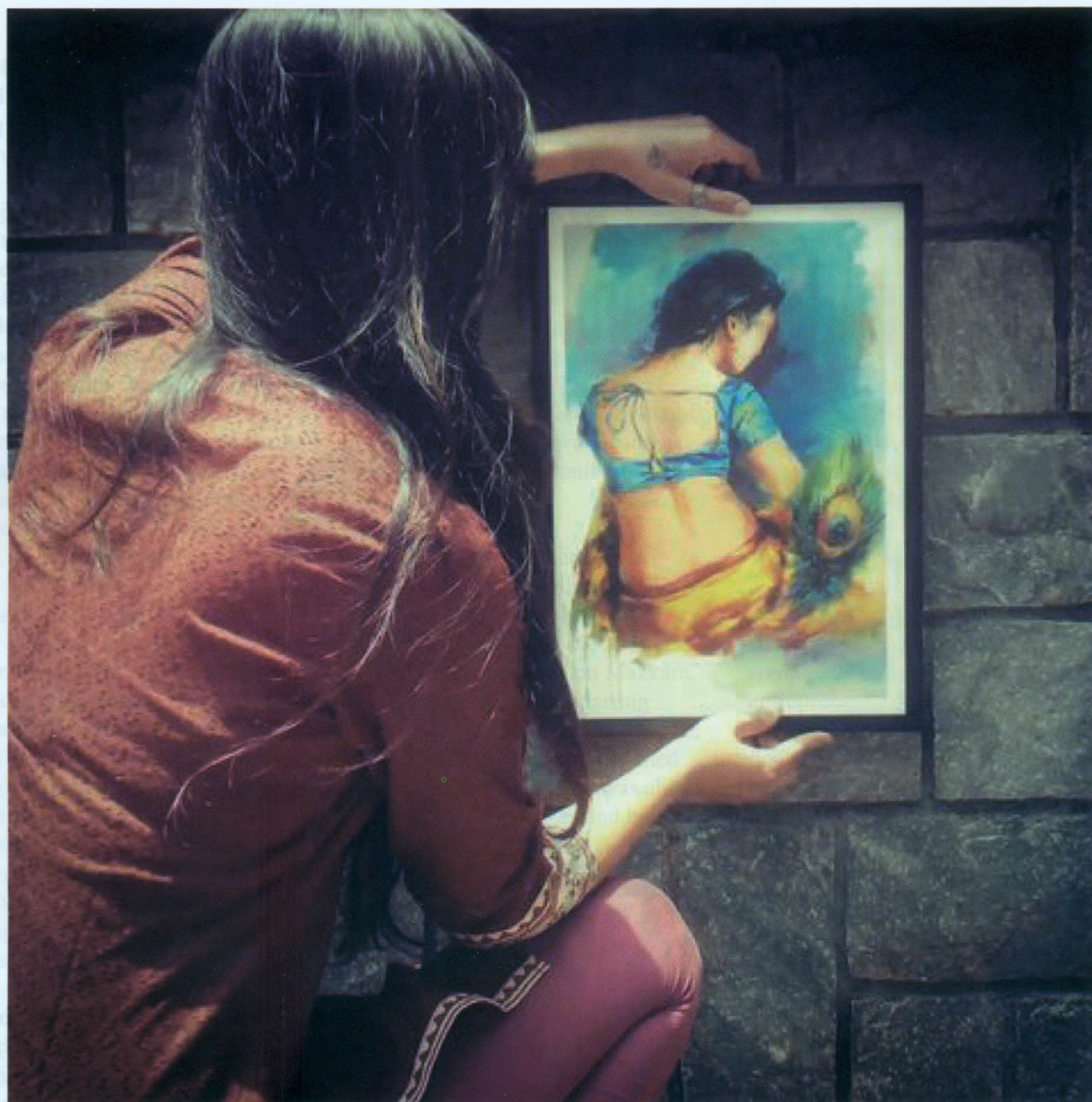


# POSTERGULLY

Offering innovative and Customized Artwork



Bharat Sethi, Founder, Postergully



Online art has not been quite prominent in India until the inception of PosterGully which has carved a niche name for itself in a short span of time. Founded by entrepreneur Bharat Sethi in 2013, PosterGully offers a host of art designs and artworks that users can pick and get them printed on any available merchandise of their choice. The

artists are paid for each design upload making it a wonderful platform for all budding and well known artists from across India. PosterGully uses a state of the art API based automated process offering a possibility for artists to earn money by uploading designs online.

**Business overview of PosterGully:**  
From its humble beginnings Poster-

Gully today has managed to achieve artwork of more than 850 artists contributing more than 8000 unique designs to choose from. The website offers over 50,000 products for users to choose to get their desired artwork printed on the merchandise of their choice.

PosterGully ensures that each design uploaded on their website is unique and distinct. It uses intensive

technology such as Image Reverses Engineering capacities to ensure authenticity of designs as well as those of the contributors.

**A word on the founders:** PosterGully is the brainchild of Bharat Sethi, an economics graduate from University of Delhi. With hands on experience of more than 10 years in handling and managing e-commerce and retail design, Bharat Sethi has been a trendsetter in online art allowing artists to make financial gains from their designs without getting lost in the oblivion.

**Business model of PosterGully:**

The business model of PosterGully is highly scalable with optimal RoI. The basic motive of PosterGully is to offer a platform where Indian artists can upload their artwork free of cost and are able to monetize their efforts on a global level. The success of PosterGully from its inception years has allowed the team to raise significant funds from investors. The company is today able to offer on-demand services through vendors across India through an API based automated process.

**Marketing strategies adopted by PosterGully:**

When you have a good product it shows have been the mantra of PosterGully. In fact the team at PosterGully has invested very little in marketing and creating ads unlike other companies. The large majority of advertising for PosterGully has been driven by word of mouth and referrals. The company offers a unique referral marketing plan which allows users to make financial gains when they introduce new buyers or artists to the platform. We work on giving maximum credit to the artists;

feature them on our blog and timely updates on social media says founder Mr. Bharat Sethi when quizzed on the ways the company is promoting new and upcoming artists on its platform.

**PosterGully USP:** The biggest USP of PosterGully is the fact that it is a unique and authentic artist community and is powered by expanding product mix. With such an automated vendor and artist platform working through robust APIs, the artists, the buyers and the designers are all having a professional playground to enhance and showcase their skills. The customer acquisition cost is lower and the artists receive a high margin on works sold making it financially viable for artists and designers.

**Challenges Faced by PosterGully:**

Finding true and exceptional talent was one of the main challenges before PosterGully reveals Bharat. With our JIT model and no inventories at hand, it was difficult to lubricate the supply chain with new categories says Bharat looking back at roadblocks and challenges faced by him and his team. Intuitive use of technology platform and leveraging a wider network of suppliers and vendors make the team at PosterGully bypass their challenges successfully.

**The road ahead for PosterGully:**

PosterGully today is now planning both vertical and horizontal expansions as the company is successfully able to crack its old roadblocks and is ready to attain the pinnacle of success in its field.

**A word on the finances:** PosterGully has been one of the few companies that have constantly been able

to achieve funding support. The company has a series of high profile investors that came on board in 2014 including Murugavel J, Dinesh Agarwal, Anupam Mittal, Roshan Abbas, and Vijay Shekhar Sharma among others. In June 2015 PosterGully was able to raise another \$160,000. Nat Iyer (Former EgonZehnder consultant and PlanetPro Country Manager), Anuj Chowdhary (Ex VP-Operations, Flipkart.com), Rajesh Sawhney (Founder, GSF India), Nish Bhutani (COO, SaffronArt, BL Agarwal) and VikramSaxena are some of the investors in PosterGully.

**PosterGully and Market Trends:**

The online art market is seeing good response from customers in increasing with each passing days says Bharat. "The customer behavior has changed drastically too and PosterGully faces a good thrust on quality of artwork, as customers are growing more demanding. On the other hand, the growing web connectivity is emerging as a silver lining for the business. It is catering both customers as well as contributors to the business" reveals Bharat as he traces the current market scene for online art in India.

**Tips for Startups:** As tips for budding startups, Bharat reveals that an entrepreneur should be always mentally prepared for any difficulties that come by. He should have the eye to see opportunities everywhere and must be wise enough to learn from experiences. Once you decide to walk on the path of entrepreneurship keep walking as there is no greater feeling than to feel satisfied with the success of your creation signs off a smiling Bharat.

-Pooja Agarwal



Mr. Joseph George, Co-Founder Sunday Mobility

"A long haul and the only way to succeed is to stay the course. And people and organization culture are only things that can help anyone stay the course"

REAL TIME NETWORK FOR REAL ESTATE AGENTS

# SUNDAY MOBILITY

**R**eal estate agents have always been networking within their cities geographical limitations. As best a

Network of two, three and sometimes four agents came together to service an enquiry if it came from a

prospect seeking a home in another part of town. Now a Mumbai based company Sunday Mobility has launched an app which already has over 4000 agents in Mumbai and Navi Mumbai are now onboard an App based Real Estate platform that is launched nationally.

With the app any property agent will have all the information on his Smartphone and can address any query from across the country with full knowledge of the options that you are interested in. introduced by Mumbai-based startup Sunday

Mobility, is a combination of a Mobile app and a portal (smartagentconnect.com) that offers a range of features that were restricted to high end CRMs or to expensive packages on online portals so far.

#### **Business overview of Sunday**

**Mobility:** Sunday Mobility was founded 3 years ago and specializes in Mobile Enabled Consumer and Enterprise solutions for the Real Estate Sector. Having serviced over 30 premium developers across Mumbai and Pune, Sunday mobility has an in-depth understanding of the real estate consumer life cycle and is the only player of its kind offering specialized mobile solutions for the Real Estate Sector.

Sunday Mobility offers a range of Mobile Enabled Solutions for the Real Estate Sector. Our solutions come with complete back-end and are integrated with various other platforms.

**SmartAgent App USP:** SmartAgent app allows agents to create a Micro portal for each individual customer and share all properties and manage deals on the micro portal. The App has several advanced features that were not available to agents till date such as a CRM tool allowing agents to manage deals and site visits and keep records, a networking tool allowing Agents to see matching deals in a secure way and do more deals and a capability to communicate as a customized portal to each customer, through live chat, Whatsapp share.

**A word on the founders:** Founded by Joseph George, ex CMO at BPL Mobile, Product Head at Tata Docomo, Nandini John, who worked

for CBRE – International Property Consultants & Clinton Goveas, who was the Technology Lead at shaadi.com & Zapak.com, Sunday Mobility combines consumer marketing experience with core technology to deliver consumer and enterprise solutions. Sunday Mobility completed its first round of equity funding recently.

#### **Story behind Sunday Mobility:**

Perhaps the biggest story behind the start has been about people says co-founder Joseph George. "Our entire journey has been about some really talented young people coming together, learning together and growing together. Right from the word go, we were very careful about who we brought into the team. And that more than anything else has shaped our business" smiles Mr. Joseph George.

#### **Marketing plans adopted by**

**Sunday Mobility:** We have one simple marketing strategy and that is to deliver great solutions says Mr. George. "We get most of our business through people who have seen our work. So our app for agents is largely spreading by word of mouth. Now we even get approached by developers for our solutions. So we believe nothing speaks better than a great product." explains the dynamic cofounder of Sunday Mobility.

#### **Role of technology in business**

**development:** Since we are a technology firm, we have build and adopt various solutions for our own internal use says Mr. George as he explains how technology has been a tool that helped bring the very core idea of Sunday Mobility into existence .

**Challenges Faced:** The biggest challenge has been selling the concept of Mobility itself. While there has been a lot of buzz, the exposure that clients have to real solutions has been limited reveals George. "It often gets equated to things like social media marketing or SEO etc. The mobile is often a much deeper solution and that often takes time to sell" shrugs George tracing the challenges faced by Sunday Mobility core team.

**A word on Funding:** Sunday Mobility has been bootstrapped initially and have been using our earnings to grow organically. With our Real Estate Platform being launched, we are raising funds to grow the business and scale it up nationally says George as he looks ahead for a better financial growth for the company.

#### **Future plans and the road ahead:**

"We see our solutions being the most preferred solution being used by realtors across India. That means we will have strong foothold in the Developer segment as well as the Agent segment. So we will be expanding vertically as well as horizontally", says a smiling George on the future plans of Sunday Mobility.

#### **Advice for budding entrepreneurs:**

The one big advice George shares with budding entrepreneurs is to stay committed. "A long haul and the only way to succeed is to stay the course. And people and organization culture are only things that can help anyone stay the course" signs off the dynamic co-founder of Sunday Mobility.

-Vijay D



Sanjay K Goyal, CEO ACL Mobile

# ACL Mobile

**The journey So far:** ACL Mobile Limited was incepted in year 2000, in these 15 years it is a continuous endeavor of ACL to follow its brand philosophy –Think .Innovate. Lead. In 2001, ACL Pioneered SMS Chat ,highly successful service in Africa, Middle East, South East Asia & Latin America . The service was deployed across 45 carrier networks in 27 countries and generated over 400 million paid SMS messages per annum.

In 2004, we entered in enterprise messaging domain and pioneered enterprise messaging. Our enterprise messaging softwares currently enable enterprises to connect, communicate and engage with their mobile customers effectively. Using our direct and indirect domestic/international telco connectivities, we deliver over 12 billion messages per annum.

Down the lane in the year 2005, invented the **unique short code** concept for enterprises Our short-code 56767xxxx is the most popular shortcode in India,utilized by more than 200 enterprises.

In 2009, Conceived & developed a

**Enterprise messaging platform- AXIOM** which could be deployed inside a large enterprise to cater to bulk sms requirements over sms and email from the diversified departments. Currently operating in 5 top India banks: SBI, HDFC, AXIS, SBI, Canara, LIC and many more.AXIOM today has more than 15 successful deployments.

ACL simultaneously prepared itself to penetrate into the domain of Voice services and by 2012 launched Robust system which presently handles 12 million call per month for India's leading banks and enterprises.

In 2014, ACL started exploring the mobile payments landscape by conceptualizing and conceiving its innovative Mobile operator billing solution called Paychamp. Connected with 4 major operators across India, Paychamp today connects with more than 125 merchants and app developers to reach their customers for web/wap and in-app purchases.

With passion for technology, ACL innovated the “toll free data” platform that offers free browsing to

users by the enterprises.

**A word on the Founders:** ACL is founded by Sanjay K Goyal (CEO) and Vineet Jain (CTO)

**Sanjay Krishna Goyal:** a successful serial entrepreneur, 45 years old, BS with honors from UT Austin, USA. His dedication and strategy towards creating new and innovative mobile solutions is exemplary and integral for ACL to become the leading mobile technology company from India.

**Vineet Jain:** a technologist, 45 years old, BS in Computer Engineering from WPI & MS in computer science from UIUC, USA. With over 20 years of experience in the field of engineering and research, he leads the company's technology division. He has played a key role in defining, development and creation of leading mobile based solutions at ACL.

## Business Model and products offered:

### Business Model:

**1. Enterprise messaging- SMS / Voice** - We procure the telecom resources; we create value on the top of the infrastructure and sell it to the enterprises need.

In this case, we procure from operator and bill to enterprises on volume basis.

**2. 56767** – We have a dedicated premium shortcode and connected with all the operators enabling enterprises to run campaigns and pull message services.

In this case, telecom operator pays to ACL and ACL pays to enterprises.

**3. Mobile enabler** – We help businesses to connect with consumers globally using our domestic and international network relationships.

**4. Payment Partner** – We empower enterprises to monetize digital goods and services from their customers through mobile operator networks.

In this case, telecom operator pays to ACL and ACL pays to the merchants.

### Product Offerings:

**Enterprise Messaging-** ACL pioneered and has helped the mobile ecosystem evolve to make messaging an essential part of every business vertical. Today, the

messaging medium provides the desired flexibility to enterprises to interact and engage with their mobile consumers in any part of the world. Leveraging the strong mobile operator relationships, we power millions of transactions every day in over 200 countries with ease. Through our state-of-the-art web messaging interface, robust SMS APIs and other industry-proven enterprise messaging software's; we ensure delivery of push notifications and real-time alerts for banks, financial institutions, stock broking firms, ecommerce companies, airlines and utility providers amongst others.

### Our suite of services includes:

- a) Push SMS Platform
- b) International A2P Solutions
- c) Pull SMS Solutions
- d) USSD Platform
- e) Shortcodes/ Longcodes
- f) Enterprise Messaging Platform

**Voice Cloud Services:** ACL's Voice Cloud services are personalized and automated consumer engaging services. Our in-dial, out-dial and call bridging services are easily integrated with third party business applications to provide a seamless and zero-defect customer care experience.

Built using SAAS technology; our Voice Cloud supports touchtone, speech recognition, DTMF and voice inputs for both in-bound and out-bound interactions. From broadcasting to prospecting to retargeting to loyalty, our Voice Cloud services helps businesses to reach their potentials and customers with the best possible message--at the right place and the

right time, for a cost that creates a better bottom-line.

### Mobile Operator Billing:

Paychamp is a payment service for app developers and mobile internet businesses to reach and monetize untapped users via mobile operator billing through their postpaid mobile bill or prepaid airtime.

Paychamp has changed the sales story for over 100 app developers and online businesses through large scale reach for monetization of their digital goods and services. Quick integration, flexible price points, multiple modes of access and highest coverage across India's largest telecom operators makes Paychamp truly a great quality product that helps businesses make money and grow money.

**Toll Free Data:** freeG is India's first toll free data platform that enables enterprises, brands and online businesses to make the cost of mobile data zero for its customers when they browse their site or use their application.

In the developing and emerging markets, the mobile consumers are highly sensitive towards the cost of mobile data. A large probability of users have an inherent desire to use mobile internet but cannot afford the expensive data plans and are always looking for cheaper options to access mobile internet.

freeG is a pioneering service to offer mobile data at zero charges to the mobile consumers thus breaking the barriers of affordability and reach. Positioned to act as a bridge between the cost-conscious mobile internet users and custom-

er-driven businesses; freeG's aim is to increase customer base, drive more sales and build high brand value

**Milestones reached and rewards received:** In the journey of 15 years, ACL has reached various milestones and have been recognized by industry leaders such as:

**DELOITTE TECHNOLOGY FAST 50 INDIA:-**

- Ranked No.1: 2005
- Ranked No.2: 2006
- Ranked No. 24: 2007

**DELOITTE TECHNOLOGY FAST 500 ASIA PACIFIC:-**

- Ranked no. 15: 2005
- Ranked no. 28: 2006
- Ranked No. 149: 2007

**RED HERRING 100 ASIA 2006**

- Winner Red Herring 100 Asia 2006

**BREW 2007 DEVELOPER AWARDS**

- Finalist, Best Community Application

**Branches & Franchises:** ACL It's headquartered in Delhi-NCR and is supported by its offices in Mumbai, Kolkata, Bangalore, Chennai and Dubai.

**Funding and current revenue, expected growth and market share:** Revenue – 100 crores, growth – 20%, market share – 15%

**Marketing strategies adopted by ACL Mobile:**

- ACL is always very close to its customers and new potentials
- We create a bond with our customers and nurture them to build long lasting relationships via annual customer meets across different regions
- We take/record regular feedbacks from clients to ensure more meaningful engagements
- We have created vertical wise sales specialization to handle customers of different domains
- Our strong sales force of over 30 people ensure deep penetration into enterprise clients
- We understand the pain points of enterprises and build solutions to address those concerns
- We cross-sell and up-sell to existing customers
- ACL also keeps close watch on the new industry developments and competition
- Pioneers in being early or first movers for developing new/mobile solutions, ACL invests heavily into new technologies that can bring value to the enterprises

**Tie ups and partnerships**

- India
- Airtel
- Vodafone
- Idea
- BSNL
- Reliance
- Aircel
- Tata Docomo
- MTNL

**Future Plans and Road Ahead**

ACL plans to be amongst the top 3 in India in each of our focus business areas of:

- Enterprise Messaging
- Mobile Operator Billing
- Toll free Data
- Leverage our expertise and develop next generation solutions to stay ahead in the market with multiple mobile platforms
- Create and maintain loyal and satisfied customers and continuously evolve to adapt to customer needs and changing preferences

**Some of the leading companies and brands associated with ACL Mobiles:**

- HDFC Bank
- ICICI Bank
- Axis Bank
- Kotak Mahindra Bank
- Birla Sun life Insurance
- Tata AIG Life Insurance
- ING Vysa Life Insurance
- HSBC
- The Royal bank of Scotland
- State Bank of India
- Aviva Life Insurance
- Quikr
- Dabur
- Pantaloon
- Pepsico
- Colgate
- indiamart.com
- yatra.com
- DTDC
- makemytrip.com
- Cabbury
- HUL
- Bharat Matrimony.com
- Ranbaxy



# Cloudcherry



Cloudcherry co-founder and CEO **Mr. Vinod Muthukrishnan**

“In this world of social media, a consumer can become a brand terrorist or a brand evangelist in seconds and brands cannot afford to wait for long to get customer feedback and act on it.”

**C**loudcherry, is a Customer Experience Management product company that helps brands track, measure and improve Customer Loyalty, Customer Delight and help in increasing profitability

Cloudcherry is a preferred partner for several large brands in India today such as HDFC Bank, Titan Company, Caratlane.com and is helping these brands to measure customer loyalty and also, their Net Promoter Score (a global concept) through their cutting edge, cloud based feedback systems. Funded by The Chennai Angels and IDG Ventures, Cloudcherry is part of the MS Ventures Accelerator, Winner of CII's Best IT Startup of 2014 and has its offices in Chennai, Bangalore and Singapore.

In this world of social media, a consumer can become a brand terrorist or a brand evangelist in seconds and brands cannot afford to wait for long to get customer feedback and act on it. This is what Cloudcherry is trying to solve as a company. They are providing a cloud-based platform where brands can get feedback real time without wasting crucial time and act on it. We also give brands their Net Promoter Score (NPS) which is a very scientific and internationally accepted benchmark for customer satisfaction.

I was hoping if you would be interested in interviewing Cloudcherry co-founder and CEO Mr. Vinod Muthukrishnan to get to know more about the company and its vision forward.

**Spokesperson Profile - Vinod Muthukrishnan** is a seasoned business leader and entrepreneur. He currently serves as CEO of CloudCherry, a customer experience management firm. Cloudcherry brings highly actionable analytics and insight to Customer Facing businesses real time.

Vinod Muthukrishnan is also AAG's representative in India and Singapore. He works as a Senior Consultant with the Global Market Expansion Practice in Southern India. Vinod brings a wealth of experience in developing the market presence of both domestic and international companies worldwide. He is highly experienced in international business development, global sales and marketing strategy, and strategic partnership development. Vinod has assisted clients in the successful launch of companies throughout South Asia, Europe, North America, the Middle East. Vinod splits his time in India and Singapore and travels frequently to client and partner locations.

Before Cloudcherry, Vinod joined MarketSimplified during its start up phase and worked with the core promoters to build the brand, reach out to exchanges and Sell Side firms globally. Vinod monetized the MarketSimplified Mobile Platform by managing the sales cycle and signing partnerships with brokerages across the US, Singapore, India and Europe.

Before Market Simplified, Vinod spent 9 years in the Merchant Navy as a Navigation officer in various ranks.

- Specialties: Identifying and negotiating strategic partnerships.
- Global Sales - successful partnerships globally managed single handed.
- Ability to wear different hats - having worked in a high energy start up and many years at sea.

**Q. Please tell us something about your organization "Cloudcherry"**

Cloudcherry is a real-time, Omni-channel Customer Experience Management product that helps customer-facing brands track, measure & improve Customer Delight.

Cloudcherry offers a customizable, easy-to-use SaaS product that brands can use to measure key metrics like the Net Promoter Score and the unique Customer Delight score, discover actionable insights and Analytics for Customer Experience improvement & address issues as they happen at any touch point of interaction with the customer. With Cloudcherry, a brand can go live in just 30 minutes across a global network of locations and multiple touch points of interaction.

**Q. How you started it and what encouraged you to start this company?**

Customer Experience was and is turning to be one of the most important drivers of long-term brand success, with more brands today focusing and investing on CX initiatives.

There was no one product that offered this as a core solution, which is why we started Cloudcherry.

ry. And it was based on a simple, yet relevant vision.

Tobring brands closer to their customers, connect with their aspirations and help them in delivering delightful brand experiences.

**Q. Please tell us something about Customer Experience Management product company?**

Every business spends tons of money on marketing for customer acquisition. But a newly acquired customer is profitable only when the brand engages them on a sustained, recurring basis. Marketing translates to profits only when brands consistently deliver Delightful Customer Experiences.

That's why there's Cloudcherry - to bring brands closer to their customer's aspirations by providing a Real-Time tool to track, measure and improve Customer Delight – thereby creating loyal evangelists and true Life Time Value for the business.

Delivering a delightful customer experience is something that is required for every business that handles customers or clients. With our product, brands and custodians get to constantly stay on top and manage these experiences, act on issues as they happen, make changes in real-time and enhance their brand image.

**Q. CloudCherry is working with various big names of industry; does Cloudcherry also work with SMEs (Small and Medium Enterprises)?**

Absolutely. One of the unique things about our product is that we cater to a business no matter how big or

small they are – all they need to be is one that really cares about knowing their customer's needs.

We already work with many small & medium brands in several countries. Also being a Do-it-yourself product, we give a small business owner the ease and flexibility of using our product in a way that they believe works best – and benefit from cutting-edge analytics and insights that typically only a large enterprise could get.

**Q. How Cloudcherry is different from its competitor in this cutting-edge market?**

We really set ourselves apart as being the first real-time, omni-channel product that allows a brand to understand customer experiences across their journey – because today, customers and brands interact in several different touch points.

We offer brands a simple, easy-to-use solution that they have complete control over – to manage, edit, modify and deploy as they wish necessary for their brand.

Being a product, we offer the flexibility, scalability and agility of expanding our solution across an organization, just as fast as they grow.

Most importantly, Analytics is one of the hottest requirements for businesses today, and we offer the best Customer Experience Analytics in Real-time and deliver insights as they are identified on our visual dashboard.

**Q. "Cloudcherry" got the selection for Nasscom Emerge50 as one of the most innovative Top 50 Emerging IT Product companies. How does it feel?**

Awesome! NASSCOM has become quite a recognized body today in promoting startups, and amongst thousands of startups across the country, it's great to be honoured as one amongst the top 50 in India. Additionally, we have also been honoured as the best IT Startup by CII in 2014 and Startup to watch for in 2015 by CIO Review. We are also proud to be part of the Microsoft Ventures Accelerator program, one of the top accelerator programs in the country, if not globally.

**Q. Do you think being an entrepreneur is an easy task in India? Your views**

Being an entrepreneur anywhere in the world is not an easy task. It's filled with potholes, roadblocks and massive mountains to cross everywhere. It's even more challenging in India as we are faced with several restrictions. But success is equally faster here when you find a way to work around the kinks. Staying agile, flexible, and focusing on building a great culture, a great team and great product is key to making it big.

**Q. What are future plans?**

We are looking to expand our global presence with a focus on the US SMB segment. Additionally, we are also looking to really cement our position as a market leader in India, especially in the retail and BFSI sectors.