



Client –

Rupeetalk.com

Online personal finance portal

Though the world runs through technology developed by Indians, Indians aren't still habitual of online purchasing

Therefore .... The Need –

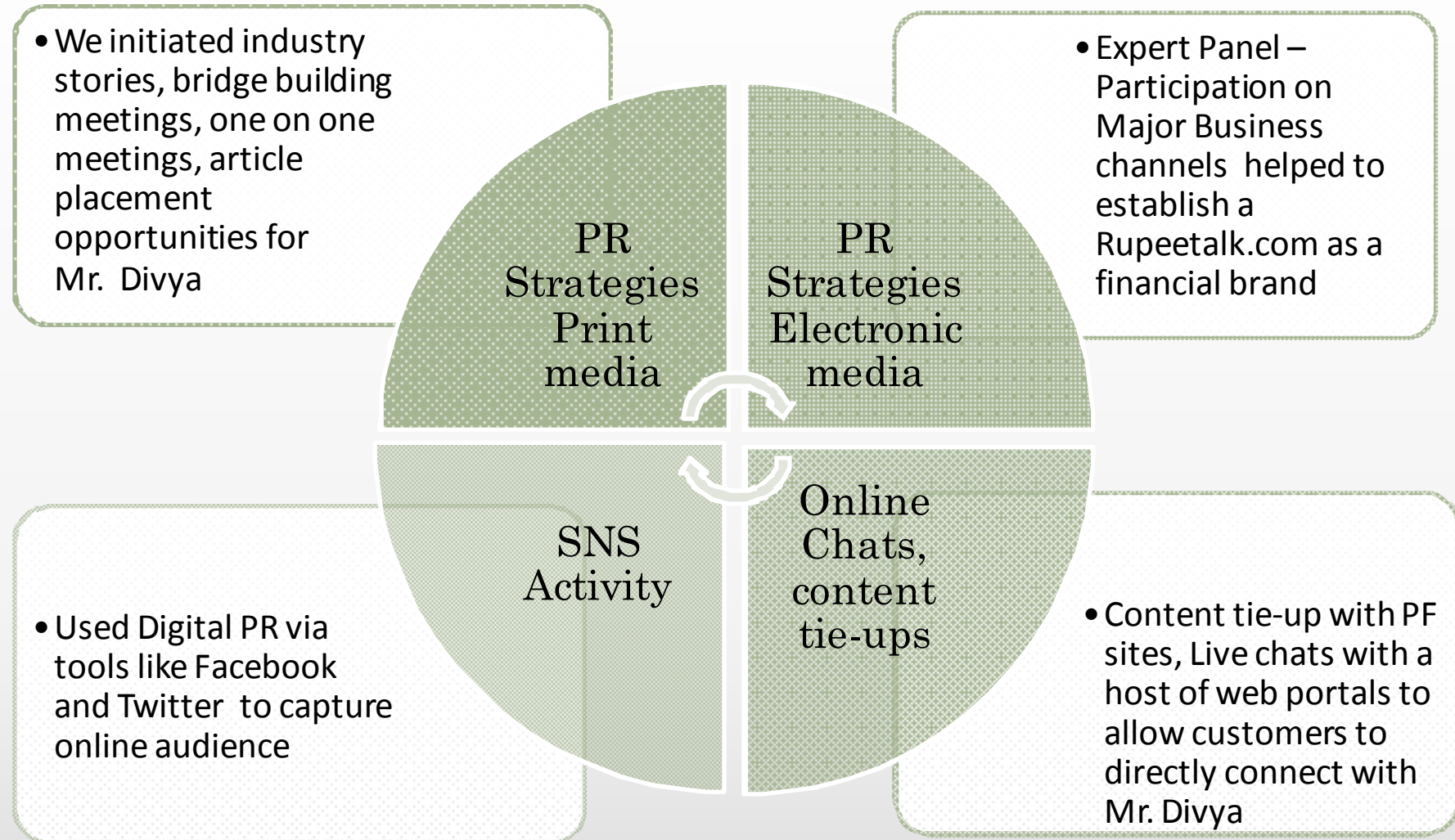
- To promote new & unique facilities in order to increase visitors and users
- Spread awareness & educate customer about emerging online services

Among all the players Rupeetalk.com has a Unique feature

Idea –

- High Brand recall and word of mouth
- Team of Rupeetalk comprises of IIM alumni therefore Profile team in prominent section of major publication/ electronic channels

## What we have done -



## Impact –

- It helped company to establish itself as a brand
- Helped to influence sales through the portal



