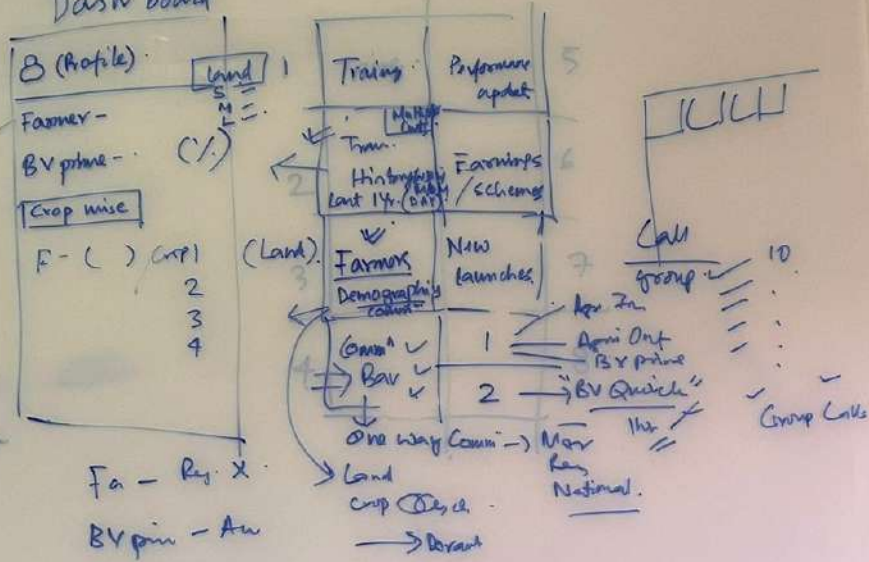


Dash board



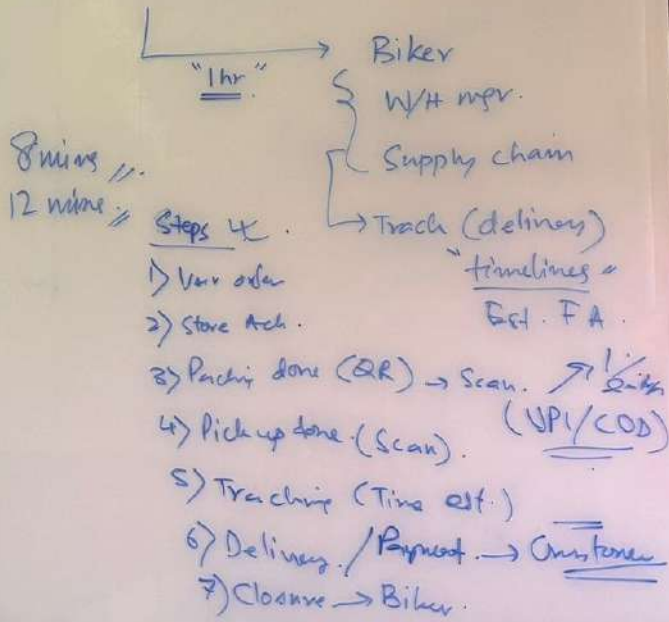
Fa - Rj - X  
BV pin - Au

to website  
file  
e studies  
200 APP  
EO  
MM  
linked in marketing  
lead Gen ->  
Market / Varun Batra  
bandly (in site)  
mail - marketing  
wheel

Launch date:

Pilot: 16<sup>th</sup> Oct. 24 (BVG)  
→ 30<sup>th</sup> Nov. 24 //

7 Staples (Int.)



- 1) TROO website
- 2) Profile
- 3) Case studies
- 4) TROO APP
- 5) SEO
- 6) SMM
- 7) Linked In marketing
- 8) Lead Gen →
- 9) DG Market / Vanna Bhatra
- 10) Calendly (for site)
- 11) E-mail - marketing
- 12) Show reel

4<sup>th</sup> Sep. 24 :- (Lucknow, Froology).

(Steps).

① Biker integration in farmer app (16<sup>th</sup> Oct)  
(with Alaxa).  
+ Loyalty (??).  
↓  
5<sup>th</sup> Final  
"WAT"

② KM app. → 12<sup>th</sup> Sep. 24 (Budget/Plan).  
+ Hierarchy./Reporting  
Excel..

③ Existing App — 5<sup>th</sup> Sep. 24.

a) SCM automation & tally integration  
(both way - Push/Pull)

b) Dashboard upgrade.

c) Server issue resolution (RCA study).

d) Language (Hindi).

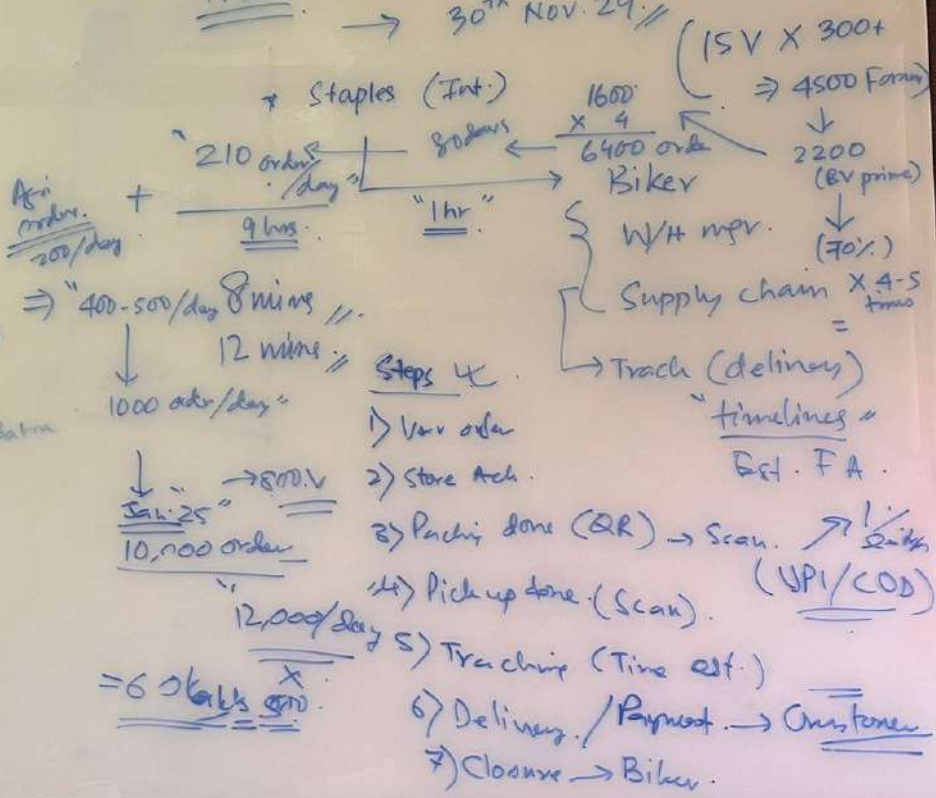
e) Farmer ID clean-up. (F00000001-...)

f) UPI payment thru "Razorpay".

Launch date:

Pilot: 16<sup>th</sup> Oct. 29 (BVQ) → 30<sup>th</sup> Nov. 29 //

- ① TRAO website
- ② Profile
- ③ Case studies
- ④ TRAO App
- ⑤ SEO
- ⑥ SMM
- ⑦ linked in marketing
- ⑧ Lead Gen →
- ⑨ DG Hacker / Varun Patra
- ⑩ Calendly (on site)
- ⑪ E-mail marketing
- ⑫ Show reel



- ① TRoo website
- ② Profile
- ③ Case studies
- ④ TRoo APP
- ⑤ SEO
- ⑥ SMM
- ⑦ linked in marketing
- ⑧ Lead Gen →
- ⑨ DG Market / Vennu Batra
- ⑩ Calendly (in site)
- ⑪ E-mail marketing
- ⑫ Showreel

