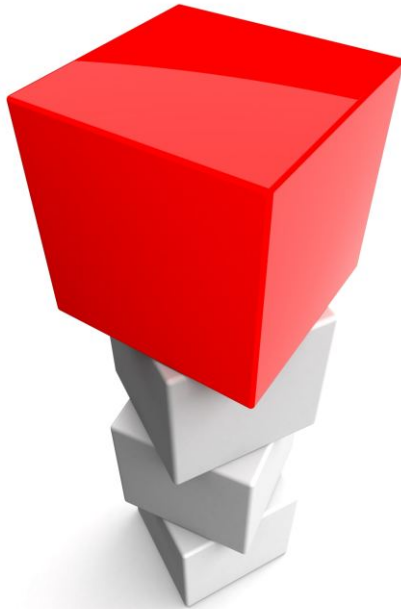


# MARKET FOCUS

Outsourcing Solutions Provider

## CORPORATE PROFILE





### Mission

To help increase our clients' revenues by offering them a combination of cost-effective outsourcing solutions with improved productivity.

Market Focus is an Outsourcing Solutions Provider, owned by Euclid Infotech Pvt. Ltd., a limited liability company incorporated in January 2000 in Mumbai, India. We leverage our parent company's access to a comprehensive database across various business sectors globally, thus helping our clients to set up business development centers for various products/services.

In addition, we have built a robust infrastructure consisting of state-of-the-art facilities strategically located in Mumbai, India. Our facilities are staffed by employees who continuously outperform our clients' expectations.

Market Focus' service delivery platform is strengthened further by the collective experience of our executive management team. Clients are also able to derive tremendous value from our energized partnerships and our ability to consistently provide operational excellence with significant cost reduction.

### We offer multiple outsourcing solutions:

#### Marketing

Lead Generation - B2B / B2C

#### Back Office Operations

Data Processing  
Finance & Accounting  
Payroll Management  
Pre-Publishing

#### Contact Centre Management

Inbound  
Outbound  
Web

#### Market Research

Data Collection - Telephone / Online

#### Event Marketing

Exhibitions  
Conferences  
Sponsorship  
Event Management

#### Procurement Outsourcing

**Market Focus can also deliver custom solutions** in accordance with specified business needs.



**TendersInfo**, the brand owned by EIPL, is the pioneer in the business of providing Tenders and Contracts Information and Bidding Consultancy in the public procurement domain.

EIPL has 300+ employees and caters to 5000+ customers ranging from Fortune 500 companies to small companies around the world.



business intelligence  
needs a reliable source of  
information & expertise



## Marketing

A carefully crafted direct marketing strategy, which includes the use of e-mails and follow-up calls, is a proven method to reach your target audience, prior to a purchasing decision. In order to get the best results out of any direct marketing campaign, it makes sense to outsource this function to professionals so that you can concentrate on your core business.

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## Lead Generation

Hot leads are the building blocks of any business. Most people think that lead generation is all about scheduling as many potential conversations as possible, as if casting a large net in the ocean in search of a specific type of fish. The net will inevitably catch a multitude of other types of sea life as well, and some of them will be completely useless.

Our lead generation techniques will not only bring in a high quantity of good leads, but it also can weed out those calls that will "lead" nowhere. In other words, instead of you wasting your time on calls and spending hours of your day talking to people who are completely uninterested, these methods bring to you only those who will be willing to at least listen to what you have to say. This saves you time and then you have more time to spend on calls more likely to end in on a positive note.

Our B2B 'pre-qualified' leads would be Decision Makers / Influencers, and not just the name of someone who might be the contact person. We know how to have meaningful conversations with high level decision makers across different industries and sectors. We have the abilities to represent a diverse array of products and services.

At Market Focus, our tactical campaigns will help you increase sales significantly and experience measurable growth. We can begin a campaign for you immediately and start generating "pre-qualified" prospects at the earliest.

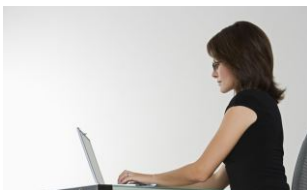


### Back Office Operations

Most organizations prefer to outsource their back office and data entry work to offshore locations, as it proves to be a cost effective and more profitable option. The trend of outsourcing back office operations, especially offshore, has seen a dramatic up-turn in recent years. This is primarily because of increased bandwidth availability, faster scanners and data processors, more standardization for data transfer, and the opportunity for competitive advantage which is created by round-the-clock business days and compressed turn around times.

Market Focus offers the most comprehensive range of back office services with - high quality and low cost - ideally beneficial for high volume data processing needs.

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### Data Processing Services

Data Processing relates to the capture, digitization and processing of data that originates from various sources. We offer tailored data processing services for businesses that match with international standards in terms of precision and timely execution.

With state-of-the-art systems and technology, we cover the entire range of Data Processing Services from Data Conversion, Document Scanning, Data Entry, Data Mining, Forms Processing etc through our back office team.

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### Finance & Accounting

Market Focus has the ability to manage your Book-Keeping, Billing, Receivables, Payables, and Claims Processing etc. The services provided by us also include:

- General ledger & financial statements preparation.
- Accounting system setup for new businesses.
- Preparation of ledgers, sub-ledgers and journals.
- Monthly and annual financial statements.
- Inventory accounting.
- Preparation and finalization of accounts from incomplete records.



## Back Office Operations

### Payroll Management

Market Focus can manage the following aspects of your payroll system:

- Salary Processing.
- Leave and Attendance Records.
- Payments of Bonus and Incentives.
- Reimbursement and Staff Expenses Records.
- Employee Loan Processing.
- Records of Commissions.

### Pre-Publishing

Market Focus covers a broad spectrum of content-related services from proof-reading, indexing etc which also includes:

- Correcting spelling, grammar, punctuation, syntax, and word usage while preserving the meaning and voice of the original text.
- Checking for consistency in style and format
- Reading for overall clarity and sense.
- Cross-checking references, art, figures, tables, equations, and other features for consistency with their mentions in the text.
- Checking proof against typesetting specifications.
- Pointing out errors or inconsistencies that may have escaped an editor or writer.
- Managing line-break hyphenation, page-breaks, figures, tables & text footnotes.



## Contact Centre Management

Companies globally have realized that customer service is the key to retain their client base. Like the old saying goes, “attracting a new customer is 9 times more costlier than retaining an existing one and, by investing in existing customer relationships, you are in effect, increasing the effectiveness of your marketing and advertising by 9 times.” Thus, handling customer queries promptly and effectively is of paramount importance.

Market Focus understands the importance of retaining customers in the modern-day business environment and offers customer care services via multiple methods, including inbound and outbound calls, as well as through the web (e-mail and chat).

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### Inbound

Our customized inbound services help our clients to keep costs down while retaining their competitive edge. We assist customers across verticals - BFSI, Telecom, Travel, Media, Retail, Government etc - by handling customer queries effectively. We provide inbound services for both B2B as well as B2C markets and our services are offered uninterrupted - 24x7x365. Our clients can derive measurable business benefits that include –

- Faster delivery times with improved quality standards
- Improved conversion ratio for inbound sales
- Lower call handling times with lower abandon rates
- Improved customer experience

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### Outbound

Besides the predictable savings from the offshore labor arbitrage, Market Focus can generate significant revenues for clients through sales and collections processes. Incremental costs can be reduced through our program enhancements (both in terms of the process as well as the technology.)

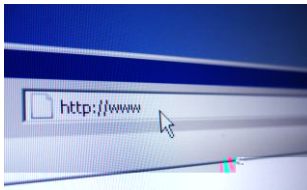
The success of an outbound program is always linked to meeting the objectives of the call. The objectives can be varied i.e. – gather information, generate a lead, introduce a product, set up an appointment, cross-sell, or up-sell.

## Contact Centre Management

### Outbound

At Market Focus, our customer service / tele-sales representatives are adept at strengthening customer relationships. We offer both B2B and B2C outbound tele-services and we combine state-of-the-art technology along with well trained personnel to offer outbound programs which are results driven. Our outbound service addresses the needs of verticals like BFSI, Telecom, Travel, Media, Retail, Government etc.

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### Web

An increasing number of consumers are relying on the internet for their daily needs. More and more businesses are e-tailing and gaining new customers by promoting their website as a main marketing and sales tool. Your visitors should have information available to them, in order to help them make an important decision related to your product or service.

This emphasizes the need for 'Live Customer Support Services'. The click-to-chat feature on your website gives your visitors the opportunity to ask you questions in real-time. That question could simply be, "How do I buy or sign up?"

Market Focus offers Live Chat services as well as E-Mail support, to help you convert these online leads into real customers.





## Market Research

For Researchers and Academicians who are conducting research on a particular subject, it is very important that the data that they use for their analysis is not only accurate, but also a true representative sample of the target respondents. Market Focus has the ability to conduct the most scientifically appropriate fieldwork in order to collect this type of accurate sample data for their research studies.

Our speed of response, flexibility, scalability and enhanced levels of quality enable us to deliver tremendous value and cost benefits to our global research clients.



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## Data Collection

We have multiple centers in Mumbai, India, offering high quality data collection – for both CATI as well as Online. Our centers have a combined capacity of 100+ seats and we use state-of-the-art data collection platforms alongwith a robust telephony infrastructure.

With our well trained telephone interviewers, we are able to establish contact with the most difficult to reach respondents – especially B2B. They are trained in voice, accent and research specific subjects like administering questions, roles, accuracy v/s speed, telephone etiquette etc. They are also undergo project specific training and are continuously assessed on an internal framework.

We have a Project Manager, who will be a single point of contact for all data collection studies, and remains with the project from the data collection process right upto the final data delivery, offering guidance and continuous progress report of the study. The level of project management can be tailored according to the client's expectations and study.



### Event Marketing

If you're organizing an exhibition, conference, webinar, seminar or any other user group meeting, it is very important that all the sponsorships, exhibitor spaces and, delegate passes are sold or booked in advance, to make the event successful. Given our vast experience in supporting event management companies, we want to explore potential partnerships with you.

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### Exhibitions

- Sourcing relevant contact list and compiling a database of potential exhibitors
  - Marketing the event via phone calls, e-mails & social media networks
  - Presenting the exhibitor packages to the prospects over the phone or web
  - Following up with the exhibitors
  - Negotiating terms and pricing
  - Confirming and securing the exhibitor contracts
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### Conferences

- Identifying potential delegates for your event
  - Mailing invitations to potential delegates
  - Marketing the event via phone calls, e-mails & social media networks
  - Following up with the delegates
  - Negotiating terms and pricing
  - Confirming and securing the delegate registrations
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### Sponsorship

- Identifying potential sponsors for your event
- Preparation of a sponsorship prospectus
- Making initial contact and subsequent follow-up to the target sponsors
- Negotiating terms and pricing
- Securing sponsors for the event
- Sponsorship servicing to ensure all benefits are delivered
- Retaining sponsors for the long-term, by taking their feedback after the event

## Event Marketing



### Event Management

For every event that you plan, there are a number of steps that need to be taken and arrangements that needs to be made. Market Focus can help you with any or all stages, including the following:

- Locating venue(s) and reserving the space
- Time management
- Event staffing
- Booking audio/visual requirements
- Managing promotional material and signage
- Event production, including design & creation
- Determining catering needs
- Developing, producing and distributing event proceedings
- Database management for sales, invites, attendees, etc
- Arranging and supervising hospitality and catering
- Organizing event staff and security
- Arranging set-up and tear-down
- Transportation management



## Procurement Outsourcing

In today's economy, chief executives are not only expected to bring about large cutbacks in their procurement spend, but they are also under intense pressure to make every business process as efficient as possible. In short, they are expected to do more with less. We can help such companies and executives.

Due to our experience in the public procurement domain (tendering), we have access to the skills, the systems and a validated database of approx. 1 million companies across different industries in multiple geographies. We have the capabilities to manage your procurement related hassles which will result in savings of time, energy, and money.

Market Focus applies our internal expertise and market awareness to help you achieve sustained cost savings by:

- Conducting end-to-end tendering process for your procurement needs.
- Conducting the RFQ/RFP for your business needs, which not only includes EOI / PQ / Empanelment, but also the complete bidding cycle.

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### **Our Procurement Outsourcing Process will be:**

- Classified using the "CPV" system, which is a micro-level system and easily understood by all the Contractors/Suppliers in the world,
- Immediately notified to the target group from amongst 1,000,000 companies duly validated and segmented on the basis of product / services / capacity / geography,
- Conducted by Procurement specialists,
- Conducted by inviting a large number of companies to bid and hence will ensure optimum competition ,
- Conducted using automated tools/systems which will be duly supervised by Procurement experts and vendor relation executives,
- Conducted amongst a capable group of contractors/suppliers,
- Conducted by adequately shortening the bidding cycle.

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### **The key advantages of Procurement Outsourcing with Market Focus are:**

- We provide a transparent, quick and accurate procurement solution,
- We offer significant savings in your procurement budget,
- We ensure quality and timely deliverance,
- We provide better and sustainable vendor relations,
- We focus on execution of projects to the satisfaction of customers.
- We ensure that it is a smooth and hassle free process.



Outsourcing Solutions Provider

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