

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS



SATYA PAUL



Sotheby's





ABOUT NEHRU WORLD SCHOOL

History:

- Nehru World School (NWS) was first established in 1978.
- The 'Early Years Centre' was opened in 2008 (Healthy Planet).
- The School fosters children's natural inquisitiveness and delight in learning.
- Healthy Planet now follows the International Early Years Curriculum (IEYC).
- Cambridge International Primary Curriculum was introduced as a learning pathway for students progressing from the Early Years Wing - 2017.

Mission:

Nehru World School is committed to creating and maintaining a safe, trusting and caring environment where teaching and learning are exciting and students embark on a lifelong journey of learning.

- Holistic education – NWS' main emphasis lies on empowering all-round individuals.
- They believe in paving a way forward for children to be accustomed to a world of global partnerships.

Vision:

Striving for excellence today, to prepare students to embrace the opportunities and challenges they may encounter tomorrow.



TARGET AUDIENCE

Who are we talking to?

- New Parents (12-24 months).
- Parents with Preschoolers (3-5 years).
- Parents with Primary-class school-age students (6-10 years).
- Parents with Pre-teens (11-12 years).
- Parents with Teenagers (13-18 years).

Locations: Ghaziabad (+ 17 kms proximity), parts of South & East Delhi, and Noida.

They are:

- UPPER CLASS | UPPER MIDDLE CLASS.
- Parents who have recently moved to Ghaziabad or a nearby locality.
- Parents who want a more structured environment for their child.
- Parents who seek an environment that fosters their child's creativity.
- Parents who want their child to be at par with education and learning capabilities that match up with international standards.
- Parents who also seek mindful teaching practices, and a calm & pleasant learning atmosphere for their child's upbringing.
- Parents who are on a lookout for a diverse, inclusive, holistic & compelling educational environment.

CAMPAIGN HASHTAG
&
CONTENT STRATEGIES

#GiveThemTheWorld



"The best way to make children good is to make them happy."

— Oscar Wilde

When it comes to the well-being and learning of their children, parents stop at nothing. To teach their children the necessary skills for an ever-changing world, many parents opt to narrow down their options to schools that convey a promise of holistic education, safety, mindfulness, and creative equilibrium.

When we suggest the hashtag **#GiveThemTheWorld**, we put focus on the word **"World"**, that is also in sync with the school's name i.e. **Nehru World School**. This in-turn gives us the opportunity to create a recall value that propagates a message filled with limitless opportunities for the future, exposure to new cultures, and a commitment that brings the world horizon unto children who are a part of the school, thereby striking a conversation with potential students as well as giving a sense of belonging to the current ones.

In its entirety, this hashtag conveys a strong meaning that instills a whole new dimension in the minds of parents and students alike; that of — a school which focuses on laying a strong foundation & empowering children for their journey out in the world.

We would also be using the hashtag **#NehruWorldSchool along topical hashtags**, that reinforces the school's name in all its communication and key messaging collaterals.

Taking this forward we would be dividing our campaign into four different content strategies, and explain them further with key points that would enrapture our target audience.

Inbound Strategy



What strikes a chord with parents today, is whether or not the school selected for their child is giving them an opportunity to learn, grow, and prosper whilst creating a culture of mindedness and global partnerships.

Herein, we aspire at decoding the bigger question, i.e. ***What are the parents looking for?***

- They are looking for an environment that caters and fulfills the happiness of their child.
- They are on the lookout for a curriculum that is at par with the best international standards of learning.
- An appropriate fee structure.
- World-class facilities and infrastructure.
- Availability of competitive & creative co-curricular activities.
- Involvement of parents at every step of their child's learning journey.
- The safety and environment of the school and the school's reputation.

Outbound Strategy



The learning and development of children are at the heart of everything that Nehru World School promises. They look forward to working together with parents in partnership — to share the all-round development of children and to achieve excellence with a commitment to lifelong learning, *'preparing students to embrace the opportunities and challenges they may encounter tomorrow.'*

This brings us to all the opportunities that the school has to offer:

- An environment of academic excellence.
- Cambridge Education.
- International programmes designed to include local context and culture.
- A team of professional and well-acclaimed teachers.
- An enriching school-life and learning opportunity.
- School Tours for potential students and parents alike.
- Affiliations and Collaborations with leading educational institutes from around the globe.

Inside - Out Strategy



Within this strategy, we focus on aspects that children look for in a school, and the ones that parents also want for their child's growth:

- An opportunity of global exposure.
- An ability to widen one's horizon, and mindset.
- A culture of acceptance and growth.
- A mindful and pleasant environment.
- Development of social and emotional skills.
- Extensive programmes such as — clubs, house activities, monthly events, annual productions as well as opportunities to participate in inter-school competitions.

Outside - In Strategy



Herein, we focus on aspects that the school has to offer that benefit children to become confident leaders of the world:

- Diversity & Inclusion.
- An opportunity for an elevated and empowered life.
- Exposure to the vast opportunities of the world.
- Scholarships.
- Holistic & compelling educational environment.
- An experience in linguistic, mathematical, scientific, technological, personal, human and social, physical and aesthetic, and creative education.
- Competitive examinations, that ensures that students are prepared for the opportunities, responsibilities, and experiences of life in a global society.

SOCIAL MEDIA CREATIVES

INBOUND CREATIVES
OUTBOUND CREATIVES
INSIDE - OUT CREATIVES
OUTSIDE - IN CREATIVES

STATIC POST

DREAMERS OF YESTERDAY, ACHIEVERS OF TODAY, LEADERS OF TOMORROW!



NEHRU WORLD SCHOOL

in collaboration with



Presents the Winners of
MATH AROUND ME



ADITYA SIWACH
RANK 5



AKSH KAUSHIK
RANK 9



ARSHDEEP KAUSHIK
RANK 15



PRIYANSH VERMA
RANK 19



VAIDIK UPADHYAY
RANK 21



SARVARTH SINGH
RANK 23



ISHITA GARG
RANK 31



NAVVYA JAIN
RANK 32



RADHIKA SHARMA
RANK 34

With 559 entries from all over India & beyond.
We are extremely proud of our young and diligent prodigies!

Student Achievement Post

Post Copy:

Nehru World School in collaboration with Cambridge University Press organised a Festival of Expressions, where students from all over India & beyond participated and shared their views of how mathematics exists in nature and is applied in the real world - with Math Around Me. $+$ $-$ \div \times

We proudly present our NWS achievers among 559 entries, who shine bright with their beautiful observations of how we are surrounded by Mathematics, all the time. 🏆

- Aditya Siwach (Rank 5) - Won the Kindle (10th Gen).
- Aksh Kaushik (Rank 9) - Won an Echo Dot (4th Gen).
- Arshdeep Kaushik (Rank 15) - Won a pair of Wireless Earphones with a Mic.
- Priyansh Verma (Rank 19) - Won a Powerbank (20000 mAh).
- Vaidik Upadhyay (Rank 21) - Won a Powerbank (20000 mAh).
- Sarvarth Singh (Rank 23) - Won a Pendrive (64 GB).
- Ishita Garg (Rank 31) - Won a Pendrive (64 GB).
- Navvya Jain (Rank 32) - Won a Pendrive (64 GB)
- Radhika Sharma (Rank 34) - Won a Pendrive (64 GB)

When our students shine bright, we as a prestigious institution feel empowered and delighted to have given them the world of knowledge, wisdom, and cognizance. 🌍

#GiveThemTheWorld #NehruWorldSchool



REDEFINING LEARNING, EMPOWERING EDUCATION.

We believe in spearheading
the norms where knowledge
expands your horizons!

Expanding learning through practical knowledge.

Post Copy:

At Nehru World School, we believe in breaking the monotony of everyday academics by focusing on applying theoretical knowledge, practically. As we believe, students learn best when they are curious.🧐

Therefore, we make learning an enjoyable experience, and shape young minds to become leaders of tomorrow.🧑

To know more, visit us on:

<https://www.nehruworldschool.com/>

#GiveThemTheWorld
#NehruWorldSchool

INBOUND CREATIVES
OUTBOUND CREATIVES
INSIDE - OUT CREATIVES
OUTSIDE - IN CREATIVES

STATIC POST



"At Nehru World School, we embark upon a journey of international mindedness and global partnerships, that enrich our students to become respectful and responsible citizens of tomorrow."

SUSAN HOLMES
HEAD TEACHER

Susan Holmes - Snippet

Post Copy:

After 23 years of working in the UK and with a passion for travel and playing a role in educational development overseas; Susan Holmes, Head Teacher at Nehru World School has a diverse educational portfolio from leading international universities such as a Postgraduate Certificate in Education (PGCE) (1983) from Birmingham University and a Master's Degree in (Education) (1993) from Leicester University.

After making notable contributions in the field of education, international curriculum development, and with a focus on improving the quality of teaching and learning in the UK, Nigeria, and Malaysia, Ms. Holmes moved to India and took up the responsibility of honour at Nehru World School.

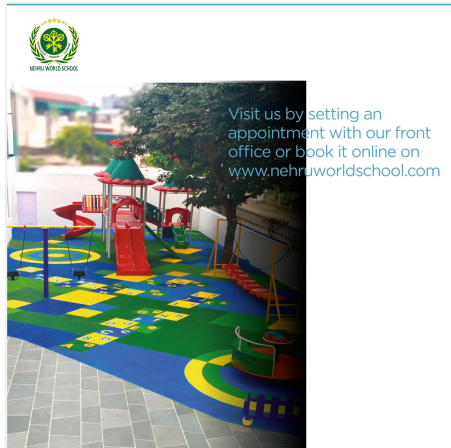
With an ethos heavily ingrained within the philosophy of *"Inspiring Excellence, and Building Character"*, Ms. Holmes encourages students to explore the realms of global partnerships for an empowered future.

To know more, visit us on:

<https://www.nehruworldschool.com/>

#GiveThemTheWorld #NehruWorldSchool

CAROUSEL POST



Visit Us/ School Tour Post

Post Copy:

Booking an on-site tour is a great way to experience the life your child will experience at Nehru World School. One of our experienced Admin Officer/ Teacher or Wing Head will take you on a personalised tour of the dynamic learning spaces and facilities that make Nehru World School the right choice for your child. 🎓

To truly experience our world of excellence, book your visit now on:

<https://www.nehruworldschool.com/>

#GiveThemTheWorld #NehruWorldSchool

INBOUND CREATIVES
OUTBOUND CREATIVES
INSIDE - OUT CREATIVES
OUTSIDE - IN CREATIVES

STATIC POST



CREO

Where creation has no limit.



CREO - An inter-school festival that aims to cultivate young talent.

Post Copy:

A 3 day-long festival organised especially for the aesthetic growth & development of students. With over 50 schools taking part, Nehru World School provides them with one platform where their creative streak shines brighter than ever.

We believe in letting students unleash their talent to inspire the world that is waiting for them. 🌟

To know more, visit us on:

<https://www.nehruworldschool.com/>

#GiveThemTheWorld #NehruWorldSchool



**ONE PLANET,
ONE FUTURE,
LET'S PROTECT
OUR EARTH,
NOW & FOREVER!**



Earth Day: 22nd April 2021

Post Copy:

Earth day is dedicated in support for environmental protection, and it's our duty to protect nature with sustainable practices.

The students of Nehru World School, pledge to make a difference and keep our planet green with an eco-conscious approach, because together we can — show up, speak up, and take action!

Happy Earth Day! 🌍

#GiveThemTheWorld #NehruWorldSchool

INBOUND CREATIVES
OUTBOUND CREATIVES
INSIDE - OUT CREATIVES
OUTSIDE - IN CREATIVES

CAROUSEL POST



**SUCCESS REQUIRES
AMBITION,
A STRONG
WORK ETHIC
AND MOTIVATION.**



We bring out the
**FOCUSSED YET AMBITION
DRIVEN SPIRIT WITHIN
STUDENTS,**
who wish to gain
**HANDS-ON EXPERIENCE
OF RUNNING A REAL
BUSINESS.**



Inspiring students to
give into their
**ENTREPRENEURIAL
DREAM** rather than
sticking to safe
alternatives.



Empowering the dedicated
entrepreneurial minds with
practical experiences that
enhance conceptual learning
via our

**“START-UP-SUPERSTARS
PROGRAMME”.**

Start-Up-Superstars: an inter-class event to create globally aware, socially responsible, young entrepreneurs.

Post Copy:

Nehru World School focuses on development with a strong base for a secured future. Today, where startups are doing exceptionally well, we train our students from ground-zero to create, develop, and kick-start a strong foundation for their future zeal of entrepreneurship.

We host an inter-class event called — *“Startup Superstars.”* to create globally aware, and socially responsible young individuals who are keen to embark upon their entrepreneurial journey, confidently. 🧑🏫🧑🏫

To know more, visit us on:

<https://www.nehuworldschool.com/>

#GiveThemTheWorld #NehruWorldSchool

VIDEO POST



INTERNATIONAL Early Years Curriculum (IEYC).

LAYING THE FOUNDATION
FOR TOMORROW!



Healthy Planet Introduction Video

Post Copy:

First opened in 2008, Early Years @Healthy Planet, is the Early Childhood Development & Education wing of Nehru World School.

With the belief that young children are naturally curious and observant, who want to learn the skills that their families and society value; Healthy Planet aims to prepare children for the academic demands of the school, with the thought that the early years of growth are crucial for nurturing young minds, and preparing them for the world of work they desire.

For more information, visit us on:

www.healthyplanet.in

#GiveThemTheWorld #NehruWorldSchool

VIDEO POST



FACULTY

Nationally & Internationally
acclaimed professors.



Nehru World School Introduction Video

Post Copy:

A bright future begins here!

Established in 1978, as an English medium co-educational institution — Nehru World School, is affiliated to the Central Board of Secondary Education (C.B.S.E.) and Cambridge International.

We, at Nehru World School, believe in empowering students through holistic education so that they evolve into knowledgeable, & responsible individuals, who are driven to make a difference in the world.

To know more, visit us at:

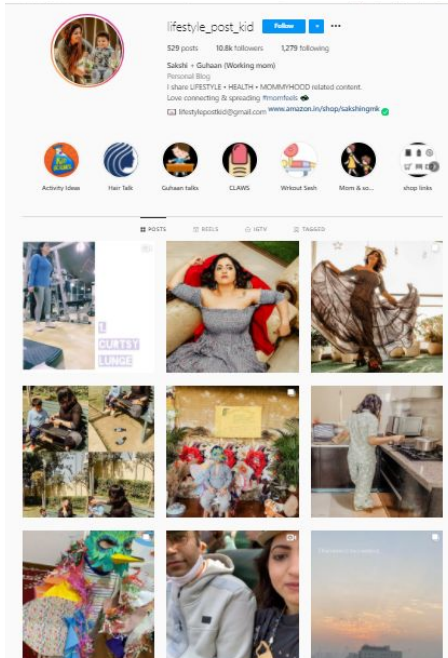
<https://www.nehruworldschool.com/>

#GiveThemTheWorld

#NehruWorldSchool

INFLUENCER MARKETING

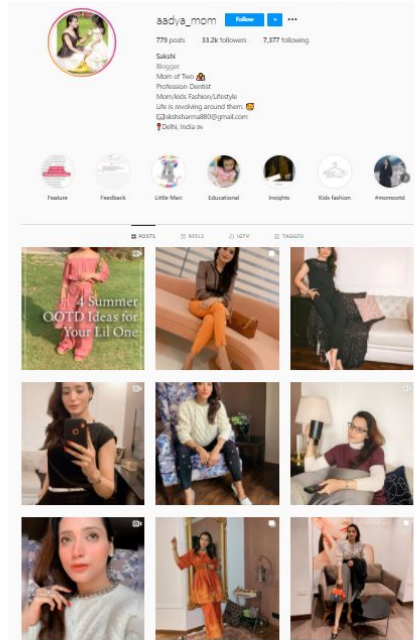
SUGGESTED CONTENT CREATORS



Sakshi + Guhaan
10.8K Followers

Profile Link :

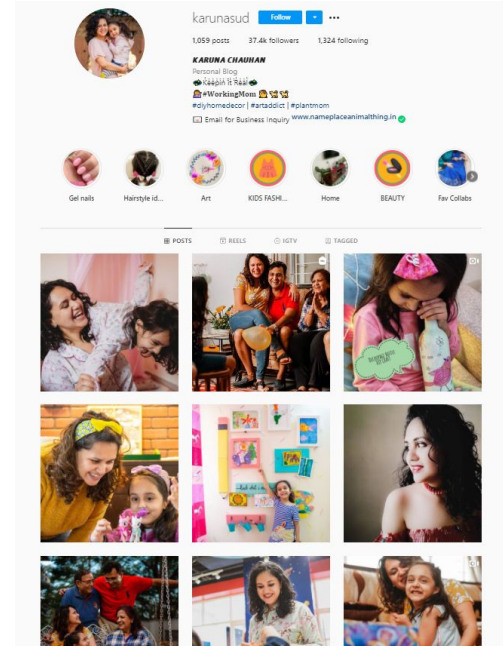
https://www.instagram.com/lifestyle_post_kid/?igshid=1qm6cp9129i52



Saakshi
33.2K Followers

Profile Link :

https://www.instagram.com/aadya_mom/?igshid=b1uzx063s4w4

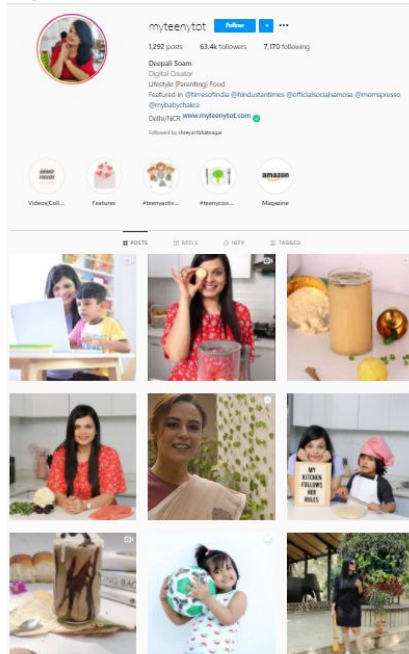


Karuna Chauhan
37.4K Followers

Profile Link :

<https://www.instagram.com/karunasud/?igshid=1iky6135y28ue>

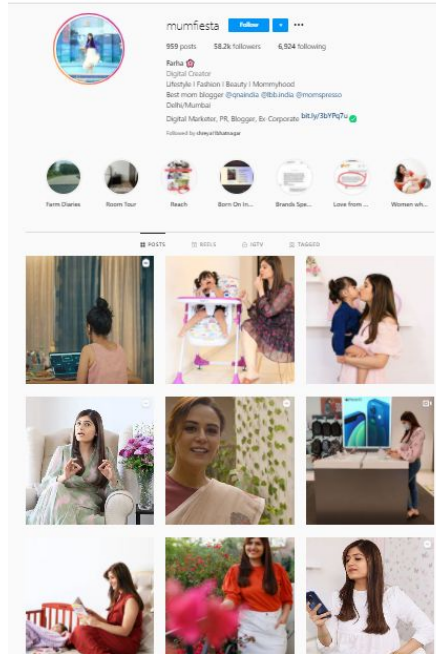
SUGGESTED CONTENT CREATORS



Deepali Soam
63.4K Followers

Profile Link:

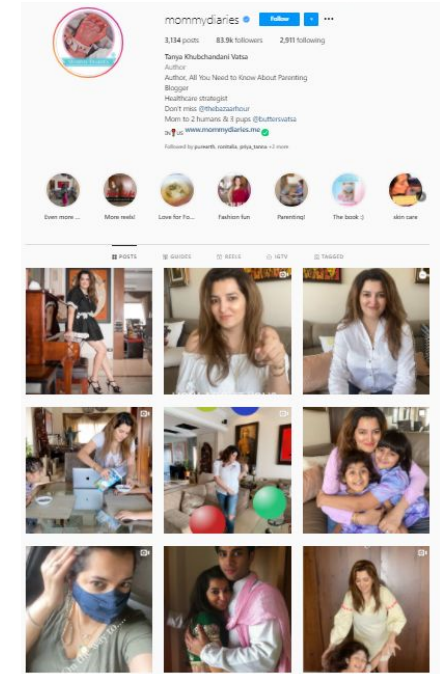
<https://www.instagram.com/myteenytot/>



Farha
58.2K Followers

Profile Link:

<https://www.instagram.com/mumfiesta/>



Tanya Khubchandani Vatsa
83.9K Followers

Profile Link:

https://www.instagram.com/mommydiaries/?utm_source=ig_embed

SOCIAL MEDIA - ADS



PLAN OF ACTION:

Objective: To create awareness about Nehru World School and our reach potential audience via Social Media Ads.

This is will help increase our brands' visibility on our social media handles amongst existing and potential clientele.

Primary Focus: SOV and Website Traffic (for more admissions)

Execution:

Step 1:

Boost all posts, posted on the feed with CTA – Book a visit/ To know more about NWS visit/Discover more, Visit Profile on Instagram, and Learn More for Brand Awareness and Website Traffic.

Step 2:

Create ad sets from the backend and promote content such as:

- Achievements of students
- Testimonials of parents/ students
- On campus activities
- Branded posts about NWS
- Insights and happenings at NWS (Annual or Sports Day/ Fiestas/ Competitions etc.)

Objectives




Allocated Budget



AD Set 1: Brand Awareness (Taking budget as Rs. 1,00,000)

Ad set name

Dynamic creative


Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)


Off

Budget & schedule

Budget

Daily budget INR

Actual amount spent per day may vary. 

Schedule 

Start date

Kolkata Time

End - Optional


Set an end date

Kolkata Time

[Show more options](#)

Audience

Define who you want to see your ads. [Learn more](#)

Create new audience **Use saved audience** 

NWS

Location:

India: Hauz Khas, New Delhi (+2 km), 46 Mayur Vihar Road, Delhi (+16 km) Delhi; Ghaziabad (+17 km), Noida (+17 km) Uttar Pradesh; New Delhi Delhi, Lajpat Nagar Delhi, New Friends Colony Delhi, Nizamuddin East Delhi, Green Park Delhi, South Extn Delhi, Nizamuddin West Delhi, East of Kailash Delhi, Saket Delhi

Age:


30-50


People who match:

Interests: Cars, School/University, Parenting, Shopping, Educational technology, Smartphones, Education, Bullying awareness, Local news, Staycation, Cooking, Parenting (magazine), Personal luxury car, Technology, Luxury vehicle, current affairs or Parenting styles, Parents: New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)


Audience definition

Your audience is defined.




Potential reach: 4,300,000 people 

Estimated daily results

Reach 

346K-1.0M



The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

AD Set 2: Reach (Taking budget as Rs. 1,00,000)

Ad set name

Page
Choose the Facebook Page that you want to promote.

Facebook Page

Dynamic creative

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)

Off

Budget & schedule

Budget

Daily budget ₹3,300.00 INR

Actual amount spent per day may vary.

Schedule

Start date

15/3/2021 09:00
Kolkata Time

End · Optional

Set an end date

31/3/2021 23:59

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience **Use saved audience**

NWS

Location:
India: Hauz Khas, New Delhi (+2 km), 46 Mayur Vihar Road, Delhi (+16 km) Delhi; Ghaziabad (+17 km), Noida (+17 km) Uttar Pradesh; New Delhi Delhi, Lajpat Nagar Delhi, New Friends Colony Delhi, Nizamuddin East Delhi, Green Park Delhi, South Extn Delhi, Nizamuddin West Delhi, East of Kailash Delhi, Saket Delhi

Age:
30-50

People who match:
Interests: Cars, School/University, Parenting, Shopping, Educational technology, Smartphones, Education, Bullying awareness, Local news, Staycation, Cooking, Parenting (magazine), Personal luxury car, Technology, Luxury vehicle, current affairs or Parenting styles, Parents: New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)

Edit

Audience definition

Your audience is defined.

Potential reach: 4,300,000 people

Estimated daily results

Reach **154K-445K**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

AD Set 3: Post Boosts

(Taking budget as Rs. 50,000)

Audience

Who should see your ad?

People you choose through targeting

NWS

NWS

#NWS

Audience details

Location India: Hauz Khas, New Delhi (+2 km), 46 Mayur Vihar Road, Delhi (+16 km) Delhi; Ghaziabad (+17 km), Noida (+17 km) Uttar Pradesh; New Delhi Delhi, Lajpat Nagar Delhi, New Friends Colony Delhi, Nizamuddin East Delhi, Green Park Delhi, South Extn Delhi, Nizamuddin West Delhi, East of Kailash Delhi, Saket Delhi

Age 30-50

People who match Interests: Parenting, Smartphones, Education, Bullying awareness, Cooking, Parenting (magazine), Technology, Parenting styles, Luxury vehicle, Personal luxury car, Staycation, School/University or Private school, Parents: New parents (0-12 months), Parents with toddlers (aged 1-2), Parents with pre-schoolers (3-5 years), Parents with adult children (aged 18-26) or Parents with pre-teens (aged 9-12)

NWS

NWS

[See All](#) [Create New](#)

Duration

Days 4 End date 14 Mar 2021

Run ad on a schedule

Total Budget


₹ 1,500.00

Ad preview

Digital Marketing Trends
Sponsored

Screens and children don't go together. Or they shouldn't, at any rate. Sign up for our community workshop to find out lovely, innovative ways in which you can keep your child engaged without giving them screen-time.

#PauseTheScreen #NehruWorldSchool #GiveThemTheWorld



NEHRUWORLDSCOOL.COM
Schools | Nehru World School Ghaziabad | Uttar

[See All Previews](#)

Estimated daily results

People reached 5K-14.4K

Link Clicks 106-307

Payment summary

Your ad will run for 4 days.

Total budget	₹1500.00 INR
Estimated tax	₹270.00 INR
Total amount	₹1770.00 INR

SCOPE OF WORK

SCOPE OF WORK

NWS
Social Media

SOCIAL MEDIA SCOPE OF WORK Posts By Socioar		
Platform	Scope Per Week	Scope Per Month
POSTS		
Facebook	6 posts per week	24 posts per month Mix of static creatives, carousel and video
Instagram	6 posts per week	24 posts per month Mix of static creatives, carousel and video
Instagram Stories	6 stories a week	24 posts per month Mix of static creatives, carousel and video
COVER PHOTO		
Facebook Cover Photo	-	1 cover photo per month

SCOPE OF WORK

NWS
Emailers

SOCIAL MEDIA SCOPE OF WORK Posts By Socioar		
Deliverables	Scope Per Month	Scope Per Month
POSTS		
Emailers	2 Newsletters per month	Emailers can be sent out through MailChimp or a pdf/html can be shared

SCOPE OF WORK

NWS
Social Media

PERFORMANCE REPORTING AND GROWTH ANALYTICS
<i>SOCIAL MEDIA AUDIENCE INTERACTION</i>
Daily Replying To Queries We Receive On Social Media Platforms With An Approved Template
<i>SOCIAL MEDIA PERFORMANCE REPORTING</i>
Fortnightly Performance Reporting- Shared on 1st and 15th of The Following Month For Previous Month

SCOPE OF WORK | SUMMARY

Platforms - Facebook & Instagram

- 6 organic posts a week on all platforms - 24 posts a month
- 6 creative stories a week - 24 stories a Month
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Email Marketing - 2 newsletters a month
- Dynamic posts creation - Gifs/Videos
- Post promotion of posts across platforms
- Includes ideation and creation of creatives and copy
- Art direction for photo and video shoots
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc
- Monitoring social media conversations and responding to the same
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc

SCOPE OF WORK | SUMMARY

AD CAMPAIGN MANAGEMENT - FACEBOOK & INSTAGRAM

- 4-6 social media ad campaigns a month, sub -campaigns for AB Testing
- Campaigns to include Traffic Ads with Book now CTAs
- A/B testing of content, audience and creatives
- Google Ads setup + management
- Report of ad campaign
- Images/Carousels/Video/Story

PRODUCTION

- Photoshoot
- Videography

COMMERCIALS

SCOPE OF WORK | SUMMARY

Monthly Retainer Commercials:

INR 1,10,000 per month (exclusive of taxes)

Social Media Ads cost

10% ads management fee will be charged on actual spends (exclusive of taxes)

INR 30,000/- Per Month (fixed upto INR 3,00,000 ad spends)

Production cost (Photography & Videography)

20% management fees will be charged on actuals (exclusive of taxes)

THANK YOU



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