PLURALIS™
DIGITAL

We run the reputation layer.
You keep the client.

White-label execution for agencies.

Navi Mumbai · Running ORM campaigns since 2018

WHY AGENCIES CALL US

Sound familiar?

Four problems we are usually called in to solve.

01

Highly creative campaigns tank because of poor amplification.

02

Negative sentiment keeps multiplying because no one responds to it.

03

You cannot do everything in-house and want a trustable partner.

04

You want to win the client and more business together.

"You will not see us on stage. You will not see us in the credits."

THE NETWORK

The reach behind your campaigns

18,000+ social accounts, 1,000+ meme pages and 100+ PR outlets, held before we plan a single campaign.

Instagram

5,000

accounts

Facebook

5,000

accounts

YouTube

5,000

accounts

X / Twitter

3,000

accounts, plus keyword and hashtag trending

LinkedIn

150

accounts

Meme pages

1,000+

accounts

PR outlets

100+

national and international

Creators

Across categories

network for portal and listing work

SOCIAL MEDIA

Social media, at scale

Instagram | Facebook | YouTube | X | LinkedIn | Threads

- **Engagement** Likes, comments, shares, saves, reposts, story shares, post-to-DM, follows
- **Amplification** Hashtag, content, TVC, audio push
- **Social media sentiment management** Launches, trailers and announcements, held from the first hour
- **Trending on X** Keyword and hashtag trends, held for three to six hours
- **High-impact platforms** LinkedIn, Reddit and Quora are manageable

PER CAMPAIGN

100 million
campaign impressions

Targeted
reach

5,000+
unique postsacross social media

Real-time
trackers

USED FOR *a launch film stuck at four thousand views on day two. A founder who needs to be visible before a raise.*

Ratings that decide the sale

MAPS, STORES AND LISTINGS

- **Google**
  Per location, branch by branch
- **Marketplaces**
  Reviews by verified buyers and creators
- **App Store and Play Store**
  Including the one-star wave after a bad release
- **JustDial**
  Listing reputation

FOOD, QUICK COMMERCE AND COMPLAINTS

- **Zomato and Swiggy**
  Reviews by food bloggers and general customers
- **Quick commerce**
  Reviews by verified buyers and creators
- **Complaint and grievance threads**
  Handled at volume

USED FOR *a hero SKU stuck under four stars. One branch dragging a brand's rating down.*

Everywhere by evening. Or one suburb.

1,000+

Meme pages, national and regional

- Hindi and English pages at national scale
- Niche pages by interest and category
- Regional pages, language by language

Local

Hyperlocal pages for a city, suburb or constituency

- Micro pages by city and neighbourhood
- Locality-wise distribution
- Vernacular posting in the local language

USED FOR *a release that has to be everywhere by evening. A developer launching one project in one suburb.*

News coverage, podcasts and creators

100+ outlets, national and international

- **Editorial** placements and features
- **Newswire** distribution
- **Authored** articles and op-eds in the client's name
- **Podcasts** and long-form interviews

Creators for seeding to sustained presence

- **Nano and micro** creators for seeding and credibility
- **Category creators** for sustained presence
- **Creators** across lifestyle, tech, finance, politics and more
- **Verified and niche** accounts where the brief needs them

USED FOR *a promoter with no search footprint. A funding announcement. A negative link sitting on page one.*

SEARCH AND AI VISIBILITY

Be found, and described correctly

So search and AI assistants tell the right story about the brand.

Name-search shaping

For a company, promoter or public figure

Negative link displacement

Through indexed PR

SEO and AEO

So AI assistants describe the brand correctly

Wikipedia and Knowledge Panel

Accuracy

Reddit and Quora

On category questions

Runs in weeks, not days

Planned that way from the start

WHERE WE WORK

Nine sectors we know well

Entertainment

Release windows, trailer drops, award nights and trend pushes.

Politics and policy

Campaigns since 2018, with per-seat reporting across constituencies.

Ecommerce

Marketplace and D2C brands: rating recovery and funding-announcement windows.

Automobiles

Launch amplification and review-cycle management.

Finance

Promoter search footprint,trust signals ahead of raises, complaint threads.

Healthcare

Hospital and practitioner reputation,with grievance response that avoids a second story.

Tech

App store reputation around releases, with Reddit and Quora where buyers research.

Real Estate

Project launches and hyperlocal reach, one suburb at a time.

Personal branding

Name-search shaping and visibility for founders, promoters and public figures.

White-label, done properly

Invisible to your client.

Accountable to you.

No Pluralis branding

Reporting in your template, under your brand.

Agency-ready proposals

Proposals built to present under your brand.

Non-circumvention

Both ways. We stay away from your clients, you from our vendors.

Two-stage approval

Nothing goes live on your client's name without your sign-off.

60-minute escalation

Assessed inside 60 minutes, at any hour. Overnight incidents get their first wave when working hours start.

Execution-ready network

A network of real users, ready to run. Three weeks is comfortable; under two is a premium spin-up with reduced scope.

HOW PRICING WORKS

Pricing that leaves room for your markup

Unit basis

Volume delivered against a defined quantity

Campaign basis

A defined push with a start and an end

Retainer

Ongoing management across a client book

PAYMENT TERMS

T + 1	Small campaigns
T + 15	Medium-scale campaigns
T + 30	Retainers

Quote within 24 hours of a written brief. Room left for your markup, every time.

HOW TO GET STARTED

Start with one client, one problem

1

A 30-minute call

We tell you on the call whether we can move it.

2

Scope and quote

Inside 24 hours of a written brief.

3

One pilot project

On one client. No minimum value; large enough to execute properly.

4

Review at 60 days

If it works, a monthly engagement across more of your book.

WHO YOU ARE WORKING WITH

Three leads, one team of eight

A named owner on your account from day one, and the founder on escalation.



Parikshit Shah

Founder and Director



Amisha Chikhalekar

ORM Accounts Manager



Yutika Shetty

Ops and Growth Manager

CONTACT

Let’s talk

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