

Himalayan Wanks

Portfolio

Creative. Effective. Dauntless

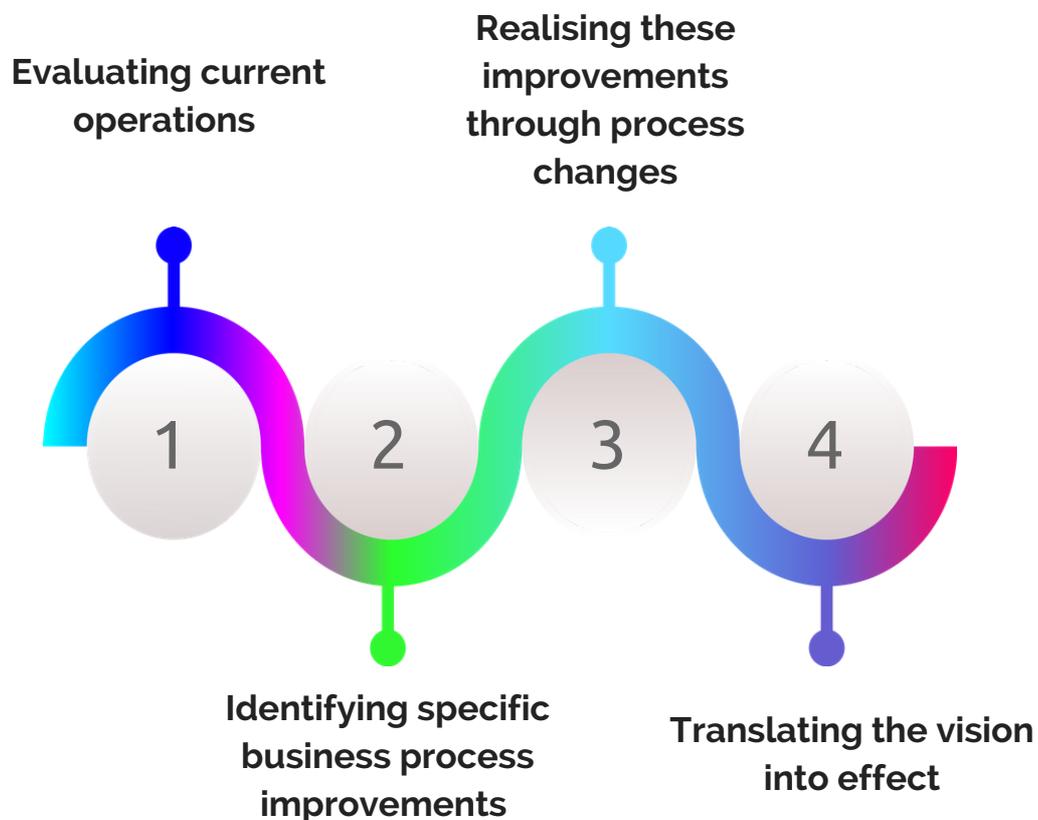
Save Paper. Avoid Printing

Clients

Team Himalayan Monks
has been involved with



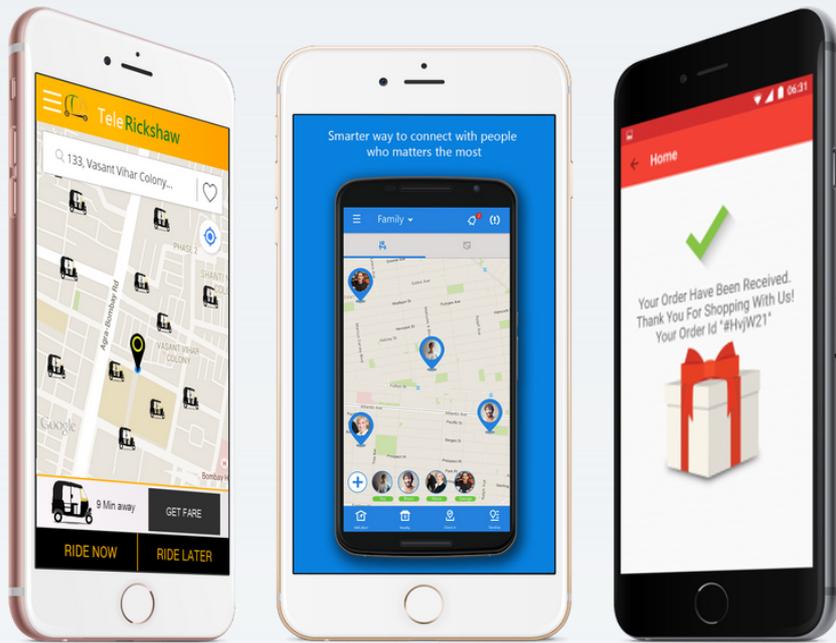
Because complex challenges needs complex problem solving



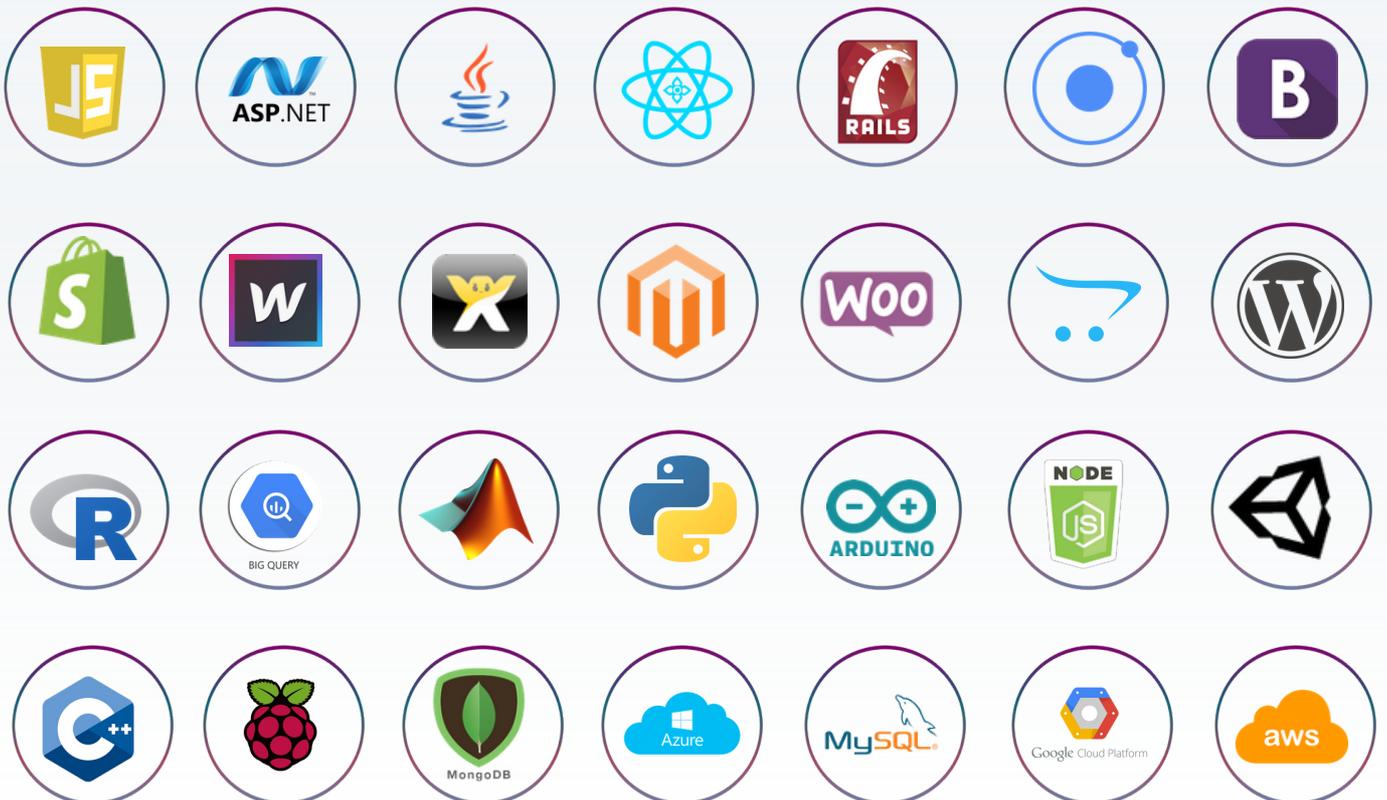
Design Thinking

Due to the current need of Brands to improve systems, processes and marketing programs to be more efficient and seamless, Himalayan Monks uses design research or design thinking research methodology to probe, assess and evaluate behaviours of targeted groups of people and translate that knowledge into meaningful information and systems designs in order to improve technology and marketing programs.

Because it takes a lot out of us to achieve



Horizons we cover



Bringing Internet to life



Case: Locate - Tracking those who matter the most

Often there is a need to strongly follow your loved ones for the purpose of their security. And, in the worst case scenario, you always try to make sure that the help reaches them on time as every second might count a lot.

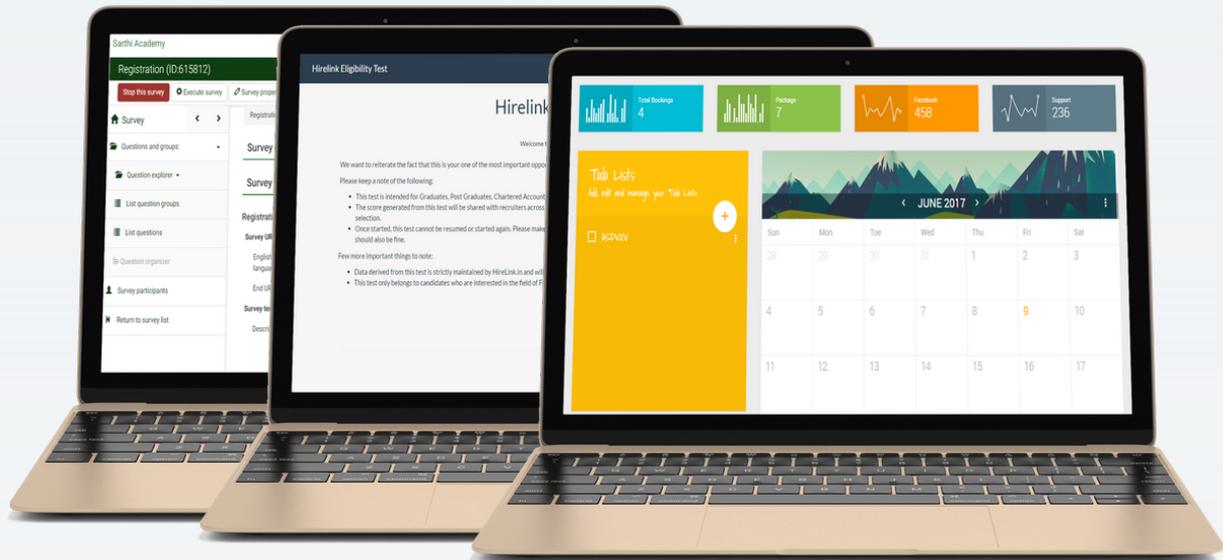
Locate is solving exactly all these solutions. This Android application allows you to:

- Keep a track of where your relatives are, in real time.
- Get notified in the case of emergency through "SOS" feature.
- A live and encrypted chat
- Add safe places

Taking this fundamental structure a level up, we came up with an application called "Locate ERP" which is designed for making the workforce super efficient.

Web applications

that look good and performs excellent



Case : Hirelink Testing Platform

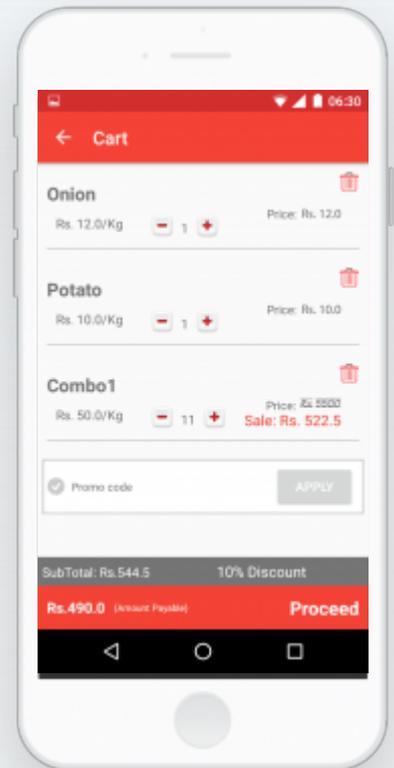
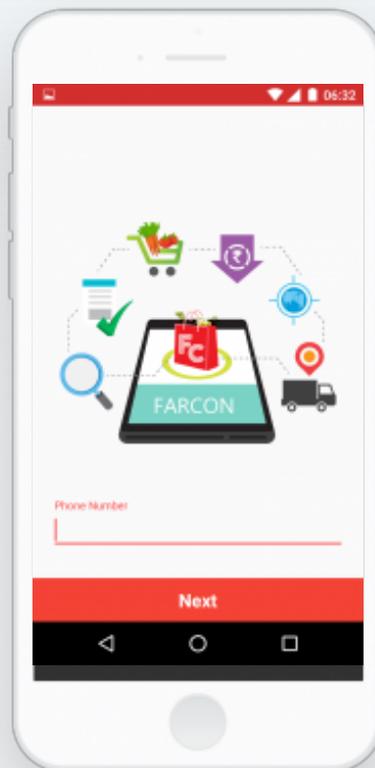
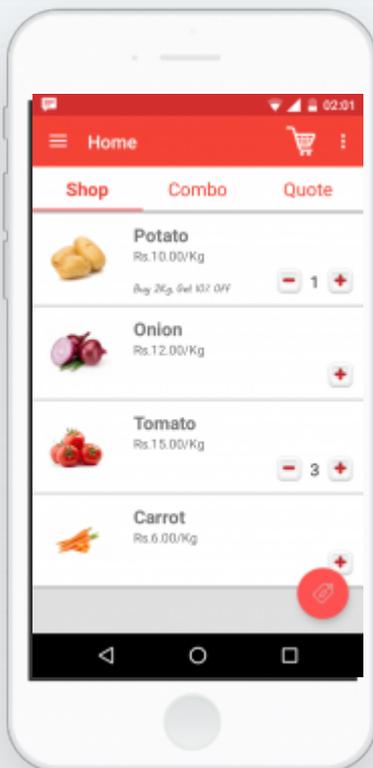
Hirelink testing platform is designed to cater a need of a self-evaluating platform which allows users across the globe to attempt test that covers a range of courses, question papers, and eligibility criteria. A key challenge was to come up with another solution which can help perform regular surveys, especially in a case when the company wanted all of it with a budget size of a slice.

While we decided to work on both the projects separately, it took us no time to realize that fundamentally, we can actually cut down the cost a big time and consolidate both the applications into one. Here is what it can do

- The platform is primarily developed in PHP and is crafted over intense logics so that the examine gets to see questions based on his previous responses.
- The platform supports up to 15 national and international languages.
- The data that can be recorded from this interface includes IP address to prevent repetitive responses.
- The platform allows the administrator to view the answers of the respondents, live.
- The platform can be further expanded to become a full-fledged survey platform. All the features offered by the competitors in the domain are natively present in the interface.

Keeping mobile above everything

Case :



Farcon is one of its kind mobile app that was originally based on selling groceries, vegetables and daily. Farcon app has been already developed for Android and will be soon coming to iOS.

The key features of farcon app includes ability to create customised discount coupons, ability to take bulk orders, easy of maintaining inventory and linking it with CRM, intuitive design, 128 bit SSL TLS encryptions.

Farcon is a scalable app. It is now used as an app that can be made available to multiple vendors. With the help of this business model, Farcon is now helping small vendors accomplish their dream of their mobile app.

What if I tell that the next mold is



your application

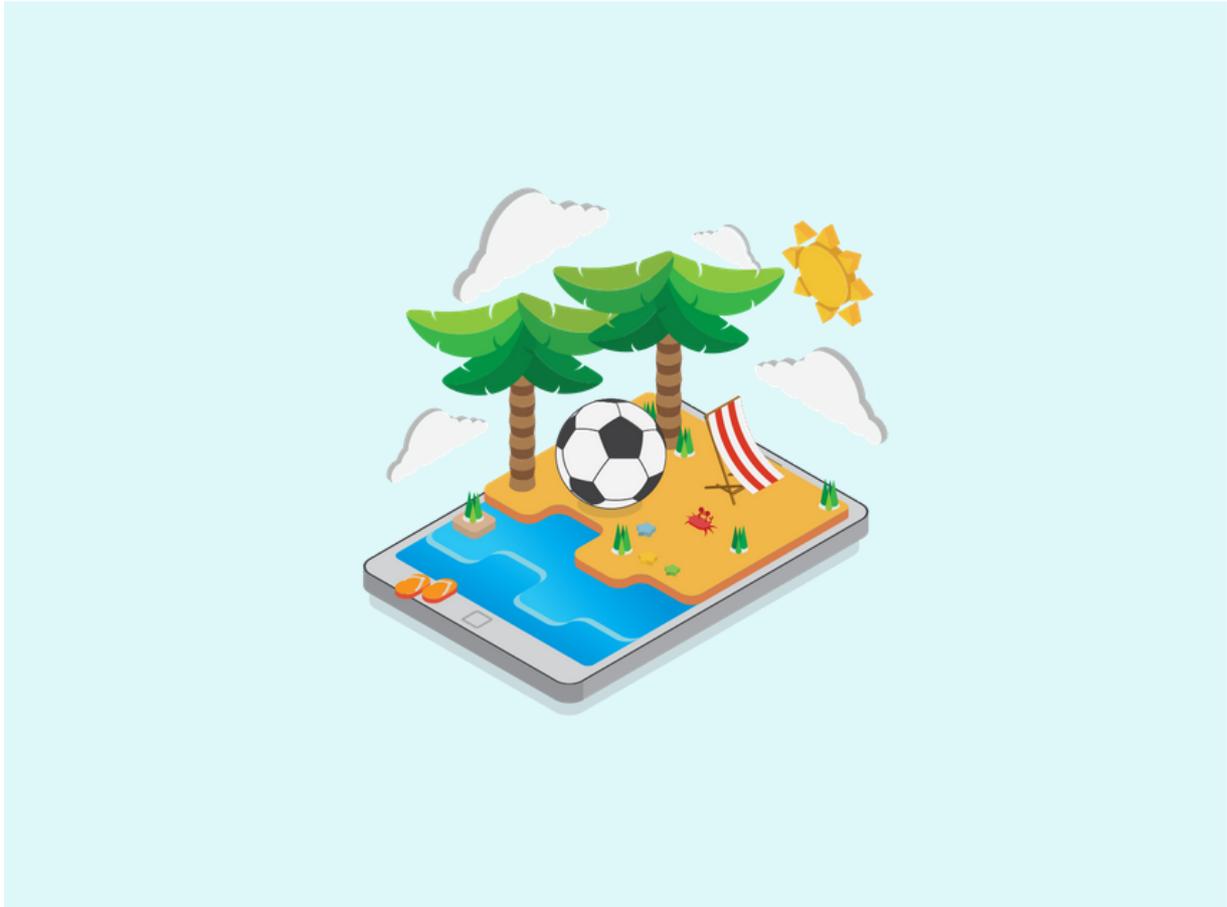
Himalayan Monks is proud to be associated with some of the most exciting technological products that are on offer to the world right now. Just to quote few, here are some of them:



Marketing Cases

when Ideas met Reality

We know that requirements can be custom



Both Online and Offline

Case:

BAJAJ | Allianz 

Bajaj Wanted to expand its reach in North India via sales partners. The challenge for Bajaj was to find a relevant audience that can be a part of extremely challenging yet rewarding Bajaj sales partners campaign.

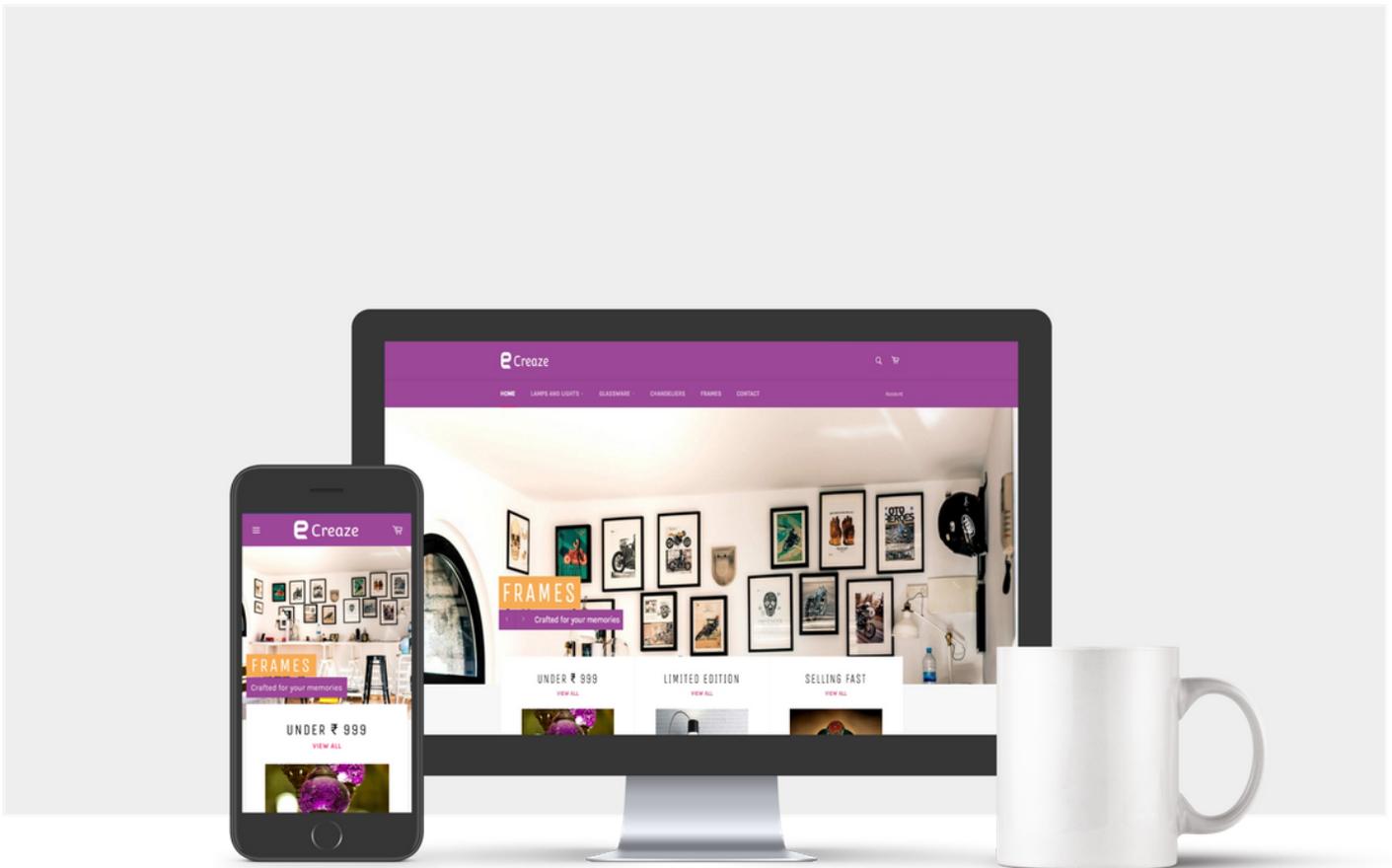
Himalayan monks partnered for bajaj with some of the third party agencies that already have a precooked audience and persuaded their target to be a part of their sales partners program. through digital media

The campaign had a lot to do with content. Himalayan Monks helped Bajaj in creating an offline events layout where effective pitches were delivered by executive level employees of Bajaj and by the local influencers.

This campaign has been a successful effort and the next step will be to take the offline initiative directly to the the tier 2,3,4 cities across India. The campaign will be one of its kind that Insurance Industry has ever seen.

When a small
Business goes

Big!



Story:



Creaze.me

The world of creativity

Important Links:

Website:

himnks.tk.creazewebsite

URL Shortner:

himnks.tk/creazeshortner

Official Facebook:

himnks.tk/creazefacebook

Official Instagram Page:

himnks.tk/instagrampage

Creaz.me today might have achieved a lot of buzz in its niche but there was a time when all these achievements looked no less than impossible.

Creaze.me is a small business based out of the city of Bangle, Firozabad and wanted to take its entire vertical online. Himalayan took this challenge over a compulsion of wafer-thin budget and today manages the native e-commerce store for the brand along with third party selling efforts, vendor management, social media management and analytics solutions.



*Sometimes
all you need
to be
is a*

Misfit

Case:



Hirelink is a consultant based in Delhi and specializes in hiring refined and quality professionals for the financial sector.

With wafer thin marketing budget, it was a demanding task for Hirelink to make a presence in the almost saturated consultancy business.

We saw this as a challenge and decided to work heavily on their ops., positioning strategy and technological advantages.

The modifications were then carried out in communication strategy and across social media. The changes also included partners management system.

We mean every single letter of the word

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Let an expert do the dirty work!

35+	₹ 100 Lac	24X7
Investment options	asset managed	Customer Support

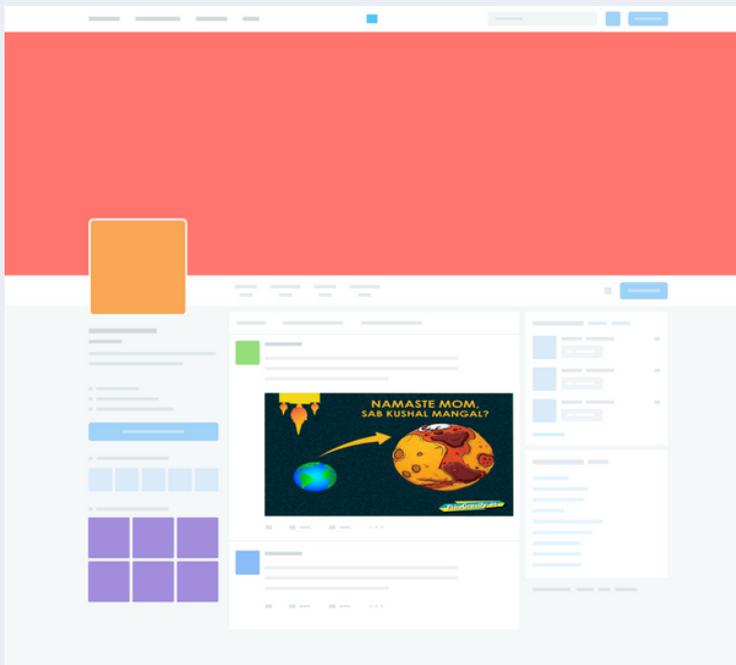
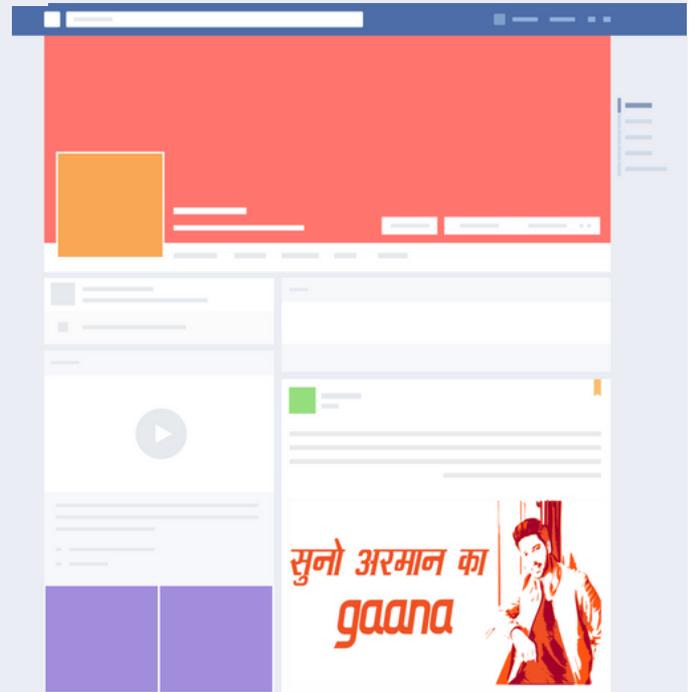
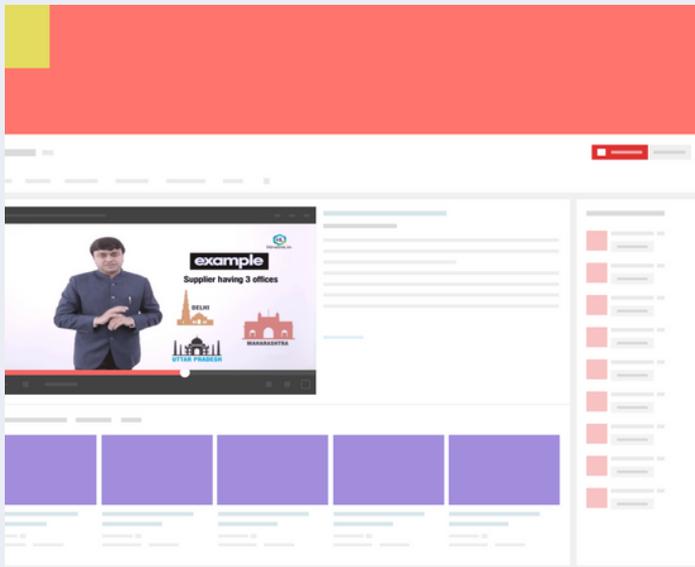
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D2-14, Shiv Durga Vihar, Faridabad, Haryana-121009
Email: support@mutualbazaar.com, Contact: +91- 7747747745
An independently managed brand name. Not subject to a legal entity



Creatives

Thanks to the think tank at Himalayan Monks, we have been creating creatives that are at par with some of the most viral marketing campaign created ever. Covering communications across media help us in achieving excellence in content delivery across 30+ Industries with maximum efficiency and minimum noise.

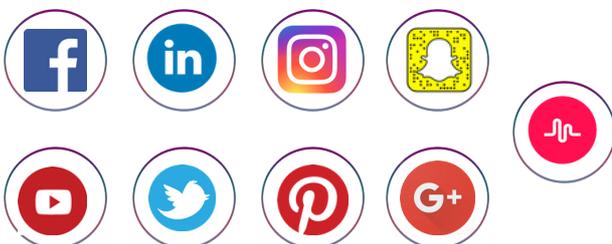
Copywriting Solutions at Himalayan Monks complement the efforts of the design team in such a way that in no possible way these efforts looks separable. Above is an example of a creative that we created for a budding FinTech startup Mutual Bazaar.



Social Media Handling

We see social much more than posting & commenting and leave no stones unturned in making social a long-term selling prospect.

Platforms we occasionally deal with:



Introducing IBM Watson™ as our official behaviours analytics tool





Himalayan Monks is committed towards bringing the best of the paid advertising solutions to our customers at one of the most cheapest available prices.

Most of our solutions are compatible enough to be projected across 150 countries across globe and can be reached to the audience across a wide spectrum of demography and behavioural characteristics which cannot be otherwise achieved by standard targeting practices.

Team at Himalayan Monks prefers a cross-platform targeting approach across all the listed platforms to achieve not only optimal conversations but better results.

Paid Advertising

Platforms we work with



The design is paramount at Himalayan Monks and is at the core of every business solution we provide. Tools listed below are few of many that our designers use more than often to solve complex business challenges, both for the digital and physical world.



Solving Design Challenges

UI/UX Samples

of many that
been delivered

Eventaloons

GusGus MEXICO

29 Aug

79 Going

124 Likes

Annual sports meet of the year 2015 organised by google

Amazing Events

REMIX CONTEST **BRYAN FERRY** LOVE IS THE DRUG

REMIX CONTEST **TENSSNAKE & JACQUES LU CONT** FEEL OF LOVE FEAT. JAME LITTLE

REMIX CONTEST **GARETH Emery** EYE OF THE STORM

Boyfriend
Justin Bieber

1:25 / 2:35

Selena Gomez

Slow Down

Good for you feat ASAP Rocky 3:39

Love you like a love song 3:15

The Heart wants what it wants 4:00

Come and get it 3:45

GET THE APP TODAY!

Fresh Vegetables

Bulk Orders

FREE DELIVERY

Fast and Free Home Delivery

Discount on Vegetables

- 01. Attendance Tracking**
This feature helps teachers track attendance of each student and is also used to view or mark the attendance according to the date. It is helpful in increasing Student Success Rate, simplify attendance taking.
- 02. Assessment Management**
Students or Teachers can view the exam dates as well as the timings. Moreover using this feature, admin can make the question papers of the exams accordingly.
- 03. Faculty/Staff Management**
The Faculty Management System comes with a lot of features including managing various information of faculties, managing timetable and others. With full control of their work and their involvement within the institutes, faculty can both be productive and game changing.
- 04. Student Information/Records**
This provides capabilities for registering students in courses, their parental info, documenting grading, transcripts, results of student tests and other assessment scores, building student schedules, tracking.
- 05. Parental Login**
Allow parents to stay connected with their child's school and know of their progress instantly. Provide unique login IDs for parents to log in. Parent can check the fee payments made and outstanding fees. They can also
- 06. Time Table Management**
This feature allows to generate time table for each class and section, administrator to assign the staff and subject to a particular time slot, manage the lunch break and other breaks as per your school rules, and make

LAMPS AND LIGHTS - WALL LAMPS

Buy Lights and Lamps for your home at reasonable prices only on creaze. me. Collection updated in May 2017. Free home Delivery and COD available.

Antique Design Frosted Glass Night Lamp (GoldenAntique) 01 WG Rs. 3,000 Rs. 2,500

Creaze Lantern Gold Antiq Wall lamp 06 Rs. 850

Creaze M Pati Night Lamp 002 Rs. 1,000 Rs. 600

Antique Design Frosted Glass Wall Lamp (Golden Antique) 02 GG Rs. 3,000 Rs. 2,500

Creaze 9 Fool Night Lamp001 Rs. 2,000

Creaze

FRAMES

Crafted for your memories

UNDER ₹ 999

LIMITED EDITION

SELLING FAST

FarCon

SHOP

Direct From Farmers

Potato (Aloo) 20₹ 17₹

Tomato (Tamatar) 55₹

Ladyfinger (Bhindi) 50₹

Lemon (Nimbu)

Cart

Smart Wallet

My Orders

Merchants

Communicate

Feedback

Refer & Earn

Visit Us

Project Specific Details

***Get in touch at
connect@himalayanmonks.com**

*Only Available under confidentiality clause.

Presence

N o t T o S c a l e



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New Delhi - 110001



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13, PNB Road
Sector 2, Vaishali
Ghaziabad (U.P)- 201010



Operations centre
35, Union Park,
Sion Tomboy Road,Chembur
Mumbai (M.H) - 400017



Creative Center
9, Shastri nagar,
Ajabpur Kalan
Dehradun (U.K)-263139



Development Center II
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Geeta Bhavan Square,
Indore (MP) - 452001



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Please read it

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Designed and Curated, with love and care, by

Anurag Khandewal

Product Head, Himalayan Monks

A Presentation by:

