



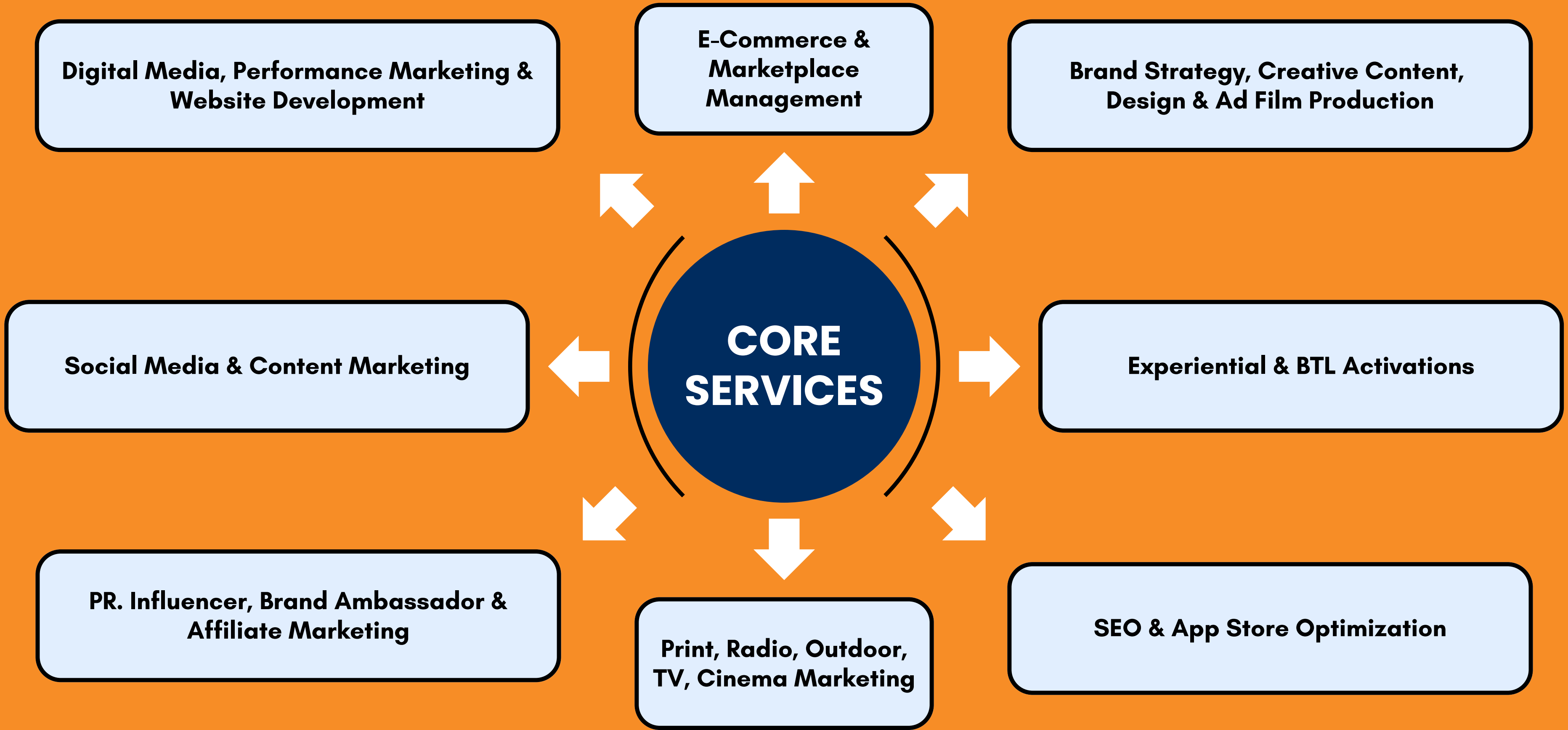
cartxperts.ai



# INTRODUCTION

---

Cart Xperts is a 360-°multimedia marketing agency specializing in digital lead generation, SEO, website development, influencer engagement, commercial shoots, creative designing and social media content creation & management.



# OUR CLIENTS



ओएनजीसी



ONGC



IRCTC



ISHO



THE  
HOUSE OF  
ABHINANDAN  
LODHA

# OUR CLIENTS





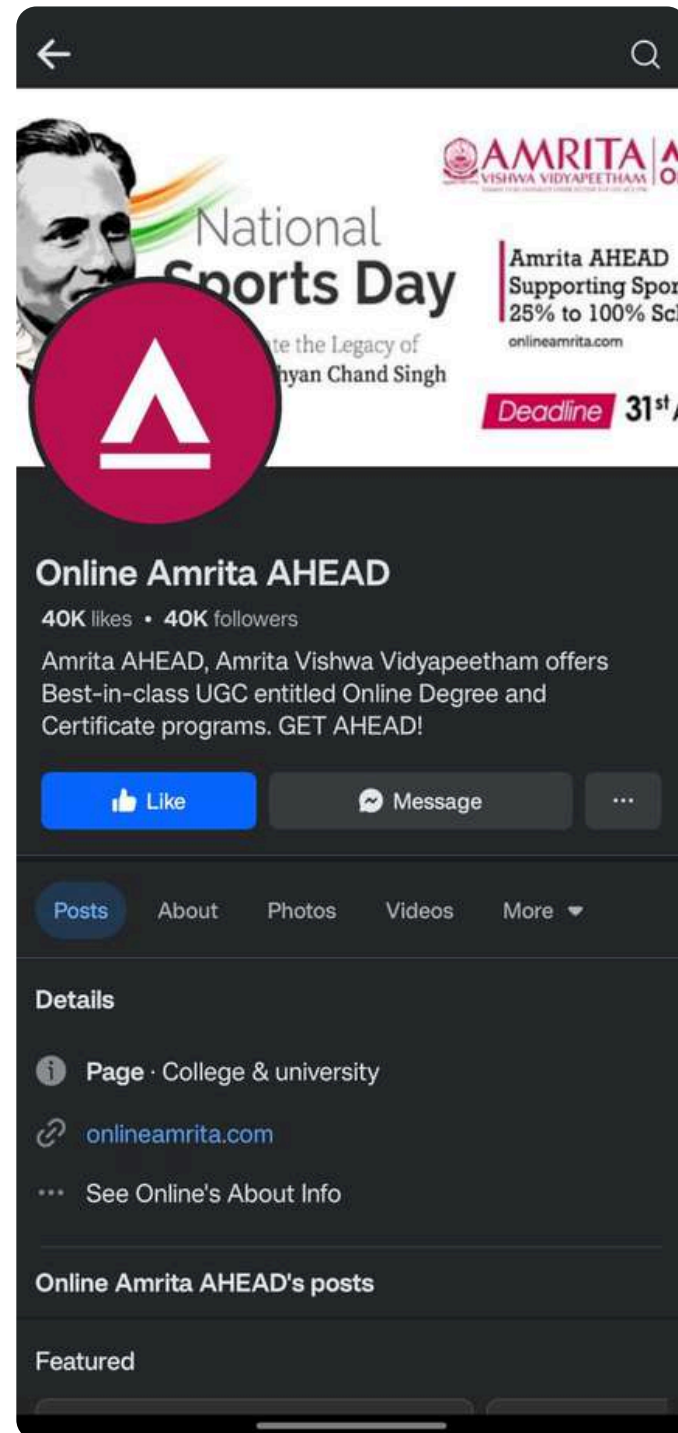
# OFFICIAL BRANDING PARTNER FOR THE DELHI METRO MOBILE APP

- In-App Advertisements
- Smart Locker Branding
- Marketplace Merchant Onboarding
- Product Sampling & Metro Card Top-up promotions
- Surveys & Market Research

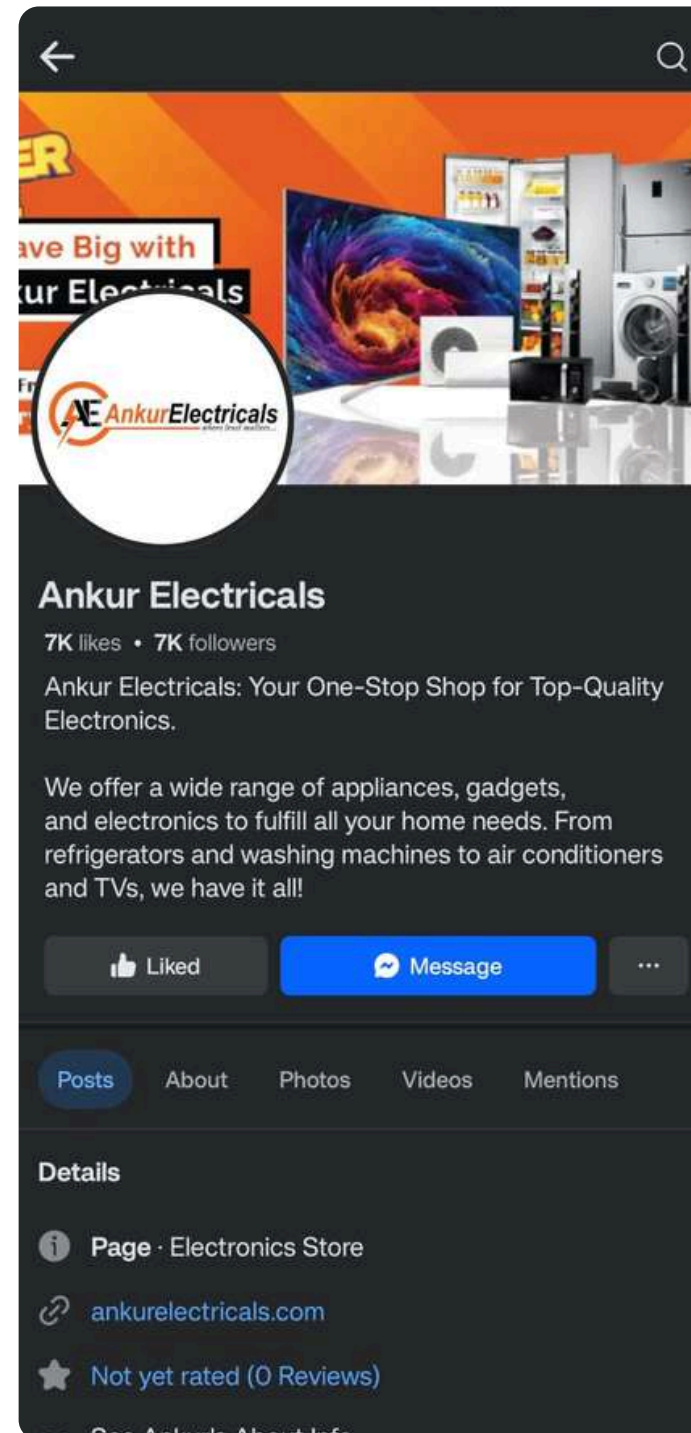


# Social Media

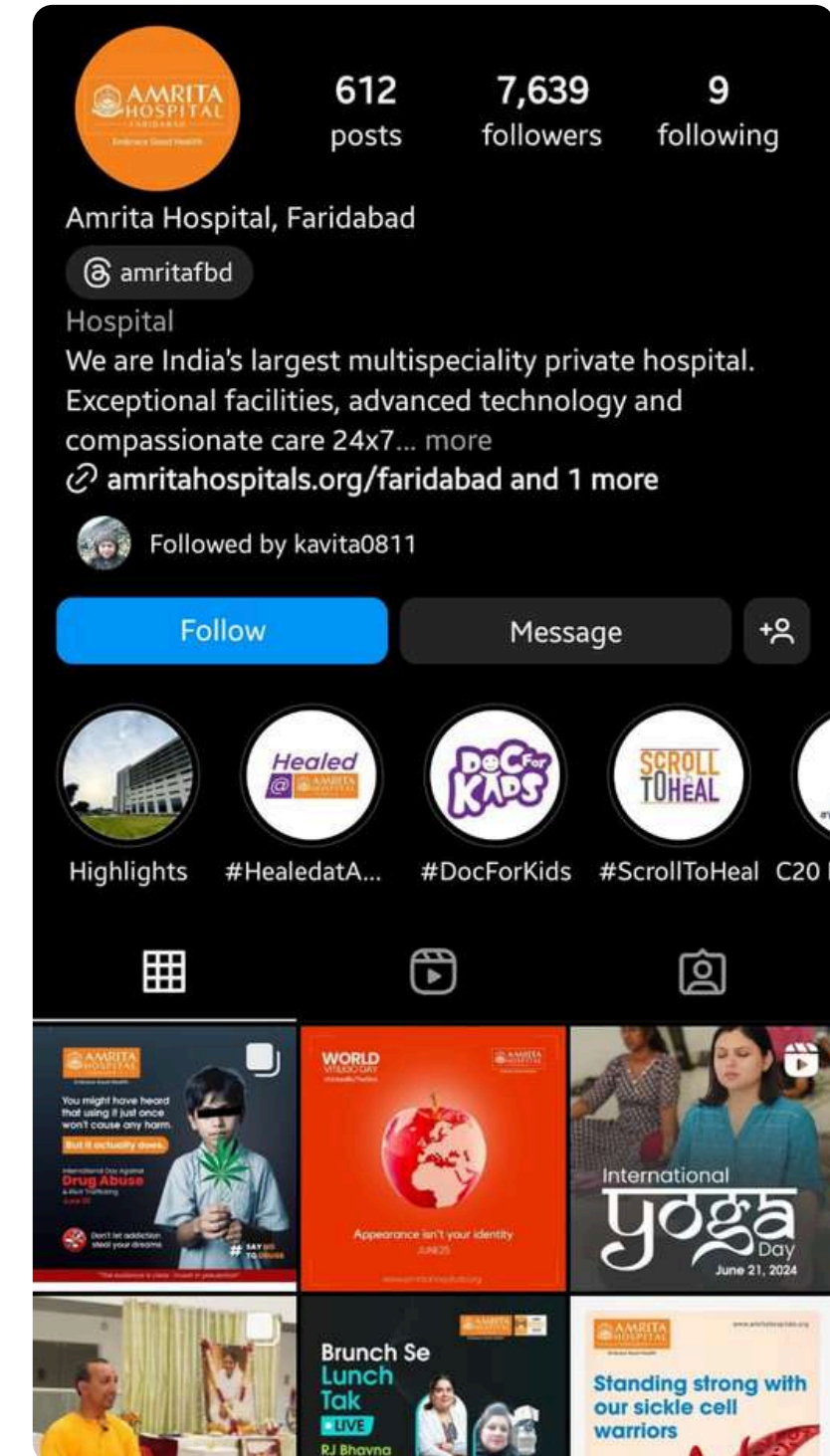
## Online Amrita AHEAD

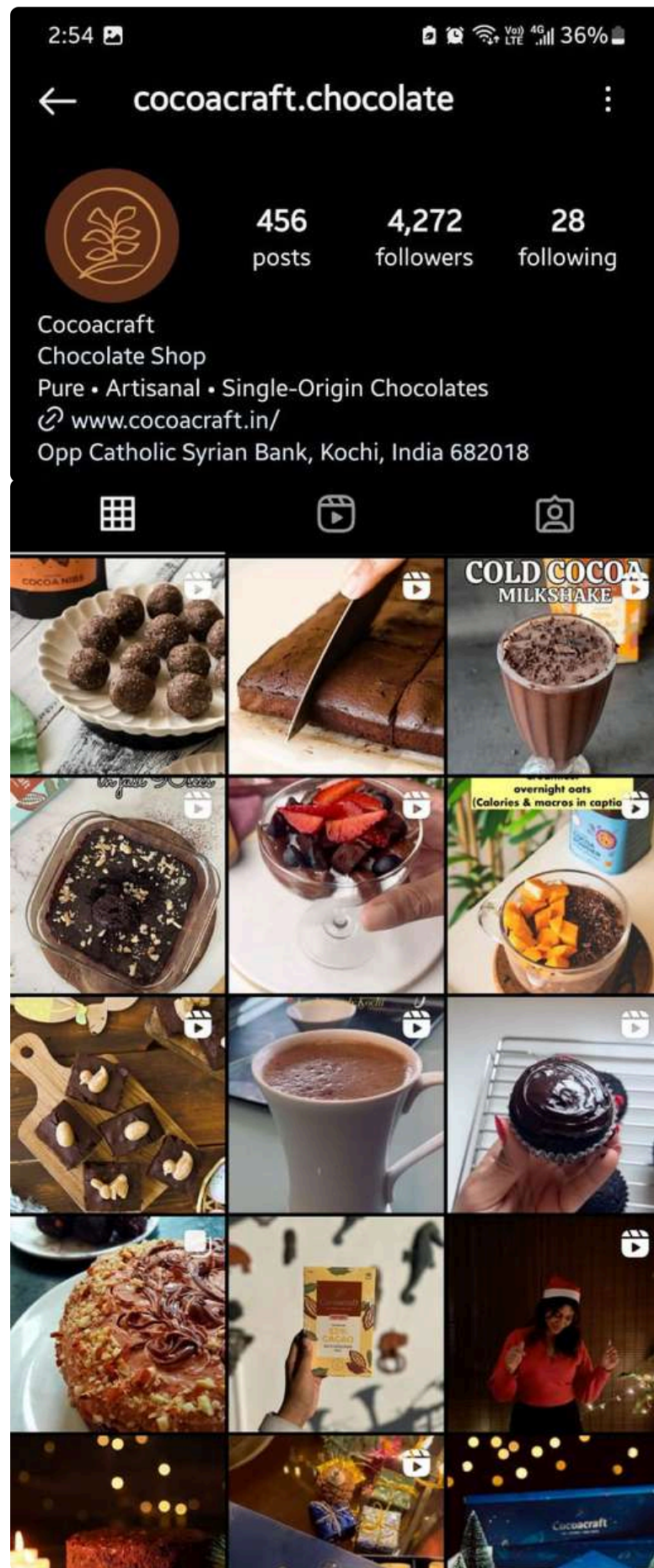


## Ankur Electricals



## Amrita Hospital, Faridabad





# Social Media Cocoacraft





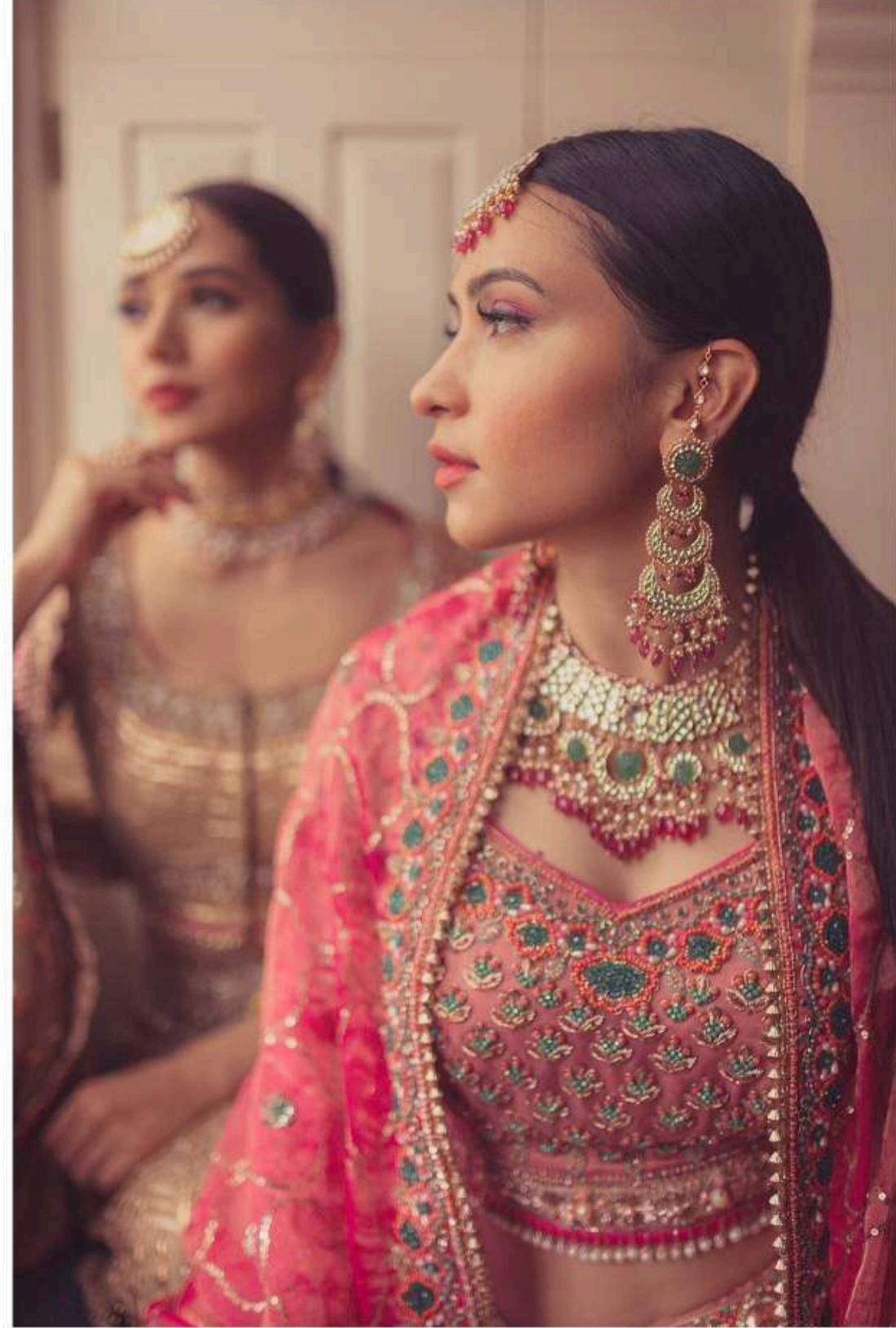
# **PHOTO AND VIDEO SHOOT EXAMPLES**



**mua** akanksha verma  
**stylist** babli bedi  
**models** ria malhotra, sanjali sethi

Jewelsbysal  
collection 2020







**mua** mankirat singh  
**stylist** sneha singh  
**models** jasmeet devgun, yashvika ghai



Raji Ramniq  
collection 2019-20



# PERFORMANCE MARKETING CASE STUDY



## Club Marriott

- The Club Marriott app achieved significant success within 6 months.
- Ranking in the top search results, increasing organic traffic by 50%, improving app rating to 4.0, gaining over 50K installs, and achieving a 4% paid registration for loyalty programs, outperforming industry standards.



## Amrita School of Business

- Promoted course and college through events on Facebook, Instagram, WhatsApp, and Telegram
- Achieved 500 admissions, 25,000 leads in South India & northern states through digital and content marketing.



## MIT Pune

- Conducted social media campaigns on Facebook and Instagram, elevating brand awareness nationwide in India.
- For admissions activity, we generated more than 2000 qualified leads for multiple UG/PG programs.



# PERFORMANCE MARKETING CASE STUDY



## Mashreq bank

- The Mashreq app achieved significant success over a period of 4 months gaining over 10K installs.
- The number of consumer registered for credit card were around 3K.



## Lawyer Panel

- The number of registered over a time period of 6months were 1500+ leads with qualification rate of 71.3% with the conversion rate of 11%

## Times Ascent

- The webinar events by Times Ascent cover various topics like digital payments, taxes, financial decisions, women's financial freedom, psychology in investing, and wise investing. The campaign was conducted in the major cites in India.
- Total registrations achieved were over 1000 during a period of 14 days. Around 200 live attendees with a conversion rate of 20%.





# INFLUENCER MARKETING FOR DMRC





# INFLUENCER MARKETING CASE STUDY

## Problem

The objective is to create brand awareness as well as recall through videos and influencers. This is a premium skincare brand with a unique selling point i.e. make Indians aware about the Korean formula used in their products suited for the Indian climate.

## Solution

Initially we looked out for influencers engaged in the beauty industry. We asked them to mention prices along with the benefits and distinctive qualities of the variety of products offered by this brand.

We also asked them to share reviews and positive impact in a way it appealed to their audiences.

## Result

Their audience showed interest and started engaging with the brand through their social media channels. This further led to them searching for them on different e-commerce websites. Our reach showed a rising trend during the period of 45 days in terms of user engagement and video views increased by **98.9X**

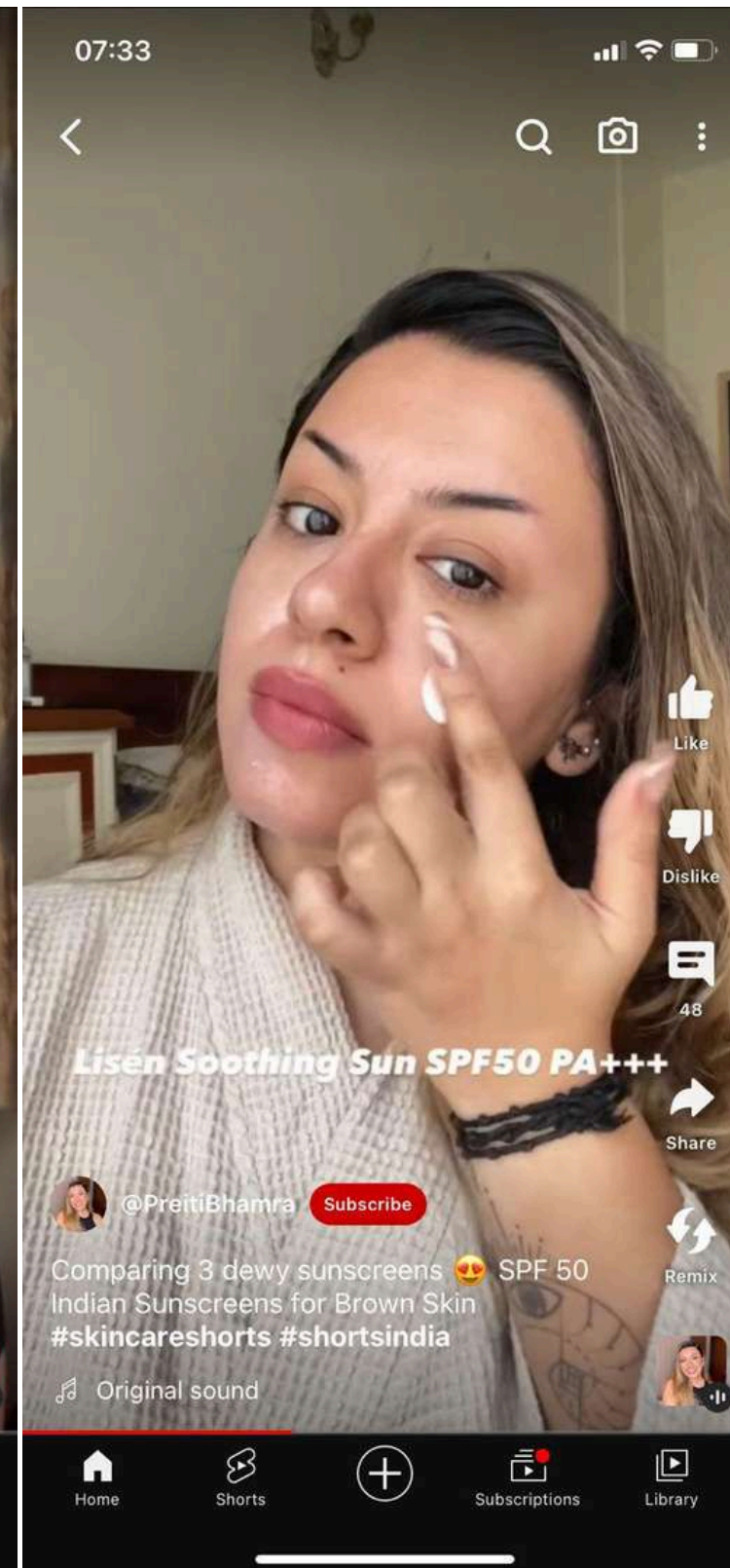
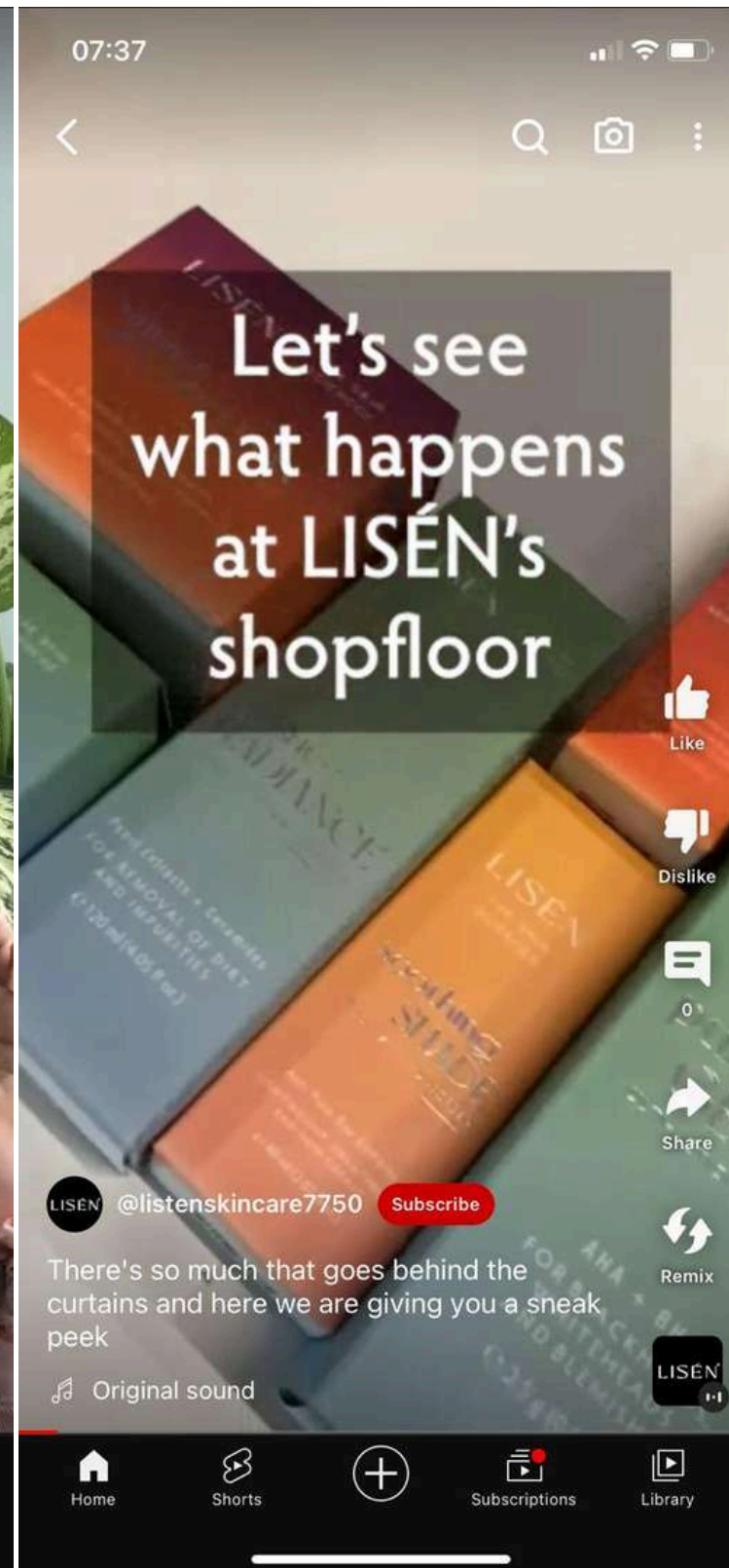
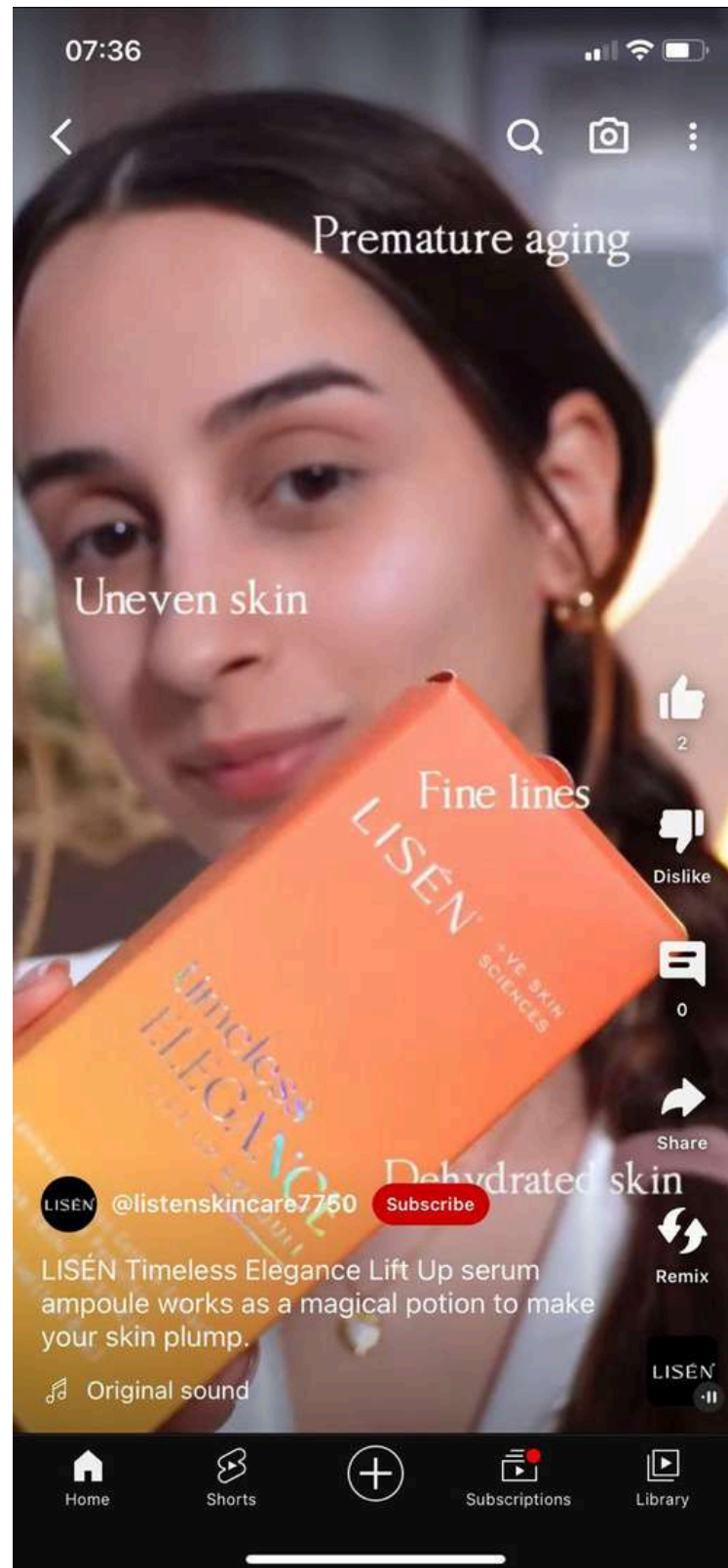
The logo for LISÉN, featuring the brand name in white serif font on a black background.

LISÉN®



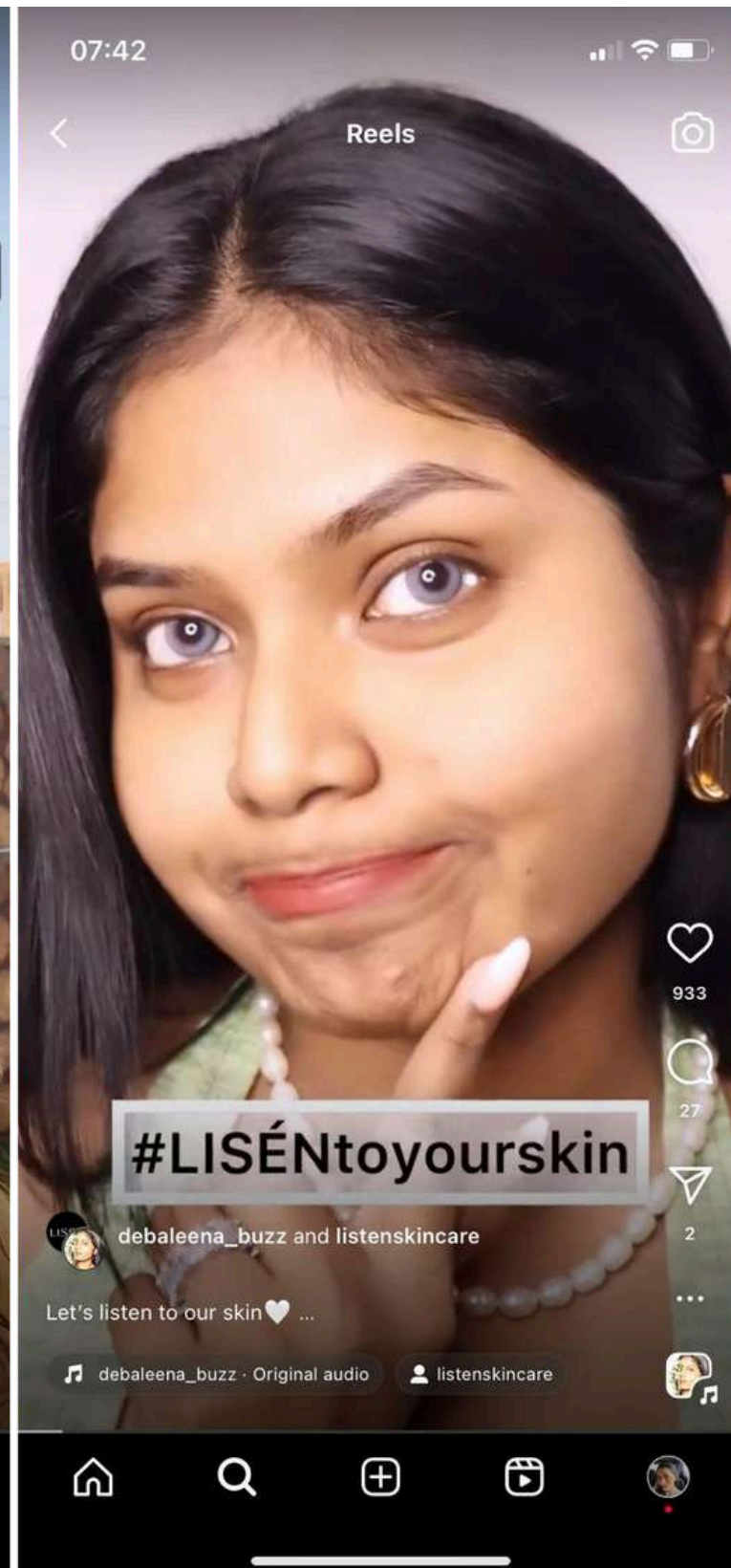
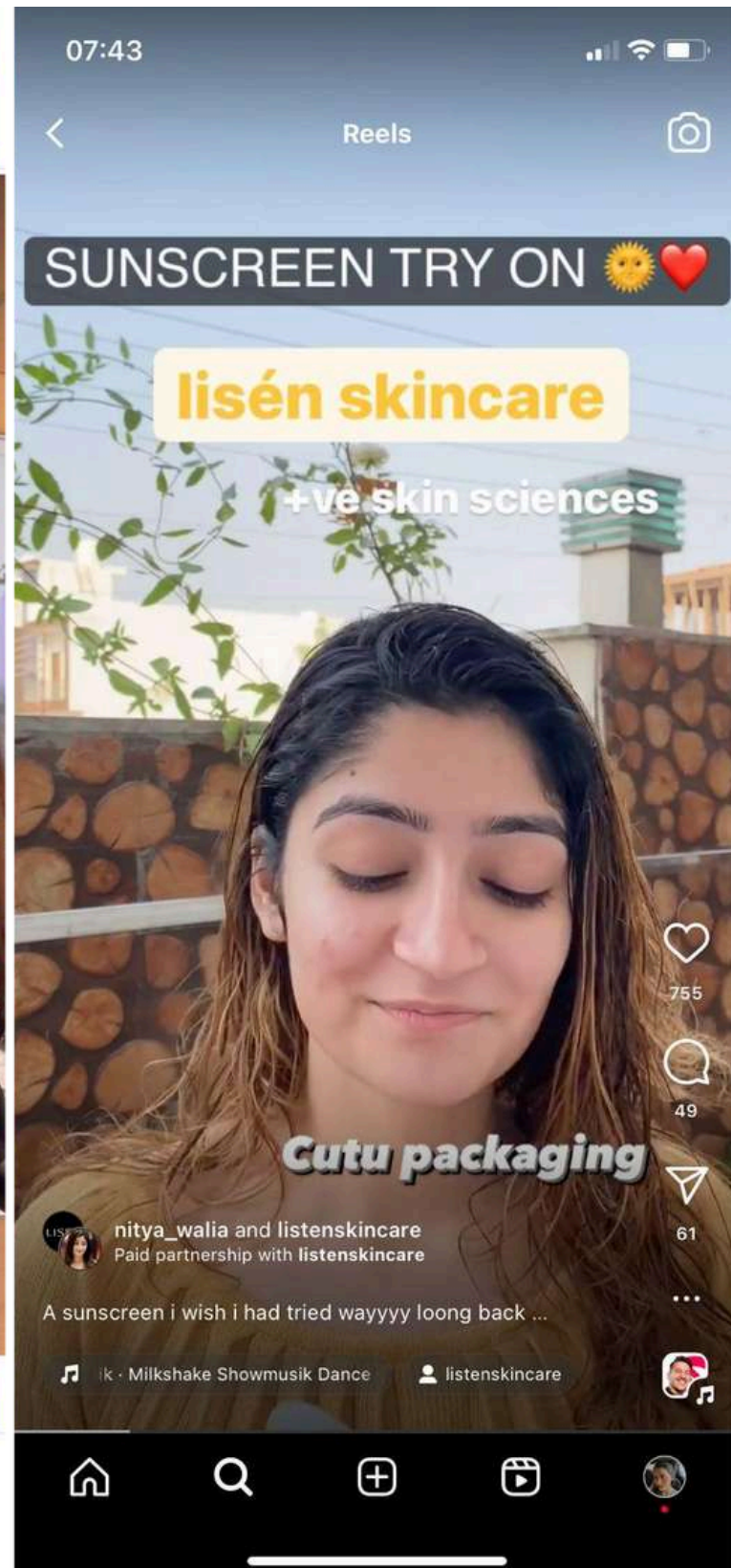
# Influencers targeting on YT shorts

Focus: Brand & products awareness



# Influencers targeting on Instagram reels

Focus: Collab with engaging influencers



# Website Design Examples

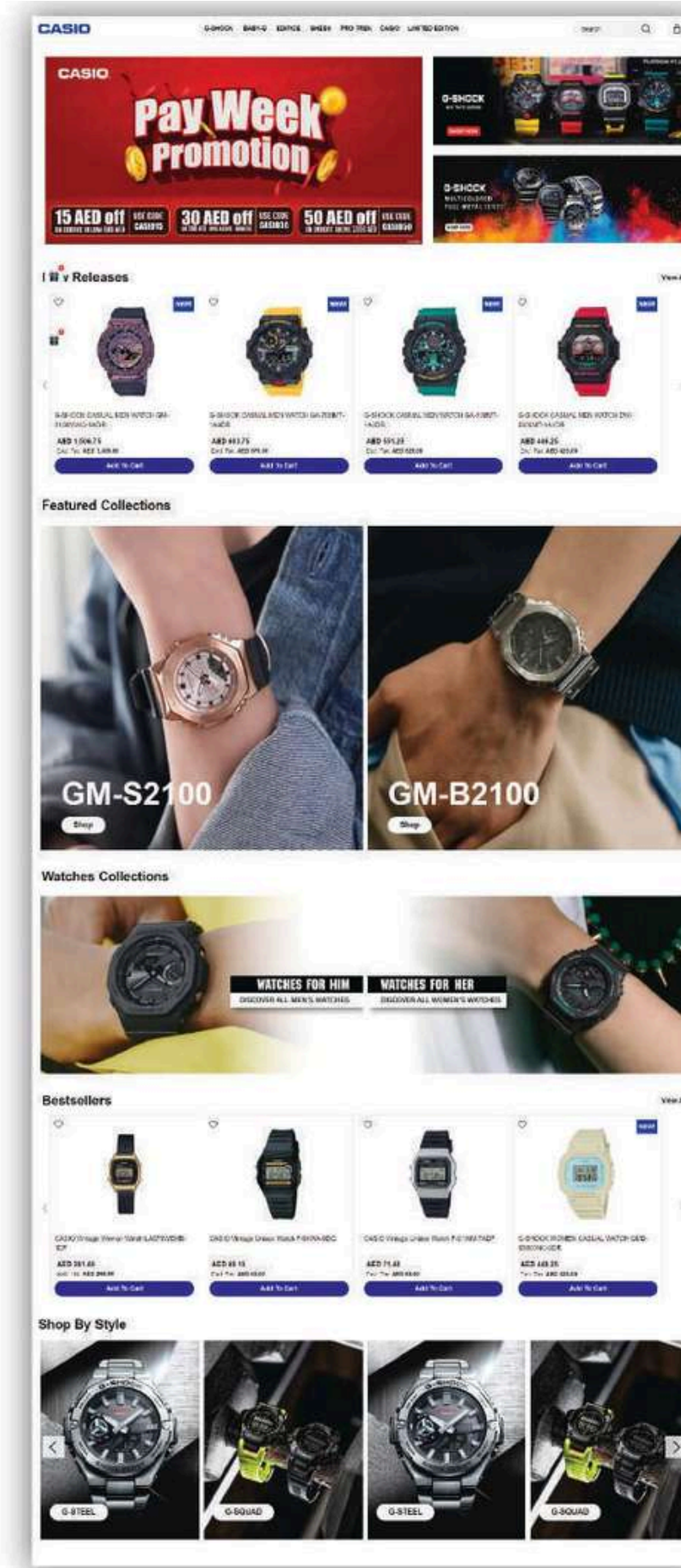
# E-Commerce



[www.aksclthings.com](http://www.aksclthings.com)



[www.klubhaus.com.bd](http://www.klubhaus.com.bd)



[www.casio-mea.com](http://www.casio-mea.com)

# Creative work for Lead generation

## HOABL



## HOABL

THE HOUSE OF ABHINANDAN LODHA  
New Generation Land<sup>®</sup>

Luxury Sea Side Living  
EMI Starting from ₹7,999 per month

Anjorlé | GOA OF TOMORROW

Luxury Lagoon Collection

~~₹29.99L~~ | ₹25.99L

The advertisement features a night scene with fireworks in the sky and a curved swimming pool in the foreground. The background shows a coastal landscape with palm trees and a building.

## Agami Eternity

AGAMI ETERNITY  
Kalanagar, Bandra (E)

*An Exquisite*  
CREATION IS ALWAYS ACCOMPANIED BY LUXURIES

BOOKINGS OPEN

Price Starts At ₹ 3.73 CR\*

BANDRA EAST, MUMBAI

The advertisement shows a modern, well-furnished living room with a large chandelier, a sofa, and a dining table. The room has large windows and a view of the city.

## Creative work

### Malaysia Airlines



**NEW ROUTE** Starting 10 Nov

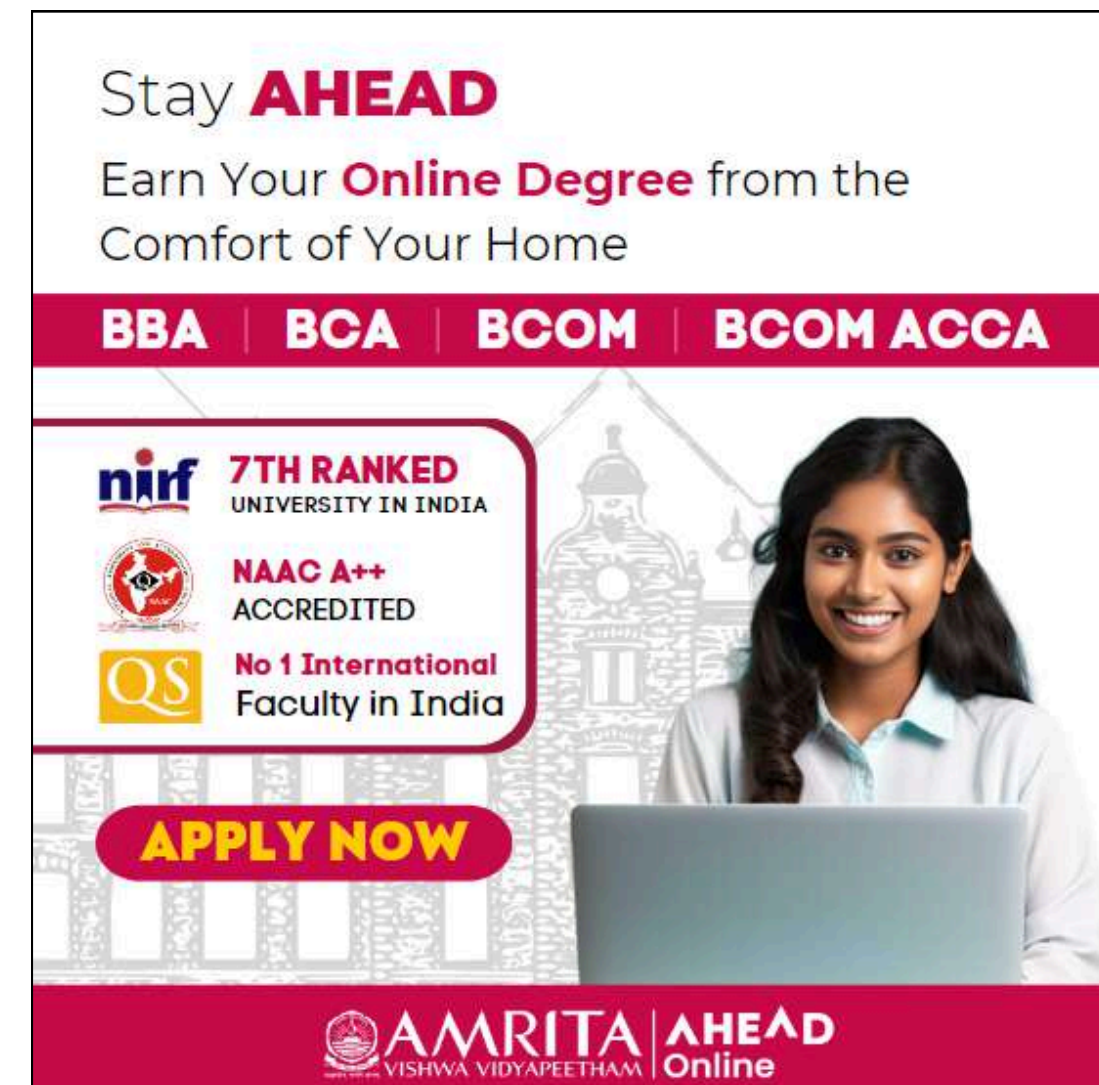
Fly direct to  
**KUALA LUMPUR**  
and beyond from **INR 15,799.**

Book now at [malaysiaairlines.com](http://malaysiaairlines.com)  
or with your preferred travel agent.

Terms and conditions apply

**malaysia** airlines

### Amrita Ahead Online



Stay **AHEAD**  
Earn Your **Online Degree** from the  
Comfort of Your Home

**BBA | BCA | BCOM | BCOM ACCA**

**nirf** 7TH RANKED  
UNIVERSITY IN INDIA

**NAAC A++**  
ACCREDITED

**QS** No 1 International  
Faculty in India

**APPLY NOW**

**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | Online

# Creative work

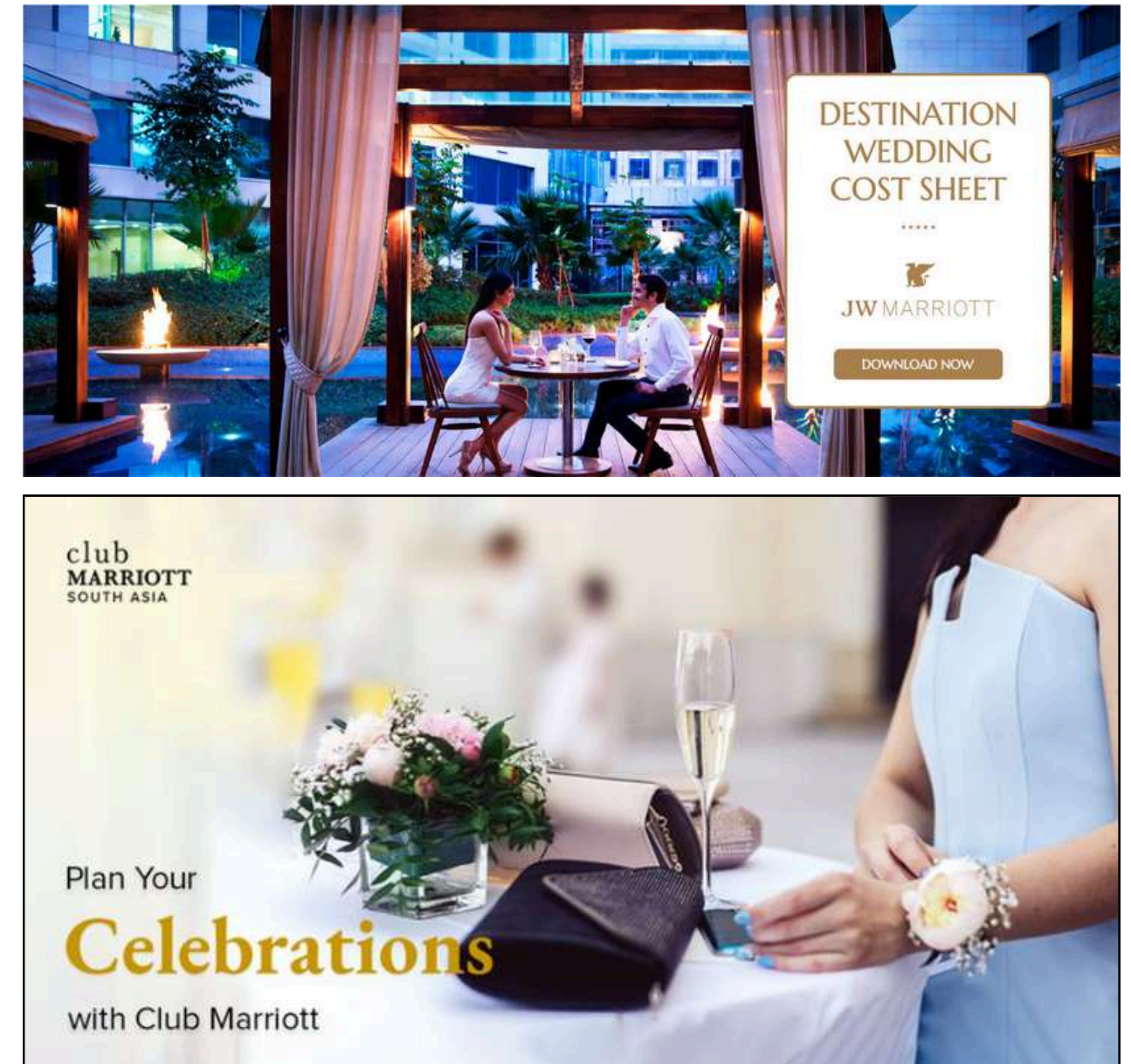
Meet7 Dating app



Rishi Destination wedding



Club Marriott

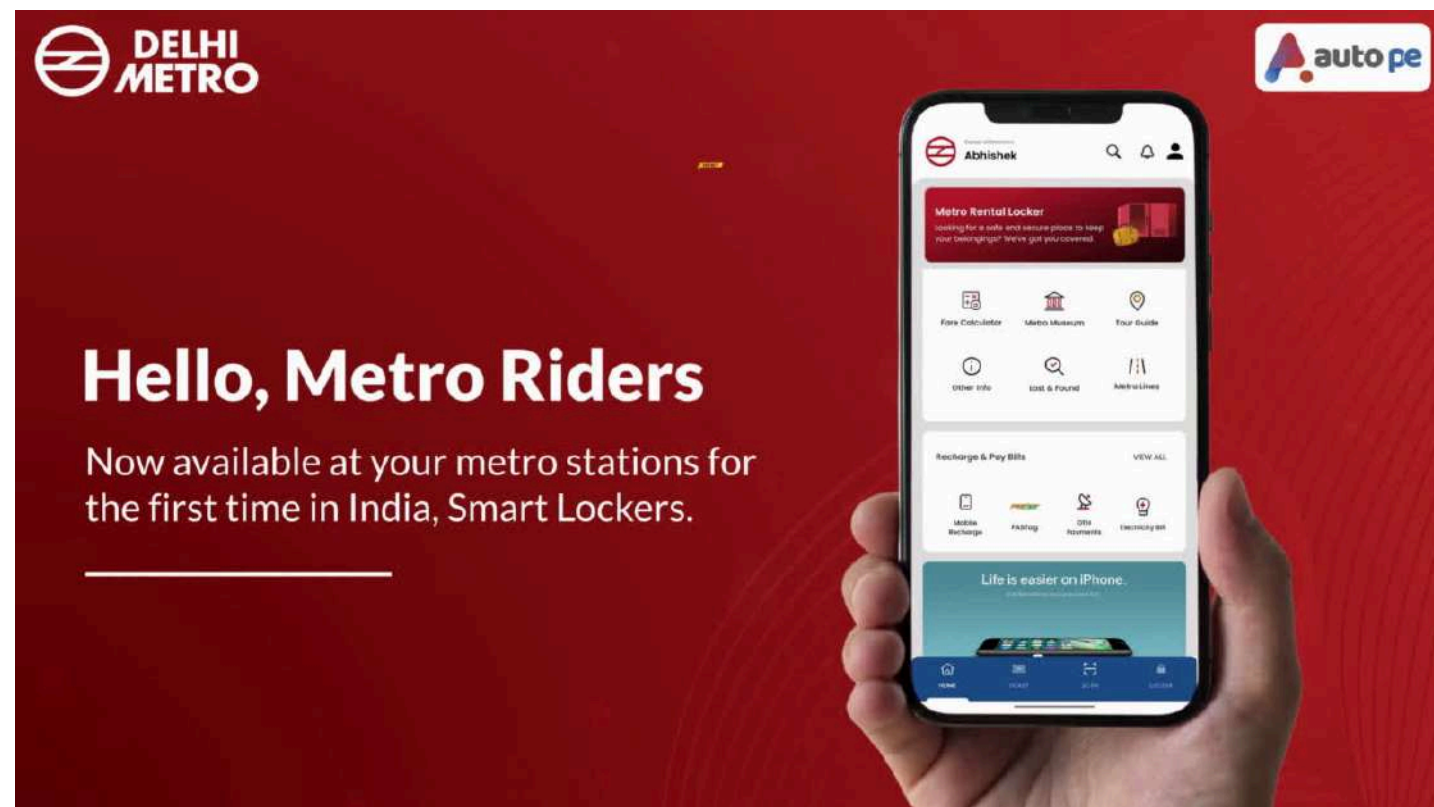
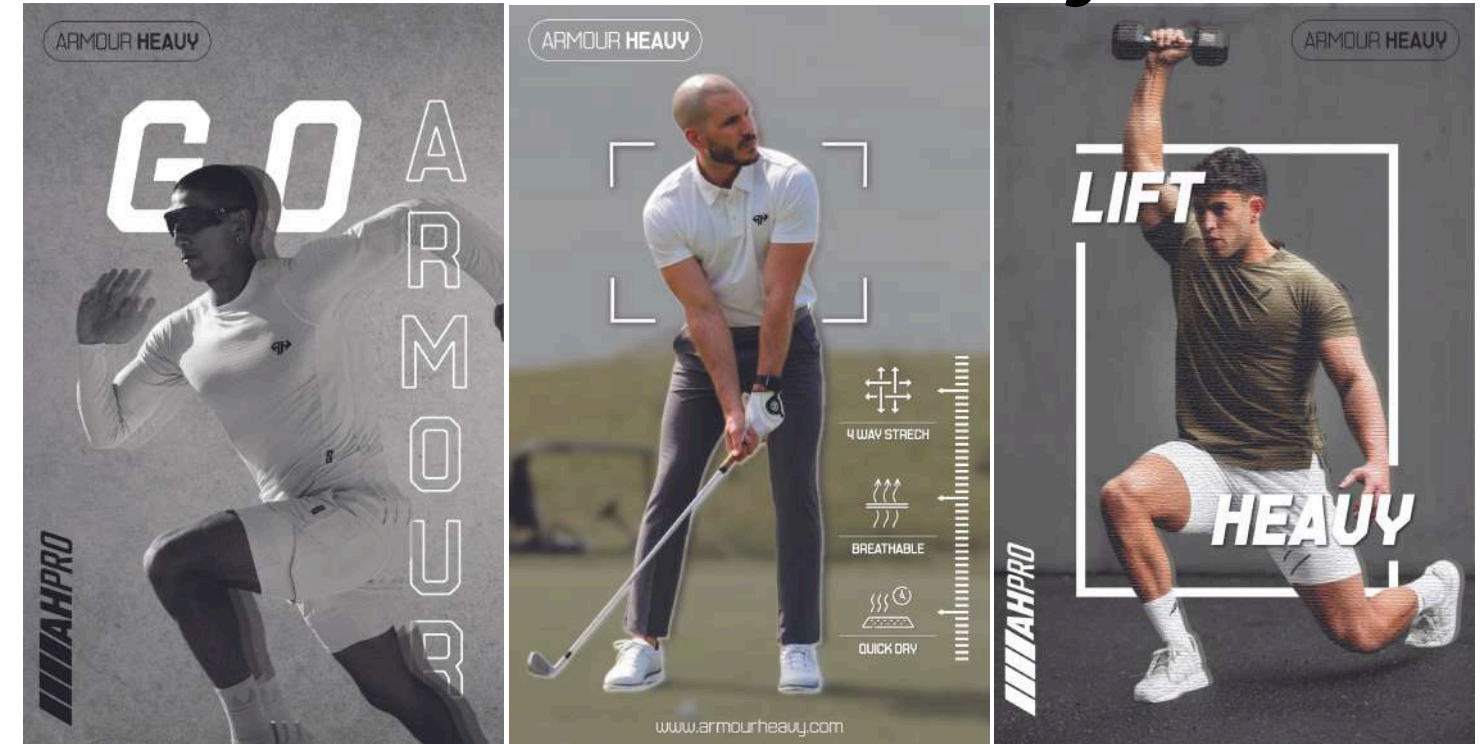


# Creative work

## Club Marriott



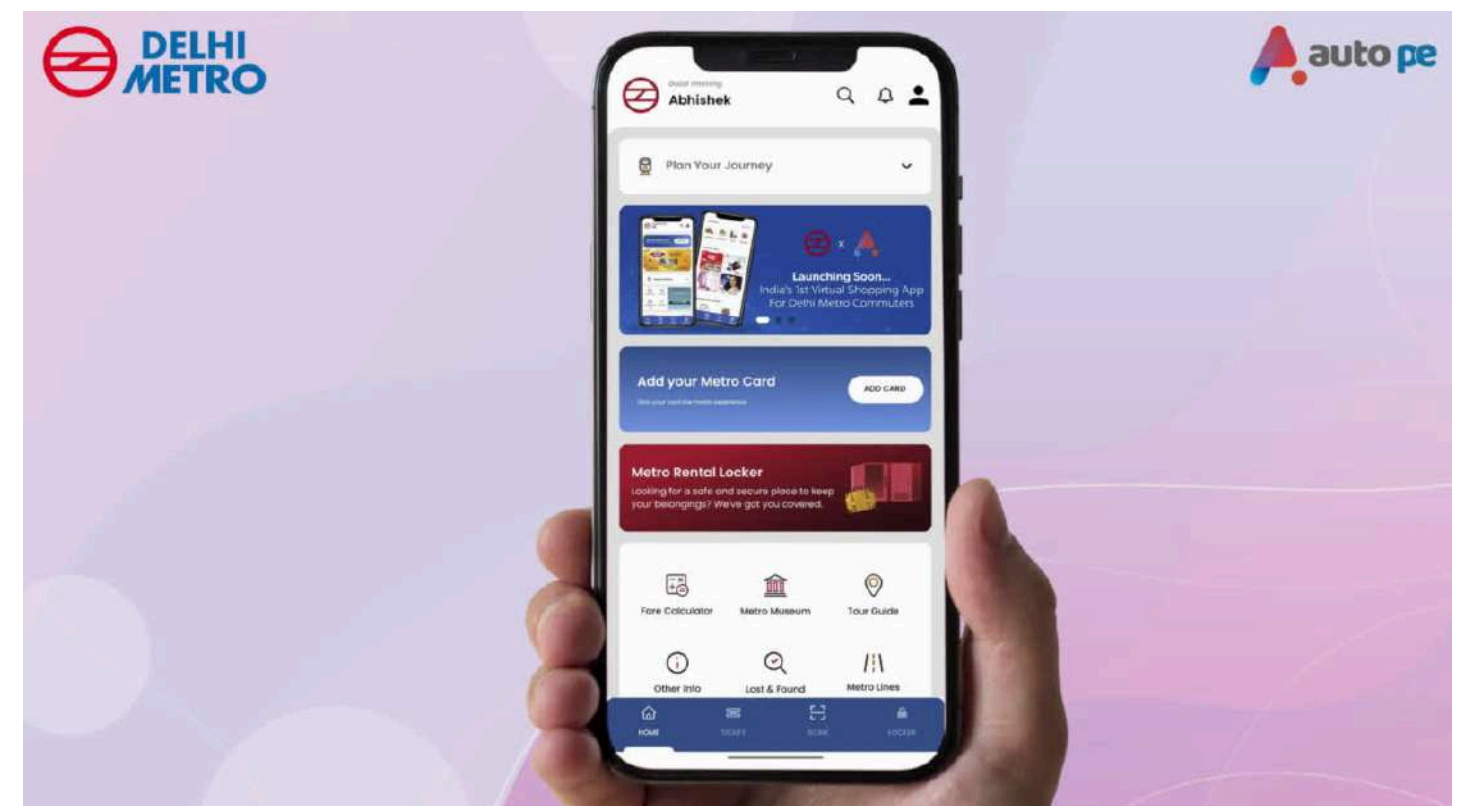
## Armour Heavy



[Link](#)

DMRC

[Link](#)






# Brochure Examples


# Aspirea Mobility



**ASPIREA** = ASPIRE A MOBILITY

Aspirea Mobility is a revolutionary electronic 2 wheeler company dedicated to bridging the gap in personal mobility by providing reliable, affordable and accessible transportation in India.

We believe everyone desires freedom and ease of mobility. That is the dream Aspirea is fulfilling.






### Key Highlights


-  Adjustable Seat Height
-  Mobile Stand with Built-in Charger & Dual Cables (Android & Apple)
-  Digital Display
-  Powerful Front Headlight with Daytime Running lights (DRL) with Front & Rear Indicators for safety
-  Added Rear Motor Manual Lock Regenerative Braking
-  Front Utility Basket (30L)
-  Button for Effortless Reverse
-  Rear Light With Multifunction Features
-  Hassle free Self Erecting Rear Stand
-  Tubeless Tyres with Anti-Puncture Fluid



3 feet. (36 Inch)  
5 feet. (60 Inch)

### Our Customisable E2W Delivery Model

-  (16 inch x 18 inch, max 20 kg weight) Custom Made Provision for Bungee Chord to secure bags upto size 24x18x16 inch.
-  6 point anchoring with 3 points fixed for safety and ease of use. – Adjustable to cater for various size and shapes of bags
-  Various fast charging option available ( 6 – 14 AMPS, 20 mins of charge gives 40% range )



# Longulf Trading

LONGULF



Nurturing Enduring Partnerships

## OUR PRODUCTS

### BASMATI RICE



**Varieties:** Basmati Traditional, Pusa Basmati, 1401, 1121, 1509 & 1718, Sugandha, Sharbati

**Type:** Raw Rice, Steam Rice, Parboiled (Cream & Golden)

**Packaging:** Jute, Non-woven, BOPP & PP Bags as required; Packsizes- 50/40/25/10/ 5/1 Kgs

**Quality:** In-house Team of Quality Inspector(s) to deliver on contracted specifications (Purity, AGL, etc.)

## SPICES



### INDIAN TURMERIC FINGER (*Curcuma longa*)

Turmeric is used for colour, fragrance & aroma in food. Turmeric Finger is the purest form of turmeric & is used in food, medicine, cosmetics & dyeing process. It is majorly grown in India and other growing countries are Myanmar & Ethiopia.



### CUMIN SEEDS (*Cuminum cyminum*)

Cumin Seeds contain natural antioxidant substances, therefore, its used in whole as well as powder forms.



### INDIAN CORIANDER SEEDS (*Coriander sativum*)



### FENUGREEK SEEDS (*Trigonella foenum-graecum*)



### BLACK MUSTARD SEEDS (*Brassica nigra*)



### FENNEL SEEDS (*Foeniculum vulgare*)

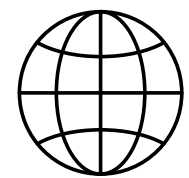
## QUALITY SYSTEM & PROCESSES



1. Thorough product knowledge of various grades / specifications & their suitability for various market segments.
2. Comprehensive market understanding & insights, shared with customers to help them plan procurement better.
3. Multiple sourcing and logistics options to eliminate chances of supply-side defaults or delays.
4. Clear demarcation of roles & responsibilities between Commercial & Quality teams so that quality is never compromised on account of commercial imperatives.
5. Professionally run organization with "Customer Satisfaction" being a key Organization-wide Business Value.
6. Longstanding reputation and relationship of trust with our backend suppliers, vetted over decades of working together ensure one level of quality risk minimized at the source.
7. Engagement of Class A independent surveyors for double assurance of quality. Financially well capitalized to ensure best value propositions to our customers.
8. An organization that is open in its dealings and bases its decisions on information and analysis.
9. Understanding of & proactively mitigating risks arising from commodity price, currency, policy change, unexpected events etc, thereby delivering superior value to our customers.
10. Latest laboratory equipment & processes (GRAMS Software, Moisture Meters, Kett Meters, Vernier Callipers, Cooking Test etc) to check & document each Quality parameter.



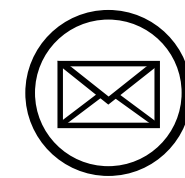
# Thank you



[www.cartxperts.ai](http://www.cartxperts.ai)



+91 9821900172



[kavita@cartxperts.ai](mailto:kavita@cartxperts.ai)