

Resellers Guide to maximize revenue through Achariya's "Election Special Campaigning Products"

India is the largest democracy of the world and election process is most critical for smooth functioning of the democracy. Effective communication forms the backbone of the election process. For political parties and its candidates reaching out to each and every voter is utmost important. The elections dates have been announced in 5 states namely **Punjab, Goa, Manipur, Uttar Pradesh and Uttarakhand**.

The voters consists of adults which are aware, informed, educated as well as the voters which are unaware, uninformed and uneducated. For political parties and candidates, its a huge challenge to reach out to such a diverse target audience and communicate their competency. Achariya has well researched on the communication challenges of the candidates in reaching out to the voters. After thorough research we have designed "**Election Special Campaigning Products**" integrated in a single platform which serves any and every need of candidates and political parties in effectively reaching out to the voters.

Importance of Digital Campaign

How digital campaigns are changing the course of elections on unprecedented scale?

With over 3 billion internet users around the globe nearly 40% of the world population has now access to internet. Even social media giant like Facebook has started its own initiative Internet.org to connect the entire population of the world through affordable internet. This means in coming few years we can expect the whole world to be a click of a button away.

The smart phone revolution has made it possible to reach the target audience anytime and anywhere. The election campaigners find digital campaigns a much cheaper and faster alternative to educate and engage voters. US President Obama is popularly known as the First Social Media President as digital media played pivotal role in his success. He even crowd sourced his election funds through digital campaign in 2008.

Similarly, in 2014 Lok Sabha Election of India, the grand success of Mr Narendra Modi can be attributed to digital campaigns run over different social media platforms. Facebook revealed that during elections a staggering 227 million interactions which included posts, comments, shared and likes were centered around elections. The digital campaigns engaged 29 million people who contributed 227 million poll related interactions. The digital campaign for Mr Narendra Modi also included Whats app number 0782007800 to create effective engagements. His popular digital campaigns included Chai Pe Charcha for live interactions. The digital Media campaign has resulted in 13.7 million followers of Narendra Modi on twitter. These above stated statistics very well reflect the power of digital campaign in elections.

Key Advantage of Running Digital Campaign

Following are the key advantages of running digital campaigns for elections

1 Reach larger audience-

With help of internet the campaigners can reach large number of voters in few clicks of button. Even voters at remote locations can be easily reached thanks to internet.

2 Campaign Analysis- The digital campaigns can be analysed in real time which means as soon as the campaign is initiated you can measure the results. This allows campaigners to tailor made all their future campaigns to suit the preferences of voters.

3 Huge Savings on Cost The cost of printing campaign related brochures and pamphlets is way to high over the cost involved in running social media campaigns. The upsurge in fuel prices has also made running campaign vehicles much less affordable.

4 Instant Information Delivery The biggest advantage of running a digital campaign is that information can be delivered instantly. Time can be a break and make factor in a election campaign. If the information doesn't reach the voters on right time, the communication gap can directly impact poll results.

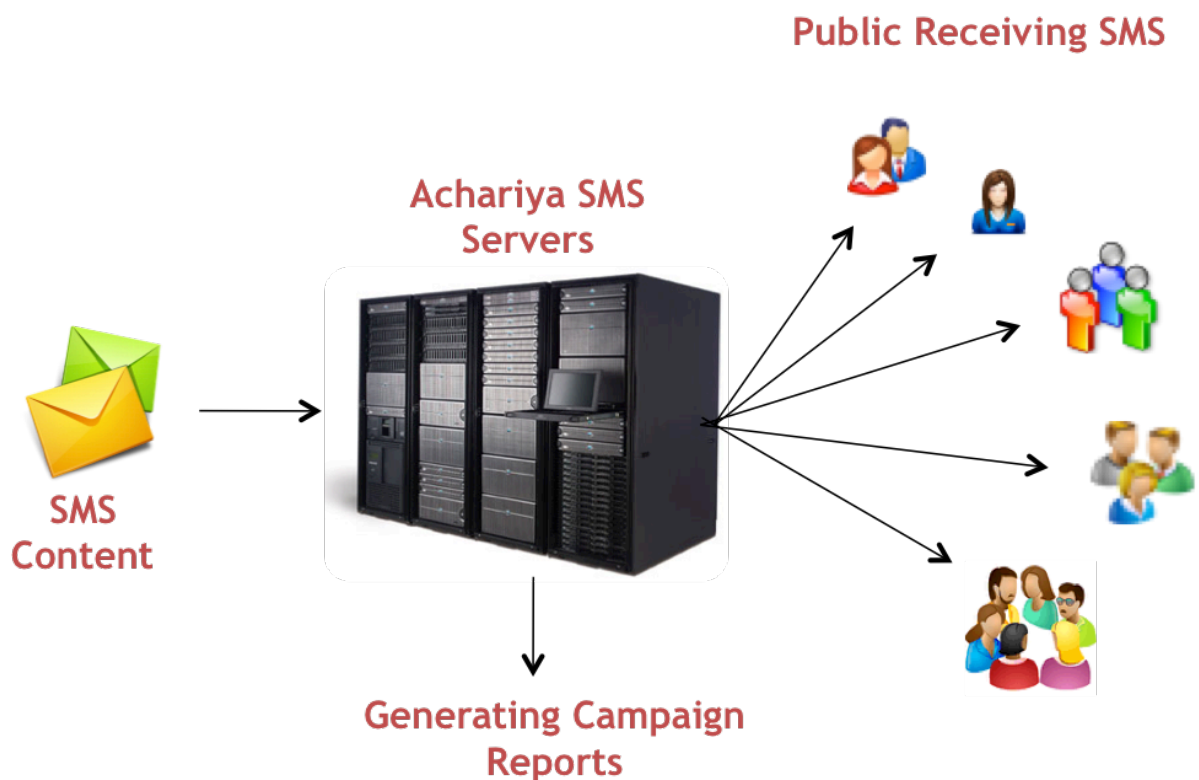
5 Less restrictions As compared to running traditional campaigns where lot of permissions are required for conducting public gathering, digital campaigns do not have any such limitations. The digital campaign can be easily created and effectively run without much efforts.

Snapshot of Achariya's "Election Special Campaigning Products"

With **more than a decade** experience in the Telecom Industry, we have successfully executed more than 10 elections campaigns (including 2014 parliament election) for various political parties, advertisement agencies, media companies and direct candidates.

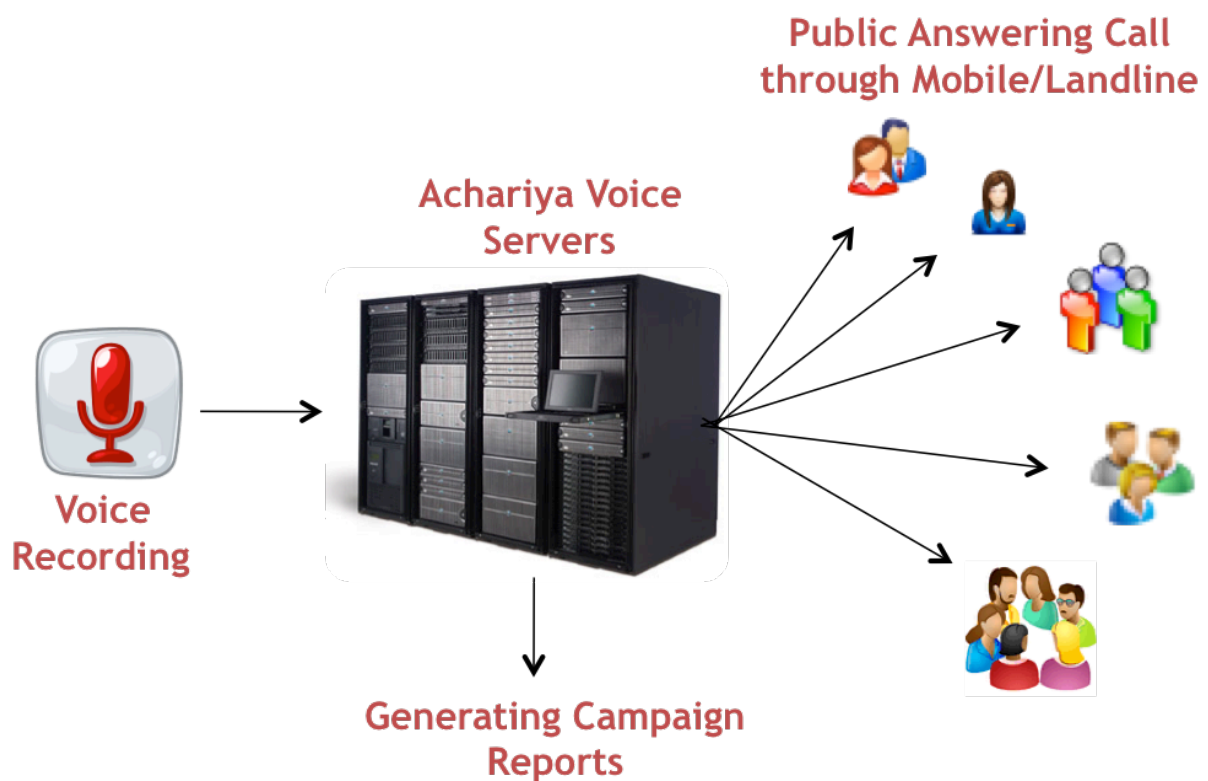
SMS Campaign- Few characters to victory

The candidates can reach out to the voters through this personalized form of communication. The SMS campaign can be run in 12 regional languages to engage voters more effectively. The campaign can be easily scheduled through Online Campaign Manager with unlimited scheduling options. It also have DND filters which will avoid sending SMS to DND numbers. The best part of this service is that you have to pay only for the delivered SMS which will ensure maximum Returns on Investment (ROI).



Voice Blast- Your Voice, Your Vote

Through Achariya's Bulk Voice Broadcasting Technology candidates/political parties can reach to a large number of voters and send pre-recorded messages in the language of their choice. The candidates can convince the voters in their own voice to vote for them. This service will help in reaching out to the voters even who are uneducated. The calls can be sent on mobile as well as land line numbers. The voice calls can be easily scheduled with Online Campaign Manager which allows unlimited scheduling options. The best part is that the candidates have to pay only for answered call which ensures greater return on investment.



Campaign For Me App- Convert Supporters into promoters

This multi-compatible smart phone application will allow candidates to take leverage of their volunteers and known contacts in sending Free SMS & Voice Calls to their phone book contacts. The candidates/political parties can turn their supporters into their promoters to convince the voters through this app.



Features of Campaign For Me Application

Digital Manifesto : Option to save the election manifesto in digital format as descriptive, audio or video.

Candidate's Background and Portfolio : A Brief note on candidate's background and works done so far, so that public can easily understand their candidates in a better way.

Video & Interviews : Special Interviews and Videos will be more helpful to create a strong awareness among the public about the candidates.

Communication Forum : An Open Forum for public to raise questions to the candidates.

Social Sharing : Public can share the candidate's Profile/Posters/Videos/Images through their social profiles.

SMS & Voice Campaign : Public can do Voice & SMS Campaign free of cost to the people in their phone's address book.

Campaign Catalyst : The main USP of this "Campaign For Me" tool is its ability to act as campaign catalyst which would easily reach more audience at fraction of time through multiple mediums.

For example lets say, 1 Lakh political party members installed the application in their mobile phones and each of them invited a minimum 100 persons through the Application then the total reach would be 1 Cr and further if the referrals also start inviting/spreading the application among their friends/relative then it will certainly bring more audience for the campaign.

1 Lakh Volunteers = 1 Cr Voters

Call Conference - Conduct virtual meeting with volunteers

For candidates/party leaders its essential to stay connected with volunteers/committee members simultaneously to stay updated on the election campaign. The candidates/party leaders can start a conference call through our Cloud Call Conference Technology with upto 100 members at a time.



Achariya Conference Servers

Saves Time : The main advantage of this tool is that it can save valuable time of the top leaders by co-ordinating with multiple individuals.

Save Travelling : You can conduct the meeting virtually from anywhere in the India.

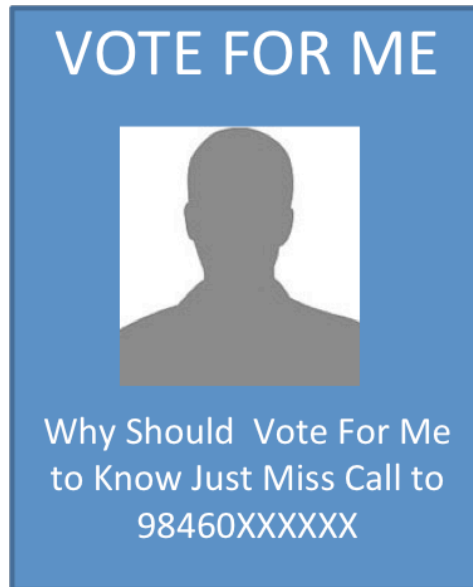
Digital Minutes of the Meeting : Get the minutes of the meeting as audio clip which saves times by keeping the same as offline minutes.

Maximum Members : The platform supports up to 25 members in interactive mode and 200 members in lecture mode .

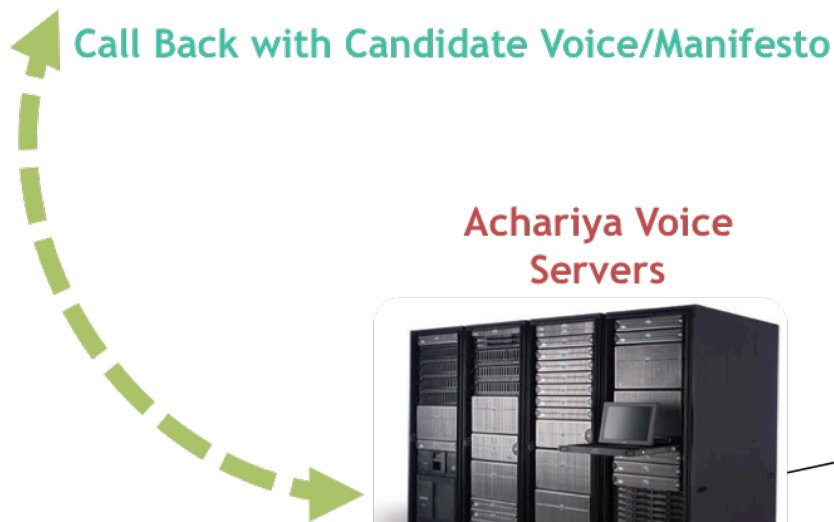
No Requirement of Internet : Another major advantage of the tool is that, it do not require an internet connectivity for conducting conference and that means only a basic telephone connection is required.

Know Your Candidate - Effectively engage voters

The candidates can circulate their Missed call Numbers to the voters through which they can “**Know their candidate**”. Voters can give a missed call to a particular number and receive a call back with recorded audio message containing the election manifesto and information about the candidate.



Election Posters



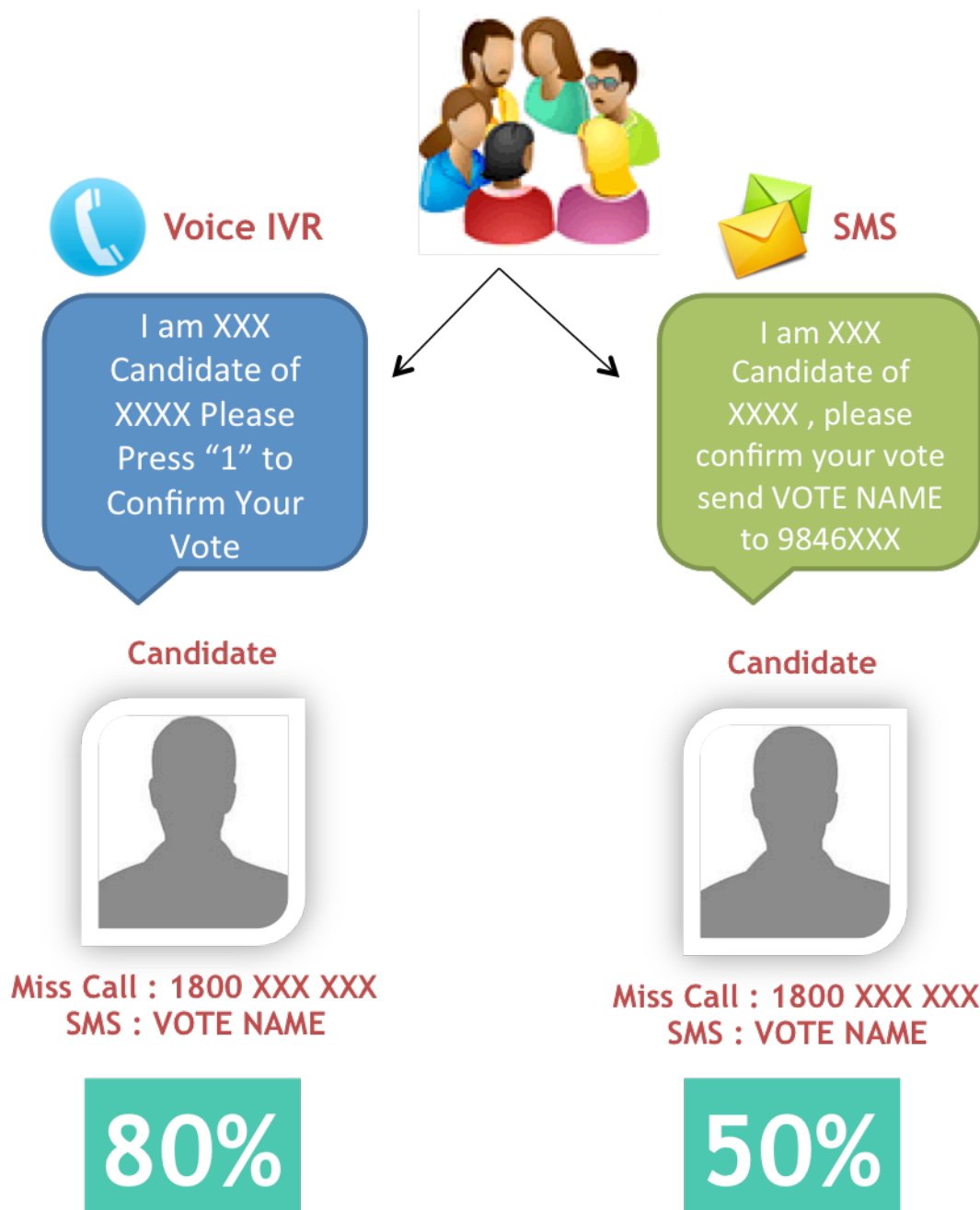
Achariya Voice Servers



Saving Number Into Contacts

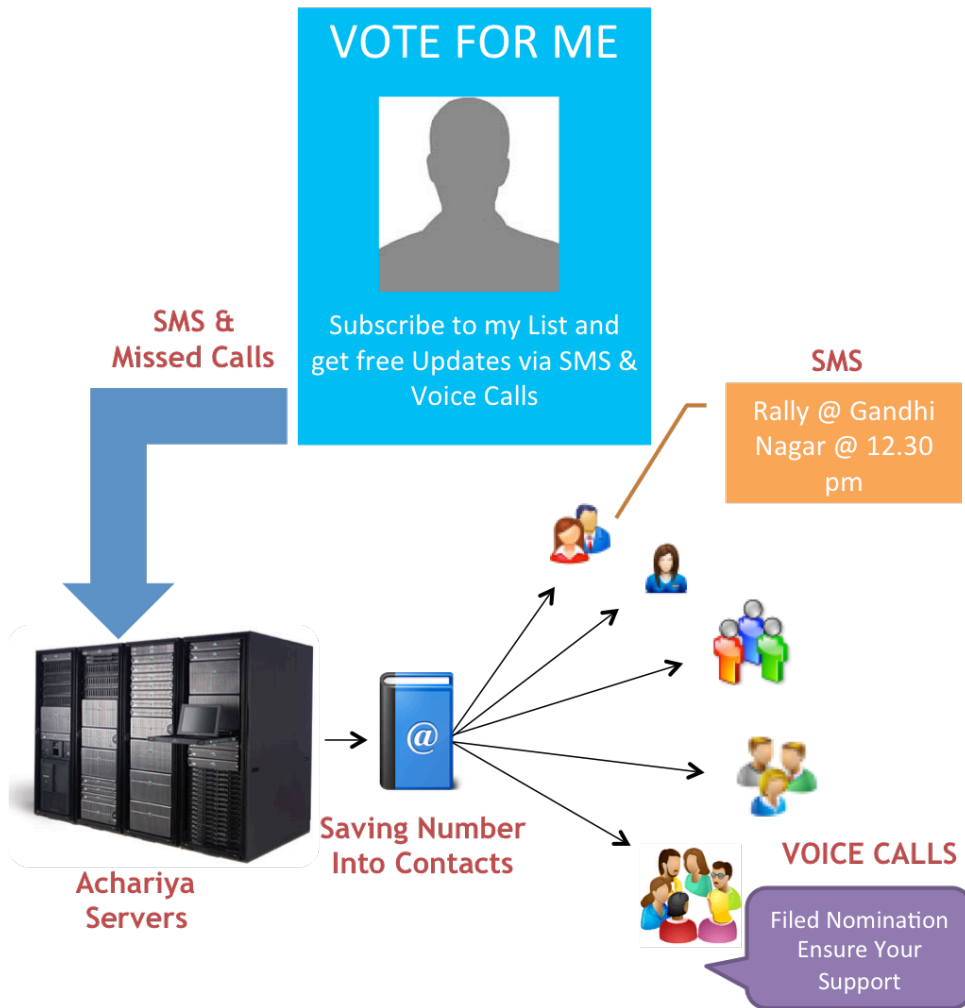
Know the Trend- Learn about voter preferences

Candidates/political parties can learn about the interest of the voters and predict the voting trend by sending Voice calls with IVR options to select the party or candidate they support. Candidates even can provide **Missed Call Numbers** in the SMS to collect statistics on the interest of the voters.



Follow Your Candidates

Lets the public to follow their candidates by simply subscribing through a SMS or a Miss Call and can get the recent and regular updates from Candidate via SMS or Voice Call.



Ways to get more business and generate more leads during this election.

Submitting Proposals

The best way to approach the political parties would be by giving professionally drafted proposals in the state party offices and local party offices. The proposals should highlight how Achariya's election campaigning products can help the political parties in influencing a large numbers of voters to vote for their candidate.

Approaching Candidates

Collect contact information of all the major party candidates from election website or party website. Approach the candidates and try to make them well aware of how Achariya's products can build huge voter preference and help them win the elections.

Advertise

Elections is the best time when your advertisements will lead to great returns. You can circulate your advertisements in local news paper or distribute pamphlets. You can even run your scrolling advertisements on cable TV. Ensure that you target the right audience at the right time to get more out of your advertisement.

Classified Ads

You can place your ads in classifieds like Sulekha / OLX / Quickr and even place your ads in local classified to reach maximum audience. Demonstrate the value of our product for election through your ads.

Social Media Channels

All the parties and candidates have their Facebook page and Twitter handles to run digital campaign. You can get in touch with the political parties through these social media channels and get the details of the contact person handling election campaign for their party or candidate.

What makes Achariya the best preferred choice for running election campaign?

Achariya has over 11 years of experience in serving customers with high level of satisfaction and transparency. Achariya's "Election Special Campaigning Products" are supported by the most reliable and powerful technology.

- ✓ 5000 Voice lines Capacity i.e 2 Cr Voice Calls within 12 hours
- ✓ 1000 + TPS in SMS service i.e 4.3 Cr voters within 12 hrs.
- ✓ 1000+ Missed Call numbers to choose from.
- ✓ Transparent billing process and genuine reports.
- ✓ Powerful SIP & SS7 back end hosted with telecom operators MCN's.
- ✓ 11 Years of Trust, Experience & Innovation.
- ✓ We have State Constituency Wise database available for all States.

About Achariya

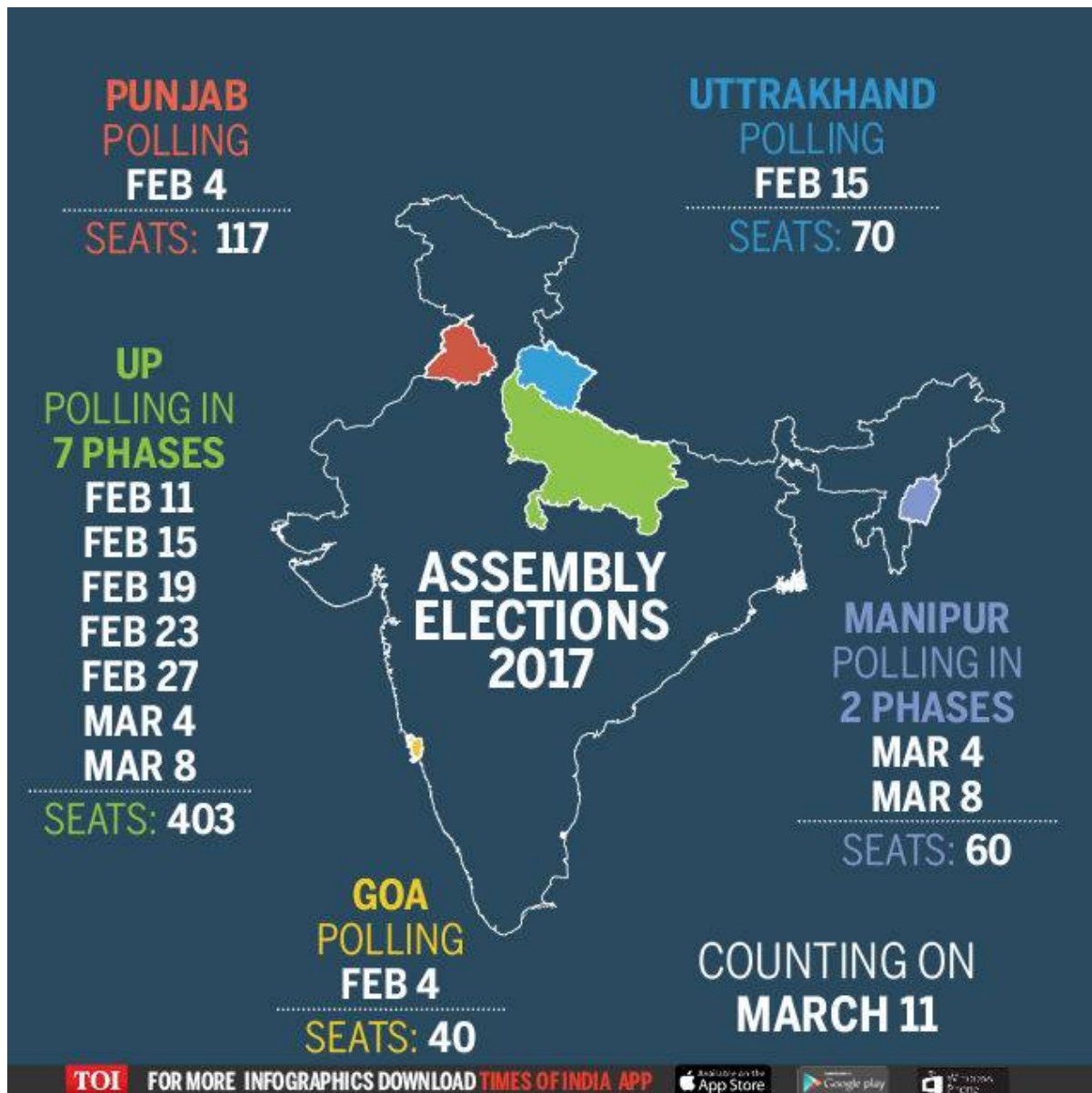
Achariya Techno Solutions India Pvt Ltd is an ISO 9001 2008 Certified Product Innovation Company founded in 2006 and focused in exploring new business possibilities in Multiple Sectors, currently focused in Telecom | IT | Travel & Tourism | BFSI | Hospitality | Health.

We exploit all the possibilities of technology in its extreme to make a better tomorrow for automating different business needs. During the journey we have Invented & Introduced many Innovative Products and Services and our Innovation still continues...

Quick Statistics @ Glance

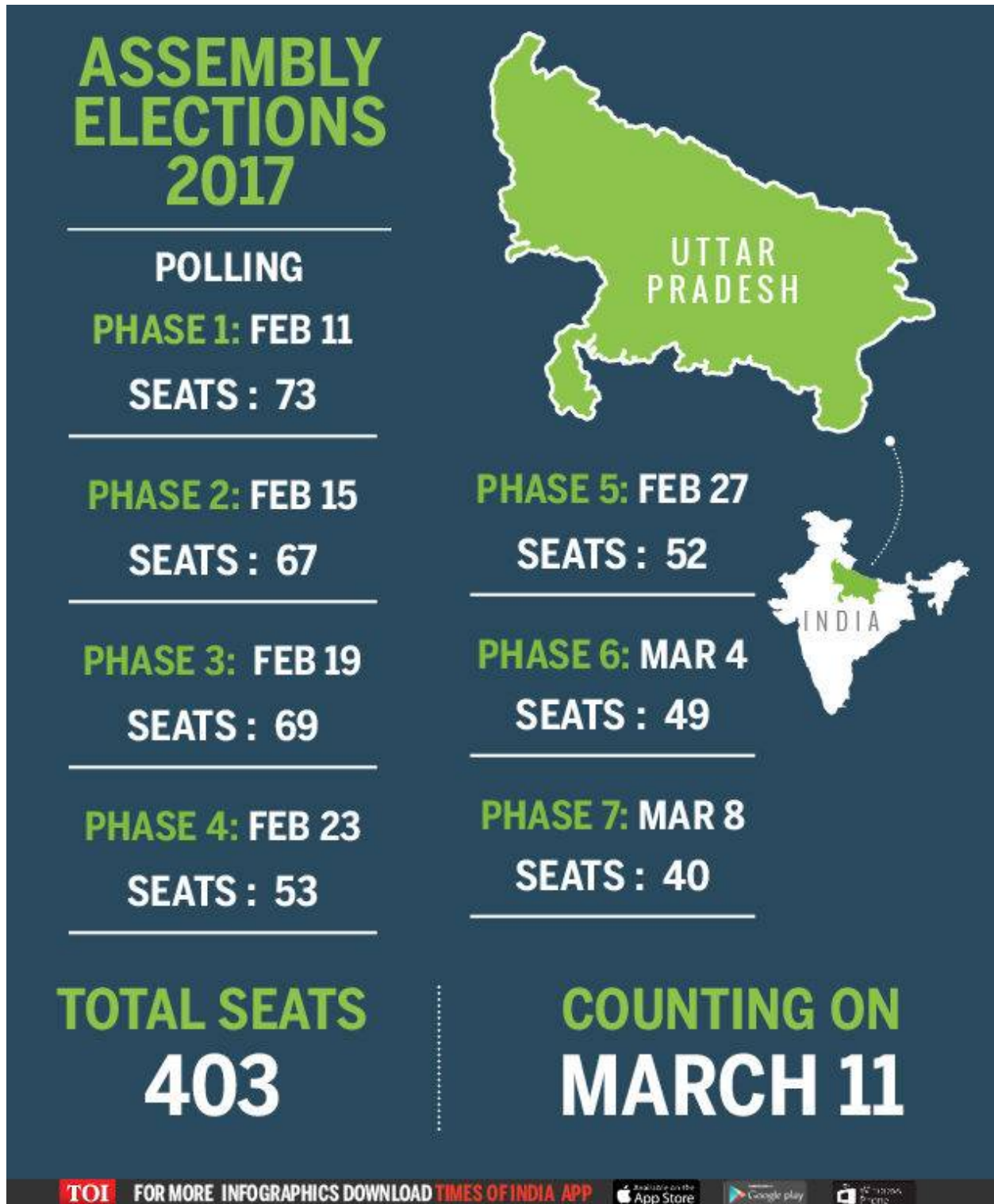
Following is the statistics of the 5 states which will help you realize the market potential and effectively target customers.

STATES	Punjab	Manipur	Uttar Pradesh	Uttarakhand	Goa
Population	2.798 Cr	27.22 Lakh	20.42 Cr	1.008 Cr	18.17 Lakh
Assembly Seats	117	60	403	70	40
Total voters	19214236	1807843	138517026	7381000	1085271
Polling Date	04 Feb 2017	Phase 1 04 Mar 2017 Phase 2 08 Mar 2017	Phase 1 11 Feb 2017 Phase 2 15 Feb 2017 Phase 3 19 Feb 2017 Phase 4 23 Feb 2017 Phase 5 27 Feb 2017 Phase 6 04 Mar 2017 Phase 7 08 Mar 2017	15 Feb 2017	04 Feb 2017
Election silence date	02 Feb 2017	Phase 1 02 Mar 2017 Phase 2 06 Mar 2017	Phase 1 09 Feb 2017 Phase 2 13 Feb 2017 Phase 3 17 Feb 2017 Phase 4 21 Feb 2017 Phase 5 25 Feb 2017 Phase 6 02 Mar 2017 Phase 7 06 Mar 2017	13 Feb 2017	02 Feb 2017
Ruling Party	SAD – BJP alliance	INC	SP	INC	BJP



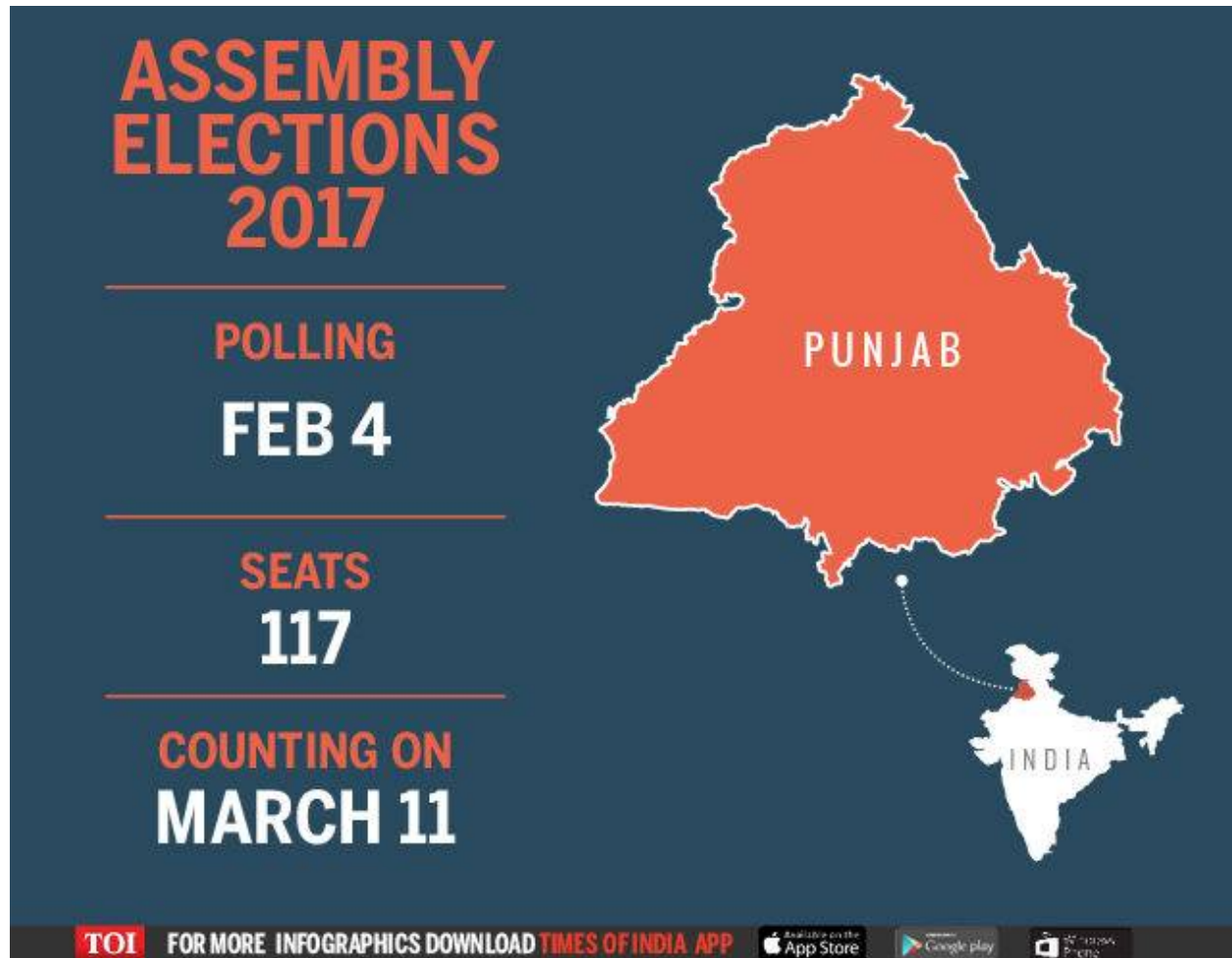
Uttar Pradesh

Following is the statistics of Uttar Pradesh



Punjab

Following is the statistics of Punjab



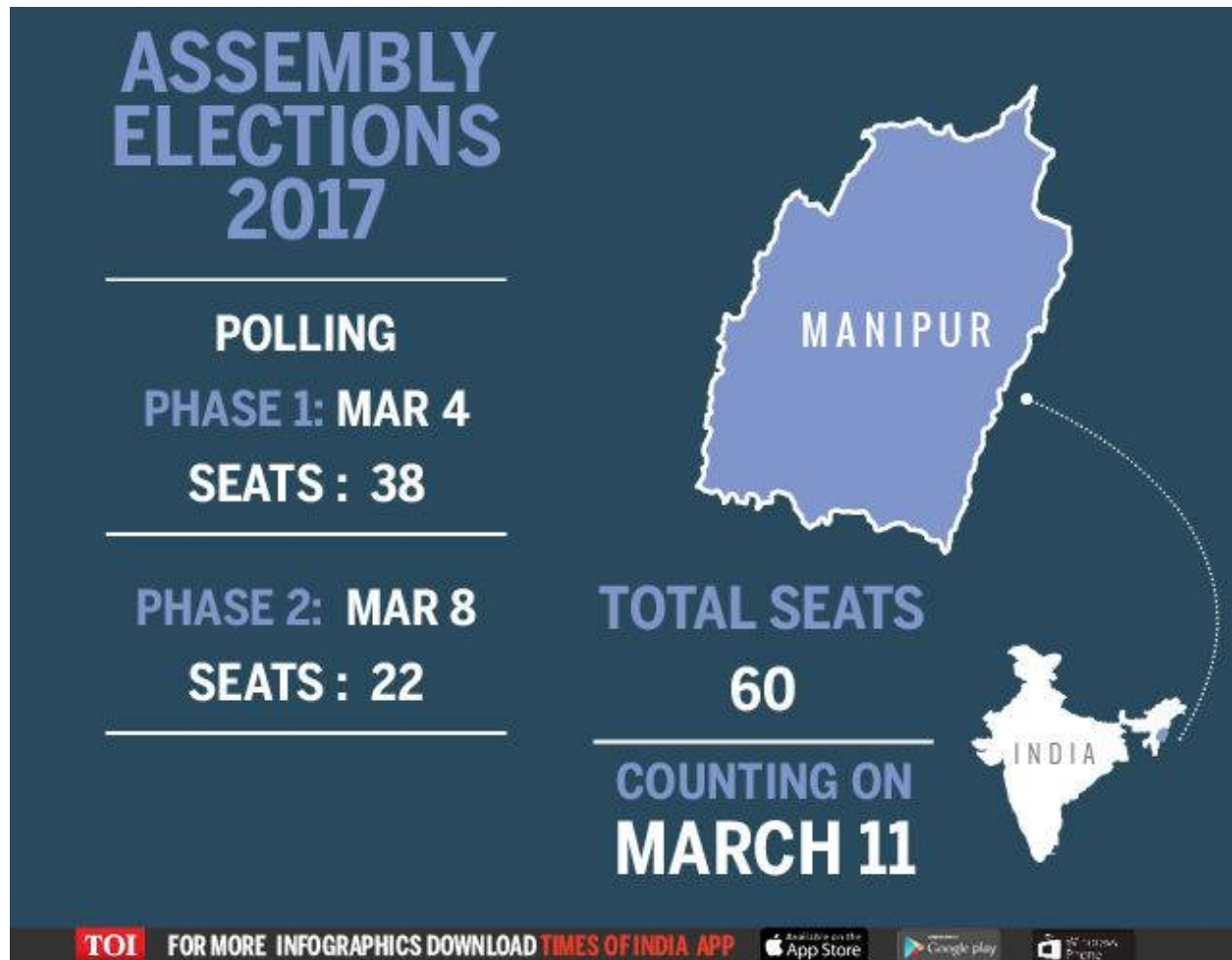
Uttarakhand

Following is the statistics of Uttarakhand



Manipur

Following is the statistics of Manipur



Goa

Following is the statistics Goa



TRAI & Election Commissioner Rules & Regulations.

1. Transmitting any kind of Candidate Promotion or election campaigns to DND numbers through Transactional Route or Voice calls are strictly prohibited.
2. All Campaigns should broadcasted through Promotional Gateway acquired separately from telecom operators and for voice call campaigns should use 140 number series
3. SMS/Voice Calls campaign should not be delivered to numbers registered with DND (NCCP TRAI)
4. Promotional Calls or Messages should not be delivered between 9pm to 9am.
5. Transmitting Voice Calls or SMS content that defames any persons/companies/organizations will be treated as spam messages and account will be terminated with immediate effect and shall be forced to take legal actions without any prior notices.

6. Bulk Messaging and Voice Campaigns should not be broadcasted when "Election Silence" is applicable in each region.
7. Campaigns should be conducted only through registered Tele Marketers under TRAI.
8. Necessary pre approval of SMS & Voice Call content need to be taken from the Election Commissioner.

Contact Sales

To get the special resellers price and product demonstrations, please contact our sales department.

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