

K & D Investments Pvt Ltd

Nagpur



Case Synopsis

Mr Mahendra Kamath, Director, K&D, is a MDRT Life Insurance Advisor and a qualified CA. With growth in business over a period of time, he has his own fan following.

A repositioning exercise was initiated to ensure that prospects come to them (Inbound) for financial advisory services rather than every time K&D going to provide these services to the customers(Outbound).

Team SCIPL was engaged for this repositioning exercise with a caveat that existing business should not come down.

Key Deliverables

1. BTL Planning
2. Marketing Communications
3. Telecalling clinic
4. Gruhalaxmi Project

Footprint

Nagpur, Raipur