



AASTIC ENTERPRISES PVT. LTD.

TRUSTED BY **90+ PRESTIGIOUS BRANDS**

YOUR FULL-STACK MARKETING TRANSFORMATION PARTNER

**360° DIGITAL MARKETING, CREATIVE
EXCELLENCE & TECH SOLUTIONS—ALL IN ONE**

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Gurugram-122001, Haryana State, India

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mail@aasticenterprises.com

Click to know more:



A circular inset image at the top left shows several hands of different skin tones holding and fitting together large wooden puzzle pieces. The puzzle pieces are light-colored wood with a natural grain. The background of the entire slide is white, with a decorative green circular shape and thin black lines on the right side.

India's Most Trusted Marketing Powerhouse

Since 2003, we've evolved from a boutique agency to a full-service transformation partner. We combine strategic thinking with creative excellence to help brands achieve exponential growth.

BRANDS WE HAVE COLLABORATED WITH



MADDOCK
FILMS

W Weber
Shandwick

TATA
nexarc

TV18
TV18 BROADCAST LIMITED

HT Hindustan Times

SSP
Since 1977
SSP PVT LIMITED
AN ISO 9001:2015 CERTIFIED 'U' STAMP HOLDER

Radisson **BLU**

THEWEEK

I Indidiva



moneycontrol.com
INDIA'S NO.1 FINANCIAL PORTAL

CP
Perfection Performance
Innovation

TATA
nexarc

PALLYCON

Jio **STUDIOS**

Aruvo

SNT
TECHNOLOGIES

SOLTEX GROUP

GLOBAL FOYER
GURGAON

Godrej | CONSUMER PRODUCTS

RAJDARBAR
REALTY

Sundrop
BRANDS

RISHSEC

KADAK
BREW PUB

Network 18

32B
International
Private limited

**Indian Council of
Social Science Research**

Reliance
Industries Limited

TATA

STOCK
STRATEGIX

CloudSEK



WHY PARTNER WITH US

One agency, 40+ services

23 YEARS
of Excellence

1300+ PROJECTS DELIVERED
with 95% Client Retention

90+ PREMIUM CLIENTS
across 8+ Industries

THREE PILLARS OF BUSINESS GROWTH

BRAND & CREATIVE

- Media & Communication
- Videos & Animations
- PR & Outreach
- Innovative Printing Solutions

DIGITAL & GROWTH

- Digital Marketing & Social Media
- Digital Marketing Research
- Influencer Marketing
- AI-GEO Optimisation Services

TECHNOLOGY & INNOVATION

- IT & Technology
- CSR & MSME Support
- Event Management
- Thoughtful Brand Gifting



PILLAR I

BRAND & CREATIVE

MEDIA & COMMUNICATION

CONTENT WRITING

Strategic content that builds authority and drives engagement

Blog Articles:

2,400+
published, avg.
8.5min read time

Technical Content:

Complex topics
simplified for B2B
audiences

Long-form Content:

Whitepapers,
case studies,
thought
leadership

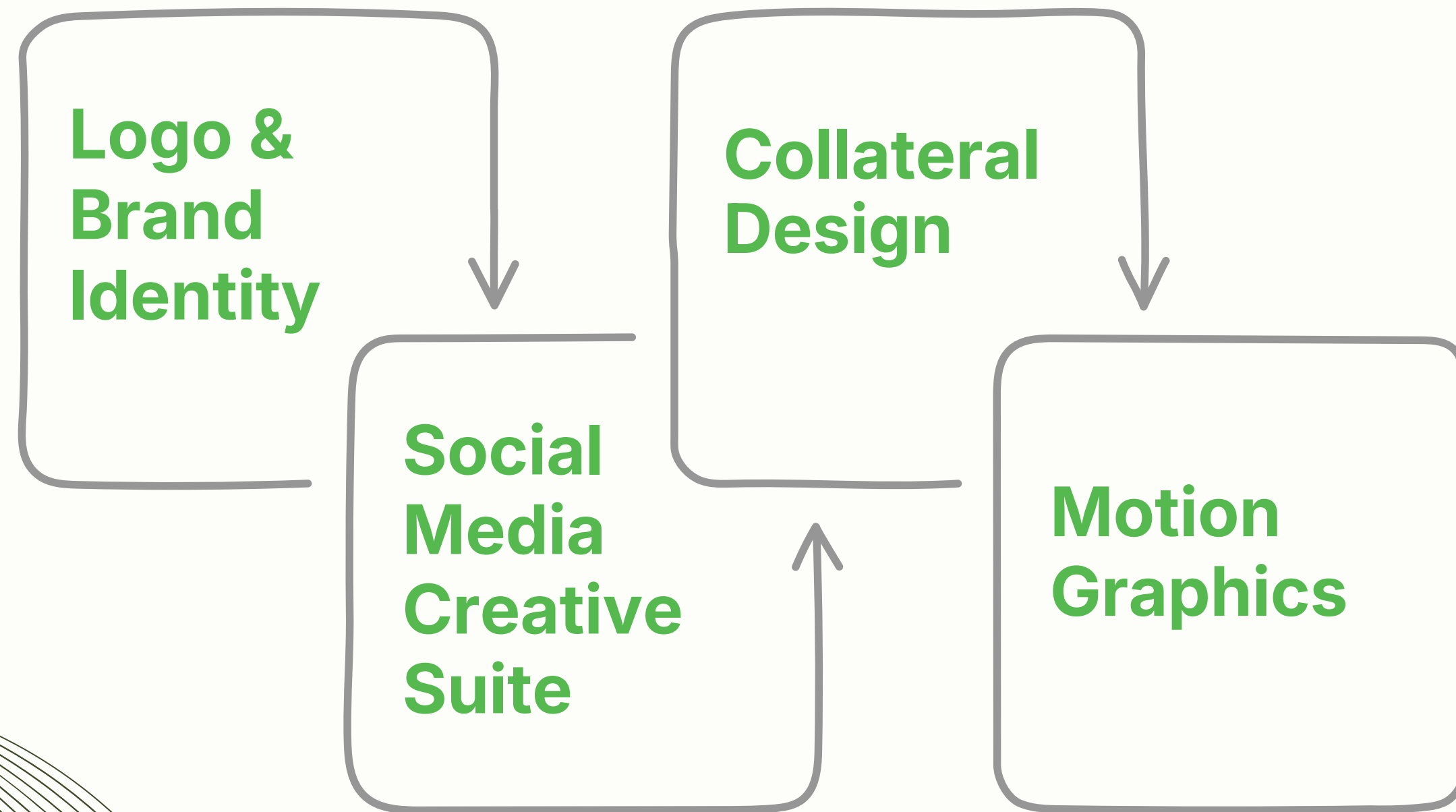
Podcast Scripts:

50+ episodes
produced, 100K+
total listeners

MEDIA & COMMUNICATION

GRAPHIC DESIGN & BRANDING

Design with Purpose. Branding with Power.



MEDIA & COMMUNICATION

TRANSLATION SERVICES

Multilingual Localization (Breaking Language Barriers)

12+ Indian
& Foreign
Languages

Industry-
Specific
Expertise

Cultural
Adaptation

Average
Turnaround:
48-72 hrs for
standard
projects

MEDIA & COMMUNICATION

PODCASTS & AUDIO

500+ podcast minutes produced across 20+ brands

Format Types:

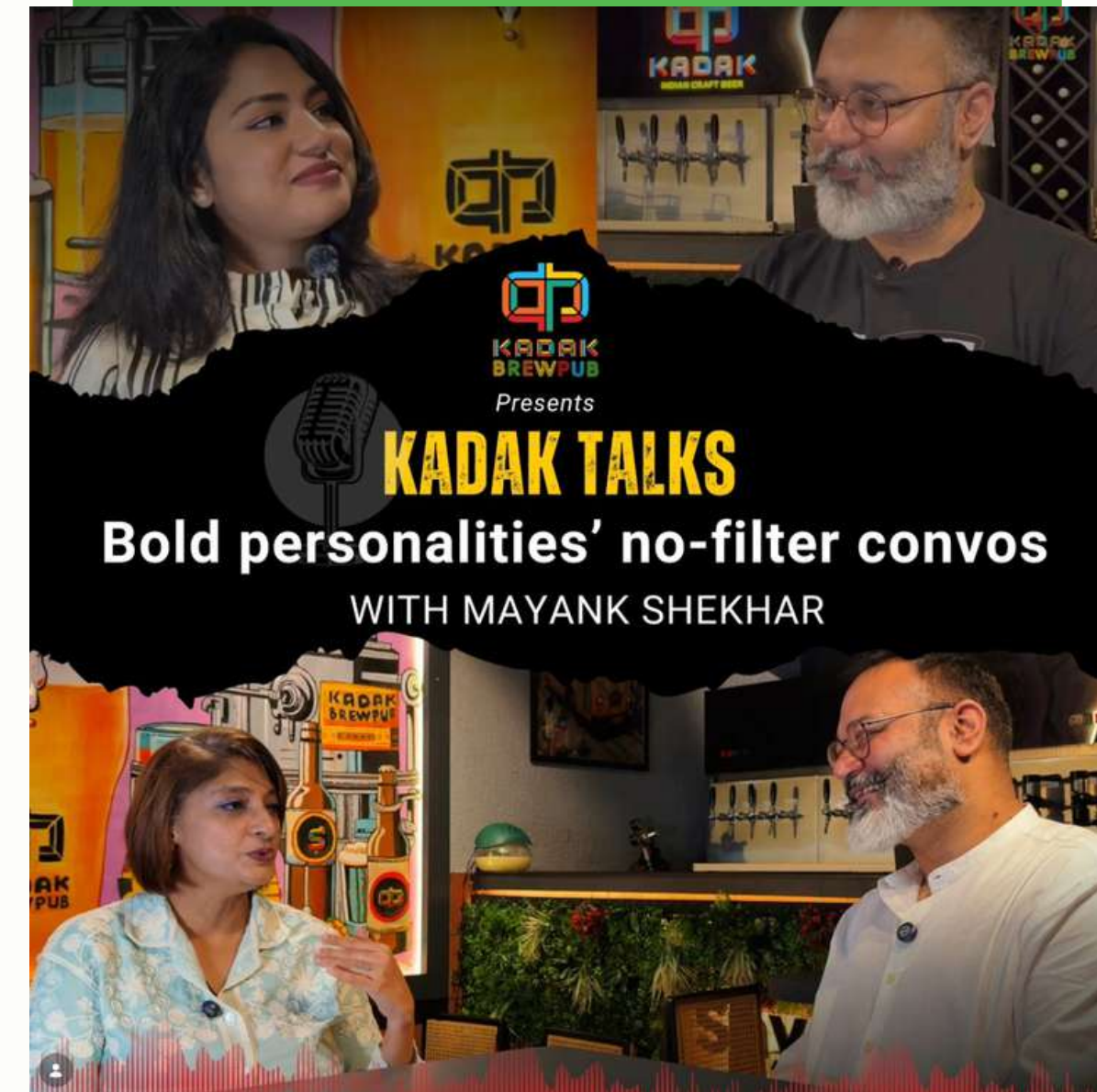
Interview,
Narrative,
Educational
series

Production Quality:

Professional
mixing, music
licensing,
distribution

Distribution:

Spotify, Apple
Podcasts,
YouTube,
Instagram



CLICK HERE



SUCCESS STORIES

VIDEOS & ANIMATION

VIDEO PRODUCTION OFFERINGS

Videos That Engage, Educate & Elevate Brands.

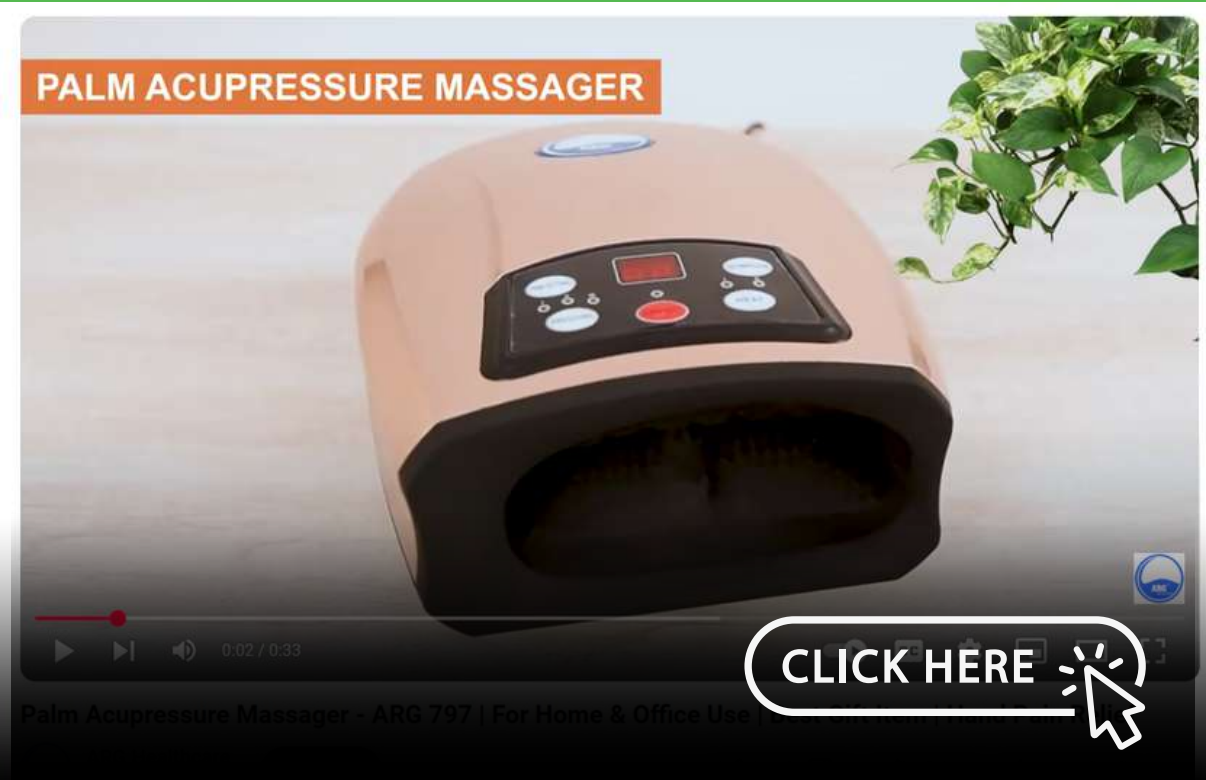
**CORPORATE
& EXPLAINER
VIDEOS**

**BRAND FILMS
& DOCUMENT-
ARIES**

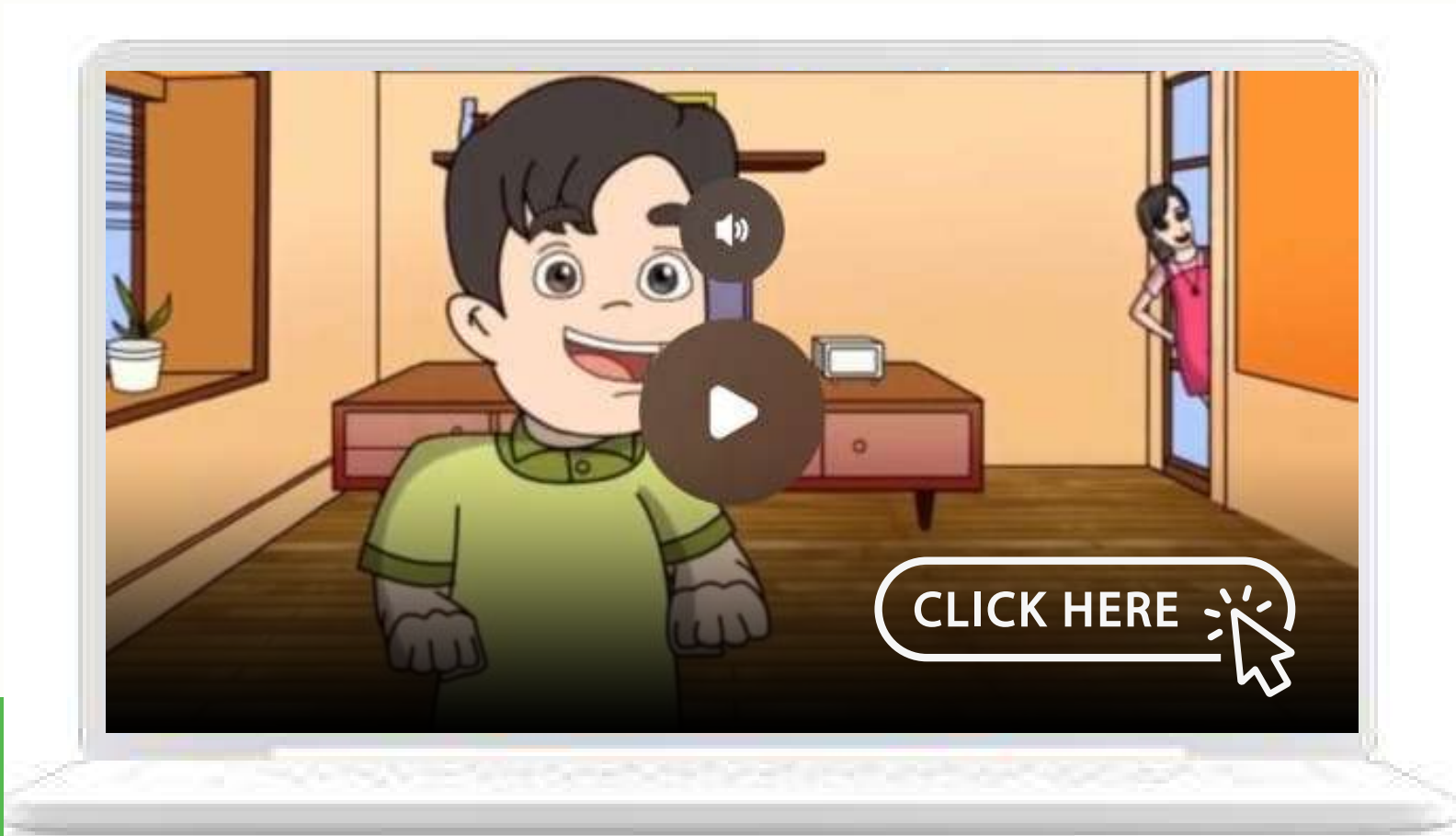
**ANIMATED
EXPLAINER
VIDEOS**

**TVC &
COMMERCIAL
VIDEOS**

SUCCESS STORIES



SUCCESS STORIES



PR SERVICE OFFERINGS

500+ media coverages across 30+ brands

MEDIA RELATIONS & COVERAGE

- Press Release Distribution
- Average Placements Per Campaign: 15-25 stories
- Average Media Value: ₹50L-2Cr

THOUGHT LEADERSHIP POSITIONING

- Executive Positioning
- Speaking Opportunity Sourcing
- Avg. Client Result: 8-12 thought leadership placements/year

CRISIS & REPUTATION MANAGEMENT

- Rapid Response Protocol Narrative Control Stakeholder Communication
- Media Training
- Damage Mitigation: 85%+ reputation recovery within 30 days

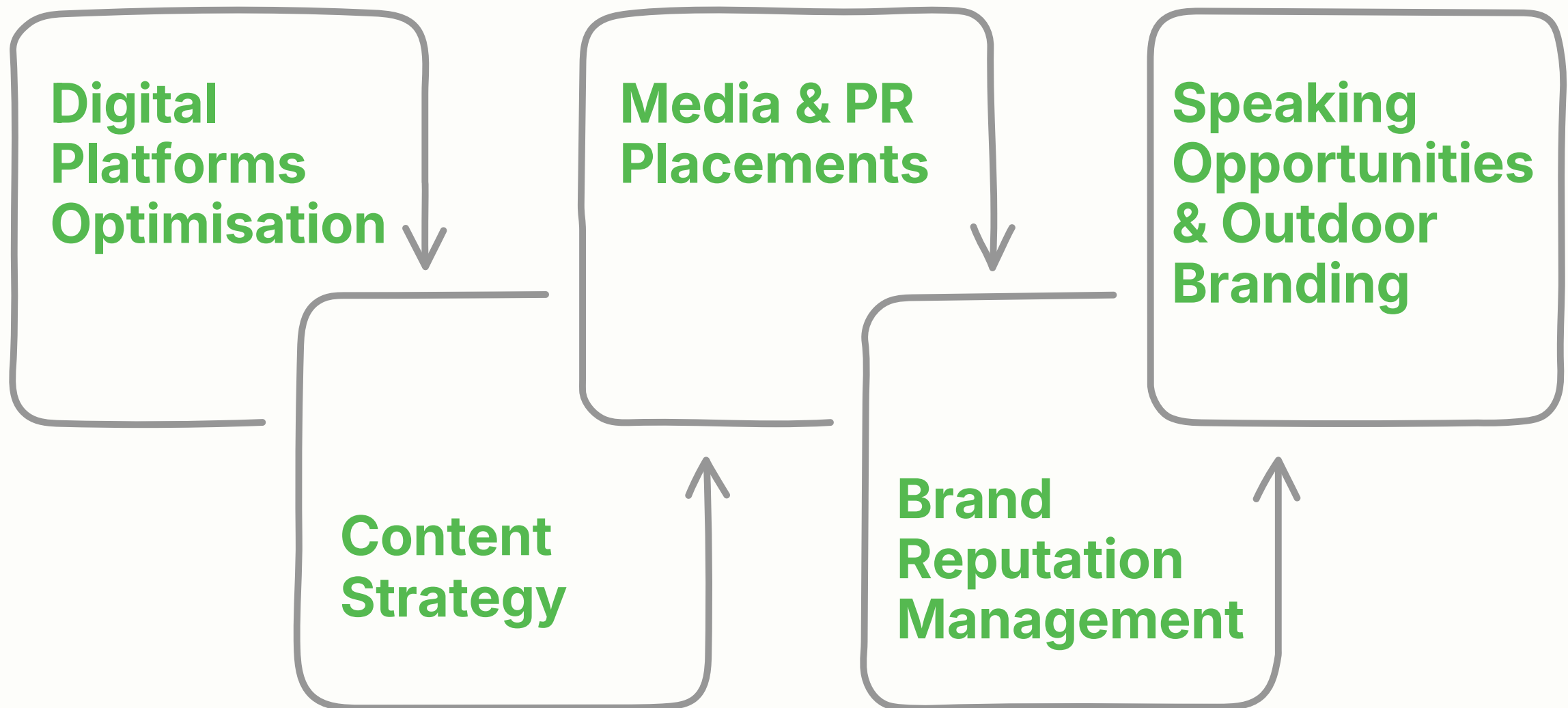
CORPORATE STORYTELLING

- Brand Narrative Development Internal Communication
- Annual Report & Corporate Communications
- Event PR & Launch Coverage

PR & OUTREACH

Individual Profile Branding & PR

Transform your professionals into industry leaders



SUCCESS STORIES



Quora

Rishika Desai

Cybersecurity Expert | Blogger and mentor on Digital Safety

61 followers · 40 following

I share insights on:

- Cyber threat intelligence

- Phishing prevention & malware awareness

- Network security fundamentals

- Safe browsing practices

- Privacy tools and secure communication

Profile

59 Answers1 Question18 Posts61 FollowersFollowingMore

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The Blogger Monks · Follow

Posted by Rishika Desai · 2y

Hi fellow readers of The Blogger Monks family! Here's the first newsletter of our blog and many more are on the way. Want to receive them in your inbox and get alerts of new blog posts on the website? Well worry not, simply subscribe (more)

THE EMERGING WORLD

New Delhi, Thursday 23 October 2025 | www.theemergingworld.in

EDIT

EDITORIAL

Trade Deal in Final Looming for the Best

d trade agreement between the United States is reportedly nearing completion, promising a massive reduction in Indian imports. According to sources familiar with the deal, the steep US tariffs, which at a high of 50%, are expected to be reduced to 15% to 20% in the prospective deal. This represents a significant win for Indian exporters and a boost for bilateral trade. The deal, carrying significant weight, involves India's crude oil imports from the US. The agreement is reportedly contingent on India's commitment to gradually scale back its reliance on Russian crude oil. This was highlighted during a meeting between US President Donald Trump and Prime Minister Narendra Modi. Modi publicly stated that PM Trump had promised that India would limit its oil imports from Russia, positioning the deal as a key factor in India's energy security. The deal also includes a commitment to gradually scale back its reliance on Russian crude oil. This was highlighted during a meeting between US President Donald Trump and Prime Minister Narendra Modi. Modi publicly stated that PM Trump had promised that India would limit its oil imports from Russia, positioning the deal as a key factor in India's energy security.

From Data to Action: Why India's Student Assessment Moment Matters

Pooja Nagpal

The release of the ASER (Annual Status of Education Report) 2024 report signalled more than a story of learning recovery—it marked a turning point in India's assessment ecosystem. Key Improvements in Learning Outcomes.

“These improvements, especially in government schools, suggest that India's long-running learning crisis can indeed be reversed.”

“

At the all-India level, the report shows promising progress: 48.8 percent of Grade 5 students can now read a Grade 2-level text. This is a significant increase from 42.8 percent (2022) and is close to 2018 levels. 30.7 percent of Grade 5 students can solve division problems, compared with 25.6 percent in 2022—the highest in the past decade. These improvements, especially in government schools, suggest that India's long-running learning crisis can indeed be reversed. But this kind of data also shows that measurement alone is no longer enough—turning it into improvement is now the frontier.

The Next Frontier: From Measurement to Improvement

While the data shows clear progress, the report emphasizes that measurement alone is no longer sufficient. The challenge now lies in translating this evidence into sustained improvement in learning outcomes. This progress sits within a rapidly evolving student-assessment architecture. From ASER's citizen-led household surveys to school-based evaluations, state assessments for foundational learning, and the establishment of PARAKH (Performance Assessment, Review and Analysis of Knowledge for Holistic Development), India is investing heavily in generating robust evidence on student learning. The National Education Policy 2020 set this direction, calling for “transforming assessment for optimisation of learning” and for regular, transparent reporting of outcomes. The PRS India 2024 notes that while most states now conduct some form of large-scale assessment, few have yet built strong feedback loops to turn data into classroom change.

Challenge Ahead

Measurement is no longer the bottleneck; meaning-making is. Assessment results often remain buried in reports or dashboards—teachers seldom receive timely, actionable feedback. Without assessment literacy and local capacity to interpret findings, even the best data risk becoming decorative rather than diagnostic.

The policy implications are clear

• Invest in assessment literacy at state, district, and school levels so data become actionable.

• Link large-scale assessments to local planning and teacher professional learning within the same academic cycle.

• Design public disclosure of learning outcomes that empowers improvement—not comparison—making data usable for schools, communities, and policy-makers alike.

• Keep equity at the centre: adapt assessment design and feedback to multilingual, multi-board, and diverse-context classrooms. Assessments must serve as mirrors of learning, not merely tools of audit. India's next leap depends less on how much we test than on how intelligently we use what we test. If we succeed, the true measure of reform will not be the data we publish—but the learning that follows.

(Author is a doctoral researcher, University of Sydney, Australia.)

ThePrint

ANI PR 20 March, 2026 02:31 pm IST

f X W in

An evening of classical grace, rhythm and expression marks a significant milestone in a young artist's journey

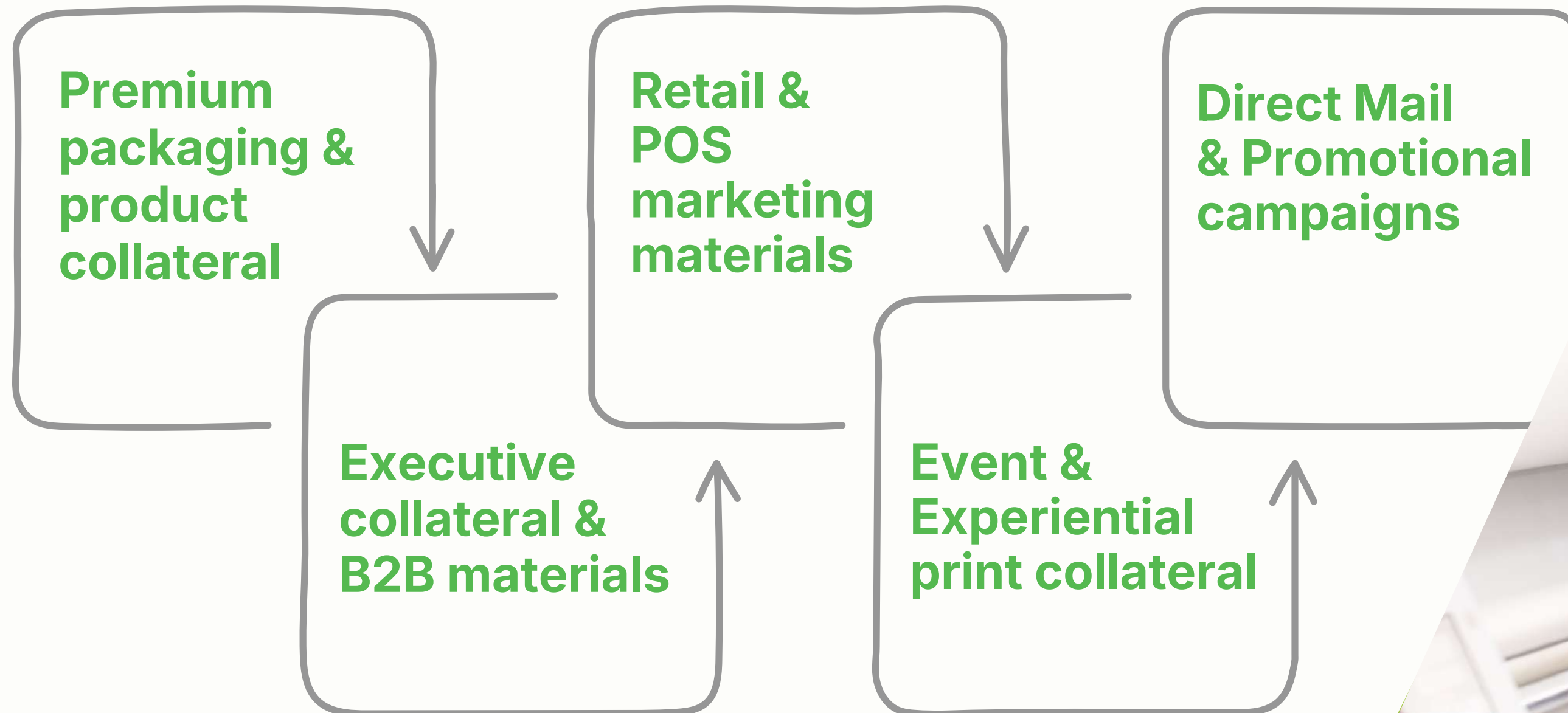
PNN

New Delhi [India], March 20: The auditorium at the India International Centre (IIC) came alive with the rhythm of ankle bells and the

INNOVATIVE PRINTING SOLUTIONS

COLLATERAL DESIGNED TO CONVERT

Print that sells



SUCCESS STORIES



MDF Cutout



HIP Dispenser



Poster



Acrylic



Hanging Unit

PILLAR II

DIGITAL & GROWTH



Data-Driven Strategy That Moves Metrics

CORE SERVICES

SEO & SEM

Average Client Result: 150% + organic traffic growth, 3.2x ROI

SOCIAL MEDIA MANAGEMENT

Average Client Result: 280% engagement growth, 45% follower increase

PERFORMANCE MARKETING

Average Client Result: CPA reduced by 35%, ROAS improved to 4.5x

INFLUENCER PARTNERSHIPS

with 95% Client Retention

DIGITAL MARKETING RESEARCH

MARKET INTELLIGENCE

Competitor Benchmarking:

Analyze 10-15
competitors

Trend Forecasting:

12-month
market outlook

Audience Segmentation:

Psychographic +
demographic
profiles

Product Validation:

Pre-launch
feasibility
testing

COLLABORATION & CELEBRITY PARTNERSHIPS

Influencer Partnerships That Amplify Your Reach

NANO INFLUENCERS

(1K-10K followers)

- Best For: Niche targeting & authentic advocacy
- Engagement: 8–12%
- Cost/Post: ₹5K–30K
- Reach: 50K–150K impressions

MICRO INFLUENCERS

(10K-100K followers)

- Best For: Specific interests, early adopters, brand advocates
- Engagement: 3–8%
- Cost/Post: ₹30K–2L
- Reach: 200K–1M impressions

MACRO INFLUENCERS

(100K-1M followers)

- Best For: Mass awareness, product launches, brand credibility
- Engagement: 1–3%
- Cost/Post: ₹2L–15L
- Reach: 2M–5M impressions

MEGA INFLUENCERS /CELEBRITY

(1M+ followers)

- Best For: Major campaigns, enterprise products, brand transformation
- Engagement: 0.5–2%
- Cost/Post: ₹15L–3CR
- Reach: 10M+ impressions

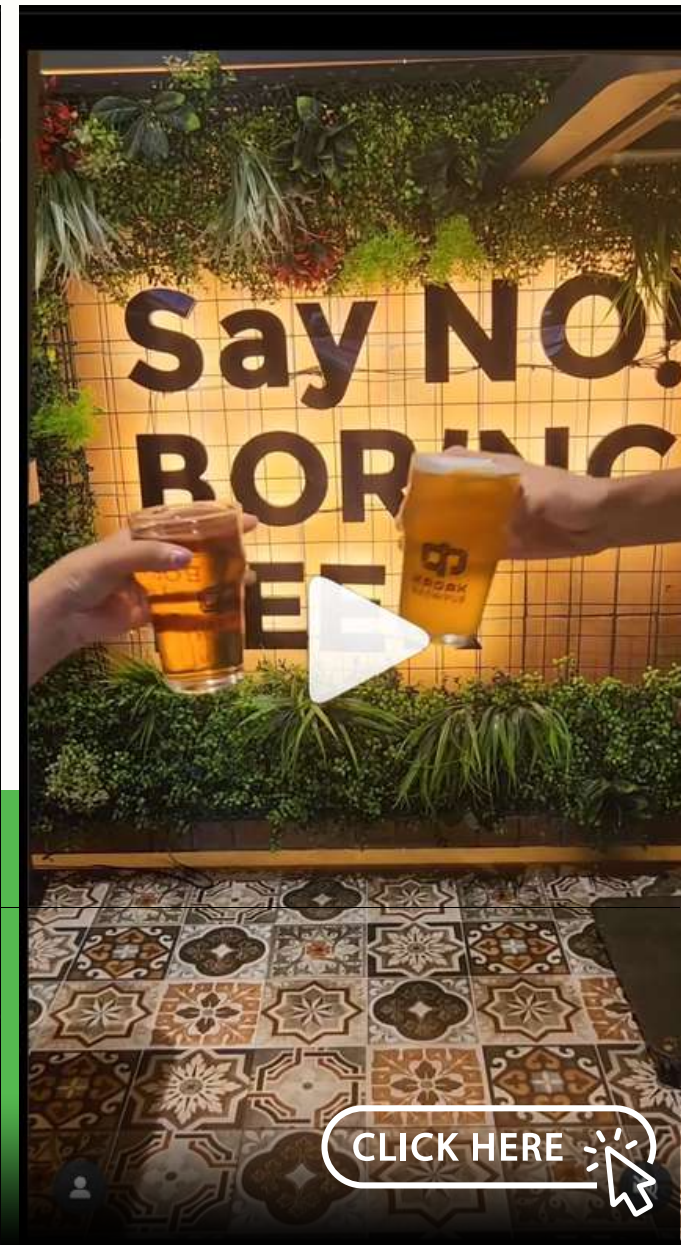
SUCCESS STORIES



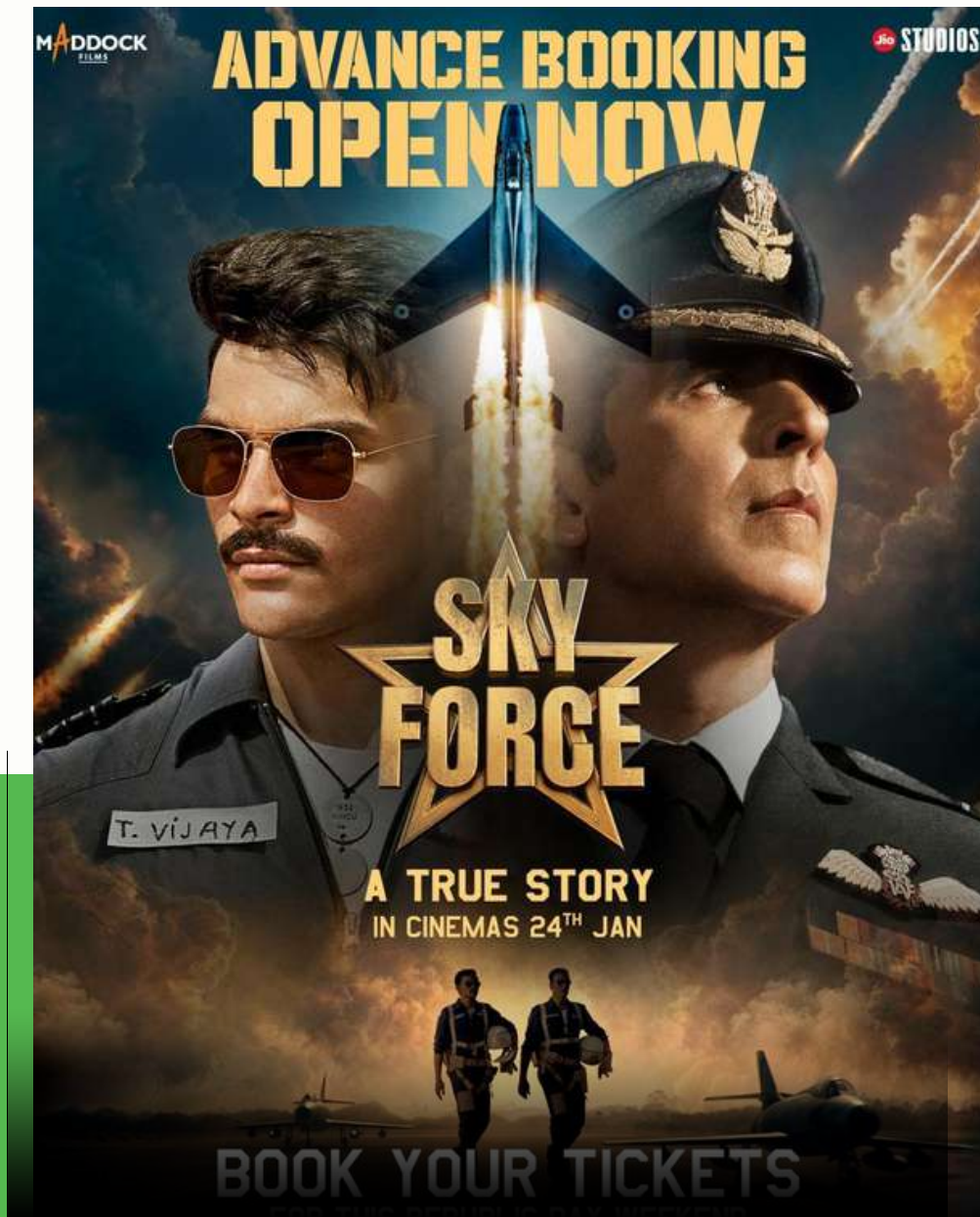
Movie Promotion



Healthcare Promotion



Brewpub Promotion

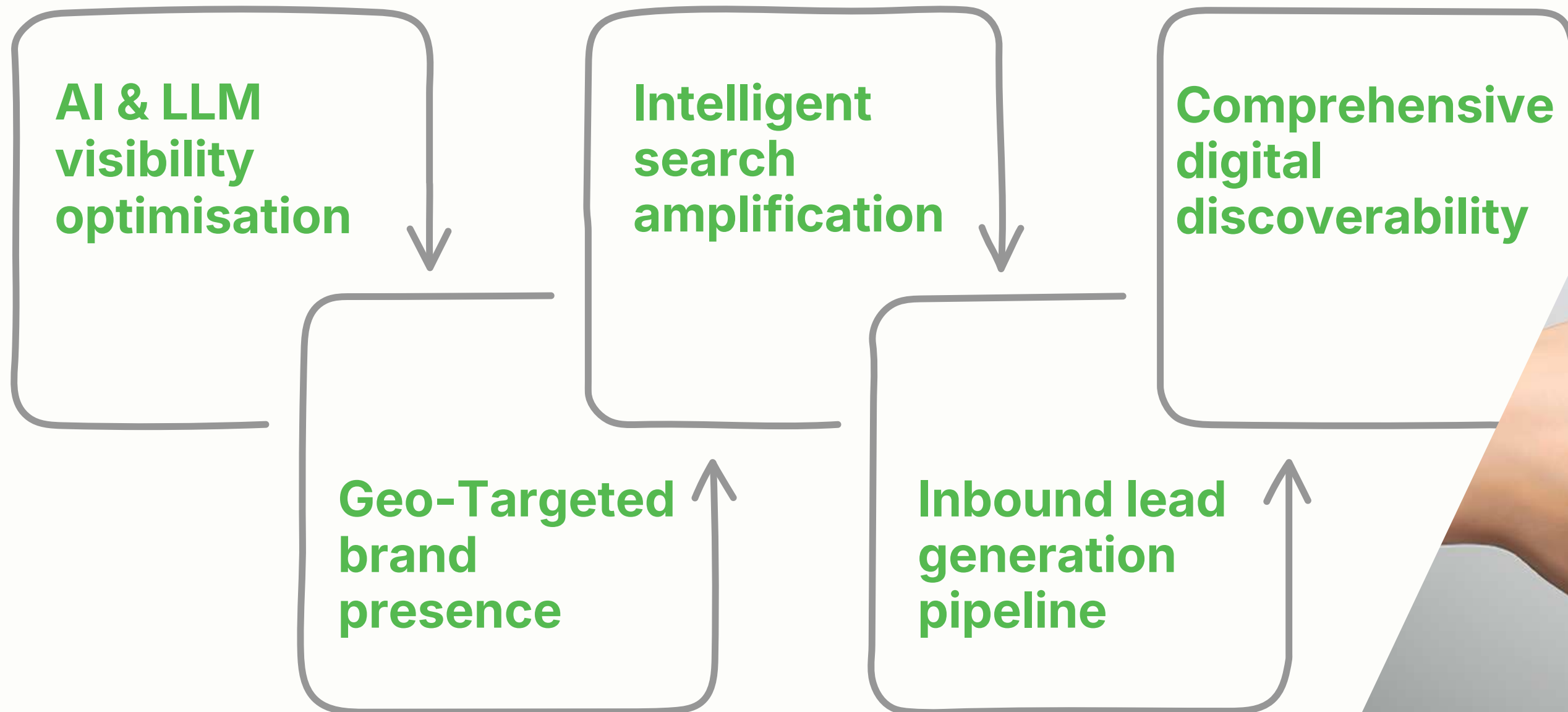


Movie Promotion

AI - GEO OPTIMIZATION

DOMINATE SEARCH ACROSS LLMs & AI PLATFORMS

End to end integration





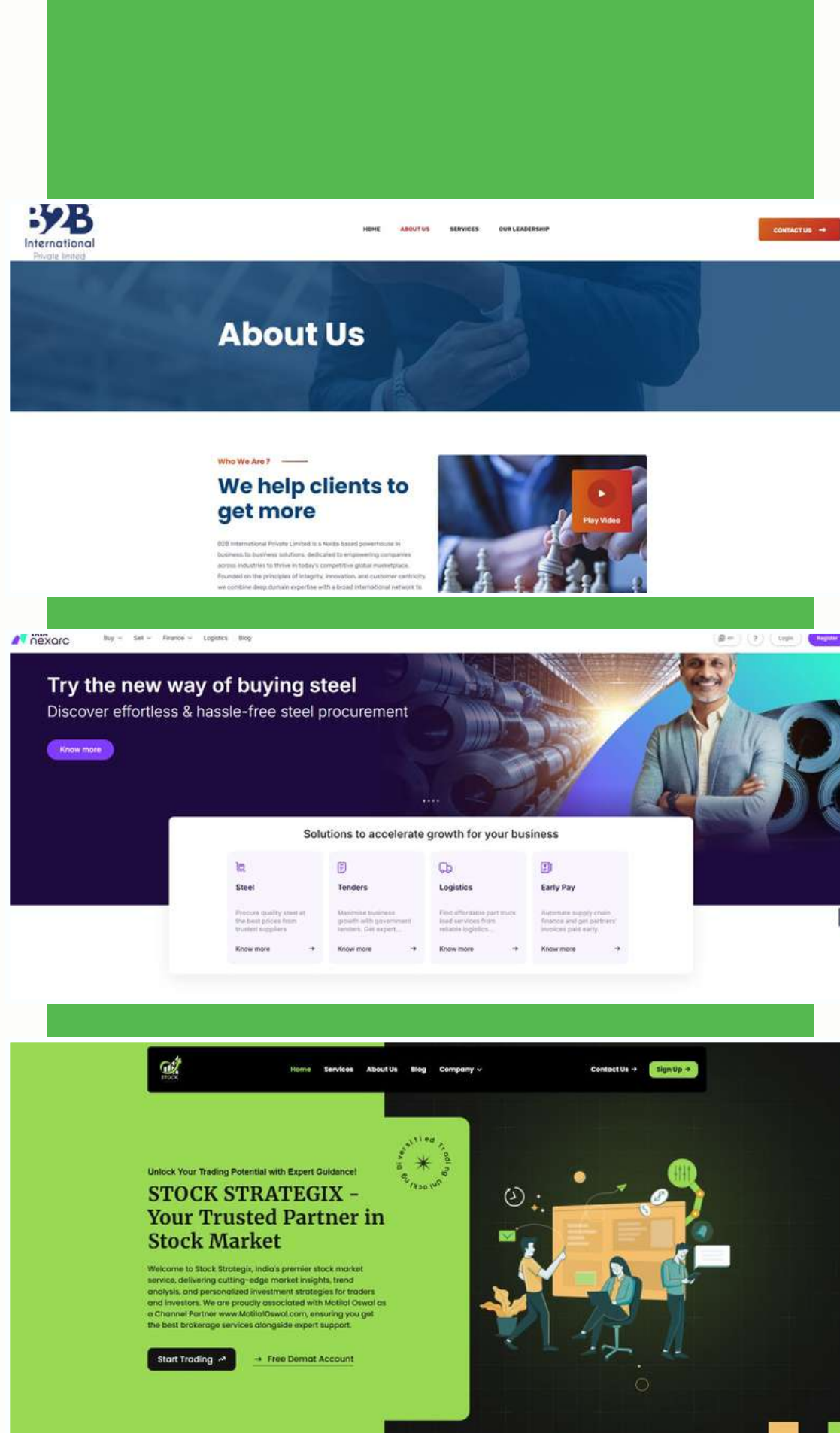
PILLAR III

TECHNOLOGY & INNOVATION

IT & Technology

WEBSITE DEVELOPMENT

Custom Websites That Convert Visitors Into Customers



Average
Load Time:
<2 seconds

SEO-Ready
Architecture:
Google top 3
rankings for
target
keywords

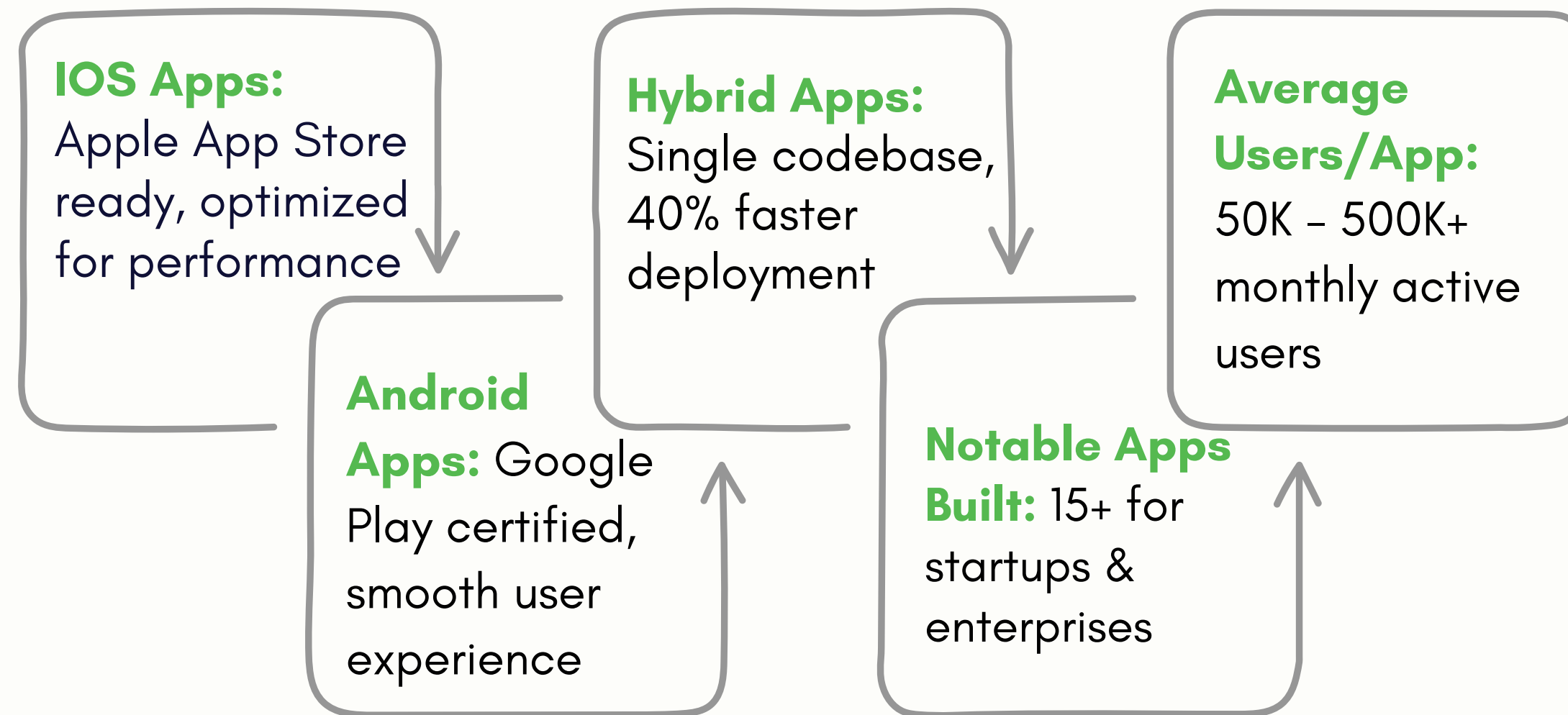
Average
Time-to-
Launch: 4-8
weeks

Conversion
Optimization:
+35% average
improvement

Recent
Projects:
TATA Nexarc,
B2B
International,
Stock Strategix

MOBILE APP DEVELOPMENT

Focus on platforms & results, not languages



IT & Technology

EMERGING TECHNOLOGIES

Make it practical

Chatbots & AI:

Lead qualification,
customer support automation

AR/VR Apps:

Interactive product demos,
immersive experiences

IoT Solutions:

Real-time monitoring,
predictive maintenance

Cloud Transformation:

Cost reduction,
scalability, security



CSR & MSME SUPPORT

PROGRAM CATEGORIES

Purpose-Driven Initiatives That Create Lasting Impact

Education Initiatives :

(Skill development, scholarships, school infrastructure)

Environmental Sustainability :

(Water, energy, waste management)

Average Program Budget :

₹50L-5Cr+

Community Development :

(Livelihood, health, sanitation)

Disaster Relief & Rehabilitation

END TO END EVENT EXPERIENCES

THAT ENGAGE & INSPIRE

CORPORATE EVENTS

- Conferences & summits
- Product launches
- Sales kickoffs & awards nights
- 4.4/5 attendee satisfaction

EXPERIENTIAL MARKETING

- Brand activations & pop-ups
- Trade show booths
- Exhibition management
- 5K-50K attendee reach

GOVERNMENT & INSTITUTIONAL EVENTS

- Conferences & official functions
- Awards & inaugurations
- High-security events

ENTERTAINMENT EVENTS

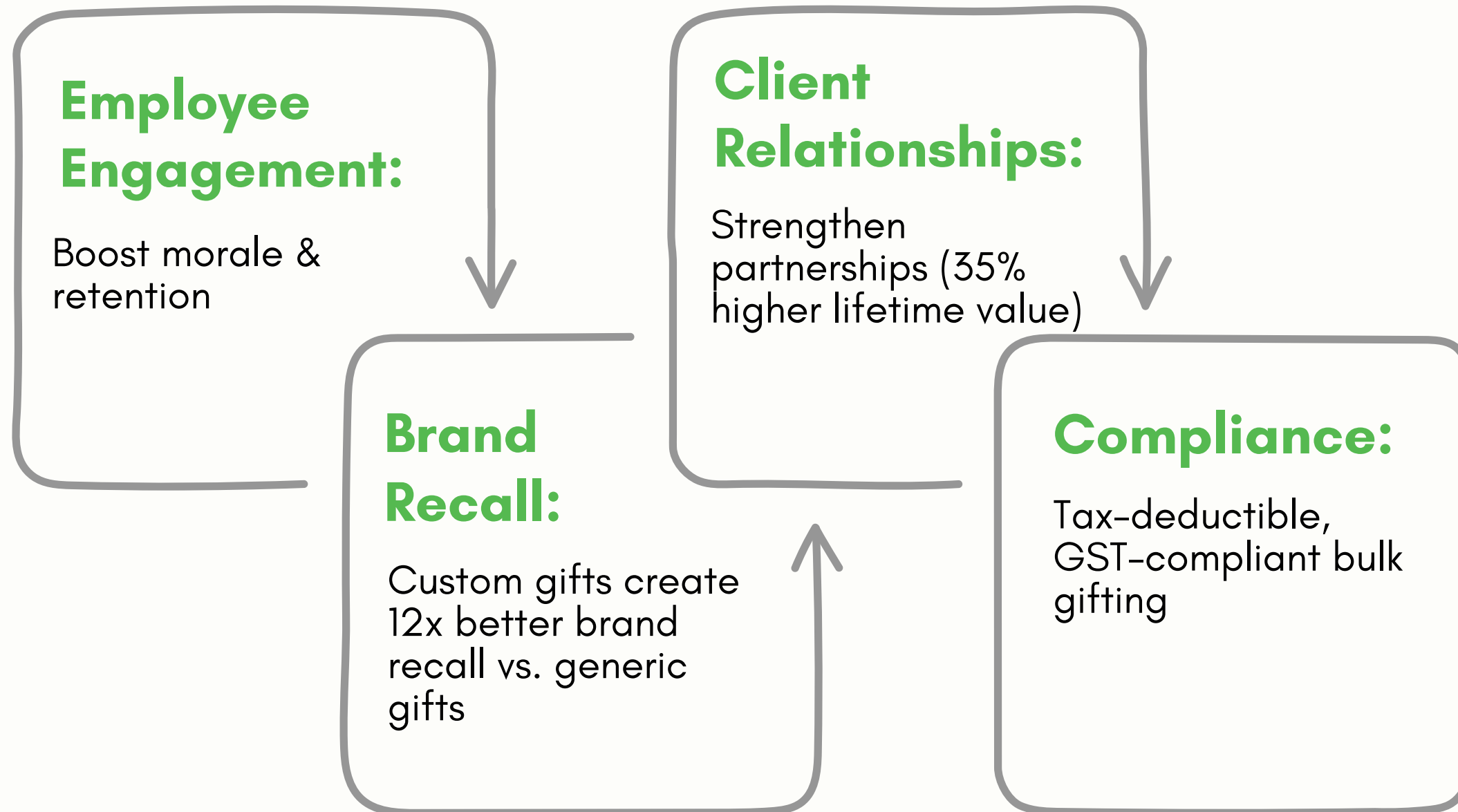
- Movie promotions (50K+ reach)
- Brand experiences
- Festival activations

SUCCESS STORIES



PURPOSE-DRIVEN INITIATIVES THAT CREATE LASTING IMPACT

WHY CORPORATE GIFTING MATTERS



GIFTING CATEGORIES

Premium Tech & Accessories	Eco-Friendly Corporate Gifts	Wellness Products	Customized Merchandise	Coffee & Beverage Subscriptions
Wireless chargers, power banks, smart devices	Sustainable materials, zero-waste	Massage devices, fitness trackers, health monitors	Branded items, personalized packaging	Artisanal, curated selections



TESTIMONIALS



SEE WHAT
OUR CLIENT
THINKS OF
US ?

CLICK HERE 



We availed content writing services from Aastic. The team's turnaround time, quality and knowledge about the articles are always commendable.



The 420



We took the services of content writing and designing from Aastic. They did really well in terms of creativity and original content. Hopefully we can avail their services more in the future.



Apollo International
Limited



Aastic Enterprises is our business associate. Their contribution to our marketing propaganda are immense. They have created and developed many videos and infographics for us. Their work is superb.



ARG Healthcare

SEE WHAT OUR
CLIENTS ARE
SAYING !



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LET'S TRANSFORM YOUR BRAND