

WD

# WORLD DIGITAL

DOT....SET....GO

# Philosophy

## **Worldigital – Digital Platform**

We put our customers first.

We created a new definition of the full service digital platform for our customers, one centred in business understanding media and technology.

We believe that both media & technology are the most important factors for building businesses and brands in the 21<sup>st</sup> century.

To deliver this, we have created integrated services from aggressive trading systems to IP ownership, innovation and creativity to traffic and production, analytics and ROI to the best research systems and tools ( some modules proprietary).

Our primary KPI

Consumer Engagement Span

CES

# Customer Connect- Medium



Portal

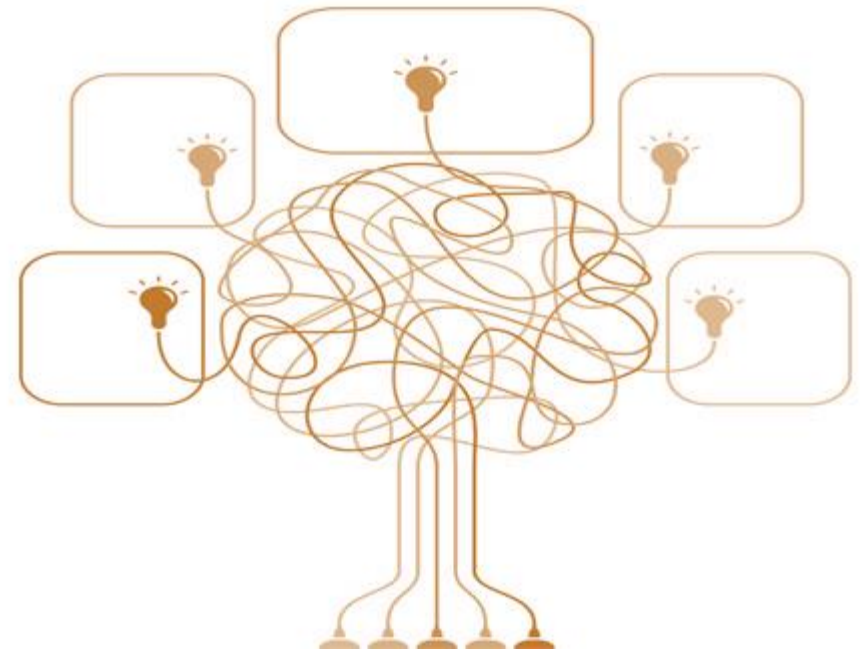
Platform

Sales through online  
trading & other  
channels

# In a nutshell...

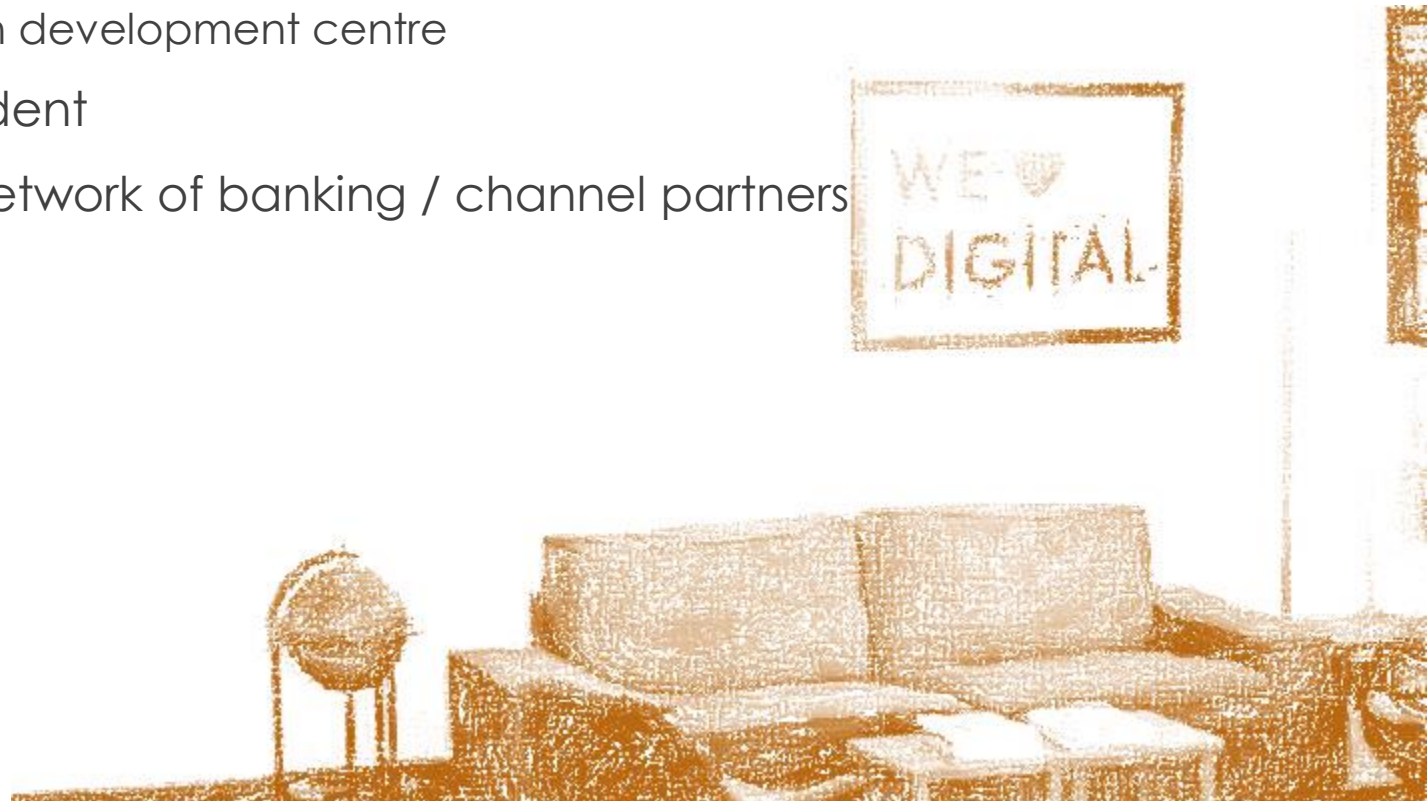
We help our customers develop their brands and create compelling engagement models across all Platforms to create a stickiness with the customer.

From strategy and research through to full implementation



# By the way...

- ▶ Head Quartered in Mumbai
  - ▶ Kochin development centre
- ▶ Independent
- ▶ A wide network of banking / channel partners



# Why us?



Great  
Team

+



Highly  
Focussed

=



Exciting  
Results

# Our Process Up Close and Personal

- ▶ Understanding the selling proposition.
- ▶ Consumer profiling.
- ▶ Remote tracking and monitoring systems.
- ▶ Robust Interactive Platform “**WDTech**”
- ▶ Safe & Secure Data Management



# What we deliver

- Develop your portal ( with a strong SEO)
- Integrate our “**WDTech**” Platform “with 24/7 Chat integration & support”
- Set-up your Online Trading
- Direct bank tie-ups
- Property tie-ups with developers (phase 2 \*WDpro)
- Set-up your Business communication interface
- Additional services
  - Maintain Online Trading

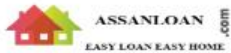
WD

# Your portal

info@assanloan.com.

+91 9821798723

+91 9821798723



## Easy Loans Easy Homes

GET THE LOWEST ROI ACROSS BANKS&NBFC'S FOR YOUR LOAN

Home Loan

Personal Loan

Loan Against Property

### Home Loan

Lowest processing fee / Spot sanction / Upto 98% funding of property.

#### Select Amount

Or

₹ 20 Lakhs

₹ 30 Lakhs

₹ 40 Lakhs

₹ 50 Lakhs

₹ 60 Lakhs

#### Where do you Live

# Your Dashboard



Accounts   Contacts   Leads   Opportunities   Emails   Calendar   Meetings   Calls   ...

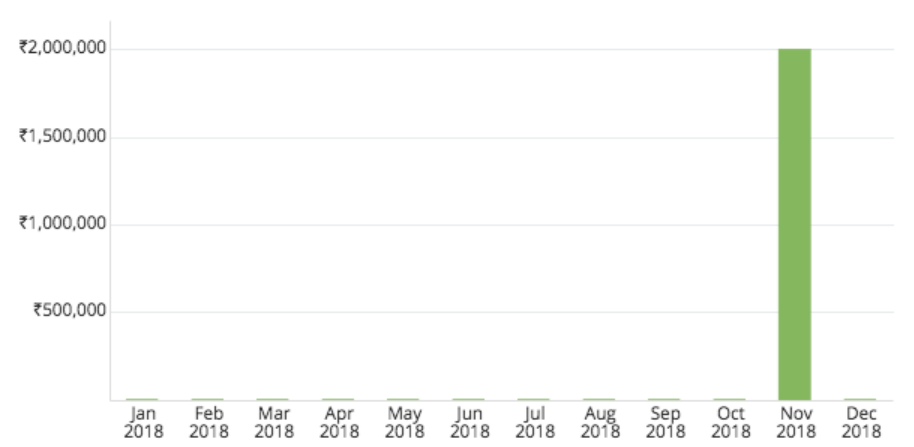
Search



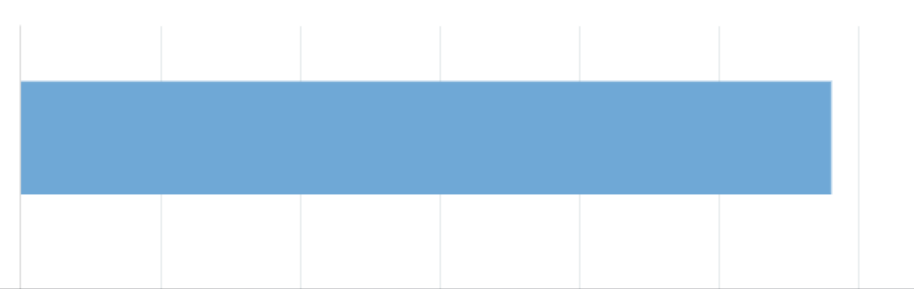
Sales Pipeline



Sales by Month



Opportunities by Stage



Opportunities by Lead Source



# LMS – Lead Management system



Accounts

Contacts

Leads

Opportunities

Emails

Calendar

Meetings

Calls



Search



## Leads

[Create Lead](#)

All



Reset

Add Field

Actions

Total: 45

<input type="checkbox"/>	Name	Opportunity Amount	Disbursed Amt.	Phone	Status	Assigned User	Created At	Description
<input type="checkbox"/>	Akshay	₹4,000,000.00		8879051223	Call Again			Salary 25000 Existing Loan No Identified Property No Employment
<input type="checkbox"/>	Pankaj pawar	₹0.00		8806969848	New			Salary Existing Loan Identified Property Employment
<input type="checkbox"/>	Yashoda shetty	₹2,700,000.00		8879679621	New			Salary 25000 Existing Loan No Identified Property No Employment
<input type="checkbox"/>	Kavita De as hmukh	₹12,000.00		8605718418	Call Again	Pooja Kamble		Salary 25000 Existing Loan No Identified Property Kalyan, Kalyan Employment
<input type="checkbox"/>	Rupesh	₹2,100,000.00		9594689035	New	Pooja Kamble		Salary 40000 Existing Loan No

# Banking Affiliates

## Nationalized Banks

- State Bank of India
- Bank Of Baroda
- Indian Bank
- Canara Bank
- IDBI Bank
- ...

## Private Banks

- Axis Bank
- HDFC Bank
- Federal Bank
- ICICI Bank
- Kotak Bank
- ...

## NBFC's

- LIC Housing Finance
- TATA Capital
- PNB Housing Finance
- Capital First
- Piramal
- HDB Financial Services
- ...

# Property search \* WD PRO

FILTERS

Close

ALL

1RK

1BHK

2BHK

## SEARCH

Try Location...

## BUDGET

- 10 Lakhs to 20 Lakhs
- 20 Lakhs to 30 Lakhs
- 30 Lakhs to 40 Lakhs

## SELECT LOCATION

Choose an Location



## BUILT TYPE

- All
- 1 RK
- 1 BHK
- 2 BHK

Location : PANVEL



2 BHK – 35 LAKHS

Enquire

Location : PANVEL



1 BHK – 23 LAKHS

Location : RASAYAN

1 RK – 13 LAKHS  
1 BHK – 18 LAKHS

Location : NERAL



1 BHK – 18 LAKHS

Location : Shahpur



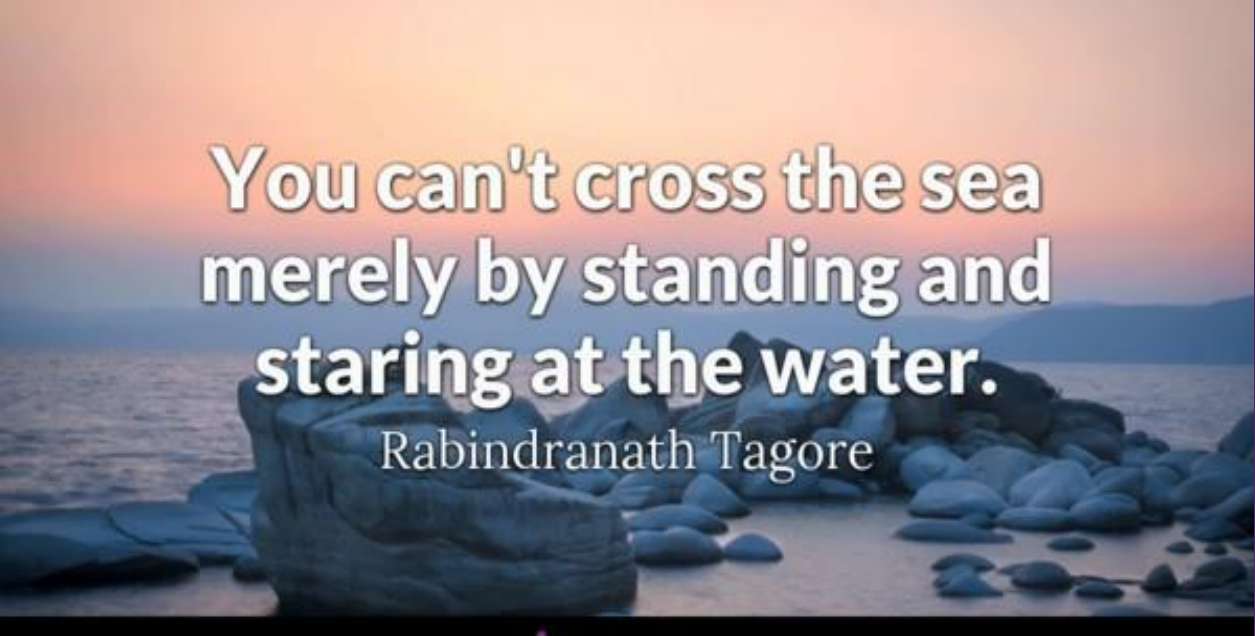
1 BHK – 18 LAKHS

Location : BADLAPUR



1 BHK – 20 LAKHS

“



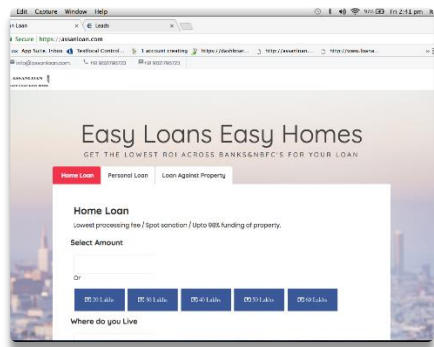
You can't cross the sea  
merely by standing and  
staring at the water.

Rabindranath Tagore

”

**.DOT.SET.GO...**

# Business proposal



## onetime cost

INR 30,000/-  
Portal Set up  
( Website(LT)/ WDTEch(p.a)\*

\*Year on Year Renewal



## onetime cost

INR 5000/- ( Online  
Trading setup with  
targeting )



## Total investment

30,000  
+5000  
+ Taxes



# Running cost & earning potential



## Marketing spend MOM

INR 15000

Approx Leads : 38



## Refer to Bank

10% prospects : 3

Average Ticket : 40 Lacs



## Payout

Average payout @.40%

40Lacs X 3 X 0.40%

**INR : 48,000**

# Business Projection



3 login p/m

Loan Amount

1,20,00,000 CR

Earning : **48,000**/-@0.40%



5 login p/m

Loan Amount

2,00,00,000 CR

Earning : **80,000**/-@0.40%



6 – 12 Months  
8 Login

Loan Amount

3,20,00,000 CR

Earning : **1,28,000**/- @0.40%

# Let's Get Started...

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MAROL Military Road  
ANDHERI EAST,  
MUMBAI - 400059

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