



Company Deck | 2024

# Company Deck.

Empowering Businesses using Data, Design & Technology.





Saka Digital is a digital marketing company based in Hyderabad, India. We specialize in harnessing the power of data, design and technology to empower businesses across the globe. At the heart of Saka Digital lies a strong belief in building value, delivering meaningful solutions, innovating to stay ahead of the curve, and achieving excellence at all times.

Saka Digital Private Limited

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A Complete Digital Marketing Company



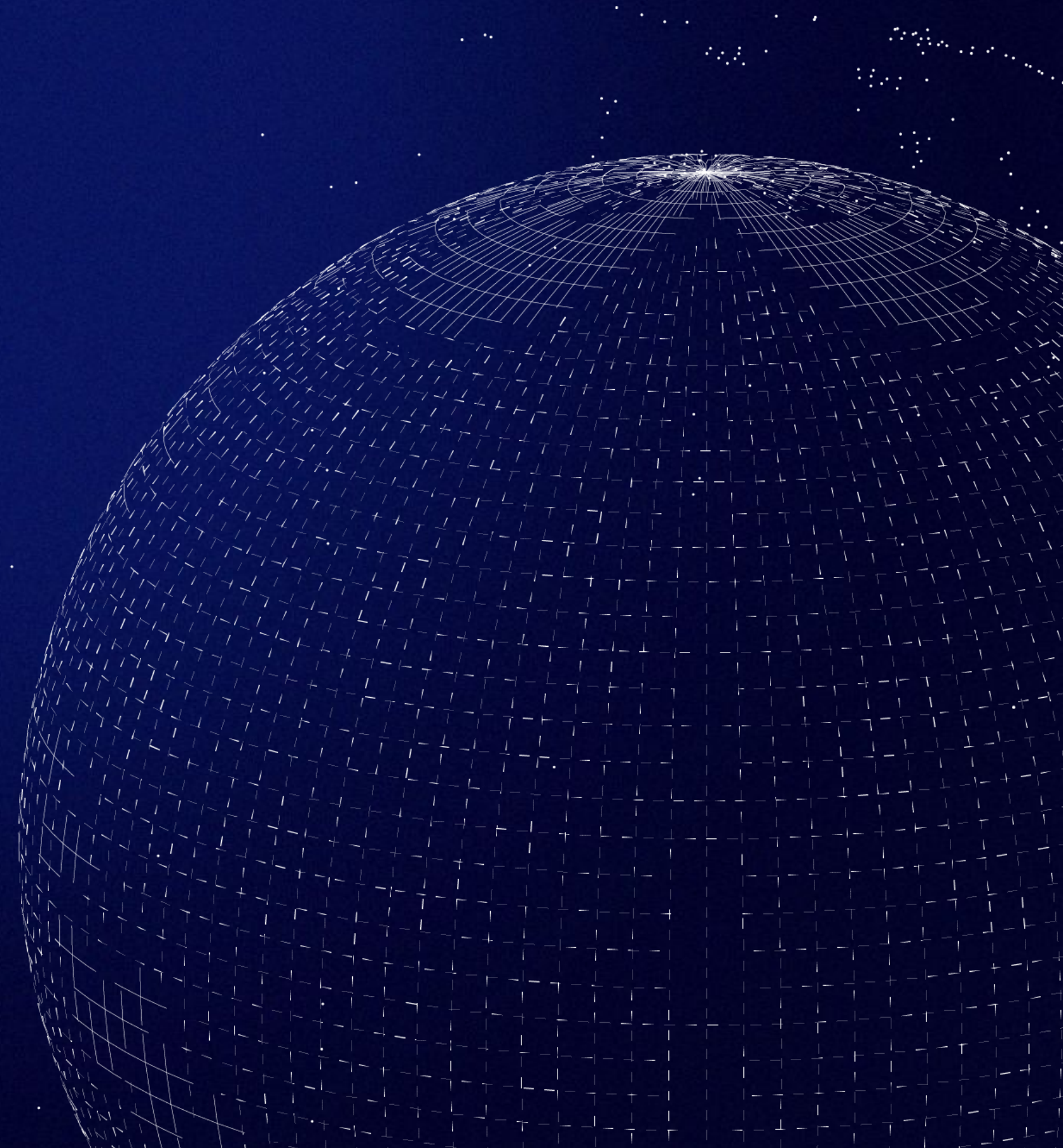
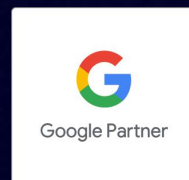


The inception of the company was fueled by two key realizations. The rising increase in demand for digital is obvious. However, it was the second realization that truly ignited the spark - a huge gap of quality and innovation, which should be inherent in the market.

Fueled with passion and determination to redefine the digital marketing industry, Saka Digital was founded.

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Partnered with the Global Leaders to Deliver Excellence





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# Company.



# About Company.

Founded On

April, 2022

Located In

Hyderabad

Current Team

9

Businesses Empowered

30+

## Vision

We aspire to be a leader in the digital world and envision a future where we go beyond business, setting benchmarks in innovation and excellence.

## Mission

Our mission is to empower businesses and drive growth by delivering innovative digital solutions with transparency and quality.

## Purpose

We aim to redefine the digital world by setting the right standards and delivering excellence.



# Core Values.

Our values guide our actions, inspire our team, and shape the way we work. By staying true to these principles, we ensure every project reflects our commitment to excellence and meaningful impact.



Integrity



Transparent & Trustworthy



Creative



Passionate Professionals



Innovative



Build for the Future



Excellence



Deliver Quality at all Times



# Our Partners.

We believe in the power of collaboration and our partnerships with global leaders enables us to bring innovative solutions and unmatched expertise to our clients. Together, we drive digital transformation and create lasting value.





# Digital Services.

We specialize in delivering innovative digital solutions that help businesses thrive in a competitive landscape. Our approach focuses on creating meaningful impact and driving sustainable growth for our clients.





saka.

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Industry.



# What is Digital Marketing?



## Digital

anything under  
technology and internet



## Marketing

the process of  
reaching the consumer



## Digital Marketing

using technology and  
internet to reach the consumer



# The Digital World.

In today's day and age, it is clear that the relevance and demand for digital is rapidly growing. From consumer behaviour to digital ad spends, websites to social media campaigns, the trends are on a constant upward trajectory.

Online Searches / Day

9 bn +

Time Spend Online / Day

6 hrs +

Digital Marketing Spend in 2024

\$740 bn +

UPI Transaction in India / Day

50 cr +





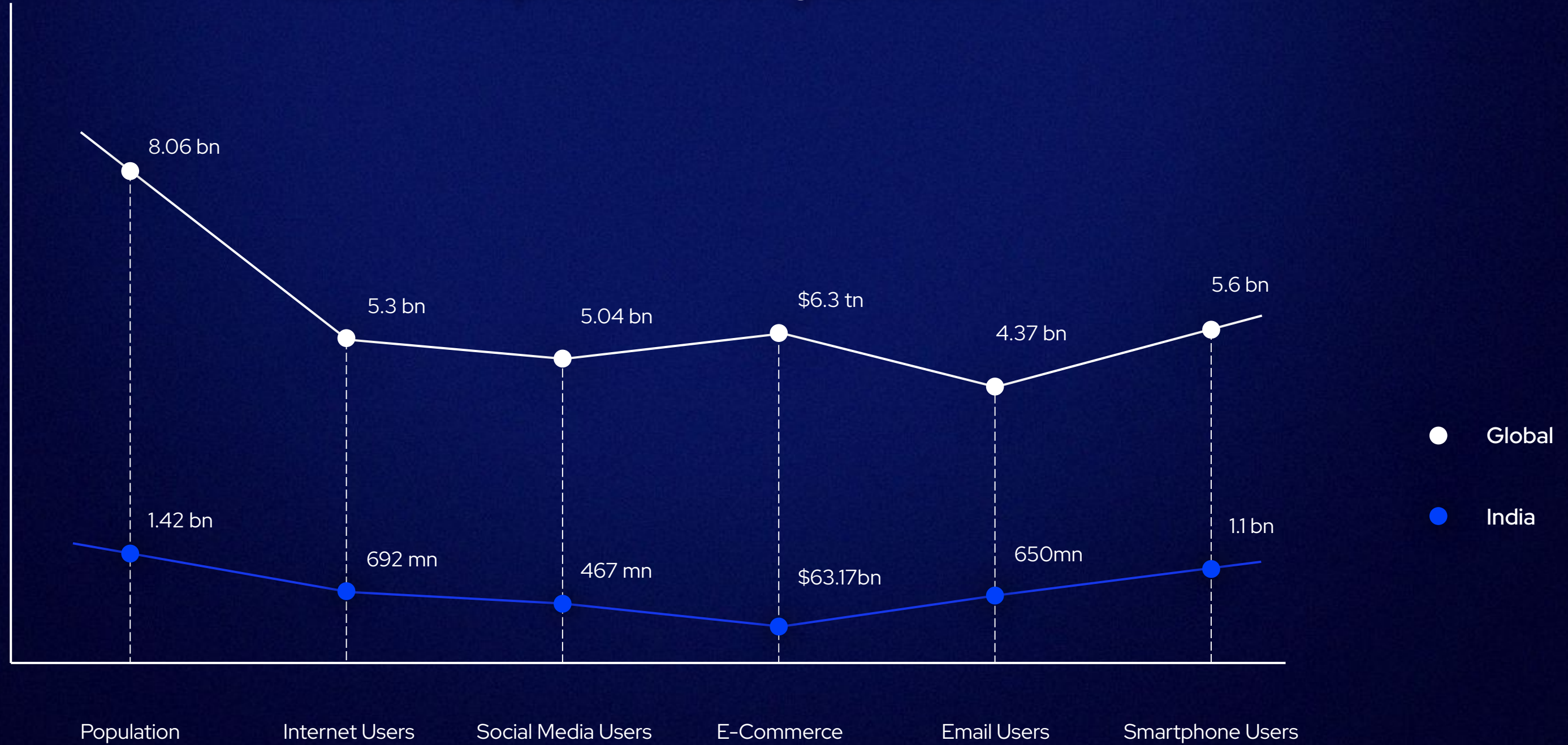
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## India's Footprint in the Digital World

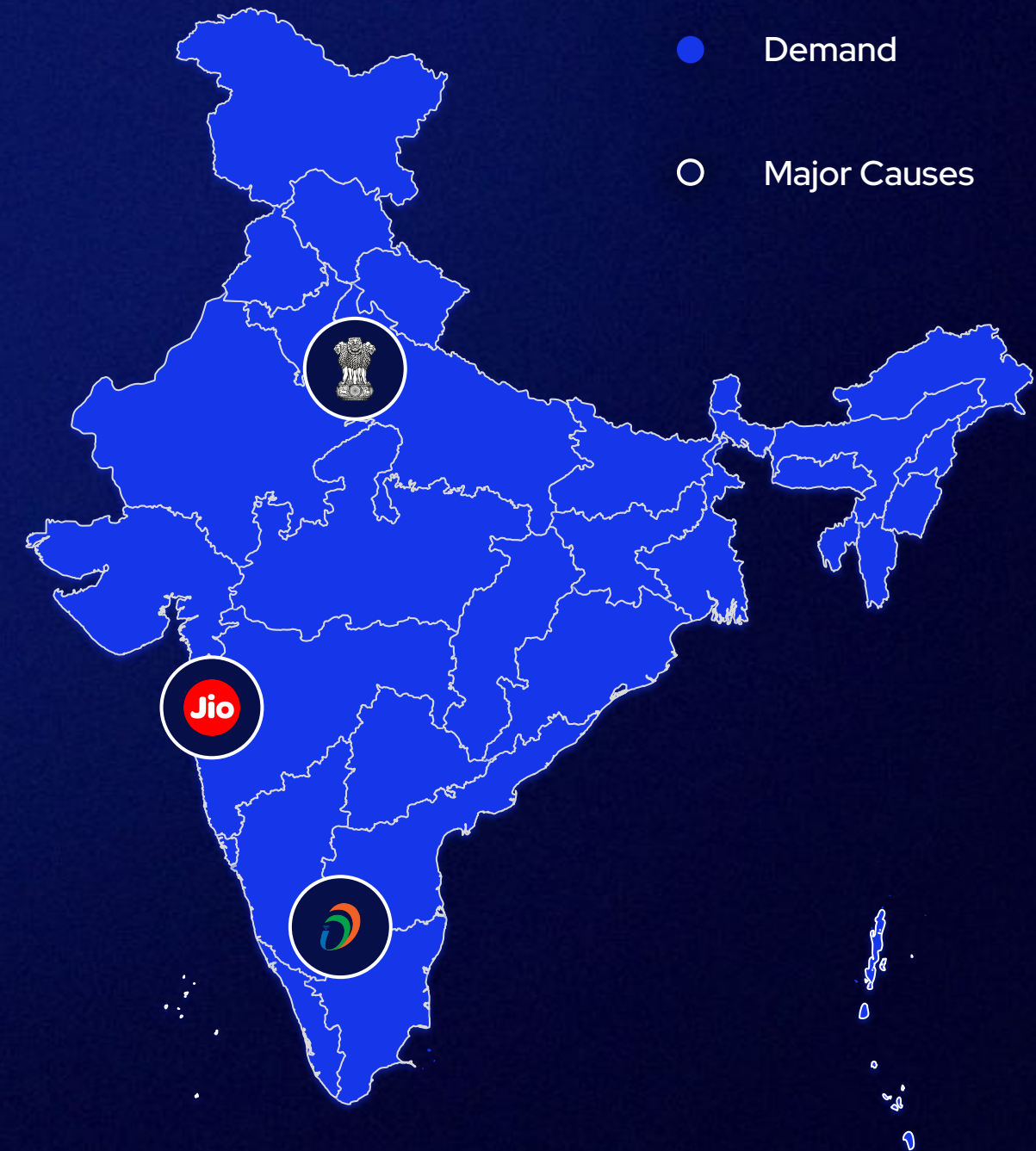




# Indian Market.

While India has evolved to become a major stakeholder in the digital world at the grass-root level most businesses struggle with digital. This gap exists because the country's digital growth has been unprecedented and largely influenced by factors like the pandemic, government's India Stack initiative, and Jio - which made internet accessible to everyone.

India has emerged as a major digital hub, driven by rapid internet adoption. But despite this growth, many businesses face challenges in navigating the digital space effectively.







# Digital Players.

7/10

Do not have a well built Website

8/10

Have no Social Media or Online Presence

9/10

Don't runs Ads or Build Digital Marketing Funnels

- Major Focus on Quantity
- Few Players Focus on Quality





# Our Approach.

We understand the market and aim to stay grounded amidst all the hype. We have a clear goal to redefine the current landscape and thus strategically position ourselves to serve as a transformative force.

Organic



Return to First Principles

Holistic



Focus on the Big Picture

Innovative



Keep up with the Trends

Excellence



Deliver Quality at all Times



# Portfolio.



# Clientele.

In the span of 2 years, we have  
empowered over 30 businesses.





# Reviews.

Excellence is a core value for us,  
and we strive to maintain a 5-star  
rating from all our stakeholders.



Sandeep Kathi



I am impressed with Saka Digital, their expertise in SEO and social media marketing transformed our online presence, driving significant traffic and engagement. The team is professional, dedicated



Marie Gacke



They were very responsive, helpful, and open to recommendations or suggestions. I appreciate their work product and professionalism. Strongly recommend for one-time or repeat work!



Rohit Kumar



We have been working with Saka Digital for several years and have seen a significant growth in the digital space. They maintain our online store and have assisted us in increasing our engagement across all...



Andeep D



I am so happy and impressed with Saka Digital, the team is most dedicated and hardworking to achieve results. I highly recommended to everyone who seek digital marketing...



Nandini Jain



Worked with Karthik and Saka digital for our company website development and Digital marketing. Karthik is very patient with his clients and will go any extra mile to get the work done. Our team also learnt a lot while...



Alekseï Strelnitckii



I had a great experience with the team while working together on a digital project. Great set of skills and a nice working culture. Would be happy to collaborate again, and can recommend them if you are looking...



Kavya Yirrinki



Working with Saka has been a fantastic journey. The





Reach us at - [admin@sakadigital.in](mailto:admin@sakadigital.in)

# Thank You.