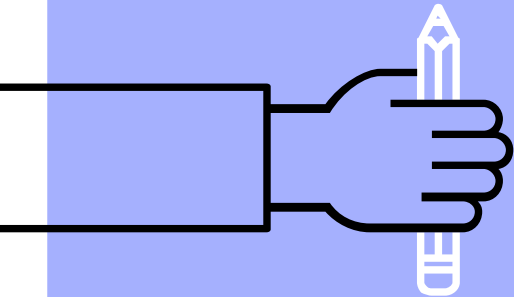
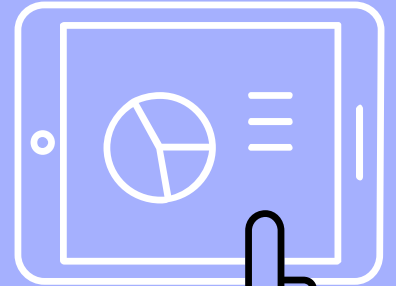
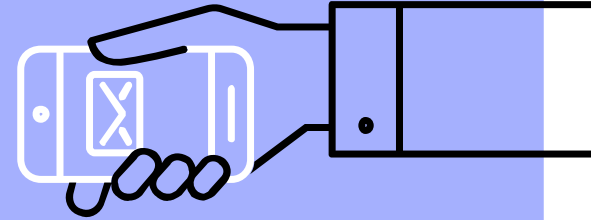


**WHY SHY?®**

It's Upto You!

Marketing Simplified. Branding Amplified.



# We are...

- ▶ Registered company with @, GSTIN and all legalities in place.
- ▶ A Full-service Digital Marketing Agency working closely with **Small Businesses, Daring Entrepreneurs & Established Brands.**
- ▶ A couple of young passionate minds set forth to form WhyShy to help you bridge the gap between **“what you are now, what you could be”**.
- ▶ Helping you redefine your **‘marketing paradigm’**, reach out and engage your target market.
- ▶ Giving businesses and entrepreneurs the freedom to take their growth to the next level.
- ▶ Delivering research based marketing solutions in an era where there are countless marketing channels evolving.

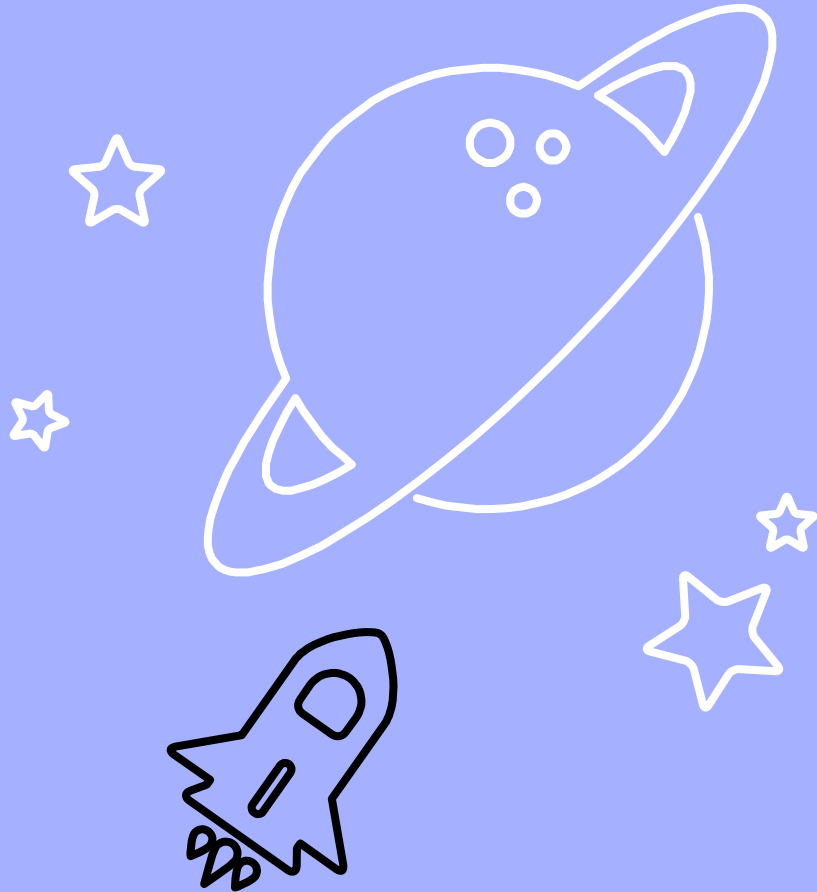


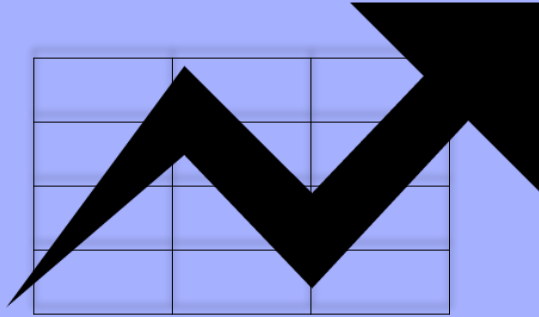
**WHY SHY?**  
It's upto you!

# BIG

on CONCEPT

Be it big ideas,  
lightning  
implementation or  
everlasting memorable  
engagement, we are  
not shy.





- Increase Your Market Share
- Track Measurable Results
- Your Brand Starts Here



OUR  
NOT SO  
SHY  
CLIENTS



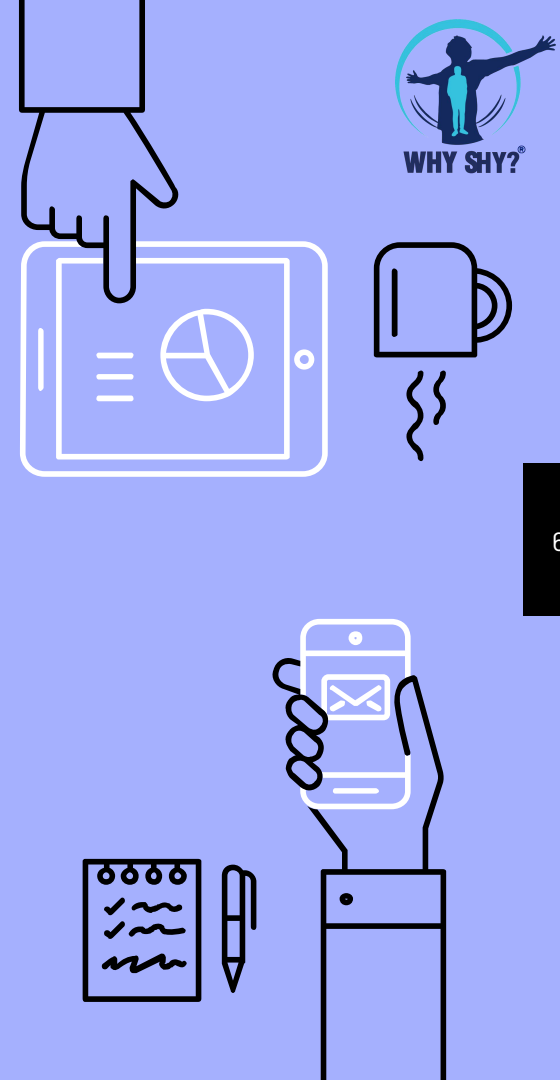
# Don't Be Shy!

## (Services)

Launch, Market & Grow

### Launch

- ▶ Brand Identity and Positioning
- ▶ Social Media & Offline Marketing Strategy
- ▶ Website Development
- ▶ Search Engine Optimization
- ▶ Campaign Conceptualization and Execution
- ▶ Research and Fact based Campaigns



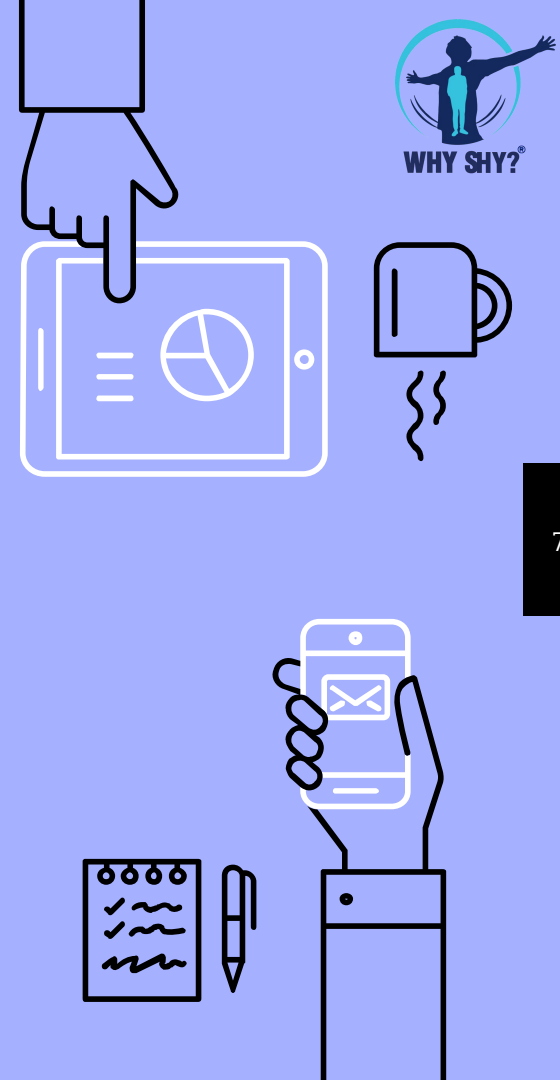
# Don't Be Shy!

## (Services)

Launch, Market & Grow

### Market

- ▶ Mascot Oriented Marketing
- ▶ Pay Per Click Campaigns (Google AdWords)
- ▶ Influencer Outreach and Activation
- ▶ Social Media & Offline Marketing Strategy & Execution
- ▶ Search Engine Optimization
- ▶ Photography and Videography



# Don't Be Shy!

## (Services)

### Launch, Market & Grow

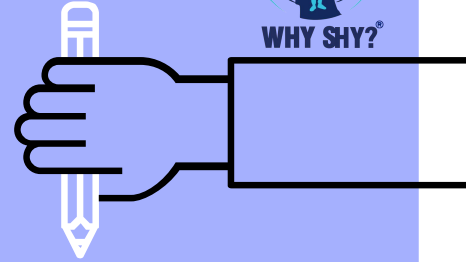
#### Grow

- ▶ Social Media & Offline Marketing Strategy & Execution
- ▶ Online Reputation Management & Crisis Communication
- ▶ Paid Marketing
- ▶ Analysis & Reports
- ▶ Strategic Support
- ▶ Blogging
- ▶ Virtual Reality based Marketing
- ▶ Artificial Intelligence based Marketing
- ▶ Alexa/ Google Home Skill Development

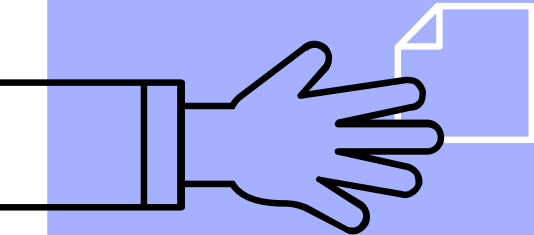




# Personal Branding



- Defining your big picture! Your dreams and aspirations
- Pursuing the things you love the most. That's where passion lies
- Tapping into values and playing to your strengths because that's what you are made up of
- Attending to your customers by organizing your offerings
- One in a million, just standing out!



# Don't Be Shy!

(Services)

## Production

### Visual Media

- ▶ Video Marketing Strategy
- ▶ Script Writing
- ▶ Video Production
- ▶ Video Editing
- ▶ Animation
- ▶ 2D & 3D Graphics



# Don't Be Shy!

## (Services)

### Production

#### Audio

- ▶ Music Production and Programming
- ▶ TVC & Radio Jingles
- ▶ BGM and Sound Design
- ▶ Voice Overs
- ▶ Audio Post Production and Editing
- ▶ Audio Mastering





# Core Strengths

Tailored Strategy

Creative and Technical Expertise

Dedicated Team

Custom Packages

Result Oriented Work

Progress Report



“

- ▶ *It has just been a pleasure working with these guys. Hope to keep getting the same services for years to come. 😊*  
**-Poonam Puri, Co-Founder, Gentlemen's Club**
- ▶ *I was just starting off with my business and Why Shy has come out with the perfect plan to market my organization, helping people in the process. Looking forward to working with them.*  
**-Sabyasachi Ghose, CEO, RACS Consulting**
- ▶ *WhyShy helped us take the next step and grow further. I am glad that WhyShy came along and showed me what could be done together as a team. Definitely a thumbs up.*  
**-Sanjay Jain, Managing Director, VBC Group**
- ▶ *Why Shy has produced amazing radio jingles with voice over for MNRE on solar rooftops and they were extremely professional and creative. Our entire team loved working with them.*  
**-Gireesh Balachandran, Managing Partner, OnPurpose**





# Not So Shy Team



**Aravind Menon**  
Co-Founder

An Alumnus of Birla Institute of Management and Technology, he has always worked with start-up's through out his career in Sales, Inside sales and Marketing roles.

Holding a degree in Computer Science from Amrita School of Engineering, he tries to bridge the gap between creativity and technology in the field of Marketing.

Co-Founder of Why Shy?, Aravind has a penchant for technology input in creating digital marketing solutions for clients. Aravind has made noteworthy contributions in many brand building/brand management activities for companies in the Real Estate, Oil and Paint industry throughout his academic career.



**Sonam Sharma**  
Co-Founder

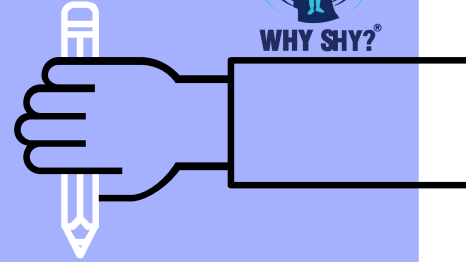
Sonam Sharma has worked in numerous creative fields, ranging from Copywriting to Social Media Marketing, from Graphic Design to Art with a background in Design & I.T. from England and English Literature from Delhi University. Specializing in Creative Marketing / Social Media Strategy, Copy writing, and Branding.

Co-Founder of Why Shy?, Sonam happens to be passionate about everything 'Art' and brings unique creativity to projects. Sonam is a certified learning facilitator for the differently-abled and was also one of the 20 women handpicked from India (2016) to be acknowledged for her contribution toward women empowerment at the prestigious 'Women in the World' summit held in association with New York Times. She has made noteworthy contributions in many Brand Building/ Brand Management/ ORM/ Digital Marketing Activations for companies like Microsoft, EMC, Apollo Tyres etc. apart from working closely with Hospitality, Fashion & Lifestyle clients.

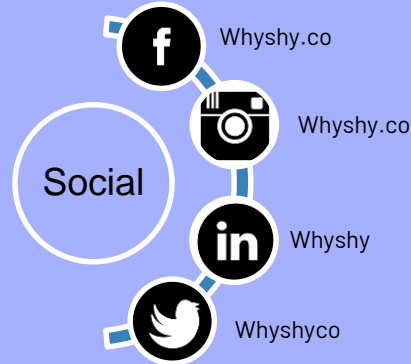
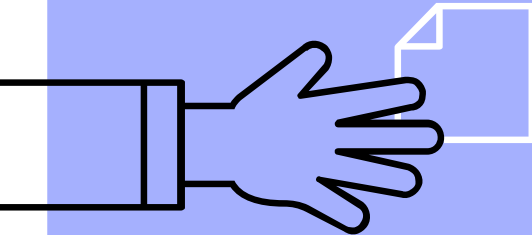
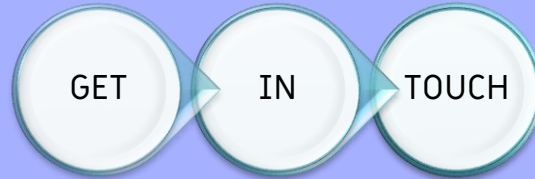
Sonam handles digital marketing activities for organizations like Sangeet Shyamla, Bluefish, Personal branding for Tina Walia – An Image Coach & Sharif D Ragnekar – An activist & Author



# Stop Shying Away...



OUR PROCESS IS EASY



Digitally yours,

[www.whyshy.co](http://www.whyshy.co)  
[menon@whyshy.co](mailto:menon@whyshy.co)

Call Aravind Menon on +91-9995390092



**WHY SHY?**<sup>®</sup>

[www.whyshy.co](http://www.whyshy.co)