



IMAST

Digitising Channel Sales

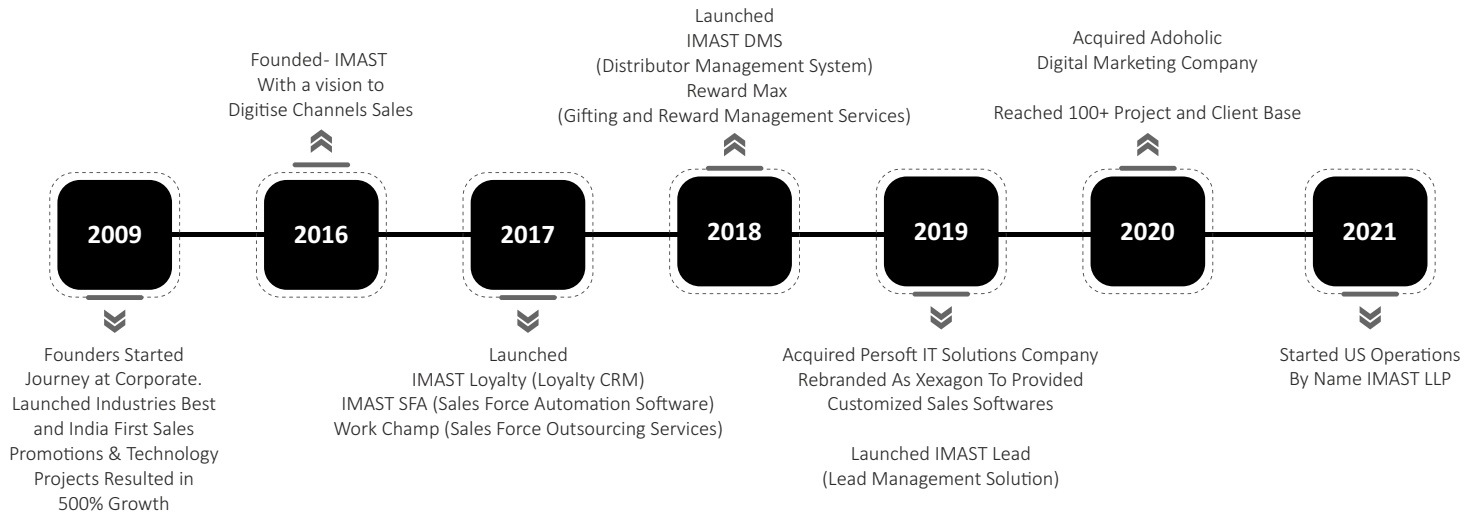
India's Leading Next-Gen
Channel Sales Solutions Provider and
Execution Company



Loved by Best of the Best Brands.

 raymond	 more	 KILLER	 TRIDENT GROUP Excellence in nature	 TATA PRAVESH	 Jai Janna Auto Industries Ltd.	 LUMAX	 LAWMAN Pg3	 Eariching Lives
 AIS Asahi India Glass Ltd.	 SAYAJI Yours. Truly.	 VARUNA BUILT - REACH - BEAT	 K-LOUNGE	 Aludecor Metal Composite Panel	 Integriti	 VIRGO ACP	 beurer health and well-being	 good earth
 CENTURYPLY	 VIRGO LAMINATES	 GUPTA POWER WIRE RHINO WIRES CABLES LED	 A LIFE STYLE BRAND FROM KIKCO KIRAN KIRAN CLOTHING LIMITED	 cityBOND	 TUAN BUDY CRAFTS AND KENNELRY	 TREASURE ISLAND	 PaaSoo	 WAAREE One with the Sun
 ramaply	 MALHAR mega mall	 ashoka ASHOKA POLYMERS PVT.LTD.	 Viva	 LUMAN	 D & H INDIA LTD	 neous MALLS	 Babal PIPES CABLES MOTORS PUMPS	 anco ansons
 MASTERMIND The Happiest School	 FTQ DRINKS Folk Thrill Quencher	 Humbingbird	 D & H INDIA LIMITED	 Locorata	 HERBSUTRA NATURE'S REVOLUTION	 ARCHIDPLEX	 DEWILEX	and more...

Growing Story of More than 1 Decades



Growing Story of More than 1 Decades

We are proud to have an **efficient and passionate team** of 150+ people

Experience of working with 200+ Brands across 18+ Industries

Successfully Developed 6 Service Vertical and 5 cloud based sales solutions

100 + **Successful project implementations**

Our **Technology** Serves more than 20 million channel partners, customers and employees with 1 Lacs+ Daily Transaction

Obligated to be **Trusted** by renowned industry leaders like Raymond, MORE, Trident Group, Killer, K Lounge, Lumax, Jamna, AIS and more

We don't just help brands grow, we make them undefeatable!

We Put Our Heart and Intelligence for Customers

01

India's first
deployed channel
engagement platform for
leading solar players.

02

Implemented India's first
fabricators connect program
and solutions, connecting 45K+
fabricators in numbers
directly with the brand's
retailers and distributors.

03

Increased revenue by 100%
year on year, with loyalty and
lead management programs for
India's first
leading B2C brands.

04

Implemented the
India's first
B2C integrated e-commerce
platform for leaders of
automotive after-market.

05

Deployed
India's first
influencer engagement program
for leaders in
the paper industry.

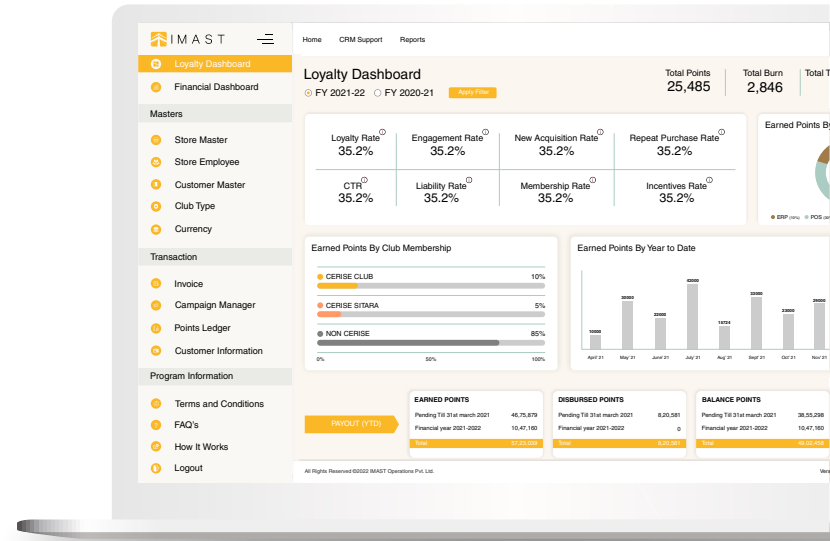
06

Implemented
India's first
Omni Channel Loyalty Program
for the world's leading
leaf spring manufacturers.

Enterprise Grade Channel Sales Solutions

IMAST serves you with the latest and most upgraded tools with the finest strategies, designs, implementation with opmost Services and Solutions, which ensures that you create trends and benchmarks.

We get you the Channel Sales Solutions you always wanted empowering each stakeholders in a Channel Sales best customers, Influencers, Retailers, Distributors and sales sta ffenabling growth in revenue and create Brands trust for an organisation.



iMAST DMS
Distributor Management System



iMAST LOYALTY
Loyalty Management System



iMAST LEAD
Lead Management System



iMAST SFA
Sales Force Automation



iMAST eCOM
B2B Ecommerce



iMAST RETAIL
Retail Application



Looking for expert assistance?

We can help you implement best sales promotions programs

At IMAST, experts of the industry with a 100% success record come together to personally design, optimize and implement Customized Channel Sales Programs that flourish the growth and success of your business.

LOYALTY MAX

- Channel Loyalty Program
- Influencer Loyalty Program
- Customer Loyalty Program
- Omni Channel Loyalty Program



WORK CHAMP

- Retail Sales Management
- Lead Generation Management
- Influencer Management
- Market Research & Audits



SOCIAL LOYALTY

- Social Media Customer Engagement
- Digital Communication
- CX Solutions Implementation
- Customised Engagements



REWARD MAX

- Experiential Rewards
- Wallet and Bank Transfer
- Physical Gifts
- Vouchers & Gift Cards



Awards



GOLD AWARD INNOVATIVE LOYALTY PROGRAM

"JAI Vistar" - A Channel Loyalty and Engagement program got rewarded with the most prestigious Gold Award for Data Driven Marketing - Innovative Loyalty Program category at 8th Global Customer Engagement Award Function - By ACEF & NETBIZ.

It is one of the most prestigious and renowned awards program organized by a team of professionals from India, Sri Lanka and UAE and is guided by the various advisory members from focused on Customer Engagement Activities, Branding, Marketing, CSR, Rural Marketing, Properties (Hospitality & Real Estate) and HR.

The "JAI Vistar" - Channel Loyalty Engagement Program is designed and managed by IMAST Operations Private Limited for its client Jamna Auto Industries Private Limited.

Jamna Auto Industries Limited is India's Largest and world's third largest manufacturer of leaf Spring for Automobiles. The company is the market leader with 64% market share in India OEM Segment.

The JAI Vistar program have given a great strategic strength to JAI in expanding their footprints in other market, gaining the loyalty and trust of the channel partners resulted in increased business for JAI.

We at IMAST thanks our entire team and our partners to work with full zeal and innovations to add value to client's business and also to our corporate clients for keeping their faith and trust on us.

Client: Jamna Auto Industries Ltd. | Program Name: JAI Vistar

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BUSINESS LEADER AWARDS 2019 BY WORLD WIDE ACHIEVERS

IMAST Operations Private Limited

Wins Award For
Most Trusted
Marketing Company
In Central India





www.imast.in | IMAST Operations Private Limited



Recognised Among 10 Most Promising Loyalty Solutions Provider in India

IMAST compliments to the creativity, ingenuity, technical brilliance and sheer marketing geniuses of the team that it takes to produce world class loyalty initiative.

IMAST Services

- Loyalty Marketing
- Manager Productivity Services
- Reward Management
- Digital Transformation

IMAST IT Solutions

- Loyalty Management Solutions
- CRM
- ERP
- CRM
- CRM

Industry: Pharmacy | Retail | Marketing | IMAST Operations Private Limited | www.imast.in



IMAST Operations Pvt. Ltd.
is recognised by Insights Success magazine in



an annual listing of the "Digital Marketing Solutions providers Driving the Future of Marketing" which are delivering results driven solutions crucial for the client's organic digital growth.

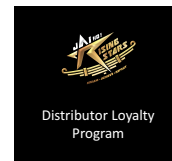
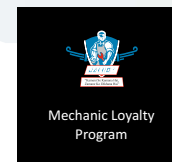
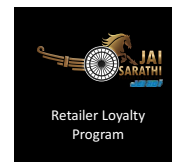
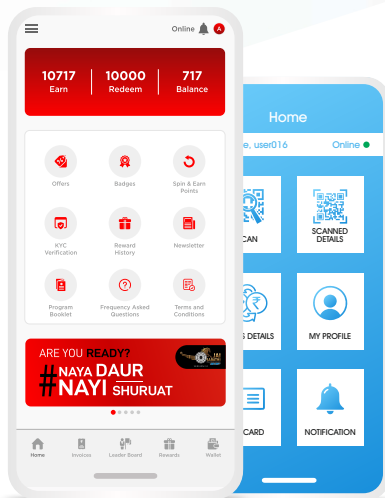
Pratik M. Bhandari
Director - Sales




Case STUDIES



Designed and implemented 5 loyalty programs for Jamna Auto the world No 3 player in suspensions manufacturers covering more then 50K+ Mechanics, Retailers, Customers and Distributors.





First ever Integrated Solution for Automotive Retailer Market

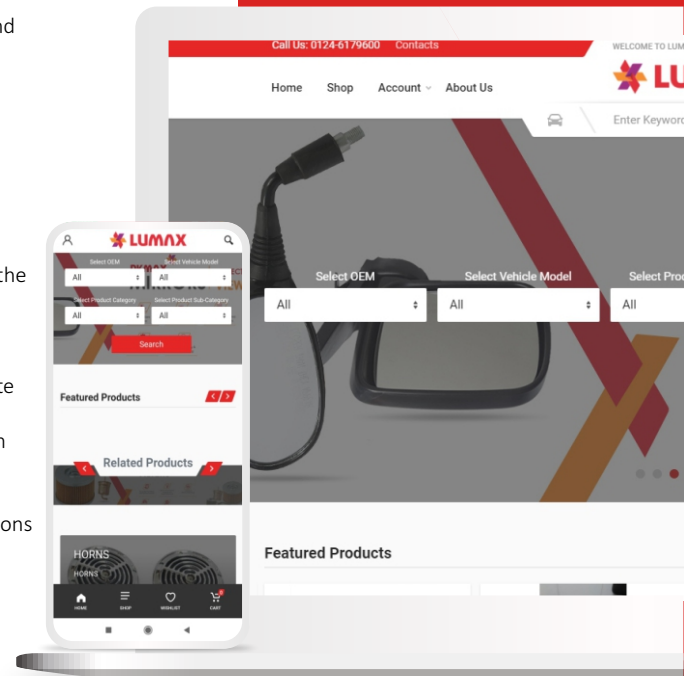
Focusing on Digitisation, Lumax DK Jain Group in its renewed initiative introduced the Mobile Application for Retailers in a complete integrated solution.

The mobile application comes at a crucial stage when Lumax is looking to expand its reach and ensure faster delivery to its customers. Through the App, customers will now browse the product features, MRPs and filter their search through categories and sub-categories, part number, vehicle models etc. which will smoothen the operations and ease online ordering.

Along with this single integrated solution will also provide following features:

- The mobile application is expected to ease online transactions for the retailers. They can directly place orders from their nearest distributors and get them delivered at the earliest at their stores.
- The commercial platform will also provide an opportunity to the retailers to browse the listed products, categories, order history, new offers and schemes among others.
- Loyalty program for retailers and mechanics for rewarding them to purchase and promote Lumax Products.
- Distributor Management system for Distributors to keep a check on stock and order from retailers.

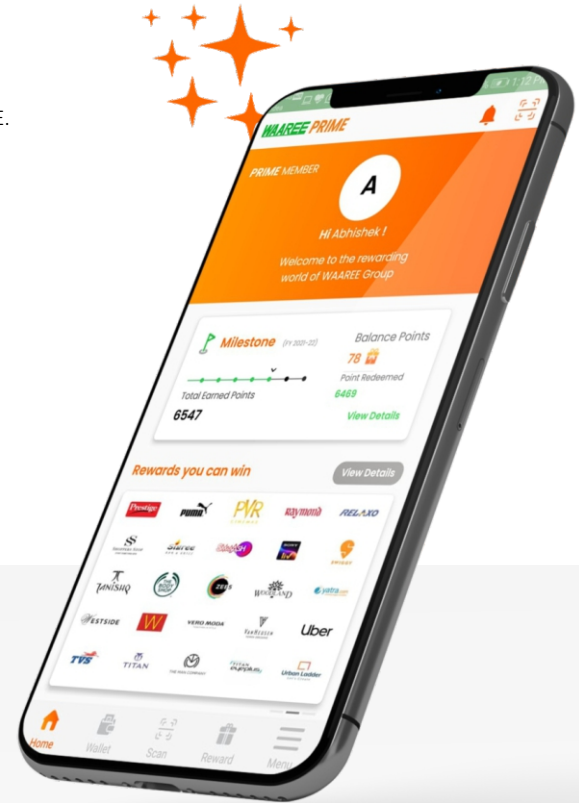
Lumax is committed towards supporting the retailer market customers with technological solutions and the mobile application is one step in that direction.



WAAREE PRIME

First Loyalty Program for Solar System Integrators in India.

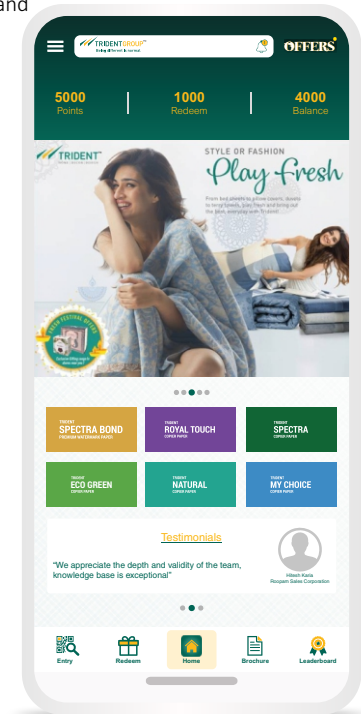
India's first of its kind Loyalty and Reward program in Solar Energy Industry – WAAREE PRIME. Where Solar System integrator can explore the world full of Gifts and vouchers which can be availed on purchase of our products. One can only experience the privilege to be in reward program by being a member of it.



Stationes and Jobbers Loyalty Program for Leaders of Paper Industry

The brand of the paper is not that much of a concern as it is to jobbers and stationes. Hence, we performed multiple surveys to understand the market and its demands and accordingly devised an Influencer Loyalty Program that directly connected and communicated with them. This loyalty program is the first of its kind that connects the brand directly with its jobbers and stationes.

- Multiple campaigns to ensure maximum registration
- Engagement programs to constantly keep jobbers and stationes connected
- Incentivised purchasing for all products
- Hassle free reward redemption process
- Timely communication and allotment of rewards
- 24/7 customer care support for all jobbers and stationes
- Individual recognition methodology to make every jobber and station feel valued and appreciated.



We Master Excellence!

With a high retention rate, our pride lies in our happy clients.



We have been utilizing the Booker's Loyalty Program for our Hotel Group and have found the service of IMAST Operations to be highly professional, effective, and beneficial. Their team is incredibly supportive and helps us tremendously by advising us and helping us implement our customer contact database efficiently. We highly recommend IMAST Operations and their Programs. Their services are the best and the most efficient in the industry.

We hired IMAST to elevate our specific product range sales lead generation, to create a retailer pool and strengthen the existing pool of specific segments. In a very short time, we saw commendable results. IMAST helped us get abundant leads into sales, improve lead quality and target sales. They also helped us improvise our pitching tactics and establish reporting and measurement while expanding our lead generation efforts.

Raymond



IMAST handles various Marketing and IT Projects for us and we swear by their services. The solutions that they provide are highly flexible, customizable, and scalable. Working with IMAST gives us the feeling of working with our own internal team. We are very taken up with their extensive knowledge base and their Project Management expertise. Their business analytics services have proven to be immensely helpful for our growth and have helped us tremendously in bridging the market gap and innovating growth strategies. IMAST is a blooming professional company that is bound to conquer heights.

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Our 'Virgo Vijeta Influencer Loyalty Program' needed a reliable framework along with an efficient implementation and that is why we chose IMAST. As our products are channel driven, our main focus lies on our influencers and the Virgo Vijeta Loyalty Program has tremendously increased Influencer Loyalty towards our brand. Thanks to the loyalty program, we can now identify our high-value influencers and accordingly design our promotion campaigns. The thing that attracted our influencers the most is that they can redeem their points anytime, anywhere!

We hired IMAST to elevate our specific product range sales lead generation, to create a retailer pool and strengthen the existing pool of specific segments. In a very short time, we saw commendable results. IMAST helped us get abundant leads into sales, improve lead quality and target sales. They also helped us improvise our pitching tactics and establish reporting and measurement while expanding our lead generation efforts.



We chose IMAST because they offer the best combination of scalability, innovation, security, user-friendly operational methods and value-added features. KKCL Privilege Club has more than 10,000 retailers. IMAST's Loyalty Program is highly stable and our retailers have submitted a very positive feedback regarding the same. We are extremely happy with their services on the whole, especially the subject matter expertise and the support provided by the entire team of IMAST.

CONTACT US

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Find us on:



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