



WE LOVE
BRANDS.

**YOUR
BRANDS.**



Be at all places. At all times.



ACC help



Gyproc
SAINT-GOBAIN



LAKMÉ

At TheoryM, we understand that a truly effective brand experience must reach beyond a single customer touch-point or channel of communication. That's why we offer fully integrated, data-driven marketing communication that extends from new-media and mass-media to direct and on-the-ground forms.

We have run successful integrated programs using contact channels that comprised a combination of Mass Media, Direct Mail, Direct Response Advertising, Personal Selling, Field Promotions, Telecalling, Email, Newsletters, SMS, Interactive Kiosks, Personalized Web sites and Internet Chat (all developed in-house) for a number of leading brands. The advantage of this integrated approach is evident – consistency of brand equity, message and output, and lower overheads for clients that arise from dealing with multiple partners.

TheoryM's Integrated Communications services

Knowledge-based advertising

- Television
- Print
- Radio
- Outdoor
- POS

Knowledge-based direct marketing

- Direct mail
- Email
- SMS
- Activations

» ACC HELP

Client background:

ACC Help was launched with an intention of improving brand equity and the price realisation per bag, and was to be a universal source where a layman could learn anything about constructing an independent house. TheoryM was to suggest an integrated programme to identify people ready to construct, drive traffic to the center and track the customer through the construction period.

Opportunities:

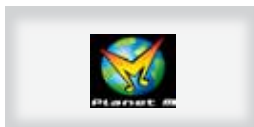
- Identifying people ready to construct
- Identifying touch points
- Tracking the customer over 9 to 12 months
- Developing and managing the process

TheoryM solutions:

TheoryM devised an integrated communication package that comprised the following:

- Mass media to create awareness, drive calls, walk-ins and registrations
- Manned kiosks outside land registration, electricity/water board offices
- Site visits by promoters to collect data on owner, contractor, etc.
- Outbound callers to invite owners to the center and track stages of construction

An intelligent customer demands intelligent communication.



Understanding data is one thing, knowing what to do with it is another. The challenge is in generating actionable insights for marketing and retailing programmes from terabytes of data. At the heart of TheoryM lies the ability to read into customer lifestyles and life stages by studying their shopping habits. We build a profile of every customer and target groups with propositions and offers to appeal to their profile, behaviour and preferences.

TheoryM's clients include a cross-section of categories – across retail, entertainment, lifestyle and B2B environments.

TheoryM's Customer Intelligence services

- Data integration
- Database management
- Operations
- Strategy
- Monitoring
- Analytics

» PLANET M

Client background:

Planet M is the leading music retailer in India with over 100 outlets. Planet M was The Times of India group's initiative which was later acquired by the Videocon Group. M-Xtasy World is the loyalty programme with over 5 lakh members.

Opportunities:

- Identify most valuable customers (MVCs)
- Track MVCs on monthly basis
- Recommend retention, cross-sell and upsell opportunities

TheoryM solutions:

- Develop a framework for valuing customers on Recency, Frequency and Monetary Value (RFM clusters)
- Develop a framework for tracking member migration across clusters (LEAKY BUCKET)

NDFC BANK
The professional power bank

The more you divide, the more you lose.

WALLACE
BY 2007 DESIGN BY 2007

Our Company | Our Strategy | Our Products | Manufacturing | Payment Info

CONTINUOUS INVESTMENT IN QUALITY

All Wallace Pharmaceuticals feature 100% quality control. It will give you the highest quality and highest available quality, testing at the strictest of the all laboratory at the factory site.

[Read More](#)

ABOUT THE WALLACE GROUP

The Wallace Group is an India based generic pharmaceutical & nutraceutical group, incorporated in the state of India in a public company form.

[Read More](#)

LATEST NEWS

October 2009
Wallace enters South Africa
Tuberculosis (Tb)
Wallace enters Latin America
August 2009
C2009-09-08 Wallace Group
June 2009
Wallace, Toronto launches New ACC222222222222

SHARES LISTING

Explore limitless business possibilities

With the Overdraft Services from Kotak Mahindra Bank!

Tune into the digital age with DRM Digital Radio Mondiale

Join the DRM consortium before 31st March 2010 and pay only **50%** of the membership fee for the 1st year!

[Go to consortium website at www.drmm.org](#)

TAJ alliance
Preferred Partner

SAREGA SA MA PLUG & PLAY
A CONTENT MANAGEMENT PROGRAM FOR MUSIC, MOBILE & INTERNET PROFESSIONALS

Saregama goes Videshi

Launching this August
Two sizzling albums
Back2Back

Winta's 'First!' launching on August 1st

Saregama forays into its range of international repertoire with the launch of 'First', an album by Winta, the talented singer from Norway with the talent to hit the TV-DI world go-go.

More [Listen to Hot Classics \(Click with TWS\)](#)

LEELA SOLITAIRE LINE
LOYALTY HAS ITS REWARDS

THE LEELA
A Division of The Leela Group of Hotels

Home | The Point System | The Redemption | Redemption Outlets | Terms and Conditions | Contact Us | Search here

THE POINT SYSTEM

Points

Being rewarded was never simpler! Under our point system, you earn 1 point for every Rs.1000 spent on room nights. E.g. Reserve a room @ Rs.200/night for two nights and you will have earned 12 points.

Redemptions

Start earning points for every function with a minimum billing of Rs.10000 (inclusive of tax and service charges).

Special Offers

Smoothies Youth Boost

cottonworld

Your TUESDAY!
For all the time we haven't seen you.

20% off
only on 22nd Dec. '09

Dear members,

We know a little about you now!
For the first time, we have designed an offer exclusively for you. Use a 20% special discount for you. We can help you better, now. Your special offer goes on. It is available for your use till 22nd December 2009.

Use a cash gift your special 20% discount on 22nd Dec. '09.

My Tuesday
Click here to get your special offer.

TAJ Advantage Plus
Relationships & Rewards.

The future is digital, and the future is now!



The internet is the new economy. Control has shifted from the seller to the buyer, and selling online is now critical to the future of your business.



TheoryM is at the cutting edge of internet marketing communication. From web design and build to online advertising and SEO. We build online marketing communication that increases visitors to your site and grow your sales and profit.



TheoryM's Digital Communications services

Web Design

- Information Architecture
- User Experience Analysis
- Application Development
- CMS
- Data Management
- E-Commerce
- Maintenance
- Hosting

Research Performance Analysis

- Tracking and Optimisation
- Consumer Demographics and Psychographics
- Analysis
- Market Research
- Visitor Information Profile
- Performance Measurement



Online Campaigns

- Online Advertising
- E-Mail Marketing
- Search Engine Marketing
- Affiliate Marketing

Social Marketing

- Blogs and Social Network Management
- Product Launches
- Brand Building
- Lead Generation

»» COTTONWORLD

Client background:

Cottonworld is a leading retailer of lifestyle products. As a part of their marketing strategy Cottonworld runs a hugely successful Loyalty Programme, with over 100,000 members, signed since 2001. Since then the master records have changed formats, and have not been updated. As a part of the annual sale Cottonworld wanted to offer additional discounts to the members through email.

Opportunities:

- To use this opportunity to update member profiles, including critical fields like telephone/ mobile number, address, age, etc.
- Additional offer discounts to the members

TheoryM solutions:

TheoryM devised an integrated digital campaign that comprised the following:

- SMS to the member base
- Web based "profile update"
- Discounts subject to updating profile
- Push-based SMS discount offer
- Tracking
- Analysis

We'll make you possessive!



We help you in positioning your customers at the center of your customer loyalty strategy and finding the right loyalty marketing and customer retention solutions.

TheoryM's Loyalty Management services

- Business Case Development
- Loyalty Program Assessment
- Loyalty Program Renovation
- Enterprise Loyalty Program Design
- Communications Planning
- Strategic Planning
- Operations Management
- Management of Redemption Process
- Help Desk

» THE LEELA

Client background:

The Leela is one of the leading hotels chain with properties across India. One of its key stake holders are the "bookers"; the secretaries, administrative heads, or in large organizations the Travel Desk. They are a key influencing factor in booking hotels. Leela Solitaire Line is a Loyalty Programme with over 2000 influential members. The Loyalty Programme was managed in-house. Coordinating with multiple departments and data sources often led to delays in updating of points, redemptions, etc.

Opportunities:

- Outsource the entire loyalty management process to a specialist
- Make the Loyalty Programme self-sustaining
- Explore opportunities to increase the share of wallet

TheoryM solutions:

TheoryM took over the management of the entire Loyalty Programme including:

- Developing an online Loyalty Programme management software
- Deploying and maintaining
- Date entry
- Data integration
- Database management
- Operations
- Redemptions
- Strategy
- Creative
- Monitoring
- Analytics
- Help Desk

Partnering leading brands.

At TheoryM we have been privileged to have partnered leading brands across various categories and services.

Retail

1. Be:
2. Cottonworld
3. Globus
4. HyperCITY
5. I mint
6. Lakme Beauty Salon
7. Metro Shoes
8. Planet M
9. Richfeel
10. Sangam Direct
11. Shoppers' Stop
12. The Raymond Shop
13. Westside

Finance & Securities

1. BNP Paribas
2. Fortune Financial Services
3. HDFC Bank
4. HDFC Securities
5. ICICI Bank
6. ICICI Lombard
7. UTI Mutual Fund

FMCG

1. Golden Tobacco (GTC)
2. Lakme
3. Proctor & Gamble
4. Hindustan Unilever Network

Leisure & Entertainment

1. BBC World News
2. Digital Radio Mondiale
3. Man's World
4. Milestone Interactive
5. Sony PS2
6. Saregama
7. Star Television Network
8. Virgin EMI Records

High Value Consumer

Durables

1. Fiat
2. Onida

Hospitality and Travel

1. Club Mahindra
2. Jet Airways
3. The Leela
4. The Taj

Infrastructure & Engineering

1. ACC Help
2. Asian Paints
3. GMM Pfaudler
4. Godrej Interio
5. Nitco Tiles
6. Saint-Gobain Gyproc

Technology & Services

1. Imericius
2. Informed Financial
3. Informed Technologies
4. Young Presidents Organisation

Pharmaceuticals

1. Alembic
2. Indi Pharma
3. Wallace Pharmaceuticals

They lead by example.

Management

Today the company comprises more than 30 people across disciplines such as Creative, Research, Strategy, Client Partnership, Analytics and Technology. Ensuring that every skill set required for client needs is available in-house.

Key People

T.V. Shivkumar

Co-founder and Chief Executive Officer

- Shiv heads TheoryM and focuses on building client businesses and shaping Relationship Marketing Programmes for leading brands.
- He brings several decades of expertise in advertising and marketing to bear on TheoryM's recommendations in customer and business-to-business marketing.
- An alumnus of S.P. Jain Institute, Mumbai, Shiv started his career at Grey Worldwide. He then moved to Rediffusion DY&R where he headed the Colgate and Palmolive franchise.
- His previous assignment was Executive Vice President, Saatchi & Saatchi, India.

Raju Khadilkar

Creative Director

- Raju heads the Creative team at TheoryM. He has an experience of more than 18 years across advertising, events, direct marketing, digital media, amongst others.
- He specialises in providing astute solutions across mass and digital media.
- He is a Fine Arts Graduate and has a Post-Graduate Certification from Association of Advertising Agencies of India.
- Some of the brands he has worked on include MTV, ETV Marathi channel, Colgate Palmolive, HSBC, HDFC Bank, RPG Group, Indian Express (Loksatta), HLL and P&G.
- His last assignment was Creative Head (Art), Market Missionaries, where he was responsible for the creative departments at Mumbai, Hyderabad and Pune.

CONTACT

US

We are here for you.

Wish to deploy our expertise to your brand's success?
Call us, mail us, or better still, just drop in!

T.V. Shivkumar, CEO

Mobile : +91 9820213083
Direct : +91 22 4236 0808
E-mail : shiv@theorym.co.in

TheoryM Interactive India Pvt. Ltd.

202, Steel House, 24, Mahal Industrial Estate,
Off Mahakali Caves Road, Near Paper Box, Andheri East,
Mumbai 400 093. India.

Tel: +91 22 4236 0800

Email: info@theorym.co.in

Website: www.theorym.co.in