



**INSTITUTE OF MANAGEMENT**

**NIRMA UNIVERSITY**

**MBA FT- 2019-2021**

**Phase 2 Report**

**April-June 2020**

**Submitted to: Prof. Nikunj Patel**

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**Company: IConflux Technologies Pvt. Ltd.**



**Job Profile: Marketing Intern**

**Submitted on: 5<sup>th</sup> July, 2020**

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**Purpose of the Report:** Report for the Phase 2 of Summer Internship 2020 for the MBA FT  
2019-2021 program at Institute of Management, Nirma University

**Prepared for:** Institute of Management, Nirma University

**Submitted on:** 5<sup>th</sup> July, 2020

**Submitted to:** Prof. Nikunj Patel

## **DECLARATION**

I, Debaleena Mazumder, hereby declare that this Phase 2 Summer Internship Report is my authentic work to the best of my knowledge and belief. This is to declare that the work done in this Summer Internship Report like research and analysis is a profound and honest work of mine.

Debaleena Mazumder

191115

## **ACKNOWLEDGEMENT**

Working in this company has been a great experience where I got to implement the marketing theories into action. I got to put my knowledge and skills in practice during this internship.

I would like to sincerely extend my gratitude to Mr. Ravi Thakkar of IConflux Technologies for his guidance and help whenever I faced any problem.

I would also like to thank Mr. Sanket Thakkar, CEO, IConflux Technologies Pvt. Ltd. for providing me all the necessary information which was required for the completion of the report.

I would like to thank my supervisor Mr. Shivang Bakliwal and my faculty mentor, Prof. Nikunj Patel for their constant support and guidance.

Lastly, I would like to extend my gratitude to Institute of Management, Nirma University for providing me with this wonderful internship opportunity. It was an enriching learning experience and the industry exposure helped me gain insights about how companies work in real life.

## **EXECUTIVE SUMMARY**

With the world moving towards digitization and coping with uncertainties, digital marketing has evolved as the most efficient way of promoting products. The group of potential customers found online is a much larger group of people than firms are likely to be able to attract locally. Using digital marketing, businesses can touch a massive audience in a way that is both cost-effective and observable.

Google analytics is another tool which has made digital marketing easier and more attractive for firms. It helps analyze in depth the visitors that visit the websites. It offers useful insights that can help businesses shape the success strategy of a company. Since almost every company today has an online presence via a website, it is therefore very important for them to learn about the internal structure of their website in order to see whether or not it fulfills its purpose. As a result, companies need to know the specifics of what people do when they visit their website, how long they live, and what all the sites they visit on their website. Regardless of whether they are e-commerce websites or an informative blog, they would definitely want to understand and study the behavior of their visitors in order to deliver better results.

Iconflux Technologies Pvt. Ltd. Is a small company who are mainly into the digital services category but are now expanding into the product category through their app StockTry. StockTry is India's first equity-based research app. I was recruited as a "Growth Hacker" to look after the marketing of StockTry through various digital means like Influencer marketing, optimizing website, coming up with ideas for the Instagram page, etc.

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# **PROJECT**

## **Growth Hacking Internship**

I was recruited as a Growth Hacking Intern for StockTry, a fantasy gaming application, which is jointly being developed by IConflux Technologies Pvt. Ltd. and Brainy Bucks Pvt. Ltd. (the company who owns FSL11, a fantasy cricket game). As a result of the joint venture, I was placed under the mentorship of Mr. Shivang Bakliwal of Brainy Bucks Pvt. Ltd. I was thus given task related to marketing of Brainy Bucks' clients.

### **WEEK 1: 24<sup>th</sup> April, 2020 to 30<sup>th</sup> April, 2020**

#### **Task 1: Finding Social Media Influencers for Petterly & Research about Google Analytics**

Influencer marketing is an efficient way of promoting a newly launched application. I was given the task of finding 100 influencers from Instagram and list them down for an application called Petterly. Petterly is a client of Brainy Bucks who are launching a social media app for pets. One can create an account for their pets and share their favorite moments online where their pets will be the star kid. The main challenge was to find Indian influencers since there are very few Indian pet influencers. I narrowed down the search through the "hashtag" feature of Instagram by using #indianpets #indianinfluencers as the tags. This resulted in showing search results of Indian influencers. Another point was not only the pet influencers post pictures of their pets. Lifestyle influencers, fashion influencers, luxury influencers, pet trainers, pet supplies and even pet related events, etc. post pet related content, hence they could be targeted too. This is how I managed to list down influencers for Petterly with a huge follower base (annexure 1).

I was also given the task of studying different features of Google analytics and coming up with ideas as to how it can be used for effective marketing. I did a thorough study like what are the categories, how can we use filter in analytics, how we can set goals for our website, how we can link our ecommerce website, how back up views can help and how to add them, how to analyze different reports like real time reports, audience reports, acquisition reports, etc. I had to submit whatever study I had done.

#### **Task 2: Finding content for Petterly and ideas on how to ask influencers to promote the app**

The next task required me to do some research and find out contents which could be used to create content for promoting the app Petterly (100 links). Now, these contents had to be on the broad concept of pets and thinking process of pet owners. So, I looked up on Quora by searching “most frequently asked questions on pets”. This did give some good results. There were certain pet related communities on Quora which had some perfect content which could be used for the app. I copied the links and made a word file collection of links (annexure 2). After Quora, I switched to Reddit. Reddit also had communities and posts by different pet owners and proved to be a bank of resources for content.

For ideas on how to ask influencers to promote the app, I came up with some plans. For example:

- Pitching to pet supplies to advertise on the app
- Pitching to pet shelters to post ads so that owners from the app could adopt or find a home
- Asking trainers to post videos so that pet owners wanting to train their pets could contact them, thereby generating business

### **Task 3: Contacting the Influencers for Petterly and managing them**

Out of the influencers list I had made, I was asked to contact them on Instagram. I framed a content saying that we were a branding agency and would like to collaborate with them regarding the promotion of the app. When the influencers replied, I had to solve any query they had, give details of the app if they wanted and send them an influencers registration form which was given to me by my supervisor (annexure 3). Many of them had queries like why should they collaborate so I had to come up with answers which would solve their query as well as convince them to partner with us.

### **Task 4: Formulating mail for Influencers**

I was asked to formulate mail which would be used to contact influencers from YouTube. The mail had all the details of the app, what was the core idea behind the app and more importantly what would they gain if they partner with us. These were they key elements I had put in the content formulated along with the registration link for the influencer.

### **Task 5: Making a list of stock pages on Instagram**



I was given the task of browsing Instagram and find different pages related to stocks and stock markets. This was for the project “StockTry”- a fantasy gaming app developed by IConflux Technologies and marketed by Brainy Bucks. Not only did I search for just pages related to stock markets but also related to economy, political, etc. which would be able to generate related content.

### **Task 6: Finding content for other clients of Brainy Bucks**

I was asked to find content for other clients of Brainy Bucks like Casino world, StockTry and Metawatch and also for its own product called FSL11. This was to be done the same way I had found links for Petterly. I browsed Quora and went through Reddit to find relevant content links which again could be used to create for the promotion and marketing of these apps. Keyword search on Quora was a useful tool to find relevant links. For Casino world I used keywords like gambling, online casino, betting, etc. (annexure 4). For StockTry and Metawatch keyword like market, stocks, trading, equity, bullish and bearish proved to be fruitful whereas for FSL11, fantasy gaming, fantasy cricket, etc. gave relevant results (annexure 5).

### **WEEK 2: 1<sup>st</sup> May, 2020 to 7<sup>th</sup> May, 2020**

#### **Task 1: Sending list of influencers who had been contacted and finding more influencers**

I was asked to send the list of influencers I had contacted and those who had replied with a positive response. Moreover, I was asked to find more influencers of the same type and even international influencers this time. So, I used the suggestions feature of Instagram which showed similar kinds of accounts for me to get in touch with.

#### **Task 2: Conveying information about potential client and research on Fantasy Gaming industry**

I had got information that Renaissance by The Mariott was looking for a software company to develop an advanced software for them. I had conveyed this information to Mr. Ravi Thakkar of IConflux Technologies Pvt. Ltd. so that the company could get the business which would prove to be a good opportunity for them. We had a conference call with Mr. Ravi Thakkar, Mr. Sanket Thakkar (CEO, IConflux) and Mr. Abhay Panchal (Digital consultant, IConflux) where I had to explain how I got the lead, what kind of software was Mariott looking for, etc. and provided them with the details of the contact person (annexure 6).

After that, both Ravi Sir and Sanket Sir had asked me to do some research on fantasy gaming industry for their to-be-launched product, StockTry, a fantasy stock game. They had asked me to do an external environmental analysis and what challenges they might face as they launch the product.

### **WEEK 3: 8<sup>th</sup> May, 2020 to 14<sup>th</sup> May, 2020**

#### **Task 1: General discussion on company and company progress (Brainy Bucks Pvt. Ltd.)**

All the team members of Brainy Bucks Pvt. Ltd. had a general discussion regarding the company progress. We were allowed to ask questions and we got to know about the company strategies, values and work culture which helped to prepare the Internship report.

#### **Task 2: Contacting Influencers for FSL11**

FSL11 is a fantasy cricket app which is much like Dream11 but it has modernized the Indian concept of “gully cricket” and has some added features. I was given the task of contacting influencers (mainly YouTubers) and provide them with the details of the app and solve their queries. I searched for those who made tutorials on YouTube of how to play fantasy cricket and contacted them to partner with us. I also used the hashtag search of Instagram like #fantasygames and #fantasycricket and found some influencers who were promoting other fantasy gaming apps. I contacted them and gave Mr. Bakliwal’s reference when they replied (annexure 7).

#### **Task 3: General discussion on company and company progress (IConflux Technologies Pvt. Ltd.)**

All the team members of IConflux Technologies Pvt. Ltd. had a general discussion regarding the company progress headed by Mr. Ravi Thakkar and Mr. Sanket Thakkar. We were allowed to ask questions and we got to know about the company strategies, values, work culture, how are they adapting to technological changes, how do they deal with uncertainty, etc. which helped to prepare the Internship report.

## **WEEK 4: 15<sup>th</sup> May, 2020 to 21<sup>st</sup> May, 2020**

### **Task 1: Submission of influencer list**

I was asked to submit the list of influencers I had contacted for FSL11 both via YouTube and Instagram. I had also sent the list of those influencers which didn't have any social media handles but an email id so that the company could contact with them.

### **Task 2: Studying the Model of consumer behavior from the book “Hooked”**

We were asked by Mr. Ravi Thakkar to study the consumer behavior model from the book “Hooked” by Nir Eyal. The model talks about four stages in consumer behavior namely, Trigger, Action, Variable Rewards and Investment which again leads to Trigger thereby completing the loop. We had to study those and come up with ways which could be used to promote StockTry using this model.

### **Task 3: Coming up with External Triggers**

Triggers are of two types- external and internal. While external triggers mainly include different ways of marketing that'd make the customers aware of the product, internal triggers comprise of several behavioral patterns that cause the trigger from within. I was asked to come up with different kinds of external triggers that would make the users of StockTry start using the app or come back to the app if they are new. I came up with different digital marketing strategies of banner ads and placing them on stock related websites, sending out newsletters, ads on YouTube, push notifications etc. which could be successfully used to promote the product on several social media platform.

### **Task 4: Framing of Push Notifications**

Push notifications are a good way of triggering a user to come back to the app (here, StockTry). We were asked to design push notifications for different purposes like making a user who hasn't used the app for long to come back, making a user switch from regular to premium version, etc. So, we had to frame different kinds of notification for different user base, and for different purposes (annexure 8). I designed different categories of notification keeping these in minds:

- Timings at which the notifications should be sent
- What should the notifications be
- The frequency of each notification

- The kinds of users who'd be getting the notifications

## **WEEK 5: 22<sup>nd</sup> May, 2020 to 28<sup>th</sup> May, 2020**

### **Task 1: Creating content for StockTry's social media**

I was asked to come up with punchlines (basically one liners) which would be used to promote the app through social media. I looked for typically used words in stock trading like “candle stick pattern”, “bullish and bearish market”, etc. on various stock pages on Instagram. I also looked through various stock related meme pages which helped me come up with out of the box and humorous punchlines for the promotion of the app.

### **Task 2: Proof-reading contents of the website before launch**

I was given the task of proof-reading contents of the website and make suggestions if any necessary feature was missing. I pointed out that the website was not “https secure” which means that the data entered by the users will be vulnerable and thus it would prevent people coming to the website, thereby decrease in traffic. There were some errors in the content of the website which I corrected and made necessary suggestions.

### **Task 3: Translating contents of the app**

I was given the task of translating and converting the error messages, the name of the stocks and the contents of the app in my mother tongue, Bangla. The developers were working on developing the app into regional languages as well. So, they asked me to do the Bangla translation for them.

### **Task 4: Finding videos for StockTry's IGTV**

The next task required me to search for videos which could be used for IGTV feature of StockTry's Instagram account. I went for videos like interviews of famous investors and business tycoons like Warren Buffet, Rakesh Jhunjhunwala, etc. The videos were 1 to 3 mins long and are supposed to give insights to budding Stock traders.

## **WEEK 6: 29<sup>th</sup> May, 2020 to 4<sup>th</sup> June, 2020**

### **Task 1: Coming up with something new**

Since we had started on the marketing of StockTry, more precisely on optimizing its social media presence, I came up with the idea of doing something new which would draw more

audience for the app. I gave the idea of coming up with tutorial videos for budding traders and investment newbies. Then, the idea was more consolidated and with the help of my supervisor, we came up with a small series called “Tutorial Tuesdays”, where we would be posting new tutorial videos containing trading tips. We thought of making scripts for the new videos by taking ideas from the existing videos on different platforms.

### **Task 2: Finding tutorial videos for reference**

Since it was decided that we will take ideas about the tutorials from other videos and make our own script, I went through different videos on YouTube and found some tutorial videos which might help us get some insights. I shared the links with my supervisor for his approval.

### **Task 3: Finding more videos for IGTV**

My supervisor asked me to get more videos which had either motivational or knowledge content. The problem was that knowledge based content had duration of more than 1 to 2 minutes which was my supervisor’s requirement. According to him, users don’t come back to the page if they don’t find contents to be engaging and short. So, I came up with a solution and suggested him that we could upload the most important or interesting part of the video and we’ll provide the link so the post so that people who are interested in watching the whole video could use that link to watch it. That way, we could get informative videos which had longer duration.

### **Task 4: Permission Marketing for StockTry**

I was asked by Mr. Thakkar to come up with different types of app permissions that might be required and how the permissions can be used to do marketing of StockTry.

I came up with ideas as to how the permissions can be used for marketing. For example, enabling location access would help the app track the location of the user. So, if there’s any local event going on regarding stock trading or any event held by StockTry itself, then the user could be notified about it. Similarly, access to storage would help the app access the Data file which stores the browsing data of the user. Thus, the pages user accesses the most can be used as a platform to advertise StockTry (annexure 9).

## **WEEK 7: 5<sup>th</sup> June, 2020 to 11<sup>th</sup> June, 2020**

### **Task 1: Making Script for Tutorial Videos**

I was asked to start making scripts which would be used for the tutorial videos uploaded on social media accounts (especially Instagram) of StockTry. I had already searched for various tutorial videos relating to “Stock trading” for beginners. I had an idea of how to go about them and took inspiration from the already existing videos. I made some points which I thought would be relevant for a beginner’s guide and submitted them.

## **Task 2: Finding unanswered questions on Quora**

I was again given the task of finding unanswered questions on Quora which were related to Stocks. I had previously worked to find general questions which were asked on Quora related to stocks to help with content creation. This especially was a difficult task because Quora has a huge user base and finding unanswered questions is difficult to find.

## **Task 3: Making FAQs for StockTry App**

I was given the task of making “Frequently Asked Questions” for the app, StockTry. I was given 4 heads to make the FAQs on namely

- Announcements
- Get Started (including About Us and Login/Registration)
- How To Play
- Points System

I had to frame questions in these domain and write answers for the same. I was asked to draw inspiration from Dream11, a fantasy cricket app and frame the questions the way they have done. I was also asked to suggest if we could implement certain features of Dream11 on StockTry as well (annexure 10).

## **Task 4: Studying Virality and coming up with new ways for app Virality**

Virality is the way of increasing user engagement and user retention of an app or a website or a product. There are different strategies employed by companies to increase virality and I was asked to study those methods and suggest techniques that could be used to ensure enhancement of StockTry’s virality. There are different kinds of full product Virality like demonstration virality, incentive virality, network virality, etc. I had suggested how network virality (also known as infectious virality) and network virality could potentially lead to increase in user engagement and retention on the app (annexure 11).

## **Task 5: Making Database**

I was asked to do some research on various kinds of Insurance companies, Mutual funds, Wealth Management companies and Brokerage companies and find out their marketing heads. Since StockTry is based on equity trading, these companies could be approached to advertise on the app (annexure 12).

Thus, I made lists of companies and their marketing heads along with their LinkedIn ids so that they could be contacted.

## **WEEK 8 & 9: 12<sup>th</sup> June, 2020 to 24<sup>th</sup> June, 2020**

### **Task 1: Contacting Influencers for promoting StockTry**

I was allotted the task of contacting influencers who would promote the app, StockTry. I was given the task of convincing the influencers to do a 20 minutes live video on StockTry's page. The influencers whom I contacted were basically professionals and professors who had domain knowledge. I contacted CAs, professors and stock market trainers and conveyed them that we would like to do a collaboration with them. I then gave the list of influencers I had made to my supervisor.

### **Task 2: App Store Optimization**

Ravi Sir had asked me to come up with strategies that could be used to improve their search ranks on both Google Play Store and Apple Store. I had to study different strategies organizations were employing to improve their product's search ranking on app stores. After studying, I made a list of strategies and tactics which I submitted to Sir (annexure 13).

### **Task 3: Reviews for StockTry**

One of the important properties of App store optimization is fresh reviews by users. The number and quality of reviews is an important factor that improves the search rank of apps. Since it is a newly launched app, it had very less number of reviews on play store. Thus, Ravi Sir asked me to write around 50 different reviews which they'll post from different accounts to improve the rank. The reviews I created were broadly categorized into it's educational aspect, it's money earning feature and it's user interface. Thus, I wrote around 50 different reviews and submitted it to Sir (annexure 14).

## **COMPANY'S GROWTH TREND AS SHARED BY CEO**

I gave a questionnaire to my supervisors to help me out on this part of company growth. Thus, this part consists of questions framed by me based on guidelines and answers given by the CEO, Mr. Sanket Thakkar.

### **Q1. How has the company adapted to the changing technological advancements?**

**Answer:** According to the CEO, the biggest challenge for any IT company is the growth structure. To overcome this, they have multi skills resources and various kind of technologies. So, after completion of a project and before starting a new project they have a buffer time which they make use of. Some tasks are given to the employees to enhance their skills and they even have experts who advise them and provide feedback on the projects. There has been a continuous technological development. So, before the focus was more on website and web application and now it has changed to mobile technology. They have even started using a number of new platforms like AWS which has helped them to increase their speed and efficiency.

### **Q2. What is the growth story of the company? Briefly state if there has been any pattern.**

**Answer:** The company mainly works on 3 verticals- product development, offshore development, and enterprise services. They work on digital transformation for the companies. They mainly deal in B2B. They work with small number of customers, but they work on a long-term basis, on multiple projects with the same customers. Their goal is to increase total number of customers by 5 to 6 customers per year. Over the years the number of customers for the company has grown and now it is more than 50. They also do many other projects on a short-term basis, but they do not account it within the growth story of the company.

### **Q3. What are the company's achievements and recognitions?**

**Answer:** They have developed successful products- like DigiAgri: digitization of agriculture for the benefits of the customer. This product has been recognized by the World Economic Forum and the Govt. Of Gujarat. They have also been awarded by the Govt. Of Gujarat for this product.

They also have developed a product called Supreme Today for a publishing house in Delhi called Vinod Publications. The product is a judiciary search engine which has records of all cases heard by Supreme Court and Highs Courts since 1947- almost 22-30gb of data. They are first company who developed such kind of mobile application which works offline. This



application is used by justices of Supreme Court and High Court and by legal departments of many State Governments.

The development of these two products are the key achievements for the company so far.

## COMPANY'S FUTURE PROBLEM AREAS AS OBSERVED

- Since the company operates in small scale and there are many big players in IT industry, it will have to diversify and focus on some field of IT which has not been much yet discovered. The company is focusing on the much less explored domain of fantasy games so as to differentiate from others and stay in the competition. The company will have to do more of such diversification and working in unexplored niches.
- **Dealing with uncertainties** like the recent pandemic of COVID-19. COVID-19 has impacted companies from all industries but mostly the small scaled industries are facing the wrath of it. The operations of the company get disturbed which affects the revenue in turn. Since the company is small scaled it will have to deal with the wrath and find out measures to combat such uncertainties in near future.

The company's take towards any uncertainty is very positive. They described how they have been working from during the pandemic situation and how they have increased their productivity. This pandemic has given them a pause to realize and work on their mistakes and turn them into potential opportunities. The uncertain times have made the companies switch to digital means and develop a different approach to ensure growth of their business.

## LEARNING

Organizational Skills: I have attended several meeting during my internship. I had the opportunity to talk the CEO of IConflux and informing him about potential leads. Thus, over these meetings and conference calls, I would say that my interpersonal skills have increased in manifold.

Managing Influencers: I had to connect with influencers for promotion of client's products. I had to interact with them, convince why they should partner with us, what will be their gain if they do, resolve the queries they had, etc. This had enhanced my people management skills and has helped me to deal with the other side by understanding their mindsets which is very important from to be a successful businesswoman.

Coming up with catchy content: While I did not have the task of writing long blogs or posts, I was asked from time to time to come up with catchy contents or more precisely punchlines that'd draw the attention of the netizens when posters on social media. Thus, I created punchlines with some humor embedded in it. This task felt challenging because coming up with catchy lines for promoting a Stock market trading app was not very easy. But humor is one of the key elements in a content that draws an audience more towards it. So, this task helped me learn one of the most important elements of Marketing- how to cater to your audiences' needs.

Getting a better and deeper understanding of Consumer behavior: Since we were asked to study the Trigger-Action-Reward-Investment model by Nir Eyal, I got a deeper understanding of the mindset of consumers. Not only did we have to study that but also apply it practically by coming up with plans that'd act as a trigger for the audience. External triggers are basically ways of marking the products. So when I was asked to come up with various types of external triggers, I had to understand both the product i.e. the app and the types of audiences and which places they are most likely to visit, so that the add can be targeted via that platform.

Doing something new- Permission marketing: I was asked that what kinds of permissions should the app ask the user to enable and how could it they be used for marketing purposes for the app. I did some research on the internet and became familiar with the concept of permission marketing for the first time. Permission marketing is how the access to device location or access to the storage of the device, access to the users contacts can help in

marketing. I had come up with various ideas as to how it could be used for marketing purposes and that itself helped me to understand the practical aspects of it on a deeper note.

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# ANNEXURES

## Annexure 1: Table showing list of influencers collected for Petterly

Name	Social media handle	Followers	Profession
This Indian	THIS INDIAN- Youtube	167K subscribers on youtube	Youtuber
CRUX	CRUX- Youtube	289K subscribers on youtube	Youtuber
straydogsindia	straydogsindia- Instagram	17.6K followers on Instagram	Blogger
The Modern Mowgli	themodernmowgli19- Instagram	16.8K followers on Youtube	Non profit Organization
streetdogslover	streetdogslover- Instagram	15.8K	Community in Mumbai (followed by Shraddha Kapoor)
Dogscovai_cbe	paws_dogscovai- Instagram	8K	Blogger
What the fur!	whatthefur- Instagram	77.5K	Community
Mitali Salvi	mitalisalvi- Instagram	9K	Dog Trainer
Oreo_La_Neko	oreo_la_neko- Instagram	4K	Public Figure
Rumi Sejpal	mycatrumi- Instagram	4.5K	Blogger
Dr. Richa Singh Pundir	clicking_kiwi- Instagram	10K	Lifestyle & Travel blogger
Billu- The Sylvester Cat	billu_cat- Instagram	3.6K	Pet Influencer
Momo & Belle	lifeoffluffs- Instagram	930	Upcoming Pet Influencer
mahnoor	thegunnerfly-Instagram	2K	Lifestyle blogger
Pet Fed	petfedindia-Instagram	31.1K	Event
Gogo, Tutu, Miffy Luna	thesnobs- Instagram	6K	Pet Influencer
Dogs your friends forever	Dogs your friends forever- Youtube	118 K subscribers on Youtube	Dog Trainer and Influencer
Khyati Pandey	katie61189- Instagram	27.5K	Lifestyle blogger
For the Fur Kids	forthefurkids- Instagram	6K	Pet Influencer
Scoobers	scoobers- youtube	Not Mentioned but plenty video views	Youtuber
Mr. Jack Rao	jack.the.gsd- Instagram	42K	Pet Influencer

## Annexure 2: Snap of questions collected by me

### 1. How did your dog react when you took them home for the first time?

Link: <https://www.quora.com/How-did-your-dog-react-when-you-took-them-home-for-the-first-time>

### 2. If you could ask your pet or any animal a question, what would you ask them?

Link: <https://www.quora.com/If-you-could-ask-your-pet-or-any-animal-a-question-what-would-you-ask-them>

### 3. When did you first meet your cat? How did you befriend her?

Link: <https://www.quora.com/When-did-you-first-meet-your-cat-How-did-you-befriend-her>

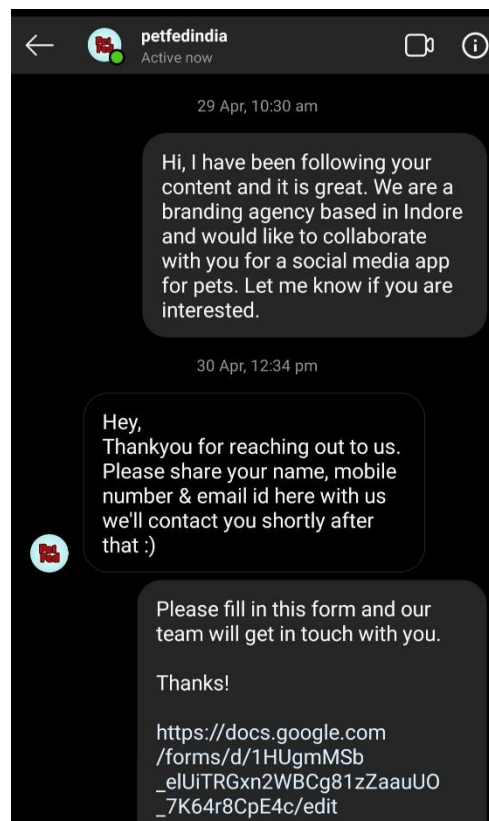
### 4. Are you looking for some healthy food recipes for your pup? Here's a detailed article about Homemade Dog Food Recipes Vet Approved, that'll help you a lot!

Link: <https://brightstuffs.com/homemade-dog-food-recipes-vet-approved/>

### 5. How are you with your pets in this lockdown due to restrictions of roaming outside and close down of stores of pet foods?

Link: <https://www.quora.com/How-are-you-with-your-pets-in-this-lockdown-due-to-restrictions-of-roaming-outside-and-close-down-of-stores-of-pet-foods>

### Annexure 3: Snap of interaction with the Influencers via Instagram



### Annexure 4: Snap of questions collected by me for Casino World

Is the stock market a casino?

Link: <https://www.quora.com/Is-the-stock-market-a-casino>

Gambling: What's the best way to win in a casino?

Link: <https://www.quora.com/Gambling-Whats-the-best-way-to-win-in-a-casino>

What are the best online casino games?

Link: <https://www.quora.com/What-are-the-best-online-casino-games>

What's the craziest thing you've seen happen in a casino?

Link: <https://www.quora.com/What-s-the-craziest-thing-you-ve-seen-happen-in-a-casino>

What is the top online casino website for playing different casino games like roulette and blackjack?

Link: <https://www.quora.com/What-is-the-top-online-casino-website-for-playing-different-casino-games-like-roulette-and-blackjack>

What are the tricks employed by casinos to attract and retain gamblers?

Link: <https://www.quora.com/What-are-the-tricks-employed-by-casinos-to-attract-and-retain-gamblers>

## Annexure 5: Snap of questions collected by me for Metawatch and StockTry


How do I choose stocks for intraday trading?  
Link: <https://www.quora.com/How-do-I-choose-stocks-for-intraday-trading>

Which is a better investment idea? Real estate investment vs stock market  
Link: <https://www.quora.com/Which-is-a-better-investment-idea-Real-estate-investment-vs-stock-market>

What are the best blogs or websites for Indian stock market analysis?  
Link: <https://www.quora.com/What-are-the-best-blogs-or-websites-for-Indian-stock-market-analysis>

## Annexure 6: Snap of the mail with reference to lead generation

Internal Software Application for Renaissance Inbox x



**Abhay Panchal** <abhay.panchal@iconflux.com>  
to shreyan.das, me, Sanket ▾


Thu, May 7, 2:36 PM ★ ↶ ⋮

Hello Shreyan,  
I hope you are doing well.

Debateena provided your reference saying that Renaissance is looking for a software application to communicate and broadcast message amount employees. We have the experience of developing an application that can enhance internal communication and efficiency. I would like to know your requirement in detail for better understanding.

Please find our company profile for your reference [here](#).

Thanks & Regards  
--



**Stay Safe , Stay Home**

**Abhay Panchal**  
Digital Transformation Consultant - [Connect on LinkedIn](#)  
*Let's Eliminate Manual Efforts & Spread Sheets*

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## Annexure 7: Snap of interaction with an Influencer for FSL11 via Instagram



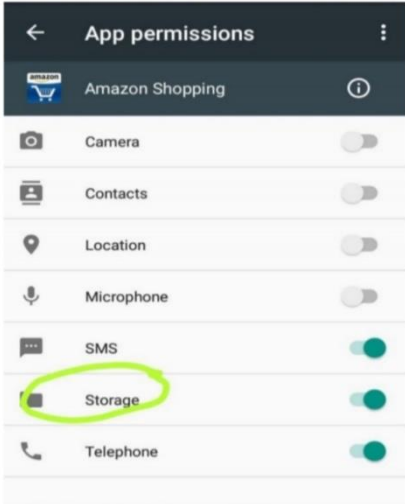
## Annexure 8: Snap of Notifications framed by me

**Notifications**

- For converting regular frequent users to GO users  
Notification: Head- "Couldn't secure a win today?"  
Body- "No worries because we got you covered. Switch to GO and increase your chances of winning. Sign up TODAY!"  
Frequency and time: Once everyday at 3:30pm after the results are out.
- For converting users who use every alternate days or once every two days  
Notification: H: "Increase your chances of winning"  
B: "Use our GO trial for 15 days for FREE. Sign up NOW!"  
Frequency and time: Once at 8:30am and again at 4pm.
- For users who once used regularly but haven't been logging in for past 10-15 days  
Notification: H: "SALE ALERT"  
B: "10% off on GO membership. Come, join and increase your winning probability. Offer expires in 2 days. HURRY, Sign up NOW!"  
Frequency and time: Twice a day, 8:30am and 8:30pm.
- For regular users-  
Notification: H: "\_\_\_ hours to go!"  
B: "Contest Alert! Register now and get chances to win upto Rs. \_\_\_. HURRY!"  
Frequency and time: Twice, at 7am and 8.30am.
- For those who were once a GO user or those whose subscription expiry is near  
Notification 1: H: "We miss you"  
B: "Renew your GO subscription today and get an edge over others. Sign up NOW!"  
Notification 2: H: "Your subscription expires TOMORROW"  
B: "Enjoying the perks of being a GO user. Renew today."  
Frequency and time: Twice a day, anytime.
- For GO users  
Notification: H: "GO exclusive contests"  
B: "The GO exclusive contest starts in \_\_\_ hours. Register now!"  
Frequency and time: 30 mins before the contests begin.

## Annexure 9: Snap of my work on Permission Marketing

### 3. Access to Storage



The screenshot shows the 'App permissions' screen for the 'Amazon Shopping' app. A list of permissions is displayed with toggle switches: Camera (off), Contacts (off), Location (off), Microphone (off), SMS (on), Storage (on, highlighted with a green circle), and Telephone (on).

Permission	Status
Camera	Off
Contacts	Off
Location	Off
Microphone	Off
SMS	On
Storage	On
Telephone	On

Access to Storage is one of the most important permissions. The browsing data of the user is stored in a Date file. With the browsing history of the user we could find out which apps the user uses the most and we could push our ads on that app.

Eg: Products browsed on Nykaa or Amazon appears on Imo, a video calling app.

### 4. Permission to subscribe to the newsletter

Newsletter or email marketing are used to the send the user different offers and exciting announcements which might make the user to come back to the app.

### 5. For the website, allowing permission to use cookies

Again, through the help of cookies, we can track the user's web activity. Since a particular webpage doesn't know what activities are performed by the user on another page, cookies can be used to successfully track the activities and post ads of Stocktry on other websites.

## Annexure 10: Snap of FAQs formulated by me

### GET STARTED

#### ABOUT US

What is StockTry?

Answer: StockTry is an application designed for aspiring traders to learn equity trading which aims in bring more participants in the Indian Stock Market. Participate in daily challenges on StockTry and enhance your skills for Equity trading.

How can I access StockTry?

StockTry is now available at the tip of your finger. Just head to Google PlayStore to download it and start gaming.

Here's the link: <https://play.google.com/store/apps/details?id=com.stocktry.app>

We will be available in iOS shortly.

I don't know much about Stock market. Can I still play?

Answer: Absolutely! Don't worry, you'll learn as you play and it will help you to gain a better picture of the real life stock market. Check our Instagram page for tutorial videos.

#### LOGIN AND REGISTRATION

How do I register on StockTry?

Answer: Once you are on the app, click on Sign up and provide your name, email and phone number and click the T&C checkbox. Once your phone number is verified through the otp, you are all set for the game! Welcome aboard!

Make your own team and join the contests. Happy winning!

How do I register using a referral code?

Answer: Download the app. Once you are on the app, click on Sign up. Put your name, email, phone number and the referral code you've received and click the check box for T&C compliance. Once your phone number is verified via OTP, you're good to go. Don't forget to invite your friends via your referral code because you get the chance of a free Pro membership!

I forgot the mobile number I used to register. How can I log in?

Answer: (Over to Ravi Sir)

I am not receiving the OTP. What do I do?

Answer: You should receive your OTP (One Time Password) within two minutes of requesting it. Kindly ensure:

- That the number you've entered is correct
- You have a network strong enough to receive an SMS

## Annexure 11: Snap of my work on Virality

Two types of Full Product **Virality** that could be implemented for StockTry are:

1. **Infectious or Network Virality:** The product becomes more useful the bigger the network is, so users want to invite others to join so they can start getting value from friends and colleagues using it, too.

For example: Making a network on the platform like Dream11. A social network sharing platform that'll make participants focus on how their competitors are doing or how their friends with whom they have shared the game are doing. What skills and tactics they are using to get better at the game. Learning from network of players who have experience in actual trading may help the beginners. Thus, this kind of social and networking group like that of Dream11 may promote a competitive feeling among the players which will attract other users to join in turn.

2. **Incentive Virality:** Incentive **virality** occurs when users or customers are incentivized to refer their friends.

For example: Giving exclusive gift coupons on sharing, allowing them to participate in exclusive contests with a higher pool of money.

General **Virality** which helps in case of Games:

- Having a sharing mechanism which is easy to find
- Allowing to share via WhatsApp, SMS
- Making the sharing a natural process
- Right time for sharing- when the user has reaped the benefit and is looking for more
- Letting the user connect with the person he has invited (again, going back to gaming community)
- Not making the referral code difficult to find

## Annexure 12: Snap of database of Insurance Companies

Company	Contact Person	Contact Link
Max Life Insurance	Aalok Bhan, Director and CMO	<a href="https://www.linkedin.com/in/aalok-bhan-3b14b48">linkedin.com/in/aalok-bhan-3b14b48</a>
HDFC Life Insurance	Vaibhav Katju, Head, Digital Alliances	<a href="https://www.linkedin.com/in/vaibhavkatju">linkedin.com/in/vaibhavkatju</a>
ICICI Prudential Life Insurance	Manish Dubey, CMO	<a href="https://www.linkedin.com/in/manish-dubey-5889334">linkedin.com/in/manish-dubey-5889334</a>
TATA AIA Life Insurance	Rishi Srivastava, MD & CEO	<a href="https://www.linkedin.com/in/rishi-srivastava-a4b6b764">linkedin.com/in/rishi-srivastava-a4b6b764</a>
Bharti AXA Life Insurance	Parag Raja, MD & CEO	<a href="https://www.linkedin.com/in/parag-raja-0115921">linkedin.com/in/parag-raja-0115921</a>
Bajaj Allianz Life Insurance	Tarun Chugh, MD & CEO	<a href="https://www.linkedin.com/in/tarun-chugh-0473191">linkedin.com/in/tarun-chugh-0473191</a>
SBI Life Insurance	Rahul Sharma, Marketing Manager	<a href="https://www.linkedin.com/in/rahul-sharma-342556167">linkedin.com/in/rahul-sharma-342556167</a>
Reliance Nippon Life Insurance	Shiv Tiwary, CMO	<a href="https://www.linkedin.com/in/shiv-tiwary-6156a35">linkedin.com/in/shiv-tiwary-6156a35</a>
Aegon Religare Life Insurance	K.S Gopalakrishnan, MD & CEO	<a href="https://www.linkedin.com/in/k-gopalakrishnan-2a466399">linkedin.com/in/k-gopalakrishnan-2a466399</a>
AVIVA Life Insurance	Anjali Malhotra, CMO	<a href="https://www.linkedin.com/in/anjali-malhotra-17505525">linkedin.com/in/anjali-malhotra-17505525</a>
Birla Sun Life	Ajay Kakar, CMO	<a href="https://www.linkedin.com/in/ajay-kakar-b7b7326">linkedin.com/in/ajay-kakar-b7b7326</a>
Kotak Life Insurance	Subhasis Ghosh, VP & Head, FIG & Marketing	<a href="https://www.linkedin.com/in/subhasis-ghosh-95901613">linkedin.com/in/subhasis-ghosh-95901613</a>
PNB Met Life	Nipun Kaushal, CMO	<a href="https://www.linkedin.com/in/nipun-kaushal-4818039">linkedin.com/in/nipun-kaushal-4818039</a>
Canara HSBC OBC Life Insurance	Anuj Mathur, MD & CEO	<a href="https://www.linkedin.com/in/anuj-mathur-4a8b4a6">linkedin.com/in/anuj-mathur-4a8b4a6</a>

## Annexure 13: Snap of my work on App Store Optimization

**App Store Optimization focuses on improvement these core optimization areas:**

- **App name, URL and subtitle optimization:** Ensuring that they reflect the core keywords describing StockTry as well as reinforcing value, differentiation and other perceived value signals. It is imperative to place keywords that have highest value and user search behavior.
- **App keyword filed:** Should be updated to show latest and challenging user search queries. Traditional keyword research required. For example: “Stock”, “trading”, “stock market”, “investing”, “equity market”
- **App ratings and reviews:** This is the core area for users and an important aspect for ranking signal for app stores. Volume and freshness are two key criteria that matter.
- **App downloads:** App downloads plays key role in creating perceived buzz, demand, user value associated with the app. Increasing the volume will support increased prominence within the app store organic ranking.
- **App updates:** Updating and developing the app at regular intervals will bring added relevance for StockTry and enable it to react to changing audience needs. Competition will change with app refinement and improvement. Google Play Store and Apple App Store take into account the regularity of app updates as a part of ranking algorithm.

## Annexure 14: Snap of App reviews formulated by me

1. The app is very helpful for beginners who are trying to learn stock trading. Provides a good platform for newbies to get an idea on stock market as well. Recommended highly if you want to learn stock trading.
2. StockTry is very useful for beginners who are looking forward to learning about stock trading. Creates a vital outlet for new folks to get an insight on the stock market. Highly suggested if you want to know about stock trading.
3. This app educates you on various aspects of stock market. You can choose stocks from various sectors and trade. A stock market simulation, StockTry provides a good base for equity trading.
4. The application is really helpful for beginners who are trying to learn how to trade in stock. Offers a solid forum for beginners to get their perspectives on the stock market as well. Strongly advised if you're interested in learning about stock trading.
5. This app will inform you about various aspects of the stock market. You can select stocks from a number of sectors and trade. As a stock market simulation, StockTry offers a good framework for share trading.
6. I completely had no idea about the stock market. But with StockTry, the task became easier. I learnt the basics of stock trading. The app promotes interest in the field of equity trading. Recommended if you are a beginner like me and want to learn about stock trading.

## ANNEXURE: SUMMER INTERNSHIP COMPLETION CERTIFICATE



### Summer Internship Certificate

This is to certify that **Ms. Debaleena Mazumder** from Institute of Management, Nirma University has successfully completed her summer internship at Iconflux Technologies Pvt Ltd from 24th April, 2020 to 24th June, 2020.

She has worked as a **Marketing Intern** on our recently launched Product 'StockTry'. The project involved creating Digital Marketing strategies and Growth Hacking Strategies for StockTry. The Project was taken under the guidance of Mr. Ravi Thakkar.

During the period of internship, we found her to be Punctual, Hardworking and focused. She has worked sincerely on her assignments. Her performance was Excellent.

We wish good luck for her future.



Regards  
Sanket Thakkar  
CEO  
Iconflux Technologies



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