



COOPERATIVE EDUCATION REPORT

**EXPLORING DIGITAL MEDIA DYNAMICS AT
ARBITRARY DIGITAL MARKETING**

WRITTEN BY

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This report was submitted partially fulfilling the requirements for Cooperative Education,
Faculty of Business Administration,

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Siam University

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We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 2/2023.

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Abstract

The internship report titled "Exploring Digital Media Dynamics at Arbitrary Digital Marketing" delves into the operations of the Media department and client interactions at Arbitrary Digital Marketing, a comprehensive advertising agency engaged in a spectrum of marketing activities, Through the Line (TTL) strategies. The primary objectives of this report are twofold: firstly, to gain insights into the functioning of an advertising agency in Nepal, and secondly, to comprehend the role played by the media department in managing clients at Arbitrary Digital Marketing.

Arbitrary Digital Marketing, as a marketing agency, prioritizes enhancing the brand presence of its clients in the market. The internship spanned 16 weeks within the Department, during which the intern underwent a blend of practical learning and theoretical concepts encompassing Integrated Marketing Communication, Brand Management, and Advertising and Sales Promotion. This immersive experience shed light on crucial aspects such as brand management significance, the influence of marketing communications, advertising strategies, and customer relationship management, all of which are pivotal for future career advancement in the industry. Notably, public relations emerged as a cornerstone throughout the 16-week internship period, further enriching the learning journey.

Keyword: Arbitrary, Digital Marketing, Media Dynamics,

Acknowledgment

I would like to express my sincere gratitude to Kathmandu College of Management and Siam University for incorporating a 16-week internship program into our curriculum. This program allowed me to obtain both theoretical and practical experience, which will undoubtedly help me in my future career.

I am also deeply grateful to Mr. Kavin Katanyutaveetip for their valuable advice and suggestions throughout the Co-Op program.

I want to take this opportunity to give special thanks to Mrs. Riju Shrestha, my Job Supervisor at Arbitrary Digital Marketing for supervising and supporting me throughout my internship. Additionally, I am grateful to my coworkers, family, and the entire Arbitrary Digital Marketing team for their assistance in completing my internship, whether directly or indirectly.

This experience has provided me with a solid foundation for my future endeavors, and I am thankful to everyone who has contributed to my learning and development. I hope to build on this knowledge and skills as I advance my career.

With Sincere gratitude,

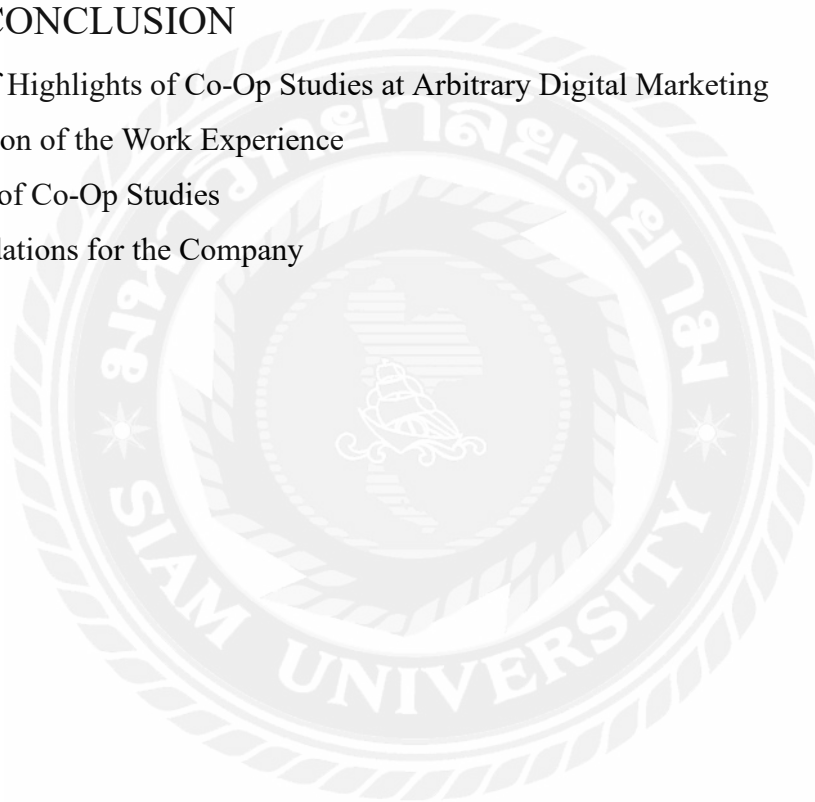
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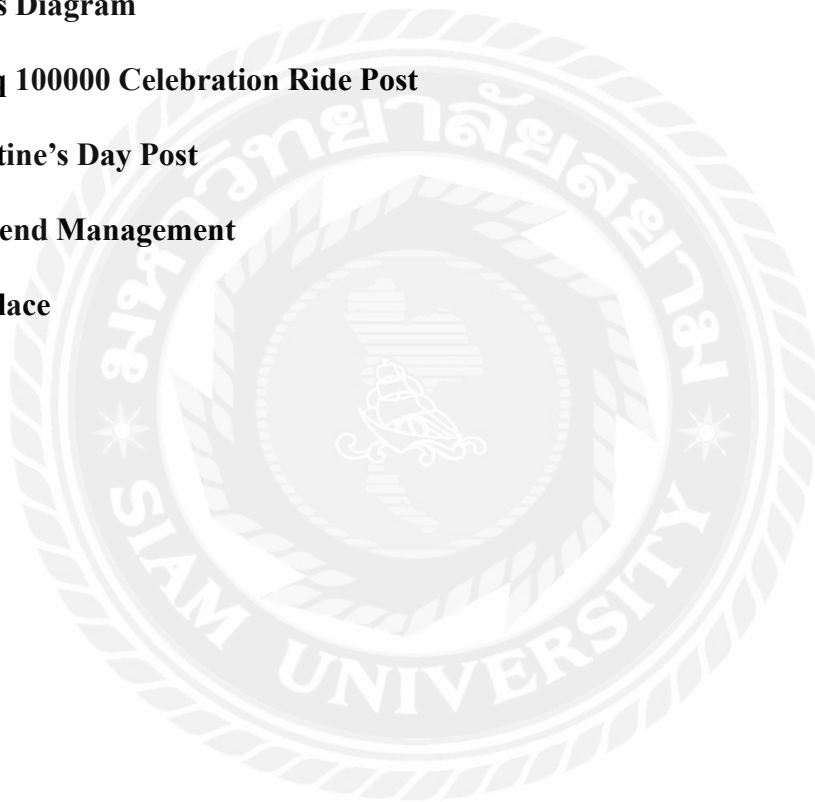
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List of Abbreviations

ADM: Arbitrary Digital Marketing

PR: Public Relations

COO: Chief Operating Office

HR: Human Resources

TG: Target Group

TTL: Through The Line

KWS: Kathmandu World School

ISPs: Internet Service Providers

HRPD: Human Relations and Personality Development

IMC: Integrated Marketing Communication

Co-Op: Cooperative Education



CHAPTER 1: INTRODUCTION



FIG. 1: COMPANY'S LOGO

1. Organization's Profile:

Arbitrary Digital Marketing is a Marketing firm based in Kathmandu, Nepal which caters to different services to its clients through digital marketing and Consultation services with the latest digital innovations.

1.1. Mission Statement: Empowering Nepalese businesses to thrive online.

1.2. Vision Statement: To be the leading digital marketing agency in Nepal, transforming how businesses connect with their customers.

1.3. Strategies of the Company:

- Branding & Designing.
- Content Production.
- Influencer Marketing.
- Web Development.
- 3D & 2D Designs and Animations.
- Online PR Management.
- Generating Organic Traffic.
- Digital Sales Funnel.
- Insights & Analytics.



FIG. 2 CLIENT PORTFOLIO

2. Organizational Structure:

2.1. Diagram of the Organizational Structure:

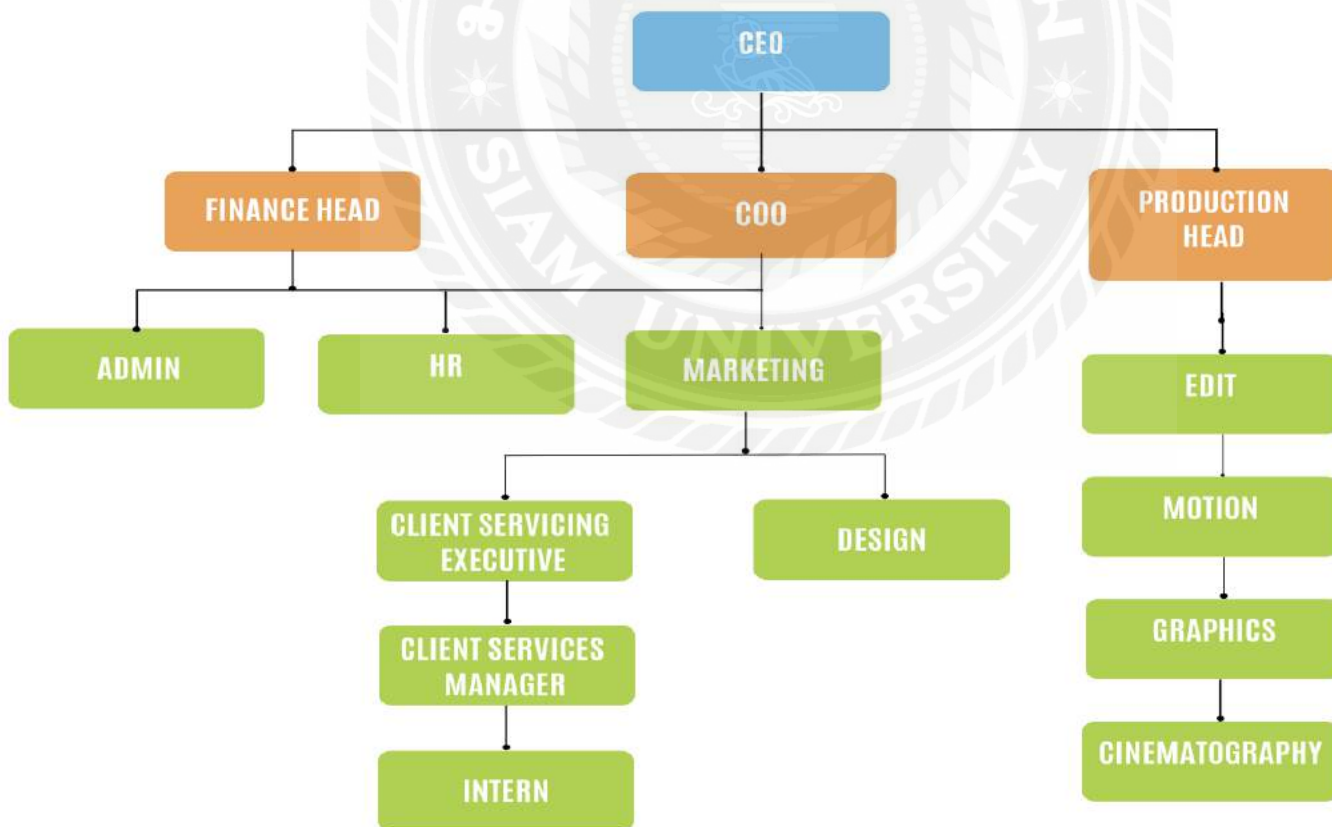


FIG. 3: ORGANIZATIONAL STRUCTURE

1. Mr. Aditya Sharma (CEO)
2. Mrs. Riju Shrestha (COO / HR)
3. Mr. Shashank Pradhan (Production Head)
4. Mr. Prem Theeng (Finance Head)
5. Mr. Narayan Paudel (Administration Officer)
6. Mr. Sushan Manandhar (Design Head)

2.2. My Job Position:

I worked as an intern for Arbitrary Digital Marketing where my role was a marketing intern. In the initial days, I was guided by my seniors to understand the work and what day-to-day activities were to be carried out and get familiar with them. Over time I was assigned various tasks by client managers such as thinking about various ideas for the upcoming creatives, regularly checking up on our client's competitors' social media page analysis as well as managing the social media handles of our clients. During these processes, I understood how the theoretical knowledge learned in college is to be applied in practical life and its importance. I also got to learn how marketing agencies in Nepal function. My senior's assistance and guidance throughout my internship were very helpful for me to understand things from a better perspective.

2.3. My Job Position in the Company's Organizational Structure:

In ADM Mrs. Riju Shrestha is the COO as well as HR head, She also manages all the client servicing executives under whom are the Client services manager & the new interns who join the organization.



FIG. 4: MY JOB POSITION IN THE COMPANY'S ORGANIZATIONAL STRUCTURE

3. Intentions to Join the Company:

The main intention for choosing Arbitrary Digital Marketing as my intern place for 16 weeks was mainly to understand the marketing field's functions properly in the real world, especially in Nepal where we can see digital growth expanding day by day as well as my interest. This not only helped me understand how things work from one perspective but I also got a chance to learn how different clients think and how they generate their needs to the marketing agencies which depends on various factors and what steps are to be taken during that.

4. Strategic Analysis of the Company:

<p><u>STRENGTHS:</u></p> <ol style="list-style-type: none"> 1. A marketing agency that caters to all sorts of services to its clients. 2. All the employees are very kind and helpful. 3. The firm has a very good reputation in the market for its work. 4. The workplace has a friendly environment. 	<p><u>WEAKNESS:</u></p> <ol style="list-style-type: none"> 1. Not enough space for parking and can be congested at times. 2. Low social media presence. 3. Limited number of employees.
<p><u>OPPORTUNITIES:</u></p> <ol style="list-style-type: none"> 1. The company is expanding its services to Dubai which will give more exposure to them. 2. The company should focus on clients from various sectors. 3. Rise of social media & its presence in Nepal. 	<p><u>THREATS:</u></p> <ol style="list-style-type: none"> 1. Many new marketing agencies are coming up in Nepal providing similar sorts of services. 2. Frequent switching of clients. 3. Political Instability.

5. Objectives of the Study:

The main objectives of the study are as follows

1. Evaluate the functions of marketing agencies in Nepal.
2. To understand the role of the marketing department working together with various departments.

CHAPTER 2: CO-OP STUDY ACTIVITIES

1. Job Description:

I joined Arbitrary Digital Marketing as a Marketing Intern. The marketing department is responsible for handling client's social media accounts as well as communicating with them about their needs and demands. My job in the company was to understand the client's needs and come up with various creative designs as well as to manage their social media accounts. With time passing by I was also assigned the task of managing the backend of client's websites and posting regular updates. I was also part of the shoots of creatives for various clients to get a better perspective of this field in depth. I did routine tasks in the company throughout my internship period and assisted different client managers with their respective work.

2. Responsibility and work duties contribution as an Intern:

Week 1-2: Social media handling:

During the first two weeks of my internship, I was assigned to manage the social media accounts of our clients which were TVS Motors, Kathmandu World School, and Grooming Tales. My responsibilities were

- Keeping the pages regularly updated with posts and reels.

Week 3-4: Managing and designing campaigns:

In the next two weeks, I was assigned the task of managing the campaign of TVS Motors NTorq 100000 Celebration ride, as well as creating a content plan for RedBull Nepal.

- Posting about the updates of the event on all of TVS's dealers' pages and constantly promoting them in various channels.
- Red Bull recently entered the Nepalese market. We went through various aspects of how to promote their product and cater the products to various TG.

Week 5-6: Researching:

In these two weeks, I was assigned the task of researching Nissan automobiles in Nepal as well as for Folliderm Hair Transplant.

- The main task was to check up on competitors as well as how Nissan conducted campaigns in different corners of the World.
- Folliderm being one of our new clients, The main task was to generate various creative ideas for the client and help them finalize which strategy to adopt.

Week 7-8: Managing the backend of websites:

After finally being able to understand how to operate social media for various clients I was assigned a task to manage their website backend.

- Posting regular updates on KWS's website.
- Updating BikePriceNepal's website with every new product launch.

Week 8-12: Beginning of CarPriceNepal.com:

ADM Started a new website in April carpricenepal.com for which I along with our content writer Mr. Sanir Shrestha started working on the website through the data entry process along with researching various cars and their brands.

Week 13-16: Ad Shoots, Research & Data Entry:

At the end of my internship period I was lucky enough to be part of ad shoots for Silk Ice cream where I learnt new things and my main tasks were to research content for different brands as well as work on CarPriceNepal.com

3. Activities in Coordinating with Co-Workers:

- 1. Researching for Designs and Ideas:** During my internship period I understood how difficult it could be at times to come up with new and creative ideas, I assisted my

co-workers with researching designs through various websites, and posts and came up with a brief plan for content creation.

- 2. Attending Client meetings:** Attending meetings with my co-workers for various clients turned out to be very fruitful for me as it gave me insights on the ongoing projects, what was my role in the team and better could we do as a team to deliver to the client whatever they needed.

4. Job Process Diagram :

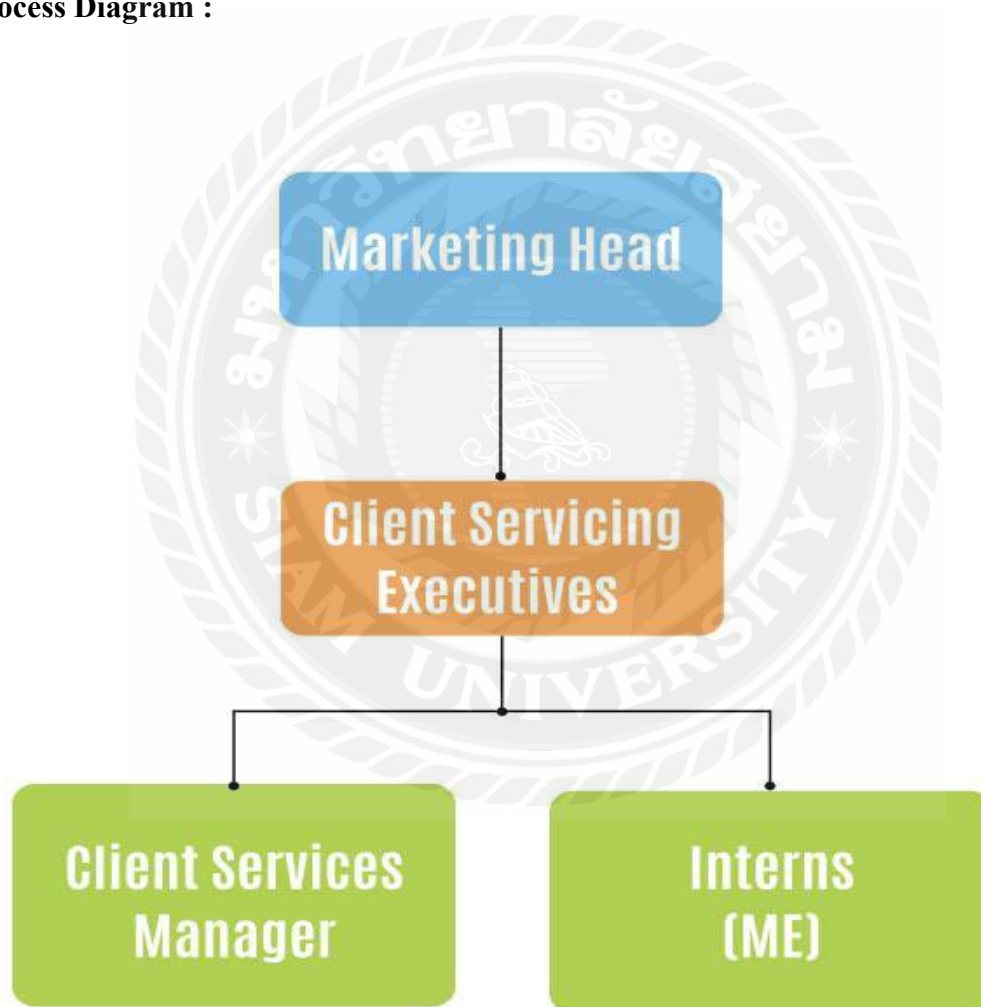


FIG. 5: JOB PROCESS DIAGRAM

5. Contribution as a Co-Op student in the Company:

Working in the marketing department I got my hands on various activities and learnt many things. As a Co-Op student in the company, I helped my seniors with researching various digital creatives and what trends were going around the globe which would be helpful for our client's business. I assisted not only the marketing department but also our productions department with whatever tasks were assigned to me during my tenure with the main goal of helping my co-workers as much as possible and learning new and different things every day for my future purposes.



CHAPTER 3: LEARNING PROCESS

1. Problems/Issues of the Company:

1.1. Post Covid-19 Pandemic effects: One of the major problems that people faced during the pandemic was a lack of physical connections between people, which not only resulted in a lack of on-field experience with work but also made it difficult to understand client's wants and needs for their project in depth. Even after 4 years have passed, the organizations are still leaning towards virtual meetings with clients and the same is true for the clients, which results in their time-saving in their work, due to which I couldn't get any experience based learning (Andresen et al., 2020) like meeting new people and to know how a person's feelings can change the work, as well as a very limited chance to network with new people as I was mostly bound in our own organization's boundary.

1.2. Communication with vendors: Another major drawback that I felt was inconsistent communication with the vendors who help Arbitrary Digital Marketing in posting and boosting ads of clients in various platforms such as Meta Business Suite and Instagram, which results in delays of tasks and efficiency of the organization and its employees.

1.3. Clients payment delay: To smoothly run an organization for its expenses and payments to its vendors and suppliers the organization must get payments from its clients from time to time but many times it has happened that client's payments get delayed due to various reasons which does not create a good image of the company to its third parties.

1.4. Issues with ISPs: Due to a lack of infrastructure and technological resources in Nepal, the ISPs have to buy their internet services from our neighboring country India which causes disturbances many times due to various reasons such as issues with the connectivity or delays of payments by ISPs to the Indian Parties who provide internet to these companies which results in lack of efficiency and effectiveness in our work.

2. Solutions to the encountered Problems/Issues:

2.1. It was difficult for me to adjust to the new work environment because I'm naturally introverted, especially since I was the only intern in the entire company during the first 8–9 weeks. But because of the guidance I received from my supervisor, Mrs. Riju Shrestha, I was able to become comfortable, adapt to any situation, and find my true potential to give my best to the company.

2.2. Due to the ISP disturbances, sometimes it was getting difficult to meet the deadlines, but the other members of the organization took up overtime duties to make sure the tasks and work were completed within the given time.

2.3. At times, due to the delayed payments from the vendors, the company faced additional burdens while functioning. To counter this, we constructed a proper channel for receiving payments within the speculated time, which provided the company with the funds on time to continue doing the work.

2.4. After the Covid 19 pandemic, as the communication had completely shifted to a online mode, the company and I adapted to the situation and used the most of resources to make full use of online channels such as Zoom and Google Meets to establish prompt and proper communication between the clients and the ADM Team.

3. Recommendations to the Company:

Being a Marketing Major student, when I joined this company as an intern, I had the perception that I understood marketing well and it would be easy going for me, but as I progressed through my work, I got to know there's a lot more that I need to learn and understand and based on my experience working with Arbitrary Digital Marketing, I have the following recommendations:

3.1. Even though Arbitrary Digital Media has a good reputation in the market for their field, the company has a relatively low presence on social media platforms which if worked on can turn out to be beneficial for the company to even attract new potential clients. They can make use of the intellectual capital of employees to develop and sustain valuable relationships with their clients through social media (Cartwright et al., 2021).

3.2. The current employees who are working with Arbitrary Digital Media are doing well and are happy with their work but still, they have been looking out for new opportunities to either get moved to a better organization or get settled abroad for better prospects, So ADM should focus on retaining their employees and keeping them motivated which is very important for the competitiveness of an organization (Sabbagha et al., 2018).

3.3. The client management department should try to assign their various client tasks to all of their respective colleagues and interns to get their hands on various situations and empower the newcomers (Jokisaari & Vuori, 2018), which will make it easier for others to handle their clients in the future if they encounter any unwanted situations.

3.4. Even after 16 weeks of employment at Arbitrary, I was still unfamiliar with some of the faces of the production and designer teams, mainly due to the team being situated on a different floor. By solving this, Arbitrary can concentrate on fostering effective employee communication and improving job satisfaction (Shafaghat et al., 2015).

4. Learning During the Co-Op Studies:

Working in Arbitrary Digital Marketing as a marketing intern has been one of the most intriguing work experiences for me as it not only helped me sharpen the knowledge and skills that I learned during my college times but also prepared me to get involved in my own family business through various aspects to achieve various goals.

The things and valuable knowledge that I acquired during my internship period are as follows:

4.1. Time management: As a Co-Op student at ADM I was able to utilize my time effectively with handling various responsibilities handed over to me by my supervisors by allocating time for my various tasks and trying to complete them as efficiently and effectively. I also learned how to multitask without taking stress and providing quality results.

4.2. Leadership and Communication skills: Having Mrs. Riju Shrestha as my Job supervisor, one thing which I admired and learned very well from her was having good leadership skills and proper communication skills with team members as well as with external partners plays a very crucial role in the real world to move ahead with growth.

4.3. Adapting to a new environment: Working in a new set of environments I learned how a person should be flexible and adaptable to foster professional and personal development.

4.4. Evolving strategies for Marketing and Branding: I gained knowledge on how different marketing techniques are used in actual day-to-day life and also got exposure to various brand strategies and thinking that goes behind them.

4.5. Importance of Team Collaboration: Even though various client managers are assigned to each brand, one thing I learned from ADM was the importance of team collaboration by seeing how client managers were always open to suggestions by others for various ideas and creatives.

5. Application of Coursework knowledge to Real working situations:

Human Relations & Personality Development	101-109
Brand Management	133-413
Business Law	130-302
Integrated Marketing Communication & Social Media	133-311
Advertising & Sales Promotion	133-401

5.1. Human Relations & Personality Development: The course Human Relations & Personality Development played an essential role during my internship period as HRPD helped me understand how to communicate and work with different people as per their own behaviors and personality to foster a positive relationship with them in my tenure.

5.2. Brand Management: The brand Management course played a crucial role for me while working at ADM as ADM has a good brand image as a marketing organization for handling various giant brands. This course helped me manage a brand with a consistent brand image and personality which was helpful while preparing strategies for different brands.

5.3. Business Law: While working at ADM I was able to use my knowledge in work, learned from the course of Business Law which taught us about how copyright, trademark, and Intellectual property rights work and how to properly follow them without getting ourselves as well as our clients in trouble.

5.4. Integrated Marketing Communication & Social Media: The course Integrated Marketing Communication & Social Media has always emphasized that messages sent by a brand on different platforms should always be consistent to maintain a cohesive brand identity. The

knowledge I acquired through IMC played a major role in executing my assigned tasks to maintain the Brand's consistency across various channels for a clear message to its audience.

5.5. Advertising & Sales Promotion: As the main focus of ADM is Digital marketing the course helped me to apply my theoretical knowledge of how various advertising and sales promotion tactics should be used to get a place in the consumer's mind.

6. Special Skills and New Knowledge Gained:

During my 16 weeks at ADM, My personal as well as professional skills were fostered, especially by getting indulged in various sorts of activities it helped me gain a lot of valuable insights into the marketing sector.

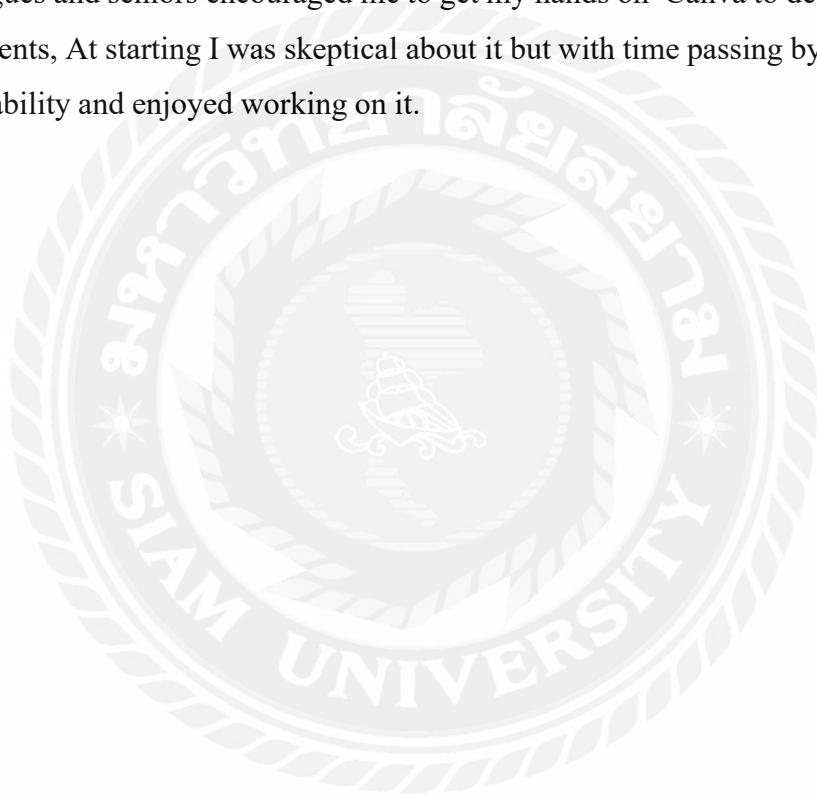
6.1. Adaptive Skills: Working as an intern in a completely new set-up that too with a new set of colleagues was challenging for me, as time passed by I encouraged myself to open up to the new beginning which helped me communicate better with my co-workers which led to a better workplace as well as efficiency in my work too.

6.2. Creativity Skills: Being a marketing major student always requires one to be open-minded as well as creative to explore a wide variety of opportunities which I was able to do at ADM practically by getting the required exposure and applying the theoretical knowledge I learned during my classes for various clients such as Nissan Automobiles Nepal, Worldlink ISP, Eicher Trucks, TVS Motors, Silk Ice-Cream, RedBull Nepal, Folliderm & Elara Clinics.

6.3. Organizational Skills: Working at ADM I got a chance to understand in a better manner how one should be prepared to carry out various organizational operations such as meeting deadlines on time, setting timely goals, implementing a course of action not just delivering high-quality results but at the same time also keep all the members of an organization happy, satisfied & motivated for which I feel highly fortunate as it would be helpful for me in future ahead.

6.4. Time Management Skills: During my internship, time management was one of the most crucial skills I learned. In the beginning days of my internship, I was not able to properly focus on my work as it was a completely new experience for me and I wasn't able to deliver results in time but as time passed by and with the guidance of my seniors I was able to finish the same work in lesser time with better results.

6.5. Designing Skills: One of the skills that I never thought I would learn was designing, Being at ADM my colleagues and seniors encouraged me to get my hands on Canva to design creatives for our clients, At starting I was skeptical about it but with time passing by I got to know about its capability and enjoyed working on it.



CHAPTER 4: CONCLUSION

1. Summary of Highlights of Co-Op Studies at Arbitrary Digital Marketing:

During my Co-Op studies at ADM, I got the opportunity to work with different people who have great insights into the world of marketing. Throughout my journey of 16 weeks, I was able to apply my academic knowledge to the practical scenarios of the real world which not only led to acquiring more knowledge but also made me understand what are my strengths as well as weaknesses. Throughout my time as an intern, my main tasks were to assist my team members in planning out creatives for various clients, managing their websites, developing new campaigns, and handling their social media profiles due to which I learned a substantial amount of marketing skills as a marketing major student.

The internship program helped me in branching out to new fields and preparing for real-world situations and encounters. My communication & time management skills developed considerably which won't just help me in my professional growth but would also help me in my personal life growth as well as my future endeavors.

2. My Evaluation of the Work Experience:

Getting the opportunity to work at Arbitrary Digital Marketing has itself been rewarding for me as the company holds a great reputation in this field and gave me exposure which was highly fruitful to sharpen various skills. The internship program was helpful for me as I was able to apply the knowledge that I acquired in the 4 years that I studied at the University and get the tasks done in a better manner as I got the opportunity to work for some of the most trusted and reputed brands in Nepal such as Worldlink, Nissan Motors, TVS Motors, Kathmandu World School, Folliderm, Eicher Motors, RedBull and few others.

My decision to join ADM as my internship workplace was highly influenced by the reputation and the work style that they have been carrying forward with them for years. The internship period also prepared me for the professional world and provided me guidance for my future ahead on how to get things done in the real practical world and how to use the knowledge in my

own family business which is also forward in the way of growth with focusing on my strengths and working on the limitations and doing better.

All of this was possible because of my team members and colleagues who always made me feel comfortable with the friendly and positive environment that was present in our workplace.

3. Limitations of Co-Op Studies:

While the internship was very fruitful and knowledgeable for me, there are a few limitations that I noticed which are:

- 3.1.** Joining the company as an intern I wasn't assigned much work as I was new to the workplace which made me feel a bit conscious on what to do.
- 3.2.** Before joining the company as an intern no guidance was provided on what type of job place we should be focusing on based on our career goals and objectives.
- 3.3.** As an intern I only had 16 weeks and learning the other aspects of the organization's work got difficult as I was mainly assigned to the marketing department and managing clients.
- 3.4.** As most of the meetings took place virtually so it was hard for me to connect and network with new people.

4. Recommendations for the Company:

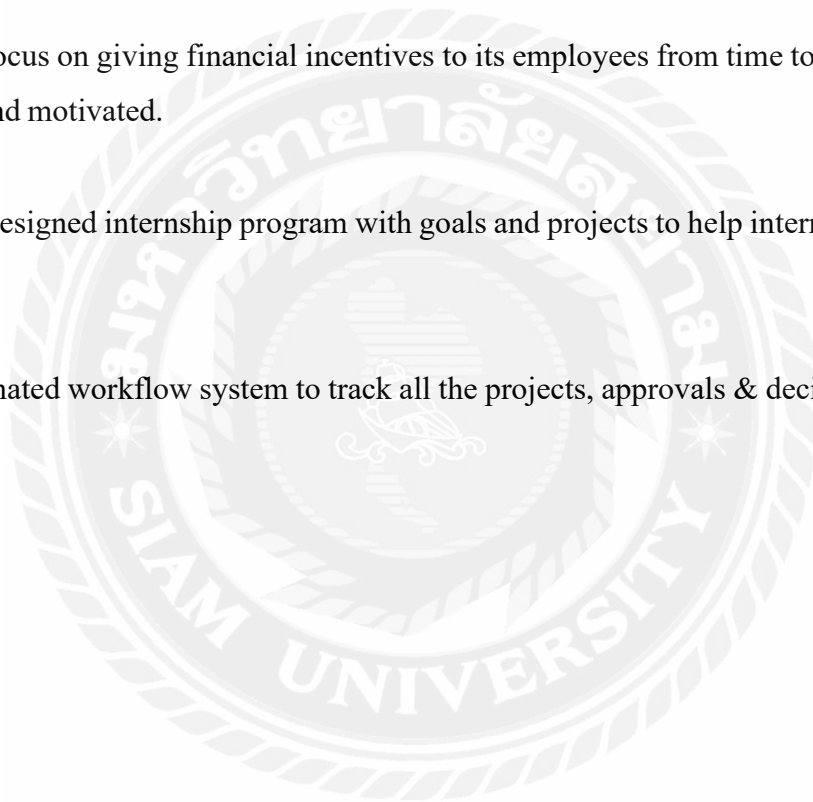
4.1. Workplace time should be more flexible and should be open to work from home as most of the time work which is due gets over by mid-day and 9:30 am to 5:30 pm can be hectic.

4.2. ADM should focus more on expanding their presence on social media as it already has a portfolio with top-rated clients which will help it attract more new potential clients.

4.3. ADM should focus on giving financial incentives to its employees from time to time to keep them encouraged and motivated.

4.4. Create a well-designed internship program with goals and projects to help interns foster their skills.

4.5. Using an automated workflow system to track all the projects, approvals & decisions taken in any meetings.



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ANNEX



FIG. 6: TVS NTOUO 100000 CELEBRATION RIDE POST



FIG. 7: TVS VALENTINES DAY POST

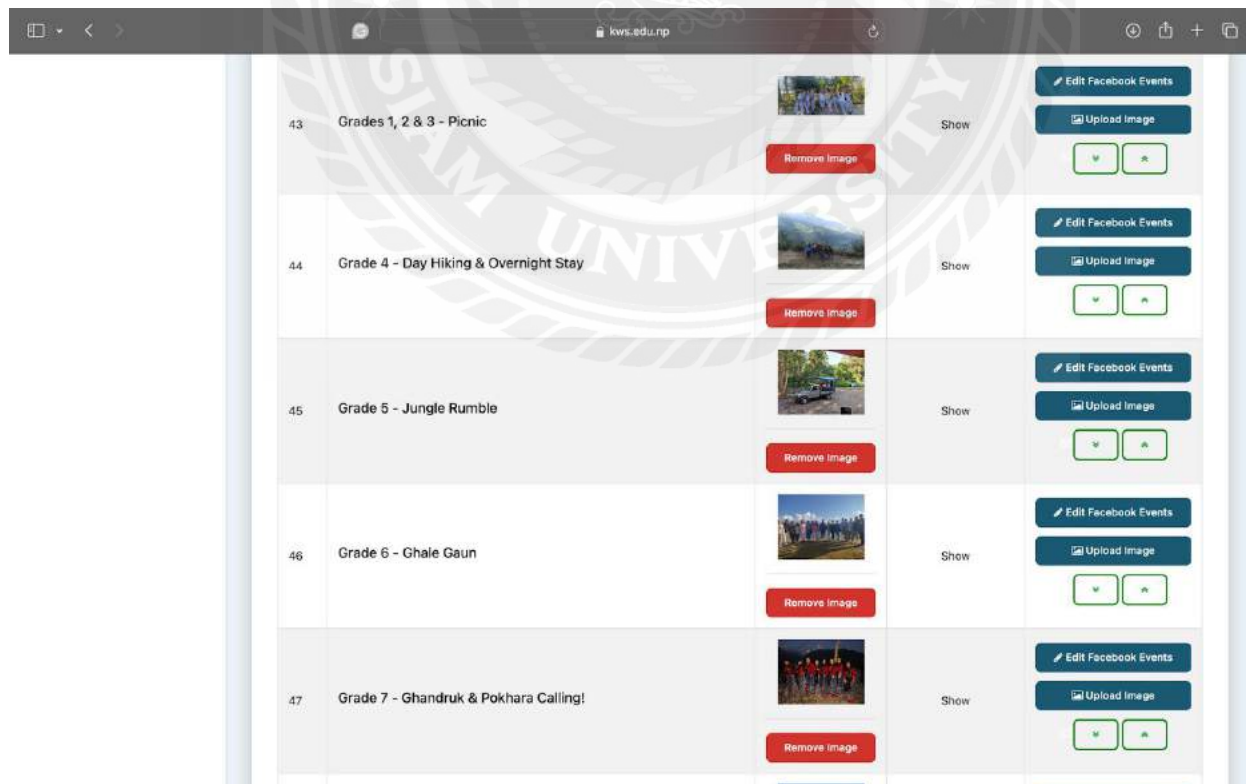


FIG. 8: KWS BACKEND MANAGEMENT

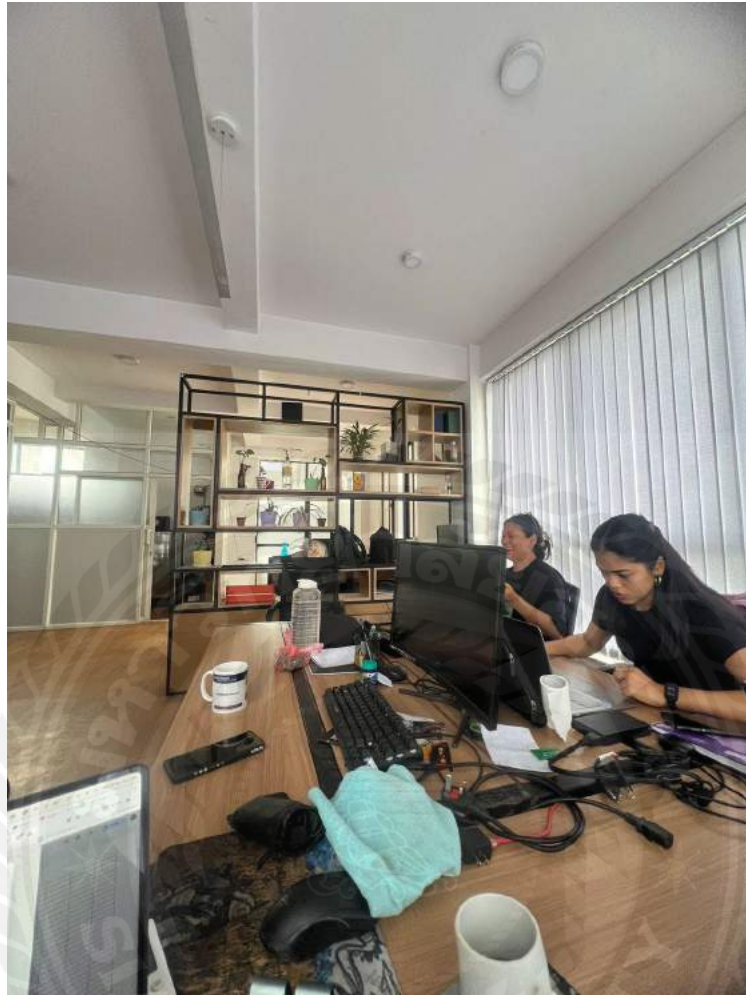


FIG. 9: MY WORKPLACE