One Stop Solution for Your Business Requirements

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Follow Us:

PRAGATHI
IT Ads Pvt. Ltd.

SINCE 2020

www.pragathiitads.com

About Us

Unit of Pragathi Group

Pragathi IT Ads Pvt. Ltd. established in 2021, was founded by Asha Anil, a seasoned creative designer with 20 years of experience working for multinational companies in Australia. The company is managed by Mr. Anil Raj Chithran, a finance professional with 32 years of experience in the media industry. Our core services include Branding, Advertising, and IT services. Additionally, we offer secondary services such as banking, HR services, and accounting services. At Pragathi IT Ads Pvt. Ltd., we are dedicated to providing comprehensive solutions to meet your business needs. Our commitment to high-quality services and innovative approaches ensures that we support various aspects of your business, driving growth and fostering long-term success.

Digital Branding

We can help you find the precise message to clearly speak to who you are as a company.

Web Interactive

Our websites look great, but each page has a clearly defined conversion goal.

Graphic Design

We interlace our creative with solid marketing and branding principles. A strong brand.

Client First

Always deliver exceptional quality results, accomplish and improve.

"Brand with PIA

Our Vision

At Pragathi IT Ads Pvt. Ltd., our vision is to be the leading provider of comprehensive business solutions, excelling in branding and advertising, HR service solutions, funding solutions, and accounting services. We aspire to help businesses build strong, memorable brands, create effective advertising strategies, attract and retain top talent, secure necessary financial resources, and maintain financial stability and compliance. By fostering innovation, growth, and long-term success, we aim to be a trusted partner to businesses across diverse industries, contributing to their ongoing development and prosperity.

Our Mission

At Pragathi IT Ads Pvt. Ltd., our mission is to empower businesses by delivering exceptional services in branding and advertising, HR service solutions, funding solutions, and accounting services. We strive to create innovative and impactful branding and advertising strategies that enhance market presence and drive growth, provide comprehensive HR solutions to build strong and productive teams, offer expert funding guidance to navigate financial challenges and facilitate innovation, and deliver precise and reliable accounting services to ensure financial accuracy and compliance. Through our dedication to quality, integrity, and client satisfaction, we aim to build long-term partnerships and contribute significantly to the success of businesses across diverse industries.
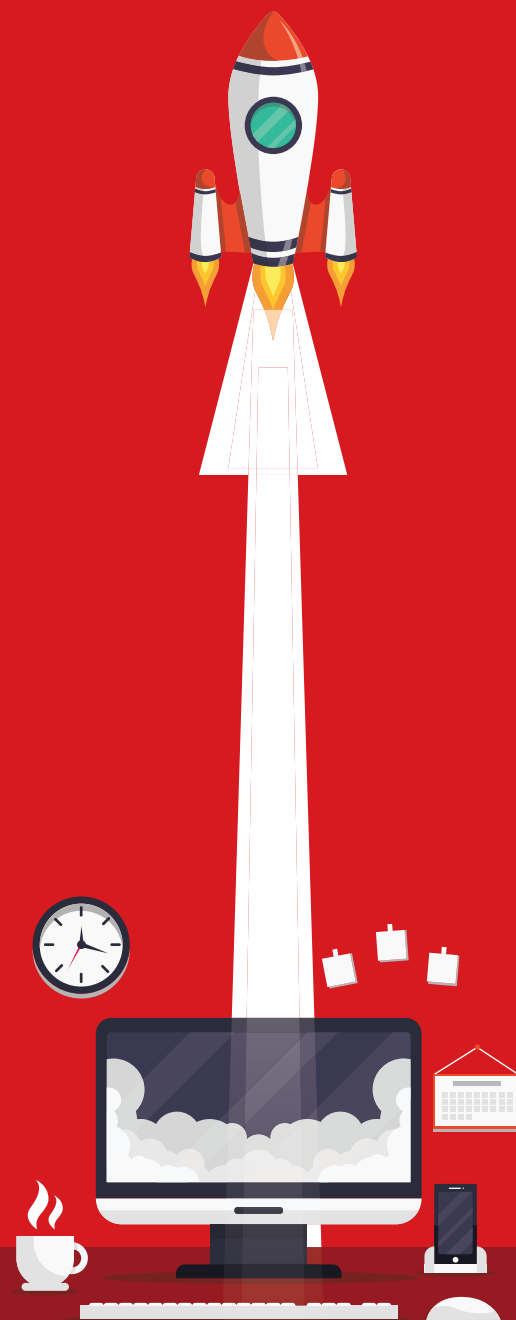
Our Goal

Goal At Pragathi IT Ads Pvt. Ltd., our goal is to provide top-notch services in branding and advertising, HR solutions, funding solutions, and accounting services, ensuring our clients achieve exceptional business performance. We aim to craft compelling brand identities and effective advertising campaigns, deliver innovative HR solutions that optimize workforce potential, offer expert guidance to secure essential funding, and ensure precise and compliant financial management. Our overarching goal is to be the trusted partner that drives the growth, efficiency, and success of businesses across various industries.

Success Story

For more information
Please visit:
www.pragathiitads.com

Pragathi IT Ads Pvt. Ltd.

Why Choose Us

Experiences Bring to Success

Doesn't matter whether your goal is getting business leads, creating brand awareness, direct online sales, or promoting your local business within a defined radius; you can conveniently reach your goal through a custom marketing campaign crafted by Our Company.

Our Company comes to your rescue in order to help you cope with this state of confusion. It's a social media agency in this city that takes care of everything that you need to build an unshakable and strong presence for your brand in this new digital world.

Customer Service

We strive to achieve maximum customer satisfaction and we don't stop until we fulfill our promise.

Support

Our team is experienced, adaptable to all tools and technologies, and always ready to answer customer questions.

People

We understand that our people influence the success of our business and drive results, so we only hire the best for us.

Quality

We are committed to quality results, relevant leads and increased sales through online.

How We Deliver Globally

Global Country
+13

Clients Globally
+86

Global Employees
+38

Milestones

1 2020

2 2021

3 2022

4 2023

Founded

The company was founded in the Year 2020 with the vision of providing IT services to end users.

Office in India & International

We started working in providing Digital marketing services to other businesses in india and abroad

Integrated Other Services

We started providing Managed IT services to other business users. We also started assistance we offer comprehensive solutions across IT, advertising, HR, financial, accounting, and interior designing services

International Customers

Expanded the business and team to facilitate the growing requirement with digital marketing demand.

Meet the Team

Anil Raj Chithran
CEO (Chief Executive Officer)
Pragathi Group of Company

Dr. K K Benson
Public Relations Director
Pragathi Group of Company

Message from the CEO

Pragathi IT Ads Pvt. Ltd was established with the vision of providing a one-stop solution for your business success. While our core business is in Advertisement and IT Services, we offer several additional services to support our clients in HR, Financial, Accounting, and more. Led by industry experts, the PIA expert team assists SMEs and startups with company formation, feasibility studies, concept development, market research, funding guidance, and marketing support.

> ## One Stop Solution for Your Business Requirements

In addition to providing Advertisement and IT services to clients, PIA aims to raise awareness and offer training to fresh graduates, helping them become Media and IT professionals through our training centre.

My best wishes to the team for your efforts to address unemployment by providing skill development training to young people.

Thank you for your continued trust and partnership.

Anil Raj Chithran
Public Relations Director, Pragathi Group of Company

Public Relations Director's Message

At Pragathi IT Ads Pvt. Ltd., our commitment extends beyond delivering exceptional IT & Advertising solutions. As the Public Relations Director, I am excited to share our vision of fostering strong relationships with our clients, partners, and the broader community. Our mission is to not only enhance brands through innovative digital strategies but also to build a reputation based on trust, transparency, and mutual respect.

> ## Our team of experts works tirelessly to craft compelling narratives and digital experiences that resonate with audiences

We pride ourselves on being a company that listens to and understands the unique needs of each client. Our team of experts works tirelessly to craft compelling narratives and digital experiences that resonate with audiences. By leveraging cutting-edge technology

Meet the Team

and creative insights, we help brands connect with their target markets in meaningful ways.

Our approach to public relations is holistic and proactive. We believe in open communication, effective storytelling, and strategic engagement. These elements are crucial in navigating the fast-paced digital landscape and ensuring our clients' voices are heard clearly and positively. Whether it's through media relations, social media management, or community outreach, our goal is to amplify the strengths of our clients and build lasting relationships.

At Pragathi IT Ads, we are dedicated to maintaining the highest standards of professionalism and integrity. We understand that our success is intrinsically linked to the success of our clients, and we are committed to supporting them in every step of their journey.

Thank you for trusting us with your brand. We are eager to work together and achieve extraordinary results.

Dr. K K Benson
Public Relations Director, Pragathi Group of Company

Message from the Director

With 20 years of experience in the IT and creative industry, including 12 years as a creative designer in Australia, I am honoured to lead Pragathi IT Ads Pvt. Ltd. Our company was founded with the vision of providing a comprehensive solution for your business needs. While our core services include Advertisement and IT, we extend our expertise to support various aspects of your business, including HR, Financial, and Accounting services.

> **"** We offer services in company formation, feasibility studies, concept development, market research, funding guidance, and marketing support.

Our team of industry experts is dedicated to assisting SMEs and startups in their journey to success. We offer services in company formation, feasibility studies, concept development, market research, funding guidance, and marketing support.

Beyond our client services, we are committed to nurturing the next generation of professionals. Through our training centre, we provide fresh graduates with the knowledge and skills to excel as Media and IT professionals.

Thank you for your continued trust and partnership.

Asha Anil
Managing Director
Pragathi IT Ads Pvt. Ltd.

Meet the Team

SHUBHA KUNJUMON
Country Head - Bahrain

NAVIN SATISH
Business Head
Nairobi, Kenya

S. SUNDARRAJAN
Chief Operational
Officer

ABDULLA KK
Creative Head

JIMSY GEORGE
Administrator Head

TEJAVATHI
Project Manager - HR

RAJALAKSHMI T V
Business Development
Executive - HR

SWETHA S R
Account Assistant

AKASH
Business Development
Executive - HR

GREESHMA G
Business Development
Executive - HR

NIKHIL
Art Director

PUNITHA RAJ
Branding Manager

PRATHYAKSHA JOSEPH
Business Development
Executive

SRAVYA
Marketing Executive

SRIVIDYA
HR Assistant

AMRINDER SINGH
Marketing Assistant

SIDDHARTHA K
Junior Web Designer

SURAJIT M
Junior Graphic Designer

SURABHI J C
Office Staff

About Pragathy Group

Pragathi IT Ads Pvt. Ltd

Pragathi IT Ads Pvt Ltd delivers complete 360-degree web-based IT and digital marketing services. From website development and SEO to social media management and online advertising, we provide end-to-end solutions to boost your online presence. Our expert team crafts customized strategies to drive traffic, engagement, and growth for your business.

Visit Website: **www.pragathiitads.com**

Pragathi Advetising Solution

Pragathi IT Ads Pvt Ltd offers comprehensive 360-degree branding and advertising solutions. We combine creative design, strategic planning, and digital expertise to build your brand's identity. Our tailored campaigns engage audiences across all platforms, ensuring maximum reach and impact. Trust us to elevate your brand and drive exceptional results.

Visit Website: **www.pragathiitads.com**

Pragathi HR Solutions

Pragathi HR Solutions, a division of Pragathi IT Ads Pvt Ltd, offers comprehensive end-to-end HR solutions. From talent acquisition and onboarding to employee training and payroll management, we streamline your HR processes. Our expert team ensures compliance and fosters a positive work culture, enabling your business to thrive.

Visit Website: **www.pragathihrs.com**

Pragathi Financial Solutions

Pragathi Financial Solutions, a division of Pragathi IT Ads Pvt Ltd, offers end-to-end financial assistance. As a DSA for major banks, we provide tailored loan solutions, credit services, and financial planning. Our expert team guides you through every step, ensuring seamless access to funds and comprehensive support for your financial needs.

Visit Website: **www.pragathifinancials.com**

Pragathi Accounting & Tax Consultancy

Pragathi Accounting & Tax Consultancy, a division of Pragathi IT Ads Pvt Ltd, offers end-to-end accounting, taxation, and auditing services. We provide comprehensive solutions, from bookkeeping and tax planning to financial audits. Our experienced team ensures compliance, accuracy, and strategic insights, empowering businesses to achieve financial clarity and success.

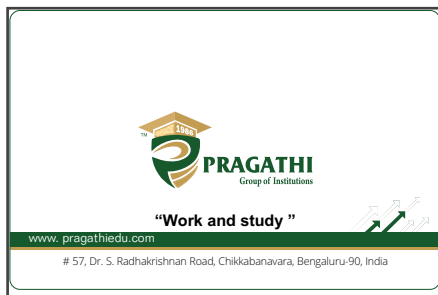Visit Website: **www.pragathiatc.com**

About Pragathy Group

Pragathi Interiors

Pragathi Interiors, a division of Pragathi IT Ads Pvt Ltd, offers comprehensive interior work services. From design consultation to complete execution, we transform spaces with creative solutions. Our expert team handles everything from layout planning to custom furnishings, ensuring stylish and functional interiors that reflect your unique vision and taste.
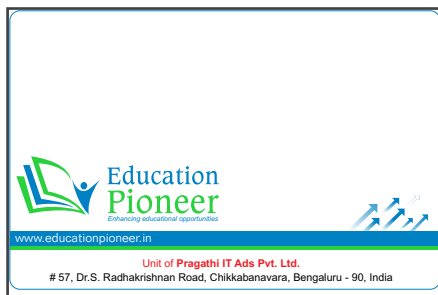
🖥 Visit Website: **www.pragathiinteriors.com**

Pragathi Group of Institution

Education Pioneer, a division of Pragathi IT Ads Pvt Ltd, specializes in Study India and Study Abroad services. We provide expert guidance on university admissions, visa processes, and scholarships. Our comprehensive support ensures a smooth transition, helping students find the right academic path and achieve their educational dreams globally.

🖥 Visit Website: **www.pragathiedu.com**

Pragathi Job Oriented Degree College

Pragathi Group of Institutions, approved by Bangalore University, provides job-oriented in-house training alongside B.Com, BCA, BA Journalism, and BBA programs. Our curriculum blends academic learning with practical skills, ensuring students gain industry experience and relevant expertise. Enhance your career prospects with our integrated training and education approach.

🖥 Visit Website: **www.educationpioneer.in**

Pragathi Real Estate

Pragathi IT Ads Pvt Ltd delivers complete 360-degree web-based IT and digital marketing services. From website development and SEO to social media management and online advertising, we provide end-to-end solutions to boost your online presence. Our expert team crafts customized strategies to drive traffic, engagement, and growth for your business.

🖥 Visit Website: **www.pragathire.com**

About Pragathy Group

Pragathi Group is the business group functioning under the Pragathi IT Ads Pvt Ltd. Our associate Group offering rather than IT and Advertising Service , HR Services under the Title of Pragathi HR solution, Financial Services Under the Title of Pragathi Financial Solution , Accounting Services under the title of Pragathi Accounting Solutions, Interior designing requirement under the title of Pragathi Interior Solutions.

About Pragathy Group Services

Discover the exceptional service experience with Pragathi IT, where we offer comprehensive solutions across IT, advertising, HR, financial, accounting, and interior designing services. Our expert team ensures personalized and efficient service delivery, tailored to meet your unique business needs. From innovative IT solutions and impactful advertising strategies to streamlined HR processes and accurate financial management, we cover all aspects of your business. Additionally, our creative interior designing services transform your workspace into an inspiring environment. Partner with Pragathi IT to experience unparalleled professionalism and dedication, driving your business towards greater success and growth.

We Craft Beautiful & Unique Digital Experiences

At Pragathi IT Ads Pvt Ltd, we craft beautiful and unique digital experiences tailored to your brand's needs. Our team of creative experts blends innovative design with cutting-edge technology to deliver stunning digital solutions. From captivating websites and engaging mobile apps to impactful digital marketing campaigns, we ensure every project reflects your brand's essence and captivates your audience. Our commitment to quality and creativity sets us apart, providing you with a seamless digital journey that drives growth and success. Partner with Pragathi IT Ads Pvt Ltd and let us transform your digital presence into an extraordinary experience.

Our Services

- ✓ **Advertising & Branding**
  - ★ Bellow The Line
  - ★ Branding
  - ★ Broadcasting Management
  - ★ Print Media
  - ★ Radio Jungle
  - ★ Public Relation
  - ★ Outdoor Branding
  - ★ Events & Exhibitions

- ✓ **Graphic Design**
  - ★ 2D Design
  - ★ 3D Design

- ✓ **IT Services**
  - ★ Web Solutions
  - ★ App Development
  - ★ Software Development

- ✓ **Promotion & Marketing**
  - ★ Digital Marketing
  - ★ Mobile Promotions
  - ★ Social Media Marketing
  - ★ Product Activation Direct Marketing

- ✓ **Printing Services**

- ✓ **Corporate Gifting**

Strategy

Repeated, successful social media marketing campaigns

We analyze, strategize, implement and measure. And then we do it all over again.

Result

87,000
Organic impressions

150,000
Review & feedback

86
Customer

Pragathi IT Ads Profile

BELLOW THE LINE:

Point of Sale

At Pragathi IT Ads, we create designs for point of sale collateral that creates a connection between brands and consumers. Our services include design and production of coupons, wobblers, standees, tent cards, posters, stickers, POS displays and much more.

Promotions

We design & develop media & non-media marketing communications that are employed to increase consumer demand & stimulate market demand. Our work includes supporting both consumer sales promotions as well as trade sales promotions to facilitate sales increases, new product acceptance & creation of brand equity & corporate image.

Merchandise

At Pragathi IT Ads, our below the line services includes merchandising. We help companies promote their brands and products through use of a wide variety of merchandise such as T-shirts, caps, pens, key chains, diaries and organisers, trophies and awards.

Digital & Interactive

At Pragathi IT Ads, we help companies use digital and social media as an integral part of their below the line activity. Our BTL strategy for digital is aimed at creating relationships with customers online

Brand Positioning

A clear and well-defined brand positioning provides a single voice to tell the brand's story. We deliver brand management strategies that are more than just simple directions and f-create a brand personality that stands out from the competition in a way that matters to your target audience.

BRANDING:

Brand Research

To develop effective brand management programs, companies must clearly understand the existing conditions in the marketplace. At Pragathi IT Ads, we conduct research that aims to describe the awareness of consumers and the reactions connected with their perception of product and service brands.

Brand Strategy

At Pragathi Ads., our brand strategy development process combines business planning with creative thinking to establish a clear direction and set the tone for successful brand management. We help companies create comprehensive strategies and frameworks for what their brands mean and where they aim to be.

Brand Messaging

At Pragathi IT Ads, we help companies establish how they communicate with customers, employees, and partners using carefully tailored messaging relevant to each unique audience the brand has to reach. We design communications that embed the core into every message and help the brand equity grow.

BROADCASTING MANAGEMENT:
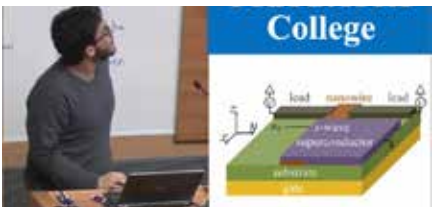
Corporate Videos

We create videos that enable companies to present them- selves and their corporate image in detail. They are being used to address audiences in person or by proxy. Animation of flash presentations is one of our key strengths. At Pragathi IT Ads, our broadcast management services include creation and editing on all formats, including film, digital, and animation.

Short Films

We create short films that help businesses and other organisations connect to their audience directly and concisely. An Ad agency checks on the latest issues, corporate, fiction, non-fiction, or product-based, as short as three minutes and as long as an hour.

Flash Presentations

Flash presentations are riveting business communication tools, and are more relevant now with an upsurge in the field of anima- tion and multimedia interactivity. We create flash presentations that include multimedia options such as voice-over, music, embedded video clips, interactivity options, and other custom functionality.

Product Videos

The AV format is a great way to showcase products and services to a large audience. At Pragathi IT Ads, we also develop story- boards, professional scripts, and directions enhanced with imaginative after-effects, 3D and 2D animation and modeling, professional voice-overs, and music.

Voice Overs

Videos, radio advertisements, and commercials come alive with the right voice of products or brands. The amalgamations of modulations, tonality, profundity, cadence, pronunciation, enunciation, flow, and clarity are the key elements for voice-overs. Our broadcast management services include coordination with leading voice artists to get the best in the industry.

Interactive Presentations

At Pragathi IT Ads, we design interactive multimedia presentations that speak to consumers even in the absence of the promoter through the graphics, sound, voice-over, and animation to create an effect that can engage consumers. We assist our clients in every aspect of forming a relationship with their customers with the high innovation and interaction level of the presentations

Documentaries

At Pragathi IT Ads, we have expanded our role as an AD agency to produce documentary films on various subjects for different audiences. We aim to make thought-provoking films that create an impact and hit the right cord through a strong script direction

Still Photography

We provide still life photography services for every area of work which includes real estate, industrial, fashion, interiors, products, and displays. At Pragathi IT Ads, we have some of the best talent available on contract also associations with leading photographers to create custom images that form impact

2D Animation

A mixture of frame-to-frame storyboard, character designing. background setting, cell animation, and design of each scene gives a perfect 2-D animation. We give you this utopian animation with our team of visualizers, designers, illustrators, and developers. Now you can develop cute and impactful viral campaigns

BROADCASTING MANAGEMENT:

3D Animation

Preparing corporate films, modeling, layout, animation, and rendering, circuit 9 as an advertising agency performs all the tasks related to 3-D animation. The 3-D modeling gives a clear idea about the final product. We excel in architecture 3-D Modeling, 3-D Rendering exterior, 3-D floor plan, 3-D Industrial Modeling, 3-D Façade, and architectural 3-D exhibition pavilions.

Virtual Walkthroughs

Virtual walkthrough We help our clients develop 3-D architectural walkthroughs. The virtual tour of the structure before the physical development helps consumers understand the holistic view of the final architecture. Our highly skilled team of designers helps companies visualise and create walk-throughs that develop long-lasting impressions with consumers.

PRINT MEDIA:

TG Definition

At Pragathi IT Ads, we help companies which market segments to target to maximise their ROI from print media. We define TGs that enable companies to focus their marketing budgets and brand messages on specific SECs and develop efficiency.

Market Prioritization

We strive to align business objectives with market segments to ensure our clients succeed. At Pragathi IT Ads, our process of market growth rates, competitive density, self-serve, and smacked entry, apart from many other criteria

Media Planning

In the modern marketplace, visibility is a lead factor in success. We arrange your brand communication displaced at sites vulnerable to eyeball hits. A complete print media plan is etched out of charge with the geography and objectives in view

Media Buying

We help you negotiate your print advertisement placements with publishers and suppliers. Through our professional expertise help in buying exquisite, yet cost-effective places, we give you the edge for the maximum reach out. Our network helps to execute your proceedings with the best possible standards

Media Scheduling

Our print media scheduling services effectively select from the different techniques of constancy, flighting/bursting, and pulsing to maximise ROI for our clients, based on the products or service categories. We create plans that efficiently identify the appropriate media channels used in the advertising campaign and specify the insertion or duration of the messages.

Media Plan Implementation

At Pragathi IT Ads, our media implementation services are practical executions that get modem print media working in your internal or external programs and get more value for investment, embrace relevant audiences, and meet current expectations

RADIO JUNGLE:

Strategic Development

At Pragathi IT Ads, our strategic development process helps us learn more about our clients, their products, and their target audiences. This facilitates brand positioning and confirms the platform for successful radio campaigns.

Media Planning / Buying

Our extensive media planning includes analysis of target markets, stations, formals, and schedules, as well as negotiation and purchase of media based on test campaigns. This process enables further negotiations and larger-scale rollouts.

Radio Jingle Development

Development of radio advertisements and jingles that we do according to client requirements and brand positioning. Our creative services in this regard include the development of positioning, copywriting, production, and delivery to media.

Radio Campaign

At Pragathi IT Ads, we ensure that our clients get the ROI that ; they aim for through ongoing monitoring of station activity. That facilitates the precision of media execution and ensures station accountability.

Media Relations

We handle issues that influence public opinion and attitude concerning our clients and their interests. At PR9, we operate in proactive and reactive modes, tracking and steering issues that might emerge from any quarter, including litigation, pressure groups, media, and legislation.

We have boundless experience in integrated corporate communications that covers all facets of external and internal communications of the organisation. Ranging defines the framework of the organisation's communication policy and system to develop the core identity.

Issue Management

We handle issues that influence public opinion and attitude concerning our clients and their interests. At Pragathi IT Ads, we operate proactive and reactive modes, tracking and steering that might emerge from any quarters, including litigation, pressure groups, media, and legislation.

PUBLIC RELATION:

Public Affairs

At Pragathi IT Ads, we help our clients navigate a complex environment where multiple stakeholders influence the decisions that impact our clients' ability to operate and grow. We design programs to address legislative and regulatory mat- ters, position litigation, and positively influence public leaders, from civil society to policymakers.

Crisis Management

At Pragathi Ads, we are a pioneer and global leader in crisis preparedness and management. We develop many procedures and tools now considered best practices, our full-service offering. That extends from emergency response to strategic crisis preparedness consulting, crisis support, and post-crisis reviews.

Corporate Communications

Visibility Management

We help our clients create opportunities to intensify and fortify brand equality through tactful exercises combining relevant events, networking with the admissible forums, and developing other PR opportunities that maximize brand visibility.

OUTDOOR BRANDING:

Outdoor Media Management

At Pragathi IT Ads, our media implementation services are practical executions that get modern media working in your internal or external programs and get messages to where the audiences are. The right mix of new media modernizes marketing communications, gives more value for investment, embraces relevant audiences, and meets modern expectations.

Hoardings / Billboards

The big outdoor promotion strategies, hoardings attract the maximum amount of attention and garner the most visibility. We design and develop the entire range of hoardings and billboards as a part of our outdoor media strategy and help our clients choose the correct locations.

Vehicle Branding

Reading thousands of people every day, vehicle and fleet branding is both a high-impact and cost-effective way of promoting a brand, product, or service. Through an innovative in-house design department, Pragathi IT Ads conceptualizes a brand new design, or we can take an existing design and roll it out over an entire fleet of vehicles.

Outdoor Media Buying

We help you negotiate your outdoor placements with publishers and suppliers. Professional expertise deals in buying perfect, yet cost-effective. places, provides you the edge for the maximum reach out. Our overall network helps to execute your proceedings with the best possible standards.

Backdrops

Our association with ace photographers and artists makes us good at what we do. We create backdrops for corporate meetings, hotels, productions, interiors, and much more. At circuit9, our creativity is determined to design the backdrops as per client requirements.

Kiosks

Kiosks are small billboards placed on poles alongside the roads. The kiosks may be simple or glow signs. They further increase the visibility of your product. Kiosks should be crisp on catchy so that person can read in a second while passing by. Kiosks are launched as a teaser before any product to create hype.

Banners

Banners are the types of flags that display a message, caption, or slogan generating interest among the audience. Pragathi IT Ads works in designing and placing these banners at strategic locators. Our capabilities include virtually every available type of banner, from cloth to plastic, so our clients can color the city with their colors.

Bus Shelters/ Public Utilities

Bus shelter/Public Utilities advertising has appeared to be a top outdoor advertising approach. It is a potent medium to surprise, excite and engage the customers. Pragathi IT Ads helps clients in designing the concepts. Our create edge enables our clients to etch themselves in the memory of their customers with increased visibility

Augmented Reality

At Pragathi IT Ads, we use augmented reality to change the way consumers view the world. Augmented reality systems generate a composite view for the user, a combination of the actual scene viewed by the user and a virtual scene generated by the computer that augments the scene with additional information.

Digital Screens

The highly interactive digital screens make messages appeal to the audience. A digital screen with a catchy caption and a communicative image makes your advertisement noticeable. Digital screens enjoy maximum visibility during the evenings. Pragathi IT Ads helps businesses make their expenditure worthwhile with a high level of creativity and Interactivity.

EVENTS & EXHIBITIONS:

Corporate Events

At Pragathi IT Ads, we deliver a comprehensive list of corporate event management services starting from ideating for impact, creative process, event manage- ment, and logistics, engaging and coordinating third party suppliers, creating an event theme to event analysis. An engaging event requires a mix of creativity, marketing ideas, and focus.

Educational Events

We provide event management services to schools, colleges, and universities to facilitate a wide variety of events and functions such as college fests, cultural functions, annual day functions, admission events, and much more. At Pragathi IT Ads, we devise the eve3nt concept, plan the logistics and coordinate the technical aspects before actually launching the event.

Conferences

At Pragathi IT Ads, we supervise and coordinate the strategic, operational and logistics, operational and logistical activities necessary for conducting seminars. Our services include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits (alcohol permits, insurance license, etc.), and coordinating transportation and parking.

Product launches

Product launch events sketched to achieve the specific purpose of creating awareness and publicity for a particular product or brand. We help business introduce their products to the marketplace and generate a great buzz about the brand

Stall Fabrication

Great designs are only actualized with quality construction and development to create a lasting impact on the modern consumer. At Pragathi IT Ads, our associations with top fabricators enable us to deliver on quality stalls and booths.

Trade Shows

Trade shows and expos are exhibitions organised so that companies in specific industries can showcase and demonstrate their latest products, services, study activities of rivals and examine recent market trends and opportunities. We facilitate trade show participation for clients of a variety of different industries.

Experiential Zones

We design and create state-of-the-art dem rooms called the experiential zones. It enables consumers who are confused, or want to test the product/service quality, to all back and experience the product and allows businesses to interact more closely with the consumers.

Stall & Booth

In the modern competitive trade show environment, full-size, full-color custom trade show exhibit panels are the best way to ensure products get noticed. Our graphic design exhibition stands and creates high-impact towards audiences to successfully deliver brand messages to the target.

2D DESIGN:

Ideation

At Pragathi IT Ads., We believe that the entire ideation process from innovation to development and actualization is an essential component of the design process. We don't just come up with big ideas, we also know how to identify ideas that will result ineffective creative solutions for our clients.

Annual Reports

The financial performance of companies and their activities during the course of a year are highlighted through the annual reports. At Pragathi IT Ads.. We conceptualize and design annual reports to present companies in the best possible light before their customers. Investors and stakeholders.

Posters

Posters are an extremely popular method of promoting brands, events launches. Market ventures and ideas to consumers. Our creative team is aware of the fact that a poster design can carry your brand to unbelievable distances. We develop customized concepts of posters with innovative visuals and graphical representations with corporate identity in view.

Newsletters / Magazines

Newsletters and corporate magazines are inexpensive and persistent communication tools for companies to communicate to their audience. We design and develop creative newsletters that not only cost effective. But also update consumers on new products and offers to keep them engaged.

Corporate Identity / Logo Design

We enable business to develop a corporate personality through our process of identity creation. At Pragathi IT Ads., We help companies display a particular character which it uses to relate to its target group. The Identity is the public image which helps businesses develops a relationship with its customers or audiences.

Packaging & Design

The first thing that most consumers will see from a company will be its product packaging. In order to make that first impression last, we create custom designs that will capture their attention immediately. At Circuit 9, we conceptualize innovative product packaging and design creative graphics that add to your brand identity, create awareness, and maximize sales and market share.

E-Newsletters / Mailers

Communicating with large audiences in a cost-effective manner in made possible through the use of e-newsletters and e-mailers. Our expertizse as an integrated advertising and marketing communications agency includes designing creative e-mailers and e-newsletters that enable brands to establish relationships with their customers

Brochures / Catalogs

Brochures and catalogs are among the most professional ways to showcase businesses and products. They can be used 10 build a professional image for companies, event promotions, product sales, and introduction of products to the market. The custom designed brochures and catalogs we produce will distinguish your company and give you an advantage over your competition.

Direct Mailers

Direct mail is the high profit. Low cost advertising medium. We design & integrate direct mail into marketing campaigns to target consumers on a one to one basis. While reinforcing existing marketing efforts. They have the capability to reach to large audiences & are an extremely reliable source of marketing today.

CO/DVD Jackets & Labels

Labeling and jackets are a very important part of branding. Pragathi ITAds. has tremendous experience in designing creative CD and DVD jackets and inlays, which play a significant role in presenting products in an exclusive manner. The final outcome enables branding that directly connects to consumers and is catchy, appealing and makes products stand-out.

WEB SOLUTIONS:

Domain / Hosting

We provide comprehensive domain name registration services to ensure that companies find appropriate names for their online presence. Our web solutions also include web hosting services that enable fast, secure, and scalable association for websites that allow consumers to quickly and safely connect to businesses online.

Website Maintenance

We offer comprehensive e website maintenance services that keep website content current and up to date. Service includes ensuring that online. formats, links are effectively changing text and images to brand new functionalities

PPC

The pay-per-click, more commonly called cost per click. Advertisement is one that we specialize in optimising to effectively increase traffic to the website. Our service includes detailed analysis and bidding to maximise the visibility, reach, and success of online banner advertisements

Server Management

At Pragathi IT Ads, our server management services include keeping tabs on remote web servers and centralising data about server performance in an easy-to-understand format. We manage the performance of an abundance of network servers to keep them running smoothly and allow businesses to focus on their core competencies.

CMS Development

At Pragathi Ads, we develop custom content management systems that enable companies to publish, edit and modify content on their websites without hiring staff to manage their online presence. We also developed sites on existing CMS platforms like WordPress and Joomla.

Web Analytics

Our web analytic services benefit businesses by providing tools for market research to assess and improve the effectiveness of their online presence and digital media campaigns. Apart from measuring the performance of commercial websites, we provide data that is used to improve marketing campaigns and audience responses.

Website Design

At Pragathi IT Ads, we provide custom design solutions for the production of websites, including web graphic design, interface design, standardised code, and user experience design. Our team comprises experienced designers and developers who ensure that our patterns are browser-friendly and responsive to all devices

SEO

Effective search engine optimization is a key part of any successful website promotion strategy and an area in which we excel. Our SEO specialists consistently achieve top rankings for our client websites across major search engines, targeting keywords and phrases that consumers are most likely to use when searching online

Digital Strategy

We build and execute custom digital media strategies that sync with organisational goals and initiatives to maximise the business benefits and equity. At Pragathi IT Ads, our process for developing a digital strategy focused on online presence, influence, perfection, virility, and resonance.

Digital Media Planning

At Pragathi IT Ads, our digital media buying experts connect businesses with target audiences by mapping online behaviors, then building and executing a custom digital media buying strategy that connects businesses with consumers. Our buying process is focused on transparent, real-time biddable media and audience targeting that is aimed at increasing efficiency

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APP DEVELOPMENT:

App Development

Welcome to Pragathi IT Ads, your premier destination for app development services on both Android and iOS platforms, tailored to diverse needs. We specialize in creating various types of apps to meet different business requirements

E-commerce Apps: Enhance your online presence with a custom-built e-commerce app that offers seamless shopping experiences and secure transactions.

Enterprise Apps: Streamline your business operations with robust enterprise apps tailored to manage workflows, communication, and data securely.

Social Media Apps: Engage users with dynamic social media apps that foster community interaction, content sharing, and networking. Healthcare Apps: Improve patient care and management with intuitive healthcare apps that offer appointment scheduling, telemedicine, and health tracking features.

Educational Apps: Revolutionize learning experiences with interactive educational apps offering courses, quizzes, and progress tracking.

At Pragathi IT Ads, we combine cutting-edge technology with industry expertise to deliver innovative apps that drive growth and success. Contact us today to discuss your app development needs and transform your ideas into reality.

SOFTWARE DEVELOPMENT:

Software Development

Discover tailored software solutions at Pragathi IT Ads, specializing in customized software for diverse sectors. Streamline educational administration with efficient student management systems. Simplify financial operations with our intuitive accounting software. Enhance organization with robust attendance tracking systems. Ensure efficient healthcare administration with comprehensive patient management solutions. Our expertise lies in crafting software that meets unique business needs, from seamless integration to user-friendly interfaces. Trust Pragathi IT Ads to optimize your operations with innovative technology solutions. Contact us today to discuss how our customized software can elevate your efficiency and productivity.

DIGITAL MARKETING:

Social Media Research

Social media research (SMR) ranges from market research methods, opinion research methods to social media data. We examine social media practices through various methodological and theoretical lenses and provide insight into how social media reconfigures daily life.

Social Media Strategy

There's much more to engaging in SMM than creating a few profiles and posting a few links. There are thousands of other businesses competing for social media. So, laying the perfect groundwork is crucial. We help companies determine the road map for their social media strategy

Competitive Benchmarking

Competitive benchmarking is discovering how brands rank amongst their peers and sector before using a scientific score that combines essential metrics to give a snapshot of existing media efforts. Companies grow their fan bases faster in which they are running effective campaigns while keeping an eye on the competition. We find you ways to monitor and react to such instances.

Social Media Network Expansion

The key to creating value for online consumers is producing great content. At PGI IT Ads, we focus on a strategic mix of engaging content and detailed targeting that expands fan bases, builds traffic to company websites, generates leads, and ultimately increases sales

Mobile Apps

Mobile Apps are a term used to describe Internet applications that runs with smartphones and other mobile devices. Mobile applications can help users by connecting them to Internet services more commonly accessed on desktop or note- book computers or help them by making it easier to use the internet on their portable devices. Our capabilities include app development for custom use.

MOBILE PROMOTIONS:

Wap Sites

A WAP site is just like a website, used for mobile phones. Because bandwidth is far less on a mobile phone, and because mobile phone screen sizes are only a fraction of what is on a computer, WAP sites are tiny compared to their larger brothers. At Pragathi IT Ads, we provide tailor-made mobile site solutions to varied clients.

Push SMS

We provide Push SMS services to companies that enable their consumers to request services such as ringtones or games from a wireless handset via sending a present SMS code to a predeter- mined number. With the current scale of mobile phone ownership, our Push SMS services help consumers connect with brands.

Blue Casting

Our services include Blue casting, a process in which a message broadcasts to Bluetooth-enabled devices within a given physical area. This technology is preferred by retail businesses, promoting sales in the mails by sending out discount coupons or relevant sales promotion offers.

QR Code

Businesses of all sizes use QR codes in several ways. QR codes are used to enable consumers to connect your website containing the product details, find contact information and share your web URLs. They are added to business cards, flyers, and posters containing contact details to let consumers connect to specific products and services.

SOCIAL MEDIA MARKETING:

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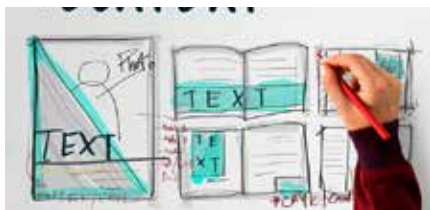
Social Apps

At Pragathi IT Ads, we develop social software applications, better known as social apps. To better enable businesses to establish and maintain connections with their audiences. The services we provide include custom blogs, online product or service forums.

Social Media Strategy

There's much more to engaging in SMM than creating a few profiles and posting a few links. There are thousands of other businesses competing for social media users' attention. So, laying the apt groundwork is crucial. We help companies determine the road map for their social media strategy.

Content Development & Promotion

Providing engaging and valuable content allows brands to establish a connection with their audiences and keep them coming back to share content using social media. We develop content that enables brand social media platforms to be perceived as a trusted source of quality information and entertainment and eventually lead to visibility.

Competitive Benchmarking

Competitive benchmarking is discovering how brands rank amongst their peers and sector by using a scientific score that combines essential metrics to give a snapshot of existing social media efforts. Companies grow their fan bases faster by running effective campaigns while keeping an eye on the competition. We find you ways to monitor and react to such instances.

Social Media Monitoring

Social media monitoring allows businesses to find insights into the overall visibility of brands on social media, successfully measure the impact of campaigns, identify opportunities for engagement, assess competitor activity and share of voice, and be alerted to impending crises.

DIRECT MARKETING:

Direct Marketing

Direct marketing involves reaching out to potential customers directly through various channels to promote products or services. At Pragathi IT Ads, we employ direct marketing strategies to engage our audience

PRODUCT LAUNCHING:

Product launching

Introducing our latest product lineup at Pragathi IT Ads, where innovation meets functionality. Our products are designed to redefine your experience with cutting-edge technology and user-centric design. We specialize in various modes of product introduction:

- Traditional Launch Events: Hosted events showcasing product features and benefits.

- Digital Campaigns: Utilize social media, email marketing, and online ads for widespread reach.

- Influencer Collaborations: Partner with influencers to promote product benefits to their followers.

- Retail Displays: Eye-catching displays in stores to attract and educate customers.

Each mode ensures our products are introduced effectively, engaging customers and highlighting their unique advantages. Trust Pragathi IT Ads for innovative products that enhance your daily operations and experiences.

PRINTING SERVICE:

Printing Service

Welcome to Pragathi IT Ads, your premier provider of all kinds of printing services! We are dedicated to delivering top-notch printing solutions that cater to a diverse range of needs. Whether you require offset printing, outdoor media printing, screen printing, signage making, or binding fabrication, we have you covered.

Our cutting-edge technology and skilled team ensure that every project is completed with exceptional quality and precision. We offer a variety of media, finishes, and printing options to match your specific requirements, ensuring your materials stand out and make a lasting impact.

Customer satisfaction is our top priority. We pride ourselves on delivering timely and cost-effective solutions without compromising on quality. From small personal orders to large corporate projects, we provide personalized service and expert guidance every step of the way.

Choose Pragathi IT Ads for all your printing needs and experience the difference in quality and service. Contact us today to get started!

Offset Printing

At Pragathi IT Ads, we specialize in offset printing, delivering high-quality prints with vibrant colours and sharp details. Using top-of-the-line printing machines like the Heidelberg Speed master and Komori Lithrone, Dominant we ensure precision and consistency in every project. Whether you require business cards, brochures, banners, flyers, posters, custom packaging, or any other printed materials, we have you covered. Our advanced print fabrication machines, including the Polar Mohr Cutter and Stahl Folder, further enhance the finishing process, providing clean cuts and perfect folds. Whether you need brochures, flyers, or business cards, our state-of-the-art equipment and skilled team guarantee exceptional results every time. Trust Pragathi IT Ads for all your offset printing needs and experience unparalleled quality and service.

Out Door Media Printing

At Pragathi IT Ads, we specialize in outdoor media printing, delivering high-quality, durable prints that withstand the elements. Our cutting-edge machines, like the HP Latex 360 and the Mimaki JV300, produce vibrant and weather-resistant banners, billboards, and signage. To ensure precision and superior finish, we utilize advanced fabrication machines such as the Zünd G3 digital cutter, which provides accurate cuts for various materials. Our skilled team is dedicated to providing exceptional results, making your outdoor media stand out. Trust Pragathi IT Ads for all your outdoor media printing needs and experience the difference in quality and service.

Other Printing Services

We also offer a range of additional printing services to meet our clients' diverse needs. These include screen printing, signage board creation, and Perma Stamp services. Our screen printing delivers vibrant and durable prints on various materials, while our signage boards are crafted to ensure visibility and impact. Our Perma Stamps provide long-lasting impressions for professional use. At Pragathi IT Ads, we are committed to delivering top-notch quality and service across all our printing solutions. Trust us to fulfil all your printing needs with precision and excellence.

CORPORATE GIFTING SERVICES:

Corporate Gifting Services

At Pragathi IT Ads, we specialize in corporate gifting services that help you leave a lasting impression. Our curated selection of premium gifts includes personalized items, branded merchandise, and bespoke gift hampers designed to strengthen business relationships and express appreciation. Whether you're celebrating milestones, rewarding employees, or thanking clients, our high-quality gifts are tailored to suit every occasion and budget. We handle everything from conceptualization to delivery, ensuring a seamless and memorable gifting experience. Trust Pragathi IT Ads to provide exceptional corporate gifts that reflect your brand's values and enhance your professional connections. Contact us today to explore our offerings!

- Trophy
- Seasonal Gifts
- Festival Gifts

- Clocks and Cups
- Callenders & Diaries
- T Shirts & Caps

Our Clients

Trusted by over 86 companies in over 13 countries worldwide
Our company to grow their business.

KFC	BSN SPORTS	ICICI	CleverTap	Soligent
24 Support	Albertsons	CallCenter STUDIO	Aster	ZÜBLIN
ARCHIRODON	swissboring	SAMBO E&C LTD.	SK E&C	PARSONS

Implementation

1

Discussion of the Idea

Pragathi IT offers cutting-edge solutions to streamline your business operations. Let's discuss how our innovative technology can drive efficiency and growth for your company. Join us for an in-depth conversation to explore tailored IT strategies that meet your unique needs and propel your business forward.

2

Prepare Design & Execute

Pragathi IT specializes in preparing, designing, and executing innovative IT solutions tailored to your business needs. Our expert team ensures seamless integration and optimal performance. Partner with us to transform your IT infrastructure and drive your company's success with cutting-edge technology and strategic implementation.

3

Finalize Product & Launch

Pragathi IT excels in finalizing and launching top-tier IT products. Our dedicated team ensures every detail is perfected for a successful market introduction. Partner with us to bring your innovative ideas to life and achieve a smooth, impactful product launch that drives your business forward.

Campaign Strategy

1. Increase the overall traffic volume to the Company's website by expanding marketing campaigns on Google, Yahoo and MSN.

2. Lower costs by reallocating your search budget to the highest performing campaigns.

3. Expand your keyword portfolio to include long-tail, high-returning phrases.

4. Expand content network campaigns while proactively measuring return on investment on partner sites.

5. Automate bid management and optimize budgets across Google, Yahoo and MSN.

6. Improve campaign quality and reduce costs by improving keyword quality and click-through tariffs.

7. Create consistency between online marketing campaigns and landing pages for streamline conversions and reduce abandonment.

Improve Quality
for Better Marketing Campaign

Contact Us

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