

## Promoting your knowledge in India

For all those interested in bringing their Knowledge Products into the Indian Market.

Established in year 2003 to assist organizations to leverage their Knowledge Capital.

Assisted many in identifying the critical 'India Advantage' for their content

Validated through careful **Market Study & Consumer Behaviour.**

JUNIPER  
NETWORKS

DU PONT

Sterlite Power



AIMA



GlobalLogic

### Marketing, Research & Representation services

- Customised study of Indian Market for your Knowledge Product
- Preparation of Market Acceptability Plan
- Identification & Mapping of the Knowledge Product for India-centric consumption Use-Cases
- Formatting for the identified content consumption Use-Cases
- Building a Product Awareness Plan for the Knowledge Product
- Lead generation, Market Entry Strategies and validating prospective partners in India
- Managing business development activity for global organizations in Indian market through representations.
- Act as first point of contact for global organizations in India, support in liaising with govt. agencies, clients, provide with market intelligence from time to time, represent them in trade events and seminars, handle enquiries from prospective customers.



Amit Garg, Founder - Element94, is a Content Specialist with over 20+ years of working experience assisting Organizations to leverage their Knowledge Capital. He was earlier a part of the founding team at Mudra Interactive and EuroRSCG Interactive, where he led their online creative teams.

[www.linkedin.com/in/amitelement94/](http://www.linkedin.com/in/amitelement94/)



[www.wotrauniverse.com](http://www.wotrauniverse.com)



+44 7943 616399



[sales@wotrauniverse.com](mailto:sales@wotrauniverse.com)

UK Office: WOTRA Universe Ltd, 120 High Road, East Finchley, London, N2 9ED, United Kingdom

India Office: Element94 Media Solutions Pvt Ltd, D-90, Sector 30, Noida (Delhi-NCR), India

### Engagement Model 1

**You have an Idea** and don't have time to write the content.

We will WRITE it for you in your name.

*Refer Chapter A*

### Engagement Model 2

**You have Content** which needs to be formatted.

We will FORMAT your Content for various purposes.

*Refer Chapter B*

### Engagement Model 3

**You have a Knowledge Product.**

We will identify channels, DISTRIBUTE and PROMOTE it for you across India

*Refer Chapter C, D & E*

## Particulars

### Chapter A - Writing the Content in Author's Name

- Content Writing in English
- Translating in Indian Languages

### Chapter B - Formatting of Authors Content

- As Books / E-Books / Audio-Books / E-Courses / Webinars / Lectures Series

### Chapter C - Distribution of the Developed Material

- Distribution on the leading Indian e-commerce websites
- Distribution on Publishers owned stores (Online Books & Learning Platforms)
- Availability at Indian Bookstores across Indian Cities
- Distribution on the leading Training platforms (MOOCs)
- Prescribed Text for Academic Institutions (Only for Academic Authors)

### Chapter D - Publicity & Promotion of Authors

- **Without Physical Presence of the Author**
  - Video Trailer & Posters for marketing the content
  - Promotion through Indian Media, Blogs, PR Articles
  - Promotion of Author's Recorded Interviews in India
- **With Physical Presence of the Author**
  - Promotion at Book Fairs, Literary festivals in India, Seminars
  - Bonding Sessions over Book Reading by the Author
  - Author's interview
  - Launch Campaign

### Chapter E - Logistics Management

- Physical Delivery of Knowledge Product i.e Books, DVD, Pen Drive Etc
- Technical Delivery of E-Books, Audio Books, / E-Courses / Webinars
- Book Printing in India & ISBN Allocation
- Publishing of Book by Indian Publisher

We will be interested in hearing from you for any special requests you may have regarding your Knowledge Product.

