

# Summer Internship Report



# TRIFFID.

*A Sting Of Creativity*



## **Final Report**

INSTITUTE OF MANAGEMENT, NIRMA  
UNIVERSITY

### **Summer Internship**

*with*

***“TRIFFID Marketing Pvt. Ltd.”***



Industry: Marketing & Advertising

MBA-FT (2020-2022)

***Submitted on: 12<sup>th</sup> June, 2021***

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**Purpose of report:**

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

**Submitted to:** Prof. Himanshu Chauhan

## ACKNOWLEDGEMENT

Triffid presented the perfect internship opportunity for any Marketing student. It opened doors to a new world for me, a world full of brainstorming, competitor research, and social media. I consider myself lucky to have been given this opportunity. This internship has prepared me for a job in a marketing agency and has truly taught me a lot. Thus, I would first and foremost like to thank **Mr. Palash Singh Rathore, Marketing Manager, Triffid**, who was also my mentor throughout this internship, for providing me with this work-from-home opportunity at this time where a global pandemic curtailed the economy.

Without **Mr. Palash Singh Rathore**, I wouldn't have learned as much as I have, and wouldn't have gained as much exposure. I would also like to thank **Mr. Himanshu Chauhan, my faculty mentor** for his constant support throughout my internship.

Also, I would like to thank the Institute of Management, Nirma University for providing me this opportunity.

I see this has opened the door as a major achievement in my vocation advancement. I will endeavor to utilize picked-up aptitudes and information in the most ideal manner, and I will keep on working on their improvement, to accomplish wanted professional targets.

## Executive Summary

This report offers a timeline of the company's ideals and services, giving interns a unique chance to learn and grow across a variety of sectors and activities. I've contributed to Market Research, curating Digital Strategies, Social Media Analytics, and social media research in my first month of the internship. Working with Triffid has allowed me to see social media from a completely new viewpoint that I would not have had otherwise. The fundamental goal of my job profile is to see how different platforms and their capabilities can be bent around our content plans. During my internship, I've worked on Market Research, Personalized B2B Research, B2B Sales, Business Development Approach, and Content Writing. Working here allows me to gain practical experience while also broadening my knowledge of the sector. The internship isn't focused on achieving a specific goal; rather, it allows me to learn. The most important technical learning has been digital marketing, as well as the value and effectiveness of working as a team and comprehending the challenges that come with being a true leader in difficult situations.

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## **PART A: Profile of the Organization**

### **About Triffid Marketing Private Limited**

Triffid Pvt. Ltd. is an online branding firm that specializes in transparent and progressive marketing. They spend time learning what works and what doesn't when it comes to brand acceleration and creativity. They guarantee long-term progressive outcomes for any sector with their strategic strategy and global workforce.

**Aim:** Their aim is to provide the best digital marketing strategies to their clients while also leveraging their professional expertise. Recognize and analyze their business requirements in order to tailor an effective digital campaign. As a result, helping clients to succeed online.

#### **The analytical approach of Triffid:**

- **Gaps and Opportunities must be identified:**

Their initial step is to analyze what needs to be done or can be done better based on customers present performance and a competitor's audit.

- **Assigning a team for each service and industry:**

The second and most significant step is to assign a team that has worked in a similar or identical business to yours and is familiar with the type of service you seek.

- **Customized Plan:**

Our strategists create a personalized project strategy for you based on your requirements and their alignment with step 1 as well as recommendations from our experienced staff.

**Mission:** As a full-service digital marketing agency, their mission is to use their enthusiastic thinkers and creative team to collaborate directly with each company to design unique and original digital strategies that create successful outcomes. They've been working with businesses of all

sizes all across the world to help them identify their unique message, and the results have been great.

**Sector:** Marketing & Advertising



- Digital marketing agency
- Website design & development
- Search engine marketing (SEO, SMM, PPC)
- Video marketing & analysis
- Content marketing
- Email marketing
- Marketing strategy
- Mobile app development
- Marketing collaterals



## **Digital Marketing:**

While modern advanced marketing is a vast network of channels via which advertisers must primarily make their brands available locally, advertising on the internet is far more unpredictable than the channels alone. Advertisers must go deeply into the current vast and multifaceted cross-channel world to uncover methods that have an impact through commitment displaying in order to realize the true potential of digital marketing. Engagement marketing is a technique for forming meaningful connections with new and returning customers based on data gathered over time from numerous websites and tools such as Google Analytics. You build brand awareness, establish yourself as an industry suspected pioneer, and position your business at the front line when the client is ready to buy by communicating with clients in a computerized setting.

SEO, social media marketing, mobile marketing, and pay-per-click advertising are all examples of digital marketing. The digital advertising sector is expected to rise. As a result, the opportunity is huge, and how marketers take advantage of it will have a big influence. Small enterprises are unable to invest more in their early stages due to their low resources. They don't have the same marketing budgets as larger businesses. Smaller firms, on the other hand, can stand out and establish a name thanks to the abundance of internet advertising platforms and social media tools available.

## **Major services:**

- **Branding:**

- **Branding Toolkit:**

- To attract customers, they create creative logos, brochures, business cards, and other advertising campaigns.

- **Packaging:**

- Give your product a dynamic edge by designing a cute but informative package and label.

- **360-degree marketing:**

- We provide 360° Marketing consultancy and implementation for your business,

from naming your brand to ensuring its success in your niche market.

- **Development:**

- **Website:**

- They create or redesign any form of website, whether static, dynamic, or responsive.

- **App for mobile devices:**

- With mobile apps designed by Triffid for both iOS and Android, you can reach out to your customers whenever and wherever they choose.

- **Digital Marketing:**

- **Social Media Management:**

- Triffid manages their clients' social media accounts in order to increase their brand's authority and inbound traffic by producing engaging content and high-impact graphics.

- **Search Engine Optimization (SEO):**

- Rank better in search results and increase organic traffic to your website with On Page and Off Page strategies.

- **Management of clients YouTube channel:**

- Triffid's digital marketing service helps businesses get their videos noticed and watched by their target audience, with 100 hours of video posted every minute and 4 billion videos watched daily.

- **Influencer marketing:**

- Using India's top social media influencers to persuade client's target audience across many platforms.

- **Pay-per click:**

- **Social Media Advertising:**

- Improve brand awareness, loyalty, conversion rates, and search engine rankings all while saving money.

➤ **Google Ads:**

Google Ads is a service provided by Google. This is helpful in allowing consumers to find you whenever they search for a product or service on Google and its affiliate sites.

➤ **Marketing on LinkedIn:**

More than 630 million professionals are eagerly awaiting your product or service. Reach out to them in order to meet your B2B goals.

➤ **Advertising on a Video Channel:**

With campaigns produced and managed by us on video channels like as YouTube, Hot Star, and MX Player, you can double your return on investment and engage with double the audience as TV.

- **Content marketing:**

➤ **Content Strategy:**

At the correct time, provide entertaining and valuable content to your target audience and customers.

➤ **Blog Writing:**

While expressing yourself, your business, or your sector, you can improve your SEO, establish relationships, and generate leads.

➤ **Video Content:**

Triffid find and recommend ways to present a narrative in a way that your target audience desires, ensuring that your channel or show receives the most viewers.

- **Visual production:**

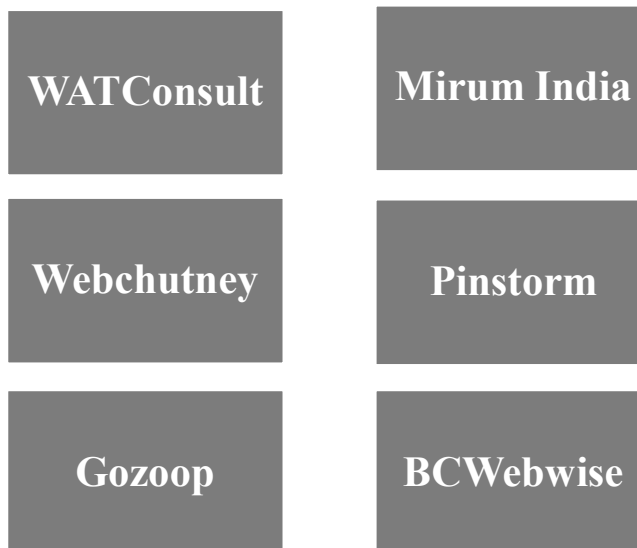
➤ **Digital Filming and Shoot:**

Triffid deliver the best output for your video shows, corporate films, intro videos, professional product shoots, portfolio shoots, and site photography by filming, clicking, and editing.

Triffid's mission as a full-service digital marketing agency is to work directly with each

organization to establish unique and creative digital strategies that produce effective outcomes. They've been working with businesses of various sizes all over the world to help them identify their unique message, and the results have been Fantastic.

### **Major Competitors:**



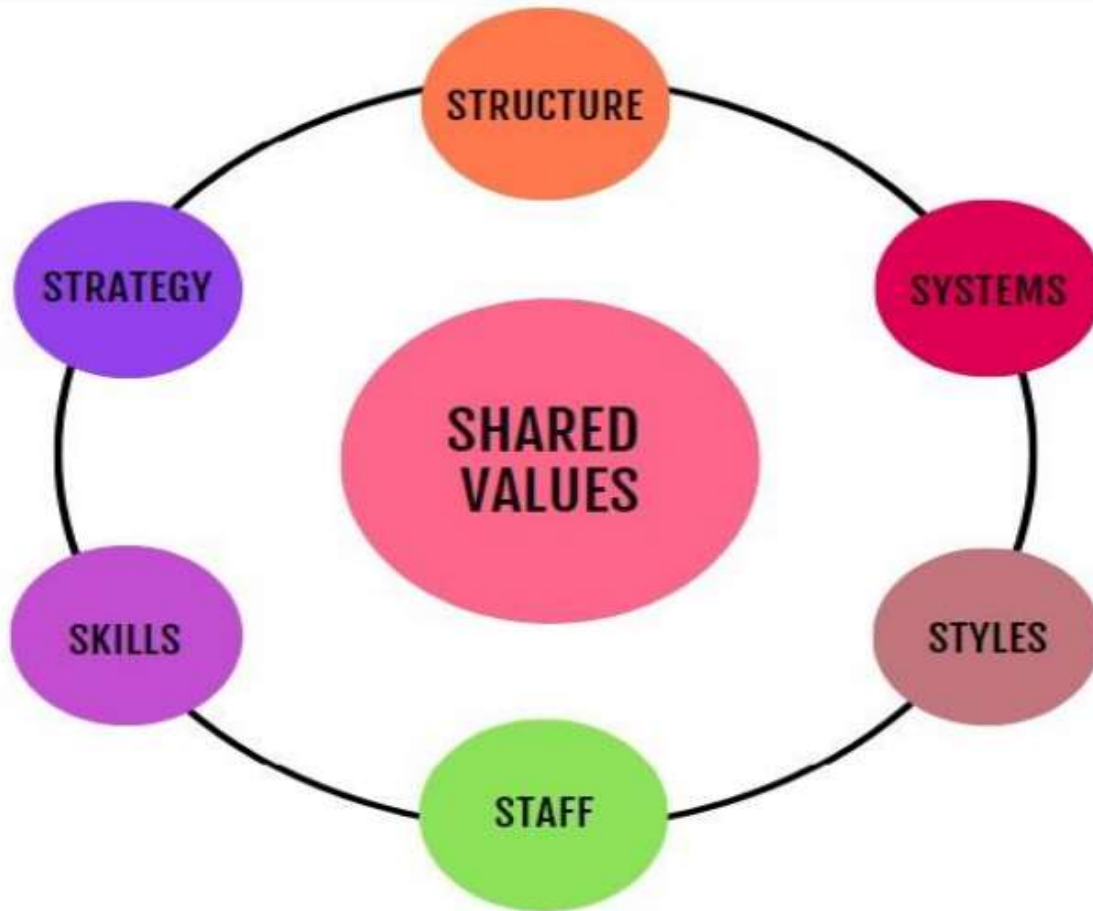
In the last decade, the Indian market has seen a substantial entry of foreign firms. In India, there are numerous digital marketing agencies. Triffid's biggest competitors, however, include WATConsult, Webchutney, Mirum India, and others.

### **SWOT analysis of Triffid:**

- **Strengths:**
  - Customers may get comprehensive digital marketing advice from the organization, which includes everything from packaging to tracking the effectiveness of marketing campaigns.

- They have a global footprint, which offers them an advantage over their competition.
- They have partnerships with a variety of businesses that they use to boost their work.
- **Weaknesses:**
  - The company does not offer product photography services to its customers, forcing them to seek these services elsewhere.
  - They are only in Ahmedabad and are sometimes unable to cope with circumstances that require personal attention at marketing events for companies from other cities or states.
- **Opportunities:**
  - The Covid-18 pandemic presents a significant opportunity for growth for the organization, as more businesses are beginning to get online and expand their digital footprint.
  - The company's diversification into a new area provides opportunities for growth because it can target clients there.
- **Threats:**
  - The digital world is unpredictably unpredictable, and as more individuals become aware of the prospects available in this industry, competition is growing, posing a danger to the organization.
  - Another danger is technological advancement. The organization may fall behind if it does not keep up with new technology and tools for performance management and digital marketing.

## STRATEGIC FRAMEWORK: MCKINSEY 7S MODEL



Structure, Strategy, Skills (these three are the hard aspects), Staff, Style, System, and Shared Value are all part of the 7S element (the rest are soft elements). This is a strategic tool that examines the organizational design of a corporation using these seven fundamental characteristics.

### 1. Strategy:

A company's strategy includes its long-term vision, mission, goals, and objectives, as well as establishing its competitive edge in order to stay competitive. A company's strategy is an explanation of what it must not do in order to remain competitive and profitable. Triffid as a company plans for the allocation of a company's limited resources over time in order to achieve specific objectives by providing the greatest digital marketing services to its clients. What markets and customers it will service, as well as how it will compete, are

defined by this 'S', i.e., strategy. Triffid provides services to other businesses that want to grow and expand their brand awareness. Because marketing and digital strategy are aligned with and support corporate strategy, this is the most essential 'S'.

## **2. Structure:**

The company's structure brings together diverse divisions and functions under one roof. The structure aids in the alignment of diverse sections toward a shared aim. Triffid is a startup, hence the management does the majority of the work. It also has a more matrix-like structure. This guarantees that, while an employee is working toward divisional goals, he or she is also working toward organizational goals by reporting at multiple levels for various projects.

## **3. Systems:**

Systems ensure that the company is on track and that its people are operating efficiently and effectively. Processes, decision-making, approval, bureaucracy, and other systems dictate how the team functions. The way a business operates is defined by its systems. The explicit and tacit rules that must be followed in order to complete tasks. As Triffid provides services to other organizations, it uses tools like Facebook suite to make the work smooth.

## **4. Shared Values:**

An organization's collective ethics, culture, and business approach are represented by shared values. These are the foundations of an organization, and they grow into a brand image in the marketplace over time. Triffid strives for complete customer satisfaction with every service company provides. This means that each service is delivered with complete honesty and dedication.

## **5. Styles:**

The administrative style of the higher authorities is known as style. Employee morale and productivity are directly affected as a result of this. It refers to the organization's overall corporate culture. Triffid maintains a pleasant working atmosphere and firmly adheres to its basic Indian values. Every employee is treated with dignity and given his or her own

work place. Employees are not subjected to rigorous deadlines or heavy workloads; rather, work is meticulously scheduled.

**6. Staff:**

The term "staff" refers to an organization's working personnel. They are the foundation of any company and are essential to its success. Employee motivation is aided by proper training, promotions, and wage raises, among other things. During Covid times, the office of Triffid is outfitted with the necessary safety precautions, and employees' health is frequently monitored. All of these actions instill a sense of importance in the minds of employees, keeping them engaged and productive.

**7. Skills:**

Skills involve the talents and qualities of personnel and management in enduring challenging situations as well as in managing the organization in a successful manner. Triffid's HR department is primarily concerned with identifying, assessing, and empowering its employees with relevant skill sets in order to boost productivity.



## COMPETITIVE POSITION (PORTER' FRAMEWORK)



### 1. Competitive rivalry or competition:

The level of competition among competitors in this industry is really strong. Because digital marketing is always in demand, the need remains consistent throughout the year. Because there are so many rivals, clients have the option of switching agencies quickly and at a low cost, and as a result, organizations compete to increase customer loyalty. Because switching costs are cheap, people are prone to shift brands. Companies in this area are always innovating in how they provide services in order to differentiate themselves from the competition. This contributes to the growth of the consumer base and loyalty. As a result, the level of competition continues to rise.

### 2. Threat from new entrants:

A corporation's existing competition affects it, and the threat of new entrants into the same

field of business affects it as well. Each industry has its own set of challenges that must be overcome in order to get a business up and running. This industry faces a significant challenge from new entrants. The web hosting business is the easiest online business to get into. Anyone may become a host and begin receiving money with relative ease. This results in a "red sea" situation, with a vast number of competitors.

The well-known brands have their own cost-cutting strategies and may have achieved economies of scale. Companies with a larger client base will use cost-cutting strategies in providing service, making it difficult for new entrants to survive in the business. For a new entrant, acquiring clients and keeping them delighted would be a difficult task. Years of experience in the market and a growing customer base are the keys to providing effective and efficient service.

### **3. Bargaining power of suppliers:**

When your suppliers have a lot of negotiating power, you have to compete harder for resources. Your prices will be higher if the supply of products that your company need can be raised without you having to look elsewhere. In this industry, suppliers' bargaining strength is deemed low to moderate. Because there are so many suppliers in the sector, it's difficult to keep a tight grip on prices and clients can quickly switch. As a result, suppliers' bargaining strength is reduced, and they become a weaker force in the industry.

### **4. Bargaining power of buyers:**

In this industry, buyers have moderate to strong bargaining power. Their are Because of the high number of competitors, as digital marketing is evergreen and required at all times. As a result, organizations are forced to maintain pricing. Buyers will have more bargaining power as a result of this. Because replacements are plentiful in the sector, consumers are more likely to switch brands in search of better pricing and quality. Companies must always strive to improve their brand image and loyalty. Buyers are becoming increasingly aware of expenses and, as a result, are becoming more price and quality sensitive. Buyers' bargaining power is strengthened as more information becomes available.

### **5. Threat of substitutes or substitution:**

In this industry, the threat of substitutes ranges from moderate to high. In the last decade, this business has seen a significant infusion of international companies. Several big companies have entered the Indian market as a result of various government measures that encourage foreign investment. In this sector, there is a lot of rivalry, and these businesses provide low-cost services. Furthermore, some freelancers offer this service at a low rate, resulting in greater competition. Indian customers are price conscious and want a wide range of foods to be served. This is a major burden for digital marketing agencies since they must always be original and think beyond the box while remaining cost-effective. Customers in India are willing to switch brands for better quality at a reduced price. As a result, substitutes pose a greater danger to the industry.

### **About Marketing & Advertising Sector**

The Industry Sector is a classification that describes the economic activities of a company. The classification is based on the source of the majority of the revenue for the relevant company. Companies that provide advertising, marketing, or public relations services make up the Marketing and Advertising Industry Sector. Marketing and advertising consultants, such as Triffid, fall into this category and offer guidance to assist you establish a strategy. They examine your current actions and, based on their knowledge, give recommendations to help you improve your market performance. Companies that provide advertising, marketing, or public relations services make up the Marketing and Advertising Industry Sector. The Industry Sector is a classification that describes the economic activities of a company. The goal of this industry is to get the word out to consumers, clients, and the general public about what companies have to offer. Marketers serve as the link between businesses and their clients.

In India, the digital marketing business is one of the fastest expanding and most in-demand services in the country. The industry's explosive expansion in India can be ascribed to a number of causes, including rapid industrial growth, technological advancements, and a surge in the number of start-ups. According to a research by Dentsu Aegis Network, digital advertising in 2019 increased by 26% from the previous year to Rs. 13,683 crores, with overall advertising growth of 9.4%. The digital marketing industry is booming, and it's only going to get bigger. India has over 700 million internet users in 2020, and by 2025, that figure is predicted to rise to over 970 million. This industry

is increasing because digital marketing strategies like social media may help brands better understand their customers' requirements and wants, which can help enhance customer relationships. This not only helps to build customer connections, but it also helps to increase overall sales. By 2025, the industry is likely to expand even further.

## PART B: Project Work

### About the Project

**Project Title:** Digital Marketing



**Area of Work:** Social-Media, Branding & Marketing Strategy Building, Content Curation & Optimization, Business Development Research, Liaise with Graphic Designers

**Project Description:** The project assigned by the organization entails the analysis of the current market digitally and give suggestions to enhance the company's social media platforms. We are working on projects for different companies where we have to give suggestions for the social media handles of the clients. Also, we are responsible for writing content for various clients.

#### **Objectives of the project:**

- To apply classroom learnings from a variety of courses, such as Social Media Marketing, Strategic Management, Business Research Methodology, Marketing Management, and others, in the real world for a better understanding.
- To develop skills in various aspects of digital marketing.
- To gain sufficient knowledge about how to do competitive research.

- Experiential learning is used to reinforce various concepts.
- To have sufficient understanding of how to perform business research on a certain target group.
- To improve real-world problem-solving abilities in a variety of managerial contexts.

**Project Tasks:** The project includes the following tasks:

**1. Analysis of the client's social media accounts:**

We were responsible for analyzing the social media accounts of the various clients of Triffid. We analyze each and every detail of the clients' page. We were responsible for checking what they have done in past and on that basis, we suggest possible changes that organizations can do to increase their reach. Also, we research and find what is trending and what can be incorporated into clients' pages. There are many different clients whom the company is dealing with.

**2. Analysis of the clients' competitor's social media accounts:**



We were responsible for checking the social media accounts of competitors of the organization. We have to compare every detail with the detail in the organization's social media account. We analyze that what strategy of competitor helped them to increase their

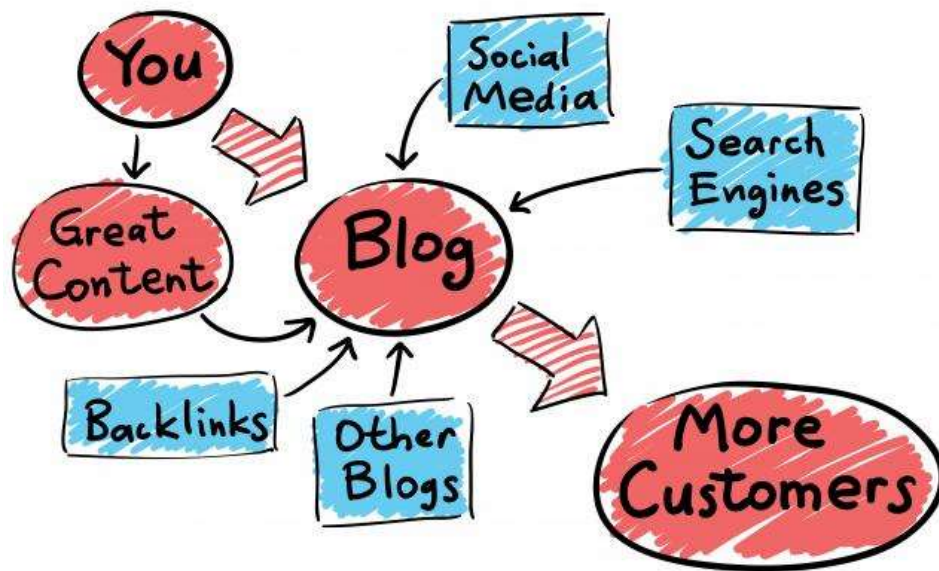
reach and discuss those strategies with organization and implement necessary modified strategies to organizations' posts.

### 3. Making social media strategy for clients':



We were responsible for analyzing the all-possible trending strategies that can be implemented on clients' pages. Our work also includes giving references to the suggested strategies and giving suggestions as to how to adjust them according to the client's requirements.

### 4. Writing blogs for clients' websites:



We were responsible for writing blogs for clients' websites. We do keyword research and implement keywords in those blogs to enhance SEO rankings. We were also responsible for researching foreign countries for the blog of our organization.

**5. Content post strategy for the client's new launch store:**



We were responsible for making a strategy for the clients' store which is about to launch. We have to suggest ideas for pre-launch, during launch, and post-launch ideas. Suggestions include everything related to social media posts.



## **Approach adopted:**

For the projects assigned we follow a three-step strategy,

- **Research for the task allotted:**

We start by looking into the client's profile to see what field they work in and what their major goal is for using digital marketing. The most significant aspect is competition research, which allows us to learn about current trends and how competitors are dealing with them. This provides a foundation for additional investigation into the types of content that should be produced based on their brand image. We also make an effort to connect the content with a variety of audiences via various social media channels that can be used for marketing.

- **Analysis of the given options:**

The following step is content ideation and creation, in which we look at the various ways that messages might be delivered digitally to the target audience. Factors such as how, when, and what type of material should be posted all play a role in determining the most tailored digital marketing plan for the customer.

- **Making decision:**

The final stage is to finalize desired posts, blogs, stories, captions, and other content for platforms such as Instagram, Facebook, Pinterest, and the website using social media management tools such as Facebook's Business Manager. A calendar is created to help keep track of when to post what so that a flow can be maintained, ensuring that everything goes according to plan and on schedule to achieve the best results.

- **Measuring Performance:**

It is a term used to describe the process of determining how well. After the decisions have been made, the following stage is to analyse the data, which is an important aspect of the digital marketing strategy. The information is derived from decisions made to create outcomes for measuring performance using tools such as Instagram's own inbuilt insights, Google Analytics, and Facebook's business tool. All of these factors also aid in additional

decision-making after comparing expected and actual performance based on the content's insights and reach.

### **My suggestions to Triffid:**

- We 2 were the only interns working on this project, or if there were other interns working on a similar project, we were unaware of them, thus meeting with fresh learners and their perspectives helps improve performance as well as knowledge that we had not before encountered.
- There was no starting induction program for us or any introductory session where they have told us about the company, employees, etc. We were handled by our mentor and throughout the proves he only guided us. We had no interaction with any other employee in the company. I believe having interaction with others helps us to know better work culture of organization.

## PART C: Learnings from the SIP project

### **Self-Learning:**

- The internship has allowed me to learn about different aspects of the industry while also expanding my knowledge and comprehension of numerous social media platforms:
- The manner in which we deliver a message is more significant than the platform on which we provide it.
- Customers should be able to relate to the material, thus it should be designed with them in mind.
- Keeping track of data is one of the most important aspects of digital marketing that can help you achieve outcomes.
- Change your plan as needed to meet the needs of the market and the preferences of your customers.
- Results will take time for a company that is just getting started with its digital presence, as there is no real quick route to get to the end objective on social media.
- The value of good material displays in capturing the attention of netizens cannot be overstated.
- Because internet trends change frequently, innovation and acceptance are critical.

### **New learnings:**

- **Google trends:**

Google Trends is a completely free service built by Google to help people find out what's trending on the internet. We use it to keep track of important events in our clients' businesses. This is a fantastic resource for deciding on a theme. Many professionals use this to find and share information on what's trending at the moment. I learned how to use Google Trends to make appropriate selections based on keywords.

- **Keyword research:**

We learn how to do keyword research using tools like Google AdWords, which is a free tool provided by Google. Keyword research is a search engine optimization technique that involves finding and researching search phrases that people use while looking for products,

services, or general information. Keywords are associated with queries typed into search engines by users. Google's keyword research tool shows us how frequently specific words are searched, as well as how those searches have changed over time. This might assist you in narrowing down your keyword list to the ones that are most important to you.

- **Social media calendar:**

A social media calendar is a list of all of your upcoming social media updates. It's possible to export it as a spreadsheet or a Google calendar. During my internship, I learned how to create a social media calendar that contained features such as the time the post would be published, relevant hashtags that can be included, the platform on which the post or story will be published, and the day on which the post or story will be published.

- **Team work and dedication:**

This slogan came to reality at the summer internship project: "A team that works together, achieves together." The current economic crisis has taught me the value of collaboration in the workplace. As a marketing intern, I believe that the marketing department is one of the most important parts of any company in today's environment. To deliver the finest service to clients, it is critical to match your thinking with that of your team as part of digital marketing. We were team of 2 only, and we always worked as a team and proved our work.

- **Impact of a leader:**

Our mentor, who stayed with us during the internship, was a true leader. As a leader, he demonstrated that finding solutions to problems is only half the battle; putting them into action with the rest of the team in a difficult scenario is essential. He persuaded me that leaders are those who collaborate with their subordinates rather than those who impose solutions and instructions.

## **Augmentation of Soft Skills**

- **Understanding consumer behavior:**

Before you can execute an efficient marketing campaign, you must have a thorough understanding of your clients' behavior. Most marketing communications sound generic because most companies don't take the time to properly understand their customers and the stories behind their problems.

- **Multitasking:**

There are always a lot of things going on at the same time in digital marketing. You must read the most recent articles, watch the most recent relevant tweets, do your job, figure out a faster way to accomplish something, create reports, and so on.

- **Adaptability:**

My team's assignments can change from day to day depending on our customer list. One day, we'd be working on a beverage company, and the next, we'd be working on a travel client. This daily shift in my work schedule allowed me to become more adaptable and flexible.

- **Time management:**

We were given chores to complete with a deadline. This allowed me to better manage my time so that I could complete the task assigned in the time permitted and avoid procrastinating. I was able to produce higher-quality work with greater efficiency, which enhanced production.

- **Communication:**

As an ambivert and a newcomer, communication is one of my major obstacles, which I was able to overcome thanks to this internship, where I had to communicate with my mentor and a teammate on the same project on a regular basis.

- **A desire to learn:**

Because there are so many components to digital marketing, as well as so many minor specialized areas, a desire to learn more about how it all fits together makes you a better performer in whatever role you hold. Insights about the manager's role, as well as recommendations for further study and career possibilities.

### **Application of the skills and learning:**

The internship with Triffid has given me a better understanding of the various aspects of digital marketing and how the various channels of online promotion must work together to create a strategy that will assist reach more people online with the intended goal.

I learned time management from this. I learned preparing a social media calendar. I learned using Google trends and analytics tools: I learned how can we analyze the reach, engagement, comments and likes on my various posts and planned further content accordingly.

## Learnings and Observations

This internship program provided me with experience in all aspects of branded content, from content conception to content production. It also helped me polish my strategy and branding skills by providing me with insight from both the client and agency perspectives. It assisted me in grasping the fundamentals of marketing and strategy, as well as using creative alternative marketing strategies to meet goals and delight clients. The experience allowed me to get insight into the minds of consumers of a variety of items, ranging from fast food to real estate.

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## Declaration

I, Radhika Sharma, hereby declare that this report is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility for the action, taken thereof by, the institute.

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**Section:** A

**Batch:** MBA – FT (2020-2022)

**Date:** 12<sup>th</sup> July 2021

A handwritten signature in blue ink that reads "Radhika". The signature is written in a cursive style with a loop at the end of the word.

**Signature:**