



## FACT SHEET

### CHALLENGES BUSINESSES FACE

- How to **reduce selling cycle** for complex products
- How to **reach unknown prospects** creatively and cost-effectively
- How to **win over intermediaries** and make a sale
- How to **price products and services** for higher sales or profitability
- Which **segments to target** for growth and leadership
- How to **position a product** or service or business
- What **collateral to create** to engage prospects
- Which **initiatives to undertake** to grow the business

Businesses need a cost effective, measurable and scalable way to address these problems. Zebu enables businesses to do just that!

**Zebu is a strategy and marketing consulting team that helps companies identify, achieve and exceed their business objectives.**

### ZEBU OFFERINGS

- Strategy formulation
- Marketing Plan creation
- Product Marketing
- Corporate Marketing
- Marketing Collateral & PR
- Social media marketing

### INDUSTRIES

- Information Technology
- Semiconductor
- Manufacturing
- Telecom
- Hospitality

### PEOPLE

#### Bikash Chowdhury

14 years of tech + mktg  
EDA, semi, wireless, auto  
TI, Impulsoft & SiRF  
Strong international bizdev, marketing & marcom experience  
CS Major from IIT, MBA from IIM

#### G. Rajagopal

15 years of engg experience  
EDA, semi, video, wireless  
TI, Tektronix, Impulsoft, SiRF  
Proven product delivery in Bluetooth, GPS & Video  
Masters in Comp Apps

#### K. Srikrishna

21 years of mktg experience  
Founded, lead and grew Impulsoft to a leadership position in the Bluetooth stereo market  
Ran WW consumer business for SiRF, Marketing at Synopsys, National Semi & Sasken  
PhD from UC Berkeley

### CONTACT US

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