

CONNECTING BRANDS TO AUDIENCES

MARKETING  
**PORTFOLIO**

# INDUSTRY

## **E-COMMERCE**

Campaigns for online retailers across Meta, TikTok, and Google

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## **HEALTHCARE**

Web and digital for clinics, wellness brands, and healthcare providers

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## **EDUCATION**

CRM flows, lead ads, and content for institutions and academies.

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## **RETAIL & LIFESTYLE**

Campaigns for fashion, beauty, and consumer lifestyle brands

## **HOSPITALITY & LEISURE**

Marketing for tour operators, resorts, and destination brands

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## **FOOD & BEVERAGE**

F&B launches, packaging, and performance marketing.

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## **MANUFACTURING & ENERGY**

Branding, digital presence, and B2B marketing - build credibility, and generate leads.

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## **CORPORATE & B2B SERVICES**

Digital strategy for service providers

# CONNECTING BRANDS TO AUDIENCES - STRATEGICALLY AND CREATIVELY

## MARKETING STRATEGY & PLANNING

Build clear, actionable roadmaps - from brand positioning to campaign timelines - tailored to align with your goals and drive results.

## BRAND MESSAGING & STORYTELLING

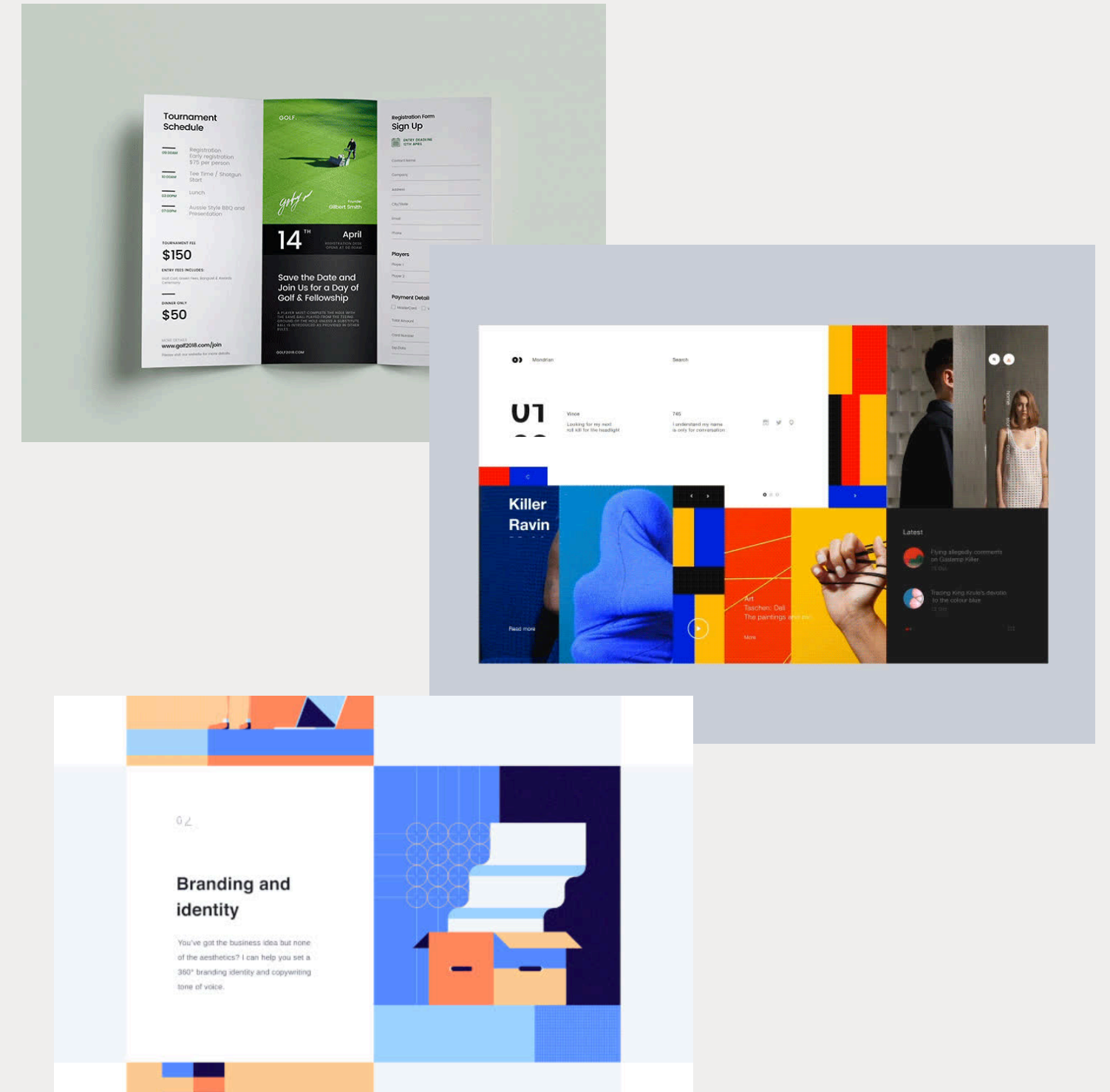
Craft messaging that resonates - from taglines to brand voice - building lasting connections and strong brand identity.

## CONTENT & SOCIAL MEDIA

From visuals to videos, create platform-ready content designed to engage audiences and perform across every screen.

## DIGITAL CAMPAIGN EXECUTION

Run paid ads, email campaigns, and influencer activations - focused on measurable growth across Meta, Google, Programmatic, and more.



## From Traditional Tactics to Digital Excellence



DATA-DRIVEN MARKETING SOLUTIONS  
DATA DRIVES DECISIONS. DECISIONS DRIVE GROWTH



**Client Objectives**

Define business goals and success metrics.

**Market Insights**

Understand audiences and trends through data.

**Strategy Development**

Build plans aligned with data and growth priorities.

**Creative Execution**

Deliver tailored content and visuals with purpose.

**Performance Tracking**

Monitor key KPIs across platforms in real time.

**Growth Optimization**

Refine campaigns continuously to scale results.

## Understand the User

Research audience needs, pain points, and digital behaviors to uncover actionable insights.

- **Goal:** Build empathy and define what truly matters to your target users.

CUSTOMER NEEDS

## Align with Business Goals

Map user needs to your business objectives, KPIs, and growth priorities.

- **Goal:** Ensure every touchpoint supports conversion, retention, and brand value.

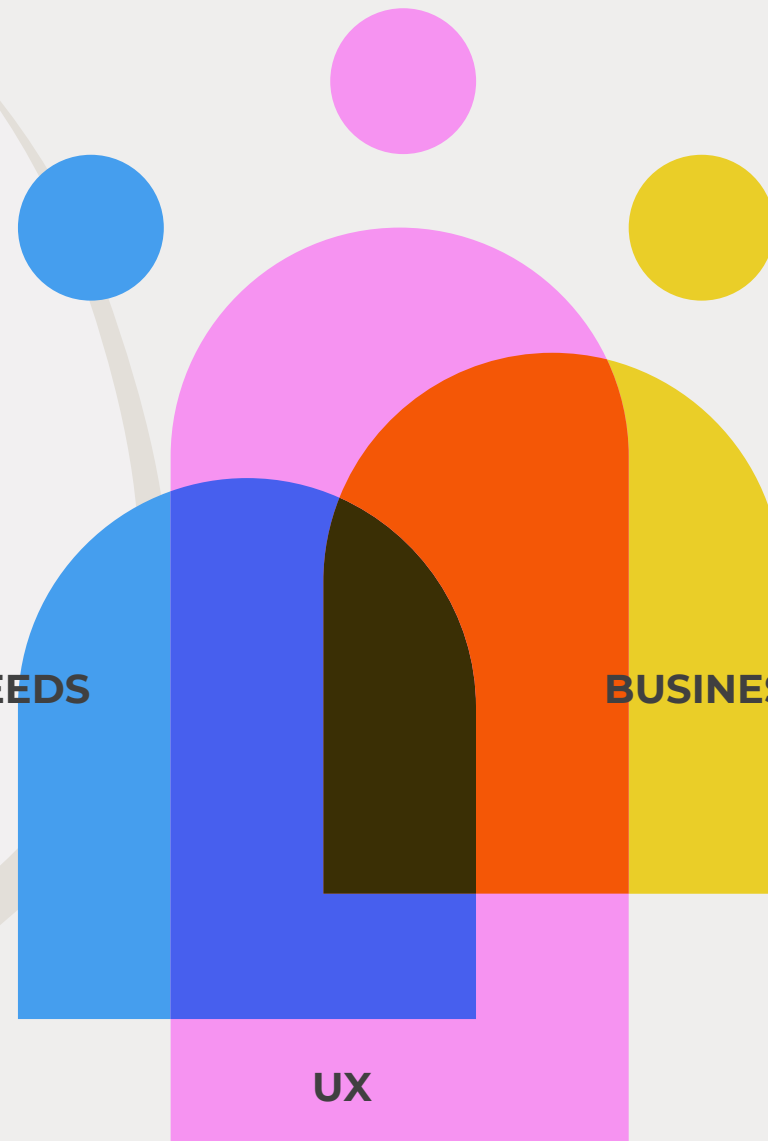
BUSINESS GOALS

UX

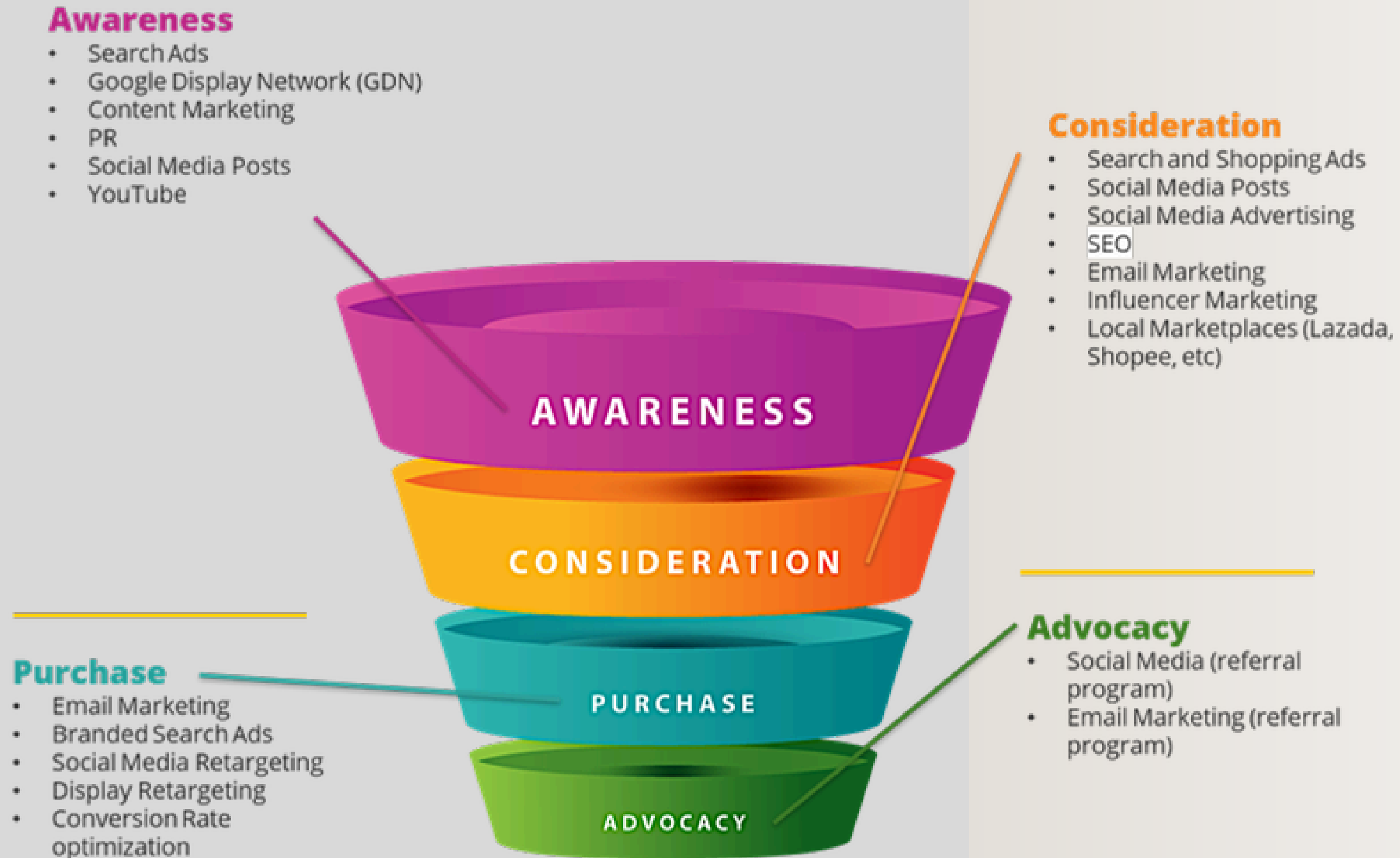
## Design for Experience

Craft seamless journeys, content, and creative that deliver value to both the brand and the user.

**Goal:** Engage, convert, and retain through data-informed, user-first storytelling.



# DIGITAL STRATEGY & THE CUSTOMER JOURNEY



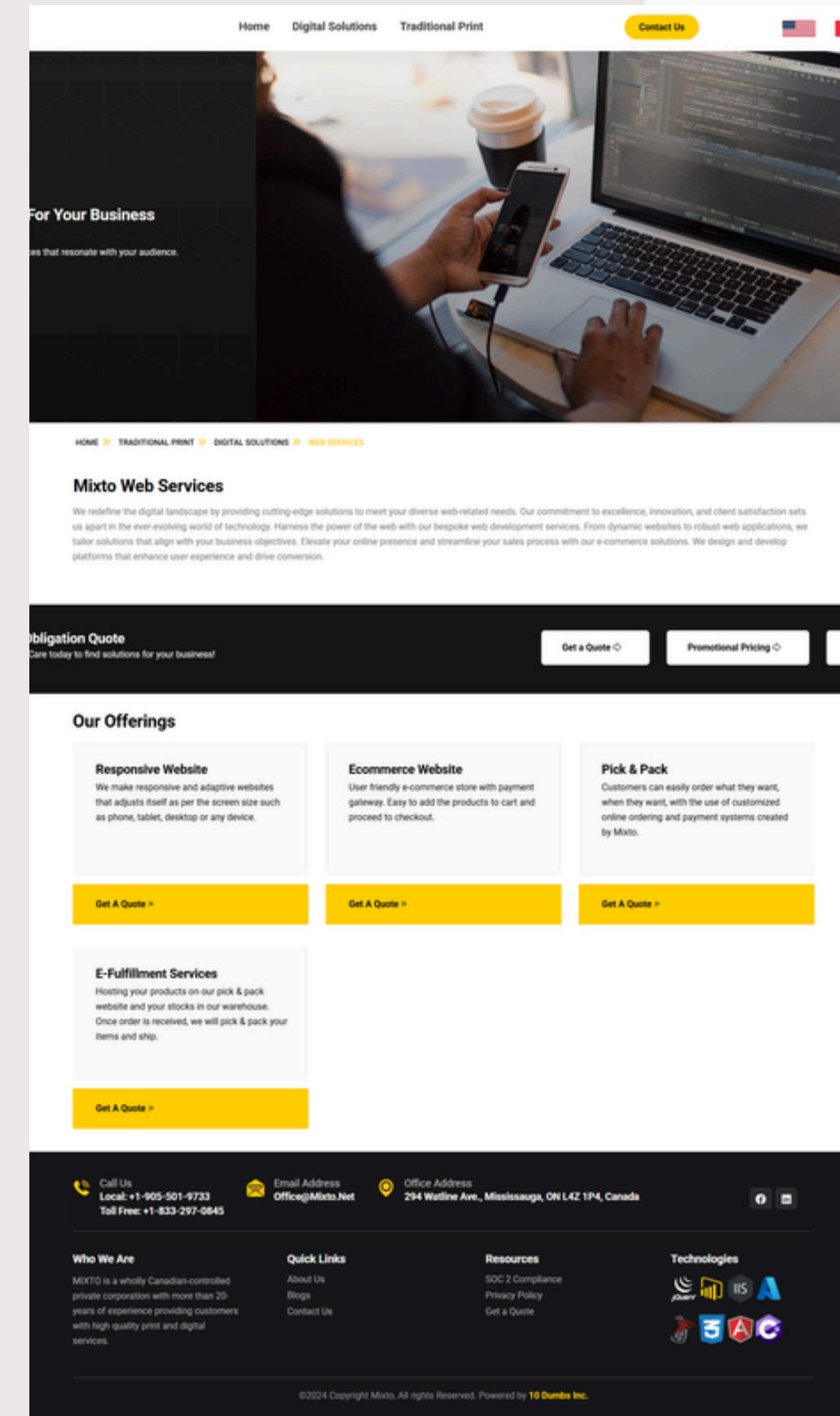
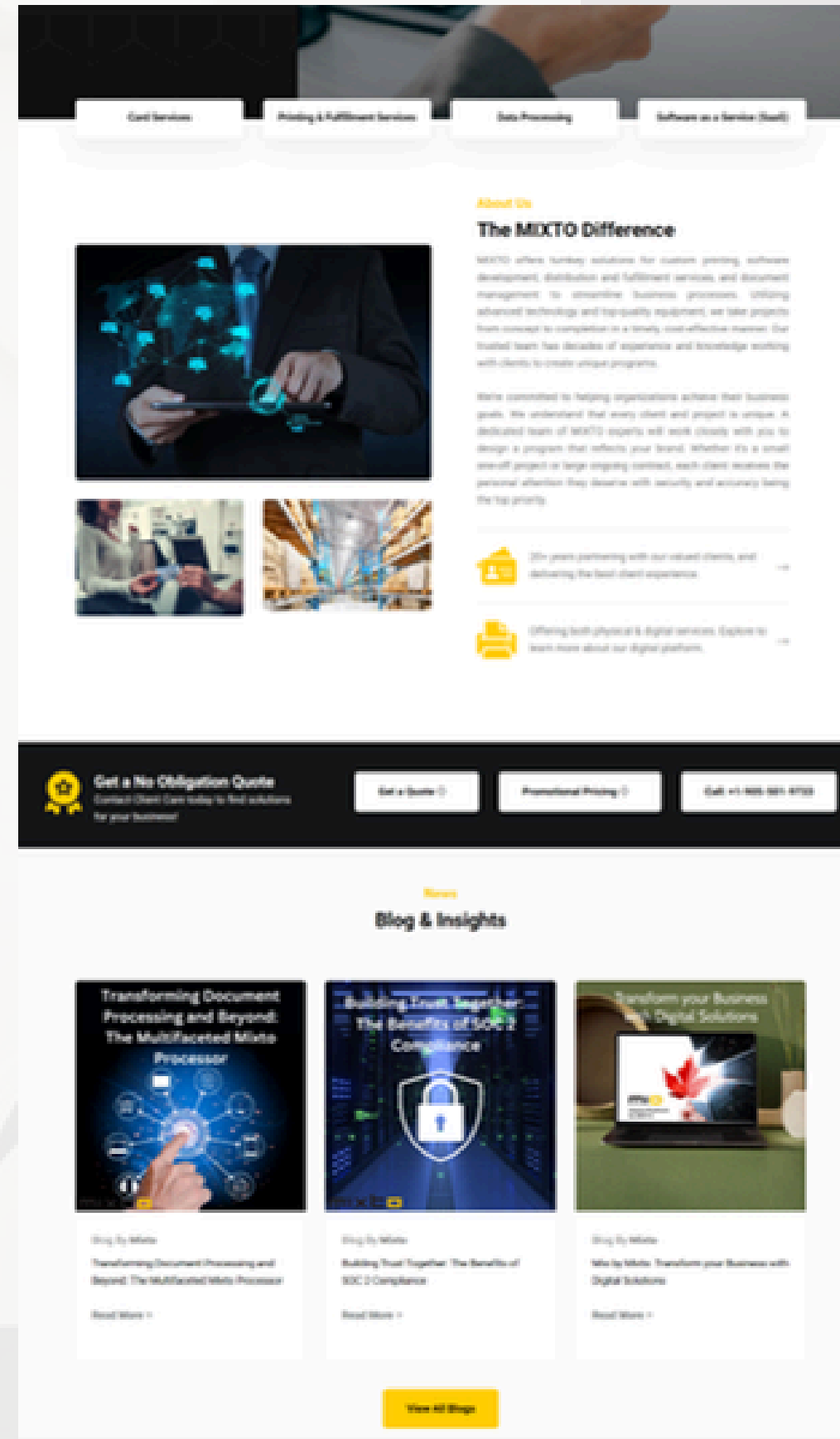
A person wearing a light blue long-sleeved shirt and blue jeans is standing at a desk. They are looking at a laptop screen. On the desk, there is a blue folder, a pair of glasses, a pen, and an open book. The person is wearing a watch and a bracelet. The background is blurred, showing other people in a workspace.

**PAST WORK**

# WEBSITE & APP DESIGN + DEVELOPMENT FROM VISION TO LAUNCH — DESIGNED TO PERFORM

## Printing, SaaS, Technology Company, Canada

Visit Website Mixto




# WEBSITE & APP DESIGN + DEVELOPMENT FROM VISION TO LAUNCH — DESIGNED TO PERFORM

## Laboratories / Pharma Company Website

[Visit Website Galpha](#)

### Leading Manufacturing Company of Pharmaceutical Formulations


[EXPLORE](#)  
[OUR PRODUCTS](#)



#### Galpha Strengths

### Manufacturing Facilities, Exports & Products


Galpha is proud of its strong international presence in regulated and emerging pharmaceutical markets. The company continues to follow a promising path by strategically expanding its business, strengthening its manufacturing facilities, and enhancing the capabilities of the entire organisation.



#### Manufacturing

Galpha's Baddi Unit 1 is a huge manufacturing facility having different product lines.


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#### Products

Presently Galpha Laboratories Limited cover a vast catalogue of products.

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#### Exports

We pride ourselves on having a strong international presence.

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### Life at Galpha

Galpha is an excellent place to burgeon one's career. With great work culture and good work-life balance, we are a highly motivated team imbued with positive energy.

[EXPLORE](#)


#### ABOUT Galpha Laboratories Limited

### The Leading Manufacturing & Marketing Company Of Pharmaceutical Formulations.

Galpha is proud of its strong international presence in regulated and emerging pharmaceutical markets. The company continues to follow a promising path by strategically expanding its business, strengthening its manufacturing facilities, and enhancing the capabilities of the entire organisation. We also aim to boost our revenues by exploring opportunities in the untapped healthcare markets, and working with our business partners worldwide.


**Our Businesses:**

- Galpha Pharma
- Exports
- Ecogen



### Affordable Medicines For All

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### Quality At Galpha

The ultimate goal of "QUALITY" is achieved by our principles, values, and compliance.

#### Galpha Philosophy

Our "QUALITY" philosophy is a synthesis of world guidelines, laws, regulations and best human requirements, enabling us to cater to all our customers' needs.

#### Foremost Mission

This "QUALITY" is the foremost mission for all our departments, from R&D to quality assurance.

#### Designed & Documented System


The "QUALITY" at Galpha is a properly designed and documented system driven by our workforce and management. Every product manufactured adheres to Quality, Purity, Safety, Efficacy, and Stability.

[Explore Our Quality Procedures](#)

#### NEW BLOGS

### Latest News


Stay updated about the most recent achievements, awards and recognitions of Galpha. Know more about the latest industry news.



#### CPHI Event

Galpha at CPHI Barcelona in year 2021.


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#### Company Of The Year

Galpha receives company of the year & Brand of the year award from ANACS.

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#### Receives EU GMP Approval


Galpha receives EU GMP approval for its Baddi Plant, which is the great achievement.

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#### Reach Us

1800-228-911

Toll-Free Number



#### Quick Links

- Products
- About Us
- CEO's Message
- Board of Director's
- Quality

#### Quick Links

- Life at Galpha
- Careers
- Contact Us
- Exports
- Ecogen

#### Contact Us

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[info@galpha.com](mailto:info@galpha.com)

# WEBSITE & APP DESIGN + DEVELOPMENT FROM VISION TO LAUNCH — DESIGNED TO PERFORM

## Blockchain Website

Visit Website Xooa

**Build Loyal Communities Powered By Digital Ownership & Story-Telling**

Who is Xooa?

- We make web3 app development easy**  
Whether you're a Web2 or traditional dev, Xooa abstracts the complexities of blockchain and empowers you to experiment, test, and go live with a range of innovative use cases.
- We are merging web2 and web3**  
With an easy-to-use UI and features like challenges, climate collectibles, card/coupon payments, and content in non-transferable wallets, Xooa has features that appeal to all audiences.
- We are fixated on the future**  
Xooa is an established blockchain player founded in 2017 (parent by blockchain standards), but we're forward-thinking and always adding new features. As a full platform, we enable you to adopt any of our innovative features.

**Xooa**

Xooa supports both marketing and monetization use cases that maximize consumer engagement, value, and emotional connection to your brand.

**Our Offerings**

- Digital Collectibles**  
Offer your customers digital collectibles that will always retain their value.
- Community Marketplace**  
Host your own branded marketplace where community members can buy, sell, and trade their collectibles.
- Gamification & Experiences**  
Create challenges for users or reward projects that increase loyalty and ability to bring all digital ownership.

**Better Apps, Better Outcomes**

- Get to Market Fast
- Stay True With Innovation
- Improved End User Experience
- Enhanced Utility for Collectors

**Promote Your Brand In A New Way**

NFTs offer a brand new, versatile way to contribute to your brand's consumer interactions and storytelling elements. Every brand should consider adopting NFTs as part of an effective marketing strategy because they increase brand affinity without cannibalizing on other areas of business. With Xooa, even the most hesitant IP owners can dip their toes into NFTs before diving in. Once you're ready to make the jump, Xooa will provide you the tools to build a marketplace that empowers you to own the branding and the collector relationship.

**Increase Brand Affinity With NFTs**

NFTs generate unique opportunities for companies to build brand awareness and encourage consumer interaction through innovative and compelling brand experiences. Brands can employ NFTs to increase brand affinity with several mutually inclusive types of use cases:

- OPERATOR-MINTED NFTS**  
NFTs can be used by brands as a means of indirectly increasing revenue and driving consumer engagement to other areas of your business. You can engage with customers by offering free NFTs for digital or physical goods purchases. Or perhaps you can offer a deeper customer journey by enabling users to earn loyalty points for brand engagement that can then be used to purchase or trade for NFTs.  
With operator-minted NFT use cases, you can drive fresh interest toward your brand and products.
- USER-MINTED NFTS**  
With Xooa, brands can run a user-generated content marketplace that enables them to own the creator relationship. Pre-defined roles - including a Moderator who deletes NFTs/blacklists offending users, and a Curator who selects submissions for minting/whitelists creators - enable you to begin your NFT journey with an existing workflow that can be customized to fit your needs.  
With user-minted NFT use cases, you can engage with your brand's community by giving them the tools to create content.

**Use Cases Powered by Xooa**

Xooa provides you with a comprehensive platform and resources to create valuable, integrated experiences for your customers.

- Offer free NFTs for digital or physical goods purchases
- User-generated content marketplace where users lead the experience
- Users earn loyalty points that can then be used to purchase NFTs
- QR code or shipping cart integration
- Social media driven NFT giveaways
- Xooa provides tools for brands to experiment + innovate with NFTs

**Interested in innovating with NFTs?**

Click Here

# WEBSITE & APP DESIGN + DEVELOPMENT FROM VISION TO LAUNCH — DESIGNED TO PERFORM

Canada Venture Capitalist

[Visit Website McRock](#)



# WEBSITE & APP DESIGN + DEVELOPMENT FROM VISION TO LAUNCH — DESIGNED TO PERFORM

## Corporate Website MNC

Visit Website TaxLegal

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**Your Trusted Partner for Taxation and Litigation Services.**  
Specializing in Tax Litigation, Appeals, Search and Seizure Cases, Off Litigation, GST Litigation, GST Criminal Court Cases, and Off Arrest Matters.  
TaxLegal is committed to providing comprehensive and reliable solutions.

**CONTACT US**

### Who We Are

**Trusted Business Consulting Service Provider**

Established in 1996, TaxLegal boasts over two decades of experience in the Accounts and Taxation domain, earning recognition as the most preferred and trusted consultancy in the field. We provide a comprehensive suite of services, encompassing Company Formation, Statutory Registrations, Society and Charitable Trust Registrations, ROC Matters, Insolvency Services, Accounts & Legal Affairs, Accounting Services, Financial Reporting, Payroll Management, Audit Services, Statutory and Corporate Compliances, MCA Matters, Tax Advisory (Direct and Indirect Tax Planning, Tax Litigation, and Representation in Tax Criminal Cases).

TaxLegal has consistently delivered exceptional business value and a strong value proposition to clients through its services. We've partnered with over a thousand businesses, aiding in their successful establishment and operation by offering a range of tailored, need-based services. Our expert team specializes in customizing streamlined processes to meet the specific needs of your business.

**READ MORE**

**25+** Years of Practice

**150+** Years of Combined Practice

**57000** Happy Clients

**Let's Get Started**

**Let's Get Started**

**Let's Get Started**

Let's Get Started

Let's Get Started

**TaxLEGAL** Home Services About Us Why Us Our Clients Testimonial Tax Calculator Contact Us

**All Services**

### Our Services

**Service We Offer**

We provide a comprehensive suite of services, encompassing Company Formation, Statutory Registrations, Society and Charitable Trust Registrations, ROC Matters, Insolvency Services, Accounts & Legal Affairs, Accounting Services, Financial Reporting, Payroll Management, Audit Services, Statutory and Corporate Compliances, MCA Matters, Tax Advisory, Direct and Indirect Tax Planning, Tax Litigation, and Representation in Tax Criminal Cases.

Our mission is to ensure that all your financial, accounting and taxation needs are met with precision, proficiency, and a commitment to maintaining the highest standards of integrity and professionalism.

- New Company Formation**
  - Registration
  - Partnership Firm Registration
  - OP Registration under Companies Act
  - Single Company Registration
  - Private Company Registration
  - Trust Registration under Section 8 Companies Registration Act
- Registration**
  - MSME Registration
  - Tan Registration
  - GST Registration
  - FSSAI Registration
  - Import Export Code
  - Digital Signature
  - Trading License
  - Trade License
  - Professional Tax
- Accounts & Audit**
  - Accounts Outsourcing
  - Statutory Compliance
  - Company Accounting
  - Income Tax Return
  - Compliance as per Government Norms
- Direct Taxation**
  - Income Tax
  - Tan Number Registration
  - Filing of Returns of Income Tax, TDS
  - Assessment & Audit
  - Working with Government Authorities
  - Capital Gains
- Indirect Taxation**
  - GST
  - Pre Implementation Support
  - Import Duties
  - Excise & Registration
  - Refunds and Formulas
  - Advisory and Compliance
  - Opinion on Cases
  - GST Audit
  - Assessment & Litigation
- Assessment & Litigation**
  - Income Tax Appeal and Assessment
  - GST Appeal and Assessment
  - OP Appeal and Assessment
- Corporate Compliance**
  - Register office changes
  - Add Director
  - Remove Director
  - Increase Authorized Capital
  - Share Transfer
  - WTR Amendment
  - Shedding up company
  - Shedding up OP
- Payroll Compliance**
  - Payroll
  - PF Registration
  - PF Return Filing
  - ESI Registration
  - ESI Return Filing

**Let's Get Started**

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### Our Offerings

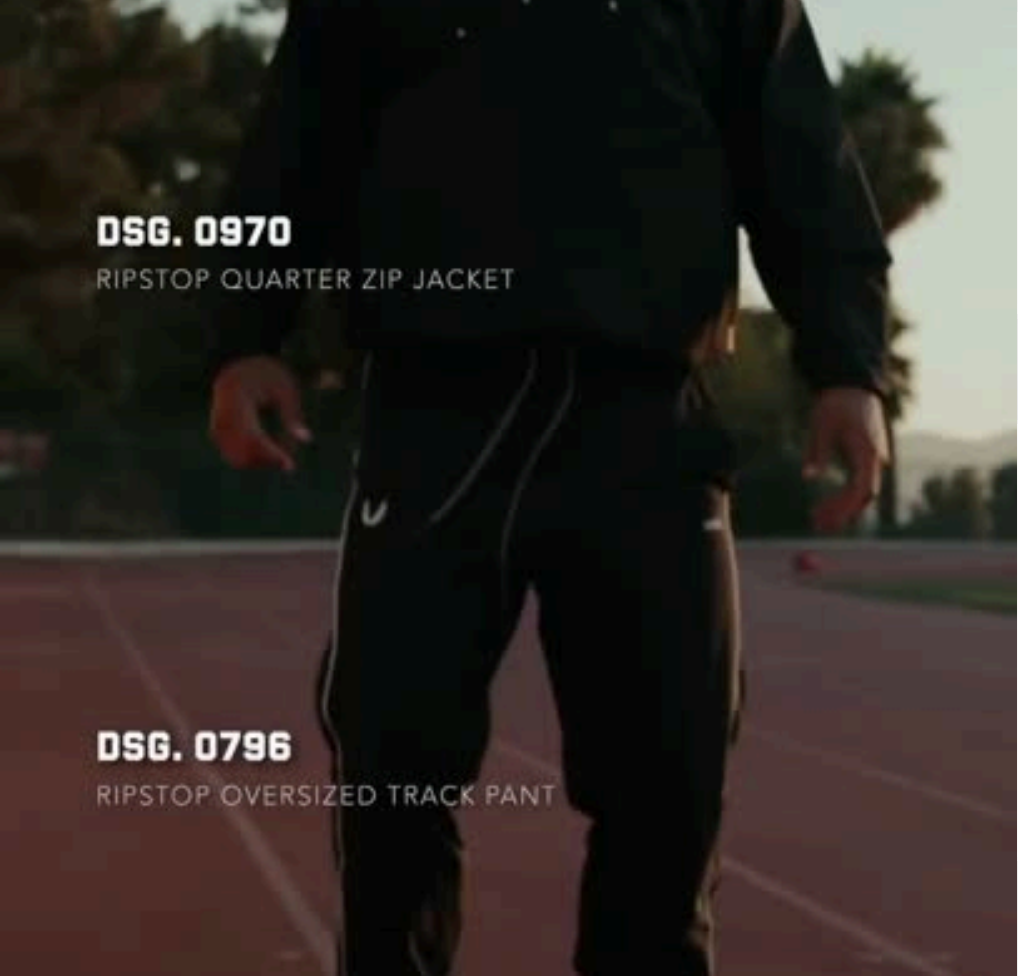
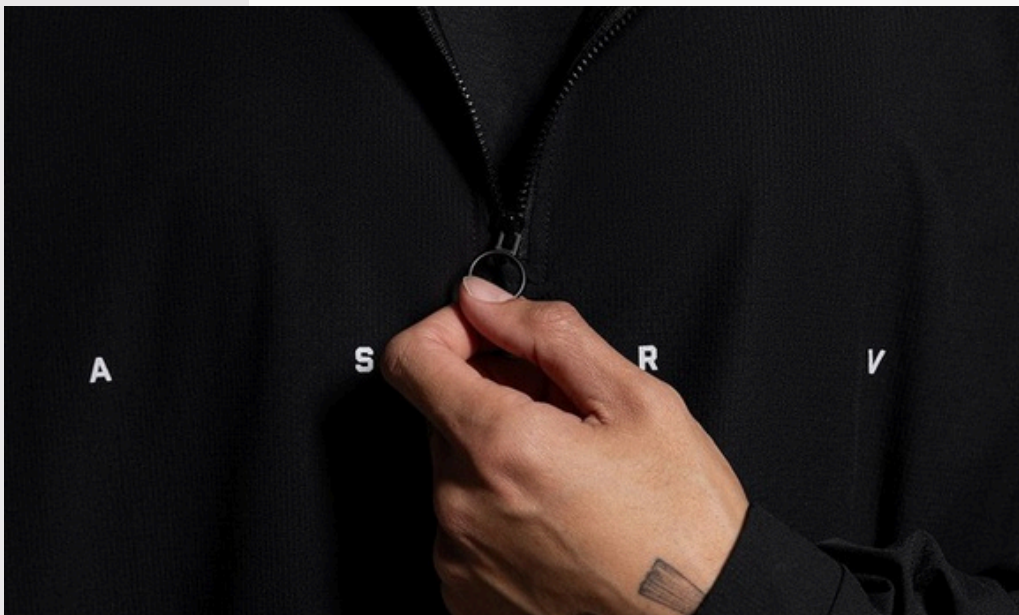
Our services are designed to deliver to meet consistently high-quality standards which exceeds in compliance with our Clients.

Over the years we have evolved into a responsible and committed firm. We have gained in-depth experience and expertise in delivering accurate and timely services for our clients in Accounting & Taxation domain and are committed to delivering personalized services to our clients as per their business requirements.

Our Service & our Commitment to Excellence. We always value your Trust, Time & Investment in our service.

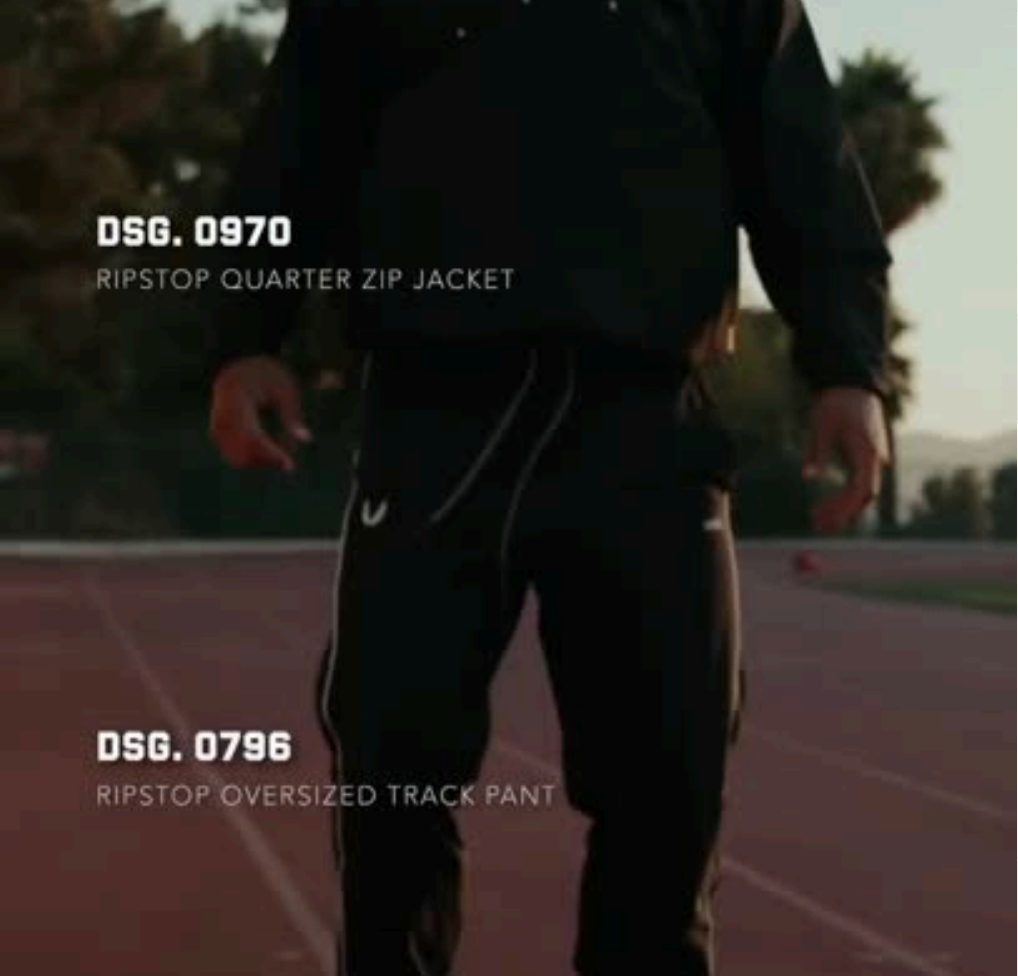
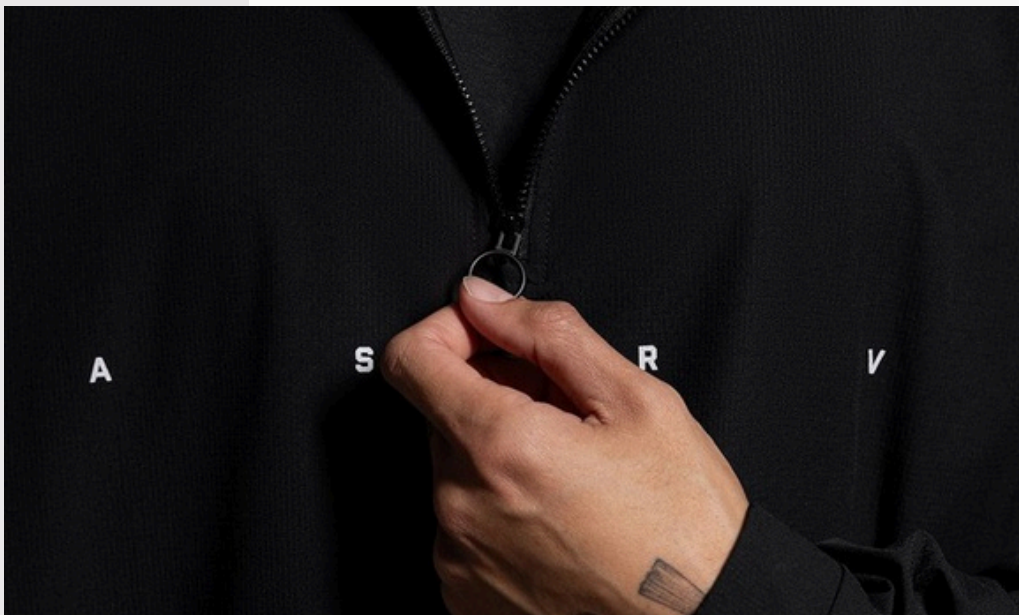
BRAND COLLATERALS & CREATIVE ASSETS  
DESIGNED TO CAPTURE, BUILT TO COMMUNICATE

ASRV



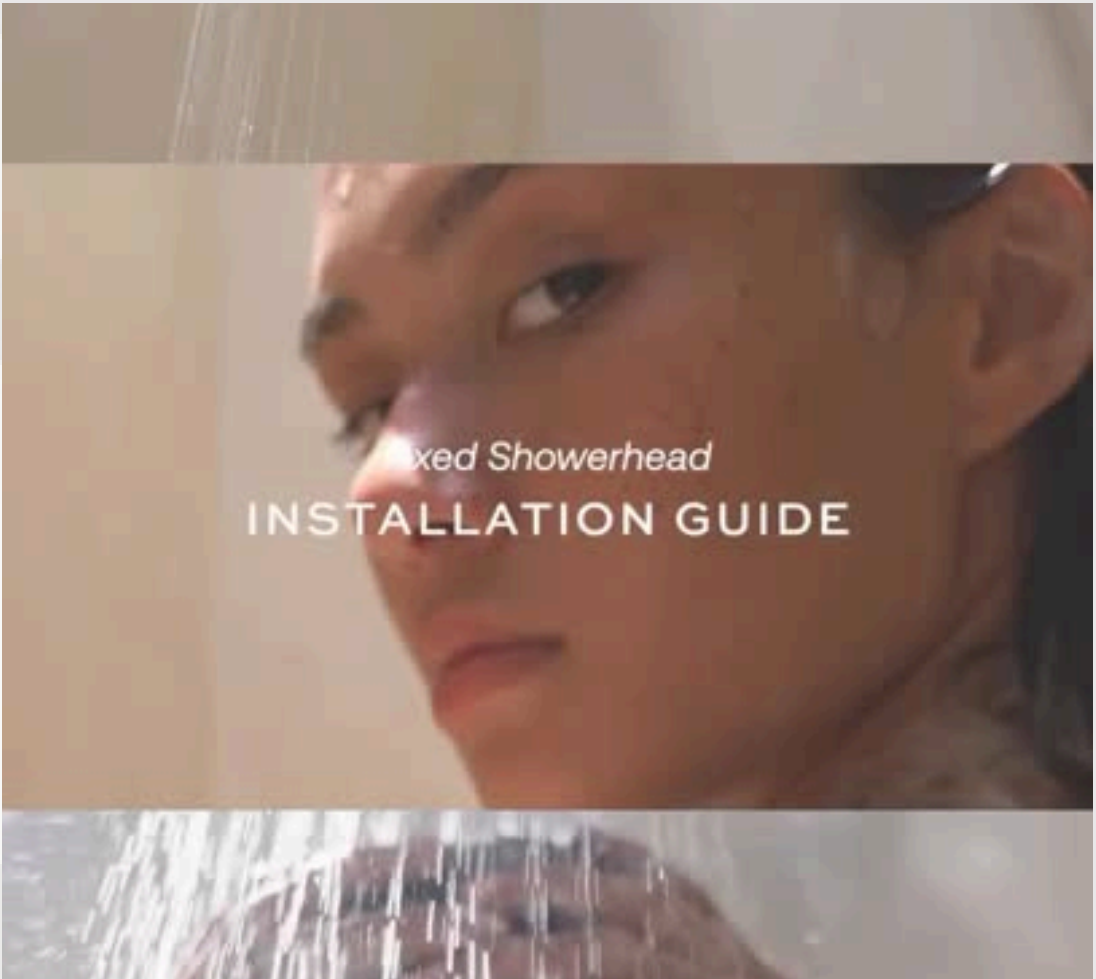
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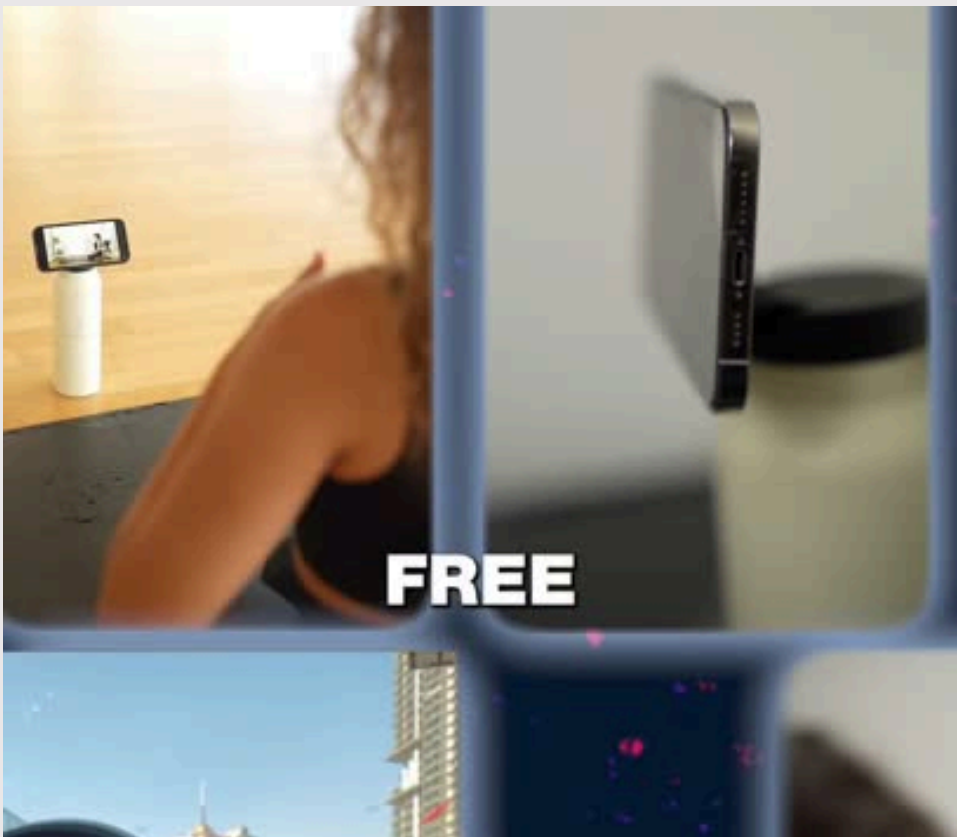
BRAND COLLATERALS & CREATIVE ASSETS  
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Nuvuskin



BRAND COLLATERALS & CREATIVE ASSETS  
DESIGNED TO CAPTURE, BUILT TO COMMUNICATE

Flaskmatic



BRAND COLLATERALS & CREATIVE ASSETS  
DESIGNED TO CAPTURE, BUILT TO COMMUNICATE

Halo



BRAND COLLATERALS  
SHOWCASING HOW WE CRAFT VISUALS THAT CONNECT AND CONVERT

Lemon Perfect





**THANK YOU**