



# *HashTagDial*

World's first hashtag dial search directory for mobile applications. Install one app from which access other apps on the fly to fetch you the right interface.

# APP OVERVIEW



## 01 Search by Dialing

Any company information can be searched through dialing numbers on the dial pad.

## 02 An App-in-App Platform

An efficient way of accessing multiple apps on your phone by just installing one app.

## 03 Create an App on the Go

The App-in-app platform creates customized interfaces for the service or product you are looking for.

## 04 Fastest App directory

Searching for a particular information becomes easier when there are numbers assigned with your required data.

# A new way of searching and fetching



97%

People remember alphabets than numbers

- Research shows that it is easier to remember numbers when they are mapped to a concept or a tangible entity. Since a set of numbers is an abstract and it's more difficult to visualize than a Mexican speaking in Tamil while eating Thai food. So we integrated a system of numbers with the name of an organization by mapping the alphabets of the company name with the numbers associated on the dial-pad of a phone.
- Once the number associated to the company is dialed by the user, our Hastagdial application opens a list of icons related to that particular companies profile, support info, nearest location, ordering an item, reaching out to the leadership team, etc. The user can select a particular icon by which they will be re-directed to the company's domain with the information the user is looking for through the web browser.

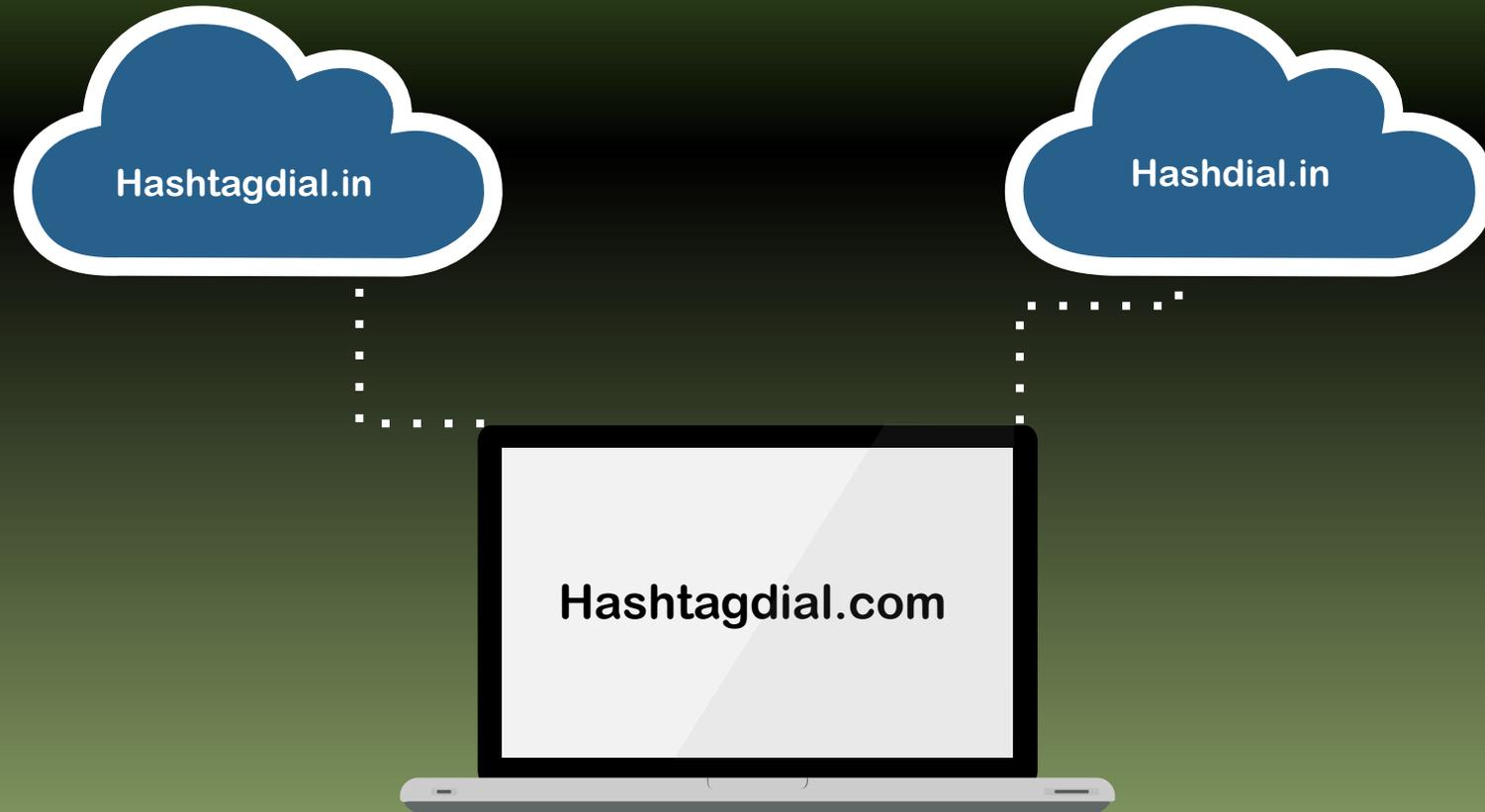


# Revenue Model





# Domain Re-directions





# Keyword mapped numbers

Get a high value keyword associated to your business and we will allocate the numbers on the dial-pad mapped with the keyword.

*Let us consider that there is a chain of pizza restaurants with a brand name Fominos. Rather than going for the number associated to fominos, the brand can register for the keyword “pizza” which is 74992. For a customer it is easier to remember the number associated to the keyword rather than the brand name.*

Value for renewing  
the keyword mapped  
number is 5 LPA



# For 3 alphabet companies

A company with an abbreviation of 3 alphabets like KFC, JIO or DHL, they can go for the corresponding numbers on the dial pad.

*For KFC it is #532, JIO is #546 and DHL is #345. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 3-digit number is  
5 LPA



# For 4 alphabet companies

A company with an abbreviation of 4 alphabets like AUDI, HDFC or IKEA, they can go for the corresponding numbers on the dial pad.

*For AUDI it is #2834, HDFC is #4332 and IKEA is #4532. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 4-digit number is  
2 LPA



# For 5 alphabet companies

A company with an abbreviation of 5 alphabets like CROMA can go for the corresponding numbers on the dial pad.

*For Croma the number is #27662. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 5-digit number is  
1 LPA



# For 6 alphabet companies

A company with an abbreviation of 6 alphabets like AIRTEL can go for the corresponding numbers on the dial pad.

*For Airtel the number is #247835. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 6-digit number is  
75,000 PA



# For 7 alphabet companies

A company with an abbreviation of 7 alphabets like SAMSUNG can go for the corresponding numbers on the dial pad.

*For Samsung the number is #7267864. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 7-digit number is  
50,000 PA



# For 8 alphabet companies

A company with an abbreviation of 8 alphabets like STARBUCK can go for the corresponding numbers on the dial pad.

*For Starbuck the number is #78272825. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 8-digit number is  
25,000 PA



# For 9 alphabet companies

A company with an abbreviation of 9 alphabets like ACCENTURE can go for the corresponding numbers on the dial pad.

*For Accenture the number is #222368873.  
They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 9-digit number is  
20,000 PA



# For 10 alphabet companies

A company with an abbreviation of 10 alphabets like BLACKBERRY can go for the corresponding numbers on the dial pad.

*For Blackberry the number is #2522523779. They can opt to register for these numbers as customers can remember the number associated with the mapped alphabets.*

Value for renewing  
the 10-digit number  
is 20,000 PA



# Total Revenue Projection

The revenue projection for branding and marketing the organizations for the next **3 years**

Digit Allocation	No. of Companies	Cost/Year(Rs.)	Total Cost(Crore)
3 Digits	300	5 lakhs	15 Cr.
4 Digits	5000	2 Lakhs	100 Cr.
5 Digits	10,000	1 Lakh	100 Cr.
6 Digits	100,000	75,000	750 Cr.
7 Digits	200,000	50,000	1000 Cr.
8 Digits	200,000	25,000	500 Cr.
9 Digits	200,000	20,000	400 Cr.
10 Digits	250,000	20,000	500 Cr.

The projected gross revenue in 3 years is **Rs. 3365 Crores**



# Key Takeaways

## The Brand Influencer App-in App Platform

- User convenience increases while searching and engaging with a company or organization .
- A specific set of numbers assigned to company in a portal through which every single engagement can be accessed.
- Brand Awareness and content engineering becomes more precise and efficient with the app.
- Rather than investing, on multiple media channels brands can funnel their specific audience through our app.





Thank You