

INTEGRATED MARKETING COMMUNICATION
 ADVERTISING CREATIVE DIGITAL MEDIA
 EVENTS & ACTIVATION MEDIA PLANNING & BUYING
 DIGITAL CONTENT SOCIAL & RURAL COMMUNICATION
 HEALTHCARE COMMUNICATION BRAND CONSULTING
 CONTINUING MEDICAL EDUCATION
 CUSTOMER DATA ANALYTICS
 CUSTOMER EXPERIENCE - CX MARKETING TECHNOLOGY
 CUSTOMER RELATIONSHIP MARKETING - CRM
 MARKET RESEARCH QUANTITATIVE RESEARCH
 QUALITATIVE RESEARCH SYNDICATED STUDIES
 INTERNATIONAL
 INTEGRATED
 ADVERTISING



RK SWAMY LIMITED



THE FIRST INTEGRATED MARKETING
 SERVICES COMPANY
 TO BE LISTED ON THE MAIN BOARD
 OF THE BSE/NSE

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Integrated Marketing Communication

Wholly Owned Subsidiaries



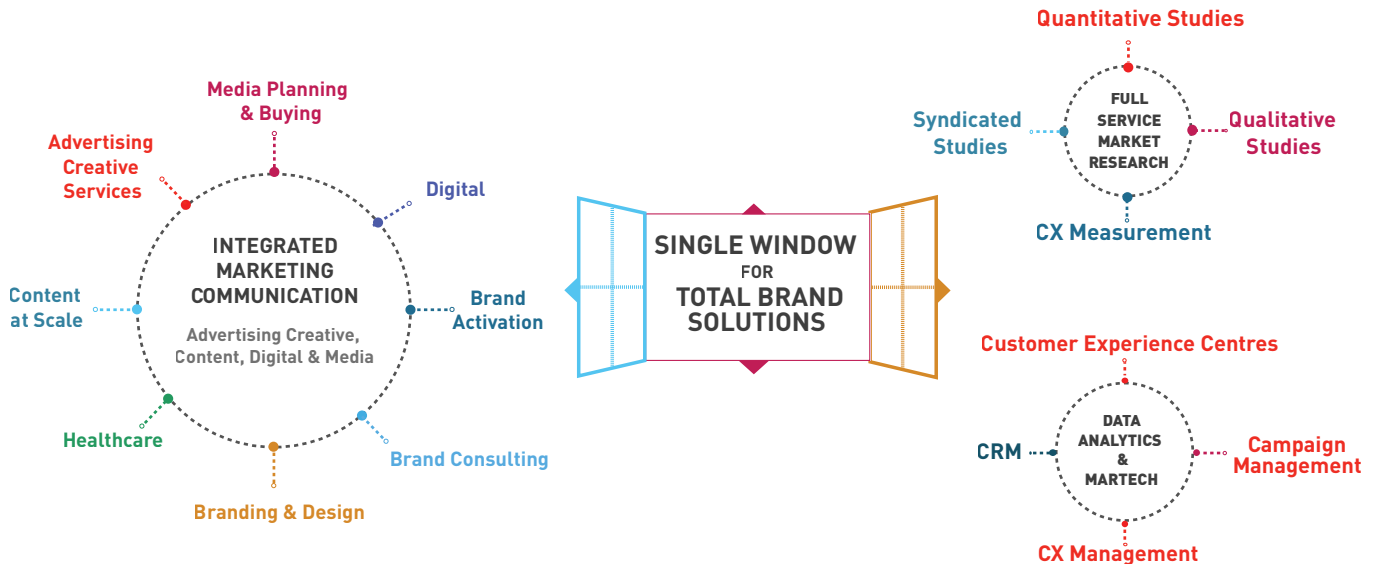
HANSA CUSTOMER EQUITY PVT. LTD.

Customer Data Analytics & Marketing Technology



HANSA RESEARCH GROUP PVT. LTD.

Full-Service Market Research



A new journey has started

R K SWAMY Limited started operations on April 2, 1973. Over the past five decades, the company has served thousands of Clients, handled the most challenging assignments, built a reputation for professional excellence and carved out a space for itself in the competitive arena of Marketing Services.

We came out with an Initial Public Offer of shares to the public after 50 years, for three compelling strategic reasons. All three factors require a depth of financial resources, and hence the IPO:

1. Accelerate progress: The market is offering plenty of opportunities. Initiatives have to be undertaken concurrently. The financial foundation will facilitate this.
2. Belief in India: Our country represents perhaps the most interesting and inspiring marketing environment. It is a fact that publicly listed multinationals have bought out most of the major service providers in India, in our space. The IPO proceeds will help us compete with them effectively. We will pursue the agenda of being a home-grown world class player, placing the interests of India first, competing with the best.
3. Attracting the best of talent and clients: Good talent requires a platform to excel in. Thoughtful Clients are attracted to proven service providers with depth of resources. Both need the strength of an Institution with serious intent.

We are a group of serious professionals in business. We are not merely in business providing a set of services. We are confident that in our quest for professional excellence lies a profitable future.

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A RICH STREAM CALLED MARKETING

R K SWAMY and HANSA offer world class marketing services to Clients of all hues and size. Clients seeking results engage with R K SWAMY and HANSA across disciplines for more efficient and effective marketing performance.

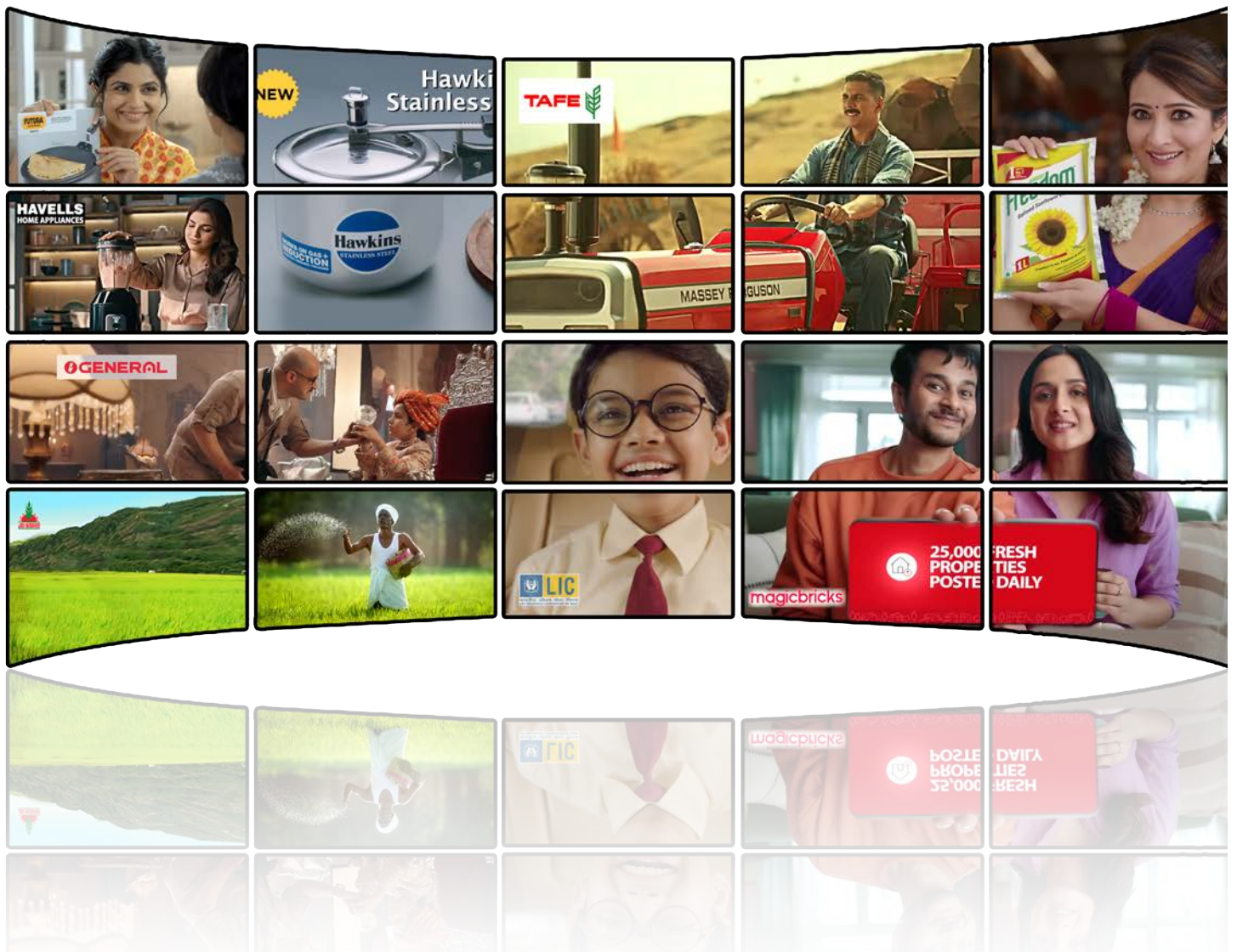
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Helping build Brands & Businesses

The core activity of R K SWAMY since its inception 51 years ago has been Marketing Communications, connecting companies and organizations with their audiences. R K SWAMY has delivered outstanding value to its Clients in this regard, with exceptional Creative Content for all Media. In recent years, this has evolved to embrace the Digital medium which demands an endless stream of high-quality Content to connect to consumers. R K SWAMY is well positioned to meet this demand.

Nurturing brands across sectors

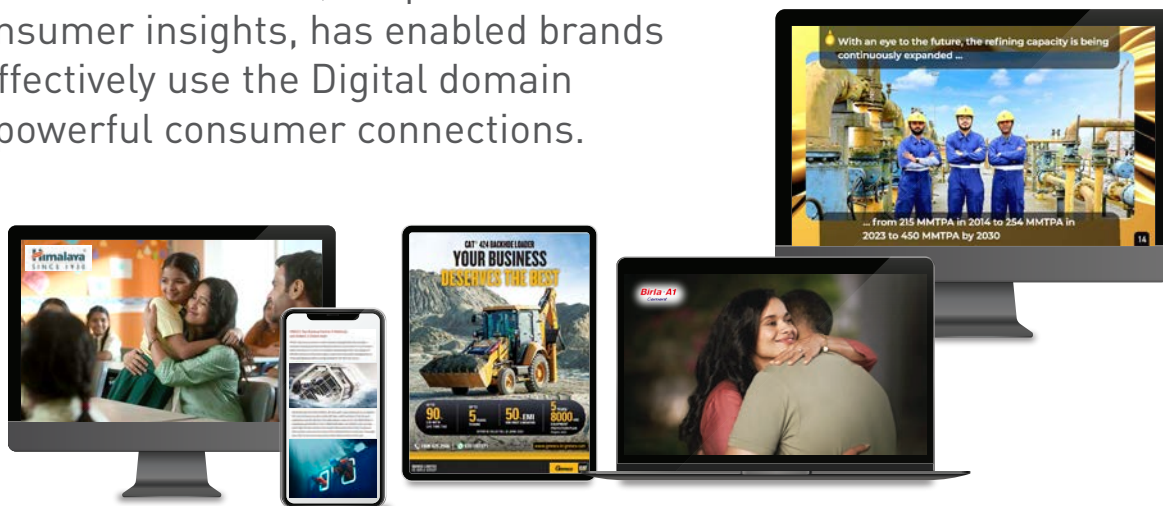
R K SWAMY's experience covers virtually all sectors. When it comes to connecting with consumers and moving the business needle, the Company has proved its mettle, over and over again.



Connecting with customers in the Digital domain

The Digital ecosystem offers brands the opportunity to connect regularly on topical subjects, highlight important social issues, or simply focus on relevant product communication.

R K SWAMY's creative talent, coupled with sharp consumer insights, has enabled brands to cost-effectively use the Digital domain to make powerful consumer connections.

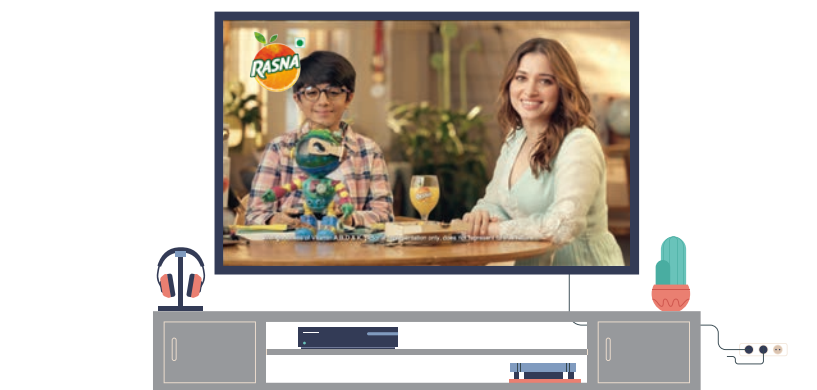


Managing Media investments, carefully

R K SWAMY has been planning and buying Media – Television, Print, Radio, Outdoor, Cinema, Digital et al – on behalf of its Clients, for over five decades, making it one of the most seasoned players in this space.

The Media is full of special opportunities for clients to connect with consumers.

R K SWAMY specializes in continuously staying alert and helping Clients derive great value from their Media spend.



Media is for Integration

When a brand is shown as an integral part of the programme content, the impact is heightened many times over. R K SWAMY has worked closely with Media partners and helped many of its Clients become part of the content of the channels. The value addition is significant.



Asking citizens to stay alert

The Nation's leading Regulator has a mission – to educate the citizens to be vigilant, protect themselves from digital fraud and be aware of their rights. Over the years, R K SWAMY has delved deep into the subject and produced numerous mass media campaigns across platforms in all major Indian languages.



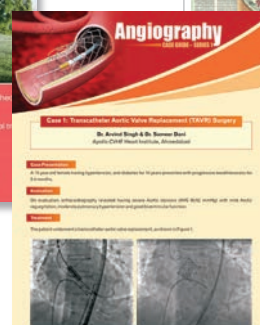
Event is an experience

R K SWAMY is a pioneer in curating special Events for its clients, be it for new product launches, Foundation or Annual Day celebrations, employee involvement or consumer engagement. From concept to complete execution, R K SWAMY delivers the experiences that leave a lasting impression.



Assisting Pharma companies to connect with HCPs

The Healthcare sector is large and vibrant. The Sector has the challenging task of effectively and efficiently communicating its offerings to Healthcare Professionals, and building a meaningful relationship with them. With its team of specialist professionals focused on this vital segment, R K SWAMY has built deep domain expertise in Direct-to-doctors communication, Continuing Medical Education and Scientific Content writing. It serves the who's-who of the healthcare domain.



Know the Customer

It is a customer-centric world today, in the business of Marketing. More and more categories know their customers directly – be it Banking, Financial Services, Insurance, Auto, Telecom, Travel, Hospitality, Retail, e-Commerce, Real Estate, Consumer Durables and others.

Companies have copious volumes of transaction and customer data. Marketing Technology platforms have evolved to help companies analyse and understand customer behavior, and tailor marketing programs on this basis.

R K SWAMY's subsidiary, Hansa Customer Equity, is at the forefront of delivering Customer Data analytics and managed services for Customer Relationship Marketing.

The Company's scores of data scientists are in demand to assist Clients in understanding their end customers better, and connecting with them in a relevant and effective manner.



Data flows, Analytics follows

Customers leave a trail of data when they interact with companies. They do so when they transact or purchase physically or online, browse websites, call for service, respond to offers, participate in loyalty programs and so on. Such data is valuable and requires careful tracking and analysis.

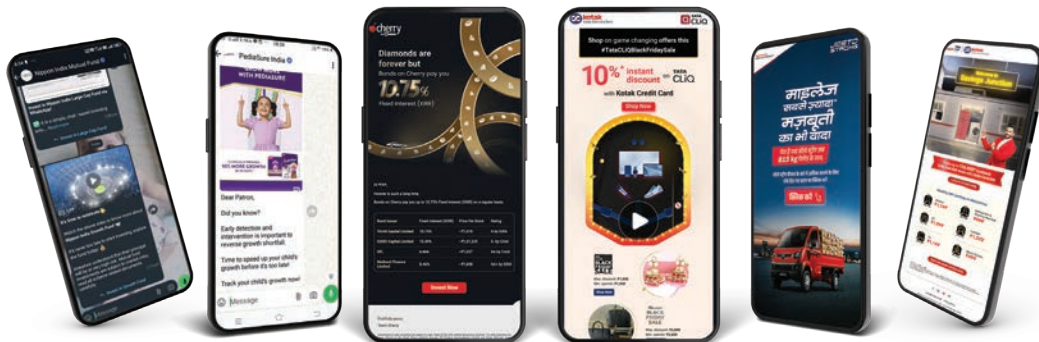
Hansa Customer Equity does this at scale for its clients. The data flow is continuous; the services are engaged with non-stop.



Be relevant to the Customer



Customers expect companies to know them, and deal with them appropriately. Hansa Customer Equity assists clients by building the Customer Data Platform, Journey Mapping, developing a Single View of the Customer, Segmentation, Contextual Messaging and other such activities.



Marketing Technology to the fore

Companies in today's world deal with millions of customer records. It is impossible to manage this volume of data without a Technology backbone. Hansa Customer Equity's services sit at the crossroads of Marketing and Technology. The Company has partnered with many platforms and the people are trained and certified across these platforms. This is the edge and capability that Clients look for.



Multi-channel interaction, Social listening

Customers interact with a company in many ways – online, over phone, on social media, through emails, apps, SMS, and other digital or physical formats. The ability to interact with customers, with a clear view of their past interactions and preferences, is a distinct advantage. Hansa Customer Equity provides this service to clients, with well-developed processes and team capacity.

ISO 27001 and 9001 certifications:



CX Management and Measurement

CX – Customer Experience – is an important area of Marketing. Companies are eager to set up simple processes to manage the customer experience. Equally they are keen to receive feedback from customers on their experience in dealing with companies. The better the customer experience, the more the likelihood of increased revenues from the customer, as well as recommendations to other customers. In this digitally connected world, such recommendations are often the most efficient source of business.



R K SWAMY is a leader, through its subsidiaries, Hansa Customer Equity and Hansa Research, in both management of CX and measurement of CX. Hansa Customer Equity has created Customer Experience Centres where data-driven applications are used to engage with the customers of Clients directly, and deliver a smooth experience.

Hansa Research excels in assessing the Customer Experience, with multiple offerings - measuring Net Promoter Score, Customer Satisfaction, Transaction Experience, Lost Customer, Employee Satisfaction, Vendor Satisfaction, Mystery/Price Audits, and User Experience.



Understanding the Consumer

Companies and Institutions need eyes and ears on their markets and consumers. Feedback is critical, as businesses grow larger and Management gets distanced from the people who buy their products and services. Understanding the Consumer – what she or he thinks and feels, and what motivates them – has evolved considerably, as the business-to-business service of Market



Research. Hansa Research Group, a pioneer in this, has built scale, sectoral expertise and advanced methodologies. Its depth of talent, coupled with a national infrastructure to collect primary data, handles large scale quantitative and qualitative projects for Clients across a wide range of sectors.



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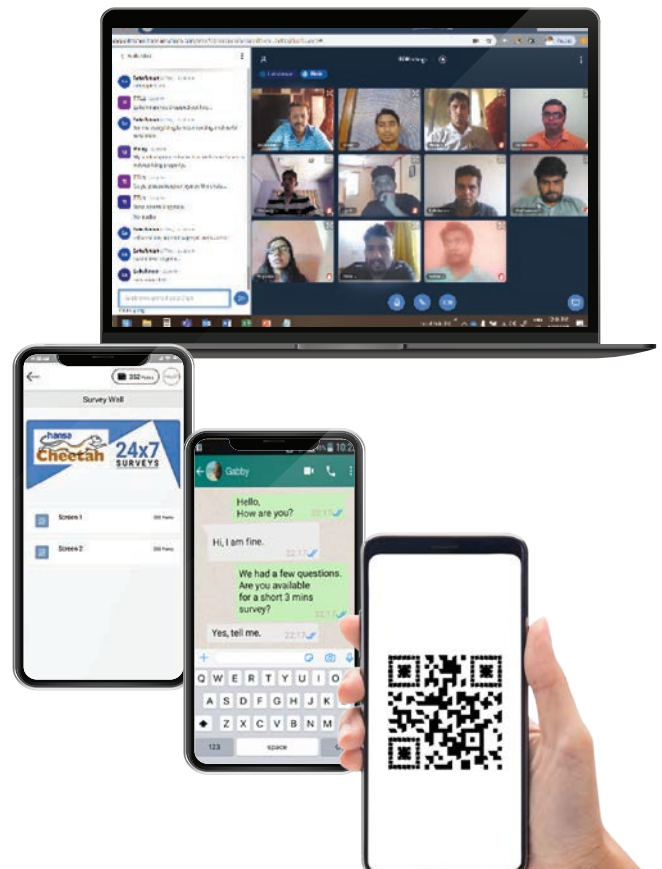


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Digital to the fore

Hansa Research has innovated ways to elicit responses from consumers, using Digital methodologies.

It uses online and proprietary digital panels, particularly on Mobile. Effective data collection methods include: Digital Quantitative and Qualitative studies using conferencing platforms, facial coding and eye-tracking tools, and surveys using WhatsApp, QR codes and Social Media platforms.



Serving clients, globally

Hansa Research serves three types of global research requirements: a) Clients based in the USA, Europe and Asia looking for primary data collection in India and Asia, b) Indian companies seeking consumer understanding in geographies outside India, and c) International clients seeking full-service research assistance for work in any part of the world. The dedicated International research team has rich experience and understanding of cross-cultural nuances.



Multi-client studies, efficient & affordable

Multiple companies are often interested in studying the same Event, Sector, Topic or Platform. To do this at scale can be expensive. Hansa Research undertakes special studies with a relatively large sample, and several companies subscribe to them. The clients get the information they want at a fraction of the price of a custom report.



**DigiPay
CuES**



**Insurance
CuES
Report**



brand *ENDORSER*

Mapping viewer engagement on Cricket

Cricket is a very large Marketing platform. How does the TV/Digital viewer engage with this sport? Hansa Research mounted the largest study of cricket viewership during the 2023 ODI Cricket World Cup. The Company is well on course to creating the most robust insights on cricket viewing in the Country.



Collecting primary data is serious work

Hansa has one of the most extensive infrastructure for Data Collection in the Country – Computer Aided Personal Interviews (CAPI) with on-ground field force, Computer Aided Telephone interviews (CATI), online panels and mobile panels. The quality of data is ensured through a rigorous Field Management System. Clients often use Hansa exclusively for data collection, when they want to ensure quality field work.



Face-to-face Interviews



House tour - Video



Focus Group Discussion



Video calling Interface



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AWARDS - A GLIMPSE





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Watch a short video on R K SWAMY and HANSA services.

[Click here](#)

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