

CREATIVE DESIGNING & 3D PRINTING

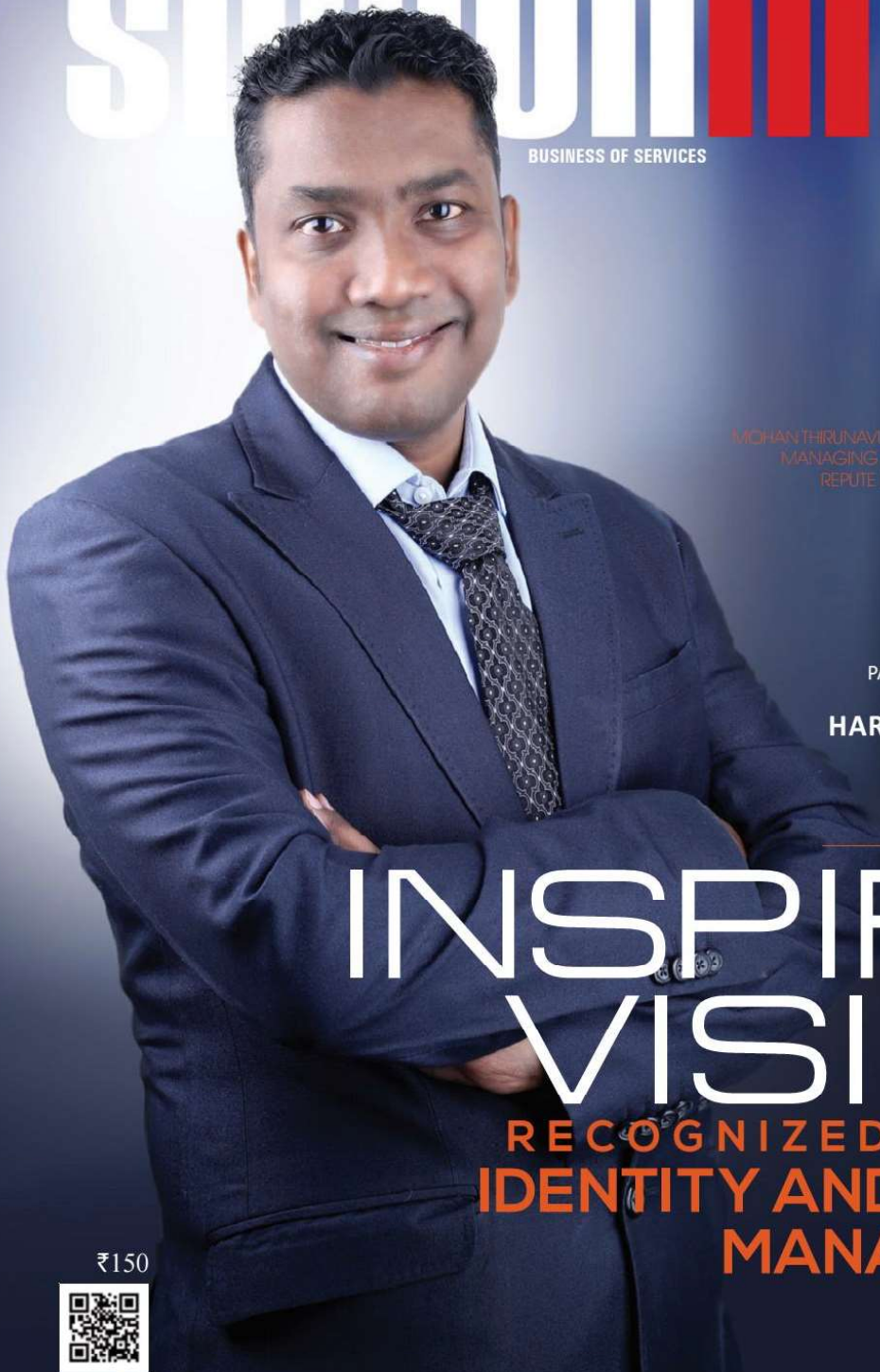
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BUSINESS OF SERVICES

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COMPANY OF
THE MONTH



MOHAN THIRUNAVUKKARASU,
MANAGING DIRECTOR
REPUTE LOGITECH

CXO INSIGHTS

PAUL VILLANI, SYSTEM DIRECTOR
OF NETWORK TECHNOLOGY,
HARTFORD HEALTHCARE

KUNWAR NITESH,
CTO

INSPIRIT VISION

RECOGNIZED NAME IN
IDENTITY AND ACCESS
MANAGEMENT

₹150





siliconindia 10 MOST PROMISING **CREATIVE DESIGNING COMPANIES - 2021**

A good design conveys a message. Any business relies on communication, and a picture is indeed worth a thousand words. Across every touchpoint – from your website to your social media accounts, email communications, and physical places – your audience and potential consumers must understand what your organization is doing and what it is all about. Organizations that are unable to do so, will not be able to create leads, and hence, will not be able to drive sales and growth.

According to the CII, India's design business was valued at Rs 18,832 crore in 2020 and is expected to grow even more in 2021. The number of design firms is increasingly expanding in lockstep with the expansion of established firms. These designers assist

Indian business and global corporations in understanding the Indian audience, increasing their user base, and catering to their demands. In any profession, the primary responsibility of a designer is to deliver high-quality goods and services, enhance corporate efficiency, productivity, and profits, and boost revenue.

In this issue of siliconindia Magazine, a list of '10 Most Promising Creative Designing Service Providers- 2021' is provided to the readers incorporate and different sectors, for informing the excellent services by the Corporate Leaders. These providers have been selected after thorough scrutiny by industry CEOs, CIOs, VCs, analysts, and the SI editorial team. We certainly hope that these creative minds can deliver a bespoke design for any or all of your corporate needs.

10 MOST PROMISING CREATIVE DESIGNING SERVICE PROVIDERS - 2021

COMPANY	MANAGEMENT	DESCRIPTION
Busfam Kolkata, West Bengal busfam.com	SUBHRA KANTI DEY MD & CEO	Provides effective digital marketing solutions with online exposure and recognition and a higher return on investment through social media management and other digital marketing strategies
Digipple Ahmedabad, Gujarat digipple.com	Viraj Rajani Founder	Offers PPC Campaign, Content Marketing, Influencer Marketing, Brand Management, Digital Marketing, Event Management, Infographics, graphic designing, advertising, and LOGO Designing.
Mise-En-Place.Co New Delhi mise-en-place.co	Thomas LEQUY Co-Founder / CEO	Engages with clients in Graphic Design, Content, Strategy, Feasibility Study, Hospitality, Aviation, SEO/ SMO, and Events/ Exhibitions
Omnipreasant Advertising Vadodara, Gujarat omnipreasantadv.com	Je-Handrey Gouws Founder & CEO	Delivers graphic design services including logo design, corporate stationery design, Brochure Design, Flyer & Catalog Design, Exhibition Stall Design, and Label designing.
Peacoc Design Studio Bengaluru, Karnataka peacockdesignstudio.in	Anirudh Singh Founder & Creative Head	Curates Creative Promotional and Marketing Designs for the clients from logos to corporate identities while offering branding, advertising and printing.
Pristine Ideas Indore, Madhya Pradesh pristineideas.com	Janak Bhatt CEO& Creative Director	Facilitates services in Brand Consulting, Creative Designing, Website Designing, Content Creation, Radio, TVC and Ad Films, and Photography and Event Management
PromoDome Digital Mumbai, Maharashtra promodome.in	Vivek Kataruka Co-Founder	A Digital Marketing Agency offer 360-degree services ranging from web development, SEO, SEM, SMO to influencer marketing.
The Design Bay Mumbai, Maharashtra thedesignbaystudio.com	Mallika Kejriwal Founder & Creative Head	Provides Brand Identity / Logo Design, Strategy & Positioning, Stationery, Social Media Management & Ad Planning, Blogger Associations, Website Designing & Development and many more.
Trimity Studios Pune, Maharashtra trimity.com	Shubhada Joshi Founder Director	Offers Advertising, Branding, Marketing, Digital Marketing, Logo Design, Printing, Website Design, Website Development, App Development, SEO, Social Media Marketing, and PPC
Web Hooters New Delhi webhooters.com	Mahima Chawla Founder & CEO	Provides specializing in SEO, Email Marketing, Social Media Marketing, Videos, Content Marketing, and Advertising

BUSFAM : Boosting ROI for Business Using Cutting-edge Marketing Strategies

With new technologies and trends evolving at a rapid pace in the market, staying digitally progressive and enhancing a robust digital presence has become paramount for businesses to stay ahead of their competitors. This need has skyrocketed among businesses in the last couple of years and organizations are looking for experts who can help them leverage the potential of creative marketing for their brands. 'With the world going online, raising online awareness by using new-age technologies now is crucial. Not just the businesses, but their consumers too are looking for a unique and creative approach of brands and their purchase decisions are driven by the same', says SubhraKanti Dey, MD &CEO, BUSFAM



BUSFAM understands the need for AI-driven strategies in the market along with machine learning and data science which they implement in their marketing processes

While looking for a digital marketing and branding partner most of the businesses expect to get hold of experts who can come up with unmatched ideas, understand the target audience and their persona, revamp the marketing strategies and boost overall business growth. BUSFAM, headquartered in Kolkata and with a branch office in Pune, offers unparalleled 360-degree digital marketing services to its clients. With a team of experienced professionals, BUSFAM develops marketing strategies that help clients increase their brand awareness and create a need for their products or services among the audience. The creative agency makes use of new-age online and traditional advertising techniques in a polished way backed by their in-depth research of the market and target audience's needs. BUSFAM's cutting-edge services include SEO-enabled website development, branding, creative designing, online reputation management, social media management and marketing, content marketing, email, marketing, video marketing, and more.

The agency is currently working with a team of 25 experts and is offering services to both domestic and international clients. Since its inception in 2016, BUSFAM has been offering its digital marketing services with the primary



Subhra Kanti Dey,
MD & CEO

objective of enhancing customer satisfaction, innovating and empowering businesses, and helping them realize their complete potential and ability to thrive in the competitive market.

BUSFAM understands the need for AI-driven strategies in the market along with machine learning and data science which they implement in their marketing processes. Also, to maintain data privacy and to concentrate on client-oriented leads, it serves one client per sector per region. What makes BUSFAM stand ahead of its competitors is its approach towards clients and employees. The team works as a family, where every member is dedicated and responsible for their work, helps each other thrive, and makes sure that quality work is delivered to clients on-time. BUSFAM also offers affordable marketing packages to clients making it one of the most sought marketing agencies in today's time.

'Our advanced level marketing helps in boosting the business through market survey and opinion poll and extends market and customer-reach. Our main objective is to offer "Value for Money" to our clients and increase their ROI', adds SubhraKanti.

BUSFAM has successfully offered its services to a plethora of clients including the famous restaurant chain in Kolkata named Bawarchi. With a robust content marketing strategy, SEO, and social media branding, it helped Bawarchi increase its Google rankings and thus raise online visibility and footfall. BUSFAM understands the crucial need of SMEs to keep a close eye on the marketing strategies of its competitors. Thus the agency is striving to raise awareness about the future of digital marketing in industries through market surveys and has launched 'Academy Busfam' where it teaches the basics and techniques of digital marketing and builds communities by imparting adequate knowledge and training. 