



Alliances Galore

CORPORATE PROFILE

AN OVERVIEW OF OUR SERVICES AND EXPERTISE

WE ARE INDIA'S FASTEST EXPANDING
ALLIANCES & RELATIONSHIP MANAGEMENT ORGANISATION, WITH
ONE OF THE BEST IN CLASS INTERNATIONAL GROWTH PATTERN



WHO ARE WE



RELATIONSHIP BUILDERS

With an astute knowledge of a rapidly evolving market & a rapidly increasing consumer base

We work with our clients to understand their needs and motives to help them reach out to their end consumer with effective & penetrative marketing, branding and rewards programs

With an expertise in the Lifestyle, Dining, Health and Wellness and Retail sector, AC's aim has been to build long term mutually beneficial relationships between brands and their customers



**OFFER BASED
ALLIANCES
MANAGEMENT**

**SHORT TERM EVENTS &
PROMOTIONS**

**COLLATERAL
PRODUCTION &
DEPLOYMENT**

**OFFER DISCOVERY
INTERFACE**

**CUSTOMISED
TECHNOLOGY
DEVELOPMENT**

**MERCHANT
ACQUIRING**

**MEDIA SPACE
ACQUIRING & SELLING**

**MERCHANT
PROMOTION**

OFFER BASED ALLIANCES MANAGEMENT

PIN POINTED PROGRAM CURATION

- As one of India's largest alliance aggregators, AG is currently handling an ever-growing portfolio of national and global clients
- Our end to end alliance management teams guide our clients through each process of the concept diligently
- Our core competence is designing, executing & managing offer or loyalty based programs adhering to a client's brief



01

CLIENT BRIEF

Understanding the key brief from the client, sharing market feedback on it and thereby evolving a program tailored to needs

02

WISHLIST CURATION

Creation of a master wishlist including all potential partners that can fit into the program as per the brief

03

PARTNER ONBOARDING

Approach desired vendors and discuss the program guidelines at length along with the MOU draft

04

DATABASE MANAGEMENT

Pertinent information and documents are entered and maintained in a data format. MOU's forwarded to our clients after due diligence on each one of them

05

PROGRAM POLICING

Physical & telephonic policing & mystery shopping process to ensure program guidelines. All mystery shopping are conducted on an anonymous level to check real time implementation of program

06

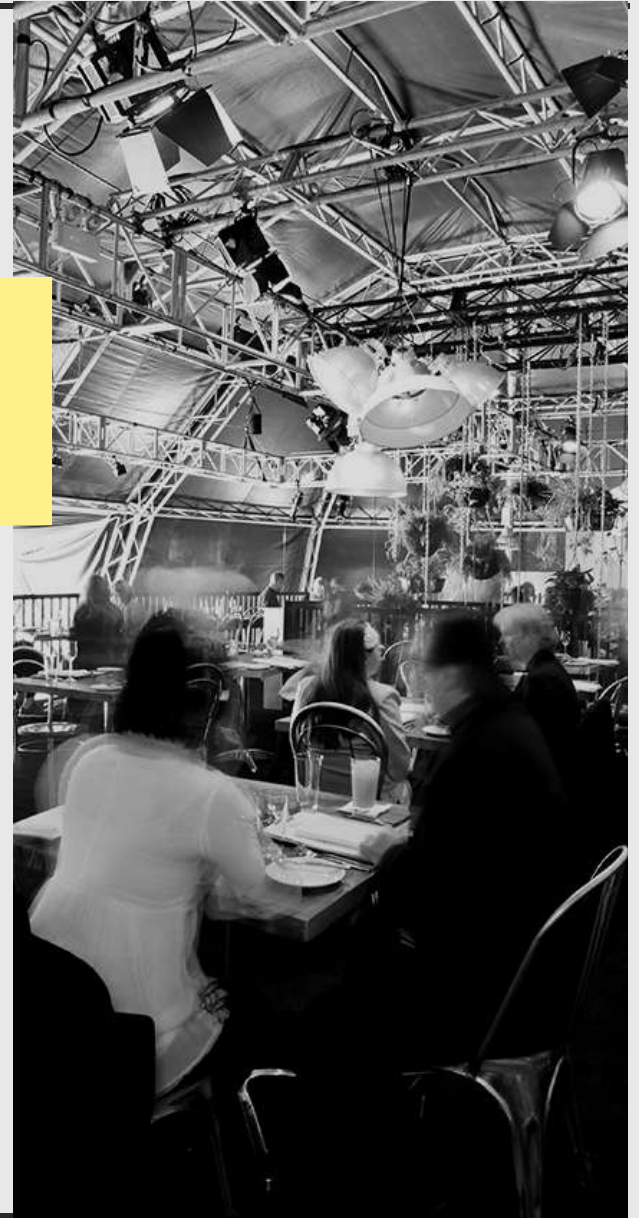
ESCALATION MANAGEMENT

Allocate dedicated team to identify, address and effectively resolve any consumer escalations
Timeline of 48 hours to resolve all escalations with a mutual acceptance by the customer and partner vendor

SHORT TERM EVENTS & PROMOTIONS

CONSUMER CENTRIC CURATIONS

- We have a proven track record of curating, managing and executing special promotional events amongst our partner merchant base
- With a series of concepts, we have been providing turn-key promotional activities to our clients
- Design and management of website and app based interface for clients which leads to periodically organised food festivals



01

FIXED MENU FESTS

We are specialists in gauging the audience and devising set menu meals at promotional prices. Axis Bank Gourmet Delights, Citibank Gourmet Flavours, etc. are some of the recently concluded editions

02

VALUE ADDITION FESTS

Our team has curated a number of promotional fests centered around desserts, wines, etc. as a deal sweetener to a consumer's meal. Value additions to the meal as a complimentary affair have been well received

03

CAFE FESTIVALS

Targeting a precise 'café audience', we have conceptualised a series of coffee fests for some of our clients with curated coffee combos at market competitive prices

04

CHEF'S TABLE

We have curated Chef's Masterclass sessions and Chef's Tables at some of the most luxurious and premium partners in the country. Catering to the upper crest, these have been received intimately by clients and consumers

05

SEASONAL FESTS

At AG, we believe in an intricate knowledge of the end consumer. We regularly curate promotional alliances from a seasonal and holiday perspective. Monsoon Delights, Summer Fests, are some of the properties we have curated in the past

06

SUNDAY BRUNCH

We have regular curative Sunday Brunch properties that we manage and service, end to end for our clients. With a footprint across India and internationally our Sunday Brunch programs see high traction amongst consumers



FEST CURATION FRAMEWORK

AXIS BANK GOURMET FEST

We have executed two editions of the fest for Axis Bank with over 1000 partner merchants enrolled and over 5000 consumer redemptions engaged

CITIBANK GOURMET FLAVOURS

Concluded edition one, spread across 7 key Indian cities over ten days with the fest recording over 3000 customer redemptions. The second edition is slated for February

GOURMET FLAVOURS - SINGAPORE

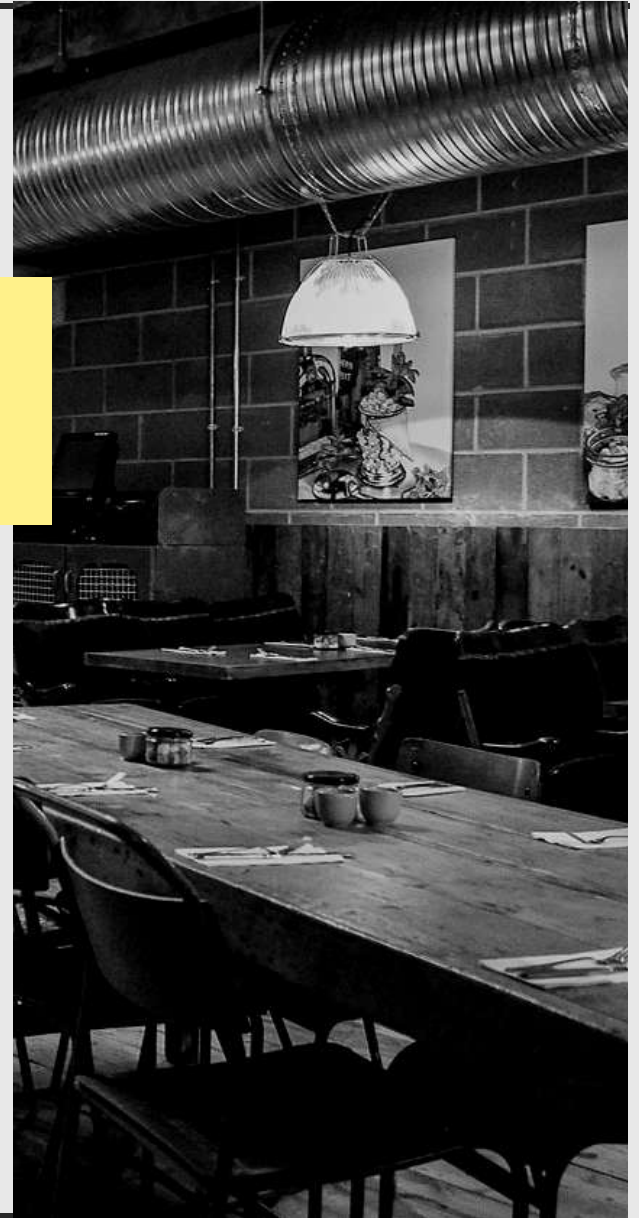
Curated & executed debut edition of the fixed menu festival in partnership with Standard Chartered Bank. The fest was active over ten days and acquired over 50 merchants on-boarded as partners

.....*AND MANY MORE*

COLLATERAL PRODUCTION & DEPLOYMENT

INSIGHT BASED BRAND PROMOTION

- We have a fully equipped and adept in-house design and production team for collateral branding
- We advise clients on and develop collateral branding options in concurrence with the program objectives
- We have dedicated teams spread across all our respective active geographies to deploy collateral branding respectively



01

COLLATERAL DESIGN

Assess and advise clients on the appropriate collateral elements to achieve maximum branding for program

02

PRODUCT LOCKDOWN

Fabricate sample models of the agreed upon collateral branding material and get the samples approved by the client

03

ASSESS NEED

At the time of program MOU signing, our executive records a basic order from the partner across all approved collateral branding material options

04

COLLATERAL FABRICATION

AG then develops all required collateral material after sharing total quantities and cost of production with client

05

DEPLOYMENT

As per consolidated order sheet, our executive physically deploys the required quantity of the branding element(s) at the partner location. An acknowledgment receipt is duly stamped by the partner

06

DEPLOYMENT AUDIT

A dedicated audit team visits each partner location to ensure collateral material is deployed and in complete view. Photographic evidence of actual deployment of collateral branding material is also taken

OFFER DISCOVERY INTERFACE

CRITICAL COMMUNICATION TOOL

- We are currently developing an effective and economic communication tool that would help clients promote their offers & reach out to consumers that they have heavily invested in acquiring
- The aim through of our soon to launch interfaces is to help end consumers discover relevant offers, promotions and programs in real time and also compare them to ensure they use the best offer at their disposal



CUSTOMISED TECHNOLOGY DEVELOPMENT

TAILORED TO SPECIFICATIONS

- With a constantly technologically evolving universe, we at AG believe in keeping a step ahead of the curve at all times
- We advise our clients on technological interfaces and requirements that will enable them to achieve a multitude of objectives
- Dedicated team of developers is constantly looking to innovate and create new interfaces and mediums to promote, display and create an engagement pattern with respective consumers



01

FEST CURATION

Design and management of website and app based interface for clients which lead to a periodically organised food festival

02

WHITE LABEL APPS

Development of white label websites and apps that can patch over existing technological capabilities of clients

03

EXISTING PRODUCTS

Some of our existing technological framework and support can be found with the websites and apps for IndusInd, HSBC, Citibank Gourmet Flavours, Axis Bank, HDFC, etc.

04

CONSTANT COMMUNICATION

Design and management of daily communicative websites and apps for clients in accordance with the audience brief

05

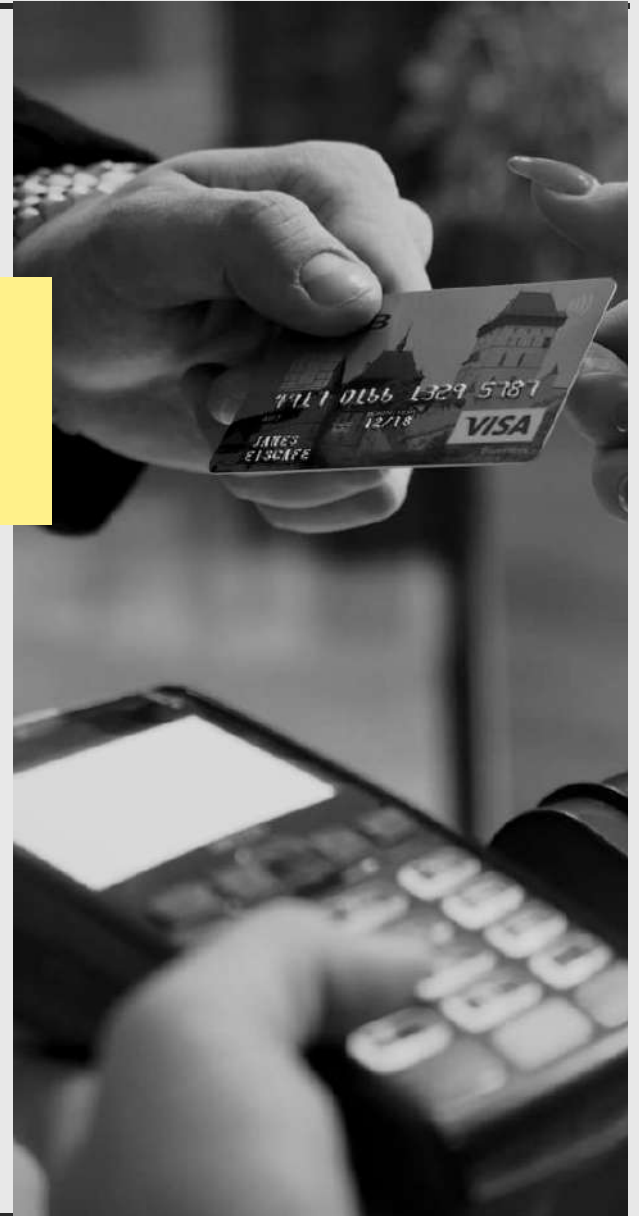
FOCUS DRIVEN

Our key focus is customising technological interfaces tailored to a client's needs while experimenting with new breakthroughs to make the reach to a particular audience precise and highly effective

MERCHANT ACQUIRING

INCREASING GEOGRAPHICAL SPREAD

- With one of the largest spread of partner merchants across the country and globally, AG is the most entrenched organisation in its class
- This entrenchment enables us to advise and direct partner merchants onto new business areas effectively
- A client's requirements of merchant on-boarding for a POS payment technology is easily achievable





MERCHANT ACQUIRING

OUR CURATIVE SUCCESSES

- Some of our most notable projects we have worked on in the Merchant Acquiring vertical are MasterCard, Mvisa, IDFC Bank, etc.
- With their 'swipe-less' technology being rolled out, we have been at the forefront of looking at merchant acquire for them
- The MVisa & IDFC Bank technology is currently in process, rolling out in over ten Indian cities
- We are also innovating and executing merchant acquiring process for several other clients in the market currently

MEDIA SPACE ACQUIRING & SELLING

LAST MILE CONNECTIVITY

Owing to the entrenchment that AG enjoys amongst its partner merchants, it also give us an ideal platform to advise them with respect to Media Space

We design and execute media buying modules for partner merchants taking into account all potential media space available at their outlet

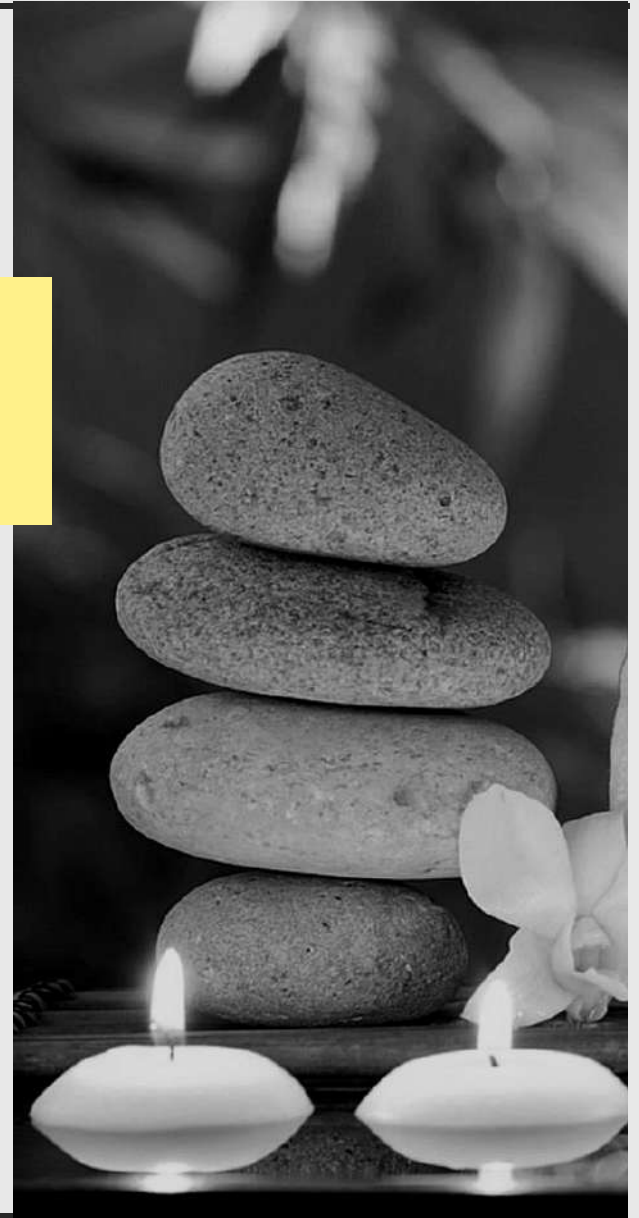
With a consistent rate card, AG helps clients reach out further by accruing large media space like billboards, POS counters, Table branding, etc, in prominent and high footfall locations



MERCHANT PROMOTION

INCREASING AUDIENCE POOL

- With a robust infrastructure and an astute knowledge of trends and promotional structures, AG specialises in promoting and marketing partners of all verticals
- A dedicated team of executives and designers advise, execute and manage promotional strategies for merchant partners
- With a core specialty in social media, AG also looks at key offline promotional mechanisms



01

SOCIAL MEDIA

Setup and manage partner merchant's social presence across Facebook, Twitter, Instagram, etc.

02

PARTNER PHOTOGRAPHY

With an in-house team of designers, we specialise in product photography that enables a partner to project their brand appropriately

03

PARTNER IMAGERY

Our designers are geared to strategise and execute an effective "brand imagery" for a partner merchant across all their communications

04

EVENT CURATION

Curate events, activities and promotional visits at partner outlets that can in turn generate mileage and communication for them

05

ONLINE INNOVATIONS

Our designers are constantly innovating on online tactics that help a partner reach out best. Small flash apps, interactive menus, etc, enable us to create such a platform for partners

06

OFFLINE ACTIVATIONS

Design and execute offline activations such as tasting sessions, roadshows, etc. that help a partner reach out to the consumer in the last mile

ALLIANCES GALORE

THANK YOU!

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TO VIEW OUR CLIENT & PARTNER LIST
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