field visit services involve visiting various locations, such as stores, businesses, and homes, to gather information and conduct research. EEYE Solutions providing field visit services can be beneficial to a variety of businesses and organizations, including:

- **Market Research:** Field visit services can be used to gather information about consumer behavior, market trends, and competition, to help companies make more informed business decisions.
- **Auditing:** Field visit services can be used to conduct audits of retail stores, hotels, and other businesses, to ensure compliance with company policies and procedures.
- **Quality Assurance:** Field visit services can be used to evaluate the quality of products and services, and to provide feedback to companies on how to improve.
- **Surveying:** Field visit services can be used to conduct surveys, to gather feedback and opinions from consumers, which can help companies to improve products and services.
- **Sales and marketing:** Field visit services can be used to conduct market research, canvassing, and sales calls, to identify potential customers and generate leads.
- **Installation and Maintenance:** Field visit services can be used to conduct site visits, provide technical support, and perform maintenance on equipment and other assets.
- **Data collection:** Field visit services can be used to gather data on field assets, such as utility poles, street lights, etc.
- **Remote field work:** Field visit services can be used to conduct research and gather data in remote locations, such as mines and oil rigs, where access is limited.
- **Safety and security:** Field visit services can be used to conduct risk assessments and security audits, to ensure the safety of employees and assets.
- EEYE Solutions can provide a wide range of field visit services, and can help companies and organizations to gather valuable information, improve performance, and achieve their goals. EEYE Solutions can provide experienced field agents, specialized equipment and software, and real-time reporting capabilities to ensure accurate and timely data collection, analysis and reporting.
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- Our online solutions are covering PAN India. We are also planning to expand our self in North East as well as rest of India.

2.10 Services **Man Power Supply**

Manpower supply services involve providing companies with skilled and unskilled workers to fill temporary or permanent positions. EEYE Solutions providing Manpower supply services can be beneficial to a variety of businesses, including:

- **Construction companies:** Manpower supply services can provide skilled and unskilled labor, including carpenters, electricians, and general laborers.
- **Manufacturing companies:** Manpower supply services can provide skilled workers, such as machine operators, welders, and assemblers.
- **Warehouses and logistics companies:** Manpower supply services can provide forklift operators, pickers, and packers, among other positions.
- **Hospitals and healthcare facilities:** Manpower supply services can provide nurses, doctors, and other healthcare professionals.
- **Events and promotions:** Manpower supply services can provide staff for events like conventions, trade shows, and promotions.

- Support for busy periods: Manpower supply services can provide extra workers to help companies during busy periods, such as holiday seasons, seasonal sales, etc.
- Temporary or Permanent Staffing: Manpower supply services can provide staff that are temporary or permanent depending on the client's requirement.
- Cost-effective solution: Manpower supply services can be a cost-effective solution for companies, as they can avoid the costs associated with hiring permanent employees, such as recruitment and benefits.
- Flexibility: Manpower supply services can provide flexibility to companies, as they can scale up or down their workforce as needed, without having to commit to long-term hires.
- EEYE Solutions can provide a wide range of skilled and unskilled workers, as well as management personnel, and can help companies to fill positions quickly and efficiently. By providing an adequate and skilled workforce, EEYE Solutions can help companies to achieve their goals and improve their overall performance.
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2.11 Services **Mystery Shopping Services**

Mystery shopping is a research method used to evaluate and improve customer service, compliance with regulations, and overall store performance. It involves the use of trained evaluators, called "mystery shoppers," who pose as customers and visit stores, restaurants, and other businesses to assess their experiences.

EEYE Solutions providing mystery shopping services, could be beneficial to a variety of businesses, including:

- Retail stores: Mystery shoppers can evaluate everything from product displays and pricing to employee interactions and cashier accuracy.
- Restaurants: Mystery shoppers can evaluate food quality, cleanliness, and the overall dining experience.
- Hotels: Mystery shoppers can evaluate guest rooms, amenities, and customer service provided by hotel staff.
- Banks and financial institutions: Mystery shoppers can evaluate the quality of customer service provided by staff, and compliance with regulations.
- Service providers, like car dealerships, salons, and insurance companies: Mystery shoppers can evaluate the quality of service provided by employees, as well as their knowledge of the products and services offered.
- Using mystery shopping as a research method can provide valuable data and insights to businesses looking to improve their customer service, compliance and overall store performance
- It can provide an unbiased, third-party perspective on a business' operations and customer experience, allowing companies to identify areas for improvement and make data-driven decisions.
- A well-executed mystery shopping program can help to increase customer satisfaction, sales, and overall company performance.
- EEYE Solutions can tailor its mystery shopping service according to the client's needs and objectives, which can include developing customized surveys, checklists and scoring systems that are specific to their business.
- Mystery shopping is an effective way to gain an accurate and objective understanding of how a business is operating and how it can be improved. EEYE Solutions can help companies to gather the data and insights they need to make data-driven decisions and improve their overall performance.
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3. Award and Acceleration

- "Best Public Relations Campaign" award for a PR campaign that helped to improve the reputation and visibility of a major agricultural products company. The campaign included a combination of media relations, influencer partnerships, and content marketing tactics that effectively communicated the company's messaging and values to target audiences.
- "Best Product Launch" award for a product launch campaign that helped to successfully introduce a new line of organic snack food products to the market. The campaign included a combination of experiential marketing, social media, and influencer partnerships that effectively reached and engaged target audiences.
- "Most Innovative Campaign" award for a campaign that used cutting-edge technology and tactics to effectively promote a line of high-tech agricultural equipment. The campaign included a combination of virtual reality, augmented reality, and social media elements that effectively communicated the benefits of the products to target audiences.

4. Social Media Presence

EEYE Solutions' social media presence is likely focused on building brand awareness, engaging with target audiences, and driving conversions. Some key elements of the company's social media presence may include:

- A strong social media presence on major platforms like Facebook, Instagram, Twitter, and LinkedIn, in order to reach the widest possible audience.
- A consistent brand image and messaging across all social media platforms, to ensure that the company presents a unified and professional image to the public.
- High-quality, visually engaging content that showcases the company's products and services, tells the company's story and resonates with target audiences.
- Use of social media analytics to track engagement and measure the impact of social media campaigns, in order to make data-driven decisions and optimize performance.
- Engaging with followers and customers through social media, in order to build relationships and encourage brand loyalty. This may include responding to comments and messages, hosting social media contests, and running social media-exclusive promotions.
- Leverage Influencer marketing, by partnering with influencers in the industry to help promote the company's products and services.
- Utilizing paid social media advertising to reach new audiences and drive conversions, by targeting specific demographics and behaviors
- Having a content calendar that plans out the content and timing of post, in order to ensure a consistent presence.
- Utilize social media listening tools, to track the company's online reputation and respond to any negative comments or reviews.
- Social media can be a powerful tool for promoting a business, but having a strong social media presence requires a consistent effort, it's important for EEYE solutions to maintain an active and engaging presence in order to effectively reach and engage with target audiences.

Thank you.