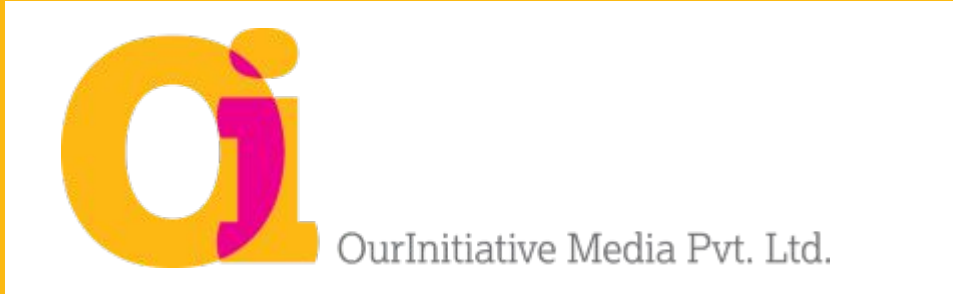


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the internet including forums, submission from visitors, Google search results and websites affected



# CREDENTIALS

Feb-22  
NEW DELHI, INDIA

STRICTLY PRIVATE AND CONFIDENTIAL

Our IP, Our USP:

**etcetc** is an

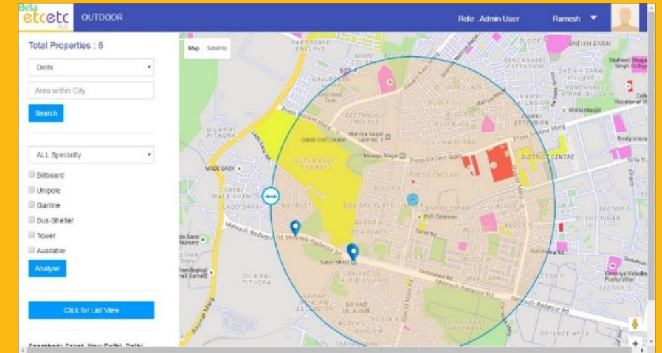
end-to-end

SaaS platform for

managing OOH media

inventory designed and developed by

**Our Initiative Media Pvt Ltd (OiMedia)**





# Our Product Suite

## iCHG<sup>SM</sup>

- Comprehensive & Feature-Rich Media Inventory Manager – for Media Owners & Aggregators

## iAQT<sup>SM</sup>

- Easy-to-Use Mobile App for Instant Field Audits – enabling *recce, repose, repair, replace* processes

## iBXD<sup>SM</sup>

- Smart Templated OOH RFPs for Quick Decision-making in planning and audit – for Brands & Agencies

## iMXM<sup>SM</sup>

- Flexible Point-of-Sale Merchandise Assets Manager – for Retailers & their Agencies

### CLIENTS

- A Top 3 Dept Store in India
- A top 3 Cineplex Chain in India
- A top 3 Outdoor Media Owner in India
- Top Outdoor Media Owner in the KSA

□ A top MNC Activations Agency in India

□ A specialty tech services co in India



# PLAN-MONITOR-ANALYZE YOUR MEDIA ASSETS - USE IAQT<sup>SM</sup>

# The Problem

Brands and Agencies resort to multiple methods for Proof of Display. Teams spend several days collating & comparing multiple photos and PPTs, yet data has several errors!

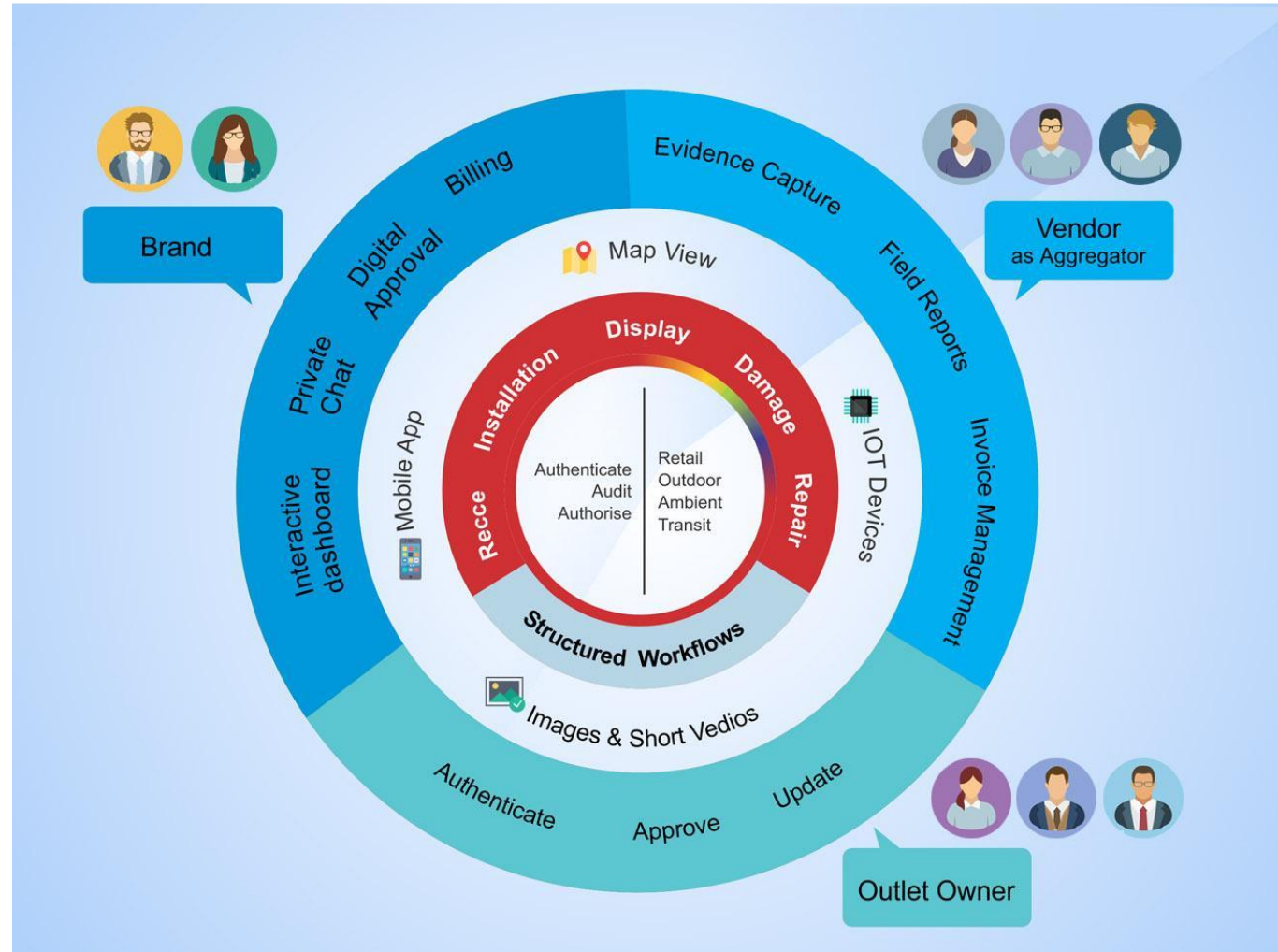
- **Multiple requests** from Marketing, Retail and Merchandising teams for proof of display, installation & refurbishment of Retail OOH media inventory
- **Stressed Teams** contacting multiple vendors and their field staff
- **Piles of non standardised proofs** for display
- **Collating various formats of reports** for field-audits or evidence capture
- **Managing Purchase Orders** across multiple vendors
- **Tracking Campaign status & Proof Of Display** to support payment disbursement



# The Solution



Everything Communicates  
**etccetc.xyz**  
Everything Considered



# Amazing Benefits

Improved replenishment, maintenance & monitoring of collaterals ensuring continued visibility of POS, maintenance of all Media Assets are installed, management of Consumables (Posters, Banners etc.), real time reporting for closed loop management ... Ensuring that money spent on collaterals is utilized properly

- **Single Window** for multiple teams and vendors
- **100% Transparent Audits :**
  - **Time-stamped**, and
  - **Geo-tagged** via the app
- **Evidence Capture, Field Reports & Billing** all digital features that help reduce man hours
- **Hassle Free Invoice Management:**
  - Step 1: track changes or corrections to reflect any mid-campaign modifications
  - Step 2: auto-generate supporting documents such as Proof of Display



# Our Initiative Media Private Limited (OiMedia)

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