



## **Digital Branding & Marketing Proposal**

**from**

### **Needtoday Digital**

“Needtoday Digital is a Digital Branding and Marketing Platform of Needtoday.com where we create and execute unique Digital Marketing strategies for each customer to create their online presence, build their digital brand, grow their business online and achieve their marketing goals”.

#### **Om99 Online Private Limited**

Address: 3<sup>RD</sup> Floor, Ganesha Complex, Ganesh Block, No. 7 Dinnur Main Road, Bangalore - 560032  
Mobile: 6364413322 | Mail: [digital@needtoday.com](mailto:digital@needtoday.com)  
Web: [digital.needtoday.com](http://digital.needtoday.com)

<b>Needtoday All in One Digital Marketing Packages – Main Features</b>				
<b>Package Name</b>	<b>Basic</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
<b>Minimum Contract Period</b>	<b>1 Month</b>	<b>1 Month</b>	<b>1 Month</b>	<b>1 Month</b>
<b>Price (Per Month)</b>	<b>Rs. 10,000</b>	<b>Rs. 25,000</b>	<b>Rs. 35,000</b>	<b>Rs. 45,000</b>
<b>Digital Branding &amp; Marketing Strategy</b>	✓	✓	✓	✓
<b>Website SEO Audit</b>	✓	✓	✓	✓
<b>Competitive Analysis</b>	10 Keywords	25 Keywords	35 Keywords	50 Keywords
<b>Search Engine Optimization (SEO)</b>	4 Creative Images, 4 Instagram Reels, 1 Video, 1 Infographic, 1 Blog, 1 Article, 1 Press Release per month	8 Creative Images, 6 Instagram Reels, 1 Video, 1 Infographic, 1 Blog, 1 Article, 1 Press Release per month	12 Creative Images, 8 Instagram Reels, 2 Video, 4 Infographic, 2 Blog, 2 Article, 2 Press Release per month	24 Creative Images, 16 Instagram Reels, 4 Video, 12 Infographic, 4 Blog, 4 Article, 4 Press Release per month
<b>Content Creation and Marketing</b>	✓	✓	✓	✓
<b>Google AdWords (PPC)</b>	✓	✓	✓	✓
<b>Social Media Optimization (SMO)</b>	4 Google Ad Campaigns, 4 Facebook Ads Campaigns, 4 Instagram, Twitter, LinkedIn Ad Campaigns with Ad management upto Rs. 1 Lac	4 Google Ad Campaigns, 4 Facebook Ads Campaigns, 4 Instagram, Twitter, LinkedIn Ad Campaigns with Admanagement upto Rs. 1 Lac	7 Google Ad Campaigns, 7 Facebook Ads Campaigns, 7 Instagram, Twitter, LinkedIn Ad Campaigns with Ad management upto Rs. 3 Lac	10 Google Ad Campaigns, 10 Facebook Ads Campaigns, 10 Instagram, Twitter, LinkedIn Ad Campaigns with Ad management upto Rs. 4 Lac
<b>Paid Ads Campaign</b>	Rs. 1500	Rs. 2500	Rs. 3500	Rs. 4500
<b>Lead Generation (Paid Ad Campaign)</b>	✓	✓	✓	✓
<b>Online Reputation Monitoring (ORM)</b>	✓	✓	✓	✓

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<b>Blog Optimization</b>	✓	✓	✓	✓
<b>Influencer Marketing</b>	✓	✓	✓	✓
<b>Email Marketing</b>	✓	✓	✓	✓
<b>Conversion Rate Optimization (CRO) Strategy</b>	✓	✓	✓	✓
<b>Tracking &amp; Monitoring</b>	✓	✓	✓	✓
<b>Reporting</b>	✓	✓	✓	✓

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## Needtoday All in One Digital Marketing Packages - Details

Package Name	Basic	Silver	Gold	Platinum
Minimum Contract Period	1 Month	1 Month	1 Month	1 Month
Price (Per Month)	Rs. 10,000	Rs. 25,000	Rs. 35,000	Rs. 45,000
<b>Digital Branding &amp; Marketing Strategy</b>				
Business Marketing Consultation	✓	✓	✓	✓
Current Scenario Analysis	✓	✓	✓	✓
Objectives & KPI's	✓	✓	✓	✓
Identifying Strength & Weakness	✓	✓	✓	✓
Identifying New Opportunities	✓	✓	✓	✓
Ideation, Growth & Improvement Strategies	✓	✓	✓	✓
Strategic Planning	✓	✓	✓	✓
<b>Website SEO Audit</b>				
Business Marketing Consultation	✓	✓	✓	✓
In depth Audit of Your Website	✓	✓	✓	✓
Site map / Navigation flow Assessment	✓	✓	✓	✓
Assess website friendliness to Search engine robots	✓	✓	✓	✓
Check Header Status, Meta Robots, Google Cache of Pages	✓	✓	✓	✓
Content Duplicity Check	✓	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓	✓
Google Penalty Check	✓	✓	✓	✓
Competition Analysis	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
Duplicate Content Check	✓	✓	✓	✓
Initial Rank Report	✓	✓	✓	✓
In-depth Site Analysis	✓	✓	✓	✓
Broken link Check	✓	✓	✓	✓
Backlink/inbound links analysis	✓	✓	✓	✓
Online reputation Check	✓	✓	✓	✓
Social Metrics Analysis	✓	✓	✓	✓
ORM Keywords Analysis	✓	✓	✓	✓

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Link Building strategy	✓	✓	✓	✓
Mobile Responsiveness Check	✓	✓	✓	✓
SSL Check & Recommendations Only	✓	✓	✓	✓
AMP Check	✓	✓	✓	✓
Site Favicon Check	✓	✓	✓	✓
404 Custom URL Check	✓	✓	✓	✓
<b>Competitive Analysis</b>				
Your Competitors	✓	✓	✓	✓
Competitors Current Strategy	✓	✓	✓	✓
Competitors Backlink Analysis	✓	✓	✓	✓
Social Media Competitive Analysis	✓	✓	✓	✓
Identifying Strength & Weakness	✓	✓	✓	✓
Solving Strength & Weakness	✓	✓	✓	✓
<b>Search Engine Optimization (SEO)</b>				
Website Analysis	✓	✓	✓	✓
Content Duplicity Check	✓	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓	✓
Google Penalty Check	✓	✓	✓	✓
Competition Analysis	✓	✓	✓	✓
In Depth Keyword Research	✓	✓	✓	✓
No. Of Keywords	<b>10</b>	<b>25</b>	<b>35</b>	<b>50</b>
<b>On Page Optimization</b>				
On page Changes	✓	✓	✓	✓
Title Tags Optimization	✓	✓	✓	✓
META Tags Optimization	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓
Voice Search Optimization (AI Based)	✓	✓	✓	✓
HTML Code Optimization	✓	✓	✓	✓
Canonicalization / 301 Redirect	✓	✓	✓	✓
Website Permalinks Analysis	✓	✓	✓	✓
Internal Linking	✓	✓	✓	✓
Hyperlink Optimization	✓	✓	✓	✓
Website Responsive Check	✓	✓	✓	✓
Check Mobility Issues	✓	✓	✓	✓

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Custom 404 Page	✓	✓	✓	✓
URL Structure Analysis / Optimization	✓	✓	✓	✓
No Follow on External Links	✓	✓	✓	✓
Pages H tags optimization	Upto 10 Pages	Upto 30 Pages	Upto 50 Pages	Upto 100 Pages
Robots.Txt Creation / Optimization	✓	✓	✓	✓
Schema Mark-up Implementation	✓	✓	✓	✓
Featured Snippet Optimization	✓	✓	✓	✓
Images Optimization	✓	✓	✓	✓
Schema Markup Analysis	✓	✓	✓	✓
Footer Optimization	✓	✓	✓	✓
Website Page Load Optimization (Desktop)	✓	✓	✓	✓
Page Speed Analysis	✓	✓	✓	✓
HTML & XML Sitemap Creation	✓	✓	✓	✓
Google Webmaster Tools Setup	✓	✓	✓	✓
Google Analytics Setup & Integration	✓	✓	✓	✓
Bing Webmaster Tools Set Up	✓	✓	✓	✓
Link Google Analytics to Google Tag Manager	✓	✓	✓	✓
<b>Off Page Optimization</b>	✓	✓	✓	✓
Search Engine Submissions	✓	✓	✓	✓
Blogs Social Bookmarking Links	15	30	60	150
Webpage / Blog Post	1	1	2	4
Custom Graphics And / Or Illustrations To Support Your Blogs	✓	✓	✓	✓
Contextual Links	✓	✓	✓	✓
Keyword Used In Anchor Text	✓	✓	✓	✓
Web 2.0 Profile Creation	5	5	10	15
Press Release Submission	5	5	10	20
Premium PR Distribution	Additional Charges	Additional Charges	Additional Charges	Additional Charges
Social Bookmarking Links	7	10	20	30
Classified Submissions	5	5	7	10

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	Additional Charges	Additional Charges	Additional Charges	Additional Charges
Guest Blogging				
Blog Commenting	5	5	10	20
Article Submissions	5	5	10	20
Image Submissions	5	5	10	20
PPT Submission	2	2	4	6
DOC / PDF Submission	1	1	2	4
Forum Posting	2	2	4	6
Directory Submissions with high DA website	3	3	5	7
Video Submission	5	5	10	15
<b>Local Search Optimization</b>	✓	✓	✓	✓
Google My Business / Bing Local Listing	✓	✓	✓	✓
NAP Syndication	✓	✓	✓	✓
Citation Building / Local Business Listing	5	5	7	10
Classified Submissions	5	5	10	20
Customer Review /Testimonial Submission	✓	✓	✓	✓
Local Search Engine Submission	✓	✓	✓	✓
Setting Geo Targeting in Google	✓	✓	✓	✓
Contact Address in Footer	✓	✓	✓	✓
<b>Content Creation and Marketing</b>				
Content Marketing Assessment	✓	✓	✓	✓
Keywords Targeted Content Creation	✓	✓	✓	✓
Creative Image Creation	4	8	12	24
Instagram Reel Creation	4	6	8	16
Video Creation (From Stock Images)	1	1	2	4
Infographic Creation every	12 Month	6 Month	3 Month	Month
Blog Writing	1	1	2	4
Article Writing	1	1	2	4
Press Release Writing	1	1	2	4
Web 2.0 Profile Writing	1	1	2	6
PPT Creation	1	1	2	3

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Guest Blog Writing (Charges to be paid by Client)	✓	✓	✓	✓
<b>Google AdWords (PPC)</b>				
Initial Setup	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
Landing Page Design & Optimization	1	1	1	1
Search Advertising	✓	✓	✓	✓
Display Advertising	✓	✓	✓	✓
Video Ads	✓	✓	✓	✓
App Promotion Ads	✓	✓	✓	✓
Remarketing	✓	✓	✓	✓
Product Listing Ads (PLAs)	✓	✓	✓	✓
Campaign & Adgroup Development	✓	✓	✓	✓
Creative Ad Copy	✓	✓	✓	✓
Cost Per Acquisition Optimization	✓	✓	✓	✓
A/B Split Testing	✓	✓	✓	✓
Display Advert Banner Designing	✓	✓	✓	✓
Monthly Ad Spend (Paid by Client)	✓	✓	✓	✓
Initial Estimate Report	✓	✓	✓	✓
Conversion Tracking	✓	✓	✓	✓
Campaign Management	✓	✓	✓	✓
Google Adwords Monthly Report	✓	✓	✓	✓
<b>Social Media Optimization (SMO)</b>				
Social Media Strategy	✓	✓	✓	✓
Social Profile Creation / Bookmarking	3	3	5	7
Social Media Profile Optimization	3	3	5	7
Reporting	✓	✓	✓	✓
<b>Facebook / Instagram</b>				
Facebook Account Setup	✓	✓	✓	✓
Facebook Cover Image	✓	✓	✓	✓
Facebook Timeline Design	✓	✓	✓	✓
Custom URL Creation	✓	✓	✓	✓
Group Join	3	3	5	10

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Post Sharing In Groups	✓	✓	✓	✓
FB / Insta Timeline Status Posting	5	5	10	20
Video Sharing (Provided By Client)	1	1	5	10
Facebook Wall Updates	5	5	10	15
Fan Page Creation	✓	✓	✓	✓
Facebook Ads Management (Paid by Client)	✓	✓	✓	✓
Facebook Insight Monitoring	✓	✓	✓	✓
Targeted Page Likes	✓	✓	✓	✓
Facebook Call to Action	✓	✓	✓	✓
<b>Twitter</b>	✓	✓	✓	✓
Account Creation	✓	✓	✓	✓
Custom Twitter Background & Profile	✓	✓	✓	✓
Profile Optimization	✓	✓	✓	✓
Tweets Posting	10	10	25	50
Targeted Twitter Followers Increase	✓	✓	✓	✓
Retweets	✓	✓	✓	✓
Cover Photo Creative And Upload	1	1	2	3
#Hashtag Trend Research	✓	✓	✓	✓
Twitter Analytics Monitoring	✓	✓	✓	✓
<b>Linked In</b>	✓	✓	✓	✓
LinkedIn Account (Personal Profile)	✓	✓	✓	✓
Profile Keyword Optimization	✓	✓	✓	✓
Company Page Creation	✓	✓	✓	✓
Company Page Follower Increase	✓	✓	✓	✓
Profile Building & Engaging in Conversations	✓	✓	✓	✓
LinkedIn Post Sharing	5	5	10	20
Targeted LinkedIn Connection	1	1	1	1
Relevant Group Joining	✓	✓	✓	✓
Company Page Creation	✓	✓	✓	✓
<b>Pinterest</b>	✓	✓	✓	✓
Pinterest Account	✓	✓	✓	✓
Profile Optimization	✓	✓	✓	✓

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Profile Content Writing	✓	✓	✓	✓
Website Verification	✓	✓	✓	✓
Business Account	✓	✓	✓	✓
Board Creation	5	5	10	15
Pins Posted	10	10	25	50
Followers	✓	✓	✓	✓
Reporting	✓	✓	✓	✓
<b>YouTube</b>	✓	✓	✓	✓
Account Creation / Management	✓	✓	✓	✓
YouTube Channel Creation	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
YouTube Channel Setup / Optimization	✓	✓	✓	✓
Video Title / Description Optimization	✓	✓	✓	✓
Video Tags / Channel Tags Optimization	✓	✓	✓	✓
YouTube Background Design	✓	✓	✓	✓
Embedding Videos in Articles/Blogs	✓	✓	✓	✓
Social Sharing of Videos	✓	✓	✓	✓
Embedding / Sharing Videos on Q&A	✓	✓	✓	✓
Video Submissions	✓	✓	✓	✓
Podcast Creations	✓	✓	✓	✓
Podcast Submissions	✓	✓	✓	✓
Video Views	✓	✓	✓	✓
YouTube Video Likes	✓	✓	✓	✓
Subscribers	✓	✓	✓	✓
Video Marketing Monthly Report	✓	✓	✓	✓
<b>Paid Ads / Setup &amp; Support</b>				
Google Ads – Manage Ads	Upto Rs. 1 Lac	Upto Rs. 1 Lac	Upto Rs. 3 Lacs	Upto Rs. 4 Lacs
Google Ads Campaigns	4	4	7	10
Facebook – Manage Ads	Upto Rs. 1 Lac	Upto Rs. 1 Lac	Upto Rs. 3 Lacs	Upto Rs. 4 Lacs
Facebook Ad Campaigns	4	4	7	10

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Instagram – Manage Ads	Upto Rs. 1 Lac	Upto Rs. 1 Lac	Upto Rs. 3 Lacs	Upto Rs. 4 Lacs
Instagram Ad Campaigns	4	4	7	10
Twitter – Manage Ads	Upto Rs. 1 Lac	Upto Rs. 1 Lac	Upto Rs. 3 Lacs	Upto Rs. 4 Lacs
Twitter Ad Campaigns	4	4	7	10
Linkedin – Manage Ads	Upto Rs. 1 Lac	Upto Rs. 1 Lac	Upto Rs. 3 Lacs	Upto Rs. 4 Lacs
Linkedin Ad Campaigns	4	4	7	10
Youtube – Manage Ads	Upto Rs. 1 Lac	Upto Rs. 1 Lac	Upto Rs. 3 Lacs	Upto Rs. 4 Lacs
Youtube Ad Campaigns	4	4	7	10
<b>Lead Generation</b>				
Paid Ad Campaigns per month	Rs. 1500	Rs. 2500	Rs. 3500	Rs. 4500
<b>Online Reputation Monitoring (ORM)</b>				
Company Profile Creation	1	1	2	3
Search Positions Monitored	1 to 10	1 to 10	1 to 20	1 to 30
Blog Posting	1	1	2	3
Blog Promotion	1	1	2	3
Social Bookmarking	5	5	10	15
Article Posting	1	1	2	3
Article Promotion	5	5	10	15
Business Listing	5	5	7	10
Customer Reviews / Ratings	3	3	5	10
Development of Micro Sites (Paid by the Client )	1	1	2	3
Q&A Posting	✓	✓	✓	✓
ORM Monthly Report	✓	✓	✓	✓
<b>Blog Optimization</b>				
Blog Setup	✓	✓	✓	✓
Blog Keyword Research	✓	✓	✓	✓
Blog Optimization	✓	✓	✓	✓
Blog RSS Feed Submission	✓	✓	✓	✓
Blog Directory Submission	✓	✓	✓	✓
Blog Social Media Integration	✓	✓	✓	✓

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<b>Influencer Marketing</b>				
Influencers Tie up (Charges Paid by Client)	✓	✓	✓	✓
Reporting	✓	✓	✓	✓
<b>Email Marketing</b>				
Monthly Email distribution*	15000	20000	40000	60000
* Additional Charges	Rs. 7500	Rs. 10000	Rs. 15000	Rs. 20000
Custom Template	✓	✓	✓	✓
Target Customer Keywords & Demographics	✓	✓	✓	✓
Campaign Run	Once a week	Once a week	Twice a week	Twice a week
Campaign Reporting	Fortnightly	Fortnightly	Fortnightly	Weekly
<b>Conversion Rate Optimization (CRO) Strategy</b>				
Visitor Analysis	x	x	x	✓
Google Page Speed Optimization	x	x	x	✓
Google Website Optimizer	x	x	x	✓
Website Copy Analysis	x	x	x	✓
Site Navigation Analysis/Modification	x	x	x	✓
A/B Testing & Implementation	x	x	x	✓
Call To Action Analysis & Design	x	x	x	✓
Website Conversion Optimization	x	x	x	✓
Conversion Funnel Optimization	✓	✓	✓	✓
<b>Tracking &amp; Monitoring</b>				
Google Analytics Monitoring	✓	✓	✓	✓
Google Webmaster Monitoring	✓	✓	✓	✓
Google Adwords Conversion Code Setup	✓	✓	✓	✓
Google Adwords Remarketing Code Setup	✓	✓	✓	✓
Goal Conversion Setup & Tracking In Analytics	✓	✓	✓	✓
<b>Reporting</b>				
Standard Reporting	✓	✓	✓	✓
Acquisition Reporting	✓	✓	✓	✓

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Performance Reporting	✓	✓	✓	✓
Event Tracking	x	x	x	✓
Applying Spam Filters	x	x	x	✓
Loading Speed Optimization	x	x	x	✓
Enhancement Suggests	x	x	x	✓
<b>Customer Support</b>				
Account Manager	✓	✓	✓	✓
Dedicated Resources	✓	✓	✓	✓
Meeting	✓	✓	✓	✓
Email	✓	✓	✓	✓
Chat	✓	✓	✓	✓
Phone	✓	✓	✓	✓

<b>Custom Module - Pricing</b>		
<b>Content Creation</b>	<b>Qty.</b>	<b>Estimated Costing (Rs.)</b>
Blog – Creation (1300 Words)	1	1000
Infographic Creation	1	1000
Post Creation - Image by Customer	1	900
Video Editing – Content by Customer	1	1500
Video Creation (From Free Stock Images)	1	1500
Customer / Channel Partner / Influencer Testimonial Video – 1 Minute	1	25000
Customer / Channel Partner / Influencer Testimonial Video – 1 Minute	5	50000
Process Videos – 4 Minutes About Us, Our Process, Why Us, Promoter’s Message	1	70000
Concept Video – 1 Minute Deliverables: Concept, Script, Storyboard, Actors, Location, Travel Cost, Stay cost (if applicable), Direction, Shoot, Editing, Music, Color Grading & Delivery	1	112500
Animated Videos – 10 Sec	1	82500
Landing Page	1	1000
Microsite Creation (up to 10 Pages)	1	7000

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## Custom Digital Marketing Package

A digital marketing strategy is essential to take advantage of the growing opportunities from digital marketing. Many businesses don't have a structured digital marketing plan, but are doing digital marketing. You can discuss your goals from creating brand awareness online to launching a new product to opening a new location with our team.

Armed with a clear understanding of your business, products, demographics and our extensive research, we create a Digital Marketing strategy, which aims to grow your online audience, generate leads through brand interactions, increase sales through optimization and build customer loyalty. Contact us for a Custom Digital Marketing Package today to achieve your goals online.

## Website Development

### Dynamic Website

S.No.	Dynamic Website – Web Hosting	Amount
1.	1 Year / 4 vCPU / 8 GB Ram / 5 GB Storage / CPanel / Unmetered Traffic / SSL / Daily Backup / CDN via Cloudflare / Free Email / SSH	Rs. 5,000 + GST @18%

S.No.	Dynamic Website – Designing	Amount
1.	Web Design – HTML / PHP (Laravel) / MySQL	Rs. 10,000 + GST @ 18%
2.	Content Management System (CMS)	
	About Us	
	Login / Register	
	Customer Panel	
	Web Admin Panel	
	Product Pages Management	
	Service Pages Management	
	Appointment Management	
	Event Management	
	BLOG Management	
	Knowledge Base Management	
	Support Ticket System	
	Contact Us	

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## E - Commerce Website

S. No.	E-Commerce Website – Web Hosting	Amount
1.	1 Year / 4 vCPU / 8 GB Ram /10 GB Storage / CPanel/ Unmetered Traffic / SSL / Daily Backup / CDN via Cloudflare / Free Email / SSH	Rs. 10,000 + GST @18%

S. No.	E-Commerce Website - Designing	Amount
1.	Web Design – HTML / PHP (Laravel) / MySQL	Rs. 15,000 + GST @ 18%
2.	Content Management System (CMS)	
	About Us	
	Login / Register	
	Customer Panel	
	Web Admin Panel	
	Product Page	
	Service Page	
	Shop Management	
	Payment Gateway Integration	
	Appointment Management	
	Event Management	
	BLOG Management	
	Knowledge Base Management	
	Support Ticket System	
	Contact Us	

## Custom Website Development

Our Website design and development team can help you build your brand's website, e-commerce applications, custom web applications from ground up. If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design and responsiveness etc.

We develop websites and e-commerce applications in PHP (Laravel). We deploy a powerful Content Management System (CMS) which manages your website content in a productive way with PHP(Laravel) based web development. The development platform is robust, secure and scalable, manages customisations easily and integrates well with APIs and third-party plug-ins. You have complete control over the entire website features, content and source code.

### Om99 Online Private Limited

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