Marketing Spotlight

2026

CITY &TALENT



City &Talent is a first-of-its-kind digital marketing studio all set to connect brands and talents to provide scalable marketing solutions that accelerate brands' position in the online space.



About

Online competition is getting fierce, and travellers are flooded with choices. Your brand needs to think far beyond the point of sale to provide storytelling experiences that no competitor can replicate.

But that’s just one of the things we love doing at City &Talent.
Our marketing isn't just smart, it's psychological—built on ROI, real emotion, and results that stick.

Our approach covers;
Ideation: We analyse your brand's story, image, and tone to create a unique storyline that represents the brand's essence.
Creating a unique recipe: In our communication, we utilise the most effective channels to convey the message efficiently to target consumers, persuading them to engage emotionally with the brand.
Process: We execute marketing activities that focus on distinct elements, including KPIs, ROI, lead quality, and the brand's message.

The more you get to know us, the more you'll explore. The proof is in the rankings, rave reviews, and lasting partnerships we’ve built along the way with our customers.

Our clients trust us with the high-volume digital creative services we deliver.

*Some of the work is executes with association with synergy partners.



Clients



Clients say

I've to say thank you for sending the Indiimed logo and for this excellent job. I'm very happy with it, and it looks very professional!

- Hagen Fleisch, Indiimed, Germany

Thanks to the team City &Talent for this great report. It's very nice, professionally made, better, and more interesting than any other presentation.

- Michaela Tedsen, Studiosus Incoming, Germany

Overall, the brochure looks brilliant. Kudos to the team. It would not have been possible at all.

- Krishna Wattal, Greaves Tours, India

Undoubtedly, the City &Talent team is a confluence of creative minds. Their clarity of design and understanding of the market we address hugely benefited our business. Our experience with them has been a mutual learning curve to develop the best solutions and designs.

- Shoba Rudhra, Founder Rare India

I want to thank the City &Talent team for the fantastic work done on my website. The team has been kind enough to do this under their Pro Bono scheme with No-Cost support.

- Navendu Parthasarathy, The Hospitalitarian, India

Clients Worldwide

With our sales office in UAE, Operational offices in
& Mumbai, we handle businesses across the globe.



What we do

Explore the true potential of your institution's identity with City & Talent's comprehensive Marketing Services. Experience purpose-built storytelling and meaningful student engagement through tailored, education-focused solutions.

- **Website Development & Management**
- **Social Media Management**
- **Brand Marketing Campaigns**
- **Branding**
- **Visual Communication**
- **Marktech: Business Intelligence & Chatbot**



Services

Website Development

Your website is your brand's first impression. Make it unforgettable!

Your website isn't just a platform—it's your business card, storefront, and customer experience hub. Whether you're building credibility, generating leads, or scaling sales, a strategically designed website makes all the difference.

At City & Talent, we don't just build websites—we create digital experiences that reflect your brand, speak to your audience, and drive action. Through insight-driven UX, modern UI, and strong development practices, we make your site functional, beautiful, and future-ready.



Here's what we bring to the table;

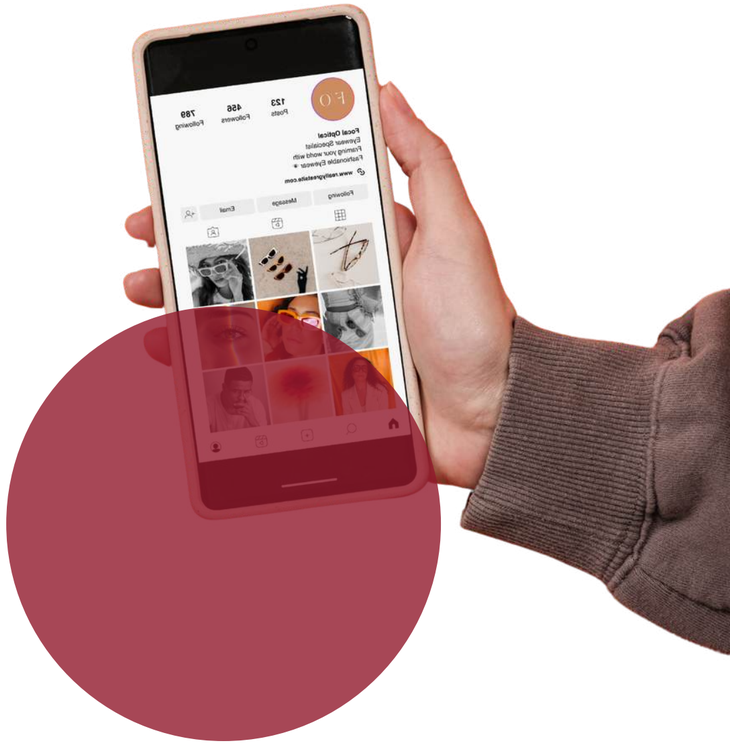
- **Website strategy aligned with your goals**
- **User journey mapping & wireframes**
- **UX & UI design grounded in research and usability**
- **Responsive, SEO-friendly, fast-loading websites**
- **CMS integration (WordPress, Shopify, Webflow, etc.)**
- **Custom web solutions & landing pages**
- **On-page SEO optimisation**
- **Analytics, performance tracking & conversion mapping**

Marketing Campaigns

Every marketing campaign should be considered as a contribution to brand image.

Building brand awareness and converting the target audience into customers are key factors that affect the success of any brand. With marketing material curated through strategic planning, research and execution, you can avoid stressing about your brand reach and conversion rate.

Our team will draft the perfect strategy to help you build a strong brand identity covering the following;
- Key Performance Indicators (KPIs)
- Quantitative (i.e. survey) or Qualitative (i.e. focus groups) assessment of target persona
- Define the user journey from awareness to retention
- Communicating the core characteristic which defines your brand
- Reflecting the unique value-add to make your brand or product attractive to your target



Our Sales & Marketing portfolio

- **Marketing research**
- **Lead generation campaigns**
- **SEO**
- **Social media campaigns**
- **E-mailers & flyers**
- **Newsletters marketing**

Branding

Creating a distinct identity for your brand is a crucial step that decides its future.

Customer perception heavily relies on your branding, making it a complex task to create a story that moves customers and evolves with time.

With our branding service, we attempt to hear your requirements and draft a strategy revolving around brand pillars that empower and align with your vision of establishing a unique identity. We at City &Talent call branding an art, and our prolific team of artists conceptualise and curates your brand's exact picture the way you want it to be!

Our Branding portfolio

- **Brand strategy**
- **Brandbooks**
- **Coffee Table books**
- **Pamphlets/Printable flyers**
- **Standees**
- **ID cards & Visiting cards**
- **Office branding**
- **Booth/stall design**
- **Danglers**
- **Logo**
- **Taglines**
- **Personal branding**



Visual Communication

'You are not merely making something to be perceived when visually communicating; you are fundamentally making something to be thought about.'

Symbolism and imagery have been a part of human civilisation since their inception. Over time, its significance has grown, and brands can now make use of visual communication to effectively convey their ideas, data, products, and more through the digital medium.

After all, what matters is not what you say but how you say it!

Our Visual Communication portfolio

- **Brochures**
- **Survey reports**
- **Culture books**
- **Sales presentations**
- **Social media designs**
- **Digital video creation**
- **Website UI/UX**



Business Intelligence

'Turn Your Data into Decisions. Power It with Intelligence.

Today, data is everywhere—but making sense of it is what drives real business growth. With Business Intelligence tools like Power BI and Power Apps, we help you decode your data, automate workflows, and create smart, scalable systems that unlock value at every level of your business.

Here's how we power your business intelligence:

Data quality improvement - Clean, structure, and elevate your raw data for deeper insights and smarter decision-making.
Data modelling (Simple to Complex) - Transform lifeless data into interactive, visual stories that highlight what's working—and what's not.
Customised Reporting - Generate on-demand reports tailored to your KPIs and business goals with Power BI—no tech wizardry needed.
Interactive BI Dashboards - Dive deep into metrics with intuitive drill-down features, offering unmatched clarity and control.

Chatbots That Speak Your Brand's Language -

- Integrated across web, WhatsApp, and social media.
- Trained on your business FAQs, tone, and workflows
- Qualify leads and support users 24/7



Featured Case Studies - SEO

* The case studies for influencer marketing are in collaboration with out partner agency

Our work

Success Stories

SEO + CRO improvements often provide the quickest win!

Discover how we've empowered countless brands to achieve their maximum potential.

Jaquar GROUP	300+ keywords on 1st page in 3 months
earth rhythm	68% more impressions in 3 months
GoMechanic	50% CTR on competitive keywords
FIREFOX	1400+ keywords on 1st page in 6 months
unstop | Formerly Dare2Compete	51% more traffic in 2 months
GradRight	200% + Impression increase in just 2 Months

*Few of our clients services were provided with our synergy partner companies!

Our work

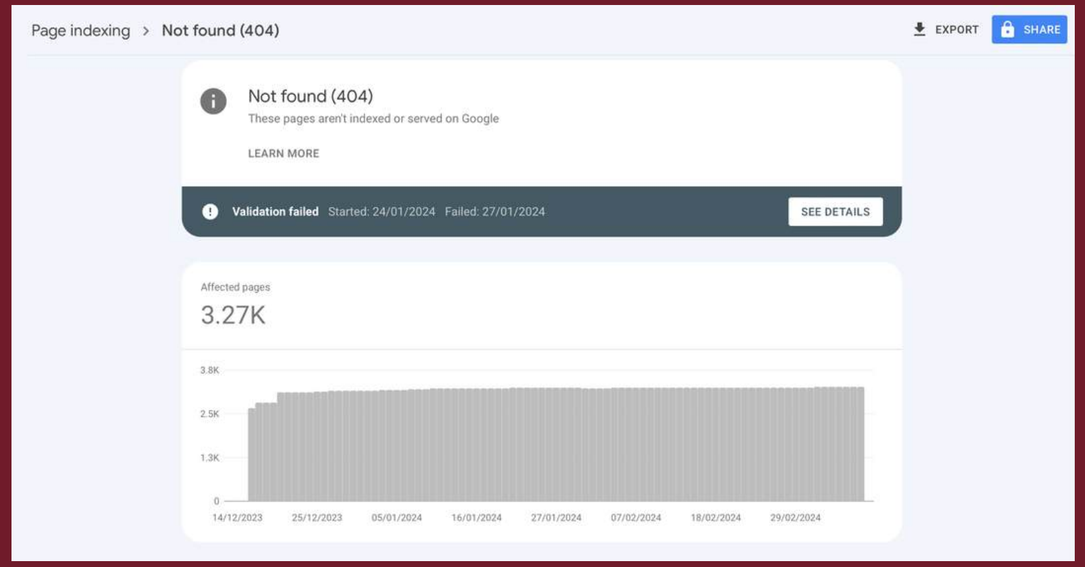
Leading Off-Airport Check-In brand in UAE

Industry: Off-Airport Check-in, Travel, Baggage Transportation
Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO, AI-based SEO

The idea in brief:
A leading off-airport check-in services company providing baggage check-in and transfer services in UAE lost their entire SEO rankings and faced a huge increase in the 404 URLs after their website was infected by malware and wanted to dominate the search rankings again.

The process:
Our SEO experts started by cleaning the entire website, fixing the website structure, de-indexing the compromised pages, revamping the site structure, improving navigation, adding clear CTAs, analysing the competitors and finding the keyword and the content gap. Once the plan was ready, the team initially focussed on ranking the brand-related keywords, then the service-related keywords, and then the generic keywords, including the ones of the competitors.

While generating the content, the team also focussed on fixing the backlink profile by removing the spammy backlinks, generating high-quality backlinks, and providing the relevant content, educating the users on things related to Abu Dhabi while focussing on their services.



SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
2 pages with duplicate meta descriptions What is this and how do I fix it?	View Details →	Moderate	High
2 pages with duplicate <title> tags What is this and how do I fix it?	View Details →	Moderate	High
8 pages are blocked from appearing in search engines What is this and how do I fix it?	View Details →	Moderate	High
2 pages with broken links What is this and how do I fix it?	View Details →	Easy	Medium
12 pages with no meta description What is this and how do I fix it?	View Details →	Moderate	Medium
3 pages returned 4XX status code What is this and how do I fix it?	View Details →	Moderate	Medium
14 pages with a <title> tag that is too long What is this and how do I fix it?	View Details →	Easy	Medium
5 pages with a <title> tag that is too short What is this and how do I fix it?	View Details →	Easy	Medium
24 pages with a poorly formatted URL for SEO What is this and how do I fix it?	View Details →	Easy	Medium

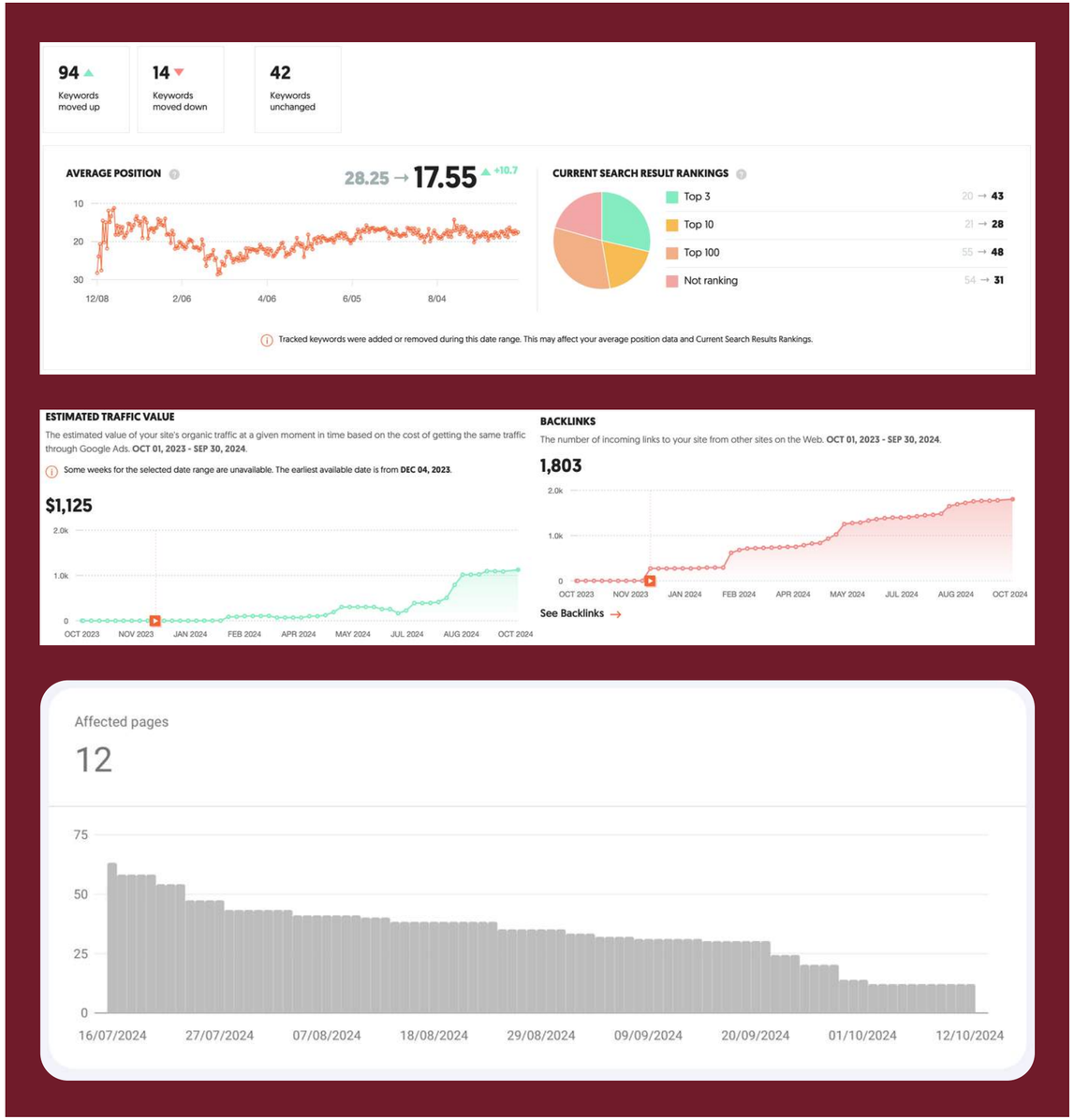
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Leading Off-Airport Check-In brand in UAE

Industry: Off-Airport Check-in, Travel, Baggage Transportation
Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO, AI-based SEO

Outcome:

1. Within merely 03 months, their website started just ranking on from 03 keywords to 64 keywords in the SERP.
2. In the next 03 months, they started ranking on position 01 for 20 keywords (excluding the brand-related keywords)
3. In the next month, they started surpassing big brands like Etihad Airways, etc for the keywords like Abu Dhabi Airport check-in, etc
4. In just 02 months, their content started ranking on the AI-based models like ChatGPT, Google Gemini, etc.
5. Ever since then, the team has been constantly putting efforts on maintaining the rankings by competing with the brands like Abu Dhabi Airport, Etihad Airways, Emirates Airlines, Wizz Air, Egypt Air, etc.
6. Decrease in the number of 404 Errors
7. Increasing the traffic on their website from more than 100% within 6 months.



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Jaquar Lighting

Industry: Hardware and Lighting
Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO, AI-based SEO

The idea in brief:
An offering of the Jaquar Group, Jaquar Lighting provides a complete range of LED solutions for various needs and requirements. The website ranked for only a few branded keywords; the traffic was limited to the home page even though it had many add-before-it product categories and subcategories.

The target:
To increase organic traffic monthly.

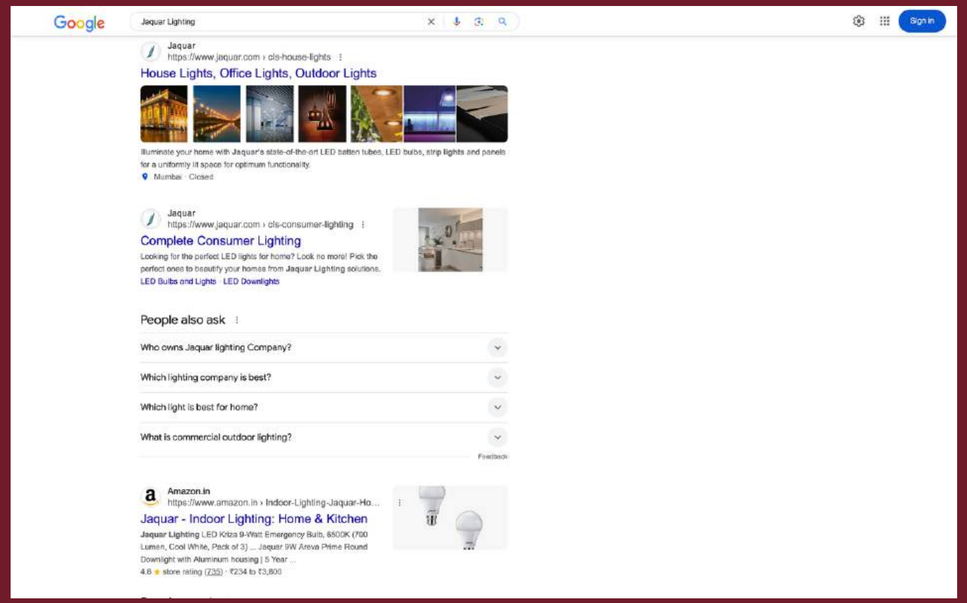
Strategy:
The website ranked mostly for branded keywords, with only 30 keywords on the first page of Google. The website has multiple categories and subcategories, yet the users only landed on the home page for non-branded keywords.

The ongoing strategy was to add backlinks and wait for the website to rank. However, to achieve our goal, we changed the strategy completely and focused more on the website landing pages.

We focused solely on non-branded keywords as we started adding relevant content on landing pages so that the search engines could understand the landing page. During this activity, we were considerably active on SEO tools like - SEMrush and Google Search Console to see what was working and where we needed to make more efforts.

Results:
This activity helped push the keywords to the 1st page, whereas earlier, they ranked on the 2nd or 3rd pages and even beyond.

Regarding keywords on the first page, the website got ranked for 300+ keywords on the first page in 6 months, most of which were from non-branded buckets.



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Fertility World

Industry: IVF services
Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO

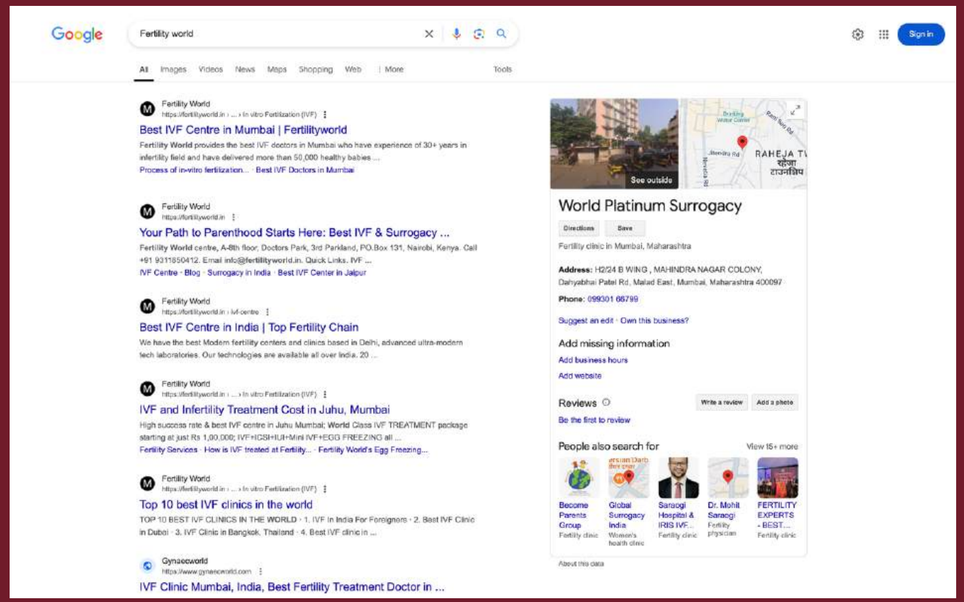
The idea in brief:
Fertility World offers Fertility-related services such as safe surrogacy, advanced genetic screenings and the most cutting-edge in vitro fertilization (IVF) technology. With a network of 300 + IVF clinics located in India, Ukraine, Georgia, Mexico, Nepal, Bangladesh, USA, UK, Kenya and Colombia. They were getting a considerable amount of web traffic but were not ranking on any non-branded keywords.

The target:
Rank on the first page of search engine for non-branded keywords, but with an emphasis on targeting surrogacy-related phrases and with high search volume and competition.

Strategy:
Instead of targeting multiple keywords from one page, we started with market research and opportunity sizing to understand the reach that our IVF and surrogacy brand could potentially have. Then, we worked to optimize the rate of audience concentration, like in Delhi, Mumbai, Gurgaon, Pune, and Kolkata, while utilizing the resources available, such as the buzz created by blogs. As this brand comes under the YMYL category, we develop our content around E.A.T, which helps improve visibility.

Results:
Within 4 months, we ranked on the 1st page of Google with +450% Organic users and a 266% hike in total clicks.

Keywords like – Surrogacy cost in India, Cost of IVF in UAE, IVF cost in Nepal, and IVF price in Sri Lanka were ranked on the 1st page of Google.



*Few of our clients services were provided with our synergy partner companies!

Firefox Bikes

Industry: E-Commerce
Service: Technical SEO, On-page SEO, Off-page SEO

The idea in brief:
Firefox is India's most loved and desired premium bike brand. With a wide range of bikes suitable for everyone and every need, they cater to diverse preferences for riders of all levels to offer an unparalleled riding experience

The target:
To competing with its parent brand – Hero Cycles and Identifying and resolving multiple SEO issues on the website.

Strategy:
Technical SEO: Conducted a technical audit of the website to pinpoint SEO issues and promptly resolved the same.

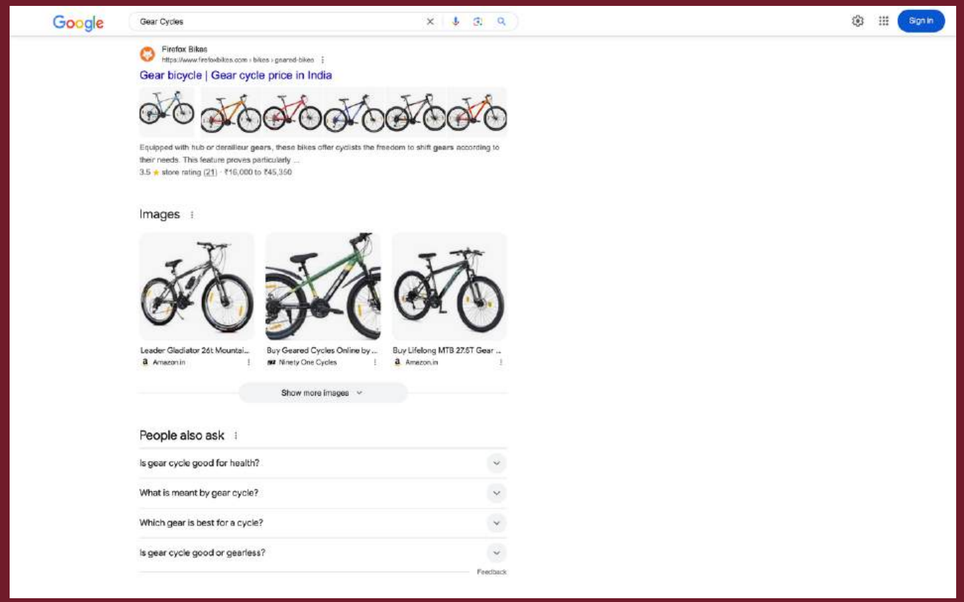
On-page SEO: Optimized meta tags, optimized footer content, created blogs with high ranking keywords.

Off-page SEO: Bolstered website authority through backlink building.

Analysis: Conducted competitor analysis to understand strategies employed by Firefox competitors

Results:
1800+ Keywords on 1st Page

Within 6 months, the brand secured first-page ranking on search engines for most of its desired keywords, such as Mountain Bikes, Hybrid Bikes, Gear Cycles, and Kids' Bikes.



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Hamdard

Industry: Skincare
Service: Technical SEO, On-page SEO, Off-page SEO

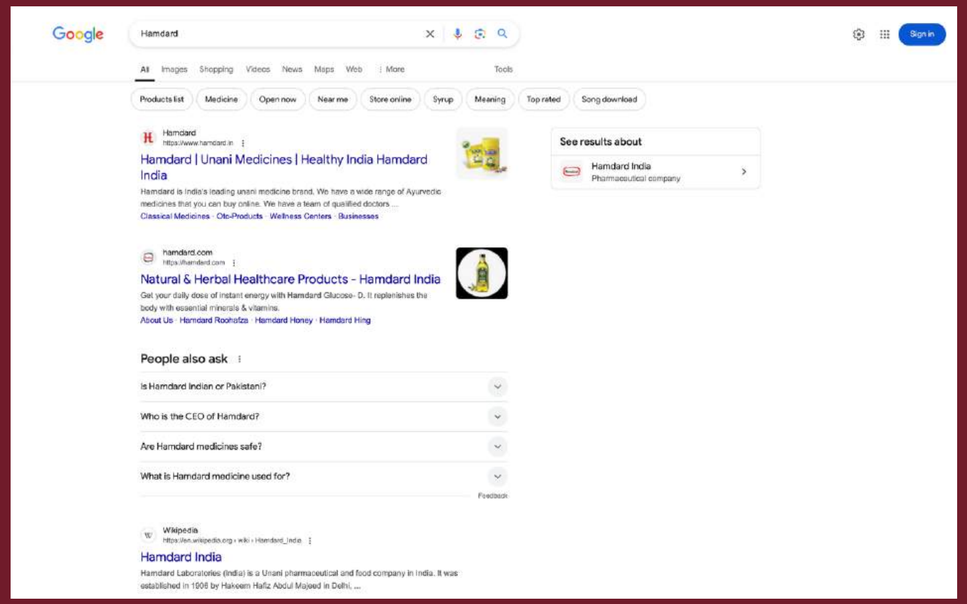
The idea in brief:
Hamdard is one of the leading brands in Unani and herbal medicines with a vision of making quality healthcare an affordable and accessible reality throughout the world. Their challenge was Fixing technical errors, content quality improvement and analysis of the site's visibility on non-branded keywords with search engine indexing.

The target:
To increase organic traffic and website visibility.

Strategy:
At first, we fixed all of the technical errors such as 404 errors, invalid code, mixing alt tag, duplicate meta, canonical and other issues on the website. We began conducting research into the market as well as size estimation, based on which new landing page and content requirements were suggested to the client. Performed keyword research based on top-performing products, non-branded keywords and Google trend data and later, further activities were aligned based on improving the visibility of selected keywords.

Results:
When it comes to keywords on the first page, the website got ranked for 700+ keywords in 4 months, and the majority of them were from non-branded buckets with increase in organic users by 14%.

Within a period of 4 months, clicks increased from 71,000 to 81,000 clicks



*Few of our clients services were provided with our synergy partner companies!

Featured Case Studies - Branding

Our work

Studiosus

Industry: Travel Agency, Germany
Service: Brochure, Survey Reports

The idea in brief:
Studiosus Incoming, a German Travel Agency, tasked us with running a campaign to highlight "Best of Europe" for Indian tour operators. We surveyed over 100 Indian travel agents and their staff, sharing the findings in a visually engaging digital report sent to 2000+ Indian outbound tour operators.

The process:
We created a visually-centric survey report using infographics, supporting images, and eye-catching fonts and colours. This approach made the data-heavy content easy to read, understand, and visually appealing.

Outcome:
This interesting survey report was made to excitereaders with simple infographics and pictorial representations and facts in easy-to-understand formats.

Important Stats

- Survey report sent to over 2000+ Indian outbound tour operators in a newsletter campaign.
- The newsletter open rate was 43% with over 570 downloads.







Studiosus
Incoming

France
Switzerland
Italy
Germany
Austria
Hungary

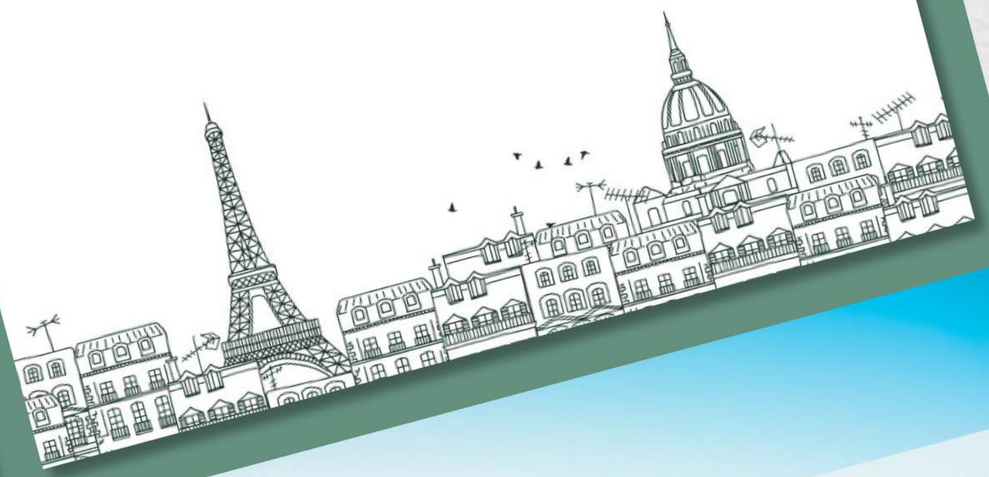
A sizable group of customers choose
destinations, heritage, unmatched architecture
cuisine. With every new city, the surroundings change,
the cuisine changes, and attractions change, but what remains the
the charm of this vibrant country, making it a "must-visit" destination for every
passionate traveller.

50% love Europe for its locations.

Studiosus
Incoming

EUROPE IS ALWAYS A GOOD IDEA...

Survey report 2022







57.5% think that Switzerland is the top destination in demand

100% think that April to September is the most active time of the year when their customers prefer to visit Europe

42.5% Customers believe that exotic European locations are better than any other destinations of the world

92.5% of the queries are for travellers of an average age ranging from 40 to 55 years

80% of the customers are excited to set off on family trips after the international border gets fully open

97.5% think that vacations are the top reasons for family holidays

62.5% customers take more to month or more to finalise their trip

70% of customers enquire about the general information about the covid-19 status in Europe

87.5% consider annual holidays as their preferred travel option for special occasions

70% think that complexities concerning Excise v... DMC to travel to ...

Studiosus
Incoming

Why Switzerland tops the bucket list?

1.There is no better place to fall in love with than Switzerland.

2. This beautiful European country is a paradise for perfect honeymoons and family trips.

3. Serene lakes, jaw-dropping natural landscapes, finger-licking cuisine, and warm hospitality make Switzerland an alpine gem of Europe- making it always first!

4. Bollywood calling!



PONDING TO FUTURE
TRAVEL TRENDS

Do you prefer stylish shopping in Munich's exclusive Maximilianstraße? Or bustling for bargains of international fashion labels at one of the big outlet centres? Or going on a fast drive without a speed limit on the Autobahn in an exclusive German car? Or walk around in the high-streets of Paris?

We bring beyond the ordinary and design some tailor-made experiences to make European travel experience magical.



Europe is all set to welcome you back...

Are you?

Indiimed

Industry: Healthcare, Germany
Service: Corporate Logo Design

The idea in brief:
Indiimed is a German-based recruitment company providing jobs to Indian nursing staff into the German labour market. Indiimed wanted to establish its online presence to penetrate the healthcare sector, which needed a "logo" that resonated with the brand's identity.

The process:
Our designers started with curating logo guidelines. While working on the design, we combined three aspects to produce the final logo: the conventional "medical" cross in an abstract way, a person raising hands to depict zeal and continental outreach. We termed it "compassionate care".

Outcome:
Within the same logo, we could convey three different identities associated with the healthcare without using standard symbols and fonts in a generic sense.

What our client says...

I've to say thank you for sending the Indiimed logo and this excellent job, I'm very happy with it and it looks very professional!
- Hagen Fleisch, Indiimed, Germany





Indiimed



Indiimed

03/07

Meaning of the different elements of the logo



The logo of typical **"Health"** symbol represented in an abstract way



A depiction of an **figure** or **human entity** with hands in the air, showing zeal



Direction symbols depicting **continental outreach** and **network**

Indiimed

Indiimed logo specifications.

Do not attempt to make any unnecessary modifications to the logo and only use the original file formats of the logo variants.



Do not eliminate any elements from the logo



Indiimed

Avoid adding any extra elements to the logo



Indiimed

Do not stretch the logo



Indiimed

Do not add stroke



Indiimed

Only use appropriate logo colours



Indiimed

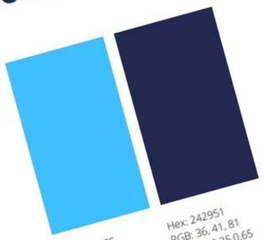
Do not use shadows

Indiimed Logo Guidelines

05/07

Indiimed

Indiimed colour specifications.



Hex: 40BFFF
RGB: 64, 191, 255
CMYK: 75,25,0,0

Hex: 242951
RGB: 36, 41, 81
CMYK: 70,35,0,65

Meaning of the different elements of the logo



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Direction symbols depicting **continental outreach** and **network**

Meaning of the different elements of the logo



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A depiction of an **figure** or **human entity** with hands in the air, showing zeal

Ambika Nivas Palace

Industry: Hotel
Service: Logo and Brandbook Design

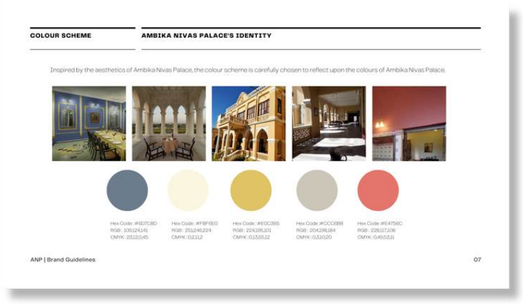
The idea in brief:
Ambika Nivas Palace, a heritage hotel, was looking for a way to highlight its luxury aspects while preserving its royal aesthetics. We pitched the thought of designing their brandbook with a concept from once being a royal residence to becoming a premium heritage stay.

The process:
While designing the brandbook, our team primarily focused on minute details and drew inspiration from the hotel's physical aesthetics with its ubiquitous swirls.We used commonly identifiable symbols like the gold colour and incorporated horses in our design as they are widely associated with regal palaces and an important member of the royal families.

Outcome:
The outcome was an elegant, intriguing brandbook with seemingly simplistic design elements placed comprehensively. This project delivered the historical value of Ambika Nivas Palace through the digital medium, creating a buzz among travellers looking for a luxurious heritage stay option.

***Relaunch soon!**

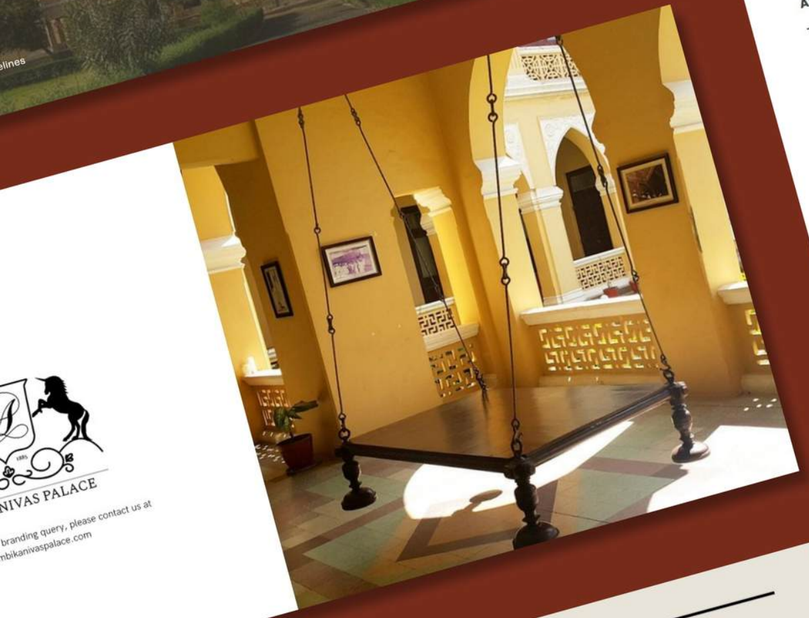








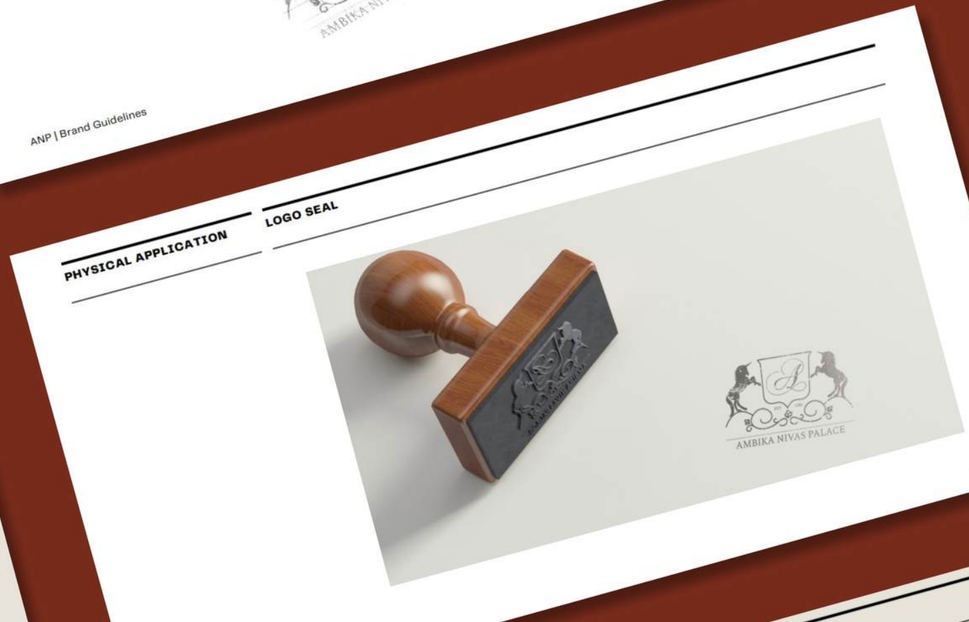

TORY
ate in Kathiawar, Gujarat, is expressly recognised for its hospitality since the
gacy is quite apparent at Ambika Niwas Palace. Once an ancestral palace, the
d into a heritage hotel by the current Thakore Saheb of Mull.
otel offers a world-class heritage experience and international standards of
erience the royal way of living surrounded by a community famous for its amiable
lines


NIVAS PALACE
branding query, please contact us at
mbikanivaspalace.com

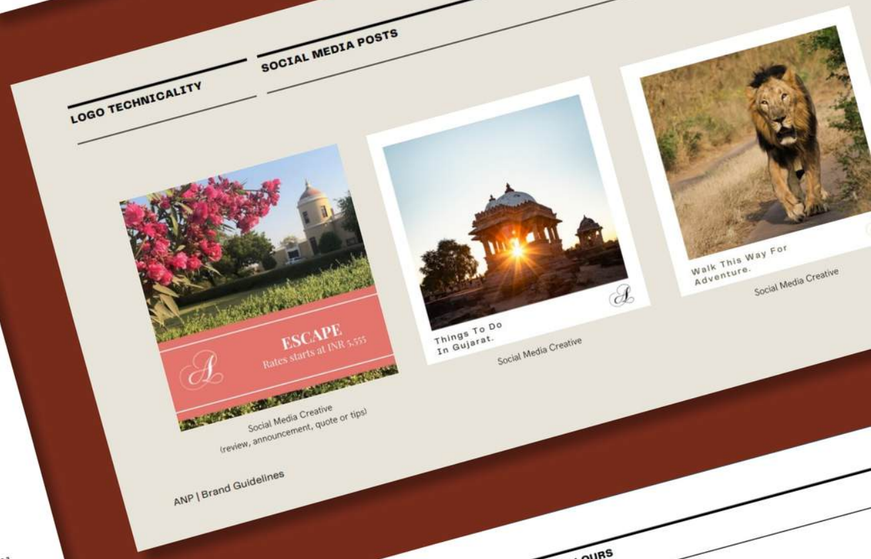

O APPLICATIONS
HOTEL VISITING CARD
AMBIKA NIVAS PALACE

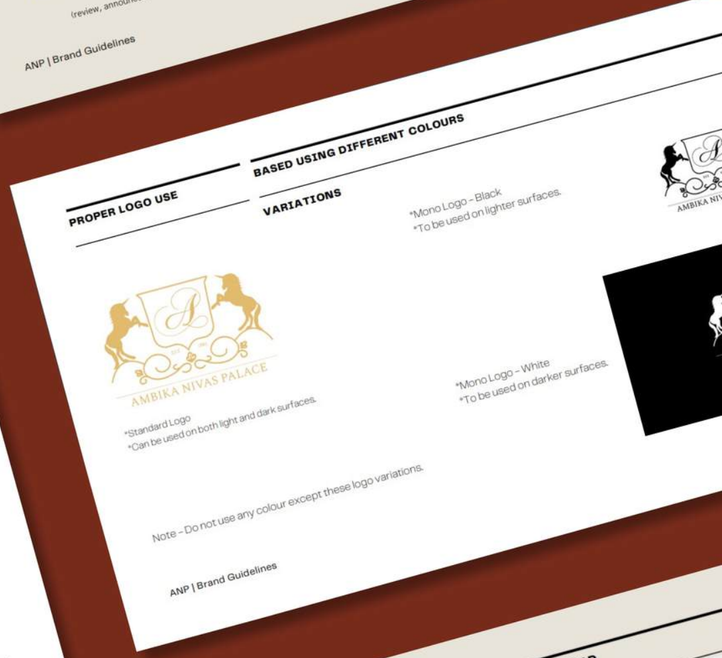

AMBIKA NIVAS PALACE - WHO WE ARE
Royal weddings, grand occasions, yoga in serenity, and an ideal family getaway!
We are for everyone who wishes to celebrate the heritage of Gujarat by staying with us.
All our visitors receive overwhelming treatment to savour all the rustic experiences with a traditional touch.
Explore the most profound endeavours to discover priceless happiness.


AMBIKA NIVAS PALACE
THE STORY OF LOGO MAKING
Laying out the blueprint of the design idea on the paper – the traces were drawn precisely, keeping in mind all the inspirations.
The final logo of Ambika Nivas Palace stands as a symbol of its personality, intent and all that it offers. It is a complete package of royalty with elegance.
AMBIKA NIVAS PALACE
ANP | Brand Guidelines
11


PHYSICAL APPLICATION
LOGO SEAL
AMBIKA NIVAS PALACE
25


NEWSLETTER
ANP | Brand Guidelines


LOGO TECHNICALITY
SOCIAL MEDIA POSTS
ESCAPE
Rates starts at INR 5,555
Social Media Creative
(review, announcement, quote or tips)
Things To Do
In Gujarat.
Social Media Creative
Walk This Way For
Adventure.
Social Media Creative
ANP | Brand Guidelines


PROPER LOGO USE
BASED USING DIFFERENT COLOURS
VARIATIONS
*Mono Logo - Black
*To be used on lighter surfaces.
AMBIKA NIVAS PALACE
*Standard Logo
*Can be used on both light and dark surfaces.
*Mono Logo - White
*To be used on darker surfaces.
Note - Do not use any colour except these logo variations.
ANP | Brand Guidelines


PHYSICAL APPLICATION
ENVELOPE AND LETTERHEAD

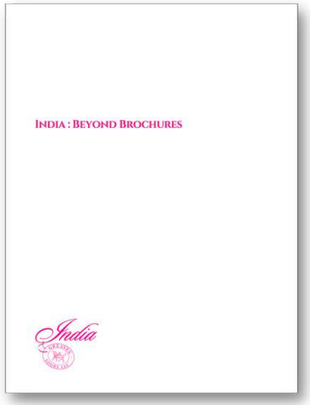
Greaves Travel

Industry: Travel
Service: Company Brochure

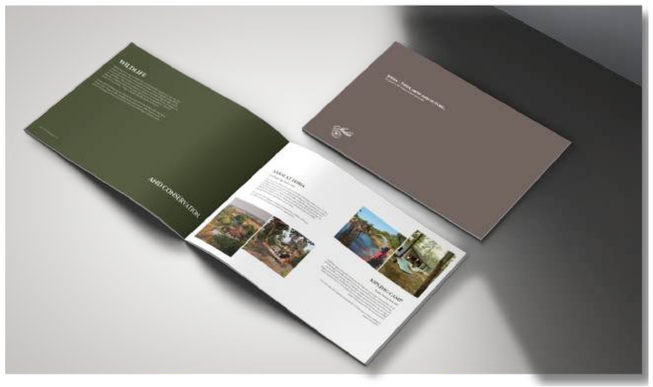
The idea in brief:
Greaves Tours, a premier India-based DMC curating innovative travel experiences in the Indian Subcontinent, required an unconventional brochure highlighting its magnificent collection of boutique and immersive properties.

The process:
Based on an atypical strategy that aligns with the brochure tagline- 'beyond brochures', we used subtle design elements that complement the brand's values. We used custom colour palettes and understated images of the properties to retain the luxurious brand narrative.

Outcome:
The non-standard brochure simulating a book's layout with subtle yet impressionable visuals was nothing less than a visual treat. The brochure was made accessible through a QR code to be read on the go, adding an element of interaction through technology!







RIVER JOURNEYS.

PUBLISHED BY
GREAVES TRAVEL (I) PVT LTD.

Tel: (800) 748 3801
Email: sales@greavesindia.com
www.GreavesIndia.com

High Altitude Deserts
TUTC Thiksey & Diskit: www.tutc.com
Stok Palace Heritage Hotel: www.stokpalaceheritage.com
The Grand Dragon Ladakh: www.thegranddragonladakh.com

India
GREAVES TRAVEL

Scan here to download "India - Beyond Brochures"



THE MALABAR HOUSE

Kochi, Kerala

Designed to the last detail, The Malabar House effortlessly combines the old and new. All 17 rooms & suites blend traditional and contemporary design. The feel is small, cozy, and personal, a heaven amidst this vibrant yet historical fabric. Its history dates back to 1743, when Jan Herman Claasing, a Dutch, bought the property from Mathew Henrich Boyls. Subsequently owned by spice traders, tea traders & bankers, in 1997 it became Fort Cochin's first boutique heritage hotel.

The Malabar House is more than a highly designed heritage hotel. It is an art hotel with a carefully curated collection highlighting Kerala's composite culture as a passage between East & West.



WILDLIFE

Indian forests are special. While they are hotspots for biodiversity, they are also unique ecosystems where communities continue to live alongside, living off the forest produce and continue to celebrate forests and their beings through rituals, art, and folklore. The perfect program to explore central India forests can begin via Mumbai or Delhi through to four of the most important and diverse National Parks of Central India – Satpura, Kanha, Bandhavgarh, and Panna.

Kanha and Bandhavgarh have long been promoted as key habitats for the Royal Bengal Tiger. Satpura offers multiple forest experiences, while Panna is now famous for being the first national park with a successful tiger relocation story.

AND CONSERVATION.



CONTENT

02 India : Beyond Brochures Introduction
04 Wildlife and Conservation Exploring Indian Forests
08 Story of Bengal Immersions in India's Ease
13 Iconic Rivers Journeys River Cruising on the Brahmaputra
16 Rajasthan Exclusive India Tourism's Celebrity State
23 True South Almost Another Country
27 High Altitude Deserts Of Moonscapes & Monasteries
32 Sustainability and Greaves Tours Conscious Travel
33 Information Contact Us



ABN CHARAIDEW

Brahmaputra, Assam

ABN Brahmaputra cruises feature visits and village walks, visits to tea gardens, exploring barbecues on deserted river islands, dance workshops. ABN Charaidew II is the latest reflects a sense of homecoming to Assam to life by traditional Assamese designs o extra-shallow draught and a lower pro cruise future.

All standard cabins on ABN Charaid deluxe cabins have private balconies



HIGH



ITINERARY

ALMOST ANOTHER COUNTRY

There are many curations that we have for the south, one of our favourites is to combine the south and north Kerala as one journey. Exploring Fort Cochin while staying at the Malabar House is ideal as heritage, and the backwaters are a walk or a short drive away.

Windermere Estate in the Munnar Hills is the base for many interesting treks, while the River House by the Periyar is close to the Thattekad Bird Sanctuary.

A short flight to Calicut places you in North Kerala, where Neeleshwar Heemitage, an ocean-side retreat that is also a window to some of the erstwhile traditions of the Malabar region, and a short drive into misty Wayanad known for its cardamom, pepper and coffee plantations.

A stay at Pepper Trail is the kind of relaxing note you would want to end your holiday.

POINTS FOR PLANNING

Travel period: Best from Oct to March
Travel duration: 07-14 night programs
Perfect for: Small groups and independent travellers

*Itinerary subject to change
*Contact our destination expert to get more details







SUSTAINABILITY AND GREAVES TOURS LLC

There is no planet B. The planet is at stake, and we are concerned. The imbalance between have- too-much and have-nothing strikes right at our hearts. Familiar rituals and rich traditions that touch our collective consciousness seem to fade at an alarming rate. As a race, as we focus more and more on our personal well-being, we seem to lose sight of the fact that the planet is a victim of our excesses, and we foolishly seek wellness on an ailing planet.

At Greaves, while we are concerned, we also believe that each of us can make a change. In fact, travel done right could be a game-changer both for the people and the planet. Hence it is with renewed commitment, our post-pandemic strategy will focus on key areas of programming, operations, marketing, and communications but through the rigorous prism of sustainable and mindful travel.

Our first step as a global team is to reach ourselves about what is going on, what is over the tipping point, and what can we do as individuals, as a company, and as an industry. Our teams are reworking their hotel choices and operations to include destinations unmired by the rush of unmanaged tourism, choosing smaller destinations with authentic experiences that reflect people and places and their social, cultural, and environmental perspectives. Conservation-based lodges, repurposed heritage buildings, surviving crafts, arts, textiles, performing traditions, wildlife conservation, and nature is now a large part of the story of the subcontinent we bring to you, slowly.

In short, every experience, hotel, and destination that places people and the planet first will be a part of our curated program for India and the sub-continent. All this without compromising on style and luxury, service and perfection, we have always prided on being Greaves' longstanding philosophy.

Greaves Tours LLC

RAJASTHAN

Rajasthan is India's quintessential celebrity state. It's romance is timeless enticing travellers in awe of its erstwhile royalty, many of them owner hoteliers of some of the unique fort and palace hotels. Hospitality and luxury come naturally to the people who make the most of the state's signature cuisine and

Featured Case Studies - Ads & Campaigns

Our work

Meraki Diaries

Industry: All Women Travel, India
Service: Women's Day Campaign, Social Media, Paid Ads

The idea in brief:
Our idea was to imprint the brand image of Meraki into the audience's mind through a unique social media campaign strategy that enhanced Meraki's visibility on Instagram.

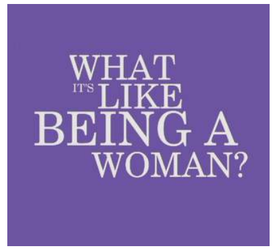
The process:
Aligning with the need to be woke, brands often use facades to persuade short-term conversion. In collaboration with a by-women, for-women travel management brand; we designed a purposeful marketing campaign to honour womanhood while increasing the brand's recall value. To ensure that our impactful message truly stood out on our audience's timelines, we devised a strategy to keep our audience engaged with regular posts spread throughout the day on International Women's Day.

It involved posting reels on Instagram featuring women travellers whom they call the 'Meraki Tribe' expressing their authentic take on being a woman while on a trip.

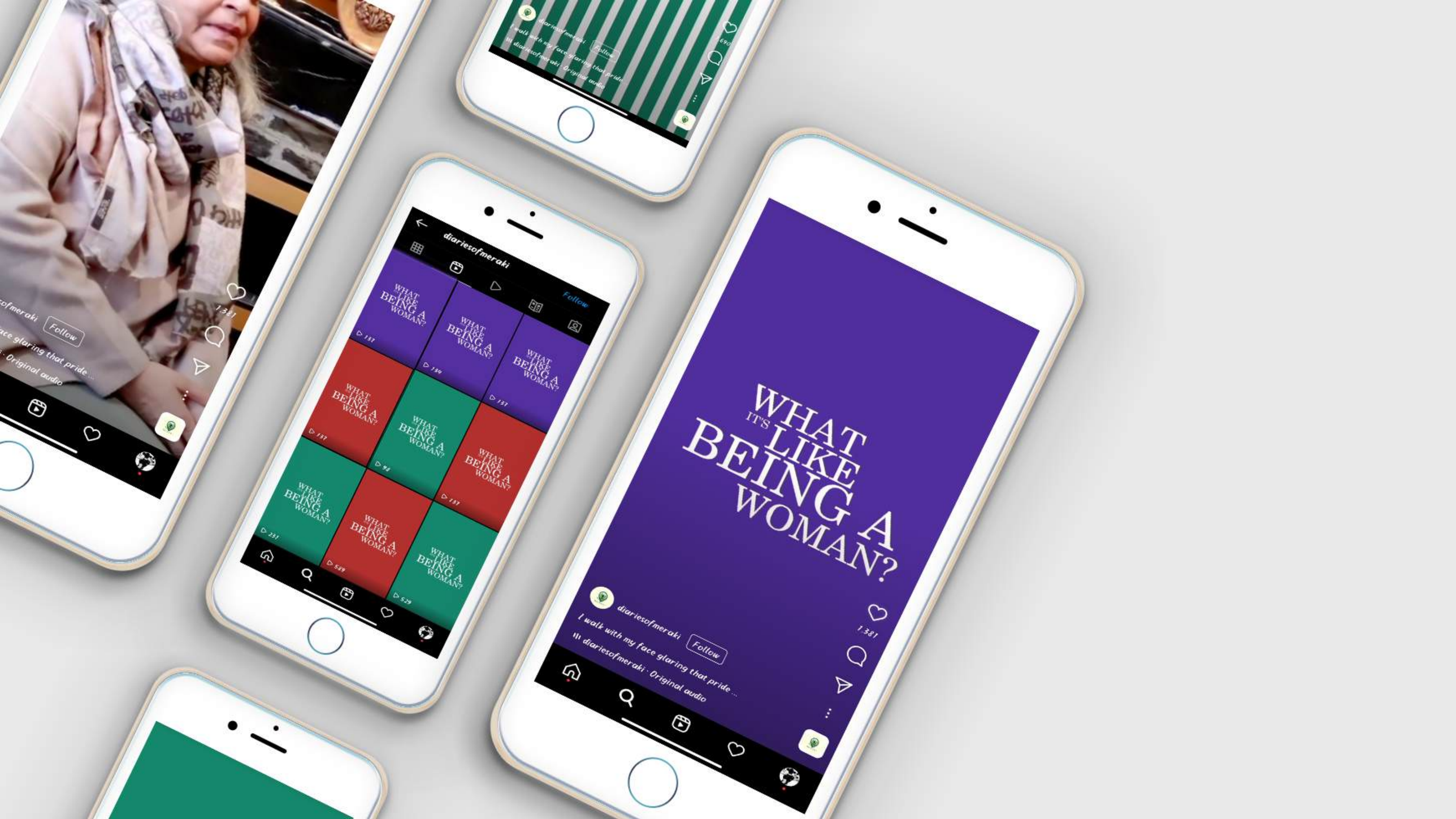
Outcome:
The campaign fostered inclusivity in the community and initiated an open discussion about members' shared yet diverse experiences instead of running a standard, impactless campaign with run-of-the-mill designs and illustrations. Meraki's Instagram page saw good interaction.

Important Stats

★ Overall, the campaign exceeded its targets, delivering 36% higher reach and 2.5X more engagements than planned and provided the brand with additional followers.






diariesofmeraki
Follow
WHAT IT'S LIKE BEING A WOMAN?
diariesofmeraki
Follow
I walk with my face glaring that pride ...
diariesofmeraki · Original audio
1,381

Pedal for our heroes - Atalian India

Industry: Facility Management, India
Service: Social Impact Campaign, Online Campaign

The idea in brief:
As an impact-focused company, Atalian was looking for opportunities to express gratitude to the facility management heroes through a unique bicycle campaign in Karnataka. They needed ideas to cover different cities and meet the facility management heroes, suggestions on slogans and taglines, and a social media strategy to create online hype throughout the bicycle campaign.

The process:
Offering marketing support, our team planned the entire strategy from inception to execution. We provided services wider than just the digital medium.
Our campaign strategy comprised creatives and captions to post daily updates and facilitate massive outreach of the bicycle campaign. Not just this, our skilled designers also contributed unique physical designs for the jerseys and wristbands for the campaign.

Outcome:
The campaign was a great success. As a result, Atalian India's Instagram page received good interaction throughout the bicycle campaign and saw a significant increase in followers.

Important Stats

★ The entire campaign was perceived as a noble initiative by all the frontline workers at various facilities, which promoted organisation's social causes and mission.



Day 9

#PedalForOurHeroes

Saluting facility management staff

Bangalore

ATALIAN
GLOBAL SERVICES



ATALIAN
GLOBAL SERVICES



#PedalForOurHeroes



#PedalForOurHeroes

Saluting facility management staff

Atalian Global Services India appreciates the contribution of the facility management staff to the safe and hygienic environment for enterprises.



ATALIAN
GLOBAL SERVICES



atalian-global-services-india
ataliannindia
Ataliannindia

ATA
GLOBAL

#PedalForOurHeroes

Saluting Facility Management Staff

Airport in the City - OACIS Italy Campaign

Industry: Airport Services
Service: OACIS Italy Brand Launch

The idea in brief:
The "Airport in the City" launch aims to introduce OACIS as the go-to off-airport baggage service provider in Rome, offering convenient luggage transfer services from Stazione Termini to FCO airport for travellers flying with ITA airline.

The process:
The brand launch seeks to increase brand awareness, generate engagement, and ultimately drive bookings for OACIS' services. We focused mainly onto the services including:

- Website Launch
- Marketing Campaign for Brand Awareness and engagement
- Social Media (Meta, Insta and LinkedIn) Management
- Creative Design Support for on-site displays and advertisements

Outcome:
We used catchy phrases and vibrant colours as shown in the given creatives, that attracts the tourists to take these baggage services related to airport check-in and highlight that if you're flying out of the FCO Airport with ITA Airways, get your baggage check-in done at Roma Termini with OACIS.







OACIS.
Off Airport Check In Solutions
ITALY

SMOOTH CHECK-IN GUARANTEED

Drop your bags at our Roma Termini centre, get your boarding pass, and travel bag-free to the airport.



In Partnership with

ADR AEROPORTI DI ROMA ITA AIRWAYS



















Featured Case Studies - UI/UX & Website

Our work

Dhyaana Farms - UI/UX & Website

Industry: Hotel
Service: Website Revamp

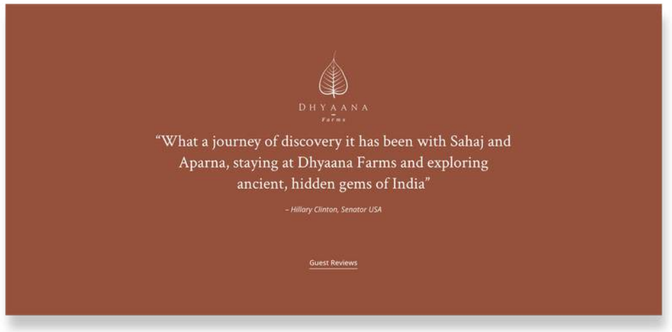
The idea in brief:
Dhyaana Farms wanted to upscale its brand perception among the conscious luxury travellers for slow life and sustainable farm stays. Their request was to revamp the website and make it refined and minimalist.

The process:
After identifying its niche and exclusive offerings, our designers created an ideal layout for their website. We focused on building a minimalistic, easy-to-navigate platform using a nature-themed colour palette aligned with their farm experience.

Outcome:
Drawing inspiration from their mission of being an exclusive experience in the conscious travel space, we successfully redesigned their website to allow a clear depiction of the brand's identity. The new website version offered enhanced accessibility, impact, and engagement.

What our client says...

We have been delighted with our new website! It looks attractive, narrates our story, and provide a deeper peep into our offerings. Aash and the team handled things very efficiently. I personally want to thank them and recommend City &Talent to anyone looking for website design or marketing work!
- Aparna Phalnikar, Founder - Dhyaana Farms





MARIGOLD

Welcome to Marigold, our one-of-a-kind in-house restaurant where every meal is thoughtfully curated, featuring ingredients handpicked from our organic farms.

Inspired by the beautiful marigold flower, a symbol of joy and positivity, our restaurant is a celebration of farm-to-table dining and the region's authentic flavours.

Dine in a setting that showcases the soul of the farm—warm, welcoming, and beautifully simple. Enjoy a hearty breakfast by dew-kissed fields, a leisurely lunch bathed in golden sunlight, or a cosy dinner under a blanket of stars. At Marigold, every meal feels as unique as the flavours you savour.

Private Dinners
Share meaningful moments with loved ones as our chefs prepare a fresh, organic menu that reflects your taste and the essence of our tranquil surroundings.

Create your own masterpieces
Allow us to craft a personalised dining experience inspired by fresh and organic ingredients. Our chef will introduce you to your customised menu, "The Garden Feast," while our host and connoisseur will guide you through a curated selection for your special occasion, ensuring every dish reflects your unique taste and creativity.

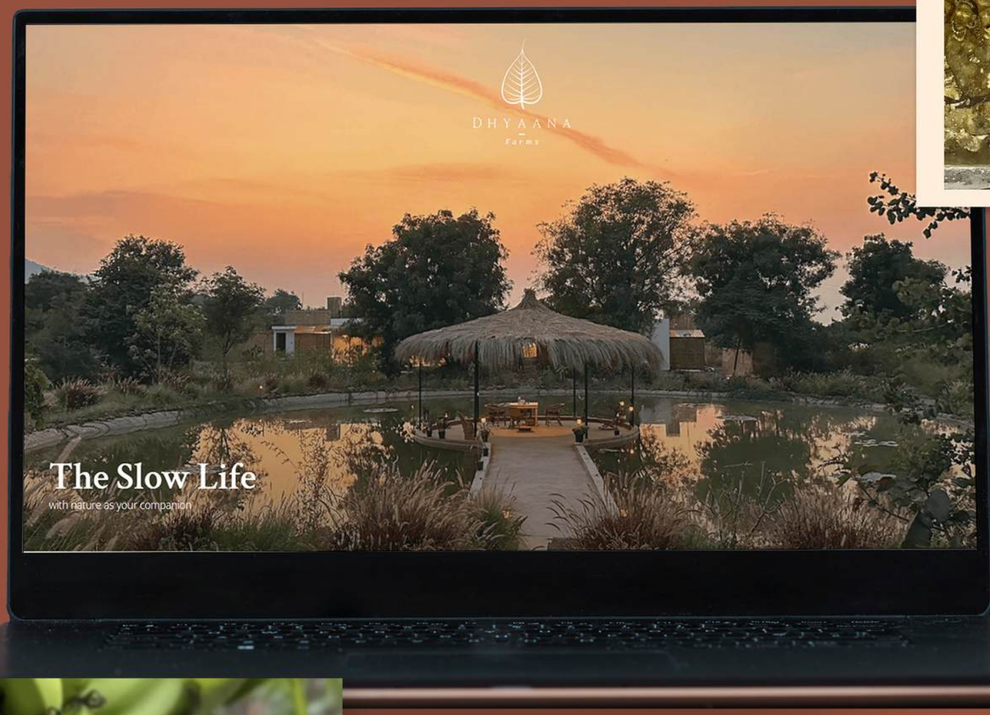
Opening Hours
Marigold is open to in-house guests from 8am to 10pm.

Intimate Dining

Picture a table set under the open sky, the soft rustle of leaves, and the aroma of fresh, seasonal dishes. Intimate dining here isn't just a meal—it's a sweet tale of food, nature, and togetherness aligned with your special interests.



Beneath the open sky, in the glow of soft lights and nature's charm, discover a dinner made unforgettable.





"One of the first conditions of happiness is that the link between man and nature shall not be broken."
– Leo Tolstoy



A visual escape into the world of Dhyaana! Discover the beauty of our surroundings, heartfelt experiences, and the simple, soulful moments that make this place so unique.

Stay Dining Experiences Private Gathering & Celebrations













Activities & Excursions

Join us for magical experiences, from sunrise by the lakeside to quiet walks under ancient trees. Whether exploring Ellora's wonders or simply enjoying a picnic excursion, we invite you to make this journey your own.

We are eager to introduce you to the inspiring world around Dhyaana Farms. Get ready to discover the character of Aurangabad, the richness of Ajanta & Ellora, and the rural charm of nearby farms and villages.

Adhitrum Homes

Industry: Real Estate, India
Service: Website Development

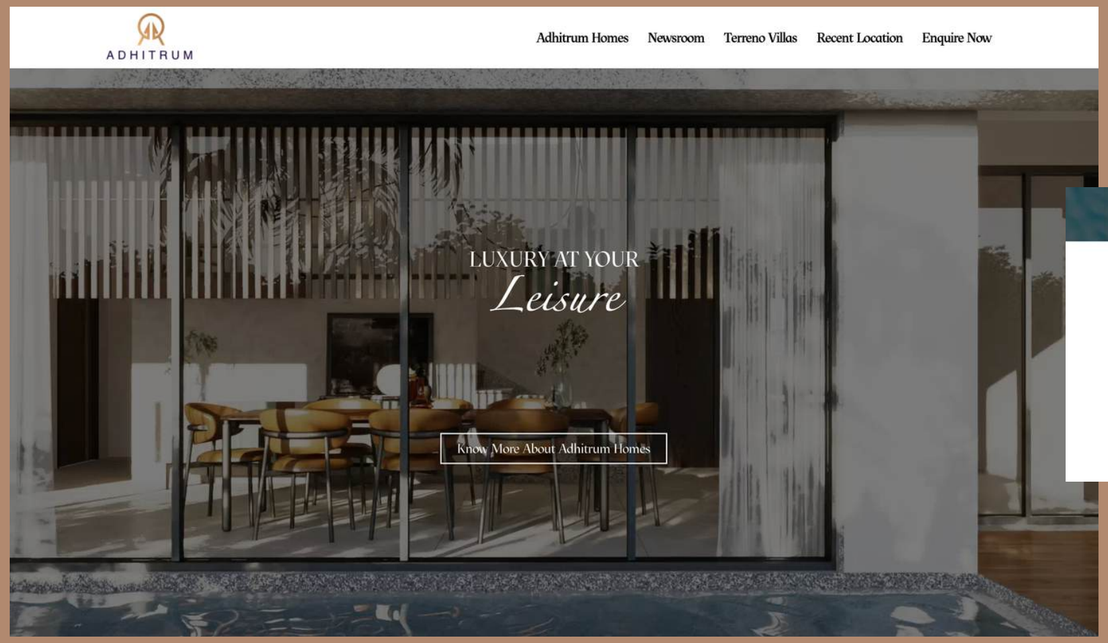
The idea in brief:
Adhitrum Homes wanted to create an attractive website for the launch of new properties in Goa and other states in India. The brand was conscious of the brand tone and the animations used on the website. The new website should be ideal for all age groups of audiences and still look modern so that the users can have a good experience and knowledge about the brand's offerings.

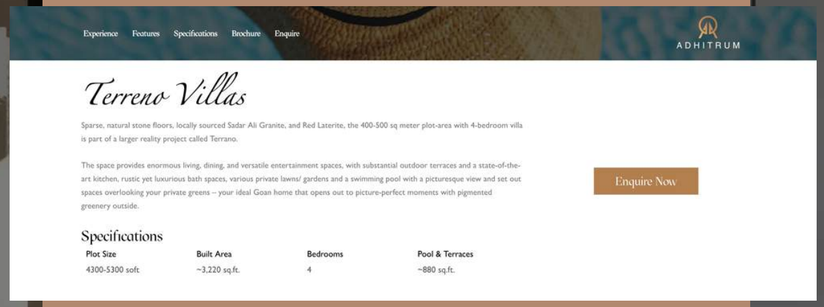
The process:
Designing the webpage for Adhitrum Homes took a lot of efforts. Our designers worked and tried 20+ animations + effects combination on the website. With the right set of brand guidelines, we were able to make a smooth, fast, and a responsive website for the brand.

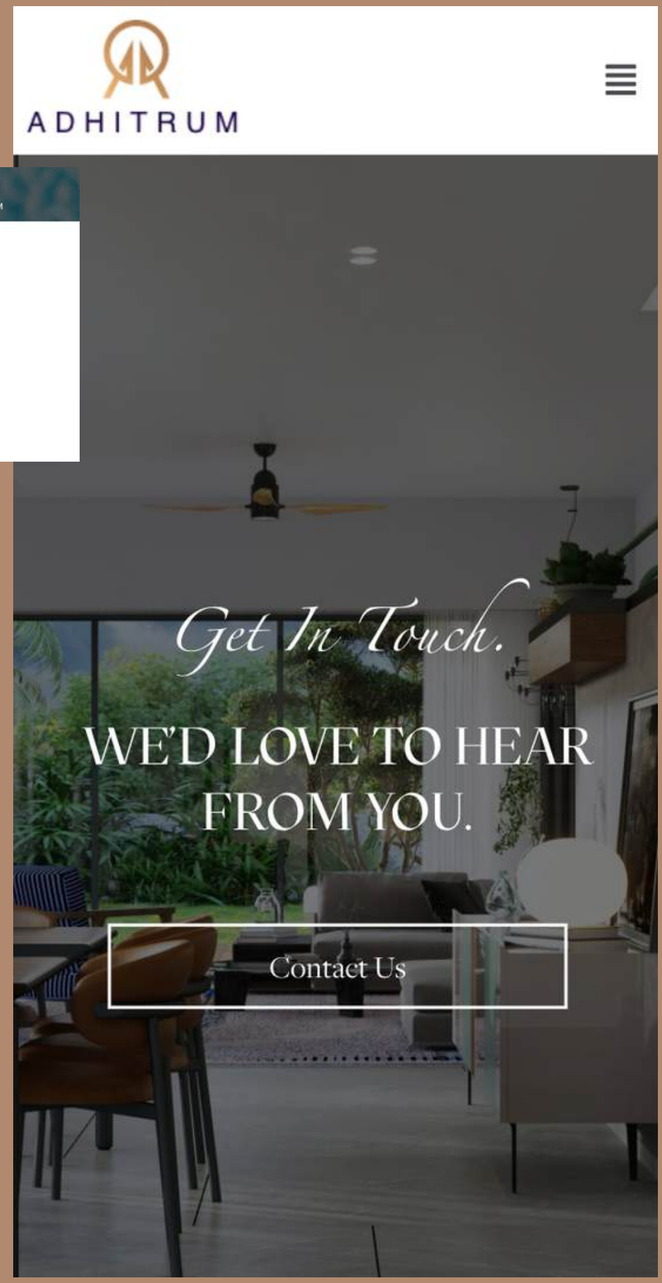
Tech - WordPress CMS, PHP, CSS, HTML, Javascript
Fully functional content CMS, MySQL, JQuery, GSAP

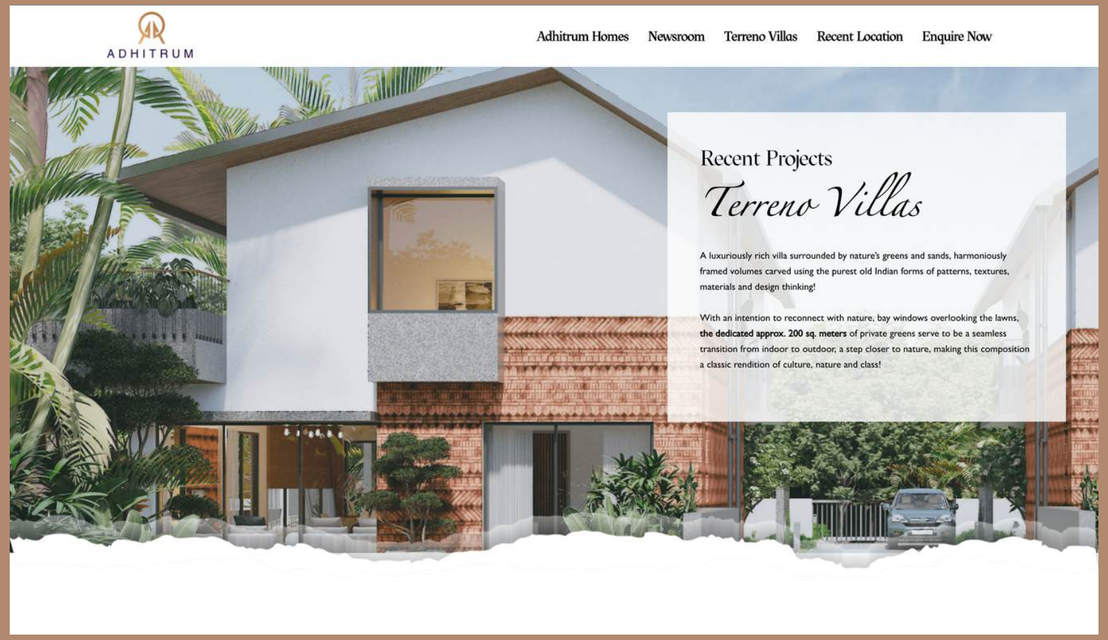
Outcome:
Taking inspiration from their competitors, we successfully redesigned their website to allow a clear depiction of the brand's identity. The new website version offered enhanced accessibility, impact, and engagement.

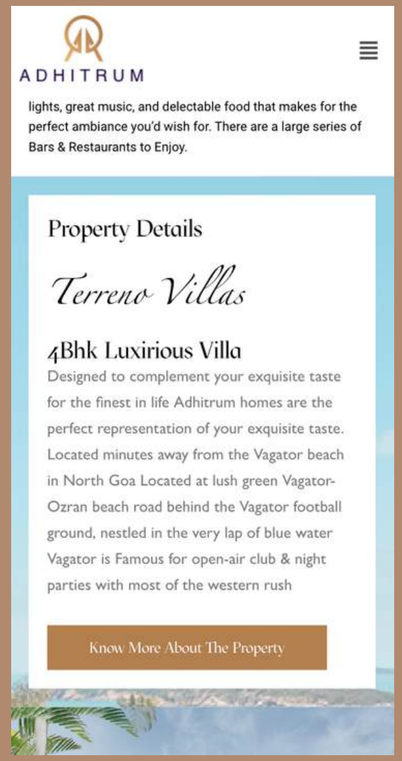
*Website build for client through our synergy partner dau Agency


ADHITRUM
Adhitrum Homes
Newsroom
Terreno Villas
Recent Location
Enquire Now
LUXURY AT YOUR
Leisure
Know More About Adhitrum Homes


Experience
Features
Specifications
Brochure
Enquire
ADHITRUM
Terreno Villas
Sparse, natural stone floors, locally sourced Sadar Ali Granite, and Red Laterite, the 400-500 sq meter plot-area with 4-bedroom villa is part of a larger reality project called Terrano.
The space provides enormous living, dining, and versatile entertainment spaces, with substantial outdoor terraces and a state-of-the-art kitchen, rustic yet luxurious bath spaces, various private lawns/ gardens and a swimming pool with a picturesque view and set out spaces overlooking your private greens – your ideal Goan home that opens out to picture-perfect moments with pigmented greenery outside.
Enquire Now
Specifications
Plot Size
4300-5300 sqft
Built Area
~3,220 sq.ft.
Bedrooms
4
Pool & Terraces
~880 sq.ft.


ADHITRUM
Get In Touch.
WE'D LOVE TO HEAR FROM YOU.
Contact Us


ADHITRUM
Adhitrum Homes
Newsroom
Terreno Villas
Recent Location
Enquire Now
Recent Projects
Terreno Villas
A luxuriously rich villa surrounded by nature's greens and sands, harmoniously framed volumes carved using the purest old Indian forms of patterns, textures, materials and design thinking!
With an intention to reconnect with nature, bay windows overlooking the lawns, the dedicated approx. 200 sq. meters of private greens serve to be a seamless transition from indoor to outdoor, a step closer to nature, making this composition a classic rendition of culture, nature and class!


ADHITRUM
lights, great music, and delectable food that makes for the perfect ambiance you'd wish for. There are a large series of Bars & Restaurants to Enjoy.
Property Details
Terreno Villas
4Bhk Luxirious Villa
Designed to complement your exquisite taste for the finest in life Adhitrum homes are the perfect representation of your exquisite taste. Located minutes away from the Vagator beach in North Goa Located at lush green Vagator-Ozran beach road behind the Vagator football ground, nestled in the very lap of blue water Vagator is Famous for open-air club & night parties with most of the western rush
Know More About The Property

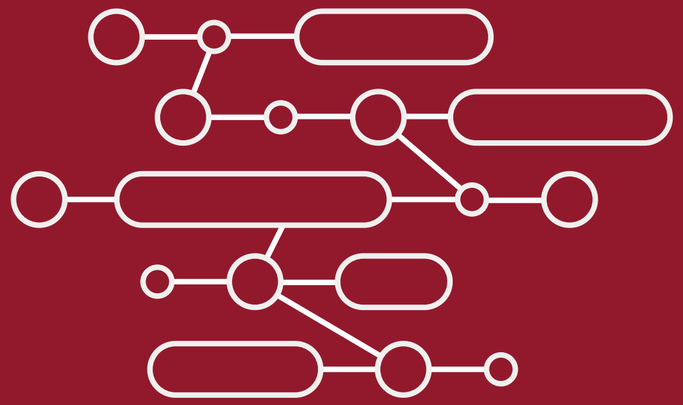

ADHITRUM
LET'S
GET IN TOUCH
Name
E-Mail
Phone Number
Message
Submit

Featured Case Studies - Business Intelligence & Chatbot

Our work

Case Study

A prominent Tour Operator from Europe



Designing intuitive dashboards that give meaning to data

Seamless integration of data across marketing planning and budgeting, campaign orchestration, and performance analytics

Business Challange

The Tour Operator captures the clients' queries and leads in an excel spreadsheet. These sheets have a ton of data but no interpretation. There are number of data sources and multiple reports being produced so it becomes difficult to join the dots and make real meaning out of the figures.

Top challenges T.O faces include:

- Each Department (touch point) creates its own reporting solutions via technologies like Excel, Google Sheets, word docs etc.
- There is a considerable overhead in maintenance costs and creating a severe security risk; multiple users across divisions could access sensitive consumer data without centralized control.
- Interpreting mass customer data to quickly adapt to market changes and deliver personalized content for business growth.
- No accurate ROI measurement of different marketing activities.

Opportunity

T.O has the following data capturing sources that need to be seamlessly integrated into a single report so that the real-time analytics can be achieved.

Website Queries | Newsletter | Promotional ads | Retail Network | References

Overview of City &Talent's intuitive self-help dashboard

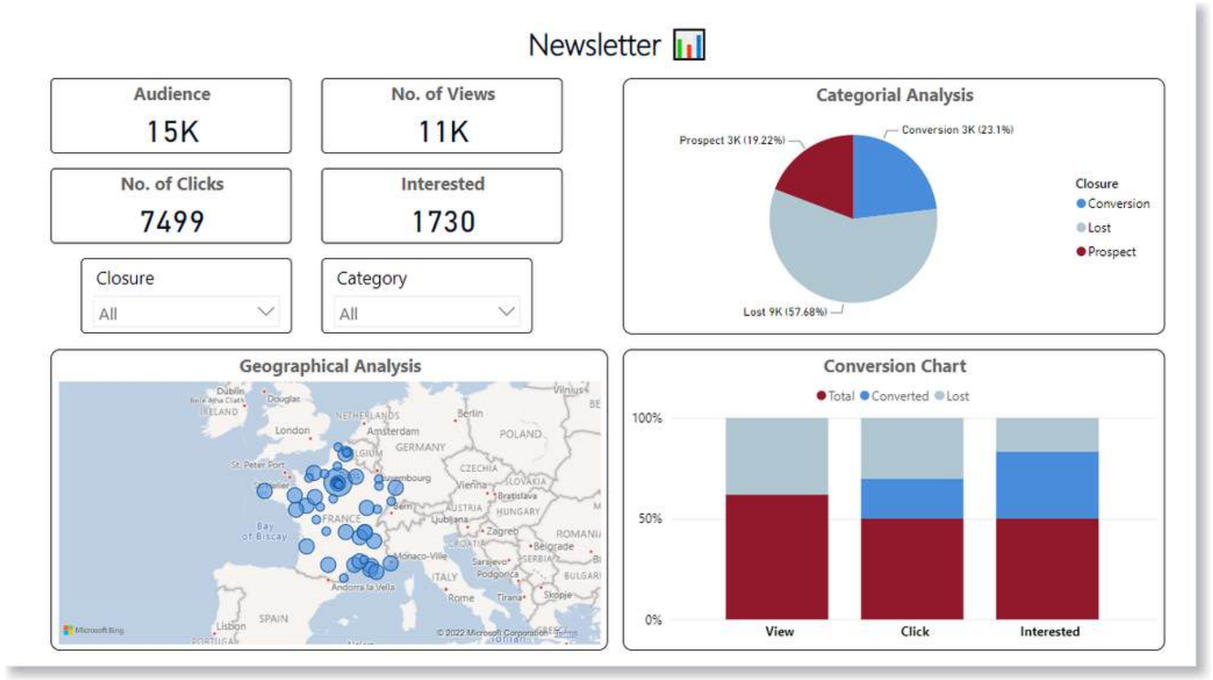
The initial project scope was to create reporting dashboards for data capturing at a single point and producing a comprehensive report. However, the dashboards were so well received that the client requested for them to be further developed so all reports would follow the new format. There are also unintended positive changes within the internal workforce.

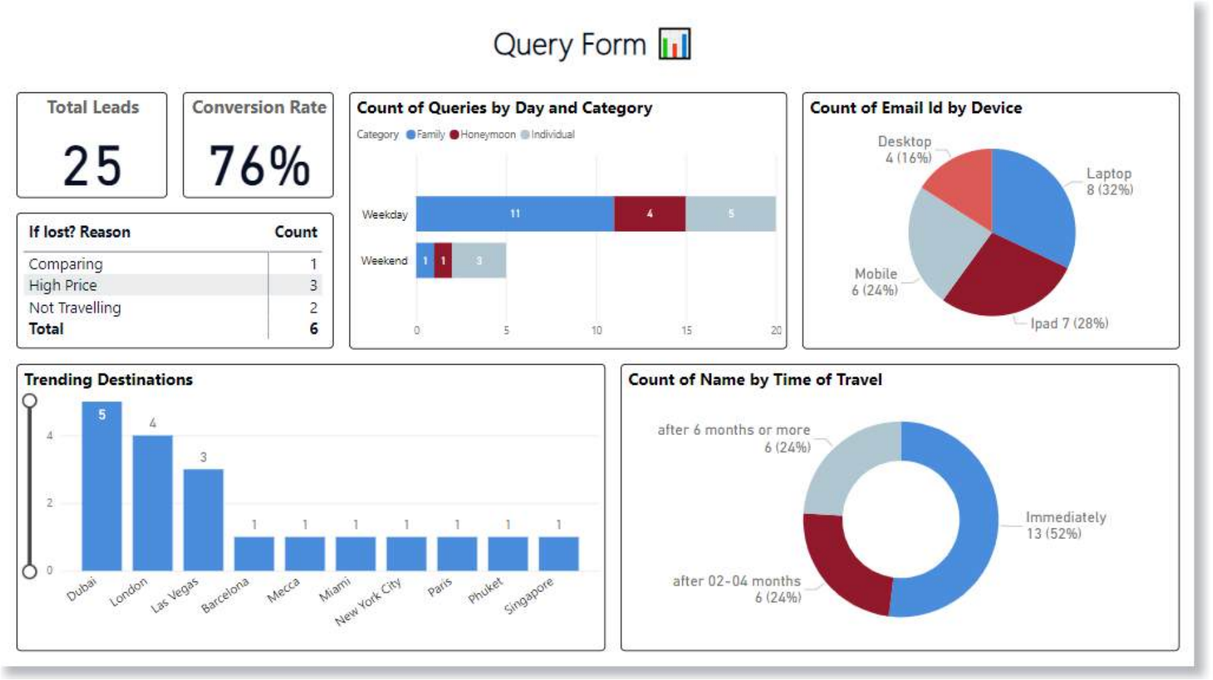
The project has driven a positive change with sales reporting. Management has now realised the benefits of a centralised digital reporting platform and data governance framework, and individuals are no longer required to prepare disparate and time-consuming Excel spreadsheet reports.
The solution has offered T.O the ability to:

- A better understanding of what the customers are buying
- Sell more to existing customers
- Provide better product options to the customer service
- Make data-driven decisions
- Focus on the leads and touch points which are yielding higher revenue

Why did they hire us?

- Deep experience in today's travel technology trends, applications, and tools to effectively apply them to travel industry.
- Over 30+ years of proven expertise in the travel business (both in DMC & T.O)
- Creative IT solutions tailored specifically to our client's situation, timelines, and budget with utmost confidentiality and dedication.


Newsletter
Audience
15K
No. of Views
11K
No. of Clicks
7499
Interested
1730
Closure
All
Category
All
Categorial Analysis
Prospect 3K (19.22%)
Conversion 3K (23.1%)
Lost 9K (57.68%)
Closure
Conversion
Lost
Prospect
Geographical Analysis
Conversion Chart
Total
Converted
Lost
100%
50%
0%
View
Click
Interested


Query Form
Total Leads
25
Conversion Rate
76%
If lost? Reason
Count
Comparing
1
High Price
3
Not Travelling
2
Total
6
Count of Queries by Day and Category
Category
Family
Honeymoon
Individual
Weekday
Weekend
Count of Email Id by Device
Desktop
4 (16%)
Laptop
8 (32%)
Mobile
6 (24%)
Ipad 7 (28%)
Trending Destinations
Dubai
London
Las Vegas
Barcelona
Mecca
Miami
New York City
Paris
Phuket
Singapore
Count of Name by Time of Travel
after 6 months or more
6 (24%)
Immediately
13 (52%)
after 02-04 months
6 (24%)

Leading Off-Airport Check-In brand in UAE

Industry: Off-Airport Check-in, Travel, Baggage Transportation
Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO, AI-based SEO

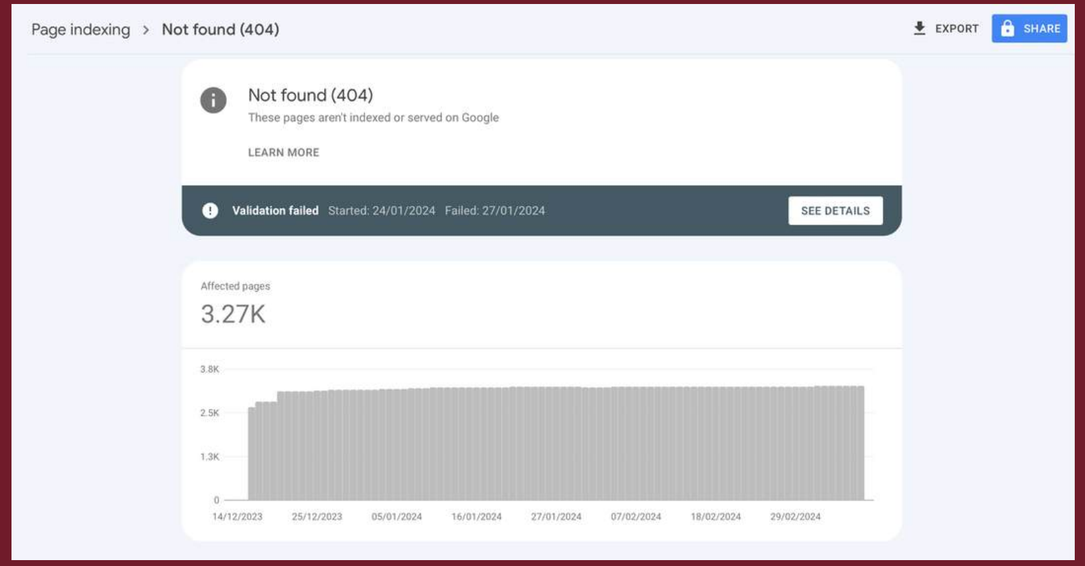
The idea in brief:

A leading off-airport check-in services company providing baggage check-in and transfer services in UAE lost their entire SEO rankings and faced a huge increase in the 404 URLs after their website was infected by malware and wanted to dominate the search rankings again.

The process:

Our SEO experts started by cleaning the entire website, fixing the website structure, de-indexing the compromised pages, revamping the site structure, improving navigation, adding clear CTAs, analysing the competitors and finding the keyword and the content gap. Once the plan was ready, the team initially focussed on ranking the brand-related keywords, then the service-related keywords, and then the generic keywords, including the ones of the competitors.

While generating the content, the team also focussed on fixing the backlink profile by removing the spammy backlinks, generating high-quality backlinks, and providing the relevant content, educating the users on things related to Abu Dhabi while focussing on their services.



SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
2 pages with duplicate meta descriptions What is this and how do I fix it?	View Details →	Moderate	High
2 pages with duplicate <title> tags What is this and how do I fix it?	View Details →	Moderate	High
8 pages are blocked from appearing in search engines What is this and how do I fix it?	View Details →	Moderate	High
2 pages with broken links What is this and how do I fix it?	View Details →	Easy	Medium
12 pages with no meta description What is this and how do I fix it?	View Details →	Moderate	Medium
3 pages returned 4XX status code What is this and how do I fix it?	View Details →	Moderate	Medium
14 pages with a <title> tag that is too long What is this and how do I fix it?	View Details →	Easy	Medium
5 pages with a <title> tag that is too short What is this and how do I fix it?	View Details →	Easy	Medium
24 pages with a poorly formatted URL for SEO What is this and how do I fix it?	View Details →	Easy	Medium

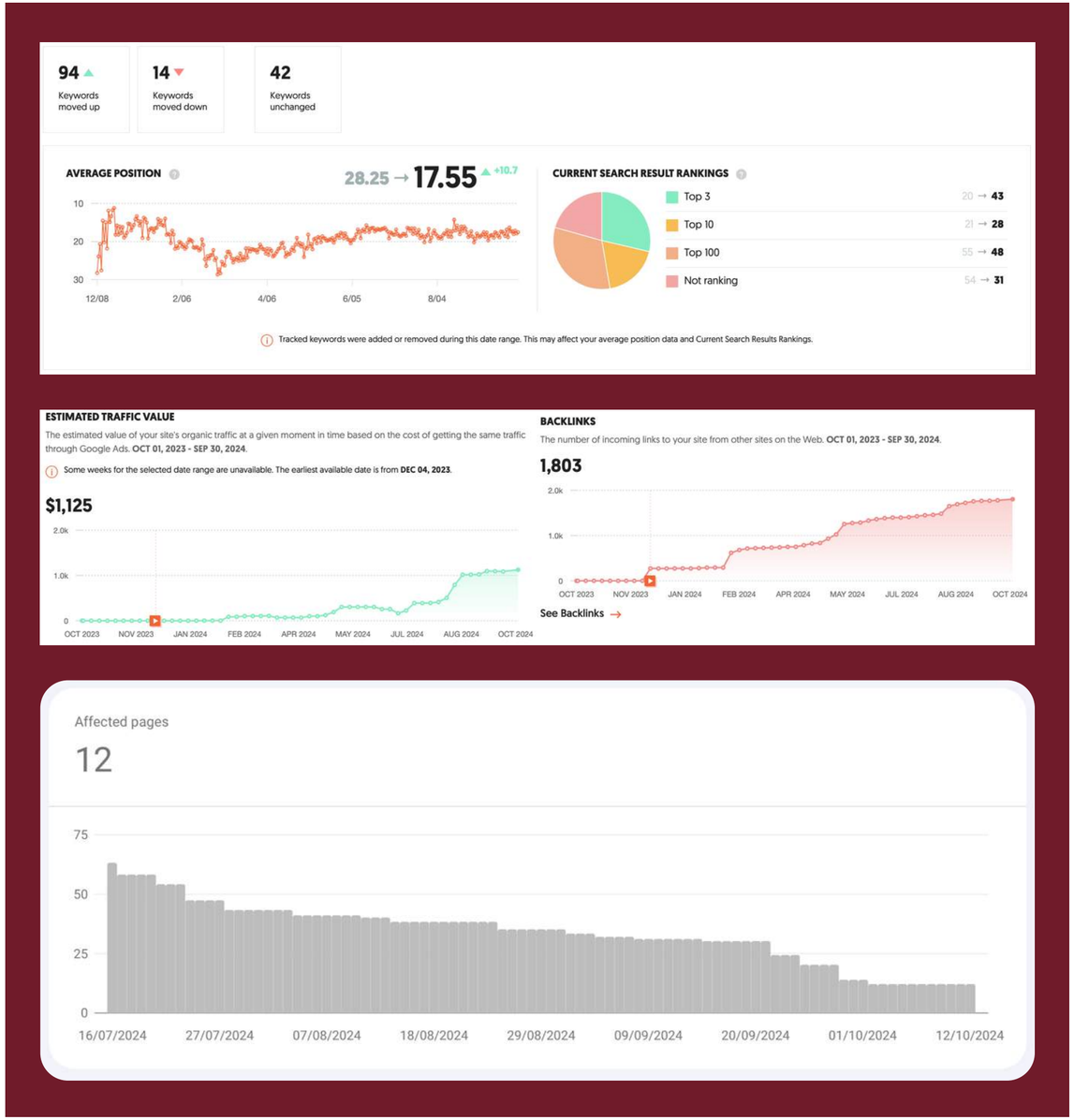
*Few of our clients services were provided with our synergy partner companies!

Leading Off-Airport Check-In brand in UAE

Industry: Off-Airport Check-in, Travel, Baggage Transportation
Service: Technical SEO, On-page SEO, Off-page SEO, Local SEO, AI-based SEO

Outcome:

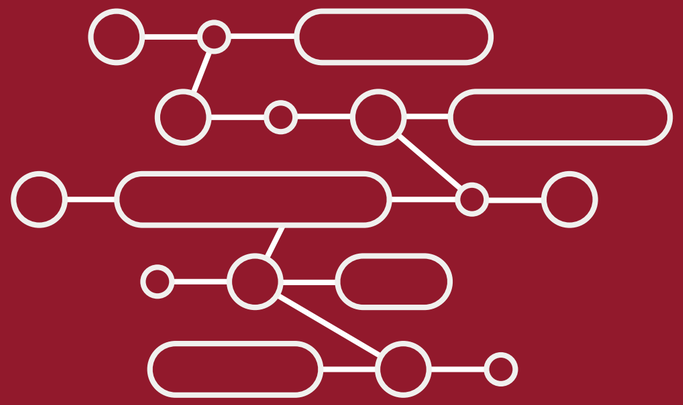
1. Within merely 03 months, their website started just ranking on from 03 keywords to 64 keywords inn the SERP.
2. In the next 03 months, they started ranking on position 01 for 20 keywords (excluding the brand-related keywords)
3. In the next month, they started surpassing big brands like Etihad Airways, etc for the keywords like Abu Dhabi Airport check-in, etc
4. In just 02 months, their content started ranking on the AI-based models like ChatGPT, Google Gemini, etc.
5. Ever since then, the team has been constantly putting efforts on maintaining the rankings by competing with the brands like Abu Dhabi Airport, Etihad Airways, Emirates Airlines, Wizz Air, Egypt Air, etc.
6. Decrease in the number of 404 Errors
7. Increasing the traffic on their website from more than 100% within 6 months.



*Few of our clients services were provided with our synergy partner companies!

Case Study

How an AI-Powered Chatbot Transformed Lead Generation for a Top Mumbai MBA College?



Engaging the Future: An AI Chatbot Drives Enrollment Success for Top MBA Program

This case study demonstrates the transformative power of AI-powered chatbots in the education sector, delivering high-quality leads, reducing costs, and fostering positive student engagement.

Business Challange

A leading MBA college in Mumbai was struggling with its traditional lead generation strategy. They relied on third-party vendors to deliver bulk leads, which were expensive, low-quality, and lacked engagement. The college sought a more cost-effective and targeted approach to reach genuine prospective students directly on their website.

Opportunity

We at City &Talent recognised the opportunity to leverage emerging AI technology to solve the college's lead generation challenges. We proposed an AI-powered chatbot solution that could engage visitors, provide personalised information, and capture qualified leads directly on the website.

Overview of City &Talent's intuitive chatbot

Our AI-powered chatbot proved to be a game-changer for the MBA college, transforming its lead generation strategy from bulk acquisition to personalised engagement. The chatbot delivered high-quality leads at a lower cost, significantly improving the college's return on investment (ROI).

This chatbot portrayed the potential of AI-powered chatbots to revolutionise lead generation in the education sector and beyond. The feeling of human touch in interacting with the chatbot is what helped the education institute to create an environment where the prospect students were interested in knowing more about the institute and it’s offerings to them.

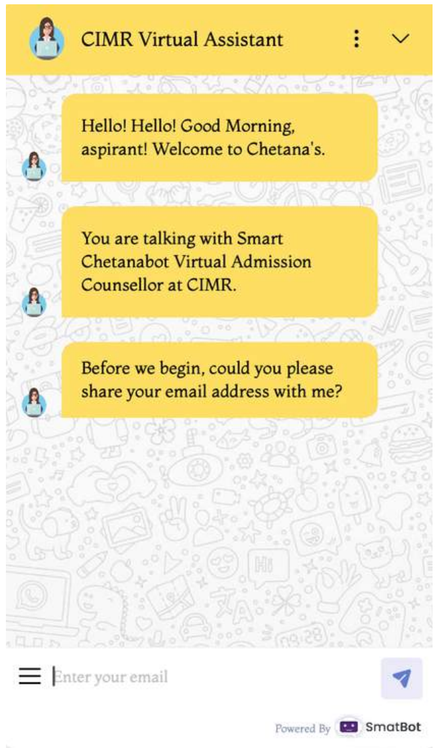
Solution

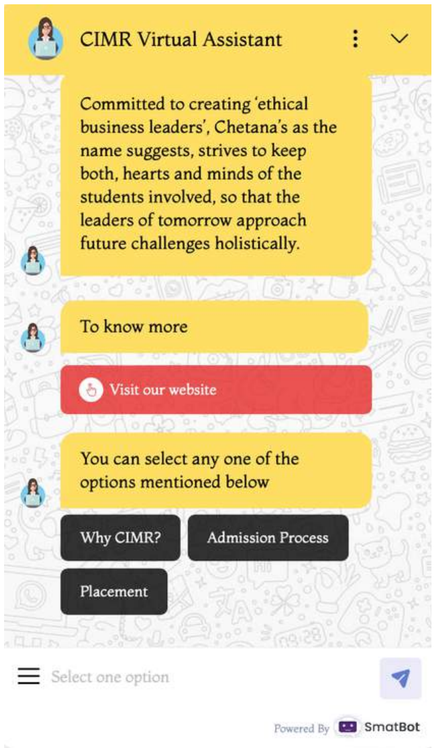
With the help of our industry experts from the education domain, we designed a sophisticated chatbot with the following key features:

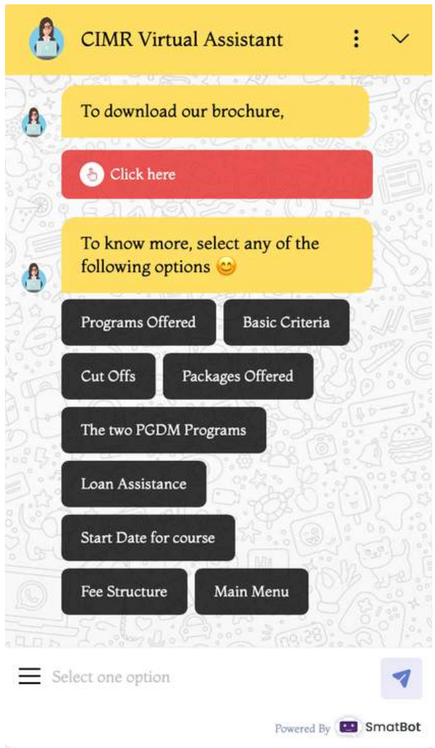
- Natural Language Processing (NLP): The chatbot was able to interpret user queries using advanced NLP models, enabling natural and engaging conversations.
- User Journey Mapping: The chatbot guided users through a personalised journey based on their individual needs and interests, providing relevant information about the MBA program while capturing the intent and the prospect's details the whole time.
- Conversation Analytics: The chatbot tracked user interactions and provided valuable insights into user behaviour and preferences, helping the college refine its marketing strategy and improve the quality of the service they provide.
- Live Agent Handover: For complex inquiries, the chatbot seamlessly transferred users to live agents, ensuring a smooth and efficient experience and a high conversion of the leads.
- Cost-Effectiveness: Compared to third-party vendors, the chatbot offered a significantly more cost-effective way to generate leads.

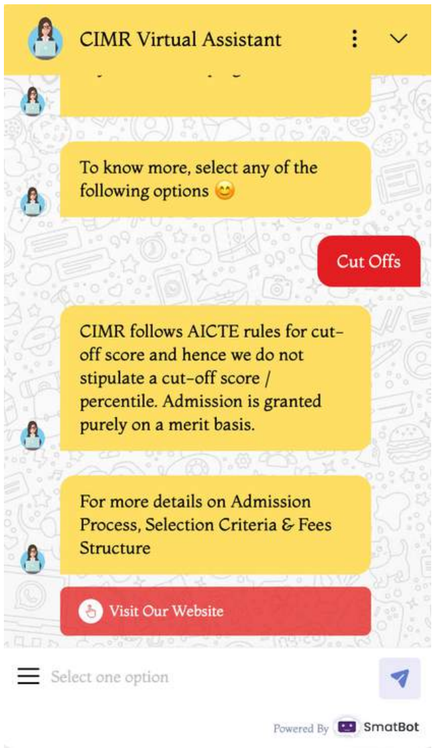


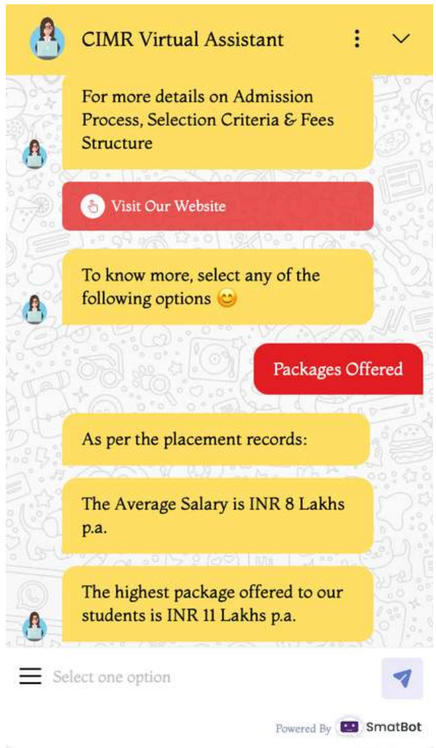
A GLIMPSE ABOUT THE CHATBOT





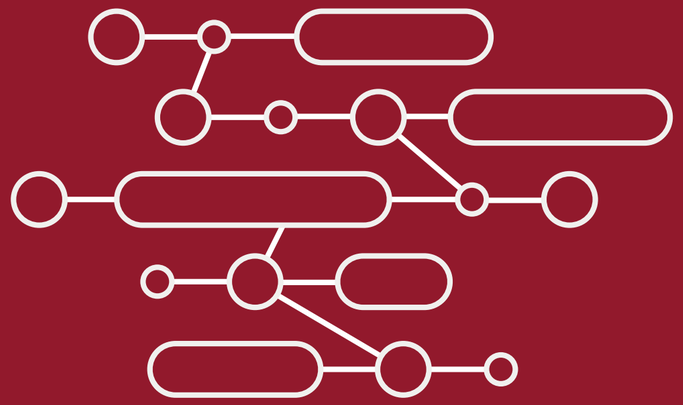






Case Study

How Morafiq Achieved 60% Booking Redirection with an AI Chatbot



Morafiq Soars with 60% Booking Redirection Powered by AI Chatbot

Reduced workload, faster response times, and 60% booking redirection demonstrate the power of AI chatbots to streamline operations and improve user experience.

Business Challange

- The high volume of customer inquiries exceeds team capacity, leading to delayed responses (up to 12 hours sometimes).
- The limited scalability of human support hinders growth and impacts customer satisfaction.
- Lack of 24/7 availability, restricting user access to information and booking assistance.
- People from vivid regions have different accents & language barriers. This often causes miscommunication between the brand and its customers.

Opportunity

City &Talent identified the potential for an AI-powered chatbot called AiSha to alleviate the pressure on Morafiq's support team, improve response times, and enhance user experience.AiSha could revolutionise the customer journey by providing instant answers, 24/7 availability, and seamless booking redirection.

Overview of City &Talent's intuitive chatbot

Morafiq's case study exemplifies the power of AI-powered chatbots in transforming customer experience and driving business growth. By partnering with City &Talent, Morafiq achieved significant improvements in operational efficiency, user satisfaction, and booking conversions. This success story serves as a testament to the transformative potential of chatbots for businesses across various industries.

Solution

We designed a comprehensive chatbot solution for Morafiq, encompassing the following:

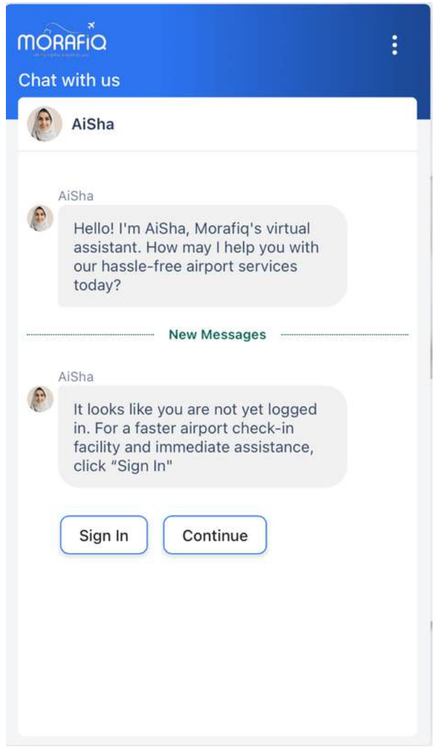
- Eight chatbot flows: Covering critical aspects of Morafiq's services, including baggage transfer, check-in procedures, pricing, FAQs, etc.
- 30+ user journey redirection messages: Guiding users towards relevant booking options based on their inquiries and intent.
- 50+ live FAQs: Addressing common user queries with accurate and up-to-date information, readily accessible on both the website and WhatsApp.
- AI-powered NLP model: Enabling the chatbot to understand natural language queries and provide relevant responses efficiently.

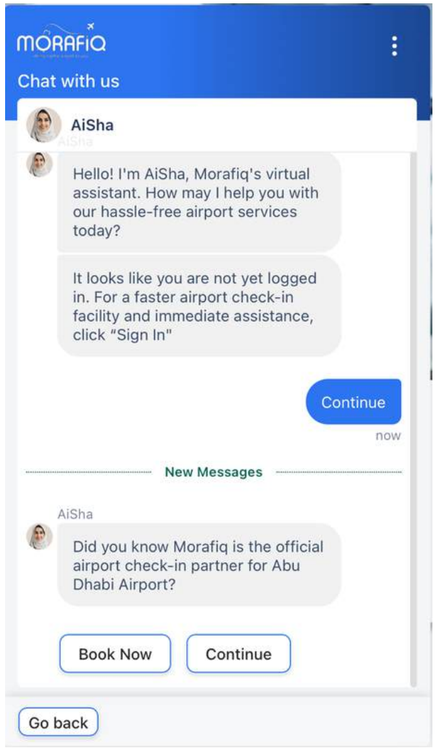
Impact

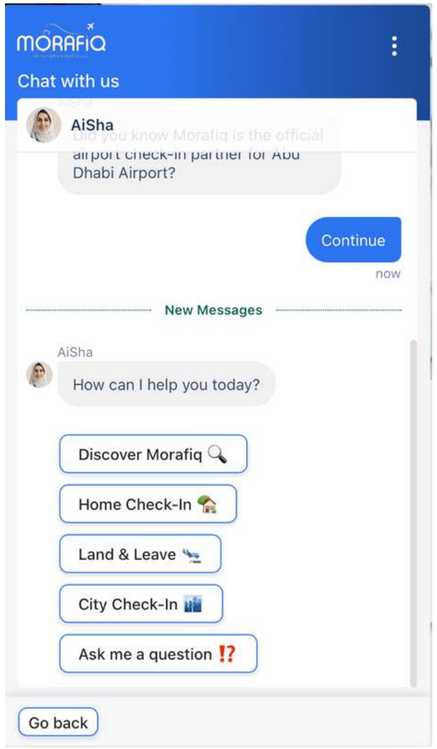
The implementation of the AI-powered chatbot yielded impressive results for Morafiq:

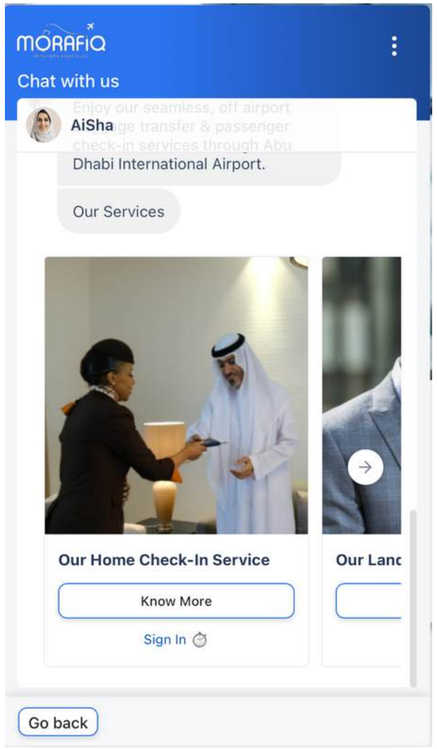
- 60% user redirection to the booking page: Significantly reducing the burden on the support team by directing users directly to the booking page when appropriate.
- Faster query resolution: Streamlining user interactions and providing immediate answers, eliminating delays.
- Reduced reliance on human support: Freeing up staff time for more complex inquiries and enhancing operational efficiency.
- 24/7 availability: Providing consistent support and information access to users anytime, anywhere.

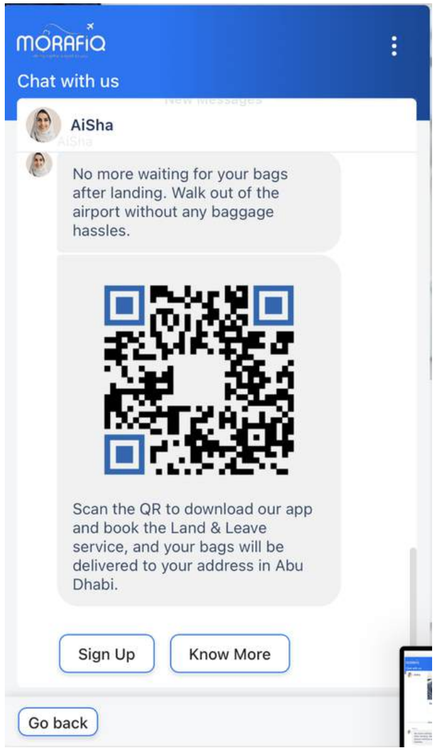
A GLIMPSE ABOUT AISHA AI CHATBOT











Innovators of today, leaders of tomorrow!

The heavy-metal musicians, have-been college politicians, so-called engineers, champion cricketers, hot soccer fans, and bootstrap entrepreneurs – we are here to break the status quo.



Aash Jain

Head Digital

Aash believes in achieving growth with the optimal use of trending technologies. He helps establish an online brand presence by ranking the websites at the top of the search results through SEO activities.



Kaustubh Latake

Marcom Head

Kaustubh is an engineering professional, content writer, and bootstrap entrepreneur dedicated to fuelling brands' growth through the power of a top-notch content-driven process.



Pratik Poshe

Lead Design

A pro-efficient designer with a creative mind, Pratik's areas of interest lie in uplifting the growth of brands through the power of awe-inspiring design elements.

People

Our Creative Tribe

We take pride in facilitating collaborative efforts amongst a community of upcoming masters of their crafts and allow them to put their passion and innovation to work. We provide direction, flexibility to work, and adequate resources to help our creative force identify their spark and unleash their true potential to create designs that can never go off-style.

We derive the best outcome by delivering compelling digital solutions by collaborating with a talented community of 60+ freelancers.



Talents

Borrowing the words of William Osler, "The value of experience is not in seeing much, but in seeing wisely."

The expertise of our board, which we call our advisory council, has helped us finetune our business approach from time to time and tap into unexplored possibilities.

Advisory



Ravi Bhandari
On-board Advisor & Partner

Ravi's background of over 20 years incorporates a variety of senior roles in India and Europe, including working with corporates and helping start-ups and international companies to establish their business in the markets.



Preetham Kiron
On-board Mentor & Partner

An IIMA alumnus, ex-CEO of Dnata (Emirates group), strategic advisor, keynote speaker, and entrepreneur, Preetham is our driving force. A corporate professional with over 34 years of experience in reputed MNCs companies overseas.



Gaurav Hasija
On-board Advisor

With over 13 years of experience, Gaurav knows all the tricks the big brands play. As a digital strategist, he understands the brand objectives and accordingly designs strategies that incorporate functionality and aesthetics for optimum results.



Lakshay Khurana
On-board Advisor

Lakshay's journeys, spanning throughout India and far-off places abroad, inspire the content he writes, blending his passion for travel with his knack for storytelling.



Savitha Naidu
On-board Mentor & Advisor

With an illustrious career spanning over 20 years, Savitha is the current CEO of Flymac Holdings and our guiding light. She brings substantial experience from global brands like Gillette Middle East, PwC, and Booz Allen Hamilton and is a seasoned HR expert and strategic leader.



Aakansha Nayal
On-board Advisor

An ex-IBM designer who runs her indie design studio from Delhi to help companies building the intersection between brand philosophy and design. Her works stand out in a densely crowded marketplace.

Where do we go from here?

Personalisation, navigation, discovery, and displays to keep customers coming back, are high on the to-do lists of brands.

If everyone else is doing regular, why would you? So, we approach things differently. We combine the strength of our talents to achieve your objectives with creative and agile thinking.

Thank you!

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+971 - 50 - 454 2103 (Dubai)

CITY &TALENT

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Our Synergy Partners

FLY MAC HOLDINGS

dau.