



Mandate Mantra

Strategic communication, showcasing expertise, and demonstrating unique value propositions

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Empowering Leaders with Innovative Political Strategies

Introduction



- Premier political consulting firm.
- Comprehensive digital marketing, election planning, and implementation services.
- Specializes in image building, campaign research, launch, and management.
- Influencing masses for individuals, organizations, brands, political parties, candidates, and allied entities

- Deploy experienced teams for successful election campaigns.
- Tailor strategies to clients' unique needs.
- Use advanced data analytics and research.
- Evaluate scenarios and trends across industries.
- Provide actionable insights with cutting-edge technology..

Mission Statement

- Empower clients with innovative, data-driven strategies.
- Provide comprehensive digital marketing solutions.
- Enhance public image and influence through meticulous research.
- Utilize advanced analytical tools and cutting-edge technology.
- Drive impactful campaigns for successful outcomes across sectors.

Long-term Vision

- Be the leading political consulting firm.
- Craft winning campaigns and influence public opinion.
- Evolve with technological advancements and industry trends.
- Provide unparalleled insights and strategies.
- Engage youth to foster innovation and drive positive change.

Market Opportunity: Political Consulting Market in India

Growth Rate:

The market has been growing at a CAGR (Compound Annual Growth Rate) of around 15% over the past five years, driven by increasing political competition and the rising importance of digital campaigns.

Voter Demographics:

Approximately 65% of India's population is under the age of 35, making youth engagement a critical component of successful campaigns

Social Media Penetration

India has over 467 million social media users as of 2023, with platforms like Facebook, Twitter, and WhatsApp playing crucial roles in political campaigns..

Digital Ad Spending:

Political parties in India spent over INR 500 crore (\$67 million) on digital advertising during the 2019 general elections, a figure expected to rise in future elections.

Number of Players:

The market has seen a proliferation of political consulting firms, with over 100 established firms operating across various states..

15%

65%

467 Mn

500 Cr

100



Market Opportunity : Target Audience

Lok Sabha MPs

Elected representatives in the lower house of India's Parliament. There are 543 Lok Sabha constituencies, each represented by an MP.

State Assemblies

There are approximately 4,120 MLAs across these assemblies, playing crucial roles in state governance and policy-making.

Central Government

Cabinet Ministers in the Government of India hold portfolios in various ministries, including Home Affairs, Finance, Defence, External Affairs, and more.



MPs

MLAs

Cabinet Ministers

Rajya Sabha MPs

Members of the upper house of India's Parliament, which consists of 245 members representing various states and union territories.

State Government

Each state has its own set of ministers managing various sectors critical to the state's development

Why they Matter

01

Influence and
Decision-Making
Power

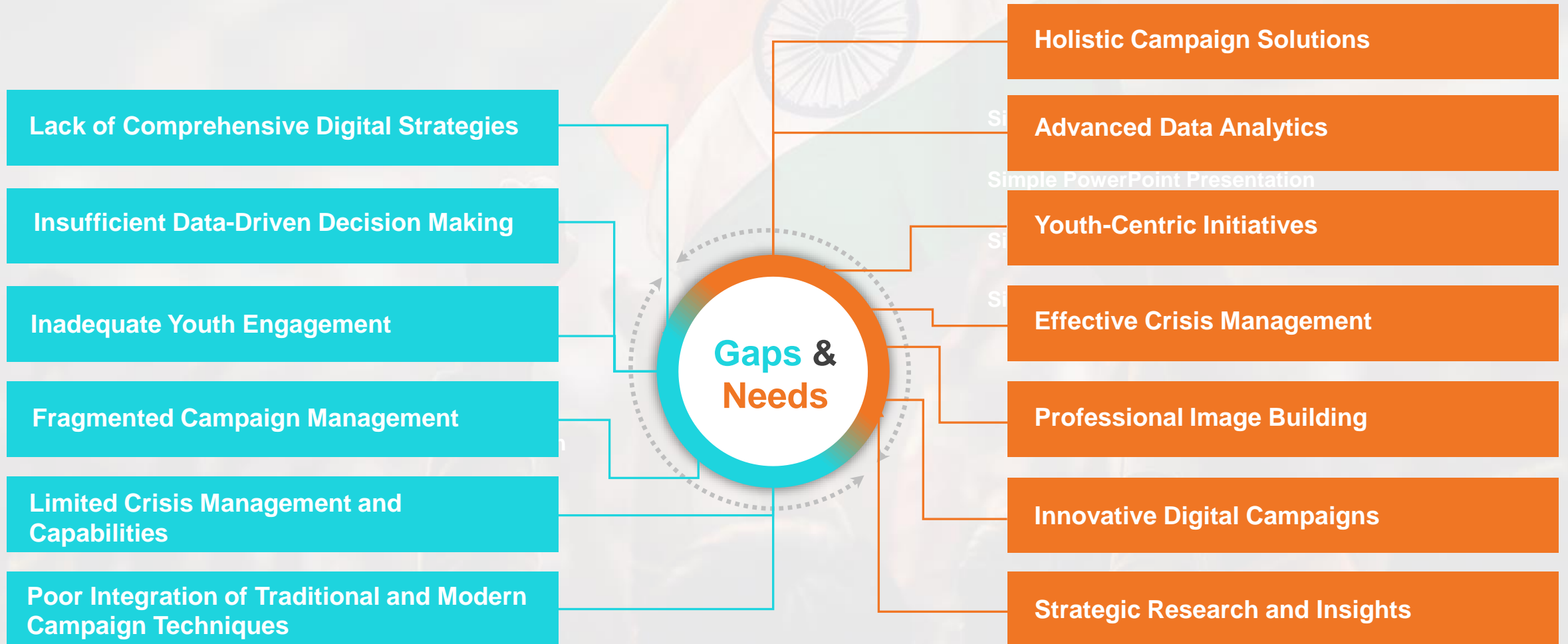
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Policy Implementation

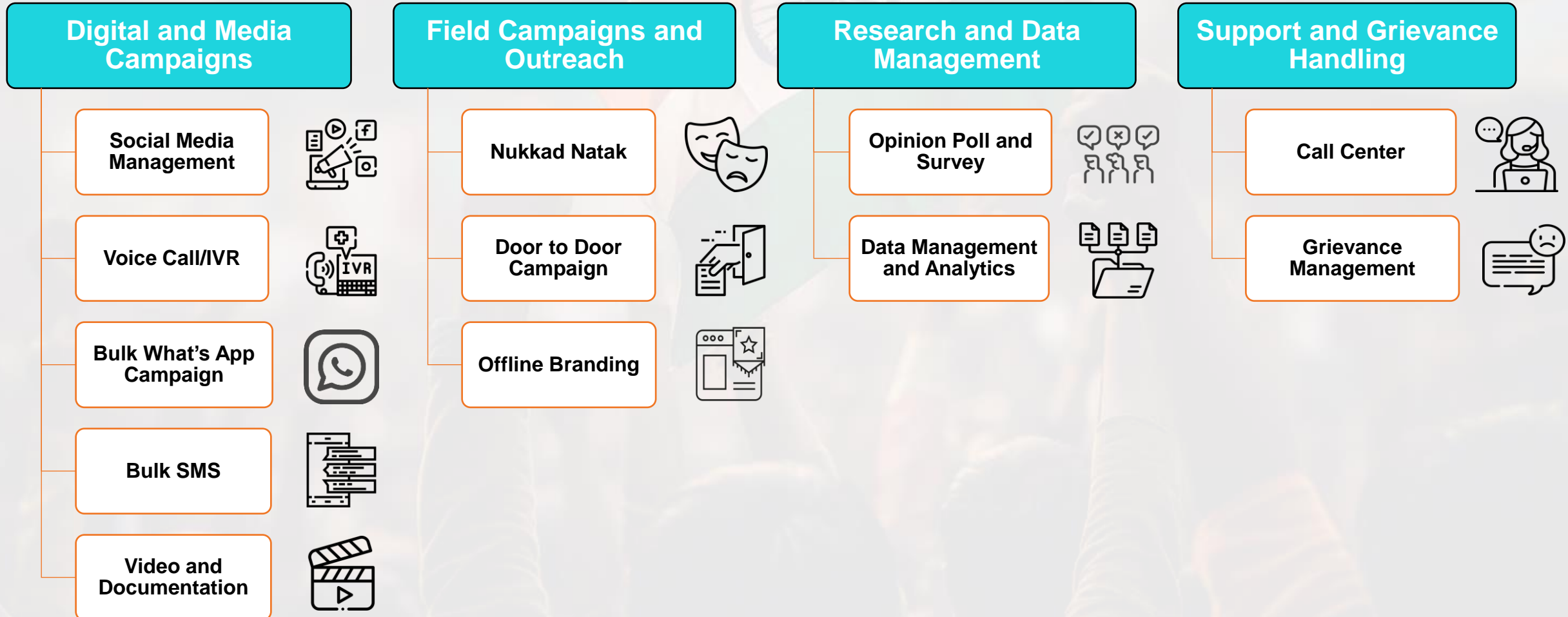
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Public Outreach

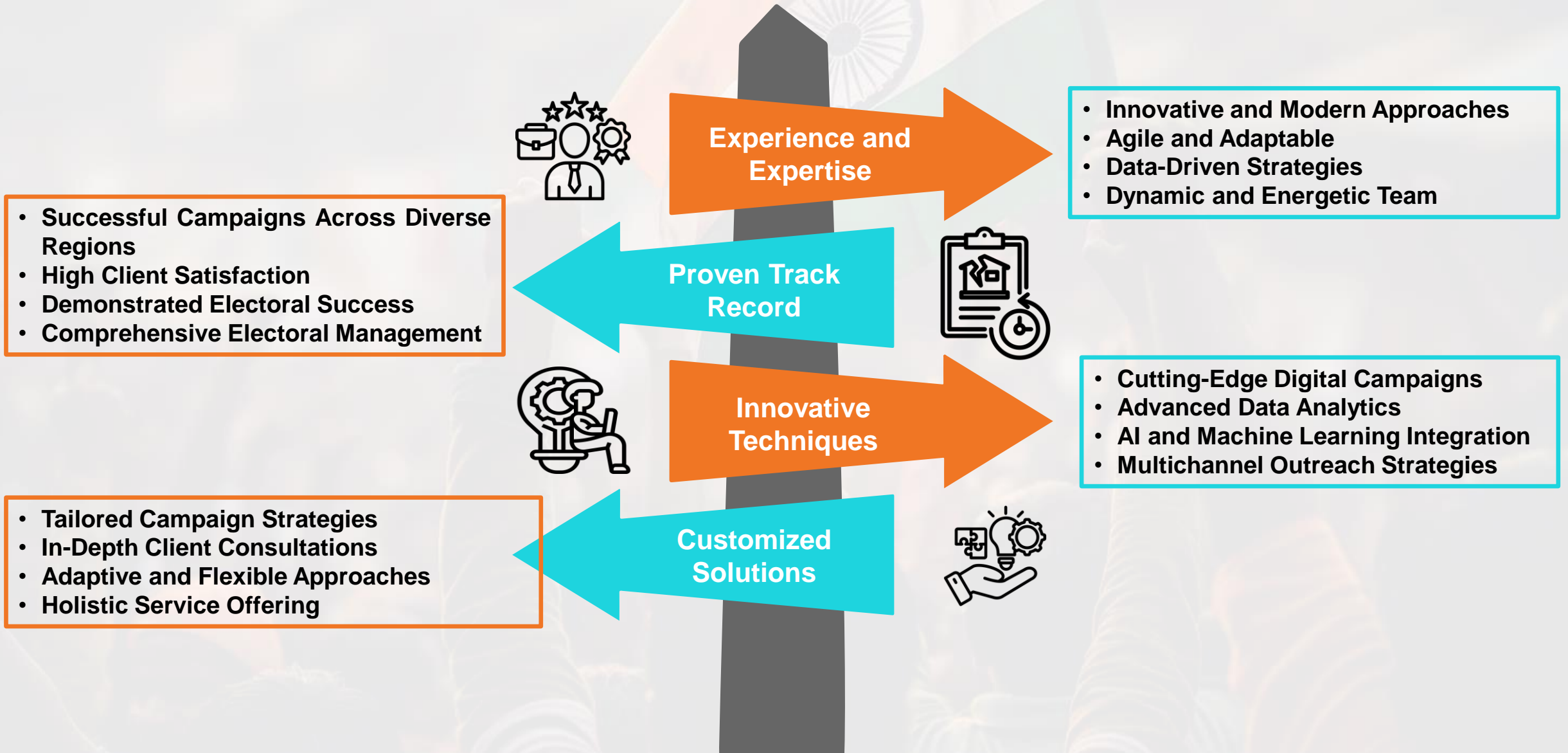
Market Opportunity : Gaps and Need in Market



Services Offered



Unique Value Propositions



Competitive Analysis : Market Positioning

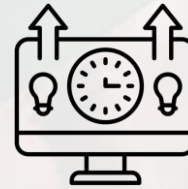
Leader Focused Consulting

- Specializes in consulting for individual leaders (MPs, MLAs, Cabinet Ministers)
- Different from traditional firms that serve political parties



Enhanced Flexibility and Responsiveness

- More agile and responsive to changing political landscapes
- Quickly adapts to personal dynamics of individual leaders



Innovative and Tailored Solutions

- Offers innovative and bespoke solutions for personal branding
- Leverages leader's unique capabilities and local influence



Personalized Strategy Development

- Develops highly personalized strategies for each client
- Addresses specific needs, strengths, and challenges

Dedicated Client Support

- Provides higher level of dedication and personalized support
- Fosters stronger client relationships and successful campaigns

Call to Action



Consultation Session

Schedule a free initial consultation to discuss your unique needs and how Mandate Mantra can help you achieve your campaign goals.



Customized Proposal

Request a tailored proposal outlining our strategic approach and specific services designed to meet your objectives.



Workshops and Seminars

Join our upcoming workshops and seminars to learn about the latest trends and techniques in political consulting



Demo Campaigns

Experience our expertise firsthand with a demo campaign showcasing our innovative techniques and personalized strategies



Collaborative Projects

Explore opportunities for collaborative projects to leverage our combined expertise for mutual benefit.



Contact Our Team

Reach out to our team to start the conversation and explore how we can work together.



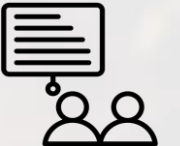
Client Onboarding

Begin the onboarding process to gain access to our full range of consulting services and strategic support



Strategy Session

Participate in an in-depth strategy session to identify key campaign goals and develop a comprehensive plan



Resource Allocation

Allocate necessary resources and personnel to ensure the successful implementation of the campaign plan..



Kick-off Meeting

Schedule a kick-off meeting to align on objectives, timelines, and deliverables, ensuring everyone is on the same page..





Contact Us

"Empowering
Leaders with
Innovative
Political
Strategies"

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