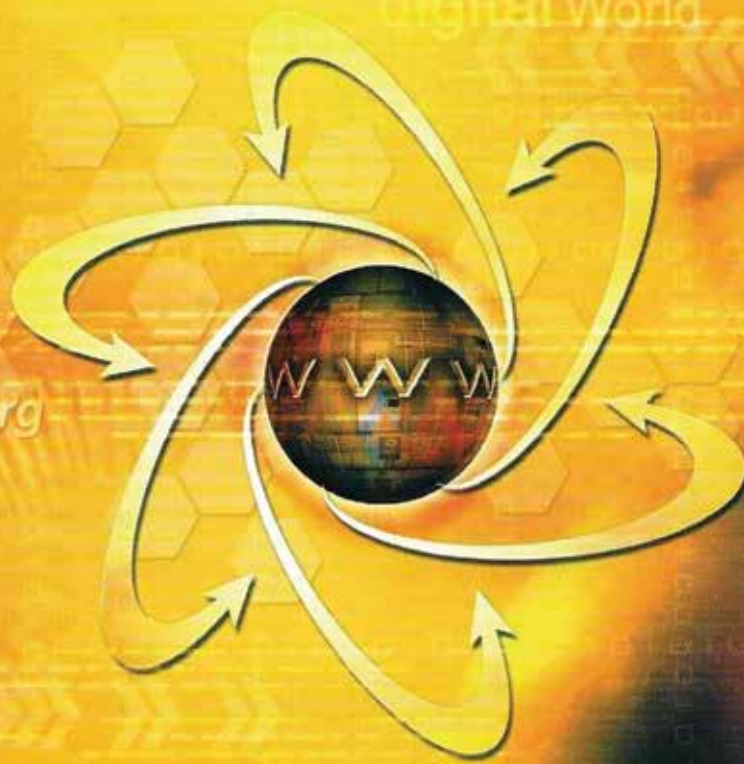





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Mr. BITRA N RAO,  
Receiving A Memento From  
Sri. N Chandra Babu Naidu,  
Hon'ble Chief Minister  
Andhra Pradesh, India. May'2000



Mr. BITRA N RAO,  
With Hon'ble. Chief Minister  
Dr. Y.S. Rajasekhara Reddy  
SLBC Website Opening At Jubilee Hall  
www.slbc.in, April'2006

Estd. in 1996, BITRA GROUP is a pioneer in Information Technology, Web Solutions, and Digital Transformation with 29+ years of excellence. Headquartered in Banjara Hills, Hyderabad, and operating across the USA, we deliver cutting-edge business and software solutions that drive innovation and growth.



## Core Expertise

**Web Design & Development** – Responsive, SEO, Rich & High Performing Websites.

**WebERP4 Applications** – Streamlined Automation For Your Business.

**Digital Marketing** – SEO, SEM, SMM, ORM & Result Driven Campaigns.

**Hosting & Infrastructure** – Reliable, Secure & Scalable Hosting Services.

**Training & Skill Development** – Professional Programs In Web & Digital Technologies.

## Leadership

Led by **Mr. BITRA N RAO** (Managing Director) and **Mr. BILL BITRA** (Executive Director) driving a vision of global innovation, integrity, and digital leadership

## Our Legacy

With 29+ years in business, serving 5000+ clients and managing 10000+ websites, BITRA GROUP stands as a trusted name in innovation and reliability.

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**Managing Director.**  
BA, MBA & CL & IPR  
PG Diploma In Cyber Law &  
Intellectual Property Rights  
From Central University Of Hyderabad.

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bitra@bitra.com



### BILL BITRA

**Executive Director.**  
BBA & MBA  
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TX, USA.

+91-85200-33377

bill@bitraa.com

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SSM, ORM

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## OUR SERVICES



### WEB DESIGNING

- Website Design
- Responsive Design
- User Experience (UX) Design
- Content Creation
- Information Architecture
- Testing and Quality Assurance
- Maintenance and Updates
- Graphic Design
  - ▶ Logo Design
  - ▶ Brochure Design
  - ▶ Branding
  - ▶ Print Media



### WEB DEVELOPMENT

- Back-End Development
- Full-Stack Development
- E-commerce CMS
- Web Application
- Product Catalog
- Shopping Cart
- Payment & shipping options
- Custom storefront appearance
- System settings & services
- Sales management & promotions



### WEB HOSTING

- Server Space
- Domain Registration
- Server Management
- Bandwidth
- Email Hosting
- Database Support
- Security Features
- Backup Services
- Scalability
- Shared Hosting
- Virtual Private Server (VPS) Hosting
- Dedicated Server Hosting
- Managed WordPress Hosting



### WEB TRAINING

- Web Designing
- Web Development
- Office Automation
- Digital marketing



### OFFICE AUTOMATION

- Office Automation Apps
- HR Apps
- Education Apps
- Career Apps
- Business Dev Apps
- General Apps



### E-COMMERCE & CMS-PORTALS

- Inventory Management, Catalog & Import/Export
- Shopping Cart, Customer Account & Order Processing
- Payment & Shipping Options
- Custom Storefront Appearance
- System Settings & Services
- Sales management & promotions
- Content Creation and Editing
- Workflow Management
- Version Control
- Template-Based Design
- User and Permission Management
- Content Organization
- Security Features



### DIGITAL MARKETING

- SEO
  - ▶ Enterprise SEO
  - ▶ Local SEO
  - ▶ E-Commerce SEO
  - ▶ Worldwide SEO
  - ▶ Multi-Lingual SEO
  - ▶ Web Analytics
  - ▶ Link Building
  - ▶ Algorithm Updates
- SOCIAL MEDIA PROMOTION
  - ▶ Social Media Audit
  - ▶ Social Media Ads
  - ▶ Brand & Engagement
  - ▶ Analytics & Insights
  - ▶ Online Reputation
  - ▶ Multichannel Integration
- SEARCH ENGINE MARKETING (SEM)
  - ▶ Pay Per Click(PPC)
  - ▶ Cost Per Click(CPC)
  - ▶ Paid Search Ads
  - ▶ Impressions(CPM)
  - ▶ Advertising
  - ▶ Google Ad Words





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## SEARCH ENGINE OPTIMIZATION

The goal of this SEO is to ensure that your site has the best chance of ranking highly in search engines for the keywords your customers use to search for your products or services.

### SEO PROCESS

- ✓ Website Audit
- ✓ Understanding Business Goals
- ✓ Keyword Analysis
- ✓ Page Optimization
- ✓ Quality Content Creation
- ✓ Website Technical Optimization
- ✓ Out Reach & Content Distribution
- ✓ Acquiring high quality links
- ✓ Improving Organic Traffic



### SEO KEY OUTCOMES

- ✓ Increased Traffic
- ✓ ROI
- ✓ Cost effectiveness
- ✓ Increased site usability
- ✓ Brand Awareness



## SEARCH ENGINE MARKETING - PPC

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

SEM seeks to promote websites by increasing their visibility in search engine results pages through the use of paid search, contextual advertising and organic placement

BITRA DIGITAL MEDIA has the right people, technology, and approach to influence your paid search activity is at the forefront of digital innovation. Our campaigns are continuously refined and results driven for maximising ROI

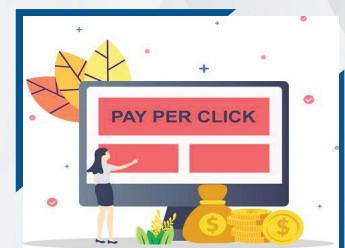


### PROCESS

- ✓ Defining Goals and Budget
- ✓ Competitor Analysis
- ✓ Keywords Research
- ✓ Defining account structure
- ✓ Quality Content Creation
- ✓ Effective Ad Text
- ✓ PPC landing pages optimization for conversion
- ✓ Identify Negative Keywords
- ✓ Increase ROI Campaign Management and Report

### PPC KEY OUTCOMES

- ✓ Very Fast and Effective Marketing
- ✓ Cost is easy to control
- ✓ You decide what keywords to bid on
- ✓ Visitors are a targeted user they searched for you!



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### SOCIAL MEDIA MARKETING

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers.

With over a expertise on digital, We do a in-depth research & execute an audience-driven social strategy. We constantly monitor the campaigns, analyse them and identify opportunities to empower social connections



### SOCIAL MEDIA MARKETING PROCESS

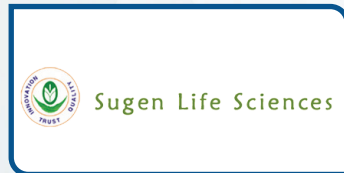
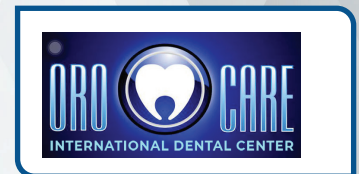
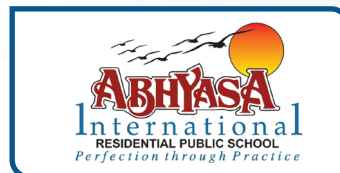
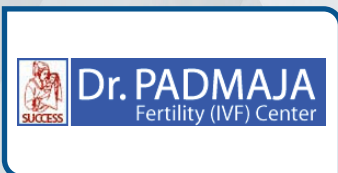
- ✓ Competitor Analysis
- ✓ Audience Persona
- ✓ Product USP Analysis
- ✓ Page Creation & Optimization
- ✓ Social Media Calendar
- ✓ Building Engaging Stories , Graphics & Videos
- ✓ Growth Measurement



### PPC KEY OUTCOMES

- ✓ Increased Brand Awareness
- ✓ More Inbound Traffic
- ✓ Improved Search Engine Rankings
- ✓ Higher Conversion Rates
- ✓ Better Customer Satisfaction
- ✓ Improved Brand Loyalty
- ✓ More Brand Authority
- ✓ Cost-Effective
- ✓ Gain Marketplace Insights

### OUR CLIENTS



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## OFFICE AUTOMATION APPLICATIONS

- Employee Management
- Task Management
- Client Management
- Vendor Management
- Billing Automation
- Office Soft Files Backup
- Hardware Management
- Assets Management

## BUSINESS DEVELOPMENT APPLICATIONS

- Lead Management
- Tele Caller Management
- Billing Automation
- Newsletter Management
- Bulk E-Mail Management
- Bulk SMS Management
- Contacts Management
- Office Soft Files Backup

## HR APPLICATIONS

- Career Management
- Contacts Management
- Employee Management
- Time Sheet Management
- Payroll Management
- Employee Intranet Portal
- Reports
- Applicant Tracking System

## EDU & CAREER APPLICATIONS

- Lead Management
- Learning Management
- Overseas Edu Consultancy
- Career Management
- Applicant Tracking System
- Time Sheet Management
- Library Management
- Fee Management

## MANUFACTURING INDUSTRY

- Employee Management
- Lead Management
- Time Sheet Management
- Human Resources
- Assets Management
- Vendors Management
- Procurement Management
- Production Planning

### CUSTOMISED SOLUTIONS

- Real Estate
- Hospital Management
- Event Management
- BPO & Call Center
- Staffing Consultancy
- Schools & Colleges

### GENERAL SOLUTIONS

- Billing Automation
- Membership Management
- Newsletter Management
- Bulk E-Mail Management
- Employee Intranet Portal
- Office Soft Files Backup

### PARTNERS / INVESTORS

We are looking for Business Partners / Investors for CloudERP4 / WebERP4. If interested contact us at:

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With the goal of automating business activity using an integrated software application, in 2009 BitraNet developed and launched its product WebCRM4. Under the tag line 'Automate Your Business

[www.webcrm4.com](http://www.webcrm4.com)



CloudCRM4 provides software applications for diverse industry segments. CloudCRM4 is a product of BitraNet Pvt. Ltd., which is a pioneer in website designing, development, hosting and maintenance projects.

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# PARCEL MANAGEMENT SYSTEM

We understand the complexities of managing parcel service or logistics operations efficiently. Whether you're a small business or a large enterprise, our platform offers seamless solutions to streamline your parcel or logistics booking and management processes.



## Features

- ◆ **Easy Booking:** Our intuitive interface allows you to effortlessly book shipments with just a few clicks. Simply enter the details, and leave the rest to us.
- ◆ **Assigning LR's to vehicle:** After booking LR's, you can easily assign them to particular vehicle, deletion and updating the LR's of that vehicle with simple steps and with best user interface.
- ◆ **LR data:** You can easily search and fetch the LR data individually or bulk just by giving the basic inputs of the LR information.
- ◆ **Branch and vehicle reports:** It's a major task in parcel or logistics service to maintain the reports of branch and vehicle daily, monthly and yearly by manually, but with our application just by click you can easily get the
- ◆ **Document Management:** Say goodbye to paperwork. Easily manage all your shipment-related documents in one secure location, accessible anytime, anywhere.
- ◆ **Analytics and Reporting:** Make informed decisions with our comprehensive analytics and reporting tools. Gain valuable insights into your parcel or logistics operations and identify areas for improvement.

## Task Work Flow



LR CREATION

STATEMENT CREATION

STATEMENT PRINTING

## Key Features

### Booking/delivery Station Reports.

- ◆ Day report
- ◆ Monthly report
- ◆ Yearly report

You can easily view the day, monthly and yearly reports of one particular booking station or delivery station and from one booking station to delivery station.

### Vehicle report.

Report that shows the data of total freight, weight and amount of booking and delivery stations of the vehicle.

### Statistics.

Analytical reports of one particular booking station or delivery station can be viewed with a graphical representation.

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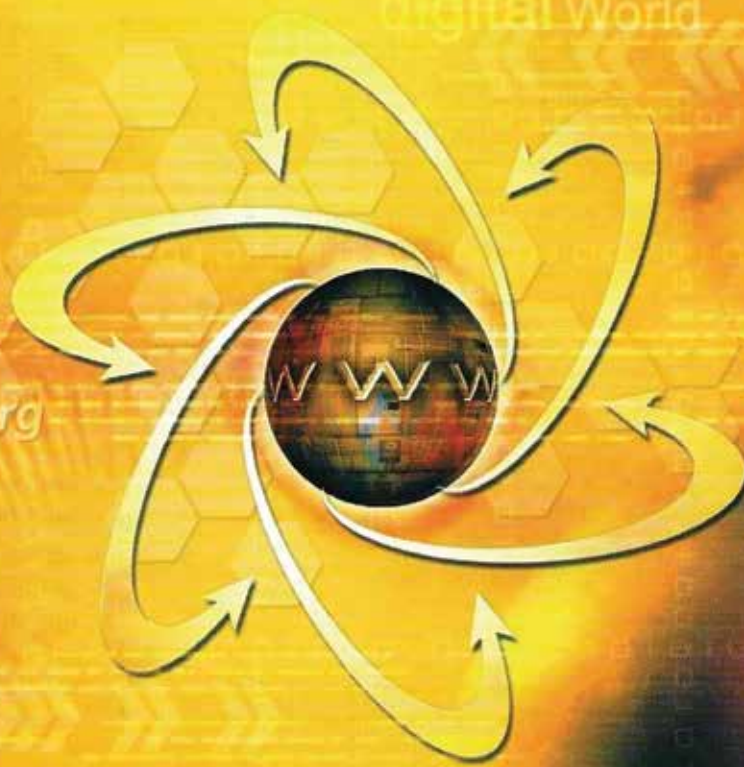
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