



A presentation on  
**PROJECTS TODAY** | Market Intelligence



# INTRODUCTION

- ❑ **PROJECTS TODAY** is the most comprehensive and primarily researched depository of live projects in India, providing:
  - Business opportunities in the form of projects in the Manufacturing, Power, Building Infra, Transport Infra, Oil & Gas, Water, Mining sectors to the project fraternity viz. Project Vendors, Financiers, Contractors, Consultants, Architects, Media, Policy Makers and Project Promoters.
  - Latest developments of on-going projects in India, to subscribers on real-time basis.
  - Milestone-based project updates till completion; hence helps users in preparing and timing their action plans to tap business opportunities at the right time.
  - Project research through Primary, Secondary, Online & Offline sources to keep the database up-to-date; as much as possible.

*(More than 20,000 project promoters, government agencies, project lenders, executors were contacted in the last one year to find out the latest developments in the ongoing projects.)*

# India, a fastest growing economy

- ❑ India is expected to clock a GDP growth of 7.7 percent in FY19. Introduction of GST – One Nation, One Tax, is expected to push the GDP up by around 1.5 percent. As of March 2017, the GDP stood at USD 2.454 trillion.
- ❑ Under the NDA government, India's ease of doing business rank jumped from 137 in FY15 to 130 in FY16.
- ❑ India's Projex cycle, mostly peddled by the government agencies, is of late gaining momentum.
- ❑ The government is focusing on two things, reducing red-tapeism and putting in place the required infrastructure, because lack of adequate infrastructure is cited as one of the biggest hurdles project investors face in India.
- ❑ The government intends to spend a whopping Rs 3.96 trillion on Road and Rail infrastructure by 2022. Emphasis is also laid on building large size ports, airports and making the country less filthy. Rs 200 billion will be spent on cleaning the river Ganges.
- ❑ In short, this means emergence of huge business opportunities for companies who supply goods/services to new projects.

- ❑ **PROJECTS TODAY** | Market Intelligence (PMi) is an extended service of [www.projectstoday.com](http://www.projectstoday.com)
- ❑ PMi was launched in June 2014 to meet specific demands of the marketing divisions of companies targeting the project stakeholders. The main aim of PMi is to meet the marketing requirements of companies by first understanding their business and then setting up a tailor-made marketing support team for identification of those business leads (qualified opportunities) which can be cashed in readily.

## **PMI SERVICES**

- ❑ Lead generation (qualified opportunities)
- ❑ Targeted data list building/sanitizing
- ❑ Right footfalls at key prospect events
- ❑ Brand awareness & promotion

## **WHY PMI**

- Dedicated service to help companies increase their effective reach in the Indian projects market.
- Narrow the gap between marketing goals and sales achievements.
- Enhance sales pipeline.
- Provide a quantifiable return on investment (RoI).

## **WHAT DO WE DO**

- We invest in the right people so that we can turn raw data into actionable opportunities.
- Researchers and cutting edge systems work around the clock to process this information in real time.
- The result : qualified opportunities for you.

But that's just part of the story of what we do. We are always thinking about new ways to increase your growth and drive performance. That's why we are critical to companies who cater to the projects sector

# BENEFITS

- Consistent access to most current, accurate and reliable information (qualified & actionable opportunities)
- Keeps your projects lead funnel intact
- Helps to reach out to the prospective projects in the early stage to stay ahead of competition.
- Dedicated team assigned to every client
- No hassles of creating and retaining in-house team for market intelligence
- Invest only in what is relevant for your business
- No hassles of creating and retaining in-house team for market intelligence
- Default brand awareness and promotion



# WHY PROJECTS TODAY?



# Key offerings

- ❑ India's largest database : 62,000+ live projects
- ❑ New Projects addition: 700+ per month
- ❑ Project Tenders: 3,000 per month
- ❑ Project Contracts Bagged: Domestic & Overseas by Indian companies
- ❑ Industry and State news
- ❑ Investment Statistics
- ❑ Industry and State policies

# Convenient & User Friendly

- Weekly projects email alerts: On projects of your choice
- Weekly tenders email alerts: On project tenders of your choice
- Daily Newsletter: Customized as per your requirements
- Contact details: Of key decision makers in projects
- WorkSpace: To store projects of your choice for daily reference
- User-friendly data search parameters: by project name, industry, location, project cost, promoter, project stage, type, project milestones, etc.
- Multiple login access; access anytime, anywhere
- Data API: Transfer of client specified projects data from our Server to your Server (CRM) on real time basis.
- Helpdesk to respond to users project-related queries.

# Benefits

- Continuous access to current, accurate and reliable information
- Keeps your future projects lead funnel intact.
- Helps to reach out to the prospective projects in the early stage to stay ahead of competition.
- No hassles of creating and retaining in-house team for project intelligence
- Brand awareness and promotion opportunities

# Specialized offerings



**Data API**



**Market Intelligence**



**KPO**



**Digital Marketing**



**DMS**



**Corporate Training**

# Project information partner for 2500+ leading corporations and institutions



# THANKS!



The eagle eye has five times more receptor cells than a human's  
and can spot prey two miles away.

At Projects Today, We too are sharp enough to spot opportunity from afar.

So you can be accurate in your inferences.  
And have the insight to see what others cannot.