



BlackPepper InfoServices Pvt Ltd

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Bluetooth Marketing Proposal

About Us

BlackPepper InfoServices Pvt. Ltd. is a New Delhi based fast growing Software Development Company. After its incubation the month of July 2008, it has already proven its capability of project execution with more than 99% client satisfaction. BlackPepper specialize in the field of Mobile Applications, Mobile Services, Bluetooth Proximity Marketing, eCommerce [both B2B & B2C], n-tier Client/Server Application Development, Distributed Development. Our Experience also includes business process design, technical architecture, and system integration / implementation.

Our focus and priorities are considerably different from our competition. We are focused on the benefits new delivery models can deliver, not on forcing work to offshore locations. There is no one size fits all solution at BlackPepper. Your business is unique and so are the opportunities waiting to be discovered.

What is Bluetooth Marketing?

Advertising to Mobile phones using **Bluetooth Marketing** methodology is one of the new ways to get ahead of your competitors. **Bluetooth Marketing** reduces costs and increases the return on investment compared to the usual advertising techniques.

When using **Proximity Marketing** via Bluetooth it is possible to target potential customers in a local area like a Club or Conference center and because nearly every person in India has a mobile phone and most of the mobiles are Bluetooth enabled you can send out **Calendar events, Address information, Images, Audio or Event Video.**

With a range of **100m** it is possible to scan for Bluetooth enabled mobile phones within proximity of the "**BlueDrizzle**" server and then depending on what you are trying to achieve with your campaign, send a small text voucher to bring customers to a particular shop, send audio or video to sell products or service or create brand awareness. The units will also communicate with each other so that they work together creating a larger proximity.

Key Features and Advantages

- **Free Brand Awareness**
Bluetooth Marketing can simply be used to increase customer awareness of a product or a service or for simply promoting the brand awareness of a brand name. E.g. send a mini website to the customer's mobile phone. Unlike paper brochures, digital content will always be available to the customer for use at a later date.
- **Lead Generation**
Customer details such as phone numbers and email addresses can be captured using a combination of Bluetooth and SMS-based technologies.
- **Improved Customer Relationship**
Give your existing customers offers and promotions without spending anything (apart from the cost of electricity).
- **Effective and Measurable Business Advertising**
While your competitors are still paying thousands to advertise in traditional ways, you can innovate and move your business forward with one of the latest PR and marketing methods available today.

Other Features

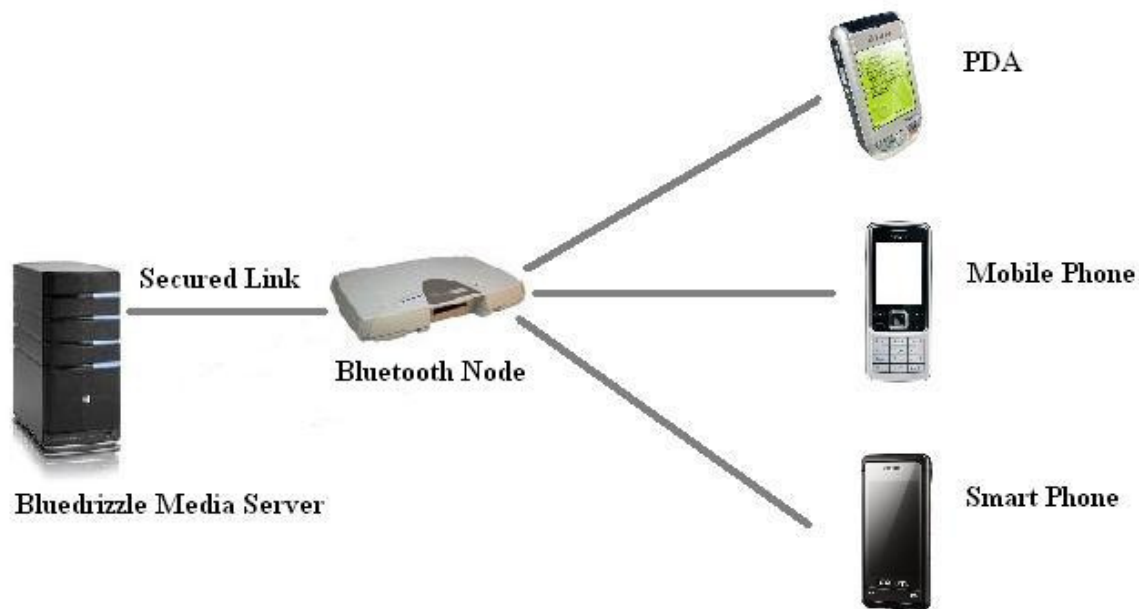
- Live reports help in measuring customer satisfaction metrics.
- Added option of WiFi internet connectivity (optional).
- Good recall value since the advertisement is carried back in the Mobile phone as part of Mobile content.
- This mode of advertisement works successfully in Australia, United States, London, Sweden, Norway etc.

How does Bluetooth Marketing work?

The concept of Bluetooth Marketing works as per the following steps:

1. The BlueDrizzle box searches for Bluetooth enabled mobile phones in the vicinity and sends a request to them.
2. Once the user has accepted to receive the content, the BlueDrizzle box sends the content to the user's mobile phone.
3. The user has an option to view or save the content for later viewing.

Diagram



BlueDrizzle - Bluetooth Proximity Marketing.

Pricing and other requirements

Lease basis:

- 1. Refundable security of Rs. 35, 000/- per device.**
 - 2. Daily rent of Rs. 2,500/- (Incl. of Service Tax) per device.**
- All payments to be made in advance.
 - Any installation costs to be borne by the Company/Individual ordering the devices.
 - Content development and management of online control panel costs extra. Content development @ Rs.700 per static content (wallpapers – jpg, gif). For games, applications charges as applicable.
 - Any costs associated with a technician (if required) to be borne by the Company/Individual ordering the devices.
 - Shipping charges (if required) to be borne by the Company/Individual ordering the devices.
 - All prices subject to change without prior notice.

Purchase basis:

- **Range – 100 meters: Rs. 48,000/- (Incl. of all taxes).**
With Internet Control Panel: Rs. 55,000/- (Incl. of all taxes)

- **Range – 200 meters: Rs. 52,000/- (Incl. of all taxes).**
With Internet Control Panel: Rs. 59,000/- (Incl. of all taxes)
- **Range – 400 meters: Rs. 65,000/- (Incl. of all taxes).**
With Internet Control Panel: Rs. 72,000/- (Incl. of all taxes)

In case of any further queries or concerns please feel free to reach us at the below details.

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