

10 Most Promising Kolkata Marketing Startups - 2019

Kolkata is gradually gaining its recognition as a startup-hub. The city is proving that it is much more than delicacies and vibrant culture. It is marking its status as prime business, commercial and financial spot of eastern India and the main port of communication for the North-East Indian states; undoubtedly Kolkata is one of the most important metro cities of the nation. The walls of the city, house it within a budding startup ecosystem with passionate entrepreneurs, great mentors, and a supportive government. A healthy number of startups have their home base in Kolkata. These include verticals like, marketing, advertising, edtech, healthcare, the ever-popular ecommerce, and foodtech, as Kolkata is famous for its cuisine, among many others.

And of course, the flaring digitization while transforming the way of life has turned the business environment of the city upside down. Portraying brand presence while formulating an identity has become important to reach

wider range of audience. This need to extend the reach and drive the business growth at present is making them adapt to suitable marketing and promotion techniques which helps them to devise an online identity. The marketing sector with this increasing demand is getting intrinsically stronger and futuristic. These factors are making several startups to venture into this niche space. The companies are coming up with unconventional ideas and innovative solutions to help entrepreneurs to mark status, add value to the brand and help them reach as many clients as possible.

Counting on the umpteen efforts made by the company to drive the marketing domain, siliconIndia startup-city has come up with a list of '10 Most Promising Kolkata Marketing Startups - 2019' that have shown out-of-box approach to promote enterprises with their expertise. The following list has undergone strict scrutiny by a panel of judges that include marketing professionals, CXOs, analysts and the startupcity editorial team.

Arya Media

recognized by **STARTUP CITY** Magazine as

**STARTUP 10 MOST PROMISING
KOLKATA MARKETING
STARTUPS - 2019**

The annual listing of 10 Most Promising Kolkata Marketing startups represents not only the commitment of the listed company to offer result oriented and creative content, but also recognizes its impact in the burgeoning marketplace.

Handini Mukherjee
Managing Editor

Company:

Arya Media

Description:

A leading Single Window Digital Solutions Firm providing a One Stop Solution in diversified platforms like Digital Marketing, Web Development, App Development, Corporate Ad Shoot & Digital Movie Promotion

Key Person:

Joydeep Roy,
Founder & Initiator

Website:

aryamedia.co.in

Arya Media: Perfecting Your Digital Assignments!

A team of creative and energetic young souls passionate about their work dreamt of some innovation to reap beyond the ordinary and had the resolution to execute these innovative ideas. It was that moment when they joined hands to create a digital solutions firm that specializes in getting clients the best digital marketing & website development results. They named it Arya Media. "As a startup, we always had something unique and out of the box thinking which we provide to our clients as per their requirements. Kolkata being a hub of legacy and rich heritage, our work always have a flavor of an inimitable amalgamation of tradition and technology. Through this unique combination, we do not only cater to local clients but assertively move forward to National & International clients as our services have no bar to reach," says Joydeep Roy, Founder & Initiator, Arya Media.

particular thirst from business firms and organizations has made us choose this niche domain to venture. During the time when we thought of starting Arya Media our motto was be a Trusted & stimulated platform showcasing our Client's Brand Digitally giving them the best digital Solutions with innovation, strategy & conviction," asserts he.

Combining sophisticated design and careful execution with conversion-oriented awareness, it focuses on crafting marketing and sales strategies that renders the audience with an exceptional connection while compelling them towards brand engagement. The company offers an array of services ranging from Web Solution, Pay Per Click to SEO, Social Media Promotion and Short Movies & Movie Promotion. Just like any other startup, Arya Media was also presented with a number of hurdles where the market called in for posi-



Joydeep Roy,
Founder & Initiator

a way to penetrate in the hearts of their target audience thereby building the trust factor through its uniquely crafted and quality work and services.

Started with just two small clients in Kolkata a year back, Arya Media has forayed ahead in the market and has gone over and above in order to fulfil the varied requirements of its clients. The company has served many clients across the country and is also working on some International projects. "Our mission sticks on giving commitments to our clients & fulfilling the same on time with quality delivery. Through a continuous unification of Innovation and Technology, we aspire to turn Arya Media into a master key that would unlock all new digital standard of business for any industry. In the next three years, we are planning to have its physical presence in the northern and western parts of the country," he concludes. **EC**

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The company acts according to the trend of the market where business firms wants to grow their business through a proper destination or platform which is less expensive and measurable. "This

tioning the brand in such a way that would create a deep impact on the client's mind. But with its 'Out of the Box Thinking' and Purposeful Innovation, the enterprise was able to fight off these hurdles and found