

Dear Sir/Madam,

Thank you for your interest in **Onex Solutions**.

Please find the Proposal for Mobility & Marketing Solutions!!

Onex Solutions Private Limited (Onex Solutions) is a one stop shop for all your marketing needs!!

Onex Solutions is a team of young, energetic people who are always dedicated to develop and provide innovative, cost-effective and utility marketing solutions.

Onex Solutions offers solution for Mobile Marketing – Bulk SMS, Email, Voice Call and VMN Solutions. We always adhere to norms and market requirement to offer excellent services to our valued clients.

Edge –

- ✓ We work closely in collaboration with client as per their specific requirement;
- ✓ A resource based available across India to cater client needs in cost effective manner;
- ✓ We provide all marketing need digital, online presence, API integration or web service under one roof.

Our Goal

“To provide modern, economical and effective way to approach and engage customers”

Discussion

As discussed, we have enclosed the various services offered at **Onex Solutions Private Limited**.

Services Offered

Mobility

- a) **Bulk SMS** (Promotional SMS, Flash SMS, Database Push, Radius Code, Transactional SMS, WAP Push etc.)
- b) **Bulk E-mails & Affiliate E-mails**
- c) **Voice Calls**
- d) **Virtual Numbers** (Long Code, Short Code, Miss Call Number)
- e) **Consultancy**

To have better understanding & knowledge about our services, Please refer below.



Clients



We cater to renowned clients in fields like **Educational Sector, FMCG, Automobile, Real Estate, E-Commerce Portals** Etc.

We are thankful to our clients for placing trust on us and we endeavour to help them to grow business. Our growth is a product of our innovation, dedication, happy customers and growth of customers.

The details about the products or services are:

BULK SMS



1. **Promotional SMS** –We can send promotional SMS on the Profiled database –
 - Location wise (Any City / Region) & Pin code wise.
 - Business Man, Salaried Person, HNI, SHNI, Car Owners, Credit Card Holders, Students, Post-paid Users, Frequent Flyers, Frequent Shoppers, Club Owners.

The Variants in SMS are:

- ❖ **Web Based Panel** - The client can send SMS on their own database. The web based panel will be provided to the client with User ID & Password.
- ❖ **Database Push** – The SMS will be sent on the profiled database as per the requirement of the client. We have different categories of Data Bank of Pan India as discussed above.
- ❖ **Radius Code** – We have a unique product where we have tied up with the entire major operator. The client need to provide the Latitude and Longitude and the operator will push the SMS on all the mobile numbers who are using the Mobile Network within 5 Km or more of that specified area. This is useful for mass publicity.

❖ **Flash Message-** We are often in a dilemma whether the promotional message sent by us has been seen by the respective persons or not. The solution available for this is flash message. The advantage of flash message is that it reaches your mobile phone as an open message you needn't open it. And there is option available to you whether to save the message or exit it.

The Commercial for SMS is 16p/SMS + S.T.*

Please Note: Promotional SMS will not go on DND Numbers.

2. **Transactional SMS** – We can integrate SMS with CRM accounting Software to keep your customers updated through SMS.

For e.g.: We can send payment confirmation SMS on the Mobile No. of customers when payment is received or we can send reminder of instalment due & Thank You for your visit etc.

Transactional SMS will go on DND Numbers also.

Bulk Email



Email Marketing –We can send promotional Email on the profiled database. We have profiled database of Directors, Business Man, Students, Working people, Retired Person, etc.

We have two products in Email Marketing –

- a. **Mass E-mail (Me)**
- b. **Affiliate E-mail (Ae)**

“**Me**” is a product where we conduct a campaign on the profiled database as per the product or service of the client. We have database of all over India and we support the campaign. We design Emailers on behalf of client, ensuring Inbox landing mostly, with reduced bounce rate, increased open rate, increase response by integrating link with Company Website, etc.

Onex Solutions in association has more than **16,000 IPS and 100 Servers** to conduct the campaign. Thus, the resource is well equipped to ensure the **Inbox Delivery**. Regarding Database, our *database are tested and validated* and we do not conduct any campaign on purchased database. The database are collected through reliable source, tested, validated and then only used for campaign.

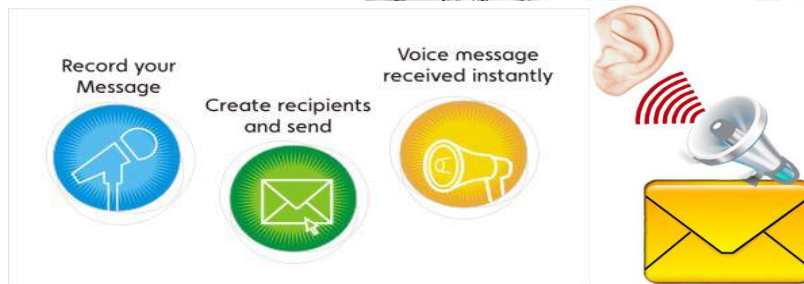
The Price per Email for 100 Kbs is 10 Paisa for General Database and varies depending on the requirement of the client. The Designing charges for an e-mail newsletter start from Rs. 1000. Service tax* is applicable on this.

“**Ae**” is a unique product which provides maximum ROI, better Inbox Landing, more Open Rate and lots more. A separate presentation (Affiliate Email Marketing) has

been enclosed regarding Affiliate Email Marketing. The price per email varies from 15 Paise to 300 Paise depending on the client requirement.

The above price of "Me" and "Ae" is on General Database and in case of any specific database, price will differ accordingly.

BULK VOICE CALL



Voice Call is a solution to process and Broadcast Voice Messages in a complex database environment & to fulfil any customer needs related to voice communications in an automated or a manual mode.

Voice Solutions is changing the face of business communications. It enables companies and organizations to send personalized and interactive outbound voice "broadcast" messages at the touch of a button.

We offer various solutions in Voice Call Management:

Single and Multilevel Out Bound Broadcasting (OBD)

This includes various templates which are design according to the requirement of the clients. The template includes:

Simple broadcast: This is a simple pre-recorded voice clip which can be broadcasted to the desired database.

IVR Voice Broadcast: A pre-recorded voice clip which supports inbuilt interactive

Mechanism to capture the information

- Facilitates Menu based option provided in the broadcast.

E.g. - Press 1 for Demo, Press 2 for Service, Press 3 for Complaints.

Features

- Web based user friendly interface
- Upload multiple voice clips
- Listen to the voice clip from the web interface
- Import database of landline numbers/ mobile numbers in a .csv/.xls format
- Test the campaign facility on one number before the broadcast
- Scheduled the campaign for any future date and time as per your requirement
- Detailed MIS and manage campaign facility
- Save and edit campaign for future.

Virtual Numbers



*Engage Your Customer
Via
ShortCode Promotion*

It is primarily targeted to provide interactive/ two-way SMS service to enterprises. There are two categories – **SMS Short Code** and **SMS Long Codes**.

SMS Short codes are 5/6/7digit numbers and **SMS Long Codes** are 10 Digit Mobile Numbers to which mobile users can send text messages, regardless of their telecom service provider. What users get in return is the desired response in seconds. Use the platform for lead generation by displaying SMS short code in ad campaigns, send out information on demand by messaging to the code, carry out SMS-based contest, opinion, feedback, polls, games, quiz, etc.

Key Benefits

- **User-friendly** web interface to manage incoming messages
- **Detailed information** about the incoming message
- **Real-time** reports
- **Access** to online reports
- **Customer response** received via email and SMS
- **Generate automated responses** via a URL call to system
- **Free auto-response** message for all incoming messages
- **Tracking and reporting** of each inquiry sent by end user

Looking forward to work & build a strong & long-term business relationship with you. We assure you of our best price and service in the industry.

Thanking You!!

*Service Tax will be 14%