



Empowering Businesses Through Integrated Digital Transformation & Development Services

Digital Gyan Technology

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The background features several overlapping geometric shapes in shades of blue and purple. A large blue rectangle is on the left, and a large purple rectangle is on the right. There are also smaller, tilted rectangles and squares in both colors, creating a modern, abstract design.

Digital Gyan Technology

Digital Gyan Technology is a full-service digital agency based in India, empowering businesses, startups, and organizations through innovative digital solutions.

From custom web & app development to digital marketing and brand management, we deliver everything you need under one roof.

Our mission is to provide affordable, result-driven, and integrated digital transformation services tailored for the Indian market.

THE PROBLEM



- **High cost of digital transformation and development services**

Many businesses struggle with expensive digital solutions that exceed budgets and fail to deliver long-term value.



- **Lack of integrated digital strategy for SMEs and local enterprises**

Most businesses lack a unified digital roadmap, resulting in disjointed efforts and missed growth opportunities.



- **Difficulty in achieving measurable ROI from digital campaigns**

Many campaigns fail to deliver clear results, making it hard to track performance and prove return on investment.



- **Limited quality control and project accountability**

Lack of transparency, proper communication, and accountability leads to delays, poor quality, and unsatisfactory results.



- **Absence of personalized digital approach for local Indian markets**

Generic strategies don't work for every market. Businesses need culturally relevant and region-specific digital solutions.



- **Fragmented service providers offering only partial solutions**

Businesses often work with multiple vendors for different needs, leading to miscommunication, extra costs, and incomplete solutions.

OUR UNIQUE SOLUTIONS



Business-Focused Customization

Strategies and solutions are designed according to specific business objectives, target audiences, and growth requirements.



Skilled Multi-Domain Expertise

A dedicated team with expertise across marketing, technology, design, and strategy ensures high-quality and reliable execution.



Strategic Brand & Reputation Management

Focused on maintaining strong digital credibility through proactive monitoring, audience engagement, and reputation-building strategies.



Integrated Digital Ecosystem

Providing a seamless combination of digital marketing, development, branding, and technology solutions within a unified platform.



Performance & Analytics Driven Execution

Leveraging data insights, analytics, and optimization techniques to improve visibility, engagement, and overall business performance.



Scalable & Cost-Efficient Solutions

Delivering flexible digital solutions that support business growth while maintaining affordability and operational efficiency.

What is our USP?

"A cost-efficient, full-service digital transformation partner for Indian SMEs and individuals — local expertise, global standards."

Capability	Digital Gyan Technology	Typical Competitors
Full-service under one roof	✔ Yes	✗ Partial
Dedicated Project Manager	✔ Yes	✗ Rare
Affordable Tier-2 Pricing	✔ Yes	✗ Metro rates
Political & Govt. Experience	✔ Yes	✗ Limited
Measurable ROI Reporting	✔ Included	⚠️ Additional cost
Local Language & Market Insight	✔ Deep expertise	✗ Generic approach

OUR SERVICES

Custom Web & Mobile App Development

Scalable websites & applications built using WordPress, PHP, Laravel, React, and Flutter
Tailored UI/UX & full-stack integration for business efficiency

SEO, PPC, and Google Ads Campaigns

ROI-driven ad strategy & keyword optimization
Google-certified PPC experts managing targeted ad campaigns

Social Media & PR Management

End-to-end social media presence across all major platforms
Public Relations campaigns for brand visibility & reputation

Branding & Creative Content

Logo, visual identity, and creative storytelling for brands
Video & content production for engagement and recall

Political Digital Campaign Management

Election campaign strategy & voter engagement
Political branding, social media outreach & analytics

Lead Generation & Marketing Automation

Data-driven lead campaigns through email, WhatsApp & SMS marketing
Automation tools for tracking and nurturing prospects



Digital Challenges for Businesses

Lack of Centralized Services Driving Higher Costs

Businesses relying on multiple vendors for digital services often face higher operational costs, communication gaps, and inefficient workflows.

Gaps in End-to-End Digital Service Integration

Businesses using disconnected digital platforms often face workflow inefficiencies, poor coordination, and challenges in delivering seamless customer experiences.

Challenges in Measuring Outcomes Effectively

Inefficient performance tracking systems make it difficult to analyze results, improve strategies, and achieve scalable growth.

Non-Uniform Service Quality Impacting User Trust

Businesses struggle to maintain uniform quality standards, leading to reduced customer retention and trust.

Failure to Adapt Services to User-Specific Needs

Failure to implement personalized strategies impacts customer satisfaction, conversion rates, and business growth.

Inefficient Social Media Crisis Management Impacting Brand Reputation

Businesses without real-time crisis monitoring face difficulties in controlling online reputation and customer engagement.



Competitive Landscape



Freelancers & Small Agencies:

Offer low-cost services but lack scalability, integration, and expertise.



Specialized Service Providers:

Offer low-cost services but lack scalability, integration, and expertise.



Established Digital Agencies:

Provide premium services but charge high prices, making them inaccessible for SMES.



DIY Website & Marketing Platforms

Provide easy-to-use tools for businesses, but lack personalized strategy, advanced customization, and dedicated technical support.



DIGITAL MARKETING ANALYTICS

GLOBAL MARKET SIZE PROJECTION



Market size of the global Digital Marketing Analytics (DMA) is projected to be USD 8.92 billion in 2025 and it is projected that market size will increase to USD 9.98 billion in 2026, and to approximately USD 24.67 billion in 2035 at an annual CAGR of 11.89% between the years 2026 and 2035

INDIA'S DIGITAL MARKETING MARKET

PROJECTED GROWTH BY 2026

Market Size by 2026

₹62,000 - ₹75,000 Cr

Over 60% of total advertising spend

25%

CAGR

Annual Growth Rate

900M+

USERS

Internet Users in India

75%

MOBILE

Mobile-First Consumers

Rapid Growth in Regional Language Content

India's digital marketing market is projected to reach approximately ₹62,000 to ₹75,000 crore by 2026, growing at a 25% CAGR and accounting for over 60% of total advertising spend. The surge is driven by 900M+ internet users, with 75% mobile-first consumers and rapid growth in regional language content.

• CURRENT PROJECTS – 4 •

01



Maharashtra Electronics Corporation, Pune

Providing digital branding, online marketing, and business visibility solutions.



02



Sony India Pvt Ltd

Supporting digital campaigns, creative branding, and promotional content development.



03



Airawat Handicraft, Pune

Enhancing brand identity, social media presence, and e-commerce growth strategies.



04



Rajasthan Pravasi Foundation, Jaipur

Managing digital outreach, community engagement, event promotions, and online communication strategies.



PROJECTS IN PIPELINE



Large-Scale E-commerce Platforms

Upcoming projects focused on scalable online stores with integrated payment systems and modern shopping experiences.



Corporate Branding Partnerships

Collaborating with emerging businesses and organizations for complete branding and digital presence development.



Mobile Application Development

Planning innovative mobile applications for business services, customer engagement, and digital accessibility.



International Digital Expansion

Expanding digital marketing and technology services for clients across global markets and business communities.



We are committed to delivering innovative digital solutions that create long-term value and help businesses grow beyond boundaries.

MY TEAM



Durga Kanwar
Director

2+ years of expertise in Management and Accounting Setting the company's overarching vision, objectives, and long-term policies.



Gyan Singh
CEO

15+ years of experience in IT solutions, business technology, and digital innovation. Play a role to Create and implement inclusive Digital Marketing Strategies



Mamta Kumari
Senior Web Developer

Focused on modern website development, responsive design, and user-friendly web experiences. E-commerce website Expert
10+ years of experience



Vikram Singh Rathore
Media Advisor / Legal Advisor

15+ Years of Experience in Legal Service Management



Ashwini Gandekar
Senior Digital Marketing Executive

Experienced in digital marketing strategy, campaign management, social media growth, and brand promotion across multiple digital platforms.
5+ Years of Experience



Vinod Kumawat
Graphics Designer

Creative designer specializing in branding, social media creatives, and professional visual communication.
4+ years of experience



Lakshya Shekhawat
Videographer & Video Editor

Skilled in cinematic video editing, content production, and professional videography.
3+ years of experience



Kavita Suthar
Full Stack Developer

Experienced in full stack development, web applications, and scalable digital solutions.
1+ years of experience

BUSINESS MODEL

Model Type: B2B and B2C

B2B SERVICES:

- Website & App Development for Enterprises
- Digital Transformation Consulting
- White-Label Digital Marketing for Agencies
- Complete IT Solution under one roof for Enterprises

B2C SERVICES:

- Website & App Development for Customers
- Personal Branding (Politicians, Influencers, Professionals)
- E-Commerce Store Development
- SEO, Ads, and Social Media Packages

Value Proposition:

- Transparent pricing
- Dedicated project managers
- 24x7 client support
- Local expertise with measurable digital ROI

REVENUE MODEL

Revenue Model Structure

Service-Based Billing

- Web\App Development & Design Services
- Digital Marketing Packages
- SEO Packages
- PPC & Google Ads Campaigns

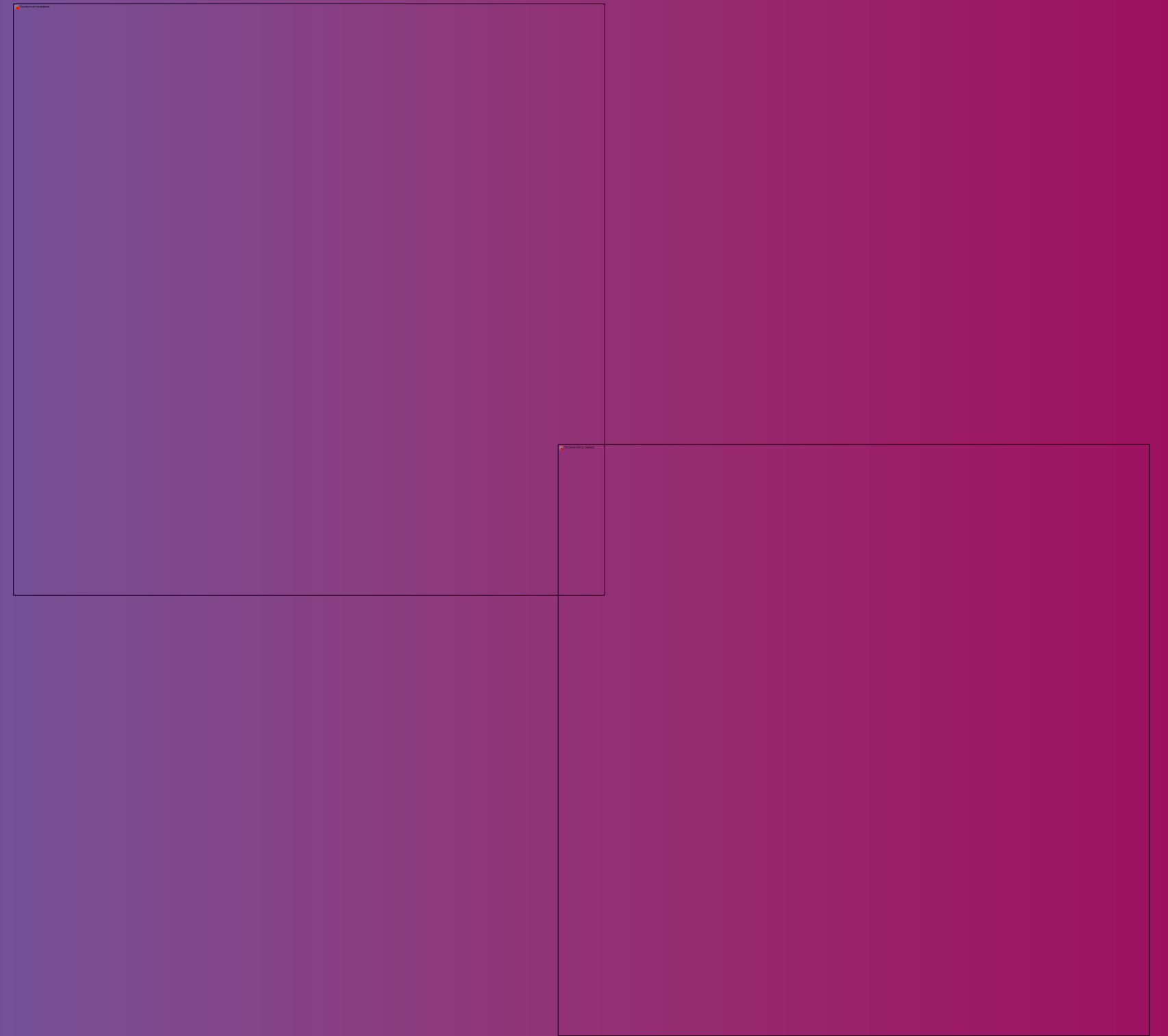
Recurring Revenue Streams:

- Monthly retainers for ongoing marketing campaigns
- Annual maintenance contracts For Website's (AMCs)
- Subscription Model in e-commerce
- Subscription-based SaaS product offerings (upcoming)

FUTURE ROADMAP

2025–2026 Goals:

- Launch proprietary SaaS solutions for SMEs
- Open new branch offices in Pune Delhi and Dubai
- Expand to 500+ active clients
- AI-based analytics dashboard for digital campaigns
- Large-Scale E-commerce Platforms



FINANCIAL PROJECTIONS

Financial Year	Revenue (INR)	Key Milestone	Clients (Target)
FY 2024–25 (Actual)	₹11,11,440	Agency established, first clients onboarded	~2
FY 2025–26 (Actual)	₹5,69,080	Political campaigns, healthcare vertical launch	~4
FY 2026–27 (Projected)	₹20,00,000	Branch expansion, 500+ clients, SaaS MVP launch	60+
FY 2027–28 (Projected)	₹50,00,000	SaaS revenue, pan-India agency partnerships	150+
FY 2028–29 (Projected)	₹1,00,00,000	Full SaaS commercialization, national presence	400+

The background features a gradient from blue on the left to purple and pink on the right. Several thin black lines create geometric shapes, including a large triangle on the left and a large rectangle on the right. There are three small squares with thin black borders: one in the top-left blue area, one in the upper-right purple area, and one in the lower-right pink area. Each square has a tiny red and yellow icon in its top-left corner.

Thank You

Presented By:
Gyan Singh