

CLOUD RANK

DIGITAL MARKETING



CLOUD RANK.CO.IN

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ABOUT COMPANY



About project

Cloud Rank is one of the frontrunners in delivering excellence in technology, Spanning a tenure of over three years, the customer retention rate (CRR) stands at a whopping 99% for clients from several industries. Cloud Rank are combining cutting-edge technology with 100+ certified industry specialists to deliver solutions smartly and swiftly.

Why Choose us?

Starting from 2018, we have served 147+ clients across the globe. We have provided custom-built business solutions to a range of clients from different industry verticals.

Why do our clients believe in us?

Our work speaks. We endeavor to materialize our client's thoughts & ideas and provide innovative solutions to whatever challenges come their way. Our professional expertise will make sure that clients' needs met.

2023



Our Services



SEO



SMM



SMO



E-commerce



BRANDING



Google ads



Affiliate Marketing



Google adence



CONTENT



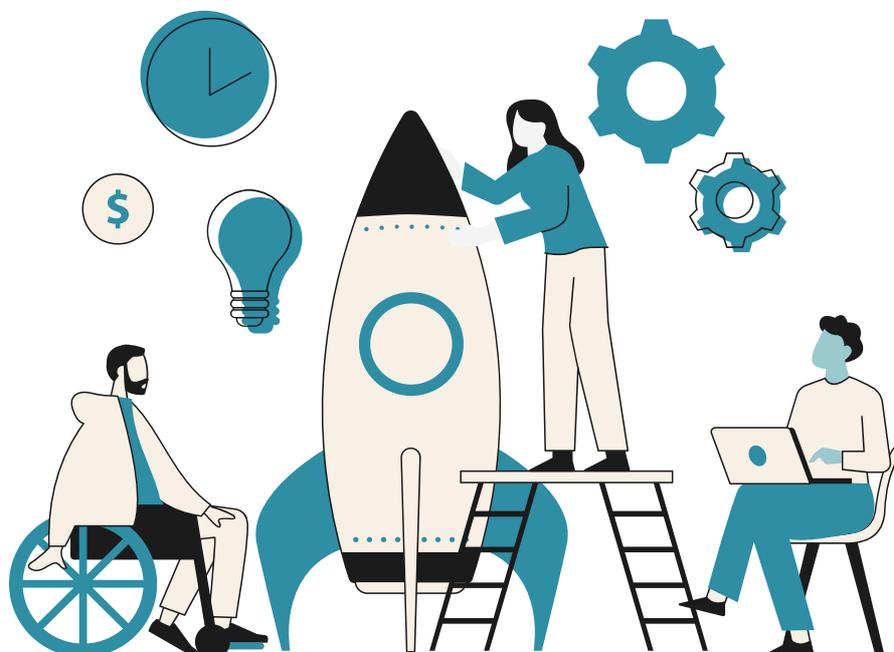
WEB- OPTIMIZE



WEB DESIGN



YOUTUBE



Our digital Strategy

DISCOVERY

Gathering and finalizing requirements and goals for your project. Discuss project time line and key milestones. Learning and understanding the problems to be solved.

RESEARCH

Defining and closing gaps in knowledge through investigation and research of behaviors, needs, and motivations. Understanding competitive landscapes, markets, industries, and informing an effective project strategy.

STRATEGY

Marrying the results of the Discovery and Research stages into a cohesive project plan. Refining the functional requirements for the Design and Development stages.

IDENTITYDESIGN

Making the business strategy visible through design.

TOUCHPOINTS

Developing a touchpoint program that will ensure an effective brand experience for the targeted audience.

ASSETS

Accepting the project as complete, according to specifications, and ready for release to its intended audience.



CREATIVE SERVICES

Bring us your challenges, we'll reimagine your future.

SEARCH ENGINE OPTIMIZATION

"Boost your online visibility with our SEO services. Enhance your website's ranking and attract more organic traffic. Let us optimize your online presence for success."

**Cloud Rank: Elevate Your Website,
Dominate Google Search**



PERFECTLY OPTIMIZED ON-PAGE SEO CHECKLIST

Content is high-quality, relevant, fresh and at least 500 words in length.

Target search phrase is included in page headline.

Target search phrase is included in at least one sub-headline.

Target search phrase is repeated three to 10 times within body copy.

Page includes relevant images and/or graphics that help illustrate the target search phrase.

Captions for images and/or graphics include the target search phrase.

Content and/or tools and resources on the page are so good that visitors will want to share your link with others and post your link elsewhere.

Location: If you are optimizing for specific country, state, city or regional names, be sure they are in your copy and perhaps in a page footer.

No misspellings or poor grammar. Yes, the search engines downgrade for either.

Inclusion of social media links and / or user discussion or reviews. Pages with active visitor interaction are scored higher than static pages.

THE OFF-SITE SEO CHECKLIST

Google Analytics Review

Link building

Article Writing & Submission

Blog/Blog 2.0 Writing & Submission

PR Writing & Submission

PPT/PDF Creation & Submissions

Research New High PR sites for off-page tasks

Monthly reporting of all SEO Activities

ON PAGE DELIVERABLES

- Enhance visibility with SEO-Friendly URLs
- Title – Always Include Keywords
- Wrap your Titles in H1 Tags
- Write Feature Focused Meta Description
- Internal Linking with Anchor Text
- Add Outbound Links
- Increase Content Length
- Optimize Images
- Write Quality Content
- Add Social Sharing Buttons
- Increase Site Speed
- Responsive Design

OFF PAGE DELIVERABLES

- Posting only on High PR sites
- Submissions to be spread over a month
- Create golden backlinks rather than inferior ones
- Post relevant content
- Focus on content marketing
- Engage people through content
- Use mediums like infographics
- Videos
- Podcasts
- Reporting on monthly basis

KEYWORD ANALYSIS

10 - 100 keywords will be chosen out of A list of high moderate and low competitive keywords to drive more more traffic to your website.

- Analyze ranking website
- Analyze countries wise keywords
- Target business related keywords
- Optimize on-page seo

MONTHLY SUBSCRIPTION PLAN

SEO Plan 1	SEO Plan 2	SEO Plan 3	SEO Plan 4
10 Keywords Monthly activities	Up to 20 Keywords Monthly activities	Up to 30 Keywords Monthly activities	Up to 50 Keywords Monthly activities
✓ 2 Articles	✓ 4 Articles	✓ 6 Articles	✓ 10 Articles
✓ 2 Blog 2.0	✓ 4 Blog 2.0	✓ 6 Blog 2.0	✓ 10 Blog 2.0
✓ 2 home blog	✓ 4 home blog	✓ 6 home blog	✓ 8 home blog
✓ 2 PDFs	✓ 4 PDFs	✓ 6 PDFs	✓ 8 PDFs
✓ 20 Image Bookmarking	✓ 50 Image Bookmarking	✓ 70 Image Bookmarking	✓ 100 Image Bookmarking
✓ 20 Classifieds	✓ 50 Classifieds	✓ 70 Classifieds	✓ 100 Classifieds
✓ 20 Social bookmarking	✓ 50 Social bookmarking	✓ 70 Social bookmarking	✓ 100 Social bookmarking
✓ Profiles Creation 2	✓ Profiles 5	✓ Profiles 7	✓ Profiles 10
✓ Business Listing 2	✓ Business Listing 5	✓ Business Listing 7	✓ Business Listing 10
✓ Search Engine Submission			
✓ Content Sharing to various platforms			
✓ Complete On-Page and Google Analytics setup and tracking	✓ Complete On-Page and Google Analytics setup and tracking	✓ Complete On-Page and Google Analytics setup and tracking	✓ Complete On-Page and Google Analytics setup and tracking
✓ Reporting: Monthly	✓ Reporting: Monthly	✓ Reporting: Monthly	✓ Reporting: Monthly
Cost: INR 10,000/Month	Cost: INR 20,000/Month	Cost: INR 30,000/Month	Cost: INR 40,000/Month



SOCIAL MEDIA OPTIMIZATION



SMO SERVICES

WHY BE SOCIAL?

It is no exaggeration to say that, in today's scenario, social media optimization is a compelling necessity for all business houses regardless of their size and scale of operations. It is widely acknowledged that social media optimization is one of the most effective ways to attract maximum traffic to your website.

First and foremost, Social Media Optimization makes you more visible and helps you promote your brand image in a big way. It is pointless having web presence that draws nil or scant visitors to the site. Social media optimization is the tool that will do the magic to attract visitors to your site

Social Media Plan

 LISTEN As today's buyers want answers through social media, it is mandatory for your brand to respond to all of their queries on every platform.	 PLAN Our plan will guide the actions, but it will also be a measure by which you can determine whether we're succeeding or failing.	 STRATEGY To benefit from social media, you need to build a clear strategy that takes into account what you're trying to achieve, who your customers are and what your competition is doing.	 TOOLS Monitor, measure and engage with social media management tools for a better experience and management.
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Social Media Plan

 Phase 01 CONVERSION The continuous process of posting targeted, useful content via social media platforms with the goal of driving qualified traffic to a blog post, website or landing page improves the chances of conversion.	 Phase 02 ENGAGEMENT Improving social media engagement means your updates get seen by more people and leads to more action taken on each post. So we strive and dig deeper to find ways to engage more audience.	 Phase 03 LOYALTY Beyond awareness and acquisition, you can measurably build customer loyalty by asking them for feedbacks, answering their queries and rewarding them for giving reviews.
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SMO SERVICES

Social Media Channels	Monthly Social Media Plan 1			Monthly Social Media Plan 2			Monthly Social Media Plan 3			
	Term	Activity	Posts	Term	Activity	Posts	Term	Activity	Posts	Term
✓ Facebook	Weekly	Post, Story, Reels	3	Daily	Post, Story, Reels	1	Daily	Post, Story, Reels	1	Daily
✓ LinkedIn	Weekly	Post	3	Daily	Post	1	Daily	Post	1	Daily
✓ Twitter	Weekly	Tweets	3	Daily	Tweets	1	Daily	Tweets	1	Daily
✓ Google My Business	Weekly	Posting, Updates, Reviews	3	Daily	Posting, Updates, Reviews	1	Daily	Posting, Updates, Reviews	1	Daily
✓ YouTube	Weekly	SEO Optimized Video Uploads	3	Daily	SEO Optimized Video Uploads	1	Daily	SEO Optimized Video Uploads	1	Daily
✓ Pinterest	Weekly	Pin, SEO Optimized Boards	3	Daily	Pin, SEO Optimized Boards	1	Daily	Pin, SEO Optimized Boards	1	Daily
✓ Instagram	Weekly	Post, Story, Reels	3	Daily	Post, Story, Reels	1	Daily	Post, Story, Reels	1	Daily
Social Media Marketing Analysis										
Technical Support: Email/Call 10 am to 6 pm										
Scope of Improvement Monthly Audit										
Choose any		3 Platforms			5 Platforms			All 7 Platforms		
Monthly Costing		INR 15,000/-			INR 20,000/-			INR 25,000/-		

GRAPHICS & PRINTABLES DESIGN

Job	Cost
✓ Logo design	₹10,000/-
✓ Company profile PDF	₹ 10,000/-
✓ Company profile Printable Format	₹ 15,000/-
✓ Business card design	₹ 5000/-
✓ Brochure single page:	₹ 5000/-
✓ Brochure both side	₹ 7000/-
✓ Leaflets	₹ 7000/-
✓ Booklets up to 10 pages	₹15000/-
✓ Scroll print design	₹1500/-
✓ Standee design	₹ 10,000/-
✓ Flex board design	₹ 15000/-

Google Ads



GOOGLE ADS

PPC CAMPAIGN ROPOSAL

"Maximize Clicks, Optimize Results: Join Our PPC Campaign Today!"



PPC CAMPAIGN

Thank you for considering our Pay Per Click (PPC) proposal. As a PPC specialist, I understand the importance of driving traffic to your website and generating leads.

As per our discussion, you own a betting website, and your goal is to increase website traffic, generate leads, and ultimately, increase revenue. To achieve this goal, I propose the following PPC strategy:

Keyword Research: I will perform extensive keyword research to identify the most relevant keywords related to your business. This will include a combination of broad, phrase, and exact match keywords.

Ad Creation: I will create compelling ad copies that will attract potential customers to click on your ad. The ad copy will be aligned with your brand's messaging and promote your unique selling proposition.

Landing Page Optimization: I will optimize your landing pages to ensure they are relevant to the ad copy and offer a seamless user experience. This will help increase the chances of converting clicks into leads.

Campaign Management: I will manage your PPC campaign on an ongoing basis, ensuring that your ads are running effectively, and your budget is being used wisely. This includes monitoring your ad performance, making necessary adjustments, and keeping you updated with monthly reports.

Remarketing: I will set up remarketing campaigns to target users who have already visited your website. This will increase the chances of converting those users into leads and customers.

A/B Testing: I will conduct A/B testing on your ads and landing pages to identify which ads and landing pages are performing the best. This will help optimize your campaign for better results.

Budget Management: I will manage your PPC budget to ensure maximum ROI. This includes setting up a bidding strategy that aligns with your business objectives.

Our proposal includes the following deliverables:

- Initial PPC Campaign Set Up
- Keyword Research
- Ad Copy Creation
- Landing Page Optimization
- Campaign Management
- Remarketing Set Up
- A/B Testing
- Monthly Reporting

TYPES OF PPC CAMPAIGN WE RUN

Search Ads: These are text-based ads that appear at the top or bottom of the search engine results page (SERP) when a user searches for a specific keyword. The advertiser pays when someone clicks on the ad.

Display Ads: These are image-based ads that appear on websites that are part of the Google Display Network. They can appear as banner ads, text ads, or rich media ads, and are often used for brand awareness.

Video Ads: These are ads that appear on YouTube videos or on other video content sites. They can be skippable or non-skippable, and are typically used for brand awareness or to promote a product.

Remarketing Ads: These are ads that target users who have previously visited a website or taken a specific action, such as adding a product to their shopping cart but not completing the purchase. These ads can be shown on the Google Display Network, YouTube, or other sites.

Social Media Ads: These are ads that appear on social media platforms such as Facebook, Instagram, LinkedIn, and Twitter. They can be targeted to specific demographics, interests, and behaviors, and can include images, videos, or text.

Each type of PPC campaign has its own benefits and can be used for different goals, such as increasing brand awareness, driving website traffic, or generating leads and sales. It's important to choose the right type of campaign for your business and goals.



GOOGLE ADS CAMPAIGN

Keyword Research: Start by conducting keyword research to identify the most relevant keywords for commercial properties in Faridabad. Focus on keywords like "commercial properties in Faridabad," "office spaces in Faridabad," and similar phrases.

Campaign Structure: Create separate campaigns for different types of commercial properties (e.g., office spaces, retail spaces). Use ad groups to further segment keywords and ads based on property features and location.

Ad Copy: Craft compelling ad copy that highlights the unique selling points of Sarvome commercial properties, such as location, amenities, and pricing. Use ad extensions like callouts and sitelinks to provide additional information.



Landing Page Optimization: Ensure that the landing page is optimized for conversions. Use clear and concise messaging, high-quality images, and a prominent call-to-action (CTA) to encourage visitors to fill out the lead generation form.

Conversion Tracking: Set up conversion tracking to measure the success of your campaign. Track form submissions as conversions to understand the ROI.

Budget and Bidding: Allocate your budget based on the competitiveness of keywords and the expected return on investment. Use bidding strategies that align with your goals, such as maximizing conversions.

A/B Testing: Continuously test different ad variations and landing page elements to optimize click-through rates and conversion rates.



FACEBOOK AND INSTAGRAM CAMPAIGN

Audience Targeting: Use Facebook Ads Manager to create custom audiences based on demographics, interests, and behaviors that match the potential buyers of commercial properties in Faridabad.

Ad Creatives: Create visually appealing and informative ad creatives that showcase the properties. Consider using carousel ads to display multiple property listings in a single ad.

Ad Copy: Write engaging ad copy that highlights the benefits of Sarvome commercial properties. Include a strong CTA that encourages users to learn more or inquire.

Landing Page Integration: Ensure that the Facebook and Instagram ads lead users directly to the landing page dedicated to commercial properties.

Lead Generation Forms: Utilize Facebook lead generation forms to make it easy for users to express interest without leaving the platform.

Budget and Scheduling: Allocate your budget and set a schedule based on your target audience's peak activity times. Consider running A/B tests to optimize ad performance.

Tracking and Optimization: Monitor the performance of your Facebook and Instagram campaigns, and adjust your targeting and creatives as needed to improve results



PPC Packages

Basic

PPC Packages

10,000 INR/140 USD Monthly

EXCLUSIVE OF ALL TAXES

- ✓ Campaign - 1
- ✓ AD Groups - 2
- ✓ Ad Copies - Maximum 6
- ✓ No. of Keywords-50
- ✓ Search Ads
- ✗ Display Ads
- ✗ Gmail Ads
- ✗ Video Ads
- ✗ Shopping Ads
- ✗ App Promotion Ads
- ✗ Remarketing List
- ✓ Conversion Tracking

PPC CAMPAIGN MANAGEMENT

- ✓ Competitor Analysis - Yes
- ✓ Keyword Optimization - Yes
- ✓ Ad Copy Optimization - Yes

VALUE ADDS

- ✗ ROI Analysis
- ✗ Landing Page Optimization

REPORTING

- ✓ Reports - Monthly
- ✗ Dedicated Account Manager
- ✓ Support - Email, Chat

\$99

Get Start Now

T & C Appy

Advanced

PPC Packages

18,000 INR/250 USD Monthly

EXCLUSIVE OF ALL TAXES

- ✓ Campaign - 2
- ✓ AD Groups - 6
- ✓ Ad Copies - Maximum 15
- ✓ No. of Keywords-100
- ✓ Search Ads
- ✓ Display Ads
- ✓ Gmail Ads
- ✓ Video Ads
- ✗ Shopping Ads
- ✓ App Promotion Ads
- ✓ Remarketing List
- ✓ Conversion Tracking

PPC CAMPAIGN MANAGEMENT

- ✓ Competitor Analysis - Yes
- ✓ Keyword Optimization - Yes
- ✓ Ad Copy Optimization - Yes

VALUE ADDS

- ✓ ROI Analysis
- ✓ Landing Page Optimization

REPORTING

- ✓ Reports - Monthly
- ✗ Dedicated Account Manager
- ✓ Support - Email, Chat

\$199

Get Start Now

T & C Appy

Enterprise

PPC Packages

30,000 INR/415 USD Monthly

EXCLUSIVE OF ALL TAXES

- ✓ Campaign - 5
- ✓ AD Groups - 10
- ✓ Ad Copies - Maximum 50
- ✓ No. of Keywords-150
- ✓ Search Ads
- ✓ Display Ads
- ✓ Gmail Ads
- ✓ Video Ads
- ✓ Shopping Ads
- ✓ App Promotion Ads
- ✓ Remarketing List
- ✓ Conversion Tracking

PPC CAMPAIGN MANAGEMENT

- ✓ Competitor Analysis - Yes
- ✓ Keyword Optimization - Yes
- ✓ Ad Copy Optimization - Yes

VALUE ADDS

- ✓ ROI Analysis
- ✓ Landing Page Optimization

REPORTING

- ✓ Reports - Monthly
- ✓ Dedicated Account Manager
- ✓ Support - Email, Chat

\$299

Get Start Now

T & C Appy

15% Of The Advertisement Budget Spent Monthly on Google AdWords, Facebook, LinkedIn, Instagram or any other platform will be charged as handling fee.

I am confident that our PPC strategy will help you achieve your business goals and generate positive ROI. If you have any questions or concerns, please don't hesitate to contact us.

Thank you for your consideration.

ONLINE REPUTATION MANAGEMENT



ORM SERVICES

Cloud Rank is a digital marketing firm that specializes in providing comprehensive online reputation management services. Our team of experts works diligently to help individuals, businesses, and organizations maintain a positive online image and minimize the impact of negative reviews, comments, or media coverage. With our proven strategies and effective tactics, we can help you build a strong online presence that reflects your values, strengths, and achievements.

Strategy: Our online reputation management strategy is based on three core principles: monitoring, engagement, and optimization.

Monitoring: We use advanced tools and technologies to monitor your online presence and identify any negative or harmful content that may affect your reputation. Our team will analyze your search results, social media profiles, review sites, and other relevant platforms to detect any issues and respond proactively.

Engagement: We will engage with your audience, customers, and stakeholders through various channels to build trust, credibility, and loyalty. Our team will respond to comments, reviews, and feedback in a professional and timely manner, addressing any concerns or complaints and highlighting positive experiences.

Optimization: We will optimize your online presence by creating and promoting positive content that showcases your brand values, expertise, and achievements. Our team will develop a content marketing strategy that includes blog posts, articles, videos, infographics, and other formats that will enhance your online reputation and attract more traffic.

What We Do

In Online Reputation Management, we diligently monitor, assess, and enhance your digital presence across various platforms. Through strategic interventions and proactive measures, we safeguard your brand's image, mitigate potential risks, and foster positive interactions with your audience. Our goal is to ensure that your online reputation aligns seamlessly with your organizational objectives and values.



ONLINE REPUTATION MANAGEMENT

WHAT IS ONLINE REPUTATION MANAGEMENT (ORM)?
Monitoring your brand image online and suppressing false and negative information in order to ensure a positive impression on potential and existing customers.

WHY IS ORM GREAT FOR YOUR BUSINESS?

- Monitor what others are saying about your company.
- Suppress and address false and negative reviews on scam boards
- Promote positive content to build trust in your brand.
- Recover lost income, increase conversion, and increase retention.

MANAGER YOUR REPUTATION

- Compile links to negative reviews.
- Keyword research - what is most critical?
- Take business measurements.
- Determine measures of success.
- Plan your responses to negative reviews.
- Develop positive content.

Successful reputation campaigns can minimize negative online content

A positive reputation will gain the customers

Deliverables:

Our online reputation management services include the following deliverables

Reputation audit:

We will conduct a comprehensive analysis of your online reputation, identify any negative or harmful content, and provide a detailed report with recommendations.

Reputation monitoring:

We will use advanced tools and technologies to monitor your online presence, detect any issues, and alert you in real-time.

Reputation management:

We will respond to comments, reviews, and feedback on your behalf, and address any concerns or complaints in a professional and timely manner.

Content creation:

We will create and promote positive content that showcases your brand values, expertise, and achievements, and enhance your online reputation.

ORM SERVICES



Roadmap:

Our online reputation management services follow a four-step process

Discovery:

We will conduct a thorough analysis of your online reputation, identify any issues, and provide a detailed report with recommendations.

Planning:

We will develop a customized online reputation management plan that includes monitoring, engagement, and optimization strategies

Implementation:

We will execute the plan, monitor your online presence, engage with your audience, and create positive content.

Evaluation:

We will measure the effectiveness of our online reputation management services, provide regular reports, and adjust the strategy as needed.

Costing:

Our online reputation management services are priced based on the level of service and complexity of the project. We offer three packages: basic, standard, and premium.

Basic package:

₹25,000 per month Includes reputation audit, monitoring, and management services.

Standard package:

₹40,000 per month Includes basic package services plus content creation and promotion.

Premium package:

₹65,000 per month Includes standard package services plus advanced reputation management and crisis response.

TEXT MESSAGING, WHATSAPP & EMAIL MARKETING



"Cloud Rank offers comprehensive marketing solutions encompassing message, email, and WhatsApp marketing. With our innovative strategies and targeted approaches, we amplify your reach, engage your audience, and drive conversions effectively. Harness the power of personalized communication channels to enhance brand visibility, foster customer relationships, and achieve your marketing goals with Cloud Rank."

TEXT MESSAGING



TEXT MESSAGING SERVICES

Increase sales and customer satisfaction with smarter SMS campaigns, instant OTPs, notifications, two-way interactions, and other award-winning bulk SMS services

SMS Bundle	Per Bundle	Per SMS
10 Messages	FREE	FREE
1,000 Messages	₹270	27.0 paisa
2,000 Messages	₹540	27.0 paisa
5,000 Messages	₹1,250	25.0 paisa
10,000 Messages	₹2,500	25.0 paisa
25,000 Messages	₹5,625	22.5 paisa
50,000 Messages	₹9,500	19.0 paisa
1,00,000 Messages	₹17,000	17.0 paisa
2,50,000 Messages	₹40,000	16.0 paisa
5,00,000 Messages	₹75,000	15.0 paisa
10,00,000 Messages	₹1,45,000	14.5 paisa

*18% GST applicable

- ✓ Lifetime validity for SMS credits
- ✓ Credits can be used for both Promotional & Transactional SMS
- ✓ Free access to web portal & SMS APIs

Just pay for SMS. Get access to 50+ free features right out of the box including:

- Send Files via SMS
- Personalize Bulk Sends
- URL Shortener
- Send in 20+ Languages
- Real-time Reports
- Custom Sender IDs
- Comprehensive APIs
- Manage Inbound SMS
- Opt-out/Opt-in Path
- Surveys & Forms
- Excel to SMS Plugin
- Android/iOS App

Available payment methods:



WHATSAPP MARKETING



WhatsApp Messaging Key Features

- ✓ Campaign delivery within 3-4 hours.
- ✓ This is our White label panel.
- ✓ You can attach 4 photos, 1 video, 1 PDF & 1500 character content in Single What's app SMS
- ✓ 100% delivery- Proper delivery report.
- ✓ Delivery from virtual Number
- ✓ refund of NON - WhatsApp in 48 hours

Rate for WhatsApp: 0.08 paisa

EMAIL MARKETING



**Drive more sales in less time.
Automatically.**

Email Marketing Automation keeps your audience engaged and builds strong customer relationships:

- Greet new subscribers with a timely welcome email
- Trigger email series based on where contacts click
- Segment contacts to send the right message every time
- Automatically resend emails to non-openers
- Expand your reach with powerful list-building tools



We recommend constant contact for your email campaigns. [See plans](#)

Brevo



SOME CLIENTS WE HAVE WORKED WITH:



مركز
الرياض
التخصصي
للتأهيل



تأهيل
Taahheel



Saleec
Information Technology Solutions



Enriched
CADEM



LIONHEART
FITNESS KIDS



STORE99



oxigen
E-WALLET | MONEY TRANSFER | DIGITAL PAYMENT



Aakash
IIT-JEE Foundation



JS
HOSPITAL



oppo
SMARTPHONE



blowhorn



kotak
Kotak Mahindra Bank

Certificate



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