



# SME SMART TECH ISSUE 1, August 23

**Mr. Veerendra Jamdade,**  
CEO, Founder & Senior Entrepreneur

## **Growth Mantra for the SMEs by our Founder**

Welcome to our Newsletter!

The biggest challenge faced by SMEs in India is achieving sustainable growth. While founders have great ideas and resources from a solid learning background, they often struggle to make decisions on how to move forward after the initial growth phase. As they try to expand and bring in more resources, they may notice a decline in the quality of their products or services. This decrease in quality affects the customer satisfaction index, shrinks the organization's bottom line, and can lead to decisions of shutting down or selling the company.



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**Mr. Rajesh Radhakrishnan,**  
CMO & Co-Founder

## **Introducing Smartech - Smart Solutions for SMEs and MSMEs**

Smartech, an initiative by Vritti Group of Companies, aims to provide smart solutions in the IT, Media, and Marketing space for SMEs and MSMEs. We understand the challenges faced by small businesses when it comes to adopting technology and developing effective marketing strategies. With Smartech, we offer integrated, cost-effective, and convenient solutions that enable office automation, collaboration, customer management, and business growth. Our team of experts is dedicated to helping your small business thrive without compromising your budget.



## Case Study - Technology Driving Growth for Krishansh Consultants

### Company: Krishansh Consultants

Introduction: Krishansh Consultants is a small-sized Real Estate Agency based in Mumbai. Their focus is on selling luxurious flats in luxurious buildings of Mumbai.

Traditional Approach of SMEs: If Krishansh Consultants would have taken a traditional approach of marketing, what would it be?

- Word of Mouth
- Newspaper flyers

New Approach: Krishansh Consultants took a new approach of marketing by integrating technology in their strategy.

What did they do differently?

- Registered themselves on real estate websites
- Ran Lead Generation Ads on Social Media
- Ran Google Ads that led to quality enquiries
- Created a one pager website, with respect to limited budget; but, optimized the website with right keywords
- Implemented Customer Relationship Management Software to keep a track of their potential leads

Benefits:

- a. Creating and showcasing an Online Portfolio
- b. Leading to Improved Sales and Increased Revenue
- c. Establishing Presence in the Online World



# What's Instore for SMEs at Vritti Group of Companies?

We offer Audiowala Bus Stand, a mass medium installed on bus stands used for local promotion of your brand at very affordable rates; specifically designed for SMEs to advertise.

If you are looking to manage your customer data, instead of doing it manually, implement Ekadm CRM. From invoicing to creating potential clients, the software will make your work smooth. For making your internal operations productive and efficient, implement Ekadm ERP. Few routine tasks need no manual intervention, our ERP software can manage it all!

Also, we offer cost-effective marketing solutions for your small-scale business. From building a comprehensive website to running paid ads on social media platforms and Google, we can help you to achieve your business goals.



# About Us

## Introducing Vritti Group of Companies

Vritti Group of Companies, established three decades ago, is a renowned provider of IT products and services. We offer solutions such as ERP, CRM, and Practice Management Software for CA firms to streamline and automate routine tasks. Our expertise in Rural Marketing led to the creation of Vritti iMedia, which provides the Audiowala Bus Stand, a unique mass medium for businesses to reach rural and deep rural regions of India. We are recognized as pioneers of Rural Marketing in India. Additionally, our Activation arm, Mindwave Media, specializes in BTL Activations, Experiential Marketing, CSR Campaigns, and Outdoor Events. With our 360 Degree Digital Media & Marketing wing, we offer services such as Website Development, Lead Generation, Social Media Marketing, and Search Engine Optimization. Today, we have a Pan India presence, with offices located in Pune, Mumbai, Delhi, Bangalore, Jaipur, Chandigarh, Goa, Ahmednagar, Latur.

