

# AN **AGENCY** THAT DOESN'T RELY ON

# **HOPE**



# OUR PRINCIPLES



**THERE IS A  
GREAT  
SOLUTION,  
BURIED IN  
EVERY  
CHALLENGE**



**DO IT WITH  
PASSION OR  
NOT AT ALL**



**LEAVE A MARK  
ABOUT  
WHATEVER  
YOU DO**



**SKY IS NOT  
THE LIMIT**

01. Precision shapes everything

02. Ideas work only when they connect.

03. Innovation is our everyday habit.

04. Clients are partners in progress.

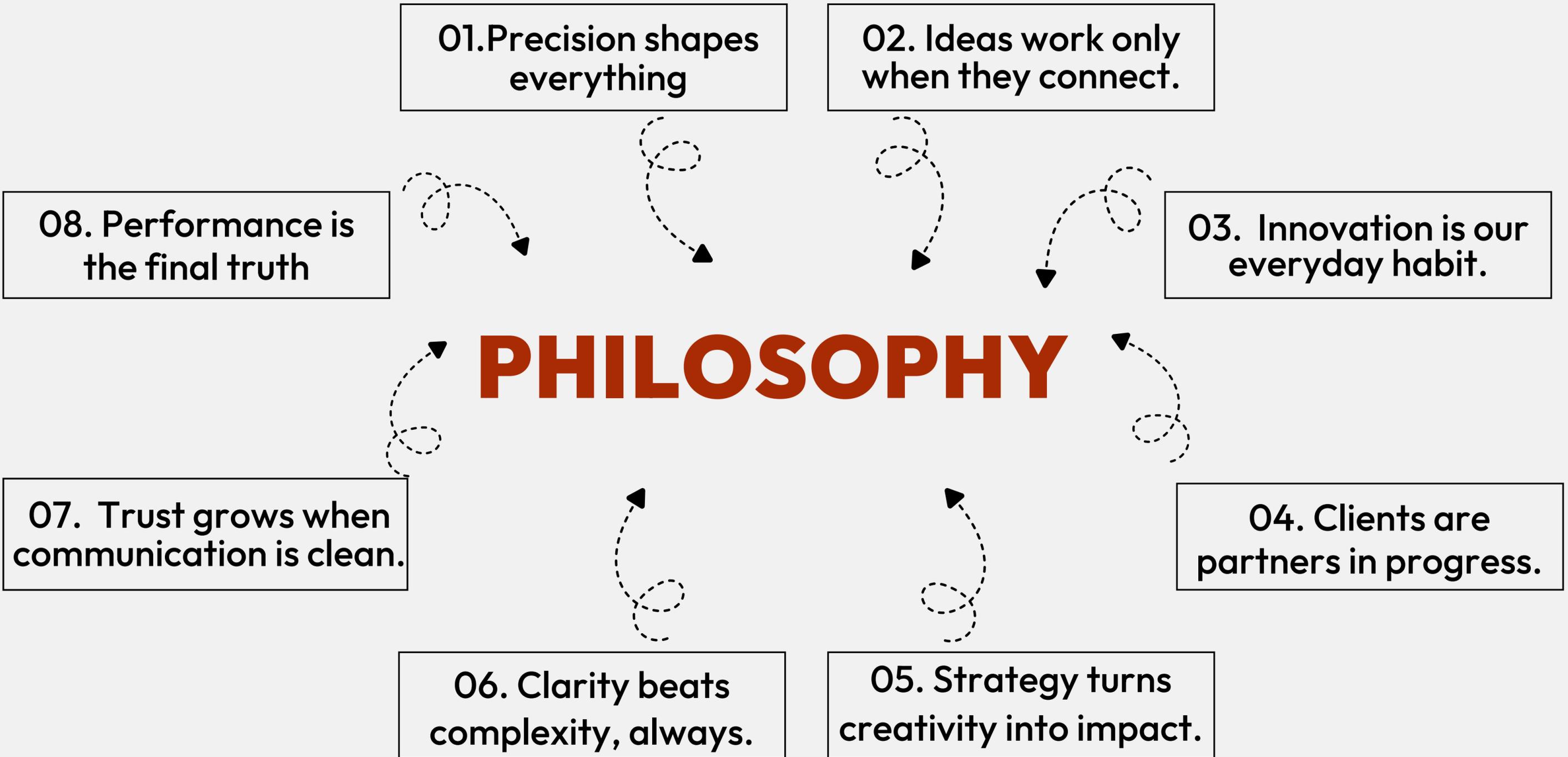
05. Strategy turns creativity into impact.

06. Clarity beats complexity, always.

07. Trust grows when communication is clean.

08. Performance is the final truth

# PHILOSOPHY



# OUR APPROACH

● Stage 1: Discovery

● Stage 2: Research

● Stage 3: Strategy

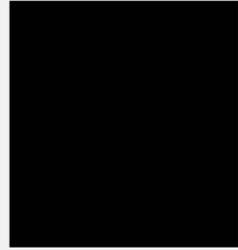
● Stage 4: Designing/Editing

● Stage 5: Assessment

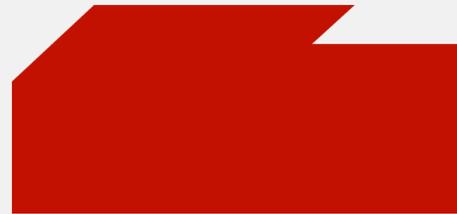
● Stage 6: Assets



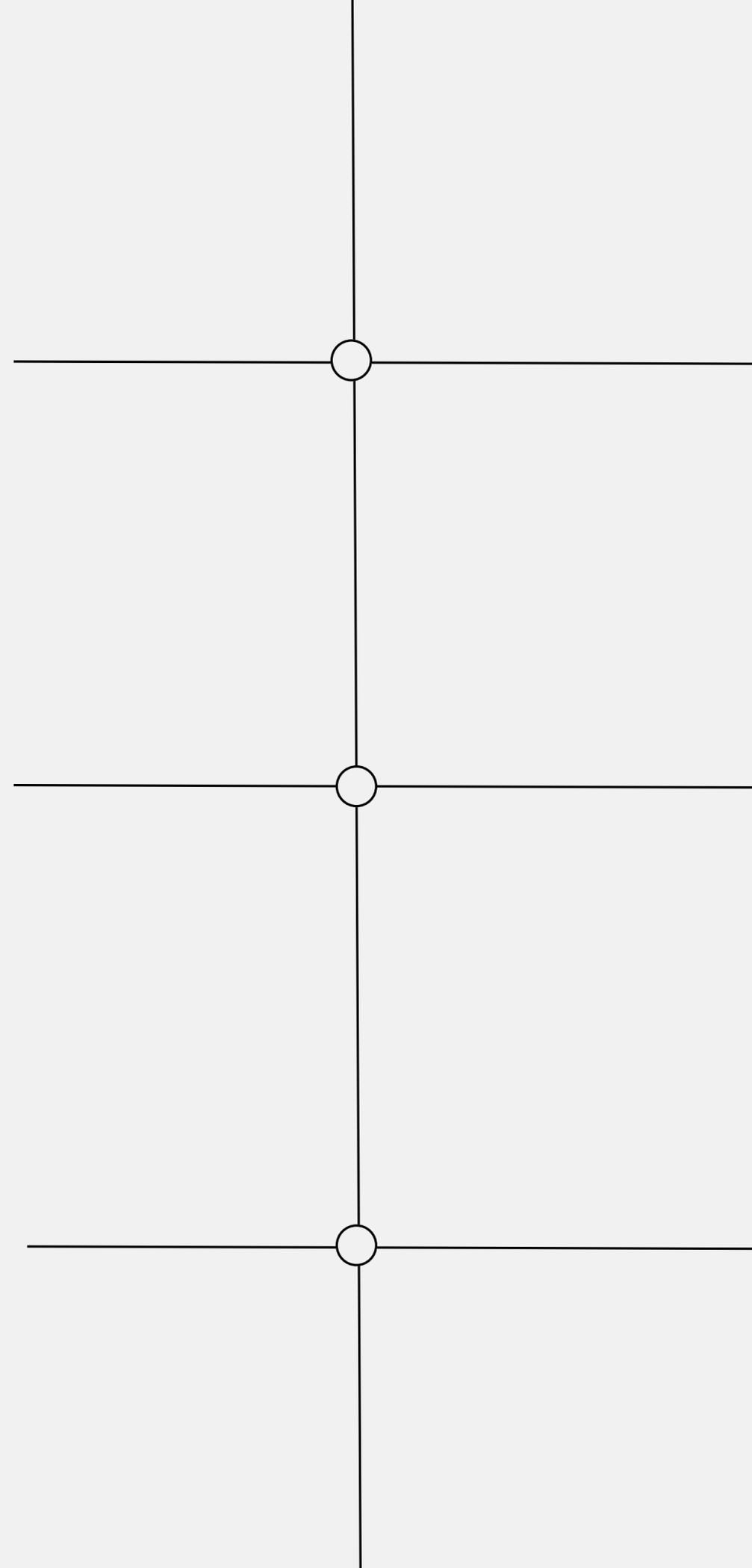
## Stage 1: Discovery



## Stage 2: Research



## Stage 3: Strategy



The foundation is set by aligning vision, goals, and challenges. This stage creates a shared understanding of what needs to be achieved and establishes the direction for the journey ahead.

Building on discovery, this phase uncovers the insights that matter. Audience patterns, market movements, and competitive cues are analyzed to reveal the real opportunities behind the project.

Insights evolve into structure. Here, positioning, messaging, and the overall plan take shape—giving the project a clear, purpose-driven roadmap to follow.

# 4

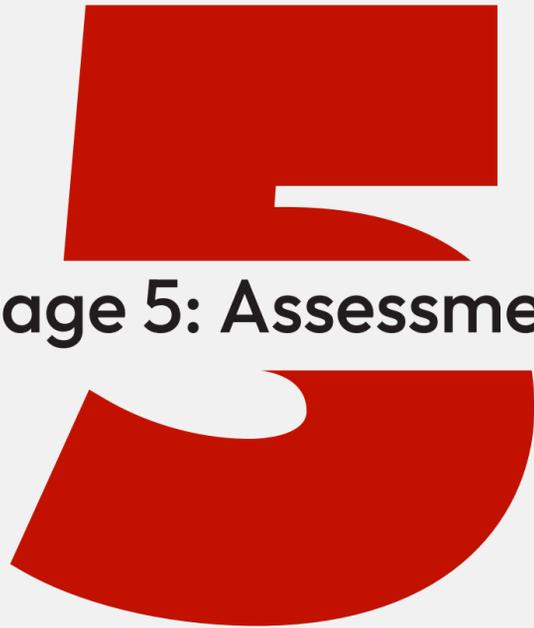
## Stage 4: Designing/Editing



With strategy in place, ideas begin to transform into expression. Visuals, content, and communication touchpoints are crafted to bring the brand's voice and vision to life.

# 5

## Stage 5: Assessment



The work is reviewed through an objective lens. Refinements are made, alignment is ensured, and every detail is strengthened so the final output performs exactly as intended.



## Stage 6: Assets

The project comes together in its complete form. All deliverables are organized, polished, and prepared for deployment—ready to create impact across platforms.

*that*

*results in*



**SALES**

**CREATIVE SERVICES**

**CREATIVE SERVICES**

**CREATIVE SERVICES**

# YES, WE CAN

## • MARKETING

A refined blend of creativity and strategy that turns visibility into real engagement and momentum, helping your brand move with the market, not behind it.

## • BRANDING

We shape identities that feel authentic and unforgettable—design built on clarity, purpose, and emotion, so your brand stands out without trying.

## • STRATEGY

Direction rooted in insight and intention, creating a clear path for growth and opportunity, so every decision builds toward a stronger future.

# STRATEGY

## MARKETING WITHOUT STRATEGY IS JUST NOISE.

Strategy is the backbone of every strong brand. It aligns ambition with action —turning scattered ideas into a focused plan that actually moves the needle. Our process looks beyond the surface, studying audiences, market shifts, and brand potential to uncover what truly drives growth. By blending sharp insight with creative thinking, we shape strategic frameworks that guide content, design, and marketing with purpose.

## THE OUTCOME?

A clear, confident roadmap that elevates storytelling, sharpens positioning, and gives brands the competitive edge they need—whether building from the ground up or scaling to the next level.

### SCOPE OF WORK

---

GROWTH STRATEGY

BRAND STRATEGY

INNOVATION STRATEGY

CUSTOMER EXPERIENCE STRATEGY

DATA STRATEGY

BRAND AUDITS

COMPETITIVE ANALYSIS

RESEARCH

# BRANDING

## BRANDING IS STORYTELLING

A brand is more than a logo or a color palette—it's the story your audience carries in their minds, the emotion they feel when they encounter your name, and the meaning that grows with every interaction. It lives in the details, in the tone, in the experiences you create, and in the quiet impressions you leave behind. A true brand isn't built—it's felt.

We craft identities that communicate purpose, values, and personality at every touchpoint, shaping a presence that feels intentional, consistent, and unmistakably yours. From visual language and messaging to behaviour and experience, every element is designed to work in harmony, creating connections that aren't just noticed—but remembered.

By combining insight, creativity, and a deep understanding of market dynamics, we help brands tell stories that resonate on both rational and emotional levels. Stories that spark recognition, inspire trust, and invite people to participate. Through strategic thinking and expressive design, we transform simple ideas into complete ecosystems—experiences that engage, influence, and evolve with the audience.

### SCOPE OF WORK

---

UX & UI Design

Brand Identity & Naming

Content Design & Copywriting

Business Identity Design

Brand Guidelines

Responsive Web Development  
& Design

Retail Environments

Packaging

# MARKETING

## YOUR STORY DESERVES TO BE TOLD.

Marketing is more than ads and campaigns—it's about making your brand impossible to ignore. We craft experiences that grab attention, spark conversation, and turn curiosity into action. Every message, every channel, every touchpoint is designed to hit the right audience, at the right time, with purpose.

It's about momentum, not noise.

We blend insight, creativity, and precision to create campaigns that don't just run—they resonate, inspire, and deliver measurable impact. This is marketing that moves people, and moves business forward.

### SCOPE OF WORK

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Campaign Development

Communications Planning

Media Planning

Content Strategy

Performance Marketing

Social Media Marketing

Digital Advertising

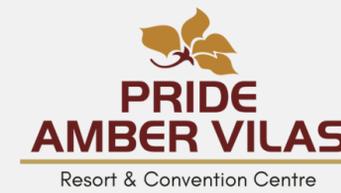
Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Measurement and Reporting

Testing and Optimization

# BRANDS



# BRANDS



SOBHA



# CASE



# STUDIES

Words may inspire but only action creates change. This is TechQart in action.

# YADURAJ REALTY



LINE OF BUSINESS

REAL ESTATE

## WHAT WE DID

---

- Logo Designing
- Logo Animation
- Basic Website Redesigning
- Lead Generation
- Social media optimization
- Social media & Google ads
- Google My Business
- Search Engine Optimization
- Content creation
- Photography & Videography
- Branding

## ABOUT THE PROJECT

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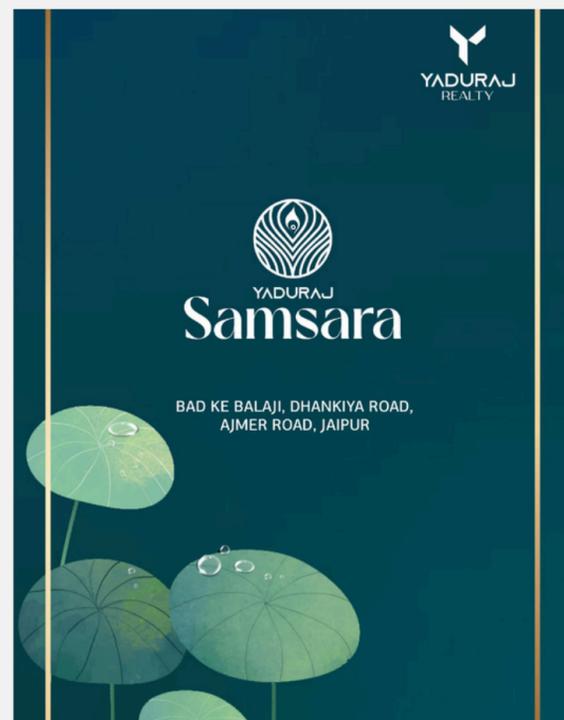
Yaduraj Realty stands as a name that carries trust, scale, and vision in Jaipur's real estate landscape. With years of building credibility and landmark developments, their presence in the market is nothing short of influential. When we partnered with them, the goal was simple—translate their industry strength into a digital voice that felt equally powerful.

From understanding their legacy to amplifying their future-focused approach, our work helped shape a consistent brand presence that speaks to both investors and end-users. Every campaign, every visual, and every narrative was crafted to reflect the confidence, reliability, and ambition that define Yaduraj Realty.

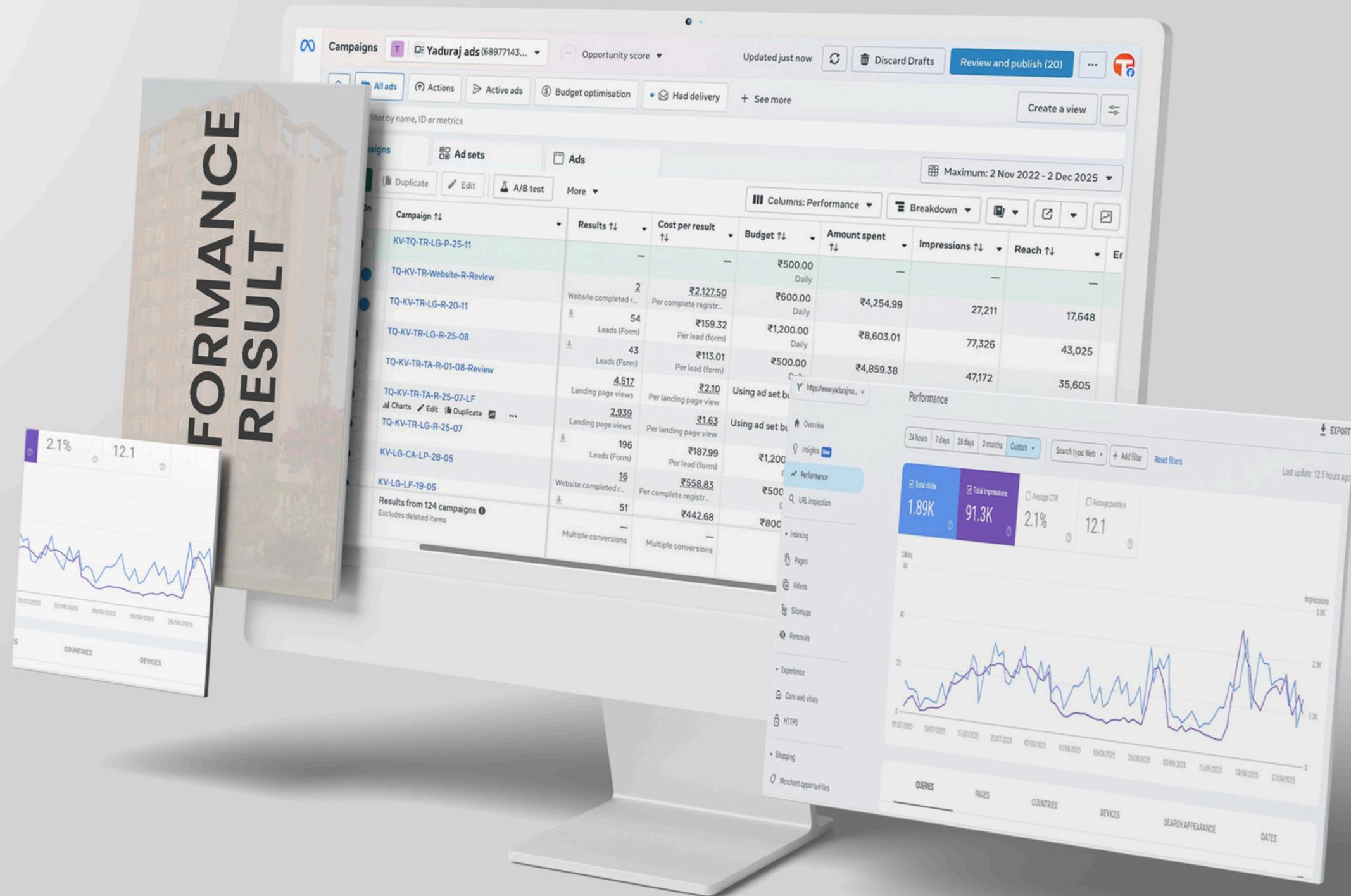
## RESULTS

Working with one of Jaipur's most established real estate developers demanded an approach that went beyond standard digital marketing. With Yaduraj's expanding portfolio and growing investor audience, our focus was clear: create measurable impact across performance marketing, search visibility, and social presence. Through targeted campaigns, refined audience segmentation, and continuous optimization, we strengthened Yaduraj's digital footprint and positioned the brand as a dominant name in its category.

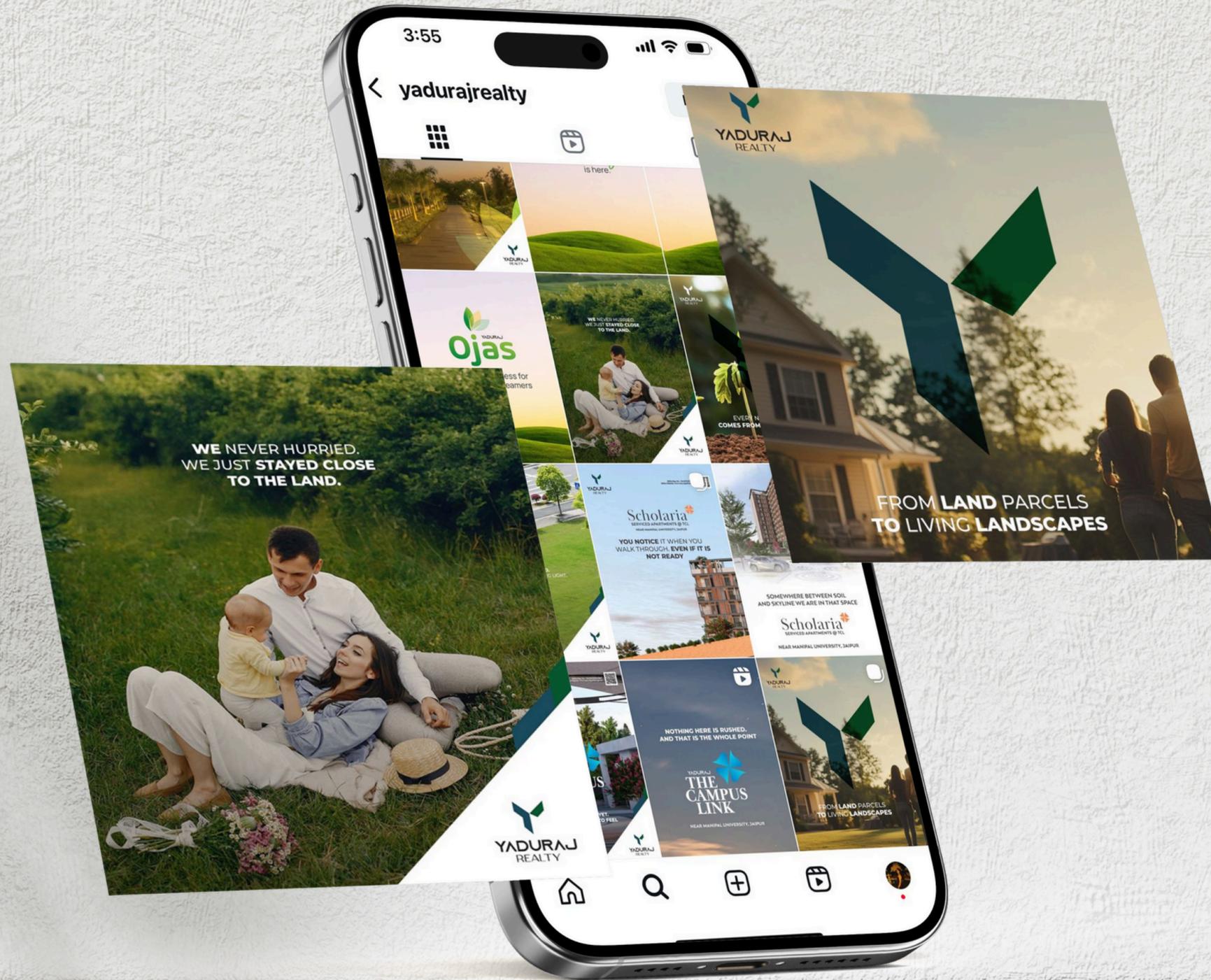
The results speak for themselves. SEO rankings climbed significantly, securing a strong position at Rank 3 for high-value keywords. Performance marketing campaigns delivered close to 100K impressions, driving high-intent traffic and measurable conversions. On social media, the brand gained a more defined identity, stronger engagement, and an expanded follower base. Most importantly, our funnel-driven strategy generated 6,500+ leads, achieved 1,200 site visits, and contributed to 150 successful plot sales. The entire journey stands as a testament to how consistent strategy and execution can transform momentum into real business outcomes.

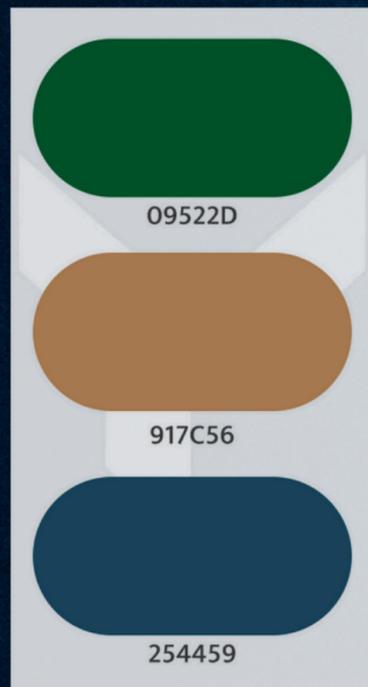


# PERFORMANCE MARKETING



# SOCIAL MEDIA GRID





YADURAJ REALTY

Yaduraj Enclave Phase-II RERA No.: RAJ/P/2025/4191  
RERA Website: www.rera.rajasthan.gov.in

**Ojas** GRAND LAUNCH  
Premium Plotting Township  
Ajmer Road, Jaipur 12<sup>th</sup> October

**Samsara**  
BAD KE BALAJI, DHANKIYA ROAD,  
AJMER ROAD, JAIPUR

YADURAJ REALTY

YADURAJ REALTY

YADURAJ REALTY

**Hi!** THINK BIGGER.  
INTEREST IS BASIC.

YADURAJ REALTY

**THE CAMPUS LINK**  
SERVICED APARTMENTS  
HIGH STREET COMMERCIAL  
BOUTIQUE HOTEL  
PRE-LAUNCH  
Bookings Open!  
8504 900 900  
Near Manipal University, Jaipur

Exclusive Offer GET 4GM GOLD! On Every Spot Booking

A plot that gives Space to Every desire

Price 42 Lacs\* onwards Plot Size 111-225 sq. yards

Our Other Projects

<b>yaduraj PRIME</b> JDA Approved Plotting Township Gandhi Path, Vaishali Nagar Status: Completed	<b>Yaduraj ENCLAVE</b> JDA Approved Plotting Township Bad Ke Balaj, Jaipur Status: Completed	<b>Oxygen ACRES</b> JDA Approved Plotting Township Bad Ke Balaj, Jaipur Status: Completed	<b>JEWEL</b> JDA Approved Plotting Township Bad Ke Balaj, Jaipur Status: Completed	<b>Samsara</b> JDA Approved Plotting Township Bad Ke Balaj, Jaipur Status: Completed	<b>THE CAMPUS LINK</b> Serviced Studio Apartments Commercial & Boutique Near Manipal University Status: On going
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8504 900 900



SHAHPURA  
HOTELS & RESORTS



LINE OF BUSINESS

HOSPITALITY

## WHAT WE DID

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- Influencer marketing
- Branding
- Website design
- Website creation
- Social media ads
- Social media optimization
- Search Engine Optimization
- Content creation

## ABOUT THE PROJECT

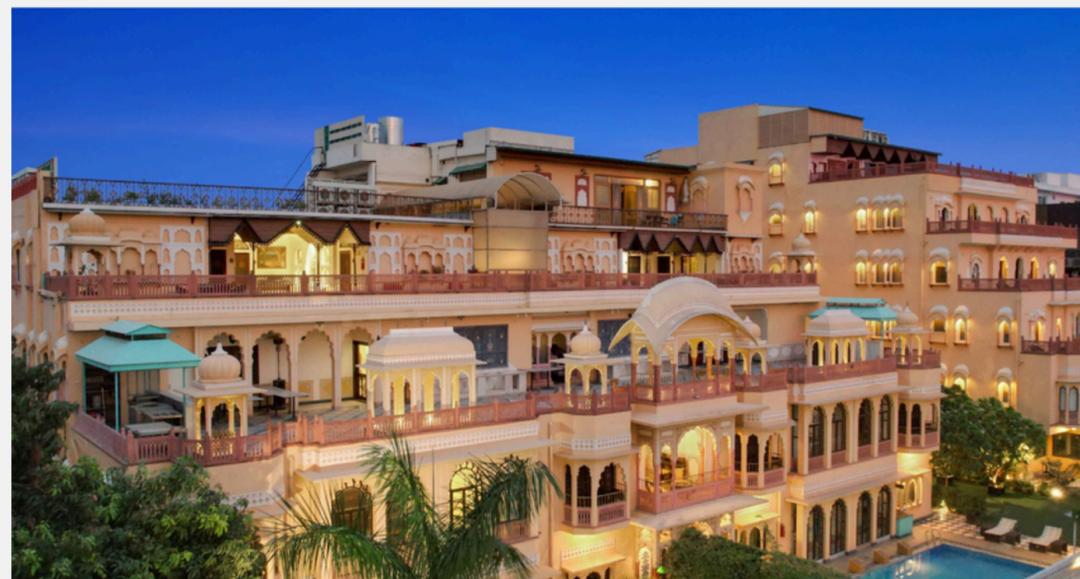
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Shahpura Hotels & Resorts is a name that embodies heritage, elegance, and experiential luxury across India's hospitality landscape. With properties that transform restored palaces and grand havelis into immersive stays, the brand carries a timeless charm rooted in Rajasthan's royal legacy. Each location blends cultural richness with contemporary comfort, offering guests not just accommodation but an intimate encounter with history. When we collaborated with Shahpura, our focus was to honour this legacy while amplifying the refined charm that sets them apart. We highlighted the individuality of each property, the richness of their experiences, and the signature warmth that defines their hospitality. Every narrative, visual, and touchpoint was shaped to reflect their values of elegance, tradition, and exceptional service—allowing the true essence of Shahpura to shine with clarity and sophistication.

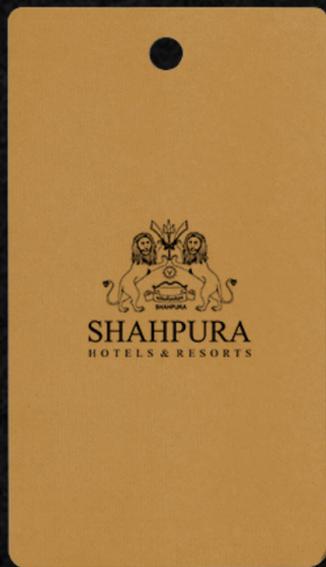
## RESULTS

Shahpura Hotels & Resorts, known for its rich heritage and signature luxury experiences, needed a digital presence that matched the elegance of its properties. We stepped in to refine that experience end-to-end. The revamped website immediately drew higher traffic and deeper engagement, with visitors spending more time exploring Shahpura's world of royal hospitality. A streamlined booking flow translated this interest into stronger conversion rates, while our social media strategy elevated their brand voice with curated storytelling, refined visuals, and consistent engagement.

Parallely, targeted Google ads drove high-intent travellers to the website, influencer collaborations expanded their reach with authentic experience-led content, and premium print media placements reinforced offline credibility. Collectively, these efforts created a cohesive digital-physical presence that strengthened Shahpura's brand identity and positioned them as a top choice for luxury stays across India and beyond.



CASE



SHAHPURA  
HOTELS & RESORTS

**Diwali Celebration at Shahpura**

The house sets the stage for an enchanting Diwali experience, evoking a sense of reverence and nostalgia of the princely era. The royal family takes an active role in the festivities, infusing the ce... [Show More](#)

[Learn More](#)



**Holi Celebration at Shahpura**

Shahpura House embraces the vibrant celebration of Holi, a festival that reflects the grandeur of royal heritage while embracing the spirit of merriment in Rajasthan. Guests are provided with comfort... [Show More](#)

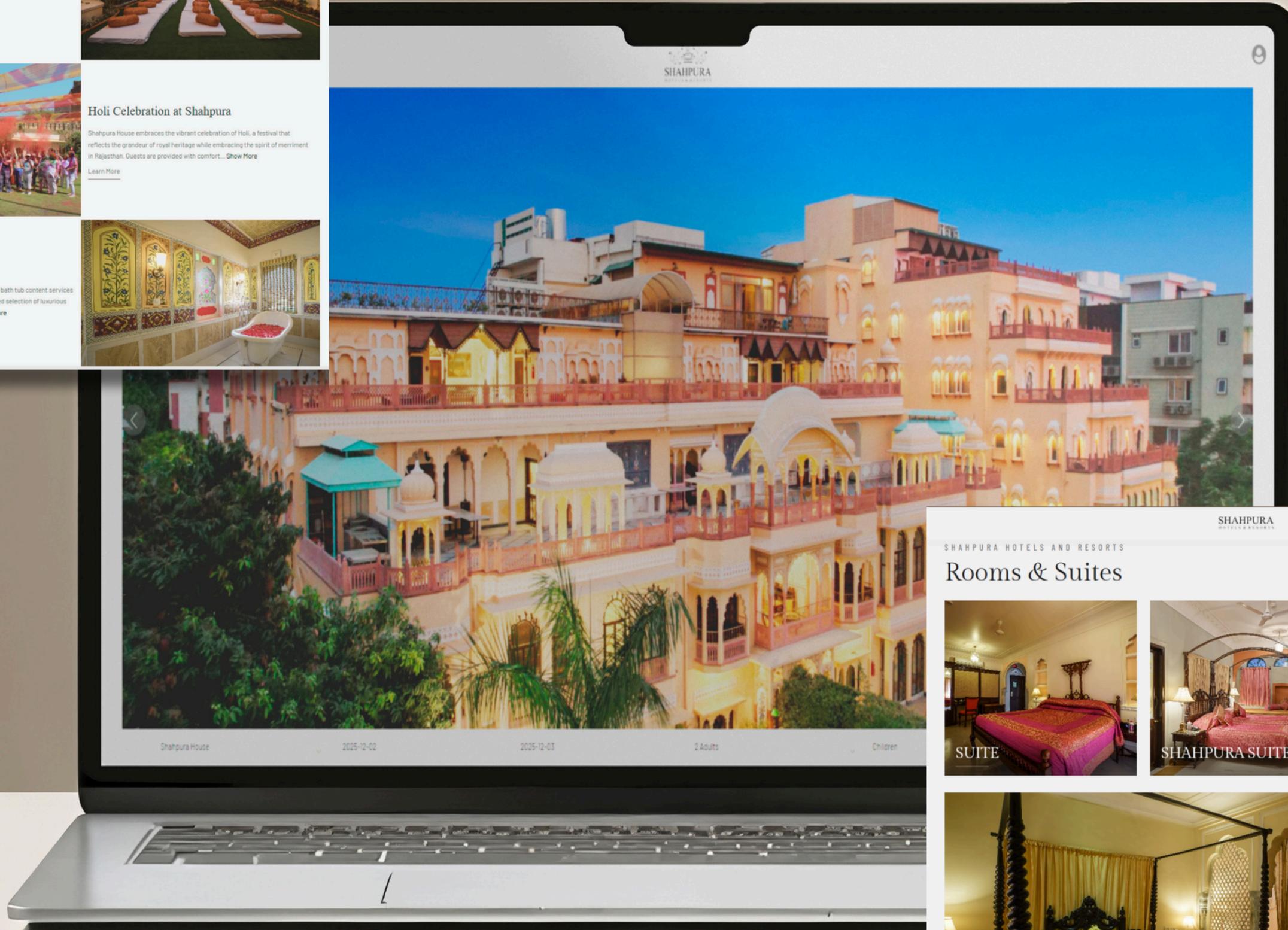
[Learn More](#)



**Bath Tub**

Indulge in the ultimate relaxation experience with our bath tub content services at Shahpura house. Enhance your stay with our curated selection of luxurious bath amenities, including premium bath sa... [Show More](#)

[Learn More](#)

SHAHPURA  
HOTELS & RESORTS

SHAHPURA HOTELS AND RESORTS

**Rooms & Suites**



SUITE



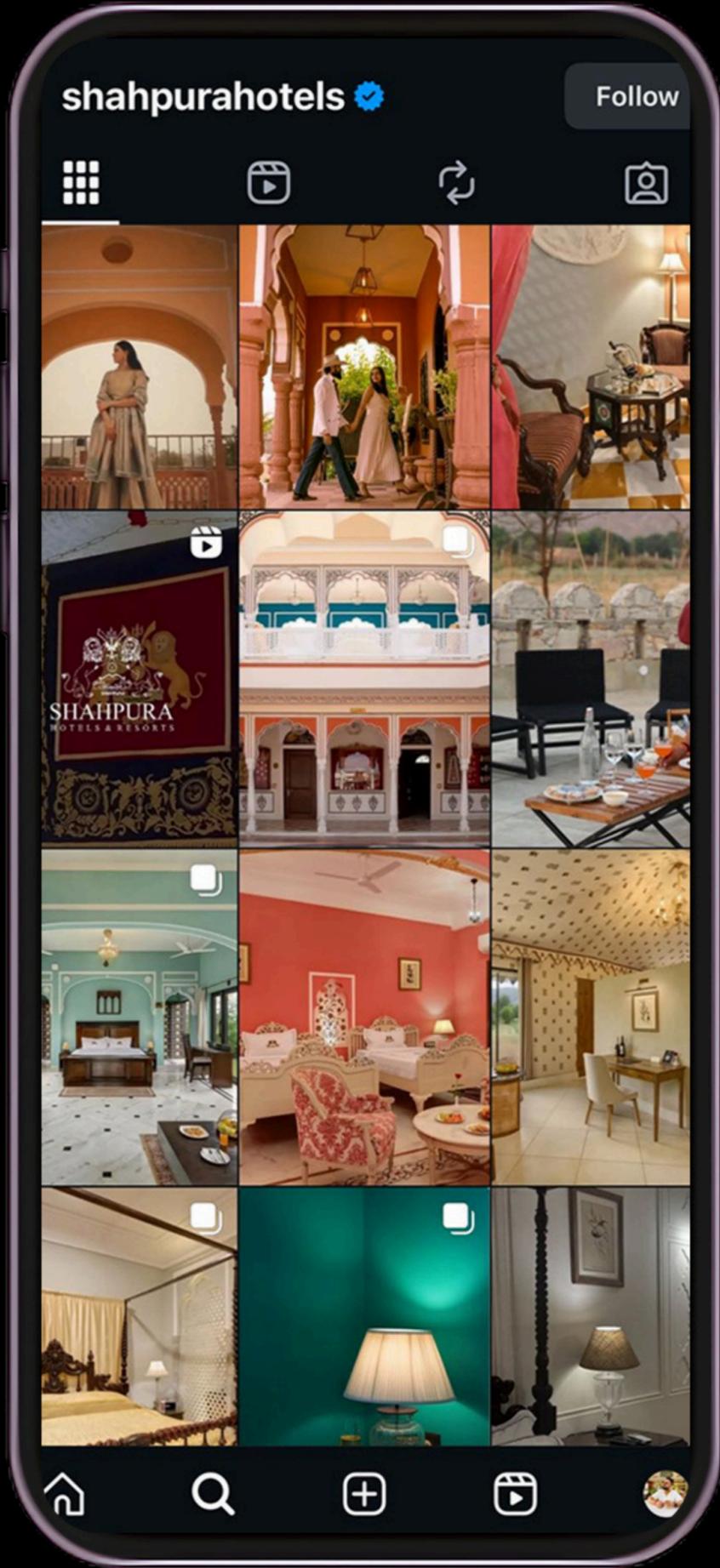
SHAHPURA SUITE



DELUXE ROOM



2025-12-04      2025-12-05      2 Adults      Children      1 Room



**shahpurahotels**  ...

Shahpura Hotels & Resorts

1,501 posts 33.7K followers 59 following

Hotel

Founder @digrajshahpura

A Collection of Authentic Palaces, Landmark City Hotels and Breathtaking Resorts.

Discover the... more

[shahpura.com](http://shahpura.com)

"Khamma Ghani, not just a greeting but a feeling that I carried home"

the **sotto**mag

Inside Shahpura House: The Benchmark of decadent hospitality

**SHAHPURA HOUSE**  
Jaipur, Rajasthan

The gilded chairs, carved arches, and latticed marble speak of an era where heritage was not mere ornament, but identity. The mehrab frames, frescoed walls, and soft glow of the chandelier recall evenings when royals gathered here, sometimes to deliberate on state affairs, other times to slip into rare solitude.



Haveli



Gandharva



House



Residency



#SBS



Kumbhal Villas



Dev Panache



103K



404K



704K



265K

RAJVI PALACE  
HANUMANGARH

RAJVI PALACE  
HANUMANGARH

LINE OF BUSINESS

HOSPITALITY

## WHAT WE DID

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- Google ADs
- Search Engine Optimization
- Performance Marketing & GMB
- Content Design & Copywriting
- Business Identity Design
- Brand Guidelines
- Social media optimization
- Content creation
- Photography & Videography

## ABOUT THE PROJECT

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Rajvi Palace stands as a reflection of warmth, elegance, and authentic hospitality—an experience that blends tradition with comfort in a way guests instantly connect with. Known for its welcoming atmosphere and memorable stays, the property has earned a reputation that extends far beyond its location. When we partnered with them, the mission was clear—capture their hospitality charm and translate it into a digital presence that feels just as inviting.

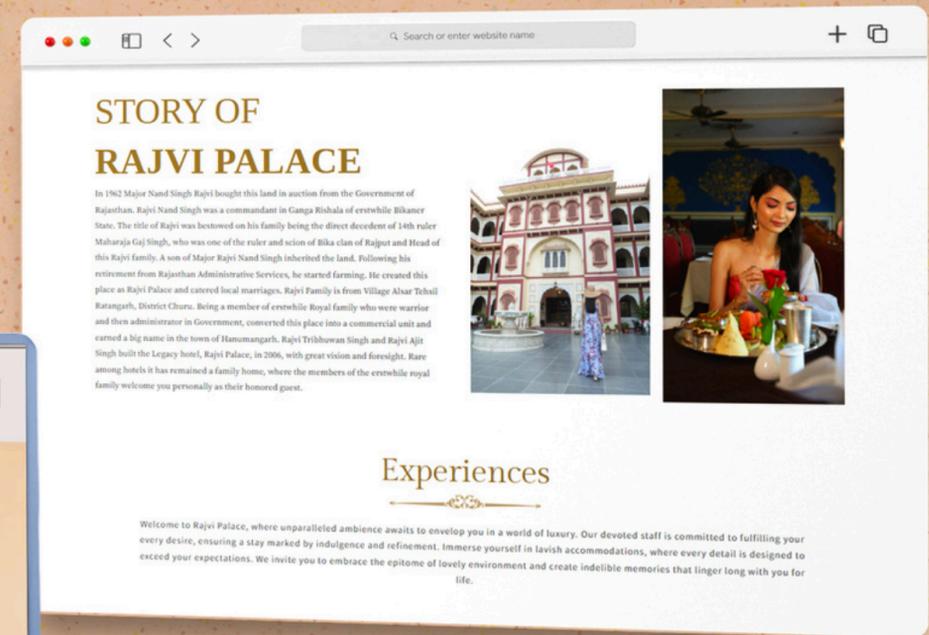
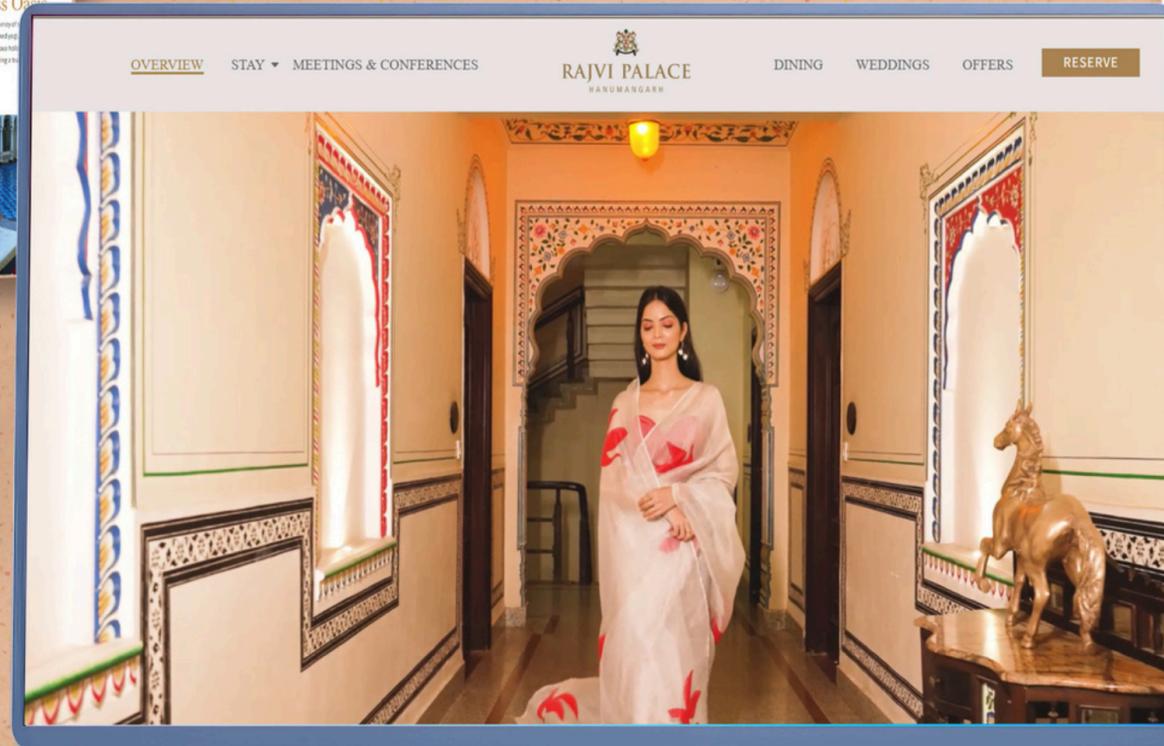
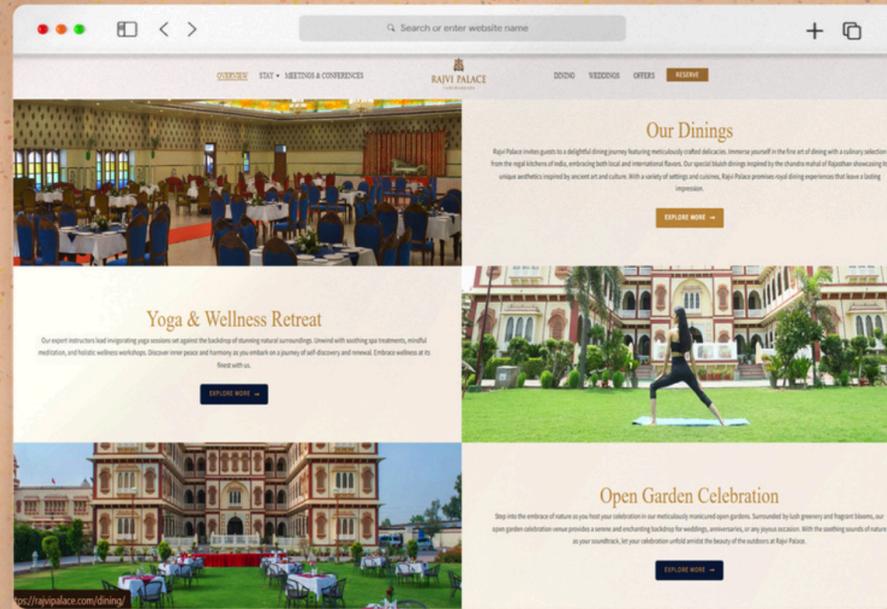
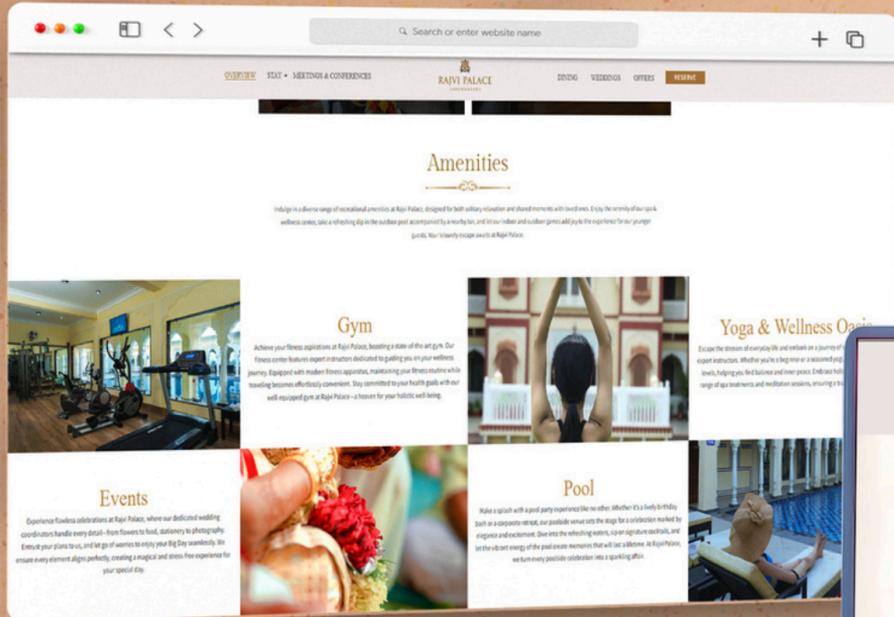
From understanding their story to shaping how the world experiences it online, we built a cohesive identity that highlights what makes Rajvi Palace truly special. Every design decision, every piece of content, and every platform strategy was crafted to mirror their commitment to great service, timeless aesthetics, and guest-first values—ensuring their digital expression aligns seamlessly with their real-world experience.

## RESULTS

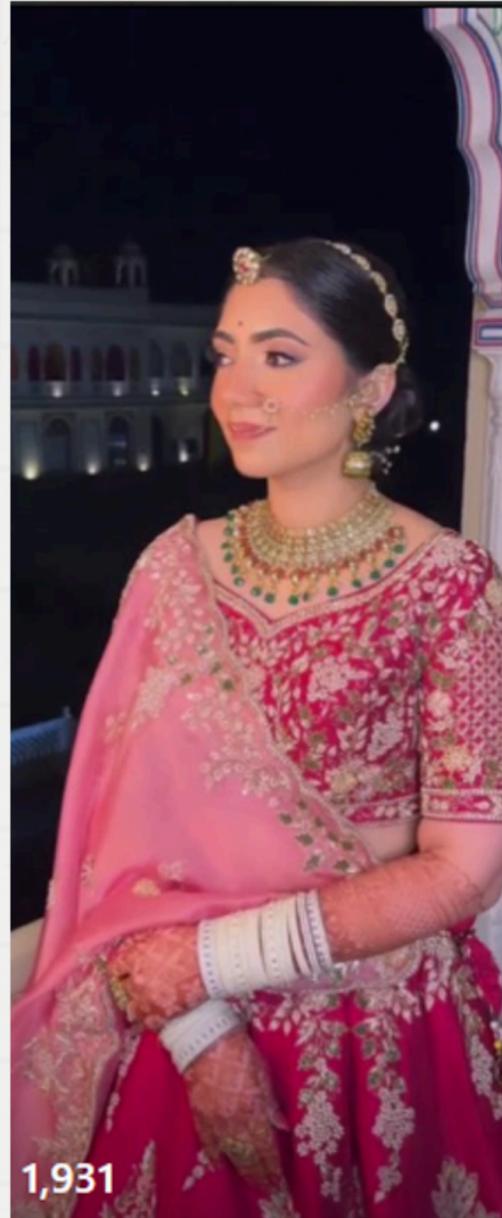
Our partnership with Rajvi Palace resulted in a transformative rise across every major digital touchpoint. With the redesigned website offering a smoother, more intuitive experience, we saw a clear increase in traffic, deeper user engagement, and stronger browsing intent. SEO enhancements pushed the brand higher across competitive hospitality searches, while Google My Business optimization drove a remarkable 51% increase in profile interactions, directly contributing to higher inquiries and footfall.

On the social media front, our strategic content direction, influencer collaborations, and curated property shoots created substantial organic momentum. Several reels crossed 76K+ views, with many consistently performing above 20K, establishing Rajvi Palace as a visually aspirational destination. This surge in visibility translated into steady follower growth, expanding the community with an audience genuinely interested in the property's offerings and experiences.

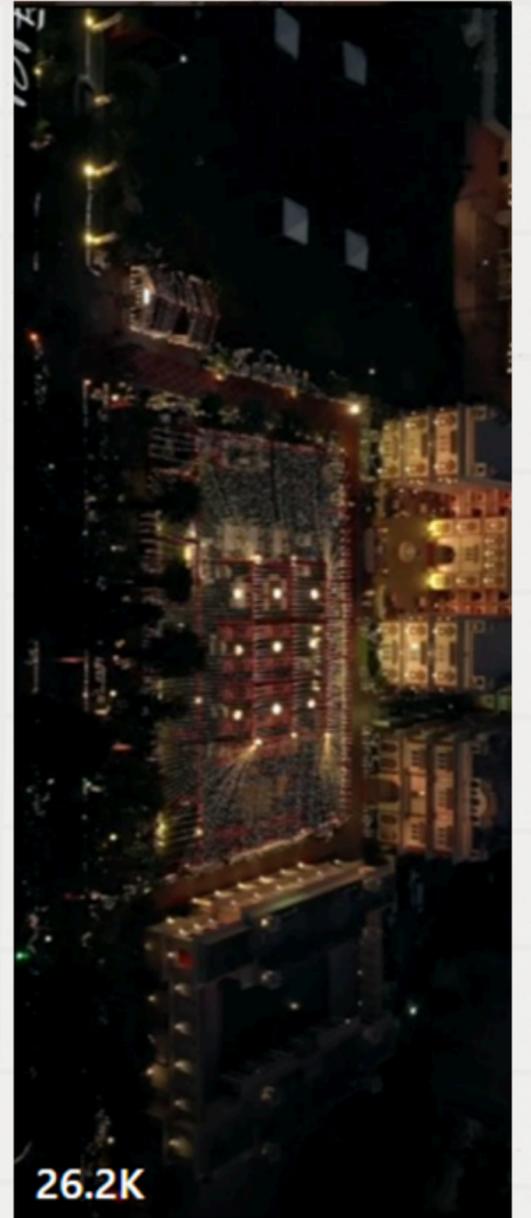




# INFLUENCER MARKETING



1,931



26.2K

DAHLEEZ

# Anarkali Dresses



LINE OF BUSINESS  
FASHION

## WHAT WE DID

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- Google ADs
- Social media optimization
- Search Engine Optimization
- Performance Marketing & GMB
- Content Design & Copywriting
- Business Identity Design
- Brand Guidelines
- Logo designing & Branding
- Content creation
- Photography & Videography

## ABOUT THE PROJECT

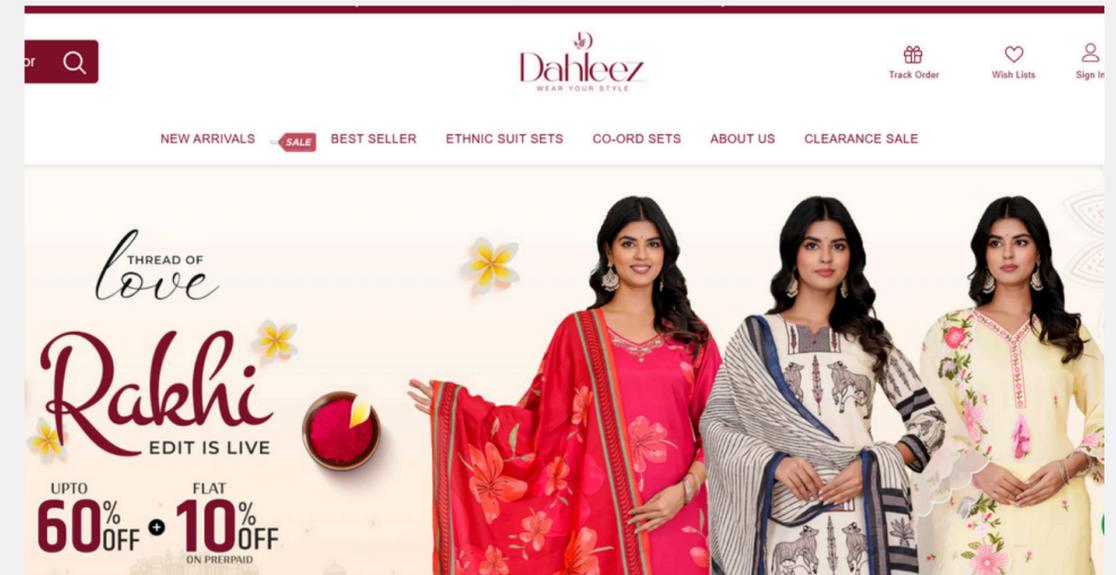
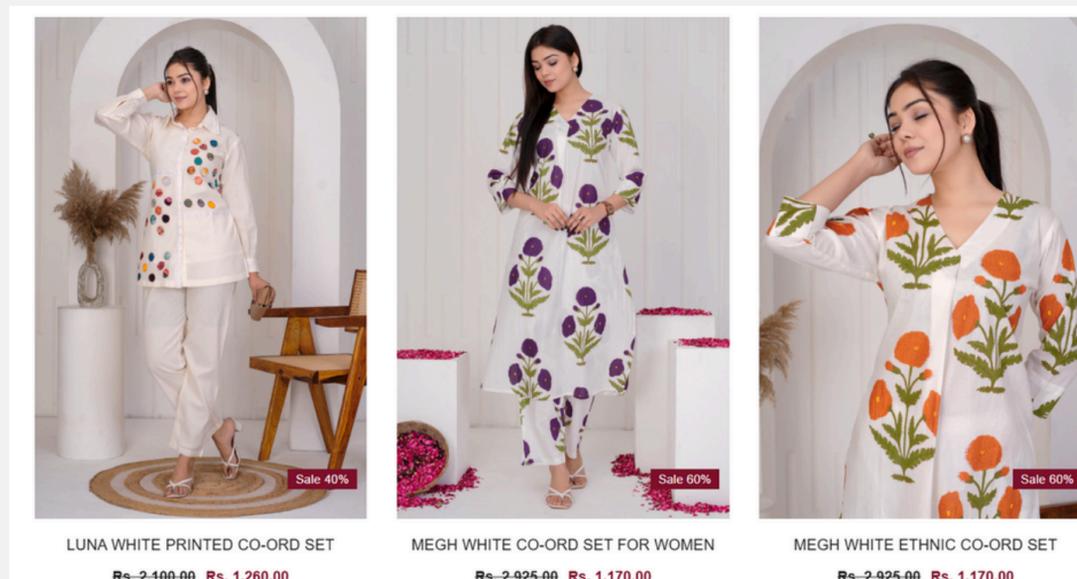
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Dahleez is a name synonymous with refined ethnic fashion—where craftsmanship, detailing, and timeless design come together with effortless grace. Their collections reflect a deep understanding of culture and contemporary style, making the brand a preferred choice for those who appreciate elegance in every stitch. When we partnered with Dahleez, our focus was to create a digital and visual ecosystem that matched the brand’s sophistication. From enhancing their identity to designing seamless touchpoints, every step was shaped to reflect the charm, quality, and character that define Dahleez.

## RESULTS

Our collaboration with Dahleez led to a refined and measurable uplift across every brand touchpoint. The refreshed identity and redesigned website offered a seamless, polished browsing experience that improved product exploration and user flow. Through dedicated photography, videography, and thoughtfully curated campaign shoots, the brand gained a consistent visual narrative that highlighted both craftsmanship and aesthetic appeal. Influencer partnerships further extended visibility, connecting Dahleez with audiences who resonated with its style and sensibilities.

On social media, a more intentional approach to storytelling and content direction translated into steady follower growth and stronger community engagement. Several reels crossed well into the 100,000+ views, creating sustained reach and a noticeable rise in brand conversations. This digital momentum, paired with targeted Google Ads, SEO enhancements, and an optimized GMB presence, contributed directly to higher traffic, improved conversions, and a positive impact on overall sales. Together, these efforts shaped a cohesive and elevated presence—positioning Dahleez as a fashion brand that feels modern, aspirational, and truly connected to its audience.



**Campaigns** dahleez jaipur (11237664...) 100 Opportunity score Updated just now Discard Drafts Review and publish (11)

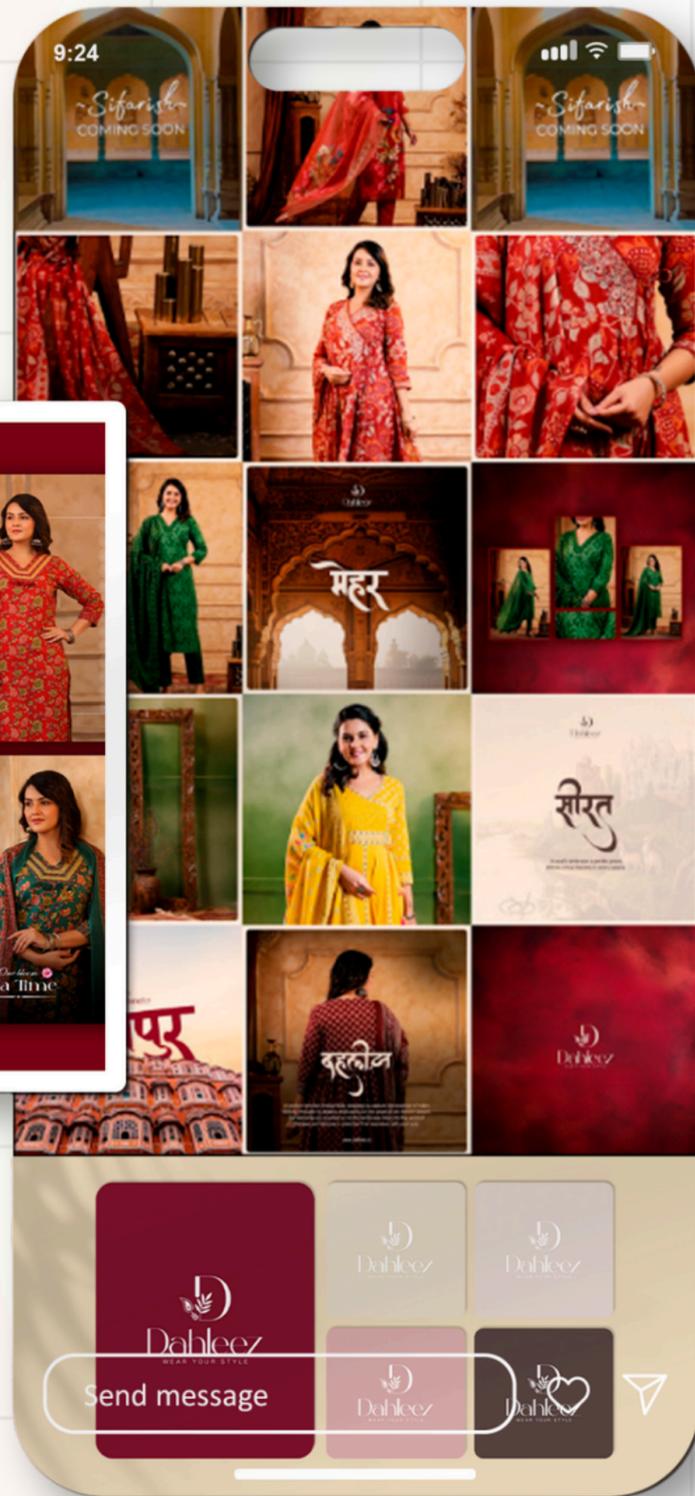
**All ads** **Active ads** **Budget optimisation** **Recommendations** + 1 more view Create a view

Search to filter by name, ID or metrics

**Campaigns** **Ad sets** **Ads** Maximum: 3 Nov 2022 - 3 Dec 2025

**+ Create** **Duplicate** **Edit** **A/B test** **More** **Columns: Daily- Report** **Breakdown**

Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Advantage+ shopping campaign 05/01/2025...	7-day click, 1-...	6 Website purchases	21,913	24,971	₹1,050.26 Per purchase	₹6,301.53	
<input type="checkbox"/>	Advantage+ shopping campaign 04/30/2025...	7-day click, 1-...	1 Website purchase	34,909	40,548	₹2,858.44 Per purchase	₹2,858.44	
<input type="checkbox"/>	Aanu   suit   instock   Apr 28	7-day click, 1-...	2 Website purchases	5,714	6,375	₹2,181.65 Per purchase	₹4,363.30	
<input type="checkbox"/>	Aanu   advantage   instock   Apr 18	7-day click, 1-...	9 Website purchases	6,343	10,405	₹1,266.23 Per purchase	₹11,396.03	
<input type="checkbox"/>	Aanu   LLA ATC   instock   Apr 18	7-day click, 1-...	33 Website purchases	16,766	32,714	₹879.16 Per purchase	₹29,012.32	
<input type="checkbox"/>	Aanu   LLA ATC   instock   Apr 10	7-day click, 1-...	3 Website purchases	4,296	5,191	₹1,309.99 Per purchase	₹3,929.98	
<input type="checkbox"/>	KP_Instock_Catalog_9_April	7-day click, 1-...	2 Website purchases	5,888	7,256	₹2,025.37 Per purchase	₹4,050.73	
<input type="checkbox"/>	Suit Sets Catalog   Advantage   9 March Cam...	7-day click, 1-...	1 Website purchase	6,355	7,695	₹4,215.36 Per purchase	₹4,215.36	
Results from 58 campaigns			Multiple attri...	818,248 Accounts Centre acco...	1,277,377 Total	—	₹20,72,111.72 Total Spent	





**INFLUENCER**



**MARKETING**

# LET'S MAKE SOMETHING TOGETHER.



General : info@techqart.com  
Sales : bd@techqart.com  
Join us : hr@techqart.com



Call +91 9799996654  
+91 9799996637  
WhatsApp +91 9799996654



2 Floor, Ward 27, 92/62, Patel Marg, opposite  
Fitcy, Mansarovar Sector 7, Sector 9,  
Mansarovar, Jaipur, Rajasthan 302020



Monday to Saturday  
10:00 - 19:00  
(2nd & 4th Saturday Off)