

The Direct Supplies Portfolio has been managed since June 2023 for **PAN India** in the SMB and **Mid-Market Segment** for **Toner Supplies**



## Our Output



**72** leads identified, where customers had a requirement for original supplies



**\$78K** estimated funnel value



**9%** MQL's to WIN conversion rate



**\$2,051** revenue value



**68%** of the leads generated are from IndiaMart (introduced since Aug'23)



**32%** of the leads generated through outbound calling

## Campaign Objective



Generate marketing BANT qualified opportunities for toner supplies, targeting existing users of printers.



Close the loop on the assigned leads and coordinate with the sales team to bring the leads to closure.

# Global Distribution Partner for the Largest Computer Hardware Company

The PC Product Portfolio (Desktop, Laptops, Workstations, Printers) has been catered to for **PAN India** in the **SMB + Mid-Market** space with **16 seats**.



**2,387 MQL Leads**  
generated against  
82,782 Units



**3+ Billion**  
of funnel value



**60%**  
acceptance rate



**500K USD**  
closures achieved



**1+ million USD**  
closures achieved

## Campaign Objective

Generate **marketing BANT Qualified Leads**  
for further qualification/closure

# Large-Format Printers

Tele Lead Generation is operational since January 2021 for PAN India for their two portfolios:

- ProMax Printers
- Endurance Design Jet

## Campaign Objective:



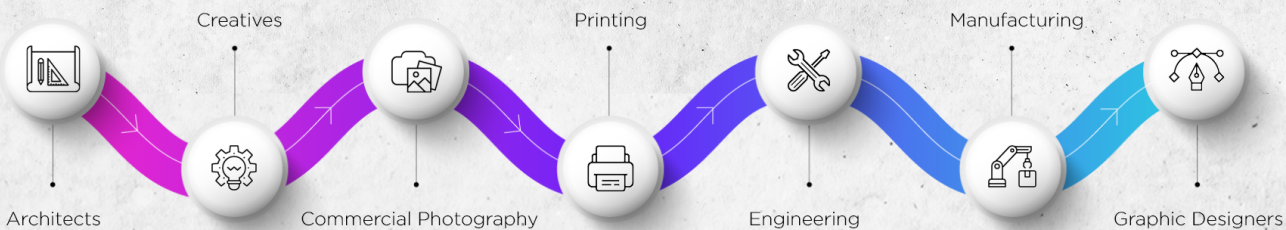
Generate Marketing Qualified Leads through B2B platform, SEO search engine, inbound leads, emailer response, webinars, events like expo, syndications – eDM, WhatsApp, SMS, Virtual Booth.



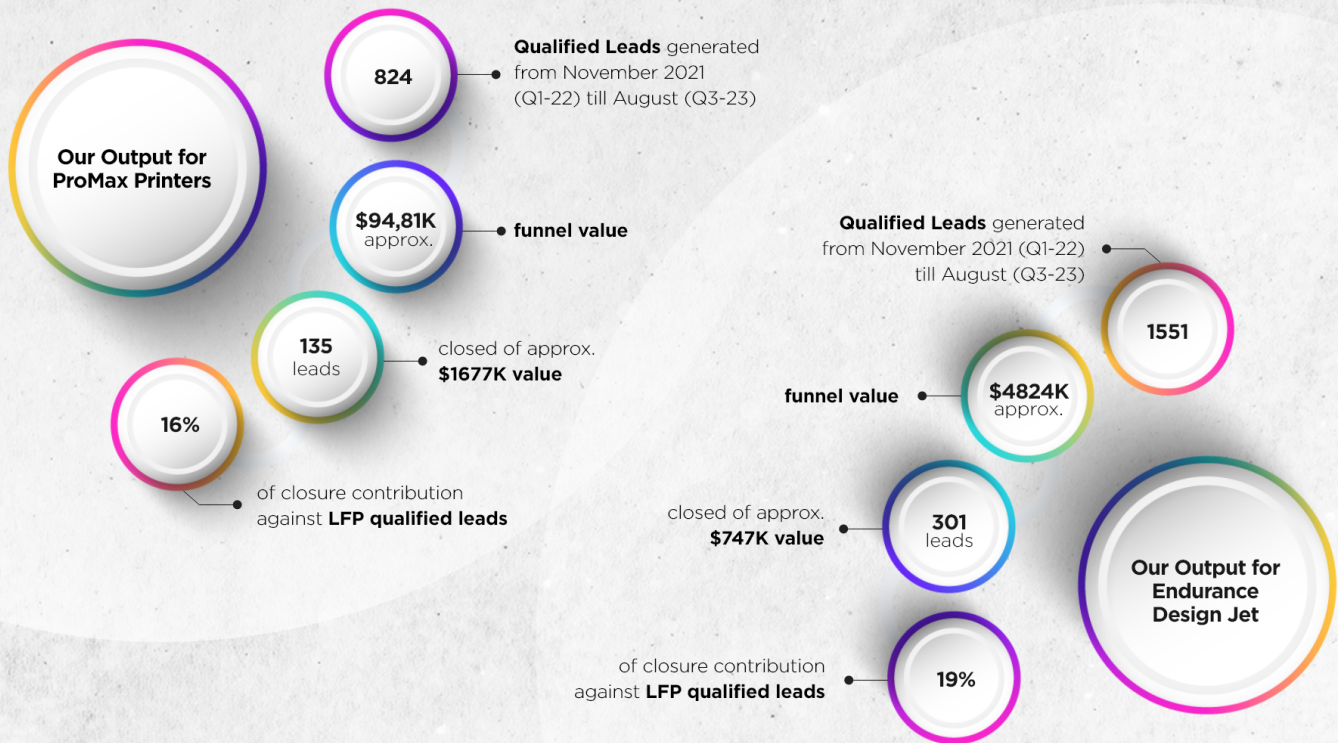
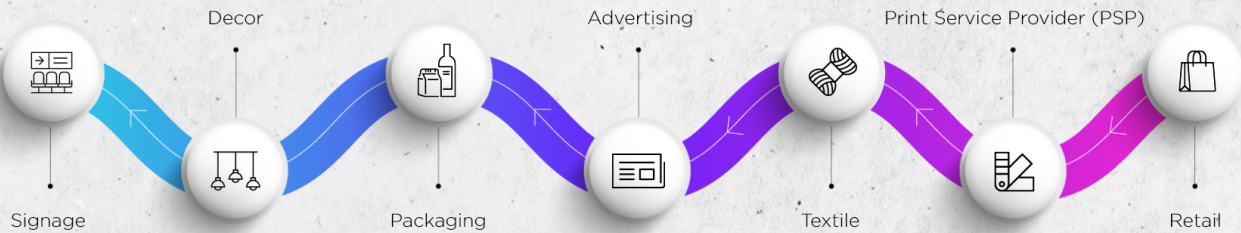
Follow-up with customers/partners until closures are achieved.



### ProMax Printers



### Endurance Design Jet





**Enphase Tele Lead Generation** has been operational in Gurgaon, catering majorly to tier 1 cities in India in the B2C/B2B segment.



## Our Output

**1,468**  
qualified leads generated for the current year

**2,800**  
qualified leads were generated

**10%**  
conversion against the qualified leads

**233**  
leads per month on an average

**183**  
leads per month on an average till August 2023

**280**  
opportunities closed

**180**  
closures currently which is **12.50% of Closure** on qualified leads

## Campaign Objective

தமிழ்  
हिन्दी  
Punjabi  
Malayalam  
Kannada  
Telugu  
Gujarati

Provide support in  
**English / Hindi /  
Punjabi / Malayalam /  
Tamil / Kannada /  
Telugu / Gujarati.**



Till June 2023, the process was operational from **8:00 AM - 8:00 PM, Monday - Sunday** on rotational basis.



Cater to both, **homeowners and commercial requirements.**



Qualify **PAN India - Digital Leads** received from client



Effective July 2023, we work from **9:00 AM - 6:00 PM, Monday - Sunday** on rotational basis.